

ALASKA LEGISLATURE SPECIAL COMMITTEE / SUBJECT FILES 8672

34 SCOMM 6: SENATE SPECIAL COMM. ON ALCOHOLISM 1977-78

FRANCE PURSUES AMBITIOUS CAMPAIGN TO PREVENT ALCOHOLISM: ATTITUDE CHANGE GIVEN HIGH PRIORITY

Officials in France, which has one of the world's highest alcoholism rates, are pursuing a number of different avenues in an ambitious campaign to prevent alcoholism and alcohol mis-use in that nation.

Plans are being followed to seek reduction of the supply of alcohol, both in production and distribution areas; to attack alcohol mis-use through the criminal justice system; to identify early-stage drinking problems through outreach programs; to give alcoholism training and information to physicians and other key personnel serving the public; and to conduct information programs for public officials and the public at large.

Drinking attitudes and customs must be changed in order to reduce excessive drinking by the French, said Jean Trillat, secretary general of the French High Commission for the Study of and Information on Alcoholism.

"A new model of living is necessary in a country such as France, where 80 percent of its pathological disorders stem from excessive use of alcoholic beverages, especially wine," he suggested at the 22nd International Institute on the Prevention and Treatment of Alcoholism in Vigo, Spain.

The use of nonalcoholic drinks must be promoted as part of the prevention campaign, he urged.

Noting that economic and social factors complicate the situation, Trillat said, "France is too dependent on its vineyards to permit acceptance of overly severe legislation" aimed at the alcohol problem. Later in his presentation, he said that "we can no longer defend inaction by injecting the specter of economic or political disorder."

Ultimately, it may take "a multi-national--even global--approach" to achieve alcoholism prevention, he said. As a step in this direction, he recommended that the member states of the European Economic Community (EEC) adopt consistent laws on classifications of beverages, the blood alcohol levels constituting offenses, and the regulation of alcohol beverage advertising.

Regarding reduction of the alcohol supply in France, Trillat said the French High Commission has accomplished this in part by reducing vineyard acreage through bonuses paid for shifting to other crops and by upgrading minimum wine quality. However, implementing such steps has been "most difficult" since they conflict with existing EEC policies, Trillat said.

Distribution restraints have been put into effect in France, he noted. For instance, the sale of alcoholic beverages along highways is prohibited, (except with meals)--as is the location of retail beverage outlets near hospitals or schools. Advertising of alcoholic beverages is restricted, with special protection provided for minors and areas where sports events take place.

In the criminal justice area, motor vehicle drivers--and both perpetrators and victims of a crime or misdemeanor--can be fined and imprisoned in France for having a blood alcohol concentration (BAC) of .08 percent. However, these sanctions "may be too lenient", since a BAC of .05 percent has been shown to affect a driver's judgment, Trillat said.

Steps have been taken to upgrade the level of alcoholism education and information for physicians and other health profession workers, but gaps remain in this effort, he said. Among evidences of progress have been the inclusion of alcohol instruction by several medical school faculties and their adoption of optional certification in alcoholic studies.

Public information programs by the High Commission using the media so far have "not penetrated through to the population in sufficient depth to change its (drinking) customs," Trillat said. "The messages are understood but the habits still remain. These messages, he noted, seek to encourage sobriety through an understanding of the beverage contents and the quantity suitable for each individual who desires to attain satisfaction from the drink without being penalized by disturbance of his normal functions."

Among other steps, alcoholism treatment programs are being encouraged to align themselves more closely with the nutrition field rather than mental health since, Trillat said, "alcohol abuse in France stems, for the most part, not from psychological or psychiatric motivations, but from simple habit bound to the Frenchman's dietary intake."

The High Commission, established in 1954, has made definite inroads into the alcoholism problem, Trillat said citing comparisons of consumption rates of wine and pure alcohol by French adults in 1960 and 1974. During that time, consumption of wine dropped from 192 to 154 liters per person and of pure alcohol, from 27.2 to 23.7 liters.

For France, Trillat stressed, "Changing customs will not be achieved overnight. One should not be impatient to achieve rapid results against a plague so ancient as to be inextricably interwoven with our national life."

For further information, contact Jean Trillat, Secretary-General, High Commission for the Study of and Information on Alcoholism, 27 Rue Oudinot, Paris, France 75700. (Single copies of an English translation of Trillat's presentation may be obtained by writing the National Clearinghouse for Alcohol Information, Box 2345, Rockville, Md. 20852, and asking for it by order number NCA1025606.)

(Reprinted from NIAAA Information & Feature Service).

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An expectant mother should consider abstaining from alcoholic beverages during her pregnancy, according to the National Council on Alcoholism. Since there is scientific evidence that drinking can be harmful, mothers-to-be are encouraged to consult their physician or call 243-4324 for further information.

*****CHANGE OF ADDRESS*****

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4510 International Airport Rd.
Anchorage, Alaska 99502

"HERO" IN ALASKAN TELEVISION PUBLIC SERVICE ANNOUNCEMENT SHOWS HOW TO HAVE FUN WITHOUT ALCOHOL

PHOTOS COURTESY OF ANCADA

SCENES FROM A NEW TELEVISION public service announcement produced by the National Council on Alcoholism - Alaska Region in cooperation with the Alaska Native Commission on Alcoholism and Drug Abuse, show "Our Hero" ordering orange juice....



This 60 second spot was done under a grant from the National Institute on Alcohol Abuse and Alcoholism, and its intent is to shatter the myth that "you need alcohol to have a good time".

MUCH TO THE AMUSEMENT of the bar girls who are drinking the hard stuff...



AND TO THE AMAZEMENT of his poker partner who passes out after making fun of "Mr. Soft Drink".



"OUR HERO" rides off, pocket full of poker winnings because he was sober enough to play his hand well.

FROM THE DIRECTOR. . .

(Continued from page 5)

Some of the questions which need to be answered include: How does alcohol effect your life? Are you aware of available treatment? Do you know where to obtain information? What about A.A., Al-Anon, Alateen? What are the needs that are not being met? How do young people perceive their problem? How do young people perceive the answers to their problem? Perhaps one of the most important items to be answered is, what can realistically be accomplished with the limited funds available.

We will be in the process of contacting women's groups, youth groups, schools, school boards, organizations, Parent/Teacher Associations, treatment agencies, and other concerned people to notify you of the meetings and urge you to attend the seminars. If you have comments, suggestions, questions, or just want to tell us how you feel, please send them to me at 4510 International Airport Road - Suite 1, Anchorage, Alaska 99502.

A report from all of the information that we received will be prepared by March 1, 1978, and funds permitting, will be distributed to those requesting it. Please give this effort some thought, let us know what your position is, and what you think needs to be done in this area.

Sincerely,

Suzanne W. Perry
Executive Director



REPORT SAYS BEVERAGE ALCOHOL SALES, CONSUMPTION ADDED \$94.1 MILLION TO ALASKAN ECONOMY IN 1975

(Editor's note: This is the fifth in a series of articles highlighting some findings in the five-volume study of alcohol, alcohol mis-use, and alcoholism in the 49th state, "Working Papers: Descriptive Analysis of the Impact of Alcoholism and Alcohol Abuse in Alaska, 1975", which is the first comprehensive study done on Alaska's number one health problem. The report was prepared by Dennis Kelso, Ph.D., for the State Office of Alcoholism under a grant for the National Institute of Alcohol Abuse and Alcoholism. The following article summarizes portions of a chapter in Volume I, "The Economic Impact of Alcoholism and Alcohol Abuse in Alaska, 1975", focusing on the most recent information available concerning state government revenues and expenditures from the consumption of beverage alcohol.)

The overall economic benefit from the sale and consumption of beverage alcohol in the state during 1975 was found to be approximately \$94.1 million. This amount included the economic value added to total state production as a result of the activities of the beverage alcohol industry within the state. This total benefit figure also includes certain federal funds received as resources by the state for dealing with problems of alcoholism and alcohol mis-use.

Within a strict economic framework, the \$94.1 million can be compared to the total economic cost of \$131.2 million and yield a result of a net economic cost of \$37.1 million. Although this is not a particularly useful analytic finding from a social or political perspective, it does indicate that the economic cost of alcoholism and alcohol mis-use in the state is greater than the overall economic benefit.

Information regarding the expenditures was obtained by a variety of methods: (1) response to a survey distributed to all state government agencies; (2) interviews with budget officers and program managers of selected state agencies; (3) review of official budget documents for all state agencies; and, (4) estimation of expenditures based on data obtained for other parts of the study.

DIRECT STATE GOVERNMENT REVENUE

The state regulation of the sale and consumption of beverage alcohol involves licensing and taxation, which generate revenue for the state in addition to associated corporation and personal income taxes.

The gross and net revenues from the sale of beverage alcohol, as able to be determined by the Department of Revenue, include: wholesale licenses \$81,850; retail licenses \$773,041; excise taxes \$6,598,213; wholesale industry income tax \$81,381; and multistate tax \$3,222; for a total gross state revenue of \$7,537,707. Total administrative costs of \$486,901 include the alcohol beverage control office \$335,659 and the audit and collection division \$261,242, which leaves a net state revenue of \$7,050,806.

Total revenues derived from corporation and personal income taxes associated with wholesale and retail sale of beverage alcohol are not able to be determined by the Department of Revenue as these taxes are paid out of the wages, salaries, and profits generated by the beverage alcohol industry and were thus included in calculation of value added to state production. Thus, net state revenue was determined to be about \$7 million. -12-

STATE GOVERNMENT ALCOHOL-RELATED EXPENDITURES

Budgeted expenditures for various units of state government that are attributable to regulation of sale of beverage alcohol and/or alcoholism and alcohol mis-use are as follows: Office of Alcoholism, \$3.02 million; program service and social services, \$3.45 million; public assistance (ADDC, AD, Medicaid), \$3.08 million; public health, \$87 thousand; division of mental health, \$1.08 million; alcohol beverage control office, \$225 thousand; audit and collection excise tax, \$261 thousand; public protection planning and support (CJPA), \$31 thousand; violent crimes compensation board, \$30 thousand; enforcement - state troopers, \$5.70 million; prosecution \$690 thousand; public defender, \$717 thousand; court system, \$1.97 million; and corrections, \$3.78 million; for a total of \$24.8 million budgeted expenditures. Of this amount, \$18.27 million is received from the State General Fund; \$1.96 from the State General Fund-Match; \$4.05 million from federal funds; and \$513 thousand from other funding sources.

The following chart provides an abbreviated overview of both revenues and expenditures attributable to the sale and consumption of beverage alcohol and alcoholism and alcohol mis-use. Total revenues actually amounted to about \$10.4 million when state government-generated revenues and "tied" federal funds are aggregated. The amount of over \$24.8 million for alcohol-related state government expenditures remained the same.

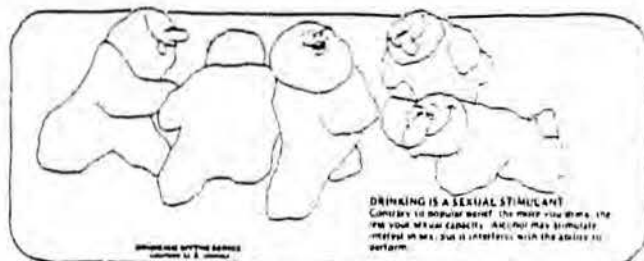
SUMMARY OF ALCOHOL-RELATED STATE GOVERNMENT REVENUES AND EXPENDITURES, 1975/1976 (thousands of dollars)

Revenues		Expenditures	
State Taxes and fees	\$ 7,537.7	State General Fund Expenditures	\$ 20,751.1
Other Sources	513.4	State Expenditure of "tied" federal funds	2,400.4
"Tied" Federal Funds	2,400.4	State Expenditure of non-"tied" federal funds**	1,649.3
TOTAL REVENUES ALCOHOL-RELATED	\$ 10,451.5	TOTAL EXPENDITURES ALCOHOL-RELATED	\$ 24,800.3

**"Tied" federal funds are those funds received by the state government because of beverage alcohol consumption.

***"Non-tied" federal funds are those funds received by the state independent of their expenditure for alcohol associated reasons, but expended by the state government for alcoholism and alcohol abuse problems. As resources, these funds could be used for expenditures that were not associated with alcohol problems.

CONTINUED ON PAGE 13



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REPORT ON BEVERAGE ALCOHOL SALES

(Continued from page 12)

The amount of "tied" federal funds is included in both the revenue and expenditures column of the table. These funds are additional resources and expenditures for the state government. Exclusion of this amount from either column would misrepresent the situation; exclusion from both columns would distort the magnitude of the relative revenues and expenditures.

From a fiscal point of view, the comparison shows that state government expenditures exceeded revenues by more than \$14.4 million. This comparison is useful only from a fiscal perspective. It is interesting to note the various categories of revenues and expenditures and their relative magnitude. For example, only about 14% of state government expenditures due to consumption of beverage alcohol are budgeted for treatment and rehabilitation of alcoholics and alcohol mis-users. The remainder of expenditures are excess costs in the operation of standard government activities due to alcoholism and alcohol mis-use (36%).

As has previously been indicated, the purpose of this report was to provide a measure of magnitude of the overall economic cost and benefit associated with beverage alcohol sale and consumption. Interpretation of this information and implications of the findings require the use of contexts other than provided by an economic framework.

There are a number of questions that could be raised for discussion of the findings of the economic cost and benefit of sale and consumption of beverage alcohol but this discussion is beyond the scope of this study. The main point is that for practical purposes, the economic cost and the economic benefit ought to be held separate for interpretation and discussion according to the various costs categories and not combined to produce some sort of net economic impact. The magnitude and profile of the economic cost and benefits are useful indicators for examination and analysis of the parameters of alcoholism and alcohol mis-use.

Editor's note: The October issue of the NEWS will report on Volume II covering compilation of legislation pertaining to regulation and control of beverage alcohol and alcoholism and alcohol mis-use in Alaska.

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ALASKA WOMEN AND YOUTH TOPIC OF SURVEY

(Continued from page 1)

survey concerned specifically with alcohol-related problems of women and youth has been done in Alaska, Ms. Perry said, and the information will be a valuable addition to the growing body of literature and statistics available on alcoholism in the 49th state.

Conducting these seminars will be Judy Hart, community programs director, and Dale Hopkins, community programs department administrative assistant. Cities and villages scheduled for upcoming seminars, Ms. Perry said, tentatively include Anchorage, Fairbanks, Juneau, Dillingham, and Kotzebue.

All women's groups are especially encouraged to watch in their areas for announcements of the seminars, which may be held in conjunction with Governor's Advisory Board meetings, Ms. Perry said. Youth groups, parent/teacher organizations, and schools will be contacted for representation from the youth community.

REMEMBER...IT'S TAX DEDUCTIBLE!

NCA-AR is open to any individual interested in helping fight the battle against the disease alcoholism. Membership dues/donation are just \$10 per year.

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National Council on Alcoholism-Alaska Region
4510 International Airport Road-Suite 1
Anchorage, Alaska 99502

SUPPORT YOUR COUNCIL JOIN TODAY

CONFERENCE NEEDS INPUT

(Continued from page 1)

Topics to be considered will include specific problems of alcohol and alcoholism in Arctic countries, with special attention given to the various ethnic groups living in the area, their interaction and relationship to other groups, drinking patterns, climatic effects on alcohol consumption, prevention measures, treatment, and rehabilitation.

"The ultimate objective of the meeting is to achieve better understanding, to gain more knowledge of a problem which has not received sufficient attention," said Archer Tongue, ICAA director.

Papers, inquiries, and proposals should be directed to Archer Tongue, director, International Council on Alcohol and Addictions, Case postale 140, 1001 Lausanne, Switzerland; or Suzanne W. Perry, executive director, National Council on Alcoholism - Alaska Region, 4510 International Airport Road, Anchorage, AK 99502.

The International Council on Alcohol and Addictions, a global, non-governmental organization providing a widespread forum for alcohol-related problems, was founded in 1907, according to Dr. Peter Schiöler, chairman of an ICAA group on social policy, and member of the ICAA executive board. Dr. Schiöler visited Alaska in July for preliminary planning of the Arctic Rim Conference, whose theme will be "The Impact of Alcohol on the Arctic Consciousness".

"The conference will be open to the public," Dr. Schiöler said, "especially to those persons who are able to elaborate on the basis of their experience and knowledge in the field of alcoholism, on the impact of the different types of uses of alcohol."

"Although we have some knowledge from several Arctic regions on the medicinal and social catastrophies and casualties alcohol has caused," he continued, "there is little known how to prevent these things. We are seeking details of life that constitute the Arctic community's culture, as well as the impact of the climate, traditional culture, and rapid social and economic changes.

"To obtain this knowledge," Dr. Schiöler said, "we especially invite treatment and prevention people, and grass roots representatives of Arctic cultures. We hope that a social intercourse will result from this conference and will facilitate and accelerate efforts to get a grip on these problems."

Alaskan co-sponsors of the conference include the Center for Alcohol and Addiction Studies, University of Alaska; the State Office of Alcoholism and Drug Abuse; Alaska Labor and Management Employee Affairs, Inc.; and the Alaska Native Commission on Alcoholism and Drug Abuse.

MEDIA CHANGE ALASKAN ATTITUDES

(Continued from page 1)

It is clear from analysis of the study that education information related to alcoholism has been widely seen and heard in all of the surveyed communities (with significant differences). This is in spite of the fact that there are ten languages spoken, and communities chosen for this study are some of the most remote in a state which many Americans think is isolated in its own right.

The sampling procedure for this study was the same as was used in 1974 in a preliminary attitude study. An area probability sample of 512 households was drawn in nine communities in the state to reflect the diversity of Alaska's relatively small population. The communities were selected to represent the full rural to urban continuum, geographic and climatic differences, the differential social and economic impact of the construction of the Alaska pipeline, and major Alaskan ethnic groups.

The individual household which, in most cases, is composed of members of a single family, was the sampling unit for the study. In the rural communities, it was not uncommon to find the family encompassing several generations. There were slightly more women in the sample (53.7%) than men (46.3%). The ethnic composition of the present sample was almost identical with the 1974 study. Two-thirds (67.6%) white; 8.6% Eskimo; 9.0% Tlingit-Haida; 2.9% Aleut; 7.0% Athabaskan; 2.7% black; and 2.1% classified as "other minorities".

"We appreciate the help of people from communities in our sample who assisted in conducting the interviews," said W. Jack Peterson, associate sociology professor at the University of Alaska, and coordinator of research for the study. "Because of the assistance of Titus Peter, Dehlia Williams and Sandra Soloman from Fort Yukon; Paul Williams, Willi Joseph, and Florida O'Brian in Beaver; Elizabeth Frank and Lavina Jack in Angoon; Alvin Edenshaw and Sandra Peele in Hydaburg; David Ahkivgak, Ethel Patkotal, Debbie Okakok, Mildred Akpik, and Etta Ahkivgak in Barrow; Pearl Alexandiroff, Jenny Ashouwak, and Carolyn Mae Kelly in Old Harbor; and Clara Morgon in Aniak, we were able to feel confidence in the quality of interviews conducted in these unique cultural settings," he concluded.

There is high agreement among those in the professions of health, social services, and public safety that the mis-use of alcohol is the number one social and health problem in the state of Alaska. Since the early 1960's, the National Council on Alcoholism-Alaska Region (NCA-AR) has been active in attempting to alleviate this major problem. In 1974, NCA-AR in cooperation with the Alaska Native Commission on Alcoholism and Drug Abuse (ANCADA) began to design a statewide multi-media educational program to help change Alaskans' attitudes toward alcohol, its use and mis-use. The program became known as the Alaska Public Education and Prevention Project (APEPP) and was funded under a grant from the National Institute on Alcohol Abuse and Alcoholism (NIAAA).

To get the project off the ground, it was necessary to determine just what Alaskans' attitudes toward drinking were. The University of Alaska's Center for Alcohol and Addiction Studies was contracted at the beginning of the two year grant period in 1974 to conduct a statewide survey. The study conducted by W. Jack Peterson and Robert B. Heasley produced essential data showing specific areas in which additional alcohol information and education were needed. Using this data, NCA-AR and ANCADA proceeded to produce a wide variety of education materials using existing literature modified for Alaskan use and developing significant new materi-

als relevant to distinct ethnic groups and the Alaskan life style.

Distribution of these education materials began in late 1975 and has continued since that time. Many different media approaches were used. They include: television public service announcements; radio public service announcements; posters; bulletin boards; village displays; newspaper public service announcements; film and pamphlets. Nearly every community in the state was reached by some combination of these media.

Consistent with the goals of the overall project, a second study for the measurement of attitudes toward drinking and alcohol mis-use among adult Alaskans was undertaken in February, March, and April of 1977. NCA-AR and ANCADA again contracted the University of Alaska's Center for Alcohol and Addiction Studies to conduct the statewide survey. The same team directed the project. The objective of the second survey was to compare results of attitude tests after the population of the state had been exposed to multi-media campaign for slightly more than a year. A second objective was to analyze the change in attitudes between 1974 and 1977. And finally, there was an attempt to determine the differential effects of media exposure, both in terms of amount as well as types, on alcohol-related attitudes.

Robert Heasley, research associate, indicated there had been many dramatic changes in the state since the 1974 study was completed, but the characteristics of the people interviewed in 1977 were strikingly similar in most respects to their counterparts in the previous study. The median age in 1977 was 34.5 years compared to 34.7 in 1974. The 1977 sample had a median education of 12.2 years while 1974 had 12.4 years. The one variable that did change dramatically in the period between 1974 and 1977 was family income. The 1974 family income median was \$18,029 while this figure jumped to \$29,983 in 1977, an increase of 66.3%.

"There is no doubt that this great increase is due to the impact that the pipeline has made on wages in Alaska, both directly and indirectly," Heasley explained.

The following information shows some of the major shifts in attitude toward alcohol and alcohol misuse of Alaskans from the 1974 study to the 1977 survey using selected questions.

Each respondent was asked whether he or she approved or disapproved of drinking. In 1977, as in 1974 a large majority (68.1%) indicated they did approve. This is a decrease of slightly over five percent from the earlier study. The significant change in expressed approval came in the urban communities where approval of drinking dropped from 81.7 in 1974 to 74.7% in 1977.

There is widespread agreement in both studies that alcoholism is a disease. In 1974, 71.2% of the respondents felt it was a disease. This figure has risen to nearly 80% in 1977. Upon closer examination it can be seen that the increase came from the urban areas. The percentage of urban respondents who agree with the disease concept has risen from 67.5 to 78.8 while the rural sample remained at about 8%.

The study made it clear that the great majority of respondents in both samples agree that drinking is a statewide problem. It is interesting to note, however, that while four-fifths of the sample feels that this drinking problem exists, less than half think that Alaskans drink more than other Americans. Even a smaller percentage think that alcoholism is any worse than elsewhere.

COMING IN THE OCTOBER "NEWS FROM NCA-AR"

Photographs and Coverage
of the Half-Ton, Multi-Media Display

presented by
National Council on Alcoholism
Alaska Region
and
Alaska Native Commission on Alcoholism
and Drug Abuse
at the

ALASKA STATE FAIR IN PALMER

MEDIA CHANGE ALASKAN ATTITUDES

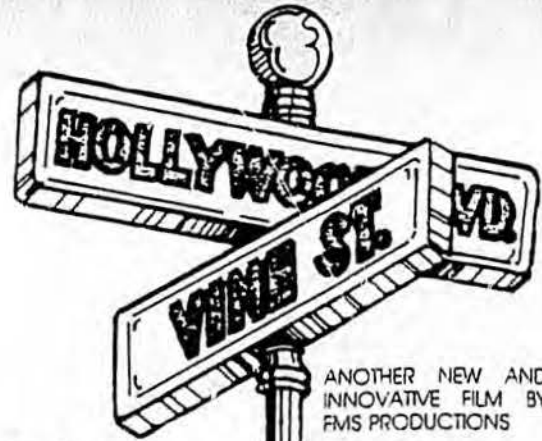
(Continued from page 14)

Over 60% of the 1974 respondents and 70% of the 1977 group felt that public service announcements and printed media could change people's attitudes toward drinking. While individuals in the urban sample did not change to any significant degree, the rural respondents who had lagged behind the 1974 sample, were almost identical to their urban counterparts in 1977. About half of the respondents believed that public service announcements can affect the way the people drink. In response to this question, there were no rural - urban differences and the attitudes remained constant in the two samples. The same relationship is seen in terms of announcements preventing alcoholism. Half of the respondents in both years think it can.

In response to the question, "Where could a person go to get information on alcoholism", 75% of the 1974 respondents could name a source and this figure was raised to 81.3% in 1977.

Peterson stated that it is likely the increased awareness and change in attitudes was due, at least in part, to the heavy public education campaign conducted by NCA-AR and ANCADA. In the 1974 study, 2% of the sample mentioned one of the two agencies as a possible source of information. This increased to 5.7% in 1977. These figures are more significant when one realizes that they were the only agencies mentioned which were located outside of the local community.

As in the 1974 survey, the reception of the interview schedule in all communities was consistently encouraging. Awareness on the part of the public need for something to be done about alcoholism and excessive drinking served as a viable resource in opening communication between the interviewer and the respondents.



ANOTHER NEW AND INNOVATIVE FILM BY FMS PRODUCTIONS

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Alcoholism is a democratic illness. It respects neither profession nor reputation. Increasingly, many celebrities from a myriad of occupations, are coming forward to identify themselves as recovering alcoholics. The emphasis is on RECOVERING, for there is hope for those with the disease. Hope, and a better way to go.

In HOLLYWOOD & VINE some famous stars of stage, screen and television speak frankly about what it used to be like, what happened and what it's like now. HOLLYWOOD & VINE is a positive motion picture that focuses on identification and recovery. It was filmed on location, not in a TV studio, and is perfectly suited for any audience from treatment and rehabilitation to schools and general information.

Hollywood & Vine is a new addition to the NCA-AR film library and currently available for check-out. Write to the National Council on Alcoholism - Alaska Region 4510 International Airport Rd., Anchorage, AK 99502.

DID YOU KNOW THAT . . . the most widely used drug in the world is not aspirin but alcohol?

BRICKS, BOUQUETS, SUGGESTIONS, & CRITICISM

I would like the following items brought to the attention of the new NCA-AR Board of Directors:

(use extra sheet of paper if more space is needed)

Name _____

Address _____

NEWS from the National Council on Alcoholism **Alaska Region**

A Newsletter published monthly by the National Council on Alcoholism-Alaska Region, a private non-profit organization.

NCA-AR is supported by tax-deductible individual membership dues and donations and additionally funded by the State of Alaska Office of Alcoholism and Drug Abuse and the National Institute on Alcohol Abuse and Alcoholism (NIAAA).

MADOLON EUBANKS, EDITOR
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ALASKA DEMONSTRATES GREATEST NEED IN U.S. FOR ANTI-ALCOHOLISM GRANTS, SAYS NATIONWIDE SURVEY

An article appearing in the May-June issue of the Drug Survival News carried a chart of alcohol use highs and lows. The government recently went looking for states that showed demonstrated need for anti-alcoholism grants and found such needs were the smallest in the Midlands.

Iowa, for example, rated only .783 on the National Institute on Alcohol Abuse and Alcoholism (NIAAA) scale, leading what has become known as the soberest state list. The national average was 1.0. Heading what has been called the "drunkest" states list was Alaska with an average of 1.382.

Dr. Irving Wolfe, psychologist and alcohol institute spokesman, said in a telephone interview with Drug Survival News reporter Frank Santiago that he doesn't like the "drunkest" and "soberest" groupings. "We do know, however, that Alaska has perhaps the greatest problems with alcoholism."

Wolfe said the agency was ordered to come up with a formula to slice up the \$55.5 million for federal grants to states for alcoholism programs. In the past, the money went out on a population and per capita income basis. But the government asked that this time demonstrated need be among the criteria.

The alcohol institute contracted with an outside agency, said Wolfe and they developed the scales. It first took demographic information relating to alcoholism, race, sex, age, rural-urban populations, etc. Then it put that information into a computer along with U.S. Census information for each state.

The results showed that the Midland residents have subcultures that don't abuse alcohol. For example, they don't have the high concentration of minorities evident in urban areas where the incidence of alcoholism is high. There is a higher percentage of elderly persons and the population is essentially rural not urban where the social disorders such as alcoholism, marital instability and crime are higher.

Wolfe rates the findings as fairly accurate on demonstrated need, although, he said, the government expects to improve on them when it has more time.

"Most Need"	
Alaska.....	1.382
Dist. of Columbia.....	1.235
Hawaii.....	1.218
California.....	1.186
Washington.....	1.164
"Least Need"	
Iowa.....	.783
Minnesota.....	.794
Nebraska.....	.795
South Dakota.....	.800
North Dakota.....	.803



LT. TOBY COTHAN of the U.S. Army, Ft. Richardson, recently visited the offices of the National Council on Alcoholism-Alaska region, where she was given an alcoholism awareness and information presentation by NCA-AR Rural Cultural Specialist Simeon Arnakin. Arnakin showed films to Lt. Cothran, described the disease alcoholism and its effects, and explained the materials available through the Alaska Public Education and Prevention Project.

File

National Council on Alcoholism - ALASKA REGION

A STATE DIVISION OF THE NATIONAL COUNCIL on ALCOHOLISM

Accredited by the

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4510 International Airport Road, Suite 1
Anchorage, Alaska 99502
Phone 243-4324 or 243-4306

July 18, 1977

Mike Colletta, Chairman
Special Committee on Alcoholism
1026 West 6th Avenue
Anchorage, AK 99501

Dear Mike:

I am writing on behalf of Sue Perry, Executive Director of the National Council on Alcoholism-Alaska Region, because Ms. Perry is on annual leave until August 1, 1977.

I know that Ms. Perry would appreciate being kept informed of the meeting dates and any other information which you could forward to her. She is vitally interested in the alcoholism problems in Anchorage and Alaska and her input would be invaluable.

Thank you for sharing this opportunity with us.

Sincerely yours,

Lorraine E. Slagle
Executive Secretary



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Phone 243-4324 or 243-4306

STATEMENT OF POLICY

The National Council on Alcoholism-Alaska Region, is neither "wet" nor "dry". It is not a prohibition organization nor a treatment center. It is not concerned with the sales or use of alcoholic beverages. Alcoholism and the problems associated with alcohol abuse are the concern of the Council. Its primary purpose is the prevention of alcoholism and problems related to alcohol abuse through education. It also serves as a consultation and referral service for persons experiencing problems with alcohol, family members or friends; and is an information source for those who deal with problem drinkers either professionally or otherwise.

Rev. 1/17/77

A Private Non-Profit Corporation Dedicated to the Goal of the Adoption by Alaskans of a Positive, Supportive and Knowledgeable Attitude Toward the Solution of the Problems of Alcoholism and Alcohol Abuse

GUIDELINES REGARDING THE RESPONSIBLE USE OR NON-USE OF BEVERAGE ALCOHOL

Social and Situational Responsibilities

It is important to:

- Provide other social activities as a primary focus when beverage alcohol is served.
- Respect an individual's decision about alcohol, if that decision is either to abstain or to drink responsibly.
- Recognize the decision not to drink and the respect it warrants by providing equally attractive and accessible non-alcoholic drinks when alcohol is served.
- Recognize that drunkenness is neither healthy nor safe. One should not excuse otherwise unacceptable behavior either for that individual or for others solely because of "too much to drink."
- Provide food when alcohol is served.
- Measure when you mix and do not urge that glasses be constantly full.
- Keep the cocktail hour before dinner to a reasonable time and consumption limit.
- Recognize a responsibility for the health, safety and pleasure of both the drinker and the nondrinker by avoiding intoxication and helping others to do the same.
- Make contingency plans for intoxication, if it occurs in spite of efforts to prevent it, by assuming responsibility for the health and safety of guests ... transport home, overnight accommodations, etc.
- Drink in the company of others.
- Serve or use alcohol only in environments conducive to pleasant and relaxing behavior.
- Understand one's own rationale for making a decision about alcohol.

