NCAA APPLE 2021

Tools to make a difference!

Fri keynote 6:30-7:45 pm

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ANONYMOUS POLLING

Please go to ttpoll.com (not the app)

Session ID is linda1

then Join session

You can change your response UNTIL polling is closed
Who is this woman?
Why is she talking to us?

- Retired from Virginia Commonwealth University after 30 years
- (but still working to educate!) LindaGivesBack.com
  - Bird sex
- Nurse Practitioner (FNP)
- Frustrated stand-up comedienne
- Scientist & Seeker of Truth (PhD)
- Unusual Fantasy Life
- We could do a better job with “molecule” education
- Mom... and thus very humble!
What is the most devastating habit loop?
Think about student athletes ... “All behavior makes sense.”

What does research say about WHY people use?

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

Start vs Continue “habit loops”

FACTS - not health terrorism

What’s real?
Perception/Reality

STRESS
1. Understanding Substances & Language
   - The Use/Misuse/Disorder Continuum
2. Harm Reduction and Bystander Education
3. Social Norms Strategies
4. Motivational Interviewing (MI) Spirit
5. Community Matters-
   - Sober Curious Communities & **Recovery Communities**
1. Substance Use Disorder & Understanding the continuum of USE/MISUSE/DISORDER

Language matters!
People first language

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

Abuse is a stigmatizing term

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

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

Example: Alcohol use

Low risk use (or NO use)  Misuse  Disorder

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

Mild  Moderate  Severe = Addiction

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

https://www.cdc.gov/media/releases/2014/p1120-exessive-drinking.html
If you are struggling with this question—“Is addiction a disease?” – YES! review this great free resource NAADAC Webinars

https://register.gotowebinar.com/recording/6938129890114165775

80 minute PowerPoint with audio recording with a ton or research explaining current support for the disease model of addiction

Just sign in to view
What is disease?

Inflammation in an organ system

How do we heal inflammation? time, rest, certain meds, rehab
Addiction is inflammation that hijacks the brain.
NOTE: It’s NOT just the dopamine binge-reward center... It’s the negative affect & involvement of the prefrontal cortex.

https://addiction.surgeongeneral.gov/
Table discussion

What is the “gateway drug”? Trauma
Like all diseases, risk for SUD is impacted by genetics and environment.


Who is at risk for S.U.D.?
GENETICS
Can predict by age 5
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
We are all born, different genetic snowflakes
The 4 Traits That Put Kids at Risk for Addiction

Anxious
Negative Thinking
Impulsive
Sensation Seeking

These are traits found worldwide. Why?

Not good or bad... they just are.

http://www.nytimes.com/2016/10/04/well/family/the-4-traits-that-put-kids-at-risk-for-addiction.html?_r=0

Why MINDFULNESS SKILLS are crucial for ALL student success!
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
5 minute video & 15 min TED Talk that will give you an overview of the research on Adverse Childhood Experiences

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

Out of 100 people...

- 33% Report No ACEs
  - With 0 ACEs
    - 1 in 16 smokes
    - 1 in 480 use IV drugs
    - 1 in 14 has heart disease
    - 1 in 96 attempts suicide
    - 1 in 69 are alcoholic

- 51% Report 1-3 ACEs
  - With 3 ACEs
    - 1 in 9 smokes
    - 1 in 43 use IV drugs
    - 1 in 7 has heart disease
    - 1 in 10 attempts suicide
    - 1 in 9 are alcoholic

- 16% Report 4-10 ACEs
  - With 7+ ACEs
    - 1 in 6 smokes
    - 1 in 30 use IV drugs
    - 1 in 6 has heart disease
    - 1 in 5 attempts suicide
    - 1 in 6 are alcoholic

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
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”

“OMG IM SOOOOO DRRRRUNNKKKK”

HAD ONE BEER
2. Harm Reduction & Bystander Training

Keeping people alive with Basic Alcohol & Substance Education Facts- NOT health terrorism!
Does your campus do “Bartender School”? i.e. - some type of 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
Bartender Cup Challenge

3 roles
1. A runner
2. A pourer
3. The rest – share your opinions

• **Table captains** run up front and get a stack of 3 solo cups
Cup Challenges

Purell before touching stuff

- Pour one shot of 80 proof alcohol
- One shot of 198 proof ever clear
- The biggest serving of liquor you have ever seen someone pour in a solo cup
How many “drinks” (or shots) in a 1.75 liter bottle of 80 proof alcohol?
How many shots in a 1.75 liter bottle of 80 proof alcohol?
What is “a drink”?

