

# NIAAA NEWSLETTER

FEATURING INFORMATION FROM THE NATIONAL INSTITUTE ON ALCOHOL ABUSE AND ALCOHOLISM

WINTER 2004 NUMBER 3

## National Alcohol Screening Day (NASD) 2004 is coming Thursday, April 8th.

For information about registering to host NASD events, visit [www.NationalAlcoholScreeningDay.org](http://www.NationalAlcoholScreeningDay.org)

NASD is supported by NIAAA and the Substance Abuse and Mental Health Services Administration (SAMHSA), in partnership with Screening for Mental Health, Inc.

For details see the NASD Web site or contact Sarah Lawler at 800/253-7658, ext. 113.

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## NIAAA Moves to Fishers Lane

### *First Phase of Transition to New Buildings*

On January 16, 2004, the National Institute on Alcohol Abuse and Alcoholism (NIAAA) relocated its administrative and extramural offices to 5635 Fishers Lane in Rockville, Maryland. The newly constructed building features expanded conference space along with improved information technology and communications capacities. The NIAAA offices comprise the entire second and third floors of the five-story facility.

NIAAA Director T.K. Li, M.D. said, "The new building is a welcome upgrade for our staff and a first step toward integrating most of our intramural and extramural programs in one location." Later this year, NIAAA's intramural researchers will move next door into 5625 Fishers Lane. Dr. Li said, "Our new location will improve communications across our intramural and extramural divisions and help us to fulfill NIAAA's multidisciplinary mission."

### **A Smooth Transition**

"There are many bonuses to our new location," said Stephen Long, NIAAA's Executive Officer, who spearheaded

negotiations during the building's construction. "The site is part of an important zone of new development around the Twinbrook Metro, which is nearby. A parking garage is conveniently located adjacent to our building, and there are plans for bringing restaurants, a gym, and other added features right into the building complex," he said.

Mr. Long praised the NIAAA staff's cooperation for making the move go as smoothly as possible. "Special thanks go to Dave Orchard and all the staff who helped, especially the administrative and IT staff for the efficient way they handled the logistics of the relocation process," said Mr. Long.

### **New Address**

All NIAAA staff phone numbers and fax numbers remain the same. For mailing purposes, the new address is:

**5635 Fishers Lane  
MSC 9304  
Bethesda, MD 20892-9304**

However, for Fed-Ex, UPS, and deliveries, it should be noted that the city and zip are **Rockville, MD 20852**.



A view of NIAAA's new home at 5635 Fishers Lane in Rockville, Maryland. To the right is the corner of 5625 Fishers Lane, the building that will house the NIAAA intramural program.







# NIAAA Practitioner's Guide Wins Technical Communicators' Award

NIAAA's *Helping Patients With Alcohol Problems: A Health Practitioner's Guide* recently won an award for its clarity and usability from the Washington, D.C. chapter of the Society for Technical Communication (STC). The international society, which includes 25,000 professional writers, editors, illustrators, and designers, is dedicated to advancing the arts and sciences of technical communication.



The Washington, D.C. competition results were announced on February 7, 2004. The judges ranked the *Guide* in its "Distinguished" category, placing it in the top 5 out of 67 entries. The score qualifies the *Guide* to advance to the Society's international competition.

NIAAA was in very good company—among the other top 5 competitors was the Space Shuttle Columbia Accident Investigation Board, whose report, prepared by more than 100 staff, received the "best in show" prize.

The high marks for NIAAA's *Guide* are richly deserved, considering the extensive work that went into the document prior to its release last year. With direction from an expert panel of grantees, NIAAA staff incorporated the latest research-based content within an easy-to-navigate graphic design. The publication was further refined through two stages of interviews with primary care practitioners from a variety of practice settings.

The hard work paid off in the eyes of the STC competition judges. Here are some of their comments about the NIAAA *Guide*:

- "Everything about this publication works effectively to reinforce the twin messages that healthcare practitioners should screen patients for alcohol problems and how to do so. The organization and content are very strong, and the visual elements, especially the use of color, reinforce the message."
- "The structure of the brochure adds to its usability and the likelihood that it will be used as intended rather than simply being shelved or thrown away."
- "The information is crisp and easy to read—should enable busy audiences to grasp and use the information quickly."
- "The lively, bold headings make it easy to navigate...there's nothing stodgy about this brochure."

## Calendar of Events

NIAAA will participate in or exhibit at the meetings and conferences listed below. For additional information or updates on these events, consult the sponsoring organizations.

### MARCH

- ▶ **March 17–18 The Drunken Brain Exhibit—Part of Brain Awareness Week (March 15–19)**  
National Museum of Health and Medicine  
Washington, DC  
Contact: <http://nmhm.washingtondc.museum/>

Designed by NIAAA's Dr. Dennis Twombly, this unique exhibit for students explains how alcohol-induced changes in neuronal activity translate into altered brain communication, motor performance, sensory perception, cognition, and ultimately, dependence. Drs. Roger Sorensen and Vishnu Purohit from NIAAA will present exhibits on alcohol-related tissue damage and risks of adolescent binge drinking. Brain Awareness Week is organized by the Dana Alliance for Brain Initiatives to advance public awareness about the progress, promise, and benefits of brain research. For more information visit [www.dana.org/brainweek/](http://www.dana.org/brainweek/). NIAAA also will feature the Drunken Brain Exhibit on April 24 at the National Institutes of Health "Share the Health" Expo (<http://sharethehealth.od.nih.gov/index.asp>).

- ▶ **March 19–21 National Hispanic Medical Association (NHMA) Annual Conference**  
Washington, DC  
Contact: [www.nhmamd.org/](http://www.nhmamd.org/)
- ▶ **March 29 Deadline for site registration for National Alcohol Screening Day 2004**
- ▶ **March 31–April 3 PRIDE Youth Programs Annual Conference, "Gateway to the Future"**  
St. Louis, MO  
Contact: [www.prideyouthprograms.org](http://www.prideyouthprograms.org)

NIAAA is a sponsor of this annual drug and alcohol prevention conference expected to draw more than 3,000 youth and adults. The PRIDE conference features motivational speakers and more than 100 workshops. PRIDE Youth Programs is a youth organization dedicated to teaching young people to lead healthy, productive lives.

### APRIL

*April is Alcohol Awareness Month.*

- ▶ **April 8 National Alcohol Screening Day**  
Contact: [www.NationalAlcoholScreeningDay.org](http://www.NationalAlcoholScreeningDay.org), or call 800/253-7658, or send e-mail to [nasd@mentalhealthscreening.org](mailto:nasd@mentalhealthscreening.org)

- ▶ **April 24 "Advances in Alcoholism Treatment and Health Services Research"—NIAAA-sponsored symposium at the American Society of Addiction Medicine (ASAM) Annual Medical-Scientific Conference**  
Washington, DC  
Contact: Nancy Colladay 301/443-4733; [ncollada@willco.niaaa.nih.gov](mailto:ncollada@willco.niaaa.nih.gov)

### MAY

- ▶ **May 1–6 American Psychiatric Association Annual Meeting**  
New York, NY  
Contact: [www.psych.org/](http://www.psych.org/)
- ▶ **May 27–30 American Psychological Society Annual Conference**  
Chicago, IL  
Contact: [www.psychologicalscience.org/convention/index.cfm](http://www.psychologicalscience.org/convention/index.cfm)
- ▶ **May 27 NIAAA National Advisory Council Meeting**  
Rockville, MD  
Contact: Ida Nestorio 301/443-4376; [inestori@willco.niaaa.nih.gov](mailto:inestori@willco.niaaa.nih.gov)