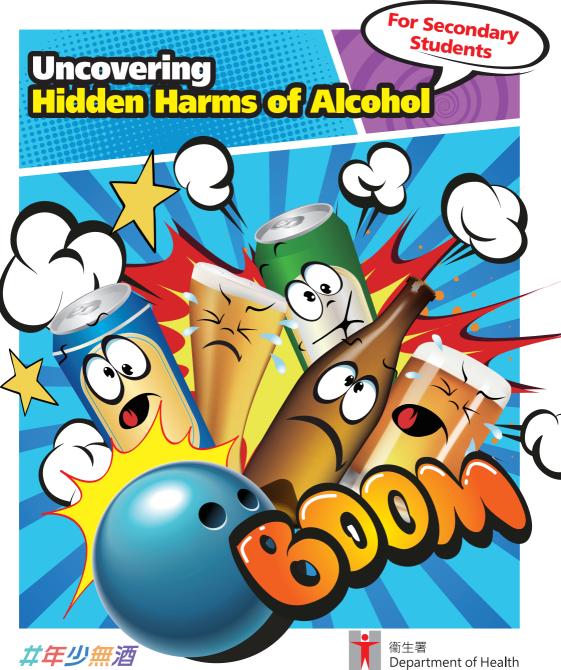
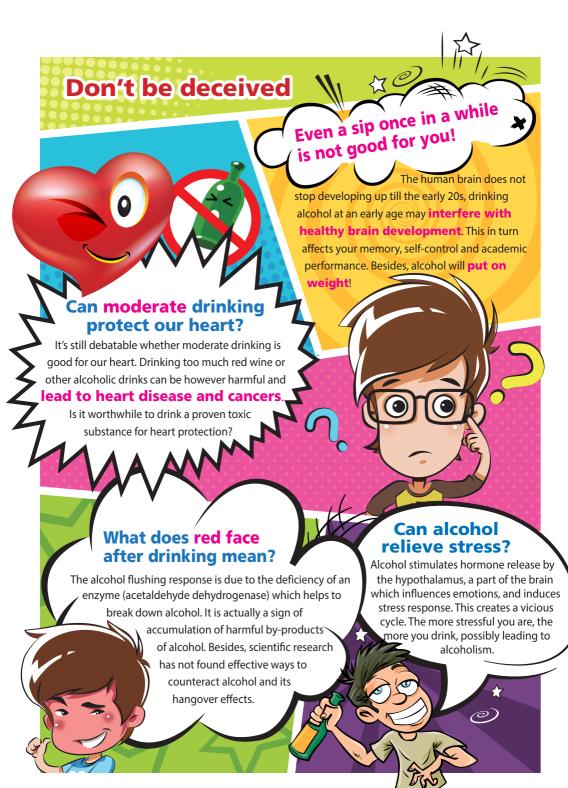


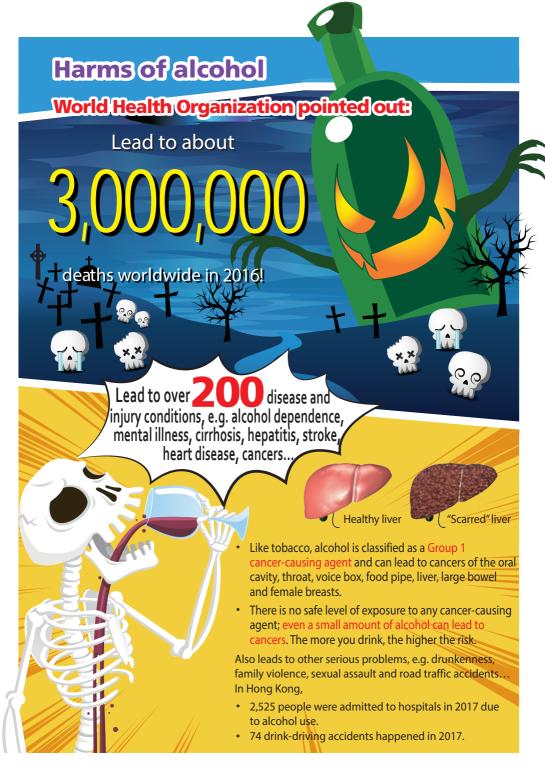
#YoungAndAlcoholFree

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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Health News 健康日報

A young adult died after drinking whisky mixed with green tea

A 24-year-old man fell comatose on the way home in a taxi after gathering with friends in a bar in Mongkok. He was suspected to have drunk a large of amount of "black label whisky mixed with green tea". He was then sent to hospital but certified dead on arrival. He had smoking and drinking habits and rarely exercised. A doctor suspected that he died because of heart attack or acute alcohol poisoning. (Ming Pao 11/01/2013)

