Framing the Issue:
Why the big picture matters!

Linda Hancock, FNP, PhD
linda@lindagivesback.com
LindaGivesBack.com
Who is this woman?
Why is she talking to us?

• Freshman in Retirement  (but still working to educate!)
• Nurse Practitioner  (FNP)
• Frustrated stand-up  comedienne
• Scientist & Seeker of Truth (PhD)
• Unusual Fantasy Life

• Mom...  and thus very humble!
What is the most devastating drug?
7 strategies to frame prevention work
Prevention/Intervention/Recovery Support

1. Motivational Interviewing (MI)
2. Understanding Substance Use Disorder
3. Harm Reduction
4. Social Norms
5. Bystander training
6. Wisdom of Recovering Students
7. Networking – Policy & Finding your “people”
1. Motivational Interviewing (MI)

Evidence-based and a skillful way of being with people
The Name of the Game is...

WIN AS MUCH AS YOU CAN!!!

(if you have done this before...
opt out, help others find a partner)

- Stand up
- Find a partner
- place right feet side by side
- “shake” right hands
If you push... people just naturally push back.
Understanding & Exploring the PICTURE BOOK of someone else’s life
If you do all the talking...
What do they have left to say?

(Think about it... do you believe what people tell you to do?)
Moving one step is success!
Discussion skills (ask *then* listen)

What are the good things about _____?

What are the not-so-good things about _____?
• How important is it for you to....?

Not important                                        Very important

1     2     3     4     5     6     7     8     9     10

Then...Go down 2
Example – if they say 5 you say... Ok it’s a 5 it’s not a 3, how come?
2. Substance Use Disorder

Understanding

-People first language
-Genetic Snowflakes
-Impact of trauma/mental health

the “continuum” concept
People first language

People with Substance Use Disorders (SUD)
- People with Opiate Use Disorder
- People with Alcohol Use Disorder
- People with Marijuana Use Disorder

Abuse is a negative term

- Try instead to use... use/misuse/disorder
- Addiction refers to severe SUD

Great research about this at RecoveryAnswers.org
Substance use occurs on a CONTINUUM

- **Low risk use** (or NO use)
- **Misuse**
- **Disorder**

- **Mild**: 5-10%
- **Moderate**: 20-30%
- **Severe = Addiction**: 60-70%

9 in 10 heavy drinkers can reduce use.

10% have the disorder and may need support to stop.
Risk for SUD is complex!

GENETICS

ENVIRONMENT

ACEs & Resiliency

Why we need to be Trauma Informed
Genetic Snowflakes

My TEAM...My family...My friends
Dr. Danielle Dick VCU

Will Your Toddler Be a Drinker? Personality May Tell

Laura Poppick, Staff Writer  |  July 10, 2013 04:01pm ET

Adolescent Alcohol Use is Predicted by Childhood Temperament Factors Before Age 5, with Mediation Through Personality and Peers

Danielle M. Dick, Fazil Alley, Shawn J. Latendresse, Matt Hickman, Jon Heron, John Madeo, Carol Johnson, Barbara Maughan, Glyn Lewis, and Kenneth S. Kendler
Different Pathways of Genetic Risk for Substance Use Issues

Genetic Temperament – 4 traits

1. Externalizing: sensation-seeking impulsivity
2. Internalizing: anxiety sensitivity negative thinking
3. Physiological: low biologic response

Predicts trying
Predicts excess use
Example of **Biological Response to Alcohol**

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4453498/ (see Research by Dr. Marc Schuckit)

High Response
“Cheap Drunk”

“OMG IM SOOOOO DRRRRUNNKKKKK”

Low Response
“Hollow leg”

HAD ONE BEER
What best describes what you know about ACEs?

a. I’ve been trauma trained
b. I know just a little
c. I thought it was a card game

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5 minute video & 15 min TED Talk that will give you an overview

http://www.gundersenhealth.org/patients-visitors/adverse-childhood-experiences-aces/

TED Talk www.ted.com/talks/nadine_burke_harris_how_childhood-trauma-affects-health-across-a-lifetime
Research on ACEs
Adverse Childhood Experiences

When a student athlete struggles with substances, you don’t know if it’s ACEs and chronic stress related…

unless they open up to you!

https://www.slideshare.net/EightAZpbs/ace-train-the-trainer-final-june-4-2013
Substance Use Disorder is a BRAIN DISORDER
Once exposed...
some people’s brains get “hi-jacked”

https://www.drugabuse.gov/publications/drugs-brains-behavior-science-addiction/treatment-recovery
3. Harm Reduction

Keeping people alive with Basic Alcohol & Substance Education

Facts NOT health terrorism
Save a life. Make the call.

