



—DEPARTMENT OF—  
**REVENUE**  
STATE OF MISSISSIPPI



FOR IMMEDIATE RELEASE

April 7, 2025

## **The Mississippi Department of Revenue, its ABC Division, and the Mississippi Department of Mental Health Team Up to Spread Awareness and Provide Resources for Alcohol Awareness Month**

**CLINTON, Miss. (April 7, 2025)** – The Mississippi Department of Revenue (MDOR), its Alcoholic Beverage Control (ABC) division, and the Mississippi Department of Mental Health (MDMH) are joining together in April to provide information and resources for Alcohol Awareness Month.

“This is an important mission due to the high number of reported alcohol-related deaths and health-related issues – all of which are preventable,” said Kellye Rhodes, Associate Commissioner of the MDOR. “As the state’s wholesale distributor and enforcement agency of alcoholic beverages, it is important that we help spread awareness, share resources, and increase the public’s knowledge about the risks and adverse effects that alcohol misuse can have on our health, families, and communities.”

As part of its alcohol awareness activities, the MDOR will have several social media posts throughout the month with information and links to resources. Additionally, the ABC warehouse will host a “sticker shock” campaign where stickers will be placed on cases of alcohol that are shipped out weekly. This is to remind liquor permittees around the state to sell responsibly by checking identification and to not sell to someone who is obviously intoxicated.

According to the National Council on Alcoholism and Drug Dependence, there are more than 178,000 alcohol-related deaths each year and more than 200 health conditions associated with alcohol misuse in the United States. The Centers for Disease Control and Prevention (CDC), reports that the U.S. sees an average of roughly 488 alcohol-related deaths daily, demonstrating the critical need for heightened awareness, intervention, and support.

In Mississippi last year, an average of 1,372 deaths were related to alcohol use with over 150 deaths occurring in vehicle crashes involving alcohol-impaired drivers.

To support treatment and programs for alcohol addiction and rehabilitation, ABC collects a three percent markup on the sale of every bottle of alcohol and diverts it monthly to the MDMH. These proceeds are utilized for a variety of alcohol treatment programs around the state.

- more -

“In addition to drinking responsibly, knowing your limit and making sure you have a sober ride home, it is important to know when you need help and where to get it,” said Riley Nelson, Chief of ABC Enforcement. “That’s where the Department of Mental Health comes in and provides a valuable service for our residents in need.”

“Unfortunately, too many people don’t quite understand that addiction is a disease, not just a failing of morals or willpower,” said Wendy Bailey, Executive Director of the MDMH. “There are so many things that can affect why one person may struggle with addiction while another can have a glass of wine at dinner and not think twice about a second drink. The good news is that recovery is always possible. With support and treatment, you can overcome addiction, and the Department of Mental Health and Certified Providers are here to help. We encourage anyone who’s struggling or trying to help someone else to reach out for help whenever needed. It’s much closer than you may realize.”

With 24 outpatient providers, 31 intensive outpatient providers, 11 adolescent intensive outpatient providers and numerous other MDMH certified providers that offer withdrawal management, there is a variety of alcohol treatment options available in Mississippi. Residents can find services and support by calling the MDMH Helpline at 1-877-210-8513 or by visiting the web site at [www.dmh.ms.gov](http://www.dmh.ms.gov).

-end-

#### *About the Mississippi Department of Revenue*

The Mississippi Department of Revenue (MDOR) is the primary agency for collecting tax revenues that support state and local governments in Mississippi. The MDOR is responsible for titling and registration of motor vehicles; monitoring ad valorem assessments; enforcement of Mississippi's Prohibition and Local Option Law; licensing, regulating, and enforcing the law for medical cannabis dispensaries; and operating as the wholesale distributor of alcoholic beverages. For more information, visit [www.dor.ms.gov](http://www.dor.ms.gov).

Contact:

Tina Richardson

[tina.richardson@dor.ms.gov](mailto:tina.richardson@dor.ms.gov)

601-923-7287

#### *About Mississippi Department of Mental Health*

The Mississippi Department of Mental Health (MDMH) is supporting a better tomorrow by making a difference in the lives of Mississippians with mental illness, substance use disorders and intellectual or developmental disabilities one person at a time. Find services and support near you by calling the MDMH Helpline at 1-877-210-8513 or visit [www.dmh.ms.gov](http://www.dmh.ms.gov).

Contact:

Adam Moore

[adam.moore@dmh.ms.gov](mailto:adam.moore@dmh.ms.gov)

601-359-2287