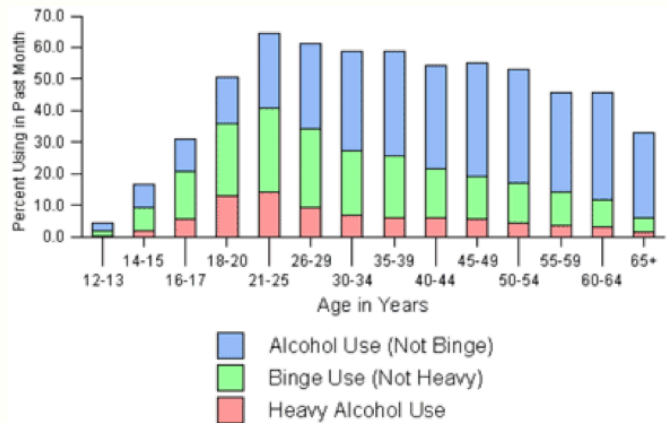


Tracking Alcohol Consumption

The problem

With insufficient knowledge of oneself and their limits, binge drinking becomes extremely prevalent amongst college students. Of the 80% of college students who drink, about half of them binge drink¹. Intoxication leads to bad choices. About 600,000 college students each year between the ages of 18 and 24 are injured because of alcohol-related incidents¹. Additionally, about 1,825 college students are killed each year because of alcohol-related incidents¹. Armed with the proper knowledge, one can easily prevent mishaps when the situation arises.



Heavy alcohol use peaks at ages 18 - 25

Analysis

According to a recent study, alcohol consumption among college students has reached a historic low of 78% in 2013—a decrease of 18% proportionally since 1993². Although the trend seems to be decreasing, the problem of binge drinking still persists among many college students. Some risk factors for binge drinking include trying to conform, coping with personal issues, getting drunk, and enhancing social interaction. Currently there are a number of tactics to monitor alcohol intake—such as having a sober buddy and tallying drinks.

1. College Drinking. (n.d.). Retrieved January 10, 2015, from <http://www.niaaa.nih.gov/alcohol-health/special-populations-co-occurring-disorders/college-drinking>

2. Binge Drinking Statistics. (n.d.). Retrieved January 10, 2015, from <http://responsibility.org/binge-drinking/statistics>