A 19-year-old teenager found dead after getting drunk

A 19-year-old teenager went to a bar with friends after working overtime. He got drunk and went home in the early morning. Eight hours later, his elder brother found him unconscious in bed, with face and body turning black and showing signs of incontinence. He was later certified dead by ambulance officers. (*The Sun* 23/10/2012)

2 drunk youths arrested for stealing a minibus and speeding

Two 18-year-old students were alleged to have drunkenly stolen a minibus and speed-driving early yesterday morning. They first hit six taxis parked nearby, drove for 5 km at high speed, and crashed through 5 iron poles and a fire hydrant. They finally stopped after hitting a tree. (Sing Tao Daily 31/12/2011)

Young woman drowned at alcohol-fuelled pool party

Three years ago, a 21-year-old woman who attended an evening pool party was found unconscious at the bottom of the pool when the soiree ended. She died a day later in hospital. The Coroner's Court heard that free-flowing alcohol at no charge was offered at the event. The doctor giving evidence before the Coroner stated that the victim had a high blood-alcohol level.

(Apple Daily 12/12/2017)



After arguing with her boyfriend on the street early yesterday morning, a drunk woman lost temper, rushed to a footbridge barefoot and jumped from 10 metres onto the road. She was in critical condition.

(The Oriental 09/02/2014)



teenagers accused of gang-raping a neighbour

Four teenage boys were accused of gang-raping a neighbour who lived near the recycling centre they worked at in Tai Po. They allegedly invited the victim for a drink, escorted her home after she got drunk, and raped her.

(Ming Pao 23/06/2013)

vary from person to person,
depending on age, sex, metabolic
rate, body size and structure,
amount of food in the stomach,
speed and amount of drinking,
and drug use, etc. In short, it is
better not to drink.

Secondary Students 3 Secondary Students 4

Drinking is harmful to youths' brain development

Research shows that:

Youths with long-term alcohol consumption have poorer memory.

 Alcohol is a toxin against youth brain development. It affects nervous system development and self-control ability.

 Youths who start drinking before age 12 are more likely to have violent behaviours or injuries later on due to drinking or to skip lessons.

 Youths who start drinking before age 18 are more likely to develop alcohol abuse or dependence in adulthood.
 The risk would be even higher if they started drinking earlier (before age 15).



Excessive drinking can cause death

Binge drinking

- Drinking 5 cans/glasses or more of alcohol at one go.
- Can lead to road traffic accidents, violent behaviours, unsafe sex, alcohol poisoning, etc.
- Research shows that binge-drinking youths have worse academic performance and more risky behaviours against health.

Alcohol poisoning

- When blood alcohol content is too high, the nerves that control breathing, heart beat, body temperature, etc. will stop functioning, causing sudden death.
- Symptoms: mental confusion, vomiting, seizures, breathing difficulty, blue-tinged or pale skin, coma.





- Each gram of pure alcohol carries 7 kcal but no nutrition value.
- 1 can of beer (330ml) = 142 kcal = 3/4 bowl of rice = 7 sugar cubes
- Also, drunkenness can affect nutrient absorption, leading to deficiency in Vitamins B1, B2, B6, B9, C...



Say NO to alcohol!

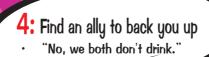
- Avoid friends' temptation to try smoking or drinking.
- 2. Avoid taking part in activities that provide alcohol.
- 3. On the occasions of celebration or gathering, choose non-alcoholic drinks, e.g. water, sugar-free beverages, etc.

Choose appropriate ways under different circumstances 7 ways to say NO to alcohol

- : 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."



- 5: Suggest something else
- "Alcohol is expensive and unhealthy. Let's have something else!"
- 6: Repeat your refusal
- "I said I don't drink."



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

Alcohol cannot help solve problems. Instead, it has a lot of bad effects. Try to talk with parents, friends or other trustworthy people and find solutions together when you have problems.

Family agreement

Parents

I/We p	romise not to drink alcohol in front of	
my/ou	r children.	

