

The Alcohol knowledge gap

Alcohol deaths – top causes	UK Public awareness (Ipsos survey)
Liver	77%
Dependency / Addiction	0%
Stroke	8%
Mouth - oesophagus cancer	5%
Breast cancer	5%
Self Harm	0%
Accidents	15%

Units and standard drinks – Wikipedia April 14 2010

Alcohol	grams	centilitres
Austria	6	0.751503
UK	8	1.002004
Netherlands	9.9	1.23998
Ireland / Italy / Spain	10	1.252505
Finland	11	1.377756
Switzerland	10 or 12	
Denmark France	12	1.503006
Canada	13.6	1.703407
Portugal / US	14	1.753507
Hungary	17	2.129259
Japan	19.75	2.473697
Hong Kong	glass wine	

There are four options

Continue with the current confusion

Invent a new SI unit specifically for alcohol

Use grams of pure alcohol – the public health approach

Use centilitres of pure alcohol – the sensible approach

DRINKS ARE LIQUIDS

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