CONTENTS

Illustrations xi

Preface xiii

Households and People xvii

PART I. MEXICO: ADDICTION THAT BINDS

- 1 At the Table 3
- 2 Defining Addiction 8
- 3 Devoted Together 15

PART II. UNITED STATES: ANTI-DEPENDENCY 21

- 4 Pathologizing Addiction 23
 - 5 Abject Dependency 29
 - 6 My Inner Yankee 37
 - 7 The Void 44

PART III. MEXICO: ADDICTION AND VICE 51

- 8 In Nacolandia 53
 - 9 Excess 60

vii

viii CONTENTS

10 Judgment 70

11 Defiance 79

12 Drug Wars and Free Trade 94

13 Discretion 103

14 Ecology 112

15 The Vice of Isolation 122

16 Safety 132

17 Harm Reduction 138

18 Attachment 144

19 Devotion 152

20 Ravishment 162

21 Replacement 172

PART IV. UNITED STATES: ADAPTATIONS 187

For Connection 189

22 To Quell the Panic of Living 191

23 In Recovery, Together 200

For Consumption 213

24 Gobble 215

25 Stuff 228

CONTENTS ix

26 Circulation 240

For the Long Haul 253

27 Drug Seeking 255

28 Against Mindfulness 265

For Wonderous Devotion 273

29 Pleasure 275

30 Praise 283

Epilogue: At the Table Again 291

Appendix: A Prayer to Saint Addicere 305
Acknowledgments and Altars 307
Notes 317
References 329

Index 347

1

At the Table

DOLORES HAD set the table before I arrived. Plates, utensils, plastic cups, paper napkins for twelve. Glass bottles of Coke and small ceramic dishes of limes, sliced radishes, chopped onion, and oregano, arranged for easy reach. Our Sunday meal was in the dining room on the heavy, rustic, wood table for twelve, with matching chairs and a bright red and yellow tablecloth under clear plastic in the big two-story house. The year before, in 2015, I had lived in Dolores's family's terreno, their household compound. Back then, I would cross the courtyard from my little house whenever Dolores invited me to eat and sit with her in the kitchen at the smaller round table, also under plastic. Dolores was one of my landladies during the time I was conducting ethnographic fieldwork in Mexico City. She lived in a neighborhood called Buena Vista, in a terreno with four separate houses. I rented the smallest. Whenever I came back to town, I would call Dolores, and she would say, "We're here. Come see us." I always did.

That afternoon, when I had pulled the metal wire that rang the bell in Dolores's kitchen, the adults sent Tati, Dolores's youngest granddaughter, now seven, to open the glossy red metal door below the courtyard. I hugged her and exclaimed at how tall she was, then followed her between her father's acid-green city bus, which he rented out for a local route, and the stable built into the volcanic bedrock, home to a rotation of horses, goats, and chickens. We made our way up the stairs passing the terracotta Virgen de Guadalupe nestled in a niche in the rock. Dolores had placed her there as a greeting for those ascending into the courtyard.

4 CHAPTER 1

It was Dolores who gave me the Virgen de Guadalupe medallion I wear around my neck to this day. The flat, smooth, heavy, stainless-steel oval is a perfect place to press my thumb when I need to ask for help. I had missed Dolores, with her carefully dyed hair and her kind, careworn eyes. She usually wore a checked, ruffled apron, and her agile hands were always in motion: cooking, managing people, collecting rents from the stores on the street beneath the terreno.

Because it was Sunday, Dolores's daughter Anabel and her husband Mateo and their two kids walked from Mateo's family's terreno around the corner for pozole (soup made with hominy and meat, usually pork). Moni, Dolores's daughter, and Dolores's mother Imelda, who lived in a little house on the other side of the courtyard, as well as Dolores's son, Clemente Jr., and his wife Amanda and their three kids who lived on the east side of the courtyard in the larger one-story house were all there too. After greeting, we all sat down at the table, now full, except for Clemente, Dolores's husband. He was upstairs in a stupor. Drunk.

Clemente was a courtly and gracious man, except when he was drinking. During these periods he stayed in his room, only leaving when he ran out of liquor, heading for the tavern down the street, staggering and wild-eyed. When it got unbearable, Dolores would send Clemente to a nearby low-cost rehab, called an anexo, to dry him out. After his stint in the anexo he would come back, engage for a while, and then inevitably start drinking again and disappear.

A few weeks after I had first settled into my little house in Dolores's terreno, Clemente knocked on my window early one morning, calling out. I was confused. Where was the knocking coming from this early? Finally, I could make out his words. Clemente was begging for a drink. When I didn't respond, he slid open my kitchen window from the outside, crying out for tequila or a beer, then moved to the window in my living room. I was frozen in shock inside the back bedroom. I didn't know what to do. When I managed to gather myself, I dashed from my house across the courtyard in my pajamas, dodging Clemente, and knocked on the door of Clemente Jr.'s household. Tati, then five years old, opened it. In hushed urgency, I asked her to wake up her mother,

AT THE TABLE 5

Amanda, to tell her what was happening. As I stood in the doorway, Tati walked toward the back of the house. From the back bedroom I heard Amanda sleepily direct Tati to get Clemente a drink. And then silence. She was back asleep. Apparently, this was normal. With practiced ease, Tati opened a bottle of tequila in her mother's kitchen, poured some in a glass, walked out into the courtyard, and gave it to her grandfather. As he drank it, they sat companionably on the embankment together, their legs both dangling down the side. When Clemente was done Tati took the glass from him and went back to her house and shut the door.

Later that day Dolores knocked on my door. I got the sense she had come to make sure I was okay in the wake of that morning's events. She sat down at my table, and I made her a cup of PG Tips, the British tea she liked so much that I brought from the US. "Clemente has a vice," she told me, as if that were explanation enough. I barely heard her, as I worked to hide how sad I was to see Clemente this way. I assured her I was fine. I told her many people in my family were alcoholics, including my sister, Annemarie.

