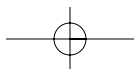
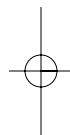
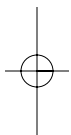


National
Council
on Alcoholism
and Drug
Dependence

Sixty Years
of Leadership
and Service





Sixty Years of Leadership and Service



*The National Council on Alcoholism
and Drug Dependence fights the
stigma and disease of alcoholism
and other drug addictions*

Introduction

SIXTY YEARS OF LEADERSHIP AND SERVICE

As the National Council on Alcoholism and Drug Dependence celebrates sixty years of leadership and service, it is appropriate to review our rich history, and to draw from that history inspiration and lessons that can guide us as we move into the future.

To celebrate this incredible journey, the following pages will briefly recount the rise of alcohol problems in America and how NCADD and its Affiliates reshaped American responses to the critical public health issues of alcoholism and addiction.

In 1944, Mrs. Marty Mann had a vision of changing public perceptions and policies toward alcoholism, formulating a plan to teach people the facts about alcoholism and to remove the stigma so that people could face it unashamed and unafraid, armed with the weapons of knowledge and

able to take constructive action. Sixty years later, as the leading voluntary advocacy organization in America dedicated to public education and policy reform on the problems of alcoholism and drug dependence, NCADD has served as a leading force in bringing help and hope to local communities throughout America. As we mark this important anniversary, it is our hope through this booklet to provide a window on the past, a guide to the present, and a light for the future.

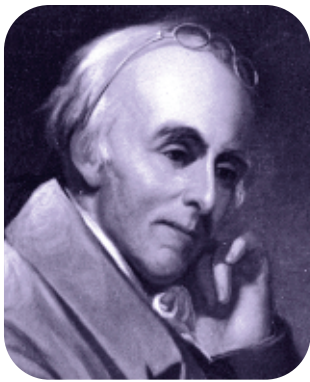
This booklet has been prepared with the gracious assistance of William L. White, a noted historian and researcher in the field of alcoholism and drug dependence and author of the critically acclaimed book, "Slaying the Dragon: The History of Addiction Treatment and Recovery in America."

"The country has been awakened to the problem. We are now to begin a period of accomplishment that will be recorded as one of the major steps forward in the history of the human family."



America Discovers Alcoholism

Consuming alcohol was integrated into nearly every aspect of American Colonial life, but alcohol problems did not emerge as a major social issue until citizens of the new American republic increased their annual per capita alcohol consumption nearly three-fold between 1790 and 1830. In the face of rising alcohol-related problems, several prominent individuals challenged alcohol's status as the "Good Creature of God" and proposed new ways to understand and respond to the problem of chronic drunkenness.



Benjamin Rush, father of the disease concept of addiction (Courtesy Illinois Addiction Studies Archives)

The earliest challenges came from Native American leaders who between 1730 and 1830 castigated alcohol (as "fools water" and "the Devil's spittle") and launched abstinence-based personal recovery and cultural revitalization movements. There were also calls to view chronic drunkenness as a medical rather than a moral problem by social reformers Anthony Benezet, Dr. Benjamin Rush and the Reverend Lyman Beecher. Rush's writings mark the beginning of the conceptualization of chronic drunkenness as a disease worthy of medical treatment. He almost single-handedly launched the American Temperance Movement and spurred "rescue work" with those addicted to alcohol. In the 1830s, state medical societies passed resolutions advocating the creation of special institutions for the medical care and rehabilitation of the drunkard.

Late 18th and early 19th century writings on alcohol problems generated the building blocks of an emerging disease concept of alcoholism/addiction (hereditary predisposition, craving, tolerance, progression, loss of volitional control over use) and a growing body of medical information on the consequences of chronic addiction. This rapidly evolving knowledge reached a pinnacle in 1849 when Swedish physician Magnus Huss detailed the multiple organ systems affected by chronic alcohol exposure and declared that these "symptoms are formed in such a particular way that they form a disease group in themselves" — a disease he christened alcoholism. As physicians took up the challenge to treat this newly defined disease, the terms drunkenness and intemperance gave way to a medical language that christened the disease and those suffering from it: inebriety/inebriate, dipsomania/dipsomaniac, and alcoholism/alcoholic. By the mid-nineteenth century, the boundaries of this new disease were extended to embrace those dependent upon opium, morphine, cocaine, and sedatives.

Early Mutual Aid and Treatment Efforts

By the 1830s, alcoholics sought sober sanctuary within a growing network of local temperance societies. This led to the founding of mutual aid societies organized by and for alcoholics: Native American recovery circles, the Washingtonian Temperance Society, fraternal temperance societies, the ribbon reform clubs, the Drunkard's Club, the Dashaways, and mutual aid societies linked to newly created treatment institutions, e.g., the Ollapod Club, the Keeley Leagues, and the Godwin Association.

By the mid-nineteenth century, new addiction treatment institutions dotted the American landscape. There were inebriate homes such as the Washingtonian Homes in Boston (1857) and Chicago (1863) that viewed alcoholism recovery as a process of moral reformation. There were medical-ly-directed inebriate asylums such as the New York State Inebriate Asylum (1864) that emphasized the physical causes of addiction and physical methods of treatment (drug therapies, hydrotherapy, and electrical stimulation) and physical restraint (legal commitment for treatment from one year or "until the patient is cured"). Some of these institutions (the DeQuincey Home, the Brooklyn Home for Habitues) specialized in the treatment of narcotic addiction. In 1870, leaders of the inebriate asylums and homes founded the American Association for the Cure of Inebriety (AACI). The founding principles of the AACI described the nature of inebriety and expressed optimism regarding its treatment.



New York Inebriate Asylum, opened 1864 (Courtesy Illinois Addiction Studies Archives)

- 1. Intemperance is a disease.**
- 2. It is curable in the same sense that other diseases are.**
- 3. Its primary cause is a constitutional susceptibility to the alcoholic impression.**
- 4. This constitutional tendency may be either inherited or acquired.**

In 1876, the AACI began publishing the *Journal of Inebriety*, the first addiction-related medical journal.

