

## Alcohol & Health: Where Do You Draw the Line?

Make a difference in your community, college, general practice, or workplace! Be part of the 5th annual National Alcohol Screening Day™ (NASD)!

As a health professional or advocate, you can sponsor an NASD event to raise awareness about alcohol's effect on health and screen for at-risk drinking. NASD is a ready-to-use education and screening program that explores alcohol's effects on health and connects people in need with treatment.

**No  
Registration  
Fee!**

Register now on the enclosed registration form or at [www.NationalAlcoholScreeningDay.org](http://www.NationalAlcoholScreeningDay.org) to receive your kit(s) of materials. *(Be sure to fill out the Site Locator information if you plan to open your event to the public.)* Review your kit materials as soon as you get them, and call the NASD office toll-free at **1-800-253-7658** with any questions!

### READY-TO-USE PROGRAM KITS

Registered sites receive a free comprehensive kit of materials. *See inside for more information on the types of kits available.* Materials are also available online to help you start planning before your kit arrives.

Kits include *(but are not limited to)*:

- Step-by-step "how to" procedure manual and publicity guide
- Multiple copies of a validated written screening questionnaire which identifies a range of alcohol problems
- Educational materials for a variety of populations
- Promotional color posters
- Educational videos
- Useful giveaway items

### Building on Success



***This past year we more than doubled our numbers!***

At NASD 2002, over 88,000 people learned how alcohol affects their health at more than 2,800 sites across the country! THANK YOU to our NASD 2002 sites for reaching out to your communities and working to prevent and reduce risky drinking! We want to help you reach even more people this year, so be sure to register for the Site Locator Line and refer to our Procedure Manual for new tips from successful sites on how to spark interest and increase attendance at your event.

### *New for 2003!*

- **Customized kits for your needs:** Choose the type of kit and quantity of screening forms you will need. NASD offers kits for community outreach events, primary/specialty care screenings for your practice, and college and university kits.
- **Giveaways items:** Attract community members to your event by offering these free giveaways to individuals who fill out the screening forms.
- **Expanded Site Locator Line:** National publicity for your NASD event provided through NASD's expanded Site Locator Line. See inside for details!
- **Shorter, easy-to-use screening forms:** NASD screening forms are now 8 1/2 x 11 thanks to previous sites' input and requests!
- **REGISTER ONLINE** at [www.NationalAlcoholScreeningDay.org](http://www.NationalAlcoholScreeningDay.org)



**Improved!**

## Helping you attract the public to your event: **Site Locator Services**

The Site Locator Line connects interested members of the community with your organization. New for this year, the Site Locator will include details about your event (including dates and times) and will broadcast those event details to callers. If you plan to open your site to the public, don't miss this opportunity to alert your community members about the date, time, and location of your screening event!

Available on the NASD Web site and through a toll-free phone number, the Site Locator lists all sites across the country that are open to the public. The goal is to reach out to as many individuals as possible and increase attendance at NASD events.

*The Site Locator Line will...*

- Advertise your event and increase the number of people that attend. Every year, national media such as Annie's Mailbox (formerly Ann Landers) and PARADE Magazine print articles publicizing the Site Locator Line toll-free number and Web site.
- Inform members of the community about details of your event and/or provide a phone number for the public to call and learn more about your screening.

To be included on the Site Locator Line, fill out the details of your event on the registration form on page 3. If you are not sure of the exact details, simply mark your interest and call the NASD office at **1-800-253-7658** with an update.

**New!**

## SELECT A KIT TAILORED TO YOUR AUDIENCE

**NASD now offers you the opportunity to choose the type of kit(s) that will best suit your needs.** Three English language kits and a supplemental Spanish language kit are available. You can also choose how many screening forms you will need for your event. Your choices are as follows:

**Community Kit:** If you plan to screen members of the general public and need a variety of general educational materials, the community kit will best suit your needs. It is intended for use at a community-based outreach event such as in a shopping center, lobby or cafeteria, community center, or at a health fair.

**College Kit:** Part of the Comprehensive College Initiative (CCI), the college kit is intended for use on college campuses to screen college students, faculty and staff at a campus-wide outreach event. The kit can be used as part of a Greek life or athletic event, or to screen incoming freshmen. Be creative! Note: CCI also offers online screening, allowing your student body to take the screening questionnaire at any time throughout the year. If you are interested in screening your students online, please call 1-800-253-7658.

**Primary/Specialty Care Kit:** Intended for use in a medical or clinical setting, the primary/specialty care materials can be used to screen your patients or clients.

**Supplemental Spanish Language Kit:** The supplemental Spanish Kit includes a variety of materials in Spanish (including screening forms), and should be used to screen Spanish-speaking adults.

## KNOWLEDGE YOU CAN SHARE

- Traffic crashes involving alcohol kill more than 16,000 people each year.
- Research suggests that, in some women, as little as one drink per day can slightly raise the risk of breast cancer.
- 500,000 students between the ages of 18 and 24 are unintentionally injured while under the influence of alcohol.
- Drinking alcohol while taking certain medications can cause problems. In fact, there are more than 150 medications that should not be mixed with alcohol.
- Heavy drinking over a long period of time increases the risk for heart disease, high blood pressure and some kinds of stroke.
- Approximately 14 million Americans meet the diagnostic criteria for alcohol abuse or alcoholism, and more than one-half of American adults have a close family member who has or had alcoholism.
- Drinking alcohol while you are pregnant can cause a range of birth defects, and children exposed to alcohol before birth can have lifelong learning and behavioral problems.

