



Substance Abuse Librarians & Information Specialists

April 14, 2004

Dear SALIS Friends and Colleagues,

Last October when first considering a conference theme for this year's event, *Making Waves for Change* just appeared on the horizon. In December when it was learned that NIAAA had made a decision to stop the funding for ETOH, the conference theme seemed almost like an omen. SALIS was going to have to make waves if we wanted to save one of the most basic tools of our repertoire. Fortunately, SALIS was ready to sail and our annual conference would provide more wind. A long journey awaits and it may be rough. But we know the destination and with good navigation we will keep a steady course.

As we embark on our next 25 years, SALIS has many challenges ahead. Saving ETOH is just the beginning. The technological sea is forever changing. To keep ourselves afloat, to ride the proverbial waves of change, we must honor our profession and be diligent in fighting for the tools which will keep this field moving forward. Keeping abreast of new currents and tides will ensure our successful future.

Our conference presenters come from a variety of disciplines and long distances, to give us depth and understanding of some of the major issues facing the alcohol, tobacco and other drugs field, as well as practice knowledge for professional development.

Highlights include:

Tobacco Control Issues.	Cross National Research on Ecstasy
Alcohol Consumption and Policy	Dissemination and Copyright
Information Technology and Challenges	The White House Anti Drug Media
Thesauri, Databases and Data Files	Campaign
School Drug Testing	Librarians as Subversives

On behalf of the SALIS Board and the team members who planned this conference, I want to welcome all of you to Berkeley, and the 26th Annual SALIS Conference, *Making Waves for Change*. We look forward to this year's event with much anticipation. Thank-you for being part of the SALIS Community.

Andrea Mitchell
Conference Chair

ACKNOWLEDGEMENTS

This conference would not have come together as smoothly as it did were it not for SALIS Administrative Assistant, Amy First. Her unflagging ability to keep going under all the pressure, to handle it gracefully and with a sense of humor, was extraordinary.

Special thanks to the conference planning committee, in particular the Berkeley team, Cara Keaton, for the Restaurant list, and Julie Murphy, for the Events Calendar.

Much gratitude goes to my own organization, the Alcohol Research Group, and in particular my Director, Dr. Tom Greenfield for agreeing to give me the time and financial support that hosting a conference requires; and to the other ARG personnel who assisted in various ways, Anne Robert and Grace Cho, Jan Bibel, Debbie Gill, and Natalie Newton.

A sincere thank-you to Terri Dean, Librarian at the Institute of Governmental Studies UC Berkeley and Dr. Michael Buckland, Professor School of Information Studies UC Berkeley for advice on speakers from the UC Community.

Another sincere thank-you to the Berkeley City Club, in particular Nancy Johnson.

And a very special appreciation to the organizations who gave SALIS financial support for the conference: Haworth Press, Taylor & Francis, Elsevier, InMagic, Inc., Manisses, Guilford and Aquarius.

And finally to my dearest one, Geoffrey Hunt, for listening nite after nite to the ongoing saga of putting the conference together, and for always making sure I had a good dinner.

SALIS 2004 Conference Planning Committee

SALIS Home Team

Amy First, still a step ahead
Andrea Mitchell

Berkeley/SF Team

Cara Keaton
Julie Murphy
Kirsten Neilsen

Other Conference Advisors

Tom Colthurst
Samantha Helfert
Sheila LaCroix
Nancy Sutherland
The SALIS Board

Making Waves for Change

**Substance Abuse Librarians & Information Specialists
26th Annual SALIS Conference
Berkeley City Club
April 20 - 24, 2004**

Conference Program

Unless indicated otherwise, all sessions will be in the Drawing Room at the Berkeley City Club, 2315 Durant Ave, Berkeley, CA (<http://www.berkeleycityclub.com>).

Tuesday, April 20

8:30 am - 3:00 pm **SALIS Board Meeting**

3:00 pm - 5:30 pm **Registration**

3:30 pm - 5:30 pm **Exhibits Open**

6:00 pm - 8:30 pm **Opening Reception – Members' Lounge/Library**

Wednesday, April 21 **Sessions Begin**

7:30 - 8:30am **Continental Breakfast – Julia Morgan Room**

7:30 - 8:30am **Registration**

8:30 am **Call to Order and Welcome**
Call to order, *Conference Chair*, Andrea Mitchell
Welcome, *SALIS Chair-Elect*, Stephanie Asteriadis
Welcome, *ELISAD Representative*, Hana Sovinova,
Czech Republic

9:00 – 11:00 am **Plenary Session I**
Tobacco Issues, Trends, and Policy: the US and Abroad

Tobacco Prevention: Policies, Research, and Tobacco Industry Interference

Cynthia Hallett, MPH, Executive Director, Americans for Nonsmokers' Rights & American Nonsmokers' Rights Foundation

Documentation on Tobacco in Norway

Jorunn Moen, Head of Library, Norwegian Institute for Alcohol and Drug Research (SIRUS), Norway

10:30 - 10:45 am

Break

The Role of Information in Czech Tobacco Control

Hana Sovinova, MD, Head - Department for Prevention of Addiction, National Institute of Public Health, Czech Republic