Competing with the inebriate homes and asylums were private, for-profit (and widely franchised) addiction cure institutes. The largest of these were the Keeley, Neal, Gatlin, and Oppenheimer Institutes. These institutes utilized secret medicinal formulas that promised to forever destroy the appetite for alcohol and other drugs. Similar cures were offered as bottled and boxed

addiction cures by the same patent medicine industry that was manufacturing and promoting a multitude of alcohol-, opiate- and cocaine-laced medicines for home delivery. Some of the more popular patent medicine addiction cures included Knight's Tonic for Inebriates, White Star Secret



*Keely League meeting, early 1890s
(Courtesy Illinois Addiction Studies Archives)*

Liquor Cure, Boston Drug Cure for Drunkenness, and Morphina-Cure. (Most of these cures were later exposed to contain liberal doses of alcohol, opium, morphine and cocaine.) These commercial ventures contrasted sharply with the birth of faith-based approaches to alcoholism recovery, marked by Jerry

McAuley's 1872 founding of the Water Street Mission in New York City.

In 1890, the future of addiction treatment and recovery in America could not have looked brighter. Progress was being made in medicalizing and destigmatizing addiction to alcohol and other drugs. The number of inebriate asylums and homes was growing. The proprietary franchises and home cures were flourishing. The treatment/reformation of inebriates was emerging as a professional specialty within the fields of medicine and religion. But by the early 1920s, most of the nineteenth century inebriate homes and asylums and addiction cure institutes had closed or were on the verge of collapse. Only a handful of these institutions survived into the modern era, and another fifty years would be required to rebirth a national network of addiction treatment institutions.

Many factors contributed to the demise of America's first network of recovery mutual aid societies and addiction treatment programs, but one of the most prominent was the public's lost faith in the potential for permanent recovery from addiction to alcohol and other drugs. As such pessimism spread, a woman named Marty Mann was born on October 15, 1904. She would be called by history to re-install that faith. In the meantime, America embarked on a bold but ill-conceived strategy: let the existing population of alcoholics and addicts die off and prevent the creation of future alcoholics and addicts by legally prohibiting the sale of alcohol and legally controlling the distribution of opium, morphine and cocaine.



*Keely Institute advertisement
(Courtesy Illinois Addiction Studies Archives)*

The Modern Alcoholism Movement

When most of the inebriate homes and asylums and addiction cure institutes closed in the opening decades of the twentieth century, those addicted to alcohol languished in “drunk tanks,” inebriate penal colonies, “foul wards” of public hospitals, and “back wards” of aging state psychiatric hospitals. Brief experiments with narcotics maintenance clinics operated by local public health departments were terminated under threat of indictment, and narcotic addicts filled American prisons. Alcohol-related problems decreased during the early years of Prohibition, but rose rapidly in the late 1920s, adding momentum to the drive to repeal Prohibition. While there were pockets of hope related to recovery from alcoholism, such as the lay therapy movement spawned by the Emmanuel Clinic in Boston, the opening decades of the twentieth century mark a bleak period in America’s response to her addicted citizens.



E. M. Jellinek — researcher and alcoholism treatment pioneer



*New Hope: Alcoholics Anonymous
(Courtesy Illinois Addiction Studies Archives)*

This vacuum of despair was filled by the activities of four institutions whose collective efforts have been christened the Modern Alcoholism Movement. The spark that ignited this movement was the founding of Alcoholics Anonymous in 1935 — an event that more than any other signaled the rebirth of hope for permanent recovery from alcoholism. Two other institutions — the Research Council on Problems of Alcohol (1937) and the Yale Center of Alcohol Studies (1943) — promised a new scientific approach to the management of alcohol problems in post-Repeal America. The research, publishing, professional training and clinical activities at Yale were particularly influential via the *Quarterly Journal of Studies on Alcohol* (1940), Summer School of Alcohol Studies (1943), Yale Plan Clinics (1944), and the Yale Plan for Business and Industry (1950).

The mission of the fourth organization was to take its message to the very heart of America — to fundamentally redefine how her citizens and her social institutions perceived and responded to alcoholism and other addictions.

The National Committee for Education on Alcoholism (1944-1950)

The National Committee for Education on Alcoholism grew out of a vision of Marty Mann — the first woman to achieve sustained recovery within Alcoholics Anonymous. During her early recovery and while working as a researcher and scriptwriter, Marty was inspired by Helen Marshall's biography of the famed mental health reformer, Dorothea Dix. Marty pondered whether she might be able to do for alcoholism what Dix had done for mental illness. In February 1944, Marty

Mann sketched out a three-part strategy to create a national organization with local branches modeled after national organizations that were reducing the stigma associated with tuberculosis, cancer, polio, and heart disease.

When Mann presented her strategy to E.M. Jellinek of the Yale Center of Alcohol Studies, Yale immediately offered financial support to get the new organization on its feet. On April 1,



Marty Mann with E.M. Jellinek, after a 1947 talk at the Economic Club of Detroit

1944, Marty Mann founded the National Committee for Education on Alcoholism (NCEA) on a \$13,000 budget. NCEA was birthed by the vision of a recovering woman and the support of several key people: Jellinek, the co-founders of AA, Ruth Bangs of the *New York Herald Tribune*, Austin McCormick of the Osborne Association, Dwight Anderson of the New York State Medical Society, and Dr. Ruth Fox, a psychiatrist who specialized in the treatment of alcoholism. The first NCEA office was officially opened in New York City in October 1944.

Marty Mann established local NCEA branches, with each branch committed to the development of public and professional education programs on alcoholism, an alcoholism information and referral center, detoxification services in local hospitals, an alcoholism counseling clinic, and rest centers for the long-term care of alcoholics. Local NCEA members were drawn primarily from recovered alcoholics and their family members and local service professionals. Helping Marty Mann coordinate this national movement was her assistant, Yvelin Gardner, who came to NCEA in 1947 and served faithfully for the next 25 years.

Mann's goals were to generate public understanding and support for five "kinetic" ideas adapted from a 1942 article by Dwight Anderson.



Ray Miland in *The Lost Weekend*
(Courtesy Illinois Addiction Studies Archives)

1. Alcoholism is a disease.
2. The alcoholic, therefore, is a sick person.
3. The alcoholic can be helped.
4. The alcoholic is worth helping.
5. Alcoholism is our No. 4 public health problem, and our public responsibility.

