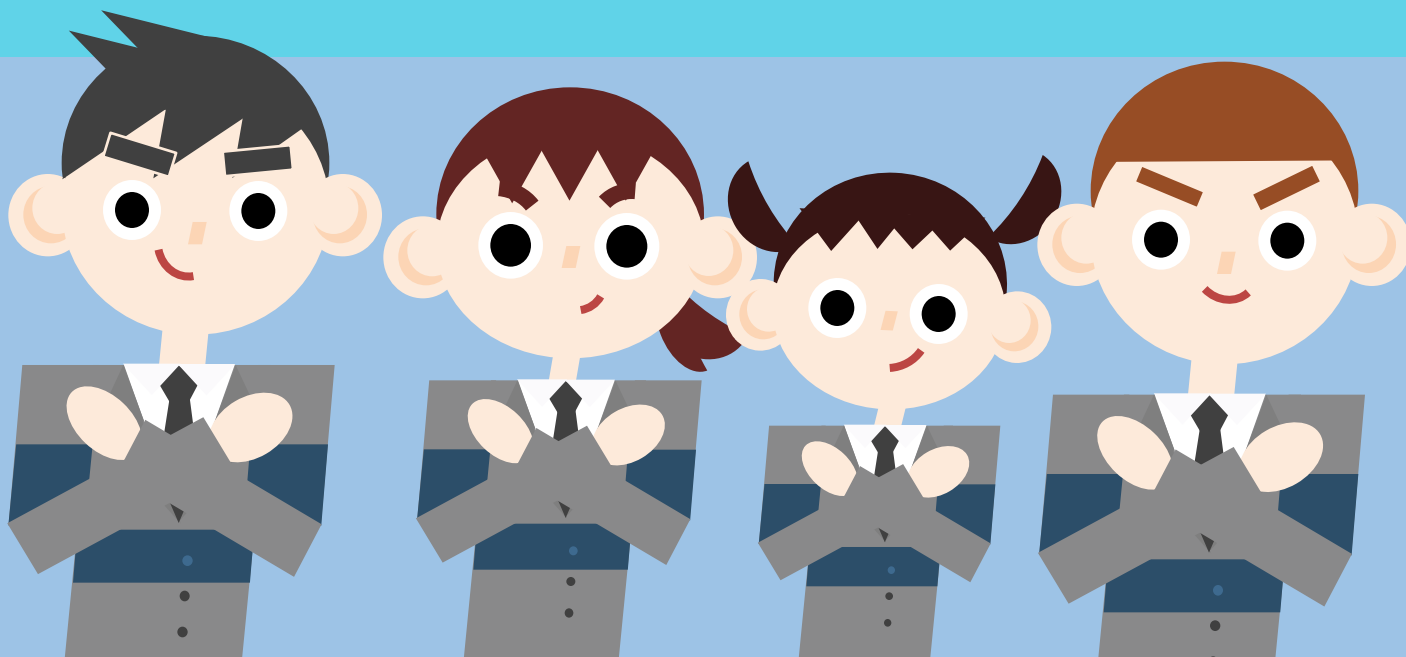




“Alcohol-free Generation Z”

