



R U Aware II

A few sobering facts about
alcohol and you

The Three Steps of Drinking

- ABSORBING
- TRANSPORTING
- CHANGING



ABSORBING

Once alcohol is swallowed, it is not digested like food. Instead, a small amount is absorbed directly by the mucosal lining of the mouth. Once in the stomach, alcohol is absorbed directly into your blood stream through the tissue lining the stomach and small intestine. Food, water and fruit juice help to slow this absorption, while carbonation works to speed absorption.

TRANSPORTING

Once alcohol is in your blood stream, it is carried to all the organs of your body. In the majority of healthy people, blood circulates through the body in 90 seconds, thereby allowing alcohol to affect your brain and all other organs in 90 seconds. The affects of alcohol on the body will vary according to the individual; their sex, their body make-up, the amount and type of alcohol consumed, the situation, and the presence of food in the stomach.

CHANGING

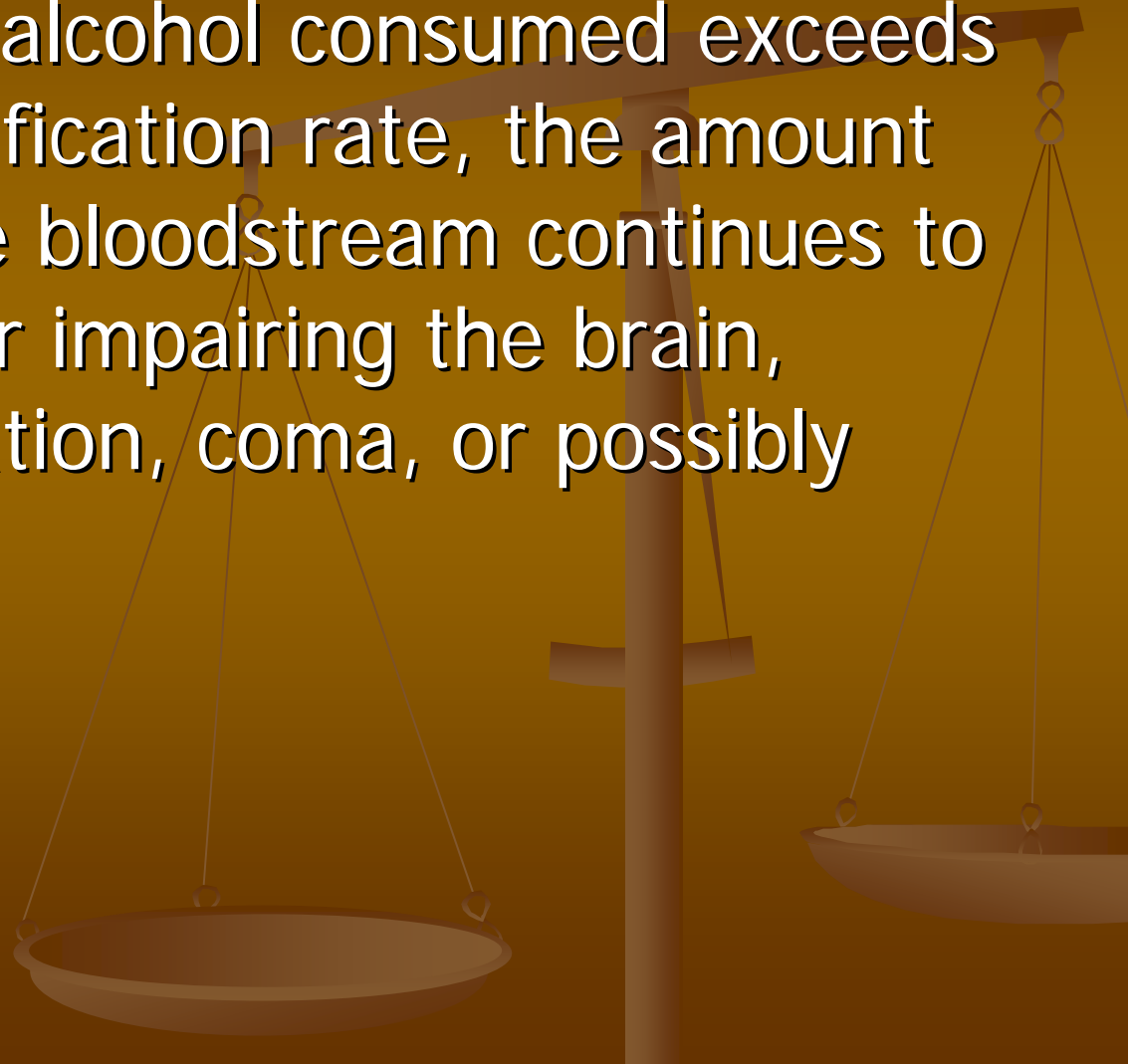
A faint, semi-transparent image of a balance scale is visible in the background. The scale is positioned on the right side of the frame, with its vertical post and horizontal beam extending across the middle. Two pans are suspended from the beam, one on each side. The scale is slightly tilted, with the right pan appearing lower than the left.

