



The Seven Project is a multimedia, speaker-driven school assembly. The Seven Project Assemblies entertain and captivate audiences all across the United States. Seven addresses real-life issues and situations students face every day. The Seven Project Discussion Guides culminate the Seven Project experience by creating intensified discussions about student life.

The activities and discussions in these guides are designed for use in single classroom settings or as entire school or community-wide campaigns. The Seven Project offers these guides as tools for use at the discretion of local school educators and administrators in part or entirety. The Seven Project and your school: *building students' hope...one issue at a time.*

ALCOHOL

For Grades 6-12. Students will combine a study of facts and myths about alcohol use and abuse. Through increased student awareness, students will learn the dangers of alcohol and the messages the alcohol advertisers and media try to portray.

Objectives:

- Understand facts and myths about alcohol.
- Gain an understanding of the realities of alcohol abuse.
- Understand “why” and “how” alcohol advertisers pursue young people.

Materials Needed:

- Copies of the *Myths About Alcohol, Did You Know? And Getting (and staying) Alcohol-Free* for every student.
- Examples of various print and/or television alcohol advertising
- 5-6 sheets of poster board.
- TV/VCR (Optional).

Discussion:

**Prior to discussion, have students bring in at least 3-4 alcohol print ads.*

- 1) What issues/messages from The Seven Project School Assembly stood out to you the most? Why?

**Transition: “In our classroom time today, (principal's name) and I felt it was important that we follow-up on one of the topics: alcohol, since this is something we deal with at our school.”*

- 2) Which TV, radio or print alcohol advertising campaign do you remember the best? Why do you remember it so well?

**Have students tape their copies of the print ads onto the poster board.*

- 3) What are the repeating themes and images you see in the advertising? what is being associated with the product?

- 4) Why do alcohol advertisers seek to attract young people?

- 5) What is it that makes you desire to buy and use the product?

Pass out copies of the **Myths About Alcohol and **Did You Know?** sheets.*

- 6) What statistic or myth surprises you most? What are some ways you can limit and stop the effects of alcohol in your life?

Divide students into groups. Give each group a poster board full of ad images. Ask each group to develop a poster and ad slogan against alcohol, using the same themes that sell alcohol. Display the finished poster in your classroom. Close with the **Getting (and staying) Alcohol-Free sheet.*

**Extensions and Adaptations:**

- During an Alcohol Awareness Week, student group posters could be displayed throughout the school and even throughout the community.
- Have a poster contest. A panel of teachers could judge the posters and choose the best posters to be represented and displayed throughout the community.

Online Resources:

Mothers Against Drunk Driving (MADD)

www.madd.org/under21

National Institute on Alcohol Abuse and Alcohol

www.niaaa.nih.gov

National Clearinghouse of Alcohol and Drug Information

www.health.org

Relevant National Standards

McREL establishes the following National Standards at www.mcrel.org

Health

- Knows essential concepts about the prevention and control of disease
- Understands aspects of substance use and abuse

Thinking and Reasoning

- Understands and applies basic principles of logic and reasoning
- Applies basic trouble-shooting and problem-solving techniques
- Applies decision making techniques

Life Skills

- Self Regulation: Considers Risks
- Working with others: Contributes to the overall effort of a group
- Working with others: Displays effective interpersonal communications skills

Language Arts – Listening and Speaking

- Demonstrates competence in speaking and listening as tools
- Students will use descriptive language that clarifies and enhances ideas



Myths About Alcohol

Adapted from Mothers Against Drunk Drivers (MADD)

It's time to confront some of the most whacked-out lies about alcohol. You've probably heard them all. Why waste our time trying to debunk a bunch of harmless myths? Because they can be pretty fierce...

Myth: *Alcohol gives you energy.*

Nope. It's a depressant. It slows down your ability to think, speak, move and all that other stuff you like to do.

Myth: *Switching between beer, wine and liquor will make you more drunk than sticking to one type of alcohol.*

Whatever! Your blood alcohol content (BAC - the percent of alcohol in your blood) is what determines how drunk you are. Not the flavors you selected. Alcohol is alcohol.

Myth: *You'll get drunk a lot quicker with hard liquor than with a beer or wine cooler.*

Did we mention that alcohol is alcohol?

Myth: *Everybody reacts the same to alcohol.*

Not hardly. There are dozens of factors that affect reactions to alcohol - body weight, time of day, how you feel mentally, body chemistry, your expectations, and the list goes on and on.

Myth: *A cold shower or a cup of coffee will sober someone up.*

Not on your life. Nothing sobers you up but time. With coffee, you're simply a wide-awake drunk!

Myth: *It's just beer. It can't permanently damage you.*

Large amounts of alcohol can do major damage to your digestive system. You can hurt your heart, liver, stomach, and several other critical organs as well as losing years from your life.

Myth: *It's none of my business if a friend is drinking too much.*

If you are a real friend, it is your business. You can't make someone change but you can be honest. Maybe they'll listen. You might even talk them into getting help.^{1/2}

Myth: *The worst thing that can happen is a raging hangover.*

Sorry. If you drink enough alcohol, fast enough, you can get an amount in your body that can kill you in only a few hours.

