

REWARD & EXPLORATION: HABITS

PART FOUR: MAKING & BREAKING HABITS



Coalition of Alcohol and Drug Educators

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“

QUOTE OF THE MOMENT



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**YOU CAN CHANGE
WITHOUT GROWING,
BUT YOU CANNOT
GROW WITHOUT
CHANGING.**

**AUTHOR AND COACH,
DR JOHN MAXWELL**

”

GETTING 'UNSTUCK'

People can make all sorts of changes, but they may not necessarily be good ones that lead to growing better – Changing and growing are part of maturing. However, when it comes to growing up – maturity is the goal.



GETTING 'UNSTUCK'

Nobody, we mean nobody, likes to be around an emerging adult who acts like a spoilt and ratty child. 'Growing up', is not about not having 'fun' or F.O.M.O (Fear of Missing Out) – quite the opposite. It is the adult who has all the info and the right framework to make healthy, productive and meaningful decision who is the happiest – That's what a 'grown up' is supposed to be – Not the individual who just follows the 'urge' or the 'stimulus'.

GETTING 'UNSTUCK'

Yet, as we have seen in the previous video '*Busted*' that (sadly) those who have messed up by engaging with substance use, or getting trapped by it, *have to go back* and revisit all the basic 'growing up' elements they missed, while they were being a easily manipulated 'thermometer' instead of a health and success bringing 'thermostat.'

LINKIN PARK & GETTING 'UNSTUCK'

I don't know what's worth fighting for
Or why I have to scream
I don't know why I instigate
And say what I don't mean
I don't know how I got this way
I'll never be alright
So I'm breaking the habit
I'm breaking the habit tonight

"Breaking the Habit" – Linkin Park



FORMING & BREAKING HABITS

Early pioneers in habit analysis observed that it takes a minimum of 21 days to form a new habit.

In a study published European Journal of Social Psychology - *How are habits formed: Modelling habit formation in the real world*, Phillippa Lally a health psychology researcher at University College London, found that on average it took 66 days to form a new behavioural habit.

Reference: <https://onlinelibrary.wiley.com/doi/abs/10.1002/ejsp.67>

FORMING & BREAKING HABITS

So ‘breaking’ or changing/moving away from a bad habit, including addiction or drug dependency is going to take similar time frame.

You see it’s not what you put down that matters so much, but what you take up in its stead that really makes the difference – Technical term for this is ‘displacement’

FORMING & BREAKING HABITS

For example... if your hands are 'empty' you can pick up whatever.

If your hands are full and you're holding on tight to something, then it's really tough to pick up something else...

So are you hands full of **Good** Stuff or **Bad** Stuff. If the latter, then you need to put the bad stuff down – let it go. However, it's even more important to then, with both hands, pick up the good stuff – something different and better.

FORMING & BREAKING HABITS

Check this out!

When is a liar not a liar? When they stop lying or start telling the truth?

When is a thief, not a thief? When they stop stealing or when they start working for a living?

You see you must 'displace' the poor conduct with different and healthy ones.



FORMING & BREAKING HABITS

Exiting drug use is damn hard, once dependency has hit. The evidence is overwhelming that though ‘chemical’ intervention may (or may not) help you ‘wean off’ an illicit drug, if you don’t plan to stop using a drug all together, you end up swapping out one chemical for another. Drug use exiting requires recalibration of lot of different things, and the on-going use of substances, even prescribed ones, interferes with healthy habit breaking and making.

ONE SCIENTIST PUT IT THIS WAY

“These activities activate the left pre-frontal cortex, (big part front of brain – where our ‘executive functions’ sit) shift cortical blood flow into these regions and in the process establish new neural firing activity. (Fires the brain up!)”



ONE SCIENTIST PUT IT THIS WAY

“This does not mean a one-off intervention changes neural firing. It does activate new firing patterns.

The difficulty is that the “old” firing patterns have become the “natural default” firing patterns, and unless the new pattern is actively activated, the client will constantly drift back into the old firing patterns in day to day life.”

ONE SCIENTIST PUT IT THIS WAY

“To establish these new firing patterns and to assist these patterns to become stronger, ongoing activation is needed over a period of time. When new patterns are activated for a period of time (6-8 weeks – about 50 days...)”

