



Alcohol

Ch. 7 & 8

Alcohol Use

- What is positive or pleasurable about alcohol use?
- What is negative or unpleasurable about alcohol use?

What are our basic human (psychological) needs?

- Hedonia

- Eudaimonia



What are our basic human (psychological) needs?

- Certainty –
 - Comfort
 - Safety
 - Familiar
 - Steady
 - Unchanging



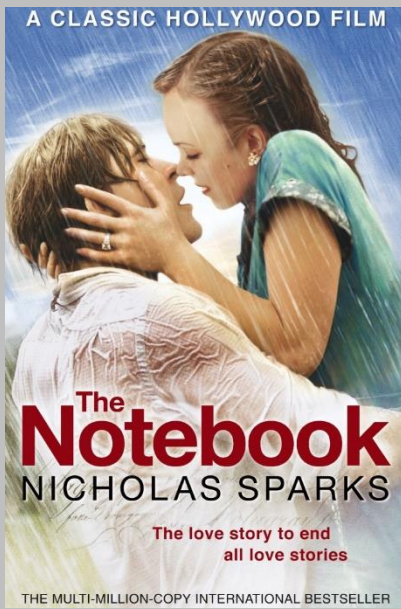
What are our basic human (psychological) needs?

- Certainty –
- Significance –
 - Importance in the eyes of others
 - Sense of identity



What are our basic human (psychological) needs?

- Certainty –
- Significance –
- Connection –
 - Deep interpersonal relationships
 - To be loved
 - To be admired



What are our basic human (psychological) needs?

- Certainty –
- Significance –
- Connection –
- Growth -
 - Learn
 - Explore
 - Experience
 - Novelty



What are our basic human (psychological) needs?

- Certainty –
- Significance –
- Connection –
- Growth -
- Contribute –
 - Belong to something bigger than self
 - Adding value to others' lives
 - Uniqueness
 - Special



How does media portray alcohol use?

- How do you see the hedonic and eudemonic dichotomy and an expression of human psychological needs entertained in these ads?
- Determine the target audience.
- Pay attention to the images & product/logo placement.
- Note the slogans/tag lines.

How does media portray alcohol use?



How does media portray alcohol use?

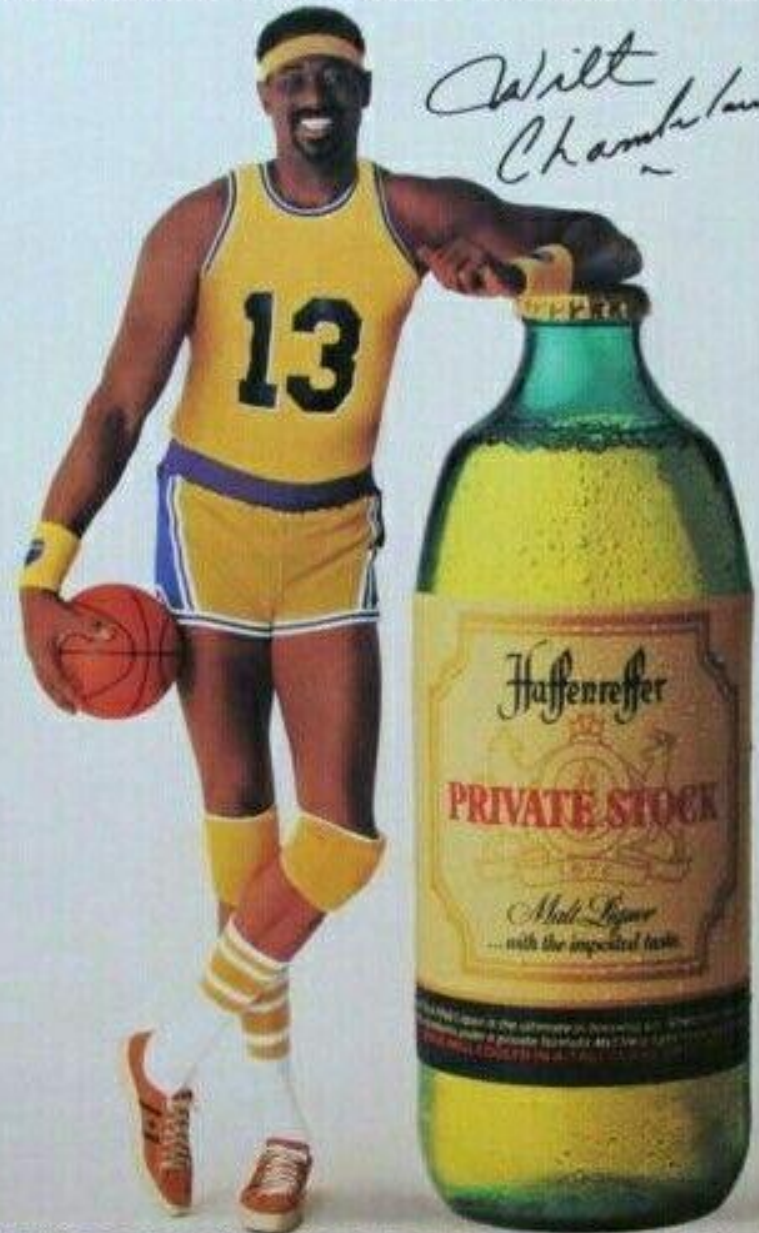


How does media portray alcohol use?



How does media portra

NOBODY DOES IT BETTER.

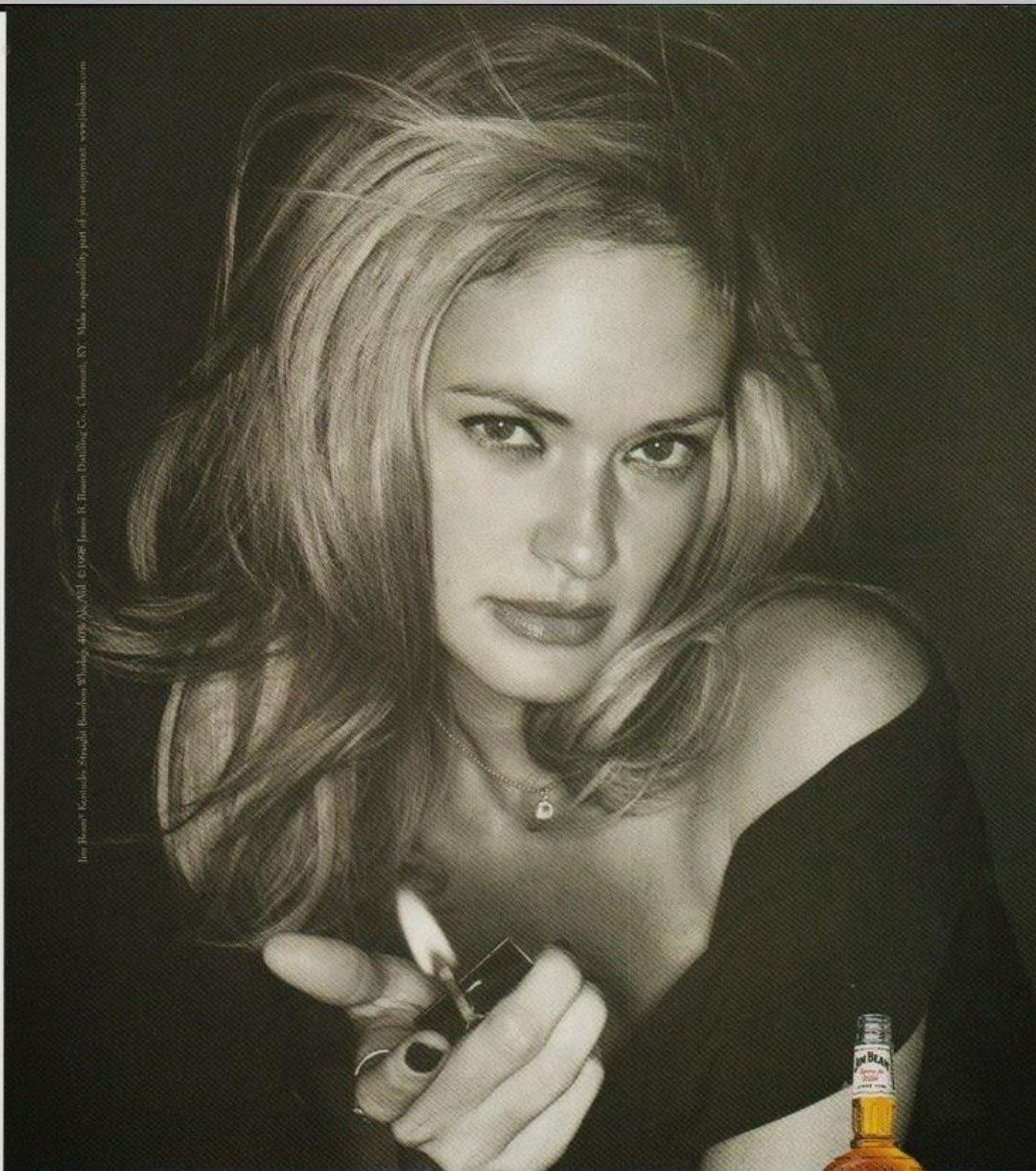


NOBODY DOES IT BIGGER.

How does media portray alcohol use?



