



Alcohol

Alcohol Hurts Teens

5 Ways It's Worse
For You Than For Adults

**Booze Advertisers
Zero In On Youth**

**4 Ways To Tell
If Your Friend Has A
Drinking Problem**

**Drug Addiction
In A Bottle**

Avoiding Alcohol
7 New Ideas

Drug Undercover

Potent Danger

Alcohol is illegal for young people for a good reason:

Alcohol causes even more damage to teens' health than to adults' health.

Young people continue to grow into their 20s. Alcohol can slow the growth you see, like the bone growth that makes you tall. And it can get in the way of the growth you can't see — your brain, reproductive system, and liver mature throughout your teens.

Alcohol hurts drinkers' bodies and it warps their minds.

Drunk people make rotten choices. They fight over silly things, skip school, do risky stunts, and worse. They make deadly choices — choices like driving under the influence. Drinking and driving crashes kill about 16,000 a year in this country.

Drinking alcohol is dangerous in a million ways. Read on to learn more.



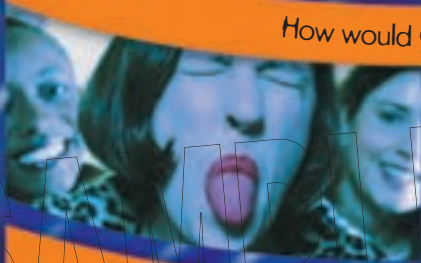
teen appeal

If you wanted to sell something to kids your age, How would you do it?

Like this? Or like this?



How would you describe it?



Who would be the best salesperson for your product?



What about cute talking frogs?

Companies that make alcoholic beverages know what attracts people. That's why their ads are filled with gorgeous young men and women having tons of fun with their friends. They use comedy and special effects to make drinking look fun and cool.

What the ads don't show are people vomiting, passing out, getting in trouble, or killing people by driving drunk.

Don't be sold. Make choices based on facts, not on images.

Your Professional Opinion



Congratulations! Thanks to your superior intelligence, you've been promoted to Chief Scientist. So, Doctor, what are the facts about alcohol addiction?

1

You probably know that some people become addicted to alcohol. How many people are alcoholics?

- a. 1 out of 25 drinkers
- b. 1 out of 7 drinkers
- c. 1 out of 2 drinkers

a

b

c

2

Alcoholics depend on alcohol to get through their lives. Without alcohol, they feel shaky and nervous, and they have nausea or diarrhea. In your opinion, is alcoholism:

- a. A bad habit
- b. A moral weakness
- c. A disease

a

b

c

3

Drinking in the teen years is even more harmful than drinking in adulthood. If someone starts drinking at age 15, how much more likely is it that he will become an alcoholic than if he doesn't drink until age 21?

- a. Twice as likely
- b. Four times as likely
- c. A hundred times as likely

a

b

c

The Booze Tube



TV is floating in references to alcohol. A recent study of prime time TV on the four major networks found that:

1. Alcohol was consumed 555 times in 224 hours of shows. That's 2½ times per hour!
2. Teens on TV were as likely to be shown with alcohol as with a glass of milk or a cookie.
3. Teen characters shown with alcohol were twice as likely as adult characters to be shown actually drinking it.

TV shows can make it seem like "everyone" is drinking alcohol all of the time. But that's not the truth.

How many hours a day is your TV on? If you are an average teen, you spend about 3 hours a day in front of the box. You see a lot of alcohol references!

Had it with TV producers pouring alcohol down our throats? Log on and let them know what you think:

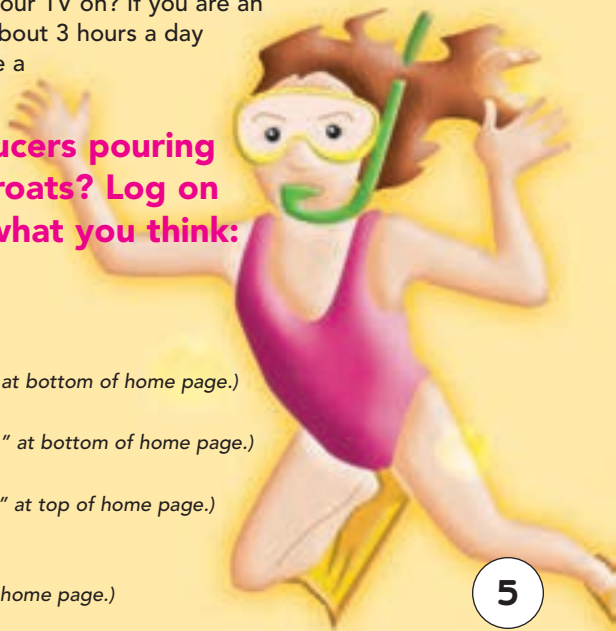
ABC TV
www.abc.com

CBS TV
www.cbs.com (Click "Feedback" at bottom of home page.)