ONE SCIENTIST PUT IT THIS WAY

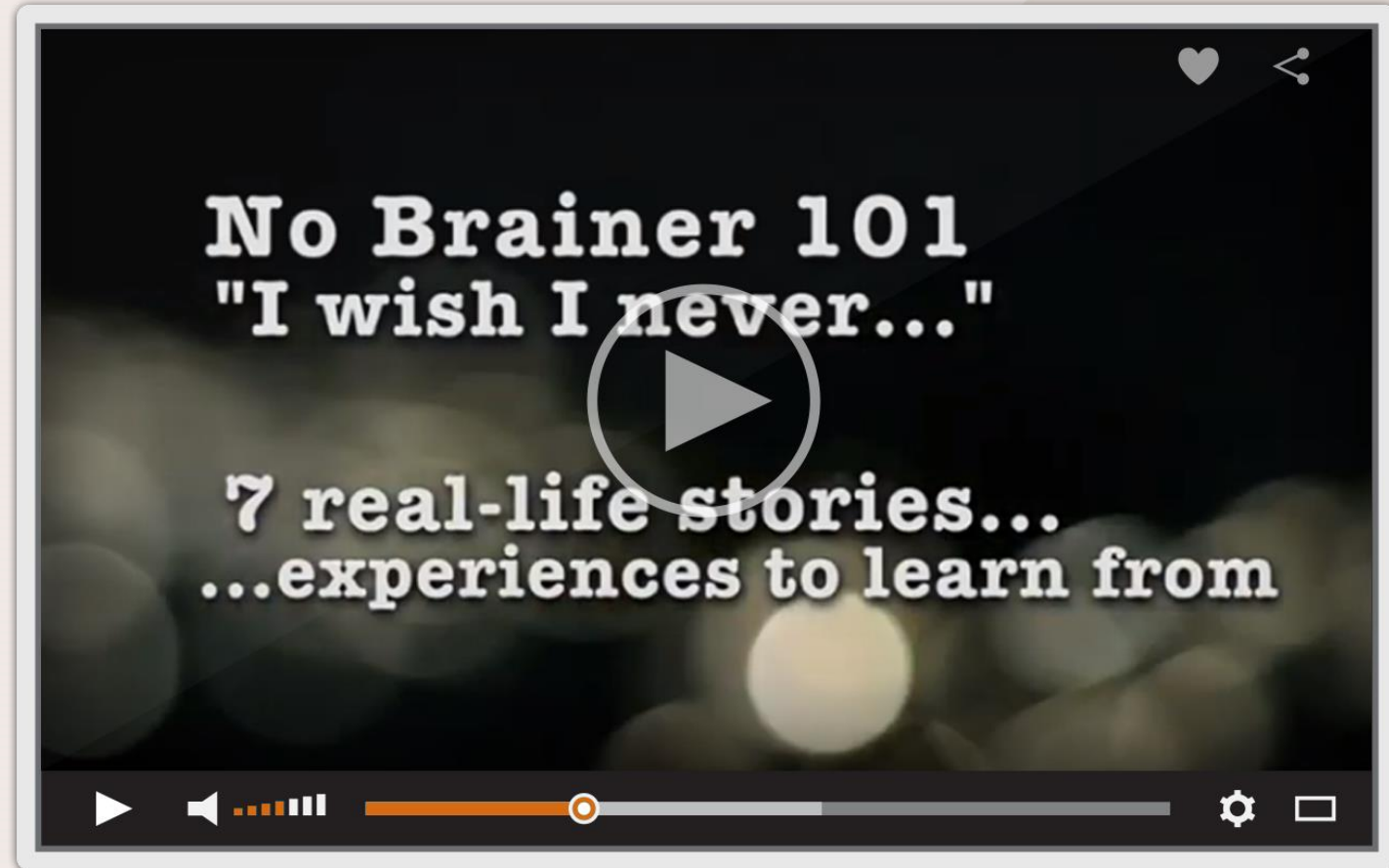
“Molecular neuroscience demonstrated how talking therapies are the preferred strategies to facilitate neural change. New patterns of neural activation can be facilitated through the unique qualities of talking strategies provided in an enriched environment...”

