

John Dobson Memorial Lecture

2019

Doug Sellman

Professor of Psychiatry & Addiction Medicine

National Addiction Centre

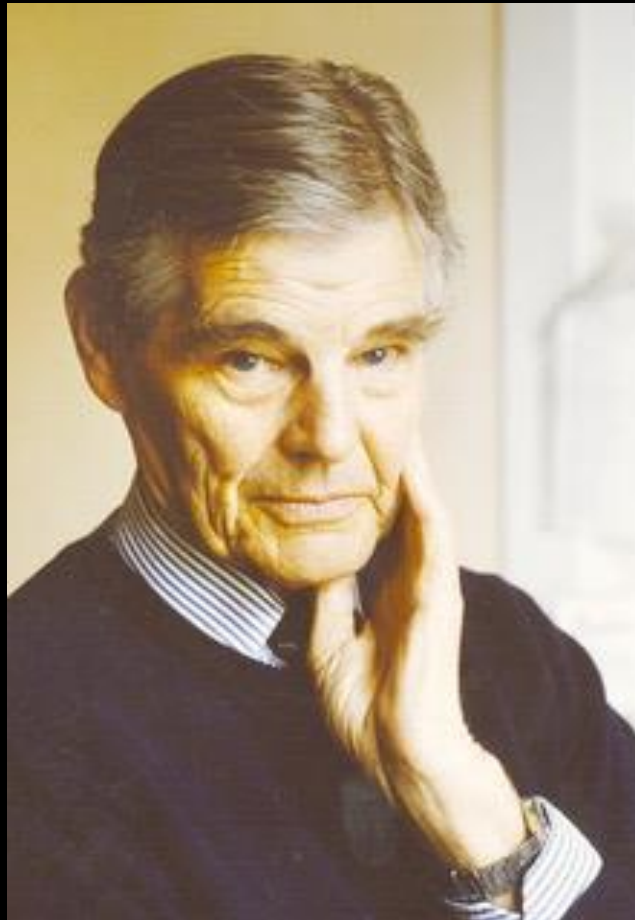
University of Otago, Christchurch

Medical spokesperson: Alcohol Action NZ

Dr John Dobson

Pioneering psychiatrist

1920 - 1998



What John Dobson inspired in the people around him

1. To endeavour to see the world through patients' eyes
2. To passionately read and promote the scientific literature
3. To always listen to consumers about services
4. To be brave about speaking out on social issues
5. To enjoy life and be grateful for what we've got

If John Dobson suddenly appeared here today

- Alcohol law reform
- Cannabis law reform
- The old chestnut – inpatient vs outpatient
- George Vaillant
- Food addiction



Liberalisation of alcohol



Sir George Laking
(1912 – 2008)

