
Alcohol In Energy Drinks

A Growing Concern



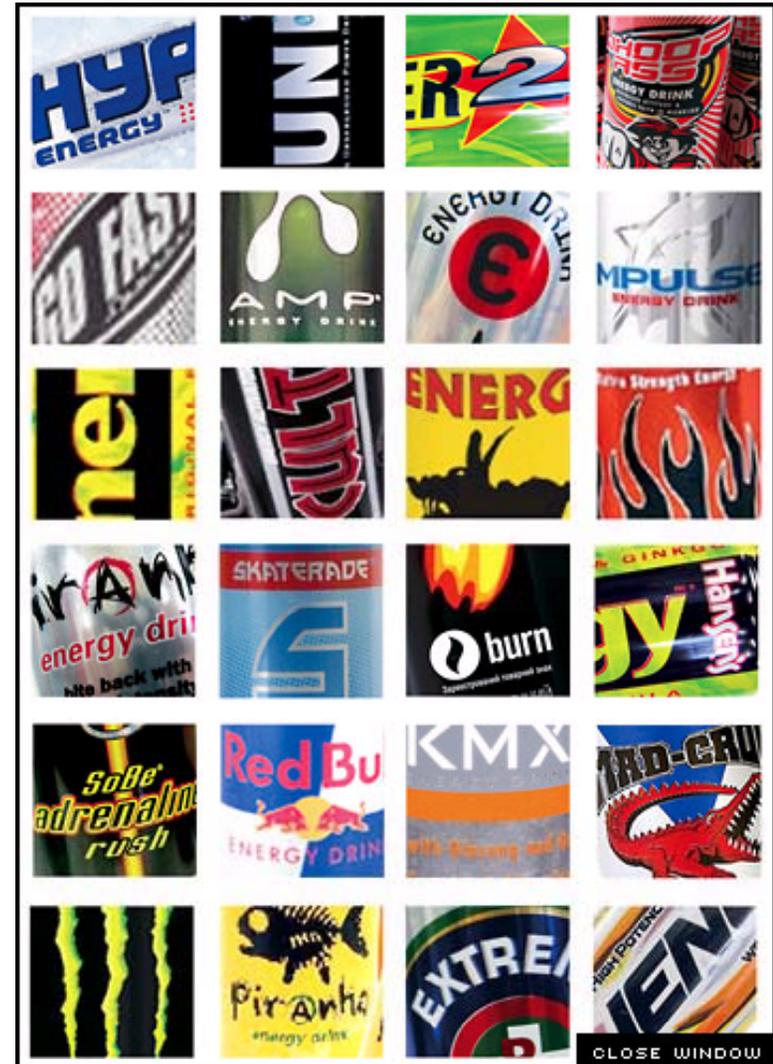
Army Substance Abuse Program
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The Problem

- Public health and safety officials have become alarmed by the newest entry into the world of alcoholic beverages. Alcoholic energy drinks are prepackaged beverages that contain not only alcohol but also caffeine and other stimulants.
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What's In These Drinks?

- The Food and Drug Administration (FDA) limits caffeine to 65 milligrams per serving of a food or beverage.
- Energy drinks are currently not regulated by the FDA. Some can contain as much as 300 milligrams of caffeine in a single serving.
- And then add alcohol to ALL that caffeine?



What's In These Drinks?

- At 23½ ounces and 9.9 percent alcohol, a single can of Joose is the equivalent of three beers and eight cups of coffee.



NOTE: The State of Kentucky requires that energy drinks with alcohol content be placed with other alcoholic beverages.

Why Is It So Dangerous?

- Since energy drinks are stimulants and alcohol is a depressant, the combination of effects can be dangerous.
 - Fatigue is one of the ways the body normally tells someone that they've had enough alcohol to drink. Since these energy drinks also contain a stimulant (caffeine), the effects are masked so you may not realize how much alcohol you have consumed.
 - Alcohol and caffeine are very dehydrating which can hinder your body's ability to metabolize the alcohol.
 - We recommend not to drink these with medication.
 - Dehydration when working in hot environments can also increase the risk of heat related illnesses.
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Why Is It So Dangerous?

- The stimulant effect can give the person the impression they aren't impaired. No matter how alert you feel, the alcohol in the drink will raise your blood alcohol concentration (BAC) just like having alcoholic drinks.
 - Once the stimulant effect wears off, the depressant effects of the alcohol will remain. Serious alcohol induced sickness can occur such as vomiting while asleep or respiratory depression.
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Alcoholic Energy Drinks Even Look Like Regular Energy Drinks



- This new line of alcoholic beverage product is extremely similar in look to the popular energy drinks that contain no alcohol.
- Clerks and retailers may not be able to differentiate between nonalcoholic and alcoholic beverages being sold.

