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Drug Free Family Newsletter

March 2010



Volume 11

Welcome to our March Issue

Greetings from Drug Free Marion County. We hope you enjoy the March 2010 issue of our DrugFree Family Newsletter. As always, we welcome your feedback. Please contact us with your comments and questions at 317-254-2815, or email Nancy Beals at nbeals@drugfreemc.org or Julie Saetre at jsaetre@drugfreemc.org. Thank you for reading Drug Free Family! Have a happy St. Patrick's Day -- and welcome Spring!

Alcohol Plays Role in Poor County Health Rankings



Marion County lags behind most of the state in terms of community-health issues, a new report shows, and alcohol plays a role in our low score.

In the health behaviors category, Marion County showed higher rates of binge drinking than most other state counties; under physical environment, the County showed a higher liquor-store density rate.

Seventeen percent of Marion County's adult population reported consuming more than four (women) or five (men) alcoholic beverages on a single occasion in the past 30 days. The report's target value for this category was the 90th percentile, or 9 percent. Marion County's liquor-store density was 1.7 stores per 10,000 population; the target value was 0.7.

"This information on adult binge drinking correlates with data compiled and analyzed by Drug Free Marion County over the past several years," says Nancy Beals, DFMC project coordinator. "For example, a key measure of alcohol abuse in the blood alcohol level measured in Marion

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Our Mission

Drug Free Marion County -- a not-for-profit organization -- plans, promotes, implements and coordinates community efforts to prevent and reduce the abuse of alcohol, tobacco and other drugs among youth and adults.

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County emergency departments. In 2008, more than 37 percent of patients who were tested showed a blood alcohol level of .08 or above."

Drug Free Marion County also has compiled information on alcohol license quotas and distribution and has raised concerns about the density of alcohol outlets within the county. One recent DFMC survey of alcohol licenses by zip code, for example, shows that some areas have a higher number of alcohol permits overall than the current quota dictates.

Both MATCH and Drug Free Marion County have noted that high alcohol-outlet density and the corresponding availability of alcohol are associated with an increase in assaults, motor-vehicle accidents, drinking and driving, binge drinking and high mortality rates due to liver cirrhosis, among other negative results.

"The County Health Rankings Report should be taken seriously by Marion County residents and community leaders," says Beals. "Binge drinking, alcohol-outlet density and other alcohol-related issues must be addressed to ensure a safer, healthier County for everyone."

To view the entire County Health Ranking Report for Marion County, go to <http://www.countyhealthrankings.org/indiana/marion>.

For information on alcohol-outlet density, underage and binge drinking and other alcohol-related topics, visit www.drugfreemarioncounty.org.

Kids Most Remember Super Bowl Ads for Snacks, Beer

Parents, your kids may have picked up more from this year's Super Bowl broadcast than news of the Colts' defeat.

A survey of local youth-group participants -- most in elementary and middle school grades -- by Drug Free Marion County showed that Marion County youth who watched the Super Bowl most remember commercials for snack foods and beer among all products advertised. The most-recalled and favorite ads in the category of food products were those for Doritos tortilla chips; Budweiser and Bud Light were most recalled and favored in the category of alcoholic beverages.



Doritos made a splash with its Hands Off My Mom - and My Doritos ad, the favorite of the students. It featured a young boy fending off a potential suitor for his mom while at the same time protecting his stash of Doritos

The most-recalled specific alcoholic beverage ad was a Budweiser ad featuring a bull who longed to become one of the famous Budweiser Clydesdales.

"The fact that young people most often remember and favor ads for snack foods and beer is significant," says Nancy Beals, project coordinator for Drug Free Marion County. "Nutrition is an important element of a child's health, and wise decisions concerning consumption of snack foods play a key role in a healthful diet.

"At Drug Free Marion County, we are especially concerned about

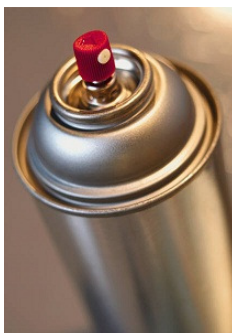
underage alcohol use. Our research shows that 55 percent of Marion County's eighth grade students have used alcohol. It is important to consider media messages when addressing the environmental issues that contribute to underage drinking."