Dolores closed her eyes, sighed slowly, and then opened them again. She began, "Yesterday when I got home, I was so drained and tired. We had some cubas," referring to cuba libres—rum and Coke—with its common nickname. "My grandchildren, my daughter, we were so relaxed. I can't live without alcohol, you know? We have our drinks. Our beers. Our cubas. But not him. There are good alcoholics who can live together, be convivial. What's the word? Social! Yeah, social! But Clemente has one drink. Then he drinks alone for fifteen days."

I nodded without absorbing much of what she had said. I just wanted to know what to do if Clemente came begging again.

"Well, if it happens again, give him a drink."

How could Dolores suggest giving Clemente liquor, which he was so clearly addicted to, and which so clearly damaged him?

Growing up white, in middle-class, suburban California during the Reagan era and his declaration of the "The War on Drugs," I had been educated about addiction. In high school, I made fun of Nancy Reagan's "Just Say No!" campaign while smoking plenty of pot and tripping on

6 CHAPTER 1

hallucinogens. But still, I absorbed the message that those burdened with out-of-control dependencies were pathetic addicts, who inflict damage on themselves and on those around them. They needed to be treated with "tough love" and confronted with a stark choice: "just say no" or be cast out.

At least I was sure tough love was what my sister Annemarie needed to combat her alcoholism. Any time she drank, especially at family gatherings, her slurred demands for attention—falling into bushes, knocking into others—always took center stage. Annemarie claimed she only drank to control her panic attacks, continuously denying that she was an alcoholic. Her denial enraged me. And that rage was mutual: when Annemarie drank, she often exploded at our younger sister Candace and me for not drinking with her, hurling accusations that we froze her out.

Over the years I had endured so many of her eruptions. I would field endless screaming phone calls from California as I desperately tried to get her to tell me where she had driven drunk so I could send someone to find her. Once Annemarie ruined Candace's monthly cabaret show at a night club in San Francisco by talking loudly and drunkenly through the whole performance. And even after trying AA, a thirty-day stint in rehab, and crashing her new car, she still insisted she wasn't an alcoholic. She blamed her car accident on her recent gastric band surgery, claiming she couldn't hold her liquor as well after losing weight. Annemarie kept drinking.

The car accident happened the night before Thanksgiving in 2012. We were all at our mother's. Annemarie was hours late. We hadn't heard from her. Candace and I were pacing near the landline on the kitchen counter. Annemarie's young daughter, Frankie, was with us wearing a stricken look: her mother had disappeared again.

I was the one who picked up the phone when it rang. Annemarie was wailing incomprehensibly on the other end, and all I could make out was the word "jail." Then the phone went dead. I spent the next few hours frantically calling nearby jails to find her, but failed, fueled by both rage and concern. It wasn't until the next morning that Annemarie called, when she was released. I begged her to let us come get her, but

AT THE TABLE 7

she snarled that she needed to be alone. She checked into a motel and went to sleep.

Annemarie's recklessness, attention-seeking, and anger, all of which I found impossible to bear, had gone too far. So I made a decision: I shut her out of my life, as best I could. I refused to be at family events where she might drink and avoided her calls. The toll her drinking had taken on our relationship and on our family caused whatever compassion I had for her to dry up. Clemente begging at my window for liquor felt mild compared to Annemarie. Unlike Dolores, there was no way I was giving Annemarie a drink if she came knocking. I wouldn't even answer the door.

INDEX

Page numbers in italics indicate figures and tables.

AA. See Alcoholics Anonymous (AA) abject dependency, 25 abundance: capitalist, 17, 284; cheap, 17, 61, 98, 113, 298, 321n2 abuse, dependency and, 318n9 activities, addiction to, 12 activo, 264; addiction and public health, 160; common in nacolandia, 118-19; hallucinations, 138; inhalation, 12, 135; solitary, 125; teens inhaling, 135; vice, 123-24; young man high on, 138-40 acupuncture, 266 Adderall, 300; ADHD meds, 40, 120; middle-class white kids, 120 addicere, Latin verb, 12-13, 124 addict(s), 25; judgment of Padre Vicente, 72-73; needing care, 28 addicted, term, 26 addiction(s): alcohol example, 4-5; anger as, 209–10; attachment to substance or activity, 147; Belem's explanation of, 145; circulation, 251-52; Coke, 31, 49, 108-11, 153-54; connection and, 18; definition of, 8-9; dependency and, 25-26; devoted care, 154-55; Drug War and, 17-18; enslavement and Blackness, 33; Game of Thrones, 100; harm of, 19, 136-37; history of word, 317n12; inheriting circulation, 250-51; Inner Yankee and, 323-24n6; "Inventory of Appetites," 26; judgment anger and, 77; nature or nurture, 318n12;

patron saint of, 305; possessive individualism and, 32-33; recovery, 203; reflection on, 19-20; refrescos, 107; replacement, 177-79; root cause of, 161; search for root cause, 112; self-judgment, 74-76; sexual and domestic violence and, 135-36; shoe, 172-74, 173, 180; skateboarding as replacement, 175-76; storytelling, 201-2, 207-8; tacos, 149-50; vice and, 11-12, 152-53, 160, 171, 293; vice versus, 145-48; willpower over damaging, 174; Wonderly defining, 180; word, 8, 12-13; see also compulsive circulator(s) Addiction and Devotion in Early Modern England (Lemon), 13, 187 addictive love, 130 addictive storytelling, 207 addictus, word, 157 ADHD meds, Adderall, 40 adultery, 144 afraid of death, 193 agua de sabor, sugar sweetened beverages, agua natural (natural water), phrase, 105 agua simple (plain water), phrase, 105 Al-Anon meetings, 117 Alba, Luis de, term "nacolandia," 55 alcohol, 298, 303; addictive powers of, 49-50; attachment, 152; behavior after consumption, 23-25; calming nerves, 297; domestic violence and, 136; Jolly

