1919 Advertisement
Historical Advertisements

Cocaine Toothache Drops

Instantaneous Cure!

Price 15 Cents.
Prepared by the
Lloyd Manufacturing Co.

216 Hudson Ave., Albany, N.Y.

For sale by all Druggists.

(Registered March 1883.)
Historical Advertisements

He’s one of the busiest men in town. While his door may say "Office Hours 2 to 4," he’s actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE
What our children are using on the North Shore!

- Alcoholic spirits
- Tripstazy (2C-T-7) also known as Red Raspberry and Blue Mystic
- Esctasy
- Not much Ice
- Hydroponic Cannabis and “snow cones” (Cannabis laced with Speed)
- 2C-B referred to as "Siberia."
This generation of drinkers

“This generation of drinkers start younger, drink more, and indulge in binge drinking to a greater extent than any previous generation.”

Neurodevelopment – new findings

- The pre-frontal cortex continues to develop into early adulthood
- Adolescents are disadvantaged by incomplete brain maturation
- (1) impulse control, planning, emotional regulation; (2) executive functions such as decision making
National Household Survey

- Alcohol
- 78.4% of 14 to 19 year olds reported that they had tried Alcohol
- 28.3 % of 14 to 19 year olds reported weekly use
- Alcohol is responsible for 37% of drug related hospital episodes
Risk taking behaviour

- “Adolescents experiment with new activities, testing their limits, exploring new skills, and enjoying the often exhilarating sense of freedom involved.”

- Biology of the brain relevant

Bennett & Rowe, 2003
National Household Survey

- In Australia 10% of 14 year olds are drinking at levels that may increase their risk of alcohol-related harm in the long term.
- Amongst 16 to 24 year olds, alcohol related harm is the leading cause of disease and injury.
Laura (age 14)

- Laura (14) was admitted to the Sydney Adventist Hospital (Wahroonga) for alcohol poisoning (June 30, 2011)
- She was given a 14 per cent chance of surviving the night by medical staff.
- She giggled during the interview, recalling how she drank a bottle of Vodka and a bottle of Rum, before passing out in Wahroonga Park.
Laura (age 14)

- The next morning she laughed at the fact she had no hangover, as the contents of her stomach had been pumped out through her nose.
- Parent’s reaction – they grounded her for 3 weeks.
- Laura indicated that once she has one drink, she can’t stop.
- Photos of her night pop up on Facebook a few days later.
Gordian Fulde (Director of Emergency Medicine at St Vincent’s Hospital)

- St Vincent’s treats 100 alcohol related admissions for young women every weekend in Sydney.
- “These days when a girl goes out and gets trashed and vomits and ends up in emergency, you are guaranteed to see their badge of honour about the event on Facebook the next day.”
- “15 to 18 year olds have the highest rate of hospital admissions for drunkenness of any age group.”
- “By the age of 18, one in three teens (33%) are drinking at a high-risk level, compared to one in ten (10%) 20 years ago.”
Role Models
Melinda Tankard Reist

- I mourn for the young women of today.
- Young women believe they will attract success and attention through sexual allure.
- Our society is rampant with the pornification and sexualisation of women at younger and younger ages.
Sean Combs now makes vodka

A picture speaks 1000 words

Is this the new Platinum Anniversary?

Good Balance?
Meditation + Smoking
The University of NSW conducted a recent survey of young women who were sexually active under the age of 17.

One third of these young women indicated that they had been sexually assaulted or had unwanted sex during an intoxicated episode.

Nina Funnell UNSW
Billy “a client’s story”

- 7 years ago Billy (aged 16) attended a party on the North Shore of Sydney.
- He was dared by his mates to scull a bottle of Whisky.
- Billy drank the entire bottle in 45 seconds.
- He collapsed onto the floor.
- His friends laughed and joked, how he couldn’t hold his liquor.
Billy “a Client’s Story”

- Billy wouldn’t wake up.
- His friends thought he was just mucking around, pretending that he had fainted.
- Billy was dead.
- His autopsy revealed that he had gone into cardiac arrest and organ shut down at age 16.
Knowledge Is Power

- Communicate - talk to your adolescent about alcohol and drugs. Don’t be afraid to discuss both pros and cons of experimentation.

