

Alert

Metropolitan Drug Commission

Strengthens Families. Protects Lives.

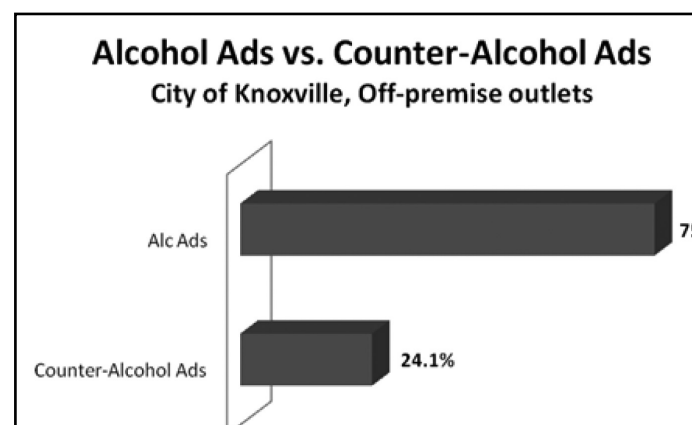
What's the Frequency? Youth Tuning in to Alcohol Advertisements More Likely to Consume

Big bucks spent on beer company advertisements really work, but are they reaching the wrong crowd? According to the Center for Alcohol Marketing and Youth (CAMY) at Georgetown University, advertising tactics of the alcohol industry and a lack of consistency in regulating these ads are cause for concern when it comes to youth exposure to the subject. The CAMY study states: "Parents and peers have a large impact on youth decisions to drink. However, research clearly indicates that alcohol advertising and marketing also have a significant effect by influencing youth and adult expectations and attitudes, and helping to create an environment that promotes underage drinking."

The National Survey of Drug Use and Health points to alcohol use as the number one problem among youth, citing that more eighth, tenth and twelfth graders drink alcohol than smoke cigarettes or use illegal drugs. Long-term, federally-funded studies indicate that youth exposure to alcohol advertising predicts the likelihood of underage drinking. From television, magazines, radio, billboards or outdoor signage to in-store beer displays, concessions or promotional items and branded merchandise, alcohol advertisements can be found just about anywhere and in great quantities.

The average number of alcohol ads a young person sees each month is 23; for each additional ad a young person saw, he or she drank 1% more—this according to a 2006 study. The national average spent per capita on alcohol advertising is \$6.80; for each additional dollar per capita spent on alcohol advertising, young people drank 3% more. Furthermore, researchers followed over 3,000 students from seventh to ninth grade and found that exposure to in-store beer displays in grade 7 predicted onset of drinking by grade 9.

In 2003 the Distilled Spirits Council of the United States and the Beer Institute agreed they would tighten voluntary restrictions on print ad placement so that youth would comprise no more than 30% of the target audience, a standard previously adopted by the wine industry. Despite this "voluntary policing," youth exposure continues to increase. CAMY released a 2008 report that youth exposure to alcohol advertising on television has risen by 38 percent since 2001. Additionally, one of every five alcohol ads were placed on programming that youth ages 12 to 20 were more likely to see than adults of legal drinking age. Most of these ads aired on cable channels, where alcohol advertising has dramatically increased in the past seven years, generating 95 percent of youth overexposure on television.



The CAMY findings also indicate that between 2001 and 2007 alcohol companies aired 73,565 "responsibility" advertisements on television. However, youth ages 12 to 20 were 22 times more likely to see an alcohol product advertisement than an alcohol industry-funded "responsibility" advertisement.

In response to marketing overexposure the Metropolitan Drug Commission's high school PRIDE Teams recently organized a project to educate parents and store employees of the role they play in restricting access to alcohol while also collecting data on the volume of ads promoting alcohol posted in Knoxville convenient stores. Visiting 218 businesses, our PRIDE students and volunteers from the Drug-Free Community Coalition counted 29 outdoor alcohol ads and 3,660 indoor ads, which averages out to about 17 indoor ads per location. Seventy-six percent of all ads in Knoxville off-premise outlets promoted drinking in comparison to only 1,172 counter-alcohol ads (ads that portray messages that prevent underage drinking), which translates to 24%.