348 INDEX

alcohol (continued) Bad News (St. Aubyn), 216 Ranchers as replacement, 184-85; lemon Baldwin, William, The Canticles or Balades of and, 198-99; panic attacks and, 192-93, Solomon, 1 194-95; ravishment, 290; recounting Banner Health (website), 177 affects, 165-66; relationship to, 39; Beatriz (family matriarch), 149-50 replacement addiction, 178-79 behavior example, alcohol consumption, alcoholic: reaching "rock bottom," 200-201. See also recovery Belem (family matriarch), 64, 125, 144-48, Alcoholics Anonymous (AA), 48-49; 152-53, 159, 168, 226, 315 benzodiazepines, 195, 198, 206, 263-64; addiction treatment, 178-79; as common destination, 117; meeting, 197, 201-2, 207, deprescribing, 261; Drug Wars, 261 294; replacement, 184-85; sociality and benzodiazepine use disorder, 262 giving over of self within, 320n8; sponsor, beverages, sugar in popular, 81 Bimbo snack cakes, 17 166, 197, 206 Black Christ of Chalma, 16; pilgrimage to, alcoholism: root cause of, 27; tough love and, 6 Alexander, Bruce: on food adaptation, 113-15 226-27; on heroin and morphine Black Friday, 228 addictiveness, 112-13 Bloomburg Foundation, 88 Alma (family matriarch), 77-78, 89-92, BMI (body mass index), 61 136, 216, 315 body size, 60 "alone time," 42; compulsions, 115 Bourgois, Phillipe, on men in homeless American Family Physician (journal), 261 encampments, 35-36 American Psychiatric Association, distincbreastfeeding, Klonopin and, 195-96 tion between hoarder and collector, 236 Broken Windows policy, 134 brother (William), 23-24, 39, 204-5, 241-42, anexo, low-cost rehab, 4, 125, 138, 291-92 255. See also sister (Annemarie/Annie); anger, addiction, 209-10 animacy of objects, concept of, 237 sister (Candace) Annemarie/Annie. See sister (Annemarie/ brown, adrienne maree: call for pleasure, Annie) 276-77; Pleasure Activism manifesto, anti-Black racism, 298 275-76 antique marbles, collection of, 281 Brown, Zindell, kidnap and killing of, 301 Antonia (family matriarch), 98, 100, 126-28, Bush, George W., Calderon and, 96-97 Butler, Octavia: Wild Seed, 47, 158, 270; 226, 315 Xenogenesis trilogy, 158-59 anxiety treatment program, 258, 260 Argonauts, The (Nelson), 1 artistic genius, vice, 126 caffeine, 40; refrescos and, 9 Assembly of God, 44 cake, author welcoming you, 41 Calderon, Felipe, federal control of drug Ativan, 198; prescription, 255 attachment: addiction as, 147; Wonderly trade, 96-97 defining of, 180 campaigns, urging abstemiousness, 113 attachment disorder, 148 Campbell, Nancy, addiction research attachment theory, Wonderly on, 148-49, 161 historian, 8 Austen, Jane, Emma, 187 cancer, diagnosis of, 255

INDEX 349

Candace. See sister (Candace) Candelaria, 62 Canticles or Balades of Solomon, The (Baldwin), 1 capitalism, petrochemical, 67 car accident, 6; drinking and, 6-7 Carmen (family matriarch), 74-78, 99, 126, 139, 167, 210, 224, 315 Catholic, suffering with others, 16 Catholic Church, 122 Catholic family, 41-42 Catholicism, 15, 38, 153 Centzon Tōtōchtin, 166 Chalma, pilgrimage to, 113–15 chattel slavery: Butler's books retelling, 158-59; possessive individualism and addiction links to, 32-33 chemical exposure study, 79-82, 98, 100 Chemical Slavery (DuPont and McCaffrey), 33 chew-your-food slowly, 267 chinacate, 55 chocolatera (chocoholic), 296 Christian ministries, redemption of alcoholics, 50 Christians, perception of God after Reformation, 31-32 Christmas gathering, anti-refresco service announcement, 110 chronic disease, 60 Ciel water (owned by Coca-Cola), 54 cigarettes, as vice, 145 circulation: addiction to stuff, 251-52; hairbrushes, 248; mother's addiction for crib, 243-46; sorting through death, 246-47; term "little bit of family treasure," 244. See also compulsive circulator clothing swaps, circulation, 250 Coca-Cola, 10, 51, 102, 221; attachment, 152; career of Vicente Fox, 86; damage of, 92; devoted and connective pleasure, 280; devotion to, 15-16, 154; foreign import of, 17; Mexico, 98; pictured with box of man's

ashes, 155; Red Cola or, 108, 109, 111; sharing, 15. See also Red Cola cocaine, Wall Street traders, 120 Cocoa Puffs, sugar cereal addiction, 216, 217 cockroaches, 85, 92, 108, 180, 230, 277, 302 Code of Cannon Law (1983), 32711 Coke, 278; addiction to, 31, 49, 102, 108-11, 153-54; education on, 9-10; essential for meal, 54 collective pleasure, politics of, 93 communitas, celebrating, 161 Complete Guide to Self-Control, The (Young and Jilek), 42 compulsion(s), 46; dependencies, 42-43; solitude and, 120-21 compulsive circulator(s): clothing swaps and thrift stores, 250-51; commitment of mother to, 243-46; mortification over mother's addiction, 240-41; mother's circulation of feminine stuff, 249; mother's crib, 241-43, 242; necklaces, 248-49; relationship to stuff, 240; toothbrushes, 248 compulsive consumption, 228-29; animacy of objects, 237-38; Black Friday, 228; collecting glass eyecups, 281; collections in nacolandia, 234-36; Elmo shelf, 232; hoarding as disorder, 228, 229; plastic ponies, 230-33, 231, 234, 247, 283 compulsive dependencies, 27; vice as, 160 compulsive exercise, 127 compulsive reading, 148 connection(s): addiction and, 18; with others, 122-23 construction work crews, 321n2 consumption, disease named, 25 corporate takeover, devastation of, 99 cost, water or refrescos, 105-7, 109 Costco, 99 COVID-19 pandemic, 221, 226, 294, 296; Adderall shortage, 300; circulation of stuff, 246; getting sick, 296, 297; social