Marty Mann conveyed NCEA's kinetic ideas to an estimated 34,000 people in the nationwide lecture tour that marked the first 24

months of NCEA's life as an organization. She brought many assets to this work. She was bright, articulate, and attractive. She had contacts in the major media outlets from her prior professional work. She had a personal story that exemplified the NCEA core ideas and that galvanized audiences. Most importantly, she had a life she was willing to devote to her goal of changing the way millions of people perceived alcoholism and alcoholics.

NCEA's early history was not one of unchecked progress. There were incredible financial struggles to keep the doors of NCEA open. When the future of the organization looked bleakest, donors (many of them grateful recovered alcoholics and their family members) seemed to come from nowhere to provide the dollars to keep NCEA's message spreading across the country. There were conflicts with Alcoholics Anonymous over questions of anonymity and affiliation related to Marty's inclusion of AA in her public story and AA's co-founders offering their names to publicly support the work of NCEA. These conflicts were resolved within the framework of AA's emerging traditions, with Bill Wilson and Dr. Robert Smith withdrawing their public support of NCEA and Marty continuing to publicly refer to her recovery from alcoholism but without reference to AA. These early obstacles did not dim belief in the fact that a slight crack was appearing in America's view of alcoholism as a problem of moral degeneracy. That shift was evident in a new body of alcoholism-themed literature that appeared in NCEA's early years, e.g., *The Lost Weekend* (1944), *September Remembers* (1945), *Breakdown* (1946), *Devil by the Tail* (1947), *If a Man be Mad* (1947), and *Under the Volcano* (1947).



AA co-founder, Bill Wilson

M I L E S T O N E S

- 1942** Dwight Anderson of Research Council on Problems of Alcohol calls for a public health campaign to destigmatize alcoholism
- 1944** NCEA founded; office in the Academy of Medicine Building in NY City
- 1945** *The Lost Weekend* (Movie)
- 1946** *Smash Up: The Story of a Woman* (Movie)
- 1947** Movie, *Problem Drinker*, released to 9,000 theatres
- 1947** 25 NCEA Affiliates (18 states, plus Washington, DC and Canada)
- 1947** Passage of the Alcoholic Rehabilitation Act of 1947 — first federal legislation to recognize the alcoholic as a sick person
- 1949** NCEA separates from Yale
- 1949** 50 NCEA Affiliates
- 1950** NCEA renamed the National Committee on Alcoholism (NCA)



Marty Mann, ca. 1948

NCEA struggled desperately for its own identity, then struggled to survive independently. There was increased tension between NCEA and the Yale Center of Alcohol Studies, due to their different missions. Yale's mission was the pursuit of knowledge within the broad arena of alcohol studies; NCEA's mission was to change how the nation viewed alcoholism and to get help to the suffering alcoholic and his or her family. In December 1949, the Board of the NCEA severed its relationship with Yale, and, in 1950, changed its name to the National Committee on Alcoholism (NCA), the latter move reflecting the organization's movement beyond its initial goal of public education. The fledgling NCEA that had been nested within Yale emerged as an independent NCA. It had survived its birthing years, refined its mission and strategy, established its first local Affiliates, and established its organizational autonomy.



NCA Comes of Age (1950-1960)

NCA faced multiple challenges in the 1950s. The first was how to survive financially as an organization. A key turning point in NCA's financial condition was R. Brinkley Smithers' entry into the life of NCA and the larger alcoholism movement.

Under the leadership of R. Brinkley ("Brink") Smithers, the Christopher D. Smithers Foundation redefined its mission in 1956 to focus on alcoholism as a national public health problem. The impetus for this change was Smithers' own recovery from alcoholism under the tutelage of NCA staffer Yvelin Gardner, and Smithers' recognition that his family's financial resources could help make NCA's vision a reality. Over the next forty years, the Smithers Foundation and the Smithers family provided more than \$35 million to alcoholism-related projects and provided critical financial support and leadership to NCA and the larger alcoholism movement. R. Brinkley Smithers provided substantial financial support to NCA and leadership within the board of NCA, as did his wife, Adele C. Smithers-Fornaci, following Brink's death in 1994. The philanthropy of the Smithers family and many other smaller acts of philanthropy, many from persons blessed with recovery from alcoholism, provided a critical lifeline of financial resources to sustain NCA. Also helping NCA solidify itself as an organization in the 1950s were its first federal grants from the National Institute on Mental Health to study the problems of alcoholism.



R. Brinkley Smithers, NCA's great benefactor

The second challenge of the 1950s for NCA was to build its Affiliate network. By 1953, 56 communities had established NCA Affiliates (up from 14 in 1946), and new Affiliates continued to grow through the 1950s. By 1958, members of 19 Affiliates were represented on NCA's 60-person national board. Helping spread NCA's work in local communities were seed grants from the Smithers Foundation that helped launch more than 50 National Council on Alcoholism (NCA) Affiliates in 36 states and the District of Columbia. By the end of the 1950s, NCA had truly become a national organization.

NCA utilized its growing stability in the 1950s to work toward the destigmatization and medicalization of alcoholism. This was achieved through two mechanisms: convincing the American public that alcoholism was a disease (a belief among the public that rose from six percent in 1943 to eighty-seven percent in

1993) and engaging key health care associations in the problem of alcoholism. Dr. Ruth Fox assumed the role of NCA's medical director in 1958 and led efforts to: 1) establish an alcoholism treatment specialty within medicine; 2) create an alcoholism policy voice within the medical community; and 3) encourage the major medical associations to take a policy stand on alcoholism. The first two of these goals were fulfilled in the founding of the New York City Medical Society on Alcoholism (1954) (precursor to the American Society of Addiction Medicine) and the National Nurses Society on Alcoholism. These two organizations, as well as the Research Society on Alcoholism, were nurtured within NCA until they became independent organizations.