Alcohol is a drug that must be changed into a non-harmful substance. Ten percent of the alcohol is eliminated through sweat, breath, and urine. Your liver must detoxify the remaining alcohol. The liver breaks down alcohol at a rate of one half ounce per hour. However, some people cannot detoxify alcohol that quickly.

NOTHING WILL SPEED THIS RATE

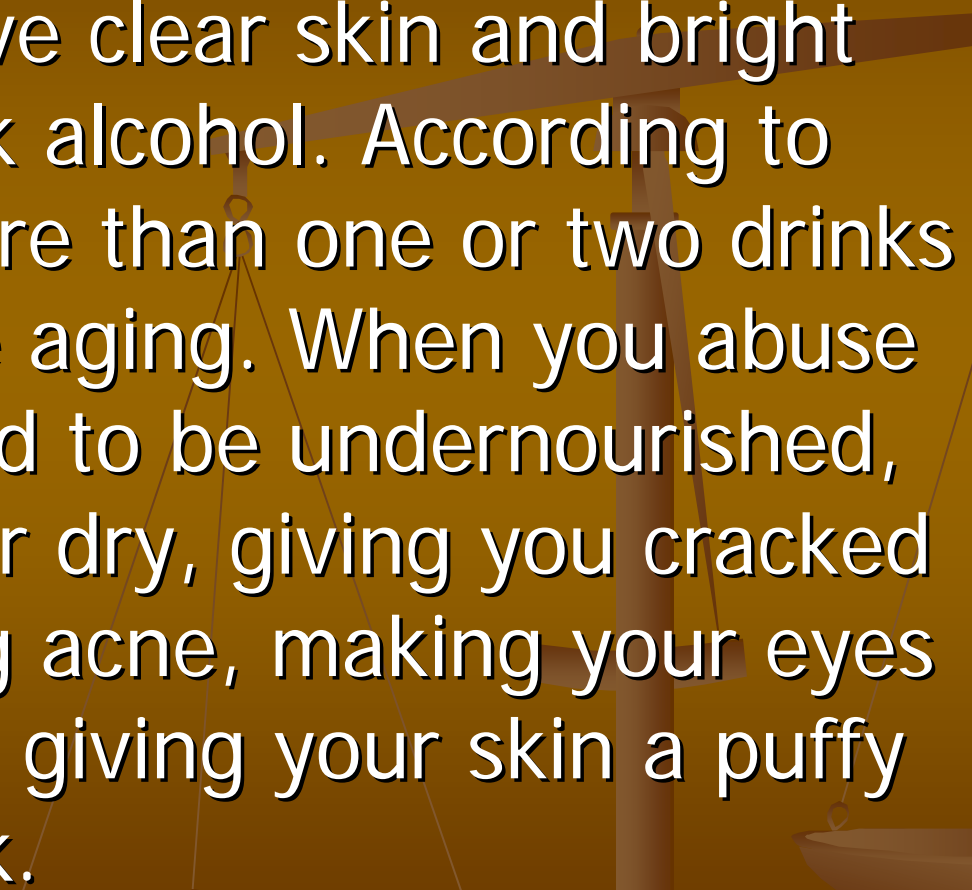
CHANGING

When the rate of alcohol consumed exceeds the liver's detoxification rate, the amount of alcohol in the bloodstream continues to increase, further impairing the brain, causing intoxication, coma, or possibly DEATH.



