Addiction is a chronic brain disease that affects millions of people. Drug abuse, including abuse of alcohol and nicotine, is estimated to cost the United States more than $600 billion each year. Almost everyone knows someone affected by drug use or addiction. Help your audience learn the neuroscience of addiction.

**Background**

- Prepare to talk to the public about addiction with these accessible articles: *Addiction: An Overview, Addiction and Brain Circuits*, and *The New Science of Addiction: Genetics and the Brain*.
- Get your audience engaged with the Brain Awareness Videos *Marijuana Blows Your Mind* or *Dopamine and Addiction*.

**Hands On**

- Help explain this topic to children, teenagers, and families using the *Alcohol and its Impact on the Brain* lesson plan from the American Association for the Advancement of Science (AAAS). Explore hands-on activity ideas and videos from *Brain Power*, and engage teenagers with the fun *NIDA for Teens* website, both from the National Institute on Drug Abuse.

**Diving Deeper**

- Help your audience understand the role that animal research plays in exploring potential cures for addiction with the article *Animal Research Advances Effort to Develop Vaccines Against Cocaine, Heroin Abuse* or the *Image of the Week: The Cocaine Brain*.
- Looking for more? Explore all of the addiction resources on *BrainFacts.org*. 