The third goal was reflected in NCA's efforts to get the American Medical Association and American Hospital Association to create a policy climate in which alcoholics could be admitted to local hospitals for detoxification and rehabilitation. With NCA's encouragement, the American Medical Association defined alcoholism in 1952, and in 1956 passed a landmark resolution declaring that chronic alcoholism should not bar admission to a hospital and that the alcoholic should be viewed as a sick person.

This resolution paved the way for a more unequivocal statement, issued eleven years later, that alcoholism was a disease. The American Hospital Association similarly passed resolutions (in 1951 and 1957) declaring that the best placement for alcoholism treatment services was in the local community general hospital. These early achievements laid the foundation for the subsequent decriminalization of public intoxication, the extension of insurance coverage for alcoholism treatment, and the public funding of alcoholism treatment and prevention efforts.

NCA also worked diligently in the late 1940s and 1950s to get city and state governments to take action on the problem of alcoholism. Oregon, Utah, Connecticut, Alabama and New Jersey were among the first states to legislate funds to respond to alcoholism and to create state level alcoholism commissions. By 1954, 23 states were providing some funds for alcoholism treatment services, goaded in great part by the unrelenting travel and speeches of Marty Mann and the work of NCA Affiliates across the country. In 1948, 473 alcoholics were treated in state-sponsored treatment programs; in 1960, that



*Marty Mann delivers keynote address
at the National Tuberculosis Association
annual meeting*

number had risen to 26,000. Even where state efforts were inconsistent and under-funded, they laid a foundation upon which more substantial efforts could later be built. At the federal level, NCA was instrumental in getting the National Institute on Mental Health to establish a Division on Alcoholism, and NCA provided consultation to the U.S. military on the development of the first alcoholism education programs in the military.

NCA was also involved in spurring interest in alcoholism within the business and religious communities. In 1948, the first national conference on the problem of alcoholism in industry was co-sponsored by the Chicago Committee on Alcoholism (an NCA Affiliate) which was followed by the publication of NCA staffer Ralph "Lefty" Henderson's "The Half Man" article which described how alcoholics in the workforce invisibly drained a billion dollars per year from business and industry. Henderson's article has been described as the "the launching of the mid-century industrial alcoholism movement" — a precursor to modern employee assistance programs. NCA's activities within American churches in the 1950s were reflected in its collaboration with two organizations, the National Clergy Council on Alcoholism and Related Drug Problems (NCCA) and the North Conway Institute. One product of these collaborations was the National Council of Churches' 1958 proclamation calling for ministries to those afflicted and affected by alcoholism and for alcohol education programs in the church and the larger community.

NCA's public and professional educational activities included publication of the widely acclaimed *Marty Mann's Primer on Alcoholism* (1950), assistance in the development of more than 50 alcoholism information centers, establishment of a Department of Professional Education within NCA, and the distribution of more than one million pieces of literature a year. Increased public interest in alcoholism was evident in such noted films as *Days of Wine and Roses* and *Come Back, Little Sheba*.

M I L E S T O N E S

- 1950** Marty Mann's *Primer on Alcoholism* published
- 1952** American Medical Association defines alcoholism
- 1954** Dr. Ruth Fox founds the New York City Medical Society on Alcoholism (precursor to the American Society of Addiction Medicine)
- 1956** American Medical Association recognizes alcoholics as legitimate patients
- 1957** NCA renamed the National Council on Alcoholism
- 1951 & 1957** American Hospital Association Statements on alcoholism
- 1958** Marty Mann's *New Primer on Alcoholism* published
- 1958** National Council of Churches calls for ministry to alcoholics and their families
- 1958** Dr. Ruth Fox appointed Medical Director of NCA

The Camelot Period (1960-1979)

NCA's coming of age in the 1950s was followed by a Camelot period of incredible achievements in the 1960s and 1970s. The decade of the 1960s opened with the publication of E.M. Jellinek's influential book, *The Disease Concept of Alcoholism*, the Center of Alcohol Studies' move from Yale to Rutgers (1961), and the creation of the Cooperative Commission on the Study of Alcoholism. The Commission's 1967 Report to the Nation called for a national alcoholism action plan, including the establishment of a national center to lead the nation's efforts in alcoholism

research, education, and treatment. Funding for alcoholism services increased at the federal level through the National Institute on Mental Health (NIMH) and the Organization for Economic Opportunity. The National Center for Prevention and Control of Alcoholism was created within NIMH in 1966. That same year, President Lyndon Johnson declared in a national address, "The alcoholic suffers from a disease which will yield eventually to scientific research and adequate treatment."

The growing visibility of alcoholism as a major public health issue and the changing public perception of the alcoholic were further reflected in the creation of the first National Advisory Committee on Alcoholism and the election of Iowa Governor Hughes to the U.S. Senate in 1968 following his own disclosure that he was in recovery from alcoholism.



James M. Roche (L), director and past board chairman of General Motors and George Meany, AFL-CIO President



Senator Harold Hughes (Courtesy Illinois Addiction Studies Archives)

Policies toward alcoholism shifted within the medical community as well during the 1960s. The American Public Health Association recognized alcoholism as a treatable illness in 1963, and in 1967 the American Medical Association formally recognized alcoholism as a disease. In response, the insurance industry began reimbursing the treatment of alcoholism. This led to a dramatic expansion in private and hospital-based inpatient alcoholism treatment programs. Reflecting this shift in public and professional opinion, alcoholism was recognized as a disease in several landmark federal court cases in the mid-1960s. At the center of these changes was a growing and increasingly vibrant NCA whose sustained media campaigns and public policy advocacy activities had set the stage for these historical events.

*Articles from local newspapers
in Spokane, Washington,
Las Vegas, Nevada
and Westport, Connecticut
(1963-1964)*

The vitality of NCA was evident in the growth of NCA Affiliates during the 1960s (70 Affiliates in 34 states). At the height of this activity, Marty Mann announced her retirement in 1968 after twenty-four years as the Director of NCA. She continued as Founder/Consultant to NCA as William Moore, Jr. took over the helm as NCA's second director.

