




3rd Annual Gingerbread House Auction

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.

Holiday Reception
Saturday, December 10, 2011
11:00 a.m.—1:00 p.m. at Regency Court
Children will enjoy story time, games and crafts.

PRIDE-Omaha, Inc.
 6143 Whitmore Street
 Omaha, NE 68152

Hours
 Mon-Thurs: 8a.m.-4p.m.
 Fri: 8a.m.-12:00p.m.
 Ph: (402) 397-3309
 Fax: (402) 397-9924
 Email: info@pride.org

www.PridePrevention.org



Gingerbread houses decorated by local 4th grade students, businesses and celebrities are available for viewing and silent auction bidding **Monday, December 5 to Saturday, December 10** at Regency Court during mall hours. Winners will be announced during the Holiday Reception on December 10 from 11:00 a.m.—1:00 p.m. **Celebrity Decorators** include: Bellevue Police Department; Borsheims; Steve & Gina from The Kat 103 Morning Show; Mayor Jim Suttle and Staff; Omaha City Councilwoman Jean Stothert; and Regency Lodge.

*Celebrate a drug-free holiday with
 PRIDE-Omaha, Inc. and keep kids safe!*

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Did you KNOW?

No doctor in America PRESCRIBES marijuana. Doctors can only RECOMMEND marijuana because it is not medicine and cannot pass any of the standard FDA tests to become a medicine.

Parents are urged to share the truth about marijuana's dangers with their children. Many adolescents think marijuana cannot hurt them since it is being called "medicine" by its promoters.

Learn more at www.PridePrevention.org and follow the links for the **KNOW Campaign**.



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Susie Dugan
Executive Director

Volunteers Welcome

You can help in the fight for drug-free children! PRIDE-Omaha, Inc. welcomes volunteers who have time to give. Opportunities include:

- Assist with office duties
- Help with special projects including the Red Ribbon Campaign and PROM/Graduation Project.
- Attend various coalition meetings to learn more about keeping children safe and drug free.
- Join PRIDE's "action alert list" and help send letters or emails when needed.

Please call PRIDE's office, (402) 397-3309, for more information.

**"Every person can make a difference.
And every person should try."**

- John F. Kennedy

Parent Alert: Another Danger....Smoking Smarties

Experts who monitor the internet and YouTube are warning parents about an old fad making its way back.

Google the words "Smoking Smarties" and parents will find many videos showing children how to "smoke" Smarties.



The rolled, tart, chalky candy is crushed while in the package. The twisted ends are then opened. The child sucks in the crushed fine powder and exhales it, mimicking a smoker's exhale.

Some children have even taken to snorting the crushed candy. Besides acting as a training tool for tobacco cigarettes, this practice can be dangerous. Doctors warn that the candy may cause irritation to throats and noses and lead to infections or a condition such as maggots inside the nose. There is also the danger that pieces of the candy or the wrapper could be aspirated creating a choking hazard.

-Wiki How, "How to Produce Smoke With a Smartie," November 12, 2011

-Wall Street Journal, "Just Say Know...To Smartees?", March 20, 2009

Thank You to Skinner Magnet Center

Teachers and students at Skinner Magnet Center School celebrated Red Ribbon Drug Prevention Month and, at the same time, created a terrific donation for PRIDE-Omaha, Inc.

Teachers were able to wear jeans during Red Ribbon Week, October 23 -30, 2011, if they donated \$10 to PRIDE and followed the theme of the day during the week. In the end, the school donated \$250 to PRIDE.



Susie Dugan, Executive Director of PRIDE extends her gratitude, "On behalf of the volunteers and staff of PRIDE we sincerely thank Skinner Magnet Center's teachers and students for their generous support for our non-profit organization. How great it would be if other schools would also be as creative in their support for drug-free youth. Hats off to Skinner Magnet Center!"

Skinner Magnet Center is an Omaha Public Schools elementary school located at 4304 North 33rd Street.

