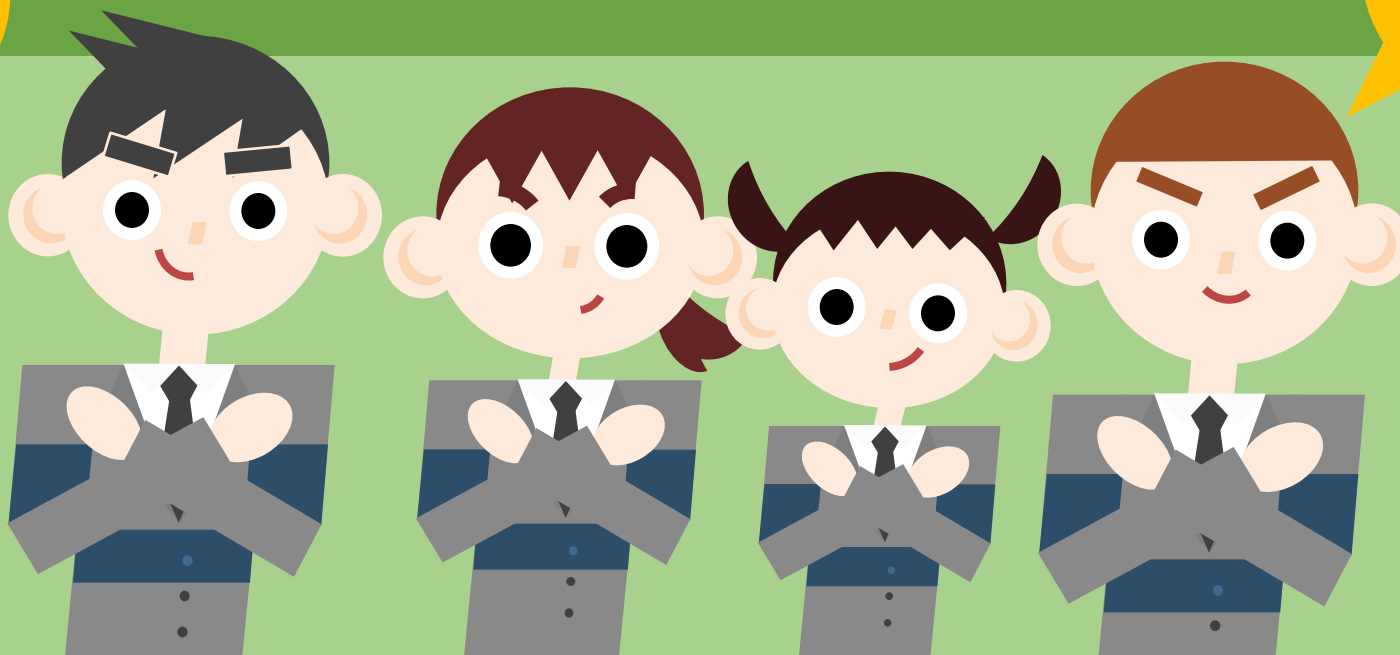


"Be informed and Alcohol-free"

