

# ALCOHOL

**Advertisers  
Do it Again!**  
How Alcohol is  
Pushed on Youth

**Trends in  
Drunk  
Driving  
Laws That  
Hit Home**

**20 Signs  
Your Friend  
Has a  
Drinking  
Problem**

**Medicine  
Extra**  
7 Effects of  
Alcohol You  
Need to Know

**Daily**

**Booze is  
Bad News**



## Crash Kills 6 Young Adults

GOLDENTON, IA. — Two cars collided on a rural road, killing six young people and injuring the drivers. Police suspect alcohol may have played a role.

The crash occurred shortly before 10 p.m. Saturday when a Ford Mustang, traveling 50 mph skidded sideways into the opposite lane.

The Mustang collided with a Toyota carrying five people, then struck a telephone pole and slammed into a tree, police said.

Witnesses told police that the Mustang's 20-year-old driver had been drinking at a party, Johnson County police Lt. Fred Timmon said Monday.

# EXECUTIVE DECISION

Not drinking is a smart decision.

Why does it matter? It's about your life.

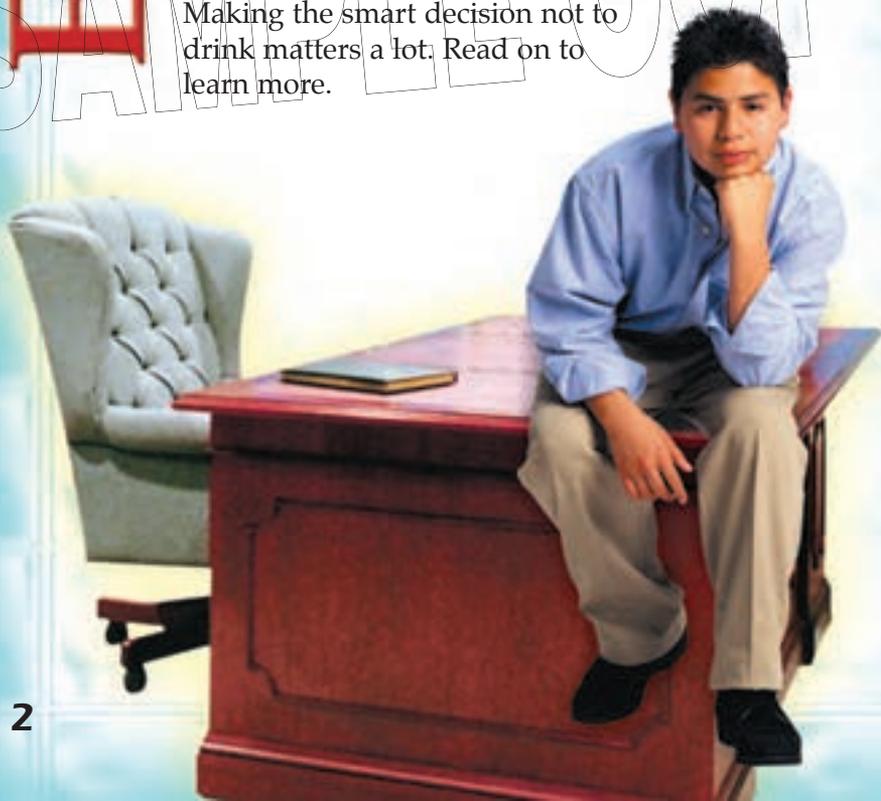
The 15-24 age group is the only group in this country whose death rate is rising. The most common causes of death in young people are homicide, suicide, auto accidents, and other accidents (like drownings). **Half of these deaths are alcohol-related.**

Here's another reason alcohol use matters:

**Alcohol is even more damaging to young people's health than to adults' health.**

As an adolescent, your brain, nervous system, reproductive system, and liver are still maturing. Your bone mass and muscle mass are incomplete and much more sensitive to any chemicals.