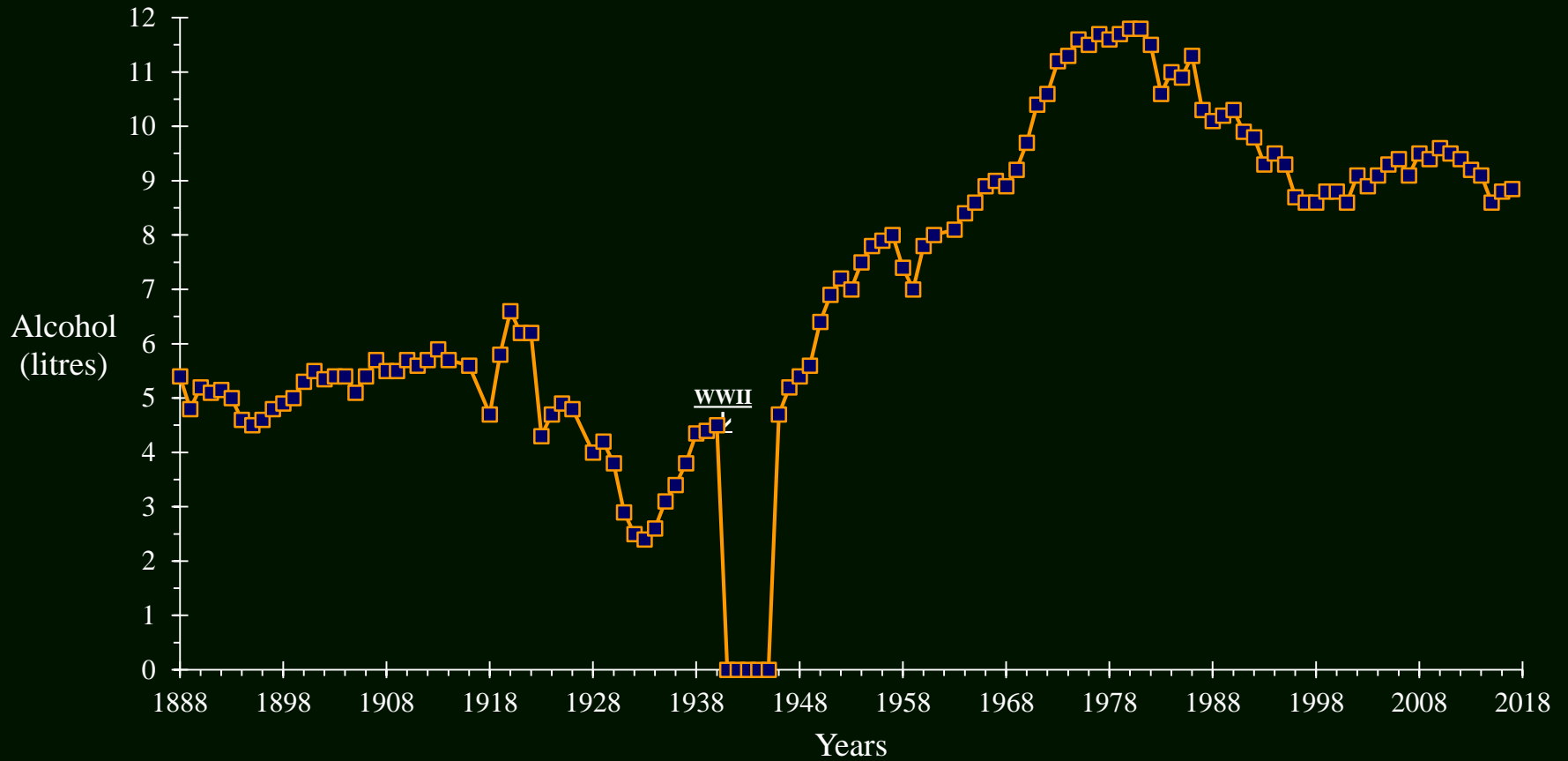


Sir Roger Douglas
(1937 – present)



Dame Jenny Shipley
(1952 – present)

Absolute Available for Consumption Per Capita Aged 15+



7 June 2008, Navtej Singh died

NAVTEJ SINGH

9.00pm 7 June 2008, Riverton Drive, Manurewa, South Auckland

At first it seemed the injury was not fatal. Navtej Singh lay quietly on his side behind the counter, waving away offers of water from his wife, Harjinder, while they waited for the police and ambulance to arrive. Customers, dressed for a night out and oblivious to the shooting, came and went, some leaving cash on the counter for their drinks. The only visible sign of the robbery, a few bottles knocked from the shelves as, moments earlier, the assailants had grabbed boxes of liquor from the neatly stacked displays. Their selection included boxes of fruit-flavoured ready-to-drinks (RTDs) and bottles of spirits. The cash drawer and the day's earnings of a few thousand dollars were also taken.

Shortly before the police arrived, the 30 year-old university graduate from Punjab asked for help to stand and walked to the toilet, refusing offers of assistance with, "I'll be fine." But when Navtej emerged he collapsed to the liquor store's floor, vomiting blood. His friend, Sandeep Verma, relayed Navtej's worsening condition to the ambulance crew, who were still waiting for police clearance. Sandeep was instructed to apply pressure to the wound to staunch the bleeding. At last, the police and ambulance arrived. Navtej Singh was taken to Auckland's Middlemore Hospital, where he received 24 units of blood. But his injuries were too severe.¹

Manurewa liquor store owner
Navtej Singh.



