### High-Risk Drinking

Minneapolis City Council December 1, 2008

#### Minnesota Licensed Beverage Association Supported Legislation

The MLBA supported the introduction of H.F.1854 on March 8, 2008:

"...relating to liquor; regulating advertising; banning free drinks and other promotional tools of retailers..."

#### High-Risk/Binge Drinking

- Most binge drinking is done in public, at bars and at parties.
- It is very much a social behavior and it is perceived as the norm.
- About 12 percent of binge drinkers report driving soon after drinking.

#### High-Risk Drinking

Young adult alcohol use today includes a number of games and paraphernalia that allow for consuming a large amount of alcohol in a short period of time.

#### Among them:

- Beer bongs
- Beer Pong
- Edward Forty Hands

## Beer Bong



## Beer Pong



#### Edward Forty Hands AKA: 80 Ounces to Freedom



# A Fundraiser for the Minneapolis Jaycees In December, 2007



#### **Drink Specials**

Among the drink specials that encourage high-risk drinking:

- Bottomless cups
- Bladder Busters
- Fishbowls with straws,
- Long Island ice teas
- Ladies' Nights

#### Drunken Spelling Bee

Nightwatch notes: A drunken spelling bee

By Tom Horgen, Star Tribune January 17, 2008

Catch a buzz at the bee

Oh, this is pure genius. On Feb. 2, the 331 Club in northeast Minneapolis will host the **1st Annual Drunken Spelling Bee**. Yes, you heard it right, and yes, you are just as excited as I am. The competition will feature themed spelling rounds that will include topics such as celebrity names, hipster phraseology, alcoholic beverages and naughty words...

#### Alcohol Energy Drinks

Mixing a stimulant with a depressant

May be mixed or premixed

Generally caffeine, guarana, ginseng or ephedra

Consequences:

- Alert intoxicated people
- Heart strain
- Dehydration
- Possible seizures

#### **Alcohol Energy Drinks**

- Associated with increased binge drinking
- Twice as many episodes of weekly drunkenness
- Significantly more alcohol-related consequences:
  - including being taken advantage of sexually,
  - taking advantage of another sexually,
  - riding with an intoxicated driver,
  - being physically hurt or injured, and
  - requiring medical treatment

Caffeinated cocktails: energy drink consumption, high-risk drinking, and alcohol-related consequences among college students. O'Brien MC, McCoy TP, et al, May 2008

#### Among the Consequences

U of M Students (Ages 18-24)

