



We are the Entertainment Industry's Voice for Road Safety.

Recording Artists Against Drunk Driving® Lesson 1: Alcohol Consumption



Founded in 1986 as ***Rockers Against Drunk Driving***, RADD® advocates the use of designated drivers, rideshares, seatbelts and safe driving through full control behind the wheel, making responsible behavior the norm. RADD's messages are non-judgmental and positive.

Now ***Recording artists Against Drunk Driving***, RADD® acts as The Entertainment Industry's Voice for Road Safety and **is dedicated to saving lives and reducing injuries through edutainment.**





RADD at UCSD's Triton Fest event, "Under the Influencer with Josh Peck".

RADD® is a 501 c3 nonprofit, funded in California by the **California Office of Traffic Safety** (OTS). We implement education and DUI prevention strategies by traveling over 50,000 miles a year to 40+ college campuses throughout California!



Overview and Learning Objectives

In this lesson, we will go over alcohol consumption, which will include:

- Alcohol absorption
- What's in a drink
- Underage drinking
- Binge drinking
- Drinking on campus
- House parties - Social Host Ordinance

What is the purpose of this lesson?

The purpose of this lesson is to teach young adults how to understand alcohol absorption, how to recognize standard drink sizes and why it is important, and to provide education on the following alcohol consumption issues: underage drinking, binge drinking, drinking on campus, and drinking at house parties.



Alcohol Absorption



Alcohol and the **Body**

When consumed, alcohol makes its way to the stomach and small intestines where it becomes absorbed into the bloodstream and metabolized (broken down) by the liver.

Because alcohol does not have a use for the body, alcohol does not get stored. Alcohol will then remain in body water until eliminated, which is the responsibility of the liver.

The rate in which alcohol gets absorbed into the bloodstream depends on several factors. For some people, alcohol gets absorbed faster than others, which causes them to feel the effects of alcohol sooner.

Some factors to consider include:

- Being male or female
- Body build
- Drinking on an empty stomach
- Spacing out your drinks



Alcohol Absorption

Physiological factors play a role in alcohol absorption. Below is a comparison of males and females and how alcohol intake affects them differently.

Male

- Less body fat and more body water, which will dilute the alcohol concentration in the body.
- Has more enzymes to break down alcohol.

Female

- More body fat and less body water, meaning a higher concentration of alcohol in the body.
- Has less enzymes to break down alcohol.
- Birth control pills that contain estrogen will slow down the alcohol elimination rate of the body.



Alcohol Absorption

Other factors that play a role in alcohol absorption include how you drink, such as drinking on an empty stomach and spacing out your drinks for reasonable consumption.

Food Consumption

Drinking on an empty stomach allows for alcohol to be absorbed and metabolized quicker than having food in your system.

Having food in your system, such as protein and carbohydrates, slows down the absorption process as protein and carbohydrates will get metabolized first.



Alcohol Absorption

Reasonable Consumption

By spacing out how many drinks you have per hour, you can control your blood alcohol content. Consuming many drinks per hour will overtax your liver's ability to metabolize alcohol.

Lower risk drinking would be considered as having zero to one standard drink per day for women and up to two drinks per day for men.



Question:

What age range has the highest number of
DUI's?



Answer:

21 - 26 year olds



What's in a Drink



Rethink Your Drink - Activity

When you go out and order “one drink”, what exactly are you ordering? Do you know what the alcohol percent-to-ounce ratio is?

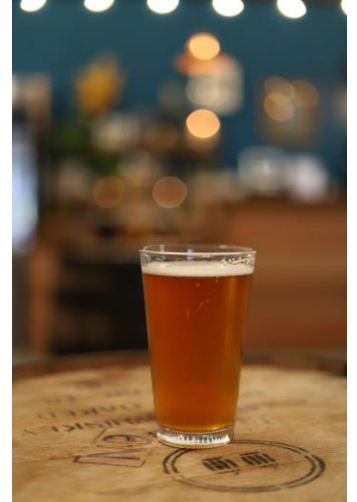
For each of the following drinks, write down how many ounces of alcohol are served in “one drink”, as well as what alcohol percentage is used.



One glass of wine



One shot of liquor



One glass of beer



Rethink Your Drink

When you are having “one drink”, that drink should be served under a **standard drink size**.

The United States has defined one standard drink as the following:

For **wine**, that would be 5 ounces of wine that contains about 12% alcohol.

For **liquor**, that would be 1.5 ounces of distilled spirits that contains about 40% alcohol.