The 1970s bore the fruit of what had now been three decades of NCA work at national and local levels. Of greatest significance was passage of the Comprehensive Alcohol Abuse and Alcoholism Prevention Treatment and Rehabilitation Act of 1970. NCA had long sought legislation of this type. Marty Mann eloquently testified at the hearings Senator Harold Hughes sponsored on the proposed legislation, and other key NCA figures were instrumental in getting the bill passed and signed by President Richard Nixon. This historic legislation created the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and the federal, state and local partnership upon which modern community-based alcoholism treatment was built. Marty Mann served on NIAAA's twelve-member Advisory Council and served as Special Consultant to the Director of NIAAA. Under this new legislation, federal dollars administered by NIAAA passed through designated state alcoholism authorities to local communities for the construction, staffing and operation of alcoholism treatment programs. These federal funds also subsidized many NCA activities, with the NCA budget reaching \$3.4 million in 1976. The growing reliance of NCA on government funding alarmed many NCA board members, and, in 1977, the board voted to accept only private funding to support the national office of NCA.

The 1970s was a time of great excitement for NCA, as much of NCA's vision was becoming a reality. The organization seemed to be everywhere alcohol problems were being discussed in the 1970s. In the public policy arena, NCA established a Public Policy Committee chaired by Thomas P. Pike and opened its first Washington DC office. In the medical arena, NCA hosted alcoholism conferences in medical schools across the country and published medical



M I L E S T O N E S

- 1963** E.M. Jellinek's *Disease Concept of Alcoholism* published
- 1963** American Public Health Association recognizes alcoholism as a disease
- 1966** Address by President Johnson expresses belief that "alcoholism is a disease that will yield to scientific research and adequate treatment."
- 1967** American Medical Association recognizes alcoholism as a disease
- 1968** Marty Mann retires as Executive Director of NCA
- 1970** Comprehensive Alcohol Abuse and Alcoholism Prevention Treatment Act passed by Congress and signed into law
- 1970s** Number of alcoholism treatment programs expands dramatically
- 1971** NCA criteria for diagnosis of alcoholism published
- 1972** First printing of *The Alcoholism Report*, the first newsletter devoted exclusively to the field of alcoholism
- 1973** American Society of Addiction Medicine becomes component of NCA
- 1974** National Nurses Society on Alcoholism becomes component of NCA
- 1976** NCA sponsors Operation Understanding
- 1976** NCA/ASAM definition of alcoholism published
- 1976** NCA establishes Office on Women
- 1977** NCA Board decides to support NCA only on private funds
- 1979** The number of NCA Affiliates exceeds 200

monographs on alcoholism authored by Dr. Frank A. Seixas, NCA's medical director. NCA also published medical criteria for the diagnosis of alcoholism — a critical precursor to insurance coverage for alcoholism treatment — in the *American Journal of Psychiatry* and the *Annals of Internal Medicine* (1971) — and lobbied aggressively for state laws mandating insurance coverage for the treatment of alcoholism.

In the industrial alcoholism area, NCA helped found the Association of Labor-Management Administrators and Consultants on Alcoholism (ALMACA), generated articles advocating employee alcoholism programs in such journals as the *Harvard Business Review*, and hosted numerous conferences for labor and management on industrial alcoholism. In 1974, a historic Labor-Management Committee was formed by NCA and chaired by George Meany, President of the AFL-CIO, and James M. Roche, director of the General Motors Corporation. Under a grant from the National Institute on Alcohol Abuse and Alcoholism, this committee was instrumental in helping to develop more than 600 national alcoholism programs across the U.S.

In the arena of public education, NCA worked with producer Norman Lear on the development of alcoholism-themed episodes of several popular television shows, including "Maude" and "All in the Family." Perhaps most significantly, NCA sponsored Operation Understanding — a highly publicized event in which 52 prominent Americans rallied in the nation's capital to publicly declare their sustained recovery from alcoholism. Those stepping into the public limelight included

astronaut “Buzz” Aldrin, actor Dick Van Dyke, and congressman Wilbur Mills.

In 1976, NCA established its Office on Women under the banner “Alcoholism is a Women’s Issue” and pursued an assertive campaign of public and professional education on alcohol and other drug problems among women. Awareness of these problems and their potential for resolution were dramatically elevated in 1978 when First Lady Betty Ford disclosed on nationwide television her treatment and continuing recovery from addiction to alcohol and prescription drugs. Her announcement marked a new openness within which hundreds of celebrities announced their recovery from alcoholism and other addictions in the late 1970s and early 1980s.

At a local level, there were 80 NCA Affiliates in 1970 and this growth continued, with 30 new Affiliates added in the single year of 1975. Many of these new grassroots organizations were aided by seed money provided by newly available federal and state funding. The work of NCA and its Affiliates produced dramatic alterations in the public perception of alcohol and other drug problems. There was public willingness to invest substantial resources in prevention and treatment services and a growing hopefulness about the prospects for long-term recovery from such problems.

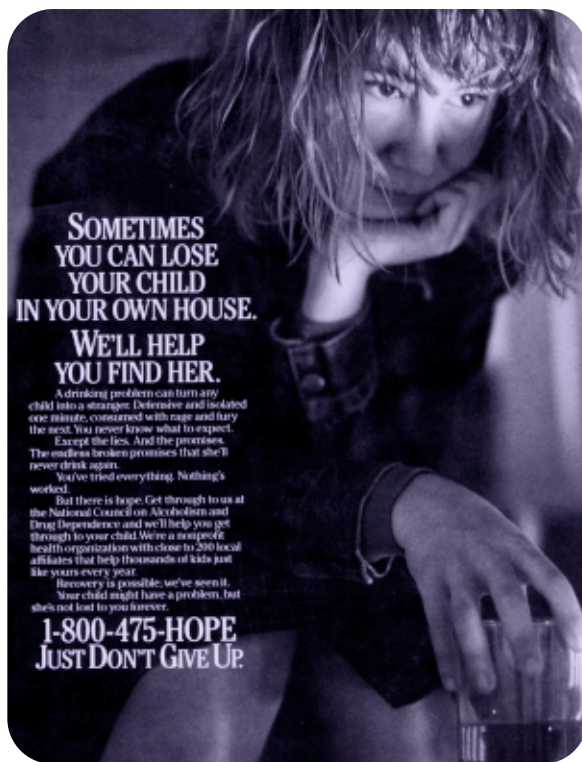
A Time of Transition and Challenge (1980-1993)

The 1980s opened on a sad note when NCA founder Marty Mann died of a stroke on July 22, 1980, at the age of 75. Marty Mann had pursued her vision of changing how America perceived alcoholism and the alcoholic by crisscrossing the country to speak to more than 200 groups per year, and she had sustained this effort for 35 years. Her spoken and written words exerted a profound influence on American attitudes toward alcoholism, and her political savvy and spellbinding oratory coaxed many a legislature into formulating a public-health response to it. As early as the 1950s, Edward R. Murrow, the famed radio journalist, listed Marty Mann as one of ten greatest living Americans. She went on to become one of the most successful public-health reformers in American history.