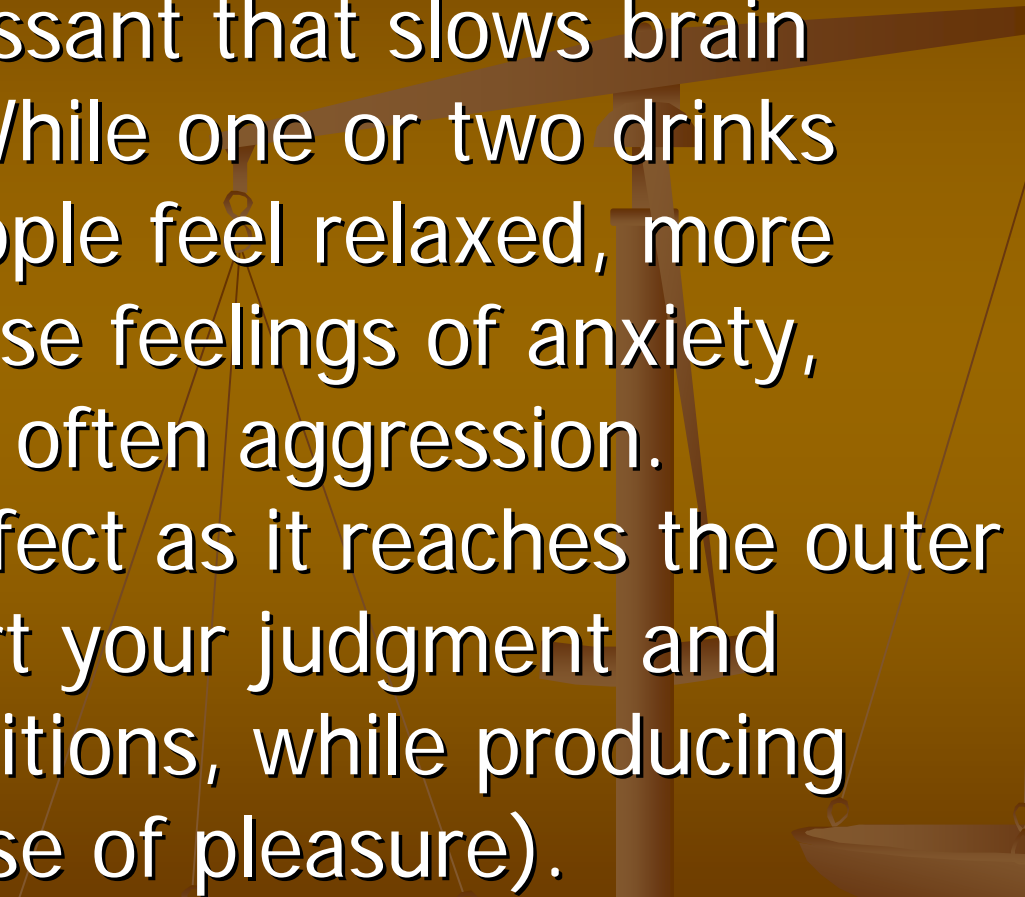
Alcohol Affects Your Appearance

If you want to have clear skin and bright eyes, don't drink alcohol. According to researchers, more than one or two drinks a week promote aging. When you abuse alcohol, you tend to be undernourished, making your hair dry, giving you cracked lips, aggravating acne, making your eyes look glassy, and giving your skin a puffy broken vein look.



