

2009

Winter
Edition

The Advocate

Quarterly Newsletter of the Indiana Addictions Issues Coalition

Indiana
Addictions
Issues
Coalition



*A subsidiary of
Mental Health
America of Indiana*

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April is Alcohol Awareness Month

In 2003, almost 23 percent (54 million) of Americans participated in binge drinking within 30 days prior to taking [SAMHSA's National Survey on Drug Use and Health \(NSDUH\)](#). That same year, approximately 21.6 million adults abused alcohol or were alcohol dependent.

To recognize the serious problem of alcohol abuse, **April is designated "Alcohol Awareness Month."** Alcohol Awareness Month encourages local communities to focus on alcoholism and alcohol-related issues. Alcohol Awareness Month began as a way of reaching the American public with information about the disease of alcoholism - that it is a treatable disease, not a moral weakness, and that alcoholics are capable of recovery.

Addicted to Music Concert on the IU Bloomington Campus

The Indiana Addictions Issues Coalition is proud to be one of the sponsors for the Indiana University, Business Career in Entertainment (BCEC) student organization concert to promote education, provide resources for substance abusers, and encourage people to recognize and support their loved ones recovery. The, "Addicted to Music", concert will be held on the heart of the IU campus in Dunn Meadow on **April 30th, 2009 from 7:00 – 10:30pm**. Addicted to Music will offer performances from national, state and local bands including: State Radio, 40% Steve, and The Buzzkills. This event came about as a reaction to a fatal drug overdose of a friend of a BCEC member. This is a tribute to his life as a musician and to raise awareness and support for people who struggle with addictions. Donations received will be used to set up an Indiana University scholarship in his name. If you would be interested in exhibiting, sponsorship, or donating, please contact Deuce Thevenow, BCEC Music Committee, 1309 East Tenth Street, Bloomington, IN 47405, bcecmus@indiana.edu, 317.414.1635.

Lisa Hutchinson with the Indiana Coalition to Reduce Underage Drinking (ICRUD) will be providing free anonymous screenings for alcohol use problems.

Power Over Addiction Health Forum

The Power over Addiction health forum took place at Ball State University on December 4th, 2008. According to their website (<http://www.influence.in.gov>) INFLuence (Indiana Female Leaders Unite) provides an avenue by which powerful Hoosier women (leaders in government, business, health care, education, media, and faith-based and community organizations) are educated about critical women's health issues, given a charge to educate about and advocate for women's health in their own spheres of influence, and provided with toolkits to help them accomplish this goal.

The vision is for women to carry critical women's health messages far and wide, and make these issues relevant and visible at work, school, home, in policy, the media, faith communities, and among health professionals. They want to educate the community about health issues and substance abuse. Dr. Judith Monroe, Indiana State Health Commissioner facilitated the forum presenting data on drug use by different populations around the state including the increase in prescription drug abuse.

This forum encouraged participants to work to remove the stigma associated with addiction and raise awareness. State Senator Sue Errington spoke to the group and encouraged participants to contact their legislators regarding the need for fairness when dealing with those who have substance abuse addictions. Those in recovery also spoke about their experiences and hoping to educate others that addiction is a disease that is treatable.

One speaker was Jill Matheny, Director of the Indiana Addictions Issues Coalition, she stated "People attending this event have influence, they can help get the facts out about addiction and recovery. The women attending are charged by Dr. Monroe to go back and take the information to their co-workers, friends, churches, wherever they might be able to educate and influence others". Jill went on to say, "Some people see relapse as failure, people need to know that for some it is just the process of recovery".

Those in attendance included women from non – profits, health care agencies, social services, and political fields. The event organizers hope that by bringing these women together they can make changes within their own community.

The first Influence forum was held and initiated by Dr. Monroe in April 2007. It was a collaboration between the Office of Women's health at the Indiana State Department of Health and the Indiana Tobacco Prevention and Cessation Agency. Dr. Monroe has been the impetus behind these events taking place. Over 200 women attended and learned about camel No. 9 and the marketing campaign of the cigarette maker targeting young women.