Current city ordinances allow for only one outdoor sign advertising that the establishment sells beer. In addition, one alcohol sign may be displayed in the window. Both signs must adhere to certain size restrictions. Based on those limitations, the businesses visited were in compliance with codes, but because the law does not restrict the number of alcohol signs displayed within a business, our campaign sought to substantially increase the ratio of counter-advertisements to alcohol ads.

To offset messages that equate drinking with success or popularity and to educate parents as to the role they also play in reducing underage drinking, volunteers provided businesses with "Underage Drinking Starts at Home" decals to place on drink coolers and buttons for employees to wear to reinforce underage drinking laws. By providing these promotional materials, the coalition has increased counter-alcohol advertisements by 92%.

The Metropolitan Drug Commission would like to thank the PRIDE teams along with the following Drug-Free Community Coalition members who volunteered their time for this data collection: **Jennifer Ussery, Amanda Johnson and Tammy Chaney.**

Don't Let Booze Float Your Boat

For many people summer means barbecues, fireworks and pleasant days on the boat. Yet as warm weather draws near, Tennesseans need to remember that safety comes first when boating on lakes and rivers.

In 2007 the Tennessee Wildlife Resources Agency (TWRA) responded to 189 boating accidents. Sadly, alcohol or other drugs were involved in 10.6 percent of boating accidents, and roughly 30 percent of boating fatalities.

This summer, the Knox County Sheriff's office will be cracking down on boating under the influence (BUI). Officers will patrol local waterways to assist motorists and look for potentially impaired boaters.

"Many recreational boaters forget that a boat is a vehicle—and that safe operation is a legal and personal responsibility," **Knox County Sheriff Jimmy "J.J." Jones** notes.

According to Tennessee state law, it is unlawful to operate any motorized or manually propelled boat while under the influence of alcohol or drugs.

Penalties for boating under the influence include a fine of up to \$2,500 for a first offense, up to one year in prison and the loss of operating privileges for one to 10 years.

Furthermore, boating under the influence can be even more dangerous than driving under the influence because the marine environment accelerates impairment, and many boaters are less experienced with a boat than a motor vehicle.

Boaters may want to consider these tips for avoiding a BUI:

- Bring plenty of snacks and non-alcoholic beverages on the boat. Sun and wind on the open water cause dehydration, so it is important to consume fluids.
- Wait a reasonable amount of time between drinking and operating a boat. It usually takes an hour to overcome the effects of one drink.
- Host parties involving alcohol onshore in a picnic area or at a boat club, instead of on the boat. That way, drivers and passengers will have the chance to sober up before boarding the boat.
- Avoid carrying alcoholic beverages on board the boat. Alcohol is dangerous for the boat operator and the passengers, because intoxicated passengers are more likely to be injured or fall overboard.

Given the safety risk and stiff penalties of boating under the influence, it seems the safest way to enjoy a day on the water is to leave the alcohol on shore.



Survey Gives Rise to Link between Abuse of ADHD Drug and Alcohol/Illicit Drug Abuse Among Full-Time Students

Trying to squeeze every last minute out of the day, college students have skipped the midday nap and are turning to various energizers to stay awake longer. Joining the likes of “No Doz,” coffee and energy drinks, “Adderall” and other ADHD medications like Ritalin have become popular study aids on college campuses.

Prescribed for treatment of Attention Deficit Hyperactivity Disorder (ADHD), “Adderall” and Ritalin are classified as Schedule II drugs because of their high potential for abuse. Because they are stimulants, some people ingest them in greater-than-prescribed doses to get high and increase alertness, attention and energy. Students who have not been diagnosed with ADHD feel that these drugs helps them perform better in school and use them to avoid normal sleep patterns in order to “cram” for exams or gain a competitive edge. Still others abuse these medications for weight loss, which is a common side effect. Abusers sometimes even snort or inject these prescription stimulants directly into the bloodstream, making them even more potent and potentially leading to infection.