Making the smart decision not to drink matters a lot. Read on to learn more.



# diagnosis: trouble

Alcoholism is a disease. It is the addiction to alcohol. Alcoholism affects more people than diabetes, lung cancer, breast cancer, or heart attacks.

About 1 out of every 7 people who drink becomes an alcoholic. Teens who begin drinking before age 15 are four times more likely to become alcoholics than people who begin drinking at age 21.

Alcoholism is a crippling disease. Alcoholics continue drinking even when it causes them problems, like getting in trouble at school or work, losing their jobs, or breaking the law.

Heavy drinking is terrible for the health, whether or not the drinker is an alcoholic. Every body system is damaged: the liver, the heart, the skin, the digestive tract, and more. Relationships suffer, jobs are lost, and accidents occur. The drinker's health is steadily destroyed.

*Teens who drink are 7½ times more likely than other teens to use other drugs later in life. 91% of people who used marijuana smoked cigarettes or drank alcohol first.*

**Fast  
Fact**

# The Signs Say...

Someone who has a problem with alcohol usually works pretty hard to hide it. Your average addict has a major case of denial.

Actions speak louder than words. "I can quit anytime," means nothing if the person keeps having alcohol-related problems.

If you see some of these signs in a friend, especially if there's a pattern, your friend may have a real problem:

- Plans for drinking
- Talks about drinking
- Hides alcohol or drinks alone
- Needs more booze to feel drunk
- Gets lots of hangovers
- Avoids old friends
- Quits favorite activities
- Gets lower grades
- Has little energy
- Seems depressed
- Tells lies
- Thinks alcohol is necessary for having fun
- Tries to get others to drink more
- Acts and/or speaks selfishly
- Takes crazy risks
- Has irresponsible sexual experiences
- Forgets events that occurred when he/she was drunk
- Suspended from school due to alcohol
- Gets in trouble with the law
- Drinks and drives



**DANGER!**

# Mass Manipulation

## Let's do a little math!

Approximate U.S. population over age 21: 200,000,000

Total Dollars Spent Advertising Beer, Wine, and Liquor 2005-2010:

**\$5,574,355,000**

(Still counting zeros? That's about \$5.6 billion!)



## Ad Dollars Per Person: \_\_\_\_\_

The alcohol industry says that they don't advertise to minors.

Alcohol companies spend billions of dollars each year to entice young people to start drinking.



Alcohol ads use cute talking frogs, hip dudes hanging out, and beautiful, flirtatious women to promote their products.

Don't buy the hype. Drinking alcohol won't make you better looking, more hip or funny. The bottom line is that the alcohol companies want your money.



# Drunk and Dangerous

Getting drunk underage is illegal, it's rotten for your health, and it causes problems for the drinker and everyone around him or her.

What does "drunk" really mean?

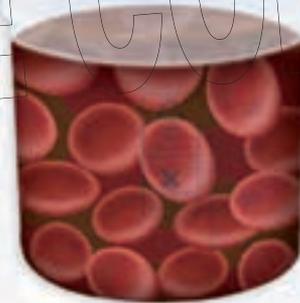
In the United States, under the law, a person is legally intoxicated when his or her blood alcohol content (also known as BAC) is .08%.

