



MICAP RECAP

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(A Publication of the Michigan Council on Alcohol Problems)

April Is Alcohol Awareness Month

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When many people think of alcohol abuses, they picture teenagers sneaking drinks before high school sports events or at unsupervised parties. However, alcohol abuse is prevalent within many demographic groups in the U.S. Others, who also may abuse alcohol, include: College Students who binge drink at local bars.

- Pregnant women who drink and put their babies at risk for Fetal Alcohol Syndrome.
- Professionals and others who drink after a long day of work.
- Senior Citizens who drink out of loneliness

In 2003, almost 23% (54 Million) of Americans participated in binge-drinking within 30 days prior to taking SAMHSA's National Survey on Drug Use and Health. That same year, approximately 21.6 million adults abused alcohol or were alcohol dependent..

Because teens and youth are so at-risk, besides being illegal, in their drinking, it is imperative that we talk to them early on. The Web-Site from which part of this article was taken offers suggestions on how to do that. Studies show that talking with our children and youth early-on helps to prevent at-risk behavior, not only with underage drinking, but also underage use of tobacco and other illicit drugs.

Quick Facts: KIDS...who drink are more likely to be victims of violent crime, to be involved in auto-related traffic crashes, and to have serious school-related problems. PARENTS...can have a major impact on their children's values and decisions about drinking (and smoking) before he or she begins to use alcohol, and especially during the pre-teen and early-teen years.

If you want to be helpful to children or teens, please pass this issue of MICAP-RECAP to some parents of children or teens. It can be a resource to a helpful Web-Site and an encouragement to them to talk to their children and youth about beverage alcohol, tobacco, and other illegal drugs. Thank You.

Web-Site: <http://ncadi.samhsa.gov/seasonal/aprilalcohol/>

Whatever Happened to the Temperance Movement?

This 24 page monograph details the chronology and background of the American Alcohol and Drug Information Foundation (AADIF) which is the parent name of MICAP. Written in February, 2004 as the first issue of the revitalized MICAP-RECAP, it helps us see that while "Prohibition" wasn't the answer, the Anti-Saloon League, the Women's Christian Temperance Union (WCTU), and other predecessor groups have been correct in what they've said, and the witness they've made about the use and abuse of alcohol these past 100-plus years.

Given the \$184,000,000 (That's Billions of dollars) price-tag which we as a nation pay annually for the abuse of beverage alcohol, the dangers of beverage alcohol, in general, are now being shown by scientific research to be absolutely correct.

MICAP has a supply of these monographs available free for the asking as long as the supplies last. If you would like one or several (to give to friends) please use the request form and the envelope included with this mailing. Thank You.

Update on Mi House Resolution 4573

As a reminder, Michigan House Resolution 4573 seeks:

...To extend sales of beverage alcohol from 2 AM to 4 AM daily, and

...To extend Sunday Sales of beverage alcohol from 7 AM to 12 Noon.

This Bill, which MICAP considers BAD SOCIAL POLICY had its Third Reading in October, 2007.

Because a SESSION of the Michigan Legislature lasts 2 years, Bill 4573 did not die on December 31, 2007. Instead, it is poised to be adopted whenever sponsors choose to call for a vote. A friend tells me that those pushing for more sales hours will wait until after the Fall Elections. Then they'll use the old "Lame Duck" approach, which is: "Well, you won't lose anything by voting for this (bad) piece of legislation now, so go ahead and

vote for it anyway" rationale. He thinks it will sail through because everyone has forgotten about it.

MICAP does not think it will sail through! Our Michigan Legislators (both Senators and Representatives) are smarter than this. And because sponsors and lobbyists used bogus statistics about sales hours in Windsor and Ontario to try to get the daily extension from 2 AM to 4 AM daily, our Michigan Legislators will resist voting for a Bill which is BAD social policy. It is not good social policy to allow drivers to drink an extra two hours before getting into their cars and driving home. That is asking for a huge jump in human casualties in Michigan. And those costs will not be offset by the increased revenues from the sale of both the extra license required for the extra hours nor the increased sales of the beverage alcohol, itself.

This UPDATE comes as a reminder urging you, our readers, to contact your state Representative or Senator to remind them to vote "NO" whenever this comes up. We are also urging you to contact Governor Jennifer Granholm, urging her to veto this legislation if Senators and Representatives are caught unawares and it is adopted.

Contact information includes:

E-Mail addresses for Michigan Legislative Senators and Representatives can be found at www.michgo.com followed by clicking on either "Mi House" or "Mi Senate".

Surface mail addresses for Representatives in the Michigan State Legislature may be addressed to:

P. O. Box 30014, Lansing, Michigan 48909-7514.

Surface mail to Senators in the Michigan State Legislature may be addressed to:

P. O. Box 30036, Lansing, Michigan 48909-7535

E-Mail to our governor can be sent through www.michigan.gov/gov/. Then scroll down to, and click on "share your opinion." Because of virus concerns, the governor's office is unable to respond to e-mails. Leave your home address and telephone number in the body of your note to the governor to get a response.

Surface mail for The Honorable Jennifer M. Granholm, Governor, should be sent to:

P. O. Box 30013, Lansing, Michigan 48909

Update on FASD: The Eyes Have It!

Fetal-Alcohol Spectrum Disorders (FASD) can be identified now by using an eye-blink test when children have been exposed to alcohol in the womb but don't exhibit the classic facial malformations associated with FASD, Healthy Day News reported on February 4, 2008.