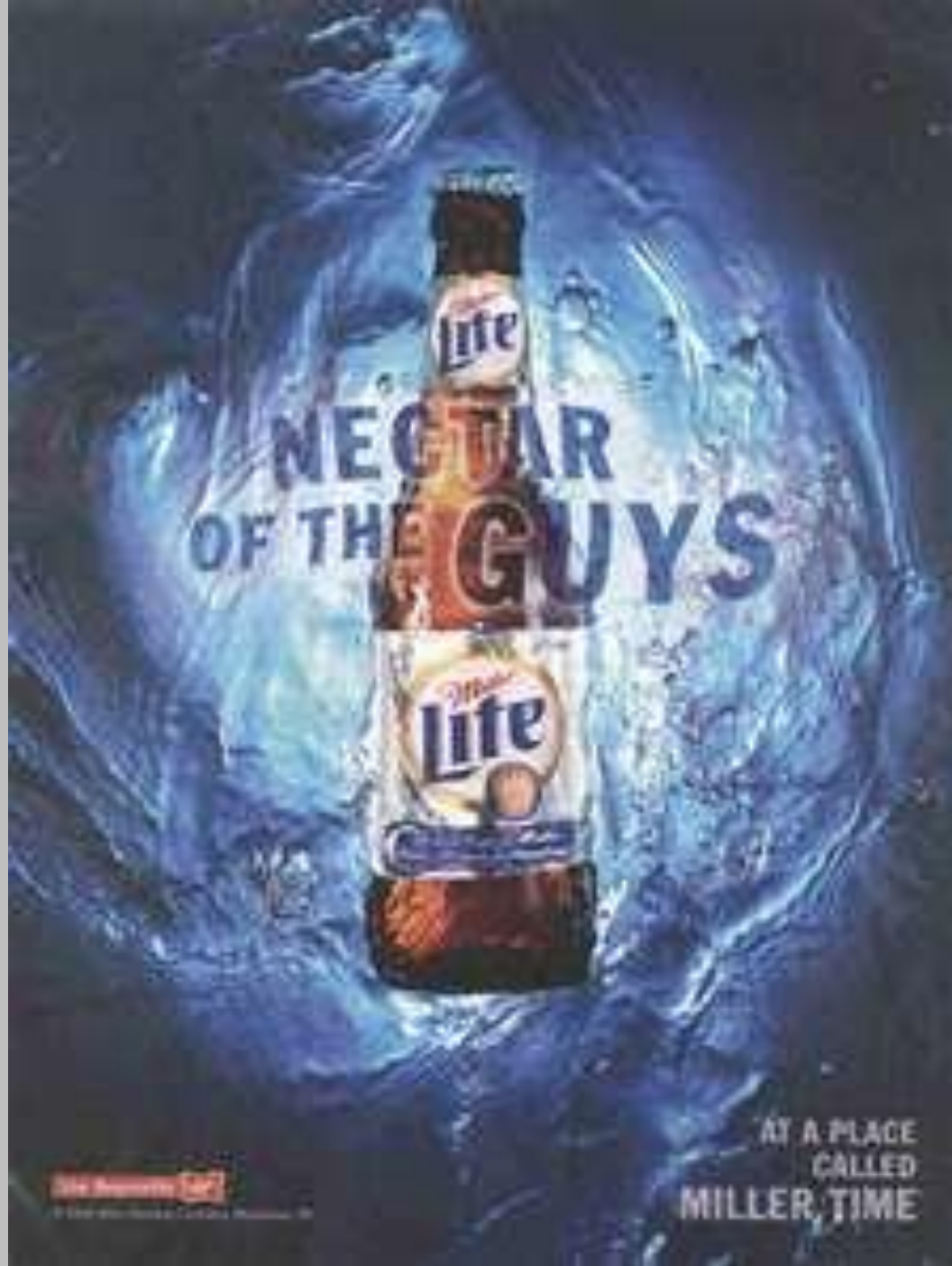
How does media po



Jim Beam's Kentucky Straight Bourbon Whiskey, 40% Alc./Vol. © 1998 James B. Beam Distilling Co., Clermont, KY. Make responsibly part of your enjoyment. www.jimbeam.com

Get in touch with your masculine side.

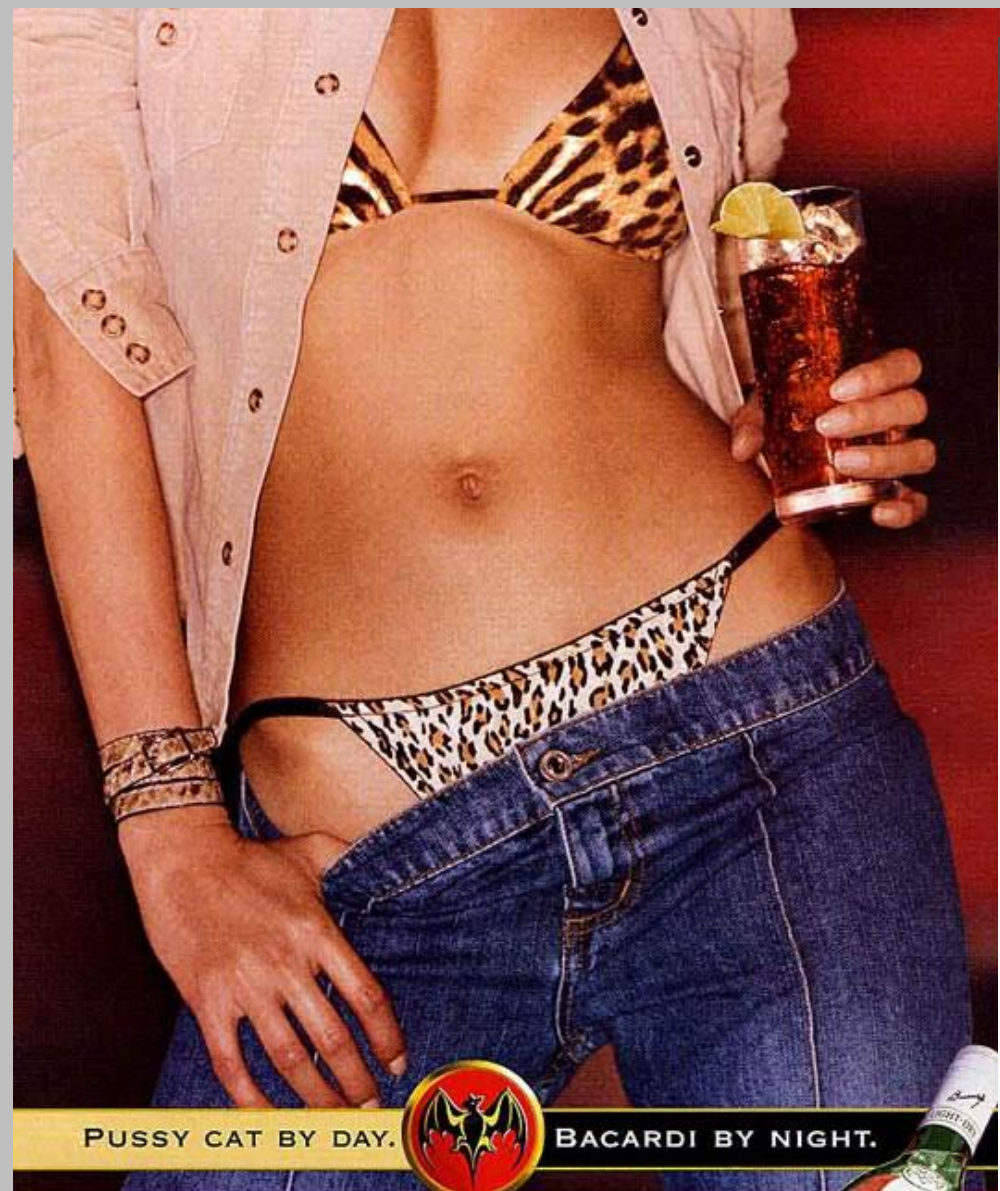




alcohol use?

How does media portray alcohol use?



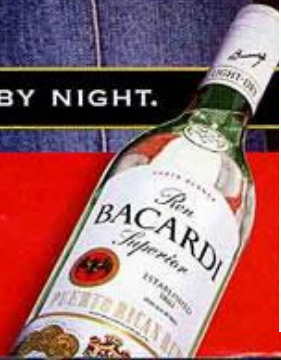


PUSSY CAT BY DAY.

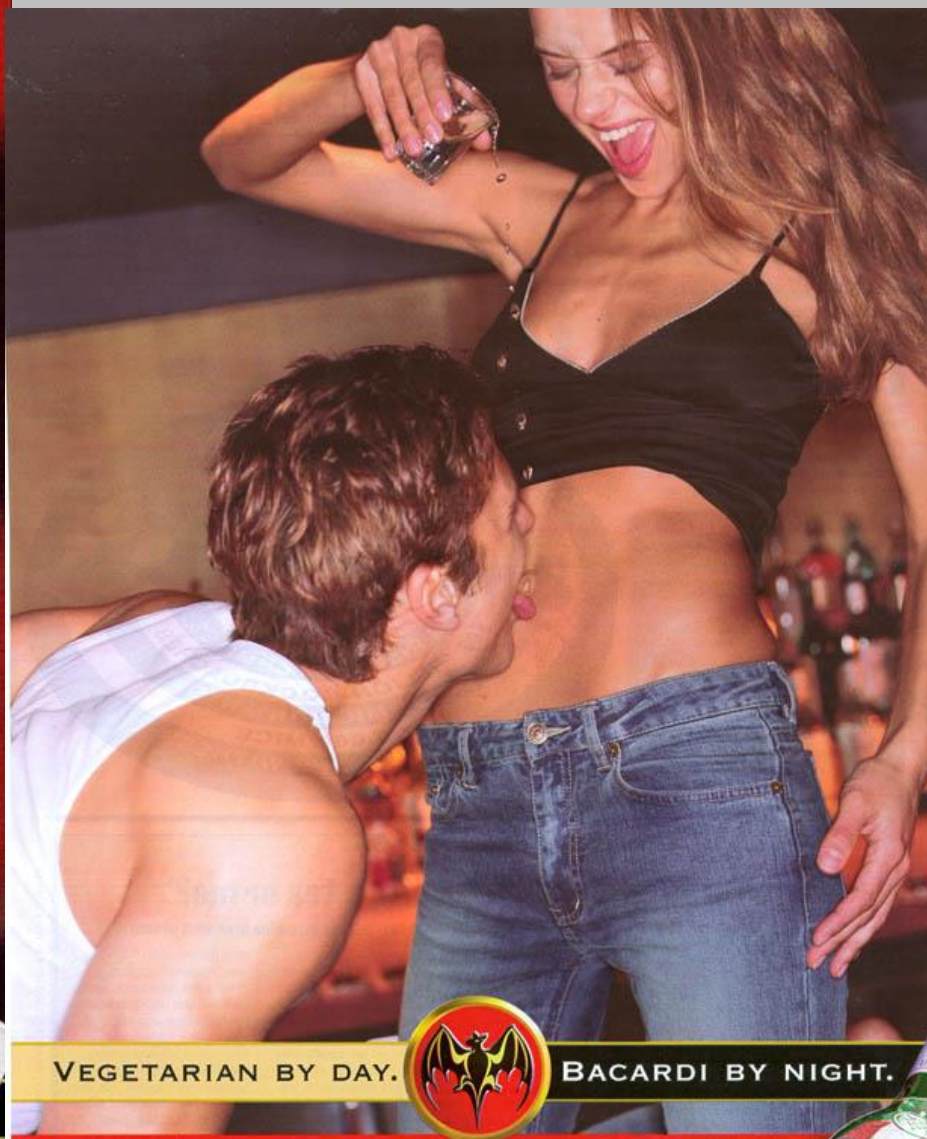


BACARDI BY NIGHT.

BACARDI
ESTD 1862



BY DAY OR BY NIGHT, DRINK RESPONSIBLY. BACARDI.COM
BACARDI AND THE BAT DEVICE ARE REGISTERED TRADEMARKS OF BACARDI & COMPANY LIMITED. © 2001 BACARDI U.S.A., INC., MIAMI, FL. 40% ALC. BY VOL.



VEGETARIAN BY DAY.



BACARDI BY NIGHT.

BACARDI
ESTD 1862



BY DAY OR BY NIGHT, DRINK RESPONSIBLY. BACARDI.COM
BACARDI AND THE BAT DEVICE ARE REGISTERED TRADEMARKS OF BACARDI & COMPANY LIMITED. © 2001 BACARDI U.S.A., INC., MIAMI, FL. 40% ALC. BY VOL.