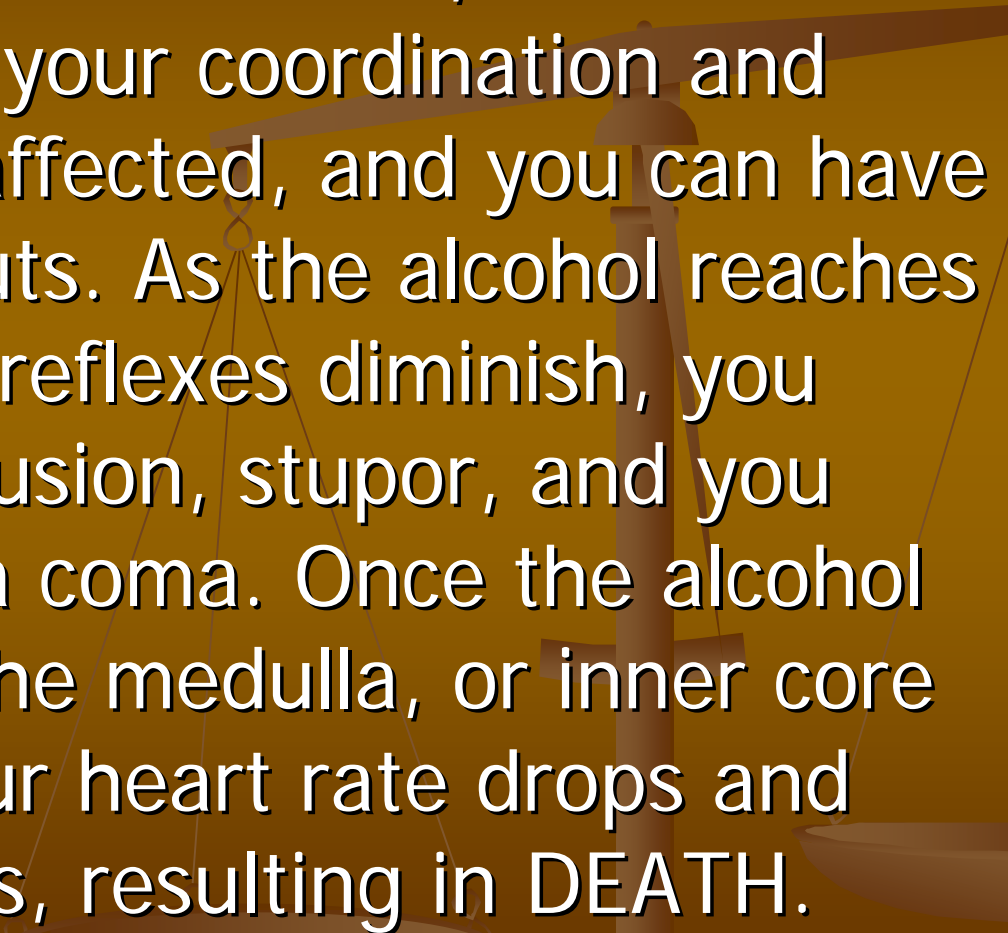
The Affect of Alcohol on your Brain

Alcohol is a depressant that slows brain activity down. While one or two drinks makes most people feel relaxed, more alcohol may cause feelings of anxiety, depression, and often aggression. Alcohol's first effect as it reaches the outer brain is to distort your judgment and lower your inhibitions, while producing euphoria (a sense of pleasure).