Leslie and Michael Lanahan

Breakout session 1 – Haze: The Movie
HARM REDUCTION
Useful analogies that explain why alcohol education is important EVEN for those under age 21

Heimlich Maneuver
We teach youth about health problems, but don’t expect them to choke on a hot dog or have a heart attack.

CPR
We can educate about alcohol and expect them not to drink. They may save a life!
WHAT IS A STANDARD DRINK OF ALCOHOL?

1 Standard Drink = 0.6 fluid oz. of 100% alcohol

Beer
- 12 oz. 5% alcohol

Wine
- 5 oz. 12% alcohol

Liquor
- 1.5 oz. 80 proof

Equivalency

12 oz. Beer
8 oz. Malt Liquor
5 oz. Wine
1 oz. Liquor

Lines indicate approximate measurements

16 oz. cup
23.5 oz.

12% alcohol
4.7 drinks

Alcohol percentage and container volume will determine number of standard drinks.

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GORDIE CENTER
Gordie.org
Does your campus do “Bartender School”? i.e. - basic alcohol pouring demonstrations

a. Yes, I’ve done a pouring exercise before
b. Yes, they do but I haven’t done it
c. Nope, never heard of it
Team Challenge

- Table captains run up front and get a solo cup for every 2 people at your table (3 max)

CHALLENGE – one person holds the cup the other pours “one drink” or serving in the cup
Calculate BAC (Blood Alcohol Content)

Both Jack & Jill each have 5 drinks in 3 hours

Jack weighs 220 pounds.  
What’s his BAC?  .04

Jill weighs 120 pounds.  
What’s her BAC?  .14

Then...  
Discuss what might to happen for each based on their BAC?
How many “drinks” (or shots) in a 1.75 liter bottle of alcohol?
How many drinks in a 1.75 liter bottle of alcohol?

#labelliquor  https://www.youtube.com/watch?v=_hGVtdRyVZw
Standard drink labels - we need them!

“all the smart alcohol goes to England and Australia, all the stupid alcohol is in America.”
We could package alcohol for safety.

With unit dose measuring cups but we don’t!
Situational Tolerance
new places/new recruits

Brain/Body Stimulation

Baseline

Desired Effect

Brain/Body Depression

New situation
no anticipation by the body

OVERDOSE DEATH
Emergency First Aid for DRUNK people

Is It Alcohol Overdose?
Check for PUBS Symptoms
gordie.org

- UNRESPONSIVE to pinching or shaking
- PUKING while passed out
- BREATHING is irregular, slow, shallow, or has stopped
- SKIN is blue, cold or clammy
- *UNSURE? Call 911!

See even one? Save a life. Call 911!
Harm Reduction

The dose is the difference: Alcohol

BEER – 4%

but now
Craft beers with
5-10% or more

WINE 10-15% alcohol

12% alcohol – 1 can = 4.7 drinks

198 grain
99% alcohol
1 tablespoons is a drink
Stimulants- The dose is the difference!

- Coca leaves
- Powdered cocaine
- Freebasing Crack
The dose is the difference!

**OPIATES**

Narcotics derived from the poppy plant

**OPIOIDS**

- Synthetic narcotics manufactured to mimic the poppy plant
Benzos and Xanax - Pills, bricks and bars

DrugWatch Information Sheet
Alprazolam (Xanax)

Brand names: Xanax is by far the most well known brand name for alprazolam, but there are numerous other brand names such as Alprazol, Alprox, Alpraz, Cassadlan, Raloxan, Tali, Tranximazin etc.

Classification: Alprazolam belongs to a class of benzodiazepines called triazolobenzodiazepines and is classed as a depressant drug.

Appearance: Legitimate pharmaceutical Xanax comes in doses of:

- 0.25mg: white, oval, scored, imprinted ‘XANAX 0.25’
- 0.5mg: peach, oval, scored, imprinted ‘XANAX 0.5’
- 1mg: blue, oval, scored, imprinted ‘XANAX 1.0’
- 2mg: white, oblong, multi-scored, imprinted ‘XANAX’ on one side and ‘2’ on the reverse side.

