



# Some myths and misconceptions about alcohol consumption

## **Myth**

Alcohol enhances sexual performance and desire.

## **Fact**

Shakespeare's quote that alcohol “provokes the desire but inhibits the performance” is well known. Alcohol interferes with achieving erections. In research studies of certain cases, alcohol has been shown to reduce sexual desire. But how one behaves after drinking alcohol, depends on how one wants to behave or how the alcohol-consuming group is behaving.

## **Myth**

Alcohol helps people to forget their problems.

## **Fact**

This has become a 'truth' because regular and heavy alcohol-users often say this is the reason why they drink alcohol. Very often the opposite is found to be true – people bring up forgotten problems only when they are intoxicated.

## **Myth**

Alcohol is a stress buster.

## **Fact**

Alcohol is frequently resorted to as a “cover up” during times of temporary or ongoing stress or grief experienced due to the loss of a loved one or the end of a relationship, unresolved family tensions or chronic work stress. However, alcohol increases the level of biological stress that is placed on the body. Adrenaline levels increase in the body as we drink. We may feel more relaxed when we drink alcohol, but the body actually comes under additional stress.

### *Myth*

A man needs to drink alcohol to prove his manliness.

### *Fact*

On the contrary, people who need to use alcohol develop a tolerance for it and become dependent on it, thereby losing their will power and independence.

### *Myth*

One needs to drink alcohol to be trendy and part of the group.

### *Fact*

Behavioural research has documented that in a group drinking alcohol; even those who are not drinking can have an equally good time and behave in the same uninhibited manner. Adolescents call this “getting high on other people’s alcohol”. Forcing or urging someone to drink as a condition of group membership or acceptance can lead to tragic consequences, hospitalization, sexual and other types of violence and even death. Ultimately, alcoholics can be very lonely people shunned by family, friends and society.