

MassHousing Annual Community Service Conference



Promoting Healthy Housing Communities: Substance Abuse Prevention, Intervention and Recovery

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Addiction

- The continued involvement with a substance despite the negative consequences associated with it.
- Pleasure, enjoyment or relief from actual or perceived ailments would have been originally sought, but over a period of time, involvement with the substance or activity is needed to feel normal.



Prevention ?





Prevention Definition

- Refers to strategies that not only keep a substance abuse disorder from happening, but also in delaying the onset of a substance abuse disorder, reducing the severity of a disorder/s and preventing relapse.

Preventing Substance Abuse



– Abuse of:

- Alcohol
- Other drugs
- Prescription drugs
- Inhalants
- Over the counter drugs

Why do substance use/abuse prevention?



- In USA estimated costs of alcohol abuse were \$223.5 billion in 2006
- 9 % of full time workers overall reported heavy alcohol use (five or more drinks on the same occasion on 5 or more days in the past 30 days)
- 12-20% of alcohol consumed in the U.S. is consumed by the those under 21.



Why do substance use/abuse prevention?

- Youth who drink before the age of 15 are four times as likely to develop alcohol dependence as those who start drinking at 21
- People who are dependent on alcohol are 18 times more likely to misuse prescription drugs than non-drinkers
- Only 5% of parents believe their children have tried inhalants...20% have tried them

Why do substance use/abuse prevention?



- Most of the prescription drugs abused by teens come from family medicine cabinets and from friends
- About one in six adults 18 and older, about 38 million adults, report binge drinking one or more times within the past 30 days.
- There is no safe amount of alcohol to drink while pregnant

Why do substance use/abuse prevention?



- Of all substances of abuse (including cocaine, heroin and marijuana), alcohol produces by far the most serious neurobehavioral effects in the fetus
- The brain is not fully developed until about 23
 - 25 years old
- seniors who reported binge drinking did so more frequently than younger people



Types of Substance Abuse Prevention

- Individual
- Family
- School
- Community
- State, Region, National

Population Based Substance Abuse Prevention



- Public Health (population-based) approach
 - Host
 - Agent
 - Environment
- Greater focus on all 3 areas of model
- Greater success
- Most often not possible to focus on all 3 areas