11:15 - 12:15 pm

Plenary Session II

Alcohol Issues, Policy, and Resources – Part I

Who Drinks Most of the Alcohol and Hazardous Amounts: the Policy Implications

Thomas Greenfield, Director and Senior Scientist, Alcohol Research Group, Public Health Institute

12:15 pm

Lunch on Your Own....SIG & Committee Meetings....View the Exhibits

1:30 - 3:00 pm

Plenary Session III

New Technologies and Resources in ATOD Information

Digitization Lessons Learned from the Tobacco Control Digital Library

Kirsten Neilsen, Project Manager – Tobacco Control Digital Library, Kalmanovitz Library & Center for Knowledge Management, UC San Francisco

GIS: The Changing Landscape of Prevention

Barbara Seitz de Martinez, Head Librarian and Director of GIS and Hispanic/Latino Projects, Indiana Prevention Resource Center

Linking Science to Service Through Web Technology – The SAMHSA FASD Center for Excellence

Samantha Helfert, Web/Network Manager, Northrop Grumman IT Health Solutions

3:00 - 3:15 pm

Break

3:15 - 4:30 pm

Annual Business Meeting (Part I)

Thursday, April 22

7:30 - 8:30 am **Continental Breakfast – Julia Morgan Room**

8:30 - 8:45 am **Morning Announcements**

8:45 - 12:00 pm **Plenary Session IV**
Information Science and Service: Keeping Perspective

***Providing Information Services and Reshaping Scholarly
Communication: Current Issues and Intersections***

John Ober, Director of Education and Strategic Innovation
at the California Digital Library – University of California

SAMHDA: Online Access to Data and Analysis

JoAnne McFarland O'Rourke, Senior Research Associate
and Archivist, Substance Abuse and Mental Health Data
Archive, University of Michigan

10:15 - 10:30 am **Break**

The Invisible Internet

Clare Imholtz, Librarian, Center for Substance Abuse
Research, University of Maryland

***ATOD Information Services at the Crossroads:
Maintaining our Autonomy in a Changing World***

Sheila Lacroix, Library Coordinator, Centre for
Addiction and Mental Health

12:30 - 1:30 pm **SALIS Luncheon – Terrace**

1:45 pm - **Save ETOH Meeting**
SIG and Committee Meetings, Other SALIS Business,
Informal Networking

Special Interest Groups:

Canadian

Southeast Asian

Committees:

Education & Outreach

International Networking

Information Technology

Friday, April 23

7:30 am – 8:30 am **Continental Breakfast – Julia Morgan Room**

8:30 am - 11:00 pm **Plenary Session V**
Alcohol Issues, Policy, and Resources – Part II

Underage drinking and the Alcohol Policy Information System (APIS): Knowing How to Use the Resource

James F. Mosher, JD, Center for the Study of Law and Enforcement Policy, Pacific Institute for Research and Evaluation

The Many Uses of Enriched Thesauri and Ontologies in the ATOD Field

Dagobert Soergel, Professor, College of Information Studies, University of Maryland

10:30 - 11:00 am **Break**

Life After ETOH

Nancy Winstanley, Manager of Information Services, CSR Incorporated, NIAAA Library

11:00am - 12:00 pm **Plenary Session VI**
Drug Policy and Its Discontent – Part I

Making Sense of Student Drug Testing: Why Educators Are Saying No

Judith K. Appel, JD, Acting Director of Legal Affairs, Drug Policy Alliance

12:15 pm **Lunch on Your Own ... SIGS & Committee Meetings**

1:45 - 2:45 pm **Plenary Session VII**
The Drug Scene

Dancing and Drugs: A Cross-National Perspective

Geoffrey Hunt, Senior Scientist, Institute for Scientific Analysis

2:45 - 3:00 pm **Break**

3:00 – 4:30 pm

Plenary Session VIII

***Disseminating Research, Practice and the News:
Keeping It All in Check***

Moderator

Christine Vourakis, , D.N.Sc., R.N., C.A.R.N., Associate
Professor of Nursing, Samuel Merritt College

***Copyright from the other side of the Pond: The impact of
the Internet***

Christine Goodair, BA, MCLIP, Head of Information
Services, DrugScope, UK

Current Abstracts on Tobacco: Transferring Research

Diane van Abbe, Information Coordinator, Ontario
Tobacco Research Unit

E-Mail Newsletters: Doing it Right

Eric Helmuth, Editorial Director, Join Together Online,
Join Together/Boston University School of Public Health

Saturday, April 24

8:00 – 9:00 am

Continental Breakfast – Julia Morgan Room

9:00 - 11:00 am

Plenary Session IX

Drug Policy and Its Discontent – Part II

Teens, Drugs and the Media: Action and Reaction

Bob Denniston, Director of Media Campaign, National
Youth Anti-Drug Media Campaign, White House Office of
National Drug Control Policy

***Librarians as Subversives: Truth is the First Casualty of
Drug Wars, Too***

Craig Reinerman, Professor of Sociology and Legal
Studies, University of California, Santa Cruz, and Visiting
Scholar, Center for Drug Research, University of
Amsterdam