Is your school, business or organization interested in coordinating a similar fundraiser to support PRIDE? Please contact Development Director Kareen Hickman at (402) 397-3309 or khickman@pride.org.

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



Moms for Marijuana Sponsors Shameful Coloring Contest

The Nebraska Moms for Marijuana organization sponsored a Thanksgiving coloring contest online on Facebook. The contest was part of the national Moms for Marijuana contest at: www.momsformarijuana.com. The group states the contest was open to all age groups.

Susie Dugan, Executive Director of PRIDE-Omaha, Inc. points out, "Coloring contests and cartoon characters are aimed at children. How many adults enter coloring contests?"

"This coloring contest is an outrageous affront to parent who are trying to keep their children drug free. This coloring contest is aimed directly at our children. Today's young people are being bombarded with messages from the pro-drug users and promoters. PRIDE will continue to challenge these tactics the marijuana lobby is using to lure our children into drug use," added Dugan.

Fighting Back on Facebook

When you find pro-drug pages (promoting things like the "Moms for Marijuana coloring contest") on Facebook, you can fight back!

Report pages promoting drug use to Facebook.

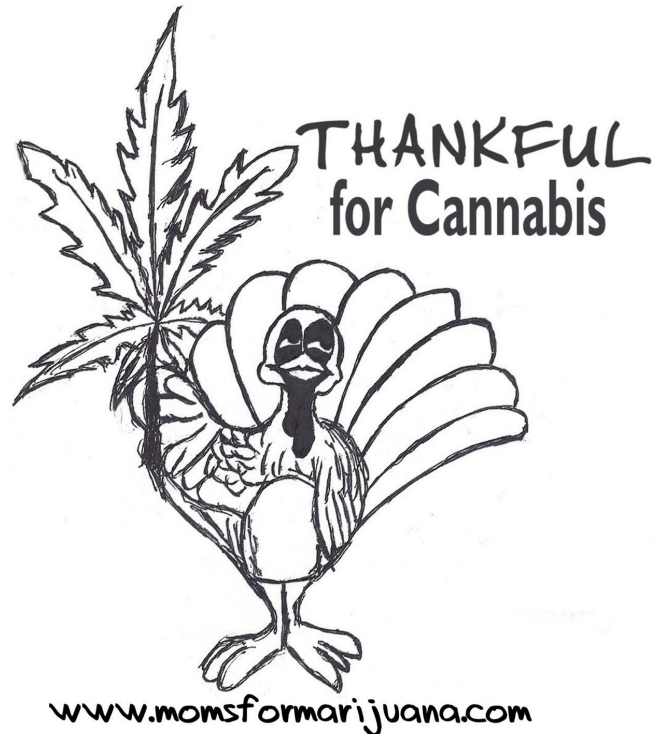
- Go to the home page of the offending material
- Scroll down on the left-hand side until near the end
- Click on "Report Page"
- Select "Violence or harmful behavior"
- Scroll down to reveal and click "illegal drug use," and click "Continue"
- Select the box "Report to Facebook"

This reporting option is brand new. In the past, we were made to report these pages merely as "spam."

Support PRIDE's mission by asking to join the Facebook group (find us by searching "PRIDE" or [click here](#)) and by following PRIDE's Keep Nebraska Off Weed (KNOW) fan page ([click here](#)).

Other organizations you can support on Facebook include LiveWise Coalition, Tobacco Free Sarpy and The Partnership at Drug-Free.org,

Thank you for helping to keep online environments safe and drug-free for youth.



Is Your Kid Wearing a Weed Bracelet?



Parents and schools are being warned about another new product aimed at supporting adolescent drug use. The "Weed Bracelet" is made of hemp, beads and silver accessories.

When the bracelet is pulled apart, one end has a small bowl with a filter. The bowl is attached to a plastic tube woven into the bracelet. The tube is capped off by a bead at the other end. When unscrewed, the bracelet can be used as a pipe to smoke marijuana or other drugs.