Health Responsibilities

For the protection of health, one should:

- Set a limit on the consumption of alcohol that is well within individual limits, which vary from time to time for every individual.
- Be particularly cautious about using alcohol when other drugs are used.

(OVER)

- Recognize that alcohol is a drug and understand its effects.
- Heed the advice of a physician either to avoid the use of alcohol or to use it as prescribed for specific health reasons.
- Choose to avoid the frequent use of alcohol for purposes of coping with problems.
- Recognize that social acceptability does not require drinking.
- Drink slowly, rather than hurriedly; avoid the gulping of a drink.
- Consider abstaining from the use of alcohol for reasons of health or physical fitness.
- Recognize that for those individuals who have alcoholism, the only known effective decision is to abstain.

Safety Responsibilities

One should always "play it safe" and:

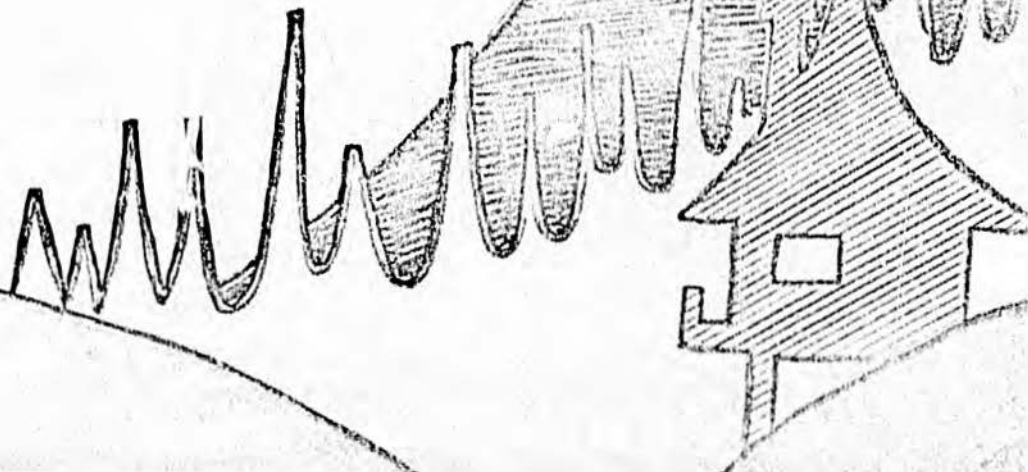
- Choose to avoid performing complex tasks, such as operating machinery, driving a car or engaging in other physical activities with inherent safety hazards, while under the influence of alcohol.
- Avoid riding with a driver who is under the influence of alcohol, and discourage him or her from driving.
- Recognize that one's behavior and attitudes affect and will influence others, especially children.
- Drink only in relaxed and responsible social situations.
- Drink in moderation, even though one thinks one's alcohol tolerance is high.

NOTE: The cause or causes of alcoholism is not known. There are sufficient documented cases of the "instant alcoholic" (the person who manifests the symptoms of the disease almost from the first drink) to indicate that a portion of the population perhaps has some physiological "predisposition" to alcoholism, however most alcoholics develop the disease after fairly long-term excessive use of beverage alcohol. Following the above guidelines should reduce dramatically alcohol abuse or the mis-use of beverage alcohol and should have a measurable effect in the prevention of the development of alcoholism in a large proportion of those who otherwise would develop the disease through long-term mis-use of alcoholic beverages.

**National
Council 
on
Alcoholism**
Alaska Region

**1976
ANNUAL REPORT**

Third Annual Membership Assembly
Capta'n Cook Hotel
January 20, 1977



NCA-AR
ANNUAL REPORT
to the
Membership
1976

FROM THE PRESIDENT



This was an exceptional year for the National Council on Alcoholism - Alaska Region, and it made my term as president a rewarding experience. The Council can view with pride its on-going projects to improve the attitudes, awareness and health of Alaskans as these relate to alcoholism.

The two-year Alaska Public Education Project was completed in cooperation with the Alaska Native Commission on Alcoholism and Drug Abuse. This program, funded by the National

Institute on Alcohol Abuse and Alcoholism, won the Advertising Club of Alaska's Special Judges' Award. We look forward to a follow-up evaluation by the University of Alaska Center for Alcohol and Addiction Studies which will measure the APEP project's effectiveness. That we have received another year's grant to continue this work is a vital affirmation of our continued success in making headway against the disease alcoholism.

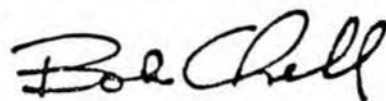
We don't have to wait for re-

sults to see our daily effectiveness as an information and education agency. This is evidenced by increased utilization of the NCA-AR film library and by the larger numbers of self-referrals of individuals seeking help for their alcohol problems. It is noteworthy that the average age for these self-referrals is younger than in the past.

With the implementation of the post-screening component of our Court Program, we are encouraged by increasing acceptance of the Driver Improvement Office by the State Judicial System.

Not only are members of the Alaska community availing themselves of our media materials and information, many are eager to serve on our Board of Directors. This year the Nominating Committee found numerous persons from all over the state who provided competition for positions on the Board instead of allowing some slots to go vacant. We thank last year's Board for a job well done, and anticipate that the newly elected members will greet their tasks with as much enthusiasm.

It's been a personal pleasure to serve as your president this past year.



Robert Orell
President

FROM THE DIRECTOR



This is the time of year for reflections on the activities that have been accomplished during the past 12 months. The highlighting of the year has come not at any one particular time, but rather through a combination of occurrences. It is simply the increased awareness and greater acceptance of alcoholism as an illness.

The Municipality of Anchorage Health Planning Council identified "the most important health problem in Anchorage as alcoholism". This is one of the many instances in which the problems of alcoholism has become publicly recognized. We

have enjoyed the addition of several new Councils on Alcoholism chartering with NCA-AR, and several communities have developed their own councils on alcoholism, all of which show a grass roots effort to combat the problems associated with alcohol use.

Governor Hammond has an intense interest in alcohol misuse and alcoholism problems as they affect Alaskans and has mandated that the Interdepartmental Coordinating Committee be convened for the purposes of issuing proposals and guidelines concerning the prevention and control of alcohol

abuse and alcoholism. Furthermore, specific treatment recommendations were made in addition to the prevention and education recommendations.

We were pleased to have been visited by Dr. Ernest P. Noble, director for the National Institute for Alcohol Abuse and Alcoholism (NIAAA) and the Commissioner of Health and Social Services, Francis S. L. Williamson in September of 1976 for purposes of reviewing the APEP project.

Jan DuPlain, program director for NCA, Inc. Office of Women held seminars in Anchorage, Fairbanks, and Juneau which resulted in the formation of Task Forces in each of the communities.

In April, NCA-AR was actively involved in an invitation-only judicial seminar. A similar seminar aimed at the prosecutors was held in Anchorage in December. Both seminars helped to increase the awareness of alcoholism problems in Alaska.

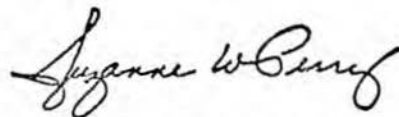
Harold Schmidt, a member of the NCA-AR Board of Directors since 1974 was elected to the Board of Directors of the Na-

tional Council on Alcoholism, Inc. at the Annual Meeting of the delegates assembly held in Washington, D. C., in May of 1976.

NCA-AR in February, 1976, became the only non-treatment alcoholism program in the U.S. to be accredited by the Joint Commission on Accreditation of Hospitals, Alcoholism Division

Many of the above mentioned activities or events which took place during 1976, while perhaps noteworthy in themselves, were, for the most part, routine in nature as part of our on-going activities. However, it is our feeling that for the first time in the history of our State, widespread recognition of the problems of alcohol misuse and the existence of the illness of alcoholism is being demonstrated by the general public.

It is my feeling that this is truly an exciting time to be in the field of alcoholism and I look forward to 1977.



Suzanne W. Perry
Executive Director

1976 BOARD OF DIRECTORS

OFFICERS

Robert Orell
President

Marcello Quinto, Jr.
Vice-President

Major Sidney Cook
Secretary

Thomas Russell
Treasurer

OPERATING COMMITTEE

Cap. David Boyd
Leonard McLean

Robert Orell

Harold Schmidt
Jacqueline Slack

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Dennis Bruneau
Jane Butler
Carl Charles
Roy Clanton
Glenn Clarke
Paul Faulkner
Robert Fleming
Gertrude Fondell

Neil Hendrickson
Raymond Hudson
Rev. Milton Hunt
Dick Juelson
Loretta Kenton
Charles C. Larson
Joe McClain
Gary Millette
Rev. Neil Munro
Sadie Neakok

Betty Nelson
Donald F. Nielsen
Dave Oehler
Rev. Michael Oleksa
Marie Olson
Charles E. Perry
Larry Talbert
Samuel Trivette
Rev. Donald Unsell

EX OFFICIO MEMBERS

George Barril
Robert Cole

Joe Fuller

Carol Molinari
Sue Perry

1977 BOARD OF DIRECTORS

OFFICERS

	Leonard McLean President	
Patricia Monahagan Vice-President	Gary Millette Secretary	Samuel Trivette Treasurer

OPERATING COMMITTEE

Capt. David Boyd Robert Orell	Leonard McLean	Harold Schmidt Jacqueline Slack
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BOARD MEMBERS

Steve Agbaba	Paul Faulkner	Joe McClain
Lowell Anagick	Gertrude Fondell	Betty Nelson
Lena Andree	Neil Hendrickson	Donald F. Nielsen
Alice Bosshard	Raymond Hudson	Dave Oehler
Jane Butler	Rev. Milton Hunt	Rev. Michael Oleksa
Carl Charles	Andrew Johnson	Marie M. Olsen
Roy Clanton	Dick Juelson	Sheldon Sprecker
Glenn Clarke	Loretta Kenton	Larry Talbert
Major Sidney Cook	Charles Larson	Samuel H. Trivette
Jack Eddy	Rev. Neil Munro	Donald Unsell
		Ivan Widom

EX OFFICIO MEMBERS

George Barril Robert Cole	Joe Fuller	Carol Molinari Sue Perry
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NCA-AR's day to day operations are supervised by the Operating Committee of the Board of Directors. It is the Committee's responsibility to review and forward to the board members all necessary items and issues which require action or decision by the full Board. The Operating Committee holds regular meetings twice monthly at NCA-AR's offices in Anchorage and the Board conducts unique Board-Meetings-by-Mail on a monthly basis. In this manner, the statewide board of directors, through receipt of information contained in the Board of Directors Manual and recommendations of the committee in monthly mailouts, has been able to economically efficiently and effectively make and convey policy decisions by ballot voting.

The year 1976 has been another year of progress and service to the Alaskan community for the National Council on Alcoholism-Alaska Region (NCA-AR). This Annual Report to the membership contains a digest of some of the milestones passed by your organization during the past twelve months.

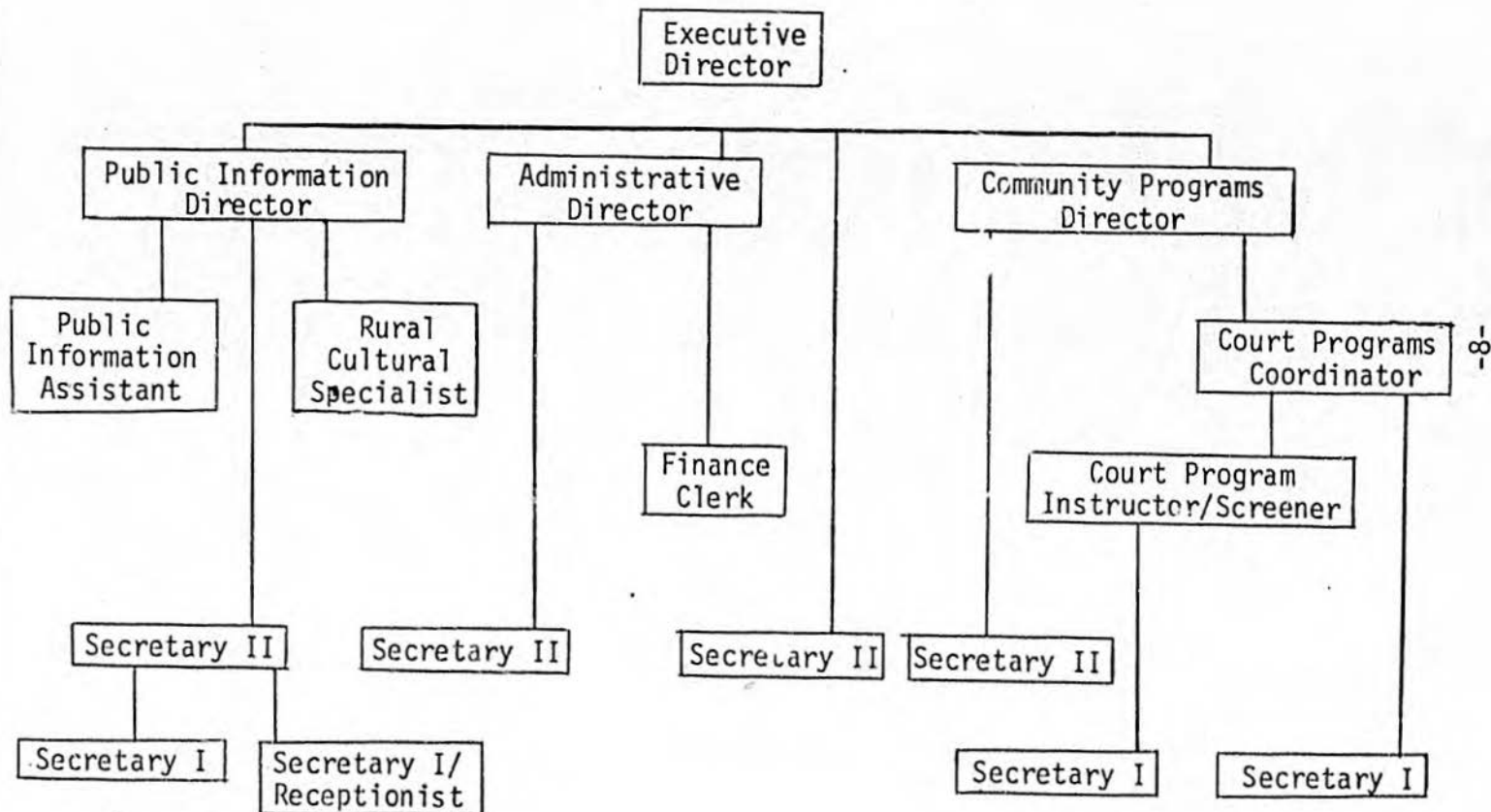
Traditionally, January is the busiest month of the year for

NCA-AR Officers, Operating Committee members, the Board of Directors and staff. End-of-year reports must be compiled and submitted to the proper agencies and preparations finalized for the NCA-AR Annual Assembly, Board Meeting and Forum.

Early in the year two major events occurred. The first was a special briefing on the Alaska Public Education Project (APEP) for U.S. Senator Ted Stevens in his Washington office. Dr. Ernest P. Noble, director of the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and other Institute officials and members of the Senator's staff attended the presentation which was made jointly by George Barril, executive director of the Alaska Native Commission on Alcoholism and Drug Abuse (ANCADA) and John H. Keating, then executive director of NCA-AR. Among other business conducted while in Washington, the official year-end Progress Report on the project was formally submitted to NIAAA.

The second was really a combination of activities. The NCA-AR 1976 Annual Assembly,

NATIONAL COUNCIL ON ALCOHOLISM-ALASKA REGION STAFF CHART



Board of Directors and Forum meetings were held January 25 in Anchorage. Guest speakers included Dr. Patricia O'Gorman director of prevention and education, NCA-New York, and Jerry Grover, regional program manager, Alaska State Office of Alcoholism, Juneau. A highlight of this year's Forum was the training of participants from Chartered Chapters in the distinctive "Cottage Program" of alcoholism education by that organization's co-founders, Bernie Boswell and Sandy Wright of Salt Lake City. Also assisting in that training was Dr. John O. Grimmette, Chairman of the Board of Trustees of the Utah Alcoholism Foundation.

During Dr. O'Gorman's presentation to the membership, she awarded out-going NCA-AR President Ted Cordua with the "NCA Bronze Key Award", the highest award an NCA affiliate can bestow, for Cordua's contributions to NCA-AR

NCA-AR Operating Committee member Harold Schmidt was elected to a position on the Board of Directors of the National Council on Alcoholism, Inc., New York, at its Annual Forum which was held in Washington, D.C. in May. Schmidt is the first representative

Alaska has had on this national Board.

While 1976 has been a year of change for the Council, it has also been a year of continued programmatic and fiscal stability. This stability was graphically and dramatically demonstrated by the departure at mid-year of John Keating as executive director and by his replacement in a smooth and orderly transition by Ms. Suzanne Perry. She was succeeded by Charles R. (Chuck) May, Sr. as administrative director.

During 1976, NCA-AR became the first alcoholism program in the nation without a treatment component to receive accreditation by the Joint Commission on Accreditation of Hospitals (JCAH)

NCA-AR also continued to work cooperatively with a wide range of other statewide organizations including the Alaska State Office of Alcoholism; ANCADA; the University of Alaska Center for Alcohol and Addiction Studies; the Alaska Labor and Management Employee Affairs, Inc. (ALMEA); the military services; state and federal agencies.

tion School (DAIS) office, located in the State Court Building in Anchorage, was expanded at mid-year to offer post sentence screening of DWI offenders for the court system. The screening process allows the court to determine the severity of an individual's problem with alcohol which led to his or her arrest and conviction and to make an appropriate referral. The re-named Driver Improvement Office continues to conduct the DAIS, handles records and clerical assignments for the Defensive Drivers Course (DDC), which is conducted by the Alaska Peace Officers Association, and screens an increasing number of clients directed to the office by the courts.

Late in the year, President Robert Orell announced that NCA-AR had received official notification from NIAAA of the award of a one-year competing renewal grant for the Alaska Public Education and Prevention Project (APEPP) in the amount of \$383,913. The grant is for the period November 1, 1976 through October 31, 1977. Willard O. Foster, special assistant to NIAAA Director Dr. Ernest Noble, was appointed Project Officer for the project. As in the past, NCA-AR will continue to work closely with ANCADA on this public educational effort. ANCADA will operate under a \$135,000 subcontract.

**Joint
Commission**
*on Accreditation
of Hospitals*



American College of Physicians American College of Surgeons American Hospital Association American Medical Association

has accredited

National Council on Alcoholism
Alaska Region
Anchorage, Alaska

on the recommendation of the

**Accreditation Council for
Psychiatric Facilities**

Whose members are

American Academy of Child Psychiatry
American Association on Mental Deficiency
American Hospital Association
American Psychiatric Association
National Association of Private Psychiatric Hospitals
National Association of State Mental Health
Program Directors
National Council of Community Mental Health Centers
American Association of Psychiatric Services for Children
Association of Mental Health Administrators

John D. Bradford
DIRECTOR

George A. Stone, M.D.
CHAIRMAN OF THE BOARD

February 8, 1976

Lawrence A. Stone, M.D.
COUNCIL CHAIRMAN

COMMUNITY PROGRAMS DEPARTMENT

The Community Programs Department has continued to offer assistance to NCA-AR's Chartered Chapters and other Alaskan community alcoholism programs during 1976. As a result of a suggestion made at the NCA-AR Annual Meeting in January, 1976, the NCA-AR Chartered Chapter Communication Program was initiated in June 1976. This project was established to expand the information flow between the Chartered Chapters and NCA-AR through phone calls conducted monthly.

Another project designed to assist in overcoming the vast distances of Alaska is in the final stages of development. This program will allow Chartered Chapters to contract with NCA-AR to provide follow-up services for clients referred from their local communities to treatment within the Anchorage area. Staff of NCA-AR will make weekly contact with clients in treatment in Anchorage and forward information back to the referring Council on Alcoholism. This project, once again, will allow NCA-AR to continue expansion of services to Chartered Chapters.

Mini-Forums, meetings for re-

presentatives of the Chartered Chapters and staff of NCA-AR, have continued to be conducted in conjunction with Governor's Advisory Board Meetings. These Mini-Forums will be continued throughout 1977 whenever possible.

The NCA-AR Court Program, which for several years has consisted only of a Driver's Alcohol Information School, was expanded in June of 1976. The expanded program is now called the Driver Improvement Project and with a staff of four, now offers post-sentence screening for all convicted DWI offenders. The screening techniques are designed to determine the extent of the defendant's involvement with alcohol. After screening, the defendant is referred to the Driver's Alcohol Information School and/or treatment as the assessment indicates. The Court Program staff continue to conduct the Driver's Alcohol Information School; provide clerical support to the Defensive Driving course, now conducted by the Alaska Peace Officers Association; and provide follow-up on all defendants screened. Follow-up on alcohol information students is conducted at three, six,

and nine month intervals; for those referred to Alcoholics Anonymous or Outpatient Treatment follow-up is conducted on a weekly basis until the defendant's term of therapy is completed and at three, six and nine month intervals thereafter.

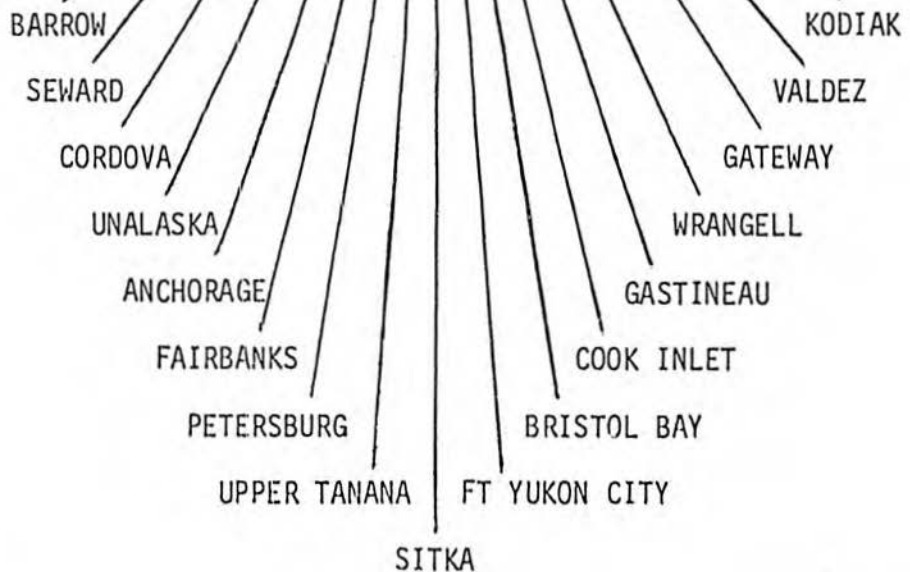
In April 1976, a seminar concerning alcohol safety and the courts was held for twenty Alaskan Judges; and in December 1976, a similar seminar was held for twenty prosecutors from throughout the State. Both of these seminars were conducted by consultant Dr. Gary Scrimgeour of Professional Studies Associates and funded by the Alaska Traffic Safety Bureau. The State Office of Alcoholism and NCA-AR assisted the Alaska Traffic Safety Bureau in coordinating these seminars. The thrust of the seminars was effects of alcohol on driving behavior and legal-medical approaches to sentencing of DWI offenders, thus promoting

the coupling of alcohol education and/or treatment with the traditional sanctions of jail time, fines, and license suspension.

NCA-AR Board and staff were pleased to welcome three new Chartered Chapters in 1976; the Bristol Bay Council on Alcoholism & Drug Abuse in Dillingham; the Barrow Council on Alcoholism; and the Cordova Council on Alcoholism. During the year 27 Chartered Chapter kits were requested by communities throughout the state. We were sorry that the Bethel Council on Alcoholism and the Cantwell Council on Alcoholism were unable to fulfill their chartering requirements for 1976, but wish their Boards every success in their efforts to continue dealing with the problems of alcoholism in their communities and NCA-AR will continue its support of their friends in those communities.

CHARTERED CHAPTERS

NATIONAL COUNCIL ON
ALCOHOLISM-ALASKA REGION



PUBLIC INFORMATION DEPARTMENT



ADVERTISING CLUB
OF ALASKA

AWARD FOR
**EXCELLENCE
IN
ADVERTISING**

NCA-AR
for Special Judge Award for
Outstanding Multi-Media Campaign
... the APEP program

PAT-ON-THE



BACK

[Signature]
president



November 30, 1976 was the official date of completion of the NIAAA-funded Alaska Public Education Project (APEP), which has been termed by many to have been a success.

APEP, a multi-media public educational effort conducted by NCA-AR, in conjunction with

the Alaska Native Commission on Alcoholism and Drug Abuse (ANCADA) and coordinated by the Public Information Department (PID), was the most important, complex and, by far, the largest portion of the department's activities during the year.

Throughout the year, PID maintained close contact and coordination through regularly scheduled meetings, by memo, telephone, and personal contacts) with ANCADA and the Communications Consultant during all phases of the production of the media materials. Media contacts included distribution of media materials, news releases, and a number of interviews on news and talk shows on radio and television in many parts of the State in connection with APEP.

Elements of the Public Education Project included the production and/or adaptation of a total of 16 television public service announcements (PSAs); 60 radio PSAs, some of which were produced bilingually, and six Alaska-produced posters.



Other major items included completion of the production and distribution of 200 village bulletin boards, a unique

"medium of communication" which are now posted in community halls, village stores, post offices, and other public places in communities throughout the State; a large exhibit display and three village displays; eight newspaper public service ads; a wide variety of brochures, some of which were also produced bilingually and an expansion of the film library by more than 429%, which has resulted in the usage skyrocketing.

Also produced under this grant were special labels for the conversion of NIAAA posters to Alaskan use; local I.D. labels for 49 different programs (small stickers containing the name, address and telephone number for alcoholism programs to affix to posters, brochures, etc.); TV identification slides for selected local communities; film trailers spliced onto each film in the NCAAR library; a set of ten Cable TV "scanner Cards" for CATV stations; production of two slide shows, along with bilingual sound track and a distinctive ALCOHOL letterhead for replying to mail addressed to: "ALCOHOL, Anchorage, AK 99502". This special address was arranged through the courtesy of the Alaska District Manager of the U.S. Postal

Service. Mail sent to this address receives prompt, individual response.

In November, the Project was awarded a "Special Judges Award for Excellence in Advertising for Outstanding Multi-Media Campaign" by the Advertising Club of Alaska. The contest was judged by the Advertising Club of Portland, Oregon.

Another major effort of the Public Information Department has been the continued monthly publication of "NEWS from the National Council on Alcoholism -Alaska Region", a newsletter which has now reached a total circulation of 4,400; more than two-thirds of which is distributed in the State of Alaska. Other recipients include interested individuals and alcoholism programs throughout the lower 48 and 24 foreign countries.

The department continued to provide technical assistance to other alcoholism programs in public relations and public information matters; aiding in publicity and in the design of letterheads, brochures and other printed matter. An extensive inventory of literature, posters, fact sheets, and films is maintained for statewide distribution.

The PID, in coordination with the Community Programs Department (CPD) assisted in conducting "Mini-Forums" for Chartered Chapters in conjunction with the regularly scheduled Governor's Advisory Board meetings as they were held in various communities around the state.

PID and CPD jointly worked with the Alaska Council of Parents and Teachers on a PTA-sponsored Curriculum Review Project. Teachers, students and parents from selected communities evaluated the NCA-AR/ANCADA Draft School Alcohol Education Curriculum, K-12, and provided a valuable critique and input for the draft document.

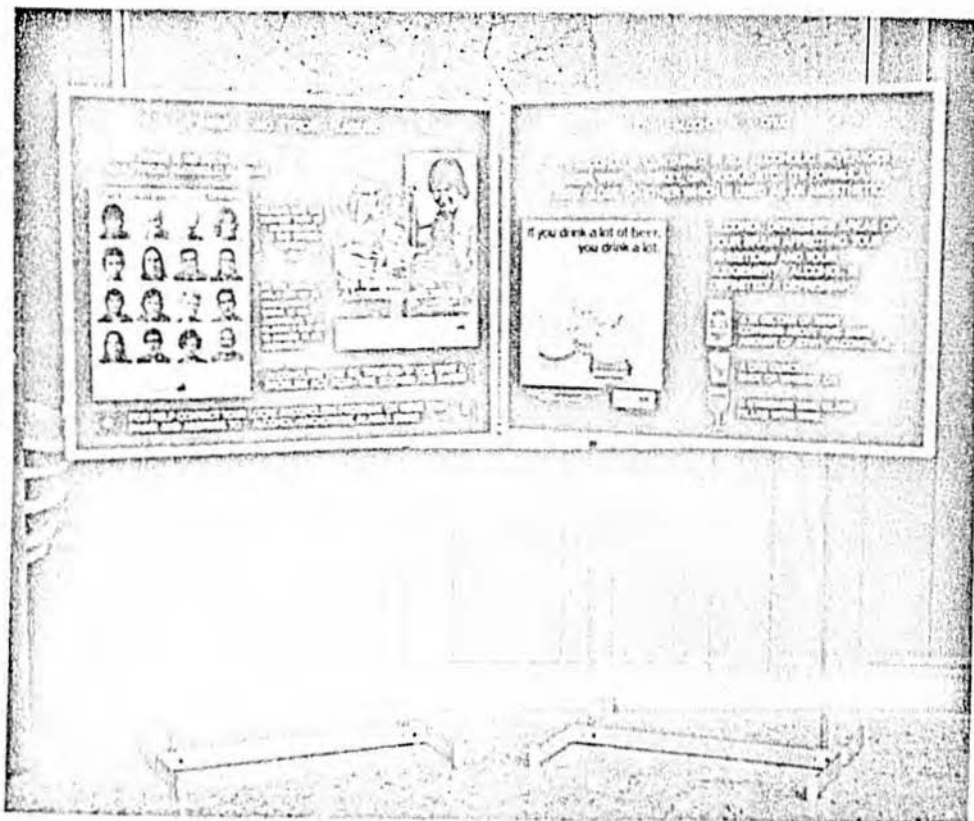
As the year came to a close, activities were highlighted by gearing up to begin work on the continuation grant for the Alaska Public Education and Prevention Project. A Public Information Assistant was added to the staff to increase the in-house capability for creation and production of a portion of the media materials which had formerly been handled under contract to a Communications Consultant firm.

