SAVE THE DATES

- January 6, 2003: Deadline for conference “Call for Papers”
- March 3, 2003: Deadline for early conference registration fees
- March 31, 2003: Deadline for reduced conference hotel rates
- April 22-26, 2003: 2003 SALIS Conference in Toronto, Canada

CONFERENCE NEWS FROM CANADA-
“Beyond Borders: 25 Years of International Networking in Alcohol, Tobacco, and Other Drug Information”

By Sheila Lacroix, Library Coordinator
Centre for Addiction and Mental Health, Toronto, Canada

Making a List….Checking it Twice….SALIS 2003 Conference Countdown Begins!

I think my holiday gift wish list would probably include Conference Planning for Dummies, if such a title in this popular series were to exist! However, maybe it is better to remain in ignorance of potential horrors and just plug along with the tasks on hand.

Speakers Wanted!
I hope you are all polishing up your presentation abstracts. The deadline posted was December 14, but the REAL deadline is January 6, 2003.

Although guest speakers in the various addiction-related subject areas provide a welcome learning experience, the strength of our conference remains the opportunity it provides for our membership to meet face-to-face and learn from each other. So, please consider making a presentation.

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WEB SIGHTS

By Samantha Helfert, Web/Network and Resource Manager
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This column highlights many of the Web resources developed by and for youth advocacy groups involved in tobacco control. I was inspired to do this column not based on a particular Web site alone, but by an unscheduled event coordinated by a group of youth advocates at last month’s National Conference on Tobacco or Health in San Francisco. Because I don’t work on youth initiatives or with youth directly at my job, I tend to forget about their energy and enthusiasm and the importance of involving them directly in programs that are created for their benefit.

At the conference, a group of high school students and college students joined together to network and learn from each other. While other participants were attending the sessions (and sleeping!), they turned the conference into an opportunity to “take action against Big Tobacco” and educate the public about the tobacco industry. They created a videotape of their activities, and the tape was shown as an unexpected addition to the closing plenary. Conference participants were overwhelmingly thrilled with the surprise, which served as a welcome reminder about the potential of youth voices. [Editorial note: For those interested in the video, it will be made available on the following Web site: http://www.revolutionizenow.net. The video was not on the site at press time, but is planned for posting during the second week of December.]

Youth-Focused Tobacco Control Initiatives

The youth advocates who met at the conference came from a number of “youth empowerment” programs across the United States. The development of youth advocacy and “youth-led” programs has been increasing trend in the tobacco control field in the US. While the concept of “youth empowerment” in public health and social programs has been around awhile, the impetus for its widespread use in tobacco control evolved as a result of a successful Florida pilot project. Florida piloted a youth-focused media program that had impressive outcomes in lowering youth tobacco use. The campaign included a statewide media campaign—the Truth [http://www.wholetruth.com] —and a youth empowerment component—Students Working Together Against Tobacco [http://www.gen-swat.com]. For more information on Florida’s [Continued on page 5]

ELISAD Conference, October 10-12, 2002

Bremen, Germany, famed as the charming setting of the Grimm’s fairy tale “The Three Musicians of Bremen,” was the site for this year’s conference of the European Association of Libraries and Information Services on Alcohol and other Drugs (ELISAD). Located in Northern Germany on the Weser River, Bremen is a small city with a historic Old Town that includes a market square beautiful enough to have been nominated as a World Heritage site. I had the honor of representing SALIS at the ELISAD Conference, which was hosted in excellent fashion by Susanna Prepeliczay of Archiv für Drogenliteratur (ARCHIDO), and held at the University of Bremen, where ARCHIDO is based. Every morning we out-of-town attendees hopped on the tram in front of the magnificent Bremen Hauptbahnhof (railroad station) for a 15-minute ride to the outskirts of town, where the university, built in the 1970s, is located.

