



*News from the*  
**National Council on Alcoholism  
 and Drug Dependence**  
*Rochester Area*

Fall 2010

# Underage Drinking Is Not a Minor Problem

Alcohol is the most commonly used and abused drug among youth in the United States. Although it is illegal, young people under age 21 drink 11 percent of all alcohol consumed in the U.S. In response NCADD-RA will implement an underage drinking community awareness campaign this fall. Fact sheets, in both English and Spanish, targeting parents and other adults working with youth will be distributed. A four-month campaign, "See it, hear it, talk about it. Start talking before they start drinking." will appear on 17 Cinemark Tinseltown USA and IMAX theater screens in Gates and 12 Regal Cinema theaters in Greece.

**All campaign materials will be available on our Web site at [www.ncadd-ra.org](http://www.ncadd-ra.org).**

## Save the Date!

NCADD-RA will host an underage drinking conference and community forum.

**Underage Drinking:  
 Defending the MLDA-21,  
 DWI Prevention Approaches  
 and Countermeasures**

*When:* **October 29**  
 9:00 a.m. – 3:00 p.m.

*Where:* **Holiday Inn Airport  
 and Countermeasures**

Our primary speaker will be James Fell, Program Director of the Pacific Institute for Research and Development. Also speaking will be Monroe County District Attorney Michael Green. To register, contact Elaine Alvarado at (585) 719-3481 or [ealvarado@depaul.org](mailto:ealvarado@depaul.org). The cost is \$35 per person and includes a continental breakfast and lunch.



**UNDERAGE  
 DRINKING**

Not a **minor** problem

## Parents' Phase

The New York State Office of Alcoholism and Substance Abuse Services (OASAS) is developing a new phase of the Underage Drinking: Not a Minor Problem campaign. The goal is to reach parents of middle and high school age youth as well as other adults who may have an influence on a youth's decision to drink alcohol. According to the 2008 New York State Youth Development Survey, nearly 52 percent of students in grades 7-12 reported that their parents had never spoken to them about the dangers of underage drinking. There are several reasons why parents don't talk to their children about the dangers of alcohol use, but research shows that parents remain the number one influence in their children's lives.

The campaign provides valuable information and resources about effective ways to communicate with youth regarding the dangers of underage alcohol use. The central theme of the campaign is that parents have a significant influence on their children's behavior and that it all starts with a conversation. The campaign toolkit includes a 30-second public service announcement and a brochure which will guide parents through this conversation,



and provides useful information and resources. All of the campaign information will be posted on the OASAS Web site at [www.oasas.state.ny.us](http://www.oasas.state.ny.us). This site will also provide links to other Internet resources on underage drinking prevention.

*Submitted by Kimberly Fellows, CSAP Intern, Bureau of Prevention  
 NYS OASAS*

# NCADD-RA's 64th Annual Luncheon



Jennifer Faringer presents Hazel Jeffries with NCADD-RA's 2010 Community Collaboration Award.

May 14  
Mario's Italian  
Steakhouse,  
Rochester



Keynote speaker David Rosenbloom, Ph.D.; director of JOIN TOGETHER.



Bridget DeRollo presents Cindy Lewis with NCADD-RA's 2010 Helen Guthrie Award.



Jennifer Faringer presents Doug Bufano with NCADD-RA's 2010 Charlotte C. Hegedus Community Excellence Award.

## NCADD-RA Services...

- Total Approach Family Program
- Hispanic Prevention/Education Program
- Community Education and Advocacy
- Problem Gambling Prevention Program
- Addictions Counselor Credential Training
- Resources and Referrals
- Finger Lakes Prevention Resource Center



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## NCADD-RA Staff...

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Family Program Coordinator  
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- Rob K. Levy, M.S.**  
FL PRC Community Training Specialist  
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Front row: Aracelis Ramos, Ross Amico and Bridget DeRollo. Back row: Elaine Alvarado, David Young, Jennifer Faringer, Milagros Rodriguez-Vazquez, Rob Levy, Barb Christensen, and Jerry Bennett.

**Aracelis Ramos**  
Bilingual Secretary  
(585) 719-3484

**Milagros Rodriguez-Vazquez, A.A.S.**  
Hispanic Prevention/Education Coordinator  
(585) 719-3486

**David Young, A.S.**  
Problem Gambling Prevention Coordinator  
(585) 719-3485

## New Book Details...

# Electronic Gambling: A World of Chance and Impulse

A new book, "Addiction by Design: Machine Gambling in Las Vegas," gives readers an inside look at how electronic gambling pulls gamblers into a world of hypnotic play.



