

# Alcoholic Rehabilitation Centers Reach Most Serious Stages Of Alcoholism

By Chuck McLendon  
Special To The Post

Third in series

North Carolina has three residential centers for alcoholic rehabilitation which are funded by the state and administered by the Department of Human Resources. The centers are located in Butner, Greenville, and Black Mountain.

These centers are designed to help people who have reached the most serious stages of alcoholism, marked by long periods of severe intoxication and emotional disorders.

The Alcoholic Rehabilitation Center (ARC) in Butner serves 26 counties in the north and south central parts of the state. Like the other two ARCs it provides an intensive 28-day residential treatment program to deal with both the medical and psychological problems of the alcoholic. Access to treatment is open to anyone regardless of race, sex, religion, age, ethnic background, or handicap.

The center, which is located on a 10-acre wooded campus, contains three dormitories, an infirmary, and three buildings for counseling, lectures, activities, and administration. The center can house up to 85 people in single and double rooms. The ARC at Butner will celebrate its 35th birthday in 1985 at its annual "Celebrate Sobriety" reunion.

Phyllis Grubb, a substance abuse counselor, believes the ARC is very valuable for the chronic alcoholic. "First of all, it gives the families of alcoholics time to get their lives back together," she said. "It also gives the individual intensive therapy and it prepares the person to get his or her life back in order and to re-enter the working world."

The purpose of the ARC is to give problem drinkers the therapy necessary to return to sobriety, to feel better about themselves both mentally and physically, and to return to their communities and jobs, Grubb said. The ARC encourages its clients to continue treatment through community programs after their discharge. These community programs are an important step in the long road to recovery for an alcoholic, she said, because they help the alcoholic readjust to his surroundings and cope with the problems he or she might face in the community.

The ARC provides a comprehensive

program of diagnosis, medical care and rehabilitation that is individually programmed for each person's needs. All of these needs are met 24 hours a day by a staff of about 100. The staff includes substance abuse counselors, nurses, physicians, psychiatrists, psychologists, activity therapists, vocational therapists, and dietary consultants.

"Our clients suffer from a variety of problems when they are admitted," Grubb said. "The average patient is unemployed, separated or divorced, and suffers from two or three medical problems. Most of the clients have been heavy drinkers for 10 or more years, which can cause lasting harm to the body."

Program director Deborah Giles described the average day of the client at the ARC. "It involves eight hours of treatment," she said. "The treatment varies for each patient, but every day is filled with therapeutic activity and counseling."

The day begins with a lecture and group therapy for everyone. After lunch the clients are involved in self-help activities, recreational therapy, vocational rehabilitation, discussion groups and individual counseling. The self-help activities teach the clients skills such as cooking and job hunting that will help them live more productive lives when they return to the community. Medical appointments and family counseling also enter into the schedule according to each patient's needs.

The evenings at the ARC consist of AA meetings and relaxation such as card games, ping-pong, or a walk on the grounds.

A recent study revealed that 60 percent of the Butner ARC's clients were sober and not drinking six months after leaving the center. Grubb said that for a person who has been drinking heavily everyday for 10 years or more, that is a great achievement.

The ARC staff and counselors encourage clients to become involved in community programs after leaving the center. During their stay at the center counselors from the client's local community program come to the ARC to talk and encourage them to continue their treatment with the local program. Sam Andrews is a good ex-

ample. Andrews fought a long and difficult battle with alcoholism and credits the ARC and Phyllis Grubb, his individual counselor, with his recovery. He now serves as a volunteer at the Butner ARC, and this past spring was a keynote speaker at the center's annual "Celebrate Sobriety" reunion.

"The story of the wonderful work that the ARC does has never been told," Andrews said. "I'm not ashamed to tell my story if it will help anyone to stop drinking and to seek help. Because of the ARC I was able to see what was really troubling me, and regain my self respect."

Andrews, now 59, began drinking when he was 15 years old. For 35 years he followed a common pattern of moderate drinking followed by heavy binges. During one period of several years he remained sober, but then he began "social drinking," and gradually he slipped back into his previous self-destructive habits.

"I was meshed in the denial syndrome," he said. "In retrospect I see that all the signs of actual dependence were there. I just didn't want to admit it."

Finally, through the pressure of family and friends, Andrews sought help from the Alcoholic Rehabilitation Center in Butner. Andrews says that although he sought help, he wasn't mentally prepared. "I was seeking help, but inside I didn't care if it worked or not; I still wasn't openly admitting that I was an alcoholic."

His treatment at the center did begin to help slow down Andrews' drinking habits. The periods between sobriety and drinking became longer and the length of his drinking became much shorter.

In the mid 1970s Andrews says that he finally admitted to himself that he was an alcoholic and sought treatment at the ARC once again. Sam Andrews has not had a drink since 1976.

Andrews credits the ARC with turning his life around, and not a moment too soon. "My last treatment at the center had the right combination of things," he said. "I was ready to admit I had a problem, and I was involved in a wonderful follow-up program in Durham."

Andrews noted that stopping destructive drinking patterns is just the first step in dealing with the problems of alcoholics. "The hardest part is quitting and learning to cope with problems in your life, which I hadn't done before."

The group and activity therapy that he experienced at the ARC made him realize it is important for every individual to have a creative outlet. Andrews' form of self-expression comes through his music. He composes, arranges, and plays in several jazz bands that entertain throughout the Triangle area.

"Everyone needs an outlet, especially those with drinking problems," he said. "Everyone who recovers from this kind of thing suffers from a lack of self-respect. It's so important to make contact with others - you can't do it by yourself."



