

Employee Assistance

SOLUTIONS TO THE PROBLEMS

FEBRUARY 1993

VOL.5, NO.7



NEW TEAM FOR NEW TIMES

Herbert Kleber and Joseph Califano
spearhead CASA's broad assault
on substance abuse

Dr. Jodi Jacobson Frey
University of Maryland
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Special Section
Women's Issues

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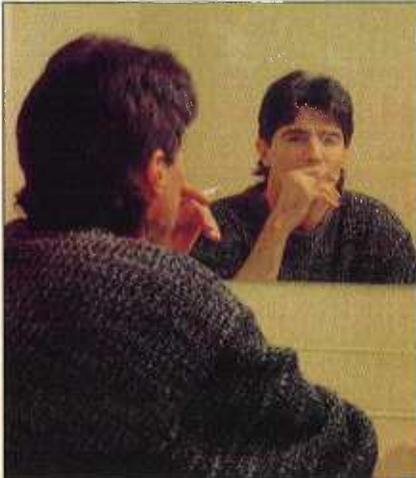
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When an addiction exhibits relapse rates that rival alcoholism and heroin, claims millions of users and costs the nation's industry more than any other substance, it behooves the EAP to have practical, experience-based advice for offering help.

by Elizabeth Hanson Hoffman

A New Force to Fight Substance Abuse 13

The Center on Addiction and Substance Abuse is coming to the fore as a national group uniting key professional disciplines to examine the impact of all types of substance abuse on society. In this exclusive interview, former HEW Secretary Joseph Califano and former deputy drug czar Herbert Kleber discuss their goals and the role EA readers can play.

Healthy Childbirth and the Proactive Corporation 22

The suffering women endure in delivering a low birthweight baby—and the tough caregiving issues that result from problem pregnancies—frequently can be avoided. Proactive employers can spare their employees great grief and themselves great expense by understanding and confronting harmful attitudes and practices.

by Michael Soper

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Gender-sensitive support for employees demands a willingness to get past the trendy and reimbursable to critically assess what is appropriate and what will work.

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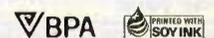
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Finding Solutions: CASA, Benefits, Women, Smoking

Joseph Califano's name comes to most Americans from the last Democratic administration, when he was Secretary of Health, Education and Welfare. He is making his name prominent again. He heads the Center on Addiction and Substance Abuse. CASA will identify costs of addictions—including nicotine—examine treatment and prevention programs, develop protocols and make recommendations based on data collected. Califano's deputy is Dr. Herbert Kleber, a psychiatrist who served as deputy to William Bennett, the nation's first drug czar. In our cover story interview this month, we asked CASA leaders how they differ from other attempts to gauge costs of addiction. Their answer stuck with me: Attack from the "top down," calling on the CEOs of business and industry to support their effort. How can the EA professional help? It's in the story.

If the board of directors is any indication of CASA's clout, a strong new force is on the horizon, examining addiction and its subsequent problems. The EA professional will be ably represented on the CASA staff by Sarah Mullady, former employee benefits manager and now EAP at Champion International, and author of our story on the increasing interface between employee benefits and employee assistance.

The increased exposure of the EA professional to employee benefits has come up before because often benefits people pay the bills. EAPs have noted that many don't really know what EAPs are or how they work. This year *EA* will add two groups to our readers from the employee-benefits field and actively solicit them to join our subscriber list. It is our hope that they accept our invitation to learn more about how EAPs work with the troubled employee in a cost-effective, professional manner.

The Year of the Woman may be over, but women's issues aren't fading. Harvard Business School professor Regina Herzlinger recently said female-owned businesses will soon surpass the Fortune 500 in numbers of employees. The Fortune 500 has lost 4 million jobs since 1980, but female-owned businesses have generated new jobs every year. Authors Barbara Eisenstadt, Michael Soper, Harvey Landress and Sue Hensley look at the unique concerns women bring to the workplace and what to look for in state-of-the-art women's treatment.

Smoking is also back in *EA* and in the news with the Environmental Protection Agency's affirmation that secondhand exposure is a serious cancer threat. The ruling may trigger fresh moves to curb workplace smoking.