Students and Teachers Honored for Participation in No Tobacco Challenge

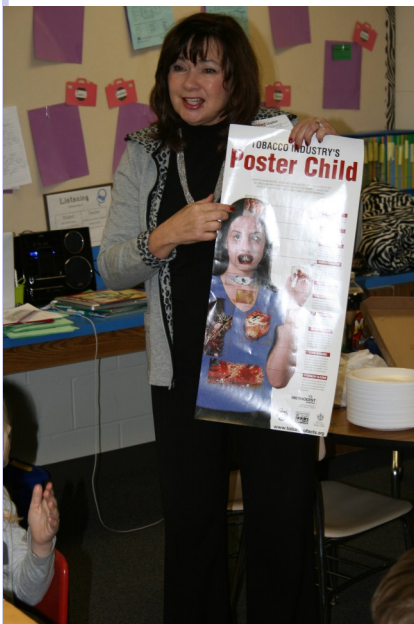
During the month of October, third graders from 109 schools in the metro Omaha area participated in an educational campaign to learn the long-term and short-term health risks caused by tobacco use. In total, 2,314 students pledged to be tobacco free! This is up approximately 400 students from last year's campaign.



PRIDE-Omaha, Inc. in collaboration with the Methodist Lung/Thoracic Oncology Clinic and Methodist Hospital Foundation and with the support of metro-area schools, Metro Omaha Tobacco Action Coalition (MOTAC) and Tobacco Free Sarpy (TFS) congratulate the following 3rd grade classroom teachers and students for their outstanding commitment to live tobacco free: Grace Abbott Elementary School; St. Stephen the Martyr Cath-

olic School; Willowdale Elementary School; Thomas Elementary School; Sunny Slope Elementary School; St. Vincent de Paul Catholic School; Minne Lusa Elementary School.

To learn more about the **No Tobacco Challenge** and how your school can participate in 2012, call the PRIDE office at (402) 397-3309.



Above: Deb Meyers, Program Manager of Methodist Lung/Thoracic Oncology Clinic and Methodist Estabrook Cancer Center shows the effects smoking can have on the body to third graders at Grace Abbott Elementary School on

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

Tobacco Compliance Checks Work to Keep Youth Tobacco-Free in Douglas County

Since 2002, PRIDE has collaborated with the Metro Omaha Tobacco Action Coalition (MOTAC) and local law enforcement to conduct tobacco compliance checks of all tobacco retail license holders in Douglas County. Tobacco compliance checks are an important service to the community, helping to keep youth safe and tobacco free. Quarterly checks remind retailers of their responsibility to train employees to check and read identification cards correctly.

The Omaha Police Department (OPD) conducts an average of 500 compliance checks quarterly. PRIDE is grateful to OPD for their ongoing commitment to ensure the rate of failures remains low within Omaha city limits. National research has shown when communities consistently conduct regular compliance checks and keep failure rates below 10 percent, children are less likely to use tobacco products in those communities.

Round 36 Results

In Round 36 (July 1 - September 30, 2011), law enforcement completed **426** Tobacco Compliance Checks in **Douglas County** with **20** locations failing to comply, resulting in a compliance rate of 95.4% or failure rate 4.69%

Welcome Aboard!

PRIDE and MOTAC extend their gratitude to Sheriff Dunning and the Douglas County Sheriff's Office for their willingness to conduct tobacco compliance checks in Douglas County outside of Omaha city limits in 2012. Your time and service is appreciated!

New Resource for Underage Drinking Prevention

There is a new alcohol prevention resource available for parents and concerned citizens. *Alcohol Justice*, formerly the Marin Institute, now has an excellent eNewsletter. The newsletter contains industry marketing updates. It also provides information on how individuals and organizations can become involved in underage drinking prevention strategies. To sign up for this resource, go to the website, <http://alcoholjustice.org/>, and click on "Get eNews," and fill out a very short form.

