

E-Xchange



November 22, 2006

"He who gives to me teaches me to give."

-Danish Proverb

CDC Names New Director for Health Promotion

Centers for Disease Control and Prevention (CDC) Director Dr. Julie Gerberding announced today the appointment of Kathleen Toomey, M.D., M.P.H., as the new director of the Coordinating Center for Health Promotion (CoCHP).

As director of CoCHP, Dr. Toomey leads CDC's efforts that focus on chronic diseases, population health, disabilities, birth defects and other reproductive outcomes, as well as adverse consequences of hereditary conditions.

Dr. Toomey has led a distinguished career in the field of public health. After receiving an A.B. in biology from Smith College, she studied in Peru as a Fulbright Scholar, and subsequently attended Harvard Medical School and the Harvard School of Public Health, receiving both M.D. and M.P.H. degrees. After completing a residency in family medicine at the University of Washington in Seattle in 1982, she served three years as clinical director of the Kotzebue Service Unit with the Indian Health Service in Northwest Alaska. Most recently, she served as the Director for the Division of Public Health at Georgia's Department of Human Resources from 1997 to 2005. She is also a member of the Council on Foreign Relations.

HOT PLACE!

www.michaelsmessage.org

A Drug Awareness Program designed to educate the public and youth about the danger of GHB and other club drugs.

COOL SPOT!

www.saasnet.org

National Representative of Community Prevention and Treatment Programs for Substance Use Disorders

House Passes STOP Act

The Sober Truth on Preventing Underage Drinking Act (STOP Act) passed by a vote of 373-23 in the House of Representatives on Tuesday, November 14, 2006. The bill is a bi-cameral, bi-partisan effort that represents an important step in the nation's efforts to combat underage alcohol use and abuse. Now that the House has passed the bill, the next step is for the Senate to accept the House passed version and send it to the Floor for a vote. CADCA held a rally in support of the STOP Act during last year's Forum, where more than 1,000 coalition leaders showed their support for this important piece of legislation.

Provisions of the House passed bill include:

- 1) increased resources for community coalitions and states to enhance underage drinking prevention efforts;
- 2) increased federal government leadership and coordination on underage drinking prevention efforts through a federal interagency coordinating committee;
- 3) a national media campaign on underage drinking aimed at adults; and
- 4) funding for additional research on underage drinking.

The STOP Act is a comprehensive, coordinated approach that will dramatically reduce underage drinking and its related consequences in communities throughout the country.

National Institute on Drug Abuse Announces Summer Internship Opportunities

The National Institute on Drug Abuse (NIDA) is offering summer research training opportunities at their facility in Baltimore, Maryland. Students who are accepted to the program will work side-by-side with some of the world's leading scientists, in an environment devoted exclusively to cutting-edge biomedical research.

NIDA's Intramural Research Program (IRP) includes numerous basic research laboratories, a brain imaging facility, and an outpatient treatment clinic. Examples of research projects include: drug-seeking behavior in rats, smoking cessation, genomic studies for nicotine dependence, and the effects of methamphetamine and cocaine on the brain.

This program gives students the opportunity to be involved in research at a level that most do not experience in their high school or undergraduate courses. In addition to their research projects, students attend seminars designed to inform them about the various facets of drug abuse research and participate in a poster session at the conclusion of the internship in which they present their findings to NIH scientists.

The Summer 2007 Internship Programs are for students 16 years of age or older who are enrolled at least half-time in high school, have finished high school, or are attending an accredited U.S. college or university. All internships pay monthly stipends based upon education levels, but housing costs are not provided. To be eligible, candidates must be U.S. citizens or permanent residents.

Like many of the research training programs at the NIH, the Summer Internship Programs are very selective. NIDA is particularly interested in recruiting students who are from disadvantaged backgrounds and from ethnic groups whose participation in science has been traditionally limited. Prospective candidates should apply electronically via the Internet — the application deadline is March 1. For more information, go to <http://www.training.nih.gov/student/sip/index.asp>. Information about the MRTTP can be obtained from Christie Brannock at cbrann@intra.nida.nih.gov.

Budweiser Uses Online Honor System-*excerpt*

Associated Press ST. LOUIS - Anheuser-Busch is using cutting-edge technology to launch its online television channel that will beam Budweiser-themed shows to personal computers and cell phones. But to make sure that the 24-hour-a-day broadcasts of Bud.TV do not reach underage drinkers, the brewer is using a decidedly old-fashioned technique: the honor system.

When the site goes live in February, it will be up to underage drinkers and their parents to keep them from viewing the stand-up comedy, sports events and reality shows that encourage loyalty to Anheuser-Busch brands. Executives of Anheuser-Busch Cos. Inc. emphasize that the multimillion-dollar Internet ad campaign will target only beer drinkers from the ages of 21 to 27.

