

Fall 2024

National Council on Alcoholism and Drug Dependence

- Rochester Area

Newsletter

Regulating Online Alcohol Marketing Poses Challenges

by Delia Gallmeyer, M.S., MHC

he digital age has created new opportunities for companies to use online platforms to market their products on a broader scale. The alcohol industry is no exception, creating regulatory and behavioral challenges according to the World Health Organization's (WHO) "Snapshot series on alcohol control policies and practice."

The global pandemic significantly increased the number of occasions individuals spent online interacting with and making alcohol purchases on digital platforms. According to WHO, regulating the marketing of alcohol online is more challenging than traditional methods such as billboards, retail displays or television commercials as digital marketing has the potential to be viewed across the world. Additionally, content is often promoted outside brand-controlled spaces with online users reposting on their social media or livestreaming sponsored/sporting events (WHO, 2022).

Content such as an endlessly looping Boomerang video of clinking glasses at a happy hour on a Facebook story, Fireball Cinnamon Whisky merchandise



giveaways on X, or professional wrestler Conor McGregor promoting his Forged Irish Stout on Instagram may seem harmless to the casual observer, but research shows otherwise.

Exposure to alcohol-related content on digital platforms can normalize daily drinking and influence people's attitudes toward alcohol consumption, affecting those most at risk of developing an alcohol use disorder (Alcohol Marketing Expert Network, 2022). Online behavioral data is being used to target ads to individuals in an attempt to influence their preferences, attitudes and behaviors (WHO, 2022). The more individuals are exposed to alcohol ads, the more likely they are to misuse alcohol or engage in underage drinking and risky drinking (Hessari NM et al, 2017).

The Alcohol and Drug Foundation (ADF) recommends two strategies that may help individuals have more control over their browsing experience: reporting inappropriate/illegal content and reducing exposure to paid ads by changing advertising settings on specific applications. This may look different depending on one's device.

If you believe an advertisement violates regulations set by the Alcohol and Tobacco Tax and Trade Bureau, file a complaint by email at market.compliance@ttb.gov or by phone at (202) 453-2251. Continued research, advocacy and awareness of our own online browsing and sharing habits is the first step to taking back one's power.

References available upon request.

Reduce exposure to paid ads. You can change advertising settings or report inappropriate content on social media.



InstagramChange Settings

Privacy Center > Review settings > Scroll down to Ads preferences > Manage in Accounts Center > Ad topics

Reporting Content

Report ad > Selling or promoting restricted items > Drugs, weapons, animals > It's inappropriate > I just don't like it OR false information



TikTokChange Settings

Profile > Settings and privacy > Ads > How your ads are personalized > Food & beverage > Beverage > Not interested

Reporting Content

Hold down on video >
Report > Regulated goods
and activities > Alcohol,
tobacco, and drugs > Submit



SnapchatChange Settings

Profile > Settings > Scroll down to Additional Services > Lifestyle & interests > Scroll to bottom, turn off 'alcohol' under Ad Topics

Reporting Content

Hold down on snap and press Report > Drugs & Weapons > Drug use or sales > Submit



Facebook Change Settings

Settings > Meta Accounts Center > Ad preferences > Ad topics > Search for alcohol > See less

Reporting Content

Report post > Selling or promoting restricted items > Drugs, weapons or animals > I believe this goes against FB's community standards



X (Twitter) Change Settings

Settings and Support > Settings and privacy > Privacy and safety > Ads preferences > Disable personalized ads

Reporting Content

Report post > Hate, Abuse & Harassment, Violent Speech, Child Safety, Privacy, Spam, Suicide or self-harm, Sensitive or disturbing media, Impersonation, Violent & hateful entities

Substance Use in the LGBTQIA+ Community by David Young, A.S.

ePaul's National Council on Alcoholism and Drug Dependence-Rochester Area (NCADD-RA) had the opportunity to present information on substance use to several groups in the lesbian, gay, bisexual, transgender, queer or questioning, intersex, asexual, and other members of the LGBTQIA+ community during Pride Month in June. The information was well-received and

NCADD-RA hopes to continue building a strong partnership through these interactions and by providing education and resources.