Recent decades have seen a dramatic shift away from social forms of gambling played around roulette wheels and card tables to solitary gambling at electronic terminals. "Addiction by Design: Machine Gambling in Las Vegas," takes readers into the intriguing world of machine gambling, an increasingly popular and absorbing form of play that blurs the line between human and machine, compulsion and control, risk and reward.

Drawing on 15 years of field research in Las Vegas, anthropologist Natasha Dow Schüll shows how the mechanical rhythm of electronic gambling pulls players into a trancelike state they call the "machine zone," in which daily worries, social demands, and even bodily awareness fade away. Once in the zone, gambling addicts play not to win but simply to keep playing, for as long as possible—even at the cost of physical and economic exhaustion. In continuous machine play, gamblers seek to lose themselves while the gambling industry seeks profit. Schüll describes the strategic calculations behind game algorithms and machine ergonomics, casino architecture and "ambiance

## Save the Date!

NCADD-RA's fall conference

### "Problem Gambling: Addiction by Design"

**When: September 17**  
9:00 a.m. – 3:00 p.m.

**Where: Holiday Inn Airport**

Our primary speaker will be author, Natasha Dow Schüll, Ph.D. To register contact Elaine Alvarado at (585) 719-3481 or [eaalvarado@depaul.org](mailto:eaalvarado@depaul.org). The cost is \$35 per person and includes a continental breakfast and lunch. Co-sponsored by the New York Council on Problem Gambling.



management," player tracking and cash access systems—all designed to meet the market's desire for maximum "time on device." Her account moves from casino floors into gamblers' everyday lives, from gambling industry conventions and Gamblers Anonymous meetings to regulatory debates over whether addiction to gambling machines stems from the consumer, the product, or the interplay between the two.

"Addiction by Design: Machine Gambling in Las Vegas" is a compelling inquiry into the intensifying traffic between people and machines of chance, offering clues to broader anxieties and predicaments of contemporary life.

*Information obtained from the Princeton Press Web site at [www.press.princeton.edu/titles/9156.html](http://www.press.princeton.edu/titles/9156.html).*

*"Addiction by Design: Machine Gambling in Las Vegas" is published by Princeton University Press and will be available for purchase in May 2011.*

If your school or community group would like further information or to request a presentation on problem gambling, contact David Young at (585) 719-3485 or [dyoung@depaul.org](mailto:dyoung@depaul.org).

If you or a loved one is in need of treatment or counseling, please contact DePaul's Problem Gamblers Treatment Program at (585) 719-3432 or e-mail [pgt@depaul.org](mailto:pgt@depaul.org).

# The Hispanic Population: An Important Market for the Alcohol Industry

As our youth begin college, be aware that underage drinking is a serious problem that is growing and causing serious consequences for communities and families. Young adults between the ages of 18-20 enrolled in college full-time were more likely than their peers not attending full-time to use alcohol, binge drink, and drink heavily. Ninety-five percent of violent crimes on college campuses are alcohol-related. In 2007, the U.S. Surgeon General estimated that approximately 5,000 youth under the age of 21 died from alcohol-related injuries involving underage drinking each year. In 2005, underage drinking costs the citizens of New York state \$3.2 billion dollars.

The 2000 U.S. Census revealed that Hispanics are now the fastest growing ethnic group in the United States. The alcohol industry sees the Hispanic population as a huge and important market and is spending significant advertising dollars appealing to the Hispanic market. In 2005, Anheuser-Busch created a vice president post to specifically oversee the Hispanic market. Molson Coors Brewing Company has a vice president charged with coordinating sales and marketing to Hispanics. Miller Brewing Company has agreed to a \$100 million advertising package over the next three years with the Spanish broadcaster Univision Communications, Inc.

David Jernigan, Director of The Center on Alcohol Marketing and Youth states, "Previous research has shown that Hispanic

youth are more likely to drink and drink heavily at an earlier age than their peers. Plenty of industries have set their sights on the Hispanic market, but this much alcohol marketing reaching Hispanic young people could have serious consequences."

Underage drinking is something your family and our community can prevent. Teens are far less likely to drink if parents communicate their expectations regarding abstaining from alcohol. Key points to share with youth include:

- Underage drinking is against the law
- Using alcohol is risky and can lead to unplanned pregnancies and STDs
- Problems at school and can cause serious health problems
- Youth that begin drinking before age 15 are four times more likely to develop alcohol dependency.