**.08%** =



$\frac{8}{10}$  ml alcohol

per

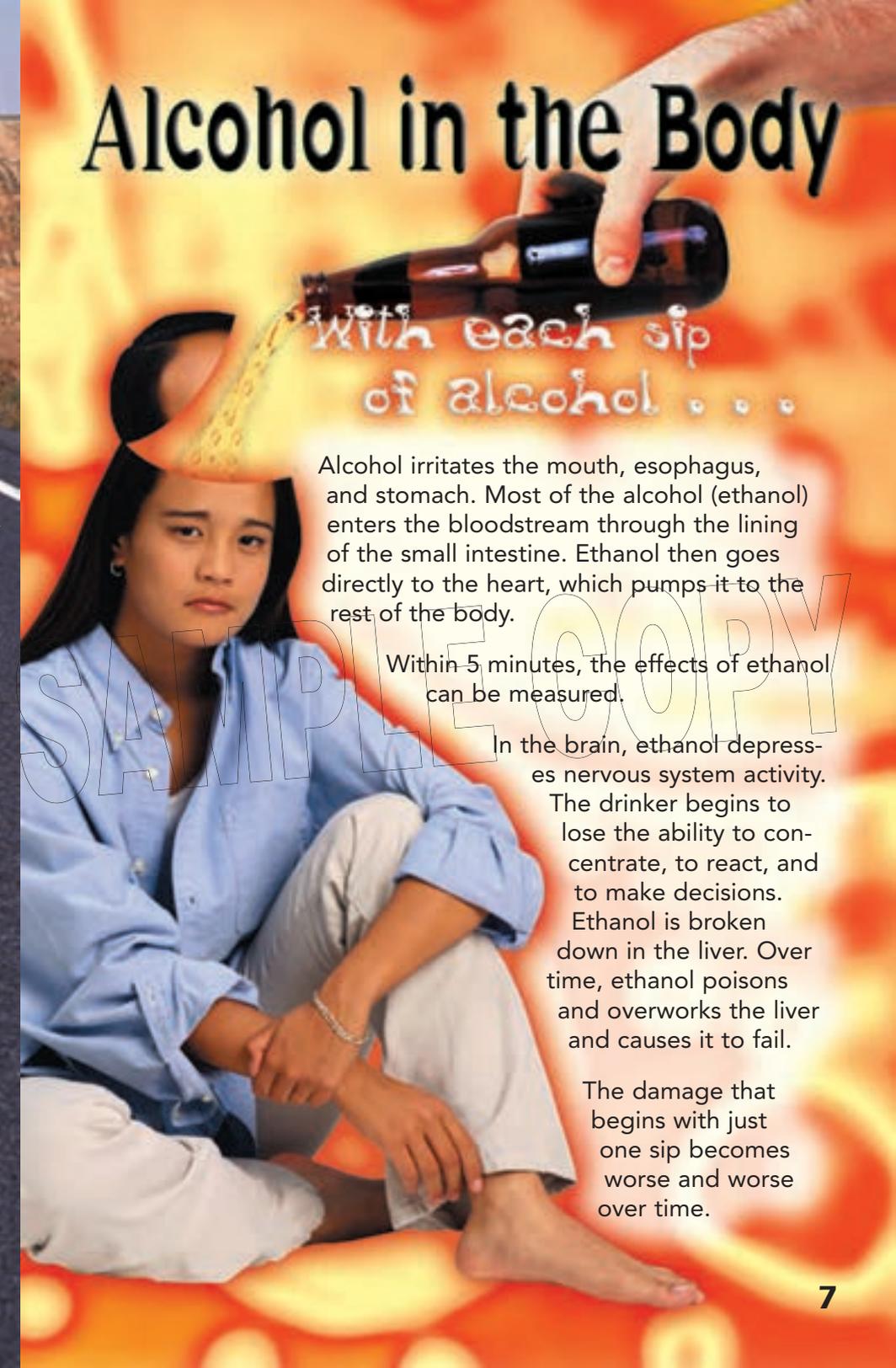


1000 ml blood

If you are under age 21, any amount of alcohol in your blood makes you legally intoxicated. You can lose your driver's license, even if you're nowhere near a car.

- About 2,000 16- to 20-year-olds die every year in alcohol-related car crashes.
- Youths 15 to 20 are 6.7% of all drivers, but they cause about 13% of alcohol-related driving deaths.