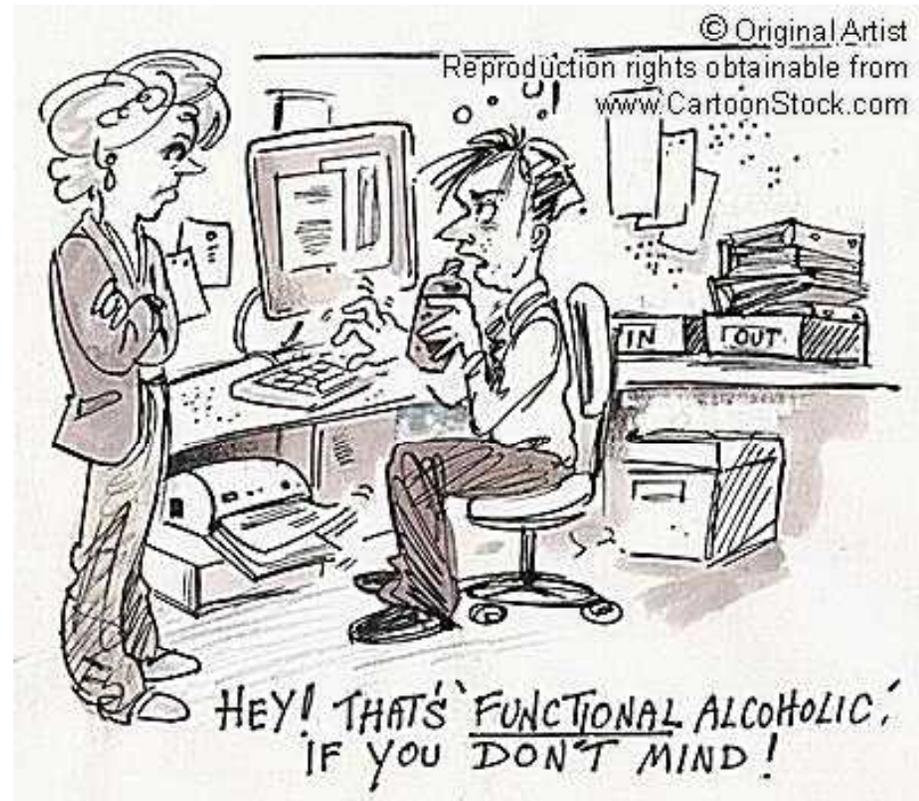
What is the minimum legal age to buy alcoholic beverages?

Has Potential For Being a Serious Problem on Our Facilities

- If Clerks and Retailers are having trouble telling the difference between the two, it will be challenging for our Soldiers/civilians/family members to do the same.
 - How do we know if a Soldier/civilian/family member is drinking a regular energy drink on his lunch break as opposed to an alcoholic one?
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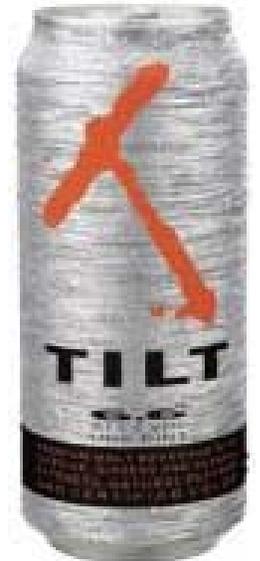
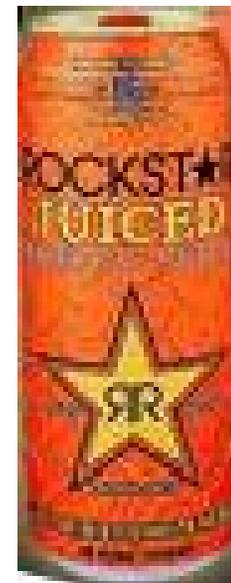
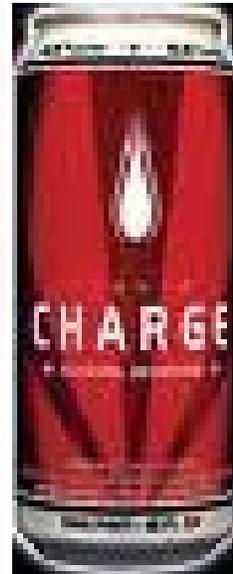
Has Potential For Being a Serious Problem on Our Facilities

- There are NO drugs or alcohol allowed in our facilities. An alcoholic energy drink would be the perfect way to disguise what you are drinking.
- This poses a threat to our operations and the safety of our Troops and DOD civilians.



Can You Tell the Difference?

Which of these have alcohol in them?



How'd You Do?

- If you chose Sparks, Charge and Tilt, you are correct.
- If not, let's discuss how you can better identify the different types.



These 3 Contain Alcohol

Examining the Container

- If you are suspicious of someone drinking an energy drink containing alcohol onsite, check the container.
- Any alcoholic drinks are required to show the Alcohol Volume (ALC VOL) on the can/bottle.
- In this case, Sparks Energy drinks contain 6.0% ALC VOL.



Examining the Container



- People think they can get away with having a few of these at work and can drive when they leave the job site, because they look like a regular energy drink.
- No matter how alert a person may feel, their blood alcohol concentration (BAC) will be the same as having several alcoholic drinks.

Raise Awareness

- It is up to us (those that are aware) to ensure
 - underage Soldiers aren't buying these alcoholic drinks,
 - that retailers aren't selling these drinks to them
 - and that our military and civilian employees aren't drinking them on the job.
 - Don't let the labels fool you. These drinks are not as harmless as they appear.
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Fort Knox Army Substance Abuse Program Employee Assistance Program



**For more Information Contact:
Your Unit Prevention Leader or
The Fort Knox ASAP CEAP**

502-624-8361/1532