NBC TV
www.nbc.com (Click "Contact Us" at bottom of home page.)

Fox TV
www.fox.com (Click "Ask Fox TV" at top of home page.)

Sony TV and Movies
www.sonypictures.com
(Click "Feedback" at bottom of home page.)



A Toxic Tale

Maybe a prehistoric homemaker left a jar of honey in the sun for a couple of weeks too long. Could be that some farmer WAAAAAY-back-when saw his horse drinking the liquid that oozed out of the wheat bin.

No one knows how people discovered the process that makes alcohol, but it definitely happened a long, long time ago.



Alcohol is made from grain, fruit juice, honey, or other foods. Warmth, moisture, time, and the yeast-enzyme **zymase** change sugars in foods into **ethanol**. Ethanol is the chemical name for alcohol.

Ethanol is in beer, wine, vodka, or malt liquor.

All alcoholic beverages contain ethanol. All are equally dangerous. If someone tells you, "It's only beer," that's bogus.

"One Drink" =

12 oz. of beer or wine cooler



8 oz. of malt liquor



5 oz. of wine



1.5 oz. of liquor (whiskey, vodka, etc.)



Drunk and Disorderly

Alcohol is a depressant. It slows down the brain and body processes bit by bit.

During the first drink, judgment, self-control, and the ability to drive a car begin to decrease.

With a bit more alcohol, the person's coordination declines. Decision-making ability and the ability to judge distances go down. Some people choose to do dangerous things.

After a couple of drinks, people feel drowsy and confused. They can't understand or remember what they are told. Drinkers may vomit and have double vision. Their balance goes out the window. They may pass out or wet their pants.

Every year, some people have too many drinks and die from alcohol poisoning.

The morning after heavy drinking, most people have a "hangover." That's a headache, vomiting, sensitivity to light and sound, the shakes, and more. It can last all day.



Down the

Alcohol harms the body with every use. Ongoing use sucks a person's health right down the drain.

Short-Term Effects

Slow, poor thinking

Blurry or double vision

Heavy sweating

Poor reactions and coordination

Low heart rate

Nausea and vomiting

Slower growth rate in teens

Fast Fact

Alcohol use during pregnancy causes Fetal Alcohol Syndrome, the greatest cause of nonhereditary mental retardation.

ne Drain

Continued heavy drinking causes serious health problems. A person doesn't have to be an alcoholic to be hurt by alcohol.

Long-Term Effects

Brain cell death

Heart disease

Cancer of the mouth
or stomach

Liver disease

Weak bones

Death

Fast Fact

Heavy drinking damages the whole body. The liver (a vital organ) suffers the most. Alcohol is a toxin, and it's the liver's job to clear toxins from the blood. Alcohol works the liver to death.

Booze Clues

You may be worried about a friend or relative who uses alcohol. How can you tell if your friend or loved one has a drinking problem?

If the person you're worried about is a teen, some warning signs are listed here.

Does your friend:

- Spend a lot of time planning for drinking, getting drunk, and then recovering from drinking?
- Seem to think that getting drunk is the only way to have fun?
- Do new or dangerous things, hang out with different friends, or have lower grades?
- Forget things, take crazy risks, and/or get into trouble?