In fact, according to The Center on Alcohol Marketing and Youth (CAMY), exposure to alcohol advertising and marketing increases the likelihood of underage drinking. Since 2001, CAMY reports, at least seven peer-reviewed longitudinal studies have found that young people with greater exposure to alcohol marketing are more likely to start drinking than their peers.

"Parents and guardians need to be aware of the messages their children are receiving from advertising," says Beals. "While widely watched programming such as the Super Bowl exposes youth to ads for products such as alcohol and snack foods, adults can take such opportunities to discuss the importance of avoiding alcohol and making healthful nutrition choices."

Seven Boys & Girls Clubs of Indianapolis chapters participated in Drug Free Marion County's 2010 Super Bowl Survey: Francis Scott Key, George Buck, Keenan-Stahl, LeGore, Liberty Park, Lilly Club and Wheeler/Dowe. Indy Parks School Outreach students also participated. Many are engaged in alcohol-drug prevention programming efforts, such as the SMART Moves program of the Boys & Girls Clubs.

Inhalants and Poisons Awareness Week March 14-20



Parents often are all too aware of the possibility of alcohol and recreational or prescription drug use among youth, but another prevalent threat sometimes falls under the radar. National Inhalants & Poisons Awareness Week (NIPAW), observed March 14-20, works to change that oversight.

Beginning as early as elementary school, an increasing number of kids inhale or "huff" any number of common household products to get high. Computer duster and spray paint are especially popular, but more than 5,000 products can be abused, including such everyday items as air freshener, air-conditioner fluids and butane lighters, reports Kim Manlove, project director for the Division of Mental Health and Addiction, Family and Social Services Administration.

Manlove calls inhalant use a "silent epidemic." And it all too often turns out to be a deadly one. Inhalants, he explains, contain poisonous chemicals. "They are not meant to be introduced to the human body," he says. "The effects are immediate and can be long-lasting."

The chemicals in inhalants attack the body's fatty organs, including the lungs, liver, heart and brain. Most frightening of all, the user can suffer from a condition known as Sudden Sniffing Death Syndrome, something that can happen without warning, whether it's the first or 100th instance of inhaling. One 1999 study conducted in the British Isles showed that 43 percent of deaths from inhalant use were in individuals who had no previous evidence of using these substances.

"It's like playing Russian Roulette," Manlove says. "You never really know when it's going to happen."

Convinced it can't happen to your child? Think again. Many kids still don't realize how dangerous these common products can be. The National Inhalant Prevention Coalition (NIPC) reports that one out of five American students has used an inhalant to get high by the time he or she reaches the eighth grade.

That's why it's important to teach your child about the dangers of inhalant use. "Conversations are one of the most powerful tools parents can have," Manlove says, noting that kids whose parents talk to them about drugs and alcohol are 50 percent less likely to have problems with these substances.

To get started, Manlove recommends parents and guardians visit www.timetotalk.org, which allows you to download a free Talk Kit with age-specific suggestions and talking points. The NIPC also offers a list of age-specific tips for guiding your discussion at <http://www.inhalants.org/teacher.htm>.

DFMC News Brief: Annual Award Nominations

Do you know someone who has a strong commitment to addressing issues involving alcohol, tobacco and drugs and has backed up that devotion with action and results?

If so, nominate him or her for Drug Free Marion County's Annual Awards program. Nominations are being accepted in four categories: Community Service, Lifetime Achievement, Youth Advocate and Parent Advocate.

Recipients of the awards will be announced at Drug Free Marion County's Annual Meeting, scheduled for March 24 from 4 to 6 p.m. at North United Methodist Church, 3808 N. Meridian St.

It's easy to submit a nomination. First, make sure your nominee is a resident of, is employed in or attends school in Marion County. Then visit Drug Free Marion County's web site to view [awards criteria](#) and to download a [nomination form](#).

Nomination forms also can be obtained by contacting Lynn Allen at Drug Free Marion County, 317-254-2815, lallen@drugfreemc.org.

