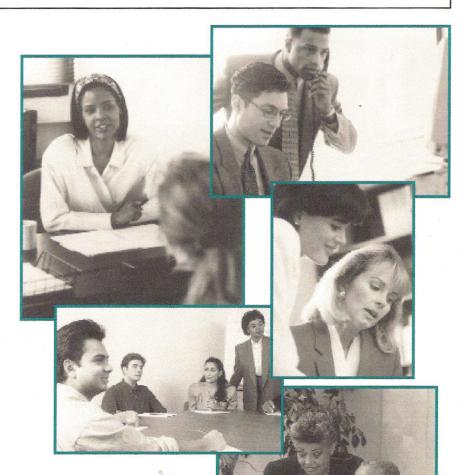
INCIPATION STEP ONE S



CORPORATE LEADERSHIP
PREVENTING & TREATING
DRUG ABUSE

FEBRUARY & MARCH 2000

TABLE OF CONTENTS

THE AMEN CORNER	2
JOB DEMANDS LINKED TO SUBSTANCE ABUSE	2
A PERSPECTIVE OF THE CORPORATE WORLD AND HOW IT IS CONTRIBUTING TO THE FIGHT AGAINST SUBSTANCE ABUSE	3
CHAMPION INTERNATIONAL'S "WAY" OF COMBATING WORKPLACE SUBSTANCE ABUSE	4
SARA LEE CORPORATION SAYS "NO" TO DRUG ABUSE	6
GOOD FOOD FAST — AND SAFE	7
DUKE ENERGY'S RESPONSE TO ALCOHOLISM IN THE WORKPLACE	8
SAFE SOBER PROM NIGHT	9
RESIDENTIAL PROGRAM FOR THE ADDICTED HOMELESS TO OPEN IN FALL 2000	.10
TRAINING SCHEDULE	.11
"PARENT TO PARENT" DRUG EDUCATION"	.12
NORTH CAROLINA NEWS	16

MIDDLE SCHOOLERS FOUND MORE VULNERABLE

The lure of drugs and alcohol tugs strongest on youth as they enter middle school, according to the first national drug abuse survey including elementary-school children.

The survey by Atlanta-based National Parents' Resource Institute for Drug Education also confirms that cigarettes, alcohol and inhalants are the substances of choice for youngsters, much more so than marijuana or harder drugs.

Of the pupils surveyed, 7% of sixth graders said they had smoked cigarettes in the last month compared to 1.6% of fourth graders.

Drinking also became more prevalent as children advanced to middle school. While only 2.1% of fourth graders reported drinking beer at least once a month, 4.7% of sixth graders said they did so.

The margin was much smaller for inhalant use: 2.7% of sixth graders versus 2.1% of fourth graders.

Source: Youth Crime Alert, May 1999 as seen in Dateline Dream Oct/Nov 1999

RESIDENTIAL PROGRAM FOR THE ADDICTED HOMELESS TO OPEN IN FALL 2000

By Dennis Parnell, MSW, LCSW, CCAS

A widely accepted definition of insanity within the 12 step community involves "doing the same thing over and over again and then expecting something different to happen." It is both tragic and ironic that many of our communities still choose to employ this same approach in regards to the growing problem of homelessness in our country.

During the past decade, the link between homelessness and substance abuse has been firmly established through research and documented in the professional literature. A wide range of psychosocial problems encountered in this specialized population currently provides an overwhelming challenge to our existing treatment services.

Our communities continue to pay a high cost for untreated substance abuse as the homeless substance abuser repeatedly accesses the services of local emergency services, area hospital emergency departments, other medical services and law enforcement in a chronic and expensive revolving door syndrome. In essence, we keep doing the same thing over and over while expecting different results. We may even attempt to soothe out feelings of failure by blaming these individuals with the application of labels such as chronic or even hopeless!

The Healing Place of Wake County is committed to do "something different" by offering effective long term residential substance abuse recovery and rehabilitation specifically tailored to the homeless and addicted in Wake County. The program is based on an established and successful working model in Louisville, Kentucky, that has demonstrated a 66% success rate for addicted homeless persons who complete the program.



At the core of the 165 bed recovery program for men is a self-empowerment paradigm which effectively uses peer role modeling to encourage and motivate participants to explore and eventually embrace recovery. Through a series of perks and consequences participants move through the levels of the program and serve as role models to those farther down the scale. The program participants become responsible for their recovery through the use of program incentives, Recovery Dynamics, and tools acquired by working the Twelve Steps of Alcoholics Anonymous. The outcome of this progression is the individuals' eventual return to a healthy, productive, beneficial and self-sufficient lifestyle.

The 4.5 million private nonprofit facility will be located on the Dorothea Dix campus in Raleigh on a 4.3 acre tract of land. Construction will begin in February 2000 with completion and operation expected in November of 2000. Plans are currently underway to build a similar facility for women and children in three years time.

For donations or further information contact: The Healing Place of Wake County, P. O. Box 12800, Raleigh, NC 27605 (919) 838-9800

VOICES OF PREVENTION: COMBINING FORCES

APRIL 25-28, 2000

CHARLOTTE HILTON AND TOWERS . CHARLOTTE, NC

SUPPORTED BY: NC Dept. of Health and Human Services, Division of Mental Health, Developmental Disabilities and Substance Abuse Services and The Office of the Governor-Office of Juvenile Justice (OJJ), The Governor's SOS (Support Our Students).

SPONSORED BY: Substance Abuse Services of the Carolinas

Brochures will be mailed by March 15th

For information, contact Jilma Shackleford at (919) 733-0696 or Monnie McCracken (919) 733-3388.