



January 2011

Helping teens triumph over mental illness, alcoholism, drug and other addictions.

Volume 1, Issue 1

Welcome to the first edition of Teen Triumph!

Did you know?

Within the last 30 days:

- 2.7% of 12 year olds
- 15.4% of 15 year olds
- 29.7% of 17 year olds

have used **alcohol**.

Within the last 30 days:

- 0.5% of 12 year olds
- 7.5% of 15 year olds
- 15.6% of 17 year olds

have used **marijuana**.

Inside this issue:

Alcohol TV Ads & Your Teen	2
Alcoholic Energy Drinks Pulled	2
Resources	4
Children of Alcoholics Week, 2/13-19	4

Welcome to the first edition of Teen Triumph, Recovery Resources' quarterly newsletter for adolescents, their parents and guardians, and the community. In each issue, you'll find articles, information, and resources about adolescent substance use that you can use with the teens in your life. In addition, you'll find current events in your community that will help you learn more about preventing and treating substance use among teens. We hope the newsletter informs and inspires you to be a positive influence in the life of a teen.



About the program:

The adolescent treatment program at Recovery Resources was launched in May 2010 at RR's Lakewood office in response to requests from the community for teen treatment on the west side. The program offers intensive outpa-

tient treatment for teens ages 12-18, and groups meet on Monday, Wednesday and Thursday from 4:00-7:00 p.m. The treatment groups provide education about drugs and alcohol, teach and promote healthy decision making, help build positive self esteem and instill positive coping skills. In addition to group therapy with the teens, we host a family education/therapy group every other week where families have the opportunity to work together to start healing from the damage of addiction.

At Recovery Resources, we understand addiction and its impact on teens and families. To find out more, please call us at (216) 923- 4001.

Whipped Cream & Caffeine by Leanne Cavanagh (adolescent therapist at Recovery Resources)

Whipped cream and caffeine: Two things that adolescents (and adults) inherently love. Not so coincidentally, they are also two products that are now being infused with alcohol in the latest marketing scheme by certain companies that produce alcohol. A trip to your local grocery store will reveal new brands of whipped cream with liquor (Whipped Lighting, Kingfish Spirits Alcohol Infused Whip Cream), liquor that tastes like whipped cream

(Pinnacle Vodka), and liquor drinks that beg for alcoholic whipped cream topping (jello shots). If you're looking for some extra energy with your alcohol, you can buy caffeinated alcohol drinks such as Four Loko, caffeine that's promoted to be consumed with alcohol (Red Bull), and energy drinks that help you drink more alcohol (5 hour energy shots, recently enhanced to 7 hour energy shots).

Working with adolescents with substance abuse prob-

lems on a daily basis, I am confronted by the lack of knowledge that our teens have about the dangers of these products. Comments such as "you can't get drunk on beer," "Four Loko is just a wine cooler," and "that whipped cream stuff won't even get you drunk" are evidence of the lack of accurate information our youth have about these well-marketed products. This article will clear up misconceptions about the recently marketed twists (continued on page 3)



Average Teen Sees One Alcohol Television Ad a Day

New study finds that the amount of TV teens are allowed to watch plays a role in future alcohol use. 77.0% of teens whose parents always limit their TV watching have never used alcohol, compared to 47.5% whose parents never limit their TV watching.

Fueled largely by an increase in distilled spirits advertising on cable television, the growth rate in youths' exposure to televised alcohol ads is outpacing that for adults, according to a Dec. 13 news release from the Center on Alcohol Marketing and Youth (CAMY) at the Johns Hopkins Bloomberg School of Public Health. The report by the center indicated that exposure of youths 12 to 20 to alcohol ads on U.S. television increased 71 percent from 2001 to 2009. The average TV watching youth saw 366 alcohol ads in 2009. The center said that the latest numbers were an indication of the failure of voluntary marketing standards in the alcohol industry, under which companies place ads in programming with a youth audience no higher than 30 percent. The report found that 13 percent of youths' exposure to alcohol ads

