

E-Xchange

"The news source for Florida's Community Coalitions"



October 24, 2007

"Change is the law of life. And those who look only to the past or present are certain to miss the future."

-John F. Kennedy

Message from Campaign for Alcohol-Free Sports TV

Dear Friends:

We are currently trying to increase the number of Florida endorsers of the Campaign for Alcohol-Free Sports TV. I invite your organization to sign on as an endorser and encourage the other alcohol prevention groups you work with to sign on, as well. More information can be found at: <http://www.BeerFreeSportsTV.org>.

We are currently working to convince Florida State University and the University of Miami to eliminate alcohol advertisements from their sports telecasts. It would be helpful to sign on more groups in Florida to urge leaders at those schools to reduce youth exposure to alcohol advertising.

Attached is a copy of the endorsement form. Also, on our website, you can view a complete list of the campaign supporters, as well as a list of colleges who have taken a pledge to eliminate alcohol ads in their sports program.

Please don't hesitate to contact me with any questions. Thank you for your consideration.

Tracy Downs

NEWS

New Report Provides Startling Look at Substance Abuse on an Average Day in the Life of American Adolescents

On an average day, nearly 1.2 million teenagers smoked cigarettes, 631,000 drank, and 586,000 used marijuana, according to the latest data, in a first-of-a-kind report from the Substance Abuse and Mental Health Services Administration (SAMHSA).

The report, which highlights the substance abuse behavior and addiction treatment activities that occur among adolescents on an average day, draws on national surveys conducted and analyzed by SAMHSA's Office of Applied Studies.

The report, *A Day in the Life of American Adolescents: Substance Use Facts*, presents a stark picture of the daily toll substance abuse takes on America's young.

"Among the report's major findings is that on any given day during 2006 nearly 1.2 million adolescents ages 12 to 17 smoked cigarettes, 631,000 drank alcohol, 586,000 used marijuana. In addition, each day nearly 50,000 adolescents used inhalants, 27,000 used hallucinogens, 13,000 used cocaine and 3,800 used heroin.

To provide some perspective on these figures, the nationwide number of adolescents using marijuana on an average day equals more than half the total number of students enrolled in New York City's public school system during the 2006-07 school year.

"While other studies have shown that significant progress has been made in lowering the levels of substance abuse among young people in the last few years, this report shows many young people are still engaging in risky behavior," said SAMHSA Administrator Terry Cline, Ph.D.

The report also sheds light on how many adolescents ages 12 to 17 used illegal substances for the first time. On an average day in 2006:

- Nearly 8,000 adolescents drank alcohol for the first time;
- Approximately 4,300 adolescents used an illicit drug for the first time;
- Around 4,000 adolescents smoked cigarettes for the first time;
- Nearly 3,600 adolescents used marijuana for the first time; and
- Approximately 2,500 adolescents abused pain relievers for the first time.

The report also analyzes the most recent available data to indicate how many people under age 18 were receiving treatment for a substance abuse problem during an average day in 2005. These numbers included:

- Over 76,000 in outpatient treatment,
- More than 10,000 in non-hospital residential treatment, and
- Over 1,000 in hospital inpatient treatment.

This report was drawn from SAMHSA's National Survey on Drug Use and Health, Treatment Episode Data Set and the National Survey of Substance Abuse Treatment Services, and contains many other important facts about adolescent substance abuse, treatment and treatment admissions patterns.

The full report is available at <http://oas.samhsa.gov/2k7/youthFacts/youth.cfm>. Copies may be obtained free of charge by calling SAMHSA's Health Information Network at 1-877-SAMHSA-7 (1-877-726-4727). For related publications and information, visit <http://www.samhsa.gov>

NEW CASA Report

CASA has released 'Tobacco: The Smoking Gun', a new report commissioned by The Citizens' Commission to Protect the Truth, a group of all former U.S. Secretaries of Health, Education, and Welfare and of Health and Human Services, all former U.S. Surgeons General, and all former Directors of the Centers for Disease Control and Prevention.

Some highlights from the report include:

*The nicotine in tobacco products poses a significant danger of structural and chemical changes in developing brains that can make teens more vulnerable to alcohol and other drug addiction and to mental illness.

*Teens who smoke are nine times likelier to meet the medical criteria for alcohol abuse or dependence and 13 times likelier to meet the medical criteria for abuse and dependence on an illegal drug than teens who don't smoke.

Click below to read the press release:

<http://www.casacolumbia.org/absolutenm/templates/PressReleases.aspx?articleid=508&zoneid=65>

Download the report for free by clicking below:

<http://www.casacolumbia.org/supportcasa/item.asp?cID=12&PID=163>

The DRAM-New Tool to Conceal Alcohol

Excerpt from www.CADCA.org

A line of flip flops with a built-in flask in each heel has alarmed some community prevention leaders. Advocates say the sandals, which are widely available online and in many stores, could appeal to young people and be used to conceal alcohol at school events.

The flip-flops, called The Dram, are made by popular beachwear company Reef. On the company's Web site, the sandals are advertised "for the beach bum in your family." The sandals include a tiny polyurethane encapsulated flask in each heel that can hold about 3 ounces and can be opened using a church key. Reef also sells another version called "BYOB."

"Why are we making it so easy for young people to both get and conceal alcohol?" said Judi Vining, Coordinator for the Coalition to Prevent Underage Drinking in Long Beach, NY. "If adults don't know about these, they don't know to look for them so we need to make parents and schools aware of this."

Dr. Ellen E. Vachon, a drug abuse prevention trainer and addictionologist from Syracuse, NY, echoed Vining's sentiment. "This is another way for companies to make money by marketing something they shouldn't to young people," she said.

While these sandals may be news to adults, a quick look at College Candy, a youth-led blog, shows that they are already popular with college students. The blog gave the sandals rave reviews, noting: "So what's the moderately alcoholic college gal to do? Oh, y'know, invest in some... flask sandals?! I'm kind of shocked that it took 'em this long to invent these little gems."

Vining said her colleagues in Boston said high school students are well aware of these shoes. "The sandals have become a status symbol for high school students," she said.

HOT PLACE!

CDC.gov Launches Redesigned Spanish Web Site "CDC en Español"

www.cdc.gov/spanish

The Centers for Disease Control and Prevention (CDC) Spanish-language Web site, CDC en Español, was re-launched with a new look and new features that will make it more usable and functional.

The updated Web site is another important step in CDC's longstanding efforts to provide accurate, up-to-date information in Spanish on health issues of special interest to Hispanic communities, including information on a wide range of health promotion and disease prevention topics like asthma, cancer, HIV/AIDS, immunizations, children's health, diabetes and occupational hazards.

COOL SPOT!

Super Heroes Battle Underage Drinking!

Hard Choices, a special comic book developed by SAMHSA in collaboration with Marvel Entertainment and the Elks USA, features Spider-Man and the Fantastic Four successfully battling underage drinking and urging kids to become real-life heroes by making healthy choices.

Visit

<http://ncadistore.samhsa.gov/catalog/productDetails.aspx?ProductID=17739> to order a free copy.

Calendar of Events

October

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	31			

2007 Statewide Prevention Conference-October 3-5, Caribe Royale, Orlando, FL

Florida Supportive Housing Coalition and Florida Coalition for the Homeless Joint Conference-October 25-26, Hilton St. Petersburg Bayfront, St. Petersburg, FL

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						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	

Preventing Suicide, Treating Depression, Increasing Your Awareness and the Isermann Symposium-November 3, Sarasota Memorial Hospital, Sarasota, FL

2007 Florida Suicide Prevention Symposium-November 6-7, Embassy Suites-USF, Tampa, FL

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