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# The Amethyst

November 1982  
Vol. I No. 2

F.7.  
Newsletter of:  
The National Council on Alcoholism, Inc.  
733 Third Avenue, New York, N.Y. 10017

## NCA Education Position Statement

The Board of Directors of the National Council on Alcoholism at its October 16th meeting adopted a new Education Position Statement. The document analyzes education as a prevention tool and brings NCA's position on pedagogical approaches into consonance with the legal approaches our recently adopted Prevention Position paper advocated.

### "The Position:

- NCA reaffirms its support for education for young people in the schools and for the general public about alcohol use and alcoholism to prevent the development of the disease alcoholism and alcohol-related problems. NCA also reaffirms its support for specific education programs targetted to children of alcoholics, the high risk group for the development of alcoholism.
- Because 15% of the high school students are problem drinkers and 31% are alcohol misusers; and because alcohol-related auto fatalities are the leading cause of death among teenagers; and because the purchase (and in some cases, possession) of alcohol is illegal for teenagers; NCA believes that non-use of alcohol is the most prudent course for teenagers. To support this approach, Alcohol Education should include information on the hazards of alcohol to health and performance; on how to "say no" to drinking; and on the effects of alcohol beverage advertising on drinking attitudes and behavior.
- NCA supports Parent Education regarding their own use of alcohol and alcoholism and sensitizing parents to the messages they give their children about drinking.
- Evaluation of education programs is critical to our understanding of whether prevention theories and programs affect the alcohol use of target audiences.

(Cont. P. 4, Col. 1)

## New Position Statement on Alcoholism and The Family

The Board of Directors of the National Council on Alcoholism has adopted a new Position Statement on Alcoholism and the Family.

Chaired by Haven Phillips, an NCA Board member, the Alcoholism and the Family Subcommittee worked for a year and a half to develop the Statement which was also approved by the Public Policy Committee. The Statement accentuates NCA's long-standing focus on alcoholism as a family disease.

### The Statement recommends:

- That agencies providing treatment to alcoholics also provide treatment for the families of alcoholics. That NCA member organizations assist in advocating this approach.
- That the Office of Families of the Administration on Children, Youth and Families place a special emphasis on publishing and disseminating information on the effects of alcoholism on the family.
- That organizations concerned with the well-being and growth of the family be encouraged to recognize alcoholism as a problem inimical to their goals and to

(Cont. P. 4, Col. 1)

## First Telethon Launched

The first NCA mini-telethon, created to achieve nationwide community outreach, was aired on October 24th on prime-time in Boston, Massachusetts.

The half-hour special features many well-known figures ranging from President Ronald Reagan and comedian Bob Hope to recovered alcoholics such as former First Lady Betty Ford, actor Jason Robards, Jr., baseball player Bob Welch of the Los Angeles Dodgers, and James S. Kemper, Jr., Chairman of Kemper Insurance Group. The film also features dozens of citizens from everyday walks of life.

The direct response film, produced and directed by FMS Productions, offers a hope-filled message to alcoholics and their families. It is now appearing on local stations around the U.S. In several cities, it is being followed by a half hour of locally produced programming addressing regional concerns and treatment opportunities. Wherever the film is shown, telephone operators at a toll-free number are available to answer requests and inquiries from viewers. During local presentations, area Affiliates of NCA are available for the same purpose.

(Cont. P. 3, Col. 1)



Michele Lee



## DOT and NCA Reaffirm Agreement

Once again the National Council on Alcoholism and the Department of U.S. Transportation (DOT) have signed a Memorandum of Understanding on co-operative efforts to effectively deal with drunk driving.

The first Memorandum of Understanding between the two organizations was signed in 1972. This latest was executed by Drew Lewis, Secretary of DOT and Raymond A. Peck, Jr., Administrator of the National Highway Traffic Safety Administration, with John R. Doyle, Chairman of the Board of NCA and Frank C. Brooks, President of NCA representing the Council. George Reagle, Director, Office of Driver and Pedestrian Programs in the Office of Alcohol Countermeasures of DOT addressed NCA's Board at the October meeting. The Memorandum was then signed with the unanimous approval of the Board.

The Memorandum deplores "Destruction on the Nation's highways due to drunk driving" and calls highway death tolls "epidemic" in proportion. It calls for "high quality treatment," efforts to screen drivers for referral to treatment and training of criminal justice personnel.

For the full Memorandum contact Joanne Yurman at NCA.

## Forum Update

While planning and scheduling for the 1983 NCA Forum in Houston, Texas continue, the preliminary program emerges with some appealing entries.

Among the highlights are "Model NCA Prevention and Education Programs," "Subjects at Risk for Alcoholism: Recent New Findings," "Popular Science: New Research Findings for the Practitioner," "Integrating Body, Mind and Spirit in Alcoholism Treatment," and "Nutrition: A Vital Tool for Treatment." The Medical-Scientific Conference will take place simultaneously.

"Is There an Addictive Personality?" will be the topic of a lively debate.

A Barbeque-Rodeo, President's Awards Luncheon, and early morning AA meetings are just a few of the interesting functions planned.

For further information contact Louisa Macpherson at NCA.

*The NCA Board of Directors and staff wish you a Joyous Holiday Season.*

## Sheila B. Blume, M.D. Named NCA's Medical Director

Sheila B. Blume, M.D., an eminent authority on alcoholism, has been appointed NCA's new Medical Director.

Walter J. Murphy, NCA's Executive Director, has announced that Dr. Blume will be leaving her present position as Director of the New York State Division of Alcoholism and Alcohol Abuse early in 1983 to assume her new post.

Dr. Blume's accomplishments include membership on the National Commission on Alcoholism and Other Alcohol-Related Problems, principal consultant on the Fourth Special Report to Congress on Alcohol and Health, and membership on the New York State Governor's Task Force on Alcoholism.

Dr. Blume is on the faculty of psychiatry at both the State University of New York at Stony Brook and Albany Medical College. She is Immediate Past President and a member of the Board of Directors of the American Medical Society on Alcoholism. She has been a member of the Board of Directors of NCA since 1979. She will resign from the Board when she assumes her staff responsibilities.

Dr. Blume will serve as liaison with the medical and scientific communities. She

will work with a Medical and Scientific Committee of the Board to be appointed by Chairman John R. Doyle.



Sheila B. Blume, M.D.

## National Safety Board Urges Higher Drinking Ages

The National Transportation Safety Board (NTSB) has launched a campaign to convince states to pass laws raising the legal drinking age of purchase to 21 years. It has also asked the Federal Railroad Administration, which regulates rail operations, to require train crews not to drink before taking control of a train, just as the Federal Aviation Administration forbids drinking by flight crews up to eight hours before they board a plane.

