Why Do Young People Drink?

Young people drink for a variety of reasons. Complex, interrelated factors influence young people's drinking behavior and consequences.

Just like gadgets and Wi-Fi, alcohol also is very accessible. Everywhere we go we see stores selling alcohol at very reasonable and affordable prices. There are laws on drinking and purchasing alcohol however, it still varies depending on the place. In other countries, alcohol beverages are even produced in their own homes making alcohol more accessible especially to the young people.

It's Accepted.
Nowadays, parties and gatherings are held everywhere. Young people get exposed to surroundings in which drinking is accepted and normal. Usually peers and family plays a big role on the drinking pattern of young people.
The alcohol industry has been successful in marketing alcohol beverages leaving viewers to not only appreciate the creativity behind it but also to actually try it.

Country Feature: MONGOLIA

Geographically located in between China and Russia, Mongolia is a very large country with relatively small population. It was reported that for every 270 people in Mongolia there is one alcohol shop.

Facts about Mongolia

- **39.7% of men** and **15.15% of women** in Mongolia have excessive drinking habits

- The number of the nation’s alcoholic beverage manufacturers is **3x less** than the number of manufacturers in 2004 but volume of alcoholic beverage is still **excessive**

- Average Mongolian consumption of “pure alcohol” is **50 liters per person** each year
Mongolia and their drinks
Big Three: vodka, fermented mare’s milk, and beer

**VODKA:** a very common drink during ceremonies and parties

**AIRAG:** a Mongolian staple usually made during summer when families herd horses. Mare’s milk is collected in a container and pumped for days. The alcohol content of airag is less than beer and children actually drinks it too.

**BEER**

Although not that famous globally, Mongolia also produces beer such as Chinggis, Gem draft, and Kaltenberg.

Apparently many younger generation switch to drinking beer instead of vodka after seeing the effects of alcoholism in their families, neighbors, and society.
Problems and effects of alcohol in Mongolia

- Over *60% of all domestic violence* and *50% of all divorce* are alcohol related

- *80% of those in prison are due to alcohol-related issues*

- 1 alcohol shop for every 270 people—*biggest number in the world*

Mongolia report prepared by:
Mr Bat-erdene Batsukh
Youth Development Program Training Officer
boston0712@gmail.com

Happening Now!

- WHO Regional Forum on Protecting Young People from the Harmful Use of Alcohol 29-30 April, Hong Kong SAR (China)