

in heart rate and blood pressure, and gooseflesh (which is responsible for the term *cold turkey*). Cramping and abdominal pains are also common.

As mentioned above, physical dependence (or neuroadaptation) is a physiological response to repeated dosing with morphine and is seen in virtually all patients repeatedly given morphine or another opiate drug. Physical dependence, however, is distinguished from drug dependence or addiction, which is defined by drug-seeking behavior. While addiction is common among drug abusers, it is rare when morphine is used for appropriate medical conditions. The reasons for this difference were not clear as of 2008, and they remain a major issue in understanding and treating opiate addiction.

See also **Addiction: Concepts and Definitions; Diagnostic and Statistical Manual (DSM); Opiates/Opioids; Opioid Complications and Withdrawal.**

BIBLIOGRAPHY

Reisine, T., & Pasternak, G. (1996) Opioid analgesics and antagonists. In J. G. Hardman et al. (Eds.), *The pharmacological basis of therapeutics* (9th ed., pp. 521–555. New York: McGraw-Hill.

GAVRIL W. PASTERNAK

MOTHERS AGAINST DRUNK DRIVING (MADD). Mothers Against Drunk Driving (MADD) is a national organization that works to reduce drunk driving and to help the victims of drunk driving accidents. Many of MADD's members are volunteers who have personally suffered from the results of drunk driving.

MADD was founded by Candy Lightner, whose 13-year-old daughter, Cari, was killed by a drunk driver on May 3, 1980. Lightner was outraged to learn that only two days before the accident that killed her daughter, the driver had been released from jail, where he had been held for another hit-and-run drunk driving crash. Although he had been arrested for drunk driving several times before, he was still driving with a valid California license. Candy Lightner decided to begin a campaign to keep drunk drivers off the road so that other mothers would not have to suffer the anguish

she was experiencing. On September 5 (Cari's birthday), 1980, MADD was originated.

Since then, MADD has evolved into an organization with millions of members and hundreds of local chapters across the United States. Chapters have also been started in Canada, Great Britain, New Zealand, and Australia. Membership is not restricted to mothers of victims or to the victims themselves. Everyone who is concerned about the drunk driving issue is welcome to join. Funding for the organization comes from membership dues and contributions. MADD also applies for and receives grants from federal and state governments and private organizations. Paid staff members are employed to provide leadership on the state and national levels. MADD is involved in three major kinds of activity: (1) advocacy for stricter drunk driving laws and better enforcement, (2) promotion of public awareness and educational programs, and (3) assistance to victims.

THE LEGISLATIVE AGENDA

According to MADD, drunk driving is a violent crime. One of its rallying slogans is "Murder by Car Is Still Murder!" Over the years, MADD members have worked to generate public support for passage of stricter drunk driving legislation, punitive sanctions, and more consistent enforcement measures aimed at deterring drunk driving. In the 1980s, intense lobbying efforts were undertaken for the passage of laws making 21 the minimum legal age for drinking (now in force in all 50 states). The group believes that this measure has saved thousands of young lives that would have been lost in drunk driving crashes.

MADD has also lobbied for changes in judicial procedures that would make the system more responsive to victims of drunk driving. For example, in many states victims had been barred from the courtroom during the trial of their own drunk driving cases because their testimony (or even their presence) might prejudice the jury. Because of the efforts of MADD and other groups, victims' rights bills have now been passed in all states. These ensure that victims will be notified about court hearings and, in most states, allowed to testify about the impact of the crime on their lives. Other lobbying efforts have sought to close legal loopholes that drunk drivers were using to avoid

punishment. For example, drivers might have refused to take a Breathalyzer or blood test for intoxication and were allowed to plead guilty to a lesser charge. In other cases, drivers were allowed to claim that despite their high blood alcohol content, their driving was not really impaired.

MADD has been instrumental in the passage of more than 1,000 tougher drunk driving laws that close these loopholes and institute other deterrent measures, such as mandatory jail sentences for drunk drivers. MADD also supports efforts to require offenders to undergo treatment for alcoholism and/or drug dependency, if this is deemed necessary.

PUBLIC AWARENESS AND EDUCATION

MADD is involved in various efforts to raise public awareness and concern about drunk driving. The National Candlelight Vigil of Remembrance and Hope is held in many locations each December, drawing victims together to give public testimony to the suffering that results from drunk driving. During the Red Ribbon: Tie One On for Safety campaign, which takes place between Thanksgiving and New Year's Day, MADD encourages citizens to attach a red ribbon to their car as a reminder to themselves and others to drive sober. MADD's well-known public awareness campaign of the past used the slogan, "Think . . . Don't Drink and Drive" in public-service announcements on radio and television and in print materials. A more recent campaign, "Keep It a Safe Summer (KISS)," emphasized the need for sobriety during recreational activities that involve driving, boating, and other activities that might pose a danger when under the influence of alcohol. MADD also provides curriculum materials for schools and each year sponsors a poster and essay contest for children on the subject of drunk driving.

ASSISTANCE TO VICTIMS

Programs that provide aid to victims of drunk driving crashes constitute the heart of MADD's mission. Support groups help victims share their pain with others who understand their feelings. MADD members send "We Care" cards to victims of recent crashes. Specially trained victim advocates offer a one-on-one personal relationship with victims, trying to respond to both their emotional and

practical needs. Victims are briefed on their legal rights and on the judicial procedures relevant to their cases. They can call a toll-free number (1-800-GET MADD) for information and help in case of a crisis. MADD also offers death-notification training for police and specialized training for other community professionals, such as clergy and medical workers, who are called on to assist victims.