The NTSB is best known for its investigations of air traffic and rail accidents, but also looks into highway fatalities and makes recommendations to state and federal agencies on transportation safety.

This is the first time the Board has made recommendations on driving and drinking. It is clear that this is due to the influence of Jim Burnett, the Board's new Chairman, who says that he has been concerned with drunk driving for years.

"The possibility that I might be able to do something about alcohol abuse in transportation was one of the factors that drew me to the transportation board," he said.

"I remember back some time ago," he continued. "I was walking by this car lot back in Clinton, Arkansas, and I saw this big Cadillac, all smashed up by a guy who was driving along with his girlfriend's children. Somehow they were spared, but this car was so smashed. The man had been drinking."

As a judge, Mr. Burnett said he sentenced every drinking driver to a mandatory jail sentence, if only for 24 hours. "Not many came back," he said.

The NTSB cited 25,000 fatalities in alcohol-related highway deaths in 1981, of which 34% involved young people between the ages of 16 and 25.

(Cont. P. 5, Col. 3)



## Telethon

(From P. 1)

The telethon is designed to raise funds and reduce the crippling stigma attached to alcoholism. It presents the stories of both celebrities and ordinary citizens who tell about their personal experiences with the disease. The film emphasizes that through treatment and education, recovery and prevention are available to everyone.

The film is upbeat and designed to attract and maintain viewer attention. Straightforward appeals, like the one by President Reagan at the beginning of the film, are interspersed with sketches by such entertainers as Foster Brooks, Barbara Eden, Carl Weathers, and Michele Lee, who is also the film's Mistress of Ceremonies. There are affecting personal moments when, for instance, Dana Andrews talks about his battle with the disease and when pitcher Bob Welch helps win a recent World Series game.

Special emphasis in the film is placed on young people and on the elderly. Both groups are experiencing growing problems with alcoholism. Among teenagers drinking combined with driving is the number one killer.

Several family groups are also featured in segments that show how deeply relatives are affected by alcoholism.

In addition to the Boston airing, the film has shown in the following places: Kentucky (statewide); Baltimore, Maryland; Pittsburgh, Pennsylvania; Las Vegas, Nevada; and on the nationwide Appalachian Community Service Network. It is scheduled to air in Los Angeles and San Francisco, California; Portland, Oregon; Seattle and Yakima, Washington; and nationwide on Appalachian Community Service Network. Check your local NCA Affiliate for air dates.

### Officers Elected To The Board Of Directors For 1983 Are:

John R. Doyle.....	Chairman of the Board
Frank C. Brooks.....	President
Martha B. Baker.....	Vice Chairman of the Board
R. Brinkley Smithers...	Honorary President
Harold Hood.....	Vice President
Ernest P. Noble, MD, PhD...	Vice President
Wheelock Whitney.....	Vice President
Leonard K. Firestone.....	Vice President
Haven H. Phillips.....	Secretary
J. Ford Brent.....	Treasurer



Carl Weathers

## New Affiliates Welcomed

The New York State Association of Councils on Alcoholism; NCA-Massachusetts; Tampa Bay Area Council on Alcoholism, Florida and NCA of Morris County, New Jersey have been approved for Affiliate membership to NCA.

Eight local Councils, formerly enrolled as Extension Services Subscriber-Members have also been accepted as Affiliates. The eight are: NCA-Riverside County, California; Hawaii Committee on Alcoholism, Honolulu, Hawaii; Central East Alcoholism and Drug Council, Charleston, Illinois; South Suburban Council on Alcoholism, Park Forest, Illinois; Sangamon-Menard Alcoholism and Drug Council, Springfield, Illinois; Alcoholism Council of Fall River, Fall River, Massachusetts; Mercer Council on Alcoholism, Trenton, New Jersey; Los Alamos Council on Alcoholism, Los Alamos, New Mexico.

## Key Appointments Made at NCA

Carlin Whitney Scherer has been named to the new post of Director of Special Resources and Daphne Prior has assumed the position of Director of Public Information for NCA.

Ms. Scherer has responsibility for major donor acquisitions. She has served as Director of Development and Alumnae Affairs at the Brimmer and May School, Chestnut Hill, Massachusetts, and has been active in the capital campaigns of a

number of other institutions.

Ms. Prior is in charge of media and public relations and serves as the public information liaison with the 220 Affiliates around the country. She has been a Public Affairs Associate at the American Museum of Natural History, a Program Officer at the Helena Rubinstein Foundation, and a staff writer for *The Sciences*, published by the New York Academy of Sciences.

## Soviet Alcohol Deaths Rising Sharply

The Wall Street Journal recently reported a widespread rate of alcoholism among citizens of the Soviet Union.

"Death rates for almost every age group are increasing in the Soviet Union, while male life expectancy has declined by five years in the past two decades, apparently because of adverse living conditions and widespread, chronic alcoholism, a new study indicates."

The article, reporting the results of an analysis by Georgetown University demographer Murray Feshbach quotes U.S. government estimates that male "life expectancy in the Soviet Union has dropped to 61.9 years from an estimated 67 years in 1964.

"Female life expectancy also fell, to 73.5 years in 1980 from 75.6 years in 1964. The gap between male and female life expectancy in the Soviet Union is the largest in the developed world," according to the Journal Report.

The death rate has increased in every age bracket from 20-44 years of age in the 1963-64 figures for men. Mr. Feshbach points to "pandemic" alcoholism — when the disease occurs over a wide geographic area and affects an exceptionally high proportion of the population — as a leading cause of the increase in mortality.

Per capital alcohol consumption has more than doubled to about 16 quarts per year, from 7.5 quarts in 1955, according to Duke University economist Vladimir Trembl's

(Cont. P. 5, Col. 1)



# Family Statement

(From P. 1)

disseminate information on alcoholism to their membership on an ongoing basis.