Research has found that the stress caused by stigma, discrimination, harassment, and traumatic encounters commonly experienced by those in the LGBTQIA+ community can increase the likelihood of developing substance use problems and severe mental health

disorders as compared to heterosexual individuals, according to the National Institute on Drug Abuse (NIDA).

NIDA is actively supporting research to:

- identify the specific challenges faced by members of the LGBTQIA+ community
- prevent and reduce substance use disorders within this community
- improve access to treatment and better health outcomes



If NCADD-RA has touched your life, and has made an impact on you, your family and your community, please consider making a donation.

Your generous support will help NCADD-RA continue to provide quality education, support, resources and referrals, and advocacy through our many programs and services! There are many ways you can make a difference in the lives of those served by the NCADD-RA.

To donate, please visit ncadd-ra.org/donate.

NCADD-RA Services:

- · Addictions Counselor Credential Training
- Community Education and Advocacy
- Finger Lakes Addiction Resource Center (FLARC)
- Finger Lakes Prevention Resource Center (FL PRC)
- Hispanic Prevention Education Program
- Individualized Alcohol/Other Drug Education
- · Resources and Referrals
- Team Awareness Workplace Wellness
- Total Approach Family Program

1931 Buffalo Road, Rochester, New York 14624 ncadd-ra@depaul.org email ncadd-ra.org website www.facebook.com/NCADDRA/ Facebook (585) 719-3481 phone (585) 423-1908 fax

NCADD-RA Staff:

Jennifer Faringer,

M.S.Ed., CPP-G Director, NCADD-RA (585) 719-3480 jfaringer@depaul.org

Elaine Alvarado

Administrative Assistant/ Faith-Based Outreach (585) 719-3481 ealvarado@depaul.org

Jerry Bennett, B.A., CPP FL PRC Community
Development Specialist
(585) 719-3488
jbennett@depaul.org

Juliana Denning, B.S. FL PRC Community

Development Specialist (585) 719-3487 jdenning@depaul.org

Bridget DeRollo,

B.S., CPP-G
Family Program Coordinator
(585) 719-3483
bderollo@depaul.org

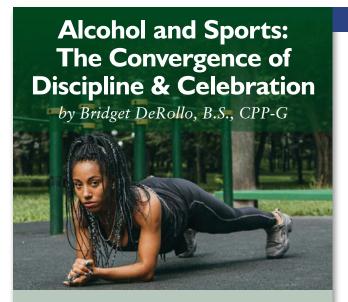
Delia Gallmeyer, M.S., MHC Community Education Coordinator (585) 719-3489 dgallmeyer@depaul.org

Irene Lawrence,

B.S.W., CPP FL PRC Project Coordinator (585) 719-3482 ilawrence@depaul.org

David Young, A.S. *FLARC Coordinator* (585) 719-3485

dayoung@depaul.org



rofessional, college and high school athletes, as well as community leagues and other sports organizations, have begun their seasons.

Athletic prowess, perseverance and discipline is on display coupled with the opportunity to celebrate growth and success. Our culture promotes the use of alcohol to celebrate, socialize and take a break from it all which can be problematic and destructive.

In 2022, the United States sold nearly \$260 billion worth of alcoholic beverages which was more than before the COVID-19 pandemic. The industry has been growing steadily since 2011, with over 3.4 billion cases in the beverage alcohol category sold each year. For athletes whose goal is peak performance, alcohol is counterproductive.

