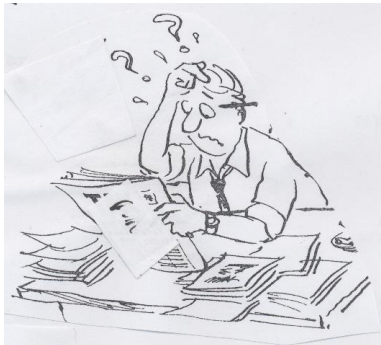


WHAT IS ALCOHOL?

Alcohol is a depressant. It is the most widely used and easily accessible drug! It has 3 essential components: oxygen, carbon and hydrogen. It is found in various forms: ciders, beers, spirits, wines and, of course, the latest alcopops and designer drinks.

WHAT ARE THE MENTAL EFFECTS?

A depressant, as the name indicates, is a substance that affects the Central Nervous System. It affects the brain by having a dulling effect on the higher brain centres. Alcohol leads to the shrinking of the brain and this eventually leads to hindering of the nerve impulses from cell to cell. This leads to abnormal functioning; for instance, one becomes unsteady on one's feet, speech is slurred, and reactions slow down. This is the effect alcohol has on the brain!



DOES IT AFFECT MY BODY?

Indeed YES! Your nervous system, liver, kidneys, heart and pancreas become affected. Trembling hands, hangovers, loss of appetite, decrease in concentration, drowsiness, violent behaviour, high blood pressure, blackouts, stomach ulcers, alcohol poisoning, decrease in sexual health are some of the effects alcohol has on the body.



WHY IS IT SO POPULAR?

Aggressive marketing has taken advantage of the lowering of standards and morals, and a drinking culture has developed.

In practically every sphere of life, the producers of this drug would have people believe that in order to get on in

life and to be a success, one must enjoy a drink. In fact, more and more people become addicted each day by this curse.

IS MODERATION THE ANSWER?

Sure, for many it is used in moderation. But if you – as a moderate drinker – introduce alcohol to somebody else, that person can very well become a chronic alcoholic; leading to health, social, legal and other problems.

From enjoying the first drink, one can feel the need to have another, and another, followed by the inability to stop! And remember, even moderate levels of drinking can lead to severe problems.

THE DOWNWARD SPIRAL OF ALCOHOLISM

Unsuspecting alcoholic:

Those who drink but show no signs of being addicted

Restrained alcoholic:

Those who enjoy a daily drink, but can control their intake

Compulsive alcoholic:

Those who just cannot stop drinking

The Neurotic alcoholic:

Drinks to deal with emotional difficulties and stress

Symptomatic alcoholic:

Those who suffer psychiatric disorders (depression/schizophrenia)

Bout Drinkers:

After initially throwing the habit, they have sudden urges to start again

And of course there is the social stigma attached to alcoholism. Many a person who was well-respected in the community has lost his/her job due to various effects of alcoholism. There's the gruesome effect it has on the family, the inability to play a meaningful role, the violence, the degradation it has on the alcoholic. And of course, **if** cured, it is a partial cure, for just one tot at a later stage will send you down the slippery slope again!

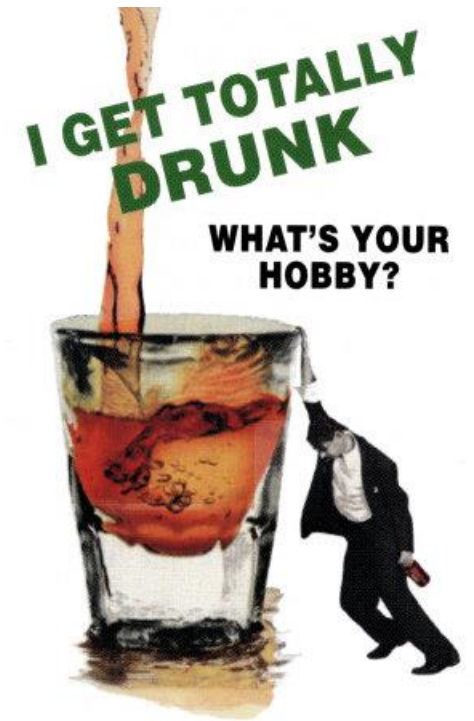
Don't be a park-bench drunk!



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FACTS ABOUT ALCOHOL



Published in the interest of a more sustainable, healthy lifestyle rather than being a captive of drugs!