There were about 25 in attendance at the conference, and we came from Finland, France, Hungary, Ireland, Italy, the Netherlands, Norway, Portugal, Sweden, and the UK, as well as, of course, Germany and the U.S. The theme, “Internet Databases and Literature Services,” was explored in two days of engaging presentations and workshops. One difference between the SALIS and ELISAD conferences is that the ELISAD programs tend to focus overwhelmingly on the subject of ATOD “documentation” (as the Europeans tend to say), whereas the SALIS conference programs tend to be a mixture of presentations on ATOD librarianship and information services (as the North Americans tend to say) and on developments within the ATOD field in general.

The ELISAD conference began with an overview of German drug policy by Lorenz Bollinger, a professor of criminology at Bremen University. He spoke of the policy tug-of-war pitting those from the “acceptance” or “normalization” viewpoint, who believe that drugs are here to stay and want to reduce the harm caused by the use of them, against both internal and external forces. Internally there are Germans who want more crackdown of the criminal justice system on drugs, and externally there is US foreign policy pressuring Germany to maintain the War on Drugs. Heino Stover, the founder and
In the last issue of News, an Evaluation Questionnaire was issued for members to rate the newsletter. For those of us who work to bring you the newsletter four times a year, we really want to know if it's what you want, or how we can make it better. With 31 responses to work with, not quite 20% of the membership, I don’t really know if this speaks for member views, but here’s what the respondents gave us.

The first question asked for overall rating, 5 being high, 1 being low.

**Overall News** was rated highly with a little more than half giving it a 5, and another 40% rating it a 4, one 3 and one NR (non-response).

Nearly a third **Read News** 100%, another 45% read 75%, while 12% read at least half of the issue.

The next eight questions concerned the usefulness of the feature columns in News, 5 being “most useful” 1 “least useful”.

**News About SALIS** was given a 5 by 42%, a 4 by another 35%, and 3 by 22%. Maybe the 7 people who gave it a 3 are those who are very connected to the list and see much of the News about SALIS before it’s printed in the newsletter.

**Web Sights** rated highly useful by 58% giving 5’s, another 31% giving 4’s and 3 persons giving it a 3.

**Video Views** had a more mixed review than most of the others, which is most likely due to the fact that many SALIS members do not use videos in their work place. 17% gave it a 5, another third gave 4’s, 27% 3’s, and so on.

**Member News** was given 5’s by 30%, 4’s by another 40% and 3’s by another 23% and so on.

**Book Reviews** also seemed to be highly useful with 48% giving 5, 43% ticking 4, and the other 9% giving it a 3.

**Highlights ATOD Orgs** 31% gave 5’s, 45% 4’s, and the other 20% giving 3’s and so on.

(Continued on page 8)
director of ARCHIDO, spoke next, and he focused on the need to recognize documentation centers (i.e., libraries) as part of the national drug strategies of the European nations, because policies and practices must be evidence-based, and also because information must be disseminated in creative new ways using the Internet.

There were then a number of presentations on databases and Web sites in the ATOD field. Mario Lap of the Netherlands spoke about DrugText, which posts full-text information about drug policy and human rights. He is also involved in launching a new Internet-based international journal on harm reduction. A presentation on The European Legal Database on Drugs (ELDD) was given by Brendan Hughes, who is based in Lisbon at the European Monitoring Centre for Drugs and Drug Addiction. ELDD includes the various national drug laws and strategies of the European countries, comparable legal profiles of each country, and analysis of the main trends in drug law. There are over 500 laws in the database. Brian Galvin and Louise Farragher gave a talk on the new Irish National Documentation Centre on Drug Use, which officially opens at the end of 2002 to support research focusing on substance use and misuse in Ireland.

Another presenter was Gabi Dobusch, coordinator of the Prevnet EU project on Web site evaluation and quality criteria. Hamburg based Prevnet is an open network composed of organizations and institutions, located within EU member states, which are interested in using the Internet for drug abuse prevention with young people. I presented a paper highlighting the unique aspects of the Drug Policy Alliance Library in New York City and also gave a virtual tour of the newly-launched DPA Web site, which includes the DPA library catalog, plus hundreds of full-text documents from many sources. Susanna Prepelczay gave an update on the ELISAD Gateway Project, financed by the European Union, to develop a relational database of the vast array of ATOD Web sites. The next step in this ambitious project will be to test the Gateway prototype.