John Underwood, Director/Founder of "The Life of an Athlete Human Performance Project" as well as past Olympic runner, emphasizes the detrimental effect that alcohol consumption has on athletic performance (American Athletic Institutes):

- Drinking to intoxication can negate the effects of up to 14 days of training.
- The diuretic effects and subsequent dehydration affect recovery and conversion of hormone precursors into androgenic training hormones, resulting in a Vitamin B deficiency.
- Reaction time can be affected up to 12 hours after alcohol consumption.
- Training hormones are diminished for up to four days following alcohol consumption.
- Residual effects of alcohol from elite athlete lab tests show a negative effect on heart rate, lactic acid/muscle performance and respiratory/ventilation levels.
- Muscle protein synthesis (repair of muscle fiber) is diminished, predominately in fast-twitch muscle fibers.
- · Players that drink are twice as likely to become injured.
- Alcohol compromises an athlete's already vulnerable immune system.
- The associated residual effect of the alcoholic hangover has been shown to reduce athletic performance by 11.4 percent.

NCADD-RA Celebrates 78th Annual Luncheon

ePaul's National Council on Alcoholism and Drug Dependence—Rochester Area (NCADD-RA) celebrated its 78th Annual Luncheon on May 15. Keynote speaker Dr. Stephen L. Dewey presented "Understanding the Science of Substance Use Disorder" to an audience of over 150 professionals in the addiction prevention, treatment and mental health fields, government officials, law enforcement agencies, and coalitions who attended this year's luncheon. Congratulations to NCADD-RA's team on another incredibly successful year of education and advocacy!



Pictured top row, left to right: CEO of InUnity Alliance Jihoon Kim, Keynote Speaker Stephen Dewey, Ph.d., NCADD-RA Director Jennifer Faringer, and former Executive Director of the New York Association of Alcoholism and Substance Abuse Providers John Coppola. Pictured middle row, left to right: Community Education Coordinator Juliana Denning, Jennifer Faringer presenting the Charlotte C. Hegedus Community Excellence Award to Action for a Better Community, Inc. Director of Health Services Linda King-Bronner, and Family Program Coordinator Bridget DeRollo presenting the Helen Guthrie Memorial Youth Advocate of the Year Award to Cristin Finch, a Professor and Health Studies Program Coordinator at Monroe Community College. Pictured bottom row, left to right: Administrative Assistant Elaine Alvarado, Jennifer Faringer, Finger Lakes Addiction Resource Center Coordinator David Young, Finger Lakes Prevention Resource Center (FL PRC) Community Development Specialist Jerry Bennett, Community Education Coordinator Delia Gallmeyer and FL PRC Project Coordinator Irene Lawrence.



Fostering a Culture of Prevention and Celebrating a Climate of Recovery

by Jennifer Faringer, MS.Ed, CPP-G

ddiction is a brain disease rather than simply a "bad behavior" and so much more complex than the "just say no" media campaigns of the past.

The American Society of Addiction Medicine (ASAM) defines addiction as "a treatable, chronic medical disease involving complex interactions among brain circuits, genetics, the environment, and an individual's life experiences. People with addiction use substances or engage in behaviors that become compulsive and often continue despite harmful consequences. Prevention efforts and treatment approaches for addiction are generally as successful as those for other chronic diseases."

Yet the disease of addiction and those impacted continue to be stigmatized. Stigma is labeling people as disgraceful or unworthy secondary to a perceived flaw or negative characteristic. It results in shame for the individual and for their families. Shame becomes a barrier that prevents one from seeking help, support, resources and treatment. We can increase the likelihood that those affected will seek help by having important conversations and eliminating the use of stigmatizing language.

Fostering a culture of prevention and celebrating a climate of recovery begins by ensuring individuals and families seeking support are treated as promptly and respectfully as patients who are seeking help for diseases like diabetes, heart disease and others. Research shows that a successful approach must include an emphasis on proactively providing prevention education and support services at both the community and school-based levels for families and young people impacted by addiction.

The National Council on Alcoholism and Drug Dependence – Rochester Area (NCADD-RA) is working to erase stigma and make it possible for individuals struggling with addiction and those

impacted by the addiction of their loved ones to get help and support in a variety of ways.