Number of Deaths Involving Benzodiazepines

USA

Source: National Center for Health Statistics, CDC Wonder
Marijuana & THC –

The dose is the difference -

increase concentration (dose) = increased addiction!

Photo from http://treespotshop.com/greenwoods-best-cannabis-concentrates/
Harm reduction and nicotine

Are e-cigs better or worse than cigarettes?

It depends!

If you smoke cigarettes daily – it would probably be better (don’t have solid data yet)

If you don’t use – then starting e-cigs/JUUL can only be worse and we KNOW nicotine is addictive
2014- EU enacted the Tobacco Product Directive (TPD) standardizes rules regarding tobacco sales throughout the region. E-liquid bottles are limited to 10ml, E-cigarette tanks are limited to 2ml.

Nicotine content is limited to 2% or 20mg/ml.

E-liquids must come with warning labels and in small bottles. New products go through 6 month review & undergo emissions testing.

https://www.whitecloudelectroniccigarettes.com/blog/vapers-guide-traveling-through-europe/
Are e-cigs/JUULs impacting teams?

a. Yes- I wonder what it does to peoples health
b. Yes – I know people who just can’t stop use anymore
c. Maybe- I want to know more
d. No – because no one is using
e. No – because it’s just water vapor/harmless

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E-VOLUTION of Vaping

When did e-cigs come to America?

2007


Ammonia based (so are cigarettes)
• By 2017...
• Number of e-cig brands?
• 433 e-cig brands
• Number of e-juice flavors?
• 15,586

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5869180/ Zho et al 2017
What’s in the e-juice?

Analyzed 22 Cartomizers for heavy metals
How Much is That?

5% strength of what?

59 mg/ml!

How much is 5%?

1 pod = 1 pack of cigs

They want you to be confused!

mango 5% strength

RESOURCE with POWERPOINTS https://med.stanford.edu/tobaccopreventiontoolkit/E-Cigs.html
A big reason why JUUL took over – the dose and delivery is the difference!


https://www.urvapin.com/blog/what-is-nicotine-salt/
How do ALL of these parts affect YOUR BODY?

from Stanford Tobacco Prevention Toolkit  JUUL: Significant Concerns
Knock off JUUL products
FACTS
Good Morning America 12/17/18


Pediatrics
April 2018, VOLUME 141 / ISSUE 4
Article

Adolescent Exposure to Toxic Volatile Organic Chemicals From E-Cigarettes
Mark L. Rubinstein, Kevin Delucchi, Neal L. Benowitz, Danielle E. Ramo
What is the fastest (hence most addictive way) to get a drug to your brain?

a. Eat or Drink it
b. Inhale it
c. Inject it
The fastest drug delivery - **INHALING**
4. Social Norms

You don’t have to have “clickers” FREE sample online use of programs like Mentimeter (or you can get a license for a few hundred dollars)

http://dailygenius.com/best-classroom-tools-gathering-feedback/
Misperceptions & Social Norms

Perception

Overestimate
- Unhealthy visible behaviors
  - smokers, drunks, violence,
  - goofing off, credit card debt, etc.

Underestimate
- Healthy less visible behaviors
  - non-smokers, moderate drinkers
  - academic seriousness, prayer

REALITY

GAP

www.socialnorms.org
Misperceptions occur for many reasons. Our brains get into **ruts**. Some examples...

- Spell TOPS 3 times
- 3 items
  
  *When our culture says...*
  - Don’t drink,
  - Don’t drink,

- **Don’t drink**...

- **We think everyone....Drinks!**

  *When our culture says...*
  - Don’t have sex
  - Don’t have sex

- **Don’t have sex**... **We think**...
Student Athletes
Will you agree to tell the TRUTH about the following health behaviors?

- Past month energy drink use
- Past month JUUL/vaping
- Past month alcohol use
- Past month marijuana use
- Past year number of sex partners

Can we have the TRUTH PACT?
Athletes only     Perception
How many days per week do most students use energy drinks?

A. None
B. 1-2 days
C. 3-4 days
D. 5-6 days
E. Daily
Athletes only

REALITY

How many days per week do YOU use energy drinks?