"20 × 2000"

Since the founding of MADD in 1980, the percentage of alcohol-related traffic fatalities has steadily decreased, from almost 60 percent to around 50 percent. In 1995, MADD established "20 × 2000," a program that sought to reduce that proportion by an additional 20 percent by the year 2000. Intensified efforts focused on more effective law enforcement, increased sanctions, and prevention programs that included education for youth and more responsible marketing and service practices in liquor establishments. The program coincided with federal laws tying state highway funding to passage of state legislation establishing zero tolerance laws aimed at drunk drivers. Because of its concerted efforts in changing the culture of how many Americans perceived drunk driving and its risks, MADD reached its "20 × 2000" goal three years early, when alcohol-related traffic fatalities fell to below 40 percent nationally by 1997.

See also **Blood Alcohol Concentration; Blood Alcohol Concentration, Measures of; Breathalyzer; Dramshop Liability Laws; Driving, Alcohol, and Drugs; Driving Under the Influence (DUI); Legal Regulation of Drugs and Alcohol; Minimum Drinking Age Laws; Psychomotor Effects of Alcohol and Drugs.**

BIBLIOGRAPHY

- Bloch, S. A., & Ungerleider, S. (1988). Whither the drunk driving movement? The social and programmatic orientations of Mothers Against Drunk Driving. In F. B. Dickman (Ed.), *Alcohol and traffic safety*. New York: Pergamon.
- Cerulo, K. A. (2006). *Never saw it coming: Cultural challenges to envisioning the worst*. Chicago: University of Chicago Press.
- Lightner, C. (1987). Youth and the road toll. In P. C. Noordzij & R. Roszbach (Eds.), *Alcohol, drugs and traffic safety*. Amsterdam: Elsevier.
- Mann, P. (1985). *Arrive alive*. New York: McGraw-Hill.

Mothers Against Drunk Driving home page: <http://www.madd.org/>.

Sadoff, M. (1990). *America gets MADD*. Irving, TX: Mothers Against Drunk Driving.

DIANNE SHUNTICH
REVISED BY MATTHEW MAY (2009)

MOVIES. The use and abuse of substances may be observed in movies from virtually any genre, location, and era. One of the earliest examples of drug use in film is the 1906 French movie *Les Réves d'un Fumeur d'Opium* (The Opium Smoker's Dream). Substances may play a minor role in a movie, serving to enhance a particular storyline or character. Alternatively, they may play a central role, representing aspects of use and abuse at the individual, community, or societal level. Although the portrayal of substances in movies may have a particular entertainment value, it is important to recognize that they may also shape a viewer's belief system and stereotypes about persons who use and abuse substances.

Research guided by social learning theory shows that "learning is achieved through not only direct experience but also through observation" (Stout et al., 2004, p. 544; see also Bandura, 2002). This suggests that viewer perceptions of persons who use and abuse alcohol and drugs can be directly influenced by the portrayal of substances in films. In a review of more than 50 movies, Cape (2003) found that both positive and negative stereotyping surround the use and abuse of substances. The major stereotypes include the tragic hero, rebellious free spirit, demonized addict/homicidal maniac, and humorous/comedic user. In addition to shaping beliefs, films can provide a historical context, helping the viewer to understand the broader culture and beliefs about substances during a particular time. This entry highlights some of the different genres of movies that portray the use and abuse of substances, the types of characters exemplifying the stereotypes outlined by Cape (2003), and the interplay between different genres of movies and the historical context.

DRAMAS

Dramas provide fictional accounts of the lifestyle or culture associated with substance use, varying significantly in their realism. They offer the viewer a unique perspective into buying and selling substances, the social contexts in which they are used, and their biopsychosocial consequences, exhibiting significant heterogeneity in realism and accuracy. Some of the earliest movies were influenced by an era of severe moralistic reasoning. For example, Dorothy Davenport produced *Human Wreckage* (Davenport & Wray, 1923), which served as a drug-prevention film following the morphine-related death of her husband Wallace Reid. In this film, drug use was associated with moral deficiency in a propaganda-like manner. It provided definitions of moral behavior in the midst of numerous Hollywood scandals. Such events and the emphasis on morality guided the architecture of the Production Code of the Motion Picture Industry (better known as the Hays Code) of the 1930s. This was an attempt by the Motion Picture Association of America to explicitly define what was acceptable in movies, with the ultimate goal of advancing proper or moral behavior. From the Hays Code emerged films that contained substances as a central theme, with a clear purpose of propaganda.

At a time when very little knowledge about substances existed, these movies helped warn parents and youth about the jeopardy of one's morality when using illicit substances. For example, the films *Reefer Madness* (Hirliman & Gasnier, 1936) and *Assassin of Youth* (Brown & Clifton, 1937) showed well-adjusted individuals having extreme and sensational reactions when high on marijuana. These films suggested that typical responses include insanity, suicidal behavior, and violence, and connected marijuana use with premarital sex and listening to jazz music, two societal taboos of the time. Similar portrayals of other drugs can be found in films of the same period, such as *Cocaine Fiends* (Kent & O'Connor, 1935). In *The Lost Weekend* (Brackett & Wilder, 1945), the main character engages in a weekend of binge drinking. Subsequent to his intoxication, he becomes involved in criminal activity and serves time as a patient in a psychiatric ward.

The Man with the Golden Arm (Preminger & Preminger), released in the 1950s, also illustrated themes similar to those of the early propaganda