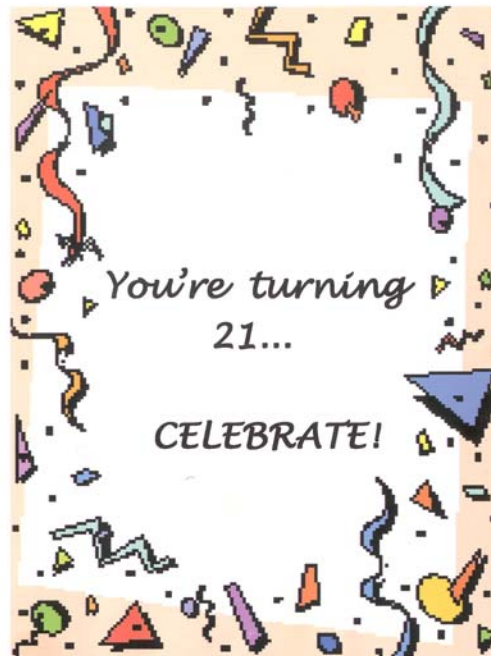


Appendix A: Birthday Card



Be Responsible About Drinking

B.R.A.D. was founded by the family and friends of Bradley McCue, a Michigan State University junior, who died of alcohol poisoning after celebrating his 21st birthday.



"It is our hope that the educational information distributed by the organization will prevent other families from suffering the loss we have sustained."

B.R.A.D.

P.O. Box 1021
Clarkston, MI 48347-1021
(248) 842-4021
www.BRAD21.org
email: mccue@BRAD21.org

*We want you to
turn 22 . . .*

*. . .celebrate
responsibly !*



B.R.A.D.

Be
Responsible
About
Drinking



Steps to Deal With Alcohol Poisoning

1. **Wake the person up.** Call their name; Shake them; Pinch their skin. If they don't respond, get help!
2. **Turn and keep the person on their side** so that if they get sick they will not choke on their vomit.
3. **Check the person's skin.** If his/her skin is pale or bluish or is cold or clammy, get help!
4. **Check the person's breathing.** If it is irregular, or too slow/shallow (less than 8 breaths per minute or more than 10 seconds between breaths), get help!
5. If you discover any **one** of the above problems, **stay with the person and call 9-1-1.** It is important to contact emergency services quickly!

***Better safe than sorry.
When in doubt, call 9-1-1.***

Alcohol Poisoning

- Different people experience different effects of alcohol. *There are no absolutes.*
- If a large amount of alcohol is in a person's system, it can result in unconsciousness. *The heart and lungs can be slowed to the point of stopping.*
- It is dangerous to assume a person will *just sleep it off.* People may pass out before all of the alcohol reaches the brain.
- *When in doubt, call for emergency assistance.*

Be Responsible About Drinking



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Gender Neutral Insert

Why students should be careful celebrating their 21st birthday...

Extreme drinking = Extreme consequences... more than 50 college students have died on their 21st birthday in the past few years

Going to the bar at midnight? Risk of alcohol poisoning is greatest when rapidly drinking shots or mixed drinks (especially on top of drinks before midnight)

Poisoning is a delayed effect... alcohol continues flowing into the bloodstream even after you stop drinking

Spend the whole evening with friends, **not ER doctors**

You turn 21 only once... will you remember it?

Female Insert

Why women should be extra careful celebrating their 21st birthday...

Intensive drinking is riskier for women than men... females absorb alcohol faster due to hormonal and enzyme factors (as well as body size)

Extreme drinking = Extreme consequences... MSU women have been rushed to ER on their birthday

Visiting bar at midnight? Risk of alcohol poisoning is greatest when women rapidly consume mixed drinks or shots (especially on top of drinks before midnight)

Poisoning is a delayed effect... alcohol continues flowing into the bloodstream even after you stop drinking

You turn 21 only once... you'll want to remember it.

Male Insert

Why men should be extra careful celebrating their 21st birthday . . .

Extreme drinking = Extreme consequences... more than 50 students have died on their 21st birthday in the past few years (almost all victims are males)

Going to the bar at midnight ? Risk of alcohol poisoning is most deadly when men rapidly consume shots or mixed drinks (especially on top of drinks before midnight)

Poisoning is a delayed effect... alcohol flows into the bloodstream even after you stop drinking

Wrap up the evening with friends, **not ER doctors**

You turn 21 only once... will you remember it ?

**Be
Responsible
About
Drinking**

B.R.A.D.

P.O.Box 1021
Clarkston, MI 48347-1021

Dear MSU Parent:

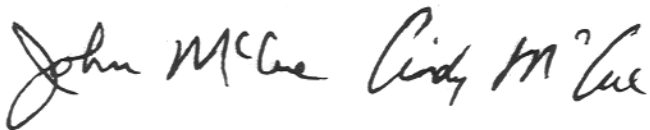
Congratulations! Your son or daughter is about to turn 21. This is understandably a time of celebration. Even though most MSU students who choose to celebrate their birthday with alcohol are responsible, University officials and health experts estimate that nationally as many as 50 college students per year die or are severely harmed from either alcohol poisoning or an alcohol related incident.

Unfortunately celebrations can have tragic consequences. Twenty-first birthday celebrations have generated great concern due to 21st birthday drinking rituals. This is a major health concern because a large amount of alcohol over a short amount of time can be lethal.

In November of 1998 Bradley McCue, our son who was an MSU student, died of alcohol poisoning on his 21st birthday. Soon after his death we founded the B.R.A.D. (Be Responsible About Drinking) Foundation and cooperation with MSU, began sending out 21st birthday cards to MSU students encouraging a safe and responsible celebration on their birthday.

Your son or daughter will be receiving one of the B.R.A.D birthday cards in the next few days. We encourage you to discuss 21st birthday celebration rituals with them. Please help them understand the dangers of excessive consumption and encourage them to celebrate responsibly. Research consistently shows that students turn to their parents first for health related information. This is one area where we can work together to make a difference in challenging the environment of high risk drinking!

Thank you for your support,



John and Cindy McCue
B.R.A.D. Foundation

More information about can be found at healthed.msu.edu and www.brad21.org

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