For **beer**, that would be 12 ounces of regular beer that contains about 5% alcohol.

For **malt liquor**, that would be 8-9 ounces served in a 12 ounce glass that contains about 7% alcohol.

It is important to note that when drinking, it is encouraged to have no more than one standard sized drink per hour while consuming food and drinking water in between.



Underage Drinking



“Underage drinking has numerous negative effects and consequences associated with it. Consuming alcohol underage not only damages the brain from fully developing, but it is also against the law and is the **main contributing factor in vehicle collisions** for persons between the ages of 16-20.”

<https://www.abc.ca.gov/enforcement/underage-drinking/>



Question:

If you are under 21, what blood alcohol content (B.A.C.) would be considered illegal to drive?



Answer:

There is ZERO tolerance for those that are drinking and driving under the age of 21.



Underage Drinking

The legal drinking age in the United States is 21. Those under the age of 21 will not be allowed to legally purchase alcohol and can face consequences if caught drinking.

According to the Centers for Disease Control (CDC), alcohol is the most commonly used drug among youth in the U.S.

More than **4,300 deaths** among people below the age of 21 occur each year in the U.S. due to excessive drinking.

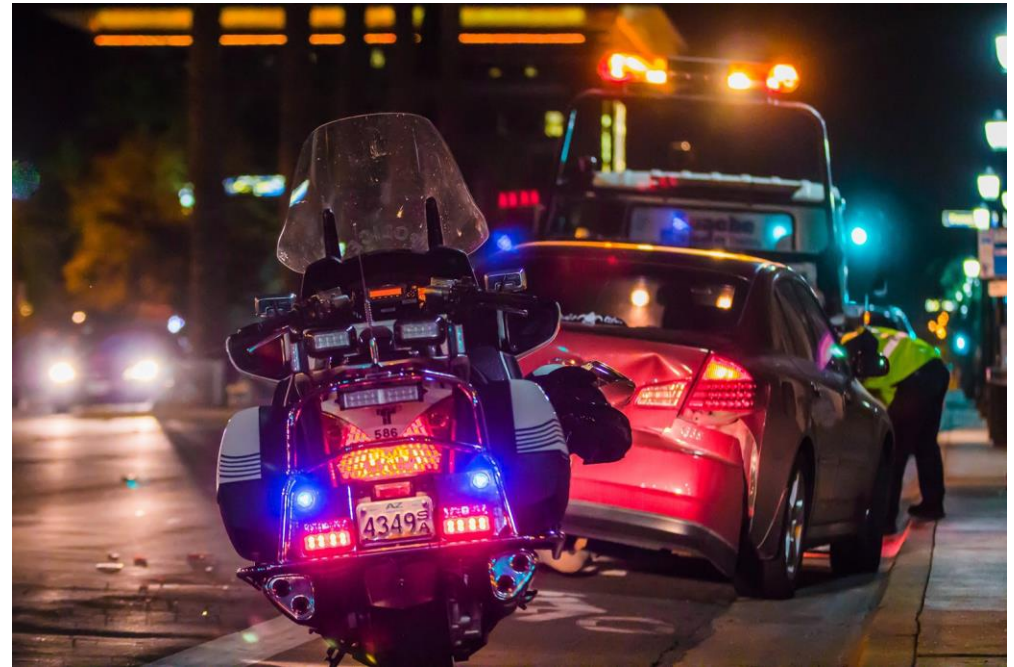
- Nearly **1,500 deaths** are from **motor vehicle crashes**.



Consequences of Underage Drinking

Possible consequences include:

- Alters brain development
- Higher risk for suicide and homicide
- School problems
 - Higher absence rates
 - Poor or failing grades
- Alcohol dependency later in life
- Legal problems
 - Arrest for D.U.I.
- Alcohol-related car crashes and other unintentional injuries
- Death from alcohol poisoning



Binge Drinking



“Binge drinking is a serious but *preventable* public health problem.”

