

Alcohol Education PSAs, 2001

Low-Risk Drinking Guidelines



Low-Risk
Drinking Guidelines
Directives de consommation
d'alcool à faible risque

www.lrdg.net

Drinking & Heart Health PSA #1

(30 sec.)

Voice-over:

You know those studies showing a glass of red wine is good for you? And if it's not red wine, it's bound to be some other drink:

clip: Did you hear that one one glass of beer may be better for you than a glass of red wine. What do you make of it? Oh, it's hokey. Give me a break.

Voice-over:

Get the facts - about health, about drinking. The low-risk drinking guidelines from the Centre for Addiction and Mental Health. 1-800-463-6273.

Maximize life. Minimize risk.

Myths re: Alcohol & Health PSA #2

(30 sec.)

Voice-over:

When it comes to drinking, the study many people want to believe is the one that shows red wine is good for you:

clip: I like to believe it because that's my favourite drink. That's my drink of choice So yeah, I believe it. Is it a myth?

Voice-over:

Get the facts. The low-risk drinking guidelines from the Centre for Addiction and Mental Health. 1-800-463-6273.

Maximize life. Minimize risk.

Pacing Yourself PSA #3

(30 sec.)

Voice-over:

Most people can remember a night when they drank too much - way too much.

clip: *Man:* I'd say I know now how to drink to have a certain type of evening . whereas before when I was younger, I just... *Woman:* You just drank. *Man:* I just drank... *Woman:* a lot... *Man:* I just drank a lot... (laughter)

Voice-over:

Pace your drinking. Get the low-risk drinking guidelines from the Centre for Addiction and Mental Health. 1-800-463-6273.

Maximize life. Minimize risk.

Gender Differences PSA #4

(30 sec.)

Voice-over:

How much do you drink? Women often answer that question differently than men.

clip: *Man:* I'm into my second beer and that's unusual. *Woman:* Well that's my fourth sip. (laughter) *Man:* My beer, she is drinking half my beer (laughter)

Voice-over:

In the battle between the sexes, get some guidelines. The low-risk drinking guidelines from the Centre for Addiction and Mental Health. 1-800-463-6273.

Maximize life. Minimize risk.

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