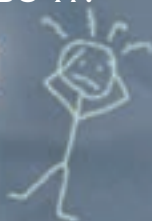
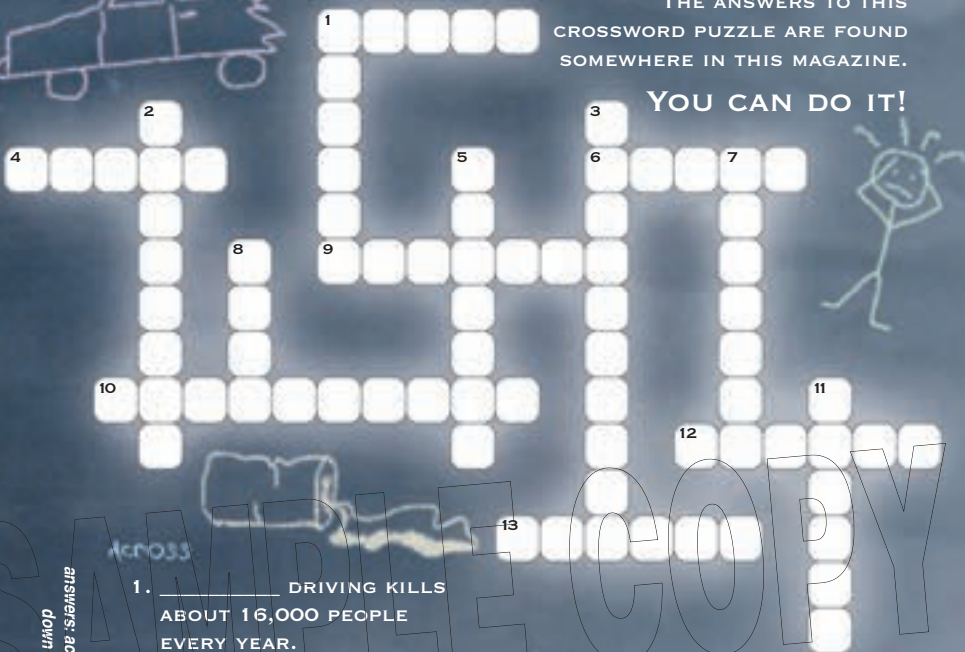
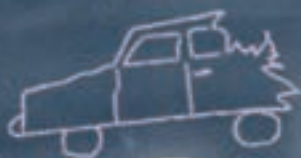
If you know a teen with a drinking problem, remember: Alcohol is even worse for teens than for adults. Encourage your friend to get help.

Alcohol Vocabulary

CHALLENGE YOURSELF!

THE ANSWERS TO THIS
CROSSWORD PUZZLE ARE FOUND
SOMEWHERE IN THIS MAGAZINE.

YOU CAN DO IT!



across

down

1. _____ DRIVING KILLS
ABOUT 16,000 PEOPLE
EVERY YEAR.

4. _____ ALCOHOL
SYNDROME IS RETARDATION
CAUSED BY DRINKING
DURING PREGNANCY.

6. THIS ORGAN SUFFERS THE
MOST FROM ALCOHOL USE.

9. IS THE AMOUNT OF ALCOHOL
IN A SHOT OF WHISKEY
GREATER THAN OR EQUAL
TO THE ALCOHOL IN A WINE
COOLER?

10. ALCOHOL IS A _____;
IT SLOWS DOWN THE BRAIN
AND BODY PROCESSES.

12. DRUNK PEOPLE HAVE
_____ OR DOUBLE
VISION.

13. THE YEAST ENZYME THAT
CREATES ALCOHOL IS CALLED
_____.

1. ALCOHOL CAUSES EVEN MORE
_____ TO TEENS' HEALTH
THAN TO ADULTS' HEALTH.

2. MANY DRINKERS HAVE A
_____ THE MORNING
AFTER DRINKING.

3. DEPENDENCE ON ALCOHOL IS
CALLED _____.

5. A STRONG NEED TO DRINK
ALCOHOL IS CALLED
_____.

7. THE CHEMICAL NAME FOR
ALCOHOL IS _____.

8. INDUSTRY SOLD ABOUT
\$41.75 BILLION WORTH OF
_____ LAST YEAR.

11. ALCOHOL SLOWS THIS, MAKING
TEEN DRINKERS SHORTER THAN
OTHER TEENS.

answers: across 1, drunk, 4, fetal, 6, liver, 9, equal to, 10, depressant, 12, blurry, 13, zymase
down 1, damage, 2, hangover, 3, alcoholism, 5, craving, 7, ethanol, 8, beer, 11, growth

Liquor or Your Life?

Heavy drinking hurts people's physical health, and it creates chaos in their social and emotional lives.

Problem drinkers become focused on alcohol. Nothing else seems to matter to them, even the things they used to enjoy. They lose friends and push their families away.

Like all addictions, alcoholism has four basic symptoms:

Craving

A strong need to drink alcohol

Impaired Control

The inability to limit drinking on any occasion

Physical Dependence

Feeling physical withdrawal symptoms when alcohol use is stopped

tolerance

The need for more and more alcohol to feel the same effects

So are all heavy drinkers alcoholics? Not necessarily, but all heavy drinking destroys people's lives one way or another.

Bonus!

If you never start drinking, you never have to quit!

Alcohol Use Doesn't Add Up

Last year, almost 6 billion gallons of beer were brewed in this country. That's about 63.8 billion cans of beer. At about \$1.00 a can, that beer sells for roughly \$63.8 billion!

And that's just beer. Hundreds of thousands of gallons of wine and liquor are sold every year, too.

How do they sell so much? How do those sales affect you? You do the math.

