



Discovery Channel Set to Promote Marijuana With “Weed Wars”

The Discovery Channel has announced plans to add a new reality series called “Weed Wars” to its fall line up. “Weed Wars” will follow the day-to-day activities of a marijuana dealer operating as a “medical” marijuana dispensary.

The program features Steve DeAngelo, owner of Harborside Health Center in Oakland, CA. This dispensary is the largest in the country and provides marijuana for 80,000 “patients.” It earns over \$22 million per year.

The Discovery Channel’s Executive Vice President Nancy Daniels stated in an e-interview, “Weed Wars” fearlessly pulls back the curtain on a once illegal and still controversial world.....Like ‘Gold Rush’ or ‘Deadliest Catch’, these are guys pursuing their own version of the American Dream.”

DeAngelo states he wants to use the show as a “megaphone to the rest of the country” about full legalization and taxation of “medical” marijuana. In actuality, Harborside Health Center is a large operation trafficking an illegal drug. DeAngelo is a convicted drug dealer, having been arrested in Virginia in the 1970’s and in Maryland in 2001.

The federal government recently reminded U.S. State Attorneys that marijuana is still an illegal, Schedule I controlled substance and federal law supersedes state “medical” marijuana laws.

States Paul Carter, Executive Director of PRIDE-Omaha, Inc., “Marijuana is a dangerous drug that is very damaging to young people. ‘Weed Wars’ will only glamorize and normalize marijuana more, and it has no place on television.”

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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New Summer Hours
Mon –Fri: 8am to 4pm

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What’s Inside

Success! Nike Stops Selling T-Shirts Promoting Drug Use	2
Addictive Substance Called “Kratom” Becoming a Growing Problem	2
New Parent Hotline Provides Support & Two Local Hotlines Available... ..	3
Americans Want Ban on Smoking in Public.....	3
Drug Legalization Would be Disastrous Public Health Policy	3

You Can Help !

Contact the Discovery Channel and protest the airing of the pro-drug “Weed Wars” show. Share this story with family and friends.

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President and CEO
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Ph: 240-662-2000
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Washington Post, “Cannabis Capitalists Speak With Conviction”, August 28, 2010, -Discovery Channel News Release, July 20, 2011

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Success! Nike Stops Selling T-Shirts Promoting Drug Use

The June 2011 edition of the PRIDE-Omaha, Inc. newsletter, featured a story on the Nike corporation promoting drug use with its new “Get High” t-shirts.

PRIDE invited readers to join the efforts of parents and grassroots drug prevention organizations from across the United States to protest this assault on our youth. PRIDE asked its readers to fight this attack on drug-free youth by writing and calling the company to ask them to stop the offensive campaign. The message was clear; consumers expect better from a national corporation.

On June 30, 2011, Nike sent letters to those who had



contacted them regarding this campaign. The company announced that the campaign had concluded and that they would no longer sell the “Get High” t-shirts.

Paul Carter, Executive Director of PRIDE thanks

those who took a stand, “Thank you to all who contacted Nike to protest this pro-drug promotion. By working together, we again have demonstrated that we truly can make a difference. Let us continue to unite and stand up for drug-free youth.”

Visit www.PridePrevention.org for more information and links on keeping your kids safe and drug free from alcohol, tobacco, and other drugs.

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

Visit the following websites for information and 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

Addictive Substance Called “Kratom” Becoming a Growing Problem

A legal, natural and addictive substance called *Kratom* is becoming increasing popular amongst youth.

Kratom comes from the leaf of a tree grown in Southeast Asia. According to the U.S. Drug Enforcement Administration



(DEA), *Kratom* is widely available on the internet in capsule form and leaf form. Users can brew the leaves into a tea, chew the leaves, or swallow it in capsule form.

The dangers of this highly addictive product is that, as a mind altering drug, users may substitute it for drugs like heroin or oxycodone. *Kratom* contains many alkaloids which primarily interact with the opioid receptors in the brain.



Thanks for your Contributions

Omaha Public Schools ▪ Novia
Hale Magnet Middle School
Donald Lenarduzzi

New Parent Hotline Provides Support

A new helpline for parents of children who are using alcohol or other drugs will be launched by The Partnership at Drugfree.org in mid-August.



The Parent Toll-Free Helpline, 1-855-DRUGFREE (1-855-378-4373), will be staffed by clinical social workers from 10 a.m. to 6 p.m. (EDT), Monday through Friday. It is available in English and Spanish.

The helpline is meant for parents, across the United States, who think their child might be using alcohol or other drugs. While not a crisis hotline, the helpline's trained counselors help parents know what to say to their teens, how to evaluate whether he or she needs professional treatment, and where to find the appropriate substance abuse treatment program if one is needed.

Parents may call after hours and leave a message, to be contacted the next business day.