Charlotte Mayor Harvey Gantt presents a proclamation to the Adolph Coors Company in recognition of their sponsorship of the "Coors Inside Black America" programs airing locally over radio station WPEG. Pictured left to right are Dayn Mark vice president, Alfreda Aaron Scott; Dayn Mark president and

Georgia state senator, David Scott, who produced the "Inside Black America" series; Miranda Mack, Coors' southeast field manager; Mayor Gantt; Haven Moses, assistant division sales manager; Coors; John Desern, Charlotte Coors distributor; and Leon Comer, South Carolina Coors distributor.

## For Coors Beer

# Gala Reception Marks Culmination Of Four-Month Public Service Project

By Audrey C. Lodato  
Post Staff Writer

A gala reception held Sunday night in Charlotte marked the culmination of a four-month advertising-public relations-public service project entitled "Coors Inside Black America," which has been airing since January on WPEG, as well as other radio stations throughout the Southeast.

"Coors Inside Black America" is a series of 39 radio spots combining advertising for Coors beer with a message about some aspect of black history or a brief biographical sketch of a black American. Remarked David Scott, originator of the programming, "We put a lot of concentration on artistic and intellectual achievements, as well as on subjects of major significance, such as the famine in Africa." Topics have included black Broadway performers, black college support, sickle cell anemia, "The Cotton Club," and music along the Mississippi, to name a few.

According to Scott, who is president of Dayn Mark, an advertising and public relations firm in Atlanta, the purpose of Sunday's reception was to gauge the advertising impact of the radio spots and to establish relationships in both black and white communities locally. Scott hopes to convince Coors to continue running the well-received programming, which is due to expire the end of this month.

WPEG station manager, Nancy Cooper, would also like to see the programming continued. "The program is about not only historical but also contemporary black Americans," she pointed out. "I think it's very important that we highlight the black portions of our history. We would like to see it continued, as I'm sure our listeners

would," she added.

The "Inside Black America" series has been airing on radio stations in Atlanta, Memphis, and Jackson, MS, as well as in Charlotte. Conceived to enhance the somewhat tarnished image of Coors in the black community, the project appears to be succeeding. Explaining that the Coors problem was to "not only sell beer, but also to build friends in the black community," Scott reported positive feedback from the areas in which the radio programs have aired. "It's

been super! The people just love it," he declared.

Based on the positive response, Scott is hopeful that Coors will continue the series. "It would be difficult for the Coors Company not to understand what a great market there is for them here," he noted. He stated that the seven stations in four states airing the programs reach three million listeners in North Carolina, South Carolina, Georgia, Tennessee, Missouri, Arkansas, and Mississippi.

## Baking Contest Planned For CPCC Festival

Your favorite recipe could win you dinner for two or two tickets to Brunch with Bach at Central Piedmont Community College's Food Services dining room.

The Campus Circus Bake-Off is one of the events scheduled for a community festival on campus from 10 a.m. - 4 p.m. on Saturday, May 11.

Judging begins at 1 p.m. in three categories - cakes, breads and pastries. All entries must be delivered to the Food Service dining room in the Citizens Center on campus by noon the day of the contest.

Winners will be announced at 3 p.m. and will be awarded ribbons and complementary tickets for lunch or dinner in CPCC's Food Services Dining Room. From all three categories, a single contestant whose entry best depicts the circus theme will be awarded two tickets to CPCC's Brunch with Bach on Sunday, May 19.

Judges will be Charlotte Observer food editor Helen Moore, Charlotte Epicurean Club president Joe Deese

and Jackie Caldwell, chef at the Charlotte Athletic Club. Entries will be judged on taste, originality, and eye-appeal.

No entry fee will be charged but those who wish to participate should pre-register by calling Kathy Hamilton, 373-6880, or fill out entry forms available at area learning centers or at the admissions-information desk on campus.

Also scheduled the day of the Campus Circus are a WBT Trivia Contest; rock and Top 40 bands; storytelling for children; invitational competitions in billiards, ping-pong, chess, backgammon, jigsaw and crossword puzzles; fencing, karate and gymnastics; and entertainment by Paso Fino horses, clowns, a juggler, a mime, a magician, a puppeteer, dancers, a pianist, the Scottish Country Dancers and CPCC's world champion Flute Band.

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**By the way...**  
By Joe Black

Black America and Black Americans have not been enjoying the fruits of a "better life" these past few years. But we must not be hasty and blame all of our troubles on President Reagan. No, he is not blameless, but I remember a biblical quotation that tells us to let he who has not sinned cast the first stone.

There's no denying that the budget cuts will have a negative effect in the Black community. However, that does not mean that we must despair and throw our hands in the air. No, I say that it is time for Black adults to have the intestinal fortitude to stand up and face reality. We must stop wasting time and energy talking about racism and use that time to tell each other that the Lord helps those who help themselves. We must face up to the fact that welfare is psychological slavery because people give up independence, freedom, pride and initiative for a check. The government is not obligated to take care of us. Black people had problems and survived before President Franklin D. Roosevelt introduced the National Relief Act in 1934. Black people have overcome their trials and tribulations in life through pride, initiative and the work ethic. Of course, they needed and accepted assistance. But they did not accept it as a way of life. Today Black adults must stop viewing our problems from a negative standpoint. We can help ourselves - more of us can take a job while we are looking for the job. Our youths must not be made to believe that because they attend inner-city schools they are not academically competent. Black males must accept their responsibility as fathers so the Black family can be strengthened. My friends, we must do for ourselves if we ever hope to make it to the promised land.

**Joe Black**  
Vice President  
The Greyhound Corporation