- That the national offices of major religious denominations be urged to recognize the needs of the family of alcoholics as well as the alcoholic, to educate their parishioners regarding the familial nature of alcoholism, and to provide training for clergy personnel in counseling and referral of families with alcohol problems.
- That the National Center on Child Abuse and Neglect collect data on alcohol use, misuse and alcoholism in its study on alcohol-related problems such as incest, child abuse and child neglect.
- That Voluntary Youth Serving Organizations be encouraged to place a priority on educating their memberships on alcoholism as a family disease and place an emphasis on the special needs of children of alcoholics and education regarding the individual risk factor of those children.
- That the Medical profession and Insurance carriers be educated to the benefits of treating the family as well as the alcoholic.
- That all marriage and family living skill courses taught in primary and secondary schools and colleges and universities contain information on alcohol use, misuse and alcoholism and its effects on the family.
- That Industrial Alcoholism Programs be encouraged to include programs for the families of alcoholics along with their programs for alcoholic employees.
- That Cooperative Extension, the public service arm of land grant universities, educate citizens' groups regarding the family nature of alcoholism.
- That the grass roots parent action groups include alcohol education and information about the family effects of alcohol misuse as part of their drug education efforts.
- That children of alcoholics as a high risk group for the development of alcoholism be targetted for outreach, education, and intervention by school, health and voluntary agencies which take a special interest in young people.
- That all Marriage and Family therapists be required to have at least thirty hours in alcohol education and information about the family effects of alcohol misuse in order to obtain or maintain licensure.
- That the NCA member organizations provide organized classes to families with alcoholism for purposes of education, intervention and referral.
- That the NCA member organizations be encouraged to target communities least likely to obtain these classes for their sites (high poverty area, poor geographic location, difficult access to family alcoholism treatment centers)."

The Statement cites the George Gallup Poll Findings for the White House Conference on Families which state "Americans place top priority on the Family, with the vast majority saying it is the most important — or one of the most important —

## Education Statement

(From P. 1)

NCA supports scientific evaluation of preventive alcohol education programs and the incorporation of an evaluation into any plans for education program development."

The Position's justification states:

"The National Council on Alcoholism has long advocated education programs as a component of any strategy to prevent alcoholism and alcohol-related problems. From its inception, NCA focused on public education to erase the stigma of alcoholism — a necessary step in promoting the understanding that prevention is possible. Education about the nature and course of the disease was used as a means of tertiary prevention, to break the alcoholic's denial and to help him or her into treatment. NCA has also promoted secondary prevention or intervention — the identification of incipient alcoholism before it gets to a full blown stage. Our encouragement of occupational programs for employee alcoholism is an example of this.

"Our efforts have resulted in unprecedented success in improving the health of the nation through the identification and treatment of the disease alcoholism. Because of this success, we have been able over the last number of years to concentrate our educational efforts in the area of primary prevention of alcoholism and alcohol-related problems. Since the initiation of NCA's Prevention and Education Department in 1974, we have advocated education for young people in the schools and the general public about the use and effects of alcohol to prevent the development of the disease alcoholism and alcohol-related problems. In fact, in the *Definitions* adopted by the Board in 1975, Primary Prevention is described as the end result of effective information and education programs.

"With the initiation of a Prevention effort at NCA and the establishment of NIAAA with an education focus on prevention, alcohol education truly moved into the public eye. The approach had progressed from the use of fear tactics in the late 19th Century to a less judgmental, more factual approach of the 1950's and 60's. By the 1970's, the concept of responsible decision making — teaching young people to make decisions about drinking that would discourage alcohol abuse — had strongly taken hold in both government and voluntary sector activities. . . Unfortunately, the ultimate effect of these programs is not clear."

The Statement goes on to cite the work of parent groups seeking to eliminate drug and alcohol use, and the positive results yielded by education programs that teach kids how to "say no" to drugs. In support of its non-use position, the Statement also cites the fact that it is illegal for young people to purchase alcoholic beverages.

elements of their lives. At the same time they see their lives threatened on all sides. For example, forty-five percent of us think family life has gotten worse in the last 15 years . . . Alcohol Abuse is viewed as at least a potential problem affecting family life by a solid majority of Americans. From a list of 11 items, Americans say that the most harmful to family life is Alcohol Abuse (named by 60%). A 1978 Gallup Poll indicates that one out of every four people — or 40 million — are affected by someone in their family who is an alcoholic.

Evidence that brothers, fathers, sisters and mothers of alcoholics have a higher incidence of showing symptoms of the disease, research showing an increased rate of alcoholism in children whose parents are alcoholic, and the fact that over half the alcoholics in treatment identify a parent with alcoholism, all dramatize the need for seeing and treating alcoholism within the context of the family.

Concern was expressed for the psychological effects on the spouse and children of the alcoholic. Spouses suffer from low self-esteem, anger and frustration. The estimated 28 million children of alcoholics in the U.S. live with fear, shame, guilt, hostility, isolation, and increased delinquency. Child abuse and neglect and wife battering were also named as affects of alcoholism.

For the full Statement, contact Joanne Yurman at NCA.



## Soviet Deaths

(From P. 3)

analysis of Soviet retail trade statistics. Mr. Trembl estimated that 60% of the alcohol consumed by Soviets was hard liquor.

According to the Wall Street Journal, "an unusually informative article published in 1975 in the Soviet journal Young Communist gave indications of the serious consequences of alcoholism for health and safety in the Soviet Union. The journal said that between 7.5% and 8% of nonviolent deaths, apparently in the entire country, involved alcohol poisoning, with the majority of the victims between the ages of 25 and 29. Alcoholism was a factor in half of all suicides and 55% to 60% of all fatal accidents, including more than a third of fatal road accidents where the fault lay with the driver."

While the Soviets traditionally prefer vodka or moonshine vodka, it is postulated that middle-aged males in particular might be suffering increased fatalities due to a steady increase over the last 15 years of toxic alcohol derivatives found in industrial alcohols like de-icing fluid for airplanes, cologne, which is drunk by fishermen, after-shave lotion and insecticides. As shocking as this might seem to those unfamiliar with the devastating effects of alcoholism on its victims, the largest group of patients in a poison center in Moscow are treated for poisoning from just these kinds of industrial alcohols.

## Holiday Spirits Without Alcohol

Perrier Mineral Water has provided us with some very appetizing recipes for non-alcoholic holiday drinks.

Although these recipes are for individual drinks, they can be multiplied for a very festive and safe party punch:

2 Tbs frozen orange concentrate  
1 tsp fresh lemon juice  
6½ oz bottle icy cold Perrier

Garnish: Slice of fresh orange

Combine ingredients, except garnish and Perrier, in a blender. Blend to a fine puree. Chill thoroughly, put into an attractive stemmed glass and stir in the icy cold Perrier, and garnish.

### Orange Triplex

1 Tb orange marmalade  
¼ tsp orange flower water

4 Tbs canned tomato puree  
1 scallion bulb with a little of the green left on  
1 Tbs lemon juice  
¼ tsp celery seed  
6½ oz bottle icy cold Perrier

Garnish: Cucumber stick, leafy stalk of celery heart, trimmed scallion

Combine ingredients, except garnish and Perrier, in a blender. Blend to a fine puree. Chill thoroughly, put into an attractive stemmed glass, stir in the icy cold Perrier, and garnish.

