

Binge from page D4

depth perception. Driving can be deadly.

According to the National Clearing House for Drug and Alcohol Information, a 180-pound man's driving skills will be significantly affected after drinking three beers in one sitting, while a 140-pound woman who drinks the same amount will be legally intoxicated, with a blood alcohol content of .10 percent. That same man will be legally intoxicated after consuming five beers in one setting.

"People in this situation get into accidents that lead to major physical trauma or even death," said Zucker.

The most extreme risk of binge drinking is alcohol poisoning, a severe physical reaction to an alcohol overdose that can result in death. When a person consumes a great amount of alcohol in a short amount of time, the brain can become deprived of oxygen. As a result, the brain can shut down the body's voluntary functions that regulate breathing and heart rate.

Signs of alcohol poisoning include vomiting; unconsciousness; cold, clammy, pale or bluish skin; and slow or irregular breathing (less than eight breaths a minute or 10 or more seconds between breaths).

"It's not uncommon, even today with all the publicity, for students on their 21st birthdays to go into a local bar and drink 21 shots in short order," said Zucker. "Every year, there's something in the newspaper about someone doing this who becomes unconscious and dies."

Novak said EMU fraternities and fraternities have outlawed "common source" keg parties, during which students fill a garbage can with fruit punch and spike it with an indiscrimi-

nate amount and variety of alcohol. "You never know what's in there," he said. "It's very, very dangerous."

Other effects

Extreme alcohol consumption can lead to other dangerous activities due to impaired judgment, including aggressive sexual behavior. "Sometimes a person (in an intoxicated state) may agree to have sex with a partner they would otherwise not have any interest in being with," said Zucker. "The increased risk for unprotected sex is also higher, which brings with it the increased risk of HIV and unwanted pregnancies."

A study on campus rape published in the *Journal of American College Health* found that 73 percent of the assailants and 65 percent of rape victims used alcohol or other drugs prior to the assault.

"You can't say you care about sexual assault issues if you don't see the role alcohol plays. We can't pretend alcohol abuse is a separate issue," said Desprez.

In addition, binge drinking or excessive alcohol consumption can affect a student's performance in class and increase the risk of damage to the brain and heart. It also can leave a person feeling dehydrated and nauseous.

"If you're hung over, you're not primed to study or be alert for exams," said Zucker.

Within the approximate 40 percent of college students who are binge drinkers, there is a sub-set of drinkers who may have an even more serious alcohol addiction. "The statistics on problematic drinking nationally show that 5 percent of college

Dangers for Women

Women are at high risk than men for serious medical conditions associated with alcohol use, according to the American Medical Association.

Women absorb and metabolize alcohol differently than men. Because they have less body water and achieve higher concentrations of alcohol in their blood after drinking the same amount as men, women are more likely to develop liver damage and to die from cirrhosis. They are more vulnerable to alcohol-induced brain damage and heart damage.

In addition, research studies show that moderate to heavy alcohol consumption increases the risk for breast cancer.

students are drinking daily," said Zucker. "Just because you're 18 to 20 years old does not protect you from being alcohol dependent. It can happen then just as it can happen later in life."

If a student believes they may have an alcohol-related problem or knows another student who does, consult with a physician or contact the university for a referral to a substance abuse treatment center, said Zucker.

"College is a time of great opportunities and excitement, and a time to meet new people. To have something like alcohol come into that time and ruin it forever among people who have such promise is the greatest tragedy."

Poisoning from page D5

to work its way through all those organs, but it could be helpful."

There's also fear on the part of underage friends of getting in trouble, as well as the misconception that "if they pass out, they'll sleep it off," said Cindy.

B.R.A.D.

Today, Cindy and her husband, John, have established a non-profit group, "Be Responsible About Drinking," in their son's memory. Through B.R.A.D., they have created educational programs targeted to high school and young college students about the effects of alcohol use, especially the warning signs of alcohol poisoning. On request, they will send birthday card with an alcohol-abuse warning to a student turning 21.

The McCue's schedule of B.R.A.D. events runs through next spring. It's become a crusade. At the time of Bradley's death, they did not ask for a public intrusion into their lives, but when it came, they made it work for a purpose.

"If you hide it, it's going to happen again," said Cindy. "Bradley is not the only one who died on his birthday."