withdrawal and, 19

350 INDEX

crack cocaine users, Hart's experiments with 119–20 craving free sobriety, Perkins', 49, 50 "crazy apples," sale of manzanas locas, 56, 77, 89, 132–33 crib: mother's circulation addiction, 241–43, 242; term "little bit of family treasure," 244 Cuba, eating during travel to, 221–24 culture of poverty, 78, 111, 175; Lewis's, 73, 321n3; Moynihan and, 321n4; working-class ecologies as, 73–74

dancing, mushroom journey, 210-11 daughter (Sophie), 23-24; beach, 47; begging for phone, 147; Game of Thrones, 269-70; thrifter, 251 daughter (Thea), 23-24; avid reader, 269; losing track at beach, 47-48, 158; Game of Thrones, 269-70; thrifter, 251; visit by, 183 Day of the Dead, 62 Dean. See partner(s) death: circulation of stuff after, 246-47; commemoration by loved ones, 128-29; dealing with father's, 204-5, 205 debt, devotion to, 156-58. See also endrogada decriminalization, drug use, 140, 142 "Dependence Syndrome," World Health Organization, 26 dependency: addiction and, 25-26; definitions, 318n9; disease of the will, 65-66; Drug Wars on, 261; enslavement and, 34-35; freedom from addiction and, 32-33; history of, in United States, 35-36; judging, 287-88; Marx on, 44; nacolandia neighbors embracing, 287; semaglutide, 284-86; susceptibility to, 27; transformation in, 32 Dependent Personality Disorder, pathology, 26 depersonalization, terror of, 203-4 Devoción Nocturna, participation in, 126-27 devotion: addiction professing, 153;

addiction to devoted care, 154-55;

affliction of, 16; alcohol and refrescos, 297; to Coke, 15-16; debt, 156-58; experiencing addiction, 159-61; music and dancing, 155-56; pleasure in compulsive, 281-82; repetition as key to, 179; shoe, 172; Sugar Every Day, 283-84, 287 devotionalism, 153 diabetes, 81; history of refrescos and obesity in Mexico, 92-93; refrescos and, 10, 105, 107; rising incidences of, 83; semaglutide, 285; sugary beverages and, 85 Diagnostic and Statistical Manual of Mental Disorders (DSM), 26, 151, 215 Didion, Joan, as glamorous smoker, 219 discretionary foods: concept of, 104-5; definition, 104 disorder, addiction as, 8 divorce, coping with devastation, 198 Dolores (family matriarch), 3-5, 7, 9-11, 15-16, 18, 57-58, 114, 117, 125-26, 144, 169, 171, 202, 225-26, 291-303, 315 domestic violence: addiction and, 135-36; deprivation and, 136 Down syndrome, 58, 296 Doxepin, 192 Dracula (film), 167 Dragon Ball Z (anime series), 165 drinking alcohol, panic attacks and, 192-93, 194-95 drinking water, exercise and, 81-82 drogadictos, 134, 142, 143 drug(s): counselor, 203; dependency on, 25, 33; sales and safety of neighborhood, 133-34; trafficking and violence, 301-2; virtue and vice, 301 drug addicts, safety and, 139 Drug Cartels Do Not Exist (Zavala), 96 drug seeking: Ativan, 255, 257-58; Klonopin, 255, 256, 259-64; patients, 263; psychedelics for healing, 257-58 drug use: danger and violence, 134; decriminalization, 140, 142; Drug War and, 95 drug users, phrase on violent, 71-72

INDEX 351

Drug War(s), 20; benzodiazepines, 261; dependency, 261; hatred of dependency, 140–41; impact of, 94; interpersonal damage and, 275; militarization, 99; NAFTA and, 17–18, 98; Reagan starting, 95; violence of, 17 drunkenness, ravishments of, 166

DSM-V, substance use disorder, 151

eating, passion and pleasure, 29 e-cigarettes, smoking, vaping, and, 177-78 ecology, 159; addiction and, 119; consumption, 230; health care and public education, 142; public health interventions, 113; shaping addiction, 120-21; solitude, 125; Yale Food Addiction Scale (YFAS), 216 "ecstasy," street name for drug, 275 educational campaigns, nacolandia, 82-85 El Chapo's prison escape, 101 Elmo collection, 232; compulsive consumption, 234 Emerson, Ralph Waldo, Thoreau and, 34 Emma (Austen), 187 endrogado, 161; family, 157-58, 236; meaning of, 325n5 epidemic pathology, psychoactive substances, 25 Epistles (Horace), 51 ethnographic fieldwork, Mexico City, 3-4 euphoria, 275 Eva (family matriarch), 105-9, 139 Evangelicalism, 48 excessive appetite, addiction and, 60 exercise: drinking water and, 81-82;

Facebook: addiction, 156; attachment, 152; water/coca cola, 79 false idols: Protestants deriding Catholic statues, 153; religious icons as, 15 Fanta, 10

excessive, 218, 219 eyecups, collecting glass, 281 fat: calorie counting and, 90; common sense of, 60; judgment of, 77–78; normal BMI, 61; term of endearment in nacolandia, 61–62; unhealthiness of, 60 fatalism, 111 father (Byron), 37; death, 204, 207, 246; divorce from mother, 198, 202, 245; sister dealing with death of, 204–5, 205. See also mother (Alison) fatness, 79 fatphobia, 284

FDA, advisory panel for 275 femicide, unsolved cases of, 99 fentanyl, 217; panic, 261 Ferrante, Elena, novels, 249 feudalism, 31 Field, John, Thoreau on Irish immigrant, 34, 37 Fisher, Carrie, as role model, 256 food addiction: apocalypse and, 220-21; attending conference in Cuba, 221-24; gobbling, 215, 225–26; gobbling baby carrots, 218-19, 266-67, 270; Häagen-Dazs ice cream, 224; intuitive eating, 286; mindful chewing, 266-67; popcorn, 270-72, 283; practicing portion control, 267; replacing junk food for "health food," 218-19; semaglutide and, 284-86; to sugar, 40-41; Yale Food Addiction Scale (YFAS), 215, 216