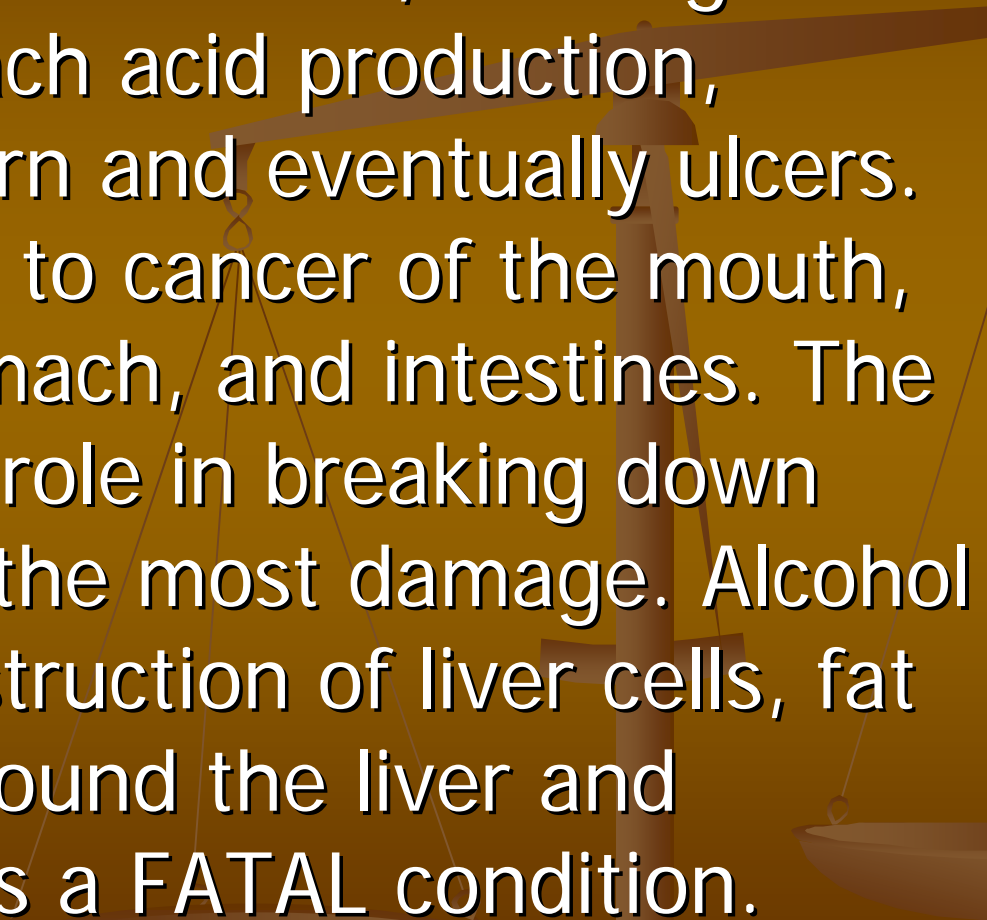
The Affect of Alcohol on your Brain

As you consume more alcohol, it reaches the cerebellum, your coordination and perception are affected, and you can have memory blackouts. As the alcohol reaches your mid-brain, reflexes diminish, you experience confusion, stupor, and you may lapse into a coma. Once the alcohol finally reaches the medulla, or inner core of the brain, your heart rate drops and breathing ceases, resulting in DEATH.