As NCA entered its fifth decade, it seemed that many of Marty’s early goals had been achieved. Eighty percent of the American public understood that alcoholism is a disease, the majority of the middle class had access to treatment through private health insurance, and attendance at self-help groups had soared.

Different kinds of problems now confronted NCA and an increasingly fragmented addictions field. It became clear that younger alcoholics were commonly addicted to more than one substance, and to keep pace with the

changing landscape of multi-addiction, NCA expanded its mission to include other drugs in 1987, adding Drug Dependence to its name in 1990 to reflect this change. The name change affected more than 200 Affiliates in 38 states throughout the U.S. “More than half of our Affiliates have already incorporated such terms as drugs, substance abuse and chemical dependency into their names,” noted Hamilton Beazley, NCADD President. “The name change that has now occurred at the national level reflects the initiative of these Affiliates who, because of their position on the front lines in the fight against all drug addictions, are best able to judge the needs of our vast constituency.”



NCADD public service announcement produced by the Ad Council

With kids using alcohol at earlier ages and in greater numbers than ever before, the newly renamed NCADD gradually shifted its focus to preventing alcohol-related problems through educational efforts targeted at youth and by addressing environmental factors shaping public attitudes about drinking. NCADD's growing emphasis on prevention attracted new donors, including Leonard Firestone, Laurance Rockefeller and Joan Kroc. Their gifts allowed NCADD to set general support fundraising records in both 1986 and 1987.

At the national level, President Reagan signed legislation in 1984 that resulted in a minimum drinking age of 21, just two years after NCADD had

outlined this goal in its controversial prevention position statement. By 1990, NCADD would see two more of its prevention strategies implemented at the federal level: excise taxes were raised on beer and wine for the first time in almost 30 years and warning labels began appearing on alcoholic beverage containers.

Women's issues also stayed at the forefront of NCADD's agenda during the '80s. A grant from the Ford Foundation in 1987 made possible an impor-

tant study of publicly funded women's alcoholism programs. This put NCADD in a position to lead a coalition to demand improved access to treatment for alcohol and other drug dependent women and their children. What today is known as Alcohol- and Other Drug-Related Birth Defects Awareness Week was initiated by a joint congressional resolution signed by President Reagan in 1984.

Alcohol Awareness Month, another of NCADD's major awareness programs, began in 1987 to reach the American public with information about the disease of alcoholism. The month long campaign drew its support from hundreds of grassroots groups across the country and featured honorary chairpersons such as Senator George McGovern, Dr. David Satcher, the former Surgeon General, Barry McCaffrey, the Director of the Office of National Drug Control Policy, and New York Yankees baseball star Derek Jeter.

But even as NCADD was making progress in preventing alcoholism and other drug addictions, a critical challenge surfaced in the '90s that changed the way alcoholism and addiction were treated: a national health care crisis all but eliminated insurance coverage for the treatment of these diseases.

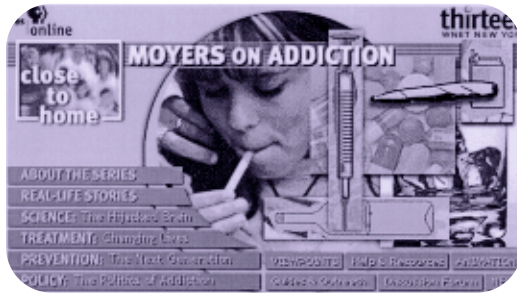
M I L E S T O N E S

- 1980** Marty Mann dies of a stroke, July 22, 1980
- 1981** The United States Postal Service issues an "Alcoholism: You Can Beat It!" stamp using NCA's symbol
- 1982** NCA calls for increased alcohol taxation, a national minimum age 21 alcohol purchase law, and health warning labels of alcoholic products (goals that were all achieved by 1990)
- 1982** "I'm living proof you don't have to die for a drink" NCA educational campaign features Dodgers pitcher Bob Welch, actor Jason Robards, and insurance executive James S. Kemper, Jr.
- 1986-1997** NCA prevention activities generate new donor funding from Leonard Firestone, Laurance Rockefeller and Joan Kroc
- 1987** NCA initiates its toll-free Hope-Line that receives more than 30,000 calls per year seeking information and referrals
- 1987** AMA calls all drug dependencies diseases that should be medically treated
- 1987** NCA adds concern with drugs other than alcohol to its mission
- 1990** NCA name changed to National Council on Alcoholism and Drug Dependence (NCADD)
- 1991** NCADD adopts Corporate Solicitation Policy governing acceptance of funds from alcohol and tobacco industries
- 1992** Comprehensive definition of alcoholism developed in conjunction with the American Society of Addiction Medicine that is widely acclaimed and published in an issue of the *Journal of the American Medical Association*

New Partnerships (1994-2004)

As NCADD entered the decade that would carry it into the new millennium, technological innovations greatly enhanced the organization's ability to fulfill its mission of providing help and hope to the afflicted and the affected. With the development of a widely acclaimed website and the emergence of the National Intervention Network, NCADD found new and effective ways to disseminate information and to reach out to those suffering from alcoholism and other drug addictions. NCADD's work in the area of public policy continued, with new partnerships being formed throughout the field with a variety of national agencies and organizations.

