



Choose Life, Not Drugs!

DECEMBER 2010

SPECIAL POINTS OF INTEREST

- **New alcoholic drinks to be aware of**
- **Have a safe and healthy holiday season**
- **How many medications were collected in Calloway County?**

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Insurance Ad Strikes Wrong Chord with Coalitions

A radio ad promoting Geico Insurance sends the wrong message to audiences, especially youth, advocates say. Part of the marketing-savvy company's "rhetorical questions campaign," the ad asks listeners: "Does helium make an opera room less stuffy?" Then, the ad cuts to a male opera singer singing in a deep voice, then inhaling helium, and continuing in a high-pitched voice. Normally, Geico ads such as the memorable gecko or the cavemen provoke a few laughs, but this "opera ad" has incited numerous bloggers to post their disapproval and a letter-writing campaign coordinated by Harvey Weiss

has also taken off. Weiss, the Director of the National Inhalant Prevention Coalition in Chattanooga, Tenn., says that an insurance company should be promoting safety, not dangerous and potentially lethal behavior such as huffing. One blogger writes: "With some edits to the commercial, it can be fun and enjoyable and most importantly, it can be safe." One in five students in America has used an inhalant to get high by the time he or she reaches the eighth grade. Huffing

can result in damage to the brain, lungs, heart, kidneys and liver, and can cause "sudden sniffing" death. Experts say death can happen even the first time someone huffs. Weiss encourages coalitions to contact the company headquarters to ask them to pull the ad, decrease its frequency or at least not air the ad when youth might be listening. Weiss also reminds coalitions to educate media in their local markets about the dangers of inhalants. Calls about modifying or pulling the ad from the marketing department at Geico's Maryland offices were not immediately returned.

*CADCA Coalitions Online

'Whipped cream with alcohol', a hot favorite'

A new alcohol-infused whipped cream has hit the market and is being hailed as a new favorite college binge-drinking tool.

A source told the Boston Herald that the Massachusetts Alcohol Beverages Commission would be closely monitoring the alcoholic treat.

There are two brands of the whipped cream - Canisters of Cream and Whipped Lightning - and it comes in a variety of flavors including Caramel Pecan, Chocolate, Hazelnut Espresso and more, depending on the brand. Canisters of Cream is 30 proof while Whipped Lightning is 36

proof - and is cheaper than most liquor. "Whipped cream's not just for kids anymore. It's all about style & sophistication," the New York Daily News quoted Whipped Lightning saying on its website.

College kids find it the perfect topping for Jell-O shots (liquor infused Jell-O served in small Dixie cups) or just an easy way to get hammered. "You definitely know that there's alcohol in it," Max Pendolari, who manages a liquor store in Boston told local television station WCVB.

"You could use it to top off your cocktail. You could use it to top off your hot chocolate," he added. Chris Guiher, the CEO of Kingfish Spirits of Cleveland, which makes Canisters of Cream, told the paper his product was well within the law - and was marketed responsibly. Read more: 'Whipped cream with alcohol', a hot favorite - The Times of India <http://timesofindia.indiatimes.com/life-style/food/drinks-corner/Whipped-cream-with-alcohol-a-hot-favourite/article-show/7010375.cms#ixzzl6metYiCB>

Drunkorexia

The disorder 'anorexia' isn't a new one, but the dangerous eating disorder has now found a new partner. Drunkorexia is a new slang term used to describe people who don't eat in order to save the calories for their alcoholic beverages later.

Although it's not an official medical term, drunkorexia is starting to become widely known across college campuses. College students seem to be the main target, and narrowing it down further, female college students.

The restriction of food in order to binge on drinking is the same concept as other deadly eating disorders including bulimia.

During an interview with ABC News, Savannah, a 22-year-old graduate from the University of Texas talked about her experience being a proclaimed 'drunkorexic'.

"It was just something I always did while in college as a normal part of my diet so that I could stay skinny but still go out and drink," Savannah said. "I do know a lot of people who skip

meals to drink, drink heavily and don't gain any weight. Obviously, their success in this way encourages others to try it. I've done [drunkorexia] for years and I'm still healthy. I'm still skinny."

The logic behind what college campuses like the University of North Texas are calling a "trend" is that the students are saving their calories for when they drink. That way, they won't have to limit their alcohol intake because of calories previously consumed during the day. Also, the less food that is consumed, the easier and quicker the person will be able to become inebriated, making it cheaper to get drunk.

Although it seems like an easy method to kick the pounds and still have fun, the danger level of this

trend is high. The amount of damage that binge drinking and purging can do to the kidneys and liver is almost irreversible.

"If you're going to focus on caloric intake, than you're going to take just as much in alcohol form than you would a lunch," freshman Omer Jemal said. "It doesn't make sense." While binge drinkers may think their acts are harmless, Professor Scott Walters at the UT School of Public Health Dallas Regional disagrees. He believes it may take measures of intervention to kick the habit and that there seems to be a misconception about what the drinking "norms" are on campus. Although there are no official statistics, CBS News states that experts believe drunkorexia affects 30 percent of 18-23 year olds.



