

# **University to conduct follow-up study on alcoholism**

A team of sociologists from the University of Alaska (Anchorage) will conduct a follow-up study on community attitudes toward alcoholism, drinking, and alcohol abuse during the first half of 1977. The study which will be supervised by W. Jack Peterson of the UAA Sociology Department, is being sponsored by the National Council on Alcoholism - Alaska region and the Alaska Native Commission on Alcoholism & Drug Abuse.

The first study was carried out during the fall of 1974 when nine Alaskan communities were surveyed. The com-

munities surveyed: Anchorage, Angoon, Aniak, Barrow, Beaver, Fort Yukon, Hydaburg, Old Harbor, and Valdez, were selected to represent a cross-section of Alaska's geographic, cultural, and socio/ economic make-up.

The results of the survey were used by the National Council on Alcoholism and Ancada (An-cah-dah) as a tool to measure attitudes of these communities prior to the implementation of the Alaska public education program, a multi-media project funded by the National Institute on Alcohol Abuse and Alcoholism in Rockville, Maryland. The project addresses itself to alcohol educationa via the media in rural and urban Alaskan communities.

Since 1974, a significant amount of educational materials in the form of radio/TV public service announcements have been aired statewide along

with newspapers stories and public service ads. Brochures and posters have been distributed to local, regional, and statewide health and alcoholism agencies. A large film lending library has been developed over the past two years through the efforts of NCA-AR and ANCADA for use by those health and educational organizations interested in the field of alcohol studies.

The follow-up study on community attitudes will test the effectiveness of the two year campaign in changing the over-all attitudes of the Alaskan public toward the disease alcoholism and the problem of alcohol abuse. The results of the study should be known by mid summer.