Framing the Issue:
Why the big picture matters!

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I’ll introduce myself in a moment.
First...

WHO ARE YOU?
What your gonna get...
The Linda Big Mac

Friday Opening
Breakout
Marijuana Molecules
THC/CBD

Sunday Closing

The good juicy stuff is in between!

Tomorrows BREAKOUTS
Mental heath, hazing movie, supplements & nutrition, Haze: The movie, responding to the distressed athlete

Testing policies, Step-up Bystander, Culture of care in athletics, One love healthy relationships, Partnering with Greek life, Peer Mentoring, myPlaybook, Late night alternatives
My Goals by the end of the Big Mac on Sunday

• More understanding (knowledge of the issues)

• More compassion for individuals who are struggling

• More hope and less stigma in the future

• More skills to help yourself and others
WARNING
I don’t look like a college student...

but I talk like one!
Now, I volunteer with hundreds of homeless folks working on recovery (FREE resource to anyone)

I myself am not in Recovery. but

I am a passionate Recovery Ally.
I’m also a daughter & a mom
What is the most devastating drug?

You have to stick around until SUNDAY to get the answer!
Tired of traveling with the same folks?
Ready to meet some NEW people?

- Hang your clicker around your neck
- Pick up your stuff & water glass

- Student Athletes to the FRONT
- Support staff to the BACK

- PLEASE sit with folks you don’t know
  (You might meet a life long friend tonight!)
Please introduce yourselves to your table members

- Name & School
- Major or Job
- One fun or quirky thing about you

Team Captain will be the person with quirkiest thing (or someone who wants to do it)
Why do people use molecules?

• Some get addicted – others not... why?
  • Crash courses as a
    • Recovery Ally
    • Trauma informed
  • Language matters
  • Framework for Substance Use Disorder
    Genetics, Environment, Individual Trauma

• PREVENTION Strategies
  • Education – facts not health terrorism
    • Bartender School
  • Social norms – what do people really do?
  • Harm Reduction Alcohol & Sex
Let’s have a snowball survey

METHOD (you can do this at Team meetings)

• Blank paper, same color writing tool
• NO NAME on paper- its anonymous

• Then please answer these two questions

1. Why did you come to APPLE? (be honest)

2. What do you hope to take back to campus?

Crumple into snowball and await instructions...
Snowball findings...
Team challenge

• Brainstorm with your new team...

• 5 reasons people try/use alcohol or other drugs (according to research)

• Write ‘em down

If all 5, You win...
What does research say about why people use substances?

- Curiosity
- To feel good
- To feel better
- To “do” better
- To fit in

All 5, You win…
Did anyone say this?
People start because they want to have problems &/or get addicted.

But I saw them choose to drink, JUUL, pop the pill...

You can choose to use a molecule, but you can’t choose how your body metabolizes it.
This year we are going to do it backwards

Start with problems, disorder, trauma and... move back toward prevention
I’m and old dog....

• And, I’m convinced that growing COLLEGIATE RECOVERY PROGRAMS will change the face of prevention!

• The time has come to stop jumping on the next new drug.... And to instead have a drug by compassionate, science-based framework that addresses it ALL
Plan for the next 20 minutes…

New Year’s Resolutions...

1. Become a Recovery Ally
2. Be Trauma Informed
3. Win the Lottery

Drinking from a firehose
Team challenge

- How many colleges there in the U.S.? 5,300
- How many collegiate recovery programs? About 120

You win...
Recovery Ally training: Chronic Medical Disorders & Stigma

- CANCER
- HEART DISEASE
- ADDICTION

SYMPTOMS?
- Weight loss, pain, etc.
- Chest pain, Shortness of Breath, etc.
- Moody, irritable, irrational Isolate, lie, steal, etc.

Symptoms of brain changes
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
Healthy control with endorphin receptors on surface of brain cells

Cells exposed to opiates
Downregulated receptors on brain cells exposed to opiates

Zastrow et. al. (1996) The Journal of Biological Chemistry
The WAR ON DRUGS has been to a large part a war on people of color and those with Substance Use Disorder (SUD).

