Framing the Issue:
Why the big picture matters!

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

WHO ARE YOU?
Let’s use Clickers to find out

- Immediate Audience Response Device
- Anonymous
- Radio Frequency- *you don’t have to point it at anything*
- You can change your response by just hitting a different number, but …
- ONLY one response will record per person!
Who are you?

a. Student Athlete
b. Support Person
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 health, 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

• Basic Alcohol Education and Social norms

• 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!
I myself am not in Recovery. but 
I am a passionate Recovery Ally.
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)
Big Picture for ATOD (alcohol, tobacco and other drug) Issues

• PREVENTION Strategies
  • Education – facts not health terrorism
  • Alcohol Basics - Bartender School
  • Social norms – what do people really do?
  • Harm Reduction Alcohol & Sex

• EARLY INTERVENTION
  • A language and continuum of understanding
  • Who is most at risk?

• RECOVERY- The Wisdom of A.D.G.O.S
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

• Just put Student Athlete or Support Staff on top
• 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...

Please do tell, I'm all ears...
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.
Team Challenge

Bartender School
Team Captain run up and get everyone a red cup
Everyone Pours 1 ounce in the red cup
Calculate BAC (Blood Alcohol Content)

Both Jack and Jill have 3 drinks in 3 hours

Jack weighs 220 pounds. What’s his BAC?

Jill weighs 120 pounds. What’s her BAC?

Then...

Discuss what might happen for each based on their BAC?
Guess - How many shots in a 1.75 liter bottle of 80 proof alcohol?

30 seconds – team captain write it down

#labelliquor https://www.youtube.com/watch?v=_hGVtdRyVZw
Situational Tolerance — important in new situations or with new recruits

Brain/Body Stimulation

Baseline

Desired Effect

Brain/Body Depression

New situation

no anticipation by the body
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 month 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?
Athletes only  Perception
How many days do you think most students have energy drinks per week?

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 drink energy drinks?

A. None
B. 1-2
C. 3-4
D. 5-6
E. One daily
F. More than one
How many days per month do you think 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

Response Counter
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

Response Counter
The majority versus the “very visible” minority
ATHLETES ONLY  Perception

How many days per month do you think most student athletes use marijuana/thc?

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 use marijuana/thc?

A. 0-5 days
B. 6-10 days
C. 11-15 days
D. 16-20 days
E. 21-25 days
F. 26-30 days
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
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
Using a social norms approach and normalizing no or low risk use is one of the MOST important things you can do!
You don’t have to have clickers
use free mobile polling with cells (2 examples below)

http://dailygenius.com/best-classroom-tools-gathering-feedback/
Myth of the bigger, better buzz

Small volumes of liquor can get you hurt quicker

Western Washington University
Reality of Bi-phasic Response

Golden Zone

Life Changing Decisions (LCD)

Blood Alcohol Level (BAL)

.01 .03 .05 .06 .07 .08 .09 .10 .15 .20 .30 .40

Normal Sober

"Drunk" Depressant Dysphoria

"Buzz" Stimulant Euphoria
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
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!
Substance – Use/Misuse/Disorder
Chronic Medical Disorders & Stigma

• CANCER

• HEART DISEASE

• ADDICTION

Genetics

Environment

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

Virginia awakening to campus drug problems, looking for solutions

Bonnie Morgan lived in world capitals, was an A student at her high school in Alexandria, and used her first illicit drug at age 13.
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
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)
Drug type, potency availability, cost, etc

Predicts 60% of SUD

Disorder

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 in a rat are linked to alcohol preference?

Write # down
930 genes linked to alcohol preference

Rats offer clues to biology of alcoholism

Hundreds of genes involved in drinking preferences, study finds

BY TINA HEISMAN-SAHEY 2:15PM, AUGUST 4, 2016

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
On Sunday we will talk more about this
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”

Low Response
“Hollow leg”
Why we need to be Trauma Informed
Have you heard of Adverse Childhood Experiences (ACEs)?

http://www.gundersenhealth.org/patients-visitors/adverse-childhood-experiences-aces/
Have you ever had trauma informed training that told you about ACEs?

a. Yes, and I’m support staff
b. Yes, and I’m a student
c. No, and I’m support staff
d. No, and I’m a student
ACEs survey
Score 0-10 points

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

https://www.cdc.gov/violenceprevention/acestudy/ACE_graphics.html
When a student athlete struggles with substances, you don’t know if it’s ACEs related... unless they open up to you!

https://www.slideshare.net/EightAZpbs/ace-train-the-trainer-final-june-4-2013
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
We live in an environmental culture that has many addictive drugs & technology.

Corporations want to make money off addiction!

Products are primarily consumed by the minority of the population who have SUD.
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 teetotaller 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
Which is faster? Injecting or smoking
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 Alprazolan, Aprox, Alpraz, Cassadlan, Raloxan, Tatil, Tranximazine etc.

**Classification:** Alprazolam belongs to a class of benzodiazepines called triazolobenzodiazepines and is classified 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/
ENVIRONMENT

GENETICS

Slings & Arrows

ENVIRONMENT

GENETICS
Genetics, Slings and Arrows and Environment are NOT destiny!
A.D.G.O.s can be 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?