




**D
R
U
G
S
P
O
R
T**

The American Athletic Institute was established to take an active and visible role in the holistic education of American athletes and to establish a reputation of activism in the areas of both performance enhancing and performance debilitating drug use by athletes at all levels...

 **AMERICAN ATHLETIC INSTITUTE**



MORE THAN HALF

More than half of today's high school athletes report alcohol use.
Are they only half the athletes they could be?

AMERICAN ATHLETIC INSTITUTE

time for change... time to confront... time for honor in sport again.



**What alcohol
can do for your
career...**

A case study



Vin Baker

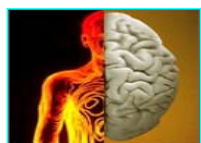


Points Per Game





This Bud's for you...



**1X DRUNK = 14 DAYS
LOST TRAINING EFFECT**

- American Athletic Institute has studied the impact of alcohol on condition in elite athletes. Impact has shown significant projections in lost physiological condition that correlates to as much as 14 days of lost training effect...for each time drunk...



AMERICAN ATHLETIC INSTITUTE 2005



DON'T WASTE YOUR TIME



EDUCATE

PUNISH OR TEACH

Students spend Monday afternoon from 2:15 to 3:15 p.m. in detention in the cafeteria. Many students have been skipping this punishment throughout the year. *photo by Jennifer Straker*

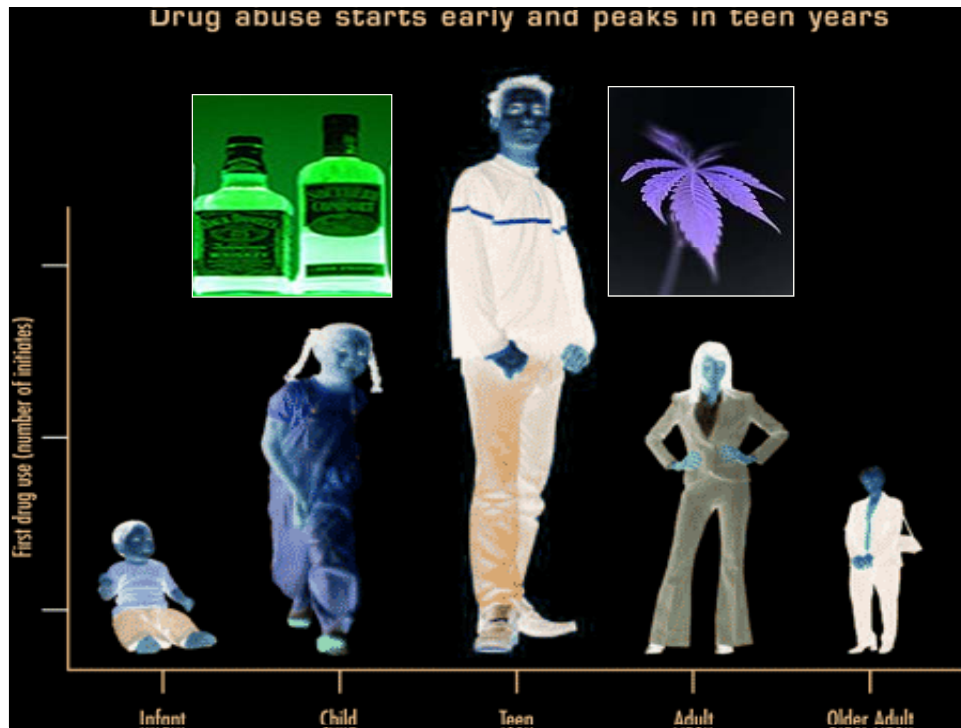
**WHY
SHOULD
WE CARE?**



Your youth are using social drugs at levels that increase risk and create a situation of danger that is unprecedented.

UNDERAGE DRINKING has been identified by our current United States Surgeon General as the number one health crisis facing youth.





82% of athletes' parents surveyed believed their son or daughter does not drink...

SAFE?

52% of those underage students admitted to drinking during the school year...

AAI 2004

Student Perceptions

Percent of students reporting Parents would be extremely upset ...

"If you came home from a party and your parents found out you had been using illegal drugs"

6th	7th	8th	9th	10th	11th	12th
97	97	96	95	95	95	94

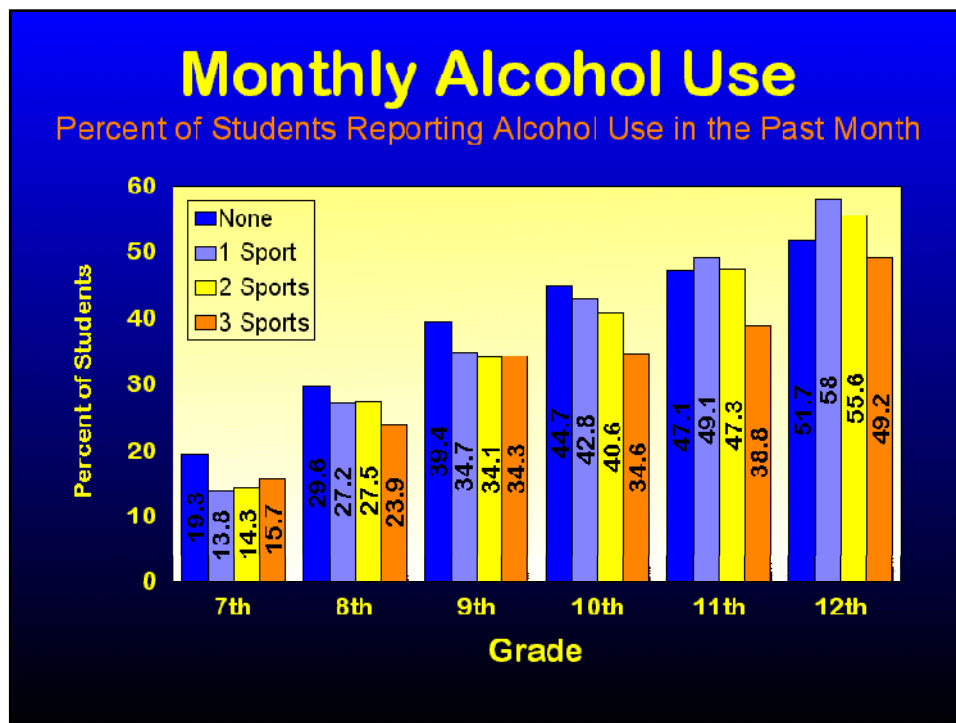
"If you came home from a party and your parents found out you had been drinking."

81	82	76	68	63	57	42
----	----	----	----	----	----	----

Parents: remember legal drinking age in NYS is 21 years

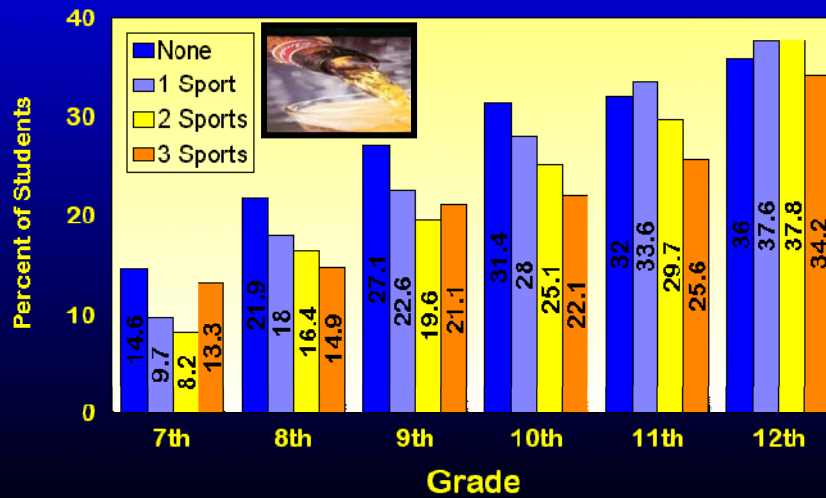
Hey MOM & DAD





Binge Drinking

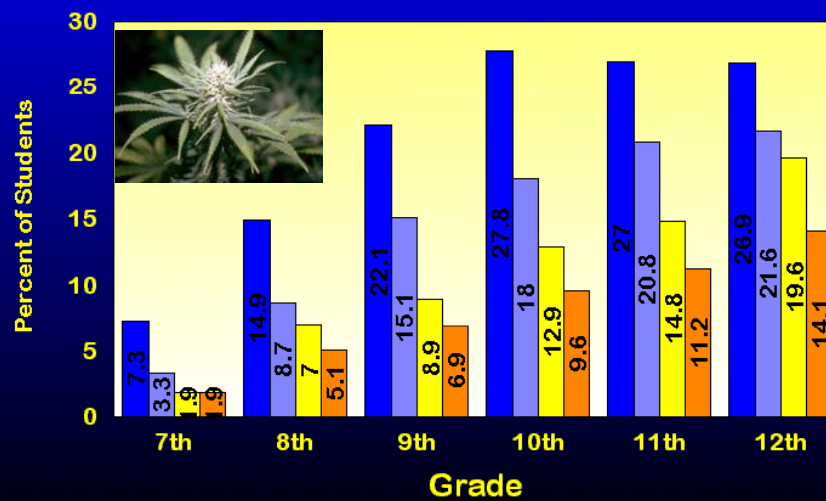
Percent of Students Reporting Consuming 5 or More Drinks in a Single Sitting in the Past Two Weeks