Recent research now points to a link between students who abuse “Adderall” and the likelihood that they also abuse alcohol and illicit drugs. Analysis of the National Survey on Drug Use and Health revealed that full-time college students between the ages of 18 and 22 were twice as likely to use “Adderall” non-medically in the past year as non- and part-time students. Of those students surveyed, 90 percent of them had also engaged in binge drinking in the past month, and about half of those students were heavy alcohol users. Findings also indicate that full-time college students who had taken “Adderall” non-medically in the past year were also:

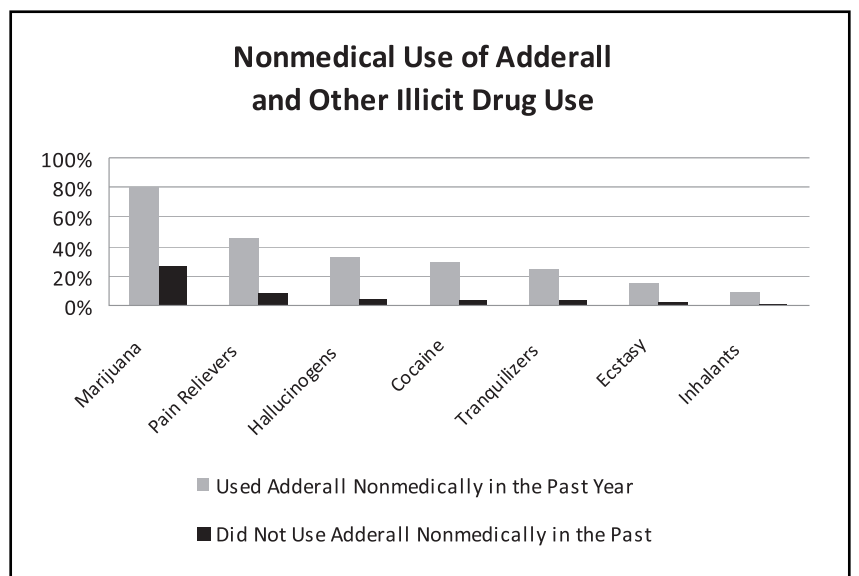
- Nearly three times more likely to have used marijuana in the past year
- Five to six times more likely to have used prescription pain relievers, hallucinogens, ecstasy and inhalants
- Eight times more likely to have used cocaine or prescription tranquilizers

Like abuse with any stimulant, taking high doses of ADHD medication can result in serious consequences ranging from dangerously high body temperature to irregular heartbeat, paranoia, hallucinations, seizures and heart failure. Even

sudden death can occur if someone has a structural heart defect. While there are no current proven medications for treatment of this type of addiction, many patients are treated with behavioral therapy commonly used in treating cocaine and methamphetamine addiction.

Citing a 93.3 percent increase in the proportion of students reporting current abuse of prescription stimulants like “Ritalin” and “Adderall,” Susan Foster with the National Center on Addiction and Substance Abuse at Columbia University (CASA) says, “Rates of all forms of prescription drug abuse among college students now surpass the rates of all forms of illicit drug use (cocaine, ecstasy, inhalants, LSD, methamphetamine and heroin) except marijuana.”

According to the Encyclopedia of Drugs and Addictive Substances, “Adderall” is regulated under federal laws, and the possession of non-prescribed “Adderall” can result in imprisonment and fines. Persons selling or giving away “Adderall” can also face imprisonment and fines up to \$2 million, and using ADHD prescriptions that have not been prescribed for you is illegal.



Metropolitan Drug Commission Recognizes Local Restaurant For Staking Out Underage Drinkers

The Metropolitan Drug Commission recently commended the Texas Roadhouse on Morrell Road for a job “well done” in its effort to educate employees and customers that the restaurant will check I.D.’s before serving alcohol to customers. In a recent campaign to help alcohol establishments maintain compliance with City of Knoxville and Knox County ordinances, the Metropolitan Drug Commission created promotional materials for both on and off-premise establishments to reinforce the message that these businesses will not sell alcohol to minors. Restaurant managers will be able to display window cling decals that read “NO I.D., NO SALE, NO WAY” on their entrances. Additionally, employees will wear buttons with the same message to help them in asking for I.D. when making an alcohol sale.

