

Playing sport

Playing sport and drinking alcohol don't go together

Athletes achieve optimal performance through hard practice, intense exercise and being at the peak of performance both mentally and physically. Drinking alcohol before or during vigorous sports or exercise not only increases your risk of losing to the other team but also the risk of injuring yourself - and other people. That's because alcohol affects your judgement, accuracy, coordination and reaction times.

If you do get injured, any alcohol in your body can increase the severity of the injury and slow down your recovery to optimal performance.

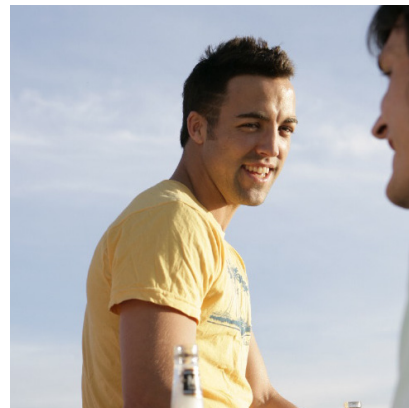
When you're playing sport or taking vigorous exercise, you need to stay alert and in control. In sports such as water sports and cycling, one mistake can have tragic consequences.

So what happens if you combine alcohol with vigorous sports and exercise?

- Loss of accuracy
- Loss of body heat
- Poor coordination
- Dehydration/muscle cramping
- Decreased endurance
- Slower reaction times

Exercise and alcohol don't mix

Alcohol affects your performance and increases the risk of injury.



take action

If you're going to do sport or exercise, don't risk injuring yourself or others, or impair your performance, by drinking alcohol. The American College of Sports Medicine advises athletes to avoid alcohol beyond low-amount social drinking for the 48 hours before an athletic event and to rehydrate and consume food before consuming an alcohol beverage post-exercise.

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.

- Alcohol Advisory Council of New Zealand, Sport
www.alac.org.nz
- American College of Sports Medicine, Alcohol and Athletic Performance
www.acsm.org/AM/Template.cfm?Section=Current_Comments1&Template=/CM/ContentDisplay.cfm&ContentID=8676
- Australian Institute of Sport, Alcohol and Australian Sport
www.ausport.gov.au/ais/nutrition/factsheets/basics/alcohol_and_australian_sport
- NSW Government – Alcoholinfo, Alcohol & Sport
www.alcoholinfo.nsw.gov.au/injury_and_trauma/alcohol_and_sport
- University of Georgia, Alcohol and Athletic Performance
www.uhs.uga.edu/aod/athletic-performance.html
- University of Notre Dame, Office of Alcohol and Drug Education, Alcohol and Athletes
www.oade.nd.edu/educate-yourself-alcohol/alcohol-and-athletes/