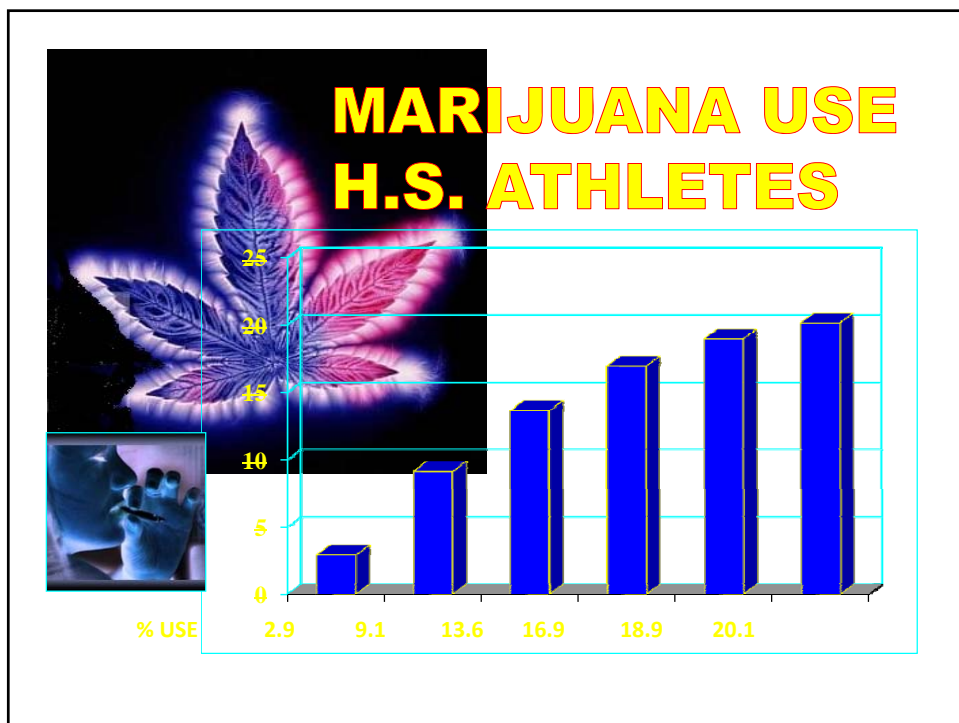
Hightower-King Ding Senn Bailey Indiana Univ. 2001

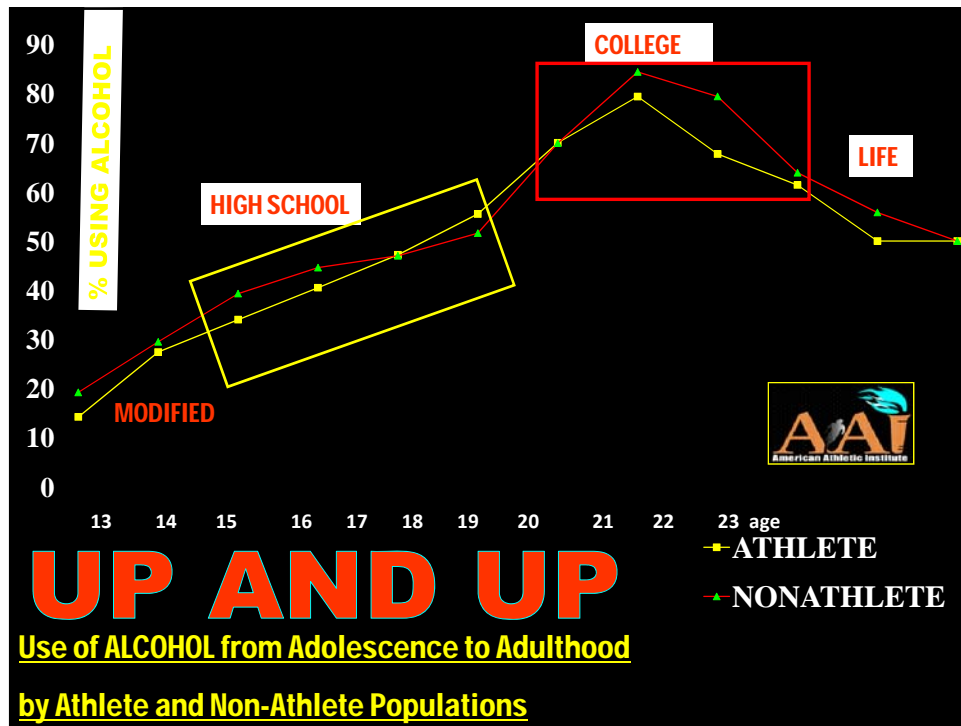
Monthly Marijuana Use

Percent of Students Reporting Marijuana Use in the Past Month



Hightower-King Ding Senn Bailey Indiana Univ. 2001







Women's and Men's NCAA Alcohol and Marijuana Use

WOMEN Reported Use **MEN**



	ALCOHOL	MARIJUANA		ALCOHOL	MARIJUANA
Basketball	71.5	21.1	Baseball	83.4	26.9
Softball	85.3	28.8	Basketball	74.1	23.6
Swimming	88.1	29.7	Football	76.2	27.3
Tennis	83.9	20.2	Tennis	79.1	27.4
Track and field	71.3	16.4	Track and field	68.8	17.3
Fencing	80.0	10.0	Fencing	86.6	35.7
Field hockey	88.2	37.6	Golf	82.8	26.4
Golf	83.7	20.9	Gymnastics	83.0	31.9
Gymnastics	77.5	13.5	Ice hockey	92.8	28.1
Ice hockey	87.2	28.0	Lacrosse	89.4	47.9
Lacrosse	93.4	42.4	Rifle	75.0	45.8
Skiing	91.3	60.8	Skiing	95.6	40.9
Soccer	86.9	32.4	Soccer	83.9	32.7
Volleyball	77.5	22.4	Swimming	84.7	37.8
			Water polo	91.9	57.5
			Wrestling	85.4	30.4

WOMEN HED 40% MEN HED 42%







Nearly 60% of H.S. Athletes use alcohol

AAI has researched the effect of alcohol on elite athletic performance

Proven Scientific Facts:

- ✧ Alcohol increases the time for recovery of androgenic training hormones (Up to 96 hours- 4 days)
- ✧ Alcohols diuretic effect diminishes water soluble vitamins required for hormone catalytic/conversion actions
- ✧ HGH (Human Growth Hormone) release is reduced up to 70% during the sleeping hours when release is at peak levels
- ✧ Alcohol greatly increases the release of cortisol (the stress hormone) Cortisol negates training effect
- ✧ Alcohol decreases the protein synthesis for muscle fiber repair
- ✧ Alcohol can impair the blood glucose system for up to 36 hours
- ✧ Alcohol reduces the immune system capability - Athletes who drink get sick more often.
- ✧ Drinkers are twice as likely to become injured as non- drinkers
- ✧ Alcohol reduces performance potential by up to 11.4% in elite athletes and perhaps by as much as 15-30% in h.s. athletes
- ✧ Alcohol disturbs the REM sleep time, reducing the CNS restorative/recovery ability
- ✧ Alcohol impairs reaction time up to 12 hours after consumption
- ✧ Alcohol negatively affects heart lungs and muscle performance (<VO2 > Lactate < Ventilation >H.R.)
- ✧ Heavy episodic drinking results in projected losses of up to 14 days of training effect