"forbidden idols," worshipping in secret, 150
Forest Witch, 169–71
400 Rabbits brand, mezcal, 166
Fox, Vicente, alliances with drug traffickers, 96; Coca-Cola career before politics, 86
Fox News (television), 301, 302; drug-related zombification, 300; story about Mexican ads, 299–300
"free of the press of others," experiencing

food swamp, Mexico City, 225

ourselves as, 115
Free to Focus (Hyatt), 42
free trade, United States demanding, 67

Frye, David, meaning of "endrogado," 325n5

352 INDEX

gabapentin, 288 Game of Thrones, addiction to, 100, 128, 269 Garant, Kelly, on people overdosing in Philadelphia, 300 gastric band, 24, 220, 226 Gates Foundation, 88 gender-neutral term, pareja, 325n15 Gingrich, Newt, on additive drugs, 21 glass eyecups, collection of, 281 Gleaners, The (Millet painting), 252 gobbling food, 215; see also food addiction Goblin Market, The (Rossetti), 162-64, 163, 219 Gopnik, Adam, on food addiction, 216, 287 gratitude altar, Klonopin, 289, 290 Guadalupes, multiple, 235; see also Virgen de Guadalupe Gutfeld, Greg, on addict's consent, 300 gym addiction, vice, 126

Häagen-Dazs ice cream, 224, 286 Halloween, 62 harm reduction movement: activists, 140-41; Narcan distribution, 141; safe injection sites, 141, 143 Harrison Act (1914), 263 Hart, Carl: discernment of illicit drug users, 261; experiments with heavy drug users, 119-20 health education, Mexico, 87-89 Henry V (Shakespeare), 30-31 heroin, St. Aubyn on seductions of, 216 Hidalgo Robles, Natividad, renting apartment from, 53-54. See also Sra. Nati (family matriarch) hip dysplasia, 265 hoarding: American Psychiatric Association on collecting and, 236; compulsive circulation, 240; as disorder, 228, 229; see also compulsive consumption Holiday, Billie, love and sex in popular songs, 13

homeless encampments, anthropologist Bourgois on men in, 35–36 Horace, *Epistles*, 51 horror, zombies, 166–68 *How to Change Your Mind* (Pollan), 257 Hummel collection, 236 *Hunger Games, The* (novel series), 269 "hungry ghosts," Mate on, 46 hydration: exercise and, 81–82; soda and, 83

ice cream, addiction to, 41, 43, 224, 286
IMSS. See Instituto Mexicano del Seguro
Social (IMSS)
incarceration, car accident and drinking, 6–7
industrial capitalism, 34
Industrial Revolution, 66
inhalants, common in nacolandia, 117–19
Inner Yankee, 38, 42–43, 203; addictions and,
323–24n6; demands of, 66; display of, 251;
judgment of, 60, 77, 287; possessed by,
247, 272; power of, 50; struggles with, 160,
180, 185
Instituto Mexicano del Seguro Social

(IMSS), 86, 87; cosponsoring ad campaigns, 82–83, 83; public health responsibility, 83–84 insulin, 81 intoxication, love and sex, 13 "Inventory of Appetites," 26 "invidious distinctions," Veblen term, 67 Iron Addiction Gym, 13 irresistible foods, discretionary, 104 isolation: vice of, 130–31; see also solitude itacate, concept of, 225

Jarritos, 10
Jolly Ranchers, replacement, 184–85
journey work, 283
Joye, George: on addiction as negative force, 30; on being addict to God, 50, 164
judgment: addiction to, 139; damage of self-, 74–76; fatness, 77–78; injustice of clients, 76–77; mandate against, in nacolandia, 70–71; "social" workers in nacos/nacolandia, 71–72

INDEX 353

"Just Say No," Ronald and Nancy Reagan, 5–6, 113

Kenney, Jim, allowing public drug use, 299–300
kindergarten graduation, mass at, 144
Klonopin, 195–96, 206, 207, 208, 255, 256, 259–60; access, 263; dependency, 260, 262; devotional use, 264; gratitude altar with, 289, 290; hostage of Drug Wars, 261; long-term use and dementia, 262; prescription, 195, 260, 262, 288; shortage, 286; side effects, 262; withdrawal, 259; withholding, 294, 303
Kneecap (movie), 327n8
Kondo, Marie, concept of animacy of objects, 237–38

Lady Gaga, A Star is Born, 45 language of contention, Roseberry on, 27-28 Las Vegas, video poker addicts, 115-17 La Violencia, 167; Calderon and Bush, 97; Mexico, 17 lemon, alcohol and, 198-99 Lemon, Rebecca: Addiction and Devotion in Early Modern England, 187; on addiction in Elizabethan England, 13 Lewis, Oscar, on "culture of poverty," 73, 321113 libertarian, on drug criminalization, 94 Life Changing Magic of Tidying Up, The (Kondo), 237 Lindbergh, Anne Morrow, term "little bit of family treasure," 244 Lomnitz, Claudio, on reviling nacos, 67 López Obrador, Andrés Manuel: claiming no addicts in Mexico, 299; election of, 101-2 Lorde, Andre: call for pleasure, 276-77; "The Uses of the Erotic" (essay), 276 love: addiction and, 14; intoxication of sex and, 13 lover replacement, 182-84 LSD, Wilson on, 179