Interactive Health Education Session



July 2018 Edition

#年少無酒
#YoungAndAlcoholFree

HP 衛生防護中心
Centre for Health Protection

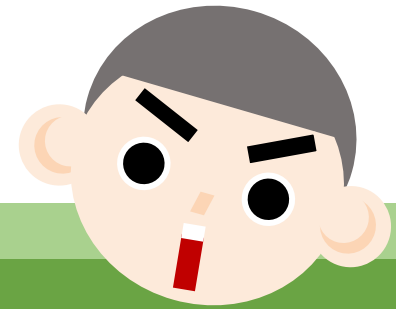

衛生署
Department of Health

Program Content

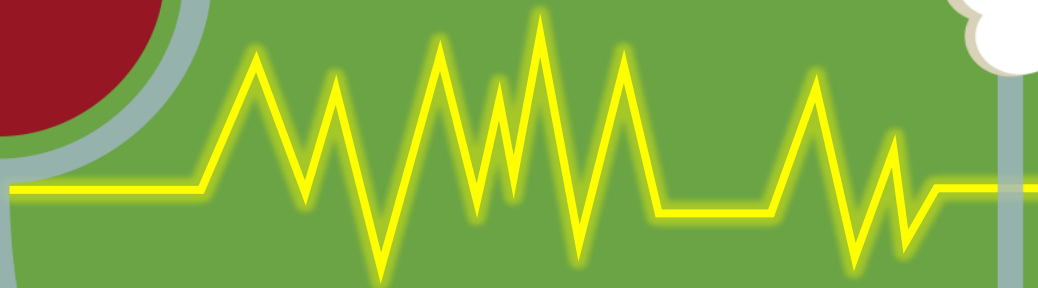
- Messages Behind Advertisement
 - Beware of Marketing Traps on Alcohol
- Dispel the Myths of Alcohol
 - Understanding Alcohol Harm
- Informed Choice
 - Making Informed Choice of Drinking



Interactive Voting Station (I)



*My Drinking Habit
(AUDIT-C)*



Interactive Voting Station (I): My Drinking Habit(AUDIT-C)

In the past year...	Scoring system				
	0	1	2	3	4
1. How often do you have a drink containing alcohol ?	Never	Monthly or less	2-4 times per mth	2-3 times per week	4+ times per week
2. How many units of alcohol do you think on a typical day when you are drinking? (With reference to the measurements in the picture below; please add up all types of alcoholic drinks)	0-2	3-4	5-6	7-9	10+
3. How often do you have at least 5 cans of beers/5 glasses of table wine/5 peg of spirits on one occasion?	Never	Less than monthly	Monthly	Weekly	Daily or almost daily

0.7 unit	1.3 units	1.3 units	2.0 units	2.5 units	1.2 units	1.3 units	0.7 unit	5.7 units	0.6 unit	0.8 unit	0.3 unit
1 glass (180ml) Beer / alcopops	1 can (330ml) Beer / alcopops	1 bottle (330ml) Beer / alcopops	1 can (500ml) Beer / alcopops	1 bottle (640ml) Beer / alcopops	1 glass (125ml) Red / White wine / Champagne	1 peg (40-50ml) Spirits	1 shot (22ml) Spirits	1 glass (180ml) Rice wine	1 small glass (20ml) Rice wine	1 maotai glass (20ml) Maotai	1 small cup (20ml) Japanese Sake



A. 0



B. 1-2



C. 3 or above

Interactive Voting Station (I): My Drinking Habit(AUDIT-C)

<https://goo.gl/forms/XUyMWupqIn05e6sW2>



How to interpret the score of AUDIT-C?

0	<ul style="list-style-type: none">Keep it up!! No drinking is a healthy start to a healthy life.
1- 2	<ul style="list-style-type: none">Try to drink less or abstain for preventing cancer and other diseases.If you drink, limit to 2 alcohol units for men and 1 for women a day.Complete abstinence if you have medical conditions, are taking medications, operating a vehicle or machinery, are pregnant, or are underage.
3 or above	<ul style="list-style-type: none">Please continue to answer the next 7 questions to find out more information. http://change4health.gov.hk/en/audit 



Q3 scores ≥ 1
You tend to **binge drink**, which is dangerous and harmful. Try to limit your consumption.



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?!

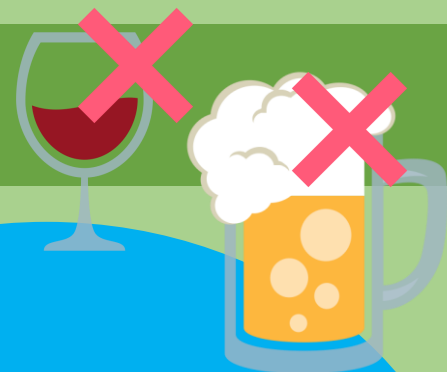
Alcohol industry says:

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**.

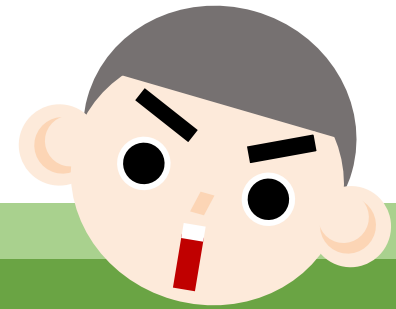


Actually...