### Gazpacho Fizz

½ medium stalk celery, roughly chopped

2 Tbs canned coconut "cream"  
1 tsp lemon juice

Whirl first ingredients to a puree in a blender. Divide between two chilled glasses and top each with half a 6½ oz bottle of Perrier. Stir and serve. Garnish with a fresh pineapple stick or two.

### Pina Perrier

½ cup fresh pineapple juice  
6½ oz chilled Perrier

½ cup fresh frozen raspberries  
2 Tbs honey  
2 tsp red currant syrup

In a blender whirl 2 oz of the Perrier with all other ingredients. Pour into a glass and stir in remaining Perrier. Garnish with a few whole frozen raspberries.

### Persian Poem

½ cup fresh frozen sliced peaches  
2 tsp lemon juice  
6½ oz chilled Perrier

## Ross Von Wiegand Award to Postal Service

The Ross Von Wiegand Award, established in 1979, and awarded each year to the outstanding labor-management employee alcoholism program, was this year given to the Program for Alcoholic Recovery (PAR) of the U.S. Postal Service.

Accepting on behalf of the U.S. Postal Service was William F. Bolger, Postmaster General of the United States and member of the NCA Board.

The award was presented by Thomas P. O'Connor, President of the Association of Labor-Management Administrators and Consultants on Alcoholism (ALMACA), at the annual Ross Von Wiegand Memorial Award Luncheon on November 4th at the Philadelphia Centre Hotel.

Mr. Von Wiegand was the Director of Labor-Management Services at NCA. He was a pioneer in developing effective labor-management alcoholism programs for employer organizations in business, industry, and government agencies.

The PAR was started with a pilot program in San Francisco in November of 1968 and now has the largest number of employees covered by a single program in the nation. It is currently directed by John MacPhee.

## Treatment Issues for Alcoholic Women

Materials presented at the 1982 NCA Forum in Washington, D.C., from a study of 40 women's treatment programs, will be published by NIAAA later this year in a report entitled, *Advances in Alcoholism Treatment Issues for Women*. The Report will encompass findings from treatment providers of these women's programs over the past ten years and will examine outreach, treatment, aftercare, community involvement, research and evaluation and focus for further research. Comparisons between research data and experiential findings will also be presented. For further information contact the National Clearinghouse for Alcohol Information, P.O. Box 2345, Rockville, MD 20852, (301) 468-2600.

## Higher Drinking Ages Urged

(From P. 2)

Mr. Burnett also said that laws that allow 18-year-olds to drink beer or wine, but not hard liquor, were ineffective and gave examples of fatalities in which drivers were drunk on beer and sufficiently impaired to cause death on the highway.

Studies have indicated a relationship between minimum drinking age and accident rates (see *The Amethyst*, Vol. 1, No. 1), and it is hoped that the trend to lower the drinking age that took place during the early 1970's will be changed. Since 1976, 14 states have raised the minimum drinking age.

In a recent speech to the Association of American Railroads, in expressing his concern about the role of alcohol in train accidents, Mr. Burnett said, "I believe the issue of alcohol abuse on the rails can not be left to the bargaining table because the public is not represented at the table."

The Federal Railroad Administration has no anti-drinking rule as yet.

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# Holiday Giving: Why Not NCA?

Figures published by the National Information Bureau, Inc., indicate that alcoholism, with an estimated 10,000,000 American victims, is second only to cardio vascular diseases with 12,250,000.

Yet, of the diseases listed, *alcoholism* ranks *next-to-last* in the amount of private support contributed per victim, even when all contributions to NCA and its more than 220 Affiliates and 19 voluntary state associations are included in the total!

Muscular Dystrophy, for example, received (in 1979) private support equal to \$190.60 for each of its estimated 200,000 victims; hemophilia averaged \$84.04 for each of its 26,000 victims, and cystic fibrosis averaged \$149.17 for each of its 30,000 sufferers. Alcoholism, in contrast, averaged 40 cents per victim — ranking above only venereal disease with 5 cents.

Why is it so difficult to raise funds for alcoholism, which has been called America's most neglected disease?

## Effects of Stigma

Probably the principal reason why it is difficult to get individuals, foundations and corporations to give to NCA is the continuing stigma which surrounds the disease of alcoholism. Society's tendency to view the alcoholic as a "skid row" stereotype, to believe that alcoholism is a "self-inflicted" disease and to regard the alcoholic as some sort of irresponsible,

spineless, morally weak individual, militates strongly against widespread public support for victims of this disease.

However, there is a basic principle of philanthropic giving which should work to the advantage of alcoholism agencies to offset this lack of support from the general public. That is the principle that while, as Americans, we give to *all* worthy charities, including voluntary, non-profit health agencies of many kinds, we tend to do our principal giving in the area of *our own disease!* In addition, there is the basic principle that people give to help other people — not "causes."

Taking then, the estimated number of alcoholics in the United States and adding the estimated average of four family members who are directly affected by each alcoholic's drinking, we arrive at a basic "constituency" of some 50,000,000 individuals (as opposed to the estimated 1,500,000 cancer victims and the 6,000,000 family members directly affected by that disease, for example).

Unfortunately, although this alcoholism constituency exists, the overwhelming majority are *active* alcoholics and family members of active alcoholics. These individuals are seldom in a position to give to *any* charity, and those who are, will not be likely candidates for donations to alcoholism since they have no idea that they are suffering from this disease — or, if they suspect that they may be, they

will tend to avoid any action which could conceivably lead to discovery of that fact by others.

## Potential Givers

There remains a much smaller group which should, logically, form a basic constituency for giving to help victims of alcoholism — the *recovered* alcoholics and the members of their families.

Best estimates put the total number of recovered alcoholics at about 1,000,000 and their family members add another 4,000,000 to the total of potential donors to the battle against alcoholism.

But NCA records indicate that very few of these individuals give anything to the only national voluntary health agency in the alcoholism field.

Heart victims and their families give to the American Heart Association. Cancer victims and their families give to the American Cancer Society. When individuals die of either of these diseases, obituaries often request donations to these agencies in lieu of flowers.

How often have you seen an obituary requesting donations to NCA in the same manner?

To avail yourself of the benefits of tax deduction, if made by December 31st, forward donations to Michael McMorrow, NCA, 733 Third Avenue, New York, NY 10017.

