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Articles

What's a borg? The latest college drinking trend explained.



University warns of 'borg' drinking trend after 28 ambulances called over the weekend



Substance Misuse Prevention Newsletter: A Collection of Readings

Drinking Trends and Spring Break



<https://images.mktw.net/im-739588?width=700&height=487>

Brief Overview

The newest TikTok trend for binge drinking presents significant health concerns for college students. The “borg”, also known as the blackout rage gallon, has been falsely promoted as a safer way to drink alcohol. The borgs are plastic gallon containers filled with a mixture of alcohol, water and electrolytes. These containers typically contain a fifth of alcohol, which is equal to roughly 16 drinks. Before entering the spring break season, it is important to address the concerns surrounding the trend and promote safer drinking habits among students.

Staying Smart (EDUMed, 2023)

- Always have a plan to get home
- Eat something before or while drinking
- Have a round of water
- One drink per hour (12 oz of beer, 5 oz of wine, 1.5 oz distilled spirits)
- Figure out your limit before going out

Tips for a Safe Spring Break (Virginia Tech, 2023)

Use the buddy system

Never leave a party with a stranger and establish a place to meet in advance if you get separated from your friends.

Watch your cup or glass

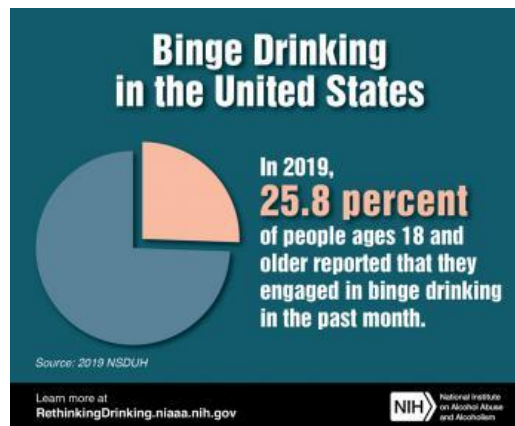
Only accept drinks that you have watched made or poured in front of you.

Don't drink in a hot tub

Alcohol can dilate blood vessels and lower blood pressure to dangerous levels. The effects of drinking are felt faster and stronger if you are sitting in a hot tub.

Hydrate and wear sunscreen

Take your SPF and a bottle of water to the beach.



While 25.8% is a high number, this demonstrates that almost 75% of people 18 and older DID NOT engage in this high-risk practice.

TikTok Drinking Trend Puts Students in Hospital (CBS News, 2023)

Dozens of UMass Amherst students were hospitalized after participating in the borg drinking challenge. The total amounted to 46 students who were hospitalized, all of whom were eventually cleared and discharged back to campus or home. 28 ambulances were used to transport students to the hospital. Because of the high volume of transports, Amherst requested the help of ambulances from neighboring towns. This is potentially the first of many dangerous incidents of borg parties. Improved alcohol education, intervention, and communication is necessary across campuses to ensure that the incident at Amherst does not repeat somewhere else. The National Institute on Alcohol Abuse and Alcoholism warns that consuming the amount of alcohol contained in the borgs would **be fatal for the vast majority of people, even if spread throughout the day.**

For comments on this newsletter or suggestions for future articles please contact: Diane Geyer LCPC, LADC, CCS, NCC~ Clinician and Coordinator of Clinical Substance Use Services at USM or Mary Furlong, Graduate Assistant~ Email: diane.geyer@maine.edu or mary.furlong@maine.edu