



- Speaker introduces that "Alcohol-free Generation Z" Interactive Health Education Session is to promote the lifestyle of "Young and Alcohol Free".
- Speaker invites participants to fill in the pre-session questionnaires and collects them.

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



Speaker introduces the content of session:

- "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



Speaker asks 4 multiple choice questions. Participants can raise their hands to indicate their answers.



A



B



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

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

Choice: A(coke); B(beer)

Answer: A. coke

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A. Supermarket B. Convenience Store

C. School Tuck Shop D. Grocery Store

2. Which retail store does not sell alcoholic drinks ?



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2. Which retail store does not sell alcoholic drinks ?

Choice: A. Supermarket ; B. Convenience Store ; C. School Tuck Shop; D. Grocery Store

Answer: C. School Tuck Shop

Explanation: Speaker can point out many retail stores, e.g. supermarket, convenience store, grocery store that we often go 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 ?

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

Choice: A. Hot Pot Restaurant; B. Japanese Restaurant (Buffet) ; C. Chinese Restaurant ; D. Dessert Shop
Answer: D. Dessert Shop

Explanation: Speaker points out that many restaurants serve alcoholic drinks. Yet, they have to obtain a liquor license to sell alcoholic beverages to person aged over 18. It is also worth noting that, some desserts served at dessert shop may contain alcohol, e.g. Baked Alaska or glutinous rice dumpling in sweet rice wine.



A
Red wine



B
Mojito



C
Long island iced tea



D
Wuliangye



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

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4. Which of the above is non-alcoholic drink?
Choice : A (Red wine); B (Mojito); C (Long island iced tea); D (Wuliangye)




Answer: None of the above

Explanation: Speaker introduces the 4 drinks, which are red wine, mojito (a high alcohol concentration cocktail), long island iced tea (another high alcohol concentration cocktail) and wuliangye (Chinese liquor having high concentration of alcohol). Thus, all of them are alcoholic drinks, some are even highly concentrated, even if they seem to be harmless (e.g. soft drink with fruit flavour, lemon tea). It's sometimes hard to watch out.

Conclusion: Although restaurants and retail stores should not sell alcoholic drinks to people under 18, you may still easily come across them in your everyday living. Alcohol is in everywhere. Therefore, you need to realize the nature and characteristics of alcohol so that you can stay alert and say no.

Interactive Voting Station (I): My Drinking Habit

Which of the following statement best describe your drinking habit ?

 VOTE	A. Never	 VOTE	B. Ever drink (More than a year ago)
 VOTE	C. Ever drink in the past 30days to one year	 VOTE	D. Drink within the past 30 days

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Speaker invites participants to join the voting on their drinking habit. Introduce 4 choices: A. Never B. Ever drink (More than a year ago) C. Ever drink in the past 30 days to one year D. Drink within the past 30 days. May emphasize that the voting is anonymous. After voting, summarize the results, e.g. most of the participants ever drink, also a few of them even within the past 30 days. If there is enough time, speaker can invite 1 to 2 participants to share about their drink habit. After sharing they can get a souvenir.

Interactive Voting Station (I): My Drinking Habit



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



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Speaker can login to google form account to view the voting results:
<https://www.google.com/forms/>
Login: yeap.dh
Password: 28849876

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P.S. Google form is only one of the means in voting station. Speaker may consider the actual situation and adopt other means including voting by hands, colour cards, etc. as appropriate.



Part I. Messages behind advertisement

Drinking alcohol
gives you the
impression of ...



Speaker initiates participants to think
about the impression of drinking
alcohol.

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(continue last page) Symbol of adulthood ? High alcohol tolerance? Manhood? Good taste? Drink for friendship? How many of these impressions come from advertisement?



Now we are going to play a video showing a simulated situation when an advertisement company discusses the strategy of promoting a new alcoholic product.

Speaker summarizes the video. If there is enough time, speaker can invite 1 to 2 participants to give comment on the messages delivered.

Broadcast the Video: Messages Behind Advertisement

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

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Changing the product design is a common advertising strategy, in order to favour young people. Nowadays many alcoholic drinks are packaged like soft drink in colourful bottles or cans, namely "Alcopops". They added sweet, fruity flavour to mask the alcoholic taste. Some even added caffeine. The alcohol content of "Alcopops" is similar to beer (about 4 to 7%), some of them can be up to 8-12%.

