



“Eight Things that You Never Hear About in a Beer Commercial”

- **Addiction / Alcoholism:** The earlier someone starts drinking the more likely they are to have a drinking problem later in life. Anyone can become addicted to alcohol and there are 14,000, 000 alcoholics and problem drinkers in the US alone. Did you ever hear an ad for alcohol say the word addiction or alcoholism?
- **Risk of Alcohol Poisoning:** A person can drink enough to shut off the part of the brain that tells your heart to beat – resulting in death within minutes unless emergency medical care is provided.
- **Impaired Decision Making:** Alcohol affects the part of your brain that makes judgments and assesses risks. Drinking results in taking risks that place people in danger. Alcohol also can play a role in teenage pregnancies and Sexually Transmitted Diseases.
- **Falls and Accidents:** Alcohol impacts the part of the brain that controls balance, coordination and reflexes. It also affects your ability to assess danger. When combined, these 2 effects often result in falls and other accidents.
- **Reduction in Learning Potential:** Alcohol affects a young, developing brain more easily than a person in their mid-twenties or older. Recent research suggests that underage people who drink impair their ability to learn – in some cases by as much as 10%.
- **Depression:** Alcohol has a depressant effect on the brain. A person may temporarily feel more carefree as it acts on the brain to release inhibitions – but alcohol is a depressant drug and can complicate the situation for a person already coping with depression. Alcohol use and suicide are commonly found together.
- **Increased Risk of Violence:** Alcohol impairs the part of your brain that controls impulses. A person who has been drinking is more likely to get in a fight, take a swing or respond violently to a situation.
- **Leaving you Vulnerable** to being taken advantage of: a person who is drunk can lose the ability to protect themselves and are more likely to be the victim of theft, assault, date rape or other sexual assault.