



News Alert

Northeast Community Challenge Coalition

Alcohol Consumption During 21st Birthdays

According to a study of 150 college students at a university, a majority of those celebrating their 21st birthday ended up drinking more than they anticipated—nearly double. Students who consumed more than anticipated were more likely to drink faster and drink more shots than students who were accurate or drank less than anticipated.

- **68% of celebrants consumed more drinks than they anticipated**
- **55% of celebrants reported drinking free shots in bars**
- **61% of all those who drank to celebrate had one or more influential peers present**



The researchers stated: ***“the amount and style of drinking observed during 21st birthday celebrations are excessive and should be viewed as a serious public health threat.”***

They suggest interventions that “encourage responsible peer behavior and teach celebrants skills to stay within their anticipated drinking limits”.

Source: Adapted by CESAR from data from Brister, H.A., Wetherill, R.R., and Fromme, K., “Anticipated Versus Actual Alcohol Consumption During 21st Birthday Celebrations,” *Journal of Studies of Alcohol and Drugs*.

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