The product design, i.e. colourful package, not only reduces the caution of consumers, the fruity flavor also masks the bitter taste of alcohol, leading people to drink excessively, resulting in binge drinking and increases 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



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Messages mistaken from alcohol industry include price promotion, promoting drinking culture and building positive images. Some sport competitions and entertainment activities such as ball games and concerts are sponsored by alcohol industry. As such, consumers would easily ignore the harmful effect of drinking as a result of information asymmetry.

Information Asymmetry

They tell you :

Novel
and fun

Making
friends

Life
attitude



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The information tells you that drinking alcohol relates to:

Novel and fun (e.g. adventure and party fun), making friends and life attitude (e.g. joining wine tasting events)

Information Asymmetry

They do not tell you :

Alcohol
Intoxication

Health
Impairment

Risk of
accidents



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They do not tell you the other side that drinking may lead to:
Alcohol intoxication, health impairment and 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.



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Some alcohol companies form alliance (implying FRED) and promote a concept called "responsible drinking", i.e. consumers should make informed and sensible decision about alcohol consumption. But actually this is their promotional tactic. They are just shedding responsibilities and misleading the public.

Part II: Dispel the myths of alcohol



II. Dispel the Myths of Alcohol

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Pathophysiology of Decomposing Alcohol in Human Body

Play Animation



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Let's start by understanding more about the decomposition process of alcohol in human body.
<Play animation "Pathophysiology of Decomposing Alcohol in Human Body" >

Speaker summarizes the animation: When blood alcohol content is too high, the nerves that control breathing, heart beat, body temperature, etc. will stop functioning. Symptoms of alcohol poisoning include vomiting, difficulty breathing, bluish skin or pale face, mental confusion, seizures, coma and even sudden death.

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.



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Besides excessive drinking which causes immediate harm to our body, drinking in the long run will also lead to some negative impacts to our body and mind:

Firstly, 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



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Secondly, drinking before, during and 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.



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Thirdly, alcohol worsens depressed mood. Many people believe that alcohol can relieve negative emotions. However,

- 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.

Therefore we should bear in mind these possible consequences.



Speaker introduces the following Drunk Goggles Challenge, which is to let participants experience the influence of alcohol. Invite two participants for the challenge. One of them wear the drunk goggles for the following tasks:

- i. Walk back and forth along a straight line. Remind them it is not a competition and to ensure safety. Invite others to observe the difference among the two participants. Explanation: Alcohol affects a person's action and balance, thus increases the chance of injury.
- ii. Build a five-stored pyramid using 15 plastic cups and collect them back into one column. The time limit is 1 minute. Explanation: Alcohol affects eye-hand coordination, making even a simple task difficult.
- iii. Two participants standing face-to-face in a two-meter distance, then throw bean bags to each other for 4 times. If they can accomplish the task easily, increase the distance to 4 metres and try again. Explanation: Alcohol affects a person's judgement and response time.

After finishing each challenge, the speaker can ask the challengers and observers about their experience during the process and think about what danger they may face under alcohol influence.



The graphic features a blue background with a large white rectangular box in the center. Inside the box, the text "Myth 1" is written in a large, bold, white font, followed by the question "Is having red face after drinking a sign of good health?" in a smaller white font. Above the box, there is a large red question mark. Surrounding the box are several white icons: a bottle, a glass, a person's head with a starburst, and a mug. At the bottom of the graphic, there is a cartoon illustration of a person's face with red cheeks and a red tongue. The bottom of the graphic contains three logos: the "#YoungAndAlcoholFree" logo, the "HP 衛生防護中心 Centre for Health Protection" logo, and the "衛生署 Department of Health" logo. The number "25" is in the bottom right corner.

Myth 1
Is having red face after drinking a sign of good health?

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Speaker then shares 5 common myths related to drinking.

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.

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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.

Supplementary information:
After drinking, alcohol enters the blood through absorption in the stomach and small intestine. In general, ethanol will be broken down into acetaldehyde by an enzyme called alcohol dehydrogenase (ADH) in the liver, and acetaldehyde is then further converted into harmless chemicals by another enzyme called acetaldehyde dehydrogenase. People who get a red face when drinking alcohol is primarily due to an inherited lack of acetaldehyde dehydrogenase, leading to acetaldehyde getting accumulated in the body. This accumulation of acetaldehyde leads to the dilation of capillaries, especially in the face, neck and shoulder area, leading to a flushed look. It can hardly be considered a sign of good health.

Myth 2
Can large amounts of tea or water lessen the effects of alcohol?

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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.