Interactive Health Education Session



July 2018 Edition

#年少無酒
#YoungAndAlcoholFree



Program Content

- Messages behind Advertisement

- Beware of Marketing Traps on Alcohol



- Dispel the Myths of Alcohol

- Understanding Alcohol Harm



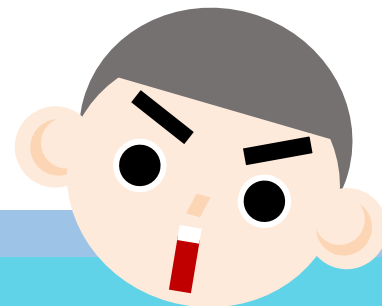
- Say No to Alcohol

- Refusal Skills towards Alcohol

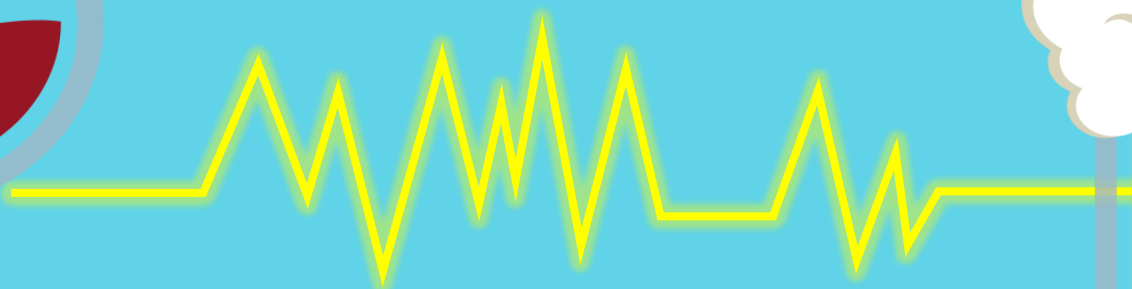




Warm-up Game



*Alcohol in
everywhere*





A



B

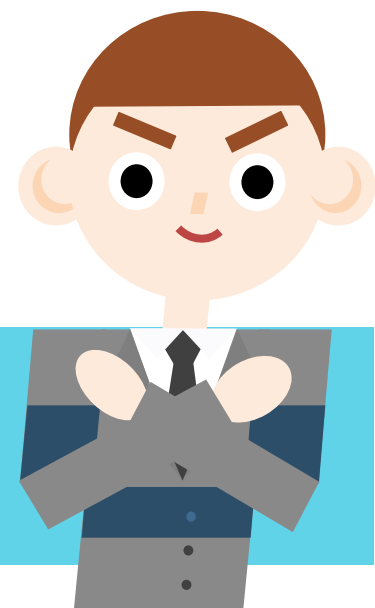


1. Which of the above is non-alcoholic drink ?

A. Supermarket B. Convenience Store

C. School Tuck Shop D. Grocery Store

2. Which retail store does not sell alcoholic drinks ?



A. Hot Pot
Restaurant

B. Japanese
Restaurant (Buffet)

C. Chinese
Restaurant

D. Dessert Shop

3. Which kind of restaurant does not serve
alcoholic drinks ?





A
Red
wine



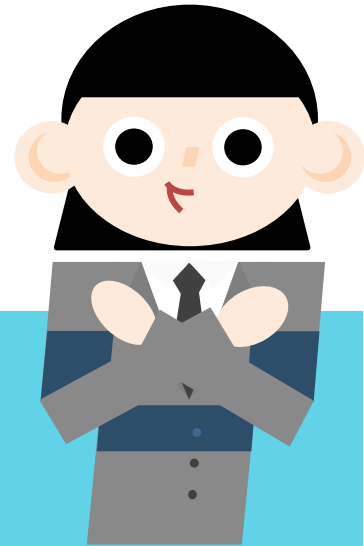
B
Mojito



C
Long island
iced tea



D
Wuliangye



4. Which of the above is non-alcoholic drink ?

Interactive Voting Station (I): My Drinking Habit

Which of the following statement best describe your drinking habit ?



A. Never



B. Ever drink
(More than a year ago)



C. Ever drink in the
past 30days to one year



D. Drink within the past 30
days

Interactive Voting Station (I): My Drinking Habit



<https://goo.gl/forms/STcgCEVx6lz3BMI12>





I. Messages Behind Advertisement

Drinking alcohol
gives you the
impression of ...



Symbol of
adulthood?

High alcohol
tolerance?

Manhood?

Drink for
friendship?

Good
taste?



Marketing Traps on Alcohol

Changing the Product Design

- Add sweet, fruity flavour to mask the alcoholic taste as "Alcopops"
- Packing the alcoholic drink like soft drink in colourful bottles or cans



Increase the risk of acute alcohol intoxication

Mistaken message from alcohol industry

Price Promotion

Promote
drinking culture

Building positive
images

Consumers easily ignore the harmful effect of alcohol drinking as a result of information asymmetry



Information Asymmetry

They tell you :

Novel
and fun

Making
friends

Life
attitude



Information Asymmetry

They do not tell you :

Alcohol
Intoxication

Health
Impairment

Risk of
accidents



Responsible drinking?!

Alcohol industry says:

Responsible drinking means making an informed and sensible decision about alcohol consumption. This means consumers should not drink when they are **pregnant** or **underage**, and they **should not drive after drinking**. They also should not engage in excessive drinking and other kinds of alcohol-related activities which can **harm them individually or others in society**.



