



- Speaker introduces that “Young and Alcohol free” Student Workshop is to promote the lifestyle of “Young and Alcohol Free”.

Warm-up Game

Believe it or not






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Warm-up game

- Preparation of Materials: Students will be given a sign with “x” and “o”; representative from each class will answer the question by raising the sign. As the number of participants varies, grouping will be based on the number of participants. Before raising the sign, students are allowed to have 20 seconds of discussion time to increase the group dynamic.
- Speaker asks 3 simple questions and the students are given 20 seconds for discussion. Representative from each class will raise up the sign which indicate the correct answer. No answer and explanation will be provided until myth and fact session.

“O” represent Right/agree/Yes/correct

“X” represent Wrong/disagree/No/Incorrect

Alcohol Myth (Q1)



**Is “Alcoopop”
less harmful than
general alcoholic
beverages?**



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- Is “Alcoopop” less harmful than general alcoholic beverages?
- “x” or “o”
- Speakers describe the answers of the students. E.g. “ Most of the students thought....”

Alcohol Myth (Q2)



**Occasional
binge drinking
does no harm
to your body?**



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- Occasional binge drinking does no harm to your body?
- “x” or “o”
- Speakers describe the answers of the students. E.g. “Most of the students thought....”

Alcohol Myth (Q3)



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



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- Rumor has it that red wine is good for the heart. Is it true?
- “x” or “o”
- Speakers describe the answers of the students. E.g. “Most of the students thought....”
- I will give you detailed answers when I talk about the topic of “Dispel the Myths of Alcohol” later.

Program Content



1. Dispel the Myths of Alcohol

- Understanding Alcohol Harm and Drinking Myths



2. Messages behind Advertisement

- Beware of Marketing Traps on Alcohol



3. Understanding Alcohol-related Harms

- Know more about the effects of drinking on health



4. Say No to Alcohol

- Refusal Skills towards Alcohol



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Speaker introduces the content of session:

1. Dispel the Myths of Alcohol - Understanding Drinking Myths
2. Messages behind Advertisement - Beware of Marketing Traps on Alcohol
3. Understanding Alcohol-related Harms – Know more about the effects of drinking on health
4. Say No to Alcohol - Refusal Skills towards Alcohol

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Dispel the Myths of Alcohol

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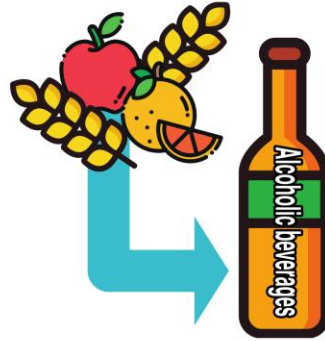
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- Part 1: Dispel the Myths of Alcohol---Understanding Alcohol Harm and Drinking Myths

What is alcoholic beverages?

- Alcoholic beverages are beverages made from fruits, barley and wheat. Alcohol is formed when yeast ferments the sugar in the ingredients. All alcoholic beverages contain alcohol (ethanol).
- Ethanol (alcohol) is the chemical in alcoholic beverages that gives a pleasant feeling.



- What is alcoholic beverages?

Interactive Session 1 Alcohol content guessing

Type	Alcohol content (% by volume)*
 Beer	
 Cider	
 Red wine/ White wine/ Champagne	
 Plum wine	
 Spirits (e.g. Whisky, Vodka , Brandy)	
 Chinese spirits / Chinese Baijiu	

?? %

Remarks: *Approximate values only.



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Interactive Session

- Preparation of Materials: Place the “Percentage” props on the white board so all students know what is going on.
- Invite 6 students to participate in the game and try to pair up alcohol with alcohol content. The first one who got the correct answer will win a prize.
- Speaker would describe the answer from the winner. Eg. “This student got the correct answer as he matched beer with 5% alcohol content.”

Interactive Session 1 Alcohol content guessing

Type	Alcohol content (% by volume)*
 Beer	5%
 Cider	5%
 Red wine/ White wine/ Champagne	12%
 Plum wine	15%
 Spirits (e.g. Whisky, Vodka, Brandy)	40%
 Chinese spirits / Chinese Baijiu	52%



Remarks: *Approximate values only.



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- Speaker's debriefing: Different alcoholic drinks contain different amount of alcohol content. This is to remind students not to underestimate the alcohol content of general alcoholic beverages. Refer to the information on the alcoholic beverages packing for most accurate "Alcohol Content (% by volume)".

Myth vs Fact 1

Is "Alcopop" less harmful than general alcoholic beverages?



- "Alcopops" are sweet-tasting, pre-mixed alcohol-based drinks which contain juice, other flavours or even caffeine.
- Similar alcohol content as beer (about 4-7%) but can contain up to 8-12% of alcohol.



