

**Addiction  
Resource  
Council, Inc.**

An Affiliate of the National  
Council on Alcoholism and  
Drug Dependence for over 36  
years

**The Advocate**

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**36<sup>th</sup> ANNUAL MEETING AND AWARDS LUNCHEON HONORS BUSINESS,  
COMMUNITY AND TREATMENT LEADERS**

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On Friday, April 25, 2008, the Addiction Resource Council, hosted its **36<sup>th</sup> Annual Meeting & Awards Luncheon** at The Country Springs Hotel and Conference Center. The luncheon featured keynote speaker **Carlton Erickson, Ph.D.** who presented current brain research that promises improved understanding of substance abuse and dependence as well as improved outcomes for chemically dependent persons engaged in treatment.

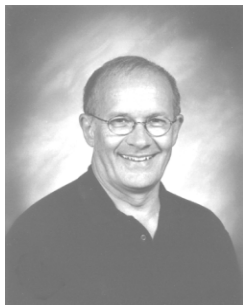
Community awards presented at the luncheon in recognition of contributions to the field of substance use illnesses included: The Kay Twerion Award to **Judge Kathryn Foster** for her success in designing and directing the Waukesha County Intoxicated Driver Treatment Court. **William Graham** and **Susan Lohr** were recognized for their contributions in professional service in alcohol and drug treatment programs; **Lacey Jolly** was awarded Volunteer of the Year for facilitat-

ing reorganization in our records management; and recognition for ongoing support and contributions were presented to **Pamela Bean, Ph.D., Cornerstone Counseling Services, and Northwestern Mutual Foundation.**

A new award, **The Hope & Healing Award**, recognizing innovations in understanding and diagnosing substance use illnesses went to **GE Healthcare** for their work in medical imaging.

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**April 24th Erickson Workshop Presented the Future of Alcohol and Other Drug Treatment: "The Science of Addiction: From Neurobiology to Treatment"**



**CARLTON (CARL) K. ERICKSON, Ph.D.**, Professor of Pharmacology/Toxicology and Director of the Addiction Science Research and Education Center at the University of Texas at Austin has studied the effects of alcohol on the brain for over 40 years. In this workshop Dr. Erickson explained how neuroscience is being used to clarify how and where drug and alcohol abuse and dependence operate in the brain as well as how understanding the neurobiology of addiction influences the course of treatment. Dr. Erickson presented current research that holds the promise of improved understanding and improved outcomes based on appropriate assessment and diagnosis. His presentation covered the latest research on the neurobiology of chemical dependence, in everyday language, including how the brain's pleasure pathway works; the differences between abuse and dependence – and how that influences treatment planning. Dr. Erickson brought with him practical applications of the latest therapies for dependence and research methodologies that promise exciting breakthroughs in understanding and treating drug problems in the future. A special thank you to Dr. Erickson and also to the workshop sponsors: **Cornerstone Counseling Services, Rogers Memorial Hospital, ProHealth – Behavioral Health Care**, and **Community Memorial Hospital – Menomonee Falls.** Dr. Erickson's newest book, *The Science of Addiction: From Neurobiology to Treatment*, (2007) is available online at amazon.com.

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# From the Executive

In early May, I attended a policy briefing in Madison at the Capitol Building sponsored by the Evidence-Based Health Policy Project entitled “Sobering News: How We Can Reduce Wisconsin’s Top-Ranked Drinking Problem”. The message centered on evidence providing documentation that alcohol dependence, a treatable disease, is perhaps the least of our problems when it comes to alcohol use. **Paul Moberg, Ph.D.**, Deputy Director of the Population Health Institute and a senior scientist in the Department of Population Health Sciences, UW-Madison School of Medicine and Public Health, **Richard L. Brown, M.D., M.P.H.**, an associate professor in the Department of Family Medicine, UW-Madison School of Medicine and Public Health, and **Carolyn Heinrich, Ph.D.**, Professor of Public Affairs and Associate Director of Research and Training at the Institute for Research on Poverty, UW-Madison, each brought their expertise to the table adding dimensions of policy-related population-level strategies to reduce problems related to alcohol use.

The policy briefing, although well attended by many of us working in the field of alcohol and other drug services, was only sparsely attended by our legislators - an audience sorrowfully missed and an audience that missed a spot-on message. Reading into the message it simply stated that we can watch our children grow up in an atmosphere that accepts heavy drinking as normal and suffer the consequences both human and monetary caused by underage drinking: traffic crashes, personal injury, alcohol-related disease, and the uninterrupted progression toward alcohol dependence. Or, we can implement population level evidence-based interventions that include reducing the attractiveness of alcohol use, integrating screening, brief intervention and referral into primary care medicine, and promoting policy that would ensure early access to intervention and treatment including newly developed pharmaceutical care.

It really is time we stop picking up the pieces. We do not have to wait for another headline telling of a tragic alcohol- or drug-related death on the road, another young life lost to alcohol poisoning, or the deep-pocket health care costs of unabated heavy drinking and alcohol dependence. In this edition of *The Advocate* we address early identification and the importance of safe, affordable, community-based solutions. ~ Claudia Roska

## Substance Use Illness and the Workplace

Substance use illnesses can strike anyone, even your most valued employees. Did you know that alcohol abuse alone costs American employers an estimated \$134 billion annually mostly because of missed work?

Substance use illnesses affect all employees in all types of industries from manufacturing to information technology, from the boardroom to the shop floor. Making a small investment in effective prevention and treatment for substance use disorders will help your employees and your business.

### The Problem

Seventeen million adults have a serious problem with alcohol, yet only 3 million get help. Alcohol problems kill, sicken or injure hundreds of thousands of Americans every year, destroying families,

contributing to violent crime and reducing productivity in the workplace. A new study by the Substance Abuse and Mental Health Services Administration finds that more heavy alcohol users are employed full-time than illicit drug users.<sup>1</sup>

### The Solution

Employers can help ensure safe, healthy and productive work settings by implementing four simple practices:

- Incorporate alcohol screening and brief interventions into employee health programs
- Provide adequate coverage for treatment of substance use illnesses in employer health coverage
- Provide health promotion education that defines the

difference between safe and risky alcohol use

- Implement and publicize drug-free workplace policies that support treatment and recovery

The Addiction Resource Council can provide creative and affordable assistance to local employers.

<sup>1</sup>Employers Can Help the Majority of Substance Users by Addressing Alcohol Abuse, July 19, 2007

Please give us a call at 262-524-7921 to find out more.

**Alcohol is a leading cause of preventable medical conditions, disability, and death. Alcohol problems affect one in 12 adults—or 17 million people—in the United States (more than high blood pressure, asthma, or arthritis). But less than three million get any kind of treatment.**

## New Board Directors Named at Annual Meeting

The Addiction Resource Council welcomed two new Board members at the Annual Meeting: **Jorge Benavente**, Pastoral Associate at St. Joseph's Church, and **Edward Cooke**, Vice President of Sales at Goff Enterprises.

The new roster of **Board officers** is: **Kathy Bullermann**, President; **John Hopkins**, Chairman; **Chester Dobrowski**, Vice President; **Lesli Boese**, Treasurer; and **Sue Kaczmarek**, Secretary.

Recognition of service for directors leaving the Board was given to **Attorney Daniel Fay** and **Lynn Bardele**, Consultant.

### First Quarter Helpline Caller Concerns

Opiates	24
Cocaine	6
Marijuana	5
Supportive Listening	6
Support Group Information	22
Referred to Another Resource	27
Requesting Detoxification	17
Requesting Treatment	11
General Information	73
Miscellaneous	41
<b>Total</b>	<b>232</b>



"I worry about her all the time. I want her to be able to care for her daughter. I'm the grandma. I couldn't make it through the day without someone like you to talk to. It's been a bad day."

## Crisis Calls Take New Direction

There was a 23% increase in the number of crisis calls taken through the Council's 24-hour Helpline between the first quarter of 2007 and the same period in 2008. More interesting is the direction calls are taking.

Concerned others have long been a large number of our Helpline callers. In years past the concerned other was often calling about *a dependent or spouse*. Today, *parents of adult children* with substance use problems are quickly becoming the most frequent callers on the Helpline. And they are desperately looking for options.

In response we initiated a new program called **Get Your Loved One Sober**. This educational program is based on the highly successful, research-based CRAFT (Community Reinforcement and Family Training), designed to assist family members and concerned others improve the quality of their own lives and at the same time make sobriety a more rewarding option for their loved one still using. It has been well received by the community.

The six session training is offered every eight weeks on Monday evenings and is designed for *anyone* concerned about someone else's alcohol or other drug use, not only for parents of adult children.

If someone who's use of alcohol or other drugs is causing you pain, this program might be right for you. To find out more about this program, call 262-524-7921 or visit [www.arcouncil.net](http://www.arcouncil.net).

## 36<sup>th</sup> ANNUAL MEETING AND AWARDS LUNCHEON

(Continued from Cover)

Medical imaging made it possible to identify brain areas affected by substance use illnesses offering tremendous hope that effective interventions will be found for those suffering from these disorders. **Carl St. Bernard** accepted the award on behalf of GE Healthcare.

This year also marked the inauguration of the **Charles and Constance Roska Scholarship**. **Karla Beth Daane** chosen by the Scholarship Subcommittee of the Addiction Resource Council Advisory Committee was its first recipient. The scholarship is named in honor of the parents of the Council's current director in tribute to their support and belief in education as well as for their lifelong example as volunteers in the nonprofit sector. Constance

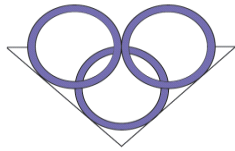
Roska passed away in 2005 but Charles continues to provide leadership in community service.

The sponsors of this year's event: **Cornerstone Counseling Services, Rogers Memorial Hospital, ProHealth Care, Behavioral Medicine Center and Community Memorial Hospital, Menomonee Falls** were also recognized.

The Council also said farewell to three members of our Advisory Committee. A special thank you in recognition of service goes to **Nancy Healy-Haney, Ph.D.**, Manager-Waukesha County Public Health Division, **Lynn Ketchum**, Associate Director-The Women's Center and **Fred Syrjanen**, Executive Director for Cardiology Services-ProHealth Care.



Executive Director, Claudia Roska with Keynote Speaker Dr. Carl Erickson and President of the Addiction Resource Council Board of Directors, John Hopkins



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**ADDICTION RESOURCE  
COUNCIL, INC.**

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• *Since 1971, the Addiction Resource Council, Inc. has been providing affordable, cost-effective solutions to help address substance abuse and dependence problems.*

• **\*\*\*\*\*UPCOMING EVENT:\*\*\*\*\***

• **Free training event for physicians and other healthcare professionals on Screening, Brief Intervention and Treatment (SBRIT). Contact Carol Hannean-Garuz at cgaruz@arcouncil.net or 262-524-7921 for more information.**

### **Pink Punch**

- 1 quart cranberry juice
- 1 quart pineapple juice
- 1 1/4 cup sugar
- 2 quarts ginger ale, chilled

• Combine juices and sugar in large container. Stir until sugar dissolves. Chill and stir in ginger ale just before serving. Makes 20 servings.

• *Find this and more non-alcoholic summer drink recipes at:*

• **[http://www.baltimorecountymd.gov/Agencies/health/substanceabuse/information/non\\_alcoholic\\_beverages.html](http://www.baltimorecountymd.gov/Agencies/health/substanceabuse/information/non_alcoholic_beverages.html)**

## **Don't Let Alcohol Put a Chill on Your Summer**

**By following these simple guidelines, you can prevent an alcohol-related health or impairment problem.**

- ***If you drive, do not drink; if you drink, do not drive or pilot a watercraft of any kind.*** Don't ride with drivers who have been drinking. Impaired judgment, information processing, and coordination, among other alcohol effects, can be as deadly on water as they are on land.

- Don't swim or dive if drinking. Alcohol inhibits swallowing and breathing reflexes necessary for swimming, making you feel warmer than you really are, putting you at risk for hypothermia in cold water. Drinking also affects the ability to

judge distances.

- Alcohol impairs balance and increases the chances of falling overboard. Compounded by alcohol's effects on swimming ability, it is a common cause of drowning.

Heavy summer alcohol consumption can:

- ◆ more rapidly dehydrate you
- ◆ raise your blood pressure
- ◆ increase chances of developing hypoglycemia, causing weakness and interfering with body temperature regulation
- ◆ increase the risk of heat prostration or stroke

- Feel free to refuse alcohol regardless of pressure or encouragement to drink.

- Don't drink if you are under 21.

- Eating will slow alcohol's effects. Drinks containing sugar combined with alcohol produce a hypoglycemic effect even greater than that of alcohol alone.

- Alcohol has greater effects on women than men of the same weight.

- Alcohol will impair performance in most sports, increasing risk for accidents and injuries.