The long-standing Total Approach Family Program offers education and support groups for parents and youth, helping them to understand the nature of the disease, reassuring them that they are not alone, and fostering a healthy family system. Additionally, NCADD-RA offers Positive Parenting Program (Triple P) parent discussion groups. Triple P is offered in both Spanish and English for parents and/or adult caregivers. More information can be found at: ncadd-ra.org/ services/total-approach-family-program/. Prevention efforts also include community presentations and professional education to empower change and offer support.

The NCADD-RA maintains a variety of Treatment Provider Directories as well as a Directory of Recovery Services for Monroe County and Genesee/Orleans/ Wyoming Counties, Livingston/Ontario/ Yates Counties, and Seneca and Wayne Counties. Treatment Directories include names of agencies, points of contact, websites, addresses, levels of care, insurance accepted, and much more. Recovery Directories include a description of services and activities provided by groups who support individuals at all stages of recovery through sober communities.



Other resources include Medication Assisted Treatment (MAT) providers, Problem Gambling Services, Drug Testing sites, and much more.

Monroe County resources can be found at ncadd-ra.org/resources/.

Additional resources can be found at the Finger Lakes Addiction Resource Center at ncadd-ra.org/services/finger-lakes-addiction-resource-center/.

NCADD-RA reaches out to the community through education, community awareness, health and resource fairs, encouraging safe disposal of unwanted medications, providing safe disposal pouches and medication lock boxes, as well as fentanyl test strips, and Narcan, a medication used to reverse overdoses.

To learn more about addiction-related topics visit our website at ncadd-ra.org/ resources/awareness-campaigns/.

To request a community presentation on a variety of addiction-related topics visit ncadd-ra.org/services/community-presentations/.

Working together we can truly foster a culture of prevention and celebrate a climate of recovery in our community!



Medication Take Back Efforts Across the Region

by Irene Lawrence, B.S.W., CPP

ur local coalitions have been making strides toward reducing unused medications within the 12-county Finger Lakes Region by distributing resources such as Deterra medication safe disposal bags and lock boxes as well as advertising drop box locations and destruction methods. With the legalization of cannabis, many coalitions are also providing education and locking pill bottles to highlight the importance of making sure marijuana products such as edibles are kept secure.

Among recent statistics that demonstrate the success of these efforts, April 2023 saw a total of 663,725 pounds (332 tons) of unused medications and drugs collected across the country during medication take back days. Of that total, 20,094 pounds was collected in New York State and 3,187 pounds was collected across the Finger Lakes Region.

October 2023 results were lower than April, a trend that has become expected for take back days, with 599,897 pounds (300 tons) collected across the country. Of that, 18,498 pounds came from New York State, and 2,293 pounds were collected from across the Finger Lakes Region.

We have seen an overall reduction in medications collected in the Finger Lakes Region from 2021 to 2024. This may be due to increased numbers of medication drop boxes that are now accessible throughout the year.

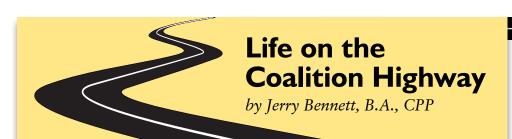
In addition to medication safety and overdose education, providing Naloxone training and drop-off boxes was a priority in 2024. Support from public health officials, many county executives, the National Guard and local coalitions has helped dramatically increase the availability of resources and education with over four hundred boxes being distributed in Monroe County alone and hundreds of people in each county receiving Naloxone training and kits.

Although our region has been offering training on Naloxone for the past several years, this year was groundbreaking in making it available to those who need it most

Our local coalitions are gearing up for the next take back day on October 26 and as always, the Finger Lakes Prevention Resource Center (FL PRC) will offer support, resources and education.

"Collaboration is the key to community change."





ur Finger Lakes Prevention Resource Center (FL PRC) 'bus tour' keeps on trucking. Earlier this year we stopped in Tioga and Broome counties to provide an update on community coalition happenings in that region. Fall finds us exploring Wayne and Yates Counties.

