

*"Be informed and Alcohol-free"*  
*Interactive Health Education Session*

July 2018 Edition

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The purpose of the interactive Health Education Session is to enhance participants' knowledge on alcohol harm so that they can make informed choice of drinking.

- 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
- Informed Choice
  - Making Informed Choice of Drinking



Speaker introduces the content of session:

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



Speaker invites participants to review their own drinking habit by using AUDIT-C (to fill in the answers on Google form via scanning QR code).

## 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



VOTE **A. 0** VOTE **B. 1-2** VOTE **C. 3 or above**

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Speaker introduces three questions of AUDIT-C. In the past year,

1. How often do you have a drink containing alcohol ?
2. How many units of alcohol do you drink 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)
3. How often do you have at least 5 cans of beers/5 glasses of table wine/5 peg of spirits on one occasion?

Ask them to add up the score of each question and start voting. Speaker can mention that the voting is anonymous.

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

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



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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  
=====

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.

## How to interpret the score of AUDIT-C?

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

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After the voting, speaker gives simple round up of the result and explains the interpretation of AUDIT-C score:

- 0 – Keep it up!! No drinking is a healthy start to a healthy life.
- 1-2 – 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 – Please continue to answer the next 7 questions to find out more information.

Reminds participants if the score of third question is more than or equal to 1, they tend to **binge drink**, which is dangerous and harmful. Try to limit their consumption.

If there is enough time, speaker can invite 1 or 2 participants to share their drinking habit.

# Part I. Messages behind advertisement



I. Messages behind advertisement

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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?

Symbol of adulthood?

High alcohol tolerance?

Manhood?

Good taste?

Drink for friendship?

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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 favor young people. Nowadays many alcoholic drinks are packaged like soft drink in colourful bottles or cans, namely "Alcopops". They added sweet, fruity flavor 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.



Speaker invites participants for  
Interactive Voting Station (II)  
My first alcoholic beverage

Interactive Voting Station (II)

*My first alcoholic beverage*

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## 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

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Speaker introduces the question (Which is your first alcohol beverage?) and the choices, and asks them to choose the answer in Google form via scanning the QR code on the next slide.

After collecting the data, speaker shows the result to the participants. Message: Most people starts drinking from beer, encouraged by friends in parties or celebrating occasions. Actually we are just influenced by the environment and it' s possible to choose non-alcoholic drinks.

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

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



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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



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

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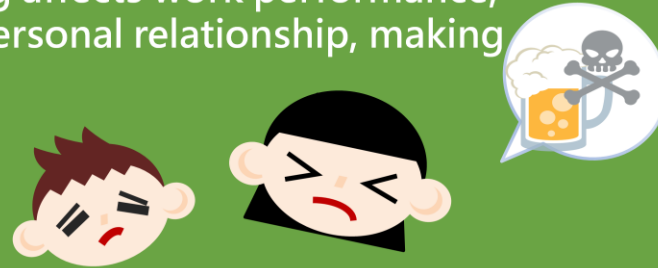
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## Alcohol worsens depressed mood

- 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.

## 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.



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It is also worth to note that drinking is particularly harmful to women.

- 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.

Therefore ladies should stay away from alcohol.



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.

Speaker then shares 5 common myths related to drinking.  
1. Is having red face after drinking a sign of good health?

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

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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.

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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.

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

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

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- 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.

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.



3. Occasional binge drinking does no harm to the body

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

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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 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.
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- 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



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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.

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



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

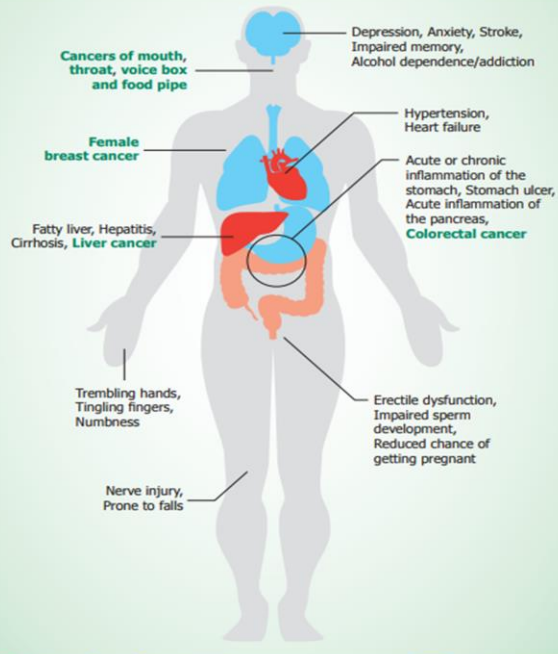
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## Long-term effects of drinking on health



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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 less smoking, drinking with proper control, playing more sports and having better diet (or other hidden factors) rather than drinking red wine.