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Myth 3
Occasional binge drinking
does no harm to the body?

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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.



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- 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 behavior, 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



Below are some news reporting accidents caused by binge drinking, which include drunk driving leading to death, committing sexual assault, sudden death. Participants should take these as reminder and never binge drink.

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Myth 4
Rumor has it that red wine
is good for the heart. Is it true?

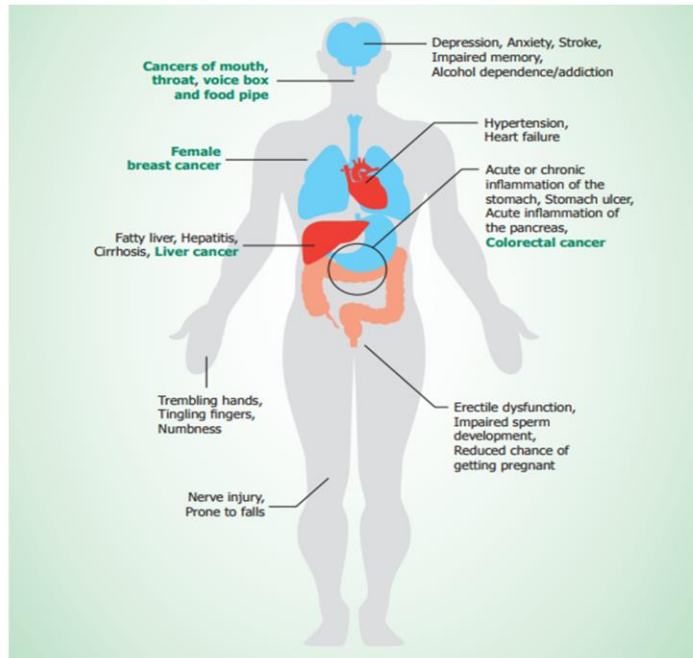
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4. Rumor has it that red wine is good for the heart. Is it true?

Long-term effects of drinking on health



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Drinking can lead to many long-term effects on health (as shown). In particular, "Ethanol in alcoholic beverages" and "acetaldehyde associated with alcohol consumption" have both been classified as Group 1 carcinogens by the World Health Organization, which are evidenced as cancer-causing substances.



- 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?

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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?

Some evidence reviewed that some people drinking red wine have a better health. Nevertheless, this may be due to other factors, including no smoking, playing more sports and having healthier diet (or other hidden factors) rather than drinking red wine.

Myth 5
Alcohol tolerance has to be
trained up when young?

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5. Alcohol tolerance has to be trained up when young?

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.



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Drinking is harmful to brain development of youth.

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- 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

邁向2025 TOWARDS
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

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In February 2018, Legislative Council passed the Dutiable Commodities (Amendment) Ordinance 2018 (" The Ordinance") which prohibits the sale and supply of intoxicating liquor to minors in the course of business. The Ordinance seeks to restrict minors' access and exposure to alcohol thereby reducing their risk of developing alcoholism, and protect health of the youths and their family. The Ordinance comes into operation on 30 Nov 2018.

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

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Speaker introduces the question (Which influence of drinking concerns you most?) and the choices. Then invites participants to vote.

After collecting the data, speaker shows the result to the participants.

Message: If most of them choose “Lead to weight gain”, speaker can encourage them to stay away from alcohol in order to keep fit. Or other messages according to the participants’ choices.

Interactive Voting Station (II) – Disadvantages of drinking



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



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III. Say No to Alcohol

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After knowing the harm of alcohol we should bear attitudes of “Young and Alcohol Free” as well as 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!



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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.



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Say No to Alcohol

- Avoid making friends with people who have unhealthy habits like smoking or drinking.
- Avoid taking part in activities that provide alcohol.
- 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."

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Tips to Say No to Alcohol:

1. Ignore the request

2. Simply say no

"No, thanks."

3: Give an excuse

"No, I'm allergic to alcohol."

"No, drinking harms our health."



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.

Speaker can invite a participant or another worker to demonstrate the tips.

Counselling Service

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

Tel: 2884 9876

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



Some social welfare agencies or medical units provide services to the individuals who are having drinking problems. One of the examples is Tung Wah Group of Hospitals "Stay Sober, Stay Free" Alcohol Abuse Prevention & Treatment Service. Speaker may encourage participants to visit the related pages for more information relating to alcohol health.

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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.

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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.

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#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



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



Speaker asks participants to complete the evaluation form. After collecting, takes a group photo.