


## Love to Golf, Or Just Need An Excuse? Here it is!

Mark Monday, September 12, 2005 on your calendar and plan to join us at Yankee Hill Country Club for our First Ever Golf Tournament. The proceeds from this 18-hole, 4-person scramble will help us further our mission and especially to fund prevention programs and drug free activities for our youth. The cost is \$95.00 per person and includes green fees, cart, range ball and dinner. Team registration begins at 11:00 with a shotgun start at 12:30.

Is your interested piqued? We hope so! You can download sponsorship and registration information from our website at [www.lcad.org](http://www.lcad.org). Just fill out the forms and either fax, mail or phone us with your information.

The Lincoln Council on Alcoholism and Drugs has been serving the community for over 43 years. We're proud of our tradition of excellence in providing prevention programs and evaluation services throughout Lincoln and the surrounding area promoting healthy lifestyles free from the abuse of alcohol, tobacco and other drugs.



*Our First Ever*  
**LCAD Golf  
Tournament**

**September 12, 2005**  
**Yankee Hill Country Club**  
*visit our website at [www.lcad.org](http://www.lcad.org)  
for more information*

## Sticker Shock Campaign a Success

In any community effort there must be involvement of many different entities to be successful in making change. In an environment that is saturated with mixed messages about alcohol even organized communities have their work cut out for them. "Start On Track", Lincoln and Lancaster County's prevention coalition is committed to reducing substance abuse in our community. Data show us that in Lincoln underage people who are drinking get their alcohol from adults who are not their parents, which is encouraging news. However, addressing the adults who are procuring for minors is a unique challenge. Media that can be used to reach into a home to touch parents will not necessarily reach the awareness of an adult non-parent who procures for friends, younger brothers or sisters or even youth they don't know outside a liquor store or outlet.

The reasons for this procurement vary, and even those who procure might have difficulty explaining it, stating things like "everyone does it" or "someone did it for me when I was their age, I'm just giving back". For adults who host drinking parties there may be a guise of safety in having kids' drinking supervised at someone's house rather than out in a field or at someone's house with no adults present. The logic might sound good but just because there is a hosted drinking party one night does not mean that the same group of young people won't attend an unsupervised drinking party the next night or the next week. The logic is flawed, and sends a confusing mixed message to the community, and to young people in particular.

In a combined effort to address adults and youth one of Start On Track's strategies was to initiate a program called "Sticker Shock." Sticker Shock is an awareness and education campaign that directly targets adults who might procure alcohol for youth. The first Sticker Shock campaign was designed by a group of youth in Pennsylvania in 1998, who started locally in their community and then expanded the project statewide in subsequent years. The name comes from the 'shock' someone might get on seeing the sticker with the price of an item. Our goal is to educate adults buying alcohol on the price, both personal and societal, of

underage drinking and encourages them to be a part of the solution.

In Lincoln's campaign nine liquor outlets participated in the first round that was run over the July 4<sup>th</sup> weekend, one of the most dangerous holidays as it concerns alcohol related deaths and injuries. See the box below for the list of participants. Industry participation in such campaigns is an important part of environmental change, and we extend a heartfelt thanks to the storeowners and managers who passed out more than 1790 Sticker Shock fliers over three days.

In the future we hope to take Sticker Shock city wide, with on sale outlets participating over every holiday to help spread the message of what Lincoln as a community believes about underage drinking. If you have questions or comments or if you are interested in volunteering for future Sticker Shock events please contact Teri Effle at LCAD 475-2694.

The following Lincoln liquor outlets voluntarily participated in the Lancaster County Substance Abuse Action Coalition's Sticker Shock Campaign  
We thank them for their participation and support!

**The Cellar  
City Spirits  
Geno's  
Kong Liquor  
Lancaster's  
South Street Liquor  
N Street Liquor  
Russ's  
Super Saver**

## Let Us Know How You Feel About Substance Use in Our Community

Recently, Start On Track, Lancaster County's substance abuse prevention coalition sent a survey to Lancaster County neighborhoods asking residents to share their perceptions regarding substance use and available services in our community.