6 August 2008

Full review of liquor laws announced

Alcohol Action NZ

- Medical Spokespeople

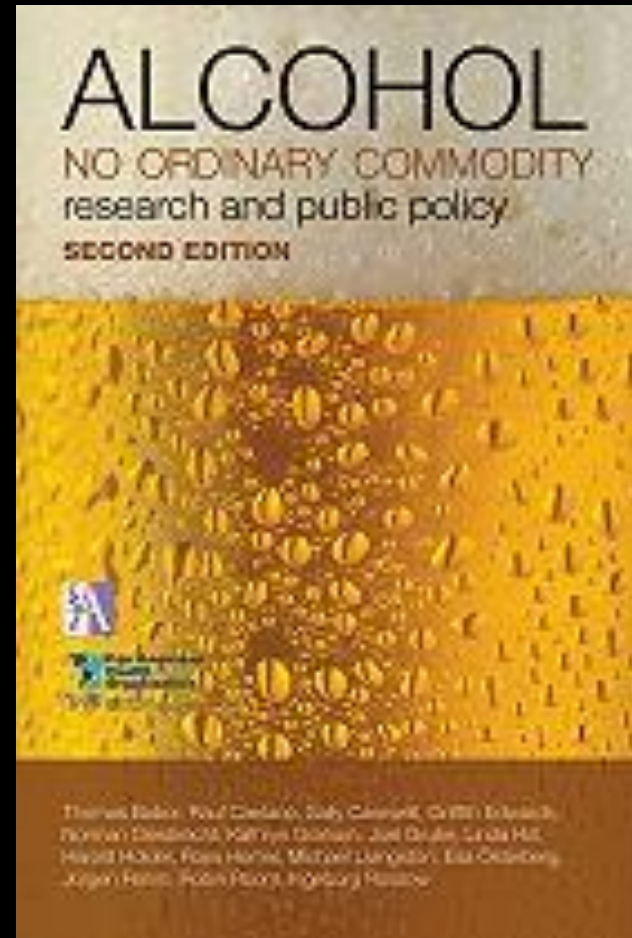
- Professor Jennie Connor Dunedin
- Professor Doug Sellman Christchurch
- Dr Geoffrey Robinson Wellington
- Dr Sam McBride Wellington
- Dr Tony Farrell Tauranga

- Scientific evidence

- www.alcoholaction.co.nz

Alcohol: No Ordinary Commodity

(Babor et al, 2003; 2010)



The 5+ Solution

MPAAD+

1. **Marketing** - dismantle
2. **Price** - increase
3. **Accessibility** - limit
4. **Age of purchase** - raise
5. **Drink driving** - strengthen

PLUS: Increase treatment opportunities for heavy drinkers

Based on Babor et al (2003; 2010)
Confirmed by Anderson et al (2009)



**“Ten things the alcohol industry
won’t tell you about alcohol”**

**National Alcohol Series
2009**

**Dr Doug Sellman
Professor of Psychiatry & Addiction Medicine
National Addiction Centre
University of Otago, Christchurch**

1. Alcohol is a highly intoxicating drug with a relatively low safety index
2. Alcohol is a neurotoxin which can cause brain damage
3. Alcohol can directly cause aggression
4. Alcohol is fattening in moderate drinkers
5. Alcohol can cause cancer
6. Alcohol cardio-protection has been talked up
7. Low risk drinking means drinking low amounts of alcohol
8. The alcohol industry actively markets alcohol to young people
9. A lot of the alcohol industry's profit comes from heavy drinking
10. The 5+ Solution – to NZ's drinking crisis

Combination of effectiveness and public support of these reforms

	Effectiveness (0, +, ++, +++)	Public Support %
1. Dismantle marketing	+ / ++	77 - 96
2. Raise the price	+++	76
3. Reduce trading hours	++	84
4. Raise purchase age	+++	87
5. Lower drink driving limit	+++	65 - 75

The Alcohol NON-Reform Bill

- | | |
|--|--|
| 1. Marketing
<i>- some limited restriction of
advertising to minors only</i> | TINKERING |
| 2. Pricing | NOTHING |
| 3. Accessibility – <i>no alcohol
from convenience stores
& <u>voluntary local alcohol policies</u></i> | MAINLY A
TRANSFER OF
RESPONSIBILITY |
| 4. Age of purchase – <i>maintain
18 years for both on-licence
and for off-licence</i> | NOTHING |
| 5. Drink driving limits | NOTHING |

