



# Blindsided by the alcohol industry?

## KNOW THE FACTS ... TAKE A SOBER SECOND THOUGHT

An 18 year old woman starting university has already been exposed to more than **100,000** alcohol advertisements. **Is your brand loyalty chosen long before your major is?**

Many young women feel pressured to drink. However, many resist. Only 10% of female students at the U of S consume alcohol on more than 9 but less than 20 days in any given month. **If you decide to drink, consider Canada's Low-Risk Alcohol Drinking Guidelines: For women - up to 2 drinks in a single day, and no more than 10 per week.**

"We know our yoga poses,  
and we know how to live gluten free ...  
We just need to count our drinks"

Ann Dowsett Johnston, Author of "Drink: The Intimate Relationship Between Women and Alcohol"

The typical woman consumes **183** drinks per year, costing more than **\$1,000**. **Spending less on alcohol could save you enough money to help pay for a vacation or a flight home during Reading Week!**

The 10 alcohol brands underaged women are most likely to drink have more than **42 million likes** on Facebook.

Want to support safe drinking practices? **Like** "What's Your Cap" on Facebook.



For more information and a list of sources used in this infographic, visit [www.whatsurcap.ca](http://www.whatsurcap.ca).



**National Roundtable on Girls, Women and Alcohol**  
[www.girlswomenalcohol.org](http://www.girlswomenalcohol.org)

saskatchewan **preventioninstitute**  
our goal is **healthy** children

[www.skprevention.ca](http://www.skprevention.ca)