Beer
- 12 oz
- 5% alcohol

Wine
- 5 oz
- 12% alcohol

Liquor
- 1.5 oz
- 80 proof alcohol

Equivalency

- 12 oz. Beer = 4.7 drinks
- 8 oz. Malt Liquor = 5 oz. Wine = 4.5 drinks
- 1 oz. 100 proof Liquor

1 Standard Drink is 0.6 fluid oz of 100% alcohol.
WHAT IS A STANDARD DRINK OF ALCOHOL?

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

**Equivalency**
- 12 oz. Beer*
- 8 oz. Malt Liquor*
- 5 oz. Wine*
- 1 oz. Liquor*

*Lines indicate approximate measurements

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

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GORDIE CENTER
Gordie.org
Calculate BAC (Blood Alcohol Content)

Both Jack & Jill each have 5 drinks in 3 hours

Jack weighs 220 pounds.
What’s his BAC? \(0.04\)

Jill weighs 120 pounds.
What’s her BAC? \(0.14\)

Then...
Discuss what might happen for each based on their BAC?
What if Jack and Jill each had ONE Four Loco Sour?

How many drinks?

= 6 pack of 4% beer
Breakout session on Haze: The Movie
Emergency First Aid for DRUNK people

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

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

*UNSURE? Call Poison Control 1-800-222-1222
See even one? Save a life. Call 911!

Haze: The Movie
Step-up! Avoid being a bystander
Situational Tolerance

New places use caution! Think about recruits

Brain/Body Stimulation

Baseline

Desired Effect

Brain/Body Depression

New situation

no anticipation by the body

OVERDOSE

DEATH
3. Social Norms

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

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

Perception

GAP

Underestimate

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

Overestimate

Unhealthy visible behaviors
- vaping, heavy drinking, violence,
goofing off, credit card debt, etc.

REALITY

www.socialnorms.org
Fitting in & Misperceptions

What is real about behavior at your campus?

What is a misperception?
How our brains get into RUTS in the real world?

• Spell TOPS 3 times out loud
• 3 Items – what color?

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 nicotine vaping
- Past month alcohol use
- Past month cannabis (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

69%
20%
4%
3%
4%
Athletes only Perception

How many days in the past month do you think other student athletes vaped nicotine?

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  REALITY

How many days in the past month did you vape nicotine?

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
2007 e-cigs came to the US

By 2017...

- The Number of e-cig brands?
  - 433 e-cig brands

- The Number of e-juice flavors?
  - 15,586

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5869180/ Zho et al 2017
Metal and Silicate Particles Including Nanoparticles Are Present in Electronic Cigarette Cartomizer Fluid and Aerosol

Monique Williams, Amanda Villarreal, Krassimir Bozhilov, Sabrina Lin, Prue Talbot

Published: March 20, 2013 • DOI: 10.1371/journal.pone.0057967

Analyzed 22 Cartomizers for heavy metals
FREE Text-to-Quit program

TEXT "DITCHJUUL" TO 88709 AND GET FREE ADVICE, TIPS AND INSPIRATION FOR QUITTING
Athletes only  Perception

How many days in the past month do you think other student athletes used cannabis (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

73
Athletes only  REALITY

How many days in the past month did you use cannabis (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

70
ATHLETES ONLY  Perception

How many days in the past month did 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

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ATHLETES ONLY  Reality

How many days in the past month did 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 percentages: 67% for 0-5 days, 32% for 6-10 days, 1% for 11-15 days, 0% for 16-20 days, 0% for 21-25 days, 0% for 26-30 days.](chart.png)
The majority versus the “very visible” minority
What’s real about sex behavior in student athletes?
ATHLETES ONLY     Perception

How many sex partners did most students 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 responses]

- 0-1 partners: 7%
- 2-3 partners: 67%
- 4-5 partners: 22%
- 6-9 partners: 3%
- 10 or more partners: 1%
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 the distribution of sex partners.](chart.png)
Using a social norms approach and normalizing no or low risk use is one of the MOST important things you can do!

