

Binge drinking

‘Binge’ or ‘extreme drinking’
is irresponsible and dangerous

Whether labelled ‘binge drinking’, ‘extreme drinking’ or ‘heavy episodic drinking’, any pattern of drinking that involves rapid intoxication or intoxication for an extended period of time carries the potential for considerable social, psychological and physical harm, and should be avoided.

While there is no universal scientific or medical definition of what constitutes ‘binge’ or ‘extreme’ drinking, it usually means drinking excessive amounts of alcohol in a short period of time. Whatever the definition, the important thing is what can be done to prevent it.

Binge drinking carries the potential for considerable social, psychological and physical harm

Binge drinking can take a toll on the body and be dangerous. It can cause or contribute to:

- Alcohol poisoning
- Accidents, including car accidents
- Brain or neurological damage
- Gastrointestinal tract damage
- Risky behaviour (such as unprotected sex)
- Alcohol dependence
- Stroke or cardiovascular problems
- Poor academic performance.
- Absenteeism

Binge drinking not only affects the person who is drinking but it can affect others who are exposed to, and who may rely on, them. If a binge drinker fails to make responsible choices, those who either are not drinking or who drink responsibly can be subjected to problems ranging from rude or loud behaviour to accidents caused by drunk driving.



take action

Binge or extreme drinking can happen at any stage of your life; it's not just a problem for underage drinkers.

No matter how old you are, it's irresponsible and dangerous. You shouldn't binge drink.

talkingalcohol.com

is a site dedicated to helping people make informed choices about alcohol



other websites

These sites contain further information that you may find useful. However, SABMiller is not responsible for the content of these sites.

- Centers for Disease Control and Prevention (US), Quick Stats: Binge Drinking
www.cdc.gov/alcohol/fact-sheets/binge-drinking.htm
- College Binge Drinking
www.collegebingedrinking.net/about-us.html
- International Center for Alcohol Policies, Extreme Drinking
www.icap.org/PolicyIssues/ExtremeDrinking/

- Narconon, Johannesburg, South Africa, Alcohol and Binge Drinking
www.stopaddiction.co.za/P20050319093711354.htm
- NIAAA (US), College Drinking: Changing the Culture
www.collegedrinkingprevention.gov/
- NSW Office of Drug & Alcohol Policy, Australia – Binge Drinking
www.alcoholinfo.nsw.gov.au/preventing_abuse_and_harm/binge_drinking