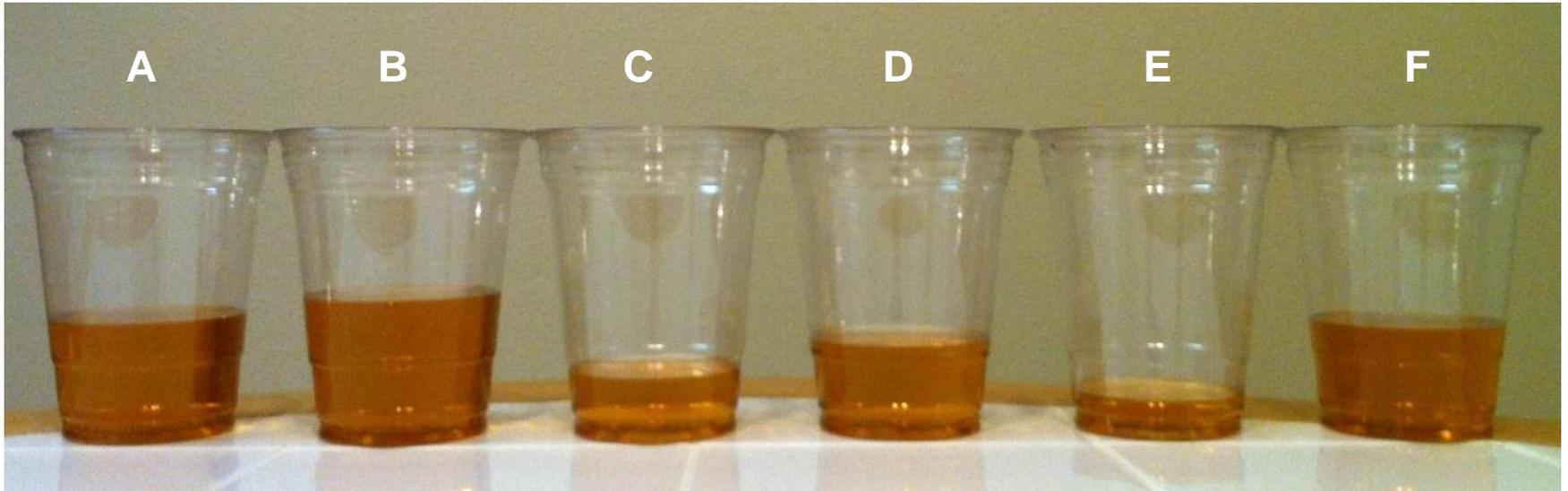


# The Expectancy Challenge

# Which Cup Shows A Standard Drink?



# A Standard Drink...



=



=



One 12 oz.  
**beer**  
(5% alcohol)

One 5 oz.  
**glass of wine**  
(12% alcohol)

1.5 oz. of  
**distilled spirits**  
(40% or 80 proof)

# A Standard Drink...

---



Beer (2<sup>nd</sup> from top line)

Malt Liquor

Wine (2<sup>nd</sup> from bottom line)

Liquor (bottom line)



"Yard" of beer = 4-6  
Standard Drinks



"Boot" of beer = ~5-  
6 Standard Drinks



A pint (16 oz) = 1.3  
Standard Drinks



Pitcher of Beer = 4-5  
Standard Drinks



Tall or "Double" shot  
Filled = 2 SD  
Filled up half = 1 SD



All one Standard Drink



24 oz Malt-liquor Energy  
drink = 5 Standard Drinks

# WORD LIST

Less nervous

Relaxed

Cool

Active

Sleepy

Goofy

Cocky

Slow

Less Upset

Content

Smart

Nice

Dizzy

Talkative

Sick

Friendly

Wild

Crazy

Funny

Calm

Good

Happy

Fun

Carefree

Loud

Jolly

Hyper

Pretty

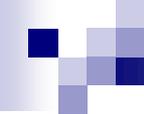
Outgoing

Nauseous



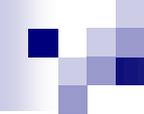
Alcohol as a prescription drug.





