



ALCOHOL MYTHS

BUSTED



Moderation is always in good taste.



**ALCOHOL GIVES YOU ENERGY.
I'LL BE ABLE TO PARTY ALL NIGHT LONG.**

REALITY

Actually, the opposite is true. Alcohol is a depressant that impedes your ability to think, speak and move. It progressively affects perception, coordination and judgment well before there are signs of impairment.

DON'T COOK WITH ALCOHOL IF THERE ARE CHILDREN AT THE TABLE.



REALITY

There are several theories on this subject. The dominant thinking seems to be that if alcohol is added to food beforehand, the heat from cooking causes almost all of it to evaporate, so long as the food is cooked for at least 2 ½ hours. Only its subtle taste remains, especially if the amount added at the start is minimal. So there's no risk of getting drunk—or getting your guests drunk—by adding a little alcohol to a hot dish. Nor is it counter-indicated with medication. But be careful: it's best to avoid serving such dishes to alcoholics, people who are trying to stop drinking, or young children.

A GOOD SHOT WARMS YOU UP!



REALITY

Alcohol actually has the opposite effect. It dilates the blood vessels, producing a sensation of warmth. But this dilation also allows body heat to dissipate quickly, lowering your body's temperature. Combined with the fact that alcohol dulls the senses—you feel the cold less on your skin—this phenomenon increases the risk of frostbite and hypothermia.



I CAN DRINK AS MUCH AS MY BOYFRIEND / HUSBAND. ALCOHOL HAS THE SAME EFFECT ON WOMEN AND MEN.

REALITY

Even if she's the same height and weight, a woman who consumes the same amount of alcohol as a man will have a higher blood alcohol level and, thus, feel its effects more.

That's because women's bodies contain less fluids than men's, and they have more fatty tissue than muscle. It's a matter of metabolism. Alcohol spreads more easily in muscles than in fat, owing to their higher water content, and thus is diluted faster.

REALITY

WHEN YOU'RE USED TO DRINKING, ALCOHOL GETS TO YOU LESS.

People who often drink feel the physical effects of alcohol less or have developed mechanisms that camouflage its effects. But the amount of alcohol in the blood is not any lower. You always run the risk of impairment and the other harmful consequences if you drink too much.

ONLY BEER GIVES YOU A BEER BELLY.

REALITY

The calories in alcoholic drinks come from the alcohol and sugars they contain, and from added mixers. Each gram of alcohol contains **7 calories**. You can use the **Drink dashboard** (Éduc'alcool website) to track your alcohol consumption.



TYPES	SPIRITS	BEERS AND OTHERS	WINES	VERMOUTH AND FORTIFIED	LIQUORS
Examples	Rhum, vodka, whisky, gin	Regular : 140 cal. Light : 90 cal. 0.5% : 60 à 85 cal. Malt beverage: 260 cal.	Red/White wine: 9% to 12%: 80 to 110 cal. Champagne: 105 to 108 cal.	Porto: 90 cal. (225 cal./150 ml to 5 oz) Dryvermouth: 70 cal. (170 cal./150 ml to 5 oz) Sweetvermouth: 75 cal.	Irish cream: 210 cal. Liqueurs: 140 to 160 cal. Brandies, cognac: 110 cal.

CALORIES	95	230	100	190	178
Equivalent	1 quarter AVOCADO	4 pieces DARK CHOCOLAT 85%	10 ALMOND	1 ICED DONUT MAPLE	2 BANANAS



**MY UNCLE ART
IS A BIG,
HUSKY GUY.
HE CAN DRINK
LIKE A FISH!**

REALITY

All other things being equal, the effect of alcohol is proportionate to the quantity of fluids and fat in the body. Also, if an equal amount of alcohol is consumed, a woman's blood alcohol level will be higher than a man's because her body contains more fat and less water. Also, the bigger the person, the higher his or her water and blood volumes, and the more the alcohol is diluted. He or she will therefore become impaired more slowly.



**I STICK TO WINE. I GET DRUNK LESS QUICKLY
THAN WITH HARD LIQUOR OR BEER.**



REALITY

There is as much alcohol in a glass of beer (340 ml/12 oz., 5% alcohol) as in a glass of wine (140 ml/5 oz., 12%) or a hard drink (45 ml/1.5 oz., 40%). These quantities are referred to as a standard drink.