Anyone can be a victim of the effects of underage drinking. We know that the use of alcohol by minors is a problem that can impact all.

*Sources include: NYS OASAS, Join Together, and "Underage Drinking in the Latino Community" by Pierluigi Mancini, Ph.D.*

**For more information about the Hispanic Prevention Education Program contact Milagros Rodriguez-Vazquez at 585-719-3486 or mrodriguez@depaul.org.**

## Nationwide Study Shows a Dramatic Rise in Substance Abuse Treatment of Older Americans

A study reveals that between 1992 and 2008 the proportion of substance abuse treatment admissions involving older Americans (ages 50 and older) nearly doubled - from 6.6 percent of all admissions in 1992 to 12.2 percent in 2008. The study, sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA), also shows a sharp rise during this period in the proportion of older American admissions related to illicit drug abuse - even though alcohol abuse is still the leading cause for admissions involving this age group.

Among its more notable findings, the SAMHSA study reveals that from 1992 to 2008 the proportion of admissions among this age group are due primarily to:

- Heroin abuse more than doubled - from 7.2 percent to 16.0 percent.
- Cocaine abuse quadrupled - from 2.9 percent to 11.4 percent.
- Prescription drug abuse rose from 0.7 percent to 3.5 percent.
- Marijuana abuse increased from 0.6 percent to 2.9 percent.

At the same time admissions primarily related to alcohol abuse

decreased from 84.6 percent in 1992 to 59.9 percent in 2008. The proportion of older American treatment admissions involving multiple substance disorders has nearly tripled from 13.7 percent in 1992 to 39.7 percent in 2008.

While the study showed that over three quarters of all older American treatment admissions initiated use of their primary substance by the age of 25, an increasing proportion of admissions involved substances that had only been initiated within five years prior to admission. In 2008, cocaine abuse was the leading primary cause of admissions involving substances initiated in the past five years (26.2 percent) among older Americans, with prescription drug misuse a close second (25.8 percent).

"These findings show the changing scope of substance abuse problems in America," said SAMHSA Administrator Pamela S. Hyde, J.D. "The graying of drug users in America is an issue for any programs and communities providing health or social services for seniors." *SOURCE: Substance Abuse and Mental Health Services Administration*

# News from NCADD-RA's Finger Lakes Prevention Resource Center

In the first months of 2010, the Finger Lakes Prevention Resource Center (FL PRC) continued its outreach, training, and technical assistance to community anti-drug coalitions throughout the Finger Lakes region. The PRC team has established contacts in all 12 counties, and is actively working with 14 coalitions in ten of these counties.

In June, a FL PRC Networking Workshop brought coalition representatives together to hear Dr. Norm Wetterau, President of the New York Society of Addiction Medicine, speak on ways in which coalitions can work more closely with members of the health care community. A fall networking workshop is scheduled for October 14 where Judge Gary Graber, Darien Town Justice, and Vice President of the New York State Magistrates Association, will speak on ways in which coalitions can involve judges and magistrates. Additionally, the Finger Lakes PRC staff has also presented at meetings of New York state service providers.

## News from Finger Lakes coalitions:

- Ontario, Seneca, Steuben, and Tompkins coalitions attended a three-week New York State Community Anti-Drug Coalitions of America (CADCA) Training Academy during the months of January, March, and June. Each coalition is responsible for completing a community assessment, logic model, strategic and action plan, evaluation plan and sustainability plan. Graduates will be honored at next February's CADCA National Leadership Forum in Washington, D.C.
- Several coalitions, including the Pittsford Alliance for Drug-Free Youth, the HEART Coalition for a Drug-Free Rochester, Livingston County Healthy Communities That Care, and the Yates Coalition on Underage Drinking have held town hall or other community forums on underage drinking and/or youth risk and protective factors.
- The Seneca County Substance Abuse Coalition held a contest in area schools to create a billboard design with the slogan "Underage Drinking, Not a Minor Problem." The winning billboard design, by South Seneca High School sophomore Jasmine Delong, along with a new logo is now featured on several billboards throughout the county.
- Seneca, Steuben and Livingston counties are carrying out "sticker shock" campaigns, alerting adults purchasing alcoholic beverages that it is a crime to provide alcohol to underage drinkers.
- The Partnership for Ontario County, through a Drug Free Communities (DFC) Mentorship grant, has mentored the Steuben Prevention Coalition. Steuben conducted extensive community and school surveys and has begun the process of qualifying for its own DFC grant.
- The Yates Coalition on Underage Drinking has partnered with Keuka College to produce a video on facts about underage drinking, alternatives for youth and tips for parents to be shown in doctors' offices.