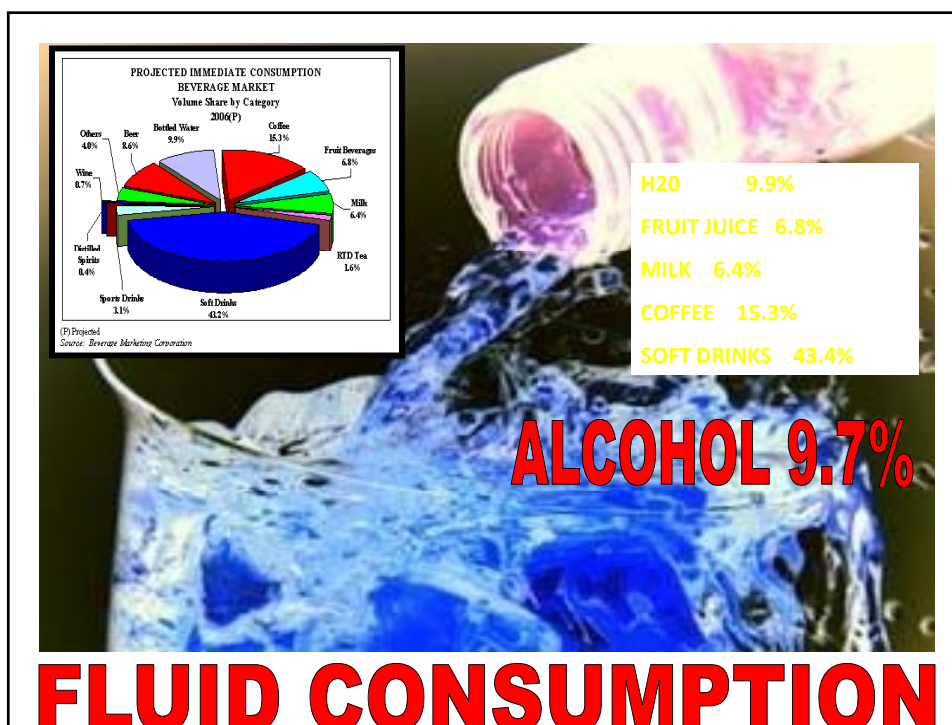
SUMMARY:
Alcohol is a metabolic poison that crosses all barriers and negatively affects all systems of the human physiology simultaneously

Time to educate your Athletes, Parents, Coaches...



American Athletic Institute

Visit americanathleticinstitute.org





Honesty and truthfulness
Responsibility
Concern for others
Integrity
Respect

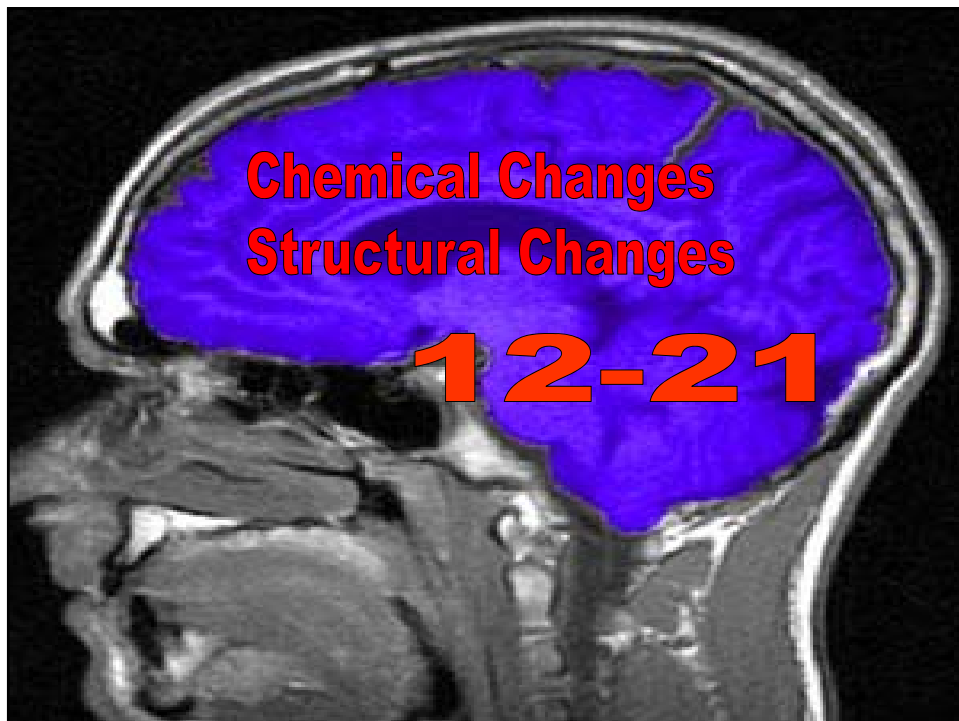
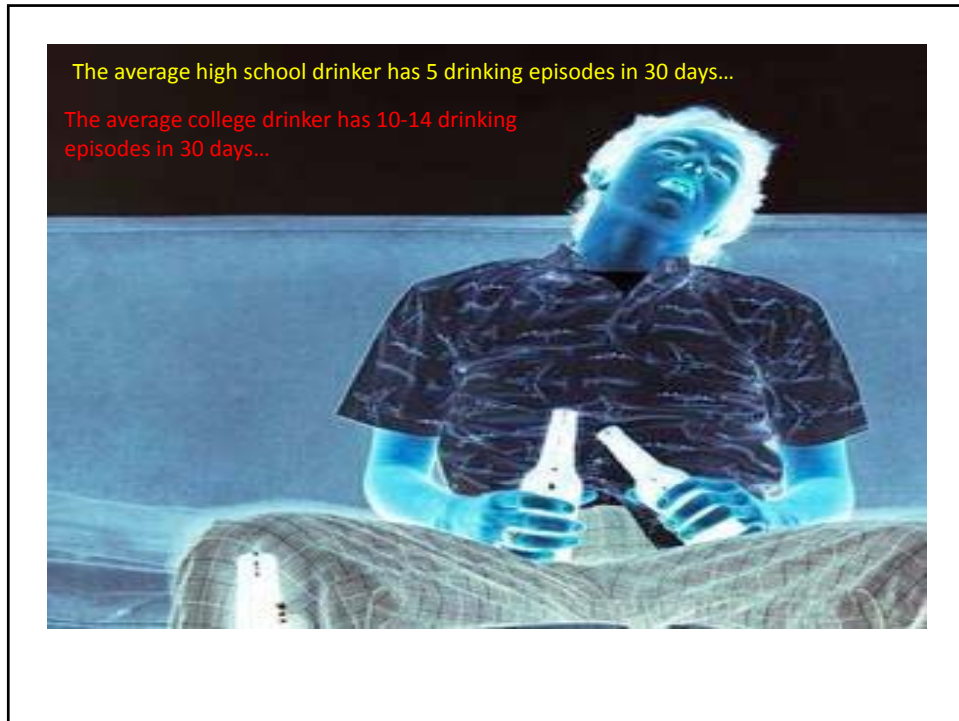
I WANT THIS FOR MY CHILD

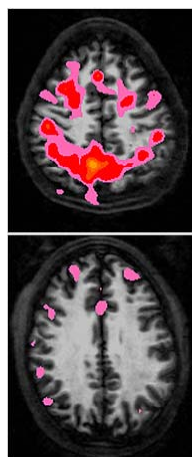


ONSET

The average age when youth first try alcohol is 11.9 years for boys and 13.1 years for girls.

The average age at which Americans begin drinking regularly is 15.9 years old.