Wayne County has apples, the Erie Canal, and Palmyra's Underground Railroad stop at Pliny Sexton's house. It's also home of the Wayne County Community Schools Coalition. Diane Kellogg leads the charge as Coordinator/Manager and she's always on the move! Their range of community partners completed a collaboration survey and swapped strategic action plans. Diane launched a new youth coalition and members and coalition partners sponsored a youth summit this past spring, ensuring students across the county feel supported with prevention education, mental health, and social emotional learning (SEL) programming. Diane is always looking for those to volunteer their time and talent!

From here, the FL PRC tour heads south into Yates County, home of Keuka College, The Windmill Farm & Craft Market, and the Yates Prevention Coalition, Luanne Palme is

the Coalition Coordinator. With the goal of reducing instances of substance misuse and dependence, the coalition is supported by 50-plus members representing various community sectors (law enforcement, business, family, school, etc.). You might see Luanne and partners offering support and resources at back-to-school events, Cruisin' Nights in Penn Yan, the Yates County Fair, working to improve business relations, or cooking up some ribs at their coalition fundraiser. The coalition received a small Substance Abuse and Mental Health Services Administration (SAMHSA) 'town hall meeting' stipend to host an event this fall. Luanne is also always looking for a few great volunteers.

As our FL PRC tour is winding down for 2024, we look forward to getting back on the road next year as we visit more community and college coalitions.



Team Awareness: The Ripple Effect of Well-Being

by Jennifer Faringer, MS.Ed, CPP-G

ave you noticed anxiety, depression, burnout and substance misuse among employees? Is your workplace aware of how agency culture impacts your employees' well-being? Are employees aware of all the referral resources and services that are available for them and their families, and how to access them?

The National Council on Drug Dependence

Rochester Area (NCADD-RA) can help by
providing the following free Team Awareness
Workplace Wellness workshops to agencies
of all sizes upon request!

- The Ripple Effect of Well-Being
- Resilience and Thriving
- Empowered Health Consciousness

Attendees have shared the following sentiments:

Learned the importance of reaching out to ask for help when needed.

Thank you!

Enjoyed the active listening and connectivity exercises and self-compassion reminders.

I came to realize how important each staff person is to the team and how each brings with them a special strength and resilience quality!

I'll be more mindful of choices I make in the future.

I appreciate the opportunity to refocus on staying true to myself and my values. I felt heard; very powerful.

Reminded me of the importance of speaking up with compassion and the power of humor. Thank you! Enjoyed this workshop!

For more information on fostering well-being at your business or agency, or to request a Team Awareness Workplace Wellness workshop (at no cost), contact jfaringer@depaul.org or call (585) 719-3480.

Adapted from the Positive Parenting Program (Triple P) Discussion Workbook on Managing Fighting and Aggression

Managing Fighting and Aggression

by Elaine Alvarado

Ithough it is natural for children to have disagreements or arguments, there is always a risk of someone getting hurt if fighting and aggression are not dealt with. Without parental guidance, children may not learn healthier ways to deal with their frustrations. These can be demonstrated in a wide range of behaviors including arguments, teasing, mean comments, refusing to share or include another child in a game, and 'rough and tumble' play, or even more severe, destructive and hurtful behavior.

There are many reasons why children may fight or become aggressive with each other such as:

- Parental beliefs: "Boys will be boys."
 "They all fight and that's ok." "They need to learn how to defend themselves."
 Fighting and aggression are not harmless and are not appropriate ways to express emotions.
- Frustration: When things don't go the way they want, children may become aggressive and hit others out of frustration if they don't know alternative ways to express their emotions.
- Jealousy or competition: In households with more than one child, this may be a common recurrence if not dealt with in a timely manner.
- To see what happens: Aggression is usually a way to get a reaction from the victim.
- To get something they want:
 Aggression may look like one child taking something from another.

• To get attention from their parents: A child may learn to get a parent's attention through the use of aggression to either the parent or a sibling.

If aggression is not corrected, it can continue as a way to get a reaction from others or to impress peers. During the Positive Parenting Program (Triple P) group discussion, parents have the opportunity to share their experiences and ideas around managing difficult behaviors, including ways to set goals and develop skills to manage these behaviors in a calm, positive way.

