



Put In Your 2¢ Worth...
**About 2¢ a drink yields \$44 million annually
to reduce the impact of
alcohol problems in Missouri.**

Question:

I have heard the words “normalize” and “normalization” used in regard to the impact of alcohol on health and safety. What does that mean, and how does it affect us?

Answer:

The marketing strategy of “normalization” is to bring into conformity with a standard, a pattern, or a model – in other words, to become “normal.” The effect is to make those who do NOT consume alcohol somehow feel deficient, abnormal, maybe even deviant. When you hear that “beer is an important part of a healthy lifestyle,” you know what its aim is.

MISSOURI ALCOHOL IMPACT FACT #62

A philosophy professor stood before his class and had some items in front of him. He picked up a very large, empty jar and filled it with rocks about 2” in diameter. He then asked the students whether the jar was full. They agreed that it was. So he picked up a box of pebbles and poured them into the jar and shook the jar lightly. The pebbles, of course, rolled into the open areas between rocks. He then asked the students again whether the jar was full. They agreed that it was.

The professor then picked up a box of sand and poured it into the jar. Of course the sand filled up everything else. He asked once more whether the jar was full. The students responded with a unanimous “yes.” The professor then produced two cans of beer from under the table and proceeded to pour their entire contents into the jar, effectively filling the empty space between the sand. The students laughed.

“Now,” said the professor, “I want you to recognize that this jar represents your life. The rocks are the important things – your family, your partner, your health, your children, your faith – things that if everything else was lost and only they remained, your life would still be full. The pebbles are the other things that matter, like your job, your house and your car.”

“The sand is the ‘small stuff.’ If you put the sand into the jar first, there is no room for the pebbles or the rocks. The same goes for your life. If you spend all of your time and energy on the small stuff, you will never have room for the things that are really important to you. Pay attention to the things that are critical to your happiness. Play with your children. Take time to get medical checkups. Take your partner out dancing. Attend church regularly. There will always be time to go to work, clean the house, give a dinner party, and fix the garbage disposal. Take care of the rocks first – the things that really matter. Set your priorities. The rest is just sand.”

One of the students raised her hand and inquired what the beer represented. The professor smiled. “I’m glad you asked,” he said. “It just goes to show you that no matter how full your life may seem, there is always room for a couple of beers.”

***For more information call one of the
Missouri’s Alcohol Impact Coalition members below:***

Alicia Ozenberger
Missouri’s Youth Adult Alliance
573/635-6669
aozenberger@actmissouri.org

Gerrit DenHartog
Community Activist/Alcohol Policy Consultant
573/893-5448
gdenhartog@sprintmail.com

Angela Hirsch
MADD-Jefferson City
573/636-2460
madd-ed@earthlink.net