

BORG Drinking

OSF HealthCare Newsroom

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BROADCAST SCRIPT

INTRO:

WHILE GALLON JUGS ARE USUALLY USED FOR DAILY NECESSITIES LIKE MILK AND WATER – A NEW SOCIAL MEDIA TREND HAS BECOME A MIXTURE FOR DISASTER.

TAKE VO

“BORG” DRINKING – IS A NEW TAKE ON BINGE DRINKING. IT’S CALLED A “BLACKOUT RAGE GALLON” AND COLLEGE STUDENTS CAN BE SEEN ON SOCIAL MEDIA MIXING ALCOHOL... WATER... SWEET FLAVORINGS AND ELECTROLYTES. WHILE THEY THINK WATER AND ELECTROLYTES MIGHT PROTECT THEM FROM HANGOVERS – IT DIDN’T PROTECT THEM FROM ENDING UP IN THE HOSPITAL. A FIRE DEPARTMENT IN MASSACHUSETTS RECENTLY RESPONDED TO 28 CALLS OF ALCOHOL INTOXICATION – ALL TIED TO BORG DRINKING.

DR. DEEPAK NAIR (**NYE-ER**) – A NEUROLOGIST WITH OSF HEALTHCARE ILLINOIS NEUROLOGICAL INSTITUTE – CALLS BINGE DRINKING THE MOST RISKY FORM OF DRINKING.

27 SECOND SOT

“There are long-term effects, even those who have stopped engaging in binge drinking, there are long-term lingering effects. Everything from mild cognitive impairment that’s permanent, to more severe forms of what are called “alcoholic (Wernicke) encephalopathy” where specific parts of the brain and being damaged permanently. This can cause permanent disability.”

VO TAG

DR. NAIR (**NYE-ER**) SAYS DILUTING THE ALCOHOL DOESN’T TAKE AWAY FROM THE FACT YOU’RE DRINKING A HIGH PERCENTAGE OF ALCOHOL – AND A HIGH QUANTITY OF IT. HE ADDS THAT REPETITIVE BINGE DRINKING CAN CAUSE PERMANENT MEMORY LOSS AND OTHER BRAIN DISORDERS.

VO/SOT #2

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DR. DEEPAK NAIR (**NYE-ER**) – A NEUROLOGIST WITH OSF HEALTHCARE ILLINOIS NEUROLOGICAL INSTITUTE – SAYS WHILE BLACKING OUT MAY CAUSE YOU NOT TO REMEMBER THE NIGHT BEFORE... IT CAN EVEN WORSEN YOUR ABILITY TO REMEMBER THINGS IN THE FUTURE.

23 SECOND SOT

“High quantities of alcohol have a tendency to impact the memory centers of our brain. When those parts of the brain are damaged, it can permanently impair our ability to store memories. At the end stage when we meet patients like this, not only can they not store new memories and recall memories effectively, their brain starts to make up details about their own life.”

VO TAG

DR. NAIR (**NYE-ER**) SAYS BINGE DRINKING IS FAIRLY POPULAR IN AMERICAN CULTURE – BUT HE ALSO CALLS IT THE MOST RISKY FORM OF DRINKING. HE SAYS JUST TRYING TO DILUTE ALCOHOL WITH WATER OR ELECTROLYTES – IS THE WRONG WAY TO LOOK AT THE HIGH PERCENTAGE AND HIGH QUANTITY OF ALCOHOL YOU’RE ALREADY DRINKING.