- Research - how much do you actually know? Be active in finding out information from your adolescent. What do they already know? What can you add? What have they observed from peers?
Maintain adequate structure and supervision.

- Part of the structure involves actively monitoring the adolescent’s behaviour outside the home.
- Parents should always know the answer to four basic questions:
  - (1) Who are your adolescents with?
  - (2) Where are they?
  - (3) What are they doing?
  - (4) When will they be home?
Parents’ pledge for safety

- We agree to pick you up anytime, day or night, from anywhere, for any reason, to give you a safe ride home
- We agree not to be critical of any behaviour that leads to the call - just call and we will come
- If need be, we will give any of your friends a lift home
- We agree to discuss any matters arising from our pledge in a calm and rational manner...
Teenagers’ counter pledge for safety

- We agree not to drive while affected by alcohol or otherwise intoxicated, or while tired or otherwise affected.
- We agree to call you for assistance…regardless of the time, place, or reason.
- We agree not to accept a lift from anyone we suspect of being intoxicated, tired, or an inadequate driver…
<table>
<thead>
<tr>
<th>Going Out</th>
<th>Name Date</th>
<th>Name Date</th>
<th>Name Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where are you going to</td>
<td>From:</td>
<td>From:</td>
<td>From:</td>
</tr>
<tr>
<td>be? Timeframe</td>
<td>Until:</td>
<td>Until:</td>
<td>Until:</td>
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<tr>
<td>How are you getting</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>there? Home?</td>
<td></td>
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<tr>
<td>Alcohol? Yes/No</td>
<td></td>
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<tr>
<td>Agreed alcohol limit:</td>
<td></td>
<td></td>
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<tr>
<td>Who is the host?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Who is supervising?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What friends will be</td>
<td>Name(s):</td>
<td>Name(s):</td>
<td>Name(s):</td>
</tr>
<tr>
<td>with you?</td>
<td>Contact:</td>
<td>Contact:</td>
<td>Contact:</td>
</tr>
<tr>
<td>Young person’s agreement:</td>
<td>I agree to call you any time I am in a situation where I feel uncomfortable or unsafe or I cannot get home safely. Signed:</td>
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</tr>
<tr>
<td>Adult agreement:</td>
<td>I agree, with no argument at the time, to come and get you at any hour, from any place or pay for a taxi to bring you home. Signed:</td>
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Some Young People

- Don’t know to put someone into the recovery position if they collapse at a party
- Don’t call an ambulance because they are scared the police will also be called and they will get into trouble
- Lay people face down on a couch when they are extremely intoxicated or throw friends into the shower to try and wake them up.
Good Role Modeling

- Teenagers are sponges.
- They absorb everything we do as parents.
- Role model appropriate use of alcohol
- France and Italy have this built into their culture and society.
- It is considered a sign of rudeness to be intoxicated in these countries.
- They role model appropriate consumption of wine with a main meal.
Family meals

- Eating meals as a family benefits young people above and beyond their general sense of connectedness to family members.

- Frequency of family meals is inversely associated with tobacco, alcohol & marijuana use, depressive symptoms & suicide involvement, particularly among adolescent girls.

Eisenberg et al, 2004
Perspectives on the future

“It is clear the future holds great opportunities. It also holds pitfalls. The trick is to avoid the pitfalls, seize the opportunities and get back home by 6 o’clock.”

“More than any other time in history, man faces a crossroads. One path leads to despair and utter hopelessness. The other to total extinction. Let us pray we have the wisdom to choose correctly.”

Woody Allen
The three Ps

- Keep it in perspective
- Don’t take it all personally
- It won’t persist – keep your eye on the longer term goal
More Information...

- Useful websites
- www.police.nsw.gov.au
- www.drinkwise.com.au
- www.druginfo.adf.org.au
- www.lawstuff.org.au
- www.mynite.com.au
- whatareyoudoingtoyourself.com
Ku-ring-gai Youth Development Service Inc