(The Neuroscience of Talking Therapies, Neuropsychotherapy In Australia Issue 24 2013)

STORIES OF PEOPLE I KNOW IN THE SCENE

– GETTING TALKED INTO IT IS EASIER THAN GETTING TALKED OUT!

- Mark
- Jenna



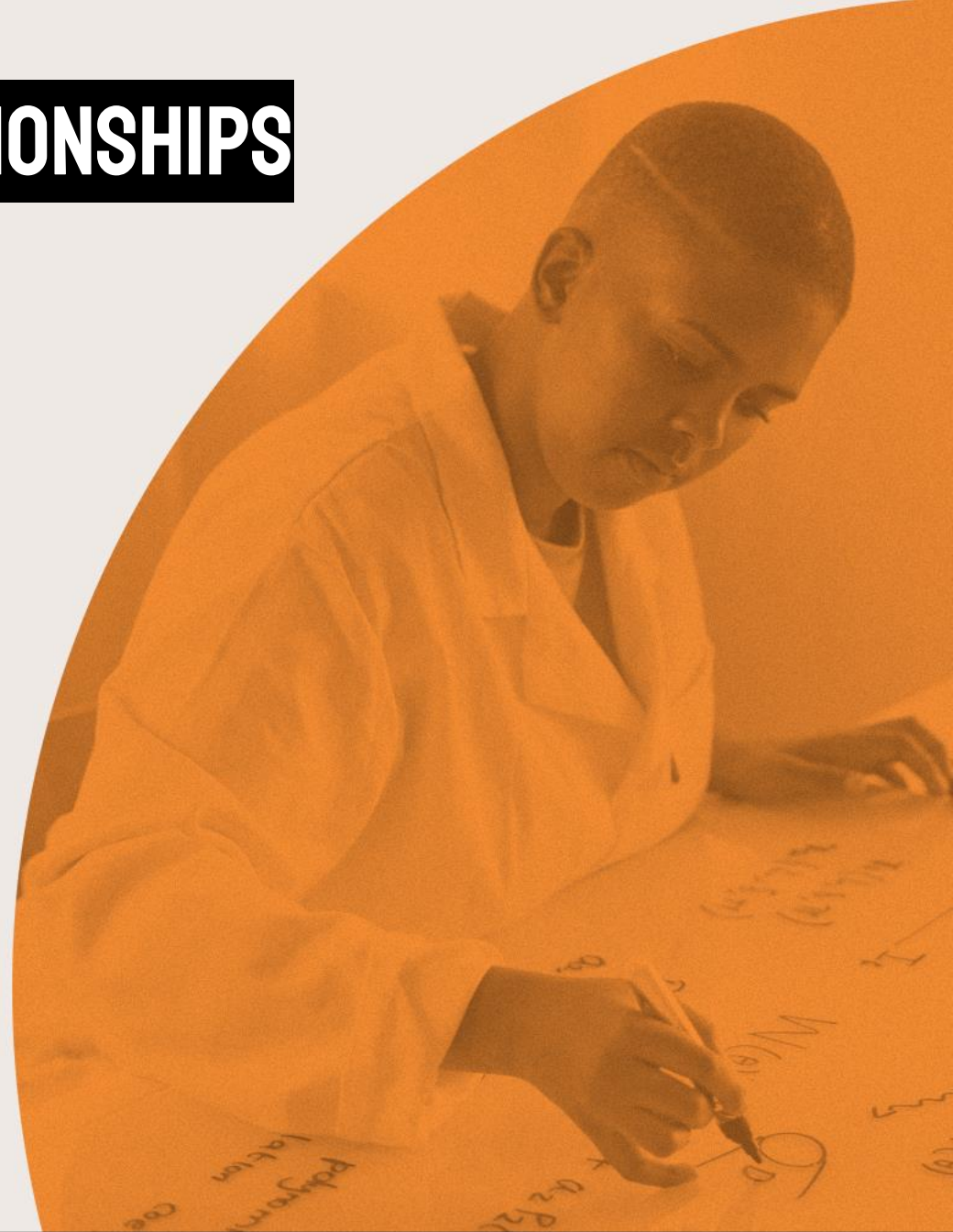
I Wish I Never – 101: <https://www.youtube.com/watch?v=zIFLeLc4tb4&t=176s>

TALKING IN SAFE, CARING & MATURE RELATIONSHIPS

“The human brain is a social entity – its wellness depends on the quality of its connection with its environment.

