



Hooked

POOR NUTRITION, CAFFEINE AND ADDICTION

**Presented by CCAA,
Concerned Citizens About Addiction
FARMINGTON, NEW MEXICO**

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A Devastating Problem

And the consequences are tragic.

Can something be done about it?

Yes!



Preventing Addiction

The Goal of CCAA

- Our goal is to prevent addiction
- Aid in treatment of addictions
- Help to prevent relapses back to addiction
- Educate people—from medical professionals to grandparents, teachers and kids—about food deficiencies and problems due to caffeine



Everybody drinks caffeine...



Nucleus Accumbens

How does caffeine work on the brain?

Caffeine is a drug and, like other stimulants such as cocaine and amphetamine, releases dopamine in the shell of the nucleus accumbens.



Dopamine
Production

Like other
addictive drugs,
caffeine
activates
pleasure.

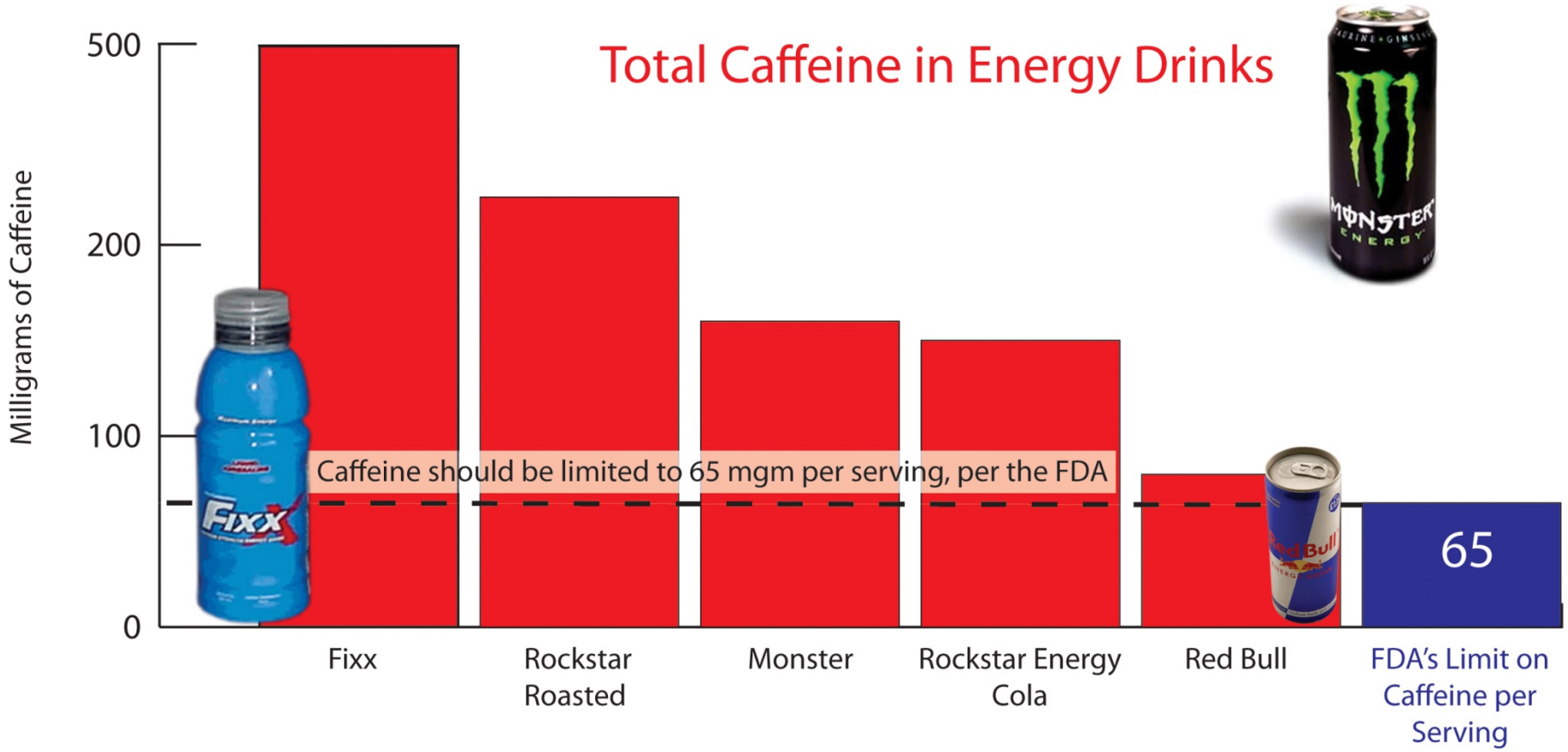
It is a drug enhancer and increases the odds of
substance abuse.