*Complete this sentence:*

***“Drinking alcohol makes a person . . .”***



# Alcohol makes a person....

**List 1**

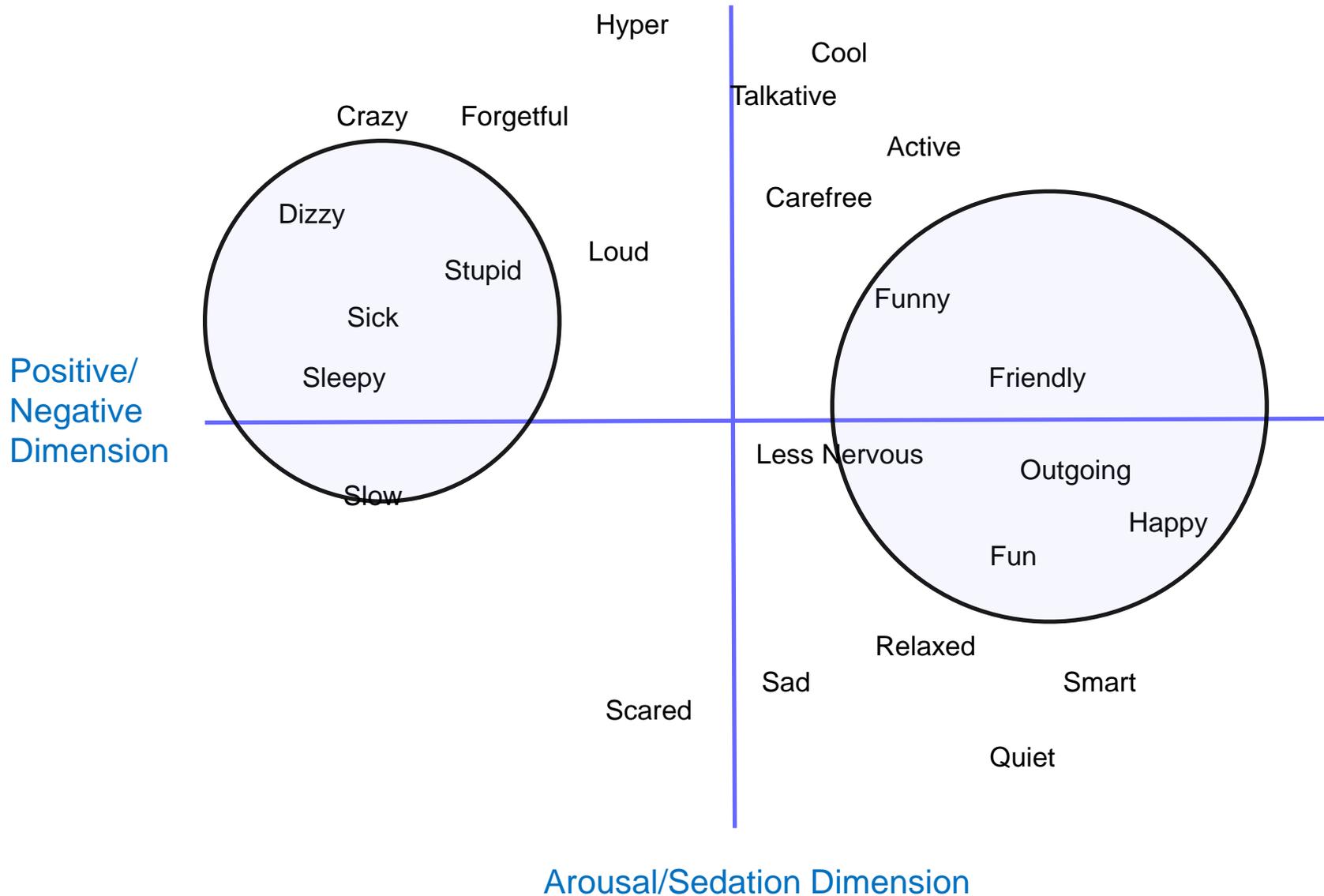
**List 2**

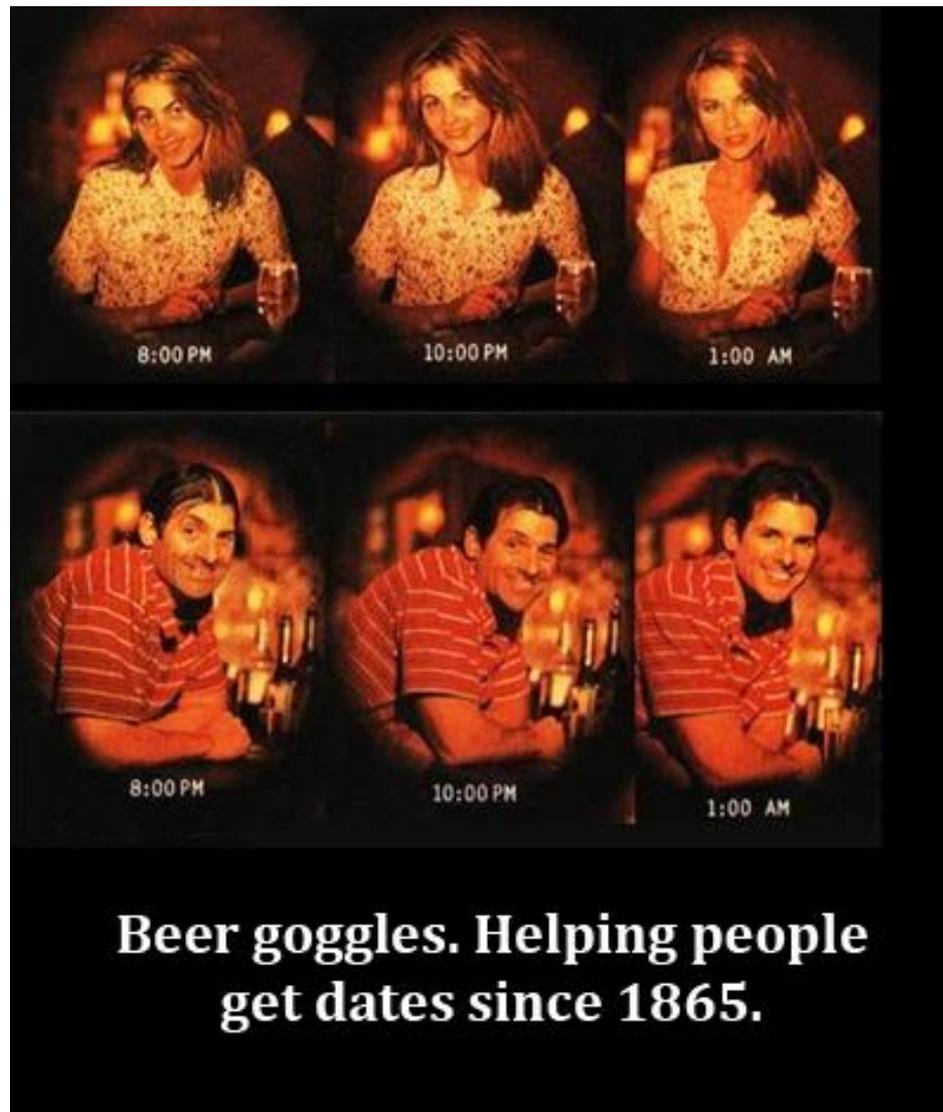


# Physical Effects & Expectancy Effects

- Physical Effects: Direct pharmacological or biological effects of a drug.
- Expectancy Effects: Effects people associate with a drug whether or not the drug actually causes the particular effect.

