



ALCOHOL & me

How your day starts depends on how last night ended.

47% of New Zealanders are interested in making a change to the way they drink – are you one of them?

Do you want to know how to optimise your health while also enjoying a drink?

Are you interested in being a more responsible host?

ALCOHOL & me

For more information contact Lion's **Alcohol&Me** programme Manager, Jude Walter, on alcoholandme@lionco.com or 027 286 3961

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When you know what happens when you drink and you are aware of the unseen effects of drinking on the body, you are well equipped to make smart decisions about your drinking.

Introducing **Alcohol&Me** – a highly interactive and informative programme that provides information and real world tools to help you make smarter decisions about your drinking.

Developed by Lion, New Zealand's largest drinks company in 2012, **Alcohol&Me** draws on expert information from New Zealand and around the world to help you understand more about alcohol and its effects on the body and mind.

Alcohol&Me is available free of charge to all New Zealanders via an online self-directed module: alcoholandme.org.nz

The online programme is made up of 5 modules which can be completed over a period of time.

For businesses and organisations, **Alcohol&Me** can be delivered either online, as a 60min facilitated group quiz session (think pub quiz without the alcohol) or as a 3 hour face-to-face group workshop with an

Alcohol&Me facilitator who uses a range of teaching tools including quizzes, videos, demonstrations and group activities to cater for different learning styles and skills sets. A fee applies for these workplace based programmes. Please contact the Programme Manager for full details.

What's in it for me

- Fun and engaging way to improve your knowledge of alcohol and how it affects your health
- Improved confidence in knowing how to stay safe and social when you drink
- Safe drinking tips and ideas to share with family and friends

What do people who have completed the programme have to say about it?

"I'm pleased to say I've been re-educating my weekend wine friends on a few things which they were also intrigued with"

"A really informative and motivating session.....really engaging content"

"I found it really, really interesting and very useful for myself and as a mother/parent of a teenager "

"A powerful tool to change people's perceptions and illusions about their own drinking"



Helping you to make good decisions about drinking alcohol.

Understanding Standard Drinks

Know your standard drinks and keep count to stay safe and sociable.

A standard drink is a drink containing 10g of pure alcohol. The average adult liver can only process one standard drink per hour, and only one drink at a time. So, three standard drinks will take you three hours to process and there is no way to speed this process up.

For more information visit AlcoholandMe.org.nz

1 standard drink is not always one bottle or one glass.

Take a look...



1 Standard drink = 510ml

330ml Bottle/can = 0.7 standard drinks



1 Standard drink = 330ml

330ml Bottle/can = 1 standard drinks



1 Standard drink = 255ml

330ml Bottle/can = 1.3 standard drinks



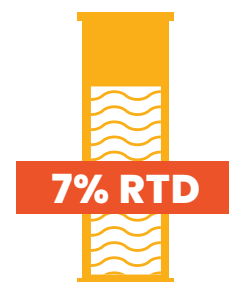
1 Standard drink = 100ml

750ml Bottle = 7.7 standard drinks



1 Standard drink = 30ml*

1 Litre Bottle = 31.6 standard drinks



1 Standard drink = 180ml

250ml can = 1.4 standard drinks