Sarah Dakin (OASAS), Barb Christensen (FL PRC), Rhonda Ramsey-Molina (CADCA), Jerry Bennett (FL PRC), Kareemah Hafiz Abdullah (CADCA) and Rob Levy (FL PRC).



CADCA Leadership Academy attendees, hosted by NCADD-RA's FL PRC.

The NCADD-RA FL PRC is energized by the hard work of these coalitions and will continue to foster growth and sustainability of emerging and existing coalitions throughout the Finger Lakes region.

*Submitted by Rob K. Levy, FL PRC  
Community Training Specialist*

# Call TIPLINE to Report Underage Drinking

In 2005, the Drug Free Communities Coalition sponsored by the Genesee Council on Alcoholism and Substance Abuse (GCASA) identified underage drinking as having a serious impact on young people in the community. To avoid further tragedies, it was decided there needed to be a safe and confidential way for concerned individuals to report underage drinking information without fear of retaliation. As a result, Regional Action Phone, Inc. (RAP), a non-profit call center, was approached to help establish the Tipline, a prevention and intervention safety net for young people. Originally, Tipline only covered Genesee and Orleans counties. However, word of Tipline and its success spread to other counties that shared the same concern; the impact underage drinking was having on their young people. As a result the Tipline coverage area has expanded to Allegany, Cattaraugus, Chautauqua, Delaware, Erie, Jefferson, Lewis, Monroe, Niagara, St. Lawrence, and Wyoming counties. Additional counties have expressed interest in establishing a Tipline in their own communities because they see the difference Tipline can make.

An anonymous and confidential Tipline provides a place for concerned adults, teachers, students, and friends to call 24-hours a day, seven days a week to report underage drinking activities that are harmful to the health, safety, and/or welfare of young people. To make it more available to the community, Tipline established an 800 number to eliminate any toll calling barriers. There are three rollover lines that continually rotate keeping callers from getting a busy signal. In addition, RAP works with the ASSIST Language Line which provides access to over 150 different languages and dialects. To reach the hearing impaired community, RAP has a TTY machine and works closely with the New York State Relay Service.

Once a county chooses to participate in Tipline, contact is established with the lead agencies and local law enforcement to establish a protocol outlining the manner in which call information



should be reported. Monthly reports are faxed, mailed or sent via email to identified contacts in the community. Call documentation can be sent via fax or email the next business day if requested. In addition, the county can choose to have key substance abuse resources put on RAP's database for callers who are looking to help connect someone to services.

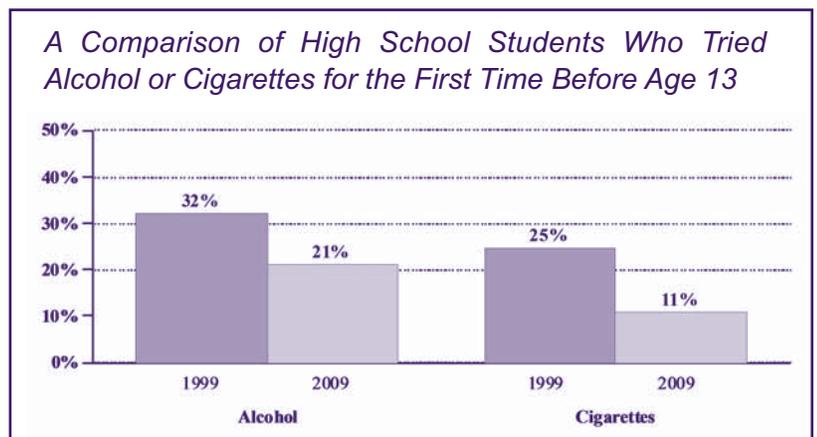
By calling Tipline at **1-800-851-1932** and providing anonymous, basic information (i.e. location and time of party, estimated number of young people attending, what's being served, if adults are present, etc.) a difference can be made, tragedy diverted and lives saved. One person, one voice can make a difference and change a course of events.

*Submitted by Holly Baxter, Executive Director, Regional Action Phone, Inc.*

NCADD-RA is proud to support Tipline and encourages community usage of Tipline in Monroe County. Tipline information will be shared with the 12-county Finger Lakes region at our upcoming FL PRC networking event. NCADD-RA has included Tipline information on our newly-developed underage drinking fact sheets which will be distributed this fall.