"Drunkorexia is a new slang term used to describe people who don't eat in order to save the calories for their alcoholic beverages later"



Thefts are up: Tips this Holiday Season

The Murray Police Department has advised that homes remain locked due to an increase in home theft this time of year.

During the holiday season, they recommend boxes from gifts not

being left on the curb with the trash, so that people can't see that you bought a new stereo, or game system etc since thieves will take note if they think a home-

owner has made a major recent purchase.



American Medicine Chest Challenge

We participated in the American Medicine Chest Challenge on Saturday, November 13 and it was a huge success. Thank you for any help you offered to promote the initiative.

Message from AMCC Director Algelo Valente: "Hundreds of thousands of Americans throughout the country heard our call to take the American Medicine Chest 5-Step Challenge.

On November 13, 2010 together we collected over 10 tons of unused, unwanted, and expired medicine. While we are very proud of the efforts to collect thousands of pounds of medicine, equating to the combined weight of 80 NFL

football players, what is most important is protecting one child from accessing and abusing even one pill. We have made a difference!"

Some more interesting 2010 AMCC facts,

*Over 500 Community Partnerships in 37 states

*Over 60,000 page views on americanmedicinechest.com

*Over 500 print and online news stories valued at over \$4,091,000.

*Over 60 television news stories reaching an audience of 1,277,354.

Television news coverage valued at \$2,100,000 (Visit to

AMCC News Gallery at <http://www.americanmedicinechest.com/?p=news>)

We should all be very proud of these results! Please mark your calendars for November 12, 2011 for AMCC 2011!



What's Happening with BBBS?

At BBBS of Murray/Calloway County, we're thankful for our wonderful volunteers that serve as Bigs, help with events, are Interns in our office, and keep our doors open and serving the children of this area with their donations!

The Halloween Party was hosted by AOPi/Lambda Chi Alpha on Tuesday, Oct. 26th and with attendance of about 100 volunteers and 40 kids, it proved to be a big success! This year there were booths set up and the kids were divided up in small groups and rotated thru the activities at each booth. Musical chairs was the biggest hit of all, with volunteers and kids both trying to win! But it really didn't matter because if you got out, you got candy!

The Trail of Treats at the Park on Sat. Oct. 30th was fun for all who helped (MOTA -Ministry Open to All) and our little ghosts and goblins that stopped by to get candy!

Each year this event is sponsored by Law Enforcement from City and County and the Murray Calloway County Parks and Recreation. We believe about 1,000 kids are served in this safe trick-or-treat alternative. BBBS is glad to be a part of this effort, plus we saw at least 25 of our kids as they passed thru our decorated tent to receive treats! Springer/Franklin Residential Dorms sponsored the "Fallalooza" as a fundraiser and fun event for BBBS on Saturday, November 13th. Even though it was a very rainy day, the event continued as planned. Only one BBBS family was able to attend, but other MSU students came to enjoy the food, fortune telling, pumpkin painting, face painting, pick up a duck and other fun activities. A donation of over \$100 was given to BBBS from the efforts of this event and the previously held Golf Tournament. We look forward to a long

relationship with S/F and many other events with them!

Plans are being made for the annual BBBS Christmas Party, the MHS/MES Big/Little Christmas party and movie, and other events in December as we get to celebrate the holiday season! We continue to recruit volunteers, accept children by referral or parent enrollment, and match volunteers with children. Please call Suzy at 759-2227 or email at bbbs@murray-ky.net for additional information.

Suzy Crook
Director/Case Manager



SOBER CELEBRATION



The holidays are a time
for family fun.

Whatever your family
tradition, do it sober.

*Sober Spirit.
Life at its best. Add nothing.*



Resources, Training & Action
on Alcohol Issues



762-7332
www.ccasap.com

Upcoming Meetings/Events

*There will be no December
CC-ASAP Meeting, our next
scheduled meeting is
Friday, January 21, 2011*

11/26-December-Festival of Lights
at Central Park

12/3-Dickens Alley 5:30-8pm

12/4-Rotary Country Ham Break-
fast 6-9am Pagliai's

12/4-Christmas Parade

12/7-Financial aid Seminar for
CCHS Seniors and parents-Media
Center at CCHS at 6pm-Doug

Cook, Regional KHEEA Rep-
resentative will be conducting
the seminar

12/11-The Sigma Department
of the Murray Woman's Club

is hosting Breakfast with
Santa on Saturday, Dec. 11,
from 9:30-11:30 a.m. at the
Murray Woman's Clubhouse.

The cost is \$5 per person and
includes breakfast, cookie deco-
rating, crafts and a picture
with Santa. Tickets are avail-
able at Vintage Rose Empo-
rium, Thornton Tile and

Marble, Sigma Department
members or at the door. For
more information, call 753-
7684.

Cooper Clayton (smoking ses-
sion) Classes begin **January 4,**
2011 Contact the Center for
Health and Wellness for more
information

Happy
Holidays!