In mid-November, a special alcoholism awareness trip was made to the Bethel area by in-

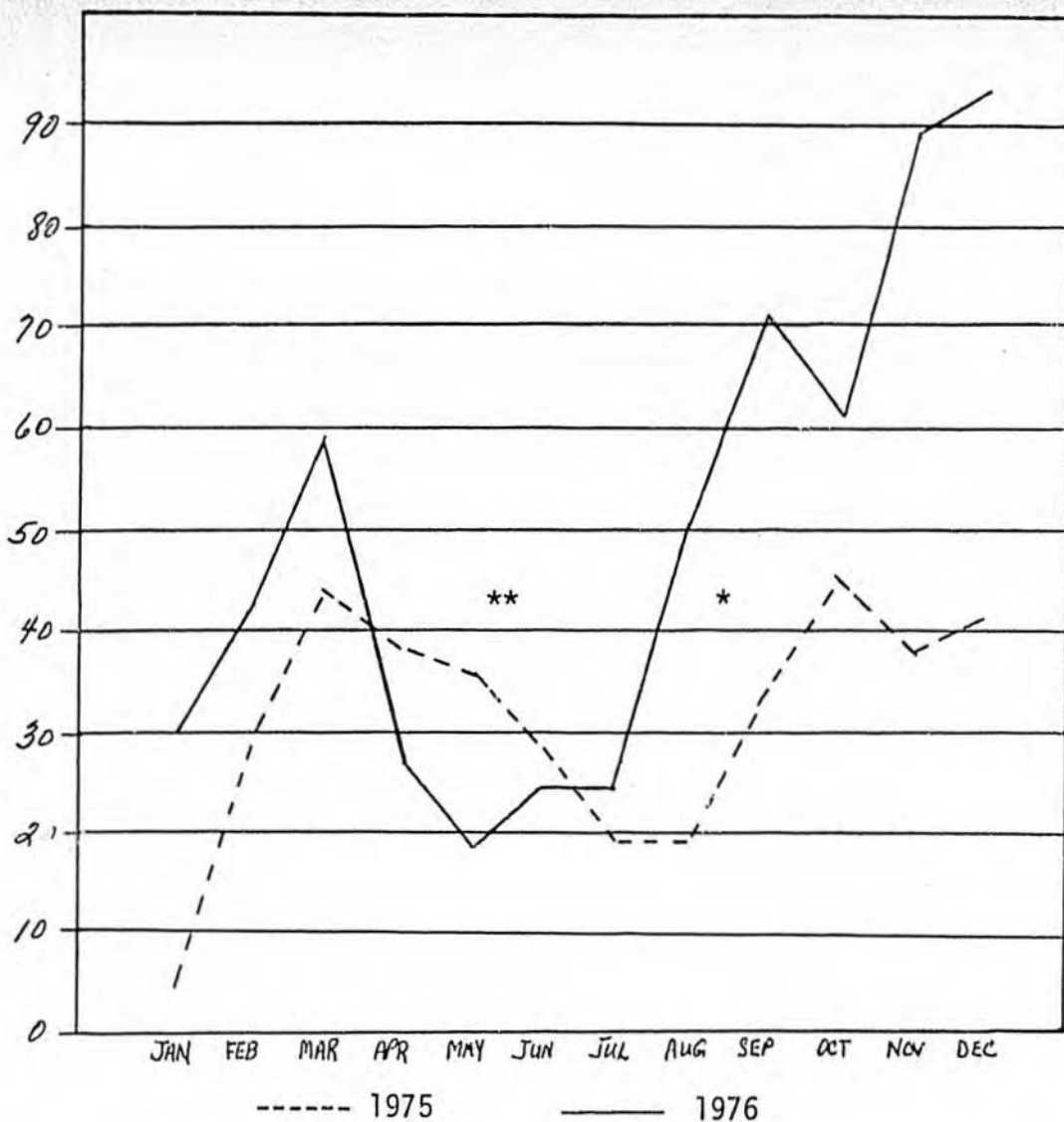
visitation. Public education and alcoholism awareness presentations were given in a number of Eskimo villages in the Yukon-Kuskokwim Delta region. Participating in this experimental effort were NCAAR's Rural Cultural Specialist and Public Information Director accompanied by representatives of their hosts, the

Yukon-Kuskokwim Health Corporation.

The department was also busy in coordinating and planning arrangements for the first "Operation Understanding-Alaska" celebrity banquet scheduled to be held in conjunction with the 1977 Annual Meetings in January.



FILM USAGE CHART



- * Began Minimal Promotion of Film Library
- ** School Vacation & Fishing Season

The National Council on Alcoholism - Alaska Region film library has been expanded to adequately meet the needs of the state of Alaska. NCA-AR now has 50 titles to choose from relating to general, occupational, youth and drinking & driving oriented alcoholism and alcohol education films.

ADMINISTRATIVE DEPARTMENT

The basic function of the Administrative Department is a supportive role for the Public Information and the Community Programming areas. In this supporting role, the Administrative Department services the necessary funding and personnel to accomplish the goals of the National Council on Alcoholism-Alaska Region office.

The major source of revenue for the activities and operation of the organizations is provided by governmental funding sources. The two major sources for funding for 1976 were the State of Alaska and the National Institute on Alcohol Abuse and Alcoholism (NIAAA), U. S. Department of Health, Education and Welfare.

The State of Alaska Department of Health and Social Services, Office of Alcoholism, has awarded NCA-AR Grant-in-Aid funds, beginning in 1971, through the present. The original grant enabled the Council to provide an informational and referral service for the Anchorage area. This was later expanded into statewide services and the current grant supports a variety of educational and consultation services throughout the State, especially those

of the community Programs Department.

The Federal grant has funded the operations of the Alaska Public Education Project, coordinated by the Public Information Department and produced in conjunction with the Alaska Native Commission on Alcoholism and Drug Abuse.

In April, 1974, a pilot project for NCA-AR was funded by the State of Alaska Department of Public Safety. Since 1972, NCA-AR has operated a Drivers' Alcohol Information School in conjunction with the Anchorage Court System. In 1976 a Screening Project was added. This grant also includes funds for the development of similar programs in the Fairbanks and Juneau areas.

The most recently acquired source of funding providing the largest amount of funds is the NIAAA, Alaska Public Education & Prevention Project Grant. This one year contract is for \$338,913 and will run through November of 1977.

The State of Alaska funds are restricted to the NCA-AR statewide alcohol information, education responsibilities. The Department of Public Safety

funds are restricted to the operation of the Drivers' Alcohol Information School, and DWI Screening Project and the NIAAA funds are dedicated to the multi-media Public Education & Prevention Project.

In June, 1976, an eleven month Financial Audit of NCA-AR was performed by Cooper's & Lybrand, a national firm of CPA's at the change of Executive Director. Again, in July of 1976, an up-to-date audit was performed in order to comply with IRS requirements. There were no serious problem areas discovered during the course of these audits.

During the past year, the Administrative Department has gone through a smooth transition. During the first half

of 1976, Suzanne Perry, was the Administrative Director. In June of 1976, Ms. Perry took on the additional responsibility of the Executive Director and acted in a dual role as an Acting Executive Director and an Administrative Director until December 1, when she was appointed to the permanent position as Executive Director. At that time, Charles R. May, Sr. joined the NCA-AR staff as the new Administrative Director.

During 1976, the Administrative Department enjoyed the close cooperation with local, state, and federal agencies. This cooperation has enabled us to have a dynamic impact in the areas of alcohol information, and education.

1976 INCOME AND EXPENSE STATEMENTS

This year the Administrative Department has included an eleven (11) month, "Income and Expense Statement" in the "Annual Report". These reports reflect the actual revenue and expenses for each grant during this period.

Below, you will find the total revenue and expense for the period January, 1976, through November, 1976. The difference between the revenue and expense is due to the fact that the figures reflect actual dollars received other than funds committed by the granting agencies.

TOTAL REVENUE \$693,761.28 TOTAL EXPENSE \$785,695.81

STATE FUND 5200

FEDERAL FUND 6000

	<u>REVENUES</u>	<u>Year to Date</u>
00	Grant Revenues	\$26,795.50
	TOTAL REVENUES	\$26,795.50

	<u>REVENUES</u>	<u>Year to Date</u>
00	Grant Revenue	\$552,390.00
	TOTAL REVENUES	\$552,390.00

EXPENDITURES

21	Salaries	\$19,606.85
22	Fringe	1,719.80
23	Communication	1,046.09
24	Travel	848.06
25	Space Rental	2,417.50
27	Office Supplies	509.67
28	Equipment Rental	1,543.53
29	Subcontract	-0-
31	Equipment Repair	60.00
32	Insurance	406.00
33	Dues & Subscriptions	21.00
35A	Newsletter (NEWS)	3,483.98
35B	Newsletter (Physicians)	8.90
36	Advertisement	43.73
38	Printing	-0-
	TOTAL EXPENDITURES	\$31,715.11

EXPENDITURES

21	Salaries	\$142,302.97
22	Fringe	12,814.31
23	Communication	9,183.72
24	Travel	17,549.95
25	Space Rental	22,995.00
26	Educational Supplies	69,513.13
27	Office Supplies	7,480.36
28	Equipment Rental	5,532.81
29	Subcontract	10,298.63
30	Equipment Purchase	5,420.09
31	Equipment Repair	2,365.67
32	Insurance	735.63
33	Dues & Subscriptions	96.00
35	Newsletter	2,642.62
36	Advertisement	504.70
38	Printing	-0-
41	Freight	1,288.40
98A	ANCADA	103,125.00
98B	Larry Beck & Assoc.	162,383.33
99	Miscellaneous	1,953.18
	TOTAL EXPENDITURES	\$578,185.50

PUBLIC SAFETY FUND 7100

	<u>REVENUES</u>	<u>Year to Date</u>
00	Grant Revenues	\$28,606.00
00	Grant Rev. Extension	1,467.57
	TOTAL REVENUES	\$30,073.57
	<u>EXPENDITURES</u>	
21	Salaries	\$ 7,404.65
22	Fringe	720.96
23	Communication	162.44
24	Travel	724.19
26	Educational Supplies	651.20
27	Office Supplies	1,902.71
28	Equipment Rental	240.20
30	Equipment Purchase	920.50
31	Equipment Repair	59.10
33	Dues & Subscriptions	19.00
36	Advertising	226.87
41	Administrative Cost	-0-
	TOTAL EXPENDITURES	\$13,031.82

PUBLIC SAFETY FUND 7200

	<u>REVENUES</u>	<u>Year to Date</u>
00	Grant Revenues	\$2,300.00
	TOTAL REVENUES	\$2,300.00
	<u>EXPENDITURES</u>	
25	Space Rental	\$3,250.00
	TOTAL EXPENDITURES	\$3,250.00

PUBLIC SAFETY FUND 7300

	<u>REVENUES</u>	<u>Year to Date</u>
10	Defensive Driver Course	\$4,552.50
20	Miscellaneous	-0-
	TOTAL REVENUE	\$4,552.50

EXPENDITURES

25	Space Rental	\$ 240.00
28	Equipment Rental	157.50
29	Subcontract	1,005.00
99	Misc. Unbudgeted	-0-
	TOTAL EXPENDITURES	\$1,402.50

PUBLIC SAFETY FUND 7400

	<u>REVENUES</u>	<u>Year to Date</u>
00	Grant Revenues	\$13,520.04
	TOTAL REVENUES	\$13,520.04

EXPENDITURES

21	Salaries	\$46,553.75
22	Fringe	4,938.81
23	Communication	37.90
24	Travel	315.87
27	Office Supplies	682.60
28	Equipment Rental	168.31
30	Equipment Purchase	2,371.72
31	Equipment Repair	90.00
36	Advertising	154.51
41	Administrative Service	278.06
	TOTAL EXPENDITURES	\$55,591.53

NOTES

NEWS from the National Council on Alcoholism

A Private Non-Profit Corporation Dedicated to the Goal of the Adoption by Alaskans of a Positive, Supportive and Knowledgeable Attitude Toward the Solution of the Problems of Alcoholism and Alcohol Abuse

National Council on Alcoholism
Alaska Region
4510 International Airport Road - Suite 1
Anchorage, Alaska 99502

ITEMS OF INTEREST FROM THE COUNCIL AND ABOUT PEOPLE AND ORGANIZATIONS INVOLVED IN THE FIELD OF IDENTIFICATION, COUNSELING, TREATMENT, AND PREVENTION OF THE DISEASE OF ALCOHOLISM

Vol. 6 No. 8

August 1977

ARCTIC RIM CONFERENCE AIMS TO ATTRACT NATIVES

Plans are being finalized for the Arctic Rim Conference on Alcoholism to be held May 1-5, 1978, in Fairbanks at the University of Alaska. The proposed theme of the conference will be "The Impact of Alcohol on Arctic Consciousness", according to Dr. Peter Schiöler.

Dr. Schiöler, chief advisor to the prime minister and parliament of Denmark on alcohol and drug issues, is representing the International Council on Alcohol and Addictions (ICAA), a co-sponsor of the conference. The Danish alcoholism authority visited Alaska last month on a preliminary planning tour that took him to Anchorage and Fairbanks.

The Alaska co-sponsor of the Arctic Rim Conference is the National Council on Alcoholism - Alaska Region (NCA-AR), which will work together with the ICAA on conference details, explained Judy Hart, NCA-AR community programs director.

CONTINUED TO PAGE 7

STATE ALCOHOLISM, DRUG ABUSE OFFICES COMBINED

The Alaska State Office of Alcoholism has been combined with the Office of Drug Abuse into a single agency as of July 1, and is now known as the Alaska State Office of Alcoholism and Drug Abuse. The combining of the two agencies into one was passed by the Senate and House following a proposal by Governor Jay Hammond, and was "due to budgetary action on the part of the pre-conference committee," according to Bob Cole, nominal coordinator of the combined office.

In a statement transmitting the bill for consideration, the Governor said his proposal "would extend the alcoholism grant-in-aid program to drug abuse treatment facilities and clarifies present ambiguities and incorporates all drug and alcohol treatment statutes into the Uniform Alcoholism and Intoxification Treatment Act, which would then lose its uniformity with legislation of other states but would be better suited to the facts of Alaska life. The non-criminal approach of the Uniform Act will be retained.

"It is anticipated that the changes proposed by this measure would reduce operating costs of the combined agencies, and lower the amount and number of grants-in-aid by encouraging the investment of private capital," Hammond concluded.

Cole, who had been coordinator of the Office of Alcoholism, will oversee the combined offices, assisted by Mary Beth Hilburn, drug abuse program coordinator. Gail Shortell has been named regional program manager for the southcentral region, and Karen Coady was replaced as health facilities surveyor for the southcentral region by Jim McMichael.

CONTINUED TO PAGE 4



"I'VE GOT BETTER THINGS TO DO WITH MY TIME", says actress Morene Herrmann, portraying a busy housewife in a new public service announcement created under the Alaska Public Education and Prevention Project. More on page 3.

ALMEA DELINEATES PAST CLIENTS, FUTURE EFFORTS

During the past two years, Alaska Labor and Management Employee Affairs, Inc., (ALMEA) has handled a caseload of 602 clients and 3,900 contacts, according to Don Ryder, executive director of the Anchorage-based statewide alcoholism agency.

Funded through donations from labor and management in Alaskan industries, and from the National Institute on Alcohol Abuse and Alcoholism with federal monies for Pipeline Impact, ALMEA has been in existence for four years now, and Ryder said he foresees no let-up in client caseload or contacts now that pipeline construction is completed.

"The second year funding of the pipeline programs led to significant program development. The total Pipeline Impact effort is regarded as the most active and largest single occupational alcoholism program effort in the nation," according to an excerpt from "Annual Supplement to the Alaska State Plan for the Reduction of Alcoholism and Alcohol Abuse".

CONTINUED TO PAGE 4

Dollar Budget
July 13
Printing

NEWS from the

Madelon Eubanks, Editor
 Fran Wagner, Writer
 Willamae Logan, Writer
 Eileen Billings, Typographer
 Terri Niederer, Typographer

All photos by NCA-AR staff unless otherwise indicated.

The staff of the NEWS welcomes comments and criticism of the information and manner of presentation of material in this publication. You are invited to send news items about yourself, others you know in the field of alcoholism in Alaska as well as your comments, concerns, and opinions to:

Editor, NEWS
 National Council on Alcoholism-
 Alaska Region
 4510 International Airport Road
 Anchorage, Alaska 99502

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Joint Commission
 on Accreditation of Hospitals

JONES DIRECTS CORDOVA'S ALCOHOLISM COUNSELING

Randy Jones, new director of alcoholic counseling for Cordova Community Services, said he is trying to revive the currently inactive Cordova Council on Alcoholism.

Jones, who with his wife Gretchen are new to Alaska, commented, "Our impressions of Alaska so far are that it is truly beautiful. We enjoy the outdoors, hiking and fishing, and try to get out as much as possible."

Being alcoholism counselor in Cordova consists of therapy, education and information, but according to Jones, "So far I find it very challenging and a lot of work, but am enjoying it very much." His office is located at the Cordova Community Hospital.

Jones, who replaced Paul Faulkner in his position at Cordova Community Services, reported that Corrine Erickson has been acting president of the Cordova Council on Alcoholism since Faulkner's departure until a new vote can be taken.

The new counselor comes from the Seattle Area, and received his B.A. from Washington State University and M.A. from Fuller Theological Seminary in marriage and family counseling. Jones said he received training in alcohol-related counseling from the California Family Studies Center in Burbank, and in private practice with a Seattle psychiatrist.

"I jumped at the chance to become alcoholism counselor in Cordova," he added.

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DID YOU KNOW THAT . . . the most widely used drug in the world is not aspirin but alcohol?

HOMER COUNCIL, COURT FUND ALCOHOLISM PROGRAMS

The Homer City Council has allocated \$3000 toward operating expenses at the Homer office of the Cook Inlet Council on Alcoholism, according to Kathy Roberts, coordinator of the Soldotna office. Ms. Roberts commented, "We were very pleased the Homer Council felt we were worthy of another contribution." Tony Neal, a Homer contractor, donated \$1000 in the form of labor and materials, Ms. Roberts said, adding, "We are very pleased to have community businessmen lending support and backing for the program."

Another reflection of community support was shown by the Homer District Court which forwards the first \$140 of all operating a motor vehicle while intoxicated (OMVI) fines to the Cook Inlet Council to be used for Drivers Alcohol Information School (DAIS), work rehabilitation program, and for education and prevention, said Ms. Roberts.

In other news from the Cook Inlet COA, staff members Emma Lee, coordinator from the Homer office, and Eve Wyman, volunteer from the Soldotna office, attended the alcoholism summer school at the University of Alaska in Anchorage, sponsored by the Center for Alcohol and Addiction Studies. Ms. Roberts attended the summer school on alcoholism at the University of Utah in Salt Lake City and termed the course "great, even at 6,000 feet elevation and 95% humidity."

In addition to their continuing work in counseling and court referrals, the Council will be hosting training sessions to organize volunteer systems within the community and developing the local resources that are available. They are also working with local school administrations gearing up for educational programs for the new school year, Ms. Roberts added.

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Consuming alcoholic beverages can be unwise for the expectant mother, according to the National Council on Alcoholism. The Council suggested that the safe decision during pregnancy is to abstain. Consult your physician or call 243-4324 for further information.

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TOUGH, LOVING CARE OFFERED TO COOK INLET AREA

Joyce Nelson, regional technical assistant (RTA) for the Cook Inlet Native Association, is looking forward to offering a Cottage Program course on the peninsula, and, "Anyone in the Cook Inlet Native region who would be interested should contact us at 262-4220," encouraged Ms. Nelson. In Anchorage she recently taught this TLC (tough, loving care) approach to alcohol problems, and was assisted by June Singyke from the Cook Inlet Council on Alcoholism. Fourteen people participated in the course and it was termed a "great success", according to the RTA.

She also attended the University of Utah's summer alcoholism school, and in addition, participated in a conference in Bellingham, WA, where she studied grantwriting, fund raising, and Indian lore. Ms. Nelson is currently lending her expertise in grantwriting to a class in Tyrnek, according to Kathy Roberts, coordinator of the Soldotna office of the Cook Inlet COA.

Tyonek was also the site for a Memorial Day service held in memory of four teenagers who have died during the past two years from the results of alcohol mis-use and other drug abuse. The service was attended by Ms. Nelson, C. Joe Dimatteo, Dr. F.J. Phillips, and Father Targonsky.

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FROM THE PRESIDENT . . .

So far, returns from my personal survey of NCA-AR board members have been rather inconclusive. Of 18 returns, 9 say there is too much material and 9 say there is not too much. (Please pardon a personal message to board members with regard to the survey: To those who added special comments, I will be in touch with you to discuss them in more detail later this fall. I will be on a vacation and business trip outside during most of August. In the meantime, thanks for your comments.)



PHOTO BY FRANK FLAVIN

Last month, I thought we would be submitting for board approval a revised Personnel Policies and Procedures. It now looks as if that was an optimistic target. In the review, we discovered some additional areas where change in language may be necessary. It may be another month before that document is ready for full board review, but we are progressing.

This month, I reluctantly accepted the resignation of Harold Schmidt from the Operating Committee. Harold has been a stalwart member for many years and has given unstintingly of his time. In addition, he served for a time on the board of the National Council on Alcoholism. We'll miss him. He'll be hard to replace on the Operating Committee.

Because of my vacation, I'll probably not have a column next month.

Sincerely,

Leonard McLean
President

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NEW ALCOHOLISM PUBLICATIONS ARE NOW AVAILABLE

There are several new publications available concerning alcohol, alcohol mis-use, and those in the alcoholism field. Some of the more notable among these are the following:

Judith S. Seixas has written *ALCOHOL-WHAT IT IS, WHAT IT DOES*, advertised as "the first book on alcohol for six to nine-year-olds". It is an introduction to alcohol in an easy-to-read format, and a simple, straightforward text. This book may be obtained at \$4.95 each from the National Council on Alcoholism, Inc., 733 Third Avenue, New York, NY 10017. It is a publication of Greenwillow Books, a division for William Morrow and Company, Inc.

Also available from that office is *ALCOHOL ABUSE AND BLACK AMERICA*, edited by Frederick D. Harper, which is an anthology of chapters by different authors concerning many facets of the alcohol problem as it relates to the Black Community. It is printed by Douglass Publishers, Inc., and available at \$10.95 per copy.

The Association of Halfway House Alcoholism Programs of North America (AHHAP) has available conference transcripts from its 10th and 11th annual meetings, 1975 and 1976, for \$4.00 per copy. These may be ordered from the association office at 786 E. Seventh Street, St. Paul, MN 55106.

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FILMMAKER ED ISENSON, above right, spent part of his summer shooting three public service announcements for the National Council on Alcoholism - Alaska Region and the Alaska Native Commission on Alcoholism and Drug Abuse. Cameraman Ron Rolla assists Isenson at the Alaska Film Studios for some inside scenes. Below, Soundman Neal Thomas holds a microphone. The subjects for the three new PSAs are "Women and Alcoholism", "Beer/Wine/Liquor", and "No Obvious Signs of Intoxication". They will be distributed in September to statewide television stations. "We appreciate the support shown the Alaska Public Education Project in the past," said Suzanne Perry, NCA - AR executive director, "and anticipate continued cooperation from statewide media for the new productions."



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STATE ALCOHOLISM, DRUG ABUSE OFFICES COMBINED



DISCUSSING THE CHANGEOVER in the State Office of Alcoholism and Drug Abuse are that agency's coordinator Robert L. Cole and the executive director of the National Council on Alcoholism - Alaska Region, Suzanne W. Perry. Cole and Ms. Perry are on a committee which is organizing a statewide training plan in treatment, prevention, and management, for State Office program personnel.

Because 17 positions were reduced to 10, Cole explained, the jobs of associate coordinator and research analyst were among those eliminated. A revised program request has been submitted to budget management for two full-time staff (administrative officer and research analyst III) and two half-time positions (clerk-typists), Cole said, and the decision on this matter will be made within the next few weeks. "We will be sending a letter to all program people and board members throughout the state to describe these changes," Cole added.

The position of grants administrator, previously occupied by Kathleen Brockman, is currently open, and interested applicants may contact Cole at the State

ALMEA DELINEATES PAST CLIENTS, FUTURE EFFORTS

But working with pipeline workers has not been the sole function of ALMEA, Ryder pointed out, citing statistics on clients from 1975 and 1976. Nor is ALMEA's scope limited to labor and management, he said. "We deal with Natives, housewives, state workers who don't have their own programs."

During a two-year period, Ryder said, ALMEA can look back on clients consisting of 109 females, 23 female Natives, 141 male Natives, 457 sober persons, 422 sober and working persons, 79 from the Lower 49, 17 who went back to their villages, lost contact with 62, 45 referred from the courts, and 169 were rehired. Four clients have since died, he said.

The age breakdown of clients is as follows, Ryder said: 161 in their 20's, 120 age 30-34, 90 age 35-39, 84 age 40-44, 75 age 45-49, 42 age 50-54, 22 age 55-59, and 8 age 60 and over.

An example of the work ALMEA does is setting up a "Troubled Employees" program with the Cook Inlet Native Association, for which Ryder and Anchorage Council on Alcoholism Director Barbara Hoffmann were the consultants. "This is the first program of this type which any Native organization has established, and it will be headed by Esther Coombs," Ryder said.

This year, ALMEA is in charge of the Valdez Commission on Alcoholism which was put under Pipeline Impact funding by the State Office of Alcoholism, Ryder explained. Director Pat Ruether is one of a total staff

(Continued from Page 1)

Office of Alcoholism and Drug Abuse, Pouch H05F, Juneau, AK 99811, or call 586-6201

Following the amalgamation of the two offices, a newly formed group called the "Training Plan Development Committee" held a meeting to advise the Office of Alcoholism and Drug Abuse in the development of a statewide training plan for treatment, prevention, and management of drug abuse and alcoholism program personnel to be completed by December 31, 1977, according to Cole.

Members of the training committee include Cole and Ms. Shortell from the State Office; Jerry Grover, mental health; Lynn Curry, Center for Staff Development; Carol Molinari and Bernie Segal, Center for Alcohol and Addiction Studies; Evelyn Myers, Alaska Native Commission on Alcoholism and Drug Abuse and the Alaska Native Alcoholism Training Institute; and Suzanne Perry, National Council on Alcoholism - Alaska Region.

In other news from the State Office of Alcoholism and Drug Abuse, Cole reported "it will be at least September before the Senate Select Committee on Alcoholism begins holding hearings on the legislative package and other issues of local concern." There will be two rounds of hearings throughout the state, Cole said, covering both urban and rural areas.

Dave Eldred, health facilities surveyor for the southeast and northern regions, attended the 12th annual conference on alcohol and drug problems in Winnipeg, Canada, on July 11-15, Cole added, rounding out his report of highlights during July. Cole said the main purpose of Eldred's visit was "to better acquaint himself with the alcohol beverage control, law enforcement, and treatment people in Canada".

There is a possibility, Cole explained, that the detailed report on Canadian officials, prevention, treatment, and control which Eldred brought back to Alaska with him could be used "for consultation and development of similar strategies for our state".

(Continued from Page 1)

of seven working for ALMEA now, including three occupational specialists. Ryder explained that in addition to providing presentations to private industries and organizations ("Alaska is a model for occupational programs down below," he said), ALMEA also has counseling, information, education, and referral components.

Ryder described ALMEA's inception four years ago when he, as a superintendent in an Anchorage lumber operation, had been doing informal alcoholism program organization. "Jess Carr and Ed Smith of Associated General Contractors and I decided we should open a full time office," Ryder said, and he has been director of the program since.

"We can only make it with continued volunteer help--stewards, agents, businessmen," Ryder claimed. "We have the support of over 400 contractors and 30 unions, all of whom contribute time and help."

The unique relationship of ALMEA with labor and management has led to an advantage for that organization, because "early identification" is possible. "We get these guys before they go down," Ryder said. "Little by little, through training, recovering clients are helping their co-workers," he said.

The toughest thing to break through has been the "hush hush" attitude of those clients who still view alcoholism as a stigma, Ryder concluded.

STATE OFFICE INSPECTS, APPROVES ANCHORAGE COA

The Anchorage Council on Alcoholism has received State of Alaska approval for "the operation of outreach and education services for persons with alcohol problems", according to Robert L. Cole, coordinator for the Office of Alcoholism and Drug Abuse.

In a letter to Gary Millette, president of the Anchorage Council, Cole said, "You are to be commended for the excellent job of program organization and service delivery that your agency exhibits." The approval will be effective July 1, 1977 through June 30, 1978.

The Anchorage Council's main functions include information, referral, and public education on alcohol misuse and alcohol-related problems, according to Barbara Hoffmann, director of the Council. In addition, she said, the Council works with the Center for Alcohol and Addiction Studies and Anchorage Community College "to provide community education to key people in a position to influence the masses of the target population, i.e., nurses, social workers, and teachers." Ms. Hoffmann added that work is also being done "towards the adoption of employees' assistance programs by agencies and industry within the Anchorage area".

The Council was inspected and accredited according to standards specified in the Accreditation Manual for Alcoholism Programs or the Joint Commission on Accreditation of Hospitals, which have been adopted by reference as the standards for management of public and private alcoholism programs in Alaska, said Coordinator Cole. The Anchorage Council received "an outstanding rating of 96.6%", he added.

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NOTICE

The Board of Directors of the National Council on Alcoholism - Alaska Region has approved a motion calling for information concerning the operation, goals, and objectives of NCA-AR, to be made available for inspection.

This is to notify interested persons that NCA-AR's Plan of Operations, including its goals, objectives contained in the Articles of Incorporation, and the documents relating to the currently funded projects and programs are available and may be inspected in the Council's office at 4510 International Airport Road, Suite 1, Anchorage, Alaska, 99502.

FROM THE DIRECTOR . . .



(Editor's note: Executive Director Suzanne W. Perry is on annual leave, and her column will return next month.)

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DETERMINING ANCHORAGE AREA'S NEEDS for alcoholism services was the subject of a meeting co-sponsored by Dr. Helen Beirne, behavioral health manager for the Municipality of Anchorage, and Ron Daugherty, director for the Alaska Center for Staff Development. A number of agencies were represented at the recent meeting.

ANCHORAGE HEALTH PROVIDERS DISCUSS PRIORITIES

In a cooperative effort among Anchorage area public and private providers of health and social services, the Municipality recently hosted a meeting concerning alcoholism. The meeting was called to determine what services are currently being offered in the Anchorage area for treatment or prevention of alcoholism and alcohol mis-use, and what services should be but currently are not available.

"It is hoped that by bringing together as many providers as possible, we will be able to determine what we now have and what should be offered, and to make recommendations for alternative ways these added services could be provided," according to Ron Daugherty, director for Alaska Center for Staff Development, a state agency. Daugherty chaired the meeting and said he was "pleased with the turnout".

Prior to the meeting, an explanatory letter was mailed to all providers stating the purpose of the meeting, and included an inventory sheet dividing services provided into five categories: preventive, primary, secondary, restorative, and continuing, showing to whom the service was provided, age range, and number of people. "The information gathered from the meeting will help greatly in future development and organization of services to be provided in the Anchorage area," said Helen D. Beirne, Ph.D., behavioral health manager with the Municipality of Anchorage.

Some of the agencies represented at the meeting were: Anchorage Council on Alcoholism; Center for Alcohol and Addiction Studies; Commission on Youth; Catholic Archdiocese of Anchorage; Anchorage Alcohol Safety Action Program; Highway Safety Planning Agency; Alaska Center for Staff Development; Alaska Native Commission on Alcoholism and Drug Abuse; Anchorage Emergency Medical Services; Behavioral Health; Municipality Health Dept.; National Council on Alcoholism - Alaska Region; Salvation Army Comprehensive Alcoholism Services; Cook Inlet Native Assoc. Social Services; Veterans Administration; Family Resource Center; Women & Alcoholism Task Force; Alaska Area Native Health Service; Municipality Human Support Service; Studio Club and Mental Health.