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**.



Interactive Voting Station (II)



My first alcoholic beverage



Interactive Voting Station (II): Which is your first alcohol beverage?



VOTE A. Beer/
Alcopops



VOTE B. Red wine/White
wine/Champagne



VOTE C. Spirits

VOTE D. Japanese
Sake

VOTE E. Others

VOTE F. Never drink

Interactive Voting Station (II): Which is your first alcoholic beverage?

<https://goo.gl/forms/6c1HhT1yAWDtrvPr1>





II. Dispel the Myths of Alcohol



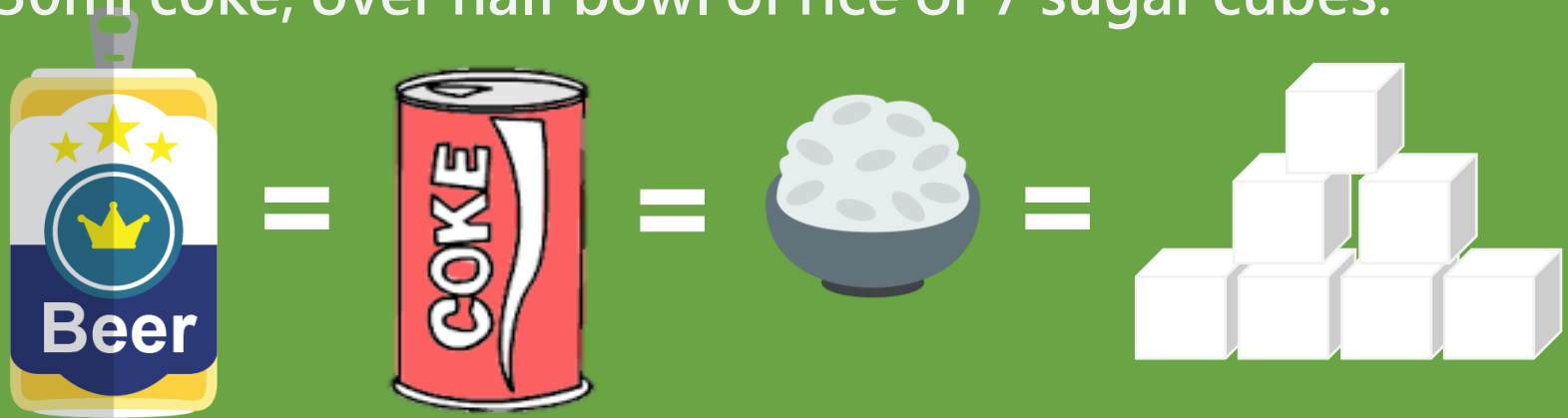
Pathophysiology of Decomposing Alcohol in Human Body

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.



Women and Alcohol

- For women, even 1 unit of alcohol per day increases mortality rate of breast cancer by 13% and more than double the mortality rate from liver cirrhosis.
- Consuming alcohol even at low level during pregnancy may bring serious harms to the fetus, which may include premature delivery, low birth weight, poor psychological development of the new born in future and increased risk of anxiety or depression.
- Drinking during pregnancy can lead to Fetal Alcohol Spectrum Disorder, including abnormal facial features, problems with the heart, kidney or bone, hyperactive behaviour, and learning difficulty.



