

In “Here’s to Your Health,” Joan Dunayer describes how advertisers spend big money promoting lies about alcohol. To begin with, they suggest that alcohol is an indication of professional success. However, the fact is that heavy drinkers actually perform worse at work and in school. Another lie is that drinking makes you sexy. The truth is that alcohol use can lead to infertility and impotence. Then there is the myth that alcohol and athletics are a great combination. Certainly we observe this connection on every sports broadcast. However, any athlete can tell you that alcohol hinders coordination and slows you down. Finally, the alcohol industry wants us to believe that drinking promotes family togetherness and happiness. What they don’t tell you is that it is the leading cause of domestic violence, crime, suicide, and abuse. How ironic it is that we toast one another, “To Your Health!”