HERE WE GO
YOU COULD WIN A TRIP FOR TWO TO
THE BUD LIGHT HOTEL IN DALLAS!

THE *BUD LIGHT* HOTEL

WHEN: FEBRUARY 3, 2011 - FEBRUARY 7, 2011
WHERE: DALLAS, TX
WHAT: ROUNDTrip AIRFARE, FOUR NIGHT HOTEL & EXCLUSIVE
ACCESS TO BUD LIGHT-SPONSORED EVENTS, INCLUDING THE
FRIDAY NIGHT PLAYBOY PARTY



TEXT "HOTEL" TO
SHORTCODE BEERS (23377)
OR VISIT
WWW.BUDLIGHTHOTEL.COM
FOR YOUR CHANCE TO WIN

HERE WE GO

RESPONSIBILITY MATTERS®

©2010 Anheuser-Busch, Inc. Bud Light® Beer, St. Louis, MO.
No Purchase Necessary. Sweepstakes open to residents of the United States (except CA) who are 21 years of age or older.
Sweepstakes begins at 5:00 pm Central Standard Time on 1/10/2011 and ends at 5:00 pm Central Standard Time on 1/30/2011.
To enter, text "HOTEL" to shortcode BEERS (23377) or visit www.budlighthotel.com
and follow the online instructions to complete and submit an online entry.
See Official Rules for complete details. Void where prohibited.

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How does media p

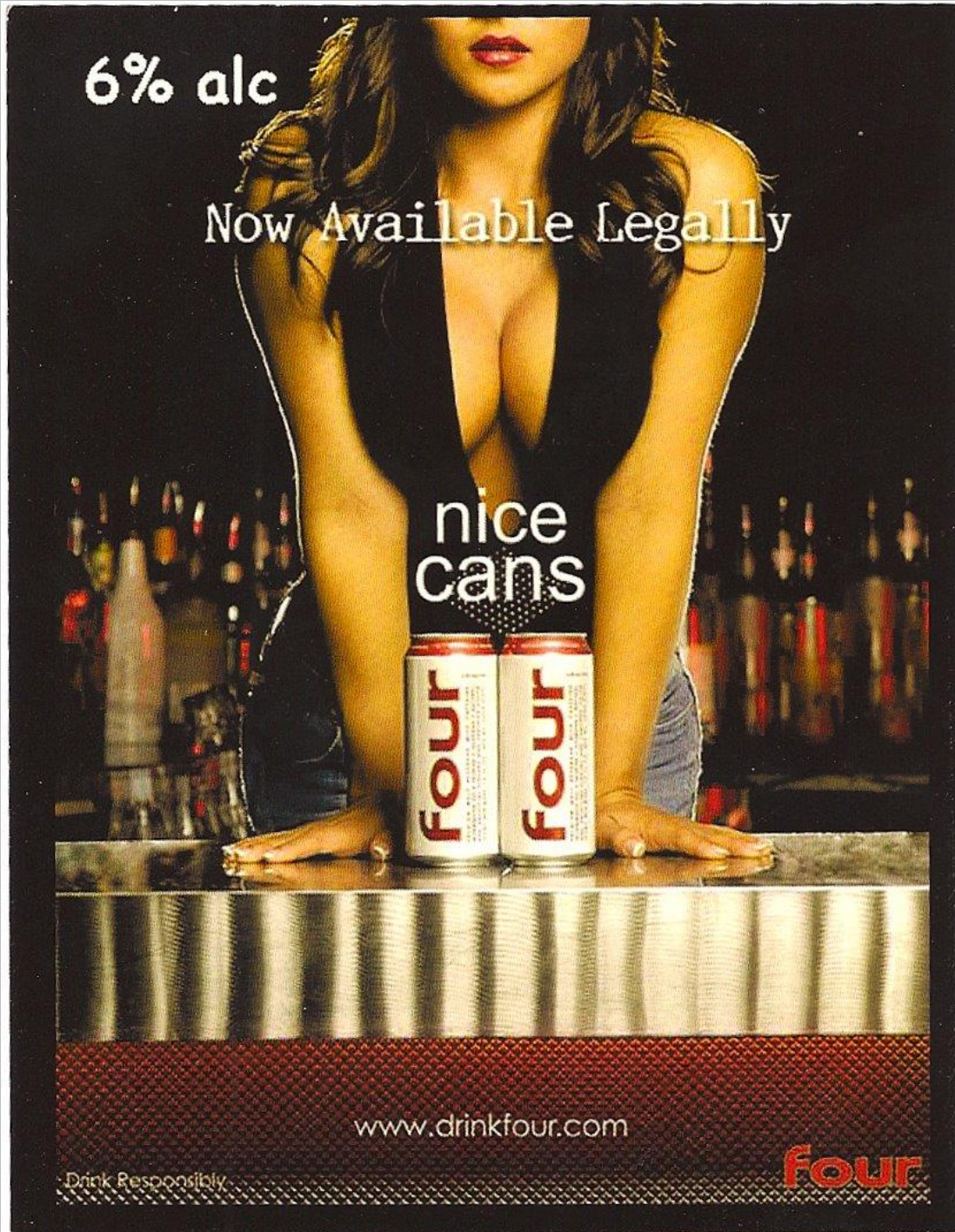


FRIDAY
monkey

YOU KNOW WHAT THEY SAY. TRY EVERYTHING ONCE.

Visit www.fridaymonkeywine.com for more information. Distributed by NKS Distributors: (302) 322 1811. TRY IT.

How does media p



6% alc

Now Available Legally

nice cans

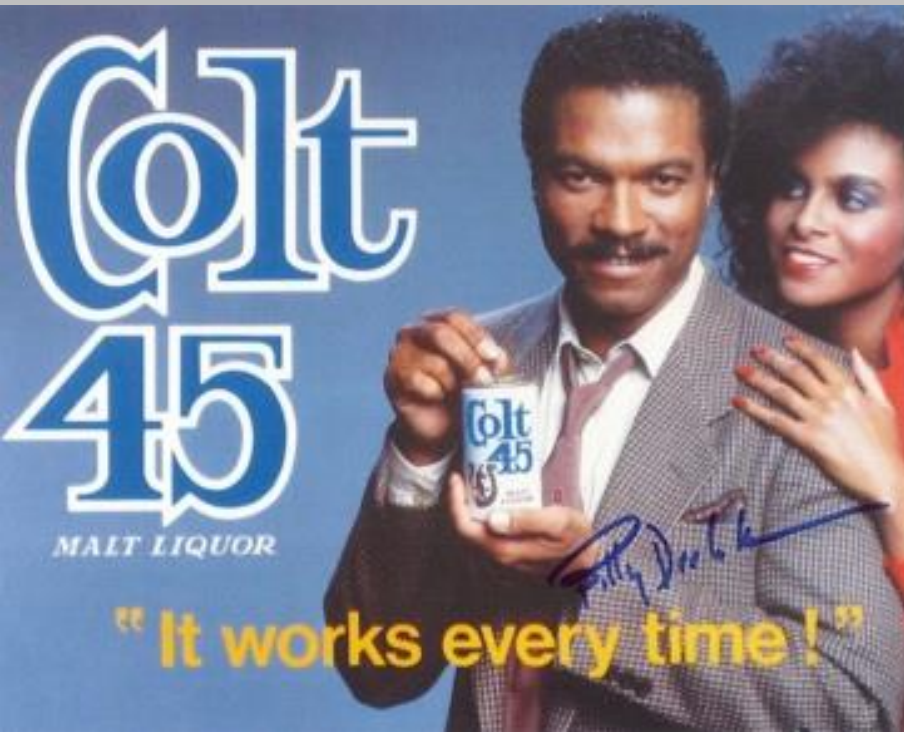
four four

www.drinkfour.com

Drink Responsibly

four

The advertisement features a woman with long dark hair, wearing a black halter-neck top and blue jeans, leaning over a metallic bar counter. Her hands are resting on the counter, which holds two cans of Four beer. The background is a dimly lit bar with various bottles on the shelves. The text is overlaid on the image in white and red.



ray alcohol use?



How

use?

Time flies
when you're having

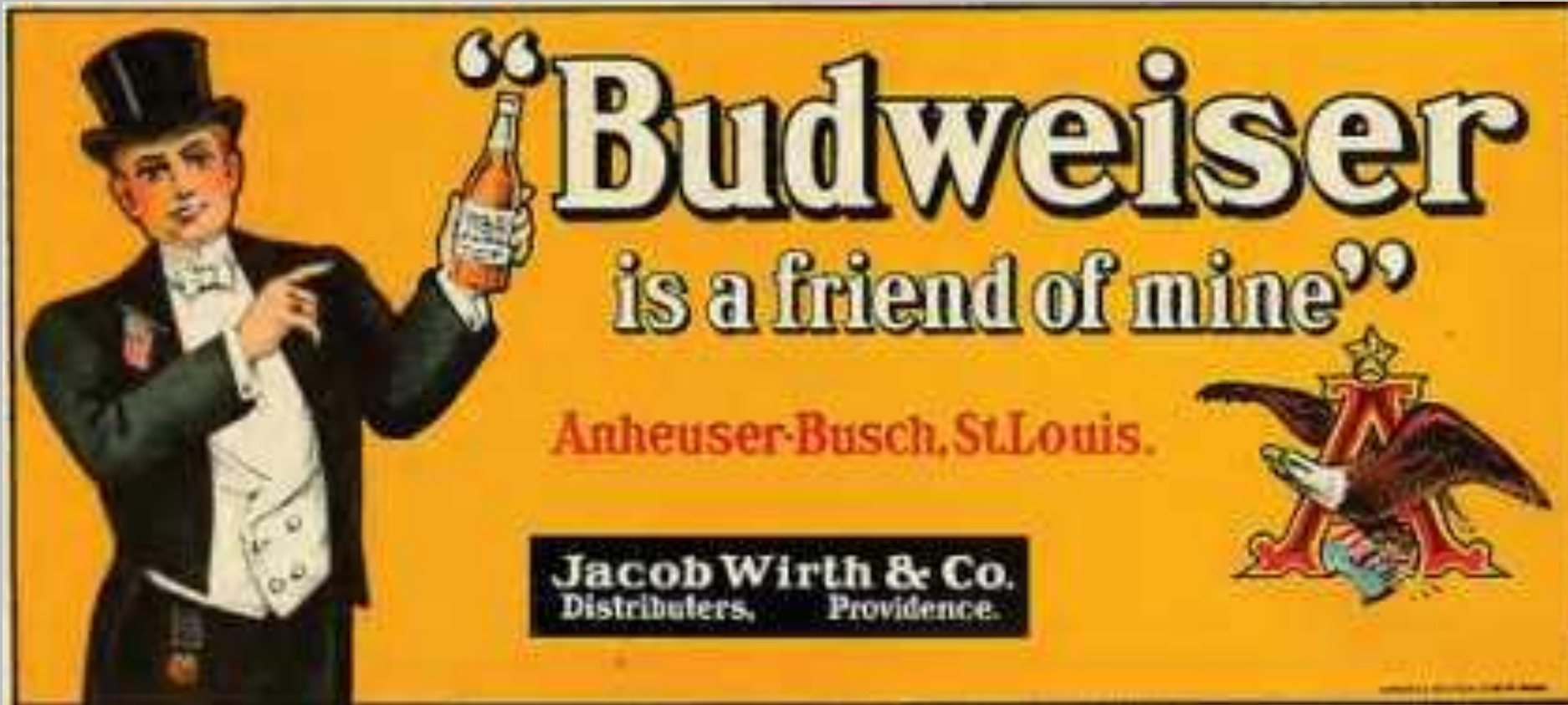


With just 110 calories, Bud Light is the choice for light, refreshing, thirst quenching fun.



