



Lesson PLAN

Taking Action Module 3A-1 Presenting: “Eight Things”

The 8 Things the Alcohol Industry Doesn’t Want You to Think About

Part I: OPENING

- **To presentation:** This will be done by an official of the organization that we are visiting.

Part II: INTRO TO PROGRAM

- [redacted] Intro opening
 - AV #1: Video Koren Zailckas
- [redacted] TRANSITION:

Part III: HOW ALCOHOL IS PORTRAYED

- [redacted] --- The alcohol industry has a product to sell
- [redacted] --- They make money if people buy it... and they make no money if you choose not to buy it.
- [redacted] --- They want to give their product a positive image
- [redacted] --- Even if it doesn’t make sense with the actual consequences of using alcohol.
- [redacted] --- **For Example:** The actual consequence of alcohol is loss of coordination; loss of balance; slowed reflexes; and risk of accidents or Drunk Driving charges.
 - So, How is it advertised?

- Well of course... using race cars and race drivers
 - **_____** -- holds/displays stand up ad
- I don't know if that makes sense to you – but that makes no sense to me?

HOW DO THEY MAKE DRINKING LOOK?

- **_____** -- **ADVERTISING BY “ASSOCIATION”**:
 - There are a lot of ways of advertising –
 - Advertise a better price – *our soap is cheaper*
 - Better quality – *our soap is sudsier.*
 - We are going to talk about association
 - **_____** Association is the process of
 - Creating advertising with a positive image
 - And connecting that image with the product
 - **_____** Even if the images make no sense with the actual results of using the product.
 - **_____** -- **TRANSITION: What we are going to do now is show you a variety of common images - often used in alcohol advertising:**

EXAMPLES OF IMAGES USED IN ALCOHOL ADVERTISING:

- **_____** One type of image often used in alcohol advertising is of --Cool and Independent... rugged individual or someone “who is their own person”
- **_____** Another type of image often used in alcohol advertising is --Sexy and Attractive. The individuals portrayed in the advertisement are attractive, well dressed, stylish. Sexually appealing images
- **_____** Another type of image often used in alcohol advertising is --Adventurous or Athletic. Portraying individuals that are athletically successful. Connecting the product to individuals such as athletes
- **_____** Another type of image often used in alcohol advertising is -A part of Having Fun and having friends. Portraying individuals that are having a great time. Portraying individuals that are achieving a great deal of social approval, acceptance by others, and friends

- **_____** --A part of ALL celebrations - “Partying”
- **_____** --*And of course it never looks risky or harmful.*

Part IV: NOT WARNING OF POTENTIAL HARM OF PRODUCT:

- **_____ & _____** --*For example – look at this ad (need a large alcohol ad with a tiny warning label) – ask them to study it and then we’ll ask questions. After a brief period turn it away from audience – and ask questions about the ad:*
 - ✓ *What color was it?*
 - ✓ *What was the jersey #?*
 - ✓ *What did the warning label say?*
- *Yes there is a warning - right down here – show where ad is. It says “drink safely”. Small hard to see and not much of a warning if you did find it...*
- **_____** --*TRANSITION: The fact is none of these ads effectively warn you of the reality of alcohol. Because they are in business to make money – and that would be bad for business.*
- **_____** --*So maybe they won’t warn – but we can – so what we are going to do now is* give you the TOP 8 THINGS that the alcohol industry doesn’t want you to think about.

Part V: Eight Things (Consequences)

- **_____** **ADDICTION:**
 - **The first thing the alcohol industry won’t warn you about is that alcohol is very addictive.**
 - Anyone can get addicted... it’s just a matter of drinking enough to mess up your brain chemistry... and in fact there are 14 million alcohols currently in the US...
 - None of the 14 million probably intended to be addicted to alcohol – most people think they are controlling it until it is too late. Alcohol lets you feel you are in control... while it makes many people actually dependent.
 - Also, the younger someone starts drinking - more likely they are to be a problem drinker as an adult.
 - Everyone in this room probably knows some who has or has had a drinking problem
 - You never saw a beer commercial where they ever mentioned the word “addiction” or alcoholism.
 - **Power Close:** Alcohol can be very addictive – but don’t count on the alcohol industry to warn you about that.