<https://www.cdc.gov/alcohol/fact-sheets/binge-drinking.htm>

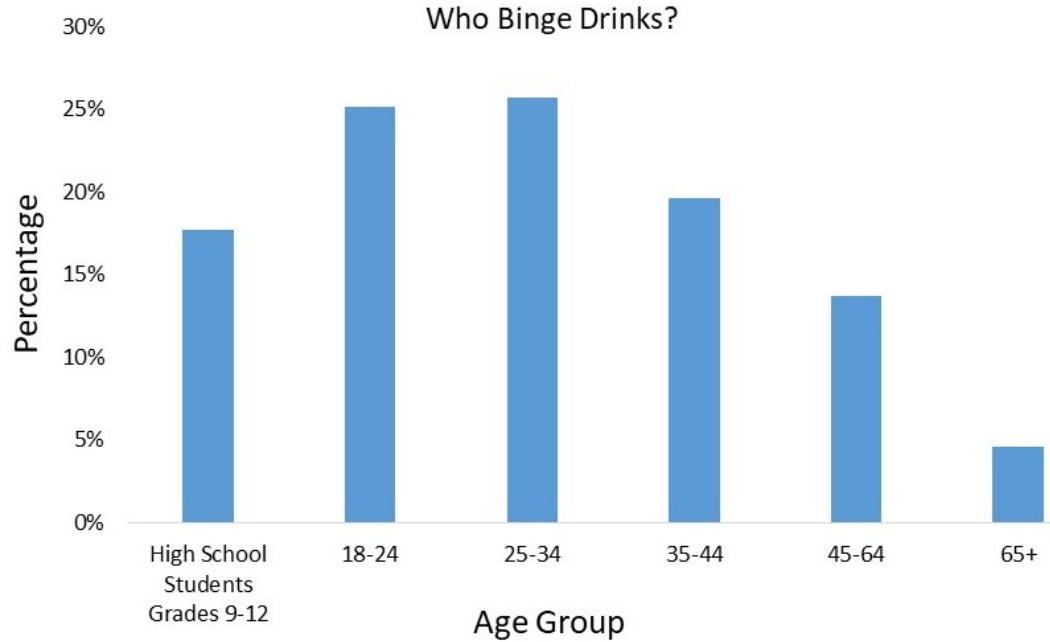


Binge Drinking

According to the CDC, **binge drinking** is when a person's B.A.C. (Blood Alcohol Content) reaches .08 percent or higher.

- For men, this generally occurs after having 5 or more drinks.
- For women, this generally occurs after having 4 or more drinks.

The most affected age range is 18 - 34 year olds.



<https://www.cdc.gov/alcohol/fact-sheets/binge-drinking.htm>



Binge Drinking - **Why is this a problem?**



Not all drinks are made the same!

- Some drinks will contain higher percentages of alcohol than others.

Drinks can look deceiving!

- Just because a double shot looks smaller than a glass of beer doesn't mean that it contains less alcohol.

When people don't understand standard drink sizes or how to drink responsibly, it becomes easier to overdrink.



Drinking on Campus



Many college campuses have eateries that sell alcohol on campus. Studies estimate that nearly 70% of college students consume alcohol, but of those, 26% reported binge drinking only one time in the last two weeks, while 30% of all students have never had an alcoholic drink in their life.

Campus events, sporting events, greek life activities, and having access to alcohol through on campus eateries may influence alcohol consumption. Visit your college website to find out more about your campus alcohol policy.

However...

Most college students are doing the right thing by avoiding binge drinking (65%), and avoiding impaired driving (80%), plus they are overwhelmingly using alternative transportation from trams to rideshare. If you see someone who isn't, be a friend and speak up or take action.

FRIENDS DON'T LET FRIENDS DRIVE DRUNK... DO YOU? ®



House Parties

Social Host Ordinances are different in every county.

In San Diego county, if you are hosting a party on property owned, leased, or controlled by adults, in which you know minors are being provided alcohol, you are considered a “**Social Host**”.

As a “Social Host”, it is your responsibility to verify the age of your guests, monitor minors, and have access control over alcohol being served to guests that are underage. Not only is this your responsibility, but it is **required**.

If there is underage drinking, you will be held accountable and may face consequences such as:

- Being cited or arrested
- Paying a fine of up to \$1,000+
- Serving up to six months in jail



Wrap Up

By completing this lesson, you should have an understanding of how alcohol gets absorbed into the body and what factors can influence the rate of absorption, what a standard drink size is in the U.S., what binge drinking and underage drinking is, campus alcohol policies, and what the Social Ordinance rule is.

Now that you have completed this lesson, head over to Lesson 2: Driving Under the Influence to learn about how getting a D.U.I will affect you.



Knowledge Check

Please click on the following link to test your knowledge on this lesson, Alcohol Consumption.

**CLICK TO TAKE
ONLINE QUIZ**



For More Information

Please contact:

(SoCal) Marian Novak: marian@radd.org

(NorCal) Lindsey Peters: lindsey.peters@radd.org

Or visit www.RADD.org