JIM FOWLER, DIRECTOR OF the Matanuska-Susitna Council on Alcoholism, pictured above left, has taken the Council from an idea into reality with his efforts during the last several months. To encourage membership and support within valley communities, he has been active in preparing proposals and press releases about the Council's plans for the future. Madelon Eubanks, center, public information director for the National Council on Alcoholism-Alaska Region, and Dale Hopkins, NCA-AR community programs department administrative assistant, have worked closely with Fowler during the formative stages of the Council.

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ACTION CONFERENCE DUE FOR NOVEMBER IN PHOENIX

The First International Action Conference on Substance Abuse is scheduled for November 9-13 at the Adams Hotel in Phoenix, Arizona. Hosted by the Do It Now Foundation, "the program will include many sessions of value to those working in the areas of prevention, education, counseling, rehabilitation, short and long-term treatment, and those whose specialized interests are entirely in alcohol and drug areas," according to a letter from Vic Pawlak, conference chairperson.

Registration fee is \$55.00 and there is an October 1 deadline for hotel reservations. More information can be obtained from Pawlak, c/o Do It Now Foundation, P.O. Box 5115, Phoenix, AZ 85010.

Several other groups are co-sponsoring this event including the Association of Halfway House Alcoholism Programs of North America (AHHAP); Awareness Houses, Inc.; Institute for the Study of Drug Misuse, International Association of Prevention Programs (IAPP); and the National Association of Prevention of Professionals (NAPP).

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ALCOHOL CONSUMPTION CONTROL IS TOPIC OF PAPER

Is it possible to prevent alcohol mis-use and alcoholism by limiting the availability of alcohol beverages?

Wolfgang Schmidt and Jan de Lint of the Addiction Research Foundation in Toronto, Canada, think so. Their theory has been studied and found defective by Dr. Michael Lauderdale and a team of behavioral scientists.

Lauderdale's analysis concluded that the Schmidt/de Lint theory has limited validity. Lauderdale, a member of the University of Texas faculty at Austin, and his associates noted the theory's assumption that alcoholism is similar to communicable diseases such as malaria or measles: "Alcoholism, however, is not a communicable disease; thus, the use of standard communicable disease prevention techniques for its prevention is questionable," Lauderdale said.

The Lauderdale study was supported by the Education Commission of the States (ECS) and the Distilled Spirits Council of the United States, Inc. ECS is a non-profit organization formed by interstate compact in 1966 to further education in the states by working with educators and political leaders. Membership includes 46 states, Puerto Rico and the Virgin Islands.

Dr. Lauderdale collaborated with Dr. Paul Bradley of the University of Colorado at Denver in directing the project. Lauderdale was commissioned to do the basic analysis. Copies of the analysis were released by Lauderdale here at ECS headquarters.

"The Schmidt/de Lint approach is commonly known as the control of consumption theory for preventing alcohol abuse and alcoholism," Lauderdale said. "The theory contends that raising beverage alcohol prices and limiting the number of retail outlets can both effectively reduce alcohol's availability and ultimately lessen the rate of alcoholism."

In recent years the Schmidt/de Lint concept has gained wide exposure among scientists, legislators and others concerned with alcohol policy issues. "Hitherto, the theory's scientific merits have not been carefully assessed by behavioral scientists," according to Lauderdale.

The study team also pointed out that causal relationships have not been successfully established by the Schmidt/de Lint theory in linking high rates of alcoholism with places where alcohol beverages are cheap and readily available. "Relationships between these factors cannot be shown with the limited data and inferential analysis performed by the authors of this theory," Lauderdale concluded on behalf of the scientific group.

Dr. Wendell Bell (Professor, Department of Sociology, Yale University), Drs. Irving Lazar and John Ford (College of Human Ecology, Cornell University), Dr. Irvin Nikolai (Associate Superintendent of the Chandler Unified School District in Arizona), Dr. Richard Remington (Dean and Professor, School of Public Health, University of Michigan) and Dr. Peter Schiler (Chief Consultant to the Danish Ministry of Education on Alcohol and Narcotic Problems) analyzed the study results and reported their conclusions.

A limited supply of the complete report is available at ECS. Please make requests to the attention of the alcohol project.

(Reprinted from NIAAA Information & Feature Service.)



VISITING ALASKA FOR THE FIRST TIME, Sue Lord of the Greater St. Louis Council on Alcoholism also toured the NCA-AR offices. Ms. Lord attended a staff meeting and was hosted by Charles May, Administrative Director.

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STELLA ADAMS NEW DIRECTOR OF YAKUTAT SERVICES

As of July 1, Stella Adams is the new director of the Alcoholism Information and Referral Service in Yakutat, replacing Rosemary (Rowsey) Riley who headed the program there for several years.

Yakutat is her home town, but Ms. Adams said she has recently been working for the Sitka Council on Alcoholism as half-way house manager and counselor at its main office.

Commenting on her new position, Ms. Adams said, "It is my goal in this program to go into community education, early intervention, prevention. Alcoholism is such a deadly and complex disease that I believe the community should be educated in the symptoms and progression of the disease in order to combat it...I am happy to be back home again and looking forward to starting my new job."

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ARCTIC RIM CONFERENCE AIMS TO ATTRACT NATIVES (Continued from Page 1)

Registration fee is \$85.00 (200 Swiss Francs) for the five-day conference, Ms. Hart said, and more information on the conference program and housing arrangements will be forthcoming in future issues of "NEWS from NCA-AR".

Registration is open now, she said, and payments or inquiries may be mailed to Suzanne W. Perry, executive director, National Council on Alcoholism - Alaska Region, 4510 International Airport Rd., suite, 1, Anchorage, AK 99502, or Archer Tongue, director, International Council on Alcohol and Addictions, Case postale 140, 1001 Lausanne, Switzerland.

The conference will be open to the public, Dr. Schiöler explained, with special encouragement to attend offered to the Native and Indian peoples of Alaska, Canada, Denmark (Greenland), Finland, Norway, Soviet Union, and Sweden.

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NEWS ITEMS

FROM THE

CENTER FOR ALCOHOL & ADDICTION STUDIES - UNIVERSITY OF ALASKA

The Center for Alcohol and Addiction Studies will be coordinating efforts to present three workshops for Criminal Justice personnel in three areas of the state. Roger Endell from Criminal Justice Center, and Dr. Bernie Segal from the Center for Alcohol and Addiction Studies, will be offering workshops in Ketchikan, August 4 and 5; Bethel, August 8 and 9; and Nome, August 11 and 12.



Carol Molinari,
Director

Two rural workshops in counseling skills are in the planning stages at the present. Both will be offered under the auspices of the Alaska Native Training Institute and are being planned for the Fort Yukon and Unalaska areas.

Dr. Segal will be attending a workshop sponsored by WAAETP on Youth Prevention. WAAETP will assist the delivery of this and other modules they have developed by providing some seed money for workshops concerning these modules.

WAAETP is also scheduling Training of Trainers workshops in the western states for packages selected from the presentations made at the Salt Lake workshop in June. States may select programs or packages developed by other states which they feel will be useful to them. WAAETP will provide seed money to begin the delivery of the training programs selected by each state. The Center will announce these workshops as soon as we receive the dates from WAAETP.

We were really pleased with the results of our spring Teacher Training Program. The Teacher Training course focuses on the dynamics of human behavior which relate to alcohol and drug abuse, and other deviant behavior. A guaranteed outcome of the program is that participants will have both a greater awareness of the scope of these problems, and of the dynamics of behavior which lead to abuse. The course gives teachers tools to assist in the development of success identities.

Beyond this guaranteed outcome, it was hoped that each school would develop a specific plan that the teachers would coordinate with parents and community. The plans developed by some schools allowed this hope to become a reality. The plans for one school were to: 1) provide in-service training for the teachers in their school who did not participate in the course; 2) set up parent rap nights; 3) set aside two hours per week for special activities for students; and 4) adopt the alcoholism curriculum developed in Seattle. Other schools developed similar type plans and all participating schools have contacted Barbara Hoffmann from the Anchorage Council on Alcoholism to provide specific information on alcohol and drugs.

The Teacher Training Program will be offered again in mid-September for the Anchorage elementary schools

CONTINUED TO PAGE 9

ALCOHOL-RELATED COSTS FOR HEALTH, MEDICAL, SOCIAL, PROGRAM SERVICES ANALYSED IN ALASKAN STUDY

(Editor's note: This is the fourth in a series of articles highlighting some findings in the five-volume study of alcohol, alcohol mis-use, and alcoholism in the 49th state, "Working Papers: Descriptive Analysis of the Impact of Alcoholism and Alcohol Abuse in Alaska, 1975", which is the first comprehensive study done on Alaska's number one health problem. The report was prepared by Dennis Kelso, Ph.D., for the State Office of Alcoholism under a grant from the National Institute on Alcohol Abuse and Alcoholism. The following article excerpts portions of a chapter in Volume I, "The Economic Impact of Alcoholism and Alcohol Abuse in Alaska, 1975", focusing on the most recent information available concerning the economic costs of health and medical care, direct program service, and social services and public assistance related to alcohol mis-use and alcoholism.)

In Alaska in 1975, alcohol mis-use and alcoholism caused expenditures of \$13.3 million in health and medical care, \$3.5 million in social services, and \$3.7 million in direct alcoholism programs. These costs are the "helping" segment of the total picture of costs related to alcohol mis-use and alcoholism, which also include lost production, occupational injuries, excess mortality, motor vehicle accidents, and costs to the criminal justice system, all totaling \$131.2 million in 1975.

In Alaska, as compared with national estimates, a disproportional percentage of the total economic cost of alcohol mis-use and alcoholism is accounted for by the cost associated with lost production and the criminal justice system. Similarly, in Alaska, the economic cost of excess health care contributes a disproportionately smaller percentage of the total cost compared to national findings.

In other words, about 15% of the alcohol-related costs in Alaska in 1975 were for health, welfare, and alcoholism programs. The other 85% of the costs were in lost production, injuries, accidents, and death.

HEALTH AND MEDICAL CARE

Estimation of the excess cost of health and medical care due to alcohol mis-use and alcoholism included consideration of hospital services, physician services, drugs, and nursing services. The estimate for excess costs of providing these services to alcohol mis-users and alcoholics ranged from \$8.8 million to \$17.9 million. An average of the low and high estimate, or \$13.3 million, was adopted as the working value of excess cost for medical and health care.

Counted in the estimate for hospital and physicians' costs were non-Native, Public Health Service, military hospitals, and the Alaska Psychiatric Institute. Costs for dental and other professional services to alcohol mis-users and alcoholics (i.e., psychologists, social workers, alcoholism counselors, and the clergy) were not included due to the lack of alcohol-related data, thereby causing an underestimate of the total cost in this category. Costs for drugs were included because it is estimated that the alcohol mis-user expends about

56% more for drugs than the non-abuser. Nursing care includes cost estimates from the skilled and intermediate nursing facilities in the state.

Non-institutional service costs (health insurance, workmen's compensation, health care administrative cost, and research and training) were considered but not included in the total because of lack of sufficient data for a meaningful estimate.

SOCIAL SERVICES

The total estimated economic cost for various forms of social services attributable to alcohol mis-use and alcoholism amounted to about \$3.45 million for fiscal year 1976. In addition, \$3.1 million was expended in the form of assistance payments due to alcohol mis-use and alcoholism. Because individual, family, and community social problems can be increased as a result of alcohol mis-use and alcoholism, the fiscal and economic costs of social services and assistance payments are taken into consideration. These problems include crime, illness, accidents, lowered income, premature death, interpersonal friction, divorce, child care, and child abuse and neglect.

Figures for this estimate were taken from the Division of Public Assistance, including aid to families with dependent children, aid to the disabled, and medicaid payments related to alcohol. These, however, are a redistribution of part of the burden of reduced income due to alcoholism, and not a direct economic cost. Social service costs, on the other hand, are direct economic costs, and include such expenditures as those for foster care, institutional care for children, day care, protective services, homemakers, and social work.

DIRECT ALCOHOLISM PROGRAMS

To determine an estimate of the economic costs of direct alcohol mis-use and alcoholism programs in Alaska in 1975, 11 organizations were studied whose influence on alcoholism programming in the state is considerable. Through their funding activities, through their formal and informal relations with communities and regional health corporations, and through their broad attempts to mobilize human and financial resources toward the amelioration of a wide range of social problems, these organizations bear a good deal of the burden of providing direct services for alcohol mis-use and alcoholism -- planning, prevention, training, treatment, rehabilitation, etc.

Each of these organizations contains an alcoholism component as part of its overall organizational purpose and each exerts an influence throughout the state by virtue of that purpose. These statewide organizations include the Alaska Area Native Health Service, Alaska Federation of Natives, Alaska Labor & Management Employees Affairs, Inc., Alaska Native Commission on Alcoholism and Drug Abuse, Bureau of Indian Affairs, Center for Alcohol and Addiction Studies--University of Alaska, National Council on Alcoholism - Alaska Region, Office of Vocational Rehabilitation, Rural Alaska Community Action Program, State Office of Alcoholism, and Veterans Administration.

Direct expenditures for alcoholism services by these 11 organizations during fiscal year 1975 totalled approximately \$3,693,665. This total for the organizations does not include cost expenditures for anything else except alcoholism and does not include costs which may be described as "alcohol-related" (i.e., staff time and/or medical costs from other, non-alcohol-related branches of an organization). The total also

*****CHANGE OF ADDRESS*****

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NEWS from NCA-AR
4510 International Airport Rd.
Anchorage, Alaska 99502

CONTINUED TO PAGE 9

LETTERS TO THE EDITOR . . .

To Ed Beu, Editor:

If it wasn't for the fact that I read every inch of the NEWS - including "From the President" - I wouldn't have caught the fact that you are leaving the NCA-AR. It came as a bit of a shock. Not quite like moving the Statue of Liberty, but a shock in any case.

I had intended to send my annual letter of commendation for the NEWS, particularly the new size and format, with its generous helping of photos. That still goes.

In any case Ed, best wishes in your new efforts for I know you take with you the plaudits of many for your important contributions to the field of alcoholism in Alaska.

Sincerely,

Barney Hantunen
Assistant Regional Health
Administrator for State
Coordination
Seattle, WA

(Editor's note: Ed Beu's last day with NCA-AR was July 15. See the article elsewhere in this month's NEWS on him and his successor.)

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Dear Editor:

I am very pleased with the excellent spread on the summer schools. I enjoyed teaching both at Kodiak and at Anchorage. Alaska certainly has a very active program.

With regard to the quotation from me on page 8, "medical detoxification is a more expensive revolving door than a drunk tank" let me comment briefly. What I said was that medical detoxification without effective follow-up is just an expensive revolving door and only slightly more humane than a drunk tank. I am not against being humane, but I am against spending all our money on detoxification and not stressing adequate follow-up and long range treatment.

Sincerely,

James E. Royce, S.J., Ph.D.
Director
Alcohol Studies Program
Seattle University

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NEWS FROM THE CENTER FOR ALCOHOL AND ADDICTION STUDIES
(Continued from Page 7)

that were unable to participate in the course held this spring. In addition, a follow-up workshop on discipline will be held in October for the teachers who participated in the spring course. Plans are in progress to get the Teacher Training Program in use statewide.

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DID YOU KNOW THAT . . . teenage drug abuse experimentation may lead to continued alcohol abuse?



"MAJOR BILL" SAID HELLO to all his Alaskan friends during a recent visit to Anchorage. William B. Lynch of the Salvation Army's Harbor Light Center in Seattle said he has retained a "vital interest" in Alaskan alcoholism programs and tries to keep up with the news since he was transferred to Seattle two years ago after a 25 year residency in Alaska. In his current position, he works with the "single, homeless alcoholic" in a therapeutic program, and intends to branch out into women's and adolescent's programs. "A co-ed setting is more keyed to the real world," he explained.

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ALCOHOL-RELATED COSTS ANALYSED IN ALASKAN STUDY
(Continued from Page 8)

does not include any cost expenditures from two of the organizations -- Alaska Area Native Health Service and the Alaska Bureau of Indian Affairs--because such information was not obtainable.

Using data available from eight of the 11 organizations, it was determined that 32% of the funds were used for prevention, including education and information, alternatives to drinking, and driver safety; 55% for treatment and rehabilitation including counseling, rehabilitation, and local programs; 7% for research; and 7% for administration, including technical assistance and coordination, and statewide program funding.

Funding sources were found to be as follows: 82.1% from the federal government, including the National Institute on Alcohol Abuse and Alcoholism, other federal grants, and Veterans Administration; from state, 11.9%, including state general funds and other state monies; 0.5% from local sources; 0.3% from private sources; and 5.2% from FY 74 grants and vocational rehabilitation monies.

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ALCOHOL CAUSES PROLONGED VISION RECOVERY TIME

Recent investigations have shown that even moderate doses of alcohol may possibly adversely affect vision in such a way as to impair driving ability.

The research of optometrist Anthony J. Adams and his colleagues at the University of California and at the Pacific Medical Center in San Francisco, indicates that drinking, even in moderation, causes temporary but important changes in recovery from glare, identifying and visually tracking moving objects, and distinguishing between some color hues.

The glare recovery process, even without drinking, can take many seconds or even minutes when the new light level is considerably dimmer than the previous level, Dr. Adams said. During this time, the eye remains relatively blind to fine detail. Following alcohol ingestion, Dr. Adams said, these changes in vision may last 30-50 percent longer.

As little as one cocktail on an empty stomach significantly prolonged recovery times in test subjects following bright light exposure, the researcher reported.

These findings, taking into account that drivers may be intermittently exposed at night to bright lights from other cars and high glare from light scattered on the windshield, may help to explain why alcohol, even at low blood levels, is frequently associated with traffic accidents, he said.

Nine men, aged 20 to 28, participated in a double-blind experiment in which two levels of alcohol dosage and a placebo were used. Following preadaptation, subjects were exposed for 10 seconds to a high intensity light field on which a test spot was presented to gauge visual recovery. Once subjects detected the target, they operated a switch to reduce contrast a step further. Subjects were tested before drinking, and 30, 90, 180, 270, and 360 minutes after drinking, with blood alcohol levels and subjective "highs" recorded by a second experimenter at each session.

Dr. Adams found that glare recovery from a 10-second exposure to a uniform bright field was significantly retarded after alcohol ingestion. Recovery times were delayed 20 to 50 percent, depending on the quantity of alcohol taken. Pre-drink glare recovery values were not resumed until 6 hours after drinking.

Dr. Adams concluded from the data that alcohol-induced increases in glare recovery times are dose-related, that this relationship is clearly evident 90 minutes after drinking, and that it exists for at least 3 hours following drinking low doses of alcohol.

Alcohol ingestion had a greater effect on the visual acuity of subjects when targets were in motion, Dr. Adams said. With static visual targets there was no decrement in recognition times by subjects using socially typical doses of alcohol. However, when the targets were in motion, even one low-level dose of alcohol increased by up to 20 percent the size of the objects required for correct identification.

For further information, contact Dr. Anthony J. Adams, School of Optometry, University of California, Berkeley, Calif. 94720.

(Reprinted from NIAAA Information & Feature Service.)

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In addition to tremors, irritability, and other symptoms of alcohol withdrawal among babies born to alcoholic mothers, there is evidence of brain damage, and early stages of liver disease.

BRICKS, BOUQUETS, SUGGESTIONS, & CRITICISM

I would like the following items brought to the attention of the new NCA-AR Board of Directors:

(use extra sheet of paper if more space is needed)

Name _____

Address _____

PREVENTION IS GOAL OF FAMILY ENRICHMENT CLASS

If young people can talk openly with their parents, perhaps they will not feel they have to mis-use alcohol or other drugs. Based on this premise, the Berkeley County (S.C.) Commission on Alcohol and Drug Abuse recently established a series of courses to help parents communicate better with their children.

Ernest Kennedy, commission director, said the goal of the program is to create "a comfortable home style with open communication between parents and children" as a preventive measure against substance abuse.

The courses, funded by a grant from the National Council on Alcoholism, are known as "family enrichment" classes. Pilot sessions conducted in the towns of Goose Creek and Monck's Corner were well received by parents in attendance, according to Kennedy.

Subjects taught included understanding a child's behavior, building self-confidence in children, improving communication by becoming an effective listener, replacing reward and punishment with learning from consequences, and other aspects of parent-child relationships.

"Family enrichment courses should help parents take a look at themselves and ask what kind of person they want their child to be," Kennedy said. "They will not teach parents how to raise children, but will tell them ways to communicate with their children."

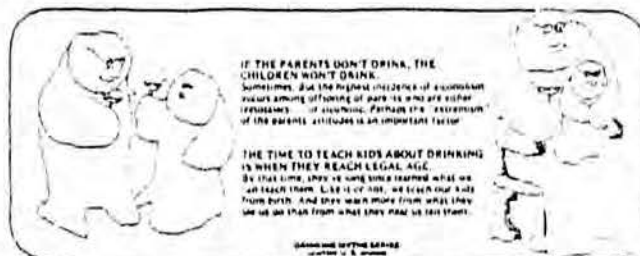
The enrichment courses do not mention alcohol or drug abuse specifically, as they are not designed primarily for parents whose children are already in trouble.

The commission hopes to continue the program to fulfill a growing number of requests from county residents who want to take the courses, Kennedy said.

For further information, contact Ernest Kennedy, Director, Berkeley County Commission on Alcohol and Drug Abuse, P.O. 884, Monck's Corner, S.C. 29461.

(Reprinted from NIAAA Information & Feature Service.)

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KODIAK COUNCIL CONTINUES HEALTH AIDE TRAINING

The Kodiak Council on Alcoholism (KCOA) has begun its third in a series of training programs for village-based community health representatives (CHRs) employed by the Kodiak Area Native Association. Gladys Inga of Old Harbor and Ann Squartsoff from Port Lions began their training with KCOA July 12.

Ms. Inga grew up in Old Harbor, where she and her husband have made their home and raised three children. She has worked as a teacher's aide with the Head Start Program, and was selected by the Old Harbor Council for the CHR position.

Ms. Squartsoff, who was raised in Afognak, has been married for six years. She has served the Port Lions community as a teacher's aide, alternate health aide, and alternate food stamp agent. She applied for the CHR position through the Port Lions City Clerk.

Both women agree that "nothing else to do" is a major factor in the alcohol-related problems of the village, and they hope to be able to encourage the development of some constructive alternatives when they return. They also see "knowing where the help is" as vital to their work.

Complying with Kodiak Area Native Association's (KANA's) new format, which reduces the time the trainees must spend away from their homes and increases their training in other health-related fields, the KCOA program has been condensed from ten weeks to two. During that period, on-the-job training will prepare the CHRs to provide assistance, support, and appropriate referrals to people and families in need of a variety of alcohol-related services. Trainees will be acquainted with the agency's residential treatment program, group therapy, arts and crafts therapy, intake interviewing techniques, available films and literature, and referral procedures. They will also visit the sleep-off facility, the court in session, the U.S. Coast Guard program, and the hospital detox facilities.

Theory previously taught to the CHRs in a semester of evening classes at Kodiak Community College ("The Functional Approach to Alcoholism") will be condensed by the instructor of that course, Dr. R. Holmes Johnson, to an intensive, one week seminar. The KCOA staff will be sharing in the provision of that seminar.

Of the six outlying villages on Kodiak Island, two (Ouzinkie and Akhiok) already have trained CHRs employed by KANA. Representatives from Larsen Bay and Karluk will begin training with KCOA near the end of August, along with a seventh CHR to be stationed in the city of Kodiak. By the end of September, all villages and Kodiak itself will be receiving the services of trained KANA community health representatives.

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RE-HAB DOESN'T COST . . . IT PAYS

Many people feel that our taxes are "wasted" on the rehabilitation of alcoholics. This is NOT TRUE. The rehabilitated alcoholic can pay the cost of his or her treatment . . . plus contribute valuable tax \$\$\$\$ to you.

WITHIN 18 MONTHS, FOLLOWING RE-ENTRY INTO THE JOB MARKET -- AT AN ANNUAL WAGE OF AS LITTLE AS \$8,000 -- A SINGLE RECOVERED ALCOHOLIC, WITHOUT DEPENDANTS WILL PAY STATE AND FEDERAL INCOME TAXES OF \$1,978 - vs-- \$1,620 COST OF 90-DAY TREATMENT PROGRAM.



NEW PUBLIC INFORMATION DIRECTOR for the National Council on Alcoholism - Alaska Region is Madelon Eubanks. One of her duties will include being editor of NEWS from NCA-AR, and seeing it through the next months of its trial run in the new, magazine-like format.

MS. EUBANKS NAMED PUBLIC INFORMATION DIRECTOR

Following a six-month tenure as public information assistant with the National Council on Alcoholism - Alaska Region, Madelon Eubanks has been named public information director of the statewide information and education organization located in Anchorage. She was appointed by Suzanne Perry, NCA-AR executive director.

Ms. Eubanks succeeds Edwin G. Beu, Jr., who served as public information director for over five years and saw the organization evolve from a local council to its statewide scope. Beu, who will be selling real estate for Totem Realty in Anchorage, was project coordinator under a grant from the National Institute on Alcohol Abuse and Alcoholism, and was instrumental in developing the multi-media Alaska Public Education Project. This project is currently in its fourth year, and aims at all segments of the Alaskan population to increase their awareness about the disease alcoholism.

In addition to taking over Beu's duties with the Alaska Public Education Project, Ms. Eubanks will also serve as editor for the "NEWS from NCA-AR", will be active in media contacts, and will develop media campaigns for alcoholism awareness programs throughout the state. She attended the recent alcoholism studies course of the University of Alaska, and is a member of the Alaska Association of Alcoholism Professionals.

The new public information director is a one-year resident of Alaska, coming to Anchorage when her husband David was transferred to Marathon Oil's production division. Ms. Eubanks had previously been editor of a business magazine in Ohio, and copy editor of a daily newspaper in Texas. She received her bachelor's degree in finance from the University of Illinois. The Eubanks have a daughter, Elaine, who will be in sixth grade at Scenic Park School.

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MYTH: A few drinks can help you unwind and relax. Maybe. But if you use alcohol like a medicine, it's time to see your doctor!

REMEMBER... IT'S TAX DEDUCTIBLE!

NCA-AR is open to any individual interested in helping fight the battle against the disease alcoholism. Membership dues/donation are just \$10 per year.

MAIL YOUR CHECK TO:

National Council on Alcoholism-Alaska Region
4510 International Airport Road-Suite 1
Anchorage, Alaska 99502

SUPPORT YOUR COUNCIL

JOIN TODAY

DRINKWATCHERS ALTERNATIVE FOR 'OVER-DRINKERS'

Drinkwatchers (DW) is a new organization founded by Ariel Winters of Haverstraw, NY, open to anyone involved in drinking: "for the average person who drinks and hasn't any problems with alcohol, for those just starting to drink who want education and information, and for those who overdrink who want to change their drinking habits," according to a brochure being circulated in Anchorage.

A choice of therapeutic goals is offered as an alternative to Alcoholics Anonymous. "We believe in the psychological and biochemical individuality of each person so that there is not one answer, but many, to the baffling problem of alcoholism," Ms. Winters was quoted as saying.

Local groups of Drinkwatchers will not be forming until after October 1, according to Jeannine Lyerly, but anyone interested in further information may contact her at 265-3310 days, and 279-9257 evenings. "Some drinkers may not choose abstinence as their original goal, and this gives them an alternative," explained Ms. Lyerly.

Local brochures list Drinkwatchers goals as:

1. To put alcohol in its proper perspective in our lives, whether that be abstinence or moderate drinking.
2. To manage our own lives, rather than have it managed for us.
3. To learn that to abuse anything is self-defeating.
4. To assume responsibility for our own lives, actions, and behavior.
5. To learn to overcome adversity, live creatively, and accept the challenge of everyday life.
6. To understand that what we think of ourselves defines who we are.
7. To learn through a period of group identification, how to stand on our own two feet.
8. To know that self-assurance and freedom from dependency are possible for us.
9. To live in cooperation with our fellow men and with nature.
10. To share our knowledge, hopes, and perceptions with any persons seriously interested in sharing these common goals."

ALTERNATIVES FOR ALCOHOLISM FUNDS SPELLED OUT

Information on how to obtain funds for alcohol programs from private sources and from public sources other than the NIAAA was presented in two series of workshops sponsored by the National Council on Alcoholism and the Community Mental Health Institute.

Experts conducting the sessions, held in several Midwest locations, stressed that the dwindling flow of Federal dollars requires the most efficient use of other available funds. The importance of seeking alternative funding well before the scheduled termination of a grant was also spelled out, according to William Butynski, executive director of the Midwestern Area Alcohol Education Program (MAAETP), which provided partial financial support for the workshops.

Three workshops sponsored by the Community Mental Health Institute (CMHI) of Washington, D.C., were held in Chicago, Des Moines, Iowa, and Columbus, Ohio. These sessions, which drew an estimated total of 200 attendees, were designed to acquaint alcohol program directors with public sources of funding such as Title XX funds, United Way campaigns, Medicare-Medicaid, and the Defense Department's Civilian Health and Medical Program of the Uniformed Services (CHAMPUS), among others.

Some specific sources of supplemental funding outlined at the CMHI workshops were as follows:

Food stamps can be obtained from the Department of Agriculture for eligible persons in residential alcoholism treatment programs.

Revenue sharing funds are a potentially important source of funding for capital expenditures.

Vocational rehabilitation funds from HEW can be used to provide employment-related services for people participating in alcoholism treatment programs.

Supplemental Security Income funds may be available for persons "disabled" by alcoholism.

CHAMPUS funds may be available in some areas for eligible military personnel and their dependents.

Participants at the CMHI workshops whose programs were facing special funding problems could request the help of an expert, to be financed by CMHI, for an on-site consultation for more detailed technical assistance.

The second series of four workshops, sponsored by the National Council on Alcoholism, dealt with private sources of funding. Among the fund development techniques described were fund raising campaigns, philanthropic case development, deferred giving programs, and funding for special projects.

Billions of dollars are annually donated to non-profit agencies in the United States by private individuals, said Armand L. Cicetti, of Oram Goldstein Associates, a New York City consulting firm, one of three speakers at the NCA workshops. He estimated that about 70 percent of all contributions to private agencies come from private individuals.

Another growing source of funds is the deferred giving program, according to Mr. Cicetti.

For further information, contact William Butynski, MAAETP, 180 N. Michigan Ave., Chicago, Ill. 60601.

(Reprinted from NIAAA Information & Feature Service.)



ADMINISTRATIVE OFFICER Emily McKenzie supervises the Anchorage Alcohol Safety Action Program since its July 1 takeover by the Highway Safety Planning Agency in Juneau.



SCREENER/OUTREACH SPECIALIST Pat Smith is the Anchorage Alcohol Safety Action Program's direct contact with clients who have been arrested on alcohol-related charges.

ALCOHOL SAFETY ACTION PROGRAM IN SECOND MONTH

The Anchorage Alcohol Safety Action Program (AASAP) is a new name for the screening and referral office for alcohol-related legal offenders, located in the State Court Building in Anchorage.

Administration of the grant-funded program was turned over to the Highway Safety Planning Agency in Juneau on July 1, according to Emily McKenzie, administrative officer who runs the program locally. She said Tom Georgianna, research analyst, oversees AASAP from his Juneau office.

Previously run by the National Council on Alcoholism - Alaska Region Community Programs Department under a grant from the Department of Public Safety, the program had been two-fold: both a driver improvement screening program and a drivers' alcohol information school. Ms. McKenzie said the screening, referral, and follow-up portion of that program has been retained and expanded, while the alcohol information school is currently being offered by the Salvation Army's Comprehensive Alcoholism Services for the Municipality of Anchorage.