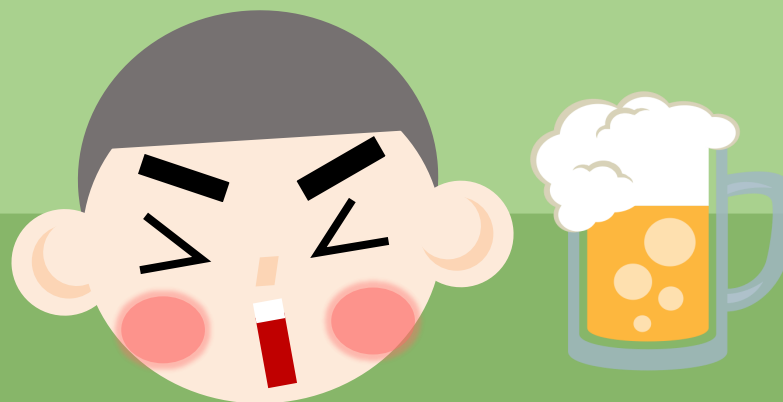


I am not drunk ! Drunk Goggles Challenge

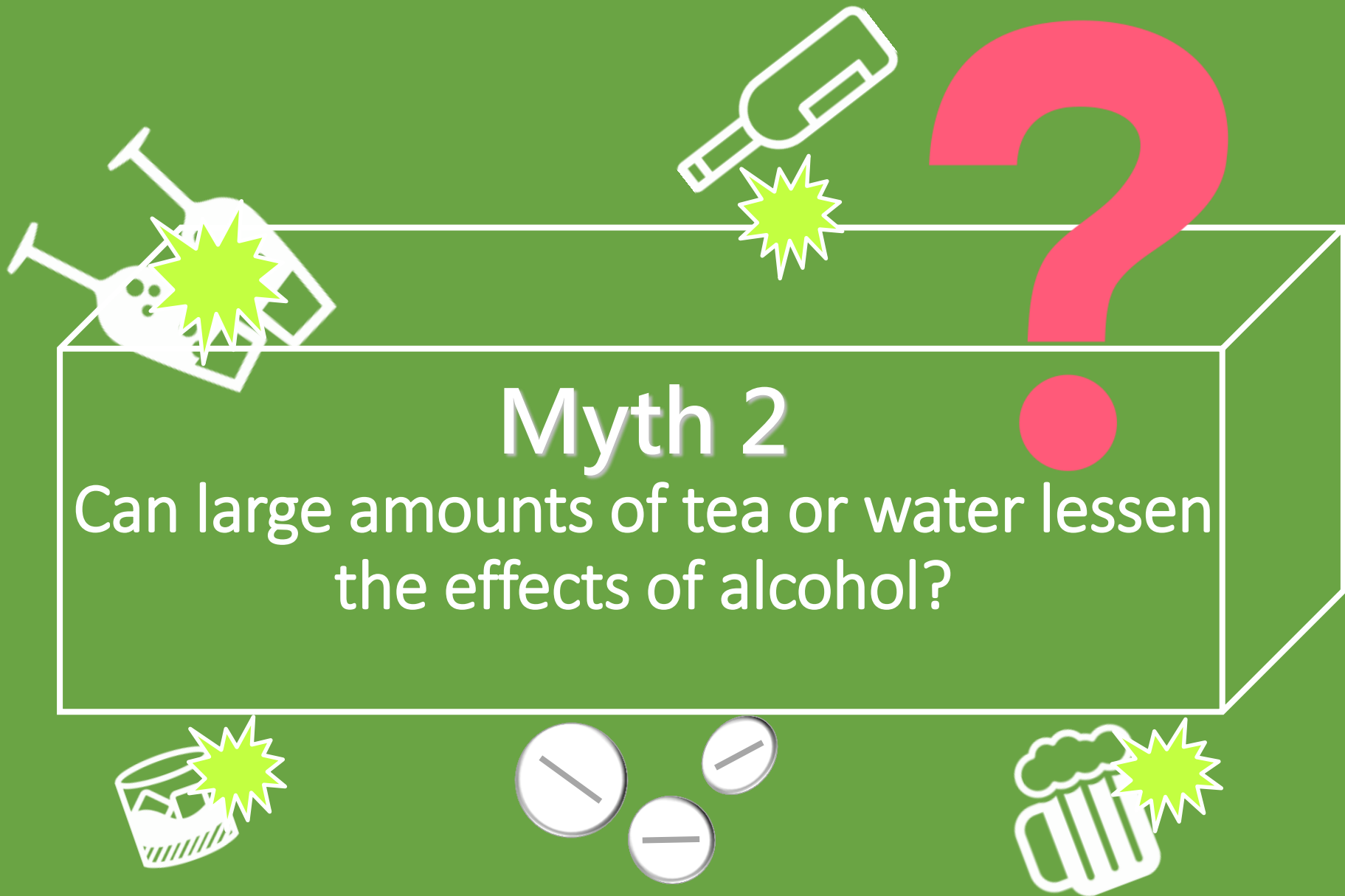


Myth 1

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 6 ½ years' imprisonment considering the seriousness of the offence related to over-drinking.

