NCAA APPLE 2020

Tools to make a difference!

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

• You can change your response by just hitting a different number, but ...

• ONLY one response will record per person!
Let’s network with new friends!

- Student Athletes please move to the front
  - Sit with NEW people, not your APPLE team

- Support staff meet find your people toward the back

TAKE YOUR WATER GLASS AND CLICKER WITH YOU!
Introduce yourselves

1. Name
2. School/Team
3. Dream future job
4. One fun or quirky thing about yourself
Who is this woman? Why is she talking to us?

- Sophomore in Retirement from VCU
- (but still working to educate!) LindaGivesBack.com
- 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?
Prevention/Intervention/Recovery Support

TOOLS

1. Motivational Interviewing (MI)
2. Understanding Substances
   The Use/Misuse/Disorder Continuum
3. Harm Reduction and Bystander Education
4. Social Norms
5. Community Matters-
   Sober Curious Communities & Recovery Communities
1. Motivational Interviewing (MI)

Evidence-based and a skillful way of being with people
Why MI?

Because…the WAY you address health and behavioral issues MATTERS!

My research crush –
Dr. William Miller
MI is the MOST useful tool I have as a health care provider!

CAUTION
- It is harder for loved ones to use these skills because you have so much skin in the game.
- BUT its crucial that any counselor working with your loved one should have these skills/attitudes.
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.
Moving one step is success!

Stages of Change

Precontemplation- Who me?
Contemplation- Maybe me.
Preparation- Ok, what can I do?
Action- I plan to do this.
Maintenance – It’s possible.
Understanding & Exploring the PICTURE BOOK of someone else’s life
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

1 2 3 4 5 6 7 8 9 10

Very important

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

If you do all the talking...
What do they have left to say?

(People really only believe what comes out of their own mouth, Think about it... do you believe what people tell you to do?)
OARS

- Open Ended Questions
- Affirmations
- Reflective Listening
- Summarize
Reflective listening

• Makes a reasonable guess at the meaning of communication
• In the FORM OF A STATEMENT
• The difference is your inflection.
  – Voice goes down at the end of a statement.
• Reflective listening is a way of checking, rather than assuming, that you know what they mean.
Simple Reflexive Listening
statement starters…

• So you feel…
• It sounds like…
• You….
• Your wondering if….

• Try to Avoid the Q-A trap
• Puts you in the expert role not the collaborative role
The Number Game

• Find a partner
• Stand facing each other
• **FIRST CHALLENGE**
• Trace the numbers 1-9 in air between you.

• **SECOND CHALLENGE**
• Assigned roles
• One is the NUMBER WRITER
• The other is the Number REFLECTOR
What happens when you use Reflective Listening

Reflective Listening

Confirm

Deny

Keep Going
2. Substance Use Disorder & Understanding the continuum of USE/MISUSE/DISORDER

Language and Cultural Change
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

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

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
Risk for Substance Use Disorder is complex!

Adapted from: National Institutes on Drug Abuse. 2014. Drugs, brains and behavior: the science of addiction.
Example of **Biological Response to Alcohol**

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

High Response
“Cheap Drunk”

Low Response
“Hollow leg”
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 Allew, 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
We are all born, different genetic snowflakes
The 4 Traits That Put Kids at Risk for Addiction

These are traits found world wide. Why?
Not good or bad... they just are.

Anxious
Negative Thinking
Impulsive
Sensation Seeking

Why MINDFULNESS SKILLS are crucial for ALL student success!

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

Response Counter

0% 0% 0%

I’ve been trauma trained  I know just a little  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
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
Risk for Substance Use Disorder is complex!

ACEs & Resiliency

Why we need to be Trauma Informed
Environment (Culture) Matters

See also Tool 5

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.

Emma Young | Jan 19, 2017 | Health

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

What is your campus culture like for...
Alcohol use/misuse/disorder?
Mental Health Issues/support?

Culture matters!
3. Harm Reduction & Bystander Training

Keeping people alive with Basic Alcohol & Substance Education Facts- NOT health terrorism!
Congress Approves Raising Age to 21 for E-Cigarette and Tobacco Sales

President Trump is expected to sign it into law as part of the overall spending package. Some advocates warn that more action is needed to reduce teenage vaping of e-cigarettes.
Breakout session on Haze: The Movie

https://gordie.studenthealth.virginia.edu/
HARM REDUCTION
Useful analogies that explain why alcohol education is important EVEN for those under age 21

Heimlich Maneuver  CPR

We teach youth about health problems, but don’t expect them to choke on a hot dog or have a heart attack. We can educate about alcohol and expect them not to drink. They may save a life!
Alcohol percentage and container volume will determine number of standard drinks.

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Team Challenge

• Table captains run up front and get a solo cup for every person at your table

CHALLENGE – pour one ounce into your solo cup
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
How many “drinks” (or shots) in a 1.75 liter bottle of 80 proof 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.”