YOU GET A HANGOVER FROM MIXING RED AND WHITE WINE, BEER, SPIRIT.



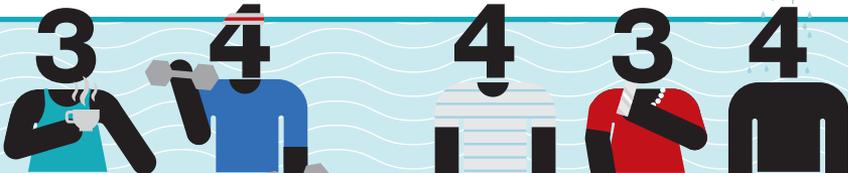
REALITY

A hangover results primarily from dehydration. Drinking a glass of water for every alcoholic beverage you have helps you avoid dehydration by maintaining a healthy amount of water in your body. You also quench your thirst while spacing out your drinks. And you help your liver metabolize the alcohol more efficiently. It's a great habit!

HAVING A COFFEE/TAKING A COLD SHOWER/CONSUMING AN ENERGY DRINK/EXERCISING HELPS YOU TO SOBER UP.

REALITY

The liver eliminates 90% of the alcohol in the body. Black coffee won't sober you up—all it does is mask the effects of the alcohol. Caffeine stimulates you, giving you the impression of being more alert and awake; it also dehydrates you further. But it has no impact on your blood alcohol level. The effects of the alcohol are still present and your ability to drive remains compromised. Time alone enables the liver to eliminate the alcohol.



**WE'VE GOT OUR
DESIGNATED DRIVER,
SO WE CAN DRINK AS MUCH
AS WE WANT!**



REALITY

Your liver and the rest of your body couldn't care less who's driving. They've got their own limits with respect to alcohol, and those limits don't change. True, everybody can drink as much as they want, but that doesn't make it a good thing.

**YOU'LL
SLEEP BETTER
AFTER A FEW
DRINKS.**

REALITY

Alcohol may help you fall asleep, but it interferes with the quality of sleep and cuts down on the amount of restful sleep you get.

ALCOHOL MAKES YOU SEXIER!

REALITY

Alcohol may lower your inhibitions, but physiologically it impairs your sexual performance. It can also make you more likely to do something you hadn't planned on, like having unwanted or unprotected sex, which in turn can result in an unintended pregnancy or a sexually transmitted disease (including HIV). And that's not sexy at all.



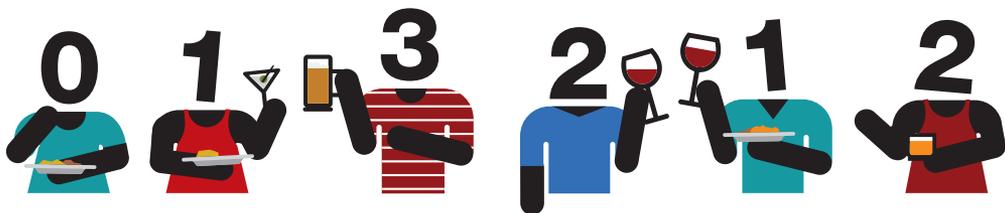
*Christmas comes but once a year
so i can fill up on good cheer!*



**YOU EAT SO MUCH DURING THE HOLIDAYS
THAT IT TAKES LONGER TO GET DRUNK.**

REALITY

You become intoxicated three times faster if you drink on an empty stomach. When you haven't eaten, alcohol quickly enters your small intestine and is then carried to your bloodstream and your brain. A standard drink is absorbed within 20 to 30 minutes. Eating after you drink won't change anything because the alcohol is already in your blood. However, the process is different if you eat before or while drinking because the food in your stomach acts as a buffer, absorbing some of the alcohol and slowing its entry into your bloodstream. It's no accident that snacks are often served with alcoholic drinks. Eating doesn't reduce your blood alcohol level, it only slows down alcohol absorption. Even feasting won't stop you from getting drunk if you overindulge.



**THERE'S NO HARM IN GETTING HAMMERED IF
YOU DO IT ONLY NOW AND THEN.**

REALITY

Excessive drinking, even infrequently, can cause serious damage to your body that you probably won't even notice. Women should have no more than 2 drinks a day and men, no more than 3. Occasionally, women may have up to 3 drinks and men, 4, provided that the weekly total is no more than 10 drinks for women and 15 for men.

Éduc  **alcool**

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