11:00 – 12:00pm

Annual General Meeting - Part II & Wrap-Up

12:00 pm

26th Annual SALIS Conference officially ends

12:30 pm

Bus Tour of Napa Valley: pre-registration required

SALIS 2004 Presenters

JUDITH K. APPEL is the Acting Director of Legal Affairs for Drug Policy Alliance. She is amicus counsel in several cases regarding the prosecution of pregnant women who use drugs, the denial of public benefits due to a drug conviction, and surrounding issues of drug testing. She is involved in initiative drafting throughout the country, local organizing and advocacy to improve drug policy in San Francisco and Alameda Counties, and is a frequent speaker and author on issues relating to access to drug treatment and public benefits, marijuana policy, and the societal impact of the war on drugs. Prior to joining DPA, Ms. Appel worked at the law firm of Chapman, Popik, and White, at Ella Baker Center for Human Rights, and at the Coalition on Homelessness, San Francisco. Ms. Appel also spent four years conducting research in Central America. Ms. Appel was a Board of Supervisors appointed member to the San Francisco Sunshine Ordinance Task Force and the ABA Commission on Poverty and Homelessness, and sits on the Boards of Directors of several organizations. Ms. Appel received J.D. from U.C. Hastings College of Law and her M.S. from U.C. Berkeley.

ROBERT W. DENNISTON currently serves as the Director, National Youth Anti-Drug Media Campaign, at the White House Office of National Drug Control Policy. This Campaign – the most visible component of the Nation’s effort to reduce youth drug use – involves advertising, media outreach, and partnerships with public and private sector organizations. He previously served as director of the HHS Secretary’s Initiative on Youth Substance Abuse Prevention, within the Substance Abuse and Mental Health Services Administration, US Department of Health and Human Services.

Mr. Denniston previously held the position of director, division of prevention application and education, Center for Substance Abuse Prevention (CSAP). At CSAP, he managed a program of media campaigns and materials development, the National Clearinghouse for Alcohol and Drug Information, regional and national conferences, training and technical assistance, as well as development of communications networks with national, state and community organizations. His particular interests are in social marketing, knowledge transfer, and the application of environment approaches to prevention, with special focus on underage drinking.

Prior to the creation of CSAP, he served as director of the division of prevention and research dissemination, National Institute on Alcohol Abuse and Alcoholism, and previously as chief of the information projects branch, National Cancer Institute, National Institutes of Health. He has a master’s degree in mass communications, and has served as an advisor to the World Health Organization, involving consultations in Asia, Africa, and Europe, and as faculty for training events in Africa and Asia. He chairs the National Advisory Council for the Robert Wood Johnson Foundation’s Developing Leadership in Substance Abuse Fellows Program.

CHRISTINE GOODAIR is the Head of Information Services at DrugScope, with responsibility for managing and developing Information, library and website resources on the misuse of drugs. She is a member of the Board of ELISAD, and has been involved in the Gateway Project. She is now working with the Trimbos Institute (Holland) and the Portuguese Institute for Drug Addiction to develop Evidence based Electronic Library on Drug Addiction (EELDA).

THOMAS GREENFIELD, Ph.D. is Center Director of the National Alcohol Research Center, Senior Scientist, and Executive Director of the Alcohol Research Group. He is also an Adjunct Assistant Professor in the Department of Psychiatry at the University of California at San Francisco. Research interests include epidemiology of alcohol use and problems, measurement methodology, policy studies, consumer and community roles in treatment and prevention, and services research. At ARG he also has responsibility for the National Center's 5-yearly National Alcohol Surveys, including the 1995 survey and the 2000 National Alcohol Survey, which is now being analyzed. He is currently Principal Investigator on additional grants associated with the NAS, also supported by NIAAA: "Malt Liquor /Fortified Wine Use and Ethnicity in the US" and "Improving Alcohol Consumption Self-report Measurement." He has recently been PI of several additional projects including a 3-year Robert Wood Johnson Foundation Study on the Alcohol Policy Development Process in the US and two R01 grants funded by NIAAA, a 7-year national evaluation of the alcohol warning labels mandate, and a study of ethnic and social influences on alcohol mortality. Other recent grants have include a randomized outcome study, for the Center for Mental Health Services, of a consumer-run alternative to hospitalization for people in crisis with serious mental illness, many of whom have co-occurring drug and alcohol problems. With a background in astronomy, Dr. Greenfield got his Ph.D. in clinical psychology at The University of Michigan, Ann Arbor, practicing and doing research for eight years at Washington State University, then serving as Associate Director for Research at the Marin Institute for the Prevention of Alcohol and Other Drug Problems before coming to ARG. He is an Assistant Editor of the journal *Addiction*, Vice President of the Kettil Bruun Society for Social and Epidemiological Research on Alcohol, and serves on the NIAAA Health Services Research initial review group.

CYNTHIA HALLETT is the Executive Director of the Americans for Nonsmokers' Rights (ANR), and the ANR Foundation where she's worked since 1997. ANR is a national advocacy organization that promotes legislative, regulatory and voluntary policies to protect nonsmokers from secondhand smoke and exposes tobacco industry interference. Before joining ANR, Cynthia was the Associate Director for the Los Angeles County Department of Health Services Tobacco Control Program. Cynthia's early training was in cancer control and she has worked at the UCLA Comprehensive Cancer Center and the National Cancer Institute.

