• Reminder: Exam #3 is on Thursday
• Chapter 12 – Alcohol Use and Abuse
• Video: Making of a Hangover
• Activity – Tobacco and Alcohol Advertising
Why do people drink?

Why do people develop drinking problems?
Binge Drinking

- Men: 5 or more drinks in a sitting
- Women: 4 or more drinks in a sitting
What is “a drink”?

• Ethyl alcohol – produced through fermentation of sugars

• One standard drink =
  - 12oz can or bottle of beer (5% alcohol)
  - 4-5oz glass of wine (12% alcohol)
  - 1oz shot hard alcohol (50% alcohol)
Blood Alcohol Concentration

- Percentage of alcohol in the blood
- 0.08% is legal limit in all states

<table>
<thead>
<tr>
<th>Drinks</th>
<th>Approximate blood alcohol percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Body weight in pounds</td>
</tr>
<tr>
<td></td>
<td>100</td>
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<tr>
<td>0</td>
<td>0.00</td>
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<tr>
<td>1</td>
<td>0.04</td>
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<tr>
<td>2</td>
<td>0.08</td>
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<tr>
<td>3</td>
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<td>9</td>
<td>0.34</td>
</tr>
<tr>
<td>10</td>
<td>0.38</td>
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</tbody>
</table>

Subtract .01% for each 40 minutes of drinking
One drink is 1.25 oz. of 80 proof liquor, 12 oz. of beer, or 5 oz. of table wine.
Effects of Alcohol on Unborn Babies

- Even light drinking can lead to Fetal Alcohol Effects
- >3oz can lead to Fetal Alcohol Syndrome
Warning Signs of Alcoholism

• Headache, nausea, weakness, fatigue, irregular or rapid heartbeat after drinking
• Needing a drink in the morning
• Denial
• Doing things you regret while drinking
• Blacking out
• Sleep problems
• Mood swings
• Depression and/or paranoia
• Having 5 or more drinks per day
Tobacco & Alcohol Advertising

1) Who is the ad targeting?
2) Does the ad give (or imply) a good reason for using the product? What is that reason?
3) Does the ad make unbelievable claims?
4) Does the ad give useful info about the long- or short-term effect of tobacco or alcohol use?
5) How could the ad be made more truthful? (pictures, slogans, etc)