

MEASURED DRINK*

Each of these drinks has about the same amount of pure alcohol.



1.5 oz. of 80 proof distilled spirits (whiskey, gin, vodka, etc.)



12 oz. of regular beer or wine cooler or 8 oz. of malt liquor



5 oz. of wine

* Figures are only accurate if drinks are measured.



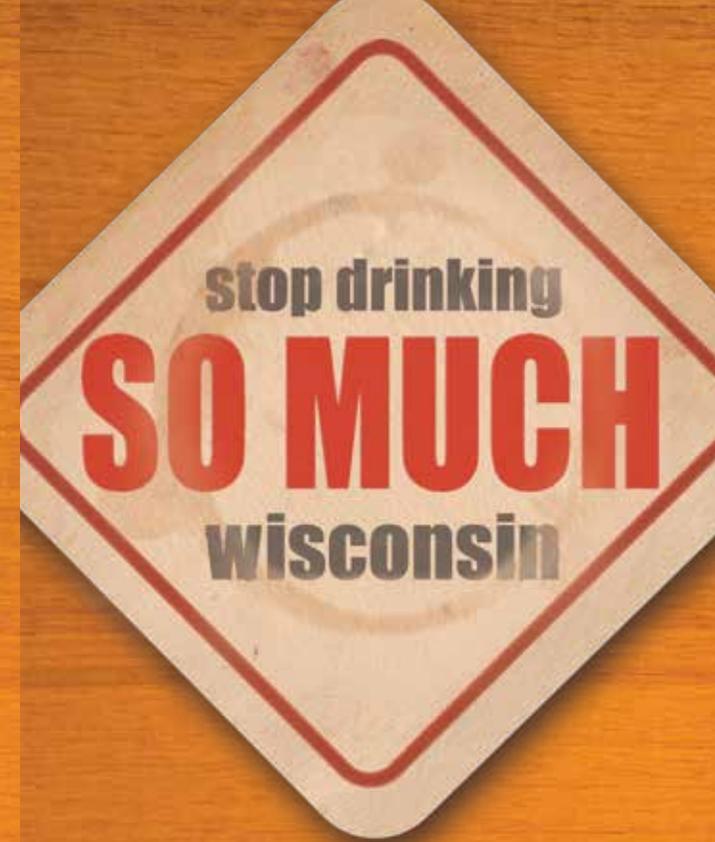
IMPACT — 414-256-4808
In Southeastern Wisconsin, dial 2-1-1
www.impactinc.org

IMPACT offers free and confidential alcohol and drug assessments performed by certified counselors and other AODA professionals. You may contact IMPACT for yourself or on behalf of a loved one. Counselors are available by phone to talk through the situation with you, clearly identify the problem, assess the severity, help assemble a plan of action, and connect you with the appropriate resources.

Office assessments are available by appointment. Also find an on-line screening tool at www.impactinc.org.



WE GRATEFULLY ACKNOWLEDGE OUR PARTNERS
FOR THEIR GENEROUS SUPPORT:



RISKY DRINKING

KNOW YOUR LIMITS.
LIMIT YOUR RISKS.



www.impactinc.org



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LIMIT YOUR RISKS.

Men: No more than 4 drinks on any day.
Not to exceed 14 drinks in a week.*

Women: No more than 3 drinks on any day.
Not to exceed 7 drinks in a week.*

* These research-based guidelines were created by the National Institute on Alcohol Abuse and Alcoholism, of the National Institutes of Health, for healthy adults under 65 years old. For some people, such as those with certain medical conditions or those taking medications, it is not safe to drink any alcohol.

WHAT ARE THE RISKS?

You may have heard that light to moderate drinking can be good for the heart. However, with heavy drinking any potential benefits are outweighed by greater risks. Even if you do not drink regularly, an incidence of binge drinking can expose you to serious harm.

- Accidents, injuries and death
- Jeopardy to personal safety
- Aggression and physical abuse
- Interpersonal relationship problems
- Poor performance at home and at work
- Financial and legal difficulties
- Physical and mental health problems

CAN YOU CONNECT THE DOTS?

IMPACT's goal is to help people "connect the dots" between their risky drinking and problems they may be experiencing. For some people, the realization that they are putting themselves — and others — in danger is enough to moderate the amount of alcohol they consume. For others, the ability to recognize ways in which they have already been harmed is motivation to seek help before a problem has life-changing consequences.

In the past year, have you

- Felt guilty, embarrassed or defensive about your behavior during/after drinking?
 - Taken a medication while drinking that should not have been mixed with alcohol?
 - During or after drinking, acted in a way that you ordinarily would not have? (been verbally abusive to your child or significant other, etc.)
 - Had times when you ended up drinking more than you intended?
 - Gotten into situations during/after drinking that increased your chances of getting hurt? (such as driving, swimming, using heavy machinery, leaving with strangers, having unsafe sex, falling asleep while smoking, etc.)
 - Injured yourself or someone else while under the influence of alcohol?
- Missed work or arrived late to work because of your drinking?
 - Had to drink much more than you once did to get the effect that you want?
 - Continued to drink even though it was making you feel depressed or complicating a health problem?
 - Been unable to remember what happened during and/or after an episode of drinking; or passed out?
 - Found that drinking or being hungover interfered with your ability to take care of your children or manage other family responsibilities?
 - Given up or cut back on activities that were important or interesting to you in order to drink?
 - Gotten arrested, been held at a police station, or had other legal problems because of your drinking?
 - Received an ultimatum from a spouse, significant other, friend, or employer to reduce your alcohol use or face consequences?
 - Found that, when the effects of alcohol were wearing off, you had withdrawal symptoms such as trouble sleeping, shakiness, restlessness, nausea, sweating, a racing heart, or a seizure?



To take an alcohol screening or to learn how to reduce your risk, cut down on your drinking, or build drink refusal skills, please visit www.impactinc.org/impact-awareness/.

stop drinking
SO MUCH
wisconsin

RISKY DRINKING IS LIMITING OUR POTENTIAL

Culture shifts don't happen overnight, especially with regard to the drinking culture in Wisconsin. But alcohol's role in the special occasions and daily habits of our lives has made drinking its own tradition — and drinking to get drunk — a celebrated ritual.

IMPACT is seeking to educate adults 21+ years old who drink in ways, or at times, that pose significant risk to themselves and others. If we want younger generations to develop safer and healthier attitudes about alcohol, we need better role models.

Call IMPACT at (414) 256-4808 for free and confidential consultation, assessment and referral services. Or, simply dial 2-1-1 in the 9-county region of Southeastern Wisconsin, 24 hours a day, seven days a week.