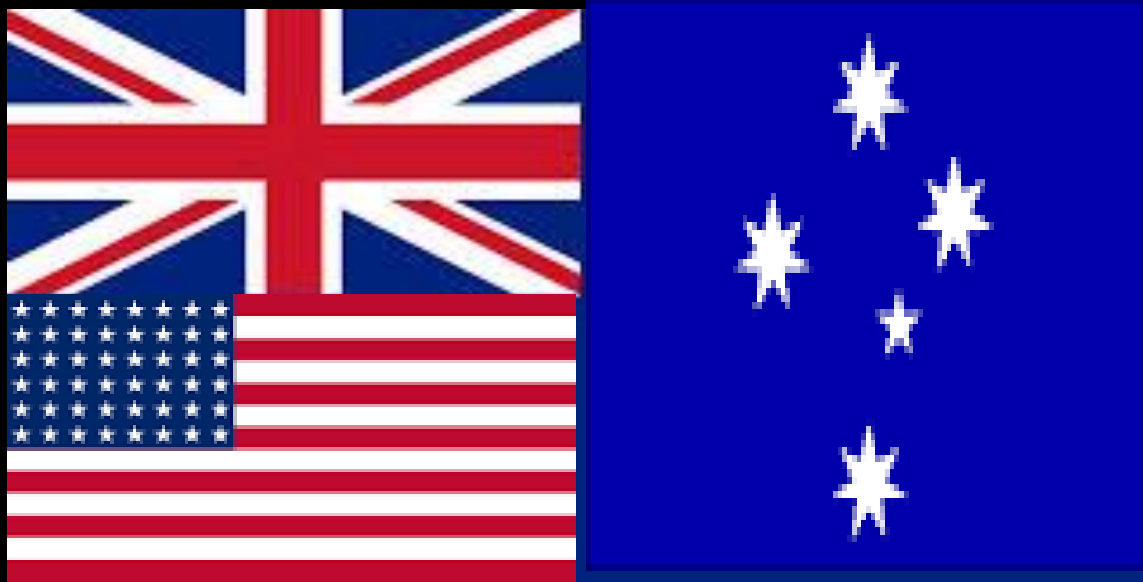
Six barriers to alcohol reform



6. A very quiet Labour/Green voice on this issue

New Zealand:

**A British-American white supremacy colony
And member of a five-eyes global spy gang**







“Ten MORE things the alcohol industry won’t tell you about alcohol”

**National Alcohol Series
2020**

**Dr Doug Sellman
Professor of Psychiatry & Addiction Medicine
National Addiction Centre
University of Otago, Christchurch**

1. Alcohol is addictive
2. Alcohol causes depression and suicide
3. Alcohol causes over 200 different medical conditions
4. Alcohol decreases sexual performance
5. Alcohol can damage your DNA
6. Alcohol causes brain damage in up to 3,000 newly born NZers every year
7. There are over 70,000 alcohol-related physical and sexual assaults every year
8. The alcohol industry lobbies government a lot more than the public knows
9. The alcohol industry uses dirty tactics to denigrate people who are telling the truth about alcohol
10. The damaging drinking culture in New Zealand could be changed within six months

WARNING

The alcohol industry is not your friend

Four key tactics used by the alcohol industry:

1. Portray alcohol as part of the 'good life' – associations with sex, fun, success, peer acceptance and independence
2. Link alcohol problems with an 'irresponsible' minority, losers who 'can't handle' alcohol or have a genetic predisposition to experiencing problems with it
3. Be seen as part of the solution than part of the problem – advocate responsibility, personal choice and fulfilling lifestyles
4. Portray those who dare to question as “neo-prohibitionists” or other denigrating terms and try and marginalise them

Lawrence Wallack (1992)



Nicky Hager
Investigative journalist
(1958 – present)

Chapter 7:
Cash for Comment



Katherine Rich, Food & Grocery Council
Carrick Graham, PR Company
Cameron Slater, Whaleoil blog site



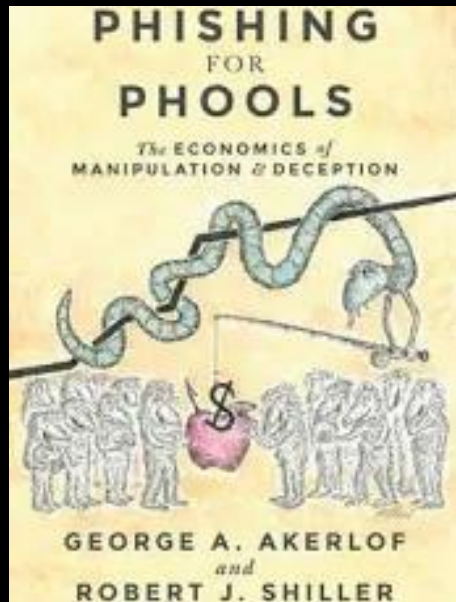
- *“Any chance to slag off the alcohol industry, trust Doug Sellman to be wheeled out for a comment. Maybe it’s time Doug has a quiet beer under a tree and learn to calm the f**k down.”*
- *“What a complete cock-smoker. Who the fuck signs off the funding for this trougher?”*
- *“Sellman is clearly in his own little perfect world ... Must be tough being such an expert. Probably drives him to drink at home each night before flogging himself with a whip”*