“We were thrilled with the support that Texas Roadhouse has given our campaign. This restaurant was one of the first to respond when we made these materials available, requesting buttons for all employees as well as door decals,” explained Catherine Thatcher Brunson, executive director for the Metropolitan Drug Commission. “We feel that it is important to recognize businesses that are proactive in addressing alcohol sales to minors. Usually we are contacted only after a business has been cited for non-compliance.”

The Metropolitan Drug Commission offers the decals and buttons free to businesses requesting them and also makes them available to new beer permit holders as part of the packets they receive upon issuance of beer permits. The commission works closely with city and county beer boards and law enforcement to make sure businesses stay compliant with underage drinking laws by offering resources and educational materials. This project is funded by the Tennessee Commission on Children and Youth.



The Metropolitan Drug Commission now offers free window cling decals for on and off-premise establishments to hang on windows or beer cooler doors along with buttons for employees to wear.



Employees at the Texas Roadhouse on Morrell Rd. wear their “No I.D., No Sale, No Way” buttons, so customers can expect to show I.D. when purchasing alcohol.



Texas Roadhouse waitress, Kate Baldrige, checks customer Lindsey Williams’ photo I.D.

Fulton High School Pride Team Serves Up Lesson In “Scrambled Brains”

Students from the Metropolitan Drug Commission’s PRIDE team at Fulton High School served up a lesson in “Scrambled Brains” at the 32nd Annual World Drug Prevention Conference held in April in Louisville, Kentucky. Fulton High School students comprised only one of two PRIDE teams in the state of Tennessee to present a workshop at the conference. The purpose of the workshop, entitled “Scrambled Brains? Teaching 5th Graders About the Dangers of Underage Drinking,” was to educate students about the effects of alcohol on the brain.

Because the average age that Knox County children begin to experiment with alcohol is between 10-11 years, the Metropolitan Drug Commission PRIDE Team at Fulton spent this past year reaching out to 5th graders in our community to



The Metropolitan Drug Commission PRIDE team at Fulton High School served up a lesson in “scrambled brains” at the 32nd Annual World Drug Prevention Conference in Louisville, Kentucky with a workshop entitled: “Scrambled Brains? Teaching 5th Graders About the Dangers of Underage Drinking.” PRIDE team members who attended were, back from left: Francesca Guerrieri (Metropolitan Drug Commission PRIDE coordinator); John Newton; Brittany Finley (candidate for Miss Alabama); Trey Townsend; Leah Adinolfi (Metropolitan Drug Commission PRIDE Program Director); Bobby Robinson; middle from left: Whitney Williamson, Taylor Holdren, Diamond Stevens, Leanne Hawn (Fulton High teacher sponsor); front from left: Crystal Robinson, Grant Howard and Kristen Minor.

discourage underage drinking. The students adopted the workshop premise from the Substance Abuse and Mental Health Services Administration (SAMHSA) program known as “Reach Out Now: Talk with Your Fifth Graders about Underage Alcohol Use.” Workshop attendees experimented with eggs and rubbing alcohol as a representation of the harmful effects on a developing brain. They also completed an Alcohol I.Q. Quiz, brainstormed different ways to say “NO” to alcoholic beverages and role-played different situations involving peer pressure to drink. In presenting the workshop at the PRIDE conference, the students provided other PRIDE Teams across the nation with an educational tool they can use in their communities.

“The students did such a good job with the Alcohol IQ test and the skits. We read through all of the evaluations at the end, and they were excellent... very encouraging comments,” said Leah Adinolfi, Metropolitan Drug Commission Program Director and PRIDE Coordinator. “The evaluations were so positive that I think it gave all of the students a little confidence boost and made them see what they really are capable of achieving.”