"The transition is being accomplished smoothly," Ms. McKenzie said, "with a lot of time devoted to gathering records together, meetings with judges, and continuing to acquaint ourselves with available alcoholism resources."

The new administrative officer returned to Alaska in August, 1976, because of a transfer offered to her husband Gus with the Federal Aviation Administration. The McKenzies, including daughters Lisa and Jennifer, had previously lived in Tanana for four years, as well

as the Canal Zone, Miami, and Memphis.

While in Memphis, Ms. McKenzie was employed at the nearby Holiday Inn University where she set up the editorial office. Her degrees include a masters in counseling with a collateral in management and personnel administration. She attended both Memphis State and Florida State Universities.

Screener/outreach specialist for AASAP is Pat Smith, who had been coordinator for the program under its previous incarnation with the National Council on Alcoholism-Alaska Region (NCA-AR). In her new position, Ms. Smith said she does interviewing, screening, referrals, maintains client files, does follow-up, and provides agency contacts.

Before coming to NCA-AR, Ms. Smith had been secretary, assistant to the director, and assistant director of the Sitka Council on Alcoholism over a period of three and a half years. She has an associate of arts degree from Sheldon Jackson College, and has attended a number of alcoholism studies courses, training sessions, seminars, and workshops, including alcoholism studies at the University of Utah and the Alberta Alcohol and Drug Abuse Commission in Calgary.

She is a nine-year resident of Alaska, together with her husband Raymond and children Phillip, Sheila, and Diana. Raymond is a life insurance underwriter for Connecticut Mutual Life.

Ms. McKenzie and Ms. Smith are assisted in their offices in Room 247 of the State Court Building by Secretary Patti Grindstaff.

NEWS from the National Council on Alcoholism **Alcoholism**

A Newsletter published monthly by the National Council on Alcoholism-Alaska Region, a private non-profit organization.

NCA-AR is supported by tax-deductible individual membership dues and donations and additionally funded by the State of Alaska Office of Alcoholism and Drug Abuse and the National Institute on Alcohol Abuse and Alcoholism (NIAAA).

MADOLON EUBANKS, EDITOR
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McGRATH AREA DEVELOPS ALCOHOLISM SERVICE PLAN

A group of citizens from McGrath and surrounding villages signed a resolution "that funding be provided to the Anvik/McGrath Mental Health Board for development and implementation of an alcoholism project for the area". The resolution came out of a two - day meeting July 19 - 20 in McGrath, the culmination of months of planning and correspondence.

Tom Stoner, field deputy for the Office of the technical assistance of the Alaska Native Commission on Alcoholism and Drug Abuse (ANCADA), attended the meeting together with Robert L. Cole, coordinator of the State Office of Alcoholism and Drug Abuse. Stoner said he and Cole were invited by Leon Kiana of McGrath to attend the gathering of local citizens and to offer their assistance and advice.

Kiana, who provided the moving force behind the meeting and the writing of the resolution, received go-ahead for his efforts from Mitch Dementieff, executive director of the Tanana Chiefs Conference, Inc., and from Frances Williamson, commissioner of the State Department of Health and Social Services. The Tanana Chiefs Conference had passed their own resolution some months ago noting the high incidence of alcohol-related events in their area, Stoner explained.

The concept paper, which was drafted at the meeting and attached to the resolution, made recommendations for treatment, prevention, training for key village personnel, public education, resource information, and education in the schools. It was submitted to ANCADA, the State Office of Alcoholism and Drug Abuse, and the Public Health Service, Stoner said.

Also considered were alternative recreational activities, learning alternatives such as vocational education and community schools, and employment alternatives such as subsistence, mining, education and health, communications, transportation, and the military, Stoner added.

One of the main objectives to come out of the meeting was a plan for educational workshops for village chiefs, "what small villages can do about alcohol-related problems", Stoner said.

The McGrath area, with a population of approximately 1000 persons including Indians and Eskimos, was represented at the alcoholism program planning session by a

number of its citizens, including Naomi Gates, Iditarod School District; Pat Williams, first chief, McGrath village council; Debbie Brendan, McGrath Native affairs officer; Richard Hart, McGrath Chapel and city magistrate; Steve Eluska, first chief, Telida Village Council; Ann G. Alexia, representing the village of Nikolai; Frances Mitchell, programs and personnel development coordinator, Iditarod School District; Gloria Chase, state social services, Anvik; Marty Branscom, state social services, McGrath; Diane Ketelson, public health nurse; Joel Smith, Catalina Medic, RCA Alascom; and Leon Kiana, meeting organizer, National Weather Service meteorologist, and great grandson of the founder of the town of Kiana.

State people at the meeting included Stoner and Cole; George Mundell, regional program manager, State Office of Alcoholism and Drug Abuse; Jack McCombs, Division of Mental Health; Jeanine Lyerly, Indian Health Service; and Jerry Abramczyk, Senate Select Committee on Alcohol Abuse.



SPRING BREAK-UP IN WESTERN ALASKA was a cause of the mis-landing of the small plane in the background pictured above. More fortunate in their landing experiences at Quinhagak were Bethel regional technical assistant Louie Andrew, NCA-AR community programs director Judy Hart, NCA-AR rural cultural specialist Simeon Arnakin, and Willam Lomack, president of the Akiachuk Council on Alcoholism. The four were in Quinhagak in the late spring to do alcoholism awareness and community organizations presentations.

PLEASE NOTE: THE FOLLOWING PAGES WERE TREATED
AS A UNIT IN THE ORIGINAL DOCUMENT.

NEWS from the National Council on Alcoholism

A Private Non-Profit Corporation Dedicated to the Goal of the Adoption by Alaskans of a Positive, Supportive and Knowledgeable Attitude Toward the Solution of the Problems of Alcoholism and Alcohol Abuse

National Council on Alcoholism
Alaska Region
4510 International Airport Road - Suite 1
Anchorage, Alaska 99502

ITEMS OF INTEREST FROM THE COUNCIL AND ABOUT PEOPLE AND ORGANIZATIONS INVOLVED IN THE FIELD OF IDENTIFICATION, COUNSELING, TREATMENT, AND PREVENTION OF THE DISEASE OF ALCOHOLISM

VOL 6 NO 6

JUNE 1977



NCA-AR STAFF PHOTO

DISCUSSING ATTITUDES IN ALASKA toward alcohol and alcoholism is Suzanne W. Perry, executive director of the National Council on Alcoholism - Alaska Region (NCA-AR). Seated left is George Barril, executive director of the Alaska Native Commission on Alcoholism and Drug Abuse (ANCADA). Beginning in 1974, NCA-AR and ANCADA have worked together on the Alaska Public Education Project, a federally-funded, multi-media effort directed at increasing awareness and changing attitudes on alcohol and alcoholism among Alaskans. Ms. Perry and Barril gave their presentations during the NCA National Alcoholism Forum held April 27-May 4 in San Diego, California. More pictures of the Forum and the "Operation Understanding II" celebrity banquet are on page 9.



NCA-AR STAFF PHOTO

REPRESENTING ALASKA at the "Operation Understanding II" celebrity banquet was Tommy Ongtooguk, pictured in the center. Ongtooguk, from Nome, is president of the Arctic Life Institute, and was among 27 well-known, successful persons from throughout the nation who revealed themselves as recovering alcoholics in San Diego, California, during the National Alcoholism Forum. See more pictures of the banquet and Forum, page 9.

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ANCHORAGE COA SPONSORS EXHIBIT AT "FEEL GOOD FAIR"

The Anchorage Council on Alcoholism was among nearly 40 exhibitors at the "Feel Good Fair" in Anchorage last month, sponsored by the Alaska Public Health Association (ALPHA).

The purpose of the fair, according to Susan M. Callan, vice president of ALPHA and coordinator of the event, was "to encourage consumers to take an active part and responsibility for keeping themselves healthy." Each booth featured an activity dealing with an area of mental or physical disease prevention, and the alcoholism booth offered passers-by a questionnaire designed by Johns Hopkins University to pinpoint problem drinkers.

Jean Schmidt, media specialist for the Anchorage Council on Alcoholism, was on hand at the display and also showed two films during the day-long fair. She was assisted by Bill Dougherty, Council board member. Several pamphlets were distributed and the four-sided mini-display of the Alaska Public Education Project received attention, Ms. Schmidt reported.

Although most visitors to the "Feel Good Fair" were interested persons from the community, a number were professionals in the social service field, Ms. Schmidt said. After talking to a representative from Careage House, an Anchorage home for the elderly, Ms. Schmidt said he was asked to plan an alcoholism education presentation for the staff there.

The fair, held May 14 at the Egan Building, University of Alaska, Anchorage, will probably develop into an annual event, ALPHA's representative said.

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PAPERBACK TEXT ON ALCOHOLISM PUBLISHED BY ALASKANS

A thorough and easily-readable textbook on alcoholism has been published by two Alaskans involved in the field of alcoholism for a number of years. "Alcoholism I: The Functional Approach to the Treatment of Alcoholism", now available through the University of Alaska, Anchorage, bookstore, was written by F.J. Phillips, M.D., and Barbara A. Hoffmann, director of the Anchorage Council on Alcoholism.

The 81-page text, developed over the last four years to accompany the credited course of the same name, is a useful informational tool for those persons interested in the subject of alcoholism who are not taking the course taught by Dr. Phillips at UAA. Topics include the progression of the disease, its manifestations, theories, and therapies.

Copies are \$2.00 each, \$1.75 each for orders of 10 or more, and \$1.50 each for orders of 100 or more. The volume is also available through the National Council on Alcoholism - Alaska Region, 4510 International Airport Road, Suite 1, Anchorage, AK 99502, phone 243-4324.

Revised 14 times over the last 13 months, the textbook's language is suitable for understanding by the layman and could easily be translated into Yupik, Inupiaq, and other

"OPERATION UNDERSTANDING II" SPARKS NATIONAL FORUM

Over 2,000 persons attended the National Alcoholism Forum, the annual meeting of the National Council on Alcoholism (NCA), held in San Diego's Convention and Performing Arts Center April 27-May 4. The Forum, highlighted by the second "Operation Understanding" celebrity banquet, featured numerous workshops and presentations on alcoholism, ranging in topics from problems of women, the elderly, Blacks, the clergy, and children, to medical and treatment breakthroughs.

A number of Alaskans attended the Forum, including Suzanne Perry, Judy Hart, Ed Beu, Chuck May, and Leonard McLean, representing the National Council on Alcoholism - Alaska Region; George Barril and Terry McNally of the Alaska Native Commission on Alcoholism and Drug Abuse; and Carol Molinari of the University of Alaska's Center for Alcoholism and Addiction Studies.

In his address to the delegates, Ernest P. Noble, director of the National Institute on Alcohol Abuse and Alcoholism (NIAAA), emphasized prevention as a top priority for his agency this year. Marty Mann, founder consultant of NCA, keyed the opening session of the Forum and described the "long, hard, slow" progress in the alcoholism movement. NCA Executive Director George Dimas, in his progress report to the delegates, suggested improvements in the Uniform Alcoholism Act passed by the states, discussed leadership responsibility in the alcoholism field in Washington, D.C., and called for unity among federal, state, and local alcoholism officials.

Tommy Ongtooguk, representing Alaska and Eskimos on the dais at the "Operation Understanding II" celebrity banquet, was one of 27 persons from across the nation who publicly acknowledged their recovery from alcoholism. The banquet, patterned after last year's event where celebrities gathered to challenge the stigma of alcoholism, was the glamorous highlight of NCA's National Alcoholism Forum.

On the "Operation Understanding" national dais for the second time was Jan Clayton, star of Broadway and television, who was the featured guest at the "Operation Understanding-Alaska" banquet held last January in Anchorage. Other notables at "Operation Understanding II" in San Diego were Susan B. Anthony, Rod Cameron, Lee Grosscup, Del Sharbutt, Dana Andrews, Patrick O'Neal, and other persons less well-known nationally but all successful in their fields of endeavor.

In his introductory remarks at the celebrity banquet, NCA President Thomas Swafford told the more than 1,000 guests at the event that "in the future it will be unnecessary for anyone anywhere afflicted with alcoholism to ever have to remain anonymous." The celebrities on the dais represented 530½ years of sobriety, Swafford said.

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LETTERS TO THE EDITOR . . .

(As printed in the ALASKA ADVOCATE, April 21, 1977 with a copy having been sent to Executive Director Suzanne Perry, National Council on Alcoholism - Alaska Region.)

April 16, 1977

Dear Editor,

Just today I received a copy of a letter sent out by the Alaska Region of the National Council on Alcoholism.

In the letter this agency talks about Governor Hammond's "War on Alcoholism." This agency's "neutrality" stand is to insure a lifetime career of living off the alcoholics.

This agency states that they are not for prohibition, are not a treatment center, and are not concerned about the sale or use of alcoholic beverages. Great stand to take!

Keep the booze flowing legally or illegally. That's the only way they can stay in business.

BUT; BUT; BUT; - the agency concludes their letter with a plea to the public "to support the appropriation of additional general fund monies."

This type of wishy-washy rhetorics is to be deplored and certainly not given more tax dollars. Talk about a real cop-out on responsibilities, this organization is a perfect example. Great leadership they are providing! I hope they don't hurt themselves when they fall off the fence they are walking on. It makes one wonder if they are not in the pocket of the booze industry.

If agencies like the above did not receive tax monies so easily, maybe they would take a stronger stand to really combat the alcoholic problem.

Terry Martin
3960 Reka Drive
Anchorage, Alaska 99504

(This is the response to Mr. Martin's letter from Executive Director Suzanne Perry.)

May 10, 1977

Terry Martin
3960 Reka Drive
Anchorage, AK 99504

Dear Mr. Martin:

Thank you for sending me a copy of the letter which you submitted to THE ADVOCATE. The policies of the National Council on Alcoholism - Alaska Region are set by its Board of Directors. The Board is composed of approximately 46 individuals located throughout the State of Alaska, a very limited number of whom are associated with programs for alcoholic persons.

Even though we neither support nor oppose legislation which deals with the taxation, sale or use of beverage alcohol, we do take a firm stand that all laws should be enforced. We have never sided with the liquor industry, nor to my knowledge has this organization ever received funds from the liquor industry. I am enclosing, for your information, our statement of policy which states that we are neither wet nor dry.

Alcoholism treatment is in its embryonic stages. Unfortunately, we do not know what causes alcoholism, nor do we know how to cure it, if there is such a thing as a cure. We do know the illness can be treated and can be treated effectively. "Keeping booze flowing" does not keep us in business. Our goal is one of changing attitudes which will prevent problems with alcoholism from arising. It is indeed a difficult job, and the policy of being neither wet nor dry is, at times, a difficult one to follow.

I will forward your letter to each member of our Board of Directors, as it is our Board which sets the policy of the corporation. Thank you for taking the time for expressing your interest in Alaska's #1 health problem.

Sincerely,

Suzanne W. Perry
Executive Director

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More than 600,000 Americans now are receiving treatment each year for alcoholism, according to reports recently submitted by the states to the National Institute on Alcohol Abuse and Alcoholism.

NIAAA officials estimate that an equal number may be receiving help from Alcoholics Anonymous which would boost the total number in some type of treatment acting to approximately 1.2 million.

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NCA-AR STAFF PHOTO

ON A CONSULTATION TRIP TO ALASKA, Uwe Gunnerson, left, discusses the Salvation Army's Comprehensive Alcoholism Services (CAS) with Paul Piper, program director. Gunnerson, formerly director of the Alcoholism Division of the Joint Commission on Accreditation of Hospitals, is currently director of Human Services Horizons, Inc., a California consultation firm dealing with alcohol-related matters. He visited Anchorage early in May to provide consultation and technical assistance for the Municipality of Anchorage concerning the CAS program.

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20 PARTICIPANTS ATTEND WOMEN & ALCOHOLISM WORKSHOP

Over 20 persons attended a workshop sponsored by the Anchorage Women and Alcoholism Task Force at the Alaska State Women's Conference on the observation of International Women's Year.

The conference, held May 6-8 at Cuddy Center, University of Alaska, Anchorage, attracted over 700 women from throughout the state. An assortment of workshops was held May 7 on the community college campus, including the one on alcoholism.

According to Dale Hopkins, vice-chairman of the Task Force, the women attending the afternoon session asked a number of questions on sources of money for treatment programs, and the availability of treatment programs within Alaska. "The participants indicated good response to television public service announcements on alcoholism, and several women asked for information on literature and referrals," she added.

One presentation at the workshop included a report by Jean Clarkin on a Walla Walla, Washington, study which indicated differences between men and women alcohol mis-users, and the need for specialized programs for women, Ms. Hopkins said.

A number of brochures were handed out, Ms. Hopkins reported, and the Alaska Public Education mini-display with four sides of alcoholism information was read and discussed. She said several participants in the workshop were unclear on the issues of alcoholism in general, rather than the issue of women and alcoholism, so the round-table discussion dealt with the disease and its treatment for all persons.

Participating in a panel discussion at the workshop were Barbara Hoffmann, director of the Anchorage Council on Alcoholism; June Singake of the Kenai Council on Alcoholism; Jean Clarkin, representing the Tlingit-Haida Health Corporation; Carla Slaughter, Fairbanks Task Force on Women and Alcoholism; Annabelle Lund, Homer Lifeline; Ardi Bury, court referral counselor with the Salvation Army's Comprehensive Alcoholism Services (CAS) for the Municipality of Anchorage; Bette Ford, director of the Kodiak Council on Alcoholism; Jean Higgs, volunteer coordinator for CAS; and Dale Hopkins, community programs administrative assistant for the National Council on Alcoholism - Alaska Region.

Alice Bosshard, a teacher in Valdez and member of the board of the National Council on Alcoholism - Alaska Region, was regional coordinator for the Conference.

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BRICKS, BOUQUETS, SUGGESTIONS, AND CRITICISM

I would like the following items brought to the attention of the new NCA-AR Board of Directors:

(Use extra sheet of paper if more space is needed)

Name _____

Address _____

FROM THE PRESIDENT . . .

Alaska was well represented at NCA's Annual Convention and Forum in San Diego. In addition to the NCA-AR staff, other Alaskans I met there were: George Barril and Terry McNally, representing ANCADA; and Lurine McGee, from the Wrangell Chapter.



NCA-AR STAFF PHOTO

The convention was a new experience for me and I was overwhelmed by its many-faceted proceedings. Something was happening from early morning until late into the evening--and quite often two or more seemingly good seminars were conducted at the same time. This made it necessary to pick, and I fear I often picked the wrong one. The program extended over eight days (I could only stay for four).

Highlight of the event was the Saturday night dinner, honoring another high powered panel of dry alcoholics. The program was billed as "Operation Understanding II". What an impressive list of VIPs!

Here are some interesting tidbits that I jotted in the margin while attending various seminars:

Twenty-seven states now have combined their alcohol programs with drug abuse (our state is considering this).

Only 20 states are now claiming funds from Social Security Act, Title XX - P.L. 93-647 which provides funds for alcohol programs.

Another source of possible funds is Rural Health Initiative (RHI). It requires 20 projects before funds are released. There must be 10 projects needing funds in rural Alaska.

\$60 million is available for 1977 through the Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (as amended--P.L. 94-371). This money is restricted to states that have decriminalized alcoholism and which have a comprehensive plan. That included Alaska.

Last year, Nebraska lost \$400 million from its gross product due to alcohol abuse, but spent only \$2 million on its alcoholic program.

I heard for the first time the reference to the three bottoms which alcoholics can reach before a change in their lives can occur. If you haven't heard them, they are (1) the psychological bottom, (2) the economic bottom, and (3) the social bottom. (I learned that these are old terms but they were new to me). Anyway, some of these bottoms need not be reached.

Now for some negative reactions to the convention. There were so many things going on at the same time that it led to confusion. To add to the confusion, there were countless changes of meeting locations.

Also, the program descriptions of events quite often did not describe what was really occurring. This, undoubtedly, was the result of too many events. But it led me to two sessions that were a waste of my time and perhaps kept me from attending a more desirable session. But enough of the convention.

Back in Alaska, The Operating Committee has completed its review of Personnel Policies and Procedures. After a review of the legal side of the changes, we will submit the changes for official review.

Sincerely,

 Leonard McLean
 President

FORMER ALCOHOL EDUCATION SPECIALIST RECEIVES AWARD

CPO Dan Piper, former drug-alcohol education specialist at the Kodiak Coast Guard complex, was honored for his "outstanding contribution in the areas of leadership and competence", according to a Coast Guard spokesman.

Piper, who was recently transferred to Seattle, received the Douglas J. Munro Award from the Navy League, a civilian organization which presents awards annually to officers and enlisted men. The awards ceremony was held in May at the League's annual convention in Washington, D.C.

*****CHANGE OF ADDRESS*****
 *
 * If you are planning to move, and wish to continue *
 * to receive the NEWS, please send in both your old *
 * address and zip code as well as your new address *
 * and zip code. *
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NCA-AR STAFF PHOTO

CONSULTANTS, DIRECTORS, AND COUNSELORS for The Family Resource Center include, standing, left, Art Potts, executive director, and Gavin Vilander, program director; seated, left, Ron Bricker, counselor, and F.J. Phillips, M.D., consultant. The Family Resource Center is a private, non-profit center for outpatient and aftercare treatment for alcoholics and their families, and recently received state approval.

ANCHORAGE FAMILY RESOURCE CENTER RECEIVES APPROVAL

The Family Resource Center in Anchorage has become the second facility in Alaska to receive state approval for the operation of outpatient and aftercare services for persons with alcohol-related problems. State approval, which became effective April 1 and continues through March 31, 1978, came through the State Office of Alcoholism, Department of Health and Social Services.

According to Robert L. Cole, coordinator of the State Office of Alcoholism, The Family Resource Center is "to be commended for the excellent job of program organization and service delivery...for alcohol abusing people in Alaska."

The Center, located at 2311 Boniface Parkway in the Immanuel United Presbyterian Church building, had its beginnings last summer when the minister indicated interest in developing a "human growth center", according to Arthur L. Potts. Together with Gavin R. Vilander, Potts, a member of the church, wrote a proposal which was approved by the minister and the board of the church to begin development of an alcoholism treatment program.

Potts, who is employed as supervisor of Short House with the State of Alaska Youth Services Center, is executive director and part-time therapist and counselor at The Family Resource Center. Vilander is full-time program director and counselor, currently working on a bachelor of science degree in psychology at the University of Alaska, Anchorage. Ronald G. Bricker, also a student of psychology at UAA, is a part-time counselor. Employed as consultants are Patrick W. Pullen, Ed.D., and F.J. Phillips, M.D.

According to Dr. Phillips, state approval for The Family Resource Center is "a recognition of the treatment facility as a creditable agency. The Center has gone beyond standards set by the Joint Commission on Accreditation of Hospitals." In his letter of approval, State Office of Alcoholism Coordinator Cole stated that The Family Resource Center is eligible for support from his office, the South Central Regional Health Services Agency, the Anchorage Municipal Health Commission, and the Governor's Advisory Board on Alcoholism, as well as support for attempts to develop third party payors.

Program Director Vilander said The Center is unique because it is the only non-profit, private, out-patient counseling center not receiving public funding. "We are funded through direct client payments, and we have no plans for trying to get money from a government source," Vilander said. The Center charges \$1.00 per \$1,000.00 of annual income per session with a \$10.00 minimum and \$35.00 maximum, he explained. When an agency pays for client treatment, Vilander said, the charge is \$35.00.

There are currently over 50 persons in counseling now, Vilander said, including individuals and families. Two group sessions are geared for both alcoholics and persons with sobriety who need to resolve other personal problems, he explained. Through referrals from individuals and other agencies, Vilander said he hoped The Center will have 30 clients by December. The number has been steadily increasing since Vilander joined the staff full time in January, he said.

STUDY GIVES COST ESTIMATES OF ALCOHOL-RELATED MOTOR VEHICLE ACCIDENTS, LOSS OF PRODUCTIVITY, AND CRIMES

(Editor's note: This is the third in a series of articles highlighting some findings in the five-volume study of alcohol, alcohol mis-use, and alcoholism in the 49th state, "Working Papers: Descriptive Analysis of the Impact of Alcoholism and Alcohol Abuse in Alaska, 1975", which is the first comprehensive study done on Alaska's number one health problem. The report was prepared by Dennis Kelso, Ph.D., for the State Office of Alcoholism under a special grant from the National Institute on Alcohol Abuse and Alcoholism. The following article summarizes portions of a chapter in Volume I, "The Economic Impact of Alcoholism and Alcohol Abuse in Alaska, 1975", focusing on the most recent information available concerning the economic costs of lost productivity, costs to the criminal justice system, and alcohol-related motor vehicle accidents.)

Alcohol mis-use and alcoholism cause substantial economic losses to the State of Alaska every year. In 1975, the most recent year for which more complete data are available, these losses amounted to a total of \$131.2 million. Of the many areas in which these losses occur, costs to the criminal justice system, lost productivity, and motor vehicle accidents are the three largest factors.

Other areas contributing to economic losses in the 49th state include health and medical care, social services, and direct alcohol programs. The resources which go into these services could theoretically be used for alternative purposes throughout the state were alcohol mis-use and alcoholism not a problem.

The economic cost of lost production in Alaska is by far the largest factor on the balance sheet, and includes the costs of diminished productivity of male and female alcohol mis-users in the job market, loss of production due to alcohol-related occupational injuries, and loss of production due to alcohol-related premature death. Workers who mis-use alcohol are considered to produce less because of reduced efficiency and absenteeism, increased injury rates, premature death, and associated industrial costs. When workers produce less than they can because of alcohol, society suffers as a result of fewer goods being produced and consumed.

LOST PRODUCTION

The total costs estimated for males and females for production lost due to alcohol mis-use and alcoholism amounted to about \$86.4 million for the State of Alaska in 1975. The value lost due to diminished productivity was estimated to be \$57.48 million; due to occupational injuries--\$4.3 million; and due to excess mortality--\$24.59 million. Insurance payments for alcohol-related highway fatalities and occupational deaths, a sum of more than \$16.3 million, were not included in these figures. The estimates represent only the costs to society in terms of services lost, not to human cost or the economic consequences for alcoholics and their families.

Losses due to diminished productivity for male workers were estimated from population figures in the Alaska report, U.S. Department of Commerce, Bureau of Census, 1970 and from "The Economic Cost of Alcohol Abuse and Alcoholism, 1971", a nationwide study prepared for the National Institute on Alcohol Abuse and Alcoholism. Adjusting these figures for age, current Alaska population, and inflation, it was possible to arrive at an up-to-date picture for Alaska. It is estimated that in the 49th state there are 15,233 families with an alcohol mis-using male head-of-household, resulting in a loss of productivity of \$47.79 million.

It was estimated that 4,170 female alcohol mis-users in Alaska in 1975 accounted for a loss of productivity of \$9.69 million. Alternate procedures were used for this calculation due to the relative distribution of females in the labor force and the lack of availability of sex-specific occupational information.

In the area of economic costs to society resulting from occupational injuries, it is difficult to determine the actual amounts of payments made for alcohol-related injuries on the job. State laws preclude eligibility for payment if the injury is attributable to intoxication, and only one out of every 14,000 claims substantiates the injury's relation to alcohol mis-use. But because occupational accidents are considered to occur more frequently among alcohol mis-users and alcoholics, it must be assumed that some proportion of disability payments are granted to these persons.

In Alaska, most of the labor force, excepting military personnel, is insured by workman's compensation, Federal Employees Compensation, and Northwest Marine Welfare, covering a total of 162,286 workers. Since no reliable evidence exists on the percentage of excess injuries attributable to alcohol mis-use, an estimate of 15% was used, and assumed to be conservative, since some estimates ranged up to 46%. Out of a total amount of \$28.5 million paid in disability it is estimated that \$4.3 million was paid out as excess due to alcohol mis-use among workers.

The third source of lost production in Alaska because of alcohol mis-use and alcoholism is the premature death of workers. In economic terms, the future production of the deceased is denied to the community. To determine the economic loss caused by alcohol-related deaths, figures were

used from the State Bureau of Vital Statistics, the nationwide study on "The Economic Cost of Alcohol Abuse and Alcoholism", the average income by designated age groupings for Alaskan population, and a factor for inflation.

These figures lead to the excess number of deaths due to alcohol mis-use, the age of the workers who died, and how much income the workers would have earned had they lived statistically normal lives unaffected by alcohol mis-use. For females, the assumed income was based on the Social Security Administration's estimate of \$7,500 for the value of a year's labor in the home. From these data, it was estimated that there were 174 excess deaths in the State of Alaska in 1975 due to alcohol mis-use and alcoholism, resulting in a loss of potential lifetime wages of \$24.59 million.

CRIMINAL JUSTICE SYSTEM

Alcohol-related criminal acts, which cause increased expenditures to the criminal justice system, accounted for the second largest factor in the total economic loss to the State of Alaska in 1975 due to alcohol mis-use and alcoholism. It is estimated that \$15.3 million was spent in the state that year, with \$7.95 million going for enforcement, \$1.9 million for court costs, \$3.78 million for corrections, and \$1.56 million for other costs, including prosecution.

These estimates reflect costs to the system rather than costs to the victims of criminal acts. Estimations indicate that in 1975, more than \$2.4 million of the total criminal justice system expenditures for criminal homicide, aggravated assault, and forcible rape can be attributed to alcohol mis-use. A total of \$10.5 million was estimated for alcohol-related assaults, sex offenses, disorderly conduct, vagrancy, and violations of liquor laws and drunkenness. For alcohol-related property crimes, the estimated cost was \$800,000.00.

Because not all categories of offenses were included due to lack of information regarding their relationship with alcohol consumption, these costs to the criminal justice system are considered to be conservative. Certain types of crimes have come to be associated with alcohol mis-use, including driving while intoxicated and vagrancy, but the association between alcohol and other criminal acts is less direct. There is no evidence that the consumption of alcohol leads to violent or other crimes, but there are significant links between alcohol mis-use and arrests for certain criminal acts.

MOTOR VEHICLE ACCIDENTS

The economic costs of motor vehicle fatalities, injuries, and property damage resulting from alcohol mis-use and alcoholism in Alaska in 1975 accounted for losses of \$19.7 million, including the loss of future income of victims which amounted to \$10.7 million. The number of motor vehicle deaths due to alcohol mis-use cost \$11.1 million, including the amount lost to the economy of future income; alcohol-related motor vehicle injuries cost \$7.9 million, and motor vehicle property damage cases that were shown to be alcohol-related cost \$617,828.00. According to statistics drawn from a national study, the cost of \$19.7 million is almost 14% greater than the value that might have been projected for Alaska on the basis of the national findings adjusted for the Alaska population and economy.

Viewed from another perspective, costs associated with alcohol-related traffic accidents represented 14.6% of the total economic impact of alcohol mis-use and alcoholism in Alaska in 1975. Nationwide findings show that about 21% of the total costs are attributable to alcohol motor vehicle acci-

CONTINUED ON PAGE 7

PROFILE OF ECONOMIC COST ATTRIBUTABLE TO ALCOHOLISM AND ALCOHOL ABUSE

Category	Item Cost (\$-millions)	Total Cost (\$-millions)	Percent of Total
Lost Production:		\$ 86.4	65.8 %
Occupational Injuries	\$ 4.3		
Diminished Productivity	57.5		
Excess Mortality	24.6		
Motor Vehicle Accidents	19.7	9.0*	6.9 %
Criminal Justice System	15.3	15.3	11.7 %
Health & Medical Care	13.3	13.3	10.1 %
Social Services	3.5	3.5	2.7 %
Direct Alcohol Programs	3.7	3.7	2.8 %
TOTAL ECONOMIC COST ATTRIBUTABLE TO ALCOHOLISM AND ALCOHOL ABUSE		\$ 131.2	100.0 %

*Economic cost of alcohol-related motor vehicle accidents, excluding costs of excess mortality for fatal accidents.