SAMANTHA HELFERT has more than a decade of experience providing and developing library and information services for substance abuse-related projects sponsored by the CDC's Office on Smoking and Health, the National Institute on Alcohol Abuse and Alcoholism, and the Center for Substance Abuse Prevention. She is an active member of SALIS, including writing a regular column for *SALIS News*. She received her Master's in Library Science from the University of Maryland and her bachelor's degree from Georgetown University.

ERIC HELMUTH oversees daily content and technology operations for Join Together Online (www.jointogether.org), a major nonprofit website with 100,000 monthly visitors, 40,000 daily and weekly e-mail newsletter subscribers, and 300 content syndication partners. He manages a web content and technology team of 6 full-time employees plus a full-time contract employee. As lead producer for new website and email product development, Eric develops content and technology specifications and coordinates the efforts of designers, technical staff and writers.

GEOFFREY HUNT received his Ph.D. in Social Anthropology at the University of Kent, England and is currently Senior Scientist at the Institute for Scientific Analysis. He also has a research position in the department of Anthropology, History and Social Medicine at University of California San Francisco. Currently, Dr. Hunt is the Principal Investigator on two National Institute on Health (NIH) funded research projects: the first on street gangs, motherhood and violence and the second on the social context of clubdrugs. Prior to commencing these two studies, he was the Principal Investigator on two other NIH projects on gangs, alcohol, drug use, drug sales and violence. From research data gleaned from these studies and the current research projects, Dr. Hunt and his research team have published extensively on gangs, gang membership, youth cultures and the anthropology of alcohol and illicit drug research.

CLARE IMHOLTZ has been the Librarian at the University of Maryland's Center for Substance Abuse Research since August 1999. She holds a Master's in Library and Information Science from Catholic University. What she most enjoys, from a library point of view, is searching for information, and issues relating to indexing and classification. She has published a few unimportant articles and reviews in the fields of indexing, classification, bibliography, and literature. Clare is currently SALIS Secretary.

SHEILA LACROIX, BSc, MLS, is the Library Coordinator at the Centre for Addiction and Mental Health (CAMH) Library, Toronto, Canada. Ms. Lacroix has been providing reference and research service at the Centre to CAMH staff and other professionals since 1991. Her work includes addictions and mental health information dissemination through the development of various information and training products such as bibliographies and resource guides. She is a regular contributor to CAMH's *CrossCurrents* and continues to be an active member of SALIS, having served as Chair in 1997 and SALIS Conference host in 2003.

JORUNN MOEN has been the Head of the Library of the Norwegian Institute for Alcohol and Drug Research (SIRUS) since 2001. She has been on the ELISAD Board since 2003 and was elected chair of ELISAD in October. Throughout her long and diverse career, she has held many interesting positions. Before joining SIRUS, Jorunn was the Head Librarian at the Norway Post from 1986 – 2000. Previous librarian positions were with The Directorate for Assistance to Developing Countries and, in Africa, with the Kenya National Library Services (Norwegian Peace Corps). She recently has completed a degree in information technology for librarians.

JAMES F. MOSHER, J.D. is the Director of the Center for the Study of Law and Enforcement Policy at the Pacific Institute for Research and Evaluation. He has over twenty-five years experience in the alcohol and other drug policy field, as policy analyst, legal scholar, researcher, lecturer, and trainer. He has supervised several state, federal, and private foundation grant projects and has written more than 75 scholarly articles and books including several recent reports on public policy strategies for reducing youth alcohol problems. His other writings include analyses of the role of legal policy in preventing alcohol and other drug problems, the War on Drugs, the relationship of alcohol and poverty, the role of public policy in the prevention of alcohol and other drug problems, and the impact of alcohol industry marketing. Mr. Mosher has produced scripted slides shows, videos, handbooks, and other materials designed to support community alcohol policy development and advocacy. He has lectured to a wide variety of professional and lay audiences and has testified before the U.S. Congress and numerous state legislative committees. He has also served as consultant to legal professionals, local, state, and federal governments, the World Health Organization, and other professional and scholarly organizations.

KIRSTEN NEILSEN is Project Manager for the Tobacco Control Digital Library at the University of California, San Francisco. Prior to joining the Library in July 2002, Ms. Neilsen worked for a web search company and held research positions in the high tech, pharmaceutical, and risk management industries. She received her MLS from UC Berkeley.

JOHN OBER, PhD, is the Director of scholarly communication policy, planning and outreach at the California Digital Library (www.cdlib.org). He represents the CDL in organizations such as the Digital Library Federation and the Open Archives Initiative and has served as its director of technology and strategic initiatives. His broad experience in librarianship, teaching, and information technology has included work at the California State University, as the Director of Library Systems at UC Berkeley, and as a faculty member at Berkeley's School of Library and Information Studies. He also served as an ALA Library Book Fellow in West Africa. John holds graduate degrees in Sociology and Information Systems Management.

JOANNE McFARLANE O'ROURKE has been the project director for the Substance Abuse and Mental Health Data Archive (SAMHDA) since its inception in 1997. She previously conducted survey research in the Washington, DC area, primarily in the areas of addiction and child welfare. She is a clinical social worker by training, has worked in addiction treatment, and currently maintains a private practice. She received her M.S.W. from the University of Michigan and B.S. magna cum laude in Psychology from Western Michigan University.