- ☐ I/We promise not to allow my/our children to drink alcoholic drinks.
- ☐ I/We promise not to bring my/our children to wine tasting exhibitions.
- ☐ I promise not to ask my/ our children to buy alcohol, open alcohol bottles or pour alcohol for us
- ☐ I/We promise not to display alcohol prominently at home.
- ☐ I/We promise to discuss more about alcohol-related problems with my/our children.
- ☐ I/We promise to_____
- ☐ I/We promise to_____

Date:

Students

- ☐ I promise not to drink alcohol; if someone offers me a drink, I will refuse firmly.
- ☐ I promise to avoid attending activities which provides alcohol.
- ☐ I promise not to buy alcohol, open bottles or pour alcohol for others.
- ☐ I promise to discuss more about alcohol-related problems with my parents.
- ☐ I promise to advise people around me to reduce or quit drinking.
- ☐ I/We promise to_____
- ☐ I/We promise to_____

Parent signature :______ Student signature :_____

Counselling service

 Tung Wah Group of Hospitals "Stay Sober, Stay Free" Alcohol Abuse Prevention and Treatment Service

Telephone: 2884 9876

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

 Tung Wah Group of Hospitals Integrated Centre on Addiction Prevention and Treatment

Telephone: 2827 1000

Website: http://icapt.tungwahcsd.org/

Relevant information

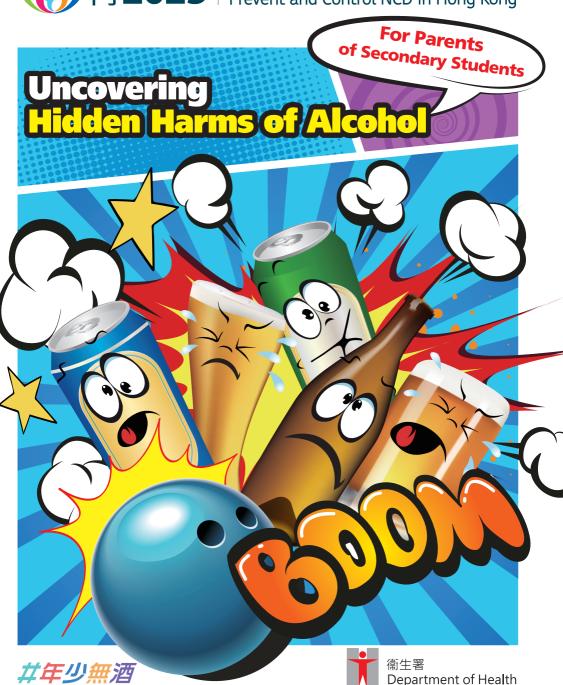
For more information, please visit "Change for Health" website of the Department of Health at www.change4health.gov.hk.





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- 1. Establish good parent-child relationship so that children can share their problems with parents instead of relieving stress through alcohol. Discuss more about alcohol with children to understand their attitudes towards drinking and reduce their curiosity. For example:
 - Symptoms and misbehaviours when drunk.
 - Harms of alcohol to the body, family and society.
 - Let children understand that it is not necessary to do social drinking.
- 2. Set family rules with children about NO alcohol use and let them know that such rules are for their health.
- 3. Be aware whether children have friends who smoke, drink or have bad conduct.
- 4. Be aware whether children have the following symptoms:

Academic or behavioural problems

Changed social circle

Alcoholic smell on breath

Flushing without reasons

Motor coordination problems

Unclear speech

Memory or concentration problems

- 5. Don't create an alcohol-friendly family
 - Be a role model and don't drink alcohol in front of your children.
 - Don't allow children to drink alcoholic drinks.
 - Don't allow children to eat food that contains alcohol, including liqueur chocolate and liqueur ice-cream.
 - Don't let children buy alcohol, open bottles or pour wine for you.
 - Don't provide alcohol to your children or display alcohol prominently at home.
 - Don't bring children to wine promotion activities (e.g. wine tasting exhibitions, cocktail making classes, wineries), and pay special attention and avoid exhibitions or promotions that link food with wine.



How much alcohol have I consumed?

Find out how many "units of alcohol" you have consumed with the following formula. An "alcohol unit" equals 10 g of pure alcohol.

Number of alcohol unit(s) = Drink volume (ml) x Alcohol content (% by volume) / 1000 x 0.789

Туре		Alcohol content (% by volume)*	Alcohol unit *	Volume per container or per usual serving
	Beer	5%	1	330ml (1 can)
	Cider	5%	1	275ml (1 small bottle)
	Red wine/ White wine/ Champagne	12%	1	125ml (small glass)
	Plum wine	15%	1	75ml (1/4 small bottle)
	Spirits (e.g. Whisky/ Vodka/ Brandy)	40%	1	30ml (pub measure)
	Chinese spirits/ Chinese Baijiu	52 %	1	25 ml (0.5 tael)

Remark: *Approximate values only.

"Responsible drinking" is misleading!

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.