For more information or to arrange a Triple P parent discussion group in your faith-based community group, contact Elaine Alvarado at (585) 719-3481 or ealvarado@depaul.org.

Coffee & Conversation

by Juliana Denning, B.S.

or nearly 30 years, the World Café Method has been successful at offering a technique for facilitating intimate dialogue and discussion amongst small groups of people to promote connections and enriched conversations. In spring 2024, the Webster Health Education Network (WHEN), one of the local coalitions supported by the Finger Lakes Prevention Resource Center (FL PRC), hosted their first World Café event for caregivers and parents of teens and tweens.

The event fostered a sense of community and aimed to reduce the feeling of isolation while promoting healthy growth in youth following the COVID-19 pandemic. Youth are faced with challenges including navigating social media, the legalization of marijuana, as well as the increase of vaping. With parents and caregivers expressing how difficult it is to encourage open conversations with teens and tweens about challenges they may face daily, there is more need than ever for opportunities like this.

Resources for parents and caregivers included information on mental health, substance use, and social media risks. Coalition members and community partners offered tips and tools for creatively encouraging dialogue and promoting interaction with teens and tweens. Data and facts for caregivers and parents gave participants a clearer understanding of what youth are experiencing. This event was well-received by the community and will be offered again in the future.

The World Café Method follows seven design principles:

- Clarify the Context: Pay attention to the reason you are bringing people together and what you want to achieve.
- Create Hospitable Space: Café hosts around the world emphasize the power and importance of creating an environment that feels safe and inviting.
- **Explore Questions that Matter:** Knowledge emerges in response to compelling questions. Find questions that are relevant to the real-life concerns of the group.
- Encourage Everyone's Contributions: Most participants want to participate as well as actively contribute to making a difference.
- Connect Diverse Perspectives: The opportunity to receive information, meet new people, and link to ever-widening circles of thought is one of the distinguishing characteristics of the Café.
- Listen Together for Patterns and Insights: Listening is a gift we give to one another. The quality of our listening is perhaps the most important factor in determining the success of a Café.
- Share Collective Discoveries: Conversations held at one table reflect a pattern of wholeness that connects with the conversations at the other tables.

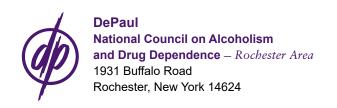
For assistance with hosting your own World Café Method, connect with NCADD-RA's FL PRC. Staff welcome the opportunity to support your coalition by facilitating this powerful process.

A Reminder: Be sure you have the most current NCADD-RA's referral directories and listings!

he most current biannual revisions of NCADD-RA's referral directories and listings can be found at ncadd-ra.org/resources/. Additionally, you will find a new Gamblers Anonymous meeting list for Monroe County.

For those seeking recently updated referral resources, including Problem Gambling resources, in the eight counties surrounding Monroe, go to the Finger Lakes Addiction Resource Center at ncadd-ra.org/services/finger-lakes-addiction-resource-center/.





U.S. Postage PAID Rochester, N.Y. Permit No. 1323

Non-profit Org.

Community Presentations Available Upon Request...

NCADD-RA provides community presentations on a wide variety of substance use disorder related topics upon request. We customize presentations to fit the need, interest, and available timeframe of your school/university faculty, PTA/PTSA or other school groups including classroom presentations, outreach and clinical staff, faith-based groups, or workplace organizations.

For further information or to schedule a presentation with one of our staff, please contact Jennifer Faringer at jfaringer@depaul.org or (585) 719-3480.

Topics include the following sampling (as well as others):

- Impact of Addiction on the Family
- Impact of Marijuana on Youth and Communities
- Marijuana, Concentrates, Vaping: What is the Connection?
- Opioid/Fentanyl Epidemic and Community Response/Resources
- Overview of Fetal Alcohol Spectrum Disorders
- Problem Gambling: Impact on Families and Communities
- Signs, Symptoms, Current Trends and Resources
- Underage and Binge Drinking