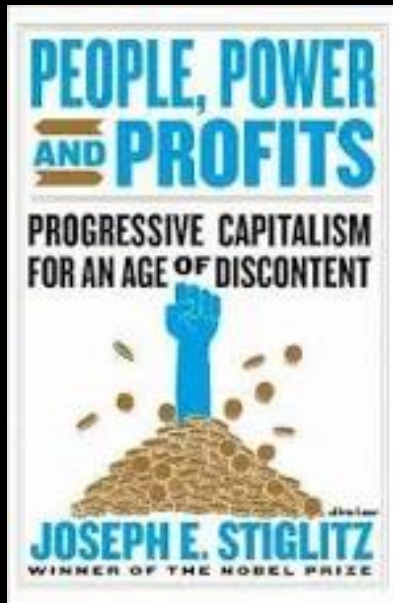
**“White collar sociopaths control
alcohol – who do we want to
control cannabis?”**

**National Alcohol Series
2020**

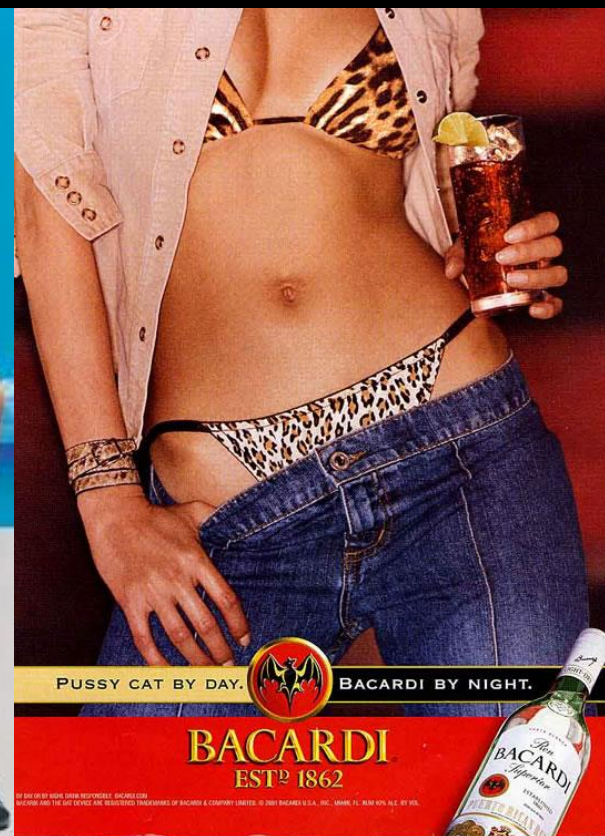
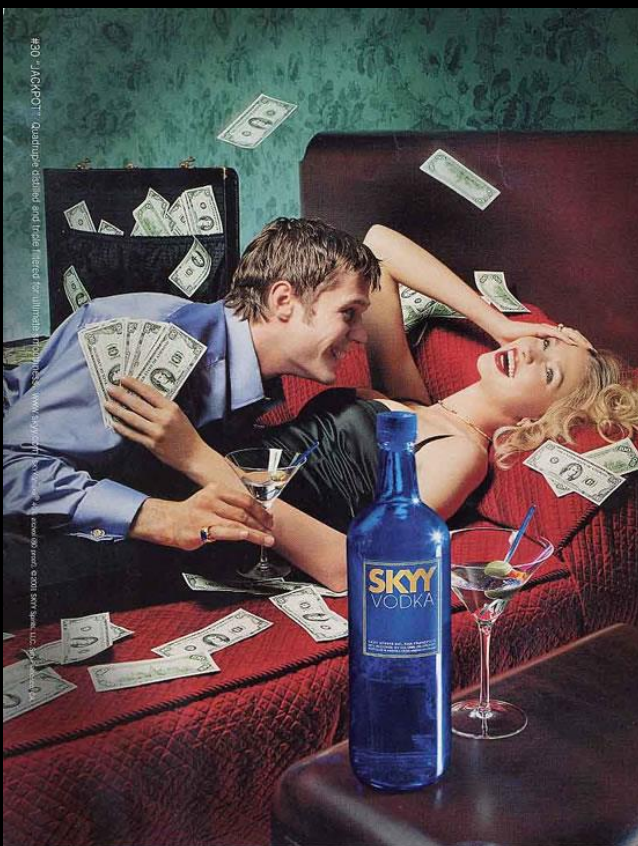
**Dr Doug Sellman
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**Phishing for Phools:
The Economics of Manipulation and Deception
Akerlof & Shiller (2016)**



**People, Power and Profits:
Progressive Capitalism for an Age of Discontent
Stiglitz (2019)**



Behind every addiction there is an *industry* scheming to make you and your children one of their favourite customers for life



Cannabis

**SMOKING CAUSES
HEART ATTACKS**

**KA MĀUIUI TŌU NGĀKAU
I TE MOMI HIKARETI**



**Quitline
0800 778 778**

Damaged Heart
muscle -
result of
clogged
Artery

Smoking can block your arteries. Blocked arteries
cause heart attacks which can kill you.

