

from television coverage, 32% from friends or "on the street," and 13% from newspapers. Over three-fourths of the subjects reported hearing about the overdoses from multiple sources, e.g., both television and newspaper. We will present interclinic differences, correlates of learning early versus late about the danger, and will discuss the drug users' reaction to the information, which ranged from seeking drug treatment to seeking to buy the potent heroin that was so dangerous. The presentation will include showing some coverage by the television station from which the greatest number of subjects learned of the overdoses. Although some research has indicated that heroin addicts seldom watch television, the media has an important role in alerting the drug users to such public health emergencies.

**PORTRAYAL OF DRUG AND ALCOHOL USE IN SPANISH-LANGUAGE FILMS.** Christopher D. Tori. California School of Professional Psychology, Berkeley/Alameda, CA.

Hispanics, particularly from Mexico, represent the fastest growing minority population in the United States. In many Southwestern regions (e.g., California and Texas) Spanish is as commonly spoken as is English. Thus, a cross-cultural perspective of the portrayal of alcohol and drugs in the mass media can help in understanding the full impact of the media on substance abuse problems in our country. Epidemiological studies have consistently found that heavy drinking is much more common among Hispanic men than the general male population. Hispanic women, on the other hand, reportedly have higher rates of abstinence than white women. Frequently cited factors to account for excessive alcohol use among Hispanic males have included a distorted perception of *machismo* behaviors and a widespread attitude among Hispanics that problem drinking for men is not a psychiatric disorder but merely irresponsible behavior. The present study predicted that these societal factors would be depicted and reinforced in motion pictures made in Mexico and shown throughout the United States. Over a one-year period, the thematic contents of 101 Mexican films presented at a Spanish speaking theater were analyzed using the motivational constructs of Henry A. Murray. The incidence and situations involving alcohol or drugs used were also quantified along with subsequent violent resolutions of conflicts. As expected, heavy alcohol use was highly associated with masculine sexual potency and toughness. Women, on the other hand, were usually abstinent but tolerant of male drunkenness. Alcohol use was frequently used as the first response to emotional distress. Drug use, however, was negatively portrayed and associated with international crime and sexual deviance. The potential for the conditioning of maladaptive acceptance of alcoholism among Hispanic men is discussed.

**POLICY ISSUES IN GOVERNMENT-MEDIA-COMMUNITY PARTNERSHIPS FOR DRUG ABUSE PREVENTION.** Thomas E. Backer. Human Interaction Research Institute.

Recent research in the United States and internationally reveals large differences in the efficacy of various drug abuse prevention campaigns involving use of television and other mass media. Some of the most successful campaigns are organized around partnerships between Federal government agencies, mass media organizations such as television networks, and nonprofit community-based groups. Public policy supporting these partnership-based campaigns has yet to evolve, and their structure is often informal and undocumented. Also, there is infrequent communication and little comparative analysis among campaigns both within the drug abuse area, and between drug abuse and other

health behavior fields. These factors make scientific evaluation and enhancement of future media-based prevention campaigns more difficult. Several recent drug abuse prevention campaigns involving government-media-community partnerships will be analyzed to show how such partnerships evolve, and what critical elements lead to success. Results will be presented from an ongoing research study supported by the Office of Substance Abuse Prevention, which involves a comparative synthesis of "what works and what doesn't" for mass media health behavior campaigns in a number of topical areas (AIDS, drug abuse, smoking cessation, heart disease prevention, etc.). The current phase of the research is examining the role of organizations in these campaigns, using organizational change concepts as the mechanism of analysis. The presentation will conclude with suggestions for shaping public policy about drug abuse prevention campaign design, improving mechanisms for sharing drug abuse research findings through the media, and promoting cross-campaign communication and evaluation research to enhance future campaigns.

#### **PAPER SESSION**

##### *Stimulant Effects and Arousal*

Chair: *David Penetar*, Walter Reed Army Institute of Research, Washington, DC

**PHARMACOLOGICAL SEPARATION OF REM SLEEP ATONIA FROM CATAPLECTIC ATONIA.** J. Gila Lindsley. Sleep-Wake Disorders Center, Hampstead Hospital, Hampstead, NH.

It has long been assumed that the atonia of REM sleep and the atonia of narcolepsy share a common pharmacological substrate, with central muscarinic receptors clearly identified as critical to REM sleep. By extension, this should also be true for cataplexy. The data presented are inconsistent with this assumption. The effect on cataplexy and REM sleep in daytime naps, for a narcoleptic subject, of a nonspecific and an M<sub>1</sub>-specific antimuscarinic agent are detailed. Data are interpreted as demonstrating the atonia of narcoleptic cataplexy to be pharmacologically dissociable from the atonia of REM sleep.

**METHYLPHENIDATE AND PEMOLINE: EFFECTS ON SLEEPINESS AND MOOD DURING SLEEP DEPRIVATION.** Larry Matteson, Tamsin Kelly, Harvey Babkoff and Paul Naitoh. Naval Health Research Center, San Diego, CA.

Thirty-six male subjects (mean age = 20.94) participated in a study to test the effects of methylphenidate (10 mg every 6 hours; 8 doses) or pemoline (37.5 mg every 12 hours; 4 doses) in maintaining performance during 64 hours sleep deprivation. Subjective sleepiness was measured by a Visual Analog Scale (VAS), objective sleepiness by the number of lapses (intertap times longer than 3 sec) on a 10-min tapping task, and mood by Profile of Mood States (POMS). Results indicate that 37.5 mg of pemoline administered every 12 hours significantly reduces both subjective and objective measures of sleepiness in sleep-deprived subjects, primarily during the circadian troughs, but has little effect on self-ratings of mood; while 10 mg of methylphenidate administered every six hours has no significant effect on these measures.

**CAFFEINE AND TIME-OF-DAY EFFECTS ON A FORCE TASK.** L. Stephen Miller, Suzanne Hasseltine, Elizabeth A. Jenkins, Charles P. Stroble, James D. Griffin, Thomas W. Lombardo and Stephen C. Fowler. University of Mississippi, University, MS.