ALCOHOL AND DRUGS: TRENDS IN THE NEW MILLENNIUM

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WE LIVE IN A MAGICAL THINKING MEDICATION SEEKING SOCIETY

USA is 4.7% of the World Population
But we consume almost 50% of the World’s Drugs and most of the World’s Pain Medication
Media / TV / Radio flood us with messages…
We are taught not to tolerate any discomfort without taking something to feel better!
ADDITION IS A BRAIN CHEMISTRY DISEASE

- Involves the Meso-Limbic System (Primitive)
- Neurotransmitter Mediated (Not Conscious)
- Denial is a Hallmark Feature
- Emotional, Physical, Psychological
- Chronic, Progressive, potentially Fatal
- Affects Family, Community, Society and Schools
- ~10% are susceptible to Addiction...Treatable Disease
- Different than Abuse, anyone can Abuse Drugs or Alcohol....Preventable Behavior
According to repeated nationwide surveys,

More Doctors Smoke CAMELS than any other cigarette!

Doctors in every branch of medicine were asked, “What cigarette do you smoke?” The brand named most was Camel!

You’ll enjoy Camel for the same reasons as most doctors enjoy them. Camel’s been real, cool, delicious, packed after pack, and a flavor unmarred by any other cigarette.

Make this an ideal test—smoke only Camel for 30 days and see how well Camel pleased your taste. Just call your dealer and take your 30 days’ supply. If you’re not satisfied, return it and we shall refund your money. You’ll see how enjoyable a cigarette can be.

THE DOCTORS’ CHOICE IS AMERICA’S CHOICE!

For 30 days, test Camels in your “T-Zone” (T for Throat, T for Taste).
How Mother and Baby “Picked Up”

A case of Blatz Beer in your home means much to the young mother, and obviously baby participates in its benefits.

The malt in the beer supplies nourishing qualities that are essential at this time and the hops act as an appetizing, stimulating tonic.

Main 2400
IT’S NOT REALLY A DISEASE...IS IT?

- 1956 AMA designates Alcoholism as a disease, Drug Addiction as a disease followed
- “But you have a choice”
- Like depression 30 years ago, or oncology 40 years ago
- Compare to other Chronic Diseases
- When we do treat Addiction, we do so Acutely, and wonder why we have poor results
Can you find the (alleged) future alcoholic?
Lack of Willpower?
IF ADDICTION / CHEMICAL DEPENDENCE IS TRULY A DISEASE....WHY DON’T WE TREAT IT AS SUCH?
Leading Causes of Death
Data for the U.S. 2007

Age 25-44
- Injury
- Cancer
- Heart Disease
- Suicide
- Homicide
- HIV
- Liver Disease
- Stroke
- Diabetes

Age 15-24
- Injury
- Homicide
- Suicide
- Cancer
- Heart Disease
- Congenital
- Stroke
- Diabetes
The face of addiction
...and the faces of recovery
ADDICTION vs. ABUSE

- ALCOHOLISM, DRUG ADDICTION, CHEMICAL DEPENDENCE
  - A TREATABLE DISEASE

- DRUG ABUSE, ALCOHOL ABUSE
  - A PREVENTABLE BEHAVIOR
HOW TO SPOT A HUNTER WITH A DUI CONVICTION....
SUDs affect all of society, but young people are especially at risk

Pre-Frontal Cortex isn’t fully myelinated until the 20s

Teen Substance Use results in tremendous mortality and morbidity

It’s not “A War on Drugs”, rather “A Defense of Our Young People’s Brains” (B Madras, ONDCP)
A TEEN WHO FIRST USES ALCOHOL OR DRUGS AT AGE 15 IS 4-5 TIMES AS LIKELY TO DEVELOP A SUD AS ONE WHO WAITS UNTIL THEY ARE 21
WHAT SUBSTANCES ARE YOU / TEENS USING?

- Nicotine
- Cannabis
- Alcohol
- Hallucinogens
- Stimulants
- Prescription Medications
- OTCs, others (dextromethorphan)
“Pharm Parties” are not Rural Entertainment involving John Deere Tractors

“Robotripping” is not something R2D2 did on Star Wars

“Designers” are not just expensive Jeans
“JUST SAY NO”.....

KIDS TEND TO OVERESTIMATE DRUG USE AMONG PEERS

PARENTS TEND TO UNDERESTIMATE DRUG USE
<table>
<thead>
<tr>
<th>Grade</th>
<th>ILLICIT DRUGS IN LAST YEAR</th>
<th>ILLICIT DRUGS BESIDES MJ</th>
<th>BINGE DRINKING THE LAST MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>8th</td>
<td>15%</td>
<td>7%</td>
<td>15%</td>
</tr>
<tr>
<td>10th</td>
<td>29%</td>
<td>12%</td>
<td>30%</td>
</tr>
<tr>
<td>12th</td>
<td>37%</td>
<td>17%</td>
<td>44%</td>
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</table>
RISK FACTORS FOR ADOLESCENT SUDs

- Parent with SUD
- Mood Disorder
- Learning Disorder / Poor Performance
- Low Self-Esteem
- Early Sexual Activity
- Dysfunctional Family
- Drug / Alcohol Using Peers
- Easy Availability of Substances in Community
- Early Use of Substances (First Initiation Age)
AGE 1ST USE OF ALCOHOL
<14 yo (vs. 21 yo)

- 4 ½ times more likely to develop a SUD
- 7 times more likely to be in MVA
- 12 times more likely to be injured
- 11 times more likely to be in physical fight
- 3 times more likely to attempt suicide
- Strong Predictor of Rx Drug Misuse (Hermos 2008)
- When develop a SUD, it’s more severe and develops much faster
PROTECTIVE FACTORS FOR ADOLESCENT SUDs

- Strong Family Bonds
- Parental Engagement
- Clear Expectations and Consequences
- Strong Pro-Social Bonds
- Conventional Norms about drugs and alcohol
- Delayed Onset of First Use
- Religious/Spiritual Affiliation
- Good Reading Skills in 3rd Grade
How are you/your teen getting to practice, the mall, school?