Experts on Caffeine

Even though dependence on **caffeine** is not thought to cause the misuse of other psychoactive drugs in people there is increasing evidence that it **alters the pattern of use of legal or illegal drugs** such as nicotine in any form, alcohol, cocaine, and amphetamine.

— Jaszyna M Psychopharmacology 1998 140: 257





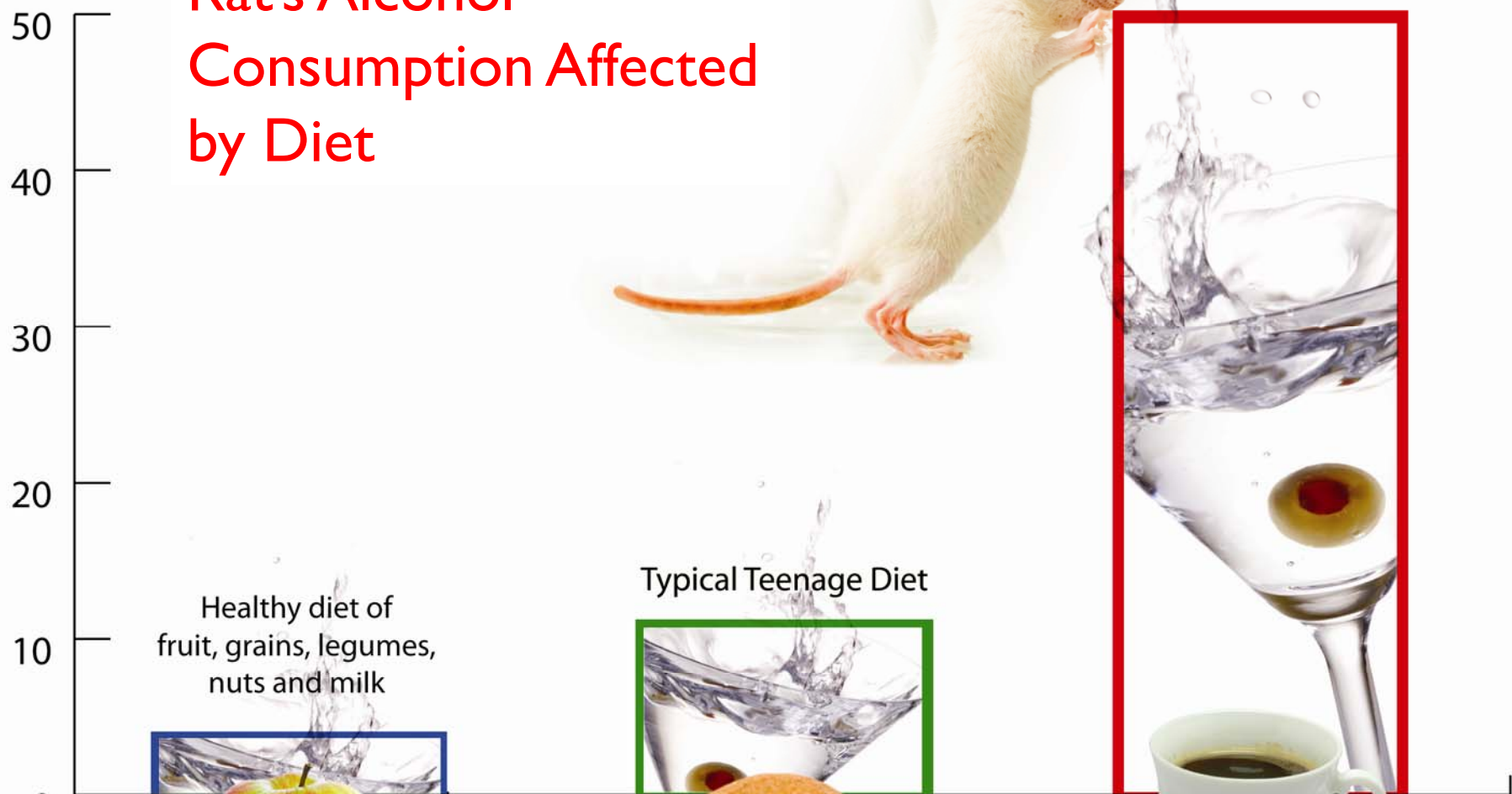
The Rat Study

**And the teenage diet.
(Also known as the American diet.)**



Rat's Alcohol Consumption Affected by Diet

ml 10% Ethyl Alcohol / 100gm Body Weight / Week



Healthy diet of fruit, grains, legumes, nuts and milk



Typical Teenage Diet



Typical Teenage Diet with Coffee





But aren't humans different?