- **_____ Reduces learning potential**
 - The 2nd thing the alcohol industry doesn't want you to think about is that drinking can hurt your learning ability and school performance...
 - Developing organs are more susceptible to actions of any poison
 - The brain continues to grow and develop until age 22.
 - Alcohol does more damage to teen brains because they are developing... much less of a problem once the brain has fully developed around age 22
 - For young drinkers this damage can reduce your learning ability by as much as 10%
 - **Power Close (a little different):** But don't wait for (Alcohol Industry) to warn...

- **_____ Impairs decision making...**
 - **The next thing... is that it hurt's drinker's decision making**
 - Alcohol messes up the part of the part of your brain that makes judgments... the part of your brain that says: **hey I'm in a dangerous situation, I'd better not do this.**
 - Alcohol use may lead to: pregnancy, STDs, and taking other risks...
 - **But don't wait for (Alcohol Industry) to...**

- **_____ + _____ Falls and Accidents –**

- Another thing the alcohol industry won't want you to think about is falls and accidents.
- Alcohol affects the part of the brain that controls balance and coordination – so someone who is drinking is more likely to lose their balance and hurt...
- Alcohol also affects the part of the brain that assesses risks and keeps you from doing something crazy – so they are less aware of a dangerous situation and more likely to take chances you wouldn't normally take.
- Combine those 2 things and you have a person with poor coordination who is not paying attention of danger... **AND THEY ARE ALWAYS GETTING HURT**
- For Example: PowerPoint articles --- review in quick succession
- **TO CLOSE – either: INTRO VIDEO: Escalator (Optional) to close out OR review Jacob Garro Case:**
- **And an article in the Boston Globe described this incident at an underage drinking party in the Boston area.**
 - ~ a 20 year old went to a party with a few friends, drinking – fell from balcony
- The alcohol industry didn't warn _____ (Jacob Garro) so don't wait for them to warn you either.

- **_____ It makes some people violent**
 - A. Another thing the alcohol industry Is that alcohol makes some people violent.
 - B. Alcohol switches off the part of the brain that restrains you from doing something that you know you shouldn't
 - C. Someone is far more likely to get into an argument; take a swing at someone; or get into a fight if they have been drinking.
 - D. Alcohol – can make people violent – but don't (Alcohol Industry)

- **Alcohol Poisoning**
 - Another thing the alcohol industry won't want you to think about is Alcohol Poisoning
 - The entire time you have been sitting here – your heart has beat and you breathed - --
 - and no one had to remember... it just happened ... because there is a part of your brain that does that automatically... until something messes that part of the brain up.
 - A person can drink so much that they shuts off the part of the brain that tells the heart to beat...
 - When that happens blood no longer moves through the body bringing Oxygen to the brain. When that happens – there is about 5 minutes for someone you are with (who might also be drinking) to notice before the person dies. The brain can only go about 5 minutes without Oxygen.
 - VIDEO CLIP: Samantha Spady
 - CLOSING: The alcohol Industry didn't warn Samantha Spady and they won't warn you

AV #2: VIDEO: Samantha Spady

- **DEPRESSION:**
 - Another thing that the alcohol industry wont tell you about is the alcohol can increase a persons likelihood of feeling depressed or going into depression
 - While a person may feel or seem happy, energetic and outgoing the reality is that alcohol messes with the chemicals in your brain and can cause depression.
 - Alcohol is a chemical depressant which diminishes functional activity usually by depressing the nervous system.
 - In fact – people who attempt suicide are very often found to have alcohol in their system and it is felt that the alcohol helps some people to go through with a suicide attempt.
 - Alcohol can complicate depression and mental illness – but don't count on the alcohol industry to tell you about that either...

OPTIONAL AV #3: Video Koren Zailckas on depression

- **Makes you vulnerable... unable to protect yourself:**
 - The last thing the alcohol industry won't tell you about is that when people drink – they can leave themselves vulnerable... or less able to protect themselves.
 - Introduce Lyndsey Kadziauskas VIDEO CLIP of her telling the story.

AV #4: Video Lyndsey Kadziauskas (or play the radio PSA if time is short)

Sexual Assault Support Services Presentation (non-student speaker – a professional in the field):

What to do to help a friend or yourself.

1. Introduction
 - Name/title/agency
 - Thank you for having me
 - About Lyndsey's story...
2. Does this really happen? Am I really at risk?