Still, staying off cigarettes may be another story. One study pegs recidivism for the patch as high as 80 percent. As with any addiction, other supports are crucial. Recovering nicotine addict and clinical psychologist, Elizabeth Hanson Hoffman, tells how the Twelve-Step process can help quitters. And Carpenter Technology's Gregory DeLapp explains how he has helped "patch wearers" by requiring them to check in with the EAP for supportive services. With eight of 10 smokers saying they'd like to quit, this looks like an area where EAPs can intervene.

My best,

Chip Drotos

J. Chip Drotos, CEAP
Associate Publisher

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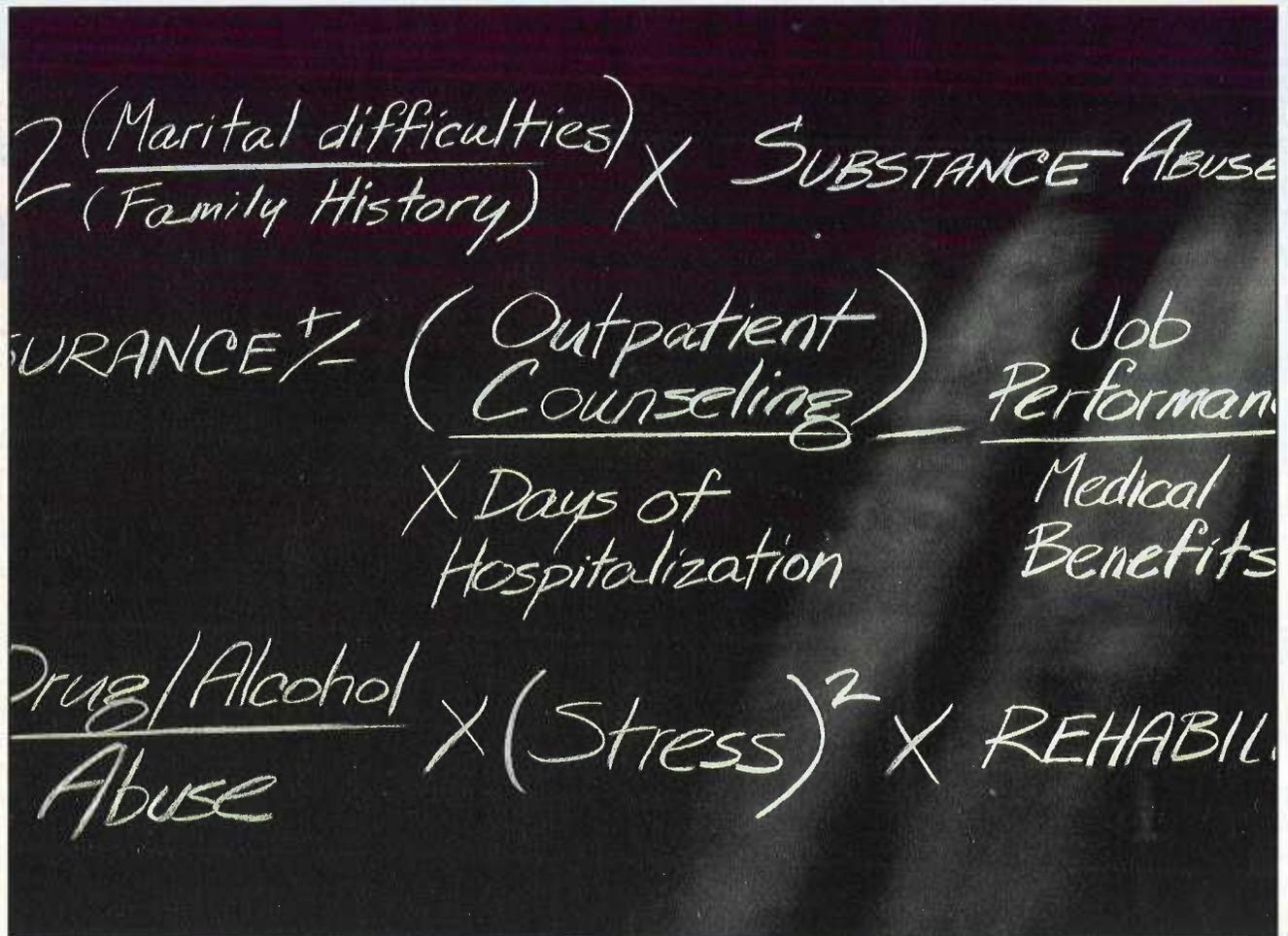
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Getting out from under the Cloud