Resource Book:
The New Jim Crow by Michelle Alexander

https://origins.osu.edu/article/2988/maps
Language & A frame for understanding.
People first language

People with Substance Use Disorders (SUD)

People with Opiate Use Disorder
People with Alcohol Use Disorder, etc.

• Abuse is a negative term
• Try instead to use... use/misuse/disorder

• Addiction refers to severe SUD
Substance use occurs on a CONTINUUM

Low risk Use (or no use)  Misuse  Disorder

- 60-70%
- 20-30%
- 5-10%

Mild
Moderate
Severe = Addiction

9 in 10 heavy drinkers can return reduce use... 10% have the disorder and may need support to stop

https://www.cdc.gov/media/releases/2014/p1120-excessive-drinking.html
SUD recovery takes time ... brain healing is slow

P.A.W.S. – Post Acute Withdrawal Syndrome

The GOOD NEWS is that in recovery people can often meet or exceed their functioning prior to the disorder taking hold.

Complex mix of co-factors

GENETICS (EpiGenetics)
Large # of Genes (not 1 gene)

ENVIRONMENT
Culture/family/policies

SLINGS & ARROWS
Unique to you

Exposure (try)

Disorder
Predicts 60% of SUD

Drug type, potency, availability, cost, etc

PLEASE STOP!
MY HEAD IS GOING TO EXPLODE!!!
Like all diseases, risk for SUD is impacted by genetics and environment.

Team Challenge

As a team-

Guess how many genes rats have that are linked to alcohol preference?

Write # down
930 genes linked to alcohol preference

You win...

https://www.sciencenews.org/article/rats-offer-clues-biology-alcoholism
Genetic Snowflakes

Based on genetic temperament, by age 5...
Scientists can predict...
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

23 item SURVEY

Don’t do it now. Do it before Sunday and take a Cell pic of the score sheet
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 DRRRRUNNKKKK

HAD ONE BEER

Low Response
“Hollow leg”
1. These are NOT trained monkeys
2. “Teetotaler” means a total non-drinker
Youtube: Alcoholic Vervet Monkeys
Did you notice the soda?

Fanta Soda

Coca-Cola
Comments from students

• “I didn’t see the soda, I thought all the monkeys were drinking. I guess I’m like the teetotaler monkeys. I hold a solo cup but don’t drink.”

• “We laugh at the monkeys but really it’s kinda sad. It’s also sad when laugh at our friends who drink too much.”

• Wow, they act so differently from each other

• THAT’S BIOLOGICAL RESPONSE
Genetics is NOT destiny!
Why we need to be Trauma Informed
5 minute overview of ACES

http://www.gundersenhealth.org/patients-visitors/adverse-childhood-experiences-aces/
ACEs survey
Score 0-10 points

https://www.cdc.gov/violenceprevention/acestudy/ACE_graphics.html

https://chronicillnesstrau mastudies.com/adverse-childhood-experiences-and-chronic-illness-boyhood/

ACEs: The 10 Areas of Trauma
1. Psychological Abuse
2. Physical Abuse
3. Sexual Abuse
4. Emotional Neglect
5. Physical Neglect
6. Loss of a Parent (for any reason)
7. Mother Treated Violently
8. Substance Abuse
9. Mental Illness
10. Criminal Behavior in the Household

The questions are described on the ACE website
www.acesstudy.com

How Common are ACES?

ACE Study

- ZERO 36%
- ONE 26%
- TWO 16%
- THREE 9.5%
- FOUR OR MORE 12.5%
When a student athlete struggles with substances, you don’t know if it’s ACEs related… unless they open up to you!
Great Article:
“The largest, most important public health study you never heard of began in an obesity clinic.”