You **CAN** quit smoking. Call **Quitline 0800 778 778**,
or talk to a quit smoking provider.

BRAND

Tobacco



Alcohol

THC vs Ethanol

	THC	Ethanol
Death from overdose	virtually zero	relatively high
Risk of aggressiveness with intoxication	low	moderate/high
* Risk of anxiety during intoxication	moderate	low
Risk of brain damage from chronic heavy use	possible	definite
Risk of fetal brain damage	probably low	definitely high
* Known to cause psychosis	yes (acute)	yes (chronic)
Known to cause major depression	possibly	definitely
Known to cause cancer	no	yes
* THC harm > Ethanol harm		

Cannabis referendum in NZ (2020)

- | | |
|----------------------------------|-------------------|
| 1. Maintain prohibition | cannabis in NZ |
| 2. Decriminalization | drugs in Portugal |
| 3. State-owned monopoly | alcohol in Sweden |
| 4. Strongly regulated businesses | tobacco in NZ |
| 5. Weakly regulated businesses | alcohol in NZ |

Is Decriminalisation sufficient?

- August 2019 – defacto decriminalisation of all drugs including cannabis (Police discretion to prosecute)
- Cannabis convictions ~ 3000 per year
 - European 50%
 - Maori 41% 15% of the population
2.2x more use
- Millions/billions of dollars of criminal justice saved
But billions of dollars remain in the black market

CHILLED

IMPORT
BEER

CIDER -
COLEMAN

WINE -
HUBBARD

ORGANIC + S

NON-ALCOHOLIC

MIXOLOGY

FRUIT

FER



Government monopoly of retail sales (Scandinavian model for alcohol)

Effectiveness
(0, +, ++, +++)

Government monopoly of retail sales	++
1. Dismante advertising and sponsorship	+ / ++
2. (Minimum pricing) and excise tax increases	+++
3. Restriction on alcohol trading hours	++
4. Raise purchase age	+++
5. Lower BAC for driving	+++
Alcohol education programmes	0

“The cholecystectomy model”

UK Study (Edwards et al 1977)

NZ Study (Chapman & Huggins 1988)

Conclusion: follow-up abstinence rates are just the same from inpatient treatment as they are from outpatient treatment – the need for ongoing treatment rather than one-off cure

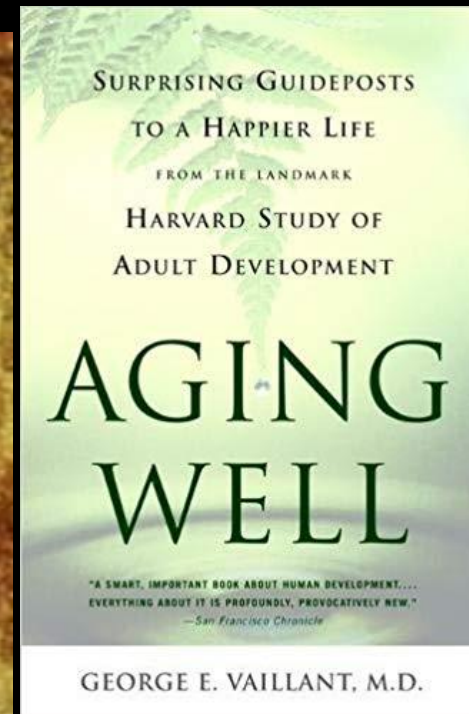
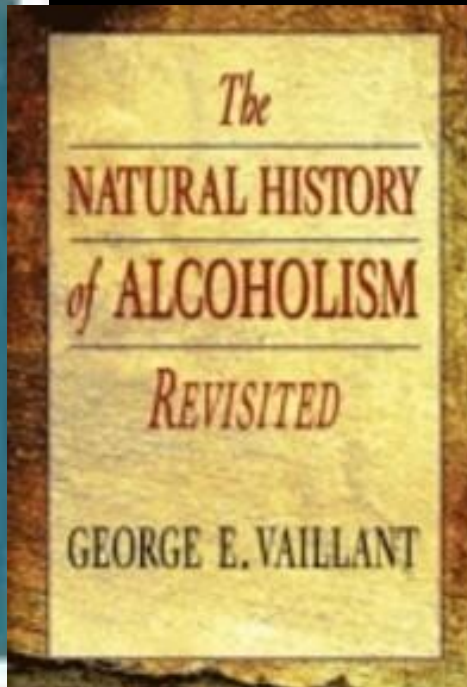
Outcome: Wolfe Home closed in 1990 and QMH privatised in 1997