- Unfortunately, YES
 - Estimated that **1 in 4 girls**, and **1 in 6 boys** will be sexually assaulted by the age of 18 (Finkelhor, et. al, 1990)
 - In 2001, there were an estimated **83,000** sexual assaults perpetrated against teens between the **ages of 12 and 19** (Bureau of Justice Statistics, *Criminal Victimization 2001*)
 - **84%** of all sexual assaults are committed by an acquaintance of the victim (Rape in America, 1992)
 - **Alcohol** has been implicated in **46 to 75** percent of the reported acquaintance rapes among **15 to 24** year olds (Nat'l Center on Addiction and Substance Abuse, 1999)
3. How to respond to a friend who has been sexually assaulted
- BELIEVE your friend
 - Let your friend know that you are there for them if they want to TALK
 - Don't JUDGE
 - Show your friend that you SUPPORT them:
 - I'm sorry this happened
 - What can I do to help?
 - It's not your fault
 - Help your friend get HELP from an adult
 - A teacher or guidance counselor at school
 - School Resource Officer or police officer
 - Parent or Family friend
 - Advocate from Sexual Assault Support Services
 - Be a TRUE friend-survivors often feel lonely and isolated after an assault and need supportive, non-judgmental friends
4. How SASS can Help
- 24-hour FREE and CONFIDENTIAL hotline 888-747-7070
 - Answer Questions, Emotional Support, Information, Referrals
 - Can be ANONYMOUS, Don't need a parent's permission to call

Part VI: CLOSE PRESENTATION

- _____ --So the bottom line is... trying to make it look harmless and risk free...
 - _____... but would they advertise to kids?
 - _____ They say no way – in fact here is a quote from a boss at Anheiser Bush – makers of Budweiser:
 - _____ “we don't target our advertising toward young people period”

- _____ --Well let us show you some examples of... and you decide for yourself:
 - _____ --Animated Animals
 - Alcohol companies have a long history of using cartoons and animated animals to advertise with
 - You all know the Bud Frogs and Lizards (sign) but there have also been
 - Penguins
 - The Coors Wolf
 - Hamm's Bear
 - And many others including a goat
 - _____ --Superheroes
 - And Budweiser used a cartoon superhero "Budman" and Mighty Malt
 - Pabst Blue Ribbon Beer had a similar character "Cool Blue"
 - _____ --Halloween
 - ... And they use Trick or Treat as a way to promote drinking
 - Girl on pumpkin
 - Bud nose masks
 - Various masks
 - Closing comment
 - _____ --Toys
 - And even kids toys...
 - You've all see the video game ad
 - But how about other promotions like
 - This bud piggybank
 - Corona Frisbee
 - Hamm's Beer YoYo
 - And marbles
 - And a complete Bud train – "not for under 8 years"
 - _____ Everything but puppets
 - Finger puppets
 - Budman

- _____ --All this - to hide the TRUTH – and why wouldn't they want to tell the TRUTH?
- _____ --YES – because to be responsible would cause some people to drink less...
- _____ --And cost them ***money***
- _____ --They want us as customers regardless of the harm to us – even if we are addicted to the stuff...

Part VII: [OPTIONAL] CLOSING -- What We Do about it

- _____ But we don't have to take it. We can fight back against the alcohol industry's message.
- _____ Groups like ours give presentations like this one, have passed laws, planned campaigns to make others aware...
- _____ And created media to challenge the industry with our message. We are going to close with this video made by a group of students in Dover, NH – called the Boss wants more money.
AV #5: VIDEO: Boss wants More Money (Can be found on Flash Drive in Appendix F (VIDEO FILES))
- _____ Thank you have been a great audience.

This Section is for storing...