Great TED Talk on ACES a slings and arrow issue

Chronic persistent stress in childhood alters the brain and body

Resiliency strategies can help overcome the impact

TED Talk www.ted.com/talks/nadine_burke_harris_how_childhood_trauma_affects_health_across_a_lifetime
A.C.E.s are not destiny

Man never made any material as resilient as the human spirit. (Bern William)

A.D.G.O.
Another Darn Growth Opportunity
ENVIRONMENT

GENETICS

Slings & Arrows
Environment (Culture) Matters

SUBSTANCE ABUSE DECREASE AMONG 15-16 YEAR ADOLESCENTS IN ICELAND*

http://www.huffingtonpost.com/harvey-b-milkman-phd/iceland-succeeds-at-rever_b_9892758.html
The environment and how you deal with stress matters!

The percentage of 15- and 16-year-olds in Iceland plummeted in the past 20 years:

<table>
<thead>
<tr>
<th></th>
<th>1998</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drunk past month</td>
<td>42%</td>
<td>5%</td>
</tr>
<tr>
<td>Ever used Pot</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>Daily tobacco use</td>
<td>23%</td>
<td>3%</td>
</tr>
</tbody>
</table>

“This is the most remarkably intense and profound study of stress in the lives of teenagers that I have ever seen,” says Milkman.

How Iceland Got Teens to Say No to Drugs

Curfews, sports, and understanding kids’ brain chemistry have all helped dramatically curb substance abuse in the country.

Why do we have a pleasure center in the brain?  
SURVIVAL

How do pleasure/reward get linked to the environment?
We live in a culture that glorifies drunkenness & drug use and then looks down our noses on you if you get addicted.

Our U.S. environment is overflowing with new drug delivery devices and potent drugs.

Risk for problems/addiction -

The speed and dose matter
(more rewarding – changes brain faster)
The fastest drug delivery - INHALING
Alcohol – the dose is the difference

WINE 10-15% alcohol

BEER – 4% but now Craft beers with 5-10% or more

12% alcohol – 1 can = 4.7 drinks

151 grain 75% alcohol 1.5 tablespoons is a drink
Stimulants- The dose is the difference!
Benzos and Xanax - Pills, bricks and bars

DrugWatch Information Sheet
Alprazolam (Xanax)

Version: 1.0  Date: 06/03/2018

Brand names: Xanax is by far the most well known brand name for alprazolam, but there are numerous other brand names such as Alpazolan, Alpro, Alpraz, Casscadian, Ralozam, Talif, Trankimazin etc.\textsuperscript{19}

Classification: Alprazolam belongs to a class of benzodiazepines called triazolobenziadiazepines 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
Pain meds (narcotics)
The dose is the difference!

OPIATES
• Narcotics derived from the poppy plant

OPIOIDS
• Synthetic narcotics manufactured to mimic the poppy plant
JUUL – the dose is the difference! (nicotine salts)

Time from first puff to peak nicotine blood level

https://www.urvapin.com/blog/what-is-nicotine-salt/
THC - The dose is the difference!

Photo from http://treespotshop.com/greenwoods-best-cannabis-concentrates/
Congrats on your graduation from a quickie version of
-Recovery Ally Training &
-Trauma Informed Care Training
Prevention & the big picture

• What type of EDUCATION?

• Social Norms – not everyone is doing it
  People want to “fit in” – that’s normal

• Facts not fear – health terrorism breaks trust

• Harm Reduction Strategies: examples
  • Basic Alcohol education “Bartender School”
  • Honest Sex Education
Social norms approach: Health & MISPERCEPTIONS

Perception

GAP

REALITY

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
Inaccuracies in brain ruts and social norms perceptions
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 alcohol use
- Past marijuana use
- Past year number of sex partners

TRUTH PACT
If you don’t feel comfortable telling the truth with these clickers...
Can you just play “Air-Clicker” and don’t press a button?
You don’t have to have clickers
use free mobile polling with cells

http://dailygenius.com/best-classroom-tools-gathering-feedback/
The majority versus the “very visible” minority

