

Recovering Our Future: One Youth At A Time

Public Affairs Director's Kit

National Alcohol
& Drug Addiction
Recovery Month



CSAT
Center for Substance
Abuse Treatment
SAMHSA

SAMHSA

National Alcohol & Drug Addiction Recovery Month

2000

September 2000

Dear Public Affairs Director:

When you think of a drug addict or an alcoholic, you usually don't have an adolescent in mind. Unfortunately, an estimated 1.1 million youth age 12 to 17 meet the diagnostic criteria for dependence on illicit drugs, and 915,000 are dependent on alcohol. What's more, addicted American youth can be found in all social strata and in every community—even yours.

This year, the Substance Abuse and Mental Health Services Administration's (SAMHSA's) Center for Substance Abuse Treatment (CSAT) will devote the annual National Alcohol and Drug Addiction Recovery Month (September) observance to raising awareness about adolescent substance abuse and treatment. We hope you will use the resources in this kit to increase awareness among your listeners.

Did you know-

- Although consumption of alcoholic beverages is illegal for people under 21 years of age, 10.4 million current drinkers are age 12 to 20. Of this group, nearly half (5.1 million) engage in binge drinking, including 2.3 million who would also be classified as heavy drinkers.
- More than half (55 percent) of our Nation's 12th graders have tried an illicit drug; and more than one quarter (29 percent) have tried a drug other than marijuana, such as cocaine, inhalants, and heroin.
- Youth age 16 to 17 have the second highest rate (16.4 percent) of current illicit drug use in the country. The highest rate (19.9 percent) is found among young people age 18 to 20.

But the good news is that great strides are being made to help teenagers avoid or recover from addiction. And your station can help. Please review the enclosed materials for useful community awareness-building ideas and resources. The following are included:

- Public service announcements
- Programming ideas
- Resources for Public Affairs Directors
- Resources for listeners
- Facts about adolescent substance abuse and treatment
- Tips for promoting substance abuse treatment in September and throughout the year

We can also help you identify local and national expert spokespersons for interviews or assist you in developing story ideas. It would be our pleasure to be of service. Feel free to give me a call at 301-443-5052. Thank you for helping make Recovery Month 2000 the best ever.

Sincerely,



Ivette Torres, M.Ed., M.S.
Director, Office of Communications and External Liaison
Center for Substance Abuse Treatment

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Center for Substance Abuse Treatment
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A variety of pre-recorded PSAs and PSA scripts are available to help your station raise awareness about the benefits of adolescent substance abuse treatment. Please select from any of the options listed below. Feel free to adapt them to reflect local needs and resources.

Please let us know how you use these PSAs by completing the reply form found on the last page of this kit.

Pre-Recorded PSAs

To preview pre-recorded public service announcements, simply call SAMHSA's Radio Newline at 1-800-272-7723 or visit the Recovery Month Web area at www.health.org/Recovery00. These PSAs are available in both English and Spanish.

To request pre-recorded PSAs (CDs or cassettes), please contact Bill Beard at 1-800-729-6686, ext. 260 or via e-mail at bbeard@health.org.

PSA Announcer Copy (English)

Have your on-air personalities record or read "live" these important messages that inform your listeners about Recovery Month and offer resources like the Center for Substance Abuse Treatment's toll-free National Drug and Alcohol Treatment Referral Routing Service at 1-800-662-HELP.

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Alcohol and substance abuse among teens is a serious problem. Treatment options are available in your community. For information about treatment, call 1-800-662-H-E-L-P. That's 1-800-662-4357. A public service of this station and the Center for Substance Abuse Treatment.

(:15)

If you are a teen struggling with an alcohol or other substance abuse problem, effective treatment programs are available in your community. To learn more, call 1-800-662-H-E-L-P. A public service of this station and the Center for Substance Abuse Treatment.

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Effective treatment for teen alcohol and substance abuse problems is available in your community. September is National Alcohol and Drug Addiction Recovery Month. Find out what you can do to help; call 1-800-662-H-E-L-P. That's 1-800-662-4357. A public service of this station and the Center for Substance Abuse Treatment.

(:15)

Teen alcohol and substance abuse treatment is effective. September is National Alcohol and Drug Addiction Recovery Month. To learn about treatment options in your community, call 1-800-662-HELP. A public service of this station and the Center for Substance Abuse Treatment.



PSA Announcer Copy (En Español)

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El alcohol y las drogas son un gran problema para nosotros los jóvenes. Lo bueno es que existen programas en nuestras comunidades que nos pueden ayudar. Para más información sobre estos programas, comunícate al 1-800-662-4357, 1-800-662-4357. Un servicio público de esta emisora y del Centro para el Tratamiento de Abuso de Sustancias.

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El alcohol y las drogas son un problema para muchos jóvenes. Lo bueno es que existe tratamiento que los puede ayudar. Para información, llama al 1-800-662-4357. Un servicio público de esta emisora y del Centro para el Tratamiento de Abuso de Sustancias.