Black and Asian Teens Have Lowest Drug Use Rates

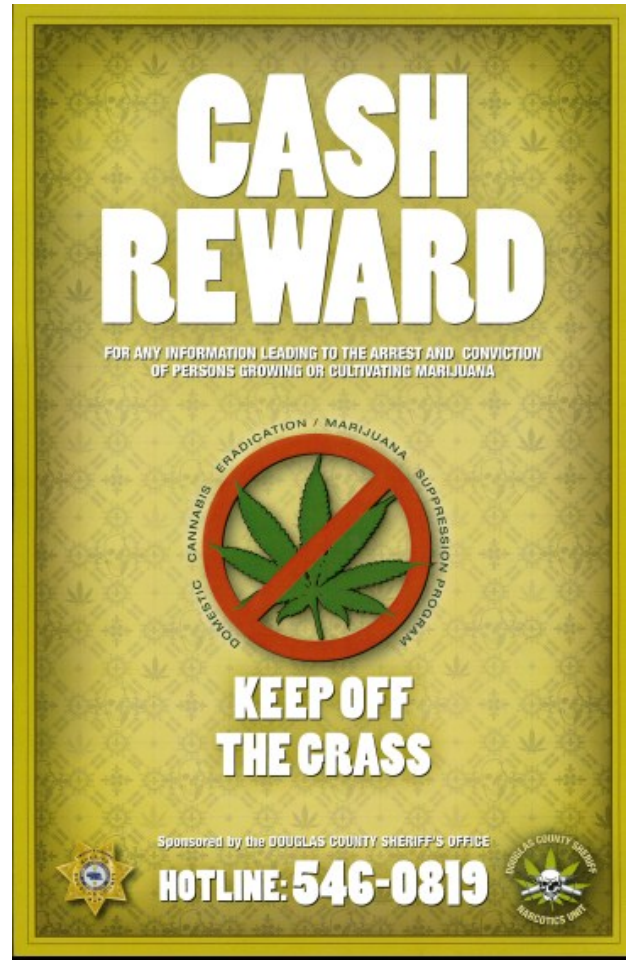
African American and Asian teenagers in the United States are less likely to use alcohol or other drugs than adolescents of other races, according to a study by the Duke University Medical Center.

The survey of 72,561 teens found that American Indian youth had the highest level of drug use, with 48% reporting use in the past year. That number was followed by 39% of whites, 37% of Hispanics, 36% mixed-race teens, 32% of blacks and 24% of Asians. Overall, 37% of American teens reported using alcohol or other drugs in the past year.

The findings that black teens are less likely to drink or use other drugs than whites may refute stereotypes and help programs “focus on the subgroups of adolescents who are at greater risk,” said study author Dan Blazer, professor of psychiatry at Duke Medical Center in Durham, North Carolina.

“This is a very real public health problem and all of us need to be concerned about it,” said Blazer of the drug use numbers. About 90% of all adults with alcohol or other drug problems started using before the age of 18, and half started before the age of 15.

The report also noted that prescription painkilling drugs have replaced inhalants as the fourth-leading, most common drug of choice by adolescents. The top drug of choice remains alcohol, followed by marijuana, tobacco and prescription drugs.



Watch and Share Powerful Video on Addiction

With increased drug use comes increased addiction. Addiction is a disease that does not discriminate; it affects every race, gender and socio-economic class. Addiction knows no limits or boundaries and it impacts nearly 85 million Americans. Unfortunately, with adolescents using more and more drugs, teens are facing addiction at younger and younger ages.

The Partnership at Drugfree.org developed a brief and poignant, documentary video highlighting the true stories of people who have faced teen addiction. Those featured speak candidly about their experience with substance abuse. Some are in recovery themselves; others have helped friends or family members recover; and some have lost loved ones to the disease.

[Click here to watch the video](#) and share with friends, as it helps shed light on a disease that is too often kept in the dark.

info@pride.org.'"/>

**EXTRA!
EXTRA!**

Give the gift of knowledge to someone you care about. Share PRIDE's newsletter with family and friends. To be added to PRIDE's mailing list, send requests to info@pride.org.

The Staff and Board of Directors of PRIDE-Omaha, Inc. wish you and your family a safe and fun holiday season!