- Myth1: Is “Alcopop” less harmful than general alcoholic beverages? (Incorrect)
- ""Alcopops" are sweet-tasting, pre-mixed alcohol-based drinks which contain juice, other flavours or even caffeine.
- They usually contain similar amounts of alcohol as beer (about 4-7%) but can contain up to 8-12% of alcohol content.

Changing the Product Design

- To make popular among young people, more and more alcoholic beverages in the market.
- They are sold in single colourful serving bottles or cans that resemble soft drinks.
- Not only does the outlook make the drink look less threatening, but its fruity flavor also masks the alcoholic taste, leading to a greater consumption. As a result, the tendency to binge drink can put one's health into jeopardy, increasing the risk of acute alcohol poisoning.



- Changing the product design is a usual marketing strategy.
- To make popular among young people, more and more alcoholic beverages in the market.
- They are sold in single colourful serving bottles or cans that resemble soft drinks,
- Not only does the outlook make the drink look less threatening, but its fruity flavor also masks the alcoholic taste, leading to a greater consumption. As a result, the tendency to binge drink can put one's health into jeopardy.

Myth vs Fact 2

Occasional binge drinking does no harm to the body?



- Excessive drinking, though occasional, is still very dangerous.
- Binge drinking (also known as 'heavy episodic drinking') is a pattern of heavy drinking when consuming more than 60 grams of pure alcohol on a single occasion. In Hong Kong, 60 grams of pure alcohol is equivalent to approximately 5 cans of beers / 5 glasses of table wine/ 5 pegs of spirits.
- 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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- Myth 2: Occasional binge drinking does no harm to the body? (Incorrect)
- Excessive drinking, though occasional, is still very dangerous. Binge drinking is a pattern of heavy drinking when consuming more than 60 grams of pure alcohol on a single occasion. In Hong Kong, 60 grams of pure alcohol is equivalent to approximately 5 cans of beers/ 5 glasses of table wine/ 5 pegs of spirits.
- Binge drinking, only once, can already lead to traffic accident, violent behavior, unsafe sex, alcohol poisoning etc. Research also shows that youngsters with binge drinking have worse academic performance.

Myth vs Fact 3

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

- Some evidence reviewed that some people drinking red wine have a better health.
- Nevertheless, this may be due to other factors, including no smoking, doing more physical activities and having healthier diet (or other hidden factors) rather than drinking red wine.
- 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 hypertension, stroke and cancers.
- Is it worthwhile to drink a proven toxic substance for heart protection?







- Myth 3: Rumor has it that red wine is good for the heart. Is it true? (Incorrect)
- Some research revealed that wine (especially red wine) has better effect on prevention of heart disease when compare to beer or liquor, it is however still controversial. Some evidence reviewed that some people drinking red wine have a better health. Nevertheless, this may be due to other factors, including no smoking, playing more physical activity and having healthier diet (or other hidden factors) rather than drinking red wine.
- 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 hypertension, stroke and cancers. Is it worthwhile to drink a proven toxic substance for heart protection?

Dutiable Commodities (Amendment) Ordinance 2018

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Tobacco and Alcohol Control Office
Department of Health

法例禁止在業務過程中售賣或供應酒類飲品予未成年人
Sale or supply of alcohol to minors in the course of business is prohibited by the law

2018年11月30日生效
Effective from 30th November 2018

詳情請瀏覽 For details, please visit
www.taco.gov.hk
查詢及投訴電話熱線 Enquiry and Complaint Hotline
2961 8823

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- According to the Dutiable Commodities (Amendment) Ordinance 2018 (Cap. 109), sale and supply of intoxicating liquor to persons under the age of 18 (“minors”) in the course of business, through face-to-face or remote distribution, or by vending machines will become prohibited on 30 November 2018.
- E.g. From 30th Nov 2018, such as convenience stores, online supermarkets and vending machines cannot sell and supply alcoholic beverages to the minors.

2 Message behind Advertisement

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- Part 2: Message behind advertisement---Beware of Marketing Traps on Alcohol

Q & A

Your impression about alcohol is.....



Symbol of adulthood?



High Alcohol Tolerance?



Manhood?



Good taste?



Drink for friendship?



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- Speaker initiates to ask the participants: “ Your impression about alcohol is...?”
- Invite 4-6 students to answer with one descriptive word. Symbol of adulthood? High Alcohol Tolerance? Manhood? Good taste? Drink for friendship?
- How many of these impressions come from the advertisements? The misunderstanding about drinking: elegant? Gourmet? Enjoying life?