We have so far been excited about the response, and have decided to expand our original target area to include as many Lancaster County residents as possible. We have included the original survey in this newsletter and hope that you'll share your opinions with us. Please take a few moments to complete this survey and the attached card. Providing your name and address on the enclosed drawing card will enter your name in one of two drawings for \$100.00. The information on the card will not be associated with your survey response—only that you completed the survey and are eligible for the cash drawing. Cards received with an incomplete survey will not be qualified for the drawing. Please return your completed survey and entry card no later than August 15, 2005, to LCAD, 914 L Street, Lincoln, NE 68508.

Thank you in advance for your candid thoughts on these questions. We appreciate the role you play in creating a strong, positive Nebraska community. If you have any questions or comments regarding this survey, please contact Teri Effle, LCAD's Prevention Coordinator, at 475-2694.

## Counties Want Federal Help Against Meth

A group representing counties across the U. S. says that the federal government should be spending more time and effort addressing methamphetamine abuse, WebMD reported July 7.

The National Association of Counties released a report finding that 58 percent of local law-enforcement agencies view meth as their top drug problem. But federal anti-drug efforts are focused primarily on preventing marijuana use, and the 2006 federal budget included a \$804-million cut in funding for the Justice Assistance Program, used by local governments to fight meth and other drugs.

Larry E. Naake, executive director of the group, said the Bush administration should pay at least as much attention to meth as it does to marijuana. "We think that there is now an epidemic that needs to get their attention," he said.

But a spokesperson for the White House Office of National Drug Control Policy defended the administration's focus on marijuana, saying that there are 15 million marijuana users in the U.S. compared to about 1 million meth users. "You hear the word 'epidemic' thrown around quite a bit when you're talking about meth," said spokesperson Jennifer DeVallance. "This is a major and significant problem, but it is not one that is out of control and it is not one that can't be contained."

--from *Join Together Online*

## LancasterCounty's Substance Abuse Action Coalition

Over 75 substance abuse and community agencies in Lancaster County have come together with the shared vision of a community free of substance abuse. This group, which also includes a number of diverse community partners, has become the Lancaster County Substance Abuse Action Coalition. Our mission is to improve the health of Lancaster County citizens by reducing misuse of ATOD (alcohol, tobacco, and other drugs) through increased collaboration among prevention, treatment, and criminal justice agencies. Building community partnerships to find new dollars and invest them wisely is the method we are using to realize our vision of a community free of substance use.

SAAC is comprised of three teams that work independently, yet together as a whole to address substance use issues:

The Prevention Team, **START ON TRACK**, has two goals: (1) to reduce substance use and abuse by youth and the community at large by addressing the factors in the community that serve to increase the risk of substance abuse, and (2) to establish and strengthen collaboration among communities. **START ON TRACK** will be focusing on increasing taxes for keg registration, developing and implementing a sticker shock campaign, and organizing neighborhood parent/citizen groups to help us reach these goals.

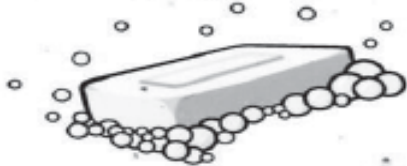
The Treatment Team, **BACK ON TRACK**, helps people get their lives "back on track" after abuse of alcohol or other drugs. It is one of the 29 groups affiliated with Robert Wood Johnson Foundation's national Demand Treatment (DT!) Project. **BACK ON TRACK** is building a groundswell of community support to make substance abuse treatment available on demand as it is for other illnesses. On average, nearly 300 people will wait one to six months for treatment at any given time.

The Criminal Justice Team, **STAY ON TRACK**, seeks opportunities for improving and expanding substance abuse services. It promotes a Standardized Model for Substance Abuse Evaluations and it works toward programming that will take advantage of LB46.

To learn more about how you can be involved, contact us at 475-2694.

## Clean and Sober

Gift Cleaning Packages  
that benefit LCAD and its  
programs



Residential package-- 6 rooms for \$100  
Commerical package-- 10 rooms for \$200  
Services generously donated by  
Renee Miller, Miller Cleaning

For more information contact:

Lincoln Council on Alcoholism & Drugs  
914 L Street  
Lincoln, NE 68508  
402-475-2694

# 10 Drug and Alcohol Policies That Will Save Lives

Join Together and its partners published this guide to answer the single question they are asked most: “What actually works to prevent and reduce alcohol and drug problems?” This guide was actually developed to help voters and candidates for office in 2004 learn about practical policies that, if adopted, can help save lives and restore families. The ten policies in this guide were developed by groups of national experts and community leaders. They are based on solid scientific evidence, and have broad public support.

