

BULLETIN OF THE PARTNERSHIP

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November 2004



"Making a Difference" Honoree Tom Brokaw

Partnership Honoring NBC's Tom Brokaw at Gala on November 29

The Partnership will honor Tom Brokaw, one of the most trusted and respected figures in broadcast journalism, at the Partnership's second annual *Making a Difference* on November 29 at the Waldorf-Astoria Hotel in New York. Brokaw, whose 38-year career at NBC News includes more than 20 years as anchor and managing editor of "NBC Nightly News," will accept the honor only days before he steps down from the anchor's chair. Sir Howard Stringer, chairman and CEO of Sony Corporation of America, will serve as the event's chairman and Campbell Brown, co-anchor of NBC's "Today, Weekend Edition," will serve as the master of ceremonies. **(For more information on ticket sales and table availability: Ellen Muglia at the Partnership at (212) 973-3533 or via e-mail at ellen_muglia@drugfree.org)**

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Update on States' Post-Election Medical Marijuana Initiatives

Montana became the 11th state in the country to allow the use of marijuana for medical purposes, with 62 percent of voters supporting the measure on Election Day. Voters in Ann Arbor, Michigan and Columbia, Missouri also approved local medical marijuana initiatives. Oregon voters rejected a measure that would have expanded its existing medical marijuana program. Alaska, which also has an existing medical marijuana law, rejected a measure to decriminalize the drug, though marijuana groups were encouraged by the 43 percent of voters there who supported it. Drug prevention and government officials have often criticized the drive for medical marijuana as an actual effort to legalize the drug. "As medical marijuana becomes more regulated and institutionalized in the West, that may provide a model for how we ultimately make marijuana legal for all adults," said Ethan Nadelmann, executive director for the Drug Policy Alliance, as quoted by the Associated Press on November 4. **(*The New York Times*, November 4, 2004; *The Associated Press*, November 4, 2004)**

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Study Links Drugs and Alcohol to Youth Crime

A five-year study conducted by the National Center on Addiction and Substance Abuse at Columbia University found that nearly four out of five young people arrested for juvenile crimes are also involved with drugs or alcohol. The study also found that of the 1.9 million arrests of young offenders with substance abuse and addiction problems, less than four percent received some form of substance abuse treatment. "Most of these young people can be safely placed in responsible community programs where they can get treatment," said Mark Soler, head of the Youth Law Center, a Washington, DC-based advocacy group. "But when they're locked up behind bars they rarely get that kind of treatment." **(*The New York Times*, October 7, 2004 or CASA at (212) 841-5260 or www.casacolumbia.org)**

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Study: Teen Substance Abuse Goes Undetected During Medical Exams

Severe substance abuse by teenagers may be missed by physicians during medical visits, according to a new study published in the November issue of *Pediatrics*. In the article, researchers highlight not only how often medical professionals fail to notice substance abuse problems during routine examinations, but also how seldom teenagers are asked specific questions about drug and alcohol use. During the reviewed examinations, medical staff failed to detect illicit substance abuse in roughly 40 percent of the teens who were later determined to have serious problems. Yet, when the teenagers were asked specific questions about drug-and-alcohol related behavior in separate interviews after their exams, they were likely to talk about their use of alcohol or drugs. "While a structured screening tool won't necessarily make the adolescent reveal the problem, it hopefully would give the provider a structured way to ask about it," said lead author Dr. Celeste Wilson, a pediatrician and researcher at Children's Hospital Boston. (*The Los Angeles Times*, November 8, 2004)

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Alcohol-Related Deaths Concern Campus Officials

The recent deaths of two Colorado college students who died as a result of alcohol poisoning have brought their communities together to combat the problem of binge drinking. Eighteen year-old Lynn Bailey, a freshman at the University of Colorado, spent his last night chugging whiskey and wine as part of a fraternity initiation ceremony. Samantha Spady, a 19 year-old Colorado State University sophomore, died of alcohol poisoning after an evening out with friends in which she drank the equivalent of 30 to 40 beers and shots. In the aftermath of these deaths, university and community officials are joining forces to prevent such tragedies in the future. To that end, business owners, neighborhood associations, student groups and college and community leaders are meeting to discuss the ways in which they can curtail alcohol abuse in their community. "The community and the campus both have to admit they have a problem," said Dr. Richard Yoast, director of an American Medical Association program to reduce high-risk drinking. "I think it's very important that they work together." According to a 2002 study by the National Institute on Alcohol Abuse and Alcoholism, approximately 1,400 college students die annually as a result of alcohol abuse. While most of those deaths are from traffic accidents, roughly 300 are from unintentional injuries that include alcohol poisoning. (*The New York Times*, November 6, 2004)

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Scientists Find Key to Nicotine Addiction

A California research team reports in the November edition of *Science* that a single molecule may be partly to blame for nicotine's addictive nature, a finding that some say could lead to potential therapies to help millions of smokers quit the life-threatening habit. The team says that they have not only pinpointed the molecule responsible for nicotine addiction, but have also have created genetically-specialized mice to help research other molecules impacted by nicotine addiction. The findings "not only provide direct evidence of how nicotine promotes dependence, but also raise fundamental questions about the genetics of addiction," researchers at the Centre Medical Universitaire, in Geneva, Switzerland, wrote in a companion piece. More than 4 million people around the globe die from smoking-related causes each year. (*The New York Times*, November 5, 2004)

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Partnership People

Kristi Rowe joins the Partnership as deputy director of consumer marketing in the creative development group. Kristi was previously VP of marketing and advertising at Calvin Klein... **Staffers from the Partnership's national office** visited CBS' outdoor set of "*The Early Show*" in New York on October 22. The Partnership was prominently positioned on camera as part of the morning audience and staff members, waving Partnership signs and banners, appeared several times during the national broadcast on the morning show.

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The Partnership for a Drug-Free America® is a private, non-profit coalition of professionals from the communications industry. Best known for its national, drug-education advertising campaign, The Partnership exists to reduce illicit drug use in America. The Partnership's State/City Alliance Program supports The Partnership's mission at the local level. The Partnership receives major funding from The Robert Wood Johnson Foundation and financial support from more than 200 private sector corporations. The Partnership accepts no money from alcohol or tobacco manufacturers. All actors in The Partnership's ads appear pro bono through the generosity of the Screen Actors Guild and the American Federation of Television and Radio Artists.