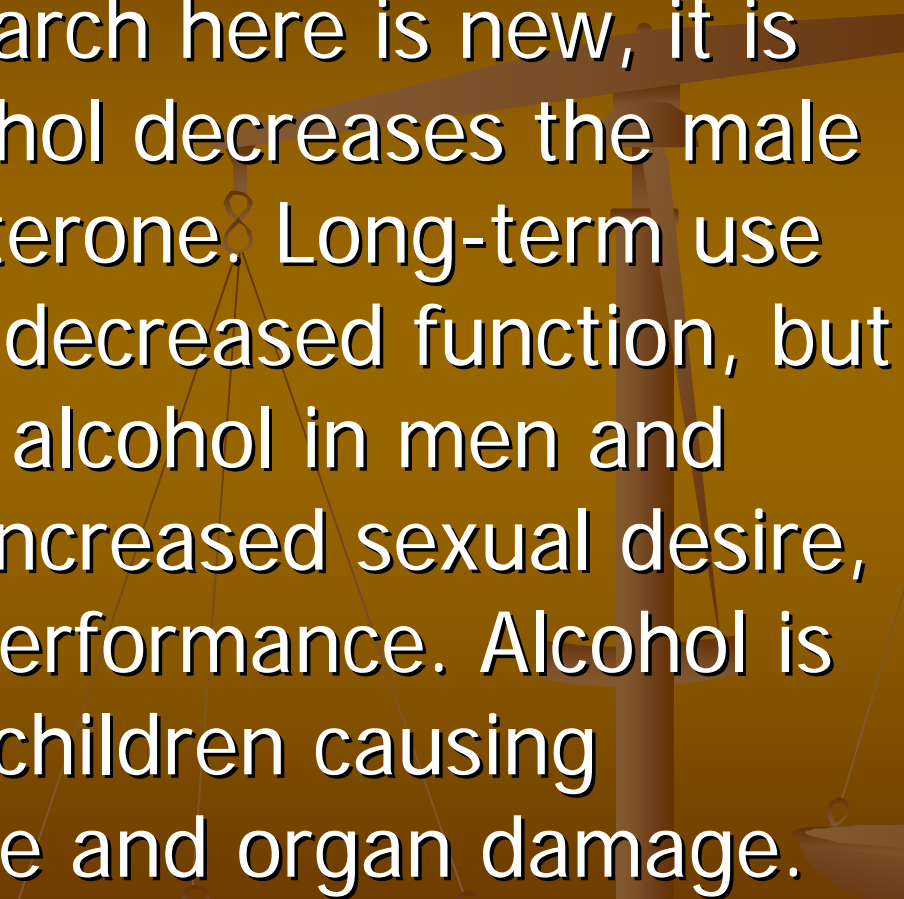
The Affects of Alcohol on your Organs

Alcohol irritates the stomach, causing increased stomach acid production, causing heartburn and eventually ulcers. Alcohol is linked to cancer of the mouth, esophagus, stomach, and intestines. The liver, due to it's role in breaking down alcohol, suffers the most damage. Alcohol use leads to destruction of liver cells, fat accumulation around the liver and cirrhosis which is a FATAL condition.



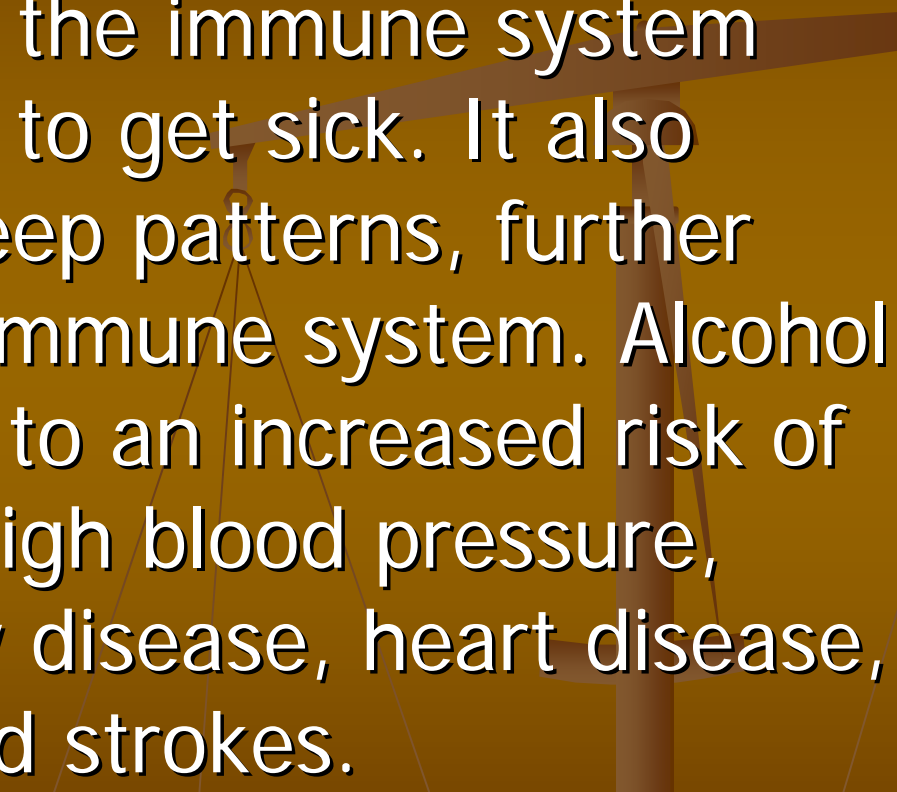
The Affects of Alcohol on Your Reproductive System