CRAIG REINARMAN is Professor of Sociology and legal studies at the University of California, Santa Cruz, and Visiting Scholar at the Center for Drug Research at the University of Amsterdam. He has served on the board of directors of the College on Problems of Drug Dependence, as a consultant to the World Health Organization's Programme on Substance Abuse, and as principal investigator on research grants from the National Institute of Drug Abuse and the National Institute of Justice. Dr. Reinarman is the author of *American States of Mind* (Yale University Press, 1987) and co-author of *Cocaine Changes* (Temple University Press, 1991) and co-editor of *Crack in America* (University of California Press, 1997). He has published numerous articles on drug use, law and policy in such journals as *Theory and Society*, the *British Journal of Addiction*, the *International Journal of Drug Policy*, *Addiction Research*, and *Contemporary Drug Problems*.

BARBARA SEITZ DE MARTINEZ, Ph.D., MLS, CPP, is Head Librarian, Director of GIS and Hispanic/Latino Projects, and RADAR Network Coordinator at the Indiana Prevention Resource Center. She is currently a member of the RADAR Network Steering Committee. In the past she has held positions as Chair and past-Chair of SALIS. A member of SALIS since 1990, she has presented papers at past SALIS conferences on demographic software, web site and database design, and the Hispanic/Latino Portal to ATOD Prevention.

DAGOBERT SOERGEL is Professor, College of Information Studies, University of Maryland, since 1970. He has been working in the area of information retrieval, specifically classification (taxonomy, ontologies) and thesauri, for over 40 years. He has authored two textbooks, is the chief architect of the AOD Thesaurus, and consults on the Harvard Business Thesaurus. He is a senior researcher on the MALACH project which improves access to large spoken archives through automatic speech recognition and subsequent information retrieval.

HANA SOVINOVA, ELISAD Representative

Since 1991, Hana Sovinova has been the head of the Department of Prevention of Addictions of the NIPH, Prague. Before that, she worked for Public Health Services in Prague. She graduated from Charles University Medical School in 1970, where she focused on public health and epidemiology. Hana also currently acts as National Counterpart for Tobacco Control with WHO EURO, is a board member of ELISAD, and an external teacher at 3rd Medical School, Charles University.

DIANE VAN ABBE, Information Coordinator, started working with the Ontario Tobacco Research Unit in September 1998. She performs reference services, conducts literature searches for staff and affiliates, and maintains the OTRU library. She also supports the Information and Dissemination Working Group in the development of *Current Abstracts on Tobacco* each month. Diane's experience includes work at the Centre for Addiction and Mental Health library as a cataloguer and later a reference librarian. She is a graduate of Library Arts from Ryerson.

CHRISTINE VOURAKIS, D.N.Sc., R.N., C.A.R.N. has been involved in the addictions field for over 28 years as a clinician, teacher, and researcher. She is a certified addictions registered nurse (CARN). Her research interests include pain and addiction, outcomes of adolescent substance abuse treatment, and health policy. She is the Editor of the *Journal of Addictions Nursing*, the official journal of the International Nurses Society on Addictions. She has a special interest in theory and has been active in model and theory development.

SALIS 2004 Presentation Abstracts

In Order of Program

Plenary Session I: Tobacco Issues, Trends, and Policy: the US and Abroad

Tobacco Prevention: Policies, Research, and Tobacco Industry Interference

Cynthia Hallett, MPH, Executive Director, Americans for Nonsmokers' Rights & American Nonsmokers' Rights Foundation

There has been a significant increase in smokefree policies since the nonsmokers' rights movement began in the 1970's. A combination of sound science and strong public opinion has moved the nation from desiring smokefree sections to demanding completely 100% smokefree environments, in workplaces and restaurants, as well as free standing bars and gaming facilities. Today, more than 30% of the nation's population is covered by some type of smokefree law. Over 1650 local jurisdictions have a clean indoor air ordinance on the books, and over 275 localities and eight states have completely smokefree provisions. Even traditionally "tobacco friendly" communities like Lexington, Kentucky are passing smokefree laws.

Despite this incredible growth of smokefree provisions, the vast majority of the population is still not protected from exposure to secondhand smoke. In addition, the public health sector and smokefree advocates face significant opposition to smokefree laws from the tobacco companies. Internal tobacco industry documents illustrate the economic impact of smokefree laws on tobacco's bottom line: "Financial impact of smoking bans will be tremendous. Three to five fewer cigarettes per day per smoker will reduce annual manufacturer profits a billion dollars plus per year." The industry's response to the growing smokefree trend has been a multi-pronged strategy to undermine public health credibility and to sway the court of public opinion via a solid public relations and media campaigns, legal threats and challenges, and promoting state legislation to prevent local and state smokefree laws. These issues and best practices for continued success will be discussed.

Documentation on Tobacco in Norway

Jorunn Moen, Head of Library, Norwegian Institute for Alcohol and Drug Research (SIRUS), Norway

The library at the Norwegian Institute for Alcohol and Drug Research (SIRUS) is playing a national role in documentation in the AOD field, being the only special library on these subjects. Before 2002, there was very little documentation on tobacco in the library. In 2002 this situation changed when five tobacco researchers were moved from other research institutes to SIRUS. The role of the library on tobacco documentation is now to serve the researchers in their work.