NCA-AR STAFF PHOTO

ON HER WAY TO JUNEAU, Donna McMeekin-Morgan visited the offices of the National Council on Alcoholism - Alaska Region, to discuss her new role as health planner with the Kodiak Area Native Association. Simeon Arnakin, rural cultural specialist, had worked with Ms. McMeekin-Morgan when she was counselor/outreach worker with the Kodiak Council on Alcoholism.

DONNA McMEEKIN-MORGAN NEW HEALTH PLANNER WITH KANA

Donna McMeekin-Morgan had been on the job as health planner for the Kodiak Area Native Association (KANA) for only two days when she was sent to Juneau last month to participate in a statewide health conference. In the capital, she attended hearings of the newly-created State Health Coordinating Committee, the Alaska Native Health Board, and the Association of Registered Health Directors.

Formerly a counselor/outreach worker with the Kodiak Council on Alcoholism, Ms. McMeekin-Morgan will, in her new job at KANA, be in charge of the community health representative program she helped develop while working for the Kodiak Council. According to Ms. McMeekin-Morgan, KANA and the Kodiak Council, under Director Bette Ford, work together throughout the Kodiak Borough to implement alcoholism education in the city as well as in the villages. Part of KANA's budget, Ms. McMeekin-Morgan said, is expenses for alcoholism education trips to the villages by Kodiak Council Director Ford.

In her job as health planner, Ms. McMeekin-Morgan said she is preparing a three-year health program to include the feasibility of non-medical alcoholism programs as well as mental health, eye and dental care. "Alcoholism is the number one health need in the borough and in the villages," she said. "In Kodiak, most health needs are alcohol and mental health-related."

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**With the development of occupational alcoholism programs, the working woman may have a better chance of seeking help for her alcoholism than the housewife. On the job, her problem is more visible to those around her. If she is lucky enough to work for a company with an employee alcoholism program, she has a greater chance of detecting her problem in the earlier phases of her illness.*

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NEWS from the National Council on Alcoholism Alaska Region

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The staff of the NEWS welcomes comments and criticism of the information and manner of presentation of material in this publication. You are invited to send news items about yourself, others you know in the field of alcoholism in Alaska as well as your comments, concerns and opinions to:

Editor, NEWS
 National Council on Alcoholism-Alaska Region
 4510 International Airport Road
 Anchorage, Alaska 99502

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Joint Commission
 on Accreditation of Hospitals

FROM THE DIRECTOR . . .

In the May issue of the NEWS my editorial concerned itself with the importance of getting and using accurate and updated statistics in relation to alcohol, alcoholism, and alcohol mis-use. My editorial was prompted by an editorial printed in the Friday, April 1, 1977 issue of the ANCHORAGE TIMES which contained some highly erroneous figures and was entitled "Statistical Sobriety". After considerable research by the staff of NCA-AR, I responded to this "Statistical Sobriety" editorial on April 20, 1977. The ANCHORAGE TIMES printed my response on May 9, 1977 and this response is reproduced below as my column for this month.



NCA-AR STAFF PHOTO

I am writing to express my dismay over the gross inaccuracies and misrepresentations contained in your editorial entitled "Statistical Sobriety," published on April 1.

I was appalled to note that you used a report prepared for a major oil company in March 1976 and, although you did not directly say so, you certainly implied that this was some sort of "new" revelation.

The facts are these:

According to Blew Beathard, public affairs officer for Exxon Company, for whom the study was prepared, the March 1976 study was merely an up-date of a study done earlier of the Lower 48 by the Fantus Company of Chicago to include Alaska. We were informed that the major purpose of the study was to present to the legislature a picture of the business climate in this state.

The title of the original study was "Business Climate Analysis"; the alcoholism information apparently on the periphery of the major thrust of the study. Beathard was kind enough to research the alcoholism statistic you quoted to discover its source, which was "U.S. Department of Commerce, Bureau of the Census, Statistical Abstract of the U.S., 1975."

A member of my staff contacted a distinguished and reliable source in Washington, D.C., to find out where the census people obtained their information and received this response: "You will find that the table that was used by the contractor (Fantus) in the Bureau of Census report...contains data that is not particularly reliable. I quote directly from the heading over that table, 'data are rough approximations developed by the original Jellinek formula. The formula was applicable to the years 1940-45, but it is thought not to have worked reliably after 1945.' The formula may be less reliable with smaller populations for Alaska and Hawaii as incomplete base data add uncertainty to the estimate."

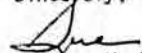
In 1973 the state commissioned a study which was based upon a formula of far greater relevance and sophistication than that used more than 30 years ago. This formula found that in 1973 there were an estimated 15,600 alcoholics in Alaska. This figure has been published many times in your own newspaper.

About a year ago, this figure was projected to approximately 21,000 based upon the increased state population and pipeline impact. True, it also is an estimate, but it is based upon reliable data. Please be aware that the "rum-soaked sops" or public inebriate which you refer to comprise only 3 to 5 per cent of all alcoholics. Therefore, approximately 95 per cent of alcoholics are middle class people.

The real irony was that on the very same day your editorial was published the National Council on Alcoholism - Alaska Region placed in the mail the first news release telling of a new comprehensive study by the state which places the number of Alaskans with a drinking problem at around 31,000. In fact, one of the formulas used calculated the number as high as 57,000. In printing a twice-edited wire service version of the alcoholism council's news release, the impact of the truly new study lost something in the transition and translation from the scholar who conducted it for the state to your columns.

But, regardless of numbers, each one represents a sick human being who adversely affects friends, loved ones, employers, and all of us in a variety of ways.

Sincerely,


 Suzanne W. Perry
 Executive Director

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REPORT SAYS EDUCATION KEY TO ALCOHOLISM PREVENTION

Education, rather than the enactment of laws, is the key to prevention of alcohol mis-use and alcoholism.

This is one conclusion in Interim Report 4 issued by the Task Force on Responsible Decisions About Alcohol of the Education Commission of the States (ECS).

According to the "Massachusetts Teacher", Boston, the ECS Task Force points to education as the answer to alcohol mis-use. "How to make responsible decisions about alcohol should be part of one's learning, taught by parents, schools, religious organizations, and other community influences," the report says.

Current laws, the report continues, tend to focus on the legal responsibilities of the serving and selling of beverage alcohol. Rather than imposing unusual, unconventional legal liabilities on purveyors of such beverages, the Task Force urges more emphasis on other methods such as prevention.

Some conclusions reached in the report: *Hours of sale alone do not serve as a reliable prevention technique. *Putting a ceiling on the number of places licensed to sell beverage alcohol does not contribute significantly to the reduction of alcohol-related problems.

The complete document of the Fourth Interim Report is available for \$2 from ECS, 200 Lincoln Tower, 1860 Lincoln St., Denver, CO 80203.

(Reprinted from March, 1977, Distilled Spirits Council of the United States, Inc., Newsletter).

SURVEY SHOWS STUDENTS CONSUME ALCOHOL AT YOUNG AGE

A survey conducted by a non-profit San Francisco corporation known as "Social Advocates For Youth" (S.A.Y.) under a three year prevention program grant from the National Institute on Alcohol Abuse and Alcoholism provided data that "alcohol use is common among students as early as fourth grade".

The survey of approximately 3500 fourth, fifth, and sixth graders revealed:

- *45% of the children considered themselves users of alcohol.
- *20% reported drinking alcohol once a month.
- *8% drank at least once a month.
- *9% stated alcohol use imposed personal problems for them which they felt they would like to discuss with someone.
- *the younger students reported much of their alcohol use occurs within the family and they would be willing to seek counsel with their parents.

The findings of this study:

1. establish the appropriateness of prevention programming for youth at an early age.
2. indicate the role of the family is extremely important in children's early experiences with alcohol.
3. fill in an information gap, because very little research has been done in the area of school age children (pre-junior high school) in assessing attitudes towards alcohol and actual drinking experiences.

As far as the validity of the statistics is concerned, "the S.A.Y. research team noted that its study shows the ability of young people, even as early as fourth graders to respond on a self reporting basis with accuracy, consistency, and in detail."

For further information contact Janet Schmuckler, Project Director, S.A.Y. National Office, 975 Northpoint St., San Francisco, CA 94109. (Editor's note: the above information has been extracted from A.D.A.M.H.A. News [Alcohol, Drug Abuse, and Mental Health Administration], Vol. II, No. 25, December 10, 1976, and reprinted from an NCA Prevention and Education Bulletin.)

TREATMENT PROGRAMS DIRECTORY NOW ON SALE

Now available for sale is the "Alcoholism Treatment Programs Directory", an essential reference tool for anyone with an interest in identifying alcoholism programs throughout the United States and its territories.

Convenient and easy to use, this informative, 475-page book alphabetically lists alcoholism treatment programs under the cities and states in which the facilities are located.

To order your copy of this directory, just send \$9.95, plus \$1.00 for postage and handling to: The Alcoholism Treatment Programs Directory, P. O. Box 6318, Washington, D.C. 20015. Please make checks and money orders payable to: Information Planning Associates, Inc.



RECENTLY HIRED AS FINANCE CLERK, Jeanne Niederer came to work at the National Council on Alcoholism - Alaska Region in April. Part of her duties include paying the bills and deciphering new insurance plans.

FINANCE CLERK'S ACCOUNTING EXPERIENCE HELPS NCA-AR

Jeanne Niederer joined the staff of the National Council on Alcoholism - Alaska Region in April and replaces Willa Rayfield as Finance Clerk. Ms. Niederer's husband, Dale, works for VE Construction and they have three daughters: Terri, 21; Kristi, 19; and Lisa Ann, 14. The Niederers have been living in Alaska three years, being formerly from the Seattle area. Ms. Niederer has an extensive background in accounting and was formerly employed by Boatel Alaska, Inc. "I enjoy my work and exploring the new area of working with grants," she commented. Her hobbies are varied and include sewing, gardening, and ceramics.

NEWS ITEMS

FROM THE

CENTER FOR ALCOHOL & ADDICTION
STUDIES - UNIVERSITY OF ALASKA

By Carol Molinari, Director

The response to the Teacher Training Program presently being offered in Anchorage with seven of the elementary schools involved has been so favorable that we are planning to offer it again in September. It will be open to the remaining elementary schools and the junior high schools. Once again the video portion of the program will be scheduled for viewing over KAKM, their schedule permitting.

One of the major goals of this program is to have schools, parents, and the community working together. Some of this has already begun. Thanks to Barbara Hoffmann of the Anchorage Council, presentations have been made to all seven participating schools. Ms. Hoffmann also participated in the last facilitator's workshop and presented an alcohol curriculum developed by the State of Washington, and initiated by Carolyn Peter at Wonder Park School. We are beginning to see the seeds of school and community agency involvement.



NCA-AR STAFF PHOTO

Additionally, Gavin Vilander, of The Family Resource Center, will be sponsoring a training session for volunteers in the Cottage Program, a very successful community education program. The inception of the Cottage Program as a community project meshes extremely well with the Teacher Training Program and the Anchorage Council's educational efforts to bring together a unified effort of schools, community, and parents, which is the only way we will begin to make a dent in this vast problem.

Bernie Segal, and Rick Weber from the Northwest Indian Training Institute, conducted two workshops under the auspices of the newly-formed Native Training Institute. The workshop in Kotzebue was held May 24-27 and was coordinated by Lori Eaken. The Sitka workshop was coordinated by Jean Galleher and was held May 30-June 2.

Segal also participated in a workshop in Juneau on Criminal Justice, sponsored by the Criminal Justice Planning Agency, in early June.



NCA-AR STAFF PHOTO

PREPARING FOR THE "ALASKA REVIEW" television show, Janet Archibald, associate producer, visited the offices of the National Council on Alcoholism-Alaska Region to gather materials for a recent presentation on alcoholism. Ms. Archibald watched a number of television public service announcements produced under the Alaska Public Education Project by NCA-AR and the Alaska Native Commission on Alcoholism and Drug Abuse.

"ALASKA REVIEW" SPOTLIGHTS GOVERNOR'S ALCOHOL PLAN

An hour-long television show dealing with the issues surrounding Governor Jay Hammond's alcoholism proposals was aired May 19 in Anchorage and shown statewide without charge to all cable, commercial, and public television stations. "Alaska Review", presented for one hour once a month since October, 1976, is a "statewide television program dealing with issues of interest and concern to Alaskans", according to Janet Archibald, program researcher and assistant producer.

Ms. Archibald explained that "Alaska Review", which is funded through the Alaska Humanities Forum and the state legislature, was given a year-long budget of \$120,000.00. The program offices, located at 650 International Airport Road in Anchorage, are part of the facilities of the Alaska State Library System. At the disposal of the staff, Ms. Archibald said, are "an excellent camera and other pieces of audio-visual equipment".

In addition to the program on the Governor's alcoholism proposals, "Alaska Review" has produced shows dealing with the capital move, tanker safety, "Growing Old in the Cold", earthquake problems, timber and Southeastern Alaska, the 200 mile limit, and assorted "lighthearted features", Ms. Archibald said. All the shows are available to schools throughout Alaska through the state film library, she said.

Eric Eckholm and Ed Bennett are producers, and Mark Badger is cameraman and field producer.

KODIAK COA'S SECRETARY DIES IN ACCIDENT

Paula M. Sweeney, secretary/receptionist for the Kodiak Council on Alcoholism, died May 17 following an auto accident in Kodiak. Born in California September 22, 1944, Ms. Sweeney had worked in Anchorage and received an education degree from the University of Alaska before moving to Kodiak. She had worked for the Kodiak COA since January of this year and is survived by her mother, and daughter Denise.

"FAMILY APPROACH" INSTRUCTORS PRESENTING INSTITUTE

Don and Nancy Howard, authors of *A Family Approach to Problem Drinking*, will be presenting the 4th National Institute on Alcohol and Family Studies with two sessions available, May 31-June 4, and August 14-18. The Institute is sponsored by Family Counseling and Education in Alcoholism and The Family Training Center, and will be held on the campus of Columbia College in Columbia, Missouri.

The program emphasis will be on early intervention and the family approach to alcoholism treatment. Students are actively involved in learning by gaining an awareness of their own families and facilitating a small group. The Institute will be experiential and didactic--a nuts and bolts approach.

For further information, contact: Nancy Howard, Family Training Center, Box 1362, Columbia, MO 65201, (314) 449-8423.

Tuition is \$125.00. Meals and room are available at \$65.00 for a twin room; \$75.00 for a single room. College credit available.

DETOX PATIENTS MAY EXHIBIT REVOLVING DOOR SYNDROME

A small minority of all patients admitted to alcohol detoxification facilities show a pattern resembling the so-called "revolving door" syndrome of chronic readmissions, according to a study conducted at a center in Washington, D.C.

In an analysis of admissions data covering a four-year period, Drs. Eleanor Reiff-Ross and Henry Adams found little evidence to support what they called a "widespread" view that alcohol mis-users as a group seldom obtain lasting improvement from detoxification or other short-term treatment and usually have to be readmitted to a treatment facility.

They suggest that the "revolving door" concept be reappraised using evidence from objective studies.

The admissions data for all patients treated in the Female Detoxification Unit in the Area C Community Mental Health Center in the District of Columbia from 1972 through 1975 were examined. The 21-bed unit serves women needing medical treatment for intoxication on a short-term basis. Patients requiring longer term care are referred to other treatment programs following detoxification.

There was a total of 4,595 admissions during the period, with about 1,750 individual patients admitted one or more times.

A small minority of the women accounted for a disproportionately large number of the admissions, according to the researchers. In the calendar year of 1972, for example, only 10.9 percent of all patients had three or more readmissions, but they accounted for 73 percent of the readmissions. Data from 1973 to 1975 showed similar readmission patterns.

Women with signs of the revolving door syndrome tended to be readmitted at a relatively constant rate over extended periods of time, the researchers said. They recommend that the syndrome be regarded as a key diagnostic sign calling for special treatment. "Recurrent readmissions may continue indefinitely unless the patients involved receive some form of special attention," they state.

They also recommend a systematic investigation of relevant social and psychological characteristics which differentiate those with the revolving door pattern from the rest of the patients.

For more information, write Dr. Reiff-Ross or Dr. Adams, Area C Community Mental Health Center, 1905 E. St., S. E. Washington, D.C. 20003.

(Reprinted from NIAAA Information & Feature Service, #35, April 27, 1977).

ANCHORAGE FAMILY RESOURCE CENTER RECEIVES APPROVAL

(Continued from Page 3)

The Family Resource Center receives referrals from the alcohol screening program with the court system, the Division of Corrections, numerous social service agencies, word-of-mouth and self-referrals, Vilander said. In turn, he said he and the other counselors will direct clients to appropriate community resources when the problems are not within the scope of The Center.

All of the counselors at The Family Resource Center emphasize not only the total person, but the person as part of a family unit. Frequently clients who come for treatment are not alcoholics but are having problems with an alcoholic in the family, Vilander said. The Center's logo spells out "family, cultural, social, vocational, environment", and Executive Director Potts explained that alcoholism affects all parts of a person's life. "We need to be involved in counseling the client on all levels, including some job training referrals," Potts said.

"In a chronic disease, the inherent tendency is for the patient to backslide," Dr. Phillips pointed out. For this reason, he said, The Family Resource Center has developed a treatment plan that includes not only intensive counseling for a period of weeks or months, but a systematic program for follow-up and aftercare.

"There must be continuing contact and interest in the client by the counselor. This interest is a main motivation toward sobriety and an important component of aftercare," Dr. Phillips said. "We in the field of alcoholism are ambivalent about backslides, but you wouldn't say 'naughty, naughty' to a person having a remission of cancer," he added.

With that philosophy in mind, Vilander said he and his fellow counselors "progressively cut clients back on treatment, keeping up a continuous check through letters or phone calls. Clients can re-enter the program whenever they feel the need." "You're not a bad person if you need to come in for treatment or aftercare," Potts added. "It's good to check back in to solve on-going problems once the initial problem that brought the client to treatment has been dealt with."

NCA'S NATIONAL ALCOHOLISM FORUM HIGHLIGHTS SPEAKERS, WORKSHOPS, AND "OPERATION UNDERSTANDING II" BANQUET

NCA-AR STAFF PHOTOS



NATIONAL COUNCIL ON ALCOHOLISM founder Marty Mann, right, presented the Gold Key Award to Mrs. Katherine Pike at the "Operation Understanding II" celebrity banquet. Mrs. Pike's husband Tom received the Gold Key Award with her for their "courageous, innovative pioneering in the field of alcoholism before it became fashionable to be involved with the movement".



THE DAIS AT "OPERATION UNDERSTANDING II" included 27 distinguished guests from throughout the nation who publicly acknowledged their recovery from alcoholism. Together the celebrities represented 530½ years of sobriety.



OUTLINING FOUR PREVENTION PROJECTS which have been conducted in various parts of the country were Peggy McManus, task leader, Prevention Model Replication Project, left, and Ruth Sanchez-Dirks, special assistant to the director, National Institute on Alcohol Abuse and Alcoholism. The projects will be replicated in six states on an experimental basis.



AN AFTERNOON PRESS CONFERENCE preceded the "Operation Understanding II" celebrity banquet, and gave the 27 recovering alcoholics who would later appear on the dais a chance to discuss their personal relationship with alcohol and their recoveries. Notables at the press conference and banquet included show business personalities, businessmen, an Indian chief, statesmen, authors, armed forces personnel, physicians, an athlete, a pilot, and a former astronaut.



WOMEN AND ALCOHOLISM was one of the main themes of this year's National Alcoholism Forum. The above pictured panel of women heard reports from Dr. Susan B. Anthony, author/lecturer; Ruth J. Abram, executive director, Women's Action Alliance, New York; Marty Mann, founder/consultant of NCA; and Ruth Sanchez-Dirks, women's coordinator, special assistant to the director, NIAAA.



WILLARD O. FOSTER, SPECIAL ASSISTANT to the director, National Institute on Alcohol Abuse and Alcoholism, presented a talk on the impact of public information of self-care programs at the public information workshop. On the right, actress Mercedes McCambridge, who has been active in the alcoholism field for a number of years, discussed the impact of public information on treatment programs.



DISCUSSING THE PRINTED MEDIA at the public information workshop was Robert Jackson, Jr., Region IV director, R.A.I.P., NCA, Denver, Colorado. Also on the panel were Vivian Jackson of Atlanta, Georgia; Neil Scott of Bellevue, Washington; James Huard of Arlington, Virginia; and Al Torojan of Clayton, Missouri.



PRESENTING THE OPENING REMARKS at the plenary session dealing with federal activities was Ernest Noble, M.D., director, National Institute on Alcohol Abuse and Alcoholism.



PRESENTING A PAPER ON PREVENTION MODELS is Richard Spoonster, national director, National Parent Teachers Association, Alcohol Education Project, Chicago.



NCA-AR STAFF PHOTO

ED STEWART, ALCOHOLISM PROGRAMS MANAGER for the Municipality of Anchorage, was the beneficiary of a large mural prepared by students at Fairview Elementary School in Anchorage recently. Stewart was presented the mural by Barbara Hoffmann, director of the Anchorage Council on Alcoholism, who was invited to Fairview as part of an alcoholism information program. Loretta Thorpe, family counselor for the Cook Inlet Native Association, has been conducting a counseling group at Fairview, working with from eight to sixteen students on projects to "raise their self-esteem, to learn to counteract stress, and to learn to enjoy life without drugs or alcohol", she said.

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OLDER ALCOHOLICS ARE LESS LIKELY TO SEEK TREATMENT

Elderly alcoholics are less likely than younger alcoholics to seek and receive treatment, or to have their condition diagnosed correctly, according to a study done for the Mid-Eastern Communities Council on Alcoholism, Iowa City, Iowa.

The study, "Alcoholism and the Elderly," defined the elderly as persons 55 years or older.

"Our research has shown that the number of alcoholics who are elderly is quite substantial, but that elderly alcoholics tend to receive inadequate, if any, alcoholism services," commented Judith J. Gordon, project director of the study, which was done by the Elderly Program Development Center of Iowa City. "However, we have also found that many elderly alcoholics do respond positively to treatment and counseling when services offered are tailored to their specific needs, needs which can be vastly different from those of younger alcoholics."

Some of the study's recommendations were that:

- *Local alcoholism service centers should maintain contact with other community agencies to make them aware of the alcoholism problem among the elderly, and to help consolidate a referral and service network to meet the needs of the elderly alcoholic person.

- *Contact should be maintained with local governing bodies such as city councils and boards of supervisors to enlist political support for alcoholism programs for the elderly.

- *The service needs of older alcoholic persons and the potential of community agencies for fulfilling those needs should be assessed.

- *Staff members of cooperating agencies should be trained to deal with elderly alcoholic persons.

- *The public should be made aware of the problem through an information campaign.

- *Elderly persons should be employed to assist in programs which serve elderly alcoholics.

- *The alcoholism service center should try to provide comprehensive care for the elderly alcoholic person.

The study reported on a survey of 225 referral and treatment agencies throughout the United States, 14 treatment agencies in Iowa, and six agencies in a seven-county area in the eastern section of the State. Neither the size of the alcohol-related portion of an agency's budget nor the number of alcoholism counselors on the staff was correlated with the probability that the agency would have a special program for elderly alcohol mis-users, the study found.

Copies of the study are available for \$5.50 each by writing: Alcoholism Project, Elderly Program Development Center, Inc. P.O. Box 2311, Iowa City, Iowa 52240.

(Reprinted from NIAAA Information and Service, #35, April 27, 1977.)

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If you drink to be social, that's not social drinking!

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DR. KNOTT'S ANCHORAGE LECTURES AVAILABLE AT NCA-AR

Eleven one-hour audio cassette recordings of Dr. David Knott's lectures presented in Anchorage last fall are now available to borrowers through the National Council on Alcoholism - Alaska Region's lending library.

Dr. Knott, assistant superintendent of research and training at the Tennessee Psychiatric Hospital and Institute in Memphis, presented a series of lectures and seminars on the diagnosis and comprehensive treatment of alcoholism and alcohol-related disorders last September 29-October 1, in Anchorage and Fairbanks. Dr. Knott, who holds both M.D. and Ph.D. degrees, is also medical director of the Alcohol and Drug Clinic and assistant professor of psychiatry in Memphis.

To borrow any of the eleven available tapes, Ms. Evans said, a deposit of \$10.00 must accompany the order along with the borrower's name, address, and which specific tape is requested. The borrower will pay return postage, and NCA-AR will refund the \$10.00 when the cassette is returned in good condition, she added.

The content and time of the eleven tapes are as follows: (*Some lectures are over one hour and are continued on the next consecutive tape. When ordering, borrowers should request all tapes containing the pertinent lecture.)

Tape 1 and 2: "Alcoholism: Pathophysiology", with discussion on the changing faces of alcoholism, phases of alcoholism and its treatment, alcoholism as an addiction, alcohol abstinence, major systems affected, trauma, infection, and taking alcohol and drug histories. Total time one hour 30 minutes.

Tape 3: "Emergency Medical Treatment of the Alcoholic Patient", with discussion on problems surrounding emergency care services for acute alcoholism, and problems in emergency medicine caused by acute alcohol intoxication and the alcohol abstinence syndrome. Total time 45 minutes.

Tape 4: "Disease Concept of a Major Public Health Problem", with discussion on diagnostic approach, physical and psychological dependence, tolerance, and addiction. Total time 30 minutes.

Tape 4 and 5*: "The Myths of Alcohol", with discussion on allergy, alcoholic personality, abstinence vs. controlled drinking, and differences in racial and ethnic groups. Total time one hour 30 minutes.

Tape 6 and 7*: "Treatment of Alcoholism: What Works, What Doesn't Work", with discussion on problems of treatment programs, integration vs. separation from existing health care delivery system, professionals vs. non-professionals, various counselors, conflict between program needs and client needs, relationship between alcohol treatment and criminal justice systems, and conventional and non-conventional treatment modalities. Total time one hour 30 minutes.

Tape 7 and 8*: "Alcoholism: Psychodynamics", including five diagrams which were used as slides during the lecture, with discussion on the classic definition of alcoholism from the personality standpoint, personality type labels, and psychological problems. Total time one hour five minutes.

Tape 8: "Rehabilitation of Alcohol Dependent Patient", with discussion on basic components necessary in an alcohol treatment system according to Joint Commission on Accreditation of Hospitals standards. Total time 55 minutes.

Tape 9 and 10: "Management of Alcohol Withdrawal Syndrome", with discussion on problems of detoxification program planning, treatment of alcohol intoxication, signs and symptoms of withdrawal, how close to watch patient, and treatment. Total time one hour 10 minutes.

Tape 11: "Treatment of Alcoholism: Case Presentation", an interview between Dr. Knott and Tommy Ongtooguk of the Arctic Life Institute in Nome. Total time 45 minutes.

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CONVICTED DRUNK DRIVER MAY DROP ALCOHOLISM PROGRAM

Those most likely to drop out of an alcohol education program for convicted drinking drivers may be those most in need of early intervention and treatment.

The January issue of the "Journal of Studies on Alcohol" contains an analysis of such a program for 855 drivers arrested in Nassau County, New York, in 1974 for "driving while intoxicated" and "driving while ability impaired." The study examined the "stayers" and the "leavers" (11%) and offered suggestions for redesigning such programs.

The analysis indicated that such programs are "valuable case-finding mechanisms for alcoholism." The program was considered an opportunity for early educational intervention.

(Reprinted from March, 1977, Distilled Spirits Council of the United States, Inc., Newsletter).



DIRECTOR FRANK POPLAWSKI, seated second from right, participates in a counselor training session at the Unalaska Alcoholism Program. Also pictured left to right are Charolette Vowell, Lillian Bereskin, Sophie Hapoff, Charles Dirks, and Sandee Fratis. Standing are Ben Golodoff, left, and C. Joe Dimatteo, who is a drug abuse counselor and was one of the instructors at the four-day workshop.

16 COMPLETE UNALASKA ALCOHOLISM COUNSELOR TRAINING

Sixteen persons completed a counselor training course at the Unalaska Alcoholism Program, covering basic counseling techniques and communications skills. According to Laurie Hopkins, recreation aide/volunteer, those who attended the workshop included six Unalaska Alcoholism Program staff members, two volunteers, four clients, and four local citizens.

The workshop was open to the public, Ms. Hopkins said, and took place in the Unalaska Alcoholism Program building and recreation center. Rio Brown, from the Alaska Native Commission on Alcoholism and Drug Abuse, and C. Joe Dimatteo, a drug abuse counselor, were the instructors.

A pot-luck luncheon was held at the recreation center as a "graduation celebration", Ms. Hopkins said.



THE WHOLE GANG POSES for a picture upon completion of their counselor training course. Top row left to right are Suzy Dingler, Sophie Hapoff, Julie Paige, Lillian Bereskin, Pat Maher, Laurie Hopkins, and C. Joe Dimatteo. Middle row left to right are Sandee Fratis, Lynda Yost, Rio Brown, Charles Dirks, Charolette Vowell, Diana Mouser, and Gail Tate. Bottom row left to right are Ben Golodoff, Leonte Mercurieff, Jr., and Tim Tutiakoff.



SHARING A TABLE at the "graduation" potluck dinner are Leonte Mercurieff, Jr., and Flora Tutiakoff. Sixteen persons completed the course which was held at the Unalaska Alcoholism Program recreation center.



THREE IN A ROW AT THE SESSION, Unalaska Alcoholism Program's Diana Mouser, Charolette Vowell, and Laurie Hopkins take time out from the counselor training course which featured instruction by Rio Brown of the Alaska Native Commission on Alcoholism and Drug Abuse.

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BLOOD TEST COULD IDENTIFY LONG-TERM HEAVY DRINKERS

A blood test that could serve as a biochemical marker to identify long-term heavy drinkers and alcoholics has been developed by researchers in New York City.

An elevated ratio of alpha-amino-n-butyric acid to leucine, two amino acids in blood plasma (A/L level), is indicative of the presence of alcoholism, report the researchers, Drs. Charles Lieber, Spencer Shaw, and Barry Stimmler of the Bronx Veterans Administration Hospital and the Mount Sinai School of Medicine.

The researchers believe that the A/L ratio is a more reliable marker of alcoholism than blood alcohol levels. The presence of alcohol in the blood is not required for positive test results, since the test reflects prolonged rather than short-term ethanol intake. Positive test results persist for a week or more beyond the long-term drinking period but decrease with prolonged abstinence.

For more information, contact Dr. Charles Lieber, chief of the Section and Laboratory of Liver Disease, Nutrition, and Alcoholism, Bronx Veterans Administration Hospital, 130 W. Kingsbridge Rd., Bronx, NY 10468.

(Reprinted from NIAAA Information and Service, #35, April 27, 1977.)

