

Go Task

In your workbook write one short term effect of alcohol.

Go Task Feedback

Short term effects of alcohol might include -

- Slower Reaction Times
- Impaired Judgment
- Slurred Speech
- Blurred Vision
- Loss of Balance
- Nausea and Vomiting
- Dehydration
- Memory Loss
- Mood Changes
- Drowsiness
- Unconsciousness

Discuss - Why might these effects be concerning if someone is using alcohol regularly for a long time?



Long Term Use Alcohol Concerns



LO - To be able to explain concerns in relation to long term alcohol use and understand that this may not always be made clear in alcohol advertising.

Pupil Guidance

Today's lesson may cover some topics which are upsetting or have impacted you or someone you know personally. If you need further support, please speak with a safe adult.

Please try to avoid sharing personal experiences or the names of people you know. It is important that we look after ourselves and others in the room.

Discussion feedback

When short-term effects occur regularly over a long period, they stop being "temporary" and begin to fundamentally alter a person's life and health. They might impact their job, relationships and wellbeing.

Even if a person doesn't feel drunk or that they are experiencing these symptoms, damage can still be being done to the body.

Task

Use the information sheet [here](#) to draw on you person, the different parts of the human body which can be impacted by long term alcohol use.

Task

Often the advertising of alcohol does not cover the impacts of long term use. **Watch** the advert on the next slide and **answer** -

1. Why does the ad show the men in a group rather than drinking alone?
2. If this were a real-life video of someone who drank that much beer, how would they actually look and feel?
3. This add is a few years old, today it would have to display a drink responsibly logo, this usually appears in the last 2-3 seconds of an advert. Do you think this is enough to ensure consumers are aware of the dangers of alcohol?



Task Feedback

1. Showing a group frames alcohol as an essential tool for bonding and friendship. It suggests that heavy drinking is a normal cultural experience. People are less likely to view drinking as a problem if it is associated with laughter, high-energy, and peer approval.
2. If a person consistently consumed the amount of alcohol suggested by a "room full of beer," their physical appearance and internal health would look very different from the actors:
 - Appearance: They might have a permanently flushed face or "spider veins" due to damaged blood vessels. Alcohol is calorific so they may appear overweight.
 - Internal Health: They would be at high risk for cirrhosis, stomach ulcers, and a weakened heart muscle.
 - Mental State: Instead of the "high" shown in the ad, they might struggle with anxiety and depression.
3. Large, colourful logos and happy faces distract the eye away from small, plain text in the drinkaware logo. Brands often include these warnings simply to meet legal requirements, not to actually discourage consumption. A clear warning would ruin the "lifestyle" fantasy the brand has spent millions of pounds to create.

Government Guidance

The government does not use the term "safe" drinking, but rather "low-risk" drinking, as no amount of alcohol is considered completely risk-free.

Both men and women are advised not to regularly drink more than 14 units a week. If you do drink as much as 14 units, you should spread this evenly over three or more days rather than saving them up for a single session ([binge drinking](#)). The government recommends having several drink-free days each week to allow the body, especially the liver, to recover.

For women who are pregnant or planning a pregnancy, the safest approach is not to drink alcohol at all. Drinking during pregnancy can lead to long-term harm to the baby, including Fetal Alcohol Spectrum Disorder.

What does 14 units look like?

- 6 pints of average-strength beer (4%)
- 6 medium glasses (175ml) of average-strength wine (13%)
- 14 single measures (25ml) of spirits (40%)

Alcohol Addiction

Alcohol addiction, known as [Alcohol Use Disorder](#), is a chronic disease where a person is unable to stop or control their drinking despite it causing harm to their health, relationships, or work. It is not a choice or a lack of willpower; long-term alcohol use actually rewires the brain's reward system, making the urge to drink feel impossible to ignore.

Signs of alcohol-use disorder include:

- regularly drinking more alcohol than you mean to
- difficulty stopping or reducing the amount you drink, even if you want to
- feeling guilty or remorseful after drinking
- people you know being concerned about your drinking
- continuing to drink even when it's causing problems for your health, work or relationships
- craving alcohol
- needing increasing amounts of alcohol to get the same effect
- getting withdrawal symptoms when you stop or reduce drinking

Task

Create an advert for a public health campaign. This could be a leaflet, poster, radio advert or youtube ad for example.

In the advert include -

- What are some of the risks of long term alcohol use?
- Why should we not be swayed by alcohol advertising to forget our health when it comes to alcohol?
- What does low risk drinking look like?

Ask an Expert

Remember if you need further support in relation to this topic area please speak with a safe adult.

You could also find more information and support at -

Alcohol Change UK [here](#)

Childline [here](#)

NHS [here](#)



Careers Link

Today's lesson may link to the following careers. If you would like to find out more about these jobs please speak to your careers advisor or use the link below.

- Distiller
- Gastroenterologist
- Licensing Officer

[LINK](#)



Plenary - 3 2 1 Exit

3 Long-term health risks you didn't know before today.

2 Ways society makes heavy drinking look normal.

1 Strategy to maintain a healthy relationship with alcohol in adulthood.

Extra Task

Find one alcohol advertisement. This can be a photo from a magazine, a billboard, a sponsored social media post, or a YouTube commercial.

Write down the brand name.

Describe the lifestyle: What are the people in the ad doing? (e.g., Are they at a beach? A party? Relaxing after work?)

List three adjectives the ad wants you to associate with the drink (e.g., "cool," "successful," "adventurous").

Look back at the Body Map and information sheet from today's lesson. Choose three body parts or systems and explain how the lifestyle in the ad contradicts the long-term health reality.

Example: "The ad shows a group of friends laughing and bonding. This masks the reality that long-term use can cause depression and anxiety by altering brain chemistry, which actually makes social bonding harder over time."