Although the research here is new, it is known that alcohol decreases the male hormone testosterone. Long-term use causes not only decreased function, but size. The use of alcohol in men and women causes increased sexual desire, but decreased performance. Alcohol is toxic to unborn children causing permanent tissue and organ damage.



Other Affects of Alcohol on You

Alcohol depresses the immune system making it easier to get sick. It also disrupts your sleep patterns, further depressing the immune system. Alcohol has been linked to an increased risk of breast cancer, high blood pressure, diabetes, kidney disease, heart disease, constipation, and strokes.

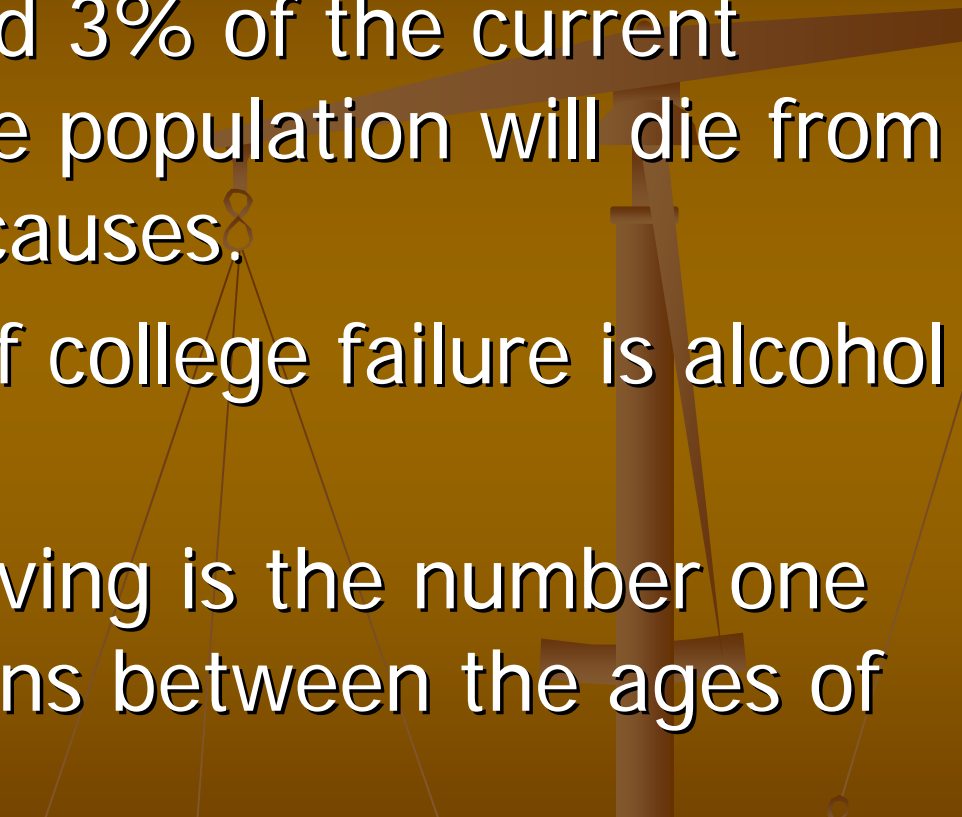


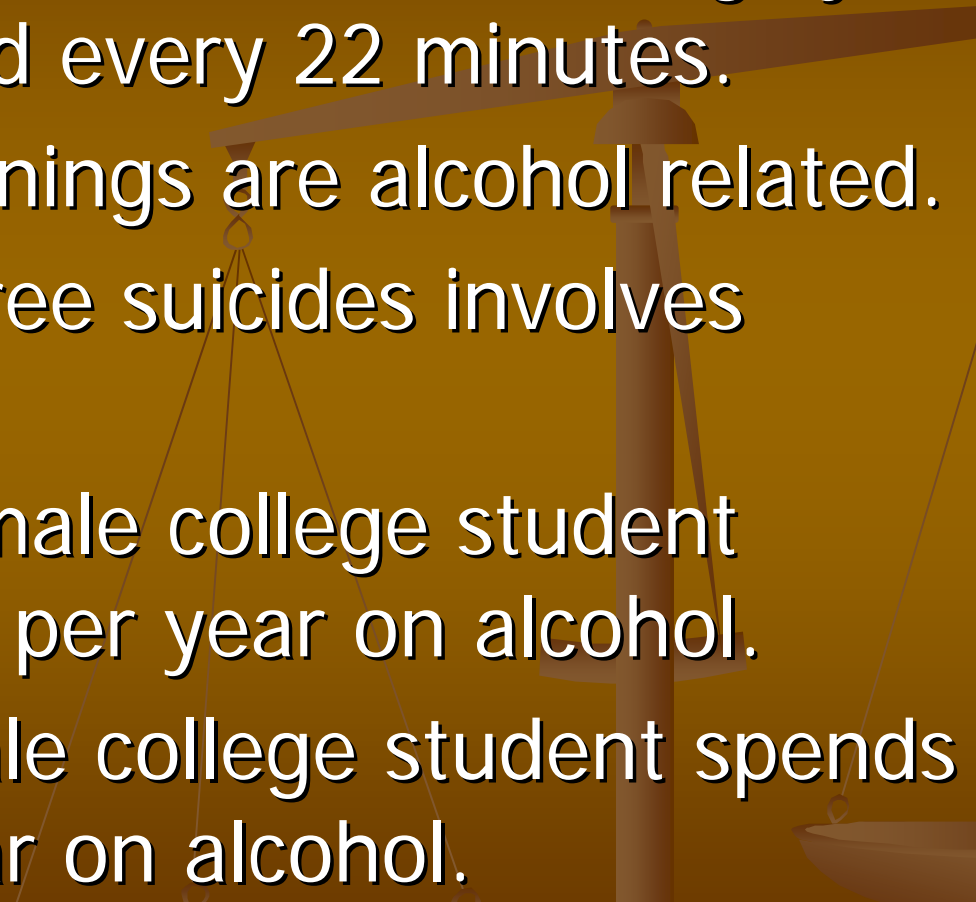
CAUTION




- Death has been documented to occur at levels as low as 0.35. Remember, each person is different.
- Also, the absence of symptoms does not guarantee safe or low blood alcohol levels. With regular drinking a person develops a tolerance to alcohol that will reduce the outward appearance of high blood alcohol levels.

DID YOU KNOW THAT.....

- Between 2% and 3% of the current American college population will die from alcohol related causes.
 - Thirty percent of college failure is alcohol related.
 - Drinking and driving is the number one killer of Americans between the ages of 17-24.
- 

- 
- In the U.S., 70 people are killed daily in drunk driving accidents, that is roughly one person killed every 22 minutes.
 - 69% of all drownings are alcohol related.
 - One in every three suicides involves alcohol.
 - The average female college student spends \$150.00 per year on alcohol.
 - The average male college student spends \$300.00 per year on alcohol.

- 
- The average DUI arrest costs the charged person \$3,000.00.
 - Alcohol plays a role in 50% of all arrests.
 - 90% of the vandalism that occurs on college campuses is a result of alcohol use.
 - 75% to 90% of campus rapes involve alcohol use.
 - 75% of men and 50% of women involved in sexual assaults had been drinking prior to the assault.

- The abuse of alcohol is present in 70% of all murders and other violent crimes.
- 54% of alcoholics have an alcoholic parent.
- One out of three Americans don't drink – and that's okay too.

