

# Lobby

- In the Chat pod, please share:
- Your name
- Stewards of your land
- What role you play in prevention

To identify the stewards of your land, type your location into <https://native-land.ca/>



Northwest (HHS Region 10)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

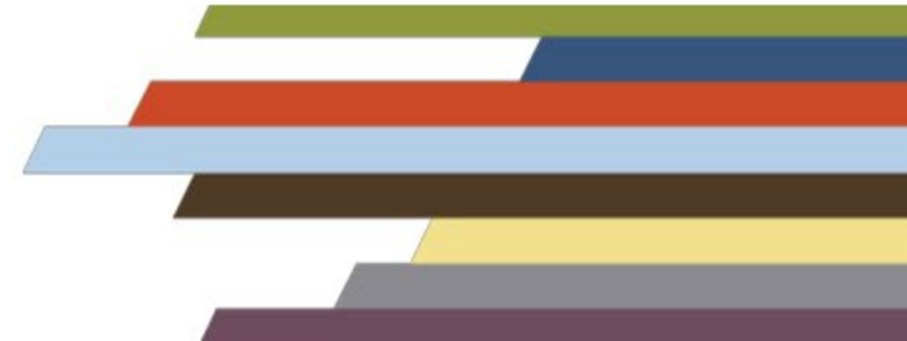


# There Has Always Been Drinking in America

Alcohol, History, Culture, and What it all Means for Prevention

April 14, 2022

*Rodney A. Wambeam, PhD*





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The Northwest PTTC is a partnership led by the Social Development Research Group (SDRG) at University of Washington (UW) School of Social Work in collaboration with the Prevention Science Graduate Program at Washington State University (WSU), and the Center for the Application of Substance Abuse Technologies (CASAT) at the University of Nevada, Reno (UNR).

Northwest partnering institutes share a vision to expand the impact of community-activated prevention by equipping the prevention workforce with the power of prevention science.



Prevention Science  
Graduate Program

WASHINGTON STATE UNIVERSITY



# Disclaimer

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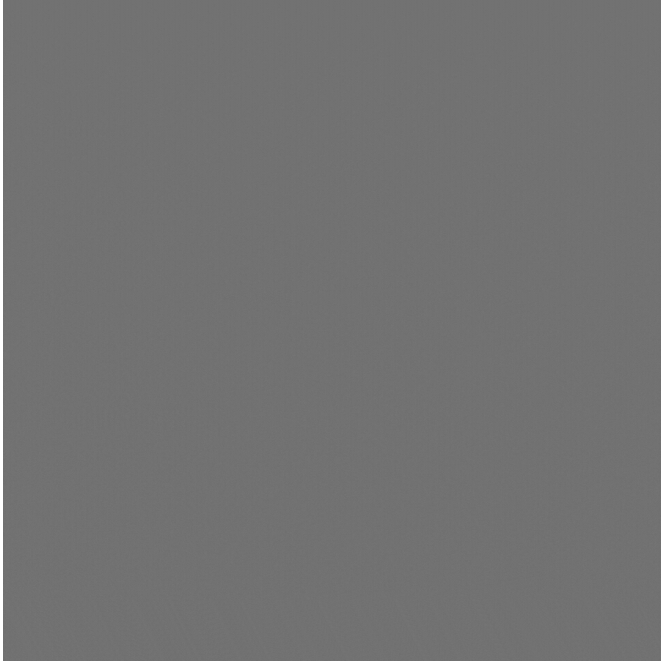
# Upcoming Events!

- Prevention Basics, an Enhanced Prevention Learning Series
  - Tuesdays, April 19 – June 7, 2022, from 11:30 am – 1:00 pm Pacific Time
- Promoting First Relationships
  - May 25, 2022 @ 11:00 am Pacific Time

Visit the PTTC Website to Learn More & Register: <https://bit.ly/3J8u7Ph>



# Alcohol Awareness Toolkit: #ProofsInTheNumbers



[Visit the PTTC Website to Access the Toolkit!](#)

# Housekeeping



- Q&A Pod
- For technical support email Karen at [ktotten@casat.org](mailto:ktotten@casat.org)
- Webinar recording and presentation slides
- Certificates of attendance
- Chat box



National History Day 2017





# Colonial America

“It was an age that considered alcohol safer than water.”