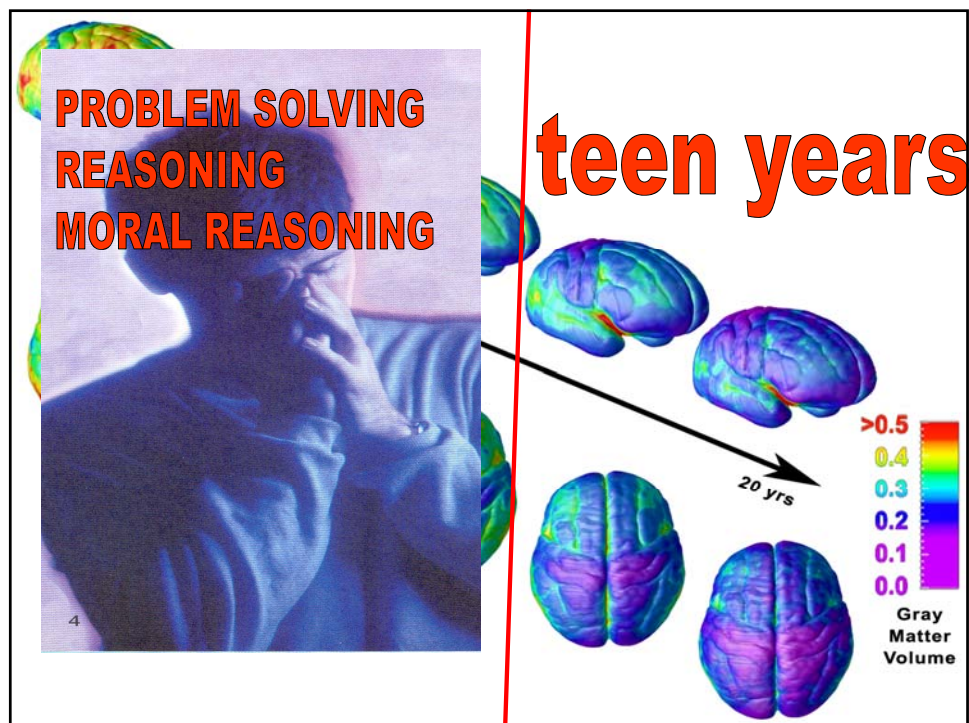
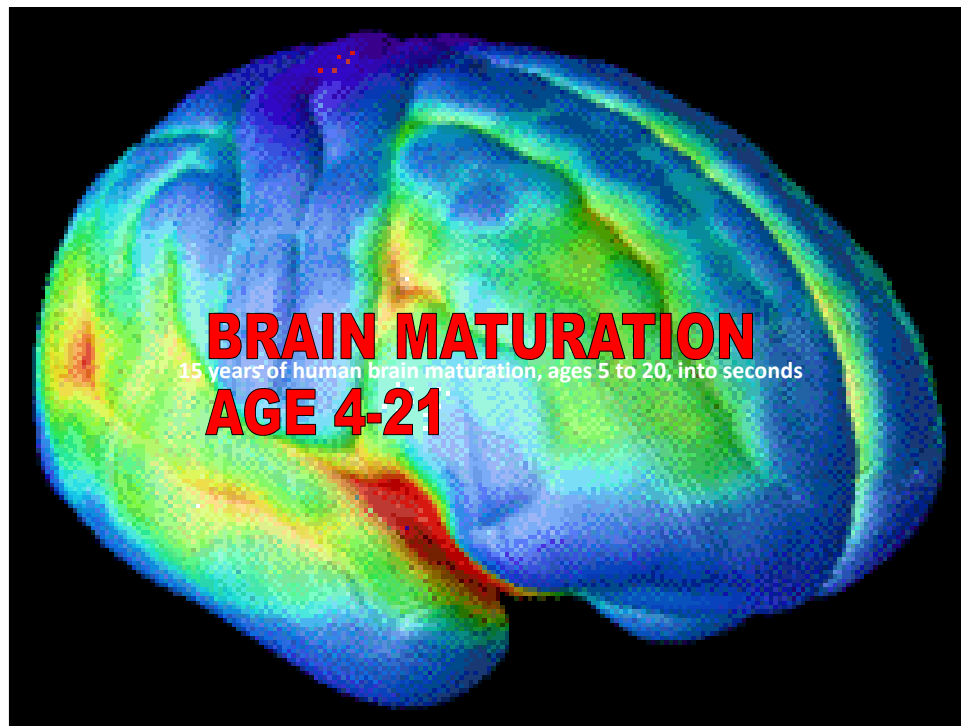


BRAIN ACTIVITY

Sandra Brown and Susan Tapert, clinical psychologists at the University of California, San Diego, and at the Veterans Affairs Medical Center there, found that 15-to-16-year-olds who said they had been drunk at least 100 times performed significantly more poorly than their matched non-drinking peers on tests of verbal and nonverbal memory.

The teenagers, who were sober during the testing, had been drunk an average of 750 times in the course of their young lives.

Susan Tapert/University of California, San Diego
The images above show the brain activity of a 15-year-old
nondrinker, top, and a drinker, bottom.





Entering Young Athletes 7th-9th Grade

Tend to view alcohol as:

UNKNOWN "No Use to Use"

Indoctrination and Learned Behavior "Is this what we do?"

1) Entry & enhance athlete/peer social life "Fitting in/being part of it"

2) Suggested Prerequisite for social activity

ex. (having a good time and ensuring "fun") Celebrating as closure to competition.

3) A common denominator among Athlete/Peers "The Norm"

4) Common, necessary and required for socializing

5) Problem solver/reward/ relaxant/social stress reducer "Social Order"

6) Risk taking Exciting /Illegal "The Rush"



Tend to view drinking as:

- 1 "Partying"
- 2) What peers/athletes do "What the upper class athletes are doing"
- 3) Consuming for acceptance minimal use to buzzed to intoxicated. (Learned Behavior Escalation)
- 4) *The reason for socializing*
- 5) Major recreational/social activity beside sport
- 6) Sign of independence and assertion of personal freedom "Inevitable" (growing up)
(Adolescent Hormonal Assertion) 12-15 surge "Biologically driven"



Tend to view drinking as:

- 1 "Partying"
- 2) What peers/athletes do "What the upper class athletes are doing"
- 3) Consuming for acceptance minimal use to buzzed to intoxicated. (Learned Behavior Escalation)
- 4) *The reason for socializing*
- 5) Major recreational/social activity beside sport
- 6) Sign of independence and assertion of personal freedom "Inevitable" (growing up)
(Adolescent Hormonal Assertion) 12-15 surge "Biologically driven"



Upper Class Athletes 10-12th Grade

Tend to view alcohol as: "This is just what we do!"

- 1) Enhancement of social/relational life (Sexual Enhancer) (Confidence Enhancer)
- 2) Way to release inhibitions and permit having "fun"
- 3) A common denominator between athletes/peers
- 4) Frequently necessary for socializing/ Planned as part of Organized Events
- 5) Celebratory or activity reward basis: ex. Hard work winning, losing end of season "Deserve it"



Tend to view drinking as:

- 1) Part of socializing
- 2) What many athletes/peers do Normal transition to being an adult
- 3) Consumed, often HED to intoxication
- 4) An adjunct of socializing - often inseparable
- 5) A desired, but not required recreational activity
- 6) Characteristic of adult life
- 7) Drinking games (another form of competition)

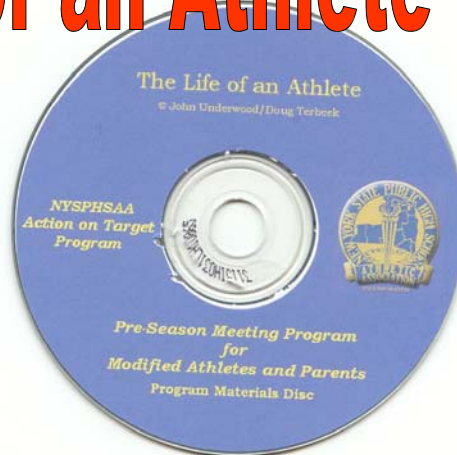
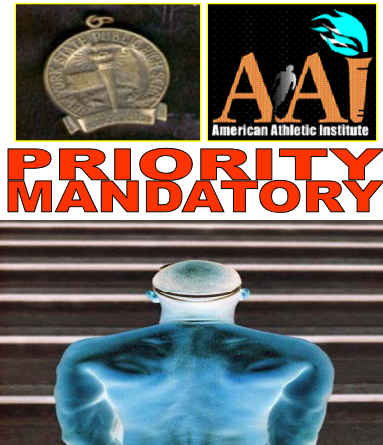


A driver aged 20+ who has had 6 standard drinks and then drives has 12x the chance of a fatal crash than a sober driver
For a driver age 16-19 the risk of fatality increases to 100x

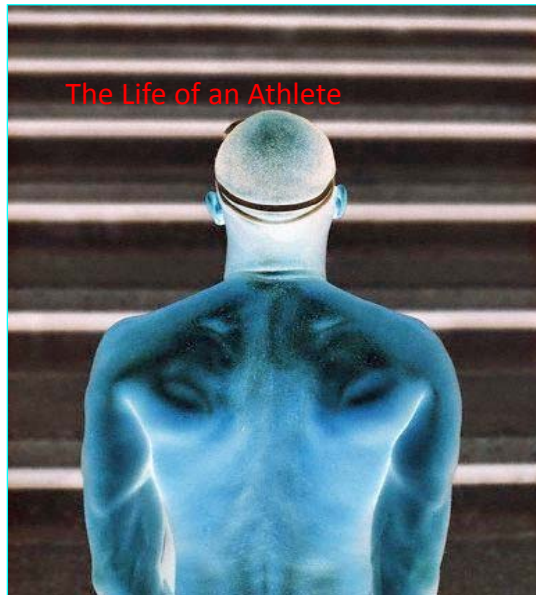
A photograph showing the aftermath of a car crash. A dark-colored pickup truck is parked on a paved road. In the foreground, a car is severely crushed and mangled, with its body parts scattered on the ground. The scene is set outdoors with trees in the background.