For more information about INFLuence and to get involved go to <http://www.influence.in.gov>.

The Indiana Addictions Issues Coalition is a broad-based diverse organization focused on creating and taking advantage of opportunities to project a unified voice educating, influencing, and advocating for addictions issues.

MillerCoors Agrees to Stop Selling Alcoholic Energy Drinks

A settlement between MillerCoors and a group of state attorneys general will spell the end of the brewer's foray into marketing alcoholic energy drinks.

The [Wall Street Journal](#) reported Dec. 18 that MillerCoors announced it will stop producing and selling caffeinated alcoholic beverages, including those sold under its popular Sparks brand. At the same time, company officials maintained that the AGs' allegations that the drinks were marketed to young drinkers were "inaccurate."

"Attorneys general from around the country are gravely concerned about premixed alcoholic energy drinks because these products are dangerous and look and taste like popular nonalcoholic energy drinks," said Maine Attorney General Steve Rowe. "They're popular with young people who wrongly believe that the caffeine will counteract the intoxicating effects of the alcohol."

Critics condemn youth-oriented Sparks marketing materials implying that alcoholic energy drinks allow users to stay awake longer and drink more. "We're thrilled that MillerCoors finally got the message that they were dealing with a public-health hazard," said Pete Schulberg, communications director for the [Oregon Partnership](#), a community-based antidrug coalition. "High caffeine with high alcohol content and the fact that these products are marketing to young people makes for a dangerous combination."

Sparks has emerged as the leading brand in the alcoholic energy drink niche market; MillerCoors said it will continue to sell a reformulated version of Sparks that does not include caffeine, taurine, guarana and ginseng.

The company also agreed to end some marketing strategies that the AGs said appeared to be aimed at underage audiences, including content on the Sparks website, the use of "plus and minus" symbols signifying energy, and an affiliation with an "air guitar" performer. David Rosenbloom, director of Join Together, said the settlement's marketing reforms are just as important as the product's reformulation.

"Removing caffeine and other stimulants from Sparks is an important step for public health because it removes a significant risk associated with the product," said Rosenbloom. "We hope that this settlement will really lead to the end of the company's efforts to sell alco-pops to underage audiences with youth-oriented marketing strategies."

Steve Gardner, director of litigation for the [Center for Science in the Public Interest \(CSPI\)](#) -- which [sued MillerCoors](#) earlier this year over Sparks -- said that today's settlement nearly finishes off the product category. "Now that Anheuser-Busch and MillerCoors have each agreed separately to discontinue caffeinated alcoholic drinks, this entire niche of products is all but shut down," he said.

Gardner called on the remaining, smaller companies producing caffeinated alcohol beverages to quickly follow suit. "It was a bad idea that never should have gotten as far as it did -- adding caffeine to sweetened, high-alcohol-content malt beverages and marketing them to young people via word-of-mouth and infantile web sites," said Gardner. Previously, Anheuser-Busch reached a settlement with CSPI and state attorneys general in which it agreed to [stop producing and marketing alcoholic energy drinks](#).

Link: <http://www.jointogether.org/news/headlines/inthenews/2008/millercoors-agrees-to-stop.html>

Bill to License Addiction Professionals may make it to the governor's desk yet.

The Addictions field has been plagued with issues surrounding licensure for many, many years. In late 2008, the Division of Mental Health and Addiction asked MHAI along with two of its subsidiaries: IAIC (Indiana Addictions Issues Coalition) and Indiana ASAP (Indiana Association of Substance Abuse Providers) to pull together a group of stakeholders with a vested interest of licensing addiction professionals. Through many meetings and conversations details of a licensing bill became to take shape. The end product became SB 96. The bill passed out of the Senate Health Committee on a vote of 11-0 and made its way to the Senate floor. As the Indiana General Assembly reached the half way point, SB 96 passed the Senate on a vote of 49-0 and will make the journey to the House. The passing of the bill out of committee and the Senate is historical in that it has never before been accomplished. The journey has been long with regards to this issue. Much appreciation and credit should be given to several current and former Board of Director members as well as to Steve McCaffrey, President and CEO of Mental Health America of Indiana for his legislative drafting expertise.