- Historians, Mark Edward Lender and James Kirby Martin





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“Prohibition, Episode 1, A Nation of Drunkards” (2011)

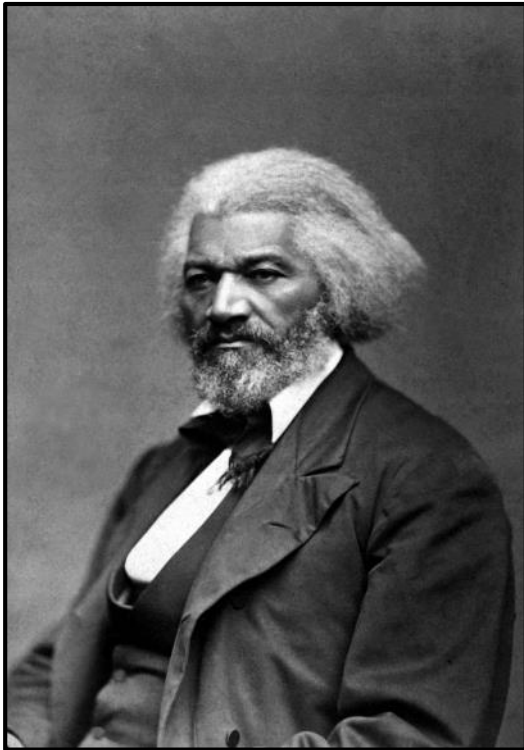
# Native Americans and the “Firewater Myth”

Local governments openly told their licensed trading agents to get the Indians as drunk as possible in order to wring the most out of them.



Drawing of the 1626 purchase of Manhattan from the Lenape  
(Popular Science Magazine, 1909)

# Slaves, the Exception



“So, when the holidays ended, we staggered up from the filth of our wallowing, took a long breath, and marched to the field, - feeling upon the whole, rather glad to go, from what our master had deceived us into believing was freedom, back to the arms of slavery.”

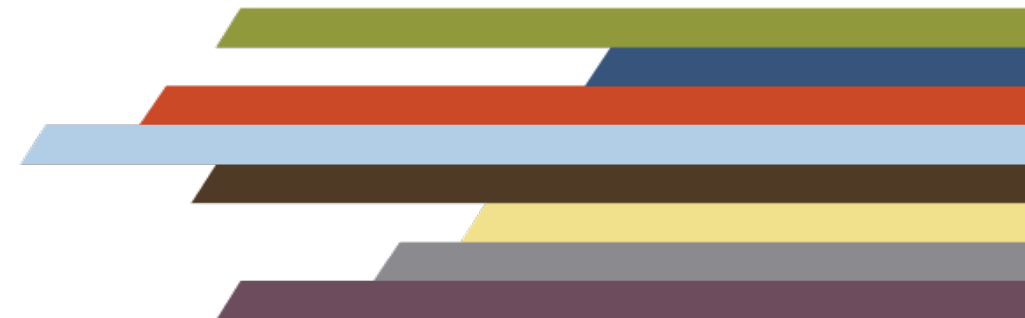
- Frederick Douglass



# Frontier America

“A house could not be raised, a field of wheat cut down, nor could there be a log rolling, a husking, a quilting, a wedding, or a funeral without the aid of alcohol.”

- - Unknown Traveling Evangelist





# Social Standards vs. Individualism

“Do not go where the path may lead, go instead where there is no path and leave a trail.”

