

# asac action

April 2010

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## Clinton Youth Take Action Against Tobacco Use

KICK BUTTS DAY is a national day of activism that empowers youth to speak up and take actions against "Big Tobacco". In Clinton this day has turned in to a week of activities organized by youth to raise the awareness of tobacco related problems found in our schools and communities.

**KICK BUTTS WEEK IN CLINTON COUNTY, March 22 - 25, was a combination of fun and serious commitment for our Clinton students:**

Monday - Prevention Specialist Jen Gerdes went to Lyons Middle School to have students complete a survey to obtain their perspective of the community's readiness to make Clinton County parks smoke free.

Tuesday - Middle school youth signed and turned in a pledge to "live my life tobacco free". They put them together to form a chain. Then the grades competed against each other to form the longest chain (signed the most pledges). The 6th graders won.



Thursday - JEL students helped recruit youth for this year's JEL summit at Central College in Pella. The students also filled out the smoke free parks survey and also signed pledges not to smoke.

Friday - Lyons Middle School held an assembly with the River City Rumlbers. The Rumlbers are a gymnastics show team. One of the members is also a YEL member.

Molly McDonnel, Miss Clinton County Outstanding Teen, who has Lung Cancer Awareness as her platform, got permission for the Clinton High School show team to help bring awareness to sporting accomplishments you can do when you choose not to use tobacco. It was awesome!

## Thanks to ...

*Alliant Energy Foundation* for the grant award to purchase a new commercial refrigerator for ASAC's main campus and to the *Clinton County Administration Employees* who donated Easter baskets for the children at Hightower Place. Also, we would like to extend our sincere thanks to the members of ASAC's Board of Directors, Heart of Iowa Advisory Council, the Clinton Advisory Council, and the many other volunteers who give of their time and talents to ASAC.

## **Substance Abuse Related Resources Available for the Public**

The Iowa Substance Abuse Information Center (ISAIC) is moving from their second floor location to the first floor of the Westdale Mall. Besides being closer to the Cedar Rapids Public Library's location in the mall, the new site will have comfortable seating (couch/chairs), end tables, a coffee table, and floor lamps for ease of sitting and reading.

In their new location they will advertise and show their popular videos and DVDs to people in recovery, interested members of the public, curious shoppers and mall walkers on a regularly-scheduled basis. By attracting positive, public attention to IDPH's services and free information, ISAIC will serve as an educational outreach service, teaching people about substance abuse and gambling addictions and how it impacts all of us directly or indirectly at some time in our lives.

ISAIC books are available to be checked out in addition to their DVDs and videos. Anyone is welcome to visit the ISAIC at the Westdale Mall, 2600 Edgewood Rd., SW, Cedar Rapids, IA, or on-line at [www.drugfreeinfo.org](http://www.drugfreeinfo.org). They can be reached either at 319-398-5133 or toll free at 1-866-242-4111.

NEW RESOURCES AT THE IOWA INFORMATION AND RECOVERY CENTER:

### **Books**

#### **Betting Their Lives**

#### **The Close Relations of Problem Gamblers**

**By Lome Tepperman**

This book is based on first-hand interviews with a selection of problem gamblers and see how gambling is influenced by and, in turn, influences relationships with intimate partners—husbands, wives and children.

### **DVDs**

#### ***Vida en la Comunidad para Todos! (Life in the Community for Everyone!)***

This is a bilingual audiovisual product that addresses substance abuse prevention and mental health promotion in Hispanic/Latino communities. It is designed to be used by service providers working with Latino parents in group settings. This DVD presents 10 impacting chapters with dramatic vignettes and expert and community interviews. It reinforces Hispanic values and traditions and motivates parents to get more involved in protecting their children.

#### ***Cross Addiction: The Back Door to Relapse***

***C0176 DVD, 40 min., Hazelden***

#### ***Humor in Treatment***

**H0090 DVD, 108 min., Mark Lundholm**

#### ***Reclaim Your Family From Addiction***

**R0128 DVD, 87 min., Hazelden**

**Donation Needed:** ASAC's Dual Diagnosis Recovery Center is looking for a good used home theater system with surround sound speakers that can play CD's during client Meditation Sessions. Call Ken at (319) 390-4611 extension 167 for more information.

## Keeping Prom and Graduation Night Safe

Maudi Walton, ASAC Prevention Specialist, Clinton County

April has been designated to bring awareness to many fine causes including alcohol abuse. April was chosen as Alcohol Awareness Month because it is the beginning of the prom and graduation season. Statistics show that prom-graduation season (April May June) is the most dangerous time for teens. In 2005 during prom and graduation time, 676 students under the age of 21 were killed in alcohol-related traffic crashes, according to the National Highway Traffic Safety Administration.