Why is it time for an Addiction Licensure Bill?

The addictions treatment workforce is extremely small in comparison the identified need. According to the 2005 national Household Survey on Drug Abuse (NSDUH), 22.2 Million Americans aged 12 and older were classified as meeting the criteria for substance abuse or dependence. Yet only 9%, just under 2 million, received the treatment they needed. In Indiana, that translates to approximately 640,000 Hoosiers who meet the criteria for substance dependence and/or abuse. However, need does not equal willingness to get help. There simply are not enough professionals available provide treatment. In 2006, 87,000 Hoosiers living at or below 200% of the poverty level were eligible and willing to enroll for treatment. However less than 1/3rd were able to access treatment. Indiana lacks the capacity to handle the demand for service. Licensure will open the door for addictions professionals to receive reimbursement from insurance and managed care companies. Currently, many do not pay unless the addictions professional holds a license. Licensing will assure patients that they receive care from a professionally trained and competent workforce that understands addiction disease. Licensing provides a method whereby the highest standards can be established maintained and updated.

**SAVE THE DATE!
THE IAIC RECOVERY
MONTH
COOKOUT
CELEBRATION
WILL BE SATURDAY
SEPTEMBER 5, 2009.
Details coming soon!**

Real People Real Recovery

From Marty "Gambling addiction is like a dark cloud that follows you everywhere you go. I know this, because I have spent so much time with this dark cloud that we're on a first name basis. In fact, I even had dinner with his family, the Cumulonibuses. All jokes aside, I should add that the only way this dark cloud will go away is if you tackle your addiction head on. Take it from me, a compulsive gambler. Gambling addiction can be eaten. There are numerous tricks that can be used. For instance, when thoughts of gambling enter my head I immediately think about the stress Collection agencies, credit card debt, the secrets from my family and friends....this is to name a few. Secrets are no fun when debt collectors are calling you every day, especially when you are only twentythree years old. The funny thing is that looking back on the situation, I should have known that I would have been prone to compulsive gambling. I had always given in to my urges when it had come to money. Before I was old enough to gamble, I would deal with my emotional issues by shopping. It would be nothing for me to throw away an entire paycheck on the latest electronic gadget or new expensive clothes. Then I experimented with drugs (mostly marijuana) while in high school. I've had a risk taking personality my whole life, but I didn't realize it until it was too late. Before too long I started to go to the casinos every day, isolating myself from my family and friends. During this time I was also in school and missing half of my classes because I was too tired to get up in the morning. "All of this can be fixed with one big win," I would repeat to myself every day. Eventually I started betting bigger in an attempt to win bigger. Obviously that failed greatly. With my life in pieces and my wallet completely empty, I finally came to terms with the fact that I had a gambling problem and that I needed to get help. Being a student, the first place that I looked for help was the internet. I noticed that there was a lot of gambling information on Google but it was scattered all over the place. This is why I decided to create my own website which contains tons of useful information on gambling addiction. It also contains a few personal stories about my own life and some motivational stories to help gamblers to quit. Just building this website has had a tremendous therapeutic effect on me. By writing my blog, I have learned more about gambling addiction than I thought possible while also learning a great deal about myself. The first half of the battle in beating your addiction is determining why you gamble. Do you gamble as a means of social interaction? These underlying reasons are so important because they are actually the source of the addiction. My reason for gambling was to escape my emotional problems and I was able to address this through self help methods and learning to change my thinking patterns. There are numerous mental tricks that can help you such as recognizing gambling thoughts and releasing them from your mind before they have a chance to develop into urges. Another trick is to rid yourself of any irrational beliefs such as considering yourself "lucky," or that you can "beat the casino." The odds are always in the casino's favor, and the sooner you come to believe this, the quicker you can begin to recover. As for me, I am going to continue my path towards recovery and keep blogging to help as many people as possible. I would like to thank you all for reading this and I hope that you visit my blog."