ADAPTATION TO LIFE



GEORGE E. VAILLANT

WITH A NEW PREFACE BY THE AUTHOR



1977

1983

1995

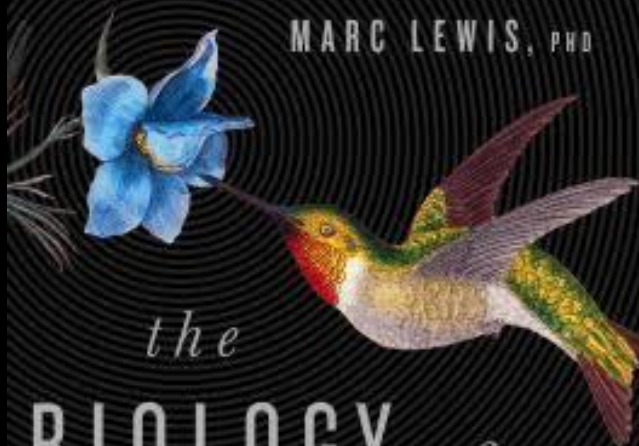
2003

Conclusions about alcoholism

(Vaillant 1983, 1995)

- Alcoholism is both a conditioned habit and a disease
- Predictors – culture, family history, extroversion
- An unhappy childhood only predicts alcoholism if the family problems were due to alcoholism
- Alcoholism generally causes co-occurring depression, anxiety, and sociopathic behaviour, not the result of
- The disease concept of alcoholism encourages patients to take responsibility for their drinking
- Attempts at controlled drinking in the long term end in either abstinence or relapse

MARC LEWIS, PhD



the
**BIOLOGY of
DESIRE**

WHY ADDICTION
IS NOT A DISEASE

THE NEW ENGLAND JOURNAL of MEDICINE

REVIEW ARTICLE

Dan L. Longo, M.D., *Editor*

Neurobiologic Advances from the Brain
Disease Model of Addiction

Nora D. Volkow, M.D., George F. Koob, Ph.D., and A. Thomas McLellan, Ph.D.

THIS ARTICLE REVIEWS SCIENTIFIC ADVANCES IN THE PREVENTION AND treatment of substance-use disorder and related developments in public policy. In the past two decades, research has increasingly supported the view that addiction is a disease of the brain. Although the brain disease model of addiction has yielded effective preventive measures, treatment interventions, and public health policies to address substance-use disorders, the underlying concept of substance abuse as a brain disease continues to be questioned, perhaps because the aberrant, impulsive, and compulsive behaviors that are characteristic of addiction have not been clearly tied to neurobiology. Here we review recent advances in the neurobiology of addiction to clarify the link between addiction and brain function and to broaden the understanding of addiction as a brain disease. We review findings on the desensitization of reward circuits, which dampens the ability to feel pleasure and the motivation to pursue everyday activities; the increasing strength of conditioned responses and stress reactivity, which results in increased cravings for alcohol and other drugs and negative emotions when these cravings

From the National Institute on Drug Abuse (N.D.V.) and the National Institute of Alcohol Abuse and Alcoholism (G.F.K.) — both in Bethesda, MD; and the Treatment Research Institute, Philadelphia (A.T.M.). Address reprint requests to Dr. Volkow at the National Institute on Drug Abuse, 6001 Executive Bld., Rm. 5274, Bethesda, MD 20892, or at nvolkow@nida.nih.gov.