# NASD *5th Annual* National Alcohol Screening Day

2003 Registration Form \_\_\_\_\_ JL\_\_\_\_\_

April 10, 2003

Register for NASD 2003 online at [www.NationalAlcoholScreeningDay.org](http://www.NationalAlcoholScreeningDay.org) or complete this registration form and mail or fax to the NASD office: **Screening for Mental Health, Inc.** ■ One Washington Street, Suite 304, Wellesley Hills, MA 02481 ■ phone: **1-800-253-7658** ■ fax: **781-431-7447**



## MY ORGANIZATION'S CONTACT INFORMATION

Organization Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Street Address (UPS cannot deliver to P.O. Boxes) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone ( ) \_\_\_\_\_ Ext. \_\_\_\_\_ Fax ( ) \_\_\_\_\_

## ABOUT MY ORGANIZATION

My organization is a ...  College/University  Primary/Specialty Care Office  General Hospital  VA Hospital  
 Psychiatric Hospital  Community Mental Health Center  Community Health Center  Older Adult Agency  
 Military Facility  Substance Abuse Facility  Faith-Based Organization  WIC Clinic  
 ISP  Emergency Dept/Trauma Center  Other \_\_\_\_\_  Government Agency

Have you conducted NASD in the past?  Yes  No

## ABOUT MY SCREENING SITE

I plan to hold my event  At the location listed above  At the location listed below (Please fill out one form for each site you will coordinate.)  
 Name of Screening Site \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Street Address (UPS cannot deliver to P.O. Boxes) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Email \_\_\_\_\_  
 Contact Phone ( ) \_\_\_\_\_ Ext. \_\_\_\_\_ Fax ( ) \_\_\_\_\_

## LISTING MY SITE ON THE SITE LOCATOR LINE

Sites open to the public can be listed on the NASD Web site and telephone Site Locator Line, allowing members of the community to learn about your event and its location.

No, my event will not be open to the public. Please do not advertise my site to the community.  
 **Yes!** I want to invite members of my community to my NASD event. Please list my site with the following event details (if known):  
 Date(s) of Screening \_\_\_\_\_ Time(s) of Screening \_\_\_\_\_  
 Phone number for public inquiries ( ) \_\_\_\_\_ Ext. \_\_\_\_\_

## ORDERING MY NASD KIT(S)

Please send me the following kits at no charge (check all that apply):

TYPE OF KIT	QUANTITY OF SCREENING FORMS		
<input type="checkbox"/> <b>Community Kit</b> —For screening adults (ages 18 and older) at a community event.	<input type="checkbox"/> 50	<input type="checkbox"/> 100	<input type="checkbox"/> 200
<input type="checkbox"/> <b>Primary/Specialty Care Kit</b> —For screening patients in a medical setting.	<input type="checkbox"/> 50	<input type="checkbox"/> 100	<input type="checkbox"/> 200
<input type="checkbox"/> <b>College Kit</b> —For campus-based screening events.	<input type="checkbox"/> 50	<input type="checkbox"/> 100	<input type="checkbox"/> 200
<input type="checkbox"/> <b>Spanish Language Kit</b> —Sent as a supplement to one of the above kits.	<input type="checkbox"/> 50	<input type="checkbox"/> 100	<input type="checkbox"/> 200

I would like my kit sent to (Kits will be sent to your organization unless otherwise specified):

The first address – my organization  The second address – the screening site

# NATIONAL ALCOHOL SCREENING DAY™ 2003

## Sponsoring Organizations

American Academy of Addiction Psychiatry  
American Academy of Nurse Practitioners  
American Academy of Physician Assistants  
American Association for Geriatric Psychiatry  
American College Health Association  
American College of Emergency Physicians  
American College of Nurse-Midwives  
American College of Obstetricians and Gynecologists  
American College of Physicians – American Society of Internal Medicine  
American Council on Alcoholism  
American Geriatrics Society  
American Medical Association  
American Osteopathic Association

American Psychiatric Association  
American Psychological Association and its College of Professional Psychology  
American Society of Addiction Medicine  
Anxiety Disorders Association of America  
Association of Black Psychologists  
Association for Medical Education and Research in Substance Abuse  
College Parents of America  
Community Anti-Drug Coalitions of America  
Higher Education Center for Alcohol and Other Drug Prevention  
HRSA/Bureau of Primary Healthcare  
International Nurses Society on Addictions  
Join Together

Mothers Against Drunk Driving  
National Association for Children of Alcoholics  
National Association of Alcoholism and Drug Abuse Counselors  
National Association of Community Health Centers  
National Association of Social Workers  
National Association of Psychiatric Health Systems  
National Center for Farmworker Health  
National Collegiate Athletic Association  
National Council on Alcoholism and Drug Dependence  
National Interfraternity Conference  
National Mental Health Association  
National Organization on Fetal Alcohol Syndrome  
National Panhellenic Conference  
Society for Academic Emergency Medicine

**REGISTER**



**EARLY!**

### The most successful NASD sites...

- Advertise their event as a way to find out how alcohol affects health.
- Hold their event in a high traffic area so that it's easy to find and appealing to people walking by.
- Partner with local organizations and businesses to generate interest and support.
- List their event details on the Site Locator to help advertise their event to the community.
- **REGISTER EARLY!**

**Registration Form Enclosed**

**NATIONAL ALCOHOL SCREENING DAY  
APRIL 10, 2003**

Screening for Mental Health  
One Washington Street • Suite 304  
Wellesley Hills, MA 02481