© 2007 Anheuser-Busch, Inc. All rights reserved. Bud Light is a registered trademark of Anheuser-Busch, Inc. 355 ml (12 oz) serving.


How does media portray alcohol use?



**“Budweiser
is a friend of mine”**

Anheuser-Busch, St. Louis.

Jacob Wirth & Co.
Distributors, Providence.



How does r



this calls for
Budweiser

*after
bowling...* the winners rub it in,
the losers alibi, and this calls for another
cold Bud all around...

Where there's life...there's Bud.

BUDWEISER BREWERY, INC. ST. LOUIS, MISSOURI 63102

How does media portray alcohol use?



How does media portray alcohol use?





alcohol



Ho



To all those who dream of being a champion...



SIP ON Sunshine

DISCOVER PALM BREEZE, A REFRESHING ALCOHOL SPRITZ



SHAZAM THIS AD
FOR PERKS, RECIPES & MORE

Alcohol use?

Some things come to those who wait... don't drink and drive. You are in control. © 2014 Palm Breeze Beverage Co. All rights reserved.

How does media portray alcohol use?



How does media por

The margarita
you can trust.

—Bethenny Frankel



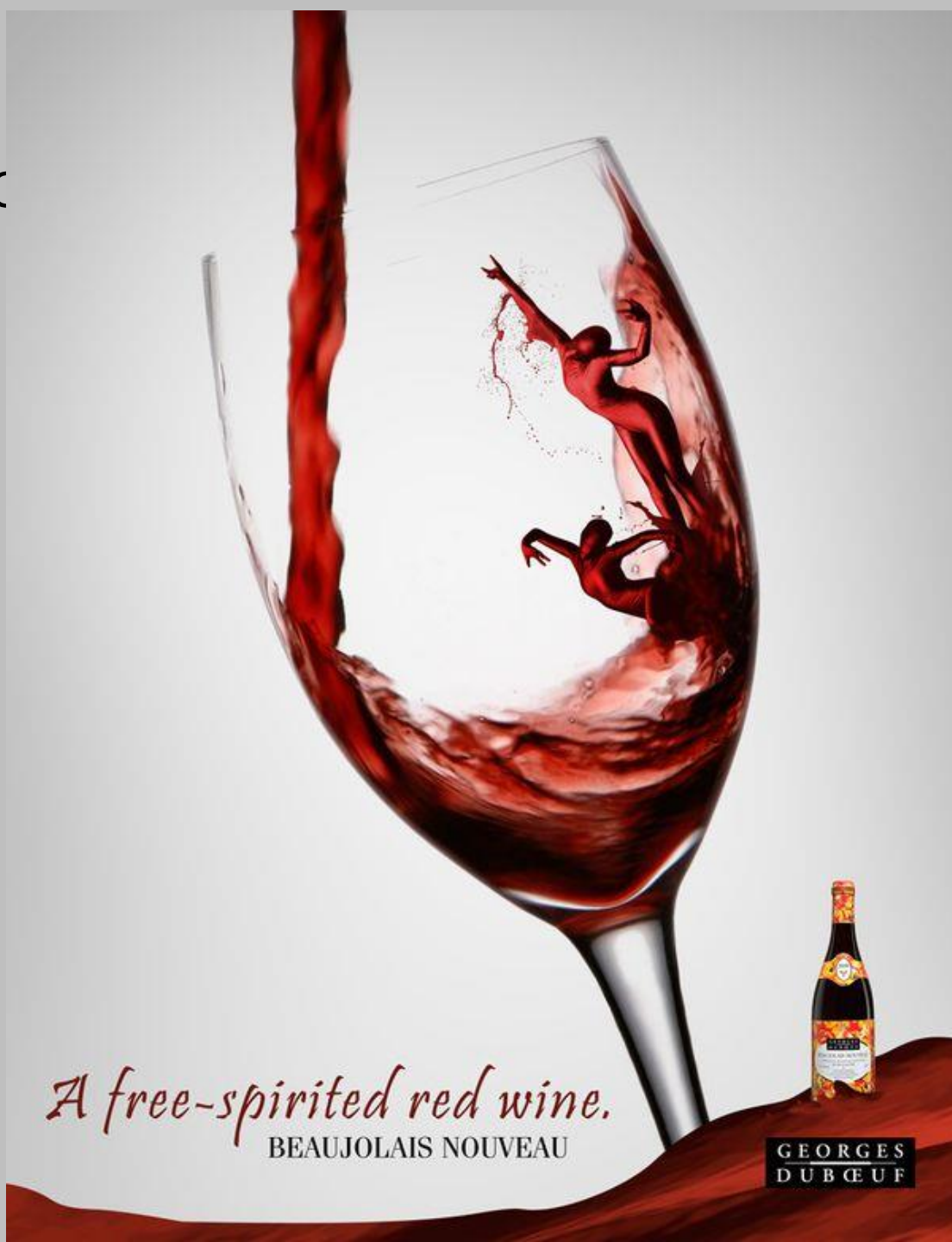
100 calories*
100% natural
Lightly sweetened
with agave nectar

— just open and serve!

skinnygirlcocktails.com 

*4oz per serving. ©2010 Skinny Girl Cocktails LLC, New York, NY.
Imported by Skinnygirl Cocktails, Fort Washington, NY.

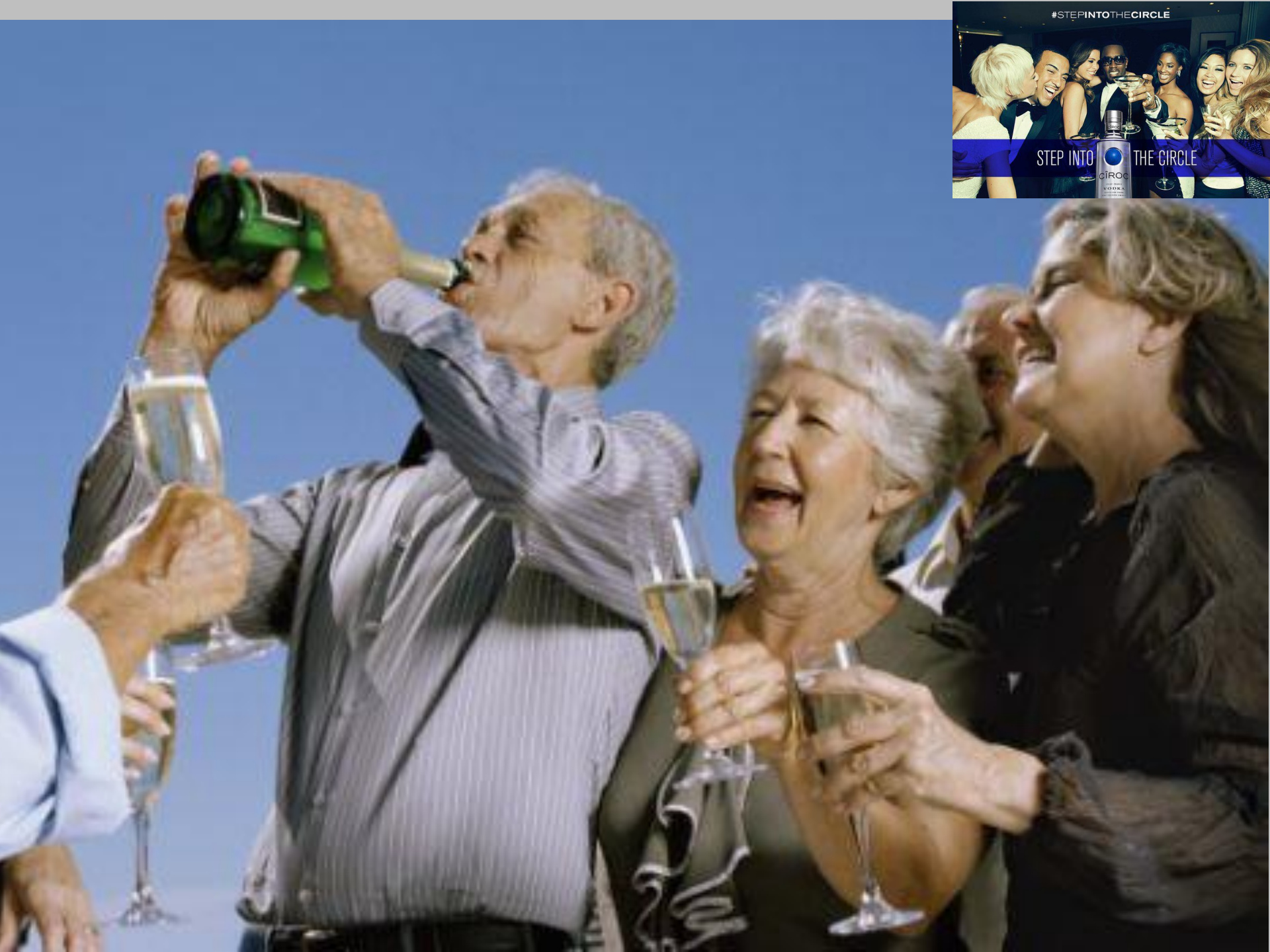
How do

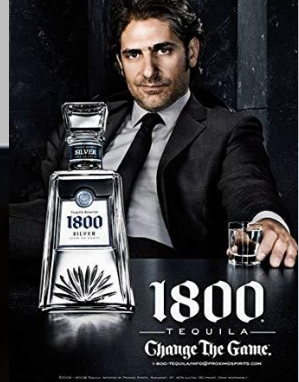


A free-spirited red wine.
BEAUJOLAIS NOUVEAU

GEORGES
DUBŒUF

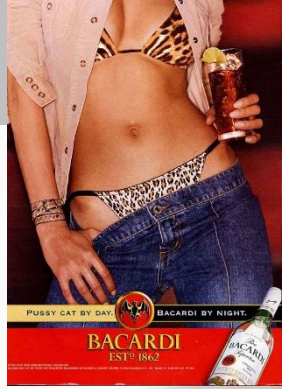
What is the truth behind some of the ads?