20 YEARS + 6 DRINKS 12X RISK >
16-19 YEARS 6 DRINKS 100X RISK >

"The Life of an Athlete"



Highly scripted, interactive programs for Pre-Season Meetings for Entry Level Athletes and Parents



Awareness Vigilance at all time high
Mandatory Chemical Health Workshops
Mandatory Seasonal Meetings
38%-82%
Chemical Health Violations < 21% (150 School districts)
Student Athlete Assistance Process
37%-79%

IMPACT IN NY



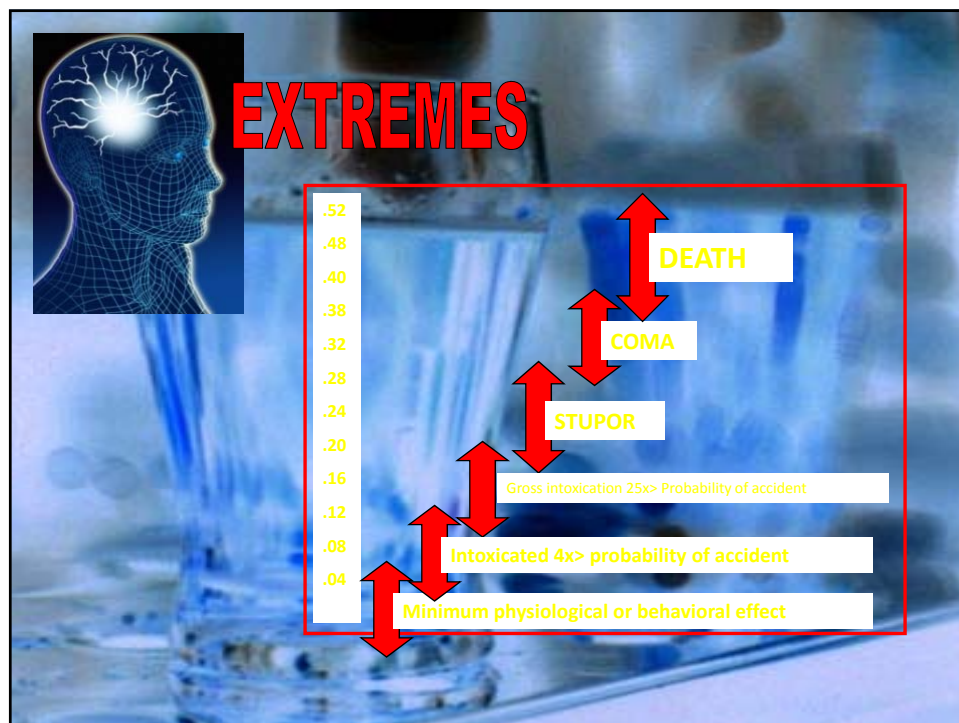
Why should we care?

Athletes continue to put themselves in compromised situations as a result of such use.

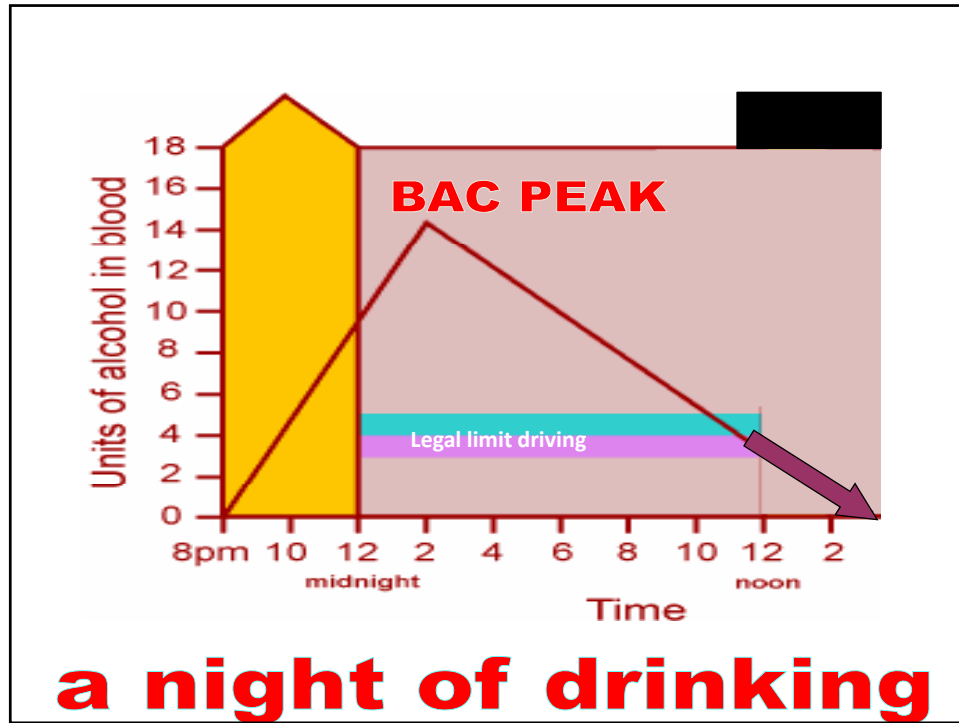
Athletes continue to use social drugs at levels which affect performance...


Social drug use and abuse continues to be a major area of negative publicity for all levels of sport...

Alcohol is implicated in the majority of all crimes, arrests, accidental deaths, out of character behaviors...









**What might have been
counts for nothing...**



INJURIES

Alcohol and injury rates

- Alcohol and athletics has shown a cause and effect relationship in regards to injuries during training and competitions.
- Injury rate for drinkers 54.8%
- Injury rate for nondrinkers 23.5%

MONDAY #1 DAY

Recovery

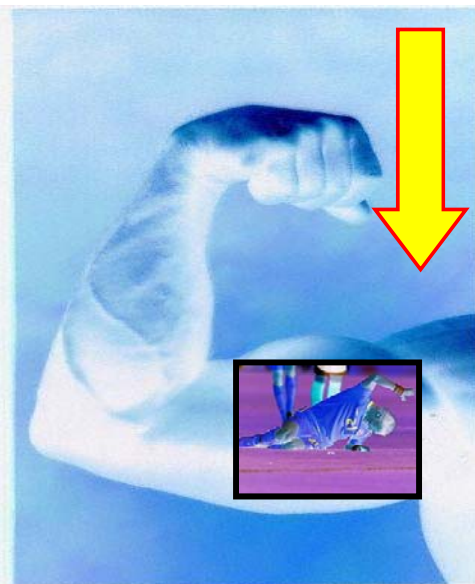


Dynamics of Recovery The first 24 hours



70%
20%
10%

If we don't RECOVER we cannot ADAPT and there is no gain in CONDITION



HORMONES

Heavy drinking caused massive suppression of testosterone between 1.5 and 96 hours (4 days later). ([Underwood/Balon 2005](#))

You are at practice...
but your hormones are not...





1X DRUNK = 14 DAYS LOST TRAINING EFFECT

- American Athletic Institute has studied the impact of alcohol on condition in elite athletes. Impact has shown significant projections in lost physiological condition that correlates to as much as 14 days of lost training effect...for each time drunk...