The social use of alcohol is well accepted in our culture because of the billions of advertising dollars spent each year to make certain that it remains that way. Research clearly shows that alcohol advertising and marketing have a significant impact on decisions to drink. Exposure to alcohol advertising shapes attitudes and perceptions about alcohol use among both young people (15-20) and young adults (21-29) according to the "Alcohol Advertising Exposure and Perceptions" by K. Fleming, E. Thorson and published in the Journal of Health Communications.

### So, what should we do as a community?

As a community we must model healthy attitudes about alcohol and send a clear message regarding our feelings about high risk alcohol use among both youth and adults. We all set the tone for what our community will decide as the "new normal", so do not be afraid to be an advocate for low risk alcohol practices in your family, social group, and community.

### What should we do as parents?

As parents we must talk and keep an open communication with our teens and young adults. One talk is not enough. Repeat your expectations over and over. Let them know that you love them and want them to be safe.

### ALL TEENS ARE AT HIGH-RISK FOR DRUG PROBLEMS!!

Help your teen come up with ways to resist peer pressure. Talk about the meaning of addiction. Tell your teen the truth. Get clear facts and information. Speak honestly and openly.

### B.Z. Toons

by Brian Zaikowski



I hate to do this to you buddy, but the age limit on them things is seven. I'm gonna have to write you up.

### ALCOHOL FREE GRADUATION SIGNS

Yard signs to encourage alcohol free graduation parties and other youth celebrations will soon be available at area businesses and high schools. You may also contact one of the following ASAC prevention offices to obtain a sign:

Benton.....319- 472-2443	1003 W. 4th Street, Vinton
Clinton.....563- 843-2124	217 6th Avenue S, Clinton
Jackson.....563- 652-2215	119 S. Main Street #2, Maquoketa
Jones.....319- 462-4237	405 E. Main Street, Anamosa
Linn..... 319- 390-1884	3536 18th Avenue SW, Cedar Rapids

And, if you already have a sign, now is the time to put your sign out.

# Help Support Recovery by Watching

the Hallmark Hall of Fame world premiere of

## When Love Is Not Enough: The Lois Wilson Story

Sunday, April 25 | 8:00pm Central Time on CBS

Starring Winona Ryder (The Age of Innocence, Little Women) and Barry Pepper (61\*), the latest Hallmark Hall of Fame presentation is based on the true story of the sorely-tested but ultimately enduring love between Lois Wilson (Ryder), cofounder of Al-Anon, and her husband Bill Wilson (Pepper), cofounder of Alcoholics Anonymous.

In 1914 Lois Burnham, a college-educated woman from an affluent family, met and fell in love with Bill Wilson, a young man of modest means. They married in 1918, and after his return from the First World War, the two set out to build a life together. While Lois worked, Bill struggled to find his niche. Lois believed that Bill was destined for greatness, and despite his increasing reliance on alcohol, she showered him with love and support. By 1927 Bill was working on Wall Street and the couple was living a luxurious lifestyle. But despite Lois's valiant efforts to control his drinking, Bill's addiction to alcohol spiraled out of control. Soon his job, their lifestyle and their dreams were all gone.

In 1934, after years of struggling to cover for Bill and trying desperately to manage his illness by herself, Lois finally witnessed him get and stay sober—not through her help, but from the support of a fellow alcoholic, Dr. Bob Smith.

As Bill and Dr. Bob attained lasting sobriety and cofounded Alcoholics Anonymous, Lois began to feel neglected. Bill got and stayed sober without her help, and she felt isolated and resentful. But Lois soon discovered she was not alone in her isolation and anger. There was a vast army of men and women - wives, husbands, sisters, brothers, sons and daughters - whose lives and relationships had been devastated because a loved one was an alcoholic. And so she co-founded Al-Anon in 1951.

**Together Lois and Bill Wilson started movements that have helped millions of people around the world. And together they've given the world a noble and inspiring love story.**

Public awareness and support represent one of SAMHSA's priority initiatives. The goal of this initiative is to increase understanding of mental and substance use disorder prevention and treatment services. The hope is to achieve the full potential of prevention and to help people recognize and seek assistance for these health conditions with the same urgency as they would for any other health condition. SAMHSA is working in collaboration with the National Council on Alcoholism and Drug Dependence, Inc., to spread the word about the Hallmark Hall of Fame world premiere of ***When Love Is Not Enough: The Lois Wilson Story***.