Other presentations included two by Marianne van der Heijden of the Netherlands, one on Web site quality criteria and the other updating the work of the Virtual Clearinghouse on Alcohol, Tobacco, and Other Drugs (VCATOD), which recently met in Montreal, where Marianne represented ELISAD. VCATOD is a partnership of over 40 governmental and non-governmental organizations, which have joined together to facilitate access to “gray literature” and to share knowledge to improve policy and practice. SALIS is also supporting the work of the Virtual Clearinghouse. Organizations which meet the criteria (listed on VCATOD Web site) to be VCATOD partners, but which have not yet joined, are encouraged to sign on.

There were also three simultaneous workshops on:
  - Needs and methods of self-evaluation of libraries and Internet information services
  - Coverage of substance-related issues in online bibliographic databases
  - Management of electronic publications (patterned after a similar workshop at the SALIS 2002 conference)

I attended the second workshop and learned from the Dublin librarians the interesting process by which they chose from a complex array of possibilities, the database subscriptions that would give the maximum coverage of drug journals and articles for the least expenditure.

The most interesting development at the Board and business meetings was the Bremen Declaration of the European Alcohol and Other Drug Libraries. This statement, inspired by the remarks of Heino Stover, is intended to bring attention to the endangered financial situation of the ELISAD libraries, and to request financial support from officials at the national and European Union levels. The ELISAD members were particularly excited about it, because the declaration, which they plan to disseminate widely, represents their first political action. They signed it with considerable ceremony as the last event of the conference.

For me the most inspiring aspect of the ELISAD conference was the graphic evidence of the united Europe in action. The Bremen Declaration was, of course, the newest indication that representatives from all over Europe are working together for their common good. And the Gateway Project is, of course, a major undertaking involving a large commitment of time and work on the part of many ELISAD members.

The next ELISAD conference will be hosted in autumn 2003 by Brian Galvin and Louise Farragher at the new Documentation Centre in Dublin. The theme will be “supporting research,” which fits in with the mission of the Dublin library, as well as with the role of many other ELISAD (and SALIS) libraries.
campaign and its evaluation, see:
• Florida Tobacco Control Program [http://www9.myflorida.com/tobacco]
• Florida Youth Tobacco Survey [http://www9.myflorida.com/disease_ctrl/epi/FYTS]

Because of Florida’s success with a youth-focused campaign, the strategy is now being replicated in many states with funds from the tobacco settlement or grants from the American Legacy Foundation (Legacy) [http://www.americanlegacy.org]. In addition to funding state-level programs, Legacy also supports a nationwide media campaign—the Truth [www.thetruth.com]—that incorporates many of the concepts of Florida’s Truth campaign. The campaign is recognizable for its hard-hitting, controversial ads about the tobacco industry. See The Truth behind “the Truth” [http://www.ironminds.com/ironminds/issues/000926/specialreport.shtml] for an overview of the Legacy campaign.

The specific activities of each of the state programs may differ, but most seek to educate youth about tobacco industry marketing and to help develop youth as advocates and agents of change. The programs usually incorporate the following concepts:
• Youth-led: Youth are involved in decision-making processes behind the activities.
• Counter-marketing: Print, television, and radio advertising are used to “counter” the impact of industry marketing.
• Activism: Members are taught political advocacy skills.
• Media literacy: Members learn critical thinking skills about advertising.
• Media exposure: The programs seek to gain prominent media exposure about activities.
• “In your face” tactics: The flavor of the advertising and advocacy is often ironic and sarcastic, and sometimes controversial.
• Youth summits: The programs bring together members from across the state for training and rallying.

The programs go beyond the traditional “drug education” strategy of warning about the harms of tobacco. The programs seek to ignite youth involvement by exposing the “truth” about tobacco—that tobacco companies have been specifically marketing their products to youth who are not legally old enough to purchase those products AND doing so while knowing about the harmful and addictive nature of those products.