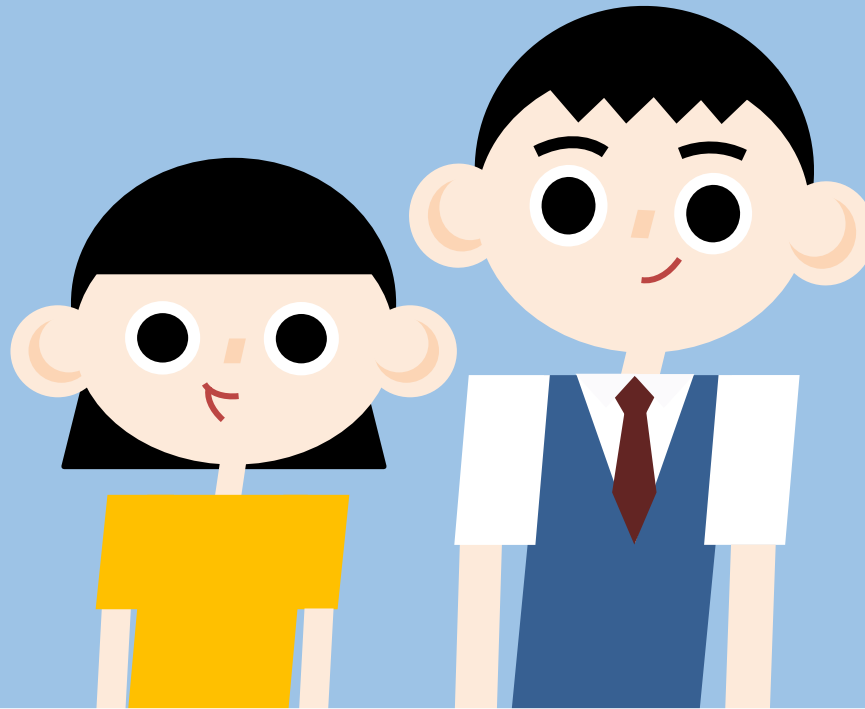
Actually...

This is their **promotional tactic**. They blame drinkers for alcohol-related problems, without mentioning harms of alcohol to the body, e.g. cancers and alcohol addiction. They are **shedding responsibilities and misleading the public**.

II. Dispel the Myths of Alcohol

Pathophysiology of Decomposing Alcohol in Human Body

Play Animation



Alcohol leads to weight gain

- Each gram of pure alcohol carries 7 kcal without providing any nutrition.
- 1 can of 330ml beer contains about 142 kcal, approximately equivalent to the calories of 1 can of 330ml coke, over half bowl of rice or 7 sugar cubes.



Stay Sober, Sport Better

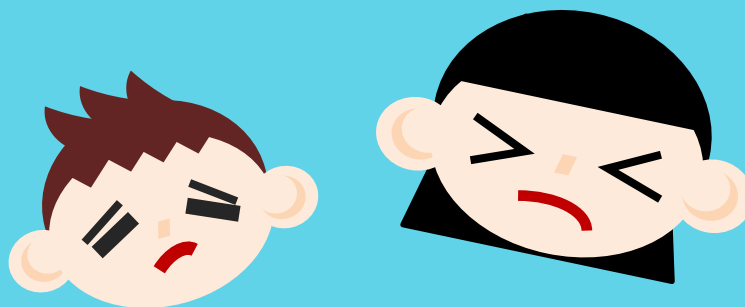
Drinking before or after exercise may :

- Cause low blood sugar due to overburden of the liver
- Produce more urine and result in dehydration
- Affect sport performance, increasing risk of injury or even death (e.g. drowning)
- Slow down muscle recovery



Alcohol worsens depressed mood

- Alcohol affects the level of chemicals inside our brains, thus increase the risk of depression.
- Hangover leads to uncomfortable, anxious, disturbed and guilty feelings after waking up.
- Excessive drinking affects work performance, family and interpersonal relationship, making life frustrating.



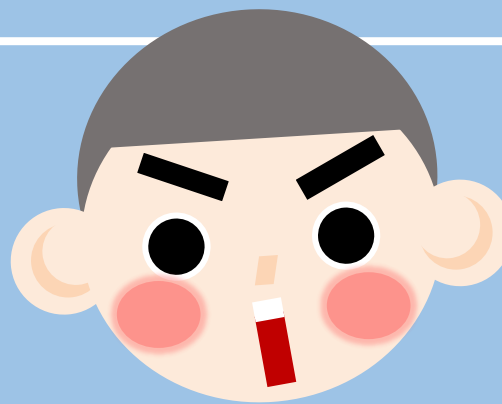
I am not drunk !
Drunk Goggles Challenge