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ADDITIONS AND DELETIONS FROM NCA-AR LIBRARY

Delete:

32-H Children of Alcoholicspage 1

Additions:

30-F Alcohol Abuse and Women55
 9-G You and Your Alcoholic Parent35
 7-J Blueprint for Progress 1.50
 8-J Guide to Fourth Step Inventory25
 8-J Guide to Fourth Step Inventory (spouse)..... .25
 11-D Three Talks to Med. Societies by Bill W.30
 4B-G New Alcoholics - Teenagers35
 4-E If You Are a Professional10
 26-G Let's Get the Problem Drinker off the Highway .. .25
 29-E Female Alcoholism - Drinker in the Pantry30

Book A Pebble in a Pond 1.25
 Book Sara T.: Portrait of a Teenage Alcoholic 1.25
 Book Sobriety and Beyond by Father John Doe 5.00

Price Change:

Book Twelve Steps and Traditions 4.50

Films: 16mm

"I'll Quit Tomorrow" (88 min., color)
 "New Life of Sandra Blain" (27 min., color)

(Clip and save; insert in your Catalog of Publications and Films for an up-to-date listing.)

NOTICE

The Board of Directors of the National Council on Alcoholism-Alaska Region has approved a motion calling for information concerning the operation, goals, and objectives of NCA-AR, to be made available for inspection.

This is to notify interested persons that NCA-AR's Plan of Operations, including its goals, objectives contained in the Articles of Incorporation, and the documents relating to the currently funded projects and programs are available and may be inspected in the Council's office at 4510 International Airport Road, Suite 1, Anchorage, Alaska, 99502.

NEWS from the

A Newsletter published monthly by the National Council on Alcoholism-Alaska Region, a private non-profit corporation.

NCA-AR is supported by tax-deductible individual membership dues and donations and additionally funded by the State of Alaska Office of Alcoholism, the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and the Alaska Department of Public Safety.

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GEORGE MUNDELL MOVES FROM GATEWAY COUNCIL TO STATE

George Mundell, former alcoholism coordinator for the Gateway Council on Alcoholism in Ketchikan, has taken the position of state coordinator for the State Office of Alcoholism, according to Neil Hendrickson, president of the Gateway Council.

"He's a good man, and a loss to us," Hendrickson said. In his new job, Mundell will serve the Southeastern and Fairbanks areas formerly served by Paul Wasserman.

LaPrele Rasmussen, director of the Council, said she has received a number of applications for Mundell's vacant position, and is waiting for the City of Ketchikan to evaluate the vacancy before it is filled. She said she has requested early permission to hire someone, and hopes to do so before some of the staff take summer leave.

In the interim, Ms. Rasmussen said, Mundell's responsibilities have been divided among herself and two senior alcoholism counselors.

Regarding Mundell's move from the Gateway Council on Alcoholism to the State Office, Suzanne Perry, executive director of the National Council on Alcoholism - Alaska Region, commented that it is "unusual to have a program person join the state agency. There are many people working in programs who were once with the State Office, but I don't know of any other instance where a program person has moved into a state position."

UNIVERSITY AWARDS HONORARY DEGREE TO F.J. PHILLIPS

F.J. Phillips, M.D., alcoholism consultant and instructor in Anchorage and throughout the State of Alaska, received an honorary doctor of science degree from the University of Alaska, Anchorage, during the commencement ceremonies last month.

Dr. Phillips, consultant on alcoholism to the Air Force and the Alaska Native Commission on Alcoholism and Drug Abuse, is also an instructor of a course he has developed over the last four years, "The Functional Approach to the Treatment of Alcoholism". He has lived in Alaska since 1950, and had been involved with tuberculosis control and treatment for a number of years before he began work in the field of alcoholism.



PAPER TEXT ON ALCOHOLISM PUBLISHED BY ALASKANS
(Continued from Page 1)

languages, Dr. Phillips explained. He added that Volume II is being developed at this time, with the possibility of additional volumes in the future.

The textbook was printed and bound by the Northwest Indian Training Institute of Salem, Oregon. All communications concerning the text should be directed to Phillips and Associates, 2023 Loussac Drive, Anchorage, AK 99503.

What does it mean to be drunk?



What do we know about Alcoholism?

What does it mean to be drunk?



What do we know about Alcoholism?

Qallun ayugellra taangiqsaraq?

Camak nalunrilkongqercota taangiqsaraq?

Qanuguvvauna Itpa Immaglugniq?



What do we know about Alcoholism?

Qanunut illetnavisia Uumija Taangamik Immaglugumik?

What does it mean to be drunk?

BI-LINGUAL BROCHURES are available at the National Council on Alcoholism-Alaska Region, including English only, English/Inupiaq, and English/Yupik translations of "What Does It Mean To Be Drunk?" and "What Do We Know About Alcoholism?" All are multi-colored and illustrated, with easy-to-understand explanations of Alaska's number one health problem. The brochures were developed and printed under a grant from the National Institute on Alcohol Abuse and Alcoholism by NCA-AR and the Alaska Native Commission on Alcoholism and Drug Abuse. Interested persons or groups can obtain copies of these brochures free of charge by contacting NCA-AR at 4510 International Airport Road, Suite 1, Anchorage, Alaska 99502, phone 243-4324.

Myth: alcohol is a stimulant. It's about as good a stimulant as ether. Alcohol acts as a depressant on the central nervous system.

NEWS from the **National Council on Alcoholism**

A Private Non-Profit Corporation Dedicated to the Goal of the Adoption by Alaskans of a Positive, Supportive and Knowledgeable Attitude Toward the Solution of the Problems of Alcoholism and Alcohol Abuse

Alaska Region

4510 International Airport Road - Suite 1
Anchorage, Alaska 99502

ITEMS OF INTEREST FROM THE COUNCIL AND ABOUT PEOPLE AND ORGANIZATIONS INVOLVED IN THE FIELD OF IDENTIFICATION, COUNSELING, TREATMENT, AND PREVENTION OF THE DISEASE OF ALCOHOLISM

Vol. 6 No. 9

September 1977

MEDIA CHANGE ALASKAN ATTITUDES



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National Council on Alcoholism-
Alaska Region
4510 International Airport Road
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Joint Commission
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Joyce Nelson, consultant for the Cook Inlet Council on Alcoholism and former regional technical assistant for the Cook Inlet Native Association, has been named to the coordinator position of the new training organization. She recently completed a three-week training session at the Northwest Indian Training Institute in Salem, OR, and will conduct her first training session for ANTI in Sitka this month.

Ms. Nelson brings to her new job eight years' experience in the alcoholism field, including an associate of arts degree in chemical dependency and social sciences and a bachelor of arts in sociology with a minor in psychology.

As ANTI coordinator/trainer, Ms. Nelson will develop and conduct training sessions and seminars in alcoholism for rural Alaskans. Her duties will put her in close contact with the 12 regional health corporations, village counselors, Native alcoholism counselors, and social service delivery personnel.

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Grafton Publications, Inc.
New York, NY

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SEPTEMBER 28-29
ANCHORAGE WESTWARD-HILTON
ALCOHOL AND SAFETY SYMPOSIA
including sessions on

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HOSTED BY THE
ALASKA STATE SAFETY ADVISORY COMMITTEE

FOR MORE INFORMATION, CONTACT NAOMI KIPP SMITH
INDUSTRIAL SAFETY & HEALTH COMMITTEE
BOX 1149

JUL/AU, AK 99501

NEWS from the National Council on Alcoholism

A Private Non-Profit Corporation Dedicated to the Goal of the Adoption by Alaskans of a Positive, Supportive and Knowledgeable Attitude Toward the Solution of the Problems of Alcoholism and Alcohol Abuse

Alaska Region

4510 International Airport Road - Suite 1
Anchorage, Alaska 99502

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BOX 1146
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ADVANCED ALCOHOLISM COURSE OFFERED IN SEATTLE

The Seattle University Alcohol Studies Program has instituted an "Advanced Certificate" course. The Advanced Certificate affords a choice of two specialty tracks: counselor and administrator. Each track consists of a core of required courses plus electives to total 16 credits, beyond the 20 credits applied to the basic certificate. A new application must be submitted, and only those who earned the Basic Certificate with a minimum g.p.a. of 3.00 will be considered by the screening committee.

The Alcohol Studies Program is designed to provide a strong background for work in alcoholism treatment and rehabilitation, in education and prevention, in social service agencies, in industry or in referral centers. It examines various aspects of addiction of alcohol and other drugs; causes, nature, effects, treatment and prevention, and also provides supervised field experience.

The Seattle University Symposium on Alcoholism is the oldest full-term course on alcoholism in the United States offered as part of the regular undergraduate curriculum. The Certificate program is a combination of classroom instruction (12 credits) from a team of experts long associated with the symposium, and supervised field experience (8 credits) under experienced counselors.

Application to the Program must be made prior to registration. For an application form call or write:

Alcohol Studies Program
Seattle University
12th & East Columbia
Seattle, Washington 98122
(206) 626-6498

Registration for the fall semester will begin September 28. Most classes will start September 29.

FROM THE PRESIDENT



PHOTO BY FRANK FLAVIN

(Editor's note: Leonard McLean's monthly column, "From the President", will return next month. President McLean's column is absent this month because of his vacation.)

Sincerely,

Leonard McLean
President



NEW PROGRAMS DIRECTOR for the Salvation Army's Comprehensive Alcoholism Services, Dr. Ray Dexter, came to Anchorage from Fairbanks where he was director of the Chaplains Program for Alyeska Pipeline.

RAY DEXTER BECOMES NEW SACAS PROGRAM DIRECTOR

Dr. Ray Dexter assumed the position of program director for the Salvation Army Comprehensive Alcoholism Services on July 18, replacing Paul Piper. Dexter, an Episcopal clergyman, has his doctorate in Education from Stanford University.

Dr. Dexter's wife, Kathy, and two sons, Mike age 16 and Marty age 13, are presently in Fairbanks pending purchase of a home in Anchorage. Mrs. Dexter recently resigned her position as Girl Scout Executive Director in Fairbanks in order to join her husband in Anchorage.

The Dexters moved to Alaska from San Francisco when Dexter became Director of the Chaplains Program for Alyeska Pipeline. At the time of application through the Alaska Christian Conference, Dr. Dexter was Director of the Salvation Army Social Services in San Francisco for the Western Region. Dexter also helped to start the alcoholism facility in Hawaii where he had been responsible for all Salvation Army Social Services.

A U.S. Army Chaplain, Dexter will retire from the Army Reserve this year after 30 years of service and will turn his spare time to his hobbies of photography, model ship building, and oil painting.

Dexter commented that he was very impressed with what the Salvation Army Comprehensive Program has put together in its short existence. "The staff is very capable and dedicated," he continued. "I feel that Pope Paul's comment when he took over the Vatican will be my motto for the time being: 'To observe everything, overlook many things and change few things'," concluded Dexter.

COOK INLET NATIVE ASSOCIATION ALCOHOLISM, FAMILY WORKSHOP TO FEATURE FATHER JOSEPH MARTIN

The "Alcohol and the Family Workshop" co-sponsored by the Cook Inlet Native Association (CINA) Family Services and the Anchorage Council on Alcoholism featuring Father Martin will be held in the CINA Bingo Hall at 670 Fireweed Lane, Anchorage.

The workshop will open on Thursday, September 8, at 1:00 p.m., with an introduction from Barbara Hoffman, director, Anchorage Council on Alcoholism, and Jennifer R. McDonnell, CINA Family Services Project administrative assistant. The introduction will be followed by a 1:15 p.m. CINA Al-Anon meeting and a 2:15 p.m. coffee break.

A panel discussion at 2:30 p.m. on alcoholism and child neglect will feature Father Martin, Barbara Pighin of CINA Family Services, Gene Reynolds of ANMC Social Services, Division of Social Services.

Native dancing will be demonstrated at 4:00 p.m., a pot luck dinner will be held at 5:30 p.m., followed by more Native dancing at 6:30 p.m.

Highlight of the evening will be a keynote speech by Father Martin at 7:00 p.m. to which all members of the community are invited.

Activities the following day, Friday, September 9, will open at 8:30 a.m. with speakers Ralph Amouak of the Aleut League, and Hilda Sullivan. At 10:00 a.m., Ms. McDonnell will present an action case study with simulated counseling interviews, followed by small group discussions at 11:00 a.m. on the action case study. Ms. Pighin will close the workshops at 11:45 a.m.

Registration fee is \$25.00 per agency. Father Martin's 7:00 p.m. address September 8 is open to the public at no charge.

FATHER MARTIN TO VISIT

(Continued from page 1)

Ms. McDonnell said the public is particularly invited to the keynote speech, although the afternoon workshop is open to all interested parties, especially social workers and alcoholism counselors. The purpose of the workshop, she said, is to "create a dialog between alcoholism counselors and social workers who have different styles of counseling but frequently work with the same client. We want to make consistent the things that we are telling our mutual clients," she explained.

Father Martin's Anchorage audience will expand his number of talks to well over 3,000. His message, which includes a plea for "common sense" in the use of alcohol, has reached audiences in cities across the country and in military bases abroad. His films have become a popular tool in alcohol programs in the armed services, schools, hospitals, and federal agencies. He will speak in CINA's bingo hall at 670 West Fireweed Lane.

A blend of information, anecdotes, and inspirational comments, Father Martin's "Chalk Talk" and "Guidelines" are illustrated with chalk diagrams of alcohol's effects on the body and steps to addiction.

"True drug education is the teaching of values and ideals to youth," Fr. Martin has been quoted as saying. Parents should convey to their children ideals strong enough to withstand peer pressure, which he described as "the most important factor in drinking by youth".

"My message to parents," he continued, "is that life is composed of pleasant and unpleasant parts. If you can teach your child to cope with both without chemicals, you've succeeded."

Being less tolerant of alcohol abuse is one of the best ways to reduce both drunkenness and alcoholism, he has suggested. In countries where alcohol mis-use is not tolerated, in Italy, for example, the rate of alcoholism is less than in other nations which tolerate drunkenness, he said.

Fr. Martin taught high school subjects in preparatory seminaries before his superiors in the Baltimore Archdiocese granted him permission in 1970 to spend full time as a professional in the alcoholism field. By then he had already spent much time lecturing on alcohol

after being treated in 1958 at Guest House, a facility in Michigan for alcoholic priests. From 1970 on, he had served as part-time lecturer and consultant for the State of Maryland's alcoholism office.

Despite a busy travel schedule, he still finds time to continue as associate pastor for St. Joan of Arc Church in Aberdeen, MD, serving on weekends.

(Editor's note: Fr. Martin's films, "Chalk Talk" and "Guidelines", and his audio-cassette series, "Guidelines for Helping Alcoholics", are available for rental at the National Council on Alcoholism-Alaska Region, 4810 International Airport Road, Anchorage, Alaska 99502 243-4334)



FAMILY SERVICES administrative assistant for Cook Inlet Native Association, Jennifer McDonnell, has planned a workshop on alcohol and the family to be held September 8-9 at CINA's bingo hall, 670 W. Fireweed, Anchorage. Guest speaker will be Father Martin, renowned alcoholism lecturer.

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FROM THE DIRECTOR . . .

NCA-AR, in cooperation with the State Office of Alcoholism and Drug Abuse, will be conducting seminars in communities throughout Alaska concerning the problems of women and youth in regard to alcohol mis-use and alcoholism. We hope to be conducting seminars in Anchorage, Fairbanks, Juneau, Dillingham, and Kotzebue to ascertain the problems of women and youth throughout the entire state.



At this time, there are no alcoholism treatment programs in Alaska specifically for women or youth. Neither women nor youth are excluded from the existing treatment programs, but for the most part, their special needs are neglected.

Nationally there are statistics which tell us that nine out of ten husbands desert alcoholic wives, while nine out of ten wives remain with alcoholic husbands. The majority of women who find their way into treatment drop out because of pressure from husbands, boy friends, and family to come home to take care of them. By the way this reason is very seldom given when men leave treatment.

There is a greater stigma attached to being a woman alcoholic than being a male alcoholic, as the stereotype for females is that one must be a drunk and promiscuous. More women alcoholics than men are "closet" or home drinkers, and these women of course are harder to reach as they are hidden from the public eye and isolated from the traditional methods of outreach.

We know that Alaska has approximately a 30% higher rate of alcoholism than the Lower 48 states. We also know that there are approximately 30,000 problem drinkers in Alaska, but we really do not understand the implications of that with women and youth.

We need information, assistance, suggestions, input, testimony, and statements from all women and youth throughout the state in order to understand how serious a problem women and youth are experiencing, and most important, what the needs of women and youth are.

CONTINUED ON PAGE 11

SOUTHEAST U.S. ALCOHOL CONFERENCE THIS WINTER

The Second Southeastern Conference on Alcohol and Drug Abuse is being planned for November 30 - December 4, in Atlanta, GA.

The roster of speakers reads like a "Who's Who" of the alcohol and drug abuse field. The wide variety of topics offered is certain to guarantee something for everyone.

Further information may be obtained by writing to:

Mary Mitchell, Registrar
Peachford Hospital
P.O. Box 31106
Atlanta, GA 30366

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Alcohol is classified a Central Nervous System Depressant because it slows down or depresses the brain. Alcohol is also classified with the Aliphatic Narcotics . . . as are both Chloroform and Ether.
+ + + + +



JUNE AND JIM SMITH, new directors of the Anchorage Rescue Mission, said they feed about 120 persons a day on a drop-in basis. There is room in the facility for 47 men, and a women's program is in development, the Smiths said.

ANCHORAGE RESCUE MISSION UNDER NEW LEADERSHIP

The Anchorage Rescue Mission, located at 537 Seventh Avenue in Anchorage, has a new director. Jim Smith and his wife June arrived in Anchorage the first part of August to take over the facility. The Smiths were previously with the Union Gospel Mission in Yakima, WA, as directors of the family shelter.

The Rescue Mission, a private shelter funded by donations, features a strong religious orientation. The Mission provides food and shelter, with mandatory religious services provided by local clergymen each evening for the clients and one each morning for the staff. This facility can house 47 men who may stay for at least ten days, or longer at the discretion of the director. Clients may also join the staff as temporary volunteers after a period of adjustment.

"Food is provided to anyone, whether resident or not," said Smith. "In fact, we are currently feeding about 120 people a day on a drop-in basis," he continued.

Mrs. Smith is the Mission's Women's Director. "Although there are no facilities to house women, they do come to the Mission for counseling and to eat," said Mrs. Smith. "We feel there is a real need for family shelters in Anchorage to help keep the family together. There are enough problems in a person's life with alcohol and drugs without the added trauma of having the family separated," she explained.

Rules at the Mission are very strict, according to Smith. "Drinking or smoking is not allowed on the premises. I tell clients that the Mission is my home and they should act accordingly," said Smith. "Clients are given the rules and they decide whether they want to stay or not. Most of them settle in very quickly. Our clients are the alcoholics, have drug problems, unemployed, under-employed, and in general, the least, the last and the lost of the community."

"We see a real need to work with other organizations within this community to help get these people back into the mainstream of society with a healthy mind and attitude," said Smith. "That is why we are here, to give these people a place to go and provide the first step," he concluded.



THE PUBLIC INFORMATION DEPARTMENT of NCA-AR hired new secretaries during the month of July. Pictured above left is Jean Shive, who replaced Fran Wagner as secretary I; Ms. Wagner moved to Fairbanks where her husband is employed. Above right is Terri Niederer, secretary I/receptionist, who replaced Eileen Billings. Ms. Billings was promoted to secretary II in the administrative department.

JEAN SHIVE

Jean Shive joined the NCA-AR staff in July, as secretary I in the Public Information Department. Her work background is one of people-oriented positions. Her previous employment was with Easter Seal Information & Referral and prior to working for Easter Seal, she was employed as a housemother in a children's home.

Jean enjoys hiking, reading, cooking, and handcrafts. She is a volunteer in the Division of Corrections Partner program, working with teen-age girls at McLaughlin.

"I had some doubts about accepting employment with NCA-AR, as I wondered how much 'good' such an organization could accomplish. However, the inquiries and comments from both individuals and organizations, is helping me to re-think my ideas regarding alcoholism," she said.

TERRI NIEDERER

Terr Niederer joined the staff of NCA-AR in July as secretary I/receptionist. Her previous employment has been in receptionist/bookkeeping positions.

Ms. Niederer has been in Alaska a year, coming up from Seattle to join her parents. She said she "has fallen in love with Alaska and will never live anywhere else".

The new public information department secretary has recently enrolled in a real estate class, which she said she finds "challenging and totally absorbing" and is looking forward to receiving her license. Her hobbies include camping, fishing, snow skiing, macrame, and plants.

"Working with NCA-AR has made me aware of the need for educating people to the fact that alcoholism is a disease and there is help for those who mis-use alcohol", she said.

Five new training packages developed by the National Center for Alcohol Education (NCAE) are now available. They are: management skills, programming community resources, training alcoholism trainers, using volunteers in your agency, and you, youth, and prevention.

The packages were developed for use by a variety of programs in the alcohol field for initial training and/or upgrading skills of a number of different positions.

The purpose of and proposed audience for each package are:

Management Skills: a basic course that is intended to refresh and/or upgrade managerial skills of managers, supervisors, and program directors in the alcohol field.

Programming Community Resources is intended to upgrade and/or develop the assessment and negotiation skills of management personnel who are involved in developing and coordinating resources among community agencies for people with alcohol problems. Training is for those who have the authority to represent their programs within the community and have administrative authority to commit agency resources and services.

Training Alcoholism Trainers is designed to develop and/or upgrade the training design and delivery skills of in-service trainers who spend 50% of their time in design of training packages for the field of alcoholism.

You, Youth, and Prevention: Training for the Youth Worker in an Alcohol Service Agency is to increase the number and quality of prevention programs for youth which are implemented by alcohol service agencies. It is designed for those who are responsible for planning and implementing prevention programs for youth.

If you are interested in receiving additional information and an order form for any of these packages, write, indicating the title(s), to: Field Services Division, National Center for Alcohol Education, 1601 North Kent Street, Arlington, VA 22209 (703) 527-5757.

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A GOOD HOST NEVER LETS A GUEST'S GLASS GET EMPTY. There's nothing hospitable about pushing alcohol or any other drug. A good host doesn't want his guests to get drunk or sick. He wants them to have a good time...and remember it the next day.

+ + + + + COTTAGE PROGRAM PRODUCES AUDIO TRAINING TAPES

The Cottage Program International, Inc., has produced six cassettes including extemporaneous recordings of groups in Anchorage as well as other localities, in addition to a description of the program and answers to questions.

"People participating from wide socio-economic and ethnic groups enable the listener to actually become part of the experience, and can quickly internalize the concepts and adapt The Cottage Program principles to their own environment," according to information received from Bernie Boswell, co-founder/director.

The complete training package for a total price of \$90.00 plus \$1.00 postage can be purchased from Cottage International, Box 25152, Salt Lake City, Utah 84119.



NEW PUBLIC INFORMATION ASSISTANT for the National Council on Alcoholism - Alaska Region is Linda DeWaard. Ms. DeWaard had been a secretary in the public information department before her August 1 promotion. She will be assistant editor of "NEWS from NCA-AR", among her various duties.

MS. DEWAARD PROMOTED TO INFORMATION ASSISTANT

Linda DeWaard has been promoted to the position of Public Information Assistant to fill the vacancy created in the department when Madelon Eubanks moved into the director position. Ms. DeWaard, on annual leave at the time major changes were taking place in the Public Information Department, returned to the office on August 1.

"The new public information assistant brings with her a talent for creative design, as well as news writing ability. Among her many functions will be the assistant editorship of 'NEWS from NCA-AR', preparing media materials, and designing letterheads and brochures," Ms. Eubanks said.

Ms. DeWaard originally joined the NCA-AR staff in December, 1975, as public information secretary, was later promoted to secretary II, and then had a title change to Information Production Supervisor for the department.

She remarked that "during the nearly two years of being with the Council, I have witnessed a real up-grading of material and methods. I feel that we (NCA-AR) are doing a good job in Alaska and I am happy to be a part of it. I like this new position because I am in contact with the media and other people who help make our ideas become reality."

NEWS ITEMS

FROM THE

CENTER FOR ALCOHOL & ADDICTION
STUDIES - UNIVERSITY OF ALASKA

A workshop was held in Ft. Yukon July 27-29, on basic counseling skills utilizing the package developed by the Center for rural areas. The workshop was conducted by Sanna Green, and trainees were from Ft. Yukon and other outlying villages.

Bernie Segal and Roger Endall successfully conducted three two-day workshops for Criminal Justice personnel in Ketchikan, Bethel, and Nome August 4-12. Trainees also included treatment personnel.



Carol Molinari
Director

The following people have been selected to attend the WAAETP training of trainer workshops: Barbara Hoffmann - Counselor Competency Based Training (Anchorage), Lori Eaken - Counselor Competency Based Training (Kotzebue), Lynne Curry-Management Skills (Anchorage), Joyce Nelson-Training Alcoholism Trainers and Programming Community Resources (Kenai), Bob Buttane-Management Skills and Programming Community Resources (Bethel).

Selections were based on recommendations made by other training organizations and training needs in geographical areas. Those attending the training sessions will have the responsibility of delivering the specific training they received. These workshops will be organized by the Center and will be announced in forthcoming newsletters.

The Teacher Training Program is scheduled to begin September 21 and will continue until December 15. The video portion of the course will be aired on KAKM (channel 7) once again, but this time there will be two airing times each week--3:30 to 4:00 p.m., Wednesdays and Thursdays. The course will be offered to elementary schools who did not participate in the spring pilot program.

A follow up course for teachers who participated in the spring teacher training programs and other interested teachers is being planned for November in conjunction with the Education Training Center in Los Angeles. This will be forthcoming in the next newsletter.

Requests for the Teacher Training Program are coming from other parts of the state. We are seeking consultants whom we can train in the program that can be utilized to bring information to school administrations and deliver the training to the facilitators when the course begins within their areas.

A one-week workshop was held in Anchorage and conducted by Dr. Art McDonald on August 15-19. The workshop was held to provide training for NIAAA funded program personnel on the new NIAAA reporting system.

INDIAN IDENTITY REINFORCED IN ALCOHOL PROGRAM

American Indians in the Seattle, Wash., area are finding help for alcohol problems in a program which reinforces their cultural identity within a comprehensive treatment setting.

Utilizing Native American treatment staff throughout the rehabilitation process, the Seattle Indian Alcoholism Program offers a continuity of care from the initial identification of alcohol problems through treatment and aftercare services.

The Seattle area is estimated to have an Indian population of between 12,000 and 20,000, according to program director Ernest Turner. He says that the "entire Indian community is affected by alcoholism in one way or another."

Many clients are referred for treatment through the identification and referral center, which employs four Indian alcoholism counselors. If a diagnosis of alcoholism is made, the client is transferred to the Cedar Hills Alcoholism Treatment Facility, a 212-bed, county-operated program. One 44-bed dormitory at Cedar Hills is devoted exclusively to the treatment of Indian patients under the direction of four Native American staff members. The 90-day program provides the patient with information about alcoholism, emphasizes the individual's role in combating the problem, and stresses the Indian cultural heritage.

The next phase of treatment is carried out at Thunderbird Fellowship House, a licensed facility for rehabilitation services. Under the supervision of 12 Indian staff members, the client participates in work therapy; a community scholastic program, either at the high school or college level; and activities and social functions which emphasize the "Indian way of life."

Upon release, the client is encouraged to participate in the outpatient component of the program for about 6 months, which consists of weekly group therapy meetings, one-to-one counseling, followup support, and participation in Alcoholics Anonymous, two Indian AA groups--"Totem Pole Group" and "Sitting Bull Group"--meet regularly but clients are encouraged to attend other AA groups as well.

In addition to the treatment and rehabilitation components, the program includes a prevention project for elementary and high school age children in coordination with the Indian heritage program.

The program also offers alcohol education, therapy, and counseling to Indian inmates in four penal institutions in western Washington. Studies show that over 90 percent of the incarcerated Indians are there because of an alcohol-related offense, Mr. Turner says.

The program has been in operation since September 1972, with an active yearly caseload of 650. It is affiliated with the King County Division of Alcoholism Services, and is partially funded by grants from the State of Washington and King County. Additional monies are obtained through third-party sources.

For additional information, contact Ernest Turner, 732 Broadway, Seattle, Washington 98122.

(Reprinted from NIAAA Information & Feature Service.)

NOTICE

The Board of Directors of the National Council on Alcoholism - Alaska Region has approved a motion calling for information concerning the operation, goals, and objectives of NCA-AR, to be made available for inspection.

This is to notify interested persons that NCA-AR's Plan of Operations, including its goals, objectives contained in the Articles of Incorporation, and the documents relating to the currently funded projects and programs are available and may be inspected in the Council's office at 4510 International Airport Road, Suite 1, Anchorage, Alaska, 99502.

THE FIRST ANNUAL CONVENTION ANNOUNCED BY NAPP

The National Association of Prevention Professionals (NAPP), a Chicago based organization, states its objective is to organize prevention workers in all areas and to bring about a national consciousness on prevention that will reflect in a balanced program of prevention treatment.

The NAPP program calls for: 1) public advocacy of prevention; 2) lobbying for prevention programs at all legislative levels of government; 3) providing health insurance, pensions, job referrals, and other personnel services to its members; and 4) providing training, credentialing, and certification of prevention efforts.

Since its quiet start in May, 1976, NAPP representatives have organized in more than 20 states and started preparing for their first membership drive which is now underway.

Mark Amy, chairperson for the first annual convention for the organization, said, "The alcohol and drug field will see its first convention, not a conference. For the first time, in either of these fields, program policy priorities will be established and voted on by the people that make prevention programs run."

The (first annual convention) will be held at the Bismark Hotel, Chicago, IL, January 26 - 29, 1978. Registration and pre-convention workshops will be held from 12:00 to 9:00 p.m. January 25. Registration fees for NAPP members registering by mail before December 30, 1977, are \$35 (\$45 after December 30). Fees for non-members are \$65 before December 20, and \$75 after December 30. Lodging is available at the Bismark for \$17 per day, plus tax, double occupancy; and \$20 per day, plus tax, single occupancy. Inquiries and registrations are to be mailed to The National Association of Prevention Professionals, Inc., 850 West Barry, Suite GA, Chicago, IL 60657.

The convention agenda includes general sessions for nomination and election of the board of directors, business of the association, keynote addresses, policy and priority input by the membership, and workshops. The workshops will include: evaluation in prevention, state planning in prevention, credentialing in prevention, federal legislation and prevention, and advocacy strategies in prevention.

DISCRIMINATION BY LAW OUTLINED IN NEW BOOKLET

Society's laws and regulations often discriminate against alcoholic persons, according to a new booklet, The Rights of Alcoholics and Their Families.

Recovered alcoholics, for example, may have trouble obtaining insurance, a driver's license, jobs, and U.S. citizenship, points out the booklet, published by the New York City Affiliate of the National Council on Alcoholism. This can occur because many laws fail to distinguish between the active and the recovered alcoholic.

One such law cited is the Immigration and Nationality Act, which specifies that, in order to become a citizen, an alien must have been of good moral character during the previous 5 years. A person fails to meet this criterion if he or she is or was an "habitual drunkard" during this period.

"This is one of the most dramatic official declarations still existing that equates alcoholism with poor moral character, rather than recognizing it as an illness," the booklet states. The moral character required for citizenship should be based on specific acts, such as committing a crime, not on a person's medical history, the publication adds.

Another law cited is one requiring that an applicant for a New York State driver's license who admits having been treated for alcoholism must be denied a license pending an investigation. The booklet raises the question of whether or not such regulations protect the public, since the application "ironically identifies the person who went for treatment and not the active alcoholic."

"Archaic" laws affecting alcoholics adversely should give way to more enlightened legislation "so that the stigma attached to alcoholism will not be perpetuated," said Allan Luks, executive director of the New York City Affiliate and project director of the survey of laws on which the booklet is based.