Youth Initiative Web Sites
Most of the youth programs use the Web to support their activities and to recruit new members. I have not seen one Web site that compiles all the tobacco control youth initiatives. The following list includes a sample of some these sites to demonstrate the range of Web activities:
• Georgia: Youth In CHARGE [http://youthincharge.org]
• Iowa: Just Eliminate Lies [http://jeliowa.com]
• Kansas: Teens Against Smoking in Kansas [http://kktask.org]
• Minnesota: Target Market [http://tmvoice.com]
• Mississippi: Question It [http://questionit.com]
• New Jersey: REBEL (Reaching Everyone By Exposing Lies) [http://njrebel.com]
• New York: Reality Check [http://realitycheckny.com]
• Ohio: STAND [http://standonline.org]
• Oklahoma: SWAT [http://okswat.com]
• South Dakota: Get R.A.G.E [http://getrage.org]
• Vermont: Our Voices Xposed [http://ovx.org]
• West Virginia: Raze [http://razewv.com]

Most of the sites are interactive, innovative, and designed to be appealing to young people (i.e., use Flash animation, provocative language, and lots of photos). They usually include the following components:
• A means to get involved in the initiative,
• Highlighted local events,
• Facts about tobacco products and industry,
• Videostreaming and audiostreaming of advertisements, and
• Communication networks for members.

Additional Resources
The following Web sites provide further resources on youth activism in tobacco control:

Tools and Tactics for Fighting Big Tobacco [http://www.ftcc.fsu.edu/teensite/main-page.cfm]: This site is a service of the Florida Tobacco Control Clearinghouse and has a Florida-focus, but it includes links and resources that might be useful to youth in other states. The site has a good collection of resources on the tobacco industry and how-to communication tips.

American Legacy Foundation: Speakers Bureau [http://www.americanlegacy.org/section.asp?Page=96]: Legacy provides a speaker service to organizations looking for knowledgeable speakers on youth activism and effective youth-adult partnerships. Legacy has selected youth aged 18 to 22 who have been involved in tobacco control and prevention and can speak first-hand about the issue and their experiences working with anti-tobacco groups.

Kick Butts Day [http://kickbuttsday.org/]: This national initiative held annually in April is sponsored by the Campaign
for Tobacco-Free Kids (TFK) to encourage activism and leadership among elementary, middle and high school students. The 2003 activity guide will be available on this site by middle of December. The site includes a compilation of 2002 events.

**Tobacco Company Marketing to Kids** [http://www.tobaccofreekids.org/research/factsheets/index.php?CategoryID=23]: This series of fact sheets developed by TFK compiles information from articles and internal tobacco industry documents on a range of issues.

**Youth Advocates of the Year** [http://www.tobaccofreekids.org/campaign/yayas/yayanominate.shtml]: TFK annually honors the work of youth advocates through the Youth Advocates of the Year Awards. Winners are awarded scholarships prizes and gain the opportunity to participate actively with the TFK throughout the year. Nominations are due February 14, 2003.

Most of the sites in this column highlight middle school and/or high school programs, but I wanted to include information about college activities as well:

- **Campaign Against Transnational Tobacco** [bigtobaccosucks.com] is a California initiative that mobilizes college students to use their school’s “investment power” to challenge the tobacco industry. The site includes information about divestment and shareholder action.
- **STRIKE** [http://strikehq.com] a college advocacy initiative in Florida that was started by many of the “SWAT graduates.”
- **The Bacchus and Gamma Peer Education Network** [http://bacchusgamma.org] is launching a new college tobacco control site in December 2003.

In closing, I hope that this column has peaked your interest in this growing trend and you check out some of the fun and informative youth initiative sites. While the programs highlighted here focus on tobacco issues, the skills that the youth involved are learning in those programs can be applied across a range of public health and social causes.