- Ralph Waldo Emerson



John Wayne

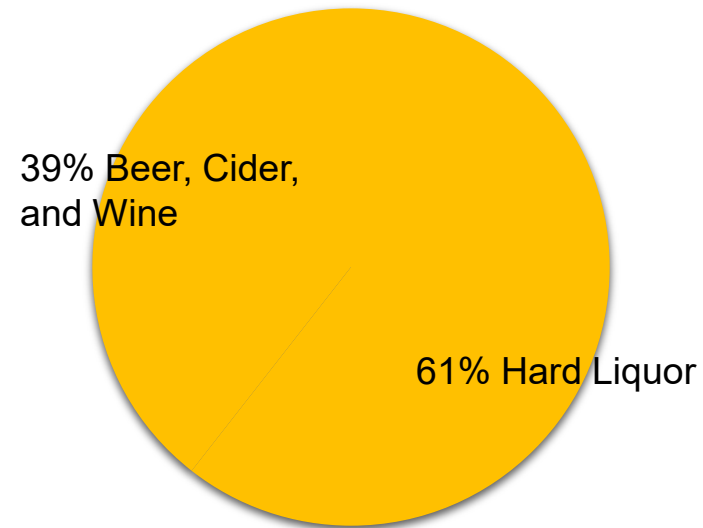
# From Beer to Spirits

By 1830...



The average American  
over the age of 15 drank  
the equivalent of 88  
bottles of whiskey a  
year.

Americans spent more  
money on alcohol each  
year than the total  
expenditures of the  
federal government.





# Temperance

“Mothers and schools plant the seeds of nearly all the good and evil which exists in the world.”

