



THE UNIVERSITY OF
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What's On Tap?

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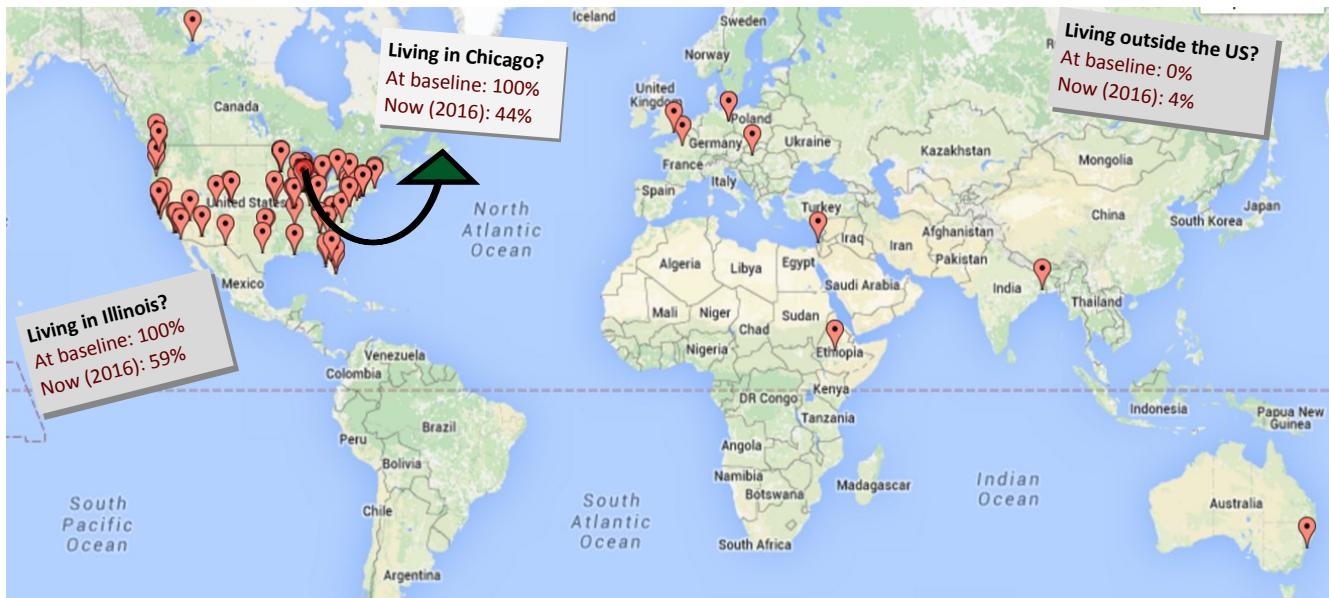
Winter 2016

<http://socialdrinking.uchicago.edu>

Where in the World is CSDP?

Participants in the Chicago Social Drinking Project live all over the world!

Check out your latest locations below:



Director's Note



Welcome to our winter issue of "What's On Tap?" Above, please find our map of where you all are found around the globe. Very diverse! To right, we congratulate our October 2015 Biannual Follow-up raffle winners. Complete your next follow-up on time to be in our April 2016 raffle. On the reverse side, we discuss our latest research on e-cigarette advertisements and highlight the dangers of powdered caffeine. Data analysis continues in our lab. Confidentiality is our utmost priority and will be maintained as we share coded samples and survey responses for analyses with UChicago and outside collaborators (i.e. University of South Carolina Medical Center). Please contact me (aking@yoda.bsd.uchicago.edu) or our lab coordinator (pmcnamar@bsdad.uchicago.edu) for questions or feedback.

A King MD

Dr. Andrea King, Principal Investigator

Follow-Up Raffle!

We have given over \$3,000 in raffles since 2005!

Winners of the October 2015

Follow-Up Raffle:

\$100 Grand Prize: #668

\$20 Prizes: #706, #692, #660

You are eligible for the raffle only if you complete your follow-up ON TIME.



All eligible participants and winners will be notified via e-mail, so keep your contact info up to date!

CSDP Contact Information

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Our latest research: E-cigarette Advertisements



Electronic cigarette (E-cigarette) marketing and advertising has significantly increased in recent years. This means that more and more people are exposed to images of e-cigarette products and people vaping online, TV, and through print ads.

E-cigarette use shares many features of regular cigarette smoking, including frequent hand to mouth movements, simi-



lar inhalation and exhalation, and smoke (or vapor). With this in mind, researchers are wondering if viewing e-cigarette ads will make smokers crave cigarettes as well as e-cigarettes.

Our latest e-cigarette research (King et al., 2016), which has just been accepted for publication, addresses this issue. This study, conducted in 2014, examined young adult smoker responses to e-cigarette advertisement videos.

We found that expo-

sure to these ads increased participants' smoking desire and urge for both a regular and an e-cigarette. The effect was immediate and persisted 20 minutes after seeing the ads.

Research is ongoing and we hope that further findings will give a more clear picture of the true impact of e-cigarette exposures.

Reference: King et al., (2015). Effects of exposure to electronic cigarette (e-Cigarette) visual imagery on urge and desire for a combustible cigarette. *Psychology of Addictive Behaviors*, Advanced Online Publication. doi: 10.1037/adb0000123

**Concerned about your drinking or substance use or about that of a friend or a family member?
Feel free to call Dr. Andrea King (who is a licensed clinical psychologist) on a confidential basis, for suggestions or referrals at 773-702-6181.**

Varsity Blues: The Dangers of Powdered Caffeine

You may have heard of the High School senior in Northeast Ohio who passed away after a lethal dose of caffeine in 2014, but have you heard the backstory on this potentially lethal substance?

Caffeine powder is sold as a dietary supplement, so it is not subject to the same federal regulations as other caffeinated foods. Consumers of this product typically add it to drinks to boost energy or to help control weight gain.

The difference between a safe amount and a lethal dose of caffeine is very hard to discern, however. A mere 1/16th of a teaspoon can contain about 200 milli-

grams of caffeine, roughly the equivalent of two large cups of coffee. A full teaspoon of caffeine powder could contain 3,200 milligrams of caffeine.

3,200 milligrams of caffeine is nearly the equivalent of 8 Starbucks' Venti cups of coffee. With this amount of caffeine, a person can experience adverse effects in a matter of minutes. The brain becomes alert, then agitated and confused. The heartbeat can become dangerously irregular and one can even suffer nausea.

Authorities have pledged to take action as hospitalizations from high doses of caffeine have been on the

rise. The number of emergency department visits involving energy drinks doubled — from 10,068 visits in 2007 to 20,783 visits in 2011, according to the federal Substance Abuse and Mental Health Services Administration. Most of the cases involved teens or young adults.

In June of 2015, Ohio passed a ban on powdered caffeine. Hopefully legislature such as this will help to raise awareness among teens who are already using the product.

Reference:
<http://fox8.com/2015/06/03/ohio-passes-ban-on-pure-caffeine-powdered-alcohol-sales/>;
<http://nypost.com/2014/07/19/powdered-caffeine-scrutinized-after-prom-king-dies/>