(Byung Soo Kim, a sophomore at the University of Michigan, died of alcohol poisoning Nov. 13, 2000, after consuming 20 shots of Scotch whiskey three days prior, in celebration of his 21st birthday. The drinking incident took place in an apartment complex near North Campus. Kim had a blood-alcohol level of 0.39.)

Cindy McCue has no specific answers as to how colleges and their surrounding communities can put an end to binge drinking. However, she knows that B.R.A.D. has made a difference. "What we're doing comes from the gut, and we've had good results from the schools in addressing the ignorance of alcohol poisoning."

College officials must resist the temptation of "social norming" when addressing the problem of excessive drinking on campus, she warned. "That means that the perception is worse than the reality. But the reality is bad enough."

Visit B.R.A.D. at www.brad21.org

MEDICAL DATEBOOK

MON, OCT. 1

SENIOR HEALTH FAIR
Senior Health Services of Saint Joseph Mercy Health System of Ann Arbor will sponsor a Senior Health Fair 9:30 a.m. to 3 p.m. at the Senior Health Building, St. Joseph Mercy Hospital, 6301 East Huron River Drive, Ypsilanti. Free screenings for blood pressure, cholesterol, glaucoma, bone density, hearing and health risk assessments. Refreshments and door prizes. Call (734) 487-2989.

TUE, OCT. 2

CHANGES IN HEARING
"Understanding Changes in Hearing" free seminar on Tuesday, October 2 from 1-3 p.m. at Willow Creek Clubhouse in Westland. Speakers include Marilyn Goering, adjunct assistant professor of the Gerontology Department at Madonna University; Dr. Greg Stephens, ear, nose and throat specialist with Holzwurth Stephens in Garden City and Trenton; the audiology staff of Personalized Hearing Care in Westland.

Experts in gerontology, otolaryngology and audiology discuss how and why hearing changes, the consequences of hearing loss and what to do to accommodate hearing changes. Call (734) 487-6100.

WED, OCT. 3

CAR SEAT SAFETY CLASS
St. Mary Mercy Hospital in Livonia will host "Safe and Secure: Car Seat Safety for Infants" 7-8:30 p.m. in West Addition B. Presented by Cheryl Grogan, RN, certified car seat safety technician and health educator. For fee and registration information, call (734) 655-8940.

A.W.A.K.E.
The Sleep Disorders Center at Garden City Hospital will host an open forum with several home health care companies 7-9 p.m. at the Garden City Medical Office Building, 6255 Inkster Road, Garden City. CPAP units may be brought in for pressure check. Call (734) 458-3330.

THUR, OCT. 4

ANTI-CANCER FOODS

Learn how to help prevent cancer through diet. St. Mary Mercy Hospital will present a lecture cancer-fighting foods by Sherri Isaak, RD, 7-9 p.m. in the auditorium. To register, call the Marian Women's Center at (734) 655-1182 or (800) 494-1617 (out-of-town callers).

OCT. 6 & OCT. 10

INTERNET INFO
Henry Ford Community College's Center for Lifelong Learning will offer a Medical Information on the Internet course 9 a.m. to noon Saturday or 9:30-9:30 p.m. Wednesday. Class will meet at HFCC's Dearborn Heights Center, 22586 Ann Arbor Trail between Warren and Outer Drive. Cost is \$24 for Dearborn School District residents and \$26 for non-residents. Call (313) 317-1500.

SUN, OCT. 7

OAKWOOD HALLOWEEN PARTY
Past patients and their families are invited to attend Oakwood

Please see DATEBOOK, D6

BUSINESS CALENDAR

MON, OCT. 8

SME DETROIT CHAPTER ONE
The Detroit chapter of SME and ASM International will host a dinner/meeting beginning 5:45 p.m. with complimentary cocktails and networking at Vladimir's Restaurant, 28135 Grand River, Farmington, Tel: 248-477-8050. Dr. David Cole, a consultant to auto companies and government agencies, will be the program's main speaker. The program runs 7:30-8:30 p.m. Cost is \$18 with advanced reservation.

ations and \$20 without reservations. Contact Caryn Ruzich, ASM Administrator, at (810) 573-0700 or e-mail: caryn_ruzich@mail.msn.com or Bas Potru, SME Chapter One Chairman, at (810) 947-0500 or e-mail: subbba.potru@gm.com. This is an informational and technical session, designed to familiarize members with the new challenges facing the automotive industry such as global competition, squeeze on market share and profit, new role of oTools on business process redesign, virtual versus vertical

integration, changing roles of suppliers and universities, information overload, workload, stress, and leadership.

