



Know the Strength. Know the Amount. Know the Time.

Learning Objectives:



1. To understand how quickly one can consume an unhealthy amount of alcohol in a short period of time, while thinking it was only “one or two drinks;”
2. To learn what is considered a standard drink;
3. To utilize strategies for personal risk reduction when consuming alcohol.

Technical Requirements:



Laptop and projector to show video at beginning of the workshop
Red Solo Cup poster (mailed revised poster to chapters in Oct. 2013; printable from www.zetataualpha.org > Students > Programming > Educational Videos)
Flip chart and markers

Time Needed:

25 minutes

Group Size:

Entire chapter

Physical Setting:

Any facility where the group can sit comfortably, facing the facilitator

Preparation:

Watch the “Know the Strength, Amount & Time” video here. (Also found on ZTA social media channels, as well as www.zetataualpha.org > Students > Programming > Educational Videos.)

Write list of standard drink options on flip chart before discussion (listed on page 2).

Resources:

Miller, E., Kilmer, J., Kim, E., Weingardt, K., Marlatt, G.A. (2001) Alcohol Skills Training for College Students.

INTRODUCTION (3 minutes)

The facilitator should introduce him/herself and the program topic. Ask for the audience's attention and interaction during the discussion. Make sure Red Solo Cup poster is visible throughout the program.



It is becoming more and more common for members or guests at sorority and fraternity functions to drink to dangerous levels of intoxication, then to claim they only had “a few drinks.” While this might be true in the number of actual cups consumed, the number of “standard drinks” in those cups could actually be double, triple or more. It's important to know how much alcohol you're actually consuming in order to have a safe, responsible and legal time when choosing to consume alcohol.

Let's spend a few minutes discussing how this relates to you as an individual and to Zeta Tau Alpha.

Play the “Know the Strength, Amount & Time” video (found on ZTA social media channels, as well as www.zetataualpha.org > Students > Programming > Educational Videos) at this time.

DISCUSSION ABOUT STRENGTH, AMOUNT AND TIME (15 minutes)

You saw how the character in the video thought she was consuming three drinks, when in reality she had seven “standard drinks.” The Red Solo Cup poster illustrates how this could easily happen.



What do you think I mean when I say “standard drink”?

A standard drink is any beverage that contains ½ ounce of ethyl alcohol. This is what we mean by “Know the Strength” and “Know the Amount” on the poster. *Review the list.*

- 12 ounces of beer
- 10 ounces of a microbrew – *Specialty beer produced in a microbrewery*
- 10 ounces of a wine cooler
- 8 ounces of malt liquor – *A drink that is brewed from malt, especially one having a higher alcohol content than most beer or ale*
- 8 ounces of ice beer – *Beer brewed by a process that freezes the beer and removes some of the ice, thus increasing the beer's alcohol content, e.g. Miller Lite Ice or Bud Ice*
- 4 ounces of wine
- 2½ ounces of fortified wine – *A drink that is made from wine to which a strong alcohol such as grape brandy has been added, e.g. sherry or port*
- 1¼ ounces of 80 proof hard alcohol (40% alcohol by volume)
- 1 ounce of 100 proof hard alcohol (50% alcohol by volume)

In preparation:

- Write the list of what constitutes “a drink” on a flip chart in advance. *Italicized definitions are included for the facilitator in case participants need more explanation.* Don't record definitions.



What types of drinks do you usually drink?

Are you aware of the strength of those drinks?

What surprises you about the Solo Cup graphic or drink accumulation message in the video?

If you were to fill up a Solo Cup like the one on the poster with the type of drink you usually consume, how many “standard drinks” will you have had?

There are a variety of factors that affect how alcohol is absorbed.

Here are several:

- The higher the concentration of alcohol in the beverage, the faster it is absorbed into your bloodstream.
- The faster you drink, the faster the alcohol gets absorbed.
- The more bubbly a drink, the faster the alcohol gets absorbed.
- It can take as little as 10 seconds for alcohol to go from the stomach to the blood stream.
- Any amount of food in your stomach can slow absorption.



What is BAC?

When drinking, how does length of time factor into intoxication level?

This is what we mean by “Know the Time” on the poster.

- BAC stands for Blood Alcohol Content. It is the legal measurement of the amount of alcohol in a person’s bloodstream.
- Your BAC drops AT A STEADY rate of 0.016% per hour, but your BAC may rise faster than your body can metabolize. General rule of thumb, it takes the body one hour to fully process the alcohol in one standard drink.
- Thus, when drinking quickly, the effects of each drink accumulates causing one’s BAC to rise exponentially.
- Depending on various intoxication rate factors, a person’s BAC level can be different each time they drink.
- Keep in mind, we are talking about MEASURED DRINKS here, the above will not be true if the drinks are not standard amounts.



CONCLUSION (7 minutes)

What are some guidelines you can establish for yourself if you choose to drink to have a safe and responsible time?



Allow time for group discussion. Write positive ideas on the flip chart, but make sure the following points are made:



- Set a limit for yourself before a social drinking occasion. Define this limit by “standard drinks.”
- Keep track of how much you drink.
- Space your drinks out over time.
- Alternate alcoholic drinks with nonalcoholic beverages.
- Drink for quality, not quantity.
- Don’t play drinking games.
- Find other things to do.
- Don’t accept a drink if you don’t know what is in it.
- Don’t leave a drink unattended.
- Follow all ZTA policies and laws. Don’t drink if you’re under 21.



As we close, remember, if you are under 21, it is illegal to drink. If you do make the choice to drink, please develop a personal plan to do so in a less risky way. And, of course, help each other to remember this – my sister, my responsibility. Any steps you take to reduce risk and consume less alcohol when you drink are steps in the right direction.

When drinking, know the strength! Know the amount! And know the time!