last year occurred during programming with more than a 30 percent youth audience. Moreover, 44 percent of the exposures occurred during programming where youths were more likely than adults on a per capita basis to be watching. The five television networks where this viewing was most likely to occur were Comedy Central, BET, E!, FX and Spike. Groups such as the Institute of Medicine have suggested lowering the industry's voluntary threshold for the youth audience to 15 percent from 30 percent. But industry trade publications have reported that the industry has balked at a recent Federal Trade Commission request for a less ambitious move to 25 percent. To download the complete "Youth Exposure to Alcohol Advertising on Television, 2001-2009" report, visit www.camy.org/bin/u/r/CAMYReport2001_2009.pdf.

Seven Popular Alcoholic Energy Drinks Pulled, Others Remain

In the wake of a warning letter from the Food and Drug Administration (FDA), seven alcoholic energy drinks made by four companies will no longer be shipped or manufactured, CNN reported Nov. 24. The drinks, which combine caffeine with alcohol, have been under review by the FDA since November 2009 because of concerns that the caffeine misleads drinkers into thinking they are less drunk than they really are. The drinks became the focus of intense media scrutiny after an October 2010 incident at Central Washington University, when nine underage students were hospitalized after consuming Four Loko, made by Phusion Projects. At the end of its review, the FDA concluded that caffeine was an "unsafe food additive" when mixed with alcohol, and sent warning letters to the makers of seven alcoholic energy drinks. "FDA does not find

support for the claim that the addition of caffeine to these alcoholic beverages is 'generally recognized as safe,' which is the legal standard," FDA Principal Deputy Commissioner Dr. Joshua Sharfstein told CNN. "To the contrary, there is evidence that the combinations of caffeine and alcohol in these products pose a public health concern."

According to Dr. Sharfstein, the four manufacturers have complied with the FDA's warning. Phusion Projects, which makes Four Loko, said it would have the caffeinated version of its drink out of stores by Dec. 13. Going forward, it will remove caffeine from Four Loko's ingredients, along with two other additives, taurine and guarana. United Brands, manufacturer of Max and Joose, said it had already stopped marketing Max, and that Joose would be removed from stores by Dec. 13. Charge Bever-

ages Corp. stopped making Core High Gravity HG, Core High Gravity HG Orange, and Lemon Lime Core Spiked in September, and it stopped shipping the drinks at the beginning of November. New Century Brewing has ceased making Moonshot (for now). Rhonda Kallman, company owner, said that Moonshot, a caffeinated beer with about 4 percent alcohol per volume, should not have been lumped with products such as Joose and Four Loko. While these four manufacturers received and complied with the FDA's Nov. 17, 2010, warning letter, 26 other companies — who received a warning from the FDA in 2009 — did not receive a formal notification this year. For a copy of the letter and a complete list of manufacturers, visit www.fda.gov/Food/FoodIngredientsPackaging/ucm190448.htm.

Whipped Cream & Caffeine *(continued from front page)*

on alcohol, and shed some light on the dangers associated with these products.

Myth #1- "You can't get drunk on beer."

Adolescents often do not understand the meaning of alcohol content and its impact on their bodies. When I asked my clients to rate the amount of alcohol in certain products from the least alcohol to most alcohol among a can of beer, a glass of wine, and a shot of liquor, they unanimously gave the wrong answer. From least to most, they put a glass of wine first, a can of beer second, and a shot of liquor last. The teens were shocked to hear that all three had similar alcohol content. After discussing it further, they were able to understand that shots may get the job done quicker (thereby increasing the chances of getting alcohol poisoning), but 5 beers and 5 shots contain the same amount of alcohol. The caveat to this is that there are higher alcohol content beers (Great Lakes Christmas Ale) and higher percentage liquors (Bacardi 151, Grain Alcohol).