WED, OCT. 10

INSURANCE WOMEN
Michigan Attorney General Jennifer Granholm will be the guest speaker at the Insurance Women of Metropolitan Detroit's membership meeting beginning 11:30 a.m. at Excalibur Meeting & Banquet Facility, 28875

Please see BUSINESS, D6

There are a lot of good reasons to come to Midland this summer!

Great Hotels...Matric Midland Festival...Chippewa Nature Center...Midland Community Dow Run/Walk...Michigan Antique & Collectible Festival...18th Hole Golf Association Tournament...Summer Art Fair 2001...Autumn 2001...LISTA NEMTA Qualifier...Guy Macker Tournament...Dow Gardens...at Midland Center for the Arts...Tunes by the Tridge...Boys & Girls Basketball Tournament...Alden B. Dow Home & Studio...Birding...4th of July Sale, Midland Mall...6th Annual Antique Tour...Fireworks...Midland Children's...Michitane Games...H.H. Dow Historical Museum & Bradley Victorian Home...Downtown Block Party...Art Shows...Midland County Fair...Autumn...Rock 'N' Roll...River Days...Labor Day Sale...Men's National Softball Tournament

Need More? Call us today for a copy of the Midland Visitors Guide & Calendar of Events at 888.464.3536. Visit our web site: www.midlandvisitors.org

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They Are Hiring Now!

The Holiday entertainment season is fast approaching! Does your bathroom have the blues?

Budget Bathtub Liners

A Company that has the solutions for your tub trouble

When was the last time you did a fantastic job cleaning your bathroom, only to realize the tub still looked less than

perfect. If the finish on your bathtub is chipped, peeling, faded or permanently stained no amount of cleanser and scrubbing will do the job. The bathtub needs to be fixed.

Just our 12,000 sq. ft. factory showroom located in Madison Hts. where we sell over 6,000 bathtub liners and wall surround systems annually. We also sell a complete line of whirlpool, soaker tubs and hydrotherapy massage tubs.

Refinishing is an option, but only a temporary one. There's no guarantee the finish won't go bad again and the refinishing process is difficult and involves many dangerous chemicals.

The bathtub could be replaced, but there is even more mess involved, not to mention the cost.

There is another solution, though. Budget Bathtub Liners Co. with showrooms in Lincoln Park and Madison Heights, has the answer: a new bathtub liner or total complete system consisting of bathtub

liner and wall surround system.

One of the hottest trends in bathroom remodeling, bathtub liners and wall systems do not only save bathtubs, but also ceramic walls in your bathroom. That means less mess and less time between what your bathroom looks like now and a completely new appearance.

For a limited time only bathtub liners are on sale from \$389 installed. Complete systems, which include bathtub liner and wall surround, are on sale from \$1295.

That's about 50-75% less than the cost of replacing an old tub and ceramic tiles which average about \$3,000 to \$5,000 and more.

Budget Bathtub Liner is able to offer the low prices, according to Dean Hartley, because of the large volume of business it does.

We're the largest distributor of Acrylic Bathtub Liners and Wall Surround Systems in the country. Hartley and "Tim" proud of that.

When a homeowner places an order for a new liner, employees take 15 different measurements and several photographs of the existing bathtub. The measurements

and photos are then sent to the company's factory, where a custom liner is made using one of 750 molds in stock.

In addition, seven colors and four marble finishes are available along with a complete line of Delta and Kohler fixtures. All Bathtub Liners and Wall Surround Systems are made of DRABS Oerens. Coming High Impact Acrylic and carry a Lifetime Warranty. This is the same material used in helmets, and bowling balls.

Budget Bathtub Liners Co. is at 25170 John R. Madison Heights and 3287 Fort St. Lincoln Park, between Emmons and Champaign adjacent to Moyer's Shop. The showroom is open from 9 a.m. to 6 p.m. Mondays, Tuesdays and Fridays, 9 a.m. to 4 p.m. Saturdays and 11 a.m. to 5 p.m. Sundays. For more information, call Budget Bathtub Liner at 1-800-BATHTUB.

Bathtub Liner & Wall Surround Sale!

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As Seen On T.V.

Budget has the perfect solution! We will install a beautiful, new acrylic bathtub liner RIGHT OVER your old, worn or damaged tub! Your existing tiles, flooring, and plumbing will not be disturbed.