DID YOU KNOW?
• Most UB students drink 0-4 drinks when they socialize (Freshmen survey, 2014)
• Most UB Freshmen report drinking alcohol only 1-2 days per month (UB NCHA Survey, 2013) and 75% of them set a drink limit when they go out (Freshmen survey, 2014)

STANDARD DRINK SIZES
All of these drinks contain the same amount of alcohol

Your liver can process one standard drink per hour

WHEN UB STUDENTS CHOOSE TO DRINK, THEY...
• Know their limits and set them ahead of time
• Keep track of their drinks and pace them to one per hour
• Avoid mysterious drinks with unknown alcohol content (aka Jungle Juice)
• Alternate alcoholic and non-alcoholic drinks
• Eat before and during drinking
• Choose a drink with lower alcohol content
• Use the buddy system to make sure everyone has fun and gets home safely

IF YOU CHOOSE TO DRINK, PACE YOURSELF & FEEL BETTER
Drink one standard drink per hour to feel buzzed, relaxed and more social. You will be less likely to blackout, feel sick, regret something you did or get a hangover from drinking if you use this strategy.

DO NOT MIX ENERGY DRINKS WITH ALCOHOL
• Since caffeine makes you feel “less drunk” than you really are, you may drink more than you should - increasing your risk of alcohol poisoning
• Caffeine and alcohol are both diuretics, leading to dehydration (and really bad hangovers)

AVOID DRINKING GAMES
• They encourage you to drink a lot of alcohol in a short period of time
• It is hard to keep track of your drinks if you are focused on playing the game
• Studies show that moderate drinkers who would not normally drive drunk are more likely to do so after they have played drinking games

SIGNS OF ALCOHOL POISONING/OVERDOSE
• Breathing slower than normal or irregularly
• Passed out or semi-conscious and cannot be awakened
• Cold, clammy, have pale or bluish skin color
• Vomiting

If any of these signs occur, get help! Don’t do it alone!
• If on campus, call 716-645-2222;
• If off campus, dial 911
• Stay with the person until help arrives

Good Samaritan Policy
The University will be more lenient when you are helping a friend, even if you have broken a policy. http://www.ub-judiciary.buffalo.edu/samaritan.php

Step up, make a call!
WHY DOES ALCOHOL AFFECT WOMEN MORE THAN MEN?

• Women tend to weigh less than men
  People who have a smaller body mass achieve higher blood alcohol concentrations sooner.

• Women have 10% less water in their bodies and a higher percentage of body fat than men
  Thus, women reach higher blood alcohol concentrations with less alcohol than men.

• Women have 70-80% less of the stomach and liver enzyme that breaks down alcohol
  This enzyme aids in the metabolism of alcohol before it enters the bloodstream and in the filtering of blood in the liver to remove alcohol.

• Hormone differences affect blood alcohol concentration
  One week prior to menstruating, people who menstruate maintain the peak degree of intoxication for longer periods of time. This peak is attributed to an increase in estrogen. Taking an increased amount of estrogen (birth control, hormone therapy, etc.) also makes individuals more sensitive to alcohol. For more information, please consult your doctor.

• Women may be more likely to drink Jungle Juice and other sweet alcoholic drinks with high alcohol content
  Jungle Juice is made up of hard liquor (sometimes grain alcohol which is 99% pure alcohol) and assorted fruit juices served in large tub-like containers. One glass could equal ten drinks because the alcohol content is unknown.

• Women who abuse alcohol become addicted more quickly than men
  It takes an average of six years for women to experience the negative consequences of alcohol abuse, while it takes men about 13 years.

NOTE: The above differences are based on biological sex and not gender identity. If someone identifies as transgender or gender non-conforming, their blood alcohol concentration would be impacted by alcohol consumption and biological sex assigned at birth.