Sing Tao Daily 19/7/2017



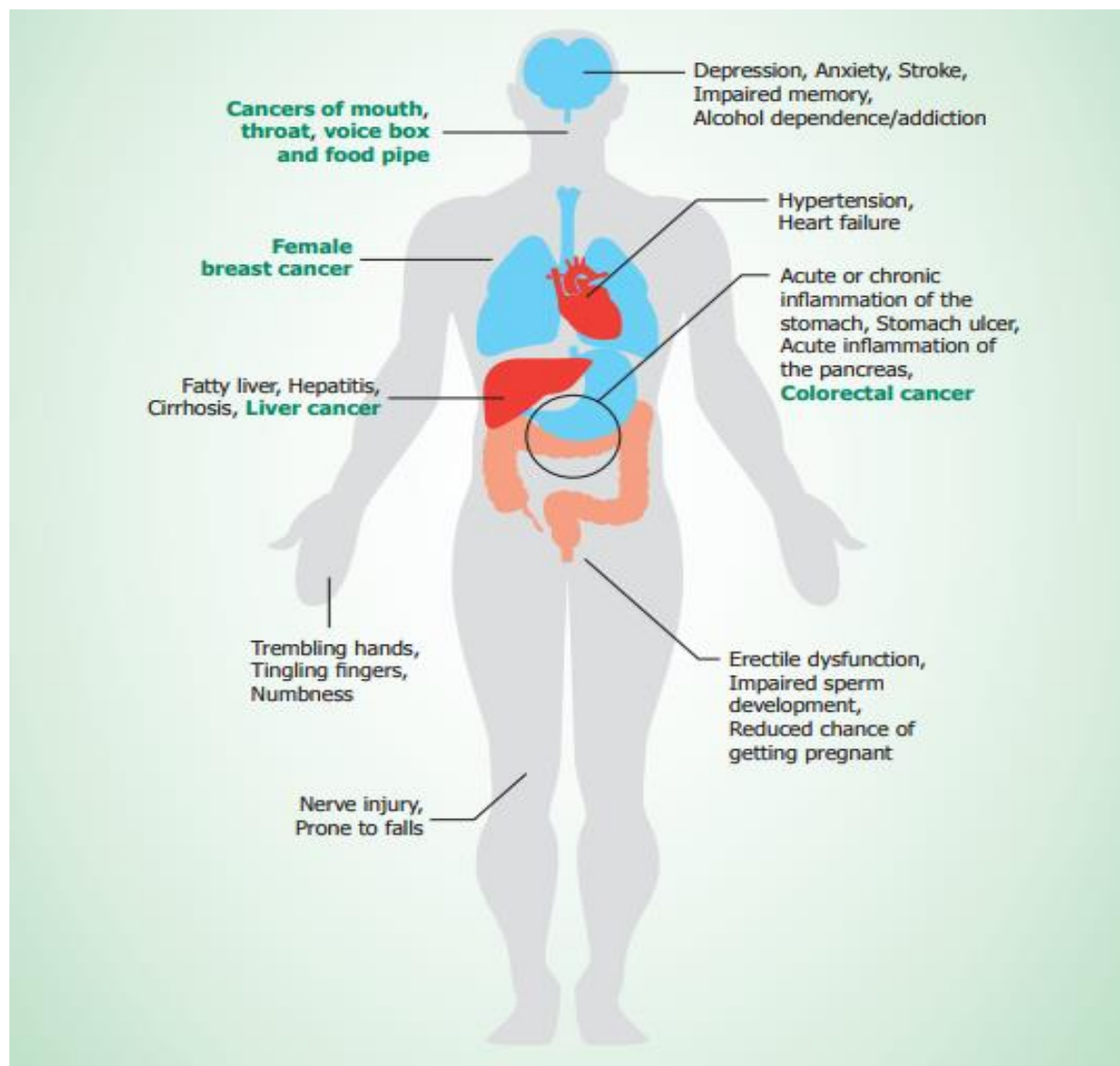


Myth 4

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?



Myth 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.