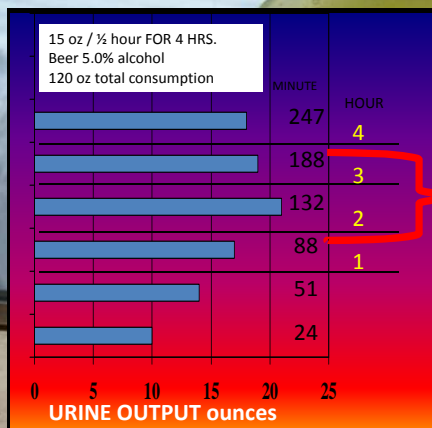


AMERICAN ATHLETIC INSTITUTE 2005



DON'T WASTE YOUR TIME

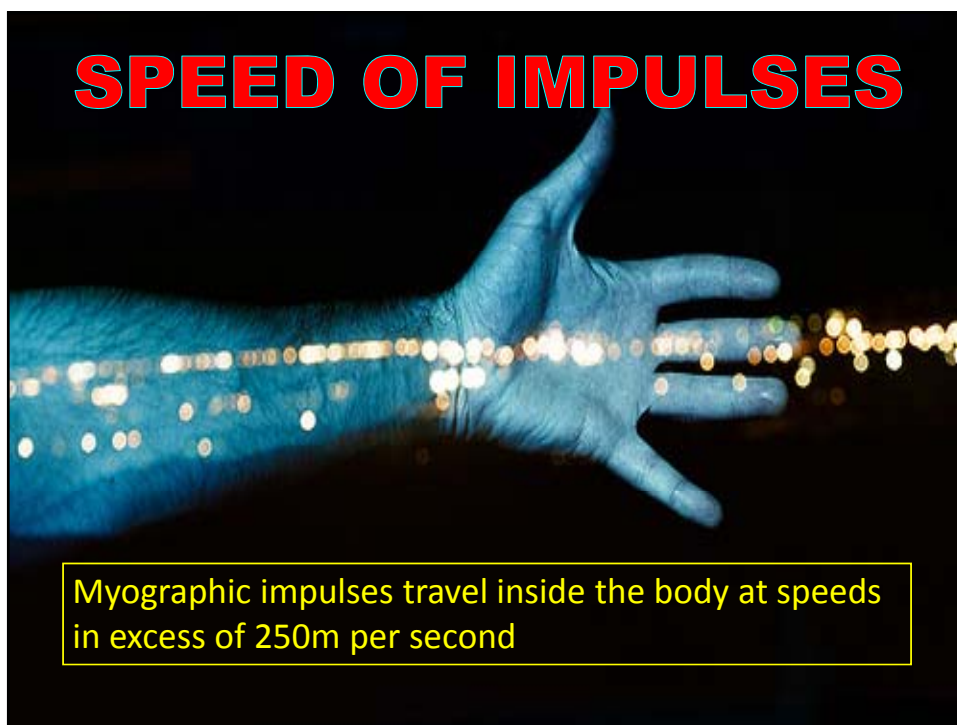
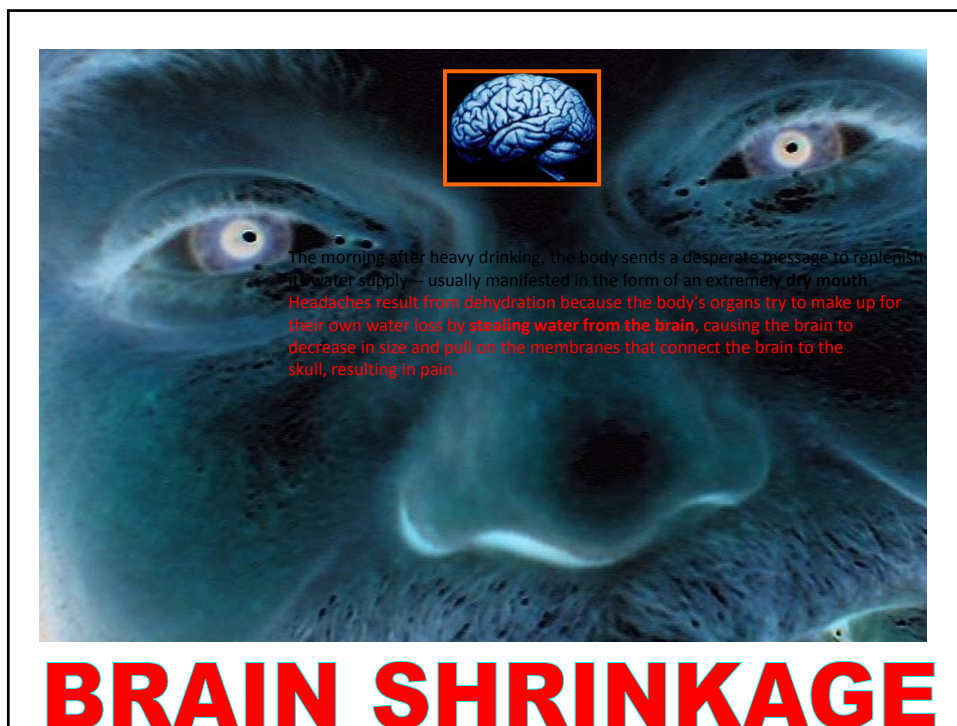
120 OUNCES IN 98 OUNCES OUT

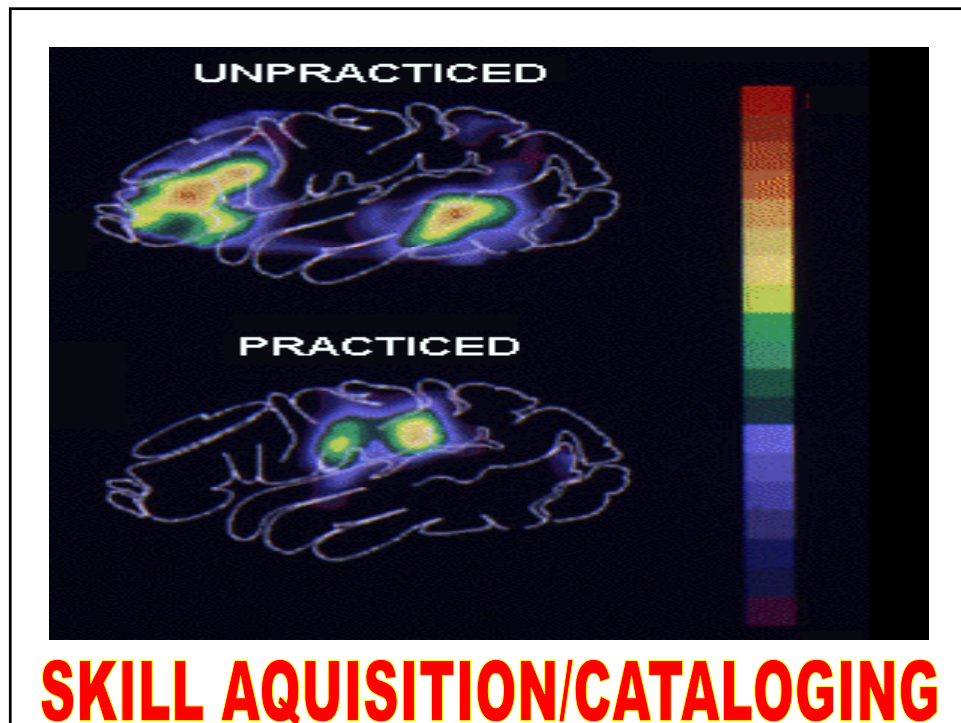
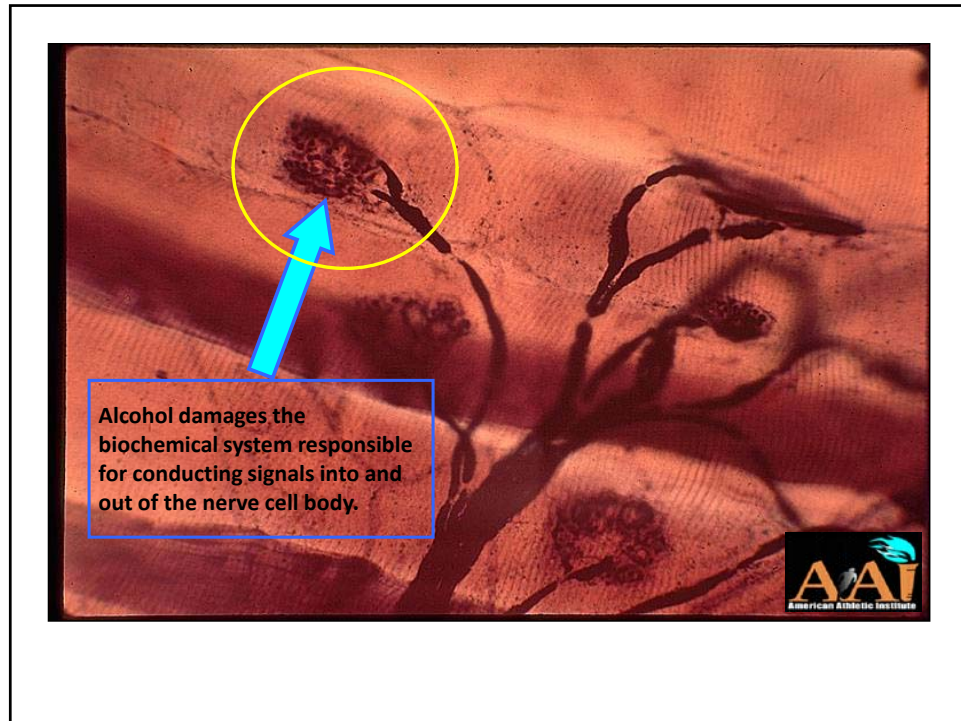