A historic and current view of Norwegian tobacco documentation will be discussed including a short briefing on the Lund case - the Norwegian tobacco case where a man with lung cancer sued Tiedemans tobacco factory. He died before the case ended at top level. His widow and children finally lost the case in Supreme Court.

The Role of Information in Czech Tobacco Control

Hana Sovinova, MD, Head - Department for Prevention of Addiction, National Institute of Public Health, Czech Republic

All-society changes, which took place in the Czech Republic in past years, found their significant reflection in the society's approach towards using the tobacco products. In the Czech Republic, the number of dead due to smoking is estimated to add up to 18 thousand per year. In relative calculation our republic belongs to countries with the highest mortality rate due to smoking. On the contrary the activities of tobacco concerns in this area are unfortunately apparently so "successful" that they manage to maintain the share of smokers in the population and thereby to also stabilize their profits in this area. The most significant aspects that increase the risk of youth smoking include advertising, promotion and easy access to tobacco products and their low prices. To curb this adverse trend, access to the evidence-based scientific information both on the European and global level contributes significantly.

Plenary Session II: Alcohol Issues, Policy, and Resources – Part I

Who Drinks Most of the Alcohol and Hazardous Amounts: the Policy Implications

Thomas Greenfield, Director and Senior Scientist, Alcohol Research Group, Public Health Institute

The bulk of the alcohol reported drunk in the U.S. is consumed by a relatively small population of very heavy drinkers. Prevention policies implied by this concentration include strengthening of social norms discouraging heavy consumption, restricting marketing practices that target heavy drinkers, and implementing measures to reduce consumption by the heaviest drinkers.

Plenary Session III: New Technologies and Resources in ATOD Information

Digitization Lessons Learned from the Tobacco Control Digital Library

Kirsten Neilsen, Project Manager – Tobacco Control Digital Library, Kalmanovitz Library & Center for Knowledge Management, UC San Francisco

The UCSF Library has undertaken several digitization projects related to tobacco industry documents over the past decade. Excellent resources exist to help librarians and information professionals embarking upon digitization projects. I

will discuss a few key points extracted from those resources that, based on our experience, I think are particularly important to those undertaking, or even just contemplating, digitization projects. For example, library staff has exercised varying levels of control over metadata creation – arguably the most important facet of a digital library – and as a result has worked with in-house indexers, outsourced indexers, and with data created with no indexing controls whatsoever. More important, perhaps, are the lessons derived from what we failed to anticipate or allot sufficient time for – writing metadata specifications, working with vendors on image and indexing quality issues, privacy issues, what happens when the project is “finished...”

GIS: The Changing Landscape of Prevention

Barbara Seitz de Martinez, Head Librarian and Director of GIS and Hispanic/Latino Projects, Indiana Prevention Resource Center

GIS is changing the landscape for prevention professionals by providing them with tools and techniques that enable them to make better decisions, take more strategic actions, target more specific audiences, write more persuasive grant proposals, and, in short, to improve the efficiency and effectiveness of their efforts. You will see how GIS serves at each step in the prevention process from needs assessment, to selection of program site, to marketing and evaluation. This presentation is about the intersection of geography, data and prevention. It is about the potential role of a sophisticated GIS system in prevention planning and the advantages of applying local data to prevention problems.

The greatest potential for prevention lies in the neighborhood. Using demos and case studies, this presentation will show how detailed understanding of the small geographic area can lead to improved prevention efforts and how GIS provides local-level data and new insights into contexts, so that prevention planning can be driven by the local reality.

Linking Science to Service Through Web Technology – The SAMHSA FASD Center for Excellence

Samantha Helfert, Web/Network Manager, Northrop Grumman IT Health Solutions

The Substance Abuse and Mental Health Services Administration Fetal Alcohol Spectrum Disorders (FASD) Center for Excellence recently launched its Web site (fascenter.samhsa.gov). The Web site features a searchable database of over 3,000 items. This database was designed as a “one-stop shop” for researchers, program planners, family members, and others interested in FASD.

The database combines entries from PubMed, PsycInfo, the popular press, and other sources. Items include journal articles, curricula, educational CDs, posters, slide shows, videos, books, newsletters, pamphlets, and other materials. Users can search for items by keyword or by type. The database was developed using

customized programming with subject-matter keywords and links to online publishers and FASD-related Web sites.

This presentation will highlight the unique features of the database, tips for searching, research methods, criteria for inclusion, and database development.

Plenary Session IV: Information Science and Service: Keeping Perspective

Providing Information Services and Reshaping Scholarly Communication: Current Issues and Intersections

John Ober, Director of Education and Strategic Innovation at the California Digital Library – University of California

A recent report from the National Science Foundation recommends that \$60 million per year should be provided to address the challenges in the creation, collection, organization, use and long-term availability of digital resources. But how do the challenges in such lists intersect with the fundamental challenge to information specialists to understand the shifting environment of new content and services? Or to understand and react to new technology and the increasing call for librarians to be change agents in scholarly publishing and scholarly communication systems generally? John will explore these questions while discussing trends that include new forms of collaboration, organization, infrastructure, and publishing, all grounded in the recent activities of the University of California libraries.