**National  
Council  
on  
Alcoholism, Inc.**  
733 THIRD AVENUE, NEW YORK, N.Y. 10017



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CARLTON TURNER PHD  
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THE WHITE HOUSE, RM 218  
WASHINGTON, DC 20500



# The Amethyst

September 1982  
Vol. I No. 1

Newsletter of:  
The National Council on Alcoholism, Inc.  
733 Third Avenue, New York, N.Y. 10017

## NCA Calls for Major Attack on U.S. Alcohol Problems

The National Council on Alcoholism (NCA) has issued a prevention position paper calling for a major attack on alcohol problems in the U.S., including health warning labels on alcoholic beverages, a national legal age of purchase of 21 years, increase of the Federal excise tax on alcoholic beverages, to keep pace with inflation, and the establishment of voluntary controls on liquor advertising.

At a press conference on July 14th in Omaha, Nebraska, with Chairman John R. Doyle, Board members, Dr. Ernest P. Noble, Dr. James E. Kelsey, and Director of Prevention and Education, Joanne Yurman, Mr. Doyle said that the new NCA prevention strategy is designed to reduce alcoholism in this country and to focus public attention on the wide range of alcohol-related problems in our society.

"Today's environment is permeated by over a billion dollars of advertising which has promoted positive messages about alcohol use," Mr. Doyle said. "This has been matched by a general trend toward relaxation of controls on availability and price of alcoholic beverages which has, in turn, been followed by steady and frightening increases in alcohol-related problems."

The highlights of the Prevention Position Paper call for:

- Curbs on advertising of all alcoholic beverages including the voluntary elimination of radio and T.V. advertising, and intermediate measures, such as the establishment and enforcement of national standards for radio, T.V. and print advertising which eliminate the use of young people, athletes, persons engaging in risky activities and ads containing sexual innuendo.

## President Reagan & Celebrities Participate in NCA Telethon

The first mini-telethon for alcoholism, presented by the National Council on Alcoholism, will be shown in key markets across the country this fall. The one-half hour TV film show, produced by FMS Productions of Hollywood, will be augmented in some areas with local Affiliate and State Association participation.

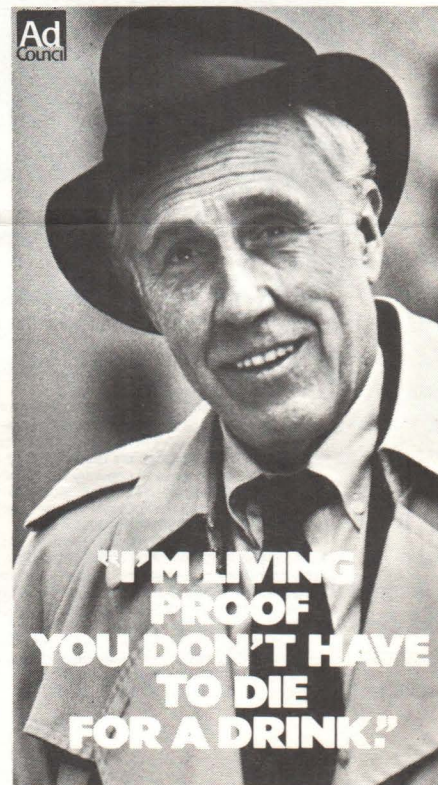
Celebrities appearing in the film are Dana Andrews, Foster Brooks, Carol Burnett, Barbara Eden, Betty Ford, Bob Hope, James S. Kemper, Jr., Michele Lee, Gordon MacRae, President Ronald Reagan, Jason Robards, Rod Steiger, Ralph Waite and many others.

(Cont. P. 3, Col. 3)

- Counter advertising, through paid and public advertising, including health warnings about alcoholism and alcohol-related problems.
- Adjusting taxes on beer and wine to equal those for distilled spirits, and adjusting taxes on all alcoholic beverages for inflation occurring since 1951.
- Establishment of a national legal age-of-purchase of 21 years for all alcoholic beverages.
- Requirement that alcoholic beverage containers display all ingredients and alcoholic content (by volume) in addition to a rotating series of health warning notices on:
  - drinking and driving,
  - drinking and pregnancy,
  - alcohol and drug interactions,
  - links of excessive alcohol use to health-related disorders, including alcoholism, cirrhosis, heart disease and cancer.

Mr. Doyle cited recent studies by the University of Michigan and the National Academy of Sciences (NAS) indicating that public policy measure could

(Cont. P. 2, Col. 3)



Get Help Like Jason Robards Got.  
Call The National Council on  
Alcoholism In Your Area.  
Or write NCA, 733 Third Avenue,  
N.Y., N.Y. 10017

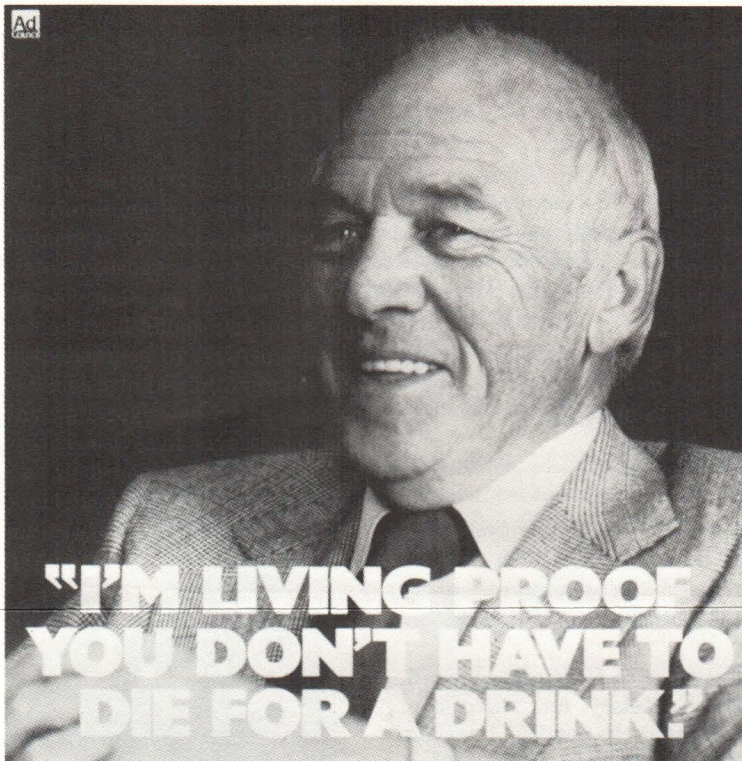
## National Public Education Campaign Launched

Star of film and stage Jason Robards, Los Angeles Dodger pitcher Bob Welch, and Chairman of the Kemper Insurance Group James S. Kemper, Jr. are featured in the first phase of a national public education campaign co-sponsored by NCA and The Advertising Council, Inc.

