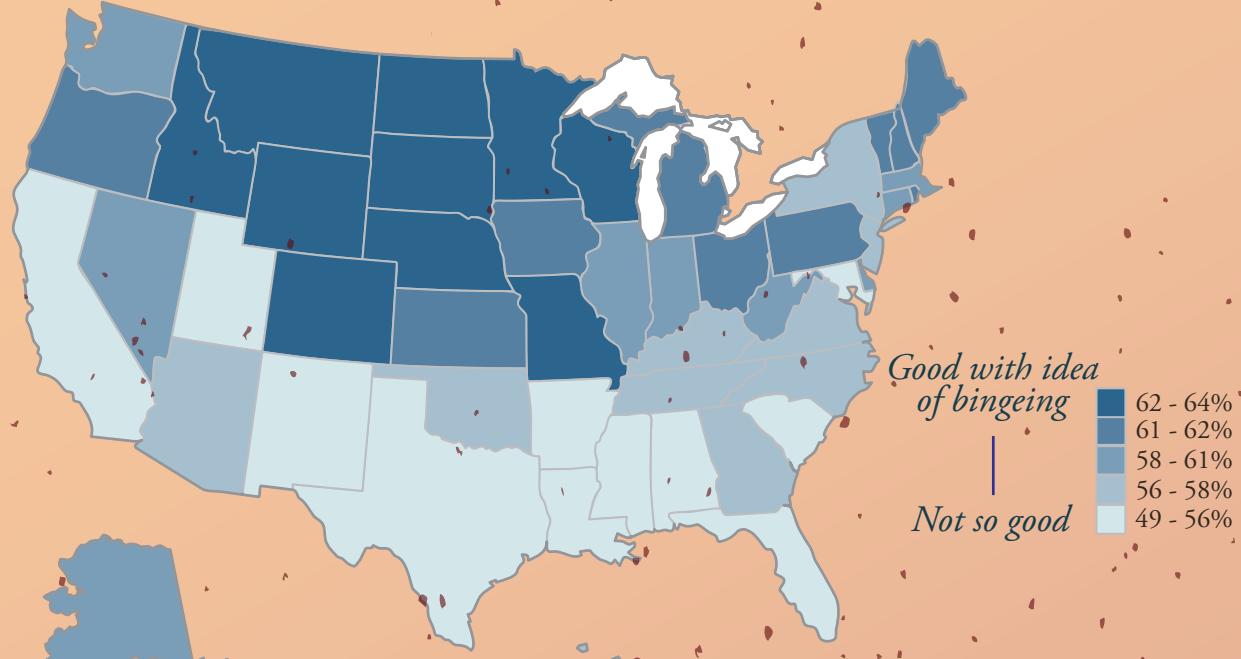


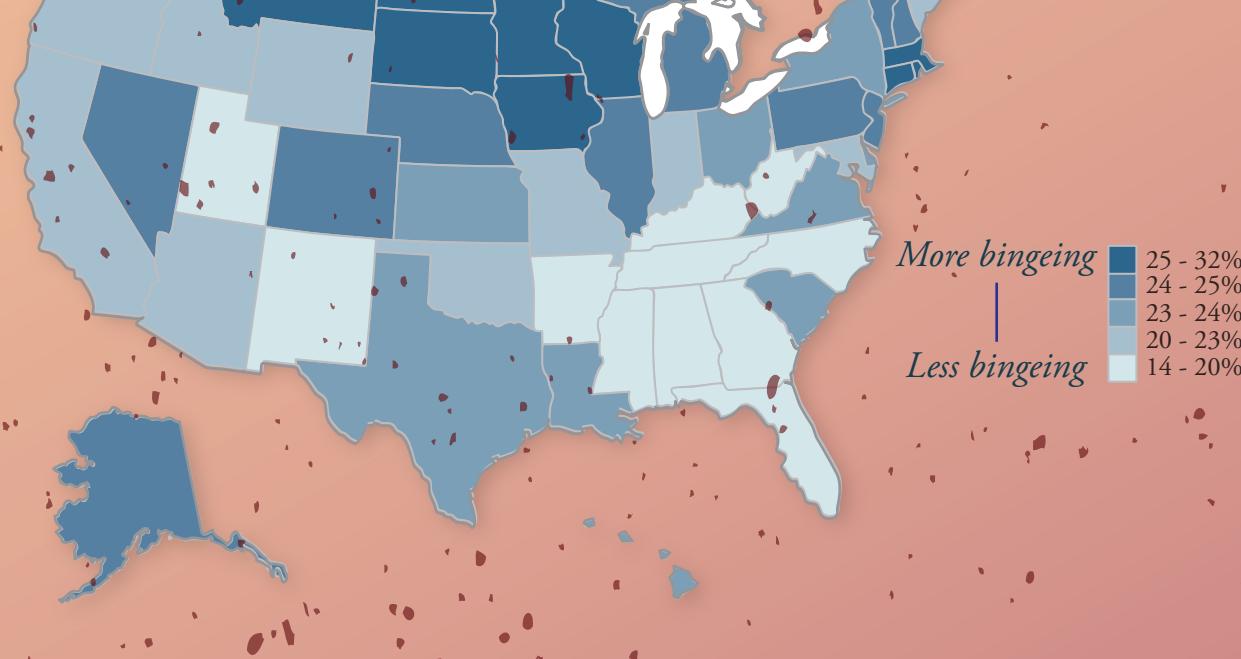
Your thoughts become your words

% who say there's "no problem" with binge drinking
(5+ drinks at one sitting, twice a week or more)



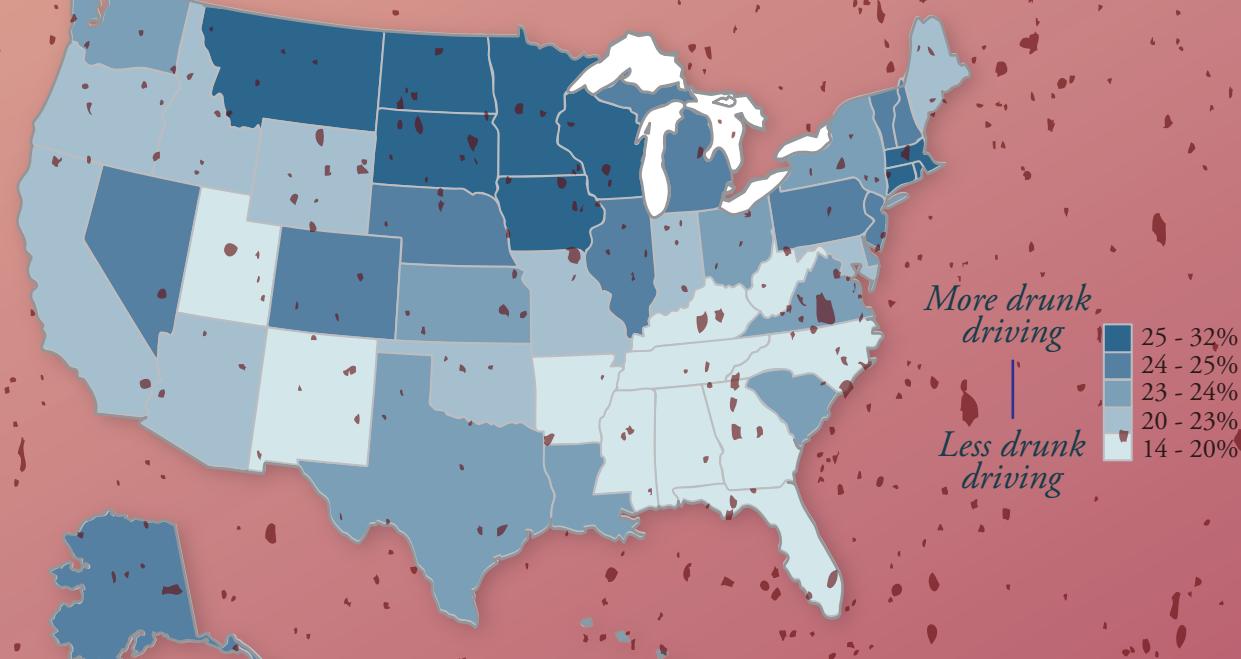
Your words become your actions

% who report binge drinking twice a week or more



Your actions become your character

% who report driving drunk in the past year



And your character becomes your destiny

% of arrests involving alcohol