Efforts to achieve parity in insurance coverage for addiction treatment remained at the top of NCADD's legislative agenda. The organization also vigorously supported a Congressional amendment introduced by Representatives Frank Wolf and Lucille Roybal-Allard that would allow the federal Office of National Drug Control Policy (ONDCP) to include underage drinking prevention messages in its anti-drug youth media. Thanks in large part to her work with the Santa Barbara Affiliate, U.S. Representative Lois Capps also introduced a bill that would offer competitive grants to community groups trying to prevent underage drinking.



Cable television proved to be fertile ground for the teen alcohol prevention campaign that NCADD developed in 1994 and this medium donated more than \$10 million worth of time to show “Blind Date” and “Rough Night,” two

gender-specific public service spots created particularly for the MTV generation. Additionally, with funding from the Christopher D. Smithers Foundation, NCADD launched “Brink’s Place,” an hour-long cable television show focused on the science and medical aspects of alcoholism.

Another important broadcast NCADD had a hand in was “Close to Home: Moyers on Addiction,” a five-part series on PBS-TV. NCADD assisted PBS by adopting its slogan — “Take A Step” — and using its extensive outreach materials in an NCADD campaign. This was supported by hundreds of grassroots organizations, including schools, hospitals and churches, in addition to NCADD Affiliates.

Throughout the decade, it became clear that the NCADD Affiliates were — and remain — the single most important resource in helping communities prevent and treat alcoholism and other drug addictions. A number of significant programs were developed by Affiliates across the country: the Des Moines Affiliate offered “Uplift,” which provided intervention services to African-American, Bosnian, Caucasian, Hispanic, Laotian, Sudanese, Thai Dam and Vietnamese youth facing academic failure, addiction and delinquency; “Building Foundations for Peace” in Middlesex County, NJ taught anger management and conflict resolution skills to third and sixth graders; the student assistance program at the Morganton, NC Affiliate, counseled more than 800 students and 25 parents, helping to reduce the number of dropouts, drug-related offenses and violence.



Gerry Rogers, Meryl Streep and Paul Wood at the video shoot for “What Should I Tell My Child About Drinking?”

The Erie County, NY Affiliate focused on the entire family through the “Strengthening Families” program which held weekly dinners for addicted parents and their children; and across the country, the “All in the Family” program offered by the Torrance, CA Affiliate, sought to help parents create safe and nurturing environments for their children.

The Tucson Affiliate delivered long-term residential treatment to mentally ill and chemically addicted (MICA) people referred by other agencies in the community; a new “Woman to Woman Domestic Violence Program” implemented by the Long Beach, CA Affiliate provided a safe haven for women and their children to heal and recover; and in Bucks County, PA the stigma-busting efforts of “PRO-ACT” culminated with a powerful “Tree of Hope” ceremony at the county courthouse which housed an 18-foot evergreen filled with ornaments, honoring individuals and remembering lives lost.

In 1994, representatives of the board, staff and Affiliates gathered to discuss a project that would strengthen the relationship between the national organization and the Affiliates, and a family intervention network emerged as the clear favorite. A joint committee was assigned to develop the project further and in early 1996, the Johnson Institute, a pioneer in the field, funded a grant to help make the network operational, thereby expanding NCADD’s capacity to provide help and hope to alcoholics and other drug-dependent persons and their families.

Another major prevention project came about in 1995, when the American Contract Bridge League Charity Foundation designated NCADD as its

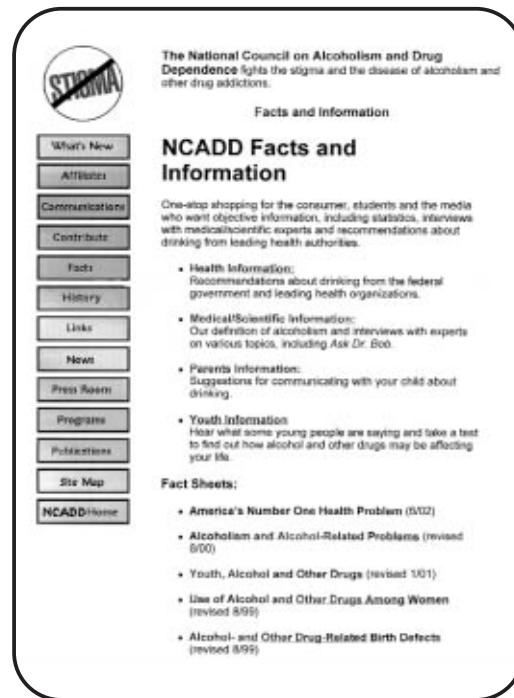
“Charity of the Year.” The honor carried with it a large grant that NCADD earmarked to produce a brochure and video titled, “What Should I Tell My Child About Drinking?” Meryl Streep, two-time Academy Award winner and mother of four children, agreed to host the video, which reached an enormous audience.

In 1996, Senator George McGovern, the 1972 Democratic presidential nominee, joined the NCADD Board of Directors and became a national spokesperson for the organization, as did Darryl Strawberry, one of the sports world’s most famous figures, in 1999. Unfortunately Mr. Strawberry, who also had been undergoing chemotherapy for colon cancer, suffered a relapse during the pressures of spring training. Yet, even this tragic development offered NCADD an opportunity to drive home the message that addiction is a chronic illness in which relapse can and does occur, particularly in stressful situations.

With a grant from the Christopher D. Smithers Foundation, NCADD was quick to take advantage of the Internet to spread its educational message, allowing students writing reports, the media, other professionals and the general public to instantly access user-friendly information about alcohol and alcohol-related problems in America through an NCADD

website. In the space of a year more people reached NCADD through the Internet than any other way, with nearly 40,000 computer users accessing the website. In 1999, NCADD’s website attracted an average of 10,000 visitors each month and in 2003 that number increased to nearly 70,000.

In Washington, NCADD made headlines in 1997 when it filed a petition — supported by 24 other organizations, including Mothers Against Drunk Driving — demanding that the Federal Communications Commission use its power to require alcoholic beverage counter advertising. A few years later, using its landmark prevention statement as a benchmark, the Public Policy



NCADD's website, established in 1996

office offered vocal opposition to federal government approval of labels that would have allowed wine producers to make health claims on bottle labels. Another insidious marketing practice targeted toward youth markets was highlighted in the “Shame on Anheuser Busch” campaign.