100; Mexico, 98 McGee, Latavia, kidnapping of, 301 Majin Buu, 165 Manne, Kate, on food restriction and hunger, 285 Manpower, 102 marijuana, 39; addiction, 9, 160, 195; attachment, 152; Coke and, 10; common in nacolandia, 117–19; historians on, 120; public health, 160; recounting affects, 165; safety near sale of, 132-33 Marx, Karl, critiquing dependency, 44 master-slave narrative, 33 Mate, Gabor: deciphering addiction, 27; on "hungry ghosts," 46, 267; recovery from addiction, 46; on sitting with trauma or sadness, 271; on solitary habitats, 116 maximalism, pleasures of, 238 Maya Huel, Aztec Goddess of intoxication, 166, 268 MDMA-assisted therapy, post-traumatic stress disorder, 275 Medb, Celtic goddess of intoxication, 268 medical tourism, 220 medications for opioid use disorder (MOUD), 141 Melissa. See partner(s) Merida Initiative: Calderon and Bush, 96-97; destabilizing effect, 99 Mexican ads, media coverage in United States, 299-300 Mexican Revolution, hallmark achievements of, 86 Mexico: consumption, 230; Drug War, 94, 101-2; economic modernization in, 66-67; first "War on Drugs," 96; health education, 87-89; migration and NAFTA, 87; NAFTA's radical transformation of, 87; public health announcement, 88; public health care system, 89-90 Mexico City: addiction in, 161; anti-refresco

billboard, 10, 84; crack cocaine users, 119;

McDonalds: French fry addiction, 17, 98,

354 INDEX

Mexico City (continued) ethnographic fieldwork in, 3-4; "fat" term in, 61-62; "food swamp," 225; saturating with cheap consumer goods, 98; "social" workers judgment of nacos/nacolandia, 71-72 mezcal, 400 Rabbits brand, 166 Micah. See partner(s) migration, NAFTA and, 87 Millet, Jean-François, The Gleaners painting, 252 mindfulness, 265; language of, 267; leaning into pain, 266; mindfulness meditation app, 266 mindlessness, gobbling popcorn, 270–72 Minecraft, addiction to, 150 money, nacos/nacas' vulgarity about, 64-65 Moraga, Cherríe, "La Güera," 291 moralism, excess, 60 Morena Party, López Obrador and, 101-2 morphine, 217 mother (Alison), 23, 38; cancer diagnosis, 255; circulation, 39, 229, 240-44, 243, 244-52; father divorcing, 198; taking Klonopin from Annemarie, 195–97, 303. See also father (Byron) Moynihan, Daniel Patrick, culture of poverty, 321n4 mushroom journey, 210-11

nacolandia, 18, 19; adapting addiction and vice, 264; addiction flourishing due to pleasure, 277–78; Alexander's diet in, 226–27; Coke addiction in, 160; compulsive consumption, 234–36, 235; connective addictions of, 116–17; copying learnings from neighbors in, 283–84; defiance learned from neighbors in, 272; educational campaigns in, 82–85; embracing dependencies, 287; "fat" as term of endearment, 61–62; fatness in, 78; indicators of addiction in, 151; interdependent devotion in adulthood, 148; mandate of "don't

judge," 70–71; marijuana and inhalants common in, 117-19; moving away from, 58-59; naconess in, 56; nonjudgmental ethos of, 208-10; outsider word, 320n5; pain-crushing pain on return, 265; places for sex in, 169; public health interventions, 113; quinceaños, 63-64; sharing space, 132; term, 55-56; on US phenomenon of Black Friday, 228, 228-30; "with others" most common in, 123; women and reality of abuse, 135-36; work in, as social, 125-26 naco/naca: neighbors selling healthy snacks outside school, 56-57; parties as excess of, 62-63; rural-to-urban migration, 55; term, 55; vulgarity about money, 64-65 NAFTA. See North American Free Trade Agreement (NAFTA); Tratado de Libre Comercio de América del Norte (TLCAN) naloxone, 141 Narcan (naloxone nasal spray), 141 Narco War: Calderon and Bush, 97; destabilizing effect, 99; nacolandia, 99; security concerns of, 101 national health survey, normal weight, 61 National Institute of Drug Abuse (NIDA), 26 nature or nurture, addiction through, 27 Nelson, Maggie, The Argonauts, 1 nerve pain, 296-97 New York Times (newspaper), 238, 300, 301, 302 Nixon, Richard, Drug War, 95 nonprofit organization, seeking "paths to self-reliance" for families, 68 North American Free Trade Agreement (NAFTA), 17, 68, 72, 74, 92; Drug War

obesity: history of refrescos, diabetes and, in Mexico, 87, 92-93

and, 17-18, 98; foreign business invest-

Mexico, 87. See also Tratado de Libre Comercio de América del Norte

(TLCAN)

ment and, 87; radical transformation of

INDEX 355

On Earth We're Briefly Gorgeous (Vuong), 51
Operation Condor, accomplishments of, 96
opioids, 218
Oprah, semaglutide and, 285
Orsi, Robert: on compulsion, 159; defining
devotion, 153; "practice of presence," 15
other people/me, water/coca cola, 79
Oxford English Dictionary (OED): defining
"discretion," 104; gobble in sentence, 219
Oxford Group, 48
OXXO, 99
"Ozempic" episode, 327n3

Palmer, Robert, love and sex in popular songs, 13 PAN. See Partido Acción Nacional (PAN) pancreas, 81 panic attacks, 191-92; alcohol and, 192-93, 194-95; alcohol and lemon, 198-99; Klonopin, 255, 263 panic disorder with agoraphobia, 192, 195 Parable of the Sower, Taylor's translation of, 29 pareja (partner), gender-neutral term, 325N15 Partido Acción Nacional (PAN), 86, 96, 101 Partido Revolucionario Institucional (PRI), 101; codifying ejido system, 86; drug enforcement, 96; establishing IMSS, 83; subsidizing sugar and soda production, 84 parties: naco excess, 62-63; quinceaños, 63-64 partner(s): addiction, 13; Dean, 182-84, 239, 280, 308, 310; Melissa, 280-81, 341; Micah, 162, 164, 169-71, 182-83, 219, 239 passion, eating, 29 "paths to self-reliance," nonprofit organization seeking, 68 PEMEX, attempts to privatize, 101 Peña Nieto, Enrique, election of, 100-101 Perkins, Cynthia, on "craving free sobriety," pharmaceuticals, dependency on moodaltering, 40