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

Most have 0-4 drinks when they go out.

*Statistics are from Spring 2002 random undergraduate classroom surveys; n=810. Questions? Comments? Call Linda 8-7815 or Jim 8-2086.
Let’s hear a big round of applause for... ABSTINENCE!

It’s a skill that keeps long-term relationships together
I am so over the gender binary.

Life is on a continuum.
What best describes your sexual orientation?

a. Asexual
b. Bisexual
c. Heterosexual
d. Homosexual (Gay/Lesbian)
e. Pansexual
f. Other

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Sex is on a CONTINUUM too!

Your guide to sex without penetration

7 ways to have outercourse

https://www.bedsider.org/features/1396-your-guide-to-sex-without-penetration
Anatomy

Hi, I'm a Uterus!
• Bird Sex

• 97% of male birds do NOT have penises
Harm Reduction

Relationship skills &
Condom negotiation skills
How to use a CONDOM

Steps to condom use?
4. Motivational Interviewing (MI) Spirit

Evidence-based skillful way of being with people
MI is the MOST useful tool I have as a helper!
MI Elements

- **MI Spirit** – Collaboration, evocation, autonomy
- **MI Principles (RULE)**
  - Resist the Righting Reflex.
  - Understand your client’s motivation.
  - Listen to your client.
  - Empower your client.
- **OARS Skills**
  - Open-ended questions
  - Affirmations
  - Reflective Listening
  - Summarizing
- **Change Talk** – *comes from the patient!"*
Moving one step is success!
Who is going to win?  
What can we do instead?

Accurate Empathy- The will to understand
If you push...

people just naturally push back.
My favorite open ended questions
(ask then listen)

What are the good things about______?

What are the not-so-good things about______?

LISTEN – “All behavior makes sense”
• On a scale of 1-10, where ten is very important
• 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 6 you say... Ok it’s a 6 it’s not a 4, how come?
5. Community & Culture Matter

Well being,
Sober Curious Communities
&
Recovery Communities!

People want to put healthy things into their bodies!
New cultural trends

Sober is the new vegan.

Alcohol-free living is a "wellness upgrade."

-Joy Manning
Better without Booze
Collegiate Recovery and the Wisdom of A.D.G.O.S

Another Darn Growth Opportunity

- Success
- Success

what people think it looks like

what it really looks like
The opposite of addiction is not sobriety...

The opposite of addiction is connection
VA Collegiate Recovery
reemail recovery@vcu.edu for more info

$500
Recovery Scholars
Seminars

Support on zoom
once a week for the semester

https://www.youtube.com/watch?v=oK-gFfTeKF_0&list=PLRxmPJtBsRRftM8WcYMzLKF7nJoK7RkOe&index=3&t=3s
What is the most devastating…?

GENETICS
The one you like the best

ENVIROMENT
What your friends are doing

History of TRAUMA
Self medicating

THE HABIT LOOP
And NO awareness
Starting tomorrow...
Your APPLE TEAM will meet and talk about ACTION PLANS

Oh what to do, what to dooo?
I hope this session gave you some new TOOLS

1. Understanding Substance Use Issues
2. Harm Reduction & Bystander Education
3. Social Norms
4. Motivational Interviewing
5. Community & Culture Matters

Wellbeing, Sober Curious & Collegiate Recovery!

You, your team & TOOLS can make a difference
What did you think about this session?
Send by hitting the paper plane.

Short answer
Tomorrow
Adventures in an Uncertain World

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