

# Fighting drugs is her life

By Judith Doner Berns  
staff writer

Have substance-abuse-treatment information, will travel.

Deborah Comstock knocks on the doors of businesses, local governments and school districts peddling alcoholism and drug-abuse programs.

The articulate, trim, business-like community relations manager for Henry Ford Hospital's department of chemical dependency sells information of employee-assistance and alcohol-and-drug education programs.

"This stuff cuts across all economic sectors and all social sectors," says Comstock, a Redford Township resident.

And although substance-abuse programs have been required for public school students for years, who's been educating teachers and administrators? she asked.

Currently, employee-assistance programs in Farmington and Waterford school districts address those and other health and emotional problems, she said.

COMSTOCK CALLS on families and employers to intervene when they see a person with chemical dependency.

A caring group of people — usually family including children, the employer, a close friend, a fellow worker — can be trained to confront the chemically dependent person with the reality of his/her condition in a factual, concerned, non-judgmental manner.

When their training is complete, the chemically dependent person is wooed to the scene under a false pretense, she said. Part of the impact of the intervention is the element of surprise.

"People who deal with the alcoholic usually deal with him inappropriately," Comstock said. "They need training." A conservative estimate is that eight of 10 people intervened upon will enter treatment, Comstock said.

But treatment is expensive. Employee health benefits are being cut back in many areas, including sub-



DEBORAH COMSTOCK/staff photographer

stance abuse. And Ford Hospital, which has a reputation for holistic, expensive medicine, has empty beds at its 2½-year-old, luxurious Maplegrove inpatient treatment center in West Bloomfield — although the need never has been greater.

SO THE HOSPITAL is turning to, and promoting, alternatives to the costly inpatient programs, which also allow a person to continue employment.

For persons who don't need medical treatment, there are intensive evening programs which meet four or five nights a week and regular outpatient sessions once or twice a week. A new

outpatient program for adolescents is well under way, as well. After-care involves family members, not just the patient, Comstock said. To Comstock, the combined need and the availability of programs will require an aggressive sales pitch. "Marketing has become a real big thing in health care," she said. "Hospitals have always been a little slower in the public relations field. "We're trying to hit it comprehensively."

WORKING OUT of an office at the hospital's Maplegrove center, Comstock freely discusses her own former alcohol problem.

Ten years ago, Comstock, a journalism graduate of Michigan State University, landed a public relations job at Bixby Hospital, Adrian. Unexpectedly, she was assigned to the alcoholism treatment department.

It took a year, and a lot of prodding by the professional staff, to "realize I had a problem," she said. "What I thought was normal drinking was not. But when I had it had any information about alcoholism?"

She went into treatment. "If you find out you have heart disease, you change your lifestyle," she said. "It's like that. We can't wait for people to hit bottom anymore."

That — waiting until a person reached an extreme state — was the theory 10 years ago.

Now, however, Comstock said research reveals the problems and costs related to substance abuse — economically, socially, to the family and in alcohol- and drug-related accidents.

"We didn't have enough information on what this was doing to society," she said.

**REPAIRS**  
by  
deroy ringsmiths

TREMENDOUS  
SELECTION  
OF MOUNTINGS  
PLUS  
COLORED STONES,  
DIAMONDS

\* REPLACE CHIPPED OR  
MISSING STONES  
\* COMPLETE REPAIRS  
\* SERVICE TO NEW  
SETTINGS ON THE  
PREMISES

YOU'LL RECOGNIZE  
DEROY BY THE  
RINGSMITH WORKING  
IN THE WINDOW.

deroy  
ringsmiths

FAIRLANE  
TOWN CENTER  
DEARBORN  
593-3988

Monday, July 25, 1983 O&E (F7A)

Classic Interiors  
**COLONIAL HOUSE**  
46th Annual Summer Sale  
Now In Progress Storewide  
**Grandmother's Rocker**  
The perfect decorative  
touch for that unique  
little spot...a folding  
grandmother's rocker.  
Only \$8 available in  
two fabrics & cane.  
**\$59.95**  
Reg. \$104\*\*

20292 Middlebelt Rd. (South of Eight Mile)  
Livonia • Open Mon., Thurs. & Fri. 'Til 9 P.M. • 474-8900

**HOW** can you get an Atari 400  
for less than \$59.95  
after rebate?

**WE COULD GIVE THEM AWAY!**

Buy our recommended start-up  
package, take advantage of the  
rebate and the ATARI 400\* is  
**FREE**

INCLUDES COMPUTER  
SUPPORT SERVICES (NO value)  
Atari 400 software &  
accessories are compatible with  
Atari's future XL computers.