BACKGROUND, REFERENCES & STATS:

- Alcohol is a leading cause of death among youth, particularly teenagers. It contributes substantially to adolescent motor vehicle crashes, other traumatic injuries, suicide, date rape, and family and school problems.¹
- Every day, on average, 11,318 American youth (12 to 20 years of age) try alcohol for the first time, compared with 6,488 for marijuana; 2,786 for cocaine; and 386 for heroin.²
- Alcohol is by far the most used and abused drug among America's teenagers. According to a national survey, nearly one third (31.5%) of all high school students reported hazardous drinking (5+ drinks in one setting) during the 30 days preceding the survey.³
- Children who are drinking alcohol by 7th grade are more likely to report academic problems, substance use, and delinquent behavior in both middle school and high school. By young adulthood, early alcohol use was associated with employment problems, other substance abuse, and criminal and other violent behavior.⁴
- Young people who begin drinking before age 15 are four times more likely to develop alcoholism than those who begin drinking at 21.⁵
- More than 1,700 college students in the U.S. are killed each year—about 4.65 a day—as a result of alcohol-related injuries.⁶

¹*Ninth Special Report to the U.S. Congress on Alcohol and Health from the Secretary of Health and Human Services.* Rockville, MD: USDHHS, Public Health Service, Alcohol, Drug Abuse and Mental Health Administration, National Institute on Alcohol Abuse and Alcoholism, Jun 1997. Kann, L., Warren, C., et al., Youth Risk Behavior Surveillance—United States, 1995. *Morb Mortal Wkly Rep CDC Surveillance Summaries*, 45(4):1-84, Sep 27, 1996.

²Data reported by Jill Schmidlein, White House Office of National Drug Control Policy, Drug Policy Information Clearinghouse, Feb 13, 1998. The data were extrapolated from *Preliminary Estimates from the 1996 National Household Survey on Drug Abuse*, Rockville, MD: Substance Abuse and Mental Health Services Administration (SAMHSA), 1997.

³Youth Risk Behavior Surveillance – United States, 1999. June 09, 2000 / 49(SS05);1-96 Kann, L., S. Kinchen, B. Williams, J. Ross, R. Lowry, J. Grunbaum, and L. Kolbe., www.cdc.gov/mmwr/preview/mmwrhtml/ss4905a1.htm accessed June 19, 2001.

⁴ Ellickson, P., Tucker, J., and Klein, D. Ten-year prospective study of public health problems associated with early drinking. *Pediatrics* 111(5):949-955, 2003.

⁵Grant, B., and Dawson, D. Age at onset of alcohol use and its association with DSM-IV alcohol abuse and dependence: Results from the National Longitudinal Alcohol Epidemiologic Survey. *Journal of Substance Abuse*, Vol. 9, Jan. 1998. pp. 103-110.

⁶Magnitude of Alcohol-Related Mortality and Morbidity Among U.S. College Students Ages 18-24: Changes from 1998 to 2001; Ralph Hingson, Timothy Heeren, Michael Winter, Henry Wechsler; *Annual Review of Public Health*, April 2005, Vol. 26: pp. 259-279.

Addiction:

New research suggests that individuals who begin drinking alcohol as teenagers are more likely than those who start drinking after age 21 to suffer alcohol-related harm as adults.

Reuters reported June 5 that researchers Ralph Hingson and Wenxing Zha from the National Institute on Alcohol Abuse and Alcoholism (NIAAA) found that adults who began drinking at age 16 or younger drove drunk, suffered unintentional injuries, and became dependent on alcohol at about twice the rate as those whose onset of drinking occurred at age 21 years or older.

Alcohol Poisoning

Florida Teen Dies After Mixing Alcohol and Energy Drinks

May 21, 2008

[Email](#)

News Summary

A 10th-grade student from Wellington, Fla., died after reportedly drinking alcohol and energy drinks at a party, the [South Florida Sun-Sentinel](#) reported May 21.

Ashley Ramnauth, 16, went to a party with friends and was dropped off at home afterwards; later, a friend found her unconscious. Her parents and the friend administered CPR and called 911, but Ramnauth was pronounced dead at a local hospital less than two hours later.

Ashley "apparently made a bad decision to consume energy drinks and alcohol in combination," according to a statement from her family, who added that the student "did not have a lot of experience with alcohol and did not have a known problem with alcohol."

"She was a straight-A student and very determined," said Jesse Dallsingh, 16, of Lake Worth, Fla., a friend of Ramnauth's. "She wasn't the kind to drink."

A toxicology report is being conducted to determine what substances were in Ramnauth's body at the time of her death.

