Binge Drinking PSA (:60)

Binge drinking, a common and dangerous behavior for all ages, is defined as four or more drinks for a woman and five or more drinks for a man over a short period of time. This risky pattern of drinking contributes to over half of the 79 thousand deaths due to alcohol each year, and a range of health and social problems, including unintended pregnancy, sexually transmitted diseases, interpersonal violence, and death through car crashes.

Most binge drinkers are adults who drink too much from time to time and are *not* alcohol-dependent or alcoholics.

Effective strategies to create an environment that discourages binge drinking include increasing alcohol taxes, reducing the number of places where people can purchase alcohol, and reducing the days and hours when alcohol is sold.

Binge drinking is a clear health threat for the drinker *and* for society. Be responsible to your family, your community, and yourself. Don’t binge drink.