Q & A

Sugar-coated reality about alcohol



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- But the fact is that drinking alcoholic beverages can result in cruel consequences.
- Image 1: People who throw up and passed out in the toilet after drinking
- Image 2: Dead drunk found on the street
- Image 3: Risk of sudden death after drinking

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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- Marketing traps from alcohol industry include price promotion, promoting drinking culture and rendering positive images. Some sport and entertainment activities such as music concerts and football matches are sponsored by alcohol industry while advertisements are displayed. As such, consumers would easily ignore the harmful effect of drinking as a result of information asymmetry.

Information Asymmetry

Advertisements tell you:

- Drinking is novel and fun (e.g. adventures, party); Drinking is making friends; Drinking is life attitude (e.g. wine tasting)

Advertisements do not tell you:

- Drinking increase risks of alcohol intoxication, health impairment and risk of accidents.



- Daily example of “Information Asymmetry”: The advertisements tell you that drinking alcohol is related to Novel and fun (e.g. adventure and party fun), making friends and life attitude (e.g. joining wine tasting events). On the other hand, they do not tell you that drinking may lead to: Alcohol poisoning, health impairment and risk of accidents.



- Speaker invites two participants to have the same challenge while one of them wear the “Drunk Goggles” and perform the following tasks.
- (1) 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.
Debriefing: Alcohol affects a person’s visual and balance, thus increases the chance of injury.
- (2) Build a five-stored pyramid using 15 plastic cups and collect them back into one column. The time limit is 1 minute. Debriefing: Alcohol affects a person’s visual and eye-hand coordination, making even a simple task difficult.
- (3) Two participants standing face-to-face in a two-meter distance, then throw bean bags to the others for 4 times. Debriefing: Alcohol affects a person’s visual, judgment and response time.
- After finishing each challenge, the speaker can ask the challengers and observers about their experience during the “Drunk” process and think about what danger they may face under the influence of alcohol.
- Debriefing: “Drunk Goggles” aims to mimic the effect on vision after drunk. For example depth vision, blurred vision, dizziness, balance. Under usual circumstances, CNS system is affected after drunk. For example: coordination, judgment and reaction time.
- Preparation: Students who easily feel dizzy should not be invited for the drunk goggles. Helpers (of the same sex) would ensure safety of participants. Disinfect Drunk Goggles by alcohol swab after use each time. Allow alcohol to dry before applying to the next participant.







- Part Three: Understanding Alcohol-related Harms ---Know more about the effects of drinking on health

Alcohol Harm 1:

Alcohol cause Cancer

「“Ethanol in alcoholic beverages” and “acetaldehyde associated with alcohol consumption” have both been classified as **Group 1 carcinogens** by the World Health Organization

Source: Centre for Health Protection, Department of Health

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- Debriefing for “Alcohol Harm 1”: Drinking can lead to many long-term effects on health (as shown). It is worth noting that “Ethanol in alcoholic beverages” and “acetaldehyde associated with alcohol consumption” (acetaldehyde is the main metabolite of ethanol in the body) have both been classified as Group 1 carcinogens by the World Health Organization. Alcohol is in the same category as tobacco smoke, ionising radiation and asbest. Cancers of oral cavity, pharynx (excluding nasopharynx), larynx, oesophagus, liver, colorectum, and female breasts has been proved to be associated with alcohol drinking.

Alcohol Harm 2:

Alcohol leads to weight gain

- Each gram of pure alcohol carries 7 kcal without providing any nutrition. One can of 330ml beer contains about 142 kcal.
- Approximately equivalent to the calories of one can of 330ml coke, over half bowl of rice or seven sugar cubes.



- Debriefing for “Alcohol Harm 2”: Alcohol leads to weight gain. Each gram of pure alcohol carries 7 kcal without providing any nutrition. One can of 330ml beer contains about 142 kcal, approximately equivalent to the calories of one can of 330ml coke, over half bowl of rice or seven sugar cubes.

Alcohol Harm 2:

Nutrition Information 營養資料	
Per 100mL / 每100毫升	
Energy / 能量	42kcal / 千卡
Protein / 蛋白質	0g / 克
Total fat / 總脂肪	0g / 克
-Saturated fat / 飽和脂肪	0g / 克
-Trans fat / 反式脂肪	0g / 克
Carbohydrates / 碳水化合物	10.6g / 克
-Sugars / 糖	10.6g / 克
Sodium / 鈉	4mg / 毫克

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 Hong Kong, distributor
 everage Company
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 Company, Consumer
 opening and consum
 開飲後請保持冷藏
 Best Before (see bott
 Per 250 mL Sugars
 26.5g
 **



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- Please look at these two food labels. On the left hand side, it shows that there are 42 kcal per 100ml of soft drink. On the right hand side, it shows that there are also 42 kcal per 100ml of beer. Therefore we can see both beer and soft drink leads to weight gain.
- Different alcoholic drinks have different amount of calories. Drinks with higher alcohol content have higher calories. Alcoholic drinks with sugars added contain even higher calories.