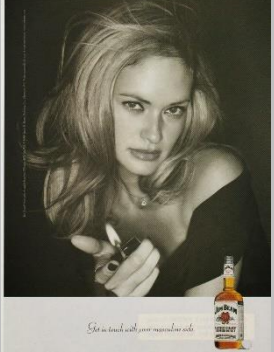


NOBODY DOES IT BETTER.









Drinking & Driving

- WI has the highest rate of drunken driving in the nation
- 26% of WI adults admitted driving under the influence
- 44,000 drunken driving offenses
- 238 alcohol related deaths
 - 45% of all traffic fatalities = alcohol related
- 4,000 alcohol related auto injuries



Preventable Hospitalization



U.S. Alcohol Epidemiologic
Data Reference Manual
Volume 9

**ALCOHOL-RELATED EMERGENCY
DEPARTMENT VISITS AND HOSPITALIZATIONS
AND THEIR CO-OCCURRING DRUG-RELATED,
MENTAL HEALTH, AND INJURY CONDITIONS
IN THE UNITED STATES:**

**FINDINGS FROM THE 2006–2010
NATIONWIDE EMERGENCY DEPARTMENT SAMPLE (NEDS)
AND NATIONWIDE INPATIENT SAMPLE (NIS)**

September 2013

National Institutes of Health

National Institute on Alcohol Abuse and Alcoholism
5635 Fishers Lane, MSC 9304
Bethesda, MD 20892-9304

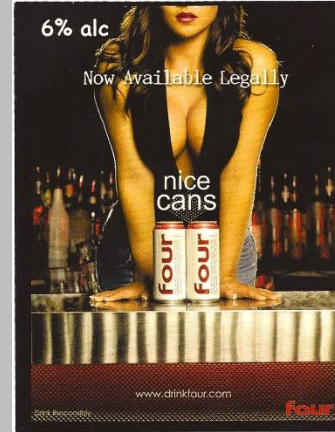
The rate of alcohol-related visits to U.S. emergency departments **increased by nearly 50** percent between 2006 and 2014, especially among females and drinkers who are middle-aged or older,

total annual costs of alcohol-related visits increased from \$4.1 billion to \$15.3 billion during this time.

National Institute on Alcohol Abuse & Alcoholism. (Jan. 12, 2018). Retrieved from <https://www.niaaa.nih.gov/news-events/news-releases/nih-study-shows-steep-increase-rate-alcohol-related-er-visits>

Sexual Assault

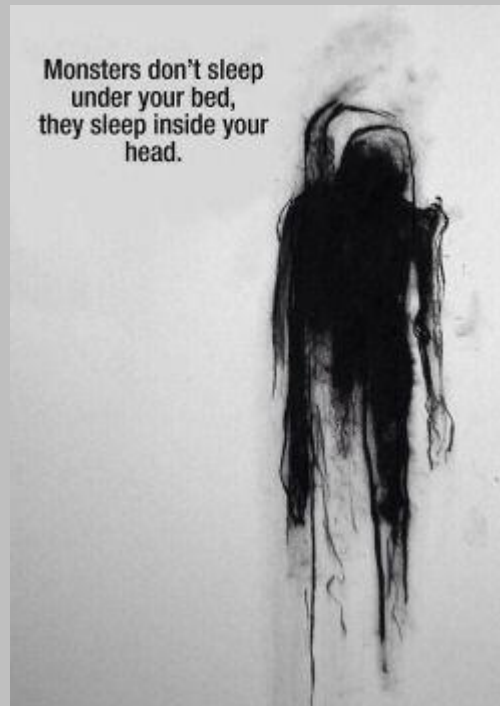
- >50% of sexual assaults involved alcohol
- <http://pubs.niaaa.nih.gov/publications/arh25-1/43-51.htm>



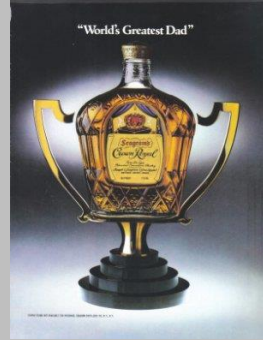
Alcohol & Depression



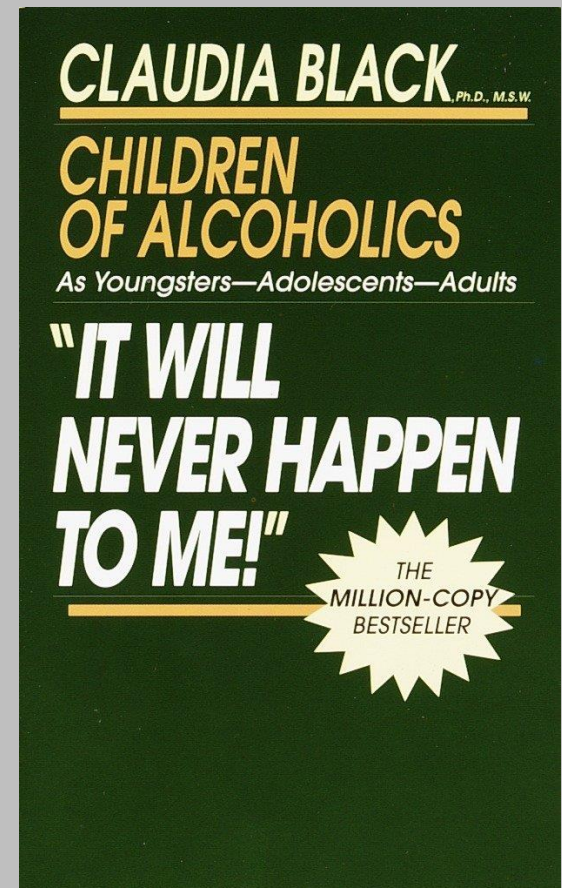
- The National Comorbidity Study found that men with alcohol dependence had rates of **depression three times higher** than the general population; alcohol dependent **women had four times** the rates of depression
- Daley, D. C. (n. d.). The double demons of depression and addiction. Foundations Recovery Network. Retrieved from <https://www.dualdiagnosis.org/resource/depression/>



Alcohol in Families



- Children grow up with three dangerous rules:
 - Don't trust,
 - Don't feel,
 - Don't talk.
- Weintraub, P. (June 9, 2016). A toxic brew: Adult children of alcoholics face down denial, but it's a trauma they carry throughout their lives. Psychology Today. Retrieved from <https://www.psychologytoday.com/us/articles/200702/toxic-brew>



What is a “drink”?

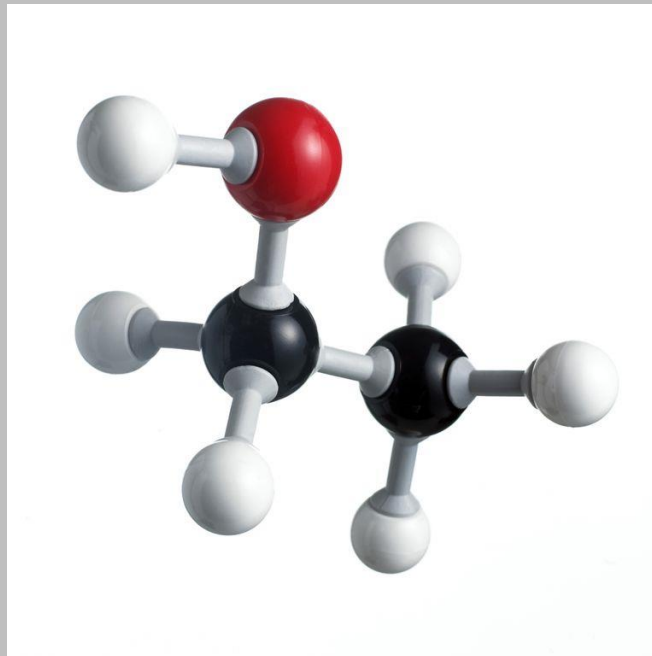


MAN UP. ^{NEW}



What's in a Drink

- Ethyl Alcohol = Ethanol
 - Fermentation process of sugars in fruits & grains
- 7 calories per gram
- ~ 100 - 150 calories per can of beer or shot of distilled liquor
- No nutrients



Proof

- Distilled alcohol beverages
 - Rum, gin, scotch, vodka
- Proof = 2 times % of alcohol by volume
- 200 proof = 100% alcohol
- 70% alcohol = 140 proof



What is a “Drink”

- ½ oz. of Alcohol = a drink
- 14 grams of alcohol

- 1 ½ oz shot of hard liquor
- 4 oz glass of wine
- 9 oz wine-cooler
- 12 oz beer



How many “drinks”?

\$3 JUMBO MARGS

WEDNESDAY 
THURSDAY 

MAY SABITHA
Month



How many “drinks”?

Long Island Iced Tea



1/2 shot of House of Premier Vodka
1/2 shot of Tequila
1/2 shot of Light Rum
1/2 shot of Gin
1/2 shot of Triple Sec (Orange Curacao)
1 shot of Lime Juice
Cola

Add some ice to a tall glass
Add all of the ingredients except the cola to a cocktail mixer
Give it a good shake
Pour into the glass and top up with cola
Give a gentle stir
Finish with a slice of lemon or lime

Alcohol & Calories

- 1g of alcohol = 7 calories
- Standard drink = 14g → 98 calories



95 cals



150 cals



650 cals

150 cal



150 cal



150 cal



150 cal



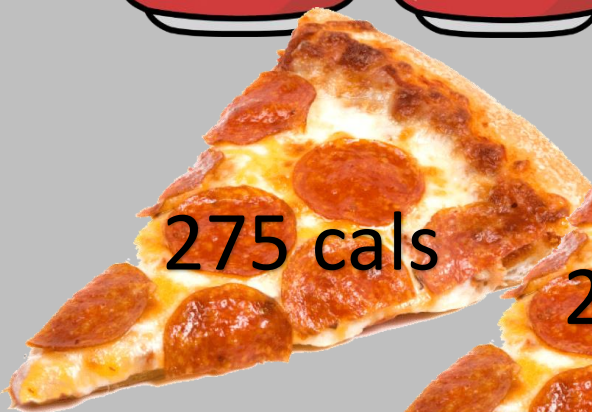
150 cal



150 cal



275 cal



275 cal



275 cal



275 cal



2000 cal

Alcohol Use

- Responsible Use
- Rules
- Control

- “Never let what you want at the moment get in the way of what you want most.”





DON'T TAKE ON MORE THAN YOU CAN BEER

DRINK RESPONSIBLY. 18+
WWW.DRINKIQ.COM



Binge Drinking

- MEN
 - 5 or more drinks in one sitting in the previous two weeks
- WOMEN
 - 4 or more drinks in one sitting in the previous two weeks



• 12% ABV x 24oz can

=

(5% ABV x 12oz can) x 5 cans

=

Binge Drink



Alcohol Misuse

- Planning on getting “wasted”
- Giving in to peer pressure
- Unpleasant consequences
 - One or domains
- Disruption of relationships & routines
- Regrets
- Black outs

Intoxication

- Can intoxication occur without feeling drunk?
- Tolerance
- Mood
- Drug interaction

Expectancy

- [Thinking vs. Drinking](#)



BAC

- [BAC calculator](#)
- Which description is most appealing and why?
- How many drinks is that achieved?
- What happens if one continues to drink?

