

About The Program . . .

The American Trauma Society (ATS), PA Division developed "C₂H₅OH, Dying to be the Life of the Party!" to target high risk alcohol consumption. This project is the result of a task force organized by ATS consisting of 28 organizations, legislators, college and university representatives, and other concerned citizens.

Our goal is two-fold:

1. To educate students about the risks associated with binge drinking.
2. To provide information on the signs and symptoms of Acute Alcohol Poisoning and how to respond quickly and appropriately.

The video, "C₂H₅OH", is a 30-minute presentation discussing the consequences of high risk alcohol consumption. It chronicles a female college student who is determined to get drunk during a night of partying. After an evening of game playing and intense alcohol consumption, there is a tragic outcome.

Interviews with John M. Templeton, Jr., M.D., FACS and Julia Cox, R.N., MS Ed., explain in detail the medical effects of excessive alcohol consumption. This is followed by an interview with Kay Hawk, whose son died of Acute Alcohol Poisoning during "Hell Night" at a fraternity in 1994.

The video concludes with photos of students who died as a result of high risk drinking.



"C₂H₅OH" is available to colleges and high schools in Pennsylvania at no charge. The complete program includes the video and a facilitator's guide. To order "C₂H₅OH", or for more information on it or our other injury prevention programs, please contact:



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dying to be the life of
the party!



The American Trauma Society Pennsylvania Division

The American Trauma Society, Pennsylvania Division (ATSPA), is a non-profit organization dedicated to preventing serious injury and/or death due to trauma.

Alcohol consumption is often associated with the social scene and having a good time. It is often accepted as a rite of passage in today's society. But remember, in the 15-24 age group, alcohol is a key factor in the leading causes of death: car crashes and other unintentional fatalities; homicides; and suicides.

Alcohol can also kill directly. Students who "binge" drink can become victims of Acute Alcohol Poisoning. ATSPA designed this project to increase awareness of alcohol abuse among students. High risk drinking often begins between ages 12 and 13. Alcohol consumption decreases during adolescence, then peaks during the 18-22 age range.

Across the United States, an average of one student dies every week from Acute Alcohol Poisoning. The American Trauma Society, PA Division, along with the Pennsylvania Department of Health, urges students to learn about Acute Alcohol Poisoning.

A few shots of truth:



- ✓ Blood alcohol content (BAC) continues to rise for 30 - 90 minutes after drinking has stopped before it reaches its peak level.
- ✓ The only thing that will remove alcohol from your system is time - not exercise, not coffee, not a cold shower. Only time will allow the body to rid itself of alcohol - and the more you drink, the longer it will take.
- ✓ Ten hours after you sober up, your reasoning ability, movement control and reaction speed are still limited.
- ✓ Under Pennsylvania Law, a person under 21 with a BAC of .02% is considered to be under the influence.
- ✓ 1400 students nationwide die every year from alcohol-related causes.

What Is Acute Alcohol Poisoning?

Acute Alcohol Poisoning occurs after a large amount of alcohol is ingested, causing the heart to slow and breathing rate and blood pressure to drop. When these vital centers are significantly depressed, unconsciousness results. This is one step away from a coma — and possibly death.

If the drinker:

- ✓ Does not respond to talking or shouting
- ✓ Cannot stand up
- ✓ Will not wake up
- ✓ Has slow, labored breathing (less than 12 breaths per minute)
- ✓ Has clammy, purple(ish) skin
- ✓ Has decreased pulse rate and/or irregular heart rhythm
- ✓ Has extremely low blood pressure

Then you should:

- ✓ Try to wake the person - call his/her name, pinch the skin.
- ✓ Turn the person on his/her side and position an arm under the head to provide support to prevent aspirating vomit.
- ✓ If you see any of the above signs, call 911 and stay with the person until help arrives.
- ✓ Be honest with EMS crew. Tell them what and how much the patient had to drink.



One Drink = 1.5 oz. 80 proof liquor - 5 oz. wine - 12 oz. beer/wine cooler - 8 oz. malt liquor

*Malt liquor looks and tastes like beer but contains 50 percent more ethanol (C₂H₅OH)