



Lazy Cakes: Another Threat to Children

Lazy Cakes are new, drugged-filled brownies being sold on the Internet and in a growing number of convenient and specialty stores in the United States. These brownies contain melatonin, valerian root, passion flower, and rose hips. They are also known as “the relaxation brownie.”

These 2.5” brownie squares have enough melatonin to put the average adult into a deep sleep. Each “cake” consists of two servings, and each serving contains 3.9mg of Melatonin, equaling 7.8mg per whole “cake.” While Melatonin can be purchased in its synthetic form as a dietary supplement in stores to induce sleep, the recommended dosage is 0.2mg.



Most doctors consider even small doses of melatonin to be dangerous to children. Melatonin can cause impairment to the central nervous system. Victims can have trouble breathing, become extremely sleepy, and become very nauseated. The valerian root is comparable to valium or tranquilizers, and can be very dangerous.

Dr. Ray Smith, Lubbock, Texas, states, “I think it’s inappropriate that these Lazy Cakes are sold in candy-like packaging and sold as a dietary supplement. This is very sneaky because selling it as a dietary supplement allows the cakes to bypass the FDA.” Dietary Supplements are largely unregulated by any governmental oversight agency.

Fine print on the Lazy Cakes wrapper indicates they are for “adults only”. The manufacturer, Baked World, states these snacks are for adults who lead stressful, energy-drink-fueled lifestyles and want to unwind and relax.

However, **the product is appealing to children since it looks like candy.** It is sold in colorful, psychedelic wrappers and features a cartoon character named Larry Lazycakes. Its slogan, “Peace, Love and Lazy Cakes”, is also very attractive to children.

Sales of Lazy Cakes have gone so well that its makers are now considering introducing a product to counteract the “relaxation brownie” with a caffeinated brownie called an “Up Cake”.

Paul Carter, executive director of PRIDE-Omaha, Inc. warns, “Parents must stay vigilant regarding any drug-related threat to children. Not only should we remind our children to consume only safe, reliable products, but we must also stand up and fight products such as these dangerous, drug-filled brownies.”

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Formed in 1978, PRIDE-Omaha, Inc. is one of the few nationally recognized, parent / community drug prevention organizations in the United States that remains dedicated to preventing the use of alcohol, tobacco, and other drugs by children.

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Ivory Wave Use Continues to Grow

Ivory Wave, Red Dove, and Vanilla Sky are some of the common names for Bath Salts, a new drug PRIDE has been reporting about in our newsletters. This powerful drug is labeled, “not for human consumption.”

On March 22, 2011, the Omaha World Herald featured an article of the dangers of these drugs, ‘Bath Salts’ *Spur Warnings* by Bob Glissman.



“As of Monday {March 21, 2011}, poison control centers across the country have taken 1,196 calls in 2011 about bath salt use,” said Jessica Wehrman, a

spokeswoman for the American Association of Poison Control Centers. “That’s up 298 calls in all of 2010.” she said. The article goes on to share that the Nebraska Regional Poison Control Center has received 11 calls so far this year.

They usually contain methamphetamine (aka mephedrone or 4-MMC) and/or methlenedioxypryovalerone (MDPV) and are nothing more than compounds or mixtures of esoteric designer drugs.

Side effects of taking this drug include: dilated pupils, reaction to light slows, heart rate and internal clock can be accelerated outside the range of normal, blood pressure and body temperature can be elevated, speech can be fast, skin will appear flushed and a potential for seizures and other nervous system disorders occurs.

“Bath Salt” Abuse is a Growing Menace from Be on the Lookout

Tobacco Free Sarpy Recognizes Highland Meadows for Smoke-Free Policy

Tobacco Free Sarpy recognized Highland Meadows Apartments, located at 2202 Gregg Road in Bellevue, for implementing a 100 percent smoke-free policy in all units as of January 1, 2011. Property Manager Margaret Stamp was presented a certificate of appreciation for her leadership and support of a safe and healthy smoke-free environment.

Tobacco Free Sarpy recognizes businesses that implement smoke-free and tobacco-free policies that go above and beyond current law. Tobacco-free policies are a growing trend as property owners learn the benefits and cost savings of renting smoke-free. To learn more or to access free information and resources, visit www.tobaccofreesarpy.org and click on *Smoke Free Homes*.



Pictured from left : Hanneka Brown, Margaret Stamp, Joan Friedman, and Dorothy Shamblen.

Photo taken by Carol Maguire.



New Line of Alcopops are Marketed to Youth

Blast by Colt 45 is using Snoop Dogg as their spokesperson to reach the young audiences. Pabst Brewing Company brewed up ‘Blast’ while the federal government was removing the dangerous caffeine alcohol from the shelves. ‘Blast’ is a super sweet, supersized alcopop containing as much alcohol as four and a half cans of beers. Marin Institute has launched a campaign to tell the Pabst executives to stop targeting youth

with supersized alcopops. The campaigns not only target youth, but feature young women of color in the center of their marketing bull's-eye hoping to get youth hooked on the 12%, 23.5 oz. alcoholic beverage.