BAC	Predictable Effects
.02% to .04%	Lightheaded – Relaxation, sensation of warmth, "high," minor impairment of judgment
.05% to .07%	Buzzed– Relaxation, euphoria, lower inhibitions, minor impairment of reasoning and memory, exaggerated emotions (good and bad)
.08% to .10%	Legally Impaired – Euphoria, fatigue, impairment in balance, speech, vision, reaction time and hearing, judgment and self-control are impaired
.11% to .15%	Drunk – "High" reduced and depressive effects (anxiety, depression or unease) more pronounced, gross motor impairment, judgment and perception severely impaired
.16% to .19%	Very Drunk – Strong state of depression, nausea, disorientation, dizzy, increased motor impairment, blurred vision, judgment further impaired
.20% to .24%	Dazed and Confused – Gross disorientation to time and place, increased nausea and vomiting, may need assistance to stand/walk, impervious to pain, blackout likely
.25% to .30%	Stupor – All mental, physical and sensory functions are severely impaired, accidents very likely, little comprehension, may pass out suddenly
.31% and up	Coma – Level of surgical amnesia, onset of coma, possibility of acute alcohol poisoning, death due to respiratory arrest is likely in 50 % of drinkers

BLOOD ALCOHOL CONTENT (BAC)
Table for Male (M) / Female (F)

Number of Drinks		Body Weight in Pounds							Driving Condition	
		100	120	140	160	180	200	220		240
0	M	.00	.00	.00	.00	.00	.00	.00	.00	Only Safe Driving Limit
	F	.00	.00	.00	.00	.00	.00	.00	.00	
1	M	.06	.05	.04	.04	.03	.03	.03	.02	Driving Skills Impaired
	F	.07	.06	.05	.04	.04	.03	.03	.03	
2	M	.12	.10	.09	.07	.07	.06	.05	.05	
	F	.13	.11	.09	.08	.07	.07	.06	.06	
3	M	.18	.15	.13	.11	.10	.09	.08	.07	
	F	.20	.17	.14	.12	.11	.10	.09	.08	
4	M	.24	.20	.17	.15	.13	.12	.11	.10	Legally Intoxicated
	F	.26	.22	.19	.17	.15	.13	.12	.11	
5	M	.30	.25	.21	.19	.17	.15	.14	.12	
	F	.33	.28	.24	.21	.18	.17	.15	.14	

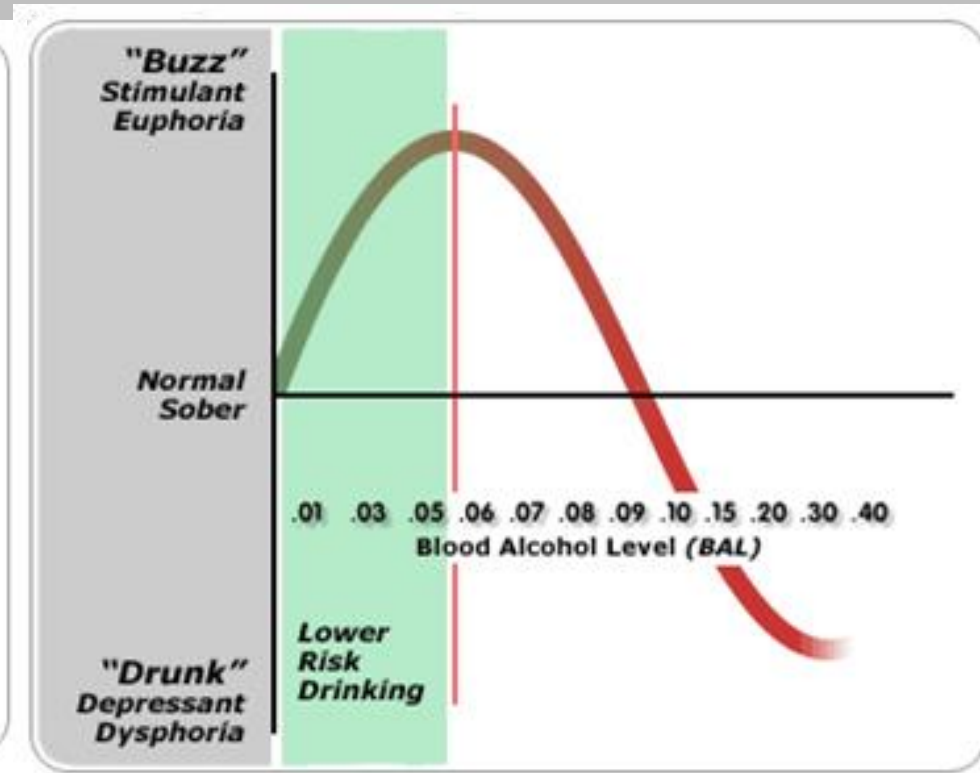
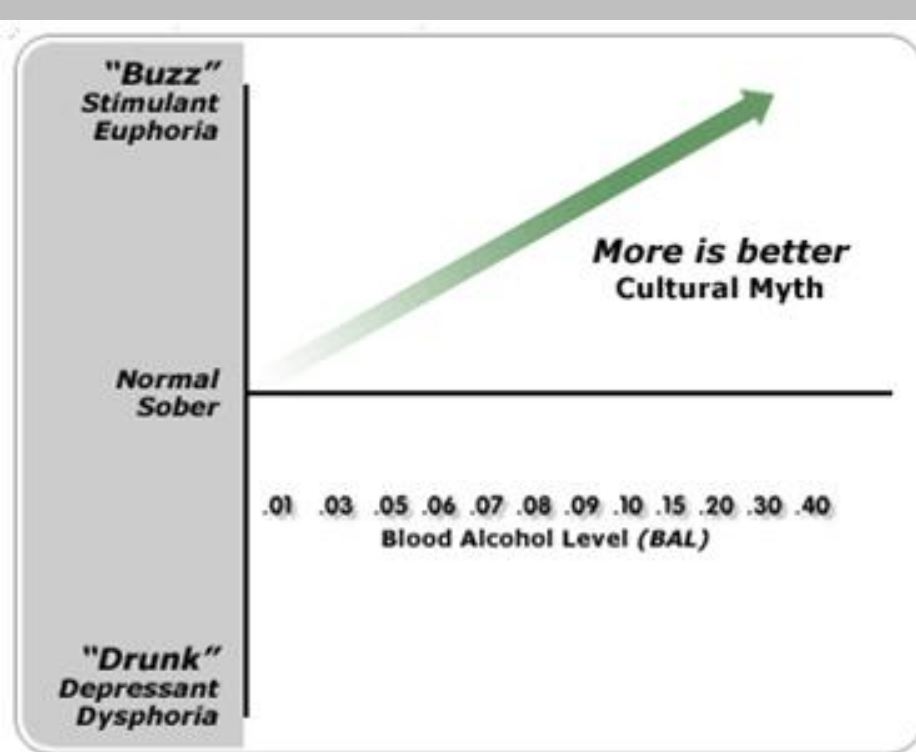
Subtract .01% for each 40 minutes of drinking.

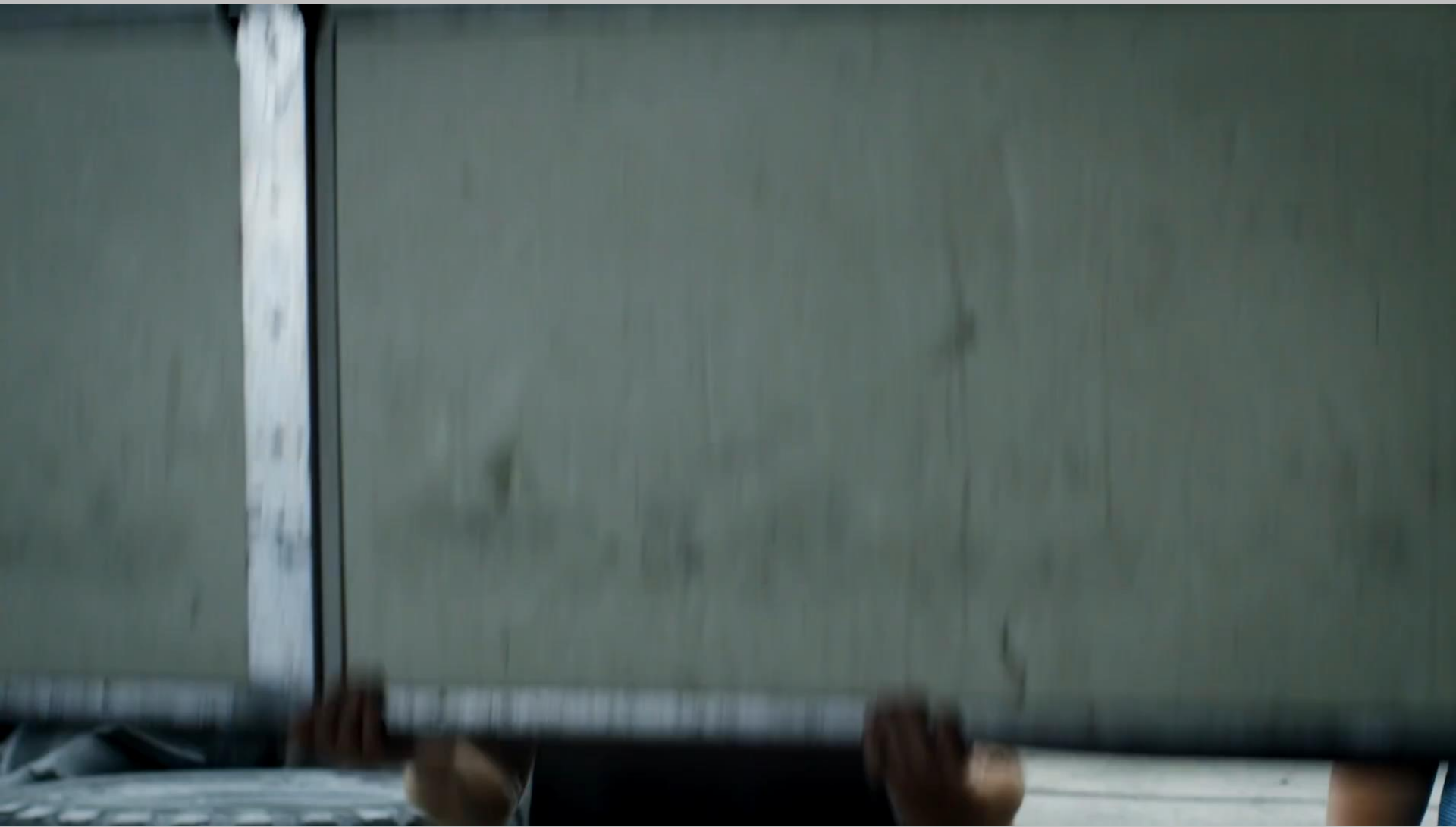
1 drink = 1.5 oz. 80 proof liquor, 12 oz. 5% beer, or 5 oz. 12% wine.