Myth #2-"Four Loko is just a wine cooler."

Four Loko, aptly named for its alcohol content of four beers per can, has recently been in the news for its impact on adolescent and college-aged consumers. In October, nine female students from Central Washington University were hospitalized after consuming Four Loko, all with blood-alcohol content levels of 0.12 to .035. In an article in the New York Times

"Caffeine and Alcohol Drink is Potent Mix For Young," by Abby Goodnough, Dr. Michael Reihart, an ER doctor at Lancaster General Hospital in Lancaster, PA, stated, "This is one of the most dangerous new alcohol concoctions I have ever seen. It's a recipe for disaster because your body's natural defense is to get sleepy and not want to drink, but in this case you're tricking the body with the caffeine." What the teens are able to understand is this: caffeine speeds your body up and alcohol slows your body down, and that the combination ensures a quick buzz with minimal immediate side effects. What's even more troubling is that the fruity taste of Four Loko serves a dual purpose: appealing to a younger crowd, and covering up the taste of liquor. While several states in the US have already banned Four Loko, and many others are working towards a ban, it is still being sold in Ohio, and remains a popular and cheap beverage for teenagers and college students to consume. One of the most important weapons we have against underage use of Four Loko and products like it is education, so make sure you know the facts about caffeinated alcohol beverages.

Myth #3 "That whipped cream stuff won't even get you drunk."

In working with teenagers with substance abuse issues, I frequently hear "we drink to get drunk." As mentioned above, teenagers are often not informed about what they're con-

suming and what impact it will have on them. The teens in my substance abuse groups were unable to define common terms related to alcohol content: percentages, proofs and blood alcohol content. It follows then that these teens don't know how to calculate the amount of alcohol in products like alcohol-infused whipped cream. They're shocked to learn that the alcohol content in Kingfish Spirits Alcohol Infused Whip Cream is 30 proof (15%). That's as much alcohol as Sake!

For ages, we have been adding things to alcohol to make it more taste-bud friendly, and more potent at the same time. We have come up with creative ways to consume it: from Jell-O shots to Irish Car Bombs, Ice Luges to beer bong. While this may be another passing fad, it is important to inform teens about the seriousness of these highly marketed and unconventional forms of alcohol.



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Recovery Resources has been helping people triumph over mental illness and addiction for more than 55 years.

With four locations in the Cleveland area, we deliver services and programs that touch 13,000 individuals annually in Cuyahoga County.

Located in downtown Lakewood, Recovery Resources is a member of the Chamber of Commerce and committed to maintaining the health of the city. The clinical staff members are licensed in the field of chemical dependency and/or mental health and are dedicated to helping their clients reach their full potential.

**Helping people triumph over
mental illness, alcoholism,
drug and other addictions.**

Want to find out more? Check out these RESOURCES:

www.parent2parentnetwork.org

-The Parent2Parent network empowers parents through education

www.shoutinginside.com

- Shouting Inside is an online resource for children of alcoholics

<http://www.al-anon.alateen.org/>

-Al-Anon (Al-Ateen for adolescents) is a supportive program for family and friends of problem drinkers

<http://www.familiesanonymous.org/>

-Families Anonymous is "a fellowship of people whose lives have been affected by the use of mind-altering substances or related behavioral problems of a relative or friend."

<http://www.noypaa.org/about-oypaa>



Children of Alcoholics Week - February 13-19, 2011

Nick News, in connection with Children of Alcoholics (COA) Week 2011 will re-air *Under the Influence: Kids of Alcoholics*. Look for it on Tuesday, February 15 at 6 pm EST. Nick News will be promoting the airing of this special using a homepage feature on www.teennick.com and they are creating a blog post for February 15 that will include information about NACoA and provide a link to the full airing of *Under the Influence: Kids of Alcoholics*. The full episode will be available for viewing on both www.teennick.com and www.nick.com for the entire month of February.