Editorial Note: For those of you following Web Sights, you may have noticed a focus on tobacco-related topics. I have a tendency to write about resources I am more familiar with—and recently that means tobacco. I welcome suggestions for future columns of Web Sights—either suggestions for particular topics or specific Web resources. In addition, if you have particular expertise with a site that you would like to share, we welcome contributions to Web Sights. Don’t let Web Sights become “Tobacco Sights”! Forward me your ideas at: shelfert@northropgrumman.com.

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**Periodical News**

**MANISSES TO LAUNCH MAGAZINE EXPLORING CLINICAL ISSUES IN ADDICTION**

FREE charter issue - go to [http://www.manisses.com/AP/sample_issue.htm](http://www.manisses.com/AP/sample_issue.htm)

Beginning in January, Manisses will launch a magazine that will focus on clinical and programmatic issues in addiction treatment and prevention. *Addiction Professional* will be published six times a year. The magazine's mission will be to give addiction professionals clinical tools for their day-to-day work, while also addressing some of the broader topics that will affect the future of clinical practice in the addiction field.

**NOVA PUBLISHERS ANNOUNCE NEW JOURNAL DEALING WITH MISUSED AND ABUSED DRUGS**

*Journal of Drug Education and Awareness* is a new quarterly academic journal “devoted to the study of various misused and abused drugs and their effects on global society.” $175.00 /Yr. From Nova Publishers  www.novapublishers.com  Managing Editor David S. Soriano, University of Pittsburgh-Bradford, Bradford, PA 16701. soriano@pitt.edu

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**Member News**

Tom Colthurst received this year’s American Public Health Association ATOD Section Community Service Award.

Sheila Lacroix’s article “Evidence-Based and Best Practice Addiction Treatment Resources A Primer for Librarians” was just published in *Behavioral & Social Sciences Librarian* Vol. 21(1) 59-72, 2002. This article is based on her presentation at the 23rd Annual SALIS Conference, Anchorage, Alaska, May 4-7, 2001.

Congratulations to both Tom and Sheila!
is not practical for newsletter layout design. Like a newspaper, certain locations are better in catching people’s eye. However, we will try to keep it less disrupting by having only one continues for the same article.

Thanks to all of you who took the time to get your evaluation to us.

“Conference News” (Continued from page 1)

Through a traditional presentation, a poster presentation or a discussion forum, here are some ideas.

• Highlight the successes and accomplishments in information management projects by you, your library or your organization.
• Share your successes - something you have learned to do well, a challenge you have taken and won.
• To fit our anniversary theme, provide an historical perspective on some aspect of your work or organization, or even SALIS! Highlight significant changes and trends.
• Moderate a discussion on a difficult issue we face in our field.
• Showcase your Web site at the Around the World Tour: Hands-On Web session

And…….If all else fails, and you are unable to be a presenter, don’t let that keep you away. Make your plans to attend now!

CSAIN Regrouping

We hope to have a good representation from the Canadian SALIS community as well as other Canadian information centres. The conference will provide an opportunity for the CSAIN (Canadian Substance Abuse Information Network) group, many of whom are SALIS members, to meet and reaffirm its role. The CSAIN group met last in Ottawa in 2000, so it is time for regrouping. This is still in the planning stages, but the prospect of the two groups being together is very exciting and fits in very well with our anniversary celebrations, as the former Canadian group LISA (Librarians & Information Specialists in Addictions) merged with SALIS in 1986. Many current Canadian SALIS and CSAIN members have roots from the original LISA group.

And Finally…. The conference fees will remain the same as last year - $245 US (early bird registration) for members. Be sure to renew your membership in time to receive the member rate! The registration form will be posted on the Web Site in the new year.

Check the Conference web pages on the SALIS Web site (http://salis.org) for hotel information and conference updates.
Primrose Hill
By Helen Falconer
Persea Books, 2001

Set in urban England, a high school boy without a strong sense of self gets caught up in the domestic violence that permeates the life of his best friend, and the strange fantasy world of a rather disturbed young woman who convinces the two boys that murder is the only way to stop the violence. There is a dark undercurrent of racism, sexual manipulation, and the desperation that poverty and loneliness breed. A great deal of profanity detracts from what could be a good read for young adults.