In an effort to build a stronger grassroots constituency to advocate on behalf of alcoholics and other drug addicts, NCADD initiated ROAR (Registry of Addiction Recovery), a new volunteer campaign to fight stigma where people with at least two years of recovery were encouraged to step forward as inspirational role models without compromising their anonymity traditions. By providing the media with the names of dozens of ROAR members for interview purposes, NCADD helped put a human face on recovery. Additionally, NCADD produced an influential pamphlet with Join Together, a Boston University School of Public Health staff resource, called “Advocacy with Anonymity,” which was aimed at people in recovery who might be hesitant to speak out about recovery because they feared that doing so might violate the anonymity traditions of AA and other twelve step groups. “We need people in recovery to stand up and be counted,” said Paul Wood, NCADD President.

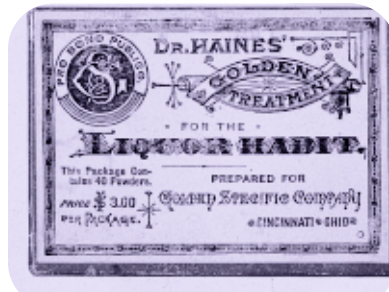
M I L E S T O N E S

- 1995** Originated a highly-effective prevention program to help parents talk to their children about alcohol use and created the video “What Should I Tell My Child About Drinking?” narrated by actress Meryl Streep
- 1996** Pioneered a family intervention network, provided by trained and certified NCADD Affiliates
- 1999** Honored Senator Paul Wellstone and Representative Jim Ramstad for their sponsorship of legislation that would prohibit private health insurers who offer addiction treatment coverage from imposing discriminatory limits on these benefits
- 2000** Participated in the National Treatment Plan Initiative, sponsored by SAMHSA, CSAT, and CSAP, to provide an opportunity for the field to reach a working consensus on how best to improve substance abuse treatment
- 2002** Convened a series of Community Forums on Stigma and Discrimination to collect testimony and prepare public policy recommendations
- 2003** Joined with other advocacy organizations to oppose an NBC-TV proposal to air alcohol advertising on network television and to protest a major marketing campaign by an internationally known perfume distributor for a fragrance named “Addict.” Both efforts were successful
- 2004** Celebrated 60 Years of Leadership and Service at annual Conference of Affiliates

Conclusion

A TIME FOR RENEWAL AND RENEWED ACTIVISM

As the twentieth century came to a close, there was a growing recognition that the gains of the Modern Alcoholism Movement were rapidly eroding. Long time advocates saw a country that was again demedicalizing, restigmatizing and recriminalizing alcohol and other drug problems. They lamented the ideological and financial backlash that had closed many treatment centers and splintered the field into special interests. They lamented the transfer of large numbers of people with alcohol and drug problems from systems of compassion and care to systems of control and punishment. Long-time NCADD observers reflected that many Affiliates had lost their public education and advocacy focus as their energies had been consumed in the operation of local prevention, intervention and treatment programs. There was also concern about the changing nature and availability of addiction treatment services, including criticisms that addiction treatment had become



Dr. Haynes Golden Treatment for the Liquor Habit (Courtesy Illinois Addiction Studies Archives)

detached from the larger and more enduring process of recovery. These concerns triggered calls for a renewed recovery advocacy movement.

As NCADD celebrates its sixtieth birthday, that renewal process is underway. The NCADD board and its Affiliates are recommitting themselves to their historical public education and public policy advocacy mission and NCADD is

rebuilding relationships with its grassroots Affiliates that have been a hallmark of its success. The achievements of the modern alcoholism movement are due in great part to the ability of NCADD to transmit its core ideas and their policy implications into the major institutions of American culture: the media, medicine, government and law, business and industry, and religion. NCADD

and its Affiliates are re-forging relationships of influence within these arenas. NCADD is calling for a new generation of advocates to continue America's education about the wounds alcohol and other drugs inflict upon individuals, families and communities. NCADD is calling for a vanguard of recovered people and their families to join NCADD and offer their stories as living proof that addiction recovery is a reality in the lives of hundreds of thousands of individuals and families. NCADD is calling for a new generation to continue the work of Marty Mann. If the issues discussed here are important to you, help shape the future of America's response to her addicted citizens and their families. Join us as we carry Marty's crusade into the twenty-first century.



Walnut Lodge, 19th century addiction treatment center (Courtesy Illinois Addiction Studies Archives)

“The world is waiting for the next move forward. One by one the diseases of mankind have been pulled out of the limbo of superstition, fear and ignorance, into the light of modern knowledge and techniques that could deal with them. One by one the scourges of man have been brought under control. We are late with alcoholism – very late – but we have the tools and we can lick it, too. It needs only our determination, as individuals, as communities, and as a nation.”

Marty Mann, 1958

If Marty Mann were alive today, there's little doubt she would be pleased by the extent to which different aspects of NCADD's mission have been recognized as critical to the well-being of American society overall. When she founded NCADD 60 years ago, she had few allies in persuading the public that alcoholism is a preventable and treatable disease. Now there are many. Throughout these 60 years, one thing has remained constant – the focus of NCADD on the three major principles upon which NCADD was founded:

- 1) Alcoholism is a disease, and the alcoholic is a sick person;**
- 2) The alcoholic can be helped and is worth helping;**
- 3) This is a public health problem and a public responsibility.**

With these principles at the core of NCADD's work, and with the unwavering support of its dedicated volunteers and donors throughout the country, at both the Affiliate and national levels, alcoholics and other addicted persons and their families will continue to have an organization exclusively addressing their needs well into the future.

Resources and Recommended Reading

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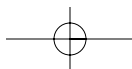
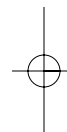
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“Every one of us who has learned anything about alcoholism can perform an invaluable service merely by passing on our information as widely as possible; bringing the subject of alcoholism up as a matter of general interest; talking about it far and wide. If we can thus break forever the ancient and outdated taboo on alcoholism, we will have pushed our attack far into the enemy lines.”

-Marty Mann,
Primer on Alcoholism,
1950





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