1. The Alcohol Industry spent about \$1,421,523,600 (That's over \$1.4 billion!) on advertising in the U.S. last year. How much did they spend per day? _____
2. The average teenager spends 3 hours a day watching TV, and there are 2.5 references to alcohol on TV per hour (not including the commercials!). How many alcohol references does that teen see in a day? _____
In a week? _____ In a 30-day month? _____
In a year? _____
3. About 2,200 people aged 16-20 died in alcohol-related car crashes in this country last year. About 15,500 people in this age group died (of all causes). What percentage of all deaths in this age group were due to alcohol-related car crashes? _____

Answers:
1. \$3,894,585.20
2. Day = 7.5 alcohol references; Week = 52.5;
30-day Month = 225; Year = 2737.5
3. About 14%

Seven Sober

You have access to tons of tools to help you avoid alcohol use. Saying no to alcohol can be easy. With a little mental practice, you can face offers of alcohol or other drugs with calm confidence.

Here are a few tips:

Come straight to the point. Just say, “No, thanks.” You don’t have anything to be embarrassed about when it comes to saying no to alcohol. It’s illegal; it’s bad for your health and growth; and it’s dangerous.

This tip is the opposite of #1. Instead of getting to the point, avoid it. Change the subject. Suggest something else to do or talk about something unrelated. Move on to something you can feel good about.

Here’s another sideways approach to saying no. Use body language, gestures, or facial expressions to let your feelings be known. A moment of disgusted silence can shout out a big message.



2



3



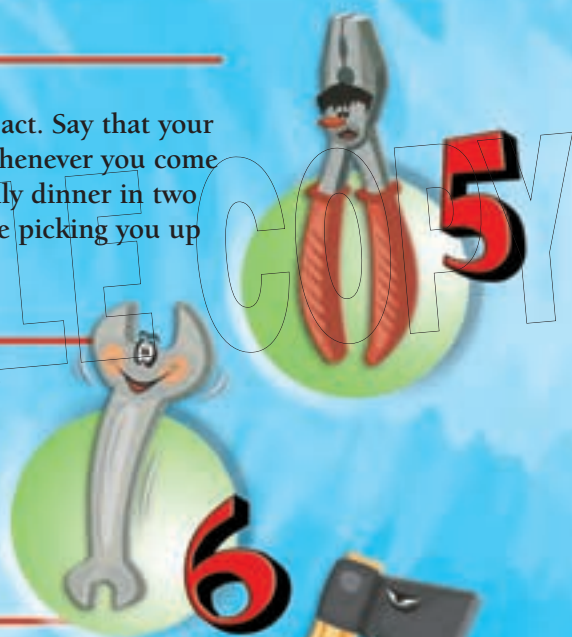
Suggestions

Make something up. Someone who is offering you alcohol or other drugs doesn't deserve total honesty from you. Get out of the situation, whatever it takes. Say you're sick or that you have a test in the morning.



Get your parents in on the act. Say that your parents check up on you whenever you come home, that you have a family dinner in two hours, that your parents are picking you up pretty soon, etc.

Use humor. Make a joke of the whole idea of drinking alcohol. Tell 'em you got enough of throwing up last time you had the stomach flu.



Leave. It's that simple. Just "remember" that you're supposed to be somewhere else right then, and say your goodbyes.



A World of Information

Want to read more about alcohol and your health?
Are you concerned about a friend's or family member's
alcohol use? Check these Internet resources for support.

The Cool Spot

See new TV and radio ads about alcohol
use. Find more important alcohol facts.

<http://thecoolspot.org>

Above the Influence

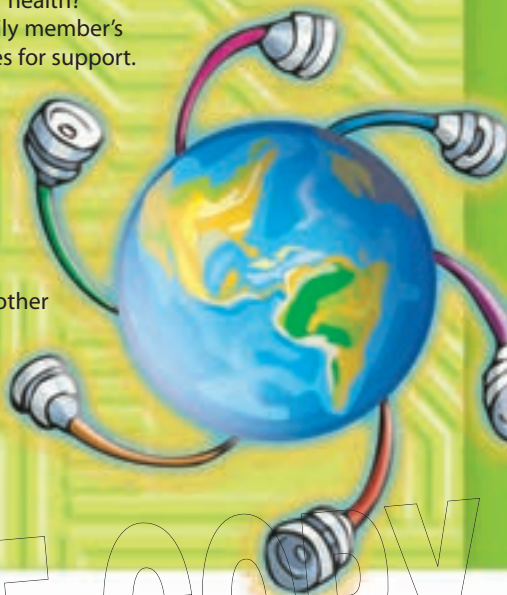
Packed full of information on alcohol and other
abuse. Includes real stories from real kids.

www.abovetheinfluence.com

TeensHealth

Info on alcohol use, plus tons of health
and safety tips

<http://teenshealth.org>



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