

ALCOPOPS

Fruity-flavored and brightly appealing alcoholic beverages that look and taste like soda. Common brands include Smirnoff Ice, Mike's Hard Lemonade, and Four Loko.



WHAT ARE THE RISKS?



Violence and more physical fights



Alcohol poisoning and other alcohol related injuries that require medical attention



Motor vehicle crashes



Brain damage

KNOWING THE FACTS

- Alcopop manufacturers use brightly decorated cans and sweet-fruit flavors to get youth to drink them.
- Alcopops have nearly the same amount of alcohol as beer. The sugar in alcopops hide the true amount of alcohol actually being consumed.
- Teens are getting drunk faster and with fewer drinks.
- Alcopops look identical to beverages that do not have alcohol.

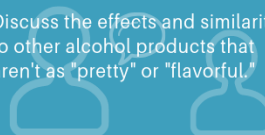
WHAT YOU CAN DO

KNOW THE LAW

Teens can lose their license if they are under 21 and are caught drinking, buying, or holding alcohol. If you're 18 or older, you could face up to 30 days in jail and/or pay fines up to \$1,000.

TALK WITH YOUR TEEN

Discuss the effects and similarities to other alcohol products that aren't as "pretty" or "flavorful."



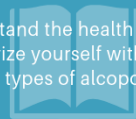
TAKE THE TIME TO LISTEN

Answer any questions your child may have and know the signs of interest or participation so that you can take action.



EDUCATE YOURSELF

Understand the health risks and familiarize yourself with the various types of alcopops.





Sources: SAMHSA, American Medical Association, Alcohol Justice formerly The Marin Institute

(car collision) Icon made by surang from www.flaticon.com, (hospital) Icon made by Freepik from www.flaticon.com; (brain) Icon made by Smashicons from www.flaticon.com;

This infographic was produced by the HIPRC for educational purposes only. Funded by the State of Hawaii DOH ADAD through Federal Substance Abuse Prevention and Treatment Block Grant funds.