# Alcohol in the Body

A woman with long dark hair, wearing a light blue button-down shirt and white pants, is sitting on the floor. She has a bottle of alcohol in her mouth, and a hand is pouring liquid from another bottle into it. The background is a bright, fiery orange and yellow. The text 'Alcohol in the Body' is at the top. Below it, 'With each sip of alcohol...' is written in a white, bubbly font. To the right, there are three paragraphs of text explaining the effects of alcohol on the body. A large, semi-transparent watermark 'SAMPLE COPY' is overlaid across the center of the image.

With each sip  
of alcohol . . .

Alcohol irritates the mouth, esophagus, and stomach. Most of the alcohol (ethanol) enters the bloodstream through the lining of the small intestine. Ethanol then goes directly to the heart, which pumps it to the rest of the body.

Within 5 minutes, the effects of ethanol can be measured.

In the brain, ethanol depresses nervous system activity. The drinker begins to lose the ability to concentrate, to react, and to make decisions. Ethanol is broken down in the liver. Over time, ethanol poisons and overworks the liver and causes it to fail.

The damage that begins with just one sip becomes worse and worse over time.

# BODY

Alcohol pummels the body with every use.



- Poor reasoning
- Blurry or double vision
- Heavy sweating
- Unusual behavior
- Poor reactions and coordination
- Low heart rate
- Nausea and vomiting



Alcohol use during pregnancy is the single greatest cause of nonhereditary mental retardation (Fetal Alcohol Syndrome) and causes lifelong hyperactive behavior and learning disabilities.

# B L O W S

*Someone doesn't have to be an alcoholic to get beaten up by drinking.*

**LONG-TERM**

**Brain cell death  
Oral and throat cancer  
Heart disease  
Breast cancer  
Liver disease  
Digestive cancer  
Weak bones  
Death**

**EFFECTS**

# ARE ALL DRINKS CREATED EQUAL?

Beer and wine coolers aren't "as bad" as liquor, right?

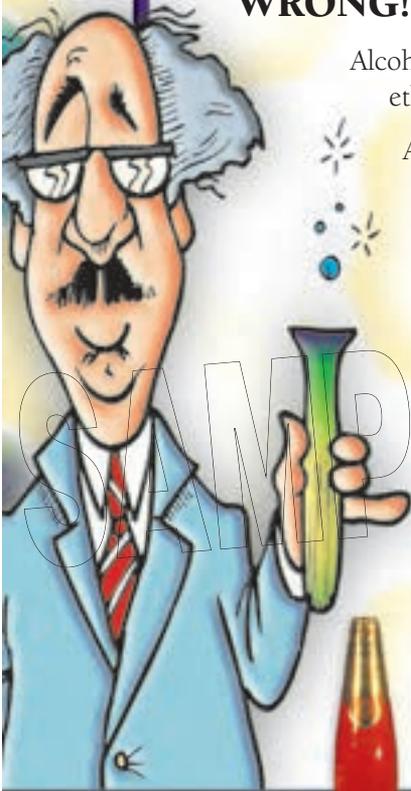
**WRONG!**

Alcohol is alcohol is alcohol... or, that is, it's all ethanol at heart.

All alcoholic beverages get their intoxicating qualities from ethanol, the chemical name for alcohol. The yeast enzyme **zymase** changes simple sugars in foods into ethanol, producing an alcoholic beverage.

Whether it's beer, wine, vodka, or malt liquor, a chemist will see it as:

ETHANOL  
(or ethyl alcohol)



"One Drink" =

12 oz.  
beer or  
wine cooler

8 oz.  
malt  
liquor

5 oz.  
wine

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

# Slippery Slope

"I used to drink only on weekend nights and then sleep late the next day. I got scared when I got drunk on a school night. I went to school with a hang-over, and had to run out of first period to throw up."

Jill Garrison—Bloomington, Indiana

"At the beginning of the school year, I was having only one beer at a party. By, like January, it was taking me three beers to feel the same way. It sneaks up on you."