SAMHDA: Online Access to Data and Analysis

JoAnne McFarland O'Rourke, Senior Research Associate and Archivist, Substance Abuse and Mental Health Data Archive, University of Michigan

This presentation will provide an overview of the data resources freely available the Substance Abuse and Mental Health Data Archive (SAMHDA), which is sponsored by the Office of Applied Studies, Substance Abuse and Mental Health Services Administration (SAMHSA). SAMHDA archives and disseminates data files from major studies for secondary analysis. In this presentation, we will provide an overview of the resources available from our project and demonstrate the utility and power of an innovative on-line data analysis system (DAS) available from our Web site. This system allows users to conduct statistical analysis of our data without the need for downloading files or relying on statistical software. SAMHDA archives major U.S. data on substance abuse and mental health such as the National Survey on Drug Use and Health (formerly the NHSDA), Monitoring the Future, Treatment Episode Data Set, National Survey of Substance Abuse Services, and National Comorbidity Survey.

The Invisible Internet

Clare Imholtz, Librarian, Center for Substance Abuse Research, University of Maryland

Google is a fantastic, but limited tool. There are many useful resources on the Internet that Google and other general search engines are unable to access. The so-called “invisible Internet” is bigger than most of us realize, and like the web as a whole, it is growing. Some of the material in the invisible Internet is found in commercial or fee-based databases, but much is available free or at low cost. This presentation will discuss the limitations of general search engines, and how these limitations can vary from engine to engine. It will also describe what is included in the “invisible web,” and give examples of materials found there (both general and specific to substance misuse). We shall also discuss specialized tools for finding information on the invisible web.

ATOD Information Services at the Crossroads: Maintaining our Autonomy in a Changing World

Sheila Lacroix, Library Coordinator, Centre for Addiction and Mental Health

ATOD libraries have long supported the information needs of researchers, practitioners, policymakers and the public in this complex, multidisciplinary field with specialized collections and access/dissemination systems and tools. Current trends, in particular the reliance on expensive technology and electronic resources and the increasing emphasis on corporate security, have changed our work climate, forcing us to share resources, accept new technologies, accept new restrictions and recreate budgets. In a nutshell, in many cases the autonomy we once enjoyed is being chipped away at an increasing rate. Looming above all of this, is the misconception of the Internet as ‘One Big Library’ which affects how both our funders and users perceive our work.

Two ‘crossroads’ cases will be presented. One is the recent threat to stop funding NIAAA’s ETOH Database on the premise that it is no longer needed because it duplicates what Medline offers. The other is the ‘Case of the CAMH Catalogue’, which nicely highlights many subplots: escalating cost of technology, forming partnerships, and changing corporate climate in terms of IT control (security, budget, projects). Ways to maintain our specialized services in the midst of change, will be explored.

Plenary Session V: Alcohol Issues, Policy, and Resources – Part II

Underage drinking and the Alcohol Policy Information System (APIS): Knowing How to Use the Resource

James F. Mosher, JD, Center for the Study of Law and Enforcement Policy, Pacific Institute for Research and Evaluation

This presentation will: (1) describe NIAAA's new Alcohol Policy Information System website, including a brief summary of its history, structure, staffing, purpose and primary functions; (2) provide a demonstration of how to navigate the site and access the site's data and descriptive materials, focusing on underage drinking policies; and (3) discuss the site's strengths and benefits for users as well as some important caveats concerning its use.

The Many Uses of Enriched Thesauri and Ontologies in the ATOD Field

Dagobert Soergel, Professor, College of Information Studies, University of Maryland

Thesauri are usually thought of in the context of organizing bibliographic databases, but that is only of many uses of thesauri and ontologies. Other uses include expert systems for diagnosis and for advising on drug abuse treatment and the design of prevention programs, identifying and defining variables for designing research and evaluation and advising on research methods, harmonizing statistics, medical billing, natural language processing for automatic data extraction, summarization, indexing, and translation. Many of these uses can be facilitated through the Semantic Web. Thesauri need to be enriched in the information they offer and in the ways this information is displayed to assist users in clarifying their problem and information need and in finding the right concepts and terms for the task at hand. SALIS members should be at the forefront of these developments. This presentation will give a systematic classification of uses of thesauri and ontologies, illustrated with examples, and discuss design implications

Life After ETOH

Nancy Winstanley, Manager of Information Services, CSR Incorporated, NIAAA Library

Plenary Session VI: Drug Policy and Its Discontent – Part I

Making Sense of Student Drug Testing: Why Educators Are Saying No

Judith K. Appel, JD, Acting Director of Legal Affairs, Drug Policy Alliance

The federal government and the drug testing industry are avidly pushing the widespread implementation of drug testing in schools across the country. Yet comprehensive, rigorous, and respected research shows that there are many reasons why random student drug testing is not a good idea.

The largest national study quantifying the effect of student drug testing showed it to be ineffective in deterring drug use among young people. Other arguments against this practice include: drug testing is humiliating for students and may discourage them from participating in extracurricular activities; participation in extracurricular activities has been shown to be one of the most effective known deterrents to drug use; and, random drug testing creates an environment where students cannot trust adults. Presenter will discuss these challenges and the alternatives to drug testing available to school administrators, parents and students.

