

Alcohol Energy Drinks

Caffeinated alcoholic beverages (CAB's) or Alcohol energy drinks (AED's) are premixed beverages that contain not only alcohol but also include caffeine and other stimulants. Sold in tall, narrow cans similar to non-alcoholic energy drinks, which are popular drinks among teens, they carry teen-friendly names and contain a lot of sugar and flavoring. **A typical can has about as much caffeine as a large cup of coffee**, along with additives like guarana and ginseng that can speed up the central nervous system.

Drinking alcohol and energy drinks together has become trendy, but it can also be risky. Marketed to kids, often through "new media" marketing campaigns and "grassroots" strategies using youth oriented imagery and slogans, **the new alcohol energy drinks have high alcohol content**, sometimes as high as 12% as compared with 5% for a typical can of beer.

A major concern is that mixing energy drinks with alcohol can lead to "wide-awake drunkenness," where **caffeine masks the feeling of drunkenness** but does not decrease actual alcohol-related impairment. As a result, you feel less drunk than you really are, which can lead to consumption of even more alcohol or engaging in risky activities like drunk driving. *Read the full article on the National Council on Alcoholism and Drug Dependence, Inc. website*

About 38 million adults in the US drink too much Only 1 in 6 has talked about it with a health professional

For men,
binge drinking is
5 or more drinks
consumed on
one occasion*

For women,
binge drinking is
4 or more drinks
consumed on
one occasion*

*One occasion = within 2 to 3 hours



For men –
15 or more drinks

on average per week



For women –
8 or more drinks

on average per week

One Drink = 5-ounces of wine, 12-ounces of beer,
or 1 ½-ounces of 80-proof distilled spirits or liquor

Drinking too much includes



Any alcohol use by
pregnant women



Any alcohol use by
those under age 21

SOURCE: CDC Vital Signs. January 2014. www.cdc.gov/vitalsigns.
American Journal of Preventive Medicine, 2011; Volume 41.

Consequences of Underage Drinking

The short-and long-term consequences that arise from underage alcohol consumption are astonishing in their range and magnitude, affecting adolescents, the people around them, and society as a whole.

Annually, about 5,000 people under age 21 die from alcohol-related injuries involving underage drinking.

Underage drinking:

- Plays a significant role in risky sexual behavior, including unwanted, unintended, and unprotected sexual activity, and sex with multiple partners. Such behavior increases the risk for unplanned pregnancy and for contracting sexually transmitted diseases (STDs), including infection with HIV, the virus that causes AIDS.
- Increases the risk of physical and sexual assault.
- Is associated with academic failure.
- Is associated with illicit drug use.
- Is associated with tobacco use.
- Can cause a range of physical consequences, from hangovers to death from alcohol poisoning.
- Can cause alterations in the structure and function of the developing brain, which continues to mature into the mid to late twenties, and may have consequences reaching beyond adolescence.

And more, for the full fact sheet on underage drinking visit *The Center on Alcohol Marketing and Youth website*.

April is Child Abuse Prevention Month: The New Opportunities Prevention Department plays an active role in preventing child abuse through its proactive work in the community partnering with other professionals to learn about Adverse Childhood Experiences (ACEs) and through offering the Love and Logic Parenting Classes. The Love and Logic way teaches parents to discipline without using physical discipline. The New Opportunities Prevention Department currently has two trained staff members in Love and Logic, call today to sign up for the next class at 712-792-9266!

"Great Things are Done by a series of small things brought together" - Vincent VanGogh