## **PREVENTING UNDERAGE DRINKING**

1. Increase alcohol prices through taxes, particularly on beer. Underage drinkers consume as much as 20 percent of all alcohol—mostly beer—sold in the U.S. But youth drink less when beer costs more. Fewer of them die from alcohol-related motor vehicle crashes, the leading cause of death for people aged 15-20, get into fights, and try to commit suicide. Alcohol taxes were once intended to keep prices high enough to deter excessive use. However, these taxes have not kept pace with general inflation, and the real price of beer has actually dropped in the past 30 years.
2. Limit alcohol advertising and promotional activities that target young people. Like the tobacco industry, the alcohol industry targets advertising to children. Long-term exposure to alcohol advertising and promotional activities increases the likelihood that children will drink, and the kids who see the most ads are most likely to drink. The public knows these facts and backs advertising limits—a 2000 survey found over 60 percent of Americans support reducing alcohol ads on television, billboards, and at sporting events.
3. Adopt laws that will prevent alcohol-related deaths and injuries among young people. Graduated drivers' license laws, “happy hour” restrictions, compliance checks, and similar policies change the context in which young people drink. These approaches have been shown to reduce underage drinking and fatal accidents among 15-20 year olds.

## **TREATING ADDICTION**

4. Require and enforce equal insurance coverage for drug and alcohol treatment. Virtually all insurance plans either do not cover drug and alcohol treatment or require that people pay a higher share of the costs of care, making treatment unaffordable for most families. Consumers do not get help early enough to avoid health and social problems, and must use the public system to get care, which hurts state budgets. Numerous studies show that drug and alcohol treatment saves money, and that the total impact of adding treatment on insurance premiums is less than one percent.
5. Support the development and use of effective medications for addiction treatment. Several medications, including buprenorphine, methadone, naltrexone, and acamprosate, can effectively treat addiction. But obstacles prevent widespread use; for example, insurance companies that do not cover the costs of the drugs, and zoning laws that prohibit the establishment of methadone clinics. Medications

are an important part of treatment, especially when combined with counseling, social support and aftercare.

6. Make screening for alcohol and drug problems a routine part of every primary care and emergency room visit. Screening people for substance use, counseling those who show risky behavior, and referring people to treatment, if needed, are remarkably effective techniques to reduce alcohol and drug problems. But laws in over 30 states allow insurance companies to refuse pay for emergency room care if physicians discover alcohol use. Additionally, doctors are not paid to screen and counsel for alcohol use the way they are for other common conditions like diabetes and depression, and therefore may choose not to do so.
7. Give higher payments to providers who get better results. Public and private payment systems should be revised to measure and pay for long-term results in order to improve the quality of care in the treatment system. The providers who get better results should be paid more; those who do not should be paid less. Legislators should work with providers and single state agencies to identify and monitor outcomes.

## **REDUCING AND PREVENTING CRIME**

8. Require effective treatment and continuing, supervised aftercare programs instead of incarceration for non-violent drug and alcohol offenders. More than half of individuals in the criminal justice system who complete treatment programs and participate in aftercare do not commit new crimes. Most prisoners who serve mandatory sentences but get no treatment commit new crimes and resume their addictions after release. Convicted drunk drivers also need appropriate treatment and aftercare, even after a first offense.
9. Repeal policies that prevent ex-offenders from returning to full participation in society. It is fundamentally unfair that people are punished repeatedly for the same offense. But that is exactly what happens to people with drug convictions. Federals and state laws impose lengthy or lifetime bans on federal student aid, cash assistance, food stamps, public housing, and many types of employment. These bans do not prevent drug use, but do impede recovery from addiction.
10. Support the work of community coalitions. Communities that have a written strategy to reduce alcohol and drug problems report greater citizen involvement, more constructive public policy change, better access to treatment, and increased diversity of funding sources. Helping coalitions sustain their community-wide strategies can help reduce substance abuse at the local level.