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Conclusions about alcoholism

(Vaillant 1983, 1995)

Achieving long-term recovery usually involves:

1. Less harmful, substitute dependencies
2. External reminders about -ve consequences
3. New relationships
4. Sources of hope and inspiration

**George Eman Vaillant, 1988
(1934 - present)**



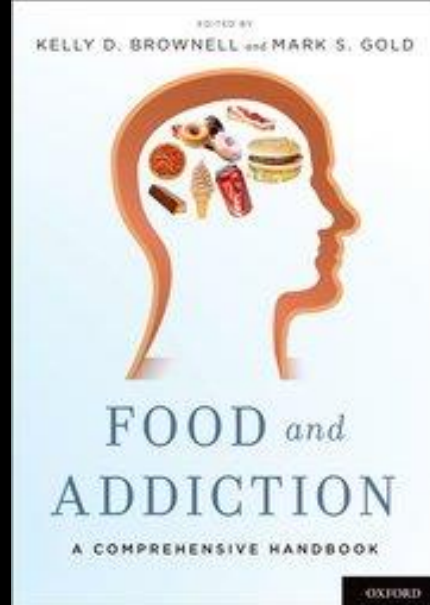
“What is needed is that addicts alter
their whole pattern of living”

Four Phases to Recovery

- Phase 1 Picking up the pieces from a failed lifestyle
 - acute treatment
- Phase 2 Assembling a new lifestyle
 - rehabilitation
- Phase 3 Practicing the new lifestyle
 - ongoing support, after-care
- Phase 4 Living the new lifestyle
 - self-help management



There's no such thing as food addiction!
(~1990)



“Certain constituents of food, sugar in particular, may hijack the brain and override will, judgement and personal responsibility, and in so doing create a public health menace.

The foods most likely to trigger an addictive process appear to be those marketed most aggressively by industry, which manipulates its products to maximize palatability”

Kelly Brownell & Mark Gold (2012)

Health benefits of fasting

- Breaks addiction to food
- Aids weight loss and weight control
- Produces rejuvenation and revitalisation of the body (autophagy, apoptosis, decrease in inflammation) thereby enhances health
- Probably increases longevity
- It may prevent chronic diseases – Type 2 diabetes, cardiovascular disease, cancer, Alzheimer's disease
- It may arrest chronic diseases and possibly reverses symptoms

A Brief Guide to Fasting for Health

Step 1: 12 hour fasting

Step 2: 16 hour fasting

Step 3: 24 hour fasting

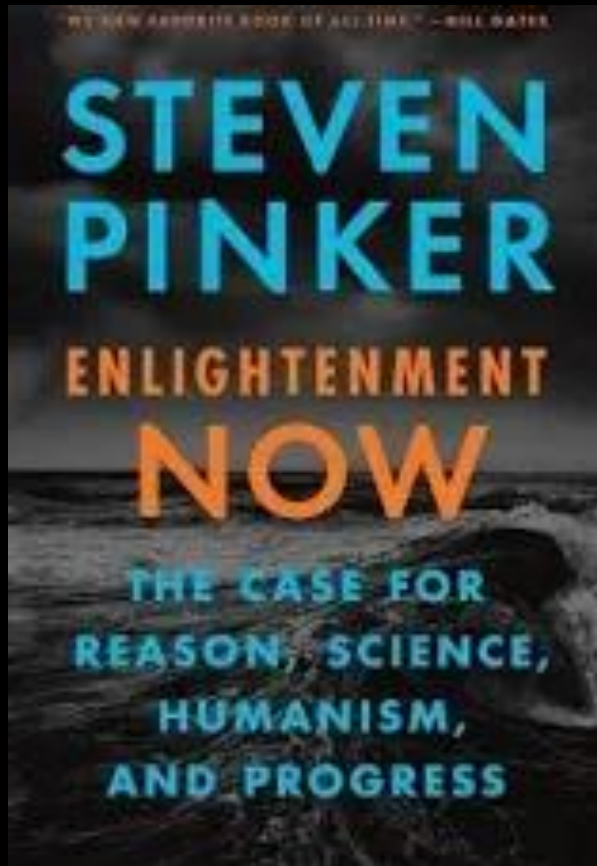
Step 4: 2-3 day fasting

Step 5: 4-7+ day fasting

How to lose 60kg of weight (stored fat)

1. Preparation – work up first 4 Step over at least 3 months
2. Completion – individualised strategy over about 9 months to two and a half years or longer

For a copy of the Guide, email: doug.sellman@otago.ac.nz



1954 - present

**Enlightenment Now:
The Case for Reason, Science, Humanism, and Progress
Steven Pinker (2018)**

We should strive to do what John Dobson did

1. Endeavour to see the world through our patients' eyes
2. Keep passionately reading and promoting the scientific literature
3. Always listen to consumers about services
4. Be brave about speaking out on social issues
5. Enjoy life and be grateful for what we've got