Eye-Blink Conditioning (EBC) pairs stimuli like sound and air puffs to measure reaction time and brain functioning. Researchers administered EBC to 98 five-year-olds and found that EBC deficits were linked to fetal alcohol exposure.

"Animal studies have shown that binge consumption of alcohol during pregnancy impairs EBC," said researcher Sandra W. Jacobson of Wayne State University's School of Medicine. "Our results show that there was a dose-response relation between alcohol exposure and FASD diagnosis and that a fundamental element of learning is affected by prenatal alcohol exposure."

"This study clearly links one brain area to the learning deficits experienced by FAS children, whether or not they have physical manifestations of the condition, and thus can provide a basis for the development of remediation programs," added Lynn T. Singer of Case Western Reserve University.

"Second, since normal human infants reach functional capacity on the EBC response by five months of age, and since the EBC deficit appears to be so sensitive, infants at risk can be identified early in life, and intervention programs can begin when the plasticity of the brain is greatest and has the strongest effect."

The findings were published in the February, 2008 issue of the journal Alcoholism: Clinical & Experimental Research.

Big Alcohol Takes Aim At Young People

by William H. Perkins, Jr.

(adapted from The American Issue, newsletter of the American Council on Alcohol Problems)

(which adapted it from the Sept 27, 2007 issue of The Baptist Record, newspaper of the Miss. Baptist Convention)

Media watchers have complained for years about the alcohol industry's blatant campaign to market their products to children. Many of these media watchers have no particular religious affiliation; they just want what's best for the nation's children. From all indications, that's not what the alcohol industry wants.

The Center on Alcohol Marketing and Youth (CAMY) at Georgetown University in Washington, D.C., has just released the explosive results of yet another study which proves beyond a doubt what the alcohol industry is up to.

The study, titled Youth Exposure to Alcohol Advertising on Radio, 2006, analyzed 337,602 alcohol product advertisements in 28 of the largest radio markets in the U.S. in 2006. The key findings:

- More than a third of advertising placements for alcohol products in 28 of the largest radio markets (120,299 or 35.6%) were on programming that youth, ages 12-20, were more likely to hear on a per capita basis than adults.
- Advertisements on programming that youth were more likely to hear than adults accounted for more than half (58%) of youth exposure to alcohol advertising on the radio.
- Approximately one in twelve alcohol advertisements (27,682 or 8%) were on programming with youth audience compositions greater than the alcohol industry's voluntary maximum of 30%, and 18 out of 143 brands placed 20% or more of their advertisements above that threshold.
- Twenty-six brands placed more than half of their advertisements on programming that youth were more likely to hear on a per capita basis than adults.

The alcohol pushers know what they are doing. "Despite competition from iPods, instant messaging, and the Internet, radio remains a popular medium among youth," the study reports. "Ninety-one percent of teens listen to the radio weekly, while 65.5% listen to it every day. Comparing genders, 87.9% of males ages 12-17 are radio listeners, listening to an average of 11 hours and 5 minutes per week while 94% of females in this age group are tuned in, listening an average 14 hours per week."

One need not be a marketing executive to understand the gravity of those numbers. In the all-important youth demographic, it's a dream come true for the alcohol industry which, like the tobacco companies, must recruit new users to replace those who die from the effects of a lifetime of physical debasement from using their products.

“Although communities across the nation have made significant efforts to reduce youth access to alcohol, underage drinking remains a widespread and tragic public health problem,” CAMY reports. By their senior year in high school, 45% of young people report drinking within the past 30 days, and 25% reported binge drinking of five or more drinks in a row within the past two weeks., CAMY states.

Anheuser-Busch, Inc., of St. Louis (Missouri), one of the largest pushers of alcoholic misery in the country, predictably dismissed the study in a statement quoted by Associated Press. “Preventing underage drinking is about preventing youth access to alcohol, not about what a teen does or doesn't hear on the radio,” said company Vice-President Carol Clark.

Now, how's that for intellectual dishonesty? Clark says teens don't drink because of what they hear on the radio, while her company is a large and influential part of an industry that in-arguably aims its radio advertising squarely at young people.

Well, which is it? They seem to want it both ways – but what they really want is our children. Will yours be next? Think about it.



Your MICAP-RECAP editor suggests we not only think of the children in our families, but also those children and youth in our church families.

AADIF/MICAP ANNUAL MEETING

The Annual Meeting of AADIF (dba MICAP) will be held on Tuesday, May 20, 2008 at Central United Methodist Church, 215 North Capital Avenue, Lansing, Michigan 48933, from 12 Noon to 3:00 PM. A report on the Ministry of AADIF (including MICAP and our Journal, JADE) will be made as well as election of officers for the 2008-2009 year. Visitors are welcome. A Box Lunch is provided at 12 Noon with the business meeting beginning about 12:30 PM.

MICAP FINANCES

Your support using the envelope provided will be much appreciated. Our next goal is to create a CD entitled “Alcohol in the 21st Century” which may be distributed to churches, schools, and interested persons. Our hope is that we may make a dent in the under-age and binge drinking so prevalent in our state. Thank you for your good support. Bill Amundsen, President.



To Order Your Copy of Whatever Happened To The Temperance Movement?

Please fill in the information below and use the enclosed envelope. Allow four weeks for delivery.

Thank You.

Name _____

Address _____
Number Street City State Zip

Telephone () _____

E-Mail Address: _____

(All information is confidential. It is not sold or given away in any way)