All nomination forms must be submitted to Drug Free Marion County no later than 5 p.m. on Friday, March 12.

March Family Fun!

We may still be waiting for spring, but fortunately, there are still plenty of indoor activities lined up to entertain and educate. This month, be inspired by the achievements of local women, take a spoken journey through Asia, learn how to trace your family tree and more -- and everything listed is free.

Get Inspired by Girl Power



Celebrate the achievements of 40 female business

and community leaders who have received a Touchstone Award from Girls Inc. in a month-long exhibit opening on March 1. Girls Inc. created the Living Women's History Exhibit to celebrate its 40th anniversary. Through April 1 at the Central Library, 40 E. St. Clair St., 275-4100.

Explore Asian Culture

In Journey Through Asia: Asia FantAsia!, presenter Robert Kikuchi-Yngojo of the Eth-Noh-Tec storytelling theatre will weave Asian myths and folktales into a lively presentation celebrating the diversity of Asian cultures. Sunday, March 14, 2 p.m. at the Learning Curve in the Central Library, 40 E. St. Clair St., 317-275-4100.

Discover Your Family Tree

Want to learn more about your personal history? Get an introduction to the beginning elements of genealogy research in Researching Family History Part 1. Diane Sharp, genealogy collection supervisor for the Indiana State Library, will discuss the basic documents and resources you can use to trace your family tree. Thursday, March 18, 5:30 to 6:30 p.m. in the History Reference Room at the Indiana State Library, 315 W. Ohio St., 317-232-3675

Go Green

It's the 30th anniversary of Indy's St. Patrick's Day Parade. Get a great spot along the route to see bagpipe players, step dancers, floats and flag carriers - and maybe even a friendly leprechaun. Route begins in downtown Indianapolis at North and Pennsylvania streets. Wednesday, March 17, 11:30 a.m. to 1:30 p.m.

Meet Father Goose

Singer/songwriter Paul Odenwelder dons the persona of Father Goose, sharing songs and the stories behind popular Mother Goose rhymes. Wednesday, March 31, 2 p.m. at the Learning Curve in the Central Library, 40 E. St. Clair St., 317-275-4100.

Just For Kids: Alcohol and Your Body Word Scramble



Unscramble the words below and then learn how alcohol can harm that part of the body.

reliv It's not pretty! Alcohol can cause fat to build up in this organ, which then becomes scar tissue, which can lead to disease and eventually death.

selg Let's set the record straight. Alcohol can make these go crooked.

They can wobble and bobble and cause you to fall. That's not a trip you want to take.

areth Alcohol doesn't have any love for this organ. It can cause stress,

high blood pressure, stroke and even death.

laims tessentini Try digesting this. Alcohol can produce excess acid, which can damage the protective lining in this organ. Gross!

nuslg Large quantities of alcohol can make it difficult for this organ to do its job. It can literally take your breath away.

riban Think about it. Alcohol can affect this organ by causing memory problems, damage and even reduction in size. You're smarter than that.

esye Are you a good student? Alcohol can make these red and blur the way you see things. That can be very dangerous.

Answers: 1. liver 2. legs 3. heart 4. small intestines 5. lungs 6. brain 7. eyes

Say yes to a healthy lifestyle and **NO** to alcohol because it can change your body, change the way you think, even change your personality.

Game courtesy of www.asklistenlearn.com. Visit for more games, activities and information.

Upcoming Events

Local Advisory Council Meeting

Monday, March 1, noon to 1:45 p.m.; and Monday, April 5, noon to 1:45 p.m.

United Way/RCI Room
3901 N. Meridian St.
Indianapolis, Indiana 46205

The Local Advisory Council works to change the availability and social norms around alcohol in Marion County.

Upcoming Events

Local Epidemiological Outcomes Workgroup Meeting

Thursday, March 18, 3:30 to 5 p.m.

Drug Free Marion County
2506 Willowbrook Parkway
Indianapolis, Indiana 46205

This group works to gather data on alcohol use in Marion County.

Contact Information

Want more information about Drug Free Marion County?
Call us at 317-254-2815 or visit our Web site at www.drugfreemarioncounty.org.

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