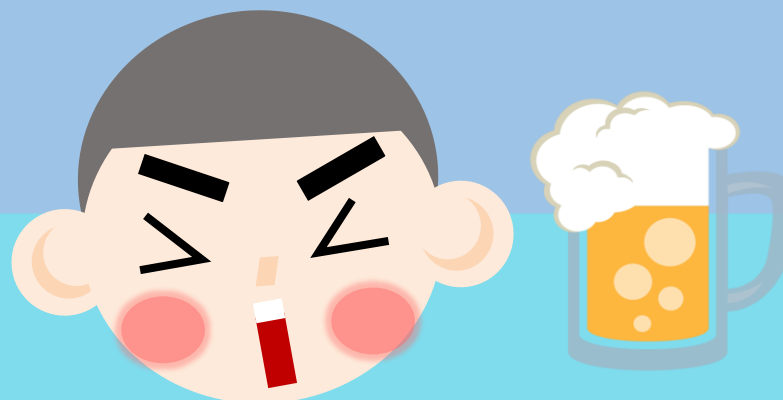




Myth 1

Is having red face after drinking a sign of good health?



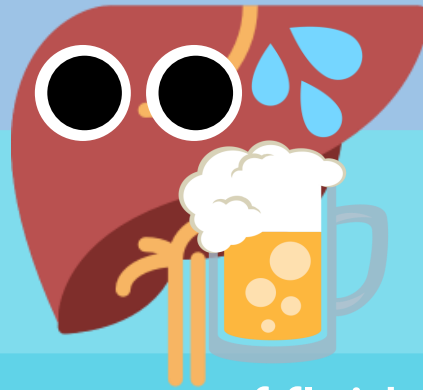


Many Asians have alcohol flush due to deficiency of an enzyme (acetaldehyde dehydrogenase) which helps to break down harmful by-products of alcohol. This is actually a sign of harmful by-products building up in your body.



Myth 2

Can large amounts of tea or water lessen the effects of alcohol?



- Drinking copious amounts of fluid will not reduce the burden of the liver to metabolize the absorbed alcohol. While fluids rehydrate the body and lower blood alcohol concentration, the alcohol within the body still needs to be dealt with by the liver. While drinking copious fluids may ease some of the symptoms, it will not cure a hangover. The best way to avoid one is to limit your drinking or, even better, stay sober.



Myth 3

Occasional binge drinking does no harm to the body?





- Excessive drinking, though occasional, is still very dangerous.
- Binge drinking means drinking more than 5 cans of beer / 5 glasses of table wine / 5 pegs of spirits at one go.
- Binge drinking, only once, can already lead to **traffic accident, violent behaviour, unsafe sex, alcohol intoxication etc.**
- Research also shows that youngsters with binge drinking have worse academic performance.



Alcohol-free News

Drive after drinking, teenager caused his friend dead

A teenager had dinner with his female friend at Lan Kwai Fong for birthday celebration. During the dinner, he drank more than a dozen bottles of beer. After that, he drove his friend home. When he was driving to Yau Ma Tei, his car was out of control and hit the water-safety barriers at the construction site. His friend was injured seriously and hospitalized, but eventually passed away a month later due to heart disease.

Apple Daily 8/3/2017



A 19-year-old youth died after drinking

A 19-year-old youth hanged out with friends at bar after overtime work. He was drunk in the early morning and went back to home for rest. Eight hours later, his brother found that he was unconscious on bed with cold body and black face. Also, he had incontinence. He was confirmed dead when ambulance arrived.

The Sun 23/10/2012



24-year-old chef was imprisoned for 6½ years for raping a drunken lady

A 24-year-old chef, immigrated from Hunan, celebrated birthday with a lady friend on 29 August last year. They had known each other for 9 days only. The chef was suspected to have raped the lady in her home while she was drunk and black out. The jury reached a unanimous guilty verdict and the chef was sentenced to a 6½ years' imprisonment considering the seriousness of the offence related to over-drinking.