Talking therapies foster the microcosms of the new safe and secure social structure that facilitates the building of new healthy neural pathways...”

(The Neuroscience of Talking Therapies,
Neuropsychotherapy In Australia Issue 24 2013)



SADLY ALCOHOL & OTHER DRUG ‘MARKETERS’ UNDERSTAND THIS ALL TOO WELL, AND THEY DON’T EMPLOY THESE FINDINGS TO HELP YOU EXIT SUBSTANCE USE, BUT TO ‘BUY INTO IT!’

Carling Brewers: “However, the internal planning documents for the campaign state categorically that “Carling celebrates, initiates and promotes the togetherness of the pack, their passions and their pint because Carling understands that things are better together”.

They go on to specify “3 Aspects of ‘Belonging’...

Memorandum by Professor Gerard Hastings, Institute for Social Marketing, University of Stirling & the Open University (AL 81) “They’ll Drink Bucket Loads of the Stuff” An Analysis of Internal Alcohol Industry Advertising Documents pp1-2

1. *Initiation: Expressions of the moment when an individual joins a group and finds a happy home in the pack – The Moment of Belonging.*
2. *Celebration: An expression of the sheer joy of belonging – The Joy of Belonging.*
3. *Contagion: An expression of the magnetic power of the group – The Power of Belonging”.*

The documents proceed to emphasise the importance of advertising in getting these themes across: “Broadly speaking each piece of communication will either; celebrate ‘Join Us’, by championing the benefit of togetherness, or facilitate ‘Join Us’, by providing and enhancing experiences where togetherness is key”.

Memorandum by Professor Gerard Hastings, Institute for Social Marketing, University of Stirling & the Open University (AL 81) “They’ll Drink Bucket Loads of the Stuff” An Analysis of Internal Alcohol Industry Advertising Documents pp1-2

NOW THAT'S WHAT THE 'PUSHERS' OF LEGAL DRUGS DO

It's no different in the illicit drug space, its just that it's not a 'corporation' trying to get you hooked into their product. Now it's 'friends' or at least people you think you know and trust who 'pitch' the same lines

- **Initiation** – Hey try it...just once, it'll be fun.
- **Celebration** - How good was that? Or, next one will be better – now your part of the scene, now you get it!
- **Contagion** – You want others to join your new 'tribe'

What's disturbing is that at no point in this 'push to participate' is there any warning of harm – any thought of tomorrow – any regard for future – and little care if any, when it goes pear shaped and belly up!

This 'tribe' doesn't deal in relationship, it only trades and transacts in 'experience' – relationships are relegated to transactions around access and event .

HOW THE MARKETERS MANIPULATE YOU AND YOUR BRAIN!



From The Persuaders PBS Frontline (2004) <https://www.youtube.com/watch?v=GRv8syM-zy8>



CONVERSATION STARTER



As a group discuss

- 1) What messages are you getting about alcohol and other drugs, that you were previously unaware of and where were they coming from?
- 2) When you're being manipulated, and know about it, how does that make you feel?
- 3) Can you as a team identify the 'con' messages in your social media world around drugs and whether or not they 'got you'? If so, how did they manage to do that?

Check Out [Peeling Back The Label – Alcohol Advertising & Young People](#)



MORE RESOURCES FOR
BUILDING RESILIENCY
WITHOUT DRUG USE



Strengthening Your BUNGEE Rope – Filling Your Wheelbarrow with good stuff!

CLICK ON LINKS BELOW

AOD & VIOLENCE AGAINST CHILDREN

DRUG POLICY BUILDING OR DEMOLISHING COMMUNITY RESILIENCY

SOCIAL DETERMINEANTS & SUBSTANCE USE

CANNABIS CONUNDRUM INFORMATION SHEET

VAPING CRISIS INFORMATION SHEET

STIGMA & DRUG USE – REDUCING BOTH

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