“This sends a dangerous message to our youth,” said Paul Carter, Executive Director, “a message we need to help eliminate.”

Join PRIDE and the Marin Institute to stop Pabst marketing to youth. Visit www.marininstitute.org to get involved.

New Drug, 2C-E, Kills One Teen and Sickens Ten Others

One teen died and ten others were hospitalized after consuming a new drug called 2C-E, at a house party in Blaine, Minnesota, March 16, 2011.

All afflicted young people were in varying degrees of distress, with most experiencing powerful hallucinations. The 21-year-old male that brought the drug to the party has been arrested for third-degree murder.

The synthetic drug, sometimes known as "Europa," is mostly available throughout the United States through the Internet. The drug is a member of the psychedelic phenylethylamine family, a group of hallucinogenic substances producing a high that can last 8 to 12 hours.

2C-E usually comes in the form of a white, scored tablet about the size of an aspirin. It can also be found in a white powder form that is snorted. Side effects can include nausea, paranoia, flashbacks, and permanent changes to personality and psyche.



20mg Capsules of 20C-E

Because of the drug's availability and chemical complexity, identification and regulation have been difficult to date. Minnesota Senator Amy Klobuchar and Iowa Senator Charles Grassley are working to add 2C-E and similar analogues (including 2C-I and 2C-B) to the federal list of Schedule I banned drugs because of the high dangers involved with these designer drugs.

-*Synthetic Party Drug Kills 1 Teen, Sickens 10 Others*, Reuters News March 19, 2011

-<http://www.urbandictionary.com/products.php?term=2C-E&defid=734489>



Klobuchar to introduce legislation to ban 2C-E

Washington, D.C. – U.S. Sen.

Amy Klobuchar announced she will offer legislation to ban the synthetic drug 2C-E, which resulted in the death of one Minnesotan this past week and hospitalized several others.



Klobuchar said the synthetic drug should be illegal and will work to include it as part of the bipartisan bill she cosponsored with U.S. Sen. Chuck Grassley (R-IA), which banned other harmful chemicals commonly used in synthetic drugs such as "K2" or "Spice." The drugs have resulted in numerous reports of individuals acting violently while under the influence of these drugs, leading to deaths or injuries to themselves and others.

"These dangerous drugs pose serious risks to the public and have tragically killed and injured Minnesotans," said Klobuchar. "These drugs should be made illegal and the chemicals used to make them should be banned so that they can no longer be easily purchased online and in stores around the country. We need to take action now before these substances endanger any more lives."

Late last week, Klobuchar introduced legislation, the Dangerous Synthetic Drug Control Act of 2011, with Grassley and five other senators which would permanently ban five chemicals found in K2 that the DEA has temporarily banned. The legislation would treat K2 and other synthetic drugs like other banned narcotics, such as methamphetamines and cocaine.

Klobuchar is a member of the Senate Judiciary Committee's Subcommittee on Crime and Terrorism, which has jurisdiction over issues relating to drug control policy, and she has been a leader in strengthening drug safety standards to protect consumers.

Last year Klobuchar introduced the Secure and Responsible Drug Disposal Act of 2010 with Senator John Cornyn (R-TX) to provide patients with safe and responsible ways to dispose of unused controlled substances. The legislation, which was signed into law in October 2010, helps reduce teenage risk of gaining access to expired or unwanted prescription drugs in homes by permitting individuals and long-term care facilities to deliver unused drugs for safe disposal.

The Teen Epidemic

Teen alcohol use kills about 6,000 people each year, more than all illegal drugs combined. Still, one in three eighth graders drinks alcohol and one in five teens binge drinks. Yet only one in 100 parents believes their child binge drinks. A GfK

Roper report showed that 74% of kids (8-17) said their parents are the leading influence on their decisions about drinking. Doing interventions as a family can reduce underage drinking and drunkenness by 30-60%. And when parents and kids are better connected, kids are less likely to drink or use other drugs.

PowerTalk 21, April 21, 2011, is the inaugural day to start talking about underage drinking. Mothers Against Drunk Driving (MADD) sponsors this national event to get the conversation started between parents and teens, using the Power of Parents, It's Your Influence® parent handbook as the guide.

For more information or a copy of the parent handbook visit: www.madd.org/powerofparents or contact MADD-NE at 402-434-5330.



New Study Shows Youth Aged 12 to 14 are Drinking at Home Free

According to a just-released Data Spotlight Report (PDF) by the Substance Abuse and Mental Health Services Administration (SAMHSA), an estimated 709,000 youths in the U.S. aged 12 to 14 drank alcohol in the past month, with a vast majority of them (93.4%) getting their alcohol free last time they drank.

Dramatically, more than 300,000 of these youth got alcohol at home or from family—more than 100,000 received the alcohol from a parent or guardian.