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

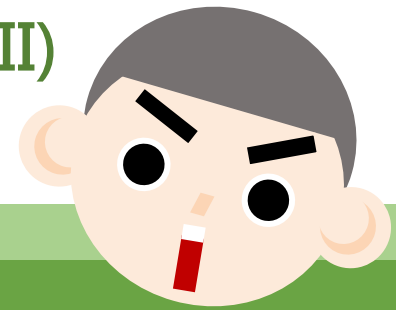
 **邁向2025** 香港非傳染病防控策略及行動計劃
Strategy and Action Plan to
Prevent and Control NCD in Hong Kong

#年少無酒
#YoungAndAlcoholFree

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


衛生署
Department of Health

Interactive Voting Station (III)
Disadvantage of drinking



Disadvantages of drinking



Interactive Voting Station (III) – 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 (III) – Disadvantage of drinking



<https://goo.gl/forms/zzqC7zOSaYBtpvmd2>





Informed Choice of Drinking



Informed Choice of Drinking

- Alcohol can cause cancer
- Non-drinkers are advised not to start drinking
- Drinkers should gradually decrease their drinking to reduce harm
- The WHO has never recommended drinking alcohol (a toxic carcinogen) for the sake of protecting heart or improving health
- No binge drinking at anytime



Informed Choice of Drinking

Under some circumstances, one should not drink:

- Children and adolescents
- Women who are pregnant or planning to get pregnant
- Feeling unwell, depressed or tired
- About to do anything that is risky or requires skill, e.g. operating machinery or a vehicle
- Before, after or during sports
- Having coexisting health problems (e.g. gout, liver disease, heart disease and hypertension etc.)
- On medication



Alcohol Fails

- There is no safe drinking level
- Even little consumption can still increase the risk of cancers



Knowing “Alcohol Unit”

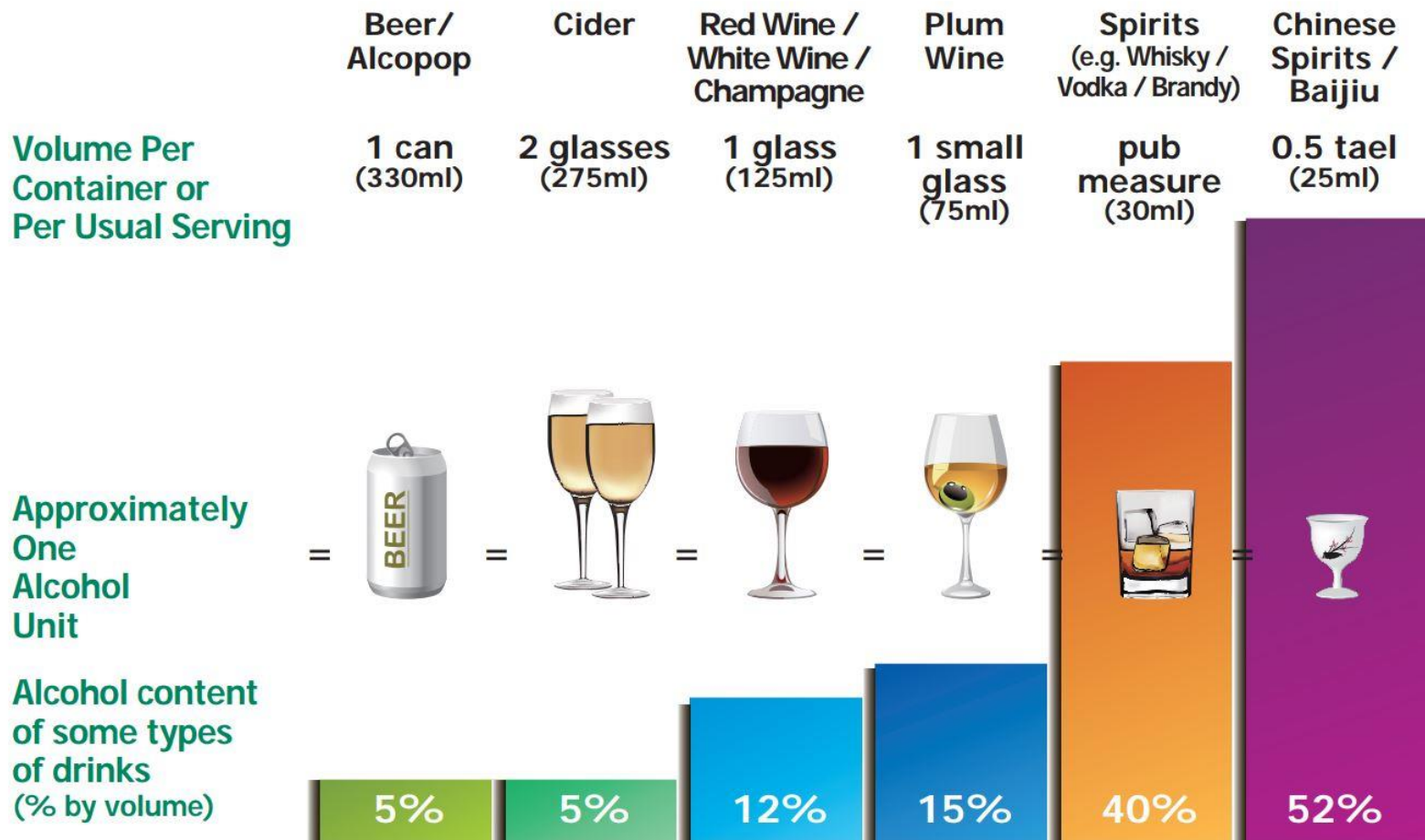
- Every drinker should understand the measure of an “alcohol unit” so that you can monitor and limit the amount you drink
- Different alcoholic beverages contain different alcohol content
- The amount of pure alcohol you consumed depends on the amount and the alcohol content, that is, the percentage of alcohol by volume of the beverages that you have drunk
- The term “alcohol unit” is a common measure of the amount of pure alcohol contained in a serving of drink
- From the WHO, one "alcohol unit" contains 10g of pure alcohol