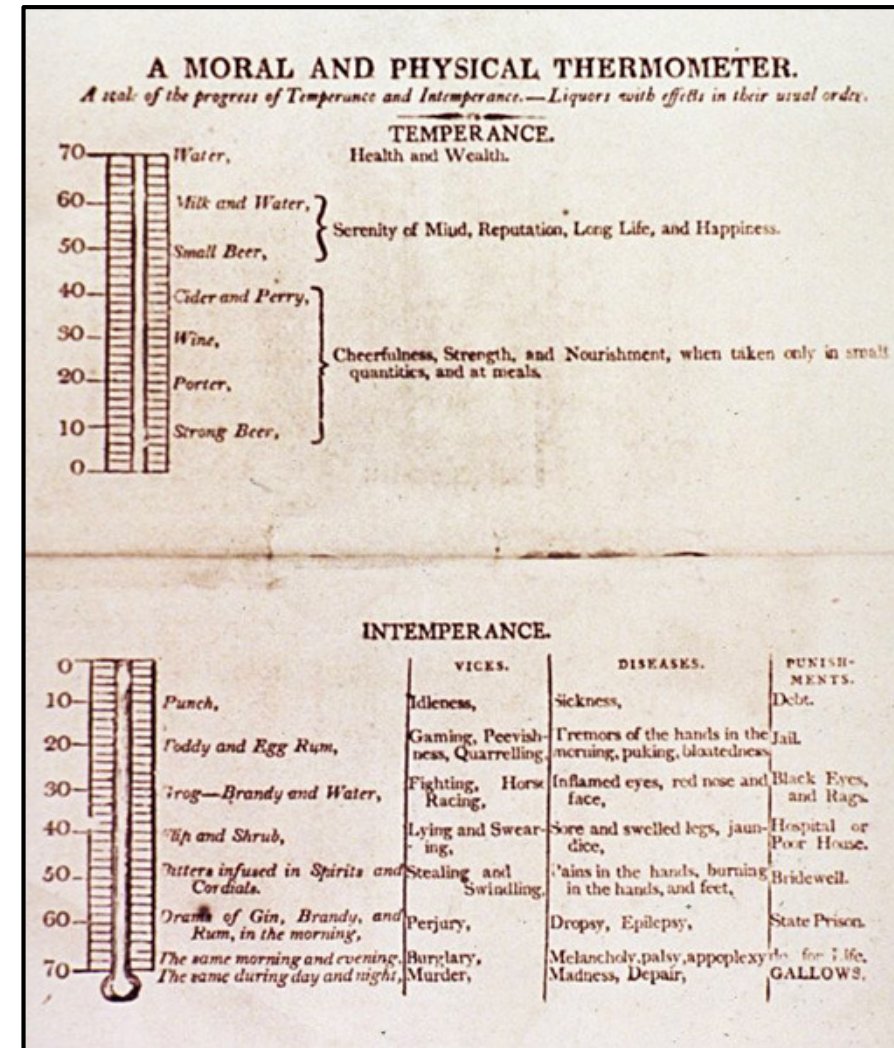
- Dr. Benjamin Rush



# A Moral and Physical Thermometer

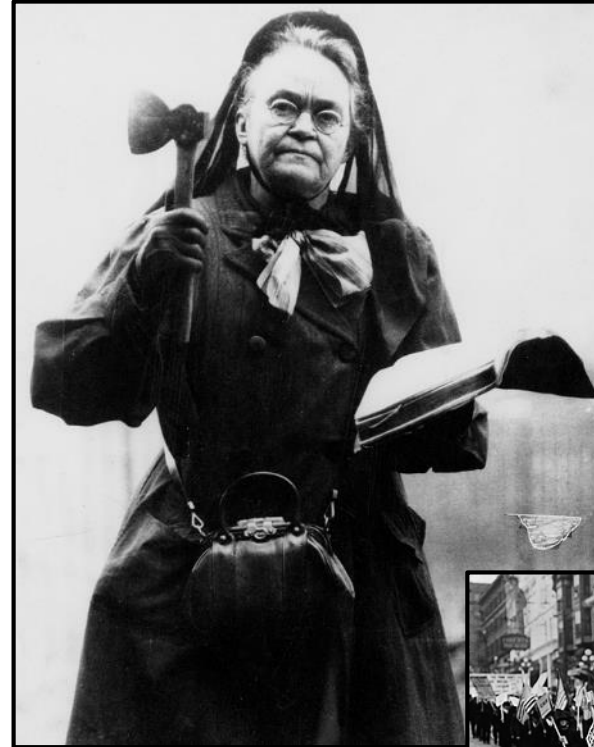
*An Inquiry into the  
Effects of Ardent Spirits  
on the Human Mind and  
Body*

- by Dr. Benjamin Rush  
(1784)