Fewer than 5 persons out of 100 will exceed these values.

Drink "Smarter"

- <http://www2.potsdam.edu/hansondj/HealthIssues/1100827422.html>



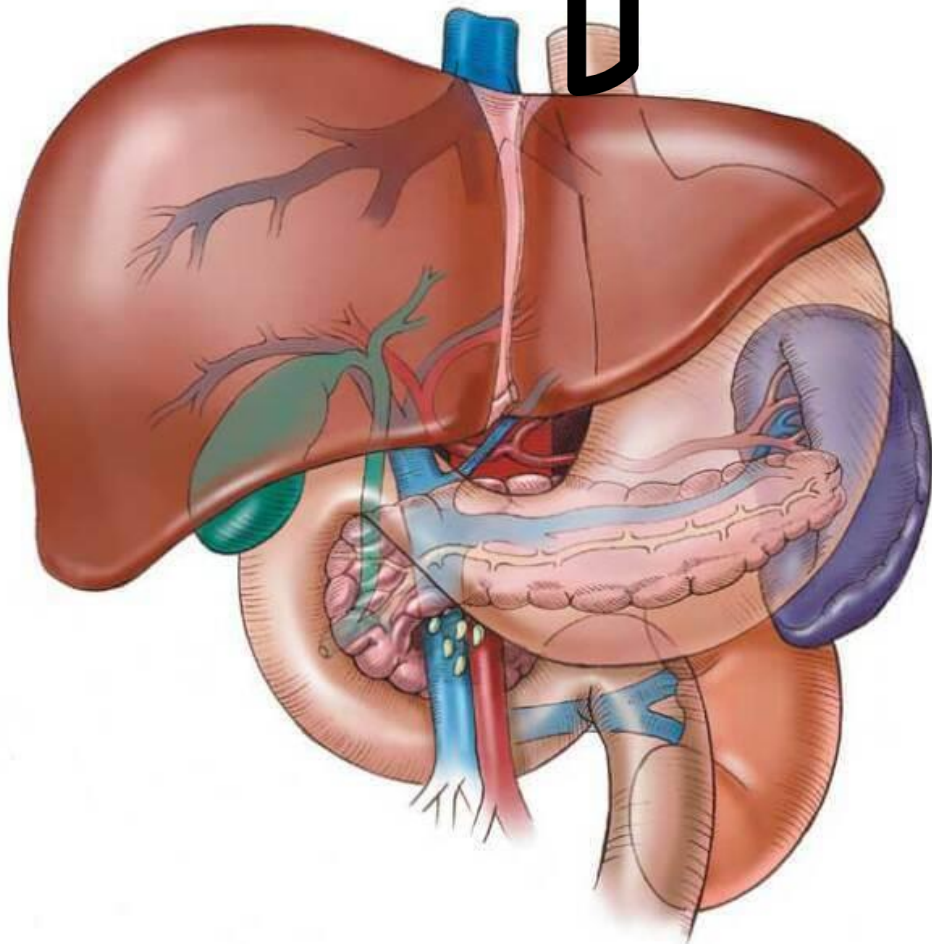
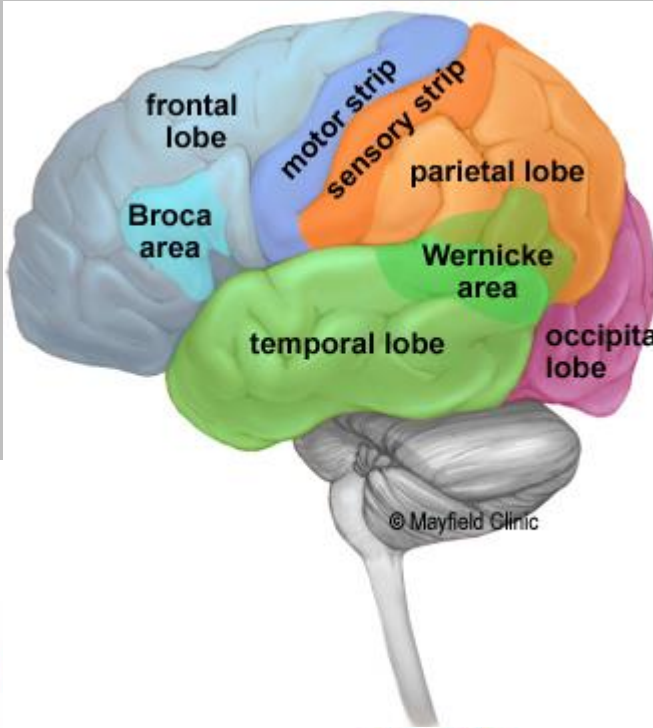


Oxidation

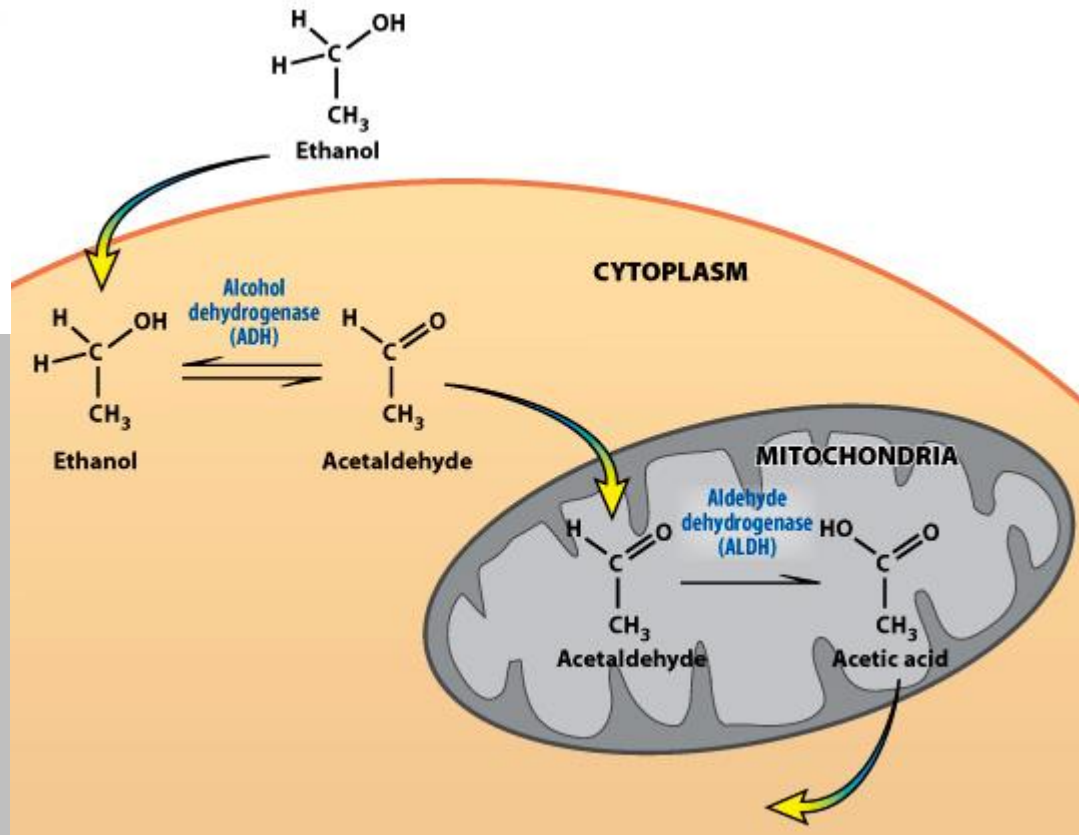
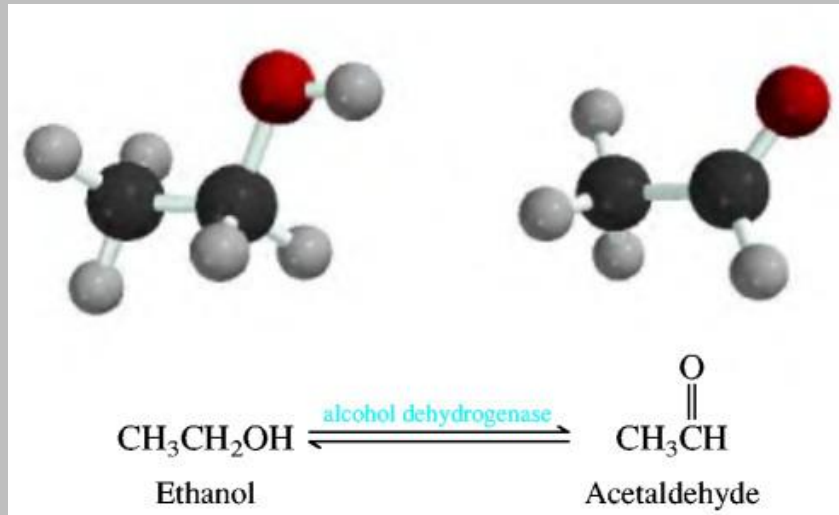
- Constant rate ~ 1/4 - 1/3 oz of alcohol per hour
- Oxidation – Liver = 90%
- Respiration – Breath = 8%
- Perspiration – Sweat = 2%



1
hour



Alcohol Metabolism



Absorption

- Number of drinks consumed
- Speed of consumption
- Presence of food
- Gender
- Body Size