A diagram showing a blue bottle and can icon to the left of the text 'Number of Units of Alcohol'. This is followed by an equals sign, a blue measuring cup icon with 'Drink Volume (ml)' written inside, a multiplication sign 'X', a fraction with 'Alcohol Content (% by volume)*' in the numerator and '1000' in the denominator, another multiplication sign 'X', and the number '0.789'.

* Alcohol content is printed on the label of the container.

One “alcohol unit”



Calculation on Alcohol Unit

$$\text{Number of Units of Alcohol} = \text{Drink Volume (ml)} \times \frac{\text{Alcohol Content (\% by volume)*}}{1000} \times 0.789$$

* Alcohol content is printed on the label of the container.



0.33L alc. 5% vol.

$$\text{Alcohol unit} = 330(\text{ml}) \times \frac{5(\text{Alcohol Content})}{1000} \times 0.789$$

$$= 1.3$$



1.75L alc. 40% vol.










$$\text{Alcohol unit} = 1750(\text{ml}) \times \frac{40(\text{Alcohol Content})}{1000} \times 0.789$$

$$= 55.2$$

Calculation on Alcohol Unit

$$\text{Number of Units of Alcohol} = \frac{\text{Drink Volume (ml)}}{1000} \times \frac{\text{Alcohol Content (\% by volume)*}}{1000} \times 0.789$$

* Alcohol content is printed on the label of the container.

	<p>Alcohol content 5%</p>	<p>Beer Glass 280ml</p> 	 <p>Alcohol Unit = 3.3</p>
	<p>Alcohol content 12%</p>	<p>Red Wine Glass 125ml</p> 	 <p>Alcohol Unit = 4.7</p>
	<p>Alcohol content 52%</p>	<p>Ceramic Glass 25ml</p> 	 <p>Alcohol Unit = 2</p>

How much do you know about Cocktail?



Mojito

White Rum(40%), sprigs of mint, fresh lime juice, soda water

How much do you know about Cocktail?