Alcohol Advertising and Youth

- Research reports show that exposure to alcohol advertising shapes young adolescents' attitudes toward alcohol, their intentions to drink, and underage drinking behavior.¹
- Alcohol advertising appeared during all 15 of the top teen television shows in 2002. Alcohol advertisers spent 60% more to advertise on these shows in 2002, including *Survivor*, *Fear Factor*, and *That '70s Show*, than in 2001.²
- Alcohol advertisers spent \$990 million (22% more) for TV ads in 2002 and placed 39% more alcohol ads on TV than in 2001.³
- Twenty-two percent of the alcohol ads aired on TV in 2002 were more likely to be seen by youth 12-20 years of age than adults. These 66,218 ads were also more likely to be seen by youth ages 12-20 than by young adults ages 21-34.⁴
- According to a 1998 advertising agency study, youths six to 17 years of age identified Budweiser's cartoon ads as their favorite, more popular than any ads for Pepsi, Barbie, Snickers, or Nike.⁵
- A 1996 survey of children ages nine to 11 found that children were more familiar with Budweiser's television frogs than with Kellogg's Tony the Tiger, the Mighty Morphin' Power Rangers, or Smokey Bear.⁶
- American young people heard more radio advertising for beer and distilled spirits than did people of legal drinking age in 2001 and 2002.⁷
- Magazine ads for alcoholic beverages reached more youth 12 – 20 years of age than adult readers in 2001.⁸
- High intensity point-of-sale advertising is common in convenience stores and combination gas station/convenience markets where 75% of teenagers shop weekly. Alcohol marketing at the point of sale (interior and exterior signage, floor displays and alcohol-branded functional objects such as counter change mats with an alcohol company logo) often includes low height alcohol ads that are in the sight line of children and adolescents as opposed to adults.⁹



¹ S.E. Martin et al., "Alcohol Advertising and Youth," *Alcoholism: Clinical and Experimental Research* 26 (2002): 900-906.

² Loc. cit.

³ Center on Alcohol Marketing and Youth, *Youth Exposure to Alcohol Ads On TV 2002*, April 30, 2004

⁴ Loc. cit.

⁵ Campbell Mithun Esty advertising agency. *National Study Reveals Kids Favorite TV Ads*. Yahoo PR Newswire. Online. Mar 24, 1998.

⁶ Leiber, L. *Commercial and Character Slogan Recall by Children Aged Nine to 11 Years*. Berkeley, CA: Center on Alcohol Advertising, 1996.

⁷T Center on Alcohol Marketing and Youth, *Radio daze: alcohol ads tune in underage youth*. April 2003.

⁸ Center on Alcohol Marketing and Youth, *Overexposed: youth a target of alcohol advertising in magazines*. September 2002. Craig F., Garfield, C., Chung, P., and Rathouz, P. *Alcohol advertising in magazines and adolescent readership*. *JAMA*;289:2424-2429, 2003

⁹ Terry-McElrath, Y.M., Harwood, E.M., Wagenaar A.C., Slater, S., Chaloupka, F.J., Brewer, R.D., and Naimi, T.S. Point-of-Purchase Alcohol Marketing and Promotion by Store Type - United States, 2000—2001, MMWR 52(14):310-313 April 11, 2003.

FIRES:

Overconsumption of alcohol is a huge factor in fires at off-campus college housing, including most fatal blazes, [USA Today](#) reported Aug. 30.

Austin Cohen, 21, a University of Dayton senior, was killed in a December 2000 fire after a drunken friend accidentally set their house on fire while playing with burning paper. The smoke alarm in the house had previously been disabled after a pizza burned in an oven.

Cohen was one of 54 college students killed in fires at off-campus housing since 2000, most of which were related to alcohol use. Researchers say the fatal fires typically had three common factors: excessive alcohol use, a fire that was deliberately set, and disabled smoke alarms. "This is a very typical scenario," said Ed Comeau, director of the Center for Campus Fire Safety, of the circumstances around Cohen's death. "These factors are there time and time again."

Dorms and on-campus housing have fire drills, alarms and sprinkler systems, but Comeau says fire codes are harder to enforce in off-campus housing.

Research shows that one in four fatal fires at off-campus housing started after a party, and in a majority of cases at least one of the victims had been drinking. Experts noted that alcohol can deaden the sense of smell, further slowing the reaction time of drinkers in the event of a fire.

"Even if you wake up in time, you may not make a rational decision," said Steven Avato, a fire investigator for the U.S. Bureau of Alcohol, Tobacco, Firearms and Explosives. "You may go down a hall toward a fire instead of away. You may not remember where emergency exits are. It makes your decision-making process much harder, if you are able to respond at all."