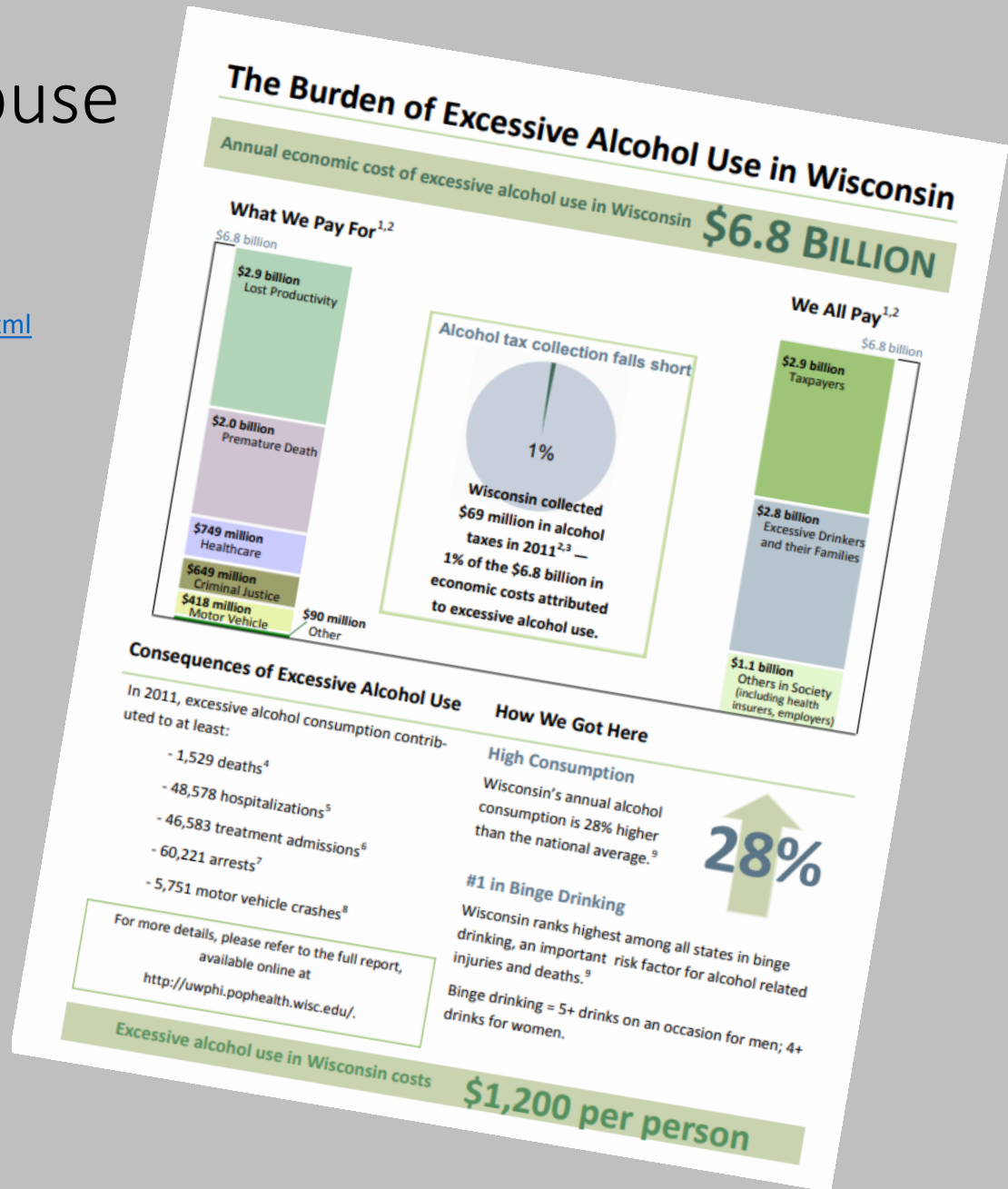
Alcohol Posioning

- Blackouts
- Passing Out
- Recognized when someone is “wasted”
 - Passed out & unable to be wakened
 - Skin is clammy, pale, & bluish
 - Breathing is slow (gasping or snoring)
 - Vomited while passed out
- Call 911



Cost of Alcohol Abuse

https://law.wisc.edu/wapp/burden_of_alcohol.html



Help

- National Addiction help - 855-786-7378
- Local AA hotline – 414-771-9119
- [UW Colleges resources for AODA & Sexual Assault](#)

Work Groups

- MAN - Phoenix
 - History of Alcohol in America



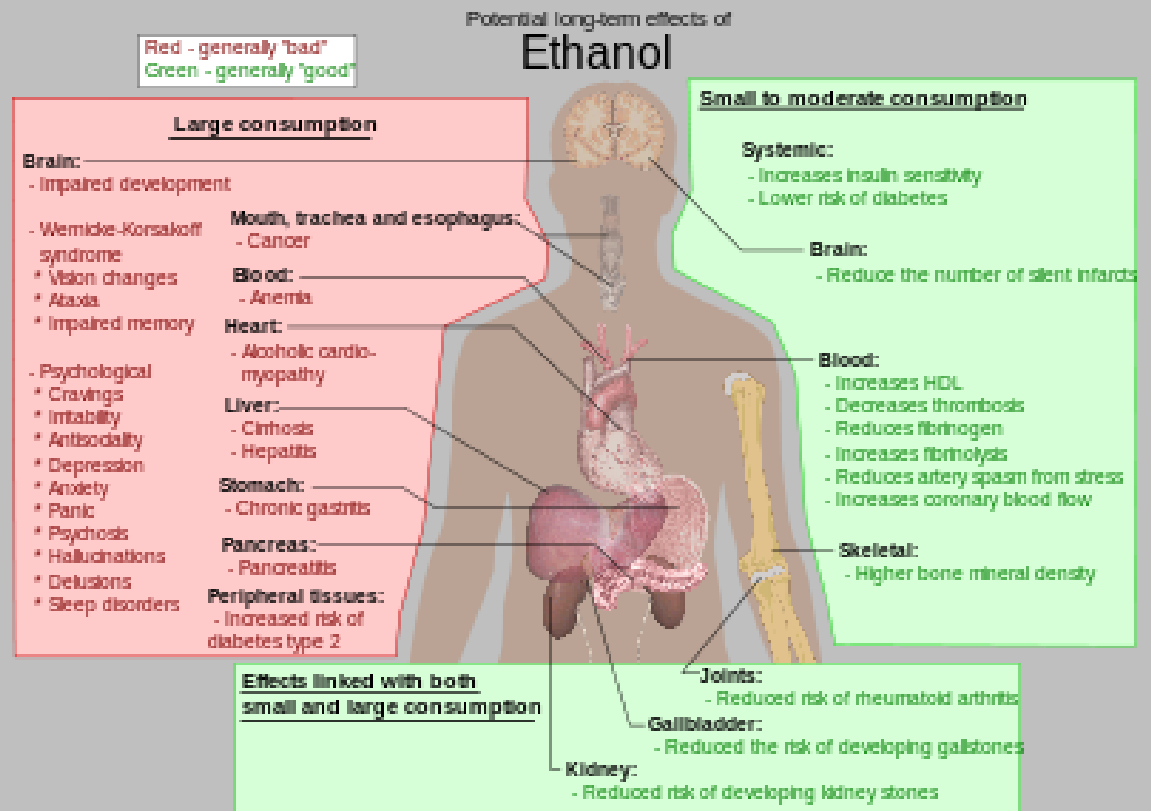
Work Groups

- BRN - Bluegolds
 - Alcohol and Society



Work Groups

- MNT - Buccaneers
 - The Physical Effects of Alcohol



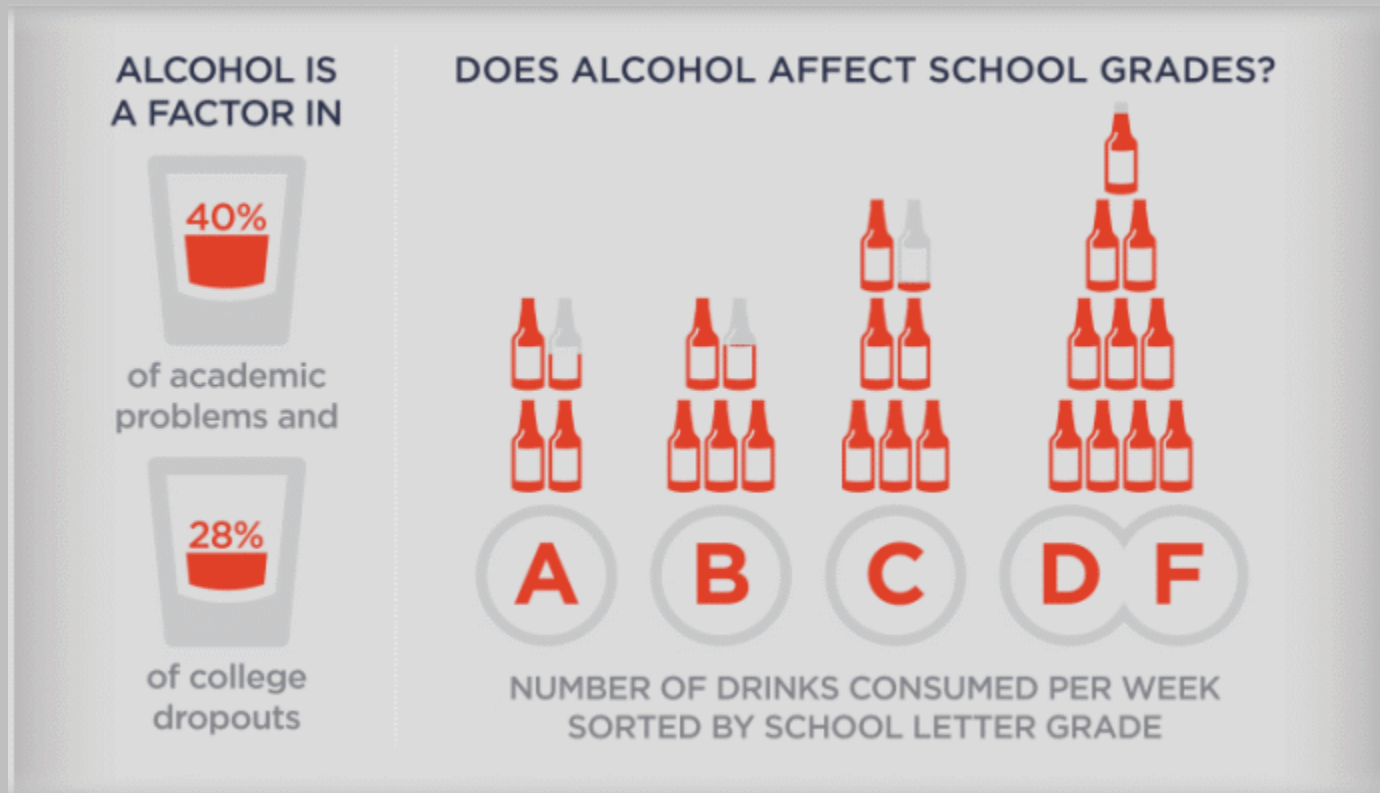
Work Groups

- FOX - Titans
 - Legal aspects of alcohol (alcohol and crime, underage, taxation)



Work Groups

- FOX - Cyclones
 - Alcohol and academics/school performance and employment



Work Groups

- BRN - Chargers
 - College & University Students and Alcohol Use



Work Groups

- MNT - Phoenix
 - Alcohol Consumption Patterns of Women



Work Groups

- MAN - Blue Devils
 - Alcohol and the Family



Homework due 10/3

- After reading through the chapter yourself and after the class discussions answer four (4) of the discussion questions on page 380 of your textbook (don't select question #3).

Answer each question thoroughly in complete sentences and paragraphs. Type up your responses. Each question should be answered in about a half to a full page. Please limit your complete assignment to no more than 5 pages (double spaced, 10 - 12 font size, Times New Roman, Ariel, or Calibri font).

Reference and cite at least one additional outside source of information to further explain your answer to a question.