The World Drug Prevention Conference hosts nearly 1,000 teens each year and is the capstone event for PRIDE teams worldwide. Participation in the 2009 conference was made possible for the Fulton students through the generous support of the East Tennessee Foundation, First Tennessee Foundation and the Tennessee Commission on Children and Youth. Through a variety of workshops on leadership, drug education, community service and team building, the conference encouraged students to return home with the information they learned and continue their hard work to prevent and reduce substance abuse in their schools and communities.



Members of the Metropolitan Drug Commission Fulton PRIDE Team, Talyr Hill (left) and Diamond Stephens (right), experiment with an egg to demonstrate the harmful effects of alcohol on the brain during a presentation at the Annual World Drug Prevention Conference.

Festival Celebrates School Vision: “Read With Understanding And Appreciation”

Richard Yoakley Alternative School students reaped the rewards of reading achievement during the Metropolitan Drug Commission Reading Festival held Fri., May 1. Students participating in the Accelerated Reader program earned points throughout the semester and were treated to a carnival-like celebration. With games and activities provided by Tennessee Smokies’ Baseball and the Women’s Basketball Hall of Fame and prizes donated by area restaurants and volunteers, the festival provided positive recognition of the students’ efforts at the conclusion of this year’s program.

The Metropolitan Drug Commission purchased the Accelerated Reader program for the Richard Yoakley School (RYS) in 2006 and has since worked with Knox County to provide new and refurbished computers in all of the classrooms and the computer lab so that students have access to the Accelerated Reader tests. Accelerated Reader is a computer program designed to provide incentives for students to read books and track their progress in reading level and comprehension. To further help learners sharpen their reading skills, the Metropolitan Drug Commission provided a small library of books on the Accelerated Reader list as well as books on tape.

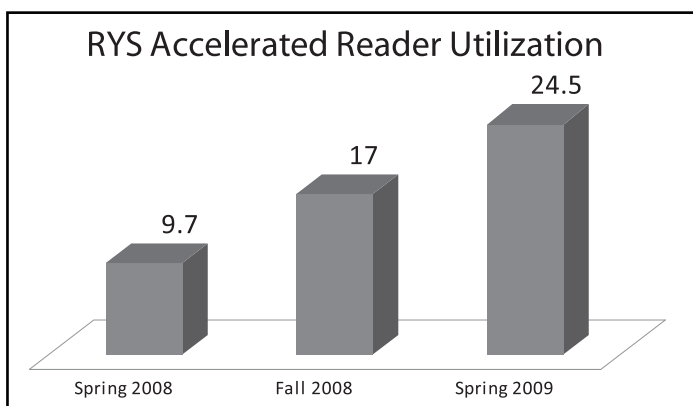
Reinforcing the efforts of the educators and partnering with the Metropolitan Drug Commission, tutors from the Federal Bureau of Investigation have mentored students who read below grade level throughout the year, helping them fine tune their reading abilities. Reading assessments show that the reading tutors have helped students increase their reading skills by an average 1.2 grade levels. Between Fall Semester 2008 and Spring Semester 2009 students increased the points they earned through Accelerated Reader by 44%; and since last spring, students increased the points they

accumulated by 153%. Readers have also responded well to the carnival as a reward with a jump in average earned points from around 70 at the first carnival to over 200 points this time. Now many of the program participants earn over 100 points. The top earner at this festival, with 272 points, was Corey Sheron.

With reading achievement and positive outcomes as its goal the Metropolitan Drug Commission remains committed to the school and its students. Just last fall the Metropolitan Drug Commission purchased \$5000 in new materials for the library and Accelerated Reader program. “Were it not for the generous support of the *Knoxville News Sentinel*, *Scripps Foundation* and *Bruce Hartmann*, these expanded efforts would not have been possible, so we are very grateful for that support,” expressed Catherine Thatcher Brunson, Metropolitan Drug Commission Executive Director.



Students at the Richard Yoakley Alternative School participated in various games provided by the Women’s Basketball Hall of Fame and Smokies Baseball as a reward for reading achievement during the Metropolitan Drug Commission’s Festival of Reading.