"I'm Living Proof You Don't Have to Die for a Drink" is the campaign's slogan, and messages urge audiences to contact the National Council on Alcoholism in the area in which the ads are being displayed.

(Cont. P. 2, Col. 1 & 2)





I'm Jim Kemper Jr., Chairman of the Board of a major insurance and financial services corporation, and I'm alcoholic. I'm not alone. The facts show that there are many more like me. In fact 10% of the work force in this country is alcoholic.

If you are in a managerial position, you have probably lost or fired many people like me. Decisions based on lack of information can be as dangerous as the disease itself. Alcoholism has nothing to do with weakness of character. It's a very complicated disease that can strike anyone who drinks, whether you work on an assembly line, in the mailroom, or the executive suite. And it can be fatal, if not treated.

Most companies don't know how to deal with this disease. But it's much easier than you think. That's why the National Council on Alcoholism has

written a manual so you can set up an "Employee Alcoholism Program," within your company to protect your people, as well as your investment in them. These programs work. I haven't had a drink in 28 years. Who knows, the next person you help may be your next Chairman of the Board.

To: THE NATIONAL COUNCIL ON ALCOHOLISM,  
733 Third Avenue, New York, New York 10017

I am enclosing \$6.00 for the National Council on Alcoholism's manual that will show me how to set up an Employee Alcoholism Program within my company.

My name is \_\_\_\_\_

My address is \_\_\_\_\_

## Public Education

(From P. 1)

Developed by the advertising agency of N.W. Ayer, the campaign includes TV and radio spots, transit cards, consumer magazines and business press and newspaper ads. Other prominent recovered alcoholics, along with non-celebrity typical Americans will appear in later messages. NCA Affiliates will be working with the media in their communities for coordinating local council identification so that inquiries from alcoholics and those concerned about alcoholics can be handled on a local level. In addition, inquiries will be handled by NCA national.

The ads, which will begin to appear around the country this fall on television, radio and in print were reviewed by the Ad Council's prestigious Board of Directors, composed of top executives of advertising agencies, TV and radio stations and publications. Many on the Board said that they believe this to be one of the most exciting projects the Ad Council has ever undertaken and have offered their individual help in promoting the campaign.

## Gold Key to Tom Carpenter

On June 11th the Executive Committee voted to award the Gold Key, NCA's highest honor, to Mr. Carpenter. This action was confirmed by the Nominating and Awards Committee and, at Chairman John R. Doyle's request, R. Brinkley Smithers presented it to Tom on July 8th.

A distinguished educator, Tom Carpenter has been a leader in the alcoholism field for over 20 years. He has been a member of the NCA Board of Directors since 1961, and was its Chairman from 1965-1969. His unbroken record of volunteer service to local communities and to the nation has brought help to countless alcoholics and their families.

## Major Attack

(From P. 1)

alleviate the consequences of alcohol misuse. The Michigan study showed that raising the legal drinking age is linked to a reduction in youthful alcohol-related traffic accidents. One finding of the NAS study was a correlation between increased liquor taxation and a decline in alcohol-related highway fatalities and deaths from cirrhosis of the liver.

Alcohol consumption has been linked to cancer and heart disease, family violence, suicide, homicide, accidents, economic loss and birth defects. For young people particularly, it is closely associated with traffic accidents and disruption of school and family relationships.

There are ten million alcoholics in the U.S., and alcoholism ranks with cancer and heart disease as one of the country's three major health problems.

Mr. Doyle emphasized NCA's hope that the organization's statement would encourage others to join in a national effort to prevent alcoholism and alcohol-related problems.

"Alcohol problems are so widespread that they cannot be approached except through broad, general prevention measures," he said. "Singly, none of our proposed actions would be as effective as if they were implemented together as a unified prevention policy. Working in unison, in combination with education and information programs, they can begin to make inroads into the enormous alcohol problem facing this country today."

For the full Prevention Position Paper, contact Joanne Yurman at NCA.

## Treatment Financing Committee

Chairman John R. Doyle has appointed a Treatment Financing Committee to analyze issues which pertain to public and private financing of alcoholism treatment services and to develop strong leadership positions for NCA. Members are: Sheila Blume, M.D., James Kelsey, M.D., Eugene D. McWilliams, Wilbur D. Mills, Barbara Starr and Gordon Steinhauer. The Committee met for the first time on August 5th in Washington, D.C.



# Celebrity Golf Classic

NCA will sponsor the Third Annual Gordon MacRae Celebrity Golf Classic at the Tropicana Hotel and Country Club in Las Vegas from October 24-27. Gordon MacRae, NCA Honorary National Chairman, will host the annual fund-raising and public awareness tournament which brings together players and celebrities for three days of golf and entertainment.

The Golf Classic has become a symbol for Mr. MacRae's own drive and enthusiasm on behalf of a cause he wholeheartedly embraces.

"I guess you have to be a recovered alcoholic to really appreciate what a frightening disease it is," said Gordon. "Well, I am one, and I'll always dedicate a part of my life to helping others who face the same struggle I did."

In his role as Honorary National Chairman, Gordon has authored nearly 200,000 letters in a nationwide fund-raising drive and visits many of NCA's 220 member councils yearly. The talented entertainer still finds time to perform regularly in traveling companies and to appear at special engagements.

The event will culminate in an Awards Banquet and all-star show presented by celebrities. Expected to attend are: Claude Akins, Mel Bryant, Gene Cernan, Billy Daniels, Fred De Cordova, David Doyle, Don Dunphy, Jose Ferrer, Betty Ford, George Gobel, Grant Goodeve, Peter Lind Hayes, Mary Healy, Bob Hope, Edward Krause, Guy Mitchell, Jan Murray, Paul Picerni, Buddy Rogers, Darrell Royal, George Savalas, Gus Savalas, Alan Shepard, Enzo Stuarti, Forrest Tucker, Joe Williams, and Si Zetner.

NCA will conduct a drawing for \$10,000 of gold during the tournament. There are only 400 chances available and they may be purchased now for \$50.00 each. A minimum of 225 tickets must be sold for the drawing to take place. Other special events include awards and prizes established for Closest-to-the-Hole on the designated par 3 and for the Longest Drive.

More significant however than its gold and entertainment is the tournament's role in promoting public awareness that alcoholism is a treatable disease and in eliminating its stigma. An Alcohol Awareness Seminar will be held on Sunday, October 24th and will be conducted by Dr. Joseph Cruse and Mr. and Mrs.