# Alcohol Memory Map





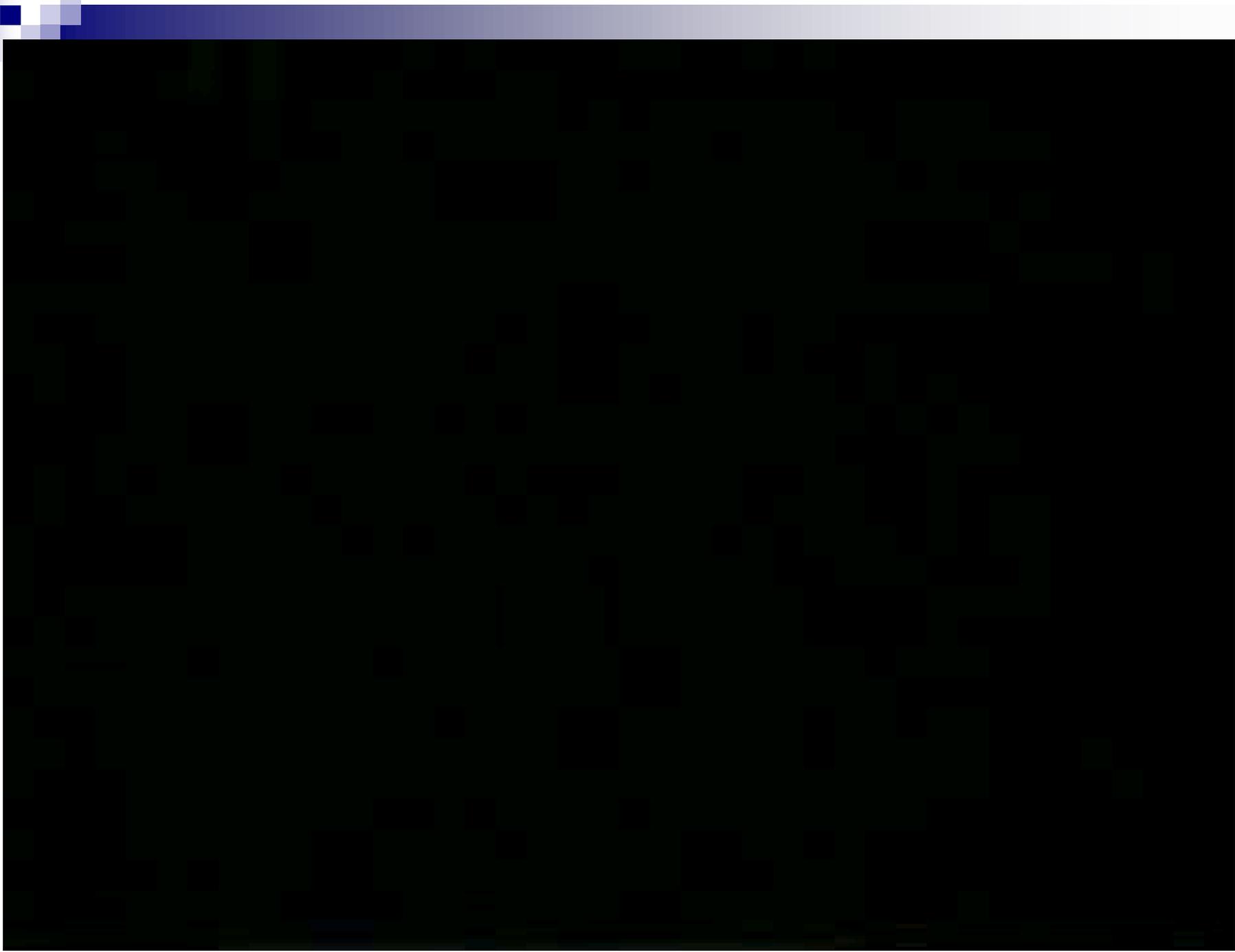
*What effects of drinking is this ad trying to make you believe?*