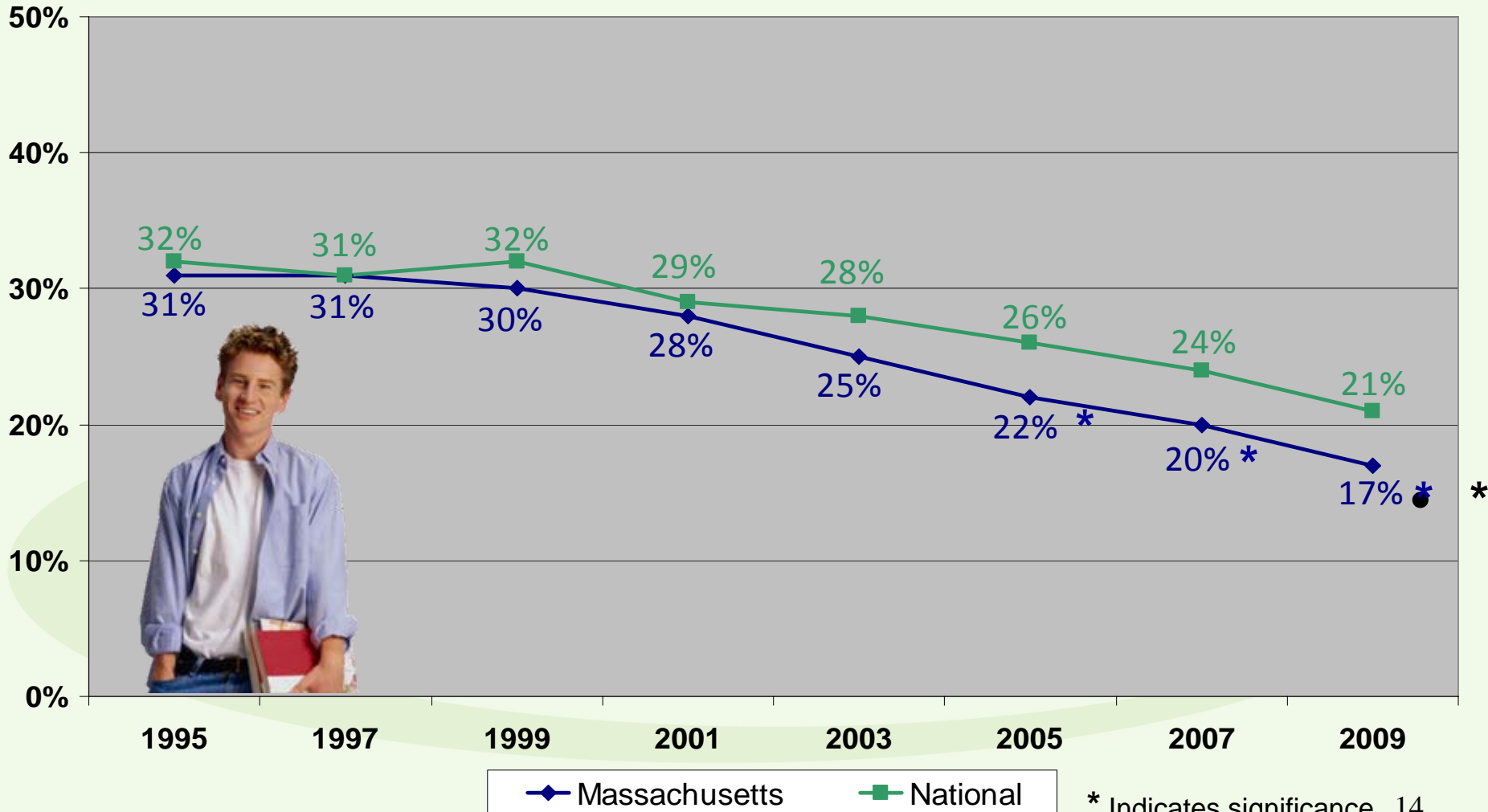
Most effective strategies

- Relate to access
 - Policy change
 - Enforcement
 - Storage and disposal
 - Local sites to dispose of drugs

Prevention Strategies

- Price
- Education
- Limiting advertising
- Sobriety check points
- Control the # of retail outlets
- Location of outlets
- Hours that outlets are open
- Requirement of drug education materials
- Social Host Liability

Age of First Alcohol Use in Massachusetts and the United States (Age <13)



Source: Massachusetts YRBS 1995-2009

* Indicates significance at the 95% level



Tobacco Ads

A vintage advertisement for Lucky Strike cigarettes. The top half features a color illustration of a smiling man with glasses, wearing a white lab coat, holding a pack of Lucky Strike cigarettes. The pack is green with a red circle containing the words "LUCKY STRIKE" and "CIGARETTES" below it. The background is a solid red color.

• The Upper named pack has been analyzed and reported to be available, a new flavor, and non-irritating, American and Indian.

20,679* Physicians
say "**LUCKIES**
are less irritating"

"It's toasted"
Your Throat Protection against irritation against cough



Tobacco Ads

Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos

... smoke **PALL MALL**
the cigarette whose mildness
you can measure



Study This Puff Chart:

PUFF BY PUFF... YOU'RE ALWAYS AHEAD WITH PALL MALL



The further your cigarette filters the smoke through fine tobacco, the milder that smoke becomes. At the first puff, Pall Mall's smoke is filtered further than that of any other leading cigarette.

Again after 5 puffs of each cigarette your own eyes can measure the extra length for extra mildness in the smoke of Pall Mall's traditionally fine tobacco is filtered further. Moreover, after 10 puffs of each cigarette....

... at 17 puffs, Pall Mall's greater length of fine tobacco still travels the smoke further - filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Whenever you go today, you will see more and more people smoking PALL MALL - the cigarette whose mildness you can measure.

Outstanding
...and they are mild!



P.S. LET A CARTON OF PALL MALLS SAY "MERRY CHRISTMAS" FOR YOU



Tobacco Ads

LADIES' HOME JOURNAL April, 1946

Happy Birthday Dad
We Know Your
ABC's

A ALWAYS Milder
B BETTER TASTING
C COOLER SMOKING
*All the Benefits of
Smoking Pleasure*

THE RIGHT COMBINATION OF THE
WORLD'S BEST TOBACCOS *Properly Aged*

ALWAYS BUY CHESTERFIELD

Copyright 1946, Lorain & White Tobacco Co.

Policy Change and Tobacco



- All about access
 - Price, price, price
 - Restrictions on sales
 - Age
 - Machines
 - Restrictions on locations
 - Availability of treatment
 - Restrictions on advertising

Prevention practices to Consider



- Understand addiction (relapsing disease)
- Work as part of a greater community
 - Outlet density
 - Advertising
 - Store hours
 - Disposal sites
 - Where to go for treatment (treatment works)

Prevention practices to Consider



- Prevention is a process, not an event
- Share education materials with residents (free materials available at www.maclearinghouse.com)
 - Danger of inhalants, prescription drugs, alcohol
 - How to secure and dispose of prescription drugs and alcohol
 - How to talk to children about drugs
 - Alcohol and aging

Doing the Right Thing

- The easier it is to do the *right thing*, the more likely it is to happen
- Think about fire prevention as an example
 - do it all the time – part of what we do
 - Has become institutionalized (policy change)
 - Understand the costs of not doing prevention are much higher than doing prevention
- Substance abuse is preventable, treatable and people do recover.

Thank You

- Thank you for the invitation
- Appreciate the job that you do
- Recognize importance of what you do
- Presentation –
 - familiar elements
 - things that you all ready do



Resources

- Substance Abuse Mental Health Services Administration (SAMHSA)
www.samhsa.gov
- National Institute on Drug Abuse
www.drugabuse.gov
- National Institute on Alcohol Abuse and Alcoholism www.niaaa.nih.gov



Substance Abuse Prevention

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