PEAK
URINE
OUTPUT

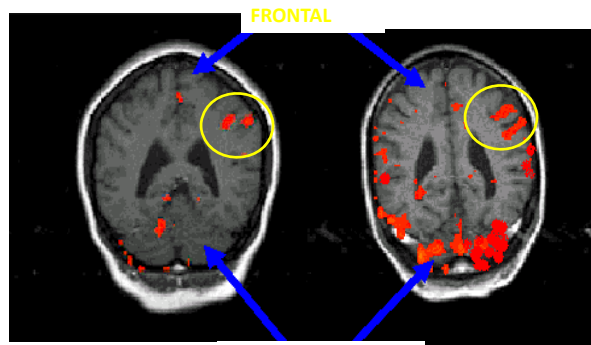


diuretic effect of alcohol



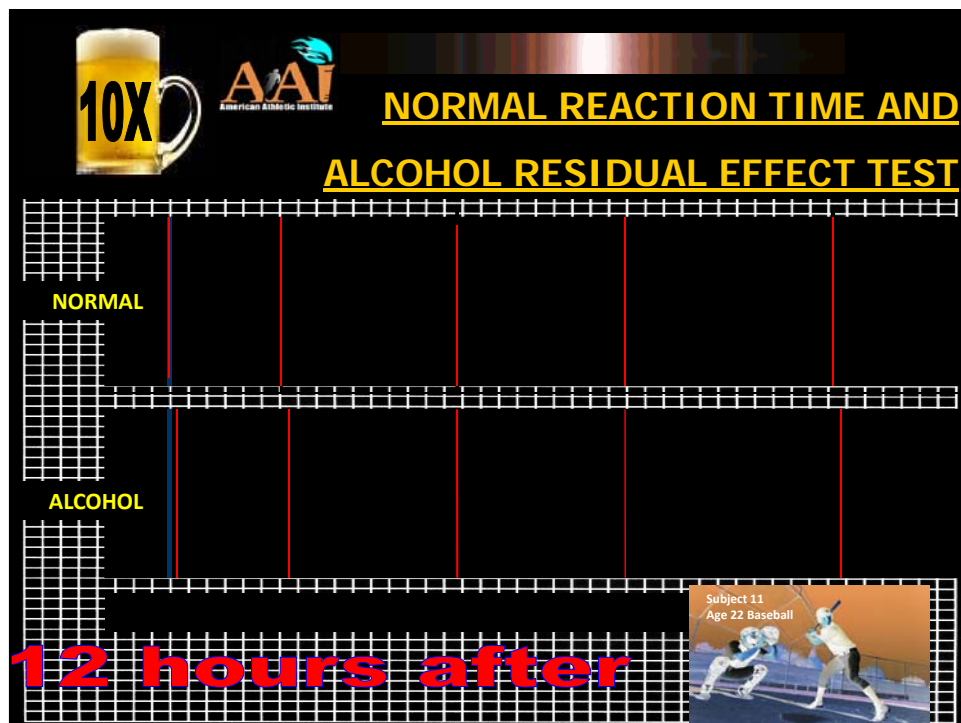
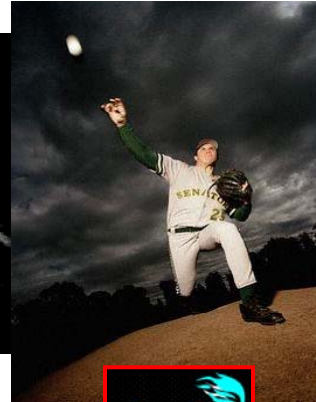


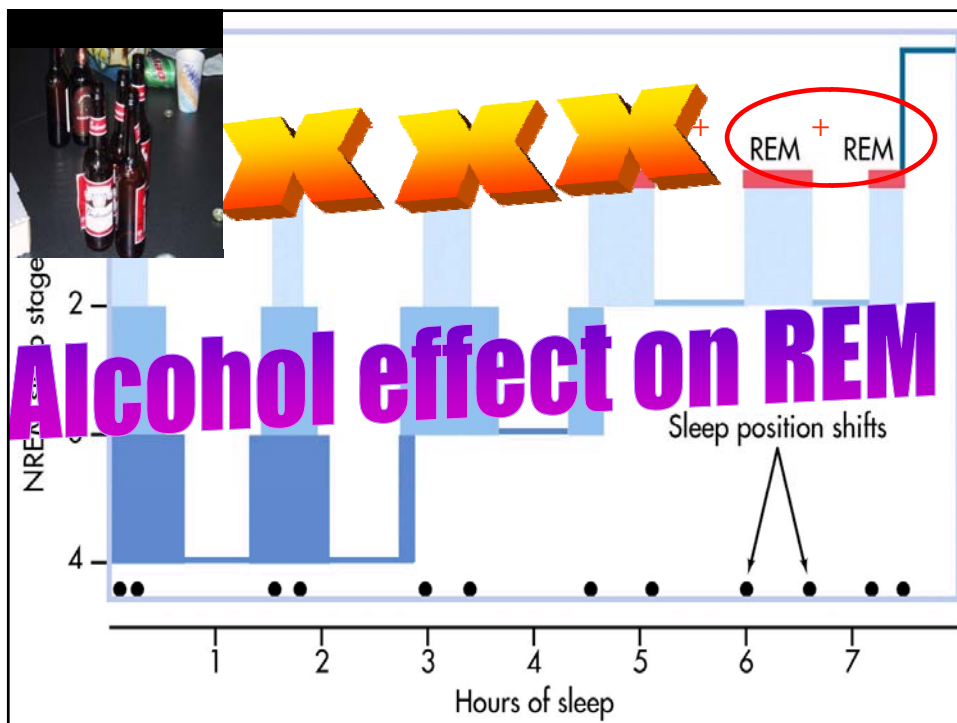
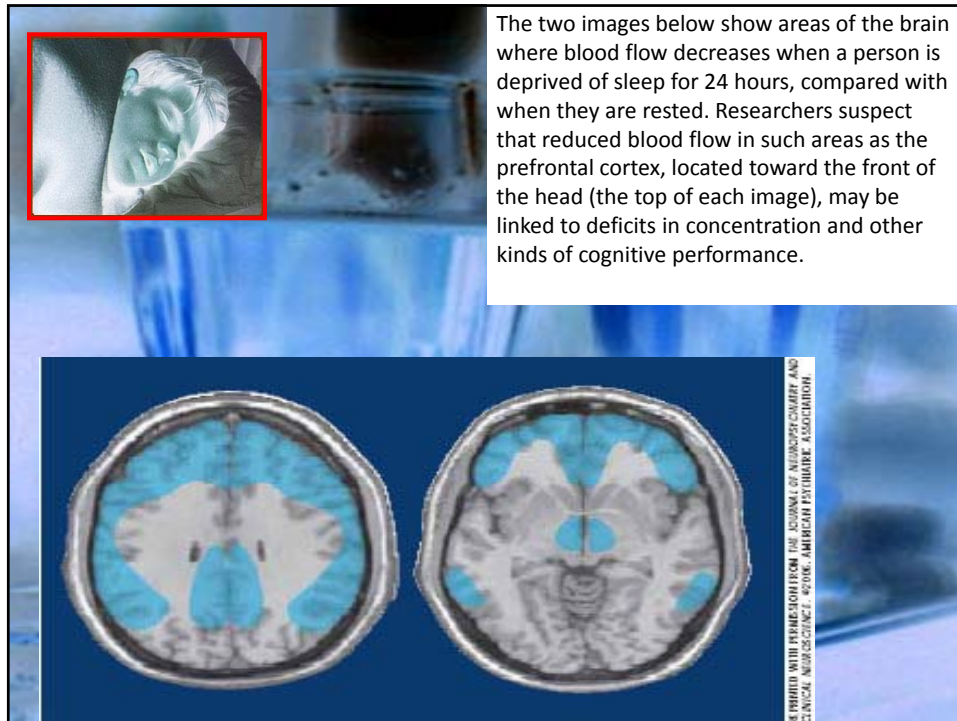
ALCOHOL CNS IMPAIRMENT