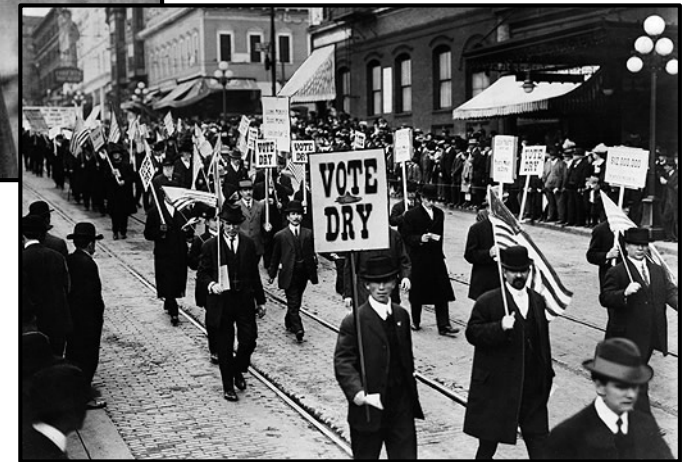
# The Dry Offensive

Woman's Christian Temperance Union



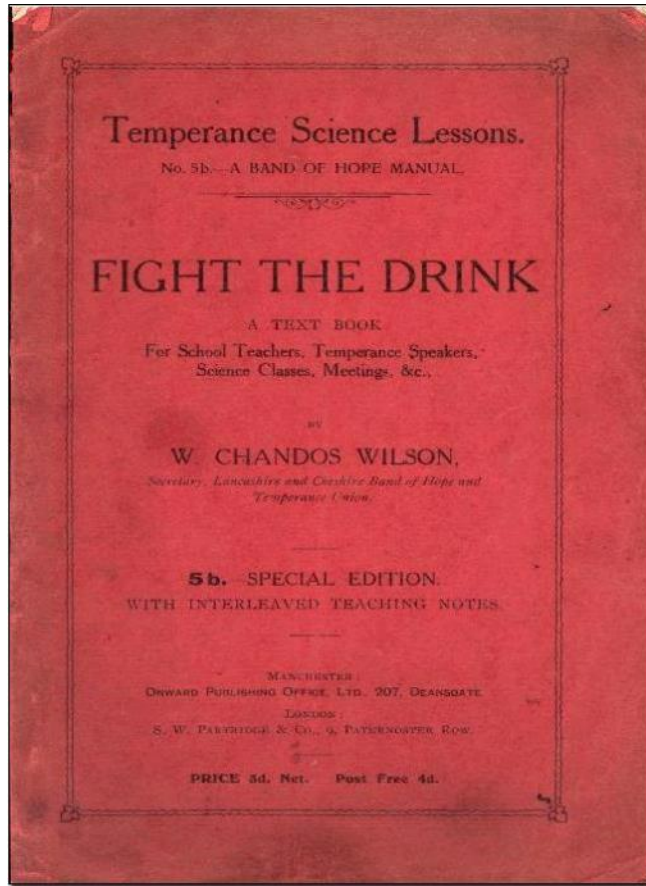
Carry Nation

Anti-Saloon League





# Scientific Temperance Instruction



“A thorough text-book study of Scientific Temperance in public schools as a preventive against intemperance.”

- Mary Hunt



# Immigration and Industrialization

“Steadiness, thrift, and clear thinking were essential in an industrial world.”

- Historian, Richard D. Brown



# The Irish and Germans



# Urban Debauchery



In 1890, eleven of New York's aldermen ran bars.

Saloons were where people sang and laughed. It was their living room and social club. A man could pick up a paycheck or his mail, and read the newspaper. He could play billiards or even find a job.

But the saloon was also the face of alcohol consumption and corruption.



# Prohibition

“Once, during prohibition, I was forced to live for days on nothing but food and water.”

- W.C. Fields





# What if...?

- Alcohol-related death rates decreased from 14.8 to 7.1 per 100,000 people ↓
- Urban wage earners spent \$2 billion less on alcohol ↓
- Alcohol consumption rates dropped from 2.6 gallons to less than 1 gallon a year ↓
- Hospital admissions for alcoholism and for alcohol-related psychoses declined ↓
- Less urban poverty and fewer broken homes ↓
- Drunkenness arrests and national cost for incarcerating public inebriates declined ↓
- More wages flowed into savings accounts and spent on family necessities ↑

# The Volstead Act

The 36<sup>th</sup> state ratifies the 18<sup>th</sup> Amendment to the Constitution in January 1919, and Congress passes the National Prohibition Act (the Volstead Act), which begins implementation on January 20, 1920.



# Unintended Consequences

“Because to pass a law in a real world means nothing,  
to enforce the law means everything.”

- Historian, Noah Feldman



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Al Capone

“Flaming Youth” (1923)

# The Return of the “Demon”

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On December 5, 1933, Utah voted to ratify the 21<sup>st</sup> Amendment to the Constitution and FDR signed an official proclamation of repeal.

Franklin Delano Roosevelt's Acceptance of the Democratic Presidential Nomination (1932)



# Modern America

“Of course you are a rummy, but no more than most good writers are.”

- Ernest Hemingway to F. Scott Fitzgerald





# The New Consumer



## Advertisements from the 1940s and 1950s

# The Rise of Movies, Radio, and Television

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Lucky Beer  
(1940's)



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First on Screen Advertisement (1898)

Angels with Dirty Faces (1938)

# Is Alcohol Funny or Tragic?

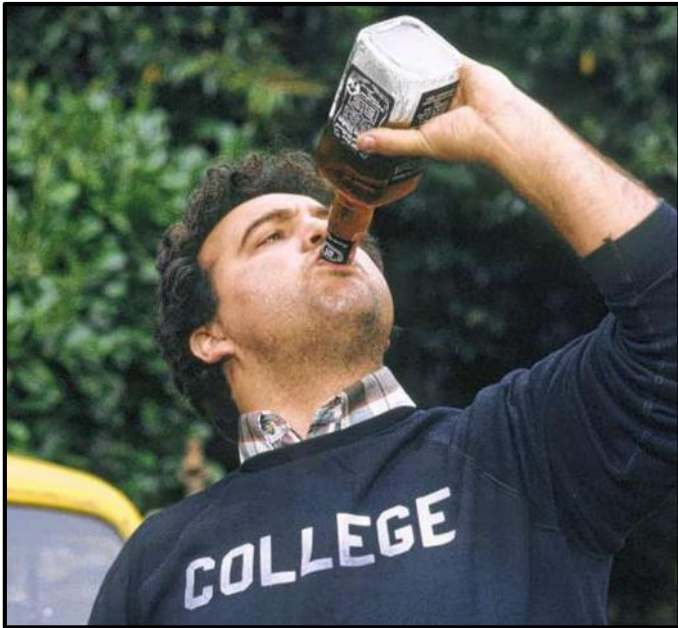
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“One A.M.” (1916)