(Cont. P. 4, Col. 2 & 3)



Gordon MacRae

## EAP Survey

Bill Dunkin, Director of Labor-Management Services, has obtained questionnaires from Affiliates which offer EAP services, has tabulated them, and has published the results in the July-August issue of the NCA Labor-Management Journal. This is the first step in setting up a national NCA network of EAP services.

## The EAP Manual

The EAP Manual, a practical, step-by-step guide to establishing an effective employee alcoholism/assistance program, is now available from NCA's Publications Department.

The Manual, developed under a grant from CertainTeed Corporation, was written by Bill Dunkin, NCA's Director of Labor-Management Services. It represents the distillation of the experience of hundreds of directors of employee alcoholism/assistance programs throughout the U.S. over the last 40 years.

Outlining the nature and extent of the problem in industry, the Manual gives a brief historical account of the field, outlines the key role of labor in a successful approach to alcoholism, recommends a proven approach in establishing

an effective alcoholism/assistance program, and reviews the key elements leading to program effectiveness.

## Free Legal Assistance For Alcoholics

The Legal Action Center in New York City is interested in trying test cases in the courts on behalf of alcoholics or addicts anywhere in the U.S. without charge.

The Center takes on licensing problems, administrative hearings with employers and disputes with large or small government agencies. For information call 800-223-4044.

## Telethon

(From P. 1)

A toll free 800 direct response number will be used to enable callers to make a pledge to the National Council on Alcoholism and proceeds from this major fund-raising event will be shared by NCA and several of its state and local Affiliates.

Test cities and states that are now being considered are: Seattle, Portland, San Francisco, Los Angeles, Minneapolis/St. Paul, Chicago, New York, Boston, Kentucky and Nebraska.



## From Washington

### NIAAA

President Reagan's request for a major increase in alcoholism research funding has raised hopes in Washington of congressional approval. The official '83 budget requests of \$32.9 million, an increase of over \$12 million from this year, have been matched by increases in the authorized spending ceiling proposed by both House and Senate Committees for the renewal of NIAAA.

This long-overdue research increase, if approved, would allow NIAAA to gain in parity for the first time with its sister institutes within the Alcohol, Drug Abuse & Mental Health Administration (ADAMHA). NIAAA's research program would be boosted with numerous new grants in important areas such as prevention, treatment effectiveness and continuing biomedical studies, as well as providing support for information gathering and analysis effort and information dissemination through the national clearing house.

Given uncertainties remaining over the election year budget, prospects for congressional approval are unclear. What is clear, however, is that there will be little new money to spare for domestic programs.

House and Senate Appropriations Committees responded to NCA's request that ADAMHA be awarded an additional \$10 million in 1982. Of this, approximately \$2 million is slated for NIAAA. Barring a presidential veto, this additional amount will allow the awarding of several new grants this year, in addition to funding of the new National Alcohol Research Center on Alcoholism and Aging. Establishment of the Center followed recommendations by the NCA Blue Ribbon Commission on Alcoholism and Aging to expand national research activities in this area.

Your help is needed to build congressional support for NIAAA and expansion of the federal programs on alcoholism and alcohol abuse. Contact your Representatives and Senators now to support approval of the President's budget request for NIAAA in 1983.

### Senate Hearings on Alcoholism Treatment

The Honorable Wilbur D. Mills, Chairman of NCA's Public Policy Committee, told a Senate subcommittee that alcoholism treatment was one of the most necessary and important investments in health care, and called for extension of health insurance eligibility to all state-accredited alcoholism treatment facilities.

(Cont. P. 6, Col. 1 & 2)



Mona Mansell, John R. Doyle, Bob Hope and Alex Sanos

### Celebrity Golf Classic

(From P. 3)

Del Sharbutt, co-originaors of the Eisenhower Medical Center Alcohol Awareness Hour, a hospital-based weekly public information program in Rancho Mirage, California. Celebrities who have recovered from alcoholism will participate. Certificates of Attendance will be awarded and CME credits are available to physicians.

The focus of this year's Golf Classic is corporate involvement and a special appeal is being made to firms to sponsor a hole on the golf course. The \$500 fee will be recognized by a corporate sponsorship sign on a designated tee and publicized in the tournament souvenir journal. Corporations may also donate \$10,000, \$5,000, \$3,000, or \$1,500 which entitles them to golf entries (8,4,2 or 1, respectively). Donations of \$10,000 also receive a full-page ad in the souvenir journal and a sponsorship sign on the course; donations of \$5,000 receive a half-page ad and sponsorship on the course; \$3,000 and \$1,500 are given recognition as a major corporate sponsor in the official Golf Classic program.

For more information, contact Mike McMorrow at NCA.

### Jay Lewis Named

Jay Lewis, Editor of the Alcoholism Report for the past ten years, has been named Director of NCA's Public Policy Office in Washington, D.C. Mr. Lewis succeeds Diana Tabler who has resigned to become Executive Assistant to the Director of the Alcohol, Drug Abuse and Mental Health Administration (ADAMHA). He will transfer total editorial and proprietary control of the Alcoholism Report to Ted Lewis, who is taking early retirement from the American Medical Association.

### Congressional Hearings

NCA continues to be the leading advocate for better alcoholism service before the U.S. Congress. So far this year, NCA Board members Wilbur D. Mills, Gordon L. Steinhauer and LeClair Bissell, M.D. have appeared before key congressional committees. These included reauthorization of NIAAA (House and Senate — 2/82), Federal Funding of Alcohol Research (House — 4/82 and Senate — 5/82), Federal Efforts in Prevention (Senate — 7/82) and Reimbursement for Alcoholism Treatment Under Medicare (Senate — 7/82).

### 1983 Annual Forum

The 1983 NCA Annual Forum will be held in Houston at the Hyatt Regency Hotel from April 14-17. The theme of the conference will be "Marketing the Message." As in previous years, exhibitors are invited. Anyone wishing information should contact Louisa MacPherson at NCA.



# The Law and Alcohol and Driving

In the Spring '82 issue of *Alcoholism: Clinical and Experimental Research*, in reviewing recent literature, Dr. Donald Gallant, a psychiatrist at the Tulane University School of Medicine, cites the consistent correlation between minimum legal drinking ages and traffic morbidity and mortality rates in younger people with high blood alcohol concentrations at the time of the accidents.

A 132% increase in the 18 to 20 year-old drinking drivers involved in fatal accidents and a 217% increase in the 18 to 20 year-old drinking drivers involved in non-fatal personal injury accidents was found by studies done at the University of Michigan Highway Safety Institute. This was 5 years after Michigan reduced the minimum legal drinking age from 21 to 18 years, all this during a period when 18 to 20 year-old licensed drivers increased by only 9%.