Plenary Session VII: The Drug Scene

Dancing and Drugs: A Cross-National Perspective

Geoffrey Hunt, Senior Scientist, Institute for Scientific Analysis

The youth dance club scene has emerged center stage as a global phenomenon. This phenomena, associated with a distinctive and fluid lifestyle in dress, music, setting and drug use is flourishing across the world from Europe to the Americas, to Australia and more recently to Asia. Although the development of this phenomena is uneven, it is becoming increasingly clear that these youth scenes in different parts of the world are both locally influenced and globally interconnected. Given the globalized dimensions of communication and travel, young people in Hong Kong can learn immediately about the latest developments in club culture and exchange views about events, music, and dance-drug experiences.

Despite this increasing globalization of the dance and drug scene, our knowledge of the phenomenon is relatively restricted to single cultures and locales. Unfortunately by focusing solely on single cultures, researchers may miss the extent to which similar processes are developing in a number of different locales. For instance, reports from a number of different countries suggest that club drugs use is becoming increasingly problematic as ecstasy users attempt to recreate their initial experience and the sensation of their original high, and resort to a cocktail of illicit substances. The experiences reported in California, Scotland, Norway and England and other countries suggest that a transition to a “post-rave” culture is developing. This transition also reflects a diversification both in the types of music appearing in dance venues and the emergence of new cocktails of drugs being consumed.

Consequently as globalization leads to increasing homogenization of cultural practices, including drug use, music and dancing, we need to expand and modify our research focus. Instead of examining drug consumption and drug using practices within only one culture, we need to compare two or more contrasting social and cultural contexts in order to highlight the regularities and the

differences that are currently occurring in this period of rapid social change in the lives of young people.

Given this context, this paper discusses both some of the global developments in the use of ecstasy and clubdrugs and their social settings in which they occur, and the issues and obstacles that arise when cross-national research is contemplated. Using examples from our own current research in two contrasting cultures - San Francisco and Hong Kong - we will provide the groundwork for understanding the dialectical process between global and local dimensions of the problem, the associated risks of use and the treatment and control response.

**Plenary Session VIII: Disseminating Research, Practice and the News:
Keeping It All in Check**

Copyright from the other side of the Pond: The impact of the Internet

Christine Goodair, BA, MCLIP, Head of Information Services, DrugScope, UK

This paper looks at the impact of the Internet upon copyright. It will explore the myths and realities of electronic copyright and set out the changes to copyright law brought about by the recent European Union Copyright and Related Rights Regulations 2003. Issues covered include what is copyright, broadcasts, copyright law, rights of copyright owner, costs of copying, impact of EU Regulations upon copying of articles, and issues concerning full text databases and websites.

Current Abstracts on Tobacco: Transferring Research

Diane van Abbe, Information Coordinator, Ontario Tobacco Research Unit

To describe *Current Abstracts on Tobacco*, a product of the Ontario Tobacco Research Unit (OTRU), which brings recent research and other publications to the attention of the tobacco control community. *Current Abstracts on Tobacco* is distributed monthly to a select mailing list of tobacco control researchers and partners in the Ontario Tobacco Strategy. Each issue is divided into six topic areas based on the needs of our stakeholders. Content selection is through review of a comprehensive search of current scientific literature. Other sources include Globalink, the OTRUNET ListServ and colleagues. Repeated survey results have shown that *Current Abstracts on Tobacco* is our most valued product. In 2003, we began posting a modified version of the series on the OTRU website - at <http://www.otru.org>. Monthly scans of current scientific literature provide a valuable service to our partners in tobacco control.

E-Mail Newsletters: Doing it Right

Eric Helmuth, Editorial Director, Join Together Online, Join Together/Boston University School of Public Health

Email newsletters -- a grown-up version of announcement listservs -- are the best way to disseminate key information to constituents and drive repeat traffic to your website. But spam and email overload are on the rise, making it harder to retain subscribers, maintain click-throughs or even get emails past spam-filtering technology. This session will be useful for both organizations that already have an email newsletter and those that are considering one. It will explain the value of email newsletters to your mission, outline specific steps for developing an email newsletter, recommend reliable e-publishing service providers, and detail best practices for newsletter formatting, content, and distribution policy. We will also address how to avoid having your newsletter mistakenly blocked by anti-spam systems. Participants will leave the session knowing how to ensure success and avoid common pitfalls with this useful tool.

Plenary Session IX: Drug Policy and Its Discontent – Part II

Teens, Drugs and the Media: Action and Reaction

Bob Denniston, Director of Media Campaign, National Youth Anti-Drug Media Campaign, White House Office of National Drug Control Policy

The purpose of the National Youth Anti-Drug Media Campaign is to prevent and reduce illicit drug use by youth. While previous phases of the Campaign have focused on preventing any use, the Early Intervention Initiative – launched on this year's Superbowl after a year in planning – is designed to reach both teens and their parents concerning how best to reduce use by youth who already have begun to use illicit drugs or alcohol. This presentation will highlight the goals and approach of the Early Intervention Initiative, review the research and message development process, showcase the latest messages (including advertising, website, and print materials), and review public response to date. Ample time will be provided for discussion.

Librarians as Subversives: Truth is the First Casualty of Drug Wars, Too Craig Reinerman, Professor of Sociology and Legal Studies, University of California, Santa Cruz, and Visiting Scholar, Center for Drug Research, University of Amsterdam

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