College let’s you do you!
Pour 1 drink 1.5 ounces in the red cup

How many “shot” in a 1.75 liter of 80 proof alcohol?
How many shots in a handle?  
#labelliquor  https://www.youtube.com/watch?v=_hGVtdRyVZw
Situational Tolerance – important in new situations or with new recruits

New situation

no anticipation by the body

Baseline

Desired Effect

Brain/Body Stimulation

Brain/Body Depression

OVERDOSE

DEATH

OVERDOSE

DEATH
What’s real about sex behavior in student athletes?
VCU students are healthier than you think.*

Most (69%) have had 0-1 sex partners in the past year. (That was the statistic. Isn’t life funny?)

Most have 0-4 drinks when they go out.

Most women (72%) have had their annual Pap smear.

*Statistics are from Spring 2002 random undergraduate classroom surveys; n=810. Questions? Comments? Call Linda 8-7815 or Jim 8-2086.
Myth of the bigger, better buzz

Small volumes of liquor can get you hurt quicker

Western Washington University
Reality of Bi-phasic Response

- "Buzz" Stimulant Euphoria
- Normal Sober
- "Drunk" Depressant Dysphoria

Golden Zone

Life Changing Decisions (LCD)

Blood Alcohol Level (BAL): 0.01, 0.03, 0.05, 0.06, 0.07, 0.08, 0.09, 0.10, 0.15, 0.20, 0.30, 0.40
Let’s hear a big round of applause for... ABSTINENCE
I'm so over the Gender Binary!

Parrot fish can change their gender multiple times throughout their lives.
A large variety of life forms change their SEX!

Certain fish, frogs, mollusks, water fleas, flatworms, limpets, starfish, salamanders, crabs, eels, corals, etc.
We can only “count” what we first define.

• New Survey Item
• National College Health Assessment

• 2016 asked about “Sexual orientation”
• Choices included- 9 terms
• Including “asexual” and “queer”
Anatomy – still elusive
Team Challenge
last one

Write in order at least 8 steps for
HOW TO USE A CONDOM

1.
2.
3.
4.
5.
6.
7.
8.

First step
correct
You win the...
Fertility in Men & Women
Cyclebeads - safer
Fertility Awareness

12 fertile days
Research by Georgetown University

Only list 7 fertile days...
some people WANT to get pregnant
Campbell's Soup
Frosted Flakes
&
SEX!
A.D.G.O.s can transform into power to help

Success

Success

what people think it looks like

what it really looks like
Hello there!

I’m one health professional on a mission to educate, advocate, and donate. Join me?
Big Picture for ATOD (alcohol, tobacco and other drug) Issues

Big Picture Friday Night

- Why do people use? To fill a need
- Some get addicted – others not... why?
  - Crash course
    - Recovery Ally Training
    - Trauma informed care
- Language matters
- Framework for Substance Use Disorder
  Genetics, Environment, Individual Trauma
  Also - The difference is the dose

Prevention & The big picture

- What type of EDUCATION?
- Facts not fear – health terrorism breaks trust
- Social Norms – not everyone is doing it
- Harm Reduction Strategies: examples
  - Basic Alcohol education “Bartender School”
  - Honest Sex Education

Big Picture: Continued on Sunday

Now that stigma is DOWN and compassion is UP

FOCUS Helping our Teammates
- People are different genetic snowflakes
- Anonymously share survey scores
- Brainstorm:
  - How to step up based on what others need

Motivational Interviewing Skills
- The way YOU address an ATOD issue matters
- Skills training Exercises

Final Send off
- Knowledge + Skills = the ability to make a positive difference!
After long and thoughtful consideration, I have come to a rather interesting conclusion.
Even though the global population is soaring into the billions, with thousands of religions, languages, philosophies and cultures represented,
ultimately, there are only two kinds of people.
There are those that are certain the world is going to hell in a hand basket,
and those that believe the best is yet to come.