

Alcohol

- **Alcohol affects your brain.** Drinking alcohol leads to a loss of coordination, poor judgment, slowed reflexes, distorted vision, memory lapses, and even blackouts.
- **Alcohol affects your body.** Alcohol can damage every organ in your body. It is absorbed directly into your bloodstream and can increase your risk for a variety of life-threatening diseases, including cancer.

- **Alcohol affects your self-control.**

Alcohol depresses your central nervous system, lowers your inhibitions, and impairs your judgment. Drinking can lead to risky behaviors, including having unprotected sex. This may expose you to HIV/AIDS and other sexually transmitted diseases or cause unwanted pregnancy.

- **Alcohol can kill you.** Drinking large amounts of alcohol can lead to coma or even death. Also, in 2004, 36 percent of traffic deaths of 16- to 20-year-olds were alcohol-related. That equates to the deaths of 2,115 people in this age group alone.

- **Alcohol can hurt you--even if you're not the one drinking.** If you're around people who are drinking, you have an increased risk of being seriously injured, involved in car crashes, or affected by violence. At the very least, you may have to deal with people who are sick, out of control, or unable to take care of themselves.

How to tell if a friend has a drinking problem...

Alcohol is the most abused drug by youth

Problems remembering things they recently said or did

Getting drunk on a regular basis

Lying about how much alcohol he or she is using

Believing that alcohol is necessary to have fun

Having frequent hangovers

Feeling run-down, depressed, or even suicidal

Having "blackouts"--forgetting what he or she did while drinking

Having problems at school or getting in trouble with the law

Questions & Answers

Facts about Alcohol

Question #1

If you begin drinking at this age, you are four times more likely to develop alcoholism than those who begin drinking at age 21.

Questions & Answers

Facts about Alcohol

Answer #1

If you begin drinking at **age 15** you are more likely to develop alcoholism than those who begin drinking at age 21.

Questions & Answers

Facts about Alcohol

Question #2

How many people are killed annually due to alcohol related accidents?

Questions & Answers

Facts about Alcohol

Answer #2

25,000 people are killed annually due to alcohol related accidents.

Questions & Answers

Facts about Alcohol

Question #3

How many people are killed weekly and each day due to alcohol related accidents?

Questions & Answers

Facts about Alcohol

Answer #3

500 people are killed in one week due to
alcohol related accidents

&

71 people are killed each day due to alcohol
related accidents

Questions & Answers

Facts about Alcohol

Question #4

On the weekends between 7 p.m. – 3 a.m.,
how many drivers are legally impaired?

Questions & Answers

Facts about Alcohol

Answer #4

On the weekends between 7 p.m. – 3 a.m.,
10% of all drivers are legally impaired.

Questions & Answers

Facts about Alcohol

Question #5

According to a recent Allstate Insurance Company study, how much money are American taxpayers paying for alcohol impaired drivers?

Questions & Answers

Facts about Alcohol

Answer #5

According to the recent Allstate Insurance Company study, American taxpayers are paying **\$21 - \$24 billion** dollars per year because of alcohol impaired drivers.

A Few Interesting Facts...

- 40% of all suicide attempts are alcohol-related
- 54% of all violent crimes are alcohol-related
- 60% of all emergency room admissions are alcohol-related
- 80% of all domestic disputes are alcohol-related

Fetal Alcohol Syndrome (FAS)

Consuming alcohol during pregnancy can cause your child to suffer from fetal alcohol syndrome (FAS)

Fetal Alcohol Syndrome (FAS)

Symptoms of FAS

- small head circumference
- developmental delay
- organ dysfunction
- facial abnormalities, including smaller eye openings, flattened cheekbones, and indistinct philtrum (an underdeveloped groove between the nose and the upper lip)

Fetal Alcohol Syndrome (FAS)

More Symptoms of FAS

- poor coordination/fine motor skills
- poor socialization skills, such as difficulty building and maintaining friendships and relating to groups
- learning difficulties, including poor memory, inability to understand concepts such as time and money, poor language comprehension, poor problem-solving skills
- behavioral problems, including hyperactivity, inability to concentrate, social withdrawal, stubbornness, impulsiveness, and anxiety

Fetal Alcohol Syndrome (FAS)

Symptoms of FAS



Alcohol Advertising

Influencing Our Young People

A national study published in January 2006 concluded that greater exposure to alcohol advertising contributes to an increase in drinking among underage youth.

A *USA Today* survey found that teens say ads have a greater influence on their desire to drink in general than on their desire to buy a particular brand of alcohol.

Alcohol Advertising

Influencing Our Young People

Alcohol advertisers spent \$2 billion on alcohol advertising in measured media (television, radio, print, outdoor, major newspapers and Sunday supplements) in 2005.

The use of humor, relaxation, characters, enjoyableness, adventure, and sex in advertisements influences youth more.

Alcohol Advertising

Influencing Our Young People

"Alcohol ads used to look like pictures from Playboy - women with big breasts and big hair designed to appeal to men. Now the models look like they have stepped out of fashion magazines and the message is that you can use alcohol to unleash your wild side."

"Alcohol advertising does create a climate in which dangerous attitudes toward alcohol are presented as normal, appropriate, and innocuous. Most important, alcohol advertising spuriously links alcohol with precisely those attributes and qualities happiness, wealth, prestige, sophistication, success, maturity, athletic ability, virility, creativity, sexual satisfaction that the misuse of alcohol usually diminishes and destroys."

Alcohol Advertising

Influencing Our Young People

Young people view approximately 20,000 commercials each year, of which nearly 2,000 are for beer and wine.

“By the time kids are 18, they will have seen 100,000 beer ads” says the first lady of Oregon.