



STORY: ALCOHOL

Air Date: For Immediate Release

Length:

Interviews:

- **Tony Thrasher, D.O., Psychiatrist, Milwaukee County Behavioral Health Division**
- **John Hyatt, President, IMPACT**

Suggested intro

ALL THIS WEEK — WE’RE TAKING A CLOSER LOOK AT THE DANGERS OF SUBSTANCE ABUSE AND THE GROWING GRIP IT’S HAVING ON OUR COMMUNITIES AND OUR KIDS.

NATIONAL DRUG AND ALCOHOL FACTS WEEK IS HAPPENING ALL OVER THE COUNTRY TO BOTH RAISE DRUG AWARENESS AND SUPPORT RECOVERY.

IN WISCONSIN SOME COMMUNITIES ARE TAKING PART WITH A CAMPAIGN THEY’RE CALLING “LIGHT AND UNITE RED.”

(Display “Light and Unite RED” graphic)

PEOPLE ARE INVITED TO WEAR RED WHILE CITIES DISPLAY SPECIAL RED LIGHTING ON STREETS AND BUILDINGS.

TODAY — WE’RE TACKLING ALCOHOL ABUSE — A HUGE PROBLEM IN WISCONSIN WHERE WE SPEND SIX-POINT-EIGHT BILLION DOLLARS TO ADDRESS THIS ISSUE BUT **STILL** HAVE ONE OF THE HIGHEST ADULT – AND YOUTH – BINGE DRINKING PROBLEMS IN THE NATION. MAX SIEGEL LOOKS INTO HOW MUCH ALCOHOL IS TOO MUCH ... AND SOME KEYS TO BEATING AN ADDICTION.

Roll story

THERE’S NO DENYING DRINKING IS A BIG PART OF LIVING IN THE WISCONSIN. BUT ALCOHOL PREVENTION ADVOCATES SAY IT’S CATCHING UP WITH US.

1:04 to 1:13

(SUPER: JOHN HYATT, PRESIDENT, IMPACT)

“There is really a large group of people in Wisconsin, because we have such a culture of alcohol in everything we do here, that drink in a way that creates risk for them.”

JOHN HYATT IS THE PRESIDENT OF IMPACT IN MILWAUKEE, A NONPROFIT CONNECTING PEOPLE WITH HEALTH AND SOCIAL SERVICE RESOURCES. HE ESTIMATES AROUND 25 TO 30 PERCENT OF WISCONSINITES DRINK TO THE POINT OF RISKY BEHAVIORS.



2:28 to 2:38 (HYATT)

“They have accidents, they have injuries, they have health problems but they don’t connect the dots between their alcohol use and those consequences that happen.”

TO HELP REALIZE THOSE CONSEQUENCES — IMPACT LAUNCHED THE “STOP DRINKING SO MUCH MILWAUKEE” CAMPAIGN. PART OF IT IS EDUCATING PEOPLE ON DRINKING LIMITS.

IMPACT SAYS FOR MEN —IT’S FOUR DRINKS PER DAY — FOR WOMEN — IT’S THREE DRINKS A DAY.

4:08 to 4:14 (HYATT)

“If you can reduce your alcohol to less than that safe drinking limit, your life is going to be a lot better off.”

IMPACT’S CAMPAIGN IS PROVIDING RESOURCES TO HELP PEOPLE CONTROL THEIR DRINKING.

SO IS THE MILWAUKEE COUNTY BEHAVIOR HEALTH DIVISION. DOCTOR TONY THRASHER IS MEDICAL DIRECTOR OF CRISIS SERVICES AT BHD.

“Bite — HOW PREVALENT THIS ISSUE IS AT BHD)

DURING HIS [#] YEARS WITH THE COUNTY — DR. THRASHER HAS SEEN MANY TURNAROUNDS.

THE RECOVERY PROCESS INVOLVES MANY PIECES — BUT MOST IMPORTANTLY — [FILL IN RESPONSE].

“bite”

IT’S CRITICAL ADVICE TO STAY SOBER — IN A CULTURE WHERE IT CAN BE SO TEMPTING TO HAVE ANOTHER.

Suggested Tag

TWO OTHER RED FLAGS MENTIONED BY IMPACT — ABOUT 40 PERCENT OF PEOPLE WHO END IN EMERGENCY ROOMS ARE THERE BECAUSE OF AN ALCOHOL-RELATED REASON. THE GROUP ALSO REPORTS WOMEN ARE NINE TIMES MORE LIKELY TO BE SEXUALLY ASSAULTED WHEN THEY EXCEEDED PROPER DRINKING GUIDELINES.

THE BEHAVIORAL HEALTH DIVISON WANTS TO ENCOURGE PARNTS TO TALK WITH



THEIR KIDS ABOUT DRUGS AND ALCOHOL, AND WANTS TO MAKE SURE PEOPLE STRUGGLING WITH ADDICTION KNOW THEY ARE NOT ALONE. SUPPORT IS AVAILABLE. FOR MORE INFORMATION, INCLUDING DOWNLOADABLE FACT SHEETS, VISIT WWW.LIGHTUNITERED.ORG.