

# White House drug czar meets with leadership

On March 24, Gen. Barry McCaffrey flew to Miami to visit the Village and Exodus Treatment Center, one of the nation's model programs in addiction treatment and research.

The General is the Director of the Executive Office of the President's White House Office of National Drug Policy (ONDCP) and serves as a full member of the President's Cabinet.

"Gen. McCaffrey came and spent two days to learn what makes us a world leader in addiction treatment," said Dr. Jay M. Holder, Medical Director and Founder of Exodus Treatment Center and Chairman of the World Chiropractic Alliance Council on Addiction.

In meetings with the General, Dr. Holder discussed both the efficacy of subluxation-based chiropractic and the significant role chiropractors can play in helping with this nation's leading cause of death and crime. Gen. McCaffrey said that ONDCP'S strategy is to "increase the quality of life for all Americans."

Holder explained how chiropractic care serves this initiative well, at less cost and by a peer group (chiropractic) who's mandate is to accomplish such goals through drug-free intervention.

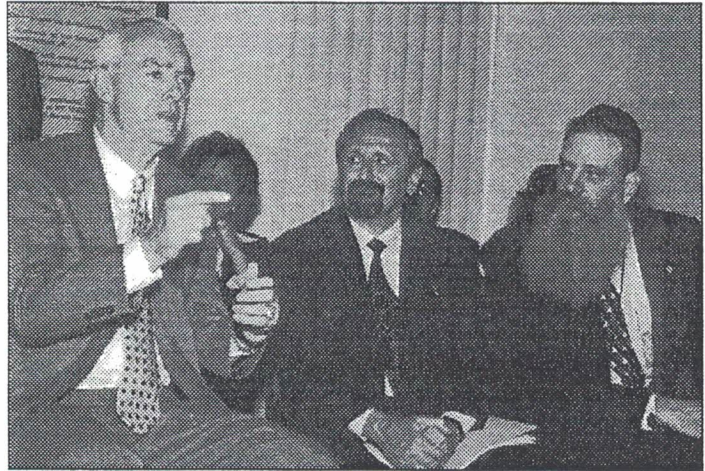
Further discussions included a national mandate for addiction education for all health care providers and issues that centered around the American College of Addictionology and Compulsive Disorders (ACACD), the only physician-level, multi-disciplinary board certification program in the United States.

The ACACD, now in its seventh year, was co-founded by Holder and Kenneth Blum, Ph.D., C.Ad., an internationally renowned scientist in psychoneuroimmunology and human genetics, and Research Professor at the University of Texas and the University of North Texas. Dr. Blum discovered the gene for addiction several years ago after 30 years of pioneering research that led to the development of the Brain Reward Cascade.

"The Brain Reward Cascade is the model that links chiropractic treatment to addictive disorders which has been indicated by a landmark randomized clinical trial performed at Exodus Treatment Center," said Blum.

This chiropractic research study was designed by Robert Duncan, Ph.D., biostatistician at the University of Miami School of Medicine, directed by Holder and funded in part by the Florida Chiropractic Society. This study will be published later this year.

Two books, authored by Blum and Holder, have already been published documenting chiropractic's role in addiction and compulsive disorders.



General Barry McCaffrey (left) discusses White House drug strategy with Matthew Gissen (center) and Dr. Jay Holder (right).

Further, in 2000, an additional work (Reward Deficiency Syndrome) will appear in the *Journal of Psychoactive Drugs*. An entire issue of the journal will be dedicated to the more than 100-page paper, which will include chiropractic's performance and present the first scientific model of the vertebral subluxation complex that has stood up to scientific scrutiny through randomized clinical trial research.

"The chiropractic model and technique that came out of this success in research is Torque Release Technique", said Dr. Holder, "What sparked the direction of Torque Release from the start was our discovery that only vertebrates have an opiate receptor site brain reward mechanism, placing the spine in intimate relationship with our 'state of well-being' or, i.e.: how someone experiences emotions or feels about themselves. Consequently, the ability of the limbic system (seat of emotions) to function and express itself without interference, requires a subluxation-free spine."

A single 15-hour weekend training seminar in Torque Release Technique is conducted 12 times a year and offered throughout the United States.

Torque Release Technique seminars are taught by co-developer Dr. Jay Holder, who states, "I believe TRT is the most complete and efficient technique in chiropractic today."

The Certified Addictionologist (C.Ad.) program is also unique. Together with a distinguished faculty of eight other eminent leaders in addiction treatment and research, the 150-hour, 10-module program provided by the American College of Addictionology and Compulsive Disorders (ACACD), leads to the granting of the C.Ad. credential (Certified Addictionologist).

The C.Ad. program is co-sponsored by

Graceland College, St. Martins College, Milwaukee, Wisconsin; the AAAOM, and other national leadership.

Approved/certified by the State of New York, Office of Alcoholism and Substance Abuse Services (OASAS) and the Certification Board of Addiction Professionals of Florida (CBAPF), which are State Member Boards of the International Certification & Reciprocity Consortium (ICRC). The ICRC provides reciprocity services to approximately 41 states and six countries; all branches of the U.S. Military, and Indian Health Services. Also approved by the State of Nevada Bureau of Alcohol and Drug Abuse (BADA).

The next session of 10 modules will start in March 2000 in Las Vegas. Further, a diploma program in addictionology is now available for all C.Ad. graduates for the first time starting last year at the Village/Exodus Treatment Center, offering a three week clinical residency with room and board provided.

Matthew Gissen, J.D., C.Ad., organized and made possible the General's visit to Miami.

Gissen is the Executive Director of the Village, serves on many committees and organizations in Washington, D.C., and throughout the United States. Serving as a model program for the nation, the Village has remained a national leader in addiction treatment for over 25 years and receives millions of dollars each year in grants to offer state of the art treatment and provide innovative and effective research.