Adam Young—Athens, Georgia

"We were drinking in front of my friend's house. It got loud, and the police came by. We had to pay fines and go to classes. My friend lost her driver's license. It is SO not worth it."

Sharee Jones—Eden Prairie, Minnesota

Beginning to drink alcohol, especially at a young age, is a dangerous choice. Put one foot on the hillside of using this toxic substance, and before you know it you may not be able to stop your slide to the bottom.

# POP CULTURE

The images of alcohol in popular culture are confusing. Check out these recent study findings:

- Alcohol was consumed 555 times in 224 hours of major network prime time TV. That's 2½ times per hour!
- Of the 200 most popular movie rentals, 98% showed alcohol, tobacco or other drug use.
- Of the top 1,000 songs in country and western, alternative rock, top-40, rap, and heavy metal, 27% referred to alcohol, tobacco, or other drugs. (For hip-hop, that number was over 50%!)

Why would entertainers mention alcohol so often in their work? Many references to alcohol give brand names. Someone out there is writing somebody else a big check, boys and girls.

What impression does a young kid get when he sees a “cool” teen TV character drinking?

Media’s alcohol images are not accurate, and they are not healthy.



# SHOW AND TELL

## Get involved!

Log on and let entertainment industry executives know what you think of their artists pushing substance abuse. Here are a few addresses to get you started:

### ABC TV

[www.abc.com](http://www.abc.com)

### CBS TV

[www.cbs.com](http://www.cbs.com) (Click "Feedback" at bottom of home page.)

### NBC TV

[www.nbc.com](http://www.nbc.com) (Click "Contact Us" at bottom of home page.)

### Fox TV

[www.fox.com](http://www.fox.com) (Click "Ask Fox TV" at top of home page.)

### Sony TV and Movies

[www.sonypictures.com](http://www.sonypictures.com) (Click "Feedback" at bottom of home page.)

### MGM Movies

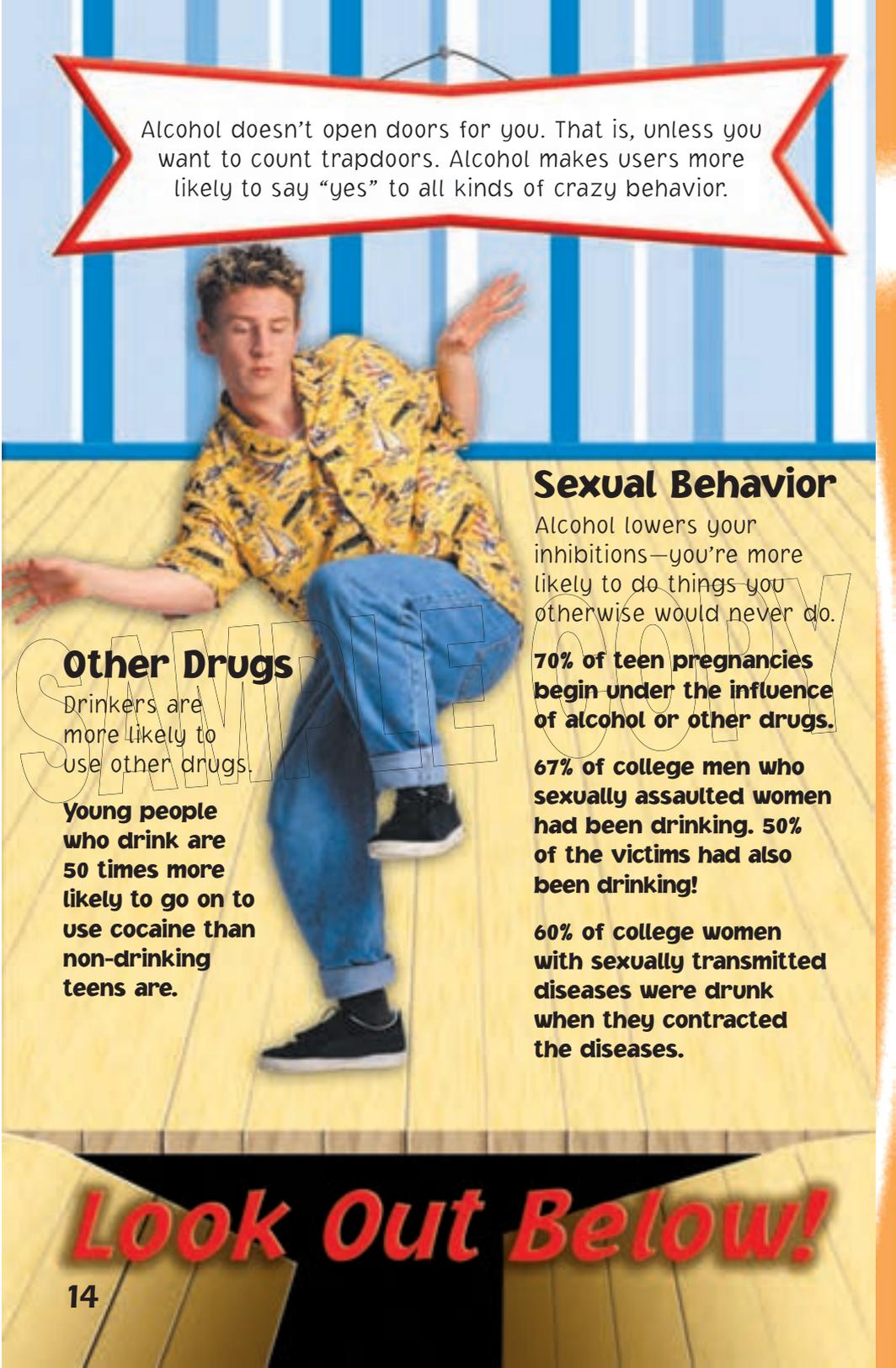
[www.mgm.com](http://www.mgm.com)