Sing Tao Daily 19/7/2017

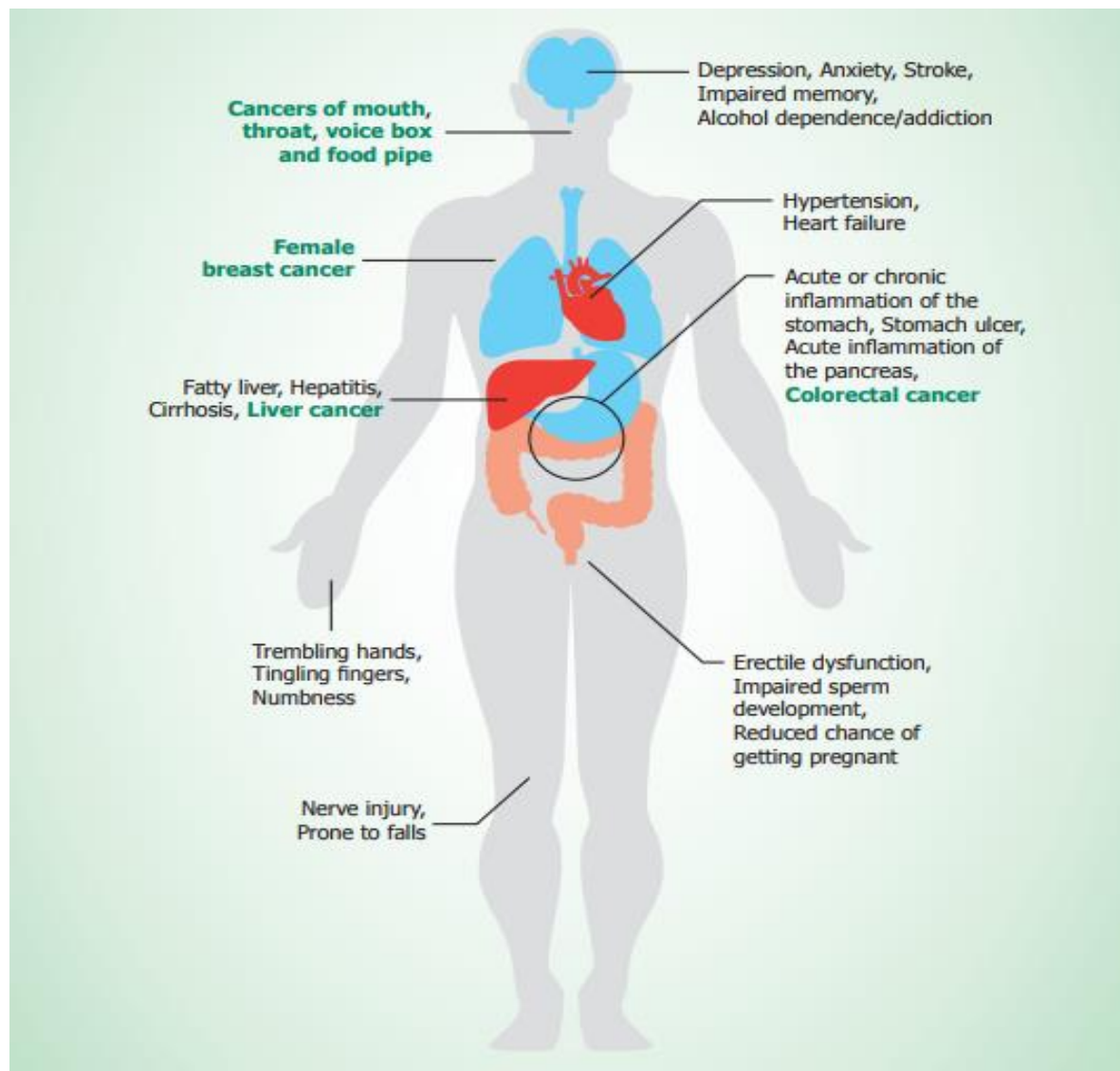




Myth 4

Rumor has it that red wine is good for the heart. Is it true?

Long-term effects of drinking on health





- It is controversial whether moderate drinking is good for the hearts. Drinking too much red wine or other alcoholic drinks can be however harmful and lead to heart disease and cancers.
- Is it worthwhile to drink a proven toxic substance for heart protection?



Drinking is harmful to brain development of youth

- Research shows that youth with long-term alcohol use has poorer memory.
- Alcohol is a toxin against brain development of youth. It affects nervous system development and behavioral control.
- A study from the US National Institute of Drug Abuse found that people who had ever got drunk before the age of 15 are more likely to die earlier than those who do not drink excessively or at least avoid getting drunk until they are older.



The Dutiable Commodities (Amendment) Ordinance 2018 prohibiting the sale or supply of intoxicating liquor to minors in the course of business **comes into operation on 30 Nov 2018**



酒精傷害要認清
未成年咪掂酒精
PROTECT YOUNG PEOPLE from Harm
Say NO To ALCOHOL

 **TOWARDS 2025**
香港非傳染病防控策略及行動計劃
Strategy and Action Plan to
Prevent and Control NCD in Hong Kong

#年少無酒
#YoungAndAlcoholFree

 **衛生防護中心**
Centre for Health Protection


衛生署
Department of Health

Interactive Voting Station (II) – Disadvantages of drinking

Which influence of drinking concerns you most?