BAR

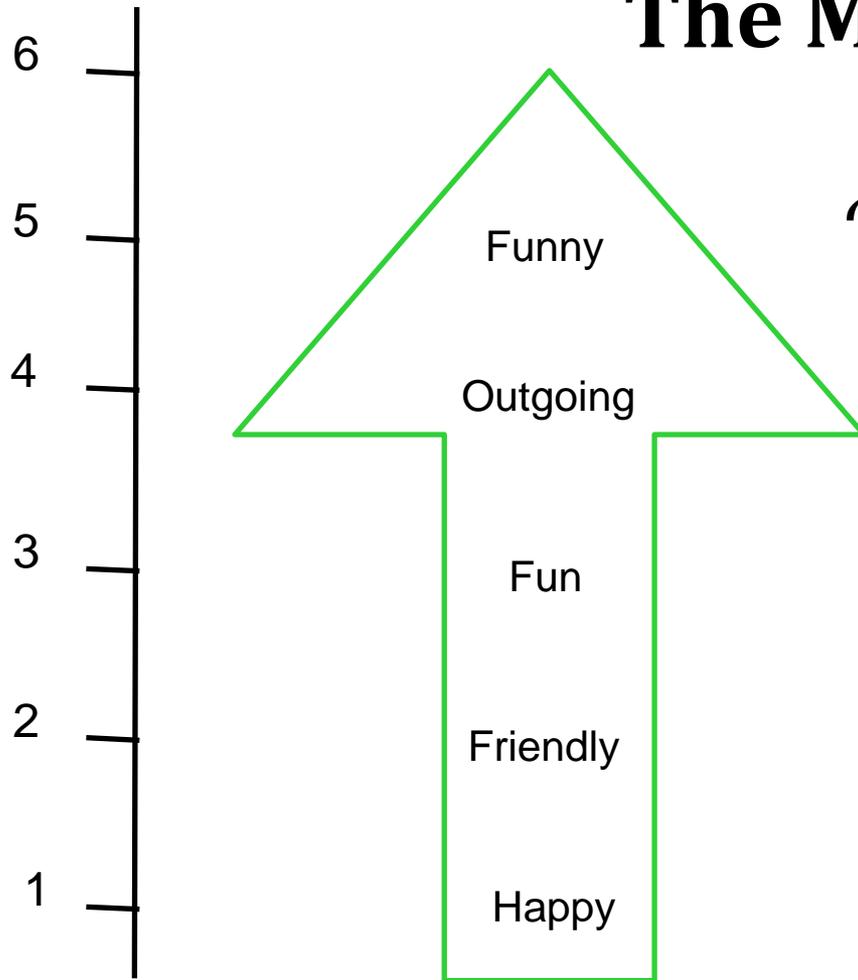
MOLSON  
ON TAP



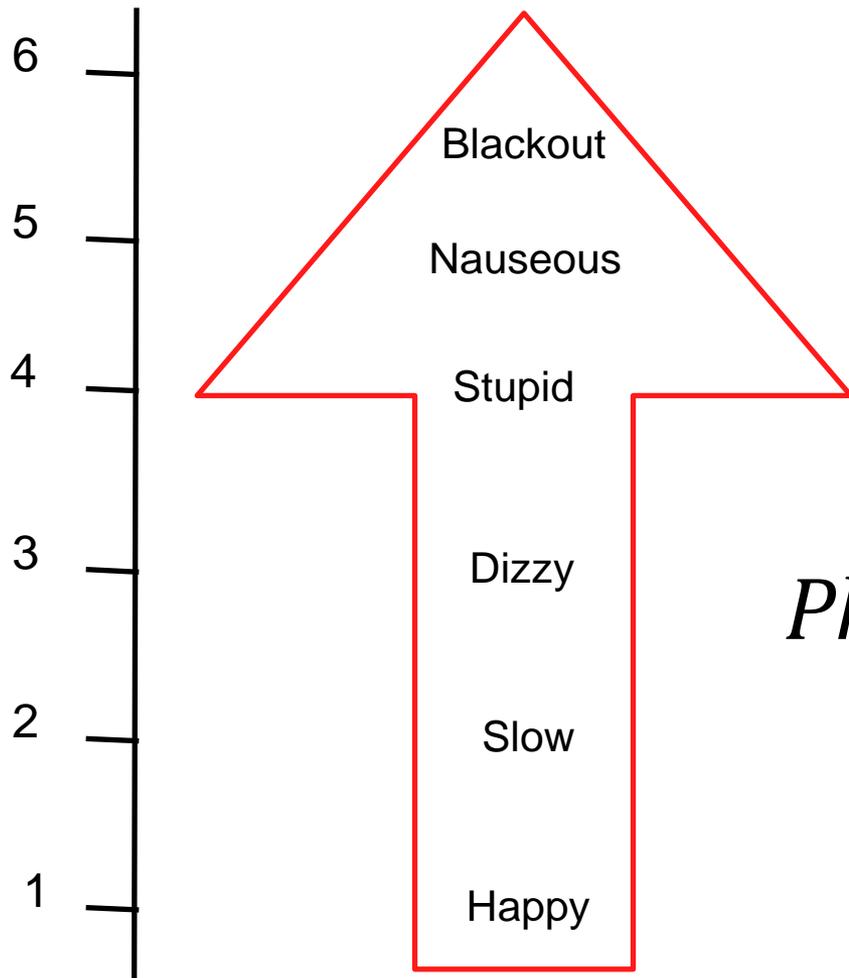


# The Myth About Alcohol:

*"More is Better"*



Drinks/Sitting



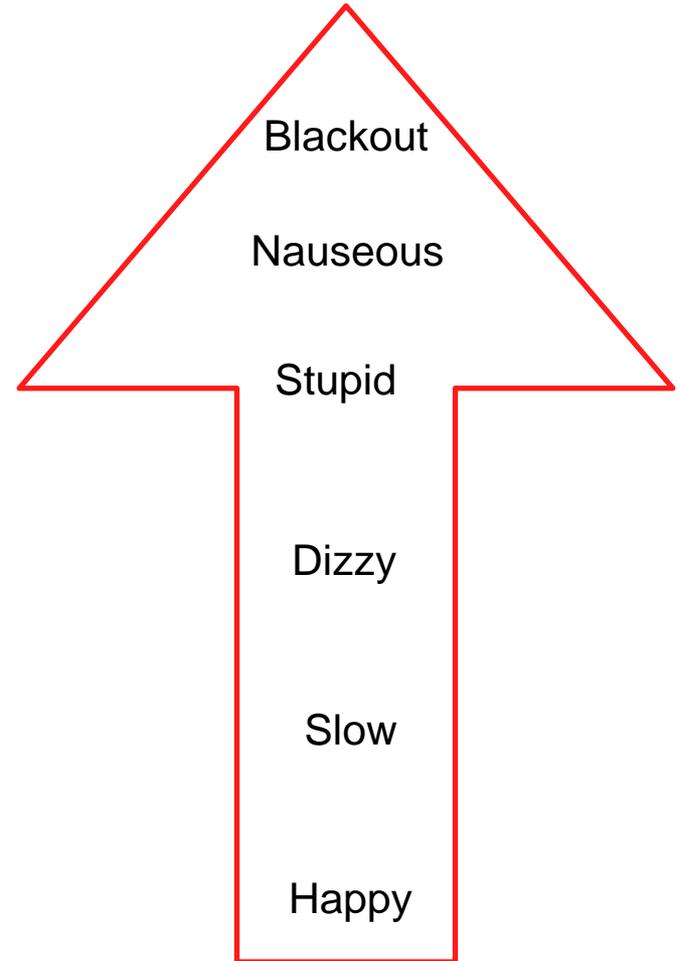
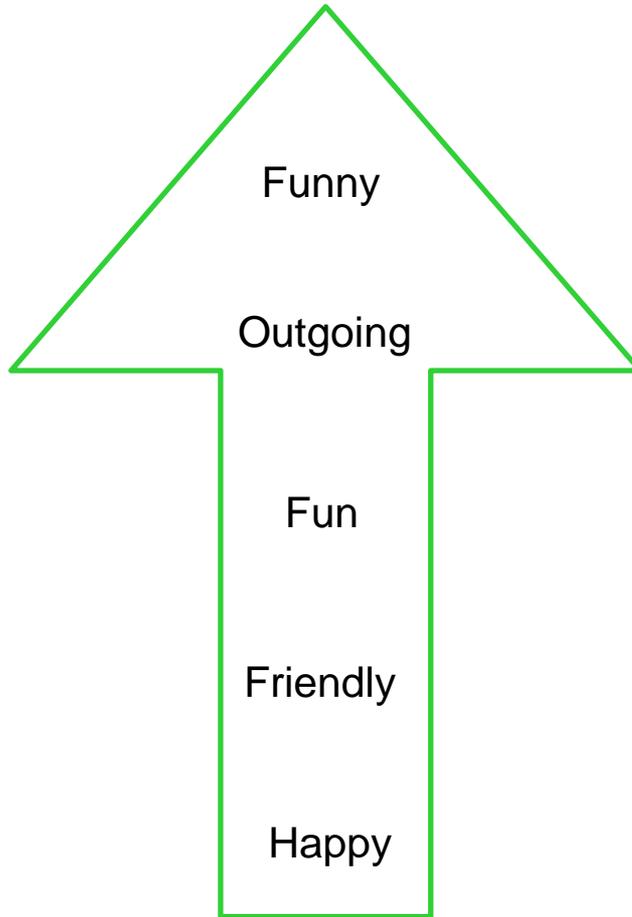
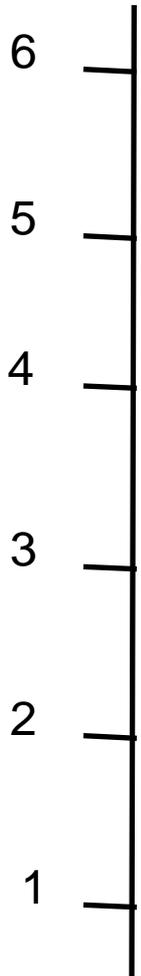
## The Truth:

*Physically, more is worse.*

Drinks/Sitting

# Myth

# Truth



Drinks/Sitting









# WORD LIST

~~Less nervous~~

~~Relaxed~~

~~Cool~~

~~Active~~

~~Sleepy~~

~~Goofy~~

~~Cocky~~

~~Slow~~

~~Less Upset~~

~~Content~~

~~Smart~~

~~Nice~~

~~Dizzy~~

~~Talkative~~

~~Sick~~

~~Friendly~~

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~~Calm~~

~~Good~~

~~Happy~~

~~Fun~~

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~~Loud~~

~~Jolly~~

~~Hyper~~

~~Pretty~~

~~Outgoing~~

~~Nauseous~~