Among other topics covered in the 42-page booklet are domestic relations, availability of insurance, commitment to treatment, wills and contracts, employment, confidentiality of records, driving while intoxicated, and criminal laws.

Most of the material in the publication is based on New York State laws, which may differ in many respects from the laws of other states.

Copies of The Rights of Alcoholics and Their Families may be ordered at \$2.25 each from the New York City Affiliate, National Council on Alcoholism, 730 Fifth Avenue, New York, N.Y. 10019.

(Reprinted from NIAAA Information & Feature Service.)

*Reports by several investigators (Gonem/Smith 1973, and others) strongly indicate that maternal alcoholism can cause serious aberrant fetal development, and infant addiction to alcohol.

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MARY PARKER, new administrative assistant for the Center for Alcohol and Addiction Studies, University of Alaska, Anchorage, was introduced to alcoholism programs throughout the community on her first week of the job. Pictured above left, Ms. Parker replaces Rita Dursi Johnson, right.

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DID YOU KNOW THAT . . . teenage drug abuse experimentation may lead to continued alcohol abuse?

CLAYTON REW ELECTED TO HEAD GASTINEAU COUNCIL

During the July meeting of the Gastineau Council Board of Directors, Clayton Rew was elected president to fill the unexpired term vacated by Larry St. Clair's resignation. St. Clair will remain active on the Council's board but was unable to continue as president because of additional responsibilities at the hospital.

Rew, a long time resident of Juneau, has been active in alcoholism programs for about four years. Formerly assistant director of the now defunct Alcohol Re-education Center, he also served as associate director of the State Office of Alcoholism, and was treasurer of the Gastineau Council before becoming president.

According to Rew, members of the Gastineau Board are becoming increasingly active in Juneau and have demonstrated a very keen interest in alcoholism prevention and treatment. "The Council is hopeful to open an office sometime in the future, however, we do have a permanent mailing address (finally)," said Rew. The Gastineau Council on Alcoholism's mailing address is P.O. Box 568, Juneau, Alaska 99802.

Officers of the Gastineau Board are: Clayton Rew, president; Dr. Joan Clarke, vice president; and Galen Tromble, treasurer. Tromble, a new addition to the board, is in charge of the Coast Guard alcoholism program in Juneau.

Rew and his wife Betty have lived in the Juneau area for 28 years. He lists his hobbies as reading, "heavy thumbed" carpentry, fishing, and hunting with a camera.

FRANCE PURSUES AMBITIOUS CAMPAIGN TO PREVENT ALCOHOLISM; ATTITUDE CHANGE GIVEN HIGH PRIORITY

Officials in France, which has one of the world's highest alcoholism rates, are pursuing a number of different avenues in an ambitious campaign to prevent alcoholism and alcohol mis-use in that nation.

Plans are being followed to seek reduction of the supply of alcohol, both in production and distribution areas; to attack alcohol mis-use through the criminal justice system; to identify early-stage drinking problems through outreach programs; to give alcoholism training and information to physicians and other key personnel serving the public; and to conduct information programs for public officials and the public at large.

Drinking attitudes and customs must be changed in order to reduce excessive drinking by the French, said Jean Trillat, secretary general of the French High Commission for the Study of and Information on Alcoholism.

"A new model of living is necessary in a country such as France, where 80 percent of its pathological disorders stem from excessive use of alcoholic beverages, especially wine," he suggested at the 22nd International Institute on the Prevention and Treatment of Alcoholism in Vigo, Spain.

The use of nonalcoholic drinks must be promoted as part of the prevention campaign, he urged.

Noting that economic and social factors complicate the situation, Trillat said, "France is too dependent on its vineyards to permit acceptance of overly severe legislation" aimed at the alcohol problem. Later in his presentation, he said that "we can no longer defend inaction by injecting the specter of economic or political disorder."

Ultimately, it may take "a multi-national--even global--approach" to achieve alcoholism prevention, he said. As a step in this direction, he recommended that the member states of the European Economic Community (EEC) adopt consistent laws on classifications of beverages, the blood alcohol levels constituting offenses, and the regulation of alcohol beverage advertising.

Regarding reduction of the alcohol supply in France, Trillat said the French High Commission has accomplished this in part by reducing vineyard acreage through bonuses paid for shifting to other crops and by upgrading minimum wine quality. However, implementing such steps has been "most difficult" since they conflict with existing EEC policies, Trillat said.

Distribution restraints have been put into effect in France, he noted. For instance, the sale of alcoholic beverages along highways is prohibited, (except with meals)--as is the location of retail beverage outlets near hospitals or schools. Advertising of alcoholic beverages is restricted, with special protection provided for minors and areas where sports events take place.

In the criminal justice area, motor vehicle drivers--and both perpetrators and victims of a crime or misdemeanor--can be fined and imprisoned in France for having a blood alcohol concentration (BAC) of .08 percent. However, these sanctions "may be too lenient", since a BAC of .05 percent has been shown to affect a driver's judgment, Trillat said.

Steps have been taken to upgrade the level of alcoholism education and information for physicians and other health profession workers, but gaps remain in this effort, he said. Among evidences of progress have been the inclusion of alcohol instruction by several medical school faculties and their adoption of optional certification in alcoholic studies.

Public information programs by the High Commission using the media so far have "not penetrated through to the population in sufficient depth to change its (drinking) customs," Trillat said. "The messages are understood but the habits still remain. These messages, he noted, seek to encourage sobriety through an understanding of the beverage contents and the quantity suitable for each individual who desires to attain satisfaction from the drink without being penalized by disturbance of his normal functions."

Among other steps, alcoholism treatment programs are being encouraged to align themselves more closely with the nutrition field rather than mental health since, Trillat said, "alcohol abuse in France stems, for the most part, not from psychological or psychiatric motivations, but from simple habit bound to the Frenchman's dietary intake."

The High Commission, established in 1954, has made definite inroads into the alcoholism problem, Trillat said citing comparisons of consumption rates of wine and pure alcohol by French adults in 1960 and 1974. During that time, consumption of wine dropped from 192 to 154 liters per person and of pure alcohol, from 27.2 to 23.7 liters.

For France, Trillat stressed, "Changing customs will not be achieved overnight. One should not be impatient to achieve rapid results against a plague so ancient as to be inextricably interwoven with our national life."

For further information, contact Jean Trillat, Secretary-General, High Commission for the Study of and Information on Alcoholism, 27 Rue Oudinot, Paris, France 75700. (Single copies of an English translation of Trillat's presentation may be obtained by writing the National Clearinghouse for Alcohol Information, Box 2345, Rockville, Md. 20852, and asking for it by order number NCA1025606.)

(Reprinted from NIAAA Information & Feature Service).

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An expectant mother should consider abstaining from alcoholic beverages during her pregnancy, according to the National Council on Alcoholism. Since there is scientific evidence that drinking can be harmful, mothers-to-be are encouraged to consult their physician or call 243-4324 for further information.

*****CHANGE OF ADDRESS*****

If you are planning to move, and wish to continue to receive the NEWS, please send in both your old address and zip code as well as your new address and zip code to:

NEWS from NCA-AR
4510 International Airport Rd.
Anchorage, Alaska 99502

"HERO" IN ALASKAN TELEVISION PUBLIC SERVICE ANNOUNCEMENT SHOWS HOW TO HAVE FUN WITHOUT ALCOHOL

PHOTOS COURTESY OF ANCADA

SCENES FROM A NEW TELEVISION public service announcement produced by the National Council on Alcoholism - Alaska Region in cooperation with the Alaska Native Commission on Alcoholism and Drug Abuse, show "Our Hero" ordering orange juice...



This 60 second spot was done under a grant from the National Institute on Alcohol Abuse and Alcoholism, and its intent is to shatter the myth that "you need alcohol to have a good time".

FROM THE DIRECTOR. . .

(Continued from page 5)

Some of the questions which need to be answered include: How does alcohol effect your life? Are you aware of available treatment? Do you know where to obtain information? What about A.A., Al-Anon, Alateen? What are the needs that are not being met? How do young people perceive their problem? How do young people perceive the answers to their problem? Perhaps one of the most important items to be answered is, what can realistically be accomplished with the limited funds available.

We will be in the process of contacting women's groups, youth groups, schools, school boards, organizations, Parent/Teacher Associations, treatment agencies, and other concerned people to notify you of the meetings and urge you to attend the seminars. If you have comments, suggestions, questions, or just want to tell us how you feel, please send them to me at 4510 International Airport Road - Suite 1, Anchorage, Alaska 99502.

A report from all of the information that we received will be prepared by March 1, 1978, and funds permitting, will be distributed to those requesting it. Please give this effort some thought, let us know what your position is, and what you think needs to be done in this area.

Sincerely,

Suzanne W. Perry
Executive Director

MUCH TO THE AMUSEMENT of the bar girls who are drinking the hard stuff...



AND TO THE AMAZEMENT of his poker partner who passes out after making fun of "Mr. Soft Drink".



"OUR HERO" rides off, pocket full of poker winnings because he was sober enough to play his hand well.



REPORT SAYS BEVERAGE ALCOHOL SALES, CONSUMPTION ADDED \$94.1 MILLION TO ALASKAN ECONOMY IN 1975

(Editor's note: This is the fifth in a series of articles highlighting some findings in the five-volume study of alcohol, alcohol mis-use, and alcoholism in the 49th state, "Working Papers: Descriptive Analysis of the Impact of Alcoholism and Alcohol Abuse in Alaska, 1975", which is the first comprehensive study done on Alaska's number one health problem. The report was prepared by Dennis Kelsc, Ph.D., for the State Office of Alcoholism under a grant for the National Institute of Alcohol Abuse and Alcoholism. The following article summarizes portions of a chapter in Volume I, "The Economic Impact of Alcoholism and Alcohol Abuse in Alaska, 1975", focusing on the most recent information available concerning state government revenues and expenditures from the consumption of beverage alcohol.)

The overall economic benefit from the sale and consumption of beverage alcohol in the state during 1975 was found to be approximately \$94.1 million. This amount included the economic value added to total state production as a result of the activities of the beverage alcohol industry within the state. This total benefit figure also includes certain federal funds received as resources by the state for dealing with problems of alcoholism and alcohol mis-use.

Within a strict economic framework, the \$94.1 million can be compared to the total economic cost of \$131.2 million and yield a result of a net economic cost of \$37.1 million. Although this is not a particularly useful analytic finding from a social or political perspective, it does indicate that the economic cost of alcoholism and alcohol mis-use in the state is greater than the overall economic benefit.

Information regarding the expenditures was obtained by a variety of methods: (1) response to a survey distributed to all state government agencies; (2) interviews with budget officers and program managers of selected state agencies; (3) review of official budget documents for all state agencies; and, (4) estimation of expenditures based on data obtained for other parts of the study.

DIRECT STATE GOVERNMENT REVENUE

The state regulation of the sale and consumption of beverage alcohol involves licensing and taxation, which generate revenue for the state in addition to associated corporation and personal income taxes.

The gross and net revenues from the sale of beverage alcohol, as able to be determined by the Department of Revenue, include: wholesale licenses \$81,850; retail licenses \$773,041; excise taxes \$6,598,213; wholesale industry income tax \$81,381; and multistate tax \$3,222; for a total gross state revenue of \$7,537,707. Total administrative costs of \$486,901 include the alcohol beverage control office \$335,659 and the audit and collection division \$261,242, which leaves a net state revenue of \$7,050,806.

Total revenues derived from corporation and personal income taxes associated with wholesale and retail sale of beverage alcohol are not able to be determined by the Department of Revenue as these taxes are paid out of the wages, salaries, and profits generated by the beverage alcohol industry and were thus included in calculation of value added to state production. Thus, net state revenue was determined to be about \$7 million. -12-

STATE GOVERNMENT ALCOHOL-RELATED EXPENDITURES

Budgeted expenditures for various units of state government that are attributable to regulation of sale of beverage alcohol and/or alcoholism and alcohol mis-use are as follows: Office of Alcoholism, \$3.02 million; program service and social services, \$3.45 million; public assistance (ADDC, AD, Medicaid), \$3.08 million; public health, \$87 thousand; division of mental health, \$1.08 million; alcohol beverage control office, \$225 thousand; audit and collection excise tax, \$261 thousand; public protection planning and support (CJPA), \$31 thousand; violent crimes compensation board, \$30 thousand; enforcement - state troopers, \$5.70 million; prosecution \$690 thousand; public defender, \$717 thousand; court system, \$1.97 million; and corrections, \$3.78 million; for a total of \$24.8 million budgeted expenditures. Of this amount, \$18.27 million is received from the State General Fund; \$1.96 million from the State General Fund-Match; \$4.05 million from federal funds; and \$513 thousand from other funding sources.

The following chart provides an abbreviated overview of both revenues and expenditures attributable to the sale and consumption of beverage alcohol and alcoholism and alcohol mis-use. Total revenues actually amounted to about \$10.4 million when state government-generated revenues and "tied" federal funds are aggregated. The amount of over \$24.8 million for alcohol-related state government expenditures remained the same.

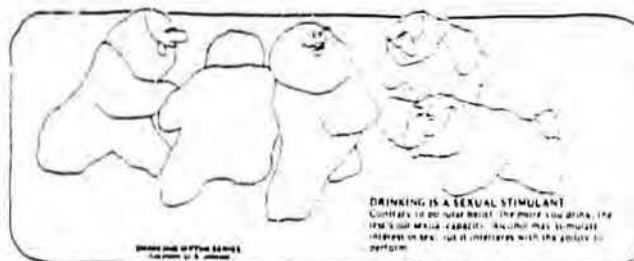
SUMMARY OF ALCOHOL-RELATED STATE GOVERNMENT REVENUES AND EXPENDITURES, 1975/1976 (thousands of dollars)

Revenues		Expenditures	
State Taxes and fees	\$ 7,537.7	State General Fund Expenditures	\$ 20,751.1
Other Sources	513.4	State Expenditure of "tied" federal funds	2,400.4
"Tied" Federal Funds*	2,400.4	State Expenditure of non-"tied" federal funds**	1,649.3
TOTAL REVENUES ALCOHOL-RELATED	\$ 10,451.5	TOTAL EXPENDITURES ALCOHOL-RELATED	\$ 24,800.3

*"Tied" federal funds are those funds received by the state government because of beverage alcohol consumption.

**"Non-tied" federal funds are those funds received by the state independent of their expenditure for alcohol associated reasons, but expended by the state government for alcoholism and alcohol abuse problems. As resources, these funds could be used for expenditures that were not associated with alcohol problems.

CONTINUED ON PAGE 13



REPORT ON BEVERAGE ALCOHOL SALES

(Continued from page 12)

The amount of "tied" federal funds is included in both the revenue and expenditures column of the table. These funds are additional resources and expenditures for the state government. Exclusion of this amount from either column would misrepresent the situation; exclusion from both columns would distort the magnitude of the relative revenues and expenditures.

From a fiscal point of view, the comparison shows that state government expenditures exceeded revenues by more than \$14.4 million. This comparison is useful only from a fiscal perspective. It is interesting to note the various categories of revenues and expenditures and their relative magnitude. For example, only about 14% of state government expenditures due to consumption of beverage alcohol are budgeted for treatment and rehabilitation of alcoholics and alcohol mis-users. The remainder of expenditures are excess costs in the operation of standard government activities due to alcoholism and alcohol mis-use (86%).

As has previously been indicated, the purpose of this report was to provide a measure of magnitude of the overall economic cost and benefit associated with beverage alcohol sale and consumption. Interpretation of this information and implications of the findings require the use of contexts other than provided by an economic framework.

There are a number of questions that could be raised for discussion of the findings of the economic cost and benefit of sale and consumption of beverage alcohol but this discussion is beyond the scope of this study. The main point is that for practical purposes, the economic cost and the economic benefit ought to be held separate for interpretation and discussion according to the various costs categories and not combined to produce some sort of net economic impact. The magnitude and profile of the economic cost and benefits are useful indicators for examination and analysis of the parameters of alcoholism and alcohol mis-use.

Editor's note: The October issue of the NEWS will report on Volume II covering compilation of legislation pertaining to regulation and control of beverage alcohol and alcoholism and alcohol mis-use in Alaska.

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ALASKA WOMEN AND YOUTH TOPIC OF SURVEY

(Continued from page 1)

survey concerned specifically with alcohol-related problems of women and youth has been done in Alaska, Ms. Perry said, and the information will be a valuable addition to the growing body of literature and statistics available on alcoholism in the 49th state.

Conducting these seminars will be Judy Hart, community programs director, and Dale Hopkins, community programs department administrative assistant. Cities and villages scheduled for upcoming seminars, Ms. Perry said, tentatively include Anchorage, Fairbanks, Juneau, Dillingham, and Kotzebue.

All women's groups are especially encouraged to watch in their areas for announcements of the seminars, which may be held in conjunction with Governor's Advisory Board meetings, Ms. Perry said. Youth groups, parent/teacher organizations, and schools will be contacted for representation from the youth community.

REMEMBER...IT'S TAX DEDUCTIBLE!

NCA-AR is open to any individual interested in helping fight the battle against the disease alcoholism. Membership dues/donation are just \$10 per year.

MAIL YOUR CHECK TO:

National Council on Alcoholism-Alaska Region
4510 International Airport Road-Suite 1
Anchorage, Alaska 99502

SUPPORT YOUR COUNCIL

JOIN TODAY

CONFERENCE NEEDS INPUT

(Continued from page 1)

Topics to be considered will include specific problems of alcohol and alcoholism in Arctic countries, with special attention given to the various ethnic groups living in the area, their interaction and relationship to other groups, drinking patterns, climatic effects on alcohol consumption, prevention measures, treatment, and rehabilitation.

"The ultimate objective of the meeting is to achieve better understanding, to gain more knowledge of a problem which has not received sufficient attention," said Archer Tongue, ICAA director.

Papers, inquiries, and proposals should be directed to Archer Tongue, director, International Council on Alcohol and Addictions, Case postale 140, 1001 Lausanne, Switzerland; or Suzanne W. Perry, executive director, National Council on Alcoholism - Alaska Region, 4510 International Airport Road, Anchorage, AK 99502.

The International Council on Alcohol and Addictions, a global, non-governmental organization providing a wide-spread forum for alcohol-related problems, was founded in 1907, according to Dr. Peter Schidler, chairman of an ICAA group on social policy, and member of the ICAA executive board. Dr. Schidler visited Alaska in July for preliminary planning of the Arctic Rim Conference, whose theme will be "The Impact of Alcohol on the Arctic Consciousness".

"The conference will be open to the public," Dr. Schidler said, "especially to those persons who are able to elaborate on the basis of their experience and knowledge in the field of alcoholism, on the impact of the different types of uses of alcohol."

"Although we have some knowledge from several Arctic regions on the medicinal and social catastrophies and casualties alcohol has caused," he continued, "there is little known how to prevent these things. We are seeking details of life that constitute the Arctic community's culture, as well as the impact of the climate, traditional culture, and rapid social and economic changes.

"To obtain this knowledge," Dr. Schidler said, "we especially invite treatment and prevention people, and grass roots representatives of Arctic cultures. We hope that a social intercourse will result from this conference and will facilitate and accelerate efforts to get a grip on these problems."

Alaskan co-sponsors of the conference include the Center for Alcohol and Addiction Studies, University of Alaska; the State Office of Alcoholism and Drug Abuse; Alaska Labor and Management Employee Affairs, Inc.; and the Alaska Native Commission on Alcoholism and Drug Abuse.

(Continued from page 1)

It is clear from analysis of the study that education information related to alcoholism has been widely seen and heard in all of the surveyed communities (with significant differences). This is in spite of the fact that there are many languages spoken, and communities chosen for the study are some of the most remote in a state which most Americans think is isolated in its own right.

The sampling procedure for this study was the same as was used in 1974 in a preliminary attitude study. An area probability sample of 512 households was drawn in nine communities in the state to reflect the diversity of Alaska's relatively small population. The communities were selected to represent the full rural to urban continuum, geographic and climatic differences, the differential social and economic impact of the construction of the Alaska pipeline, and major Alaskan ethnic groups.

The individual household which, in most cases, is composed of members of a single family, was the sampling unit for the study. In the rural communities, it was not uncommon to find the family encompassing several generations. There were slightly more women in the sample (53.7%) than men (46.3%). The ethnic composition of the present sample was almost identical with the 1974 study. Two-thirds (67.6%) white; 8.6% Eskimo; 9.0% Tlingit-Haida; 2.9% Aleut; 7.0% Athabaskan; 2.7% black; and 2.1% classified as "other minorities".

"We appreciate the help of people from communities in our sample who assisted in conducting the interviews," said W. Jack Peterson, associate sociology professor at the University of Alaska, and coordinator of research for the study. "Because of the assistance of Titus Peter, Dehlia Williams and Sandra Soloman from Fort Yukon; Paul Williams, Willi Joseph, and Florida O'Brian in Beaver; Elizabeth Frank and Lavina Jack in Angoon; Alvin Edenshaw and Sandra Peele in Hydaburg; David Ahkivgak, Ethel Katkotal, Debbie Okakok, Mildred Akpik, and Etta Ahkivgak in Barrow; Pearl Alexandrioff, Jenny Ashouwak, and Carolyn Mae Kelly in Old Harbor; and Clara Morgon in Aniak, we were able to feel confidence in the quality of interviews conducted in these unique cultural settings," he concluded.

There is high agreement among those in the professions of health, social services, and public safety that the mis-use of alcohol is the number one social and health problem in the state of Alaska. Since the early 1960's, the National Council on Alcoholism-Alaska Region (NCA-AR) has been active in attempting to alleviate this major problem. In 1974, NCA-AR in cooperation with the Alaska Native Commission on Alcoholism and Drug Abuse (ANCADA) began to design a statewide multi-media educational program to help change Alaskans' attitudes toward alcohol, its use and mis-use. The program became known as the Alaska Public Education and Prevention Project (APEPP) and was funded under a grant from the National Institute on Alcohol Abuse and Alcoholism (NIAAA).

To get the project off the ground, it was necessary to determine just what Alaskans' attitudes toward drinking were. The University of Alaska's Center for Alcohol and Addiction Studies was contracted at the beginning of the two year grant period in 1974 to conduct a statewide survey. The study conducted by W. Jack Peterson and Robert B. Heasley produced essential data showing specific areas in which additional alcohol information and education were needed. Using this data, NCA-AR and ANCADA proceeded to produce a wide variety of education materials using existing literature modified for Alaskan use and developing significant new materi-

als relevant to distinct ethnic groups and the Alaskan life style.

Distribution of these education materials began in late 1975 and has continued since that time. Many different media approaches were used. They include: television public service announcements; radio public service announcements; posters; bulletin boards; village displays; newspaper public service announcements; film and pamphlets. Nearly every community in the state was reached by some combination of these media.

Consistent with the goals of the overall project, a second study for the measurement of attitudes toward drinking and alcohol mis-use among adult Alaskans was undertaken in February, March, and April of 1977. NCA-AR and ANCADA again contracted the University of Alaska's Center for Alcohol and Addiction Studies to conduct the statewide survey. The same team directed the project. The objective of the second survey was to compare results of attitude tests after the population of the state had been exposed to multi-media campaign for slightly more than a year. A second objective was to analyze the change in attitudes between 1974 and 1977. And finally, there was an attempt to determine the differential effects of media exposure, both in terms of amount as well as types, on alcohol-related attitudes.

Robert Heasley, research associate, indicated there had been many dramatic changes in the state since the 1974 study was completed, but the characteristics of the people interviewed in 1977 were strikingly similar in most respects to their counterparts in the previous study. The median age in 1977 was 34.5 years compared to 34.7 in 1974. The 1977 sample had a median education of 12.2 years while 1974 had 12.4 years. The one variable that did change dramatically in the period between 1974 and 1977 was family income. The 1974 family income median was \$18,029 while this figure jumped to \$29,983 in 1977, an increase of 66.3%.

"There is no doubt that this great increase is due to the impact that the pipeline has made on wages in Alaska, both directly and indirectly," Heasley explained.

The following information shows some of the major shifts in attitude toward alcohol and alcohol misuse of Alaskans from the 1974 study to the 1977 survey using selected questions.

Each respondent was asked whether he or she approved or disapproved of drinking. In 1977, as in 1974 a large majority (68.1%) indicated they did approve. This is a decrease of slightly over five percent from the earlier study. The significant change in expressed approval came in the urban communities where approval of drinking dropped from 81.7 in 1974 to 74.7% in 1977.

There is widespread agreement in both studies that alcoholism is a disease. In 1974, 71.2% of the respondents felt it was a disease. This figure has risen to nearly 80% in 1977. Upon closer examination it can be seen that the increase came from the urban areas. The percentage of urban respondents who agree with the disease concept has risen from 67.5 to 78.8 while the rural sample remained at about 8%.

The study made it clear that the great majority of respondents in both samples agree that drinking is a statewide problem. It is interesting to note, however, that while four-fifths of the sample feels that this drinking problem exists, less than half think that Alaskans drink more than other Americans. Even a smaller percentage think that alcoholism is any worse than elsewhere.

COMING IN THE OCTOBER "NEWS FROM NCA-AR"

Photographs and Coverage
of the Half-Ton, Multi-Media Display

presented by
National Council on Alcoholism
Alaska Region
and
Alaska Native Commission on Alcoholism
and Drug Abuse
at the

ALASKA STATE FAIR III PALMER

MEDIA CHANGE ALASKAN ATTITUDES

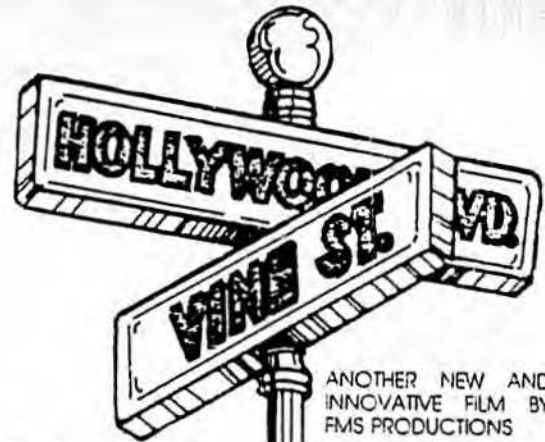
(Continued from page 14)

Over 60% of the 1974 respondents and 70% of the 1977 group felt that public service announcements and printed media could change people's attitudes toward drinking. While individuals in the urban sample did not change to any significant degree, the rural respondents who had lagged behind the 1974 sample, were almost identical to their urban counterparts in 1977. About half of the respondents believed that public service announcements can affect the way the people drink. In response to this question, there were no rural - urban differences and the attitudes remained constant in the two samples. The same relationship is seen in terms of announcements preventing alcoholism. Half of the respondents in both years think it can.

In response to the question, "where could a person go to get information on alcoholism", 75% of the 1974 respondents could name a source and this figure was raised to 81.3% in 1977.

Peterson stated that it is likely the increased awareness and change in attitudes was due, at least in part, to the heavy public education campaign conducted by NCA-AR and ANCAD. In the 1974 study, 2% of the sample mentioned one of the two agencies as a possible source of information. This increased to 5.7% in 1977. These figures are more significant when one realizes that they were the only agencies mentioned which were located outside of the local community.

As in the 1974 survey, the reception of the interview schedule in all communities was consistently encouraging. Awareness on the part of the public need for something to be done about alcoholism and excessive drinking served as a viable resource in opening communication between the interviewer and the respondents.



ANOTHER NEW AND
INNOVATIVE FILM BY
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ROD CAMERON
Famed Western Hero

JAN CLAYTON
From Broadway, Films
and the LASSIE show

GARY CROSBY
Motion Picture and Tel-
evision Performer

MITCHELL RYAN
One Of Hollywood's
Finest Actors

DICK VAN DYKE
Star Of Stage, Screen
and Television

Alcoholism is a demo-
cratic illness. It respects
neither profession nor
reputation. Increasingly,
many celebrities
from a myriad of oc-
cupations, are coming
forward to identify
themselves as recover-
ing alcoholics. The em-
phasis is on RECOVER-
ING, for there is hope
for those with the dis-
ease. Hope, and a
better way to go.

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some famous stars of
stage, screen and tel-
evision speak frankly
about what it used to
be like, what happen-
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is a positive mo-
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and recovery. It was
filmed on location, not
in a TV studio, and is
perfectly suited for any
audience from treat-
ment and rehabilita-
tion to schools and
general information.

Hollywood & Vine is a new addition to the NCA-AR film
library and currently available for check-out. Write
to the National Council on Alcoholism - Alaska Region
4510 International Airport Rd., Anchorage, AK 99502.

*DID YOU KNOW THAT . . . the most widely used drug in the
world is not aspirin but alcohol?*

BRICKS, BOUQUETS, SUGGESTIONS, & CRITICISM

I would like the following items brought
to the attention of the new NCA-AR Board
of Directors:

(use extra sheet of paper if more space is
needed)

Name _____

Address _____

NEWS from the Alaska Office

A Newsletter published monthly by the National Council on Alcoholism-Alaska Region, a private non-profit organization.

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ALASKA DEMONSTRATES GREATEST NEED IN U.S. FOR ANTI-ALCOHOLISM GRANTS, SAYS NATIONWIDE SURVEY

An article appearing in the May-June issue of the Drug Survival News carried a chart of alcohol use highs and lows. The government recently went looking for states that showed demonstrated need for anti-alcoholism grants and found such needs were the smallest in the Midlands.

Iowa, for example, rated only .783 on the National Institute on Alcohol Abuse and Alcoholism (NIAAA) scale, leading what has become known as the soberest state list. The national average was 1.0. Heading what has been called the "drunkest" states list was Alaska with an average of 1.382.

Dr. Irving Wolfe, psychologist and alcohol institute spokesman, said in a telephone interview with Drug Survival News reporter Frank Santiago that he doesn't like the "drunkest" and "soberest" groupings. "We do know, however, that Alaska has perhaps the greatest problems with alcoholism."

Wolfe said the agency was ordered to come up with a formula to slice up the \$55.5 million for federal grants to states for alcoholism programs. In the past, the money went out on a population and per capita income basis. But the government asked that this time demonstrated need be among the criteria.

The alcohol institute contracted with an outside agency, said Wolfe and they developed the scales. It first took demographic information relating to alcoholism, race, sex, age, rural-urban populations, etc. Then it put that information into a computer along with U.S. Census information for each state.

The results showed that the Midland residents have subcultures that don't abuse alcohol. For example, they don't have the high concentration of minorities evident in urban areas where the incidence of alcoholism is high. There is a higher percentage of elderly persons and the population is essentially rural not urban where the social disorders such as alcoholism, marital instability and crime are higher.

Wolfe rates the findings as fairly accurate on demonstrated need, although, he said, the government expects to improve on them when it has more time.

"Most Need"	
Alaska.....	1.382
Dist. of Columbia.....	1.235
Hawaii.....	1.218
California.....	1.186
Washington.....	1.164

"Least Need"	
Iowa.....	.783
Minnesota.....	.794
Nebraska.....	.795
South Dakota.....	.800
North Dakota.....	.803



LT. TOBY COTHAN of the U.S. Army, Ft. Richardson, recently visited the offices of the National Council on Alcoholism-Alaska region, where she was given an alcoholism awareness and information presentation by NCA-AR Rural Cultural Specialist Simeon Arnakin. Arnakin showed films to Lt. Cothran, described the disease alcoholism and its effects, and explained the materials available through the Alaska Public Education and Prevention Project.