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“Days of Wine and Roses” (1962)

# American Archetypes



“Animal House” (1978)

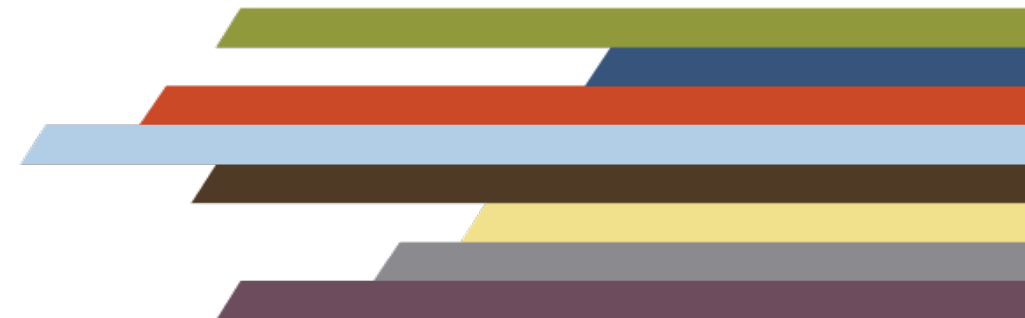
An ideal or very typical example of a certain person or thing.



# Postmodern America

“Red solo cup, I fill you up, Let’s have a party.”