Two Local Hotlines Available

The Boys Town National Hotline, **1-800-448-3000**, is a national hotline providing assistance for individuals and families needing help in crisis situations. This

hotline is available 24 hours a day, seven days a week in English or Spanish. The Boys Town National Hotline has trained counselors who provide round-the-clock help to people throughout the United States.



NEBRASKA FAMILY
HELPLINE
1-888-866-8660

One phone call can now connect Nebraska families to the help they need when dealing with their child's behavioral health problems. The Nebraska Family Helpline at **1-888-866-8660** makes it easier for families to obtain assistance by providing a single contact point 24 hours a day, seven days a week.

The helpline is supervised by licensed behavioral health professionals.

Americans want Ban on Smoking in Public

A new Gallup poll released July 15 finds that 59 percent support a public ban on smoking tobacco. Gallup reported this is the first time there is majority support for this key health issue.

"A majority of Americans now support the concept of a full smoking ban in all public places, a significant change from four years ago," the pollster says. Anti-smoking sentiment has risen in the U.S. in recent years as people recognize the dangerous health risks related to tobacco use and secondhand smoke.

According to the American Lung Association, Nebraska, along with 26 other states and the District of Columbia have passed smoke-free laws.

-Reuters News

**IF THEY SMOKE,
YOU SMOKE.**

One smoker is all it takes for an entire building to be affected by secondhand smoke. Even with air filtration and ventilation systems, the hazards remain.

One neighbor's decision can affect your family's health. Choose smoke-free housing.

**RENT
Smoke-Free**
A better choice for everyone.
RentSmokeFree.org

This project is supported in part by Region 8 Behavioral Healthcare through funding provided by the Nebraska Department of Health and Human Services/Tobacco Free Nebraska Program as a result of the Tobacco Master Settlement Agreement.

Drug Legalization Would Be Disastrous Public Health Policy

The following letter to the editor of the Ukiah (CA) Daily Journal was written by a former law enforcement officer currently serving as a Deputy Director in the White House Office of National Drug Control Policy. Mr. Tucker clearly describes the complexity of our nation's drug problem, and to simplistically describe it as a "war" is to do a disservice to the nation's approach to drug control.

Paul Carter
Executive Director,
PRIDE-Omaha, Inc.

Drug war' long past Ukiah Daily Journal Staff

To the Editor:

In "Hamburg Criticizes Operation Full Court Press" (August, 2), several local officials state that the "war on drugs has failed" and that (drug) "legalization is the only answer."

The "war on drugs" metaphor is a leftover relic from the 1970s that fails to accurately describe the complexity of our nation's drug problem and our nation's current approach to drug control. It naively implies that there will be a day when drugs will be eliminated through the exclusive use of law enforcement

resources and one day "victory" will be declared. Our approach to the nation's drug problem is focused on protecting public health as well as public safety. As part of this effort, all of us have a responsibility to continue to educate every new generation of young people that drug use is not part of a healthy lifestyle.

I am a former police officer and I join my law enforcement colleagues in saying that we will never arrest our way out of the drug problem. That is why today, the federal government spends more on drug education and treatment (\$10.4 billion) than on law enforcement in the U.S. (\$9.2 billion). The facts show we've made tremendous progress. Since 1979, the number of Americans using drugs has plummeted by roughly 50 percent, and since 1989, we've diverted about 1.5 million non-violent drug offenders into drug treatment instead of prison.

Efforts to disrupt the illegal marijuana market are not born out of any culture-war or drug-war mentality, but out of what the science tells us about the drug's effects. Scientific studies show marijuana potency has tripled in the past 20 years and teens are using the drug at earlier ages. Research also shows that the earlier a person begins to use drugs, the more likely they are to develop a more serious abuse and addiction problem later in life. This fact reflects the harmful, long-lasting effects drugs can have on the developing brain. Drug legalization would be disastrous public health policy because it would increase availability and increase the use of a substance that we know to be harmful.

Operations like Full Court Press are just one important part of reducing drug use and its consequences in America. I commend all the agencies involved in working to reduce marijuana cultivation on public lands. Their work - along with the work of drug education and treatment providers in Northern California and across the nation - are essential to dismantling criminal organizations, protecting public lands, and making our communities healthier.

Ben Tucker
Deputy Director, Office of State, Local, and
Tribal Affairs
Office of National Drug Control Policy
Washington D.C.

SAVE.THE.DATE
10.12.2011

Inaugural Luncheon

**POWER OF
PREVENTION**

presented by **PRIDE** inc.

11.30 am - 1.00 pm
Embassy Suites | LaVista, Nebraska



The inaugural luncheon will feature Henry Lozano, keynote address and Nebraska's First Lady Sally Ganem, honorary chair. Lozano has served as White House deputy assistant to the President, director of USA Freedom Corps and the President's Advisory Commission for Drug-Free Communities.

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