Long Island Iced Tea

Gin (40%), Rum(40%),
Vodka (40%),
Tequila(40%), Triple sec
(40%), lemon juice, coke

Say No to Alcohol

- Develop a correct attitude: I have the right not to drink; this will not impair the friendship between real friends.
- Order non-alcoholic beverages, state your reason of not drinking
- Choose a suitable friend zone for yourself



Counselling Service

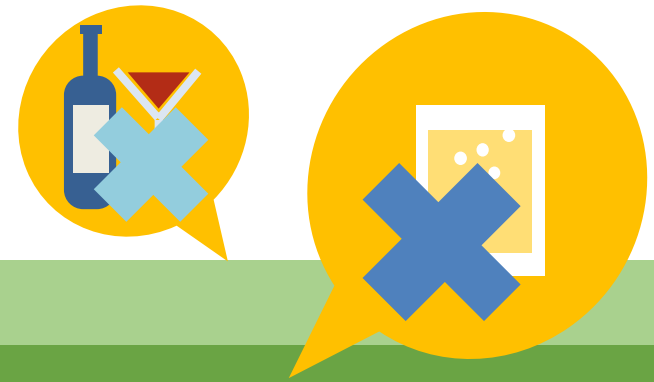
TWGHs "Stay Sober, Stay Free" Alcohol Abuse Prevention and Treatment Service

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:

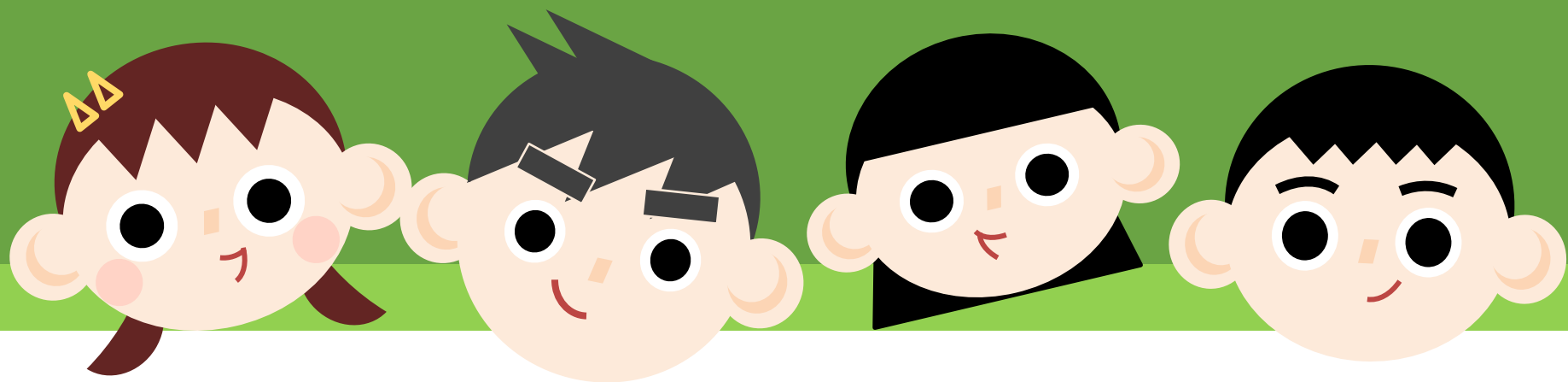
www.change4health.gov.hk



#年少無酒
#YoungAndAlcoholFree

*Thank
you!!*

Like the Facebook page of Centre for Health Protection and share a post.



#年少無酒
#YoungAndAlcoholFree

HP 衛生防護中心
Centre for Health Protection


衛生署
Department of Health

Like “Centre for Health Protection, DH” Facebook page





衛生署衛生防護中心 Centre for Health Protection, DH

14 December 2017 · 🌐

酒精飲品已被世界衛生組織列為第一類致癌物，與煙草、電離輻射和石棉屬同一類別，可導致200多種疾病和損傷。飲酒無安全飲用水平，世界衛生組織亦從未建議飲用酒精(一種有毒致癌物)來保護心臟或保健，所以無飲酒習慣的人士不要開始飲酒，而有飲酒人士應逐漸減少飲酒，減低對健康嘅傷害。孕婦、兒童及青少年、身體不適或正服用藥物、操作機器同駕駛者，就更加不應飲酒。

「酒為下著」專頁:

<https://www.change4health.gov.hk/tc/alcoholfails/index.html>

年少無酒專頁: <https://www.change4health.gov.hk/.../youngandalcoh.../index.html...> See more



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