

ALTHOUGH THE WORD 'ALCOHOL' SOUNDS MORE SERIOUS THAN 'A DRINK' OR 'A COUPLE ON A FRIDAY NIGHT', THERE ARE STILL SERIOUS EFFECTS TO LONG TERM HEAVY DRINKING.

Because drinking alcohol is done socially or as part of other activities, the effects can be forgotten about, but a third of men and a fifth of women drink harmful levels of alcohol each week.

KNOW Y**OUR** FOOD

THE HARMFUL EFFECTS OF DRINKING ARE ALMOST ENTIRELY RELATED TO THE ALCOHOL CONTENT OF WHAT YOU DRINK, NOT THE TYPE OF DRINK.

In other words, beers are no safer than spirits. What matters is how much you drink: A unit of alcohol is the equivalent of a shot of spirits (35ml), a glass of wine (125ml) or half a pint of beer.

HERE ARE SOME HANDY TIPS TO AVOID BINGING AND HELP MANAGE YOUR ALCOHOL LEVELS:

- Keep track of what you drink if you're at home, buy an alcohol measure and use it to count the units
- Buy smaller glasses and make bottles go further rather than filling huge glasses in one go
- Drink just with dinner rather than for the whole evening
- Eat a healthy meal before you head out for the evening and snack regularly to help delay the absorption of alcohol
- Have smaller measures or half pints in bars or pubs to spread out your consumption
- Have soft drinks in between alcoholic ones
- With almost a fifth of all road accidents and an estimated 17 million working days lost due to alcohol, sometimes the hangover is far more than a headache.





ALCOHOL FACTS

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As a guide men should try and drink no more than 4 units a day, women 3.

Unlike diets, units can't be saved and used all in one go – drinking more than twice the daily unit guidelines on any one drinking occasion qualifies as a 'binge'.