ENGLISH PRODUCT LABELS

AUSTRALIAN PRODUCT LABELS
We could package alcohol for safety. With unit dose measuring cups but we don’t!
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

Source: Jason Kilmer
Video https://www.youtube.com/watch?v=mOTfJdBSoM
Emergency First Aid for DRUNK people

GORDIE Check
Alcohol overdose can have any of these four PUBS symptoms

Unresponsive (to pinching)
Breathing (irregular)
Puking (while passed out)
Skin (cold or blue)

*Unsure? Call Poison Control
Call 911

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Step-Up! Avoid being a bystander

https://www.youtube.com/watch?v=JMMTgF8UMUw
The dose & delivery matter in harm/addictive potential!

ALCOHOL

NICOTINE

COCAINE

OPIATES
The fastest drug delivery - INHALING
Marijuana & THC –

The dose is the difference
increase concentration (dose)= increased addiction!

Photo from http://treespotshop.com/greenwoods-best-cannabis-concentrates/
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**

**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

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

- Spell TOPS 3 times
- 3 items
- The opposite of least is...
- MOST
- California is on the West...
- COAST
- Casper is the friendly...
- GHOST
- What goes in the toaster...
- **BREAD**
If all we tell young people is…

- 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 e-cig/pod 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

Response Counter
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

0% 0% 0% 0% 0%

Response Counter
Athletes only  Perception

How many days in the past month do you think other student athletes used nicotine in vapes/pod vapes (like JUUL)?

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 nicotine in vapes/use pod vapes (like JUUL)?

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
TIRED OF WEIRDLY CRAVING MANGOS EVERY TIME YOU TRY TO LIVE YOUR LIFE?

IF YOU’VE REALIZED NEEDING YOUR JUUL ISN’T A GREAT FEELING...

...AND ALL MY MONEY IS GOING TO JUUL PODS

(OR WHATEVER VAPE PRODUCT YOU FORMERLY LOVED)

WE’VE GOT YOU.

TEXT “DITCHJUUL” TO 88709

AND GET FREE ADVICE, TIPS AND INSPIRATION FOR QUITTING.

truth x quitting
THIS IS QUITTING

Please take a cell pic and share this FREE Resource
EVALI - E-cig or Vaping Associated LUNG INJURY
as of Jan 7, 2020

2,602 cases in all 50 states
&
57 deaths in 27 states

54% under age 24

https://www.cdc.gov/tobacco/basic_information/e-cigarettes/severe-lung-disease.html

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

Response Counter
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
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
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

Response Counter
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 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.
Let’s hear a big round of applause for...

ABSTINENCE!

It’s a skill that keeps long-term relationships together.
Anatomy
still elusive

Hi, I'm a Uterus!
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

12 fertile days
Research by Georgetown University

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

Relationship skills &
Condom negotiation skills
Campbell's Soup
Frosted Flakes
&
SEX!
What is the most devastating drug?

**GENETICS** The one you like the best

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

**ENVIROMENT**
The one your friends are doing
The dose makes a difference
5. Community & Culture Matter

Well being,
Sober Curious Communities
and
Recovery Communities!

People want to put healthy things into their bodies!
Alcohol-free living is a "wellness upgrade."

-Joy Manning
Better without Booze

Sober is the new vegan.
How going alcohol-free is like going to Iceland
“The more time, money and energy people are putting into their overall wellbeing, the harder it becomes to justify the overall toxicity and health risks (particularly mental health risks) of drinking.”
Our culture is changing...
Movements - Started in the UK... now in the US

Dry January, Sober Semester and taking a break from alcohol

One in five Americans is participating in Dry January

In 2009, someone challenged Chris Reine to quit drinking and he blogging weekly about his insights Starting with “Hello Sunday Morning!” Now it’s an online community with an App
Online & meet-up communities of support

Loosid

With Loosid, you can find sober dates, events and even international trips.
A hybrid platform that's largely digital & some live events - Supports people in recovery, as well as people who pursue sobriety for the beneficial health effects or for any other reason.
Substance use occurs on a CONTINUUM

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

### New Cultural Movements
- Sober Curious
- Soberocity
- Loosid
- Sober Girl Society
- Hello Sunday Morning
- Better with out Booze

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

Severe = Addiction
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

https://collegiaterecovery.org/
• If I can help... let me know
• You don’t have to have a recovery group... but
• I’ll donate to it if you do.

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

LindaGivesBack.com
Starting tomorrow...

Your

APPLE TEAM

will meet and talk about ACTION PLANS
Concluding Remarks & New Tools

I hope this gave you some new TOOLS:

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

Wellbeing, Sober Curious & Recovery!

What YOU & the TOOLS you take with you will make a difference