A. Lead to weight gain



B. Affect sport performance



C. Affect brain development



D. Lead to depressive mood

Interactive Voting Station (II) – Disadvantages of drinking



<https://goo.gl/forms/HLyZETRZrHenfOk73>



III. Say No to Alcohol

Young and Alcohol Free

There is no safe drinking level.
Even little consumption can still
increase the risk of cancers.
So, we say no to alcohol!



Say No to Alcohol

1. Avoid making friends with people who have unhealthy habits like smoking or drinking.
2. Avoid taking part in activities that provide alcohol.
3. On the occasions of celebration or gathering, choose non-alcoholic drinks, e.g. water, sugar-free beverages.



Tips to Say No to Alcohol

1. Ignore the request

Turn a blind eye or a deaf ear to the invitation.

2. Simply say no

"No, thanks."

3. Give an excuse

"No, I'm allergic to alcohol."

"No, drinking harms our health."

"No, I've something to do tomorrow."

"No, I'm not feeling well today."

"No, I don't like the taste of alcohol."

"No, drinking makes people fat."

"No, my mom will be angry if I drink."

4. Find an ally to back you up
"No, we both don't drink."



5. Suggest something else
"Alcohol is expensive and unhealthy.
Let's have something else!"

6. Repeat your refusal
"I said I don't drink. I repeat: I-don't-drink !"



7. Walk away from the situation
Say: "Sorry, some urgent business has flashed through my mind" or "Sorry, my family is calling me" and walk away quickly.

Counselling Service

TWGHs "Stay Sober, Stay Free" Alcohol
Abuse Prevention and Treatment Service

Tel: 2884 9876

Website: <http://atp.tungwahcsd.org>



Conclusion



- The promotional tactic of alcohol industry causes information asymmetry. Youngsters should avoid being misled by them and increase the awareness of the adverse effect of alcohol towards health and mental development.
- As the harmful effects of alcohol outweigh its potential advantages, non-drinkers are advised not to start drinking while drinkers should gradually decrease their drinking to reduce harm.

#年少無酒
#YoungAndAlcoholFree

#酒為下著
#AlcoholFails

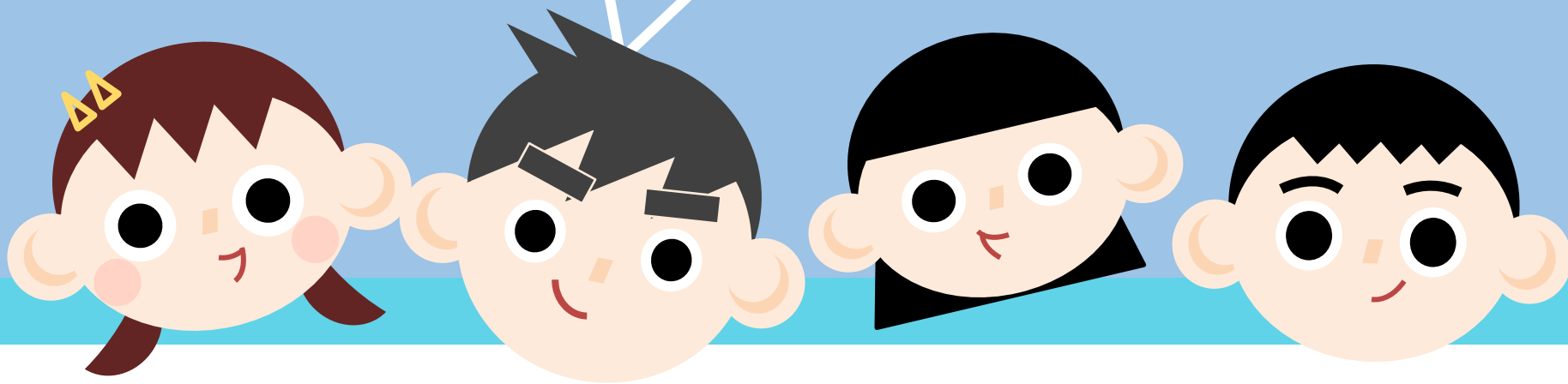
If you wish to obtain more health information related to alcohol, you are welcome to visit the following website:

www.change4health.gov.hk



#年少無酒
#YoungAndAlcoholFree

*Thank
you!!*



#年少無酒
#YoungAndAlcoholFree

HP 衛生防護中心
Centre for Health Protection


衛生署
Department of Health