SAMHSA Administrator Pamela S. Hyde, J.D., cautioned "People who begin drinking alcohol before the age of 15 are six times more likely than those who start at age 21 and older to develop alcohol problems."

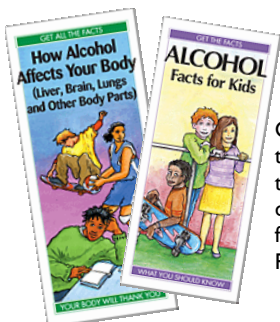
Paul Carter, executive director of PRIDE-Omaha, Inc., states, "Alcohol use by adolescents is extremely dangerous for many reasons. Our community must do more to prevent underage drinking. Parents and adults who care about children must never provide alcohol to minors. We must also support stronger penalties for those who do."

PSA's Bring Message of "No" to Procuring Alcohol for Minors to the Community

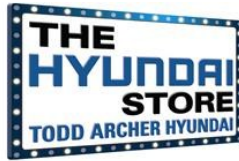
PRIDE has partnered with Todd Archer Hyundai and Clear Channel radio to bring awareness to the importance of saying "No" to procuring alcohol for minors. Beginning April 1, 2011, Clear Channel will air PSA's on 1100 KFAB, 99.9 KGOR, 93.3 Twister, 103.7 The KAT, and 96.1 The Brew voiced by Gary Sadlemyer and Lucy Chapman.

PRIDE encourages parents and youth to take the pledge on the following page and return it to PRIDE. Supporters can also sign up for the pledge online at www.PridePrevention.org.

Thank you to Todd Archer Hyundai and Clear Channel for supporting PRIDE and our efforts to keep children safe and drug free.



Call PRIDE to request brochures on tobacco and other drugs like alcohol, tobacco, marijuana and prescription drugs. Visit www.PridePrevention.org for a comprehensive list available in our Resource Center.



Join PRIDE, Todd Archer Hyundai and Clear Channel Radio and say 'NO' to Procuring Alcohol for Minors



- Did you know that almost 20% of all alcohol purchased is consumed by underage youth?
- 9 out of 10 teenage automobile crashes involve the use of alcohol.
- 26% of drivers under 21 who died from crashes were alcohol impaired.

Procuring alcohol for minors is a crime! Help keep our children safe and drug free.

I/we, the undersigned, agree to support drug-free youth in our community and to not procure alcohol for underage young people.

I also support stronger penalties for those who do provide alcohol to those under the legal drinking age.

Please print legibly and return to PRIDE-Omaha, Inc. ♦ 6143 Whitmore Street ♦ Omaha, NE 68152 ♦ Fax: 402-397-9924

Name: _____ Organization: _____

I am signing as: () an individual () as an organization () both (check all that apply)

Address: _____ City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

E-mail: _____ () Enclosed is a voluntary donation to help the fight.

() Yes, please send me PRIDE's email newsletters.

Signature: _____ Date: _____

Confidentiality Notice: Information provided on this completed form might be shared with policy makers or drug prevention advocates. It will NOT be sold or used in any other way.

Questions? Call (402) 397-3309

www.prideprevention.org

Thanks for your Contributions

Manota E. Simon ▪ OPS Nathan Hale
Novia ▪ Todd Archer Hyundai
Clear Channel ▪ Bruegger's Bagels

Shop 'Till You Talk!

A night of networking and shopping to support PRIDE.
April 19, 2011 4:30—7:30



Visit the following websites for information on upcoming events!

- PRIDE-Omaha, Inc. - www.prideprevention.org
- LiveWise Coalition - www.regionsix.com/livewise
- Metro Omaha Tobacco Action Coalition (MOTAC) - www.motac.org
- Tobacco Free Sarpy (TFS) - www.tobaccofreesarpy.org

NEW PRIDE Office Hours

Monday-Thursday, 8:00 a.m. to 5:00 p.m.
Friday, 8:00 a.m. to Noon

PRIDE-Omaha, Inc.

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Thank you to Manota E. Simon for supporting this publication.

FREE Rx Drug Takeback Events Saturday, April 30

Council Bluffs

Prescription Drug Drop at Hy-Vee Drugstore 757 W. Broadway from 10:00 am to 2:00 pm.

Omaha

Prescription Drug Drop at Walgreens 180th & Q from 10:00 am—12:00 pm.

What to Bring:

Any medications that have expired or you are no longer taking. All medication will be accepted no questions asked.

We cannot accept liquid chemotherapy drugs and excessive inventory from pharmacies and drug reps.

Remember the fewer medications in your home, the safer your family will be.



Mock Crash

Sarpy County Sherriff's Department is hosting a mock crash at the Papillion/LaVista North High School Friday, April 8 at 10:00 am and a program following at 11:00 am.



The purpose of the mock crash is to show the dangers associated with drinking and driving and the consequences these behaviors can have. These events also allow for students to be involved and share their experiences with