# LCAD YOUTH BOARD



## 2005-2006 LCAD Drug-Free Youth Board

**Sydney Abel**  
**Hannah Bates**  
**Eric Carlson**  
**Meagan Dunning-Ward**  
**Sierra Frauen**  
**Lindsay Graef**  
**Erica Graham**

**Victoria Hunt**  
**Jacy Kern**  
**Jaydon McDonald**  
**Willow Nyman-Jones**  
**Johnny Rutford**  
**Natalie Taylor**

## LCAD's Drug-Free Youth Board Gets A Name Change

Formerly known as the Teen Prevention Planners, the LCAD youth board decided their name did not reflect what they really were. The group now will be known as the LCAD Drug-Free Youth Board. The youth made this decision at their annual training June 15-17 at Camp Catron in Nebraska City. While attending the training they participated in team building, went through the Challenge Course, planned activities for the year, and elected a leadership team and representatives for the LCAD Executive Board. The 2005-2006 Leadership Team: Erica Graham and Eric Carlson, co-chairs; Lindsay Graef, secretary; Willow Nyman-Jones, treasurer; and Natalie Taylor, media and historian. The 2005-06 LCAD Board representatives are Natalie Taylor and Willow Nyman-Jones. The youth are looking forward to an exciting year of providing drug-free activities and events for Lancaster County youth. Special thanks to Rick and Linda Dunham and Tim Vaske for giving their time to assist with the three day training and to Teri Effe and Teri Vosicky for presenting programs for the youth!

## Calendar

### August

#### **6--Car Wash Fundraiser for LCAD Youth Board**

*At Union Bank, 12:30-5:00 p.m.  
27th & Pine Lake Road*

### September

#### **2--Battle of the Bands**

*Go to [www.lcad.org/youth](http://www.lcad.org/youth) page  
for details*

#### **12--LCAD Golf Tournament**

**Yankee Hill Golf Course**

*For more information or to register  
visit [www.lcad.org](http://www.lcad.org)*

### October

#### **28th--Halloween Dance**

*Go to [www.lcad.org/youth](http://www.lcad.org/youth) page  
for details*

## June Jam 2005 –

## And the Award Goes To...

Members of the LCAD Drug-Free Youth Board attended the annual regional drug-free youth retreat, June Jam, from June 13-14. Hannah Bates, Erica Graham, and Victoria Hunt attended as participants where they got to interact with other drug-free youth from across southeast Nebraska. Natalie Taylor was accepted as a youth staff member for June Jam. Natalie ran a mixed family group, a group of youth from different communities, and her responsibilities included planning activities, leading discussion, and running an energizer workshop. All the members of the Drug-Free Youth Board said they had a great time and can't wait to attend next year!

# Check Out Our Resources

Lincoln Council on Alcoholism and Drugs (LCAD) provides prevention services to the Lincoln/Lancaster County area and is the center for prevention for Region V Behavioral Health System. The office is open to the community Monday through Friday, 8 a.m.-5 p.m. Youth and adults can benefit from the resource room videos, journals, CD-roms, curricula and pamphlets. Most materials are available at no cost to the public. A wide variety of literature is available with some resources also in Spanish, Vietnamese, Bosnian, Russian and Arabic. Educational materials include, but are not limited to: prevention research, statistics, issues of addiction, special populations, and multicultural issues. LCAD provides information to students completing school reports, professionals needing statistics and research, concerned families and/or significant others and people suffering from substance abuse. The LCAD prevention staff offers technical assistance, information, and referrals to community resources available to Lancaster County residents.



**LCAD Golf Scramble**  
**Monday, September 12, 2005.**  
**Register your team now**  
**at [www.lcad.org](http://www.lcad.org)!**

We would like your assistance in keeping our mailing list updated.  
If you would like to be taken off our list, or know someone we should add,  
please call LCAD at 475-2694.

**WHAT'S NEW** is a quarterly publication of the Lincoln Council on Alcoholism & Drugs, Inc. Funding for LCAD's services are provided by Region V Systems, the United Way of Lincoln/Lancaster County, JBC and private donations.

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Financial/Operations Manager.....GL Logan  
Communications Manager.....Teri L.Vosicky  
Prevention Coordinator.....Teri Effle  
Prevention Educator.....Tara Nettifee  
Prevention Educator .....Pete Reyes  
Prevention Educator .....Jung Nguyen  
DFC Coordinator .....Otto Schultz  
Substance Use Evaluator.....Gwen Smith Watts  
Substance Use Evaluator.....Linda Peck  
Evaluation Administrator.....Teresa Hobbs  
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