## Prevention Works!

According to data from the recently released 2009 Youth Risk Behavior Survey, the percentage of high school students who first tried alcohol or cigarettes before age 13 has decreased over the past decade. In 1999, nearly one-third of high school students had reported drinking more than a few sips of alcohol and one-fourth reported smoking a whole cigarette for the first time before age 13. These rates decreased to 21 percent and 11 percent, respectively in 2009. While these declines in early alcohol and tobacco use are encouraging many students still began drinking and smoking before age 13. Previous research has shown a relationship between early alcohol consumption and alcohol abuse and dependence.



*SOURCE: Adapted by CESAR from the Centers for Disease Control and Prevention, "Youth Risk Behavior Surveillance—United States 2009," Morbidity and Mortality Weekly Report 59 (SS-5), June 4, 2010.*

# National Take-Back Day Initiative

On September 25, 2010, the federal Drug Enforcement Administration (DEA) will coordinate a collaborative effort with state and local law enforcement agencies focused on removing potentially dangerous controlled substances from our nation's medicine cabinets. A national take-back day will provide a unified opportunity for the public to surrender expired, unwanted, or unused pharmaceutical controlled substances and other medications to law enforcement officers for destruction. This one-day effort will bring national focus to the issue of pharmaceutical controlled substance abuse. The program provides an opportunity for law enforcement, prevention, treatment, and the business community to collaborate and establish a safe collection site for all Americans, regardless of where they reside.

Monroe, Wayne, Ontario, Livingston, Schuyler and Steuben counties have confirmed their participation with DEA in this national effort. Assisting in the regional efforts is Tom Sinclair from Monroe County Department of Environmental Services, who has successfully managed multiple safe disposal collections. Many of the counties participating in DEA's National Take-Back Day on September 25 will also be holding their already scheduled collection days.

The community will be able to bring their controlled, non-controlled, and over the counter substances to any of the scheduled collection sites. The collections are anonymous with efforts being made to protect the anonymity of individuals disposing of medications. No questions or requests for identification are made.

Participants may dispose of medication in its original container or by removing the medication from its container and disposing of it directly into the disposal box. If an original container is submitted, the individual should be encouraged to remove any identifying information from the prescription label. All solid dosage pharmaceutical product and liquids in consumer containers will be

**What's in your medicine cabinet?**



accepted. Liquid products, such as cough syrup, should remain sealed in their original container.

*Submitted by Timothy A. Kernan,  
Resident Agent in Charge, DEA Rochester*

NCADD-RA welcomes this opportunity to collaborate with our Rochester DEA and Monroe County Sheriff's Department. In addition to required law enforcement presence, staff from NCADD-RA will be available at the Monroe County collection site on September 25 to share more information and resources about the risks of prescription and over-the-counter medication misuse and abuse.

**To find a Monroe County  
collection site go to  
<http://www.monroecounty.gov/hhw>.**



**DePaul**  
**National Council on Alcoholism**  
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## Celebrating Recovery

# When Love is Not Enough: The Lois Wilson Story

Co-sponsored by the Substance Abuse and Mental Health Services Administration

*Keynote Speaker:* **Robert Lindsey**, President of NCADD, Inc.



**When:** **Wednesday, September 22**

**6:00 – 8:00 p.m.**

**Registration - 5:30 p.m.**

**Where:** **School of the Arts**

**45 Prince Street, Rochester**

**Cost:** **Free** *Pre-registration is required by September 15; contact Elaine Alvarado at (585) 719-3481 or [ealvarado@depaul.org](mailto:ealvarado@depaul.org).*

## Community Presentations Available Upon Request...

NCADD-RA provides community presentations on a wide variety of substance abuse related topics upon request. Presentations are customized to fit needs, interests, and timeframes and are available for school/university faculty, PTA/PTSA or other school groups, classrooms, outreach and clinical staff, youth and adult faith groups, or workplace organizations.

### Topics Include:

- Fetal Alcohol Spectrum Disorder
- Signs, Symptoms and Current Trends of Substance Abuse
- Impact of Addiction on the Family
- Consequences of Teen Smoking
- Media Literacy
- Underage Drinking
- Problem Gambling: Impact on Youth and Families
- Methamphetamine: Individual and Community Impact
- Over-the-Counter/Prescription Drug Abuse
- Inhalants/herbals
- Marijuana



For further information or to schedule a customized presentation with one of our staff, please contact Ross Amico, NCADD-RA's Community Education Coordinator, at [ramico@depaul.org](mailto:ramico@depaul.org) or (585) 719-3489.