Plan Merida: Calderon and Bush, 96–97; transforming legal system, 98; violence of. 101 plastic ponies, 247; addiction, 238; compulsive consumption, 230-33, 231, 234, 283 pleasure: activism, 276; addiction flourishing in nacolandia, 277-78; celebrating addiction, 279-80; devotional exchange, 278; eating, 29; food, 286; mutual adoration of lovers, 281-82; sugar, 280 Pleasure Activism (brown), 275-76 police, protection of, 133-34 politics of representation, 59; ads, 299 Pollan, Michael: How to Change Your Mind, 257; practicing portion control, 267 popcorn, gobbling, 270-72, 283 possessive individual, acting as, 159 possessive individualism, 32; addiction and, 32-33; dependency, 35-36; iron grip of, 247; reliance on substances, 35; striving for, 77 possessive individuality, 68, 129, 175, 302 post-traumatic stress disorder, FDA rejecting MDMA-assisted therapy, 275 pozole party, 9, 11 practice of presence: devotional, 16; Orsi on, 15 prayer, Saint Addicere, 305 PRI. See Partido Revolucionario Institucional (PRI) private equity firms, owning anxiety/ addiction center, 260 pro-anorexia groups, 127 Protestantism, 32, 48, 153; Elizabethan, 15 Prozac, 293, 297 psychology, addiction, 60 public health: announcement on sugar, 88; anti-refresco service announcement, 110; campaigns against obesity, 110; illegal drug use and, 102; junk food and refrescos, 90-92; Mexico's system, 89-90 "puritan," Inner Yankee as, 66 Puritanism, 33 Puritans, 38

356 INDEX

Quayle, Dan, on narcotic of welfare, 33 quinceaños, 279; as debt machine, 157; lavish frills of, 278; music and dancing at, 155–56; young women in nacolandia, 63–64

Rat Park experiments, Alexander's, 113, 142, 226 rat study, heroin and morphine, 112–13 ravishment: alcohol, 290; concept of, 164; drunkenness, 166; Forest Witch, 169–71; self, 166, 168; sex, 168–69 reading: gobbling, 268; mindless compul-

sion of, with others, 269; obsessive, 47; solitary, 268, 270

Reagan, Nancy, "Just Say No!" campaign, 5–6, 113

Reagan, Ronald: election of, 95; Nancy and, "Just Say No," 113

recovery: Alcoholics Anonymous (AA) meetings, 201–2; "rock bottom" for, 200–201; self-esteem, 209; sharing story as new addiction, 201–2; sobriety anniversaries, 202; transformation in, 202–3 Red Cola, 10, 107, 108, 109, 111, 174, 175, 278

Reformation, perception of God after,

31-32

refrescos, 303; addiction to, 10, 85, 128, 160; anti-refresco billboard, 84; dangers of, 295–96; as destiny, 111; devotion to, 16; diabetes and, 105; educating on dangers of, 80–82; inability to quit, 151; no-soda in school rules, 89; public health and, 90–92, 160; public health announcement, 88; quitting drinking of, 11; ravishment of, 181; as replacement, 181–82; sodas as, 9; "soda tax" campaign, 91; ubiquity of, 9–10, 291; water or, 106; word, 9

religion: dependency on God, 49, 50; Marx on, 44

religious devotion, vice, 126
Renata (family matriarch), 61, 65, 79–80, 82, 91–92, 94, 98, 113–14, 155–57, 164–66, 172, 174–78, 182, 216, 229–34, 236–38, 247–48, 251, 272, 281, 287, 290, 315

replacement: addictions, 177-79; alcohol, 178-79; experts fearing, 181; Jolly Ranchers, 184-85; love/lover, 182-84; modesty of, 182; refrescos, 181-82; skateboarding addiction as, 175-76; smoking, vaping, and e-cigarettes, 177-78; true addiction accepting no, 180 replacement addictions, search of, 179 Reyes Magos, 62 Rihanna, love and sex in popular songs, 13 Roman civil law, addicere, 12-13 Roseberry, William, "the language of contention," 27-28 Rossetti, Christina, The Goblin Market, 162-64, 163 Ross Fugue State, 103-4, 251 Roxy Music, love and sex in popular songs, 13

Sabritas chips, 17, 110
safe injection sites, harm reduction, 141, 143
Sahagún, Bernardino de, on drunkenness by
Aztecs, 166
Saint Addicere, prayer to, 305
St. Aubyn, Edward, on seduction of heroin,
216
St. Jude, 12; October's feast day of, 62; saint
of marginalized and lost causes, 122; San
Judas Tadeo, 15

Santa Muerte: dangerous being, 122; warning against, 57, 305 scarce resources, family life, 80 Schüll, Natasha, gambling addiction, 26 Science (journal), 102 Scorpion cartel, 301 self-care, food, 286 "self-control," 65 self-esteem, 209 self-hatred, 46 self-judgment, damage of, 74–76

self ravishment, 166, 168
"self-restraint," 65
selling, trade and, 65
semaglutide, 284–86; morality of, 287

