ALCOHOL AWARENESS

Alcohol Education is designed to educate the student concerning the problems associated with substance abuse. Alcohol use among students is a serious problem and its becoming a growing concern. The majority of the middle school and high school students know the legal drinking age throughout the United States is twenty-one. In spite of this, statistics show that the average child consumes their first drink around age thirteen. According to the National Institute on Drug Abuse, 80% of high school seniors have used alcohol and in an average month, about 9 million American teens drink alcohol. From birth, kids are exposed to advertising messages depicting people having a fun time while drinking.

Alcohol comes in different varieties. Beer, wine, champagne and hard liquor are the most common kinds of alcohol.

Whether it’s served slightly chilled, room temperature, or on the rocks

\[
\text{one drink} =
\]

\begin{itemize}
  \item \text{12 oz. beer} \quad 4\% \text{ alcohol (check the label)}
  \item \text{1.5 oz shot} of \text{hard liquor} \quad \text{at 40\% alcohol}
  \item \text{one 5 oz. glass} of \text{wine} \quad \text{at 11\% alcohol}
\end{itemize}

Why do teens drink?
\begin{itemize}
  \item curiosity
  \item it feels good
  \item to experiment
  \item to feel older
  \item to fit in
  \item to have fun
  \item to reduce stress and relax
\end{itemize}
Counselors can develop alcohol awareness strategies by teaching the student body the myths and facts about alcohol. The first step is to explain the definition of alcohol. Alcohol is a depressant, which means it slows the function of the central nervous system. It slows down a person’s ability to think, speak and move. It can alter ones perceptions, emotions, reflexes, vision, and hearing.

**People who overuse alcohol may:**
- be confused
- be disoriented
- experience overconfidence
- stagger
- lose their coordination
- slur their speech

**Deciding to drink can have many harmful consequences:**
- alcohol poisoning
- blackouts (not remembering what happened when drinking)
- become sexually active
- increase chances of experimenting with other drugs
- pregnancies
- sexually transmitted diseases
- vomiting

The use of alcohol greatly increases the teenager’s chances of getting into an automobile accident, committing a homicide, suicide, end up in a coma or have an accidental death.

Peer pressure is the number one thing that lures students into making dangerous decisions, like drinking alcohol. Kids need to realize that it’s OK to say NO. Students can avoid drinking alcohol by putting the blame on their parents. Informing their friends how they will get grounded if they are caught drinking is a good idea. Another alternative is to come up with other activities that do not involve drinking such as going to the movies, playing putt putt golf, etc. In the end, adults can tell kids not to drink, but the ones who have to make the choice not do drink are the kids themselves.

The Pennsylvania Liquor Control Board, 2002 Alcohol Awareness Poster Program website [http://www.lcb.state.pa.us/edu/news/Poster00.asp](http://www.lcb.state.pa.us/edu/news/Poster00.asp) challenges teenagers to see the benefits of being alcohol free.
The Benefits of Being Alcohol-Free

- Attaining your goals
- Succeed in school
- Excel in athletics
- Make good decisions
- Have stronger friendships

Alternatives to Drinking

- Exercise
- Reading
- Games
- Art
- School activities

Session #1

Liver Overload

Topic Area: Alcohol

Concept: This activity is an attempt to show how the liver becomes overloaded when too much alcohol is introduced into the bloodstream. The liver is able to detoxify approximately one can of beer, one glass of wine or one and a half ounces of alcohol per hour. If alcohol is introduced into the bloodstream any faster than this, then the liver can not do its job fast enough. When this happens, the alcohol is left in the bloodstream and the BAC (Blood Alcohol Content) count rises. This simply means that the percentage of alcohol in the blood is getting higher.

Method: Classroom Demonstration

Time Frame: 10 minutes plus discussion time
Materials Needed:
- Fifteen tennis balls

Activity: Bring five students up in front of the class. Have them stand in a single file line, shoulder to shoulder facing the class. Designate one person at one end of the line as the “Liver”. You will stand at the end of the line away from the “Liver”. You will hand a tennis ball to the first person in line. He/she will pass the ball down the line until it reaches the “Liver”. The person who is representing the “Liver” will have to squeeze the tennis ball ten times before he/she can drop the ball to the floor. This action represents the detoxification of the alcohol from the blood. Start by sending the tennis balls down the line slowly. Each person may only be holding one tennis ball at a time. At this speed the “Liver” will not have too tough a time getting in his ten squeezes before he/she receives the next tennis ball that is passed down the line. This will give the class a chance to see how the body’s lives is supposed to function.

Now regather all of the tennis balls. This time send them down the line faster. They will find that the “Liver” is not able to detoxify the blood fast enough to keep up with the rate that you are introducing new tennis balls into the line or “bloodstream”. Pretty soon there will be people just holding the tennis balls in their hands waiting for the “Liver” to get done with its ten squeezes so the next ball can be sent to it. This back log of tennis balls in the bloodstream will represent the alcohol that is waiting to be detoxified. This is a graphic example of how a high BAC in the body is reached.

Discussion Ideas:
- What did you see happening when the tennis balls were being introduced slowly into the bloodstream?
- What did you see happening when the tennis balls were being introduced more quickly into the bloodstream?
- What do you think would happen to a liver who experienced this very often?
- What happens to the body when the alcohol is not detoxified by the liver?
- What do you think this activity can tell us about alcohol and our bodies?
- If it is the liver that detoxifies our body form alcohol, what does that say about having a person who is drunk, drink coffee or take a cold shower to try to sober up?

This activity was created by Tom Jackson Activities That Teach.
Purpose and Objectives

1. To identify five selling techniques: Testimony, Bandwagon, Fun Times, Sex-Appeal, and Image

2. To relate how the techniques are used to sell alcohol

Materials Needed

1. Five Selling Techniques

Introduction: Five Selling Techniques

Begin by saying:
“THE PURPOSE OF THIS SESSION IS TO THINK ABOUT SOME TECHNIQUES WHICH PEOPLE USE TO SELL US THINGS. WE ALL ARE EXPOSES TO A LOT OF ADVERTISING. IT IS HELPFUL TO KNOW WHAT TECHNIQUES ARE BEING USED TO INFLUENCE US. FOR EXAMPLE, I’LL READ YOU SOME THINGS YOU MAY HAVE HEARD ON SEEN. TELL ME WHAT PRODUCT IS BEING SOLD AND WHAT MESSAGE IS BEING GIVEN.”

“You’ve come along way, Baby” (Virginia Slims Cigarettes) (Image)
“The Night Belongs to …” (Michelob) (Fun)
“Get Close with Close Up” (Toothpaste) (Sex Appeal)
“Don’t leave home without it” (American Express) (Testimony)
“…the New Generation” (Pepsi) (Bandwagon & Image)
“Just Do it!” (Nike shoes) (Image)

Activity One: Selling Products

Next, divide the class into groups or teams as in the previous sessions. Then say:
“THERE ARE FIVE POPULAR TECHNIQUES USED TO SELL THINGS. LET’S TAKE A CLOSER LOOK AT THEM.”

Describe each of the techniques. After you have listed each technique on a chalk board or overhead, assign each group one of the techniques.