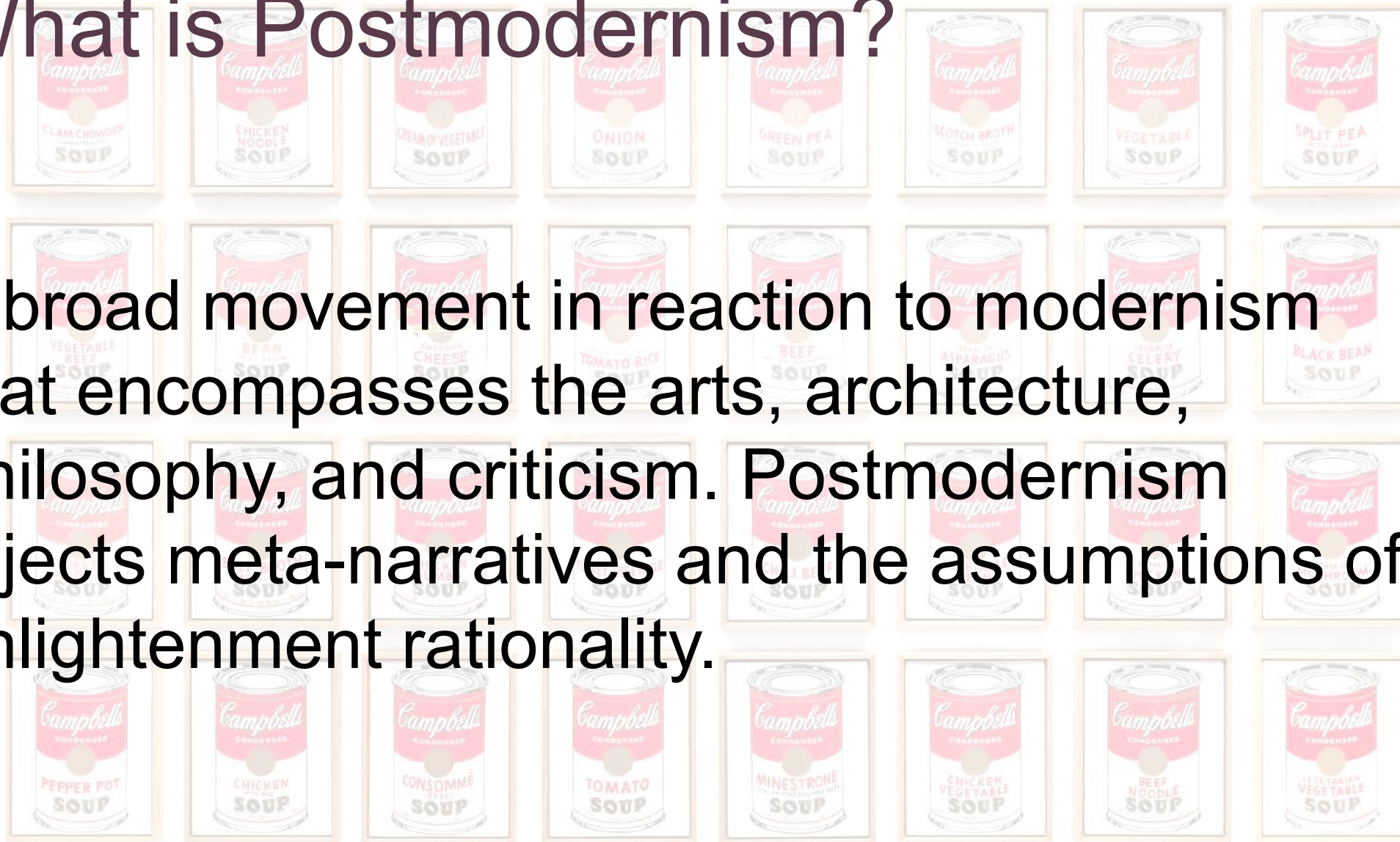
- Toby Keith





# What is Postmodernism?

A broad movement in reaction to modernism that encompasses the arts, architecture, philosophy, and criticism. Postmodernism rejects meta-narratives and the assumptions of enlightenment rationality.





# Pop Culture

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“Flip Cup” with Margot Robbie  
The Tonight Show (2015)

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“The Bachelor in Paradise” (2016)

# Women

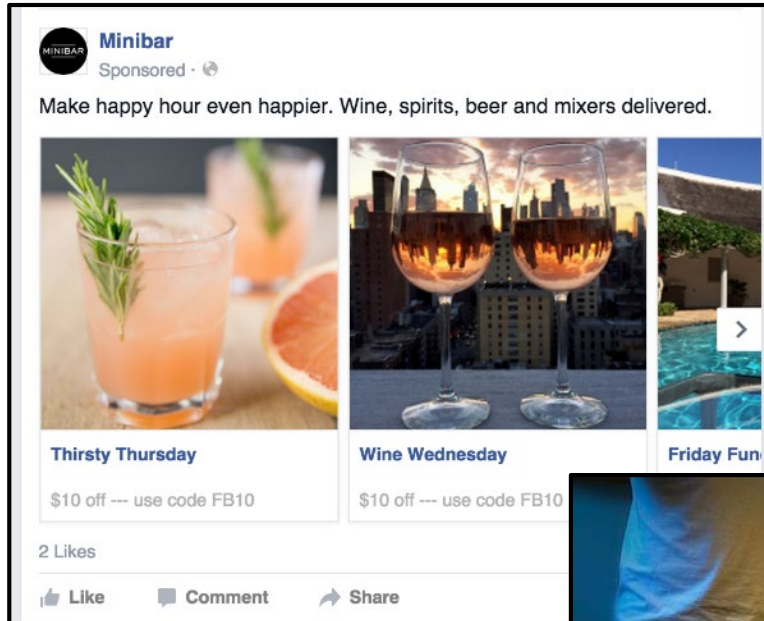


The most expensive part of having kids is all the wine you have to drink.



# The Digital Age

YouTube



Facebook

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Snapchat



“Drunk Makeup Tutorial”  
Jenna Marbles (2013)  
More than 24 million views



# Conclusion



# Culture Matters

“Different societies not only have different sets of beliefs and rules about drinking, but they also show very different outcomes when people do drink...”

- D.B. Heath, *Sociocultural Variants in Alcoholism*



# Culture Can and Will Change

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“Dazed and Confused” (1993)



# Questions?



# Post-Webinar Feedback

Please click on the link in the chat to complete a very brief online feedback form!

*Thank you!*



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# Thank you!

