

Employers find**Treating alcoholics an investment**

By Suzie Rollins Singer
staff writer

More than 8,000 teen-agers are killed each year in drinking and driving accidents, and about 40,000 are injured.

By the time the drinking teens reach adulthood, approximately 10 percent will be alcoholics, costing business and industry more than \$42 billion a year.

These statistics were released last week by Brighton Hospital, a facility specializing in alcoholic treatment, in coordination with Alcohol Awareness Week.

"We're trying to reach small companies as well as the large ones to tell them our facility is available to help their employees," said Ivan Harner, hospital executive director.

Brighton's statistics note that alcoholics are off work 2 1/2 times as often and non-drinkers. When alcoholics are on the job, they produce less work, and the work they do is of a poorer quality.

"Every dollar invested in alcohol treatment is returned to the employer five-fold," Harner said.

BRIGHTON'S 21-day program has a 75-percent success rate, Harner said. Persons admitted to inpatient care spend three to five days in a medical detox room. As soon as they are physically able, they move to a regular semi-private room, eat their meals in a dining room and attend lectures. Counselors are assigned to each of the 63 patients, who participate in individual and group therapy. They watch movies and exchange drinking stories.

Most insurance companies pay the \$148 a day tab. For admission information on the inpatient program, call 227-6143. For the outpatient program, call 227-6143.

"By the time a person leaves here they know more about alcoholism than physicians," Harner said.

Alcoholism knows no socio-economic group. It is a disease which afflicts people of any age, sex, race, religion or economic status.

"Alcoholism is a crippling, debilitating disease. The mortality rate for the average American today is 75 years of age. The average mortality rate for an alcoholic who continues to drink has been estimated at 53 years of age," Harner said.

The 29-year-old Brighton Hospital resembles a farm-retreat, set on 69 acres of wooded property. The buildings exteriors are designed in traditional New England-architecture. The indoor atmosphere is homey, not institutional. Television rooms, a library, bookstore and barber and beauty shop are on

the site and available for clients' use. The "not-for-profit" organization is devoted solely to the treatment of alcoholism.

Family counseling is also available. "ALCOHOLISM affects the entire family, and we teach them how to deal with it," said Joan Pheneay, director of counseling.

Outpatient care is administered on the campus, adjacent to the main facility. It usually runs from six to 12 months, but can be longer depending on the individual's needs.

Therapy, lectures, group discussions, psychological testing and AA (Alcoholics Anonymous) on-site meetings are provided. Fees also are covered by most insurance companies.

"The first thing we have to do (in all cases) is break through the denial of being an alcoholic," Pheneay said.

"We try to help them deal with their guilt and get them to understand that their judgment has been impaired," she said.

Once a person assesses his/her denial and is thoroughly educated about the disease, he is released.

"We always send people to AA afterwards," she added.

An alcoholic must realize he can never drink again, and must reform his social habits as well, Harner said.

"Until they are more comfortable with sobriety, we recommend that they build a new support system and stay away from cocktail parties," he added.

Childbirth is a Family Affair

If you are expecting a baby or planning to have a baby soon you probably have lots of questions including:

- what kind of birth can we plan for?
- what can we expect if our infant is ill?
- should we bother with Lamaze, birthing rooms and bonding?

Sinai Hospital of Detroit will have the answers at a free panel discussion
Monday, November 22, 1982
7:45 p.m.

Bloomfield Township Library
(Telegraph at Lone Pine)

Participating on the panel are experts from the Mothers and Infants Center, Sinai Hospital of Detroit.

John Goldkrand, M.D.; chief of Maternal/Fetal Medicine
Theresa O'Rourke, C.N.M.; certified nurse midwife

Margaret Gorman, R.N., M.S.N.; clinical director of nursing/Perinatology
Joanna Copes, R.N., M.S.; head nurse at Sinai's special unit for "high risk" mothers

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