



Talk Early And Often About Alcohol, Tobacco
And Other Drugs. Even When It Gets Tough

Parent Tip

Know! Parent Tip: Beware of *Four Loko* and Other Alcohol Energy Drinks



"Blackout in a Can" is what some people are calling **Four Loko**: a dangerous, new alcohol energy drink that contains nearly as much alcohol as a six pack of beer and as much caffeine as a 12-ounce cup of coffee, all in one supersized serving (24-ounce can).

Alcohol energy drinks are no new concept and have long been a concern. However, alcohol-infused energy drinks like Four Loko, are especially dangerous because they contain an incredibly high amount of alcohol mixed with caffeine. Medical experts say that combining a depressant (alcohol) with a stimulant (caffeine) is hazardous to both the body and brain, and it makes for a, "wide awake drunk," as the caffeine masks the typical effects of alcohol.

Four Loko's extreme alcohol content, flashy packaging, fruity-sweet flavors and cheap price (sold for as little as \$1.99) give it strong youth appeal. And in fact, lawmakers in a number of states are taking legislative action. Earlier this month, the Michigan Liquor Control Commission was successful in banning the sale of alcohol energy drinks in their state.

Parents, we want you to not only be aware of this product, and others like it, but we encourage you to talk to your children about the dangers of alcohol energy drinks. Get the conversation started by asking what they know about alcohol energy drinks; then go from there.

For additional links on Four Loko visit:

- Join Together:** [Doctors Say Alcoholic Energy Drinks Dangerous](#)
New York Times: [Caffeine & Alcohol Drink Is Potent Mix for Young](#)
Columbus Dispatch: [Four Loko - Controversial caffeinated alcoholic drink has roots in Ohio](#)
Fast Company: [How Four Loko Sanitized Its Social Media](#)

Talking regularly with kids reduces their risk of using alcohol, tobacco and other drugs. Know! urges you to encourage other parents to join Know! by taking the [Parent and Caregiver Pledge](#). For more information log on to www.HelpThemKnow.com or call 1-866-999-KNOW.

Know! is a program of:



Drug-Free Action Alliance
"Ohioans Partnering for
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In collaboration with:

