

**Addiction
Resource
Council, Inc.**

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An Affiliate of the National
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U.S. Senate Introduces Resolution Naming October National Medicine Abuse Awareness Month

Article Taken from CADCA's 9-24-09 Online Newsletter

<http://www.cadca.org/resources/detail/us-senate-introduces-resolution-naming-october-national-medicine-abuse-awareness-mo>

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In response to the growing epidemic of prescription and over-the-counter medicine abuse, the U.S. Senate has introduced a resolution designating October as National Medicine Abuse Awareness Month (NMAAM). CADCA applauds the Senate for this initiative, and in partnership with the Consumer Healthcare Products Association (CHPA) is sponsoring several town hall meetings about medicine abuse during the month of October.

Sponsored by Sen. Charles E. Grassley (R-Iowa), Sen. Richard J. Durbin (D-Ill.), Sen. Dianne Feinstein (D-Calif.), Sen. Charles E. Schumer (D-N.Y.), and Sen. Sheldon Whitehouse (D-R.I.), S. Res. 263 designates October as National Medicine Abuse Awareness Month and urges communities to educate parents and youth of the potential dangers associated with prescription and OTC medicine abuse.

According to the Partnership for a Drug-Free America, one in 10 teens reports having abused cough medicine to get high with some teens intentionally take excessive amounts—sometimes up to 50 times the recommended dose—to get “high” from the active ingredient dextromethorphan. When used correctly, dextromethorphan-containing medicines have a 50-year history of being safe and effective. But when abused in extreme excess, dextromethorphan can produce dangerous side effects, especially when combined with alcohol, illicit drugs, or certain prescription drugs.

“I applaud Senators Grassley, Durbin, Feinstein, Whitehouse, and Schumer for introducing this important resolution. By designating October as National Medicine Abuse Awareness Month, it will help raise awareness of the alarming numbers of young people who currently abuse prescription and OTC cough medicines. Hopefully, this will spur a dialogue on this issue in communities across the country,” said Gen. Arthur T. Dean, CADCA Chairman and CEO.

In May 2009, The Partnership/Metlife Parents Attitude Tracking Study (PATS) indicated that more parents are talking to their teen about the dangers of using OTC cough and cold medicine to get high. Additionally, in February 2009, the 20th annual Partnership Attitude Tracking Survey, a national study of teen behavior and attitudes about drugs and alcohol, showed that an increased number of teens view the intentional abuse of OTC cough medicines as risky.

“One in 10 teens reports having abused cough medicine to get high ... from the active ingredient dextromethorphan.”

“While we are pleased with our progress, raising awareness about the abuse of cough medicine remains a top priority for us. Continued support from the U.S. Senate coupled with our educational initiatives will help us in our efforts to stop medicine abuse,” said Linda A. Suddam, D.P.A., president, CHPA. Localities interested in hosting their own town hall or launching an educational campaign during National Medicine Abuse Awareness Month can download helpful planning tools at: StopMedicineAbuse.org.



New Firm (In Milwaukee Area) Developing Drugs that Combat Addiction

Article from the 9-29-09 Milwaukee Journal Sentinel
www.jsonline.com

A Milwaukee-area entrepreneur has formed a new company to develop drugs to fight addiction.

Addiction Therapeutix Inc. will use compounds licensed from the Medical College of Wisconsin and the University of Wisconsin-Milwaukee to develop therapies for people who can't kick alcohol, painkiller and nicotine habits and their related side effects, said Frank Langley, the new company's president and chief executive officer.

Langley formed the company as a wholly owned subsidiary of MPP Group LLC, a Wauwatosa drug developer he started in 2007. The move creates a more focused company with a specific expertise that appeals more to potential investors, Langley said.

"People who invest in early-stage companies are looking for a very focused plan, and that's what Frank is doing here with Addiction Therapeutix," said Brian Thompson, president of the UWM Research Foundation.

The company forged an exclusive option agreement this month with the Medical College for a morphine-related compound. Called dextro-morphine, it shows promise blocking addiction to pain relievers, heroin and nicotine, Langley said.

Leon Tseng, a retired Medical College anesthesiology professor, discovered that promise, said Dennis Devitt, director of marketing and licensing in the college's technology development office.

"We think putting it in the hands of a company focused on addiction is an excellent match," said Devitt, who told Langley about the compound.

Just in the area of pain relievers, about 50 million Americans suffer from chronic pain, Langley said. The challenge for physicians is to relieve that pain without patients becoming addicted to the treatment, he said.

Addiction Therapeutix also absorbed a group of compounds MPP had licensed from UWM. Those compounds appear to interact with certain neurotransmitters in the brain to block the euphoric effects of alcohol without inducing anxiety or sedation, Langley said.

MPP kept those compounds it is developing that are not related to addiction, including one that is related to brain function, he said.

Putting all of the addiction compounds into a single company and giving it a name that immediately signals what it's doing is a good move, said Brian Renk, executive director of BioForward, a membership organization that represents Wisconsin's biotechnology industry.

"It makes it even stronger to have more targets. Then you don't have a one-compound company that can get blown out of the water by things like regulatory issues or market concerns, even problems with early testing or in clinical trials," Renk said.

Cambridge Major Laboratories in Germantown has synthesized the active pharmaceutical ingredients of Addiction Therapeutix's lead compounds for alcoholism and a related anxiety condition, Langley said. The company is doing preclinical studies with those ingredients, he said.

"We have results on three of the four lead compounds, and they showed a significant reduction in alcohol drinking in animal studies," Langley said.

Addiction Therapeutix is in discussions with other academic centers about possibly licensing more addiction-related compounds, he said.

Study Finds Correlations between Rapid Rise in Unemployment and Alcohol Abuse

Article from CADCA's 9-17-09 Online Newsletter

<http://www.cadca.org/resources/detail/study-finds-correlation-between-rapid-rise-unemployment-and-alcohol-abuse>

A rapid rise in unemployment can be linked to an increase in suicides, homicides, and alcohol abuse, according to a recent study reported in the "Lancet" medical journal. The study, "The public health effect of economic crisis and alternative policy responses in Europe: an empirical analysis," found that a rise of 3 percent in unemployment is associated with a 28 percent increase in deaths from alcohol abuse and a 4.5 percent increase in suicides in the population younger than age 65. The study comes as the country prepares for Drug-Free Work Week, which will be held Oct. 19-25.

Because of widespread concern that the present economic crisis, particularly its effect on unemployment, will adversely affect population health, the research team investigated how economic changes have affected mortality rates over the past three decades in European Union countries. The research team, which is comprised of researchers from the University of California, San Francisco; University of Oxford, and London School of Hygiene and Tropical Medicine, used data from the World Health Organization and the International Labor Organization. They analyzed more than 50 causes of death in 26 EU countries between 1970 and 2007 and compared the results to unemployment data. They also examined the different levels of government social spending during the same period, taking into account other factors that might affect rising death rates, such as population aging and the different ways that countries monitor employment rates and causes of death.

The stress of recessions, particularly of unemployment, seemed to markedly increase rates of death from intentional violence, with women particularly affected by homicide and men by suicide, according to study results.

"Suicides are just the tip of the iceberg" said lead author David Stuckler, PhD, of the University of Oxford and London School of Hygiene and Tropical Medicine. "Rising suicide rates are a sign of many failed suicide attempts and high levels of mental distress among workers and families."

Employers need to be aware that workers often turn to alcohol during times of stress and need to be aware of the signs of alcohol abuse. For help on launching a workplace substance abuse prevention program, visit the Department of Labor's Working Partners Website.

A full copy of "The public health effect of economic crisis and alternative policy responses in Europe: an empirical analysis" is available.

Candy and Fruit Flavored Cigarettes Now Illegal in U.S.

Article From CADCA's 9-24-09 Online Newsletter

<http://www.cadca.org/resources/detail/candy-and-fruit-flavored-cigarettes-now-illegal-united-states>

The U.S. Food and Drug Administration (FDA) announced Tuesday a ban on cigarettes flavored to taste like fruit, candy, or clove. The ban, authorized by the new Family Smoking Prevention and Tobacco Control Act, is part of a national effort by the FDA to reduce smoking in America.

The FDA's ban on candy and fruit-flavored cigarettes highlights the importance of reducing the number of children who start to smoke, and who become addicted to dangerous tobacco products. The FDA is also examining options for regulating both menthol cigarettes and flavored tobacco products other than cigarettes.

"Almost 90 percent of adult smokers start smoking as teenagers. These flavored cigarettes are a gateway for many children and young adults to become regular smokers," said FDA Commissioner Margaret A. Hamburg, M.D. "The FDA will utilize regulatory authority to reduce the burden of illness and death caused by tobacco products to enhance our Nation's public health."

Flavors make cigarettes and other tobacco products more appealing to youth. Studies have shown that 17 year old smokers are three times as likely to use flavored cigarettes as smokers over the age of 25.

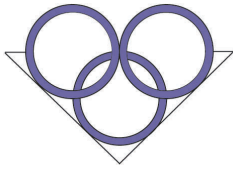
The FDA is taking several steps to enforce the ban. A letter recently sent to the tobacco industry provided information about the law, and explained that any company who continues to make, ship or sell such products may be subject to FDA enforcement actions. The FDA has also made available today an advisory to parents on the risks associated with flavored tobacco products.

"Youth are twice as likely to report seeing advertising for these flavored products as adults are," said Dr. Joshua Sharfstein, a pediatrician and the FDA Principal Deputy Commissioner. "Marketing campaigns for products with sweet candy and fruit flavors can mislead young people into thinking that these products are less addictive and less harmful."

Parents and consumers can learn more about the risks of flavored tobacco products at:

<http://www.fda.gov/TobaccoProducts/GuidanceComplianceRegulatoryInformation/FlavoredTobacco/ucm183196.htm>.

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



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ADDICTION RESOURCE COUNCIL, INC.

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We're on the Web!

www.arcouncil.net

The ARC can earn a donation every time you search the Internet and shop online!!!

GoodSearch & GoodShop



Search the web with Yahoo-powered **GoodSearch.com** and they'll donate a penny to the ARC each time you search!

Shop at more than 600 **GoodShop.com** merchants including Amazon, Best Buy, Toys R Us, and others, and a percentage of each purchase will go to the **ARC!**

ADDICTION RESOURCE COUNCIL'S 1ST ANNUAL WALK FOR RECOVERY!



THANKS TO ALL WHO PARTICIPATED IN THE WALK FOR RECOVERY ON SEPTEMBER 26, 2009! ARC HAD OVER 50 PEOPLE ATTEND TO WALK, ENJOY A PICNIC LUNCH AND SUPPORT PEOPLE IN RECOVERY. THANKS FOR HELPING RAISE FUNDS FOR ARC'S COMMUNITY EDUCATION PROGRAMS AND RAISE AWARENESS ABOUT ADDICTION AND RECOVERY !

Upcoming Council Events



On October 3rd, bring your unused medications to:

Menomonee Falls: Community Memorial Hospital (9 to 12),

Elm Grove: Pilgrim Park Middle School (9 to 12),

Pewaukee: WCTC (9 to 1)

Waukesha: Waukesha West High School (9 to 12)

Oconomowoc: Oconomowoc Memorial Hospital (9 to 12)

Addiction: Why Can't They Just Stop?



A Free Community Education Lecture Series based on the HBO ADDICTION Documentary

**Monday Evenings 6-8pm
October 5, 12, 19, and 26**

Waukesha Co. Mental Health Center
Multipurpose Room
1501 Airport Rd.
Waukesha, WI 53188

No fee to attend and no is required. Call 262-524-792 with questions.