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Muchos jóvenes tienen problemas con el alcohol y las drogas. Si tu tienes problemas, hay algo que debes saber. Existen programas de tratamiento en tu comunidad que te pueden ayudar. Para recibir más información, llama al 1-800-662-4357, 1-800-662-4357. Un servicio público de esta emisora y del Centro para el Tratamiento de Abuso de Sustancias.

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Si eres un joven con problemas de alcohol y drogas, debes saber que existen programas de tratamiento en tu comunidad que te pueden ayudar. Llama al 1-800-662-4357. Un servicio público de esta emisora y del Centro para el Tratamiento de Abuso de Sustancias.

Teenagers and Heroin: Smack in the Suburbs

Once used primarily among adult drug addicts in the inner city, heroin has now become the drug of choice for many suburban youth. Interview local substance abuse treatment counselors and recovering addicts about effective treatment modalities and the difficulties facing young people trying to overcome addiction to heroin.

Data from several cities show increases in heroin use among youth and young adults. Heroin use in the suburbs is on the rise. Young white professionals, laborers, and high school students from the suburbs have been seen buying drugs in the inner cities.

Adolescent substance abuse can start early. The average age young people start using tobacco is 12. The average age they start drinking alcohol is shortly before their 13th birthday. And the average age young people start smoking marijuana is 14. Inhalants are commonly abused among adolescents in their early teens, with 8th graders more likely to be users than 10th or 12th graders.

Are Young Addicts/Alcoholics Ready for Recovery?

Some say recovery is not possible until the addict or alcoholic has hit bottom. So how do you get teenagers, who have yet to learn the darkest aspects of addiction, into recovery? Interview local public health officials and treatment providers on adolescent intervention strategies that are helping teens face their lives and their futures without drugs and alcohol.

Underage High-Risk Drinkers: Are Some Youth Dying for a Drink?

Recent campus alcohol poisoning deaths have raised concern about high-risk underage drinking. Interview local college and university administrators and students who are trying to change the campus drinking culture.

Young people who start drinking alcohol at age 13 are four times more likely to develop an alcohol abuse disorder later in life than someone who starts at age 20.

Even elementary-age children feel pressured to drink alcohol, smoke cigarettes, use illicit drugs, and "huff" inhalants. Approximately 40 percent of 4th, 5th, and 6th graders admit they would drink alcohol or use crack/cocaine just to fit in or feel older.

Adolescents, Alcohol, and Automobiles: Are Teens Driving Their Lives Away?

For most adolescents, alcohol consumption and driving are significant rites of passage. But when the inexperience of youth is combined with the combustible pairing of alcohol and driving, tragedy is almost sure to follow. Interview local participants and administrators of underage drinking prevention programs. Also interview survivors of crashes caused by impaired adolescent drivers.

Throughout Recovery Month, please alert your audience to local and national teen resources. A number of important national resources are listed below.

National Youth Crisis Hotline

1-800-422-HOPE (4673)

Provides counseling and referrals to local drug treatment centers, shelters, and counseling services. Responds to youth dealing with pregnancy, molestation, suicide, and child abuse. Operates 24 hours, 7 days a week.

Boys Town Suicide and Crisis Line

1-800-448-3000 or 1-800-448-1833 (TDD)

Provides short-term crisis intervention and counseling and referrals to local community resources. Counsels on parent-child conflicts, marital and family issues, suicide, pregnancy, runaway youth, physical and sexual abuse, and other issues. Operates 24 hours, 7 days a week.

Covenant House Hotline

1-800-999-9999

Covenant House provides a crisis line for youth, teens, and families. Gives callers locally based referrals throughout the United States. Provides help for youth and parents regarding drugs, abuse, homelessness, runaway children, and message relays. Operates 24 hours, 7 days a week.

Alateen

1-800-344-2666 (national worldwide meetings phone number)

Alateen is a fellowship of young Al-Anon members, usually teenagers, whose lives have been affected by someone else's drinking.

Freevibe Web Site

www.freevibe.com

Freevibe is an interactive teen-targeted Web site that presents science-based facts about drug abuse. The site is offered as a part of the Office of National Drug Control Policy's National Youth Anti-Drug Media Campaign with support from Sony Pictures Digital Entertainment.

National Institute on Drug Abuse Club Drugs Web Site

www.clubdrugs.org

This site provides information on club drugs such as MDMA (Ecstasy), GHB, Rohypnol, ketamine, methamphetamine, and LSD. The site explains what the drugs look like, their effects, and the varied street names by which they are known.



International Students in Action (ISIA)

www.emory.edu/NFIA/about/students/aboutsia.html

International Students in Action (ISIA) was founded in August 1999 to educate an international network of university students about the dangers of addictive drugs and to mobilize them to reduce drug abuse on their campuses. ISIA hopes to address university students' concerns about the drug and alcohol problem on college campuses, and involve youth in contributing to the drug abuse dialogue.