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

The infographic features a green background with a white-outlined box in the center containing the text "Myth 5 Alcohol tolerance has to be trained up when young?". Above the box, there is a white icon of a person falling with a green starburst, a white bottle with a green starburst, and a large pink question mark. Below the box, there are two cartoon children's faces, a white glass with a green starburst, and a white beer mug with a green starburst. At the bottom, there are three logos: "#年少無酒 #YoungAndAlcoholFree", "HP 衛生防護中心 Centre for Health Protection", and "衛生署 Department of Health". The number "36" is in the bottom right corner.

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

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## 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.



Drinking is harmful to brain development of youth.

- Research shows that youth with long-term alcohol use has poorer memory.
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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.

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**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.

Speaker invites participants for Interactive Voting Station (III)

Interactive Voting Station (III)  
Disadvantage of drinking

Disadvantages  
of drinking

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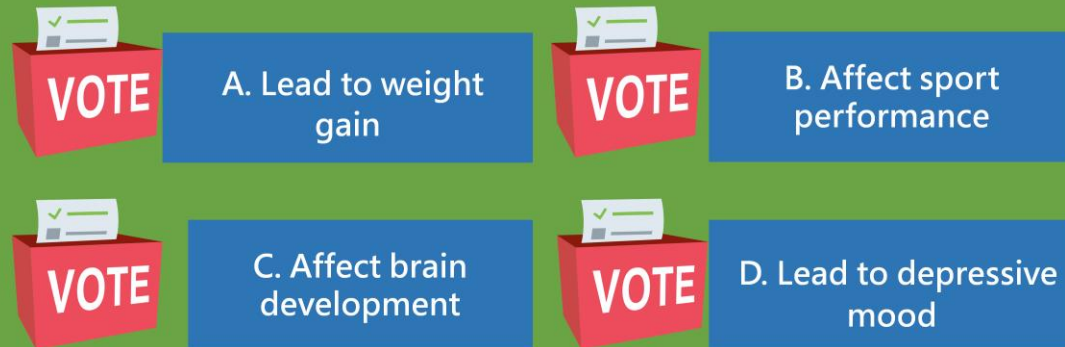
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## Interactive Voting Station (III) – Disadvantages of drinking

Which influence of drinking concerns you most?



VOTE A. Lead to weight gain

VOTE B. Affect sport performance

VOTE C. Affect brain development

VOTE D. Lead to depressive mood

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Speaker introduces the question (Which influence of drinking concerns you most?) and the choices. Ask them to choose the answer in Google form via scanning the QR code on the next slide.

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 (III) – Disadvantage of drinking



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



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III. Informed Choice of Drinking

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## 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



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It is important to make “informed choices” which enables individuals to choose drinking or not after fully understanding the risk of alcohol use, thus minimising alcohol-related harm.

- 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



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# Alcohol Fails

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



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

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For reference:

Alcohol can cause cancer. There is no safe drinking level. Non-drinkers are advised not to start drinking while drinkers should gradually decrease their drinking to reduce harm. If you choose to drink, limit your drinking: men should not drink more than 2 alcohol units a day; women should not drink more than 1 alcohol unit a day. Please note that the above is only to lower the risk of drinking, as there is no safe drinking level. Children, adolescents and pregnant women should not drink at all.

## 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



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

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

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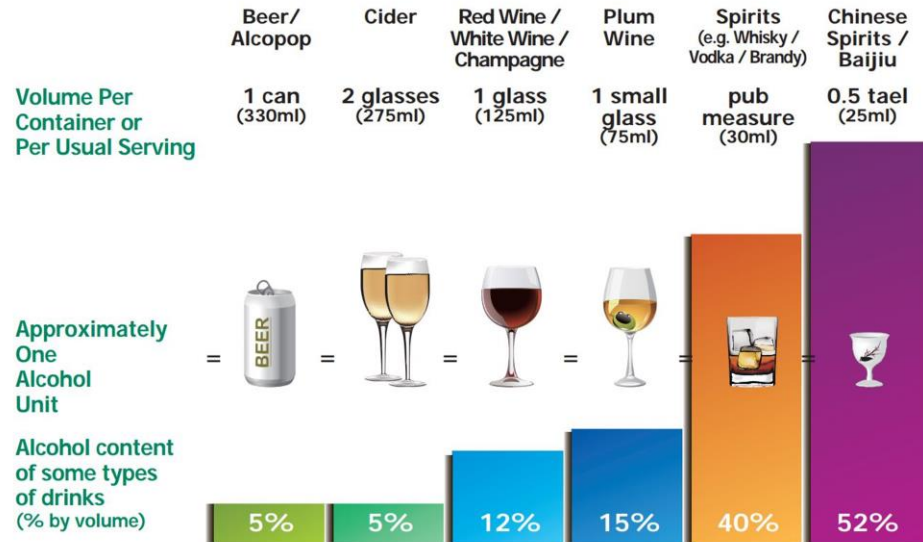
46

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Alcohol units are calculated as “Drink volume (in milliliters) times alcohol content (volume percent) divided by 1000 multiplied by 0.789”. Alcohol content can usually be found on the label of wine bottles or cans. To multiply by 0.789 is due to the change of measurement unit of pure alcohol from capacity (ml) to weight (gram). According to the conversion formula, weight = density x volume. Therefore, in terms of the density of pure alcohol, the weight of 1 ml of pure alcohol is 0.789 g.