You can visit Marty's blog at: www.gamblinganon.blogspot.com.

Reprinted with permission from Indiana Council on Problem Gambling, Inc.

What's Your Community's Alcohol Personality?

The Community Alcohol Personality Survey (CAPS) is an easy assessment tool, developed by the FACE Project, that will help you assess the size and shape of the alcohol problems in your community and where to focus your efforts to make the greatest change. Once you have completed the CAPS, you will have valuable information that can assist you in developing your action plan or changing the way you are addressing the issue. It fits well with your SPF SIG, LCC or other strategic plans!

What is it?

The CAPS is a pen and paper assessment tool that can be used anywhere in your community. It is ideal to use as a youth project – it empowers them to be an active participant in preventing underage drinking. It is simple to use and easy to compile.

Who can participate?

It is an ideal tool to use with youth and adults, to encourage collaboration.

What does it cost?

There is no cost for the CAPS “quick training” or the CAPS tool.

What is the training about?

The “quick training” is a 45 – 60 minute session to get you familiar with the CAPS tool and how to use it, and to present ways to use the information you gather through.

How do I get a training scheduled in my community?

Contact Lisa Hutcheson, Director, at 317-638-3501 x.232 or lhutcheson@mhαι.net

Lisa is available to conduct six to eight CAPS information sessions for SPF SIG, LCC, Afternoons Rock and other community groups.

*Welcome to our new Board members.
Tadd Whallon, Marty Pentz, Jenni-
fer Fentress, Karl Stout, Kim
Manlove, Kevin McShane, Sandra
Bowie*

The Indiana Addictions Issues Coalition is pleased to welcome seven new board members. **Sandra Bowie** works as a representative for Grants Inc which is aligned with the Indiana University non – profit institute.

Kim Manlove represents the 24 group and is a prevention and adolescent treatment advocate. **Karl Stout**, Indiana business owner and long time supporter of September recovery month events included the public awareness campaign as seen on WTHR.

Jennifer Fentress brings a youth perspective, she is a writer and poet. **Marty Pentz**, a long time addictions advocate, currently presides over substance abuse treatment at the Richard L. Roudebush VA Medical Center in Indianapolis. **Tadd Whallon** is the clinical director for Tara Treatment Center and our final new board member, **Kevin McShane** is an Indianapolis criminal defense attorney in direct contact with those struggling with a mental illness or addiction. Deb Richmond welcomed the new members at the January Board meeting, stating the expertise and experience they bring to the coalition will help move the IAIC forward.

Working together, RECOVERY from addiction will be REALITY!

INDIVIDUAL MEMBERSHIP

- Community member (no fee)
 Supporting member \$10.
 Partner \$30.
 Advocate \$100.+

CORPORATE MEMBERSHIP (annual)

- Corporate \$100.
 Silver \$250.
 Gold \$500.
 Platinum \$1000.+

Gift: I wish to give a membership to the individual or family designated below

I wish to support the September Public Awareness campaign \$ _____

You can pay online at http://www.mhai.net/Form_IAIC.htm

Please make checks payable to the IAIC
 mail to: Indiana Addictions Issues Coalition
 1431 North Delaware Street
 Indianapolis, Indiana 46202

Name _____

Organization _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

The IAIC always accepting submissions for our quarterly newsletter. Please send articles, poetry or photos to: Indiana Addictions Issues Coalition, 1431 North Delaware Street Indianapolis, IN 46202 or electronically to jmatheny@mhai.net.



***Quarterly Newsletter of
the Indiana Addictions
Issues Coalition***

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....helping Hoosiers in recovery.

*The Indiana Addictions
Issues Coalition is a broad-
based, diverse, not-for-profit
organization focused on
creating and taking advantage of
opportunities to bring all
interested individuals and
entities together, projecting a
unified voice educating,
influencing and advocating for
addiction issues with the goal of
changing attitudes, beliefs and
confusion about addiction and
improving the lives of those
affected by addiction.*

Indiana Addictions Issues Coalition

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