The College Study

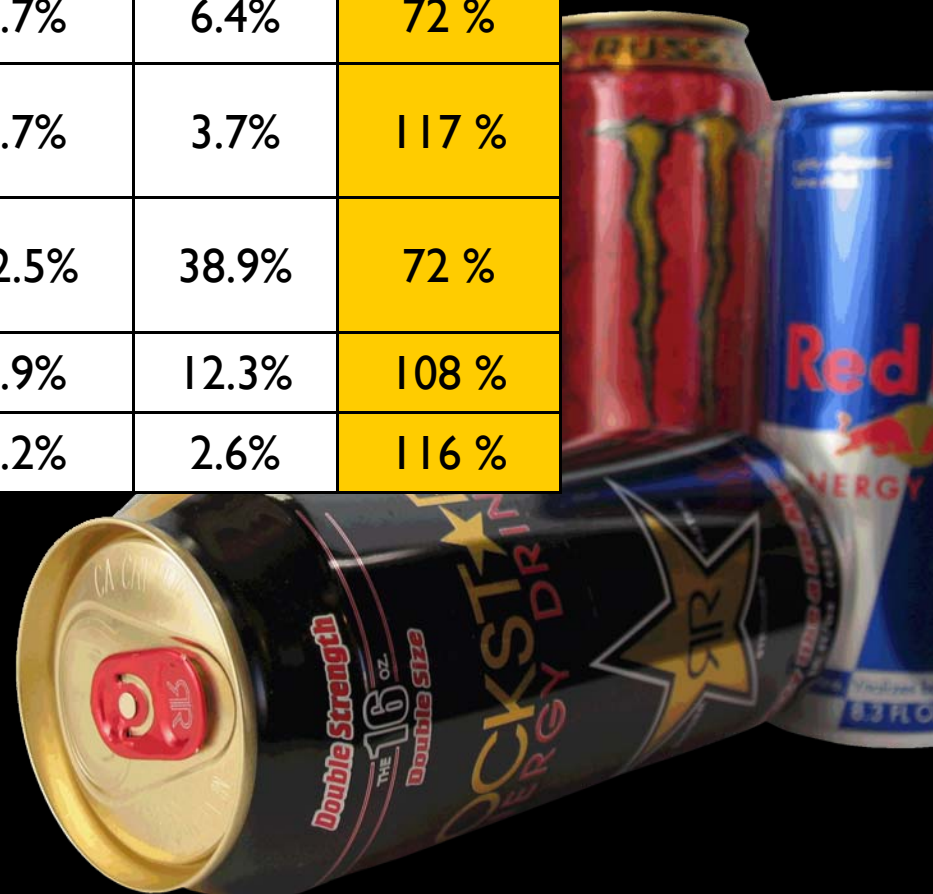
Caffeine, Energy Drinks and Alcohol Caffeinated Cocktails: Get Wired, Get Drunk, Get Injured

Wake Forest University School of Medicine, 2007

Mary Claire O'Brien, MD Emergency Medicine, Public Health Sciences



Consequences A 2007 survey of 4,271 college students at 10 universities	Alcohol Alone	Energy Drink with Alcohol	% Increase
Was taken advantage of sexually	3.7%	6.4%	72 %
Took advantage of another sexually	1.7%	3.7%	117 %
Rode with a driver who was under the influence of alcohol	22.5%	38.9%	72 %
Was hurt or injured	5.9%	12.3%	108 %
Required medical treatment	1.2%	2.6%	116 %



You Can Sleep When You're Dead



Experts on Energy Drinks

“I believe a strong circumstantial case can be made that excessive consumption of energy drinks increases odds of problem drinking and illicit drug use. At this point, though, the strongest empirically documentable case that can be made is that energy drinks are at least a red flag or warning sign of elevated risk for other forms of substance use.”

— Kathleen E. Miller, Research Scientist, University of Buffalo’s
Research Institute on Addictions



The Wisconsin Experiment

Feeding kids real food.





“I can concentrate now.”

Fresh foods, no sodas

- Drop out rate? Zero.
- Drug abuse? Zero.
- Expelled students? Zero.
- Suicides? Zero.
- Weapons? Zero.

Academic scores climbed

Behavior improved dramatically

“The students are alert and interested.” —Teacher





For parents

Five things you can do

1. Eliminate sodas and caffeine
2. Reduce junk food to only once a week
3. Start removing prepackaged foods, boxed snacks and sugary cereals
4. Use whole grains as much as possible and learn to read labels
5. Take a multi-vitamin every day

Want to have this show presented?

THEN PLEASE CONTACT US

CCAA, Concerned Citizens About Addiction

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M-F, 8am – 4pm Mountain Time

FARMINGTON, NEW MEXICO

www.addictionandnutrition.org

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