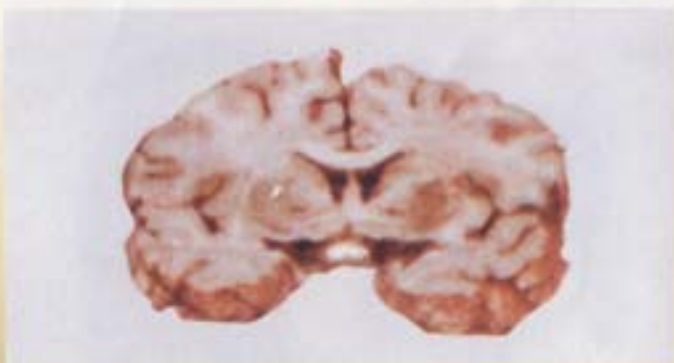


# Brain

## HEALTHY



Brain section of a relatively normal brain, with small central cavities, or ventricles. The surface presents a normal contour with closely approximated convolutions.

Brain photographs and comment from film Verdict at 1.32.

## DISEASED



Brain section from an alcoholic shows shrinking (atrophy) of these convolutions and the widening of spaces between the brain lobes. This is accompanied by a decrease in mental faculties, such as judgement, memory, willpower, moral fibre.

The "agglutination" or sludging caused in the bloodstream by the presence of alcohol in the system prevents sufficient oxygen reaching the brain—therefore many brain cells are killed by each drink taken. These are NEVER REPLACED.

In the diseased brain the spaces are enlarged because of the death of brain cells. Dr Melvin K. Kniseley, researcher, has said, "Alcohol affects the brain from the first drink!" Each drink will kill 500 neurons.

## What is the alternative?

### TOTAL ABSTINENCE

More important even than the long-term effects of alcohol on the body and brain are the immediate detrimental results of even one or two drinks on a person's:

- ★ JUDGEMENT
- ★ REASONING
- ★ SELF-CONTROL
- ★ CO-ORDINATION
- ★ ABILITY TO REACT QUICKLY IN AN EMERGENCY

## What is alcohol?

A toxic, narcotic,  
depressive, addictive  
DRUG

The World Health Organization (2004) identified ALCOHOL as the "third largest risk factor (in industrialised countries) for the burden of injury and disease". In Australia, the Senate Standing Committee on Social Welfare concluded that — "Alcohol is the major drug of abuse in Australia. It now constitutes a problem of epidemic proportions"

**At least one out of every 10 drinkers will become an alcoholic**

i.e. a person who is alcohol-dependent no matter what the cost.

There is only **one way** to be sure you will not become an **alcoholic**

**NEVER TAKE THE FIRST DRINK**

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09/05

# Seeing Is Believing



# Heart

**HEALTHY**



**DISEASED**



The heart is enlarged because the muscle has lost its elasticity and become slack and covered with deposits of unhealthy fat.

# Kidney

**HEALTHY**



**DISEASED**



The kidney is shrunken and scarred because parts of tissue have been destroyed due to the strain of ridding the body of ALCOHOL.

# Liver

**HEALTHY**



**DISEASED**



The liver processes 90% of the toxic substances in the body and has developed cirrhosis because of the continuous large amounts of ALCOHOL in the system.

THESE PHOTOGRAPHS ARE OF MEDICAL MODELS OF ACTUAL ORGANS TAKEN AT AUTOPSY OF AVERAGE-SIZED HEALTHY MALES.

THE PHOTOGRAPHS ARE OF MEDICAL MODELS OF ACTUAL ORGANS TAKEN AT AUTOPSY OF PERSONS WHO HAVE DIED BECAUSE OF THEIR ALCOHOLISM. THEY WERE ORGANS OF AVERAGE-SIZED MALES.