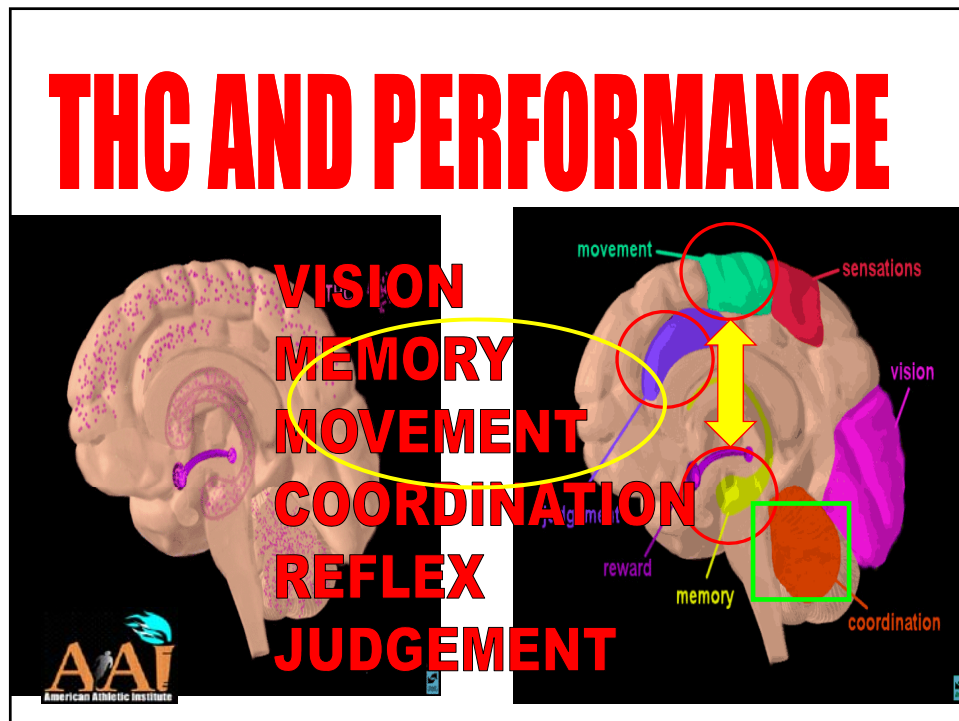
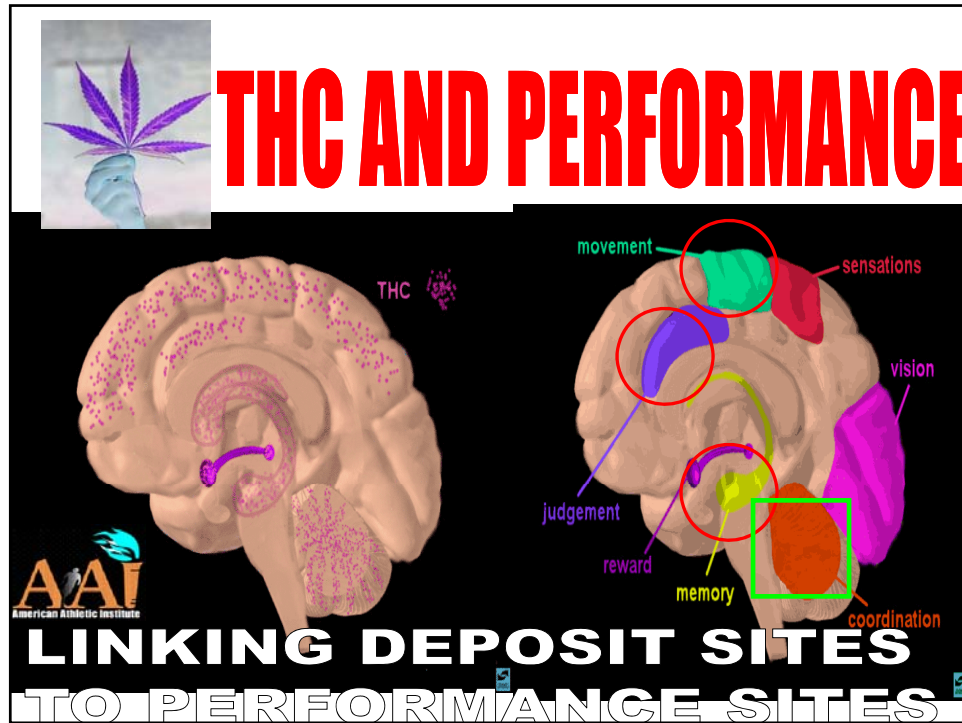



NORMAL ALCOHOL

BRAIN ACTIVITY DURING THROWING











MARIJUANA SKILL IMPAIRMENT

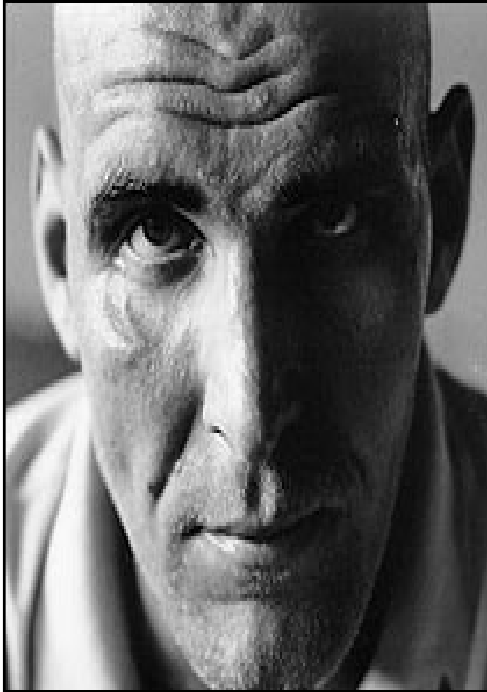


NON USER
SIMPLE HAND SKILL



MARIJUANA USER
SIMPLE HAND SKILL

Note: Subject not under influence during scan.



Remember when you are not training...
That somewhere, someone is training...
And when you meet them...
They will beat you.


Matveev USSR


ATHLETE

Remember when you are partying...
That somewhere, someone is not partying...
And when you meet them...
They will beat you.

Underwood USA

Alexander Karelin USSR 3XOlympic Champion 9X World Champion





TEAM POWER PEER POWER

The power of being on a team has a magnitude far greater than most peer associations, in that the amount of time spent in such close relationships, compounded by the pack mentality and goal cohesion exerts a pressure to follow social group norms despite personal values that may be in conflict with such decisions.



POWER FOR GOOD OR BAD

Within any team lies a power for good and bad...or positive or negative norms, behaviors and lifestyles. For example positive team or individual values like focus, dedication and commitment, are components associated with team and individual effectiveness and both goal and social cohesion.

Looking for the positive lifestyle both on and off the field has been overlooked far too long. Today's athlete must begin to think about what they are doing off the field that ruins what they are trying to do on the field.

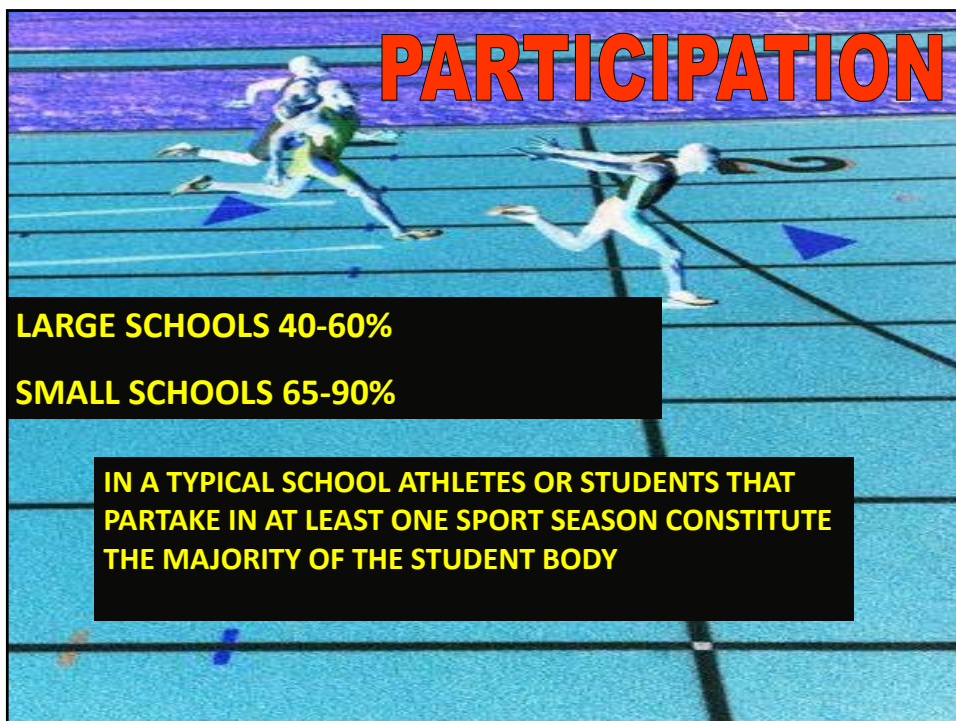
It is specifically within the social group, then, that we can expect to find the causes of social alcohol and drug use.

An effective, pro-active, strength-based athletic program can **build protection** through an environment that:

- strengthens positive behaviors
- sets clear boundaries
- sets high but realistic expectations
- is characterized by positive, caring relationships
- fosters meaningful connections
- acknowledges and rewards contributions

Why ATHLETES?

ATHLETES ARE THE LARGEST TARGET POPULATION THAT EXISTS IN ANY SCHOOL IN ANY COMMUNITY

A photograph of three track and field athletes in mid-stride on a blue track. The word "PARTICIPATION" is overlaid in large, bold, orange letters with a black outline at the top right of the image.

PARTICIPATION

LARGE SCHOOLS 40-60%


SMALL SCHOOLS 65-90%

**IN A TYPICAL SCHOOL ATHLETES OR STUDENTS THAT
PARTAKE IN AT LEAST ONE SPORT SEASON CONSTITUTE
THE MAJORITY OF THE STUDENT BODY**

Getting to Parents Through Athletics



High School Athletes are a “Selected Target Population”

- 
- There is good data that shows that the majority of HS athletes, in the typical HS athletic program, are at **GREATER** risk for substance use than non-athletes

My kids are in sports so they are safe...



MANDATORY

IF YOU DON'T COME YOUR
CHILD CAN PRACTICE BUT
CANNOT COMPETE





