



the recovery center

Turning Points

the recovery center
1856 Cedar Hill Road
Lancaster, Ohio 43130
(740) 687-4500

Our Mission

To ensure the effective and efficient delivery of alcohol, drug addiction and mental health prevention, intervention and treatment services to promote the health and safety of the residents of Fairfield County.

Our Vision

To create a learning organization for behavioral healthcare services which promotes understanding, supports growth and fosters healing for clients, staff and community.

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The Recovery Center is an independent contract agency of the Fairfield County ADAMH Board and is also funded by United Way of Fairfield County and the Ohio Department of Alcohol and Drug Addiction Services.



April is Alcohol Awareness Month

Alcohol Awareness Month, sponsored by the National Council on Alcoholism and Drug Dependence since 1987, encourages communities to focus on alcoholism and other alcohol-related issues.

Alcohol Awareness Month began as a way of reaching the American public with information about the disease of alcoholism - that it is a treatable disease, not a moral weakness, and that people with alcoholism are capa-

ble of recovery. A primary focus of Alcohol Awareness Month over the past ten years has been Underage Drinking and the devastating effects it can have on the nation's youth.

An integral part of Alcohol Awareness Month has been Alcohol-Free Weekend, which takes place on the first weekend of April. Alcohol-Free Weekend is designed to raise public awareness about the use of alcohol and how it may affect

individuals, families, and businesses. During Alcohol-Free Weekend, NCADD extends an open invitation to all Americans to engage in three alcohol-free days. Those who experience discomfort in this 72-hour experiment are urged to contact The Recovery Center, Alcoholics Anonymous or Al-Anon to learn more about alcoholism and its symptoms.

(Source: The National Council on Alcoholism and Drug Dependence)

Working Under the Influence of Alcohol

Workplace alcohol use and impairment directly affects an estimated 15% of the U.S. workforce according to a recent study conducted at the University at Buffalo's Research Institute on Addictions and reported in the current issue of *Journal of Studies on Alcohol*.

In a national survey,

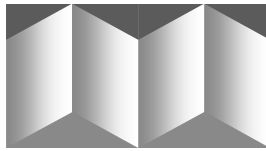
workers were asked how often during the previous year they drank alcohol within two hours of reporting to work, drank during the workday, worked under the influence or with a hangover.

Based on those responses, an estimated 1.8% of the workforce have consumed alcohol at least once before coming to

work and 7.1 % of the workforce have drunk alcohol at least once during the workday. Nearly 11% worked under the influence of alcohol or with a hangover.

(Sources: Marin Institute, University at Buffalo and Drug-Free Action Alliance E-News; 1/31/06)

From the Director's Chair: Selling Drinking by Marc Grodner



April is Alcohol Awareness Month, and nothing raises the awareness of alcohol among adolescents more than the beverage industry which spent more than \$5.3 billion on advertising and promotion in 2003. For all of its media campaigns on responsible drinking, the alcohol industry specifically targets youth in an effort to assure itself future markets for its products.

A study on alcohol advertising in magazines from 1997 to 2001 found that the number of beer and distilled spirits ads increased with a magazine's youth readership. For every one million underage readers ages 12–19 in a magazine, researchers found 1.6 times more beer advertisements and 1.3 times more distilled spirits advertisements.

Research indicates that youth exposure to alcohol advertising increases awareness of that advertising and influences their beliefs about drinking, intentions to drink, and drinking behavior. Consider just a few of the findings: Young people were 1% more likely to drink for each additional ad they

saw above the average seen by youth, and they drank 3% more for each additional dollar spent • per capita on alcohol advertising in a local market.

12-year-olds who were more aware of beer advertising held more favorable views on drinking and expressed an intention to drink more • often as adults than • did children who knew less about the ads. Middle school students who viewed more television programs containing alcohol commercials while in the seventh grade were more likely to drink in the eighth grade.

The beverage industry understands the relationship between youth exposure and adult drinking and designs its advertising campaigns for maximum effect. Children are drawn to ads that use music, animals and humor. One study found that the three most popular alcohol ads among youth used animal characters as the leading actors, and another study found that children ages 9–11 were more familiar with Budweiser's television frogs than Kellogg's Tony the Tiger, the Mighty Morphin' Power Rangers or Smokey the Bear. And it's not just media ads either. Teenagers who owned t-shirts, hats and

other merchandise with an alcohol brand name on it are 1.5 times more likely to initiate drinking than those who do not.

Underage drinking is illegal, and alcohol is the leading illegal drug problem among America's youth. Every day, 7,000 young people under age 16 take their first drink. In Fairfield County, 64% of sophomores and 51% of seniors surveyed had their first drink before they were 16 years old.

Parents and peers have a large impact on a teenager's decision to drink, but research clearly shows that alcohol marketing also influences their attitudes and creates an environment that promotes underage drinking. The beverage industry knows this. It doesn't just target youth to sell beverages – it targets youth to sell drinking beverages.

(Marc Grodner is the Executive Director of The Recovery Center)



Ads with music, animals and humor appeal to youth

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Teenage Girls' Substance Use Trends



The Director of the White House Office of National Drug Control Policy (ONDCP) John P. Walters, Seventeen magazine, and teen medical experts have released a new analysis of recent findings on drug and alcohol use trends among girls.

Teenage girls, who recently had caught up to boys in alcohol and illegal drug use, have now surpassed boys in smok-

ing and prescription drug abuse. In the past two years more young women than men started using alcohol, marijuana, and cigarettes. The results are doubly disturbing, researchers said, because they run counter to trends indicating an overall decline in teenage drug use and because young women appear to suffer more serious health consequences as a result.

According to the study, adolescent girls who drink, smoke, or take drugs are at a higher risk of depression, addiction, and stunted growth. Sur-

veys show that young females tend to use alcohol or drugs to improve mood, increase confidence, reduce tension, cope with problems or lose inhibitions. Another often-cited reason among girls for their substance abuse is weight loss. In fact, girls' use of diet pills is up to four times that of boys. The new analysis is based on the 2004 National Survey on Drug Use and Health.

(Source: *Leadership to Keep Children Alcohol Free and Drug-Free Action Alliance E-news*, 02/13/06)

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Fairfield County Celebrates Families

Fairfield County's Family Festival celebrates families the entire month of April. Funding from the United Way of Fairfield County and the Wendel Family Fund of the Fairfield County Foundation help makes this celebration possible.

Family Festival began in 1996 as a collaborative effort to promote the health and safety of Fairfield County's families. Throughout April, families join in educational opportunities, supportive services, and family-centered fun.

The 2006 Family Festival calendar includes per-

formances at the River Valley Mall each Sunday in April.

The River Valley Mall performances will take place each Sunday at 1:00p.m. and include:

- Arnett Howard on Sunday April 2
- P. T. Reptiles on Sunday April 9
- Mad Science of Central Ohio on Sunday April 23
- Magician Jon Petz on Sunday April 30
- (presented in part by Kaleidoscope Entertainment)

In addition, P. T. Reptiles will perform at the Pickerington Library on Sunday April 9 at 3:30 PM.

More than 40 area agencies and businesses hold events or special promotions in April to celebrate families as well. Family Skate, egg decorating, historic tours, storytelling, Circus Night, open gyms, Family Bowling, puppetry, health fairs, and car-seat checks are a few of the more than eighty scheduled events. A complete calendar can be found on Fairfield County Family Festival's calendar of events available in The BAG, at www.fair-mh.org/FamilyFestival or by calling (740) 654-0829.