Pragmatic advice for smokers and EAPs on how to get optimal help

By Elizabeth Hanson Hoffman, PhD

Nicotine costs industry more dollars and kills more workers each year than all other drugs combined. Smoking is a powerful addiction, with relapse rates higher than alcoholism and heroin. How can an EA counselor help?

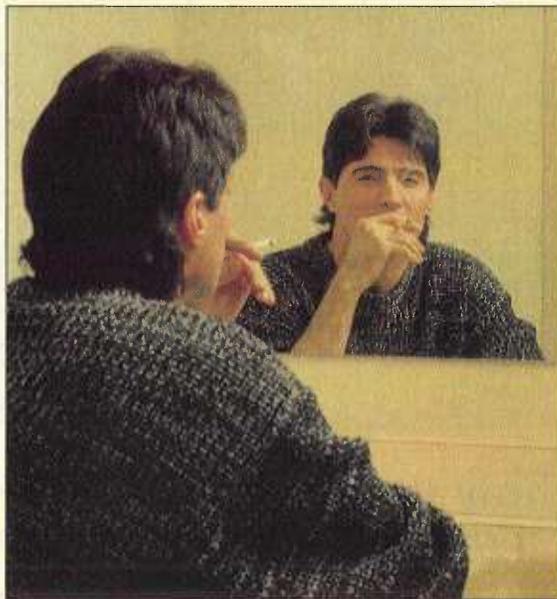
I am a recovering nicotine addict. I am also a clinical psychologist in private practice. I know firsthand what the struggle with this addiction is like. Today, I am grateful to be smoke-free for nearly six years. This topic is very important to me and I've thought about ways you can help to address this deadly addiction.

As an EA counselor, you can act as a referral resource to get smokers involved in existing community cessation programs. It is also possible to establish on-site groups during mealtime breaks for "brown bag" sessions. You need not lead these groups yourself. Simply locate an employee who is a recovering nicotine addict and willing to lead them. It "takes one to know one," and recovering addicts need all the support and wisdom they can get from someone who has been there. You can work with this person to get sessions started and then let the group operate autonomously.

Group size can range from five to 15 members. Meetings are recommended at least once a week. Group members, in cooperation with the leader, can arrange target dates around each assignment. Exercises from my book or other self-help books can provide further structure.

Offer these 10 suggestions directly to smokers:

1. Begin reading materials about smoking-cessation strategies to decrease your denial of smoking's harmful effects. Observe other



Joe Griffin Photography

smokers and non-smokers. Watch yourself smoke. Increase your awareness about smoking.

2. Talk to people who have stopped smoking. Find out how they did it. Ask for help and support. Remember, you have a life-threatening disease and quitting isn't easy.

3. Monitor your smoking behavior. Record when and where you smoke. Note what you are feeling and what is stressful to you. Become aware of how much you use cigarettes to cope with stress and begin to pay attention to coping strategies used by non-smokers. Develop stress-reduction techniques and practice them.

4. Begin to change your lifestyle patterns as you increase your awareness and modify your smoking

behavior. Identify triggers and reprogram your responses. Delay smoking cigarettes. Notice that urges pass when you outwait them.

5. Set a quit date. Remember that you cannot quit smoking until you quit smoking. Insight is not enough. Action is required.

6. Reward yourself in healthy ways for not smoking. Develop an "attitude of gratitude" for not smoking.

7. Interpret withdrawal symptoms as "symptoms of recovery," recognizing that they pass. Since most relapses happen in the first few weeks, coping with withdrawal is crucial to your success. Refer to the self-help books for details.

8. Learn to accept that feelings will be stronger in the first few days and weeks of abstinence. The feelings are just feelings. They come and they go. Remember that smoking a cigarette will make nothing better—the situation does not change and you are back in your addiction.

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