A. None
B. 1-2 days
C. 3-4 days
D. 5-6 days
E. Daily

[Bar chart showing the percentage of responses: 76% None, 16% 1-2 days, 5% 3-4 days, 1% 5-6 days, 2% Daily]
Athletes only  Perception

How many days in the past month do you think other student athletes JUUL/Vape?

a. None
b. 1-5 days
c. 5-10 days
d. 11-15 days
e. 16-20 days
f. 21-25 days
g. 26-30 days

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Athletes only  REALITY

How many days in the past month did you JUUL/Vape?

a. None  
b. 1-5 days  
c. 5-10 days  
d. 11-15 days  
e. 16-20 days  
f. 21-25 days  
g. 26-30 days

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Sick of feeling like a slave to your JUUL?
Done spending money on pods?
Just *over it*?

Text QUIT to 202-804-9884
Free, confidential, judgment-free texts
Tips, advice and inspiration

FREE poster from Truth Initiative
Email me for pdf to post on campus
Athletes only Perception

How many days in the past month do you think other student athletes used marijuana/thc?

a. None  
b. 1-5 days  
c. 5-10 days  
d. 11-15 days  
e. 16-20 days  
f. 21-25 days  
g. 26-30 days

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Athletes only  REALITY

How many days in the past month did you use marijuana/thc?

a. None
b. 1-5 days
c. 5-10 days
d. 11-15 days
e. 16-20 days
f. 21-25 days
g. 26-30 days
ATHLETES ONLY  Perception

How many days per month do most student athletes drink alcohol?

A. 0-5 days
B. 6-10 days
C. 11-15 days
D. 16-20 days
E. 21-25 days
F. 26-30 days
ATHLETES ONLY  Reality

How many days per month do you drink alcohol?

A. 0-5 days
B. 6-10 days
C. 11-15 days
D. 16-20 days
E. 21-25 days
F. 26-30 days

Bar chart showing:
- 59% in 0-5 days
- 25% in 6-10 days
- 13% in 11-15 days
- 2% in 16-20 days
- 0% in 21-25 days
- 1% in 26-30 days
The majority versus the “very visible” minority
What’s real about sex behavior in student athletes?
ATHLETES ONLY     Perception
How many sex partners do most student athletes have in a year?

A. 0-1 partners
B. 2-3 partners
C. 4-5 partners
D. 6-9 partners
E. 10 or more partners

6% 42% 32% 13% 7%
0-1 partners 2-3 partners 4-5 partners 6-9 partners 10 or more partners
ATHLETES ONLY  

Reality

How many sex partners did YOU have in the past year?

A. 0-1 partners
B. 2-3 partners
C. 4-5 partners
D. 6-9 partners
E. 10 or more partners

![Bar chart showing distribution of partners]
Using a social norms approach and normalizing no or low risk use is one of the MOST important things you can do!
Let’s hear a big round of applause for...

ABSTINENCE!

It’s a skill that keeps long-term relationships together
Anatomy
still elusive
Fertility
How many days in a woman’s cycle is she high risk for pregnancy?

a. 1
b. 3
c. 7
d. 12
e. 28
Cyclebeads - safer
Fertility Awareness

Research by Georgetown University

12 fertile days

Only list 7 fertile days...
some people WANT to get pregnant
Harm Reduction

Relationship skills &
Condom negotiation skills
Campbell's Soup
Frosted Flakes
& SEX!
5. Bystander Training

Breakout Sessions

Step UP!
HAZE
What is the most devastating drug?

**GENETICS** The one you like the best

**Slings & arrows**
The one that meets a need in you

**ENVIRONMENT**
The one your friends are doing
The dose makes a difference
6. Wisdom of Recovery

We need to grow collegiate recovery support on ALL our campuses!

Linda Gives Back

Hello there!
I’m one health professional on a mission to educate, advocate, and donate. Join me?

I love to donate back to campuses recovery programs!
Wisdom of A.D.G.O.S
Another Darn Growth Opportunity

Success

Success

what people think it looks like

what it really looks like
7. Networking & Policy

To make change-
Policy & networking make big impacts
but are challenging.
Starting tomorrow...

Your APPLE TEAM will meet and talk about ACTION PLANS

Oh what to do, what to dooo?
Concluding Remarks

• I hope this helped you think about the strategies:
  1. Motivational Interviewing
  2. Understanding Substance Use Issues
  3. Harm Reduction
  4. Social Norms
  5. Bystander Education
  6. Wisdom of Recovery
  7. Networking & Policy

• AND... to find your OWN reasons to stay motivated to make a difference on YOUR campus!
Tomorrow
Adventures in an Uncertain World

BRADLEY TREvor GREIVE
The #1 Best-selling Author of The Blue Day Book and Priceless