

WHITE PAPER SERIES



BE THE WINNING TEAM

ABSTRACT

The responsible consumption of alcohol is a hot topic right now, both at a political level and within the wider community; but to effect change people need to be aware of the effects of alcohol and their individual responsibilities and choices.

By Daniel Johnson

INTRODUCTION

Alcolizer was founded on the principle that everyone has ‘the right not to offend’; this statement simply means when there is a legal BAC limit for driving that individuals should have the ability to measure themselves before driving, drivers have a right to know if they are about to commit an offence. After all, you wouldn’t drive a car without a speedometer along a road where there was an enforced speed limit would you, how could you know if you were breaking the law or not?

This fundamental belief has driven Alcolizer’s product and service development or almost 25 years; and yet this is only part of the answer! To be truly effective people not only have the right not to offend, but they must also make the right choice, must look after themselves and their mates, and they must want not to offend – this combination is at Alcolizer a call to action we describe as ‘be the winning team’.

BE THE WINNING TEAM

Alcolizer believes you have the right not to offend, so we design and manufacture leading-edge products and services to help you do that. But for this to be effective we all have to be on “the winning team” when it comes to the responsible consumption of Alcohol.

We are asking everyone to be the winning team:

- Enjoy yourself and look after your mates.
- Think carefully. Drink responsibly.
- Stay on the right side of the line – don’t drink and then drive!

Drink responsibly. Enjoy yourself.
Look after yourself and your mates.
Be the winning team!

And before you consume alcohol understand the factors that will affect your BAC level, so you are informed with the facts and aware of the myths to help you make the right choices, to look after both yourself and your mates:

THE FACTORS AFFECTING BAC LEVELS

Not all people are equal when it comes to the responsible consumption of alcohol and there are many factors that dictate how alcohol will impact you; some of the main one’s are:

Gender

Due to differences in body composition, the same amount of alcohol will generally lead to a higher BAC in a woman than in a man. On average women will generally have a higher percentage body fat than men (average only), and muscle absorbs alcohol better than fat due to the considerably higher content of water found in muscle. Because of this more alcohol finds its way into the blood stream to register higher BAC’s in both women in general, and in all people with higher percentage body fat.

Age

Younger people will reach a higher BAC faster than older people due to their faster metabolism. A significant factor is that when we are young we have a faster metabolism. Basically our bodies process what we consume a lot faster. Whilst this helps to burn calories more efficiently, it also puts alcohol we consume into our blood more quickly, and so young people will generally find their BAC rises faster than older people when drinking.

Body Size

A larger person has more blood to dilute the alcohol, and so will take longer to reach the same BAC as a smaller person. Also, muscle absorbs alcohol but fat does not, so the more body fat a person has, the faster their BAC will rise. A mesomorph has a larger muscle mass, and an endomorph higher fat percentage, so endo’s are prone to having higher BAC’s more quickly.

Liver Function

Damaged or unhealthy livers cannot process alcohol as efficiently as healthy ones, resulting in higher BACs. A heavy drinker/alcoholic with an unhealthy liver simply struggles to metabolise alcohol and remove it from the body; this is because regular high levels of drinking can result in scarring of the liver as well as the build-up of fat in the liver. So it basically builds up and stays in their system. In serious cases such people can be “perpetually drunk”.

Stomach Content

Food in your stomach slows absorption of alcohol, making your BAC rise slower than if you drank on an empty stomach. This is an important piece of information for the public to know. If you eat food then drink alcohol, your BAC level will rise slower, than if you drink on an empty stomach. Because alcohol is absorbed through the stomach and small intestine, if a person has consumed food before or while drinking alcohol this will naturally slow the absorption rate of alcohol into the blood stream. This also means the common myth that feeding a heavy intoxicated person bread to “sober them up” does not work. If responsible drinkers are made aware of this fact, they are inclined to buy and/or consume food

when drinking. Establishments selling alcohol (pubs/clubs/restaurants, etc.) should actively promote this fact, as it is part of being responsible in their service of alcohol.

Genetics

The liver enzymes used to break down alcohol differ from person to person, depending on genetic make-up. These enzymes work at different rates, meaning some people will naturally process alcohol faster than others. In short, “all men and women were not created equal”. Different genetics means that some people process alcohol faster than others, and some have higher BAC than others with the same quantity and rate of alcohol consumption.