Stoner and Spaz
By Ronald Koertge
Candlewick Press, 2002

16-year old Ben Bancroft has cerebral palsy, and Colleen Minou is a hard core stoner. Ben tells the story of how Colleen wanders, quite literally, into his world of classic movies with wit and humor. Ben has all of the normal feelings of burgeoning independence, and is struggling to deal with the gratitude he feels for his grandmother, who raised him after his “CP” got too heavy for his mother to deal with, versus the urge to burst out of the preppy clothes and ultra correct manners. He and Colleen are both highly intelligent, and find commonality in their methods of escape: Ben into the movies, Colleen into drugs. Young adult readers will enjoy the humor and light writing style, which nonetheless illustrates the ugly side of the stoner lifestyle.

God of Beer
By Garret Keizer
Harpercollins, 2002

What form would God have to take to be understood by the students of Willoughby High? What would it take to get teachers and parents to understand the pressure students are under to drink alcohol in order to be accepted? How would a non-violent social protest experiment, designed to answer these and other questions as part of a social studies project, be staged? Told from the point of view of high school senior, Kyle, a group of seniors decide to conduct such an experiment in their small mill town in Washington State, where the young people drink and party because that’s basically all there is to do. The poignancy of young lives wasted to DUI deaths runs throughout the story, along with the tensions between social classes. Recommended for young adult readers.

Making the Run
By Heather Henson
Joanna Cotler Books; 2002

“Crazy Lu” is just keeping her head down until she can graduate from high school and get out of her small, “dry” Kentucky hometown. Her pleasures are her photography, getting high, and “making the run” for alcohol with her best friend, the golden Ginny. While Ginny is wild, she is following the accepted route of graduating from high school, attending the University of Kentucky, then marrying and settling down with a husband and a couple of kids. Lu, raised by her father since she witnessed her mother’s death, has had troubles with shoplifting and truancy, but knows she needs to graduate before she and her camera hit the road. Recommended for young adult readers.

A Collection of Beauties at the Height of Their Popularity
By Whitney Otto
Random House, 2002

This novel is lyrical in the way it weaves the lives of young people into each other’s in modern day San Francisco. The Youki Singe Tea Room in North Beach serves as the local trysting place, with the cigarettes, drinking and drugs that fill the night time hours. The young narrator keeps her “pillow book” behind the bar of the tea-house, and writes her entries based on her observations of the lives around her. This isn’t an uplifting tale, but is easily identified with by anyone who has drifted in life, feeling as though there’s nowhere to land. Suited for the teen reader.

Lucy the Giant
By Sherri L. Smith
Delacorte Press, 2002

Raised since the age of seven by her alcoholic, infrequently employed father, 15 year-old Lucy is big for her age. Very big. While this comes in handy when she comes to help her father stagger home from the bars, it does not help her self-esteem. Against her better judgment she starts to feed a stray dog that had been following her. When the dog falls ill and dies, her helpless rage causes her to impulsively leave her hometown of Sitka, Alaska with a planeload of seasonal workers. She finds work and acceptance on the crabbing boats based in Kodiak. Recommended for young adult readers.
New Books

Compiled by Andrea L. Mitchell, Librarian
Alcohol Research Group


Bühringer, G. ; R. Augustin; E. Bergmann; et. al. (Eds.) *Alcohol Consumption and Alcohol-Related Problems in Germany*. Hogrefe & Huber Publishers, 2002, 216 pp. US $49.95 Euro 49.95, £32.45 ISBN 0-88937-262-4


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MEMBERSHIP RENEWAL REMINDER
SALIS membership renewals are due by January 31, 2003. A new application is now available on our website at salis.org/membership.htm.


US National Institute on Alcohol Abuse and Alcoholism. What college presidents need to know about college drinking. [Bethesda, Md.]: National Institute on Alcohol Abuse and Alcoholism, [2002]. NIH publication; no. 02-5014.


Deadline for next Issue of SALIS News, Vol. 23, No. 1, Spring 2003 is:

March 3, 2003

We’re on the web!
http://salis.org