Peter Morgan, the friend who accidentally set the fire that killed Cohen, was sentenced to manslaughter. "I don't want to make light of what happened, but I don't think it was the fire," he said. "It was more the alcohol and the dangers of drinking into a stupor the way most college kids tend to do. Yes, the fire caused it, but it is the stupidity behind it that really set it off."

ANGER AND VIOLENCE:

Teens that Drink Due to Negative Emotions Labeled High Risk Researchers conducted a national survey of 1,877 high-school seniors found that 18 percent of seniors cited multiple reasons for drinking, including to deal with anger or frustration, and these students were more likely to get drunk during the day, get drunk frequently, and to have started drinking by the sixth grade. The study published in the journal *Prevention Science*, noted that these findings can be used to create specifically targeted interventions that tailor program content to the distinct drinking motivation and may prove to be effective in reducing risky drinking behavior among high school seniors. The entire study can be found at:

<http://www.springerlink.com/content/b53145k825225514/?p=7447148ab64f4e5dab795da48f0a9fb2&pi=0>

DEPRESSION:

[Major Depressive Episodes Linked to Alcohol and Other Drug Use Initiation](#)

Youths and young adults who experienced a major depressive episode in the past year are more likely to have also used alcohol or illicit drugs for the first time in the past year, according to a recent analysis of data from the National Survey on Drug Use and Health (NSDUH).
www.oas.samhsa.gov/2k7/newUserDepression/newUserDepression.cfm.

Teens Who Drink When Depressed at Higher Risk of Suicide

May 13, 2009

Research Summary

The risk of suicide rises sharply among teens who drink when they are feeling depressed, a new study finds.

Reuters reported May 8 that suicide risk increased 68 percent among students in grades 7-12 who drank when they felt depressed and had previously thought about suicide. Risk also increased threefold among those teens who never contemplated suicide previously, according to researcher Elizabeth A. Schilling of the University of Connecticut Health Center and colleagues.

The authors said the findings demonstrated the need to screen teens for alcohol use that could predict impulsive suicides.

The study was published in the April 2009 issue of the **Journal of Adolescent Health**.

SUICIDE:

A third of suicide victims in a recent study had alcohol in their system, and about 10 percent tested positive for other drugs, such as opiates, cocaine, marijuana, or amphetamines, according to researchers at the U.S. Centers for Disease Control and Prevention (CDC).

The **Washington Times** reported Nov. 25 that the CDC said that the results "underscore the need to continue monitoring toxicology test results of suicide victims, which might identify patterns of substance use that can help guide development of effective suicide interventions."

The study was based on data from 13 states collected as part of the National Violent Death Reporting System. The report did not determine how much alcohol or other drugs were in the bodies of suicide victims or whether they were intoxicated at the time of death. Not every suicide victim was tested for alcohol or other drugs.

The findings were published in the Nov. 24, 2006 issue of the **CDC's Morbidity & Morbidity Weekly Report**.

New Research Links Teen Alcohol Use with Suicide

Pre-teens who drink alcohol are substantially more likely to be involved in violent behavior as adolescents and young adults, according to new research from Georgia State University's Institute of Public Health, which appears in the February issue of the journal *Pediatrics*. A link between underage drinking and risky behavior has always been suspected, but newer findings show conclusively that those who begin drinking at such a young age are three times more likely than non-drinking peers to attempt suicide. The study outlines that suicide is the third leading cause of death among teens and young adults 15 to 24 years of age. Those who begin drinking before 13 also are more likely to be victims of dating and peer violence. It was suggested by the researchers that evidence-based strategies, such as enforcing minimum legal drinking age laws and increasing excise taxes on alcohol, are available but not fully implemented to prevent and reduce alcohol use among minors. Increased support of these strategies will be necessary to prevent alcohol abuse and the many health problems associated with its use among young people. More on this study can be found at the following link: <http://pediatrics.aappublications.org/cgi/gca?gca=121%2F2%2F297&submit.x=57&submit.y=8>

BACKGROUND ON ALCOHOL:

I'm sure you've already heard about the Surgeon General's call to action (<http://www.surgeongeneral.gov/topics/underageddrinking/>), but this line made me think of you. *Underage alcohol use is not inevitable*, and parents and society are not helpless to prevent it