Myth: *Drugs are a bigger problem than alcohol.*

Alcohol kills 6 1/2 times the number of people killed by cocaine, heroin, and every other illegal drug combined. Ten million Americans are addicted to alcohol. Alcohol is the #1 drug problem of today's youth.

Myth: *Alcohol makes you more sexy.*

The more you drink, the less you think. Alcohol may loosen you up and make someone more interested in sex, but it interferes with the body's ability to perform. And then there's pregnancy, AIDS, sexual assault, car crashes and worse, to worry about. Not sexy at all.

Myth: *People who drink too much only hurt themselves.*

Every person who drinks has a mother, grandfather, sister, aunt, best friend, boyfriend or girlfriend who worries about them. Each of the 12 million problem drinkers in this country affects four other people.



Did You Know?

Adapted from Mothers Against Drunk Drivers (MADD)

High school students who drank before the age of 13 years were highest for African Americans at 35.2 percent, followed by Hispanics at 35.1 percent. The lowest percentage was for Caucasian Americans at 29.9 percent. ([CDC, 1999](#))

In a recent survey, 14.6 percent of Caucasian high school students drive after drinking alcohol, compared to 12.7 percent for Hispanic and 7.9 percent for African Americans. ([CDC, 1999](#))

In a recent survey, Hispanic students (39.5 percent) were significantly more likely than Caucasian students (32.4 percent) to have ridden with a driver who had been drinking alcohol. ([CDC, 1999](#))

Parents' drinking behavior and favorable attitudes about drinking have been positively associated with adolescents' initiating and continuing drinking. ([NIAAA, 1997](#))

Youth who drink before age 15 are four times more likely to develop alcohol dependence than those who begin drinking at age 21. ([NIAAA, 1997](#))

Research continues to show that young drivers are more often involved in alcohol-related crashes than any other comparable age group. Alcohol-crash involvement rates, share of the alcohol-crash problem and alcohol-crash risk all reach their peaks with young drivers, with the peaks for fatal crashes occurring at age 21. ([NHTSA, 2001](#))

Sixty-nine percent of young drivers (15-20 years old) of passenger vehicles involved in fatal crashes who had been drinking were unrestrained. Of the young drivers who had been drinking and were killed, 80 percent were unrestrained. ([NHTSA, 2000](#))

One in ten Americans aged 12 and older in 2000 (22.3 million persons) drove under the influence of alcohol at least once in the 12 months prior to an interview for a nationwide survey. ([SAMHSA, 2000](#))

Each year, college students spend approximately \$5.5 billion on alcohol- more than they spend on soft drinks, milk, juice, tea, coffee and books combined. ([Drug Strategies, 1999](#))

Teenagers are not well informed about alcohol's effects. Nearly one-third of the teens responding to a 1998 American Academy of Pediatrics survey mistakenly believed that a 12-ounce can of beer contains less alcohol than a standard shot of distilled spirits. ([Drug Strategies, 1999](#))

Approximately one-fifth (20.6 percent) of persons aged 12 years and older (46 million people) participated in binge drinking at least once in 30 days prior to an alcohol use survey in 2000. This represents approximately 4 percent of all current drinkers. ([SAMHSA, 2000](#))

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About 9.7 million persons aged 12 to 20 reported drinking alcohol in the month prior to a nationwide survey in 2000. Of these, 6.6 million were binge drinkers and 2.1 million were heavy drinkers. ([SAMHSA, 2000](#))



Getting (and staying) Alcohol-Free

Talk to an adult.

Teachers, guidance counselors, clergy, parents will have some beginning wisdom on how to deal with this issue. School counselors and social workers are especially trained to deal with this.

Get as much information as you can.

Obtain a lot of information about this issue. The following links are groups that offer help to those struggling with this issue.

Mothers Against Drunk Driving (MADD)

www.madd.org/under21

National Institute on Alcohol Abuse and Alcohol

www.niaaa.nih.gov

National Clearinghouse of Alcohol and Drug Information

www.health.org

The Seven Project

www.thesevenproject.com/m_teencrisis.html

Be willing to risk.

Talking to your friend about this issue could be very touchy. What you have to say may not be what your friend wants to hear. You stand a real likelihood of making your friend mad because you are making their business your business. Let your friend know that the only reason you are saying anything is because you care.

Lay out the facts.

Share with them the dangers of alcohol.

Remind them you are always available.

You can't force your friend to find help; however, you can let them know you will help find someone who can help them when they want it.

Be involved with your friend in healthy activities.

You can help you and your friend by simply not being bored. Join a school campus club, learn to play a musical instrument, learn to skateboard, go sledding, etc.

Chose your friends wisely.

If your friend starts getting involved with wrong behavior, do everything to help, but do not let them influence you in joining them. Your first responsibility begins with YOU.

You can't accomplish much when the other person feels on the defensive.

Communicate with them; don't accuse.