Viewers must enter their birth dates before entering, and only those who say they are 21 or older can continue. But unlike other industries, big brewers do not verify the information by checking it against government records, according to those inside and outside the industry.

Underage viewers could use false information to enter the site and Anheuser-Busch would not know, said Tony Ponturo, Anheuser-Busch's vice president of global media and sports marketing. "To some degree, we have to trust the registration," Ponturo said. Anheuser-Busch wants to discourage underage viewers from seeing Bud.TV, he said.

There is growing concern about alcohol ads reaching teenagers through the Internet, said George Hacker, director of the Alcohol Policy Project at the Center for Science in the Public Interest. Hacker called voluntary age registration "a farce" that lets alcohol advertisements draw teenage crowds.

Voluntary registration has failed in the past to keep minors off Anheuser-Busch sites that advertise Budweiser and Bud Light, said David H. Jernigan, executive director of the Center on Alcohol Marketing and Youth at Georgetown University. Jernigan said the center's 2003 study found that 34 percent of "in-depth" visitors to the Bud Light site were underage, while 15 percent of such visitors to the Budweiser page were underage.

Jernigan said 700,000 underage viewers - about 13 percent of the total - went to 55 alcohol-related Web sites during six months of 2003. Anheuser-Busch sites had the most underage viewers - about 90,000 - he said. "The research shows that the more alcohol advertising that kids are exposed to, the more likely they are to drink and to drink more if they already drink," Jernigan said

Internet-filtering software such as CyberPartol lets parents block any site they choose on their home computer. Movie studios and tobacco companies commonly use age-verification techniques that probe far deeper than alcohol companies, said John Phillips, chief executive officer of Aristotle International Inc. His company sells programs to screen Internet users. A division called Integrity specifically screens viewers based on age.

Phillips' program asks viewers for their names and address along with their birth dates, he said. Aristotle checks that information against a government database to verify it. For more rigorous checks, viewers give part or all of driver's license numbers, which are checked. Sometimes Aristotle employees call home telephone numbers to verify the information. If the information does not add up, Aristotle informs their client company, which can choose to block the viewer from its Web site, Phillips said.

RESOURCE

Keep Kids Alcohol Free: Strategies for Action

This action guide is aimed at preventing the use of alcohol by children ages 9 to 15. It describes three basic prevention strategies and ways they can be applied in the home, the school, and the community. Addresses for online "e-sources" point to further information.

To help you better understand how these strategies can be put into action, the guide also includes real-life examples of efforts by people around the country to prevent drinking by 9-to-15-year-olds. Although the strategies may be adapted in different ways by different communities, their science base ensures that no matter what the location, from rural farming areas, to suburban school districts, to inner city neighborhoods, these strategies work.

For more information, visit

<http://www.alcoholfreechildren.org>

FUNDING OPPORTUNITIES

Robert Wood Johnson Foundation – Substance Abuse Policy Research Program

Proposals for small grants of up to \$100,000 each for research and evaluation projects are available through the Robert Wood Johnson Foundation's Substance Abuse Policy Research Program. Research projects should examine policies designed to reduce the harm caused by the abuse of alcohol, tobacco, and illegal drugs in the US. Researchers and scholars working in criminal justice, economics, law, medicine, political science, public health, sociology, and other behavioral and policy sciences are invited to apply. Preference is given to organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code and are not private foundations as defined under Section 509(a). DUE DATE: April 3, 2007. Award amount: Up to \$100,000. CONTACT INFORMATION: RWJF, SAPRP, 1 Leadership Place, Greensboro, NC 27410, 336-286-4548. Email: saprp@leaders.ccl.org. Web www.saprp.org/

Legend Leadership Award

The Legend Leadership Award, administered by the Dale Earnhardt Foundation, honors individuals or organizations that have brought about a positive change in the community. Individuals of any age, as well as organizations classified as tax-exempt under Section 591(c)(3) of the Internal Revenue Code, may apply through any expressive medium, including art, writing and video. Applications may not be submitted by fax or email. DUE DATE: December 31, 2006. Award amount: \$7,000 each to seven individuals who must use the money for educational purposes. CONTACT INFORMATION: DEF, 1675 Dale Earnhardt Highway 3, Mooresville, NC 28115. Web: www.daleearnhardtinc.com/content/legacy/foundation_leader.aspx

Calendar of Events

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

National Marijuana Initiative- October 31-November 1, San Diego, CA
 2006 FYSAS Press Conference-November 28, Tallahassee, FL

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

2006 Florida Suicide Prevention Symposium-December 5-6, Clearwater, FL

*For additional information call Joan Helms at the Florida Alcohol and Drug Abuse Association at
 850-878-2196 or email: flsapac@fadaa.org.*