

# Reducing binge drinking among teens



**ASSIGN  
BUSTER**

Reducing Binge Drinking among Teens Reducing Binge Drinking among Teens “ More than 100, 000 U. S. deaths are caused by excessive alcohol consumption each year. “ 65% of youth surveyed said that they got the alcohol they drink from family and friends” (Alcohol). Alcoholism is a big problem not only in United States, but also in all over the world. Binge drinking is growing among teenagers because of reasons with respect to the changing life styles, changing life philosophies, changing family and social setups etc. Since teenagers are the ones who decide the future of a nation, binge drinking habits should be regulated at any cost. Educating teenagers about the consequences of binge drinking, social norms marketing and alcohol screening for college students etc are some of the effective methods which can be utilized for reducing binge drinking among teenagers. School and college curriculum should be revised thoroughly to teenagers about the consequences of binge drinking. Prevention is better than cure. It is better to educate the teenagers before they start their binge drinking behaviour than treating them after they start their binge drinking habits. Hanson (2007) has mentioned that social norms marketing technique has repeatedly proven effective in reducing the use and abuse of alcohol among young people. “ It’s based on the fact that the vast majority of youths tend to drink -- or drink more -- than they would otherwise, in an effort to “ fit in” (Hanson, 2007). Youths have a habit of spreading false data about the quantity of alcohol consumed by them in order to get recognition among peers. They often treat youths who consume more alcohol as heroes. In order to eliminate such false beliefs, it is better to convey them messages through social norms marketing. Internet, teenager’s favourite television programs, print media etc can be utilized for conveying the messages against binge drinking to the

<https://assignbuster.com/reducing-binge-drinking-among-teens/>

teenagers. Awareness programs at school and college campuses to eliminate false beliefs and to spread the consequences of binge drinking might be effective up to certain extent. It is impossible to force a teenager to stop drinking; however, it is possible to convey the messages against binge drinking and to force them to think of the dangers associated with his bad habits. “ Another technique that has repeatedly proven effective in reducing alcohol use and abuse is known as Brief Intervention, typically as part of Brief Alcohol Screening and Intervention for College Students” (Hanson, 2007). Most of the binge drinking youths enter the college campuses with alcoholic drinks. Some of them may have already consumed too much alcohol before entering the college campuses. Strict alcohol screening at the college gates will prevent such people from entering the college campuses. Breathing analyser like equipments must be used in order to identify drinkers before they enter the school or college campuses. If found drunk, the school and college authorities should take necessary punishment actions against such students. To conclude, binge drinking among teenagers can be reduced up to certain extent with the help of social norms marketing, awareness programs, alcohol screening at college gates, and taking stern actions against the culprits. References 1. Alcoholism, (2009), Retrieved from [http://www.emedicinehealth.com/alcoholism/page2\\_em.htm](http://www.emedicinehealth.com/alcoholism/page2_em.htm) 2. Hanson David J., Ph. D. (2007) Binge Drinking Prevention: Facts & Information Retrieved from <http://www2.potsdam.edu/hansondj/YouthIssues/1104367780.html>