- A Driver aged 20+ who has 6 standard drinks then drives has 12x the chance of a fatal crash as a sober driver.

- For a Driver aged 16-19 who consumes 6 drinks, the risk of fatality increases to 100x.
UNDERAGE DRINKING: A MAJOR PUBLIC HEALTH ISSUE

- Drinking and Driving
- Suicide
- Sexual Assault
- High Risk Sex
- Physical Fights
- Injuries Under The Influence
- Non-Drinkers Affected..."Passive Drinking"
BINGE DRINKING (COLLEGE)

- 4 OR MORE DRINKS FOR FEMALES
- 5 OR MORE DRINKS FOR MALES
- 40% IN 2 WEEKS PRIOR TO SURVEY
- 23% ADMITTED TO FREQUENT BINGE DRINKING (3 OR MORE TIMES IN THE PROCEEDING 2 WEEKS)
Alcohol Related Problems
College Students 2001
(Hingson et al. 2002)

- Deaths: 1,700
- Injuries: 599,000
- Assaults: 690,000
- Sexual Assaults: 97,000
Non-Scientific Poll of Livonia Youth (Social Networking Site)

- 80% get alcohol from older friends or older siblings, 62% from home w/o parents knowing
- 30% from parents, 23% from friends parents
- Why do they think they get away with drinking? 91% because parents are clueless, 38% because parents are ok with it
FOR YEARS, MARIJUANA WAS KNOWN AS THE "GATEWAY DRUG"....IT HAS RECENTLY BEEN SURPASSED BY PRESCRIPTION MEDICATION
THE NEW GATEWAY FOR MANY YOUNG PEOPLE...
FIGURE 1. Past Year Initiations of Specific Illicit Drugs Among Persons Aged 12 Years or Older: 2005

LSD = lysergic acid diethylamide; PCP = phencyclidine.
From SAMHSA. DHHS, Publication No. SMA 06-4194, 2006.
SPECIFIC TRENDS INVOLVING ILLICIT OPIOIDS

Increased purity of heroin
- DEA (2000): avg. 39.7% (range 20-50%)
- Was ~7% in 1985

Afghanistan opium harvest is skyrocketing
- 50% increase each of last 2 years (NY Times)
- Supply exceeds global consumption by 30%

Allows snorting of drug instead of IV use

This among other factors has resulted in increased youth use of heroin

Use of Rx opiates ~5x that of heroin
### Table 1. Percentages of Youths Aged 12 to 17 Reporting Past Month Substance Use, by How They Thought Their Parents Would Feel About Their Substance Use: 2000

<table>
<thead>
<tr>
<th>Past Month Substance Use</th>
<th>Parents’ Feelings About Youths’ Substance Use</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Strongly Disapprove</td>
</tr>
<tr>
<td>Marijuana</td>
<td>4.9</td>
</tr>
<tr>
<td>Cigarettes</td>
<td>8.9</td>
</tr>
<tr>
<td>Alcohol</td>
<td>13.0</td>
</tr>
</tbody>
</table>

### Figure 2. Percentages of Youths Aged 12 to 17 Reporting That They Thought Parents Would Strongly Disapprove of Their Substance Use, by Age: 2000

- **Trying Marijuana/Hashish Once or Twice**
  - 12 or 13: 84.7%
  - 14 or 15: 89.6%
  - 16 or 17: 94.3%

- **Having One or Two Drinks of an Alcoholic Beverage Nearly Every Day**
  - 12 or 13: 83.0%
  - 14 or 15: 88.3%
  - 16 or 17: 92.4%

- **Smoking One or More Packs of Cigarettes per Day**
  - 12 or 13: 81.0%
  - 14 or 15: 89.1%
  - 16 or 17: 93.2%
WE WANT TO PROTECT OUR YOUNG PEOPLE...RIGHT?

- Abducted by a stranger: 1 in 1.5 million
- Equestrian Accidental Death: 1 in 297k
- Youth Football: 1 in 78k
- Lifetime MVA fatality: 1 in 228

Odds in this year alone: 1 in 17k
PROTECTING OUR KIDS…
Continued

- We check our smoke detectors twice a year, right?
- In Livonia in 2006 1 person died in house fire, (1 in 93k)...lifetime 1 in 1200
- 2006, Livonia, 12 young people died of fentanyl or heroin/fentanyl
BARRIERS TO SUCCESS

- Stigma / “Bad PR”
- Lack of Parity with reimbursement for treatment
- “Don’t turn the lights on when I’m in the room”
- Preaching to the Choir
- Ugly Disease but can be a Beautiful Recovery
- It’s Chronic, so Treat it as Such!
- Teens with Family Members with SUDs
“NEVER DOUBT THAT A SMALL GROUP OF DEDICATED CITIZENS CAN CHANGE THE WORLD...indeed it is the only thing that ever has”

Margaret Meade