### Sony Music (Includes Columbia, Epic, C2K, and others)

[www.sonymusic.com/feedback](http://www.sonymusic.com/feedback)

### Virgin Records

[www.virginrecords.com](http://www.virginrecords.com)



Alcohol doesn't open doors for you. That is, unless you want to count trapdoors. Alcohol makes users more likely to say "yes" to all kinds of crazy behavior.

## Other Drugs

Drinkers are more likely to use other drugs.

**Young people who drink are 50 times more likely to go on to use cocaine than non-drinking teens are.**

## Sexual Behavior

Alcohol lowers your inhibitions—you're more likely to do things you otherwise would never do.

**70% of teen pregnancies begin under the influence of alcohol or other drugs.**

**67% of college men who sexually assaulted women had been drinking. 50% of the victims had also been drinking!**

**60% of college women with sexually transmitted diseases were drunk when they contracted the diseases.**

# Look Out Below!

# Take the Lead

Staying away from alcohol and staying cool can go together. It's about being true to yourself—always the coolest way to be—and staying strong in your values.



"My group of friends think that I don't like the taste of booze. I just don't like what it does to people."  
**Raj Gupta – Sunnyvale, California**



"I tell people that drinking's not for me. Straight and to the point and no explanation required."  
**Elena Garcia – Aurora, Colorado**



"It's not a big thing. Just say 'no, thanks' and move on to something else. If people want to give you a hard time, they're jerks anyway."  
**Matt O'Leary – Syracuse, New York**



"Never feel like you have to be exactly like the crowd. So what if everyone else is having a beer? I'm sticking with soda. I'm me."  
**Katie James – Acton, Massachusetts**

# The Alcohol Buzz



*People all over the Net are talking and writing about alcohol and your health. Connect to the alcohol buzz at these sites:*

## **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](http://www.abovetheinfluence.com)

## **TeensHealth**

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

<http://teenshealth.org>

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