The Higher Education Center for Alcohol and Other Drug Prevention

www.edc.org/hec

The U.S. Department of Education established the Center to provide nationwide support for campus alcohol and other drug prevention efforts. The Center is working with colleges, universities, and proprietary schools throughout the country to develop strategies for changing campus culture, to foster environments that promote healthy lifestyles, and to prevent illegal alcohol and other drug use among students.

SAMHSA's National Clearinghouse for Alcohol and Drug Information

www.health.org, 1-800-729-6686

The Nation's one-stop resource for substance abuse prevention and treatment information has many free publications and other materials especially targeted to teens. Referrals are also made to State, regional, and local organizations that address substance abuse issues.

Resources for Public Affairs Directors

2000

SAMHSA Newslines **1-800-272-7723**

The SAMHSA Radio Newslines, a service of the Substance Abuse and Mental Health Services Administration, is a free source for broadcast-ready substance abuse news and public affairs reports. The audio spots feature actualities from recognized experts in the substance abuse field. Throughout September, news reports will reflect National Alcohol and Drug Addiction Recovery Month 2000 themes. Newslines reports are usually :60 to :90 and are in the public domain, so there are no use restrictions.

Pre-recorded PSAs are also available from the Newslines. Simply call the number listed above to download Recovery Month PSAs.

SAMHSA's NCADI Newsroom **www.health.org/media**

Be sure to check out SAMHSA's NCADI Newsroom, the special online service that provides news angles and programming ideas created specifically for the media. The Newsroom offers PSA scripts, links to substance abuse articles in the news (updated daily), digital audio versions of SAMHSA Radio Newslines reports, public domain NCADI Reporter articles about current substance issues, public education campaign information, and much more.

Tips for Promoting Substance Abuse Treatment in September and Throughout the

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Share helpful information and success stories with your audience to inspire teens, community leaders, teachers, and parents to take action.

Be an in-house advocate for donating air time for public service messages supporting substance abuse treatment. Remind those in charge that substance abuse treatment deserves top priority among many deserving requests for public service attention.

When reporting crimes, fires, car crashes, and tragedies, question law enforcement, hospital, and rescue personnel about the possible role of substance abuse and include these findings in your coverage.

Ensure that treatment messages are culturally relevant and sensitive to the needs of your listening audience.

Sponsor events in support of local substance abuse treatment efforts.

Encourage community affairs and news programming producers to be proactive in developing substance abuse-related programs.

Volunteer with community-based substance abuse prevention groups. Advise and assist in their public information and media-relations efforts. Help them write information materials, news releases, and PSA scripts.

Counter and challenge the glamorous stereotypes of heavy-smoking, hard-drinking "heroes." Identify leaders in your profession who do not engage in these practices and discuss how these high-risk activities affect health, careers, and lives of those who do.

Recovery Month Community Forums

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The purpose of the Recovery Month Community Forums is to strengthen dialogue and raise awareness about substance abuse treatment at the local level. Look for Community Forums in the following cities this September:

Cincinnati, Ohio

Baltimore, Maryland

Miami, Florida

Austin, Texas

Phoenix, Arizona

Memphis, Tennessee

Denver, Colorado

Detroit, Michigan

Raleigh, North Carolina

Chicago, Illinois

San Francisco, California

Atlanta, Georgia

Minneapolis, Minnesota

Washington, DC

Boston, Massachusetts

Louisville, Kentucky

Community forum agendas may include the following topics:

An overview of the extent, magnitude, and consequences of the adolescent substance abuse problem in the community.

Identification of current substance abuse treatment efforts that are effective, and a dialog about unmet needs for substance abuse treatment and recovery.

A discussion of "stigma" and its effect on adolescents who might otherwise seek substance abuse treatment.

Recommendations to health professionals, community leaders, and schools on the benefits of identifying, discussing, and providing substance abuse treatment to adolescents in need.

Visit www.health.org/recovery00 to find out about these and other Recovery Month events taking place in your area.

PSA Reply Form

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Please take a minute to complete this reply form and fax it back to us. Your feedback will help us evaluate our efforts. Please fax to Elaine Myada at 301-468-6433.

Did you use the PSA scripts? _____ Yes _____ No

Did you use other materials in this kit? _____ Yes _____ No

If applicable, how many times did (will) you run in the August-September period? _____

Ideally, how far in advance do you need to receive PSA scripts and other programming information?

Do you prefer _____ pre-recorded PSAs or _____ PSA scripts?

If you prefer pre-recorded spots, please indicate which format is most helpful.

_____ CD _____ Cassette _____ Other (please specify) _____

Would you like to be included in SAMHSA's National Clearinghouse for Alcohol and Drug Information's media database to receive future press releases, PSAs, and other useful substance abuse information? _____ Yes _____ No

Station _____
(Please include station call letters and frequency)

Audience _____

Your Name _____

Title _____

Address _____

City _____ State _____ Zip Code _____

If you have any additional questions or comments, please contact Elaine Myada at 1-800-729-6686, ext. 5052. Thank you for your interest in substance abuse treatment.