Studies conducted in Massachusetts indicate similar findings, with alcohol-related fatal accidents in the 18 to 20 year-old group increasing by 178% after the minimum drinking age was lowered

to 18 years, while fatal accidents for the driving population at large increased by only 57%. Similarly, after the minimum drinking age was lowered from 21 to 18 years in Ontario, Canada, the number of alcohol-related automobile accidents in the 15 to 19 year-old group increased by 75% with no significant changes in other age groups.

Other data indicate that lowering the minimum drinking age probably led to 29 additional deaths in Michigan, 28 in Ontario and 13 in Wisconsin during only the first year that the lower drinking ages were in effect.

The most dramatic case for a minimum drinking age is reflected in Michigan's raising the drinking age back up to 21 years in 1978. A group of laymen, the "Coalition for 21," convinced of the dire results of a lowered drinking age and opposed by the alcoholic beverage industry, the bar owner's association, and some colleges students, were largely responsible for raising the drinking age. Only one year later, the alcohol-related traffic accidents in the 18 to 20 year-old group were reduced by 30% with no significant changes in other groups. Alcohol-related driving accidents and fatality rates for the 18 to 20 year-old group in Michigan has continued to decrease since this 1979

report.

Dr. Gallant states that:

"With these type of data available to us, there are no apparent logical arguments to continue the minimum drinking age level at 18 years in any state; such laws only increase the accessibility of alcohol beverages to an age group which is impulsive with its drinking and driving habits. With the uniform raising of the minimum drinking age to 21 years and the establishment of strict enforcement of comprehensive alcohol traffic safety programs at the local levels as proposed by Bills S-671 and HR-2488 or the new California laws on drunk driving (which never would have been approved without the enthusiastic support of the laymen group of "Mothers Against Drunk Drivers"), many young lives can be saved."

"The Insurance Institute For Highway Safety's Report, perhaps the most comprehensive study available, has data that show a state can expect a 28% decline in drinking-related driver fatalities if the minimum drinking age level is raised from 18 to 21 years. Considering all of these data, can anyone in good conscience offer any valid reasons why the minimum drinking age should not be 21 years in all states?"



## Jim Brooks Tours

President Jim Brooks has participated in Affiliate meetings in Anchorage, Alaska; Seattle, Washington and Portland, Oregon. He also visited the Oklahoma Association on Alcohol Abuse and Alcoholism. Jim's appearances are a major contribution to both NCA and its Affiliates.

## The Amethyst Club

*According to Greek mythology,  
the amethyst is the Sober Stone.*

*Legend suggests that anyone carrying an amethyst  
is protected from drunkenness.*

The Amethyst Club, a group of NCA donors of \$10,000 or more, has been formed in order to more suitably recognize and honor these most generous donors whose financial leadership and generosity serve as an inspiration and encouragement to all who share concern for the future of the National Council on Alcoholism. Its goal is to provide a strong base of unrestricted support for current operations.

In addition to serving as a vital financial resource for NCA, membership in The Amethyst Club provides individuals with an opportunity to more closely associate with the Council. Members receive free registration to NCA's Annual Forum where they will be guests at a reception for members only, will receive special news briefs and other publications from NCA to alert them to current happenings and new developments in the field of alcoholism and at NCA, as well as receiving an amethyst stone and a handsome Certificate of Membership.

Active membership in The Amethyst Club is renewable each year at \$10,000 or more. Membership and attendant privileges are accorded annually with gifts received in line with NCA's fiscal year — Jan. 1-Dec. 31. Membership is tax deductible. The name of each member is shown in NCA's Annual Report.

Your membership is invited. To enroll please contact Mike McMorrow at NCA.



## FROM WASHINGTON

(From P. 4)

Testifying before a Senate subcommittee hearing on reimbursement of alcoholism services under Medicare, Mills criticized the federal government's policy which limits services to acute care, hospital, and psychiatric settings.

"If the goal of your efforts is to reduce costs associated with Medicare, let us not penalize patients by limiting their access to care, but rather, let us encourage providers to move in the direction of less costly forms of care which have been shown to be effective, and at the same time, provide our beneficiaries and their physicians with some freedom of choice in the selection of treatment," Mills said.

The Senate Finance Subcommittee on Health, chaired by Dave Durenberger (Minnesota), laboring under a mandate to cut billions from the Medicare program, is re-examining federal health care policies, including the nature and scope of alcoholism treatment reimbursement.

In addition to extending eligibility to new providers, Mills called for recognition of certified alcoholism counselors, expansion of outpatient benefits, continuation of peer review, and assurance that treatment methods reimbursed under Medicare are safe and effective.

### Drunk Driving

Congress and the Administration have responded swiftly to public outcries against the drunk driver. The House and Senate are working on similar bills to provide incentive grants to states that move toward stricter enforcement of drunk driving laws. Final congressional approval of the measures is expected soon.

NCA provided testimony before the Senate Transportation Subcommittee, conveying policies adopted by the Board of Directors to ensure that the health and treatment needs of the alcoholic are not overlooked in tougher federal and state drunk driving laws.

Both House and Senate have responded by including portions of the NCA legislative proposal in the bill, which include: pre-sentenced screening of those arrested to identify individuals in need of treatment and recognition of the need for alcoholism education of criminal justice personnel.

In addition, President Reagan has appointed 26 individuals to serve on a new presidential commission on drunk driving. Two NCA Board members appointed to serve are Hank McCullough, Los Angeles, and James S. Kemper, Jr., Chicago.

NCA will soon renew its "Memorandum of Understanding" with the U.S. Department of Transportation to ensure that federal activities on drunk driving continue to focus on proper education and treatment programs on alcoholism and alcohol abuse.

For copies of NCA's guidelines on drunk driving legislation, or for further information on any of the above, write: NCA, Office of Public Policy, 1100 17th Street N.W., Suite 710, Washington, D.C. 20036.

## Nominations for the Meany-Roche Awards

NCA is seeking nominations for the Meany-Roche Awards, NCA's most prestigious recognition in the labor-management field.

These awards recognize outstanding contributions made by volunteers from labor and management to the occupational alcoholism field. They are presented annually at the Labor-Management Luncheon during NCA's Annual Forum.

Nominations should be forwarded to Bill Dunkin at NCA.

### Regional Meetings

Under NCA's 1981-82 Task Order, regional meetings were held on March 20th in Portland, Oregon and on June 25-27 in Kansas City, Missouri. Plans are now underway for similar meetings by Affiliates in California, New York and New Jersey.

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