MYTHS

Eating bread after drinking will help sober you up faster.

Following on from the earlier statement about eating food to slow down to absorption rate of alcohol, a common myth amongst (typically younger) people is that eating bread will help you sober up. The “logic” behind this is bread is of a spongy texture, therefore will soak up alcohol in the stomach. This is false, once a person is already intoxicated

their body has already absorbed the majority (if not all) of the alcohol in their body, so eating bread after the alcohol is already absorbed will do almost nothing. The best thing for an intoxicated person is water, this promotes the dilution of alcohol in the blood stream and the “flushing” of a person’s system.

Throwing up while drinking will allow you to drink more.

This is a silly notion dreamt up by teenagers. Going back to the “age” concept, younger people typically have faster metabolisms, this means that generally speaking they can and will absorb alcohol at a fast rate. This can give the impression that it takes less alcohol to get drunk as a teenager, or a youthful person, however in actual fact all that is happening is the alcohol is getting absorbed faster, because of this fact many younger people will want to avoid giving the impression they are a “Cadbury” or unable to consume as much alcohol as their peers and will throw up. Throwing up may remove some residual fluids in your stomach, but there is no evidence to suggest it will actually enable a person to consume more alcohol than they might have before they threw up.

CONCLUSION

All the above reinforces the challenges associated with the responsible consumption of alcohol. And to realise our “right not to offend” we must understand our choices, what we can do to help ourselves and our mates. And above all, we must want to do this, we must want to ‘be the winning team’ So drink responsibly and enjoy this great occasion, think about what you are doing and be the winning team – make the right choices and look after yourself and your mates

For more information regarding passive breath testers and professional training, **contact Alcolizer on 1300 789 908 or talk to a sales specialist.**



ABOUT ALCOLIZER TECHNOLOGY

Alcolizer Technology is a world-leader in the field of Alcohol and other Drugs (AOD) testing and is recognised as one of Australia's most innovative and forward-thinking company's.

Headquartered in Brisbane, Australia, we have been one of the world's leading manufacturers of alcohol breath testing equipment for almost 25 years; law enforcement agencies, industry and personal users trust Alcolizer to keep themselves and their employees safe.

Alcolizer is the largest provider of Breath Testing devices to Australian Police and the largest provider to the Australian Resource sector. Our products are built in Australia, for Australia, and shipped around the world wherever people value quality, reliability and innovation.

As our company name implies, we started out in alcohol breath testing and quickly became a leader in the field. In 2012 Alcolizer continued its track record of innovation and launched Druglizer™, an industry leading drug testing service designed to complement its financial investment in Oxford University start-up company OxTox.

At Alcolizer, we believe alcohol and drug testing is critical for personal safety and a safe and productive work place. So whether you are a law enforcement agency, need industrial-scale testing or are a personal user, you can trust Alcolizer Technology to be at the forefront of alcohol and other drugs testing technology, with world class products and services to support you wherever you are.

As a technology company focussed on Alcohol and other Drugs testing, our dedicated R&D teams keep us at the forefront of the AOD industry, our in-house manufacturing expertise gives us full control over product quality, and our dedicated and professional sales team is focussed on meeting the individual needs of our customers. We complement this with tailored education programs to help our customers meet the challenges of AOD program deployment and our factory certified technical support and service specialists providing the industry's best support when, and where, you need it.

With leading-edge products and services, we are a world leader in our field.

ABOUT THE AUTHOR

Daniel Johnson is currently the National Training Coordinator for Alcolizer Technology. Alcolizer is an innovative and industry leader in the design, manufacture and supply of Australian made alcohol breath testers. In its efforts to always provide quality solutions to its customers, Alcolizer has recently moved in the on-site drug & alcohol testing space.

Dan has been involved with Alcolizer since 2008 in numerous roles ranging from service technician/manager through to Special Projects Coordinator. His background in customer relations management, coupled with his extensive knowledge of both Alcolizer products and the technology behind alcohol breath testing make him one of the most knowledgeable Australians of his age in the field of industry breath alcohol testing.