# One "alcohol unit"



- For example, one "alcohol unit" is roughly equivalent to following amount of alcoholic drinks:
- 1 can of 330 ml beer / Alcopop
  - 2 glasses of a total of 275 ml cider
  - 1 glass of 125 ml red wine / white wine / champagne
  - 1 small glass of 75 ml plum wine
  - 1 pub measure (30 ml) of spirits (such as whiskey, vodka or brandy)
  - 0.5 tael (25ml) of Chinese spirits or Baijiu

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## Calculation on Alcohol Unit

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

\* 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.

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

$$= 55.2$$










For example, the label written on a beer bottle stating "0.33L alc. 5% vol". The pure alcohol unit contains thus equals to "330 times 5 divided by 1000 and multiplied by 0.789 ", i.e. 1.3. In other words, this amount of consumption has not yet exceeded the low-risk drinking standard of 2 alcohol units a day for men, but for women it already exceeded the limit of low-risk drinking which is 1 alcohol unit a day.

For another example, the label written on a spirit bottle stating "1.75L alc. 40% vol." . The pure alcohol unit contains thus equals to "1750 times 40 divided by 1000 multiplied by 0.789 ", i.e. 55.2. In other words, drinking this amount of spirit has exceeded the upper limit of low-risk alcohol consumption per day for more than ten times.

## Calculation on Alcohol Unit

$$\text{Number of Units of Alcohol} = \frac{\text{Drink Volume (ml)}}{1000} \times \frac{\text{Alcohol Content (\% by volume)}}{100} \times 0.789$$

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

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

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Speaker invites participants to calculate the alcohol units of three examples and explain the calculations with answers:

- 1) 3 glasses of 280 ml beer with 5% alcohol content: 280 times 5 divided by 1000 times 0.789 multiplied by 3 (glasses) equals to 3.3
- 2) 4 glasses of 125 ml red wine with 12% alcohol content: 125 times 12 divided by 1000 times 0.789 multiplied by 4 (glasses) equals to 4.7
- 3) 2 glasses of 25 ml spirits with 52% alcohol content: 25 times 52 divided by 1000 times 0.789 multiplied by 2 (glasses) equals to 2



## How much do you know about Cocktail?



### Mojito

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

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Apart from some packaged alcoholic beverages, sometimes we may come across some mixing alcoholic beverages (such as cocktails) at bars or entertainment places. Most of the base wine are spirits with high alcohol content. We should pay more attention before choosing or drinking them.

For example: Mojito (Content includes: White rum(40%), sprigs of mint, fresh lime juice and 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

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For example: Long Island Iced Tea  
(Content includes: Gin(40%),  
Rum(40%), Vodka (40%), Tequila  
(40%), Triple sec (40%), lemon juice  
and 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



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Even you can choose to drink, Say No to Alcohol is still another option.

1. Develop a correct attitude: I have the right not to drink; this will not impair the friendship between real friends.
2. Order non-alcoholic beverages, state your reason of not drinking
3. 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>



Some social welfare agencies or medical units provide services to individuals having drinking problems. One of the example is Tung Wah Group of Hospitals “Stay Sober, Stay Free” Alcohol Abuse Prevention & Treatment Service. Speaker may encourage participants to ‘like’ 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.

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

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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](http://www.change4health.gov.hk)

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Speaker asks participants to complete the evaluation form. After collecting, takes a group photo. Then invites participants to give "Like" to the Facebook page of Centre for Health Protection and share a post.

You can scan the QR Code. Go to the “Centre for Health Protection, DH” Facebook page and Click “like to show your support.

Like “Centre for Health Protection, DH” Facebook page



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You can scan the QR Code. Go to the Centre for Health Protection, DH" Facebook page and Share the post of " Drink or not Drink? Be Informed if you drink!" to your own facebook page.

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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)來保護心臟或保健康，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，減低對健康造成傷害。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

非酒不可？你要識揀！

受訪嘉賓：香港家庭醫學學院院長 - 陳銘偉醫生  
香港護理專科學院院長 - 黃金屏教授  
香港營養師協會會長 - 林麗娟小姐

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