The Relationship Between Pop Culture and Substance Misuse: A One Way Street or Should We Look Both Ways?
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Abstract
As a society we are constantly bombarded by images and sounds that encompass today's pop culture. Pop culture influences what products we buy and defines what is acceptable or desired behavior at any given time. It can also provide a sense of belonging. Mass media outlets have long been accused of promoting the misuse of alcohol and other substances through depictions of use in film, television, radio, advertising, and social media. Celebrities have also been criticized for glorifying substance misuse in music lyrics, dress, or in statements made to the press. But is pop culture solely at fault? Or is it possible that substance misuse trends also influence pop culture? Or do they feed off one another? This micro-seminar will explore the relationship between substance misuse trends and pop culture. Substance misuse in recent history as well as current substance misuse patterns and how they impact and/or are impacted by pop culture will be discussed. Sessions will include examples from different pop culture eras that depict substance misuse. Viewer discretion advised!

Faculty Biography
Dr. Lisa Goldstone is an Associate Professor of Clinical Pharmacy and the Associate Director of Residency Programs at the USC School of Pharmacy. She is a Board Certified Psychiatric Pharmacist and provides pharmacogenomic consult services to patients with psychiatric disorders at Keck Medical Center. As part of her clinical service, she discusses medicinal and recreational use of substances with her patients. Prior to becoming a pharmacist, she was licensed as a professional counselor and worked with persons with substance use disorders. She currently teaches in the substance use disorder pharmacotherapy section (including cannabis use) in the Doctor of Pharmacy curriculum and serves as a faculty advisor for student research projects in the areas of substance misuse and attitudes toward cannabis.