ATARI Software  
will make  
your Atari 400  
as helpful in the  
office as it is entertaining  
in your family room.

ATARI WRITER\* \$79.99  
ATARI THWACKER\* \$29.99  
VISICAL\* \$19.99  
STOCK CHARTING\* \$19.99  
ALL ATARI SOFTWARE  
20% OFF EVERY DAY  
\*Visical is a trademark of Visical  
© 1982 Atari, Inc. All rights reserved.

**THE FAMILY COMPUTER CENTER**  
3695 W. 12 MILE ROAD  
BENTLEY, 4 BLOCKS  
EAST OF GREENFIELD

The Dell Hospital &  
Toy Soldier Shop

543-0520  
Mon.-Fri. 10-6, Sat. 10-5, Sun. 1-5

**Why Pre-Plan  
Your Funeral Now?**

WILL  
GENERAL HOMES

1000 N. Woodward Ave., Dept. E, Royal Oak, MI 48072 (313) 549-2828

**Final Clearance ...**  
**50% to 75% Off**  
all summer merchandise!!  
Thursday, July 28 through Saturday July 30, 1983

LEONARDS  
CETERA

Bloomfield Plaza  
in the Mall  
Maple & Telegraph Rds.  
Birmingham  
Telephone: 851-5080  
Monday-Saturday 9:30-5:30

**BACKYARD FUN!**

America's highest quality  
backyard wooden playsets  
affordably priced...  
...Shop and Compare  
You will agree...  
When it comes to play  
value nobody beats **The  
Wooden Swing Co.**

25 Year Warranty **Free Color Catalog**

**the wooden swing CO**  
4336 N. Woodward Ave., Dept. E, Royal Oak,  
MI 48072 (313) 549-2828  
Call Today or Visit Our Showrooms for Complete Information

**Tall & Big Men**  
**VALUES**  
• BOTANY • PALM BEACH • THE KING-SIZE CO. •

**SUITS**  
from  
**\$174.99**

**SPORT COATS**  
from  
**\$89.99**

**The King-Size men's shop**

YOU CAN "CHARGE IT"

DETROIT: 20535 James Couzens Highway  
Near Northland Shopping Center  
EAST DETROIT: 20929 Gratiot Avenue  
Near 8 Mile Road  
WESTLAND: 7048 Wayne Road  
Near Westland Shopping Center

The Baja's Proudly Announces the  
**Grand Opening**  
of the new

**Donathon B Pub**  
in the Livonia Mall  
Middlebelt and Seven Mile  
(outside entrance at N.W. corner)  
on Thursday, July 28th  
8 p.m. to 2 a.m.

PROCEEDS TO  
MICHIGAN ARTHRITIS FOUNDATION

beginning August 1st!

**Low Back Pain**  
Non-surgical Research  
at  
**Chiropractic Associates of Oakland**

Great news—if you need relief from low back pain! The International Academy of Low Back Pain and Indiana University-Purdue will compile research data on low back pain symptoms at both of our locations August 1 through September 26. Best of all, you can benefit from this unusual research opportunity by taking part. Those selected will receive one month of treatment at no cost (except for X-rays or orthopedic supports which will be paid by the patients' insurance plan or the patient directly). Some patients may require treatment every day of the month. This is an exceptional opportunity to say goodbye to low back pain. So don't miss out. Call either location for details now.

**CHIROPRACTIC ASSOCIATES OF OAKLAND**  
Dr. Phillip M. Hoehn  
Dr. Gordon J. Korby

OPEN 5 DAYS  
**525-7010**  
15357 FARMINGTON RD.,  
LIVONIA

OPEN 5 DAYS  
**548-8020**  
2305 COOLIDGE RD.,  
(IN BERKLEY PLAZA)

Adolfo's elegant classic three-piece suit...designed with an elegance that is pure, constant and complete. Jacket and skirt of brown beige tweed wool kalimousse. Complementing the regal paisley silk blouse. The ensemble: \$1500. To special order, the matching paisley silk shawl, \$600, and matching handbag, \$270. In the Adolfo Boutique.

Join us in Troy today through Wednesday as Mr. Adolfo presents his Autumn '83 Collection. On Thursday and Friday, Adolfo's special representative, Oscar de la Riva, will present the collection in our Fairlane store. Informal modeling from 11 to 4.

**Saks Fifth Avenue**  
Somerset Mall, Big Beaver at Coolidge, Troy • Fairlane Town Center Dearborn