INDEX 357

sex: addiction, 13, 144, 145, 146; intoxication social impairment, substance use disorder, of love and, 13; ravishment, 163, 168-69; vice of solitary, 268 soda tax, campaign, 91 Sex and the City (television series), 172, 173 soft drinks, alcohol replacement, 178-79 sexual abuse, addiction and, 135-36 solidarity, absent family members, Shackles (Bell and Baker), 33 68-69 Shakespeare, William: *Henry V*, 30–31; solitude: addictions, 120-21; buffer of Twelfth Night, 30, 164; warnings against protection from violence, 137; ecology of, 125; gobbling food, 225; living alone, sovereignty, 31 129-30; "with others" versus, 123; work of, shoe addiction, 172-74, 173, 180 Sinaloa cartel, 100 130; writing, 130; see also isolation sister (Annemarie/Annie), 70, 78; car Soma, 206, 208 accident, 6, 19; Christmas gathering, songs, love and sex in popular, 13 Sophie. See daughter (Sophie) 23-24; dependency on alcohol, 6-7, 19, 28, Squirt, 10 39-40; gastric band, 220; Klonopin, 255-56, 259-60, 262-64, 286, 288, 289, 290, Sra. Nati (family matriarch), 53-54, 57-58, 303; mother's circulation, 245; panic 70-71, 118-19, 122-25, 134, 138, 153-55, 169, 182-84 attacks, 130-31, 191-99, 255-56, 265; reaction to father's death, 204-7; rock Starbucks Frappuccinos, 66 bottom, 200-201; transformation, 201-4, Star is Born, A (film), 45 211. See also brother (William); Klonopin; Stewart, Martha, Snoop Dog and, 120 panic attacks storytelling, addiction to, 201-2, sister (Candace), 6, 39; abandoning Annemarie, 131, 193, 196, 200–201; altars to stuff: commitment of mother to circulating, 243-46; compulsive circulator, 240; see addiction, 283; Christmas gathering, 23-24; as "connection whore," 39; also compulsive circulator; compulsive mother's circulation, 240-41, 245; consumption mother's cancer diagnosis, 255. See also suboxone, 141 brother (William) substance use disorder, DSM-V, 26, 151 skateboarding, 180, 182 suffering, addiction, 148 skateboards, 175; replacement addiction, sugar: addiction to, 40-41; addiction to 175-76 sugar cereal, 217; damage of, 105-6; slavery: anti-Black racism and, 298; dangers of refrescos, 80-82; pleasure of, dependency and, 34-35; freedom from 280; popular beverages, 81; Red Cola, 278 addiction and, 32-33 Sugar Every Day, devotional practice, Slavery of My Addiction, The (Mullins), 33 283-84, 287 Slim, Carlos, Mexico's economic transformasuicidality, evaluation of, 259, 261 suicide, pain and contemplating, 265 tion, 87-88 Smith, Bob, founding Alcoholics Anonymous (AA), 48, 179 tacos, addiction to, 149-50 smoking, vaping, e-cigarettes and, 177-78 Taylor, Thomas, translation of Parable of the Snoop Dog, Martha Stewart and, 120 Sower, 29 sobriety, Perkins' craving-free, 49, 50 Thea. See daughter (Thea)

358 INDEX

Thoreau, Henry David, 275; demands of immigrants, 66; taming addiction, 174; Walden, 21, 33-34; writing of virtue, 130 thorn of thirst, attachment to Coke, 16 thrift stores, impersonal circulation, 250-51 TLCAN. See Tratado de Libre Comercio de América del Norte (TLCAN) To Kill a Mockingbird, 180-81 tough love, 6 trade, selling and, 65 Trainspotting, 25 trastes de barro, lead exposure, 149-50 Tratado de Libre Comercio de América del Norte (TLCAN), social welfare protections, 86. See also North American Free Trade Agreement (NAFTA) true addiction, overcoming, 180 Trump, Donald, 219 tuberculosis, 25 Twelfth Night (Shakespeare), 30, 164 twelve-step programs, 48, 207; addiction treatment, 178-79 Twilight (film), 167 Twilight (novel series), 269

United States: addiction as disease, 177; addictions done in groups, 127; consumption, 230; demanding "free trade," 67; denigrating excess of nations, 66; Drug War, 94, 101–2; history of dependency in, 35–36; migration and NAFTA, 87; violence in, 298–99 "Uses of the Erotic, The" (Lorde), 276

vacation, losing track of daughter, 47–48
vampires, 167
vaping, e-cigarettes, and smoking, 177–78
Veblen, Thorstein, "invidious distinctions," 67
vice, 70, 123–24; addiction and, 11–12, 152–53,
171, 293; addiction versus, 145–48;
cigarettes, 145; as compulsions done alone,
125–26; definition, 124–25; ecology of
isolation, 128–29; isolation, 130–31;

religious devotion, 126; sickness or disease, 124; smoking as a, 127–28; solitary, 125; solitary sex, 268; virtue and, 301

Vicente, Padre, 76; judgment on addicts, 72–73; warning against Santa Muerte, 57 video poker addicts, the Zone and, 115–17 violence, 298–99

Virgen de Guadalupe, 3–4, 15, 62, 122, 170, 171, 295, 296

Virgin Mary, 174

Vuong, Ocean, On Earth We're Briefly

Gorgeous, 51

Walden (Thoreau), 21, 33-34

167

Walking Dead, The (television series),

Walmart, 99, 102, 278; Mexico, 98

War on Drugs, 17, 194, 302; Calderon and Bush, 97; Mexico and United States, 101-2; Reagan's, 134 "War on Drugs, The," Reagan era, 5 WASP, Inner Yankee as, 66 water: ravishment of refrescos, 181; soda and, 106 water/coca cola, 79 Weight Watchers, 218, 285 welfare, narcotic of, 33 Wild Seed (Butler), 47, 270 Williams, Erik James, kidnapping of, 301 willpower, Ross Fugue State and, 103-4 Wilson, Bill, founding Alcoholics Anonymous (AA), 48, 179 Wonderly, Monique: addiction and attachment, 180, 284; attachment theory, 148-49, 161; on over-the-counter painkillers, 208 Woodard, Shaeed, kidnapping and killing of, 301 Woolf, Virginia, solitude, 130 work, attachment, 152 World Health Organization (WHO), 26,

262; obesity in Mexico, 82

"world of capitalist commodities," 67

INDEX 359

World War II, 38 writing, solitude of, 130 Yankees, 38, 93; as addicts, 38–39; see also Inner Yankee yoga, 266

Xenogenesis trilogy, Octavia Butler's, 158–59 xinácatl, 55. See also naco/naca

Zavala, Oswaldo, *Drug Cartels Do Not Exist*, 96

Yale Food Addiction Scale (YFAS), 215–16

Zetas, 100 zombies, 166–68

Yale's Rudd Center for Food Policy and Obesity, 215, 216

Zone, video poker addicts and the,

Yaneth (family matriarch), 129, 224–25, 315