Alcohol Harm 3:

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



- Debriefing for “Alcohol Harm3”: Alcohol interferes with the way your body produces energy. When your liver breaks down alcohol, it cannot produce enough glucose, leading to a low blood sugar level that hinders energy supply.
- Alcohol is a diuretic. Drink too much can result in a lack of body fluids, because alcohol makes your kidneys produce more urine. Your body temperature rises during exercise. Sweating, aggregated by drinking, can worsen dehydration.
- The property of alcohol that makes you relax can affect your central nervous system and slow down the processing of messages. This affects your response, coordination, accuracy and balance. This may further disturb your sport performance, leading to injury, accidents, and even death - drowning is associated with swimming after alcohol use for example.
- After drinking, the body will feel more tired than without drinking. Drinking after exercise may slow down the production of muscle proteins. Alcohol can inhibit the metabolism of muscles and may therefore impair the recovery and/or subsequent performance of your body.

Alcohol Harm 4:

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.



- Debriefing for “Alcohol Harm 4”: 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.

Alcohol Harm 5:

Drinking is harmful to youth's brain development

- 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).



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- Debriefing for “Alcohol Harm 5”: Drinking is harmful to youth’s brain development.
- Mounting evidence in the past decades has changed our understanding of alcohol and its effect on health and society. We now know that alcohol is a toxic substance, which causes more than 200 diseases, exerting both immediate and long-term effects on health. Because of young people’s biological and psychological vulnerability, is more likely to cause damage to memory, learning, emotional and social wellbeing.



- Part 4: Say No to Alcohol---After knowing the alcohol-related harms, we should bear the attitudes of “Young and Alcohol Free” as well as learning some refusal skills towards alcohol.

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



So, we **say no to alcohol!**

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- There is no safe drinking level. Even little consumption can still increase the risk of cancers. So, we say no to alcohol!

Say No to Alcohol

- Avoid friends' temptation to try smoking or drinking.
- Avoid taking part in activities that provide alcohol. For example, activities held in Karaoke and Pub.
- On the occasions of celebration or gathering (For example, wedding banquet, New years celebration party), choose non-alcoholic drinks, e.g. water, sugar-free beverages.



- Say No to Alcohol:
- Avoid friends' temptation to try smoking or drinking.
- Avoid taking part in activities that provide alcohol. For example, activities held in Karaoke and Pub.
- On the occasions of celebration or gathering (For example, wedding banquet, New years celebration party), choose non-alcoholic drinks, e.g. water, sugar-free beverages.

Tips to Say No to Alcohol

- **1. 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, I've something to do tomorrow."



Tips to Say No to Alcohol:

- 1. 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, I've something to do tomorrow."
 - "No, drinking makes people fat."

● **4. Find an ally to back you up**

“No, we both don't drink.”

● **5. Suggest something else**

“Alcohol is expensive and unhealthy. Let's have something else!”

● **6. Repeat your refusal**

“I said I don't drink!”

● **7. Walk away from the situation**

Say: “Sorry, some urgent business has flashed through my mind” and walk away quickly.



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- 4. Find an ally to back you up: “No, we both don't drink.”
- 5. Suggest something else: “Alcohol is expensive and unhealthy. Let's have something else!”
- 6. Repeat your refusal: “I said I don't drink!”
- 7. Walk away from the situation: “Sorry, some urgent business has flashed through my mind” or “Sorry, my family is calling me” and walk away quickly.

Speaker (depends on participants' response) could work with another worker or invite a participant to demonstrate the refusal skills towards the alcohol.

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 strategy 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.

Information from Department of Health

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#酒為下著
#AlcoholFails

For more information:
Please view the website below
www.change4health.gov.hk



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

Information from Department of Health



Audio-visual Gallery



https://www.change4health.gov.hk/en/resources/av_gallery/index.html?yr=2017

Year 2017

Video



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- For more videos and animations about alcohol-related harms, please visit the Audio-visual Gallery of the "Change for Health" website.



- In May 2018, the Government of the Hong Kong Special Administrative Region launched “Towards 2025: Strategy and Action Plan to Prevent and Control Non-communicable Diseases in Hong Kong” with a list of committed actions and clear targets, including target 2: At least 10% relative reduction in the prevalence of binge drinking and harmful use of alcohol (harmful drinking/alcohol dependence) among adults and in the prevalence of drinking among youth by 2025.
- (Speaker introduces to the students and teachers that the orange icon is the icon for "Reduce harmful use of alcohol")

Thank you!



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- Thank you!