Metropolitan Drug Commission Executive Director Catherine Thatcher Brunson arranges 2-Liter drinks for a game of “ring toss.” The Federal Bureau of Investigation donated over 70 drinks for the event.



Metropolitan Drug Commission
 P.O. Box 53375
 Knoxville, TN 37950-3375
 Phone: 865.588.5550
 Fax: 865.588.0891

VISIT OUR WEBSITE for information about starting or maintaining a Drug-free Workplace Program; parent resources; treatment options; general drug descriptions, including warning signs and effects; and local and national research about drug use.

www.metrodrug.org

This project is funded under an agreement with TCCY



Announcements

Metropolitan Drug Commission Newsletter Now Offered as E-newsletter

The Metropolitan Drug Commission will be launching its first E-newsletter available via e-mail. To sign up to receive it, visit our website at: www.metrodrug.org, and complete the on-line form.

Citizens' Police Academy Accepts Applications

Members of the community who are at least 18 can now apply to take part in the Knoxville Police Department Citizens' Police Academy. Applications may be obtained by going to the KPD website at: www.ci.knoxville.tn.us/kpd/cpa.asp. For more information, contact Sgt. Keith DeBow at 215-1302.

Community-level Measures of Child Well-Being Available

The Data Center through KIDS COUNT, for the first time, has community-level data on a broad spectrum of indicators available online. Users are now able to access indicators ranging from economic well-being to health, from safety and risk factors to family and community, as well as many others.

Some key points of interest relating to Knox County include the increase in number of juvenile court referrals, substantiated child abuse cases, teen violent deaths, and teens with sexually transmitted diseases.

KIDS COUNT is a project sponsored by the Annie E. Casey Foundation. More data are available at the KIDS COUNT Data Center through www.kidscount.org.

KIDS COUNT 2002 2003 2004 2005 2006

Teen Birth Rate	27.1	22.5	23.1	23.9	26.0
Child Death Rate	26.6	22.0	16.0	15.9	14.4
Infant Death Rate	7.7	4.5	7.8	6.5	4.7
Number of Cohort Dropouts	443	445	461	505	587
Number of Juvenile Court Referrals	4269	3382	4692	4834	5885
Number of Students Expelled from School	139	128	29	67	34
Number of Students Suspended from School	4887	5098	3609	6039	5196
Number of Substantiated Child Abuse/Neglect Cases	388	360	516	640	789
Number of Teen Violent Deaths	21	14	11	14	21
Number of Teens with STDs	239	225	303	272	401

MDC in Action

From Mar. 1 to April 30, 2009, the MDC serviced the community by providing:

57 Treatment Referrals
 3530 Prevention Materials & Resources

2008-2009 MDC Board of Directors

Executive Board

Dick Moran, Chair
 Councilman Marilyn Roddy, Vice Chair
 Suzan Publ Murphy, Treasurer
 John Gill, Secretary
 Commissioner Tank Strickland, At-large Representative
 Gen. Randy Nichols, Past President

Ashley Carrigan	Dr. Roger Nooe
C. Larry Elmore	Chief Sterling Owen, IV
Mike Fleming	Mayor Mike Ragsdale
John Grices	J. Finbarr Saunders, Jr.
Hon. Bruce Guyton	PD. Mark Stephens
Charles K. Hannon, Jr.	Charles W. Swanson
Mayor Bill Haslam	Max Waibel
Hon. Tim Irwin	Donald B. Wake
Sheriff Jimmy "J.J." Jones	Dirk Weddington
Dr. Parinda Khari	Dr. Donna Wright

Advisory Board

Mary Lou Horner
 Jeff Lee
 Terry Ushaw Morgan
 Tim Wright

To submit an announcement or article to the Metropolitan Drug Commission's **ALERT**, please call (865) 588-5550.



Metropolitan Drug Commission
 P.O. Box 53375
 Knoxville, TN 37950-3375
 Phone: 865-588-5550
 Fax: 865-588-0891
www.metrodrug.org