

**M.I.P. HOTLINE**

Call 393-4444 or 1-866-393-4445 (toll free) to report

- teen alcohol parties before they happen
- license holders who sell alcohol or tobacco to minors

www.pride.org ✦ www.safehomes.org

## LIQUOR CONTROL COMMISSION RULES AGAINST CHILDREN

On July 31, 2006, the **Nebraska Liquor Control Commission** ruled that flavored alcoholic beverages (alcopops) should be classified as beer, and not distilled spirits, in Nebraska.

This ruling makes the fruity, spirits-based drinks more available to children. Because beer is taxed at a twelve-times lower rate than distilled spirits, (\$.31 per gallon for beer compared to \$3.75 per gallon for distilled spirits) alcopops will remain attractively cheap for children. Since beer can be sold at 1,535 off-premise locations in Nebraska, compared to only 718 off-premise locations for distilled spirits, alcopops will be more readily available to children.

Beer can also be advertised on more television stations than distilled spirits. Consequently, children will be exposed to sophisticated marketing campaigns for flavored alcoholic beverages.

(Continued on Page 2)

## NEW SPORTS NETWORK SAYS "NO" TO ALCOHOL ADS

The **Big Ten** and **Cox Cable Network** announced that they are setting up a new national sports network called the Big Ten Channel. This new channel has specifically prohibited beer or other alcohol ads on any of its broadcasts.

"This landmark deal recognizes that the reputations of universities and the values of sports are fundamentally incompatible with alcohol marketing to young people," said George Hacker, director of the Center for Science in the Public Interest (CSPI). "It proves that alcohol revenue isn't necessary to run a profitable sports television venture."



Big Ten Commissioner Jim Delany is quoted as saying that alcohol ads are not consistent with the Big Ten brand or the brand of the member universities.

The CSPI campaign to rid alcohol advertising on televised collegiate sporting events has been led by coaching legends Tom Osborne from the University of Nebraska and Dean Smith from the University of North Carolina.

To date, 264 schools in the National Collegiate Athletic Association have signed an alcohol-free sports TV endorsement form. Nebraska Wesleyan University in Lincoln is the only Nebraska college that has signed the endorsement.

CSPI polling data indicates that seven out of ten Americans say beer companies that advertise on sports know that their ads appeal to underage drinkers. Two-thirds believe that beer companies use sports to reach and advertise to persons under the legal drinking age. Seventy-one percent support a ban on all alcohol ads on televised college games. ❖

~ News Release: Center for Science in the Public Interest, 6/29/06 and 11/12/03  
~ Teen Health and the Media, 7/14/06

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# LIQUOR CONTROL COMMISSION RULES AGAINST CHILDREN

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Research shows that low prices, increased availability, and target marketing help to increase youth consumption of alcohol.

According to the Monitoring the Future survey of high school students, nearly one-third of high school students already regularly consume alcopops. Examples of flavored alcoholic beverages include Mike's Hard Lemonade, Skyy Blue, and Smirnoff Ice.



The Commission ruling follows a July 20, 2006, opinion by the Nebraska Attorney General's office. There has been a three-year battle at the state and national level by the alcohol industry to have these new products classified as beer. A 2003 ruling by the Nebraska Liquor Control Commission declared that alcopops should be classified as distilled spirits. The industry has never been compliant with this ruling. The alcohol industry has fought that ruling until it was overturned on July 31 by the Commission.

You can contact the Nebraska Liquor Control Commission at:

**Nebraska Liquor Control Commission**  
**301 Centennial Mall South**  
**PO Box 95046**  
**Lincoln, NE 68509-5046**  
**Phone ~ 402-471-2571**  
**Fax ~ 402-471-2814**  
**E-mail ~ [info@lcc.ne.gov](mailto:info@lcc.ne.gov)**

# ALCOHOL CAUSES 230,000 CANCER DEATHS ANNUALLY

A study by the *International Agency for Research on Cancer* has found that 232,900 cancer deaths worldwide in 2002 were attributed to alcohol consumption.

The research, led by Dr. Paolo Boffetta in Lyon, France, found that a causal link had been established between alcohol drinking and cancers of the oral cavity, pharynx, esophagus, colon, rectum, liver, larynx, and breast. For all other cancers, a causal association is suspected.

In 2002, there were 389,100 cancer cases attributable to alcohol drinking, representing 3.6 percent of all cancers. ☒

~ *International Journal of Cancer*, 8/15/06

# STUDY: TIDAL WAVE OF UNDERAGE DRINKING COSTS

A study by the *Pacific Institute on Research and Evaluation* estimates that underage drinking costs the U.S. \$62 billion each year.

Lead researcher Ted Miller, Ph.D. notes that every drink consumed by underage youth costs the nation \$3.00. "That's far more than the 85-cent price tag those drinks carry," he said. "It dwarfs the 10 cents in taxes we collect or the 40 cents in profit the alcohol industry reaps."

The study also found that every year:

- ◆ 3,200 youth die from alcohol-related causes.
- ◆ 2.6 million other harmful events happen to underage drinkers, including: car crashes, violence, teen pregnancies, drownings, alcohol poisonings, burns, high risk sex, sexually transmitted diseases, rapes, and assaults.
- ◆ Underage drinking costs an average of \$4,680 per underage drinker.
- ◆ Underage drinking generates \$18 billion in sales for the alcohol industry.
- ◆ Underage drinking brings in only \$2 billion in tax revenues.
- ◆ Alcohol kills four times as many young people than all illegal drugs combined.
- ◆ At least 16 percent of all alcohol sold is consumed by underage drinkers.

The study noted that lack of enforcement of legal drinking laws continues to contribute to the problem of underage drinking.

The study also found that the following interventions could successfully reduce underage alcohol consumption:

- restricting the number and locations of retail outlets.
- increasing alcoholic beverage taxes.
- passing "social host" laws holding adults liable when minors drink at home parties.
- regular police checks on sellers and servers.
- improved age-checking technology.
- zero alcohol tolerance for drivers under 21.
- driving curfews.

For underage drinking costs by state from this study, go to [www.iaaonline.org/profiles.php](http://www.iaaonline.org/profiles.php). ☒

~ News Release, *Pacific Institute for Research and Evaluation*, 6/29/06  
~ [www.pnnonline.org/article.php?sid=6815](http://www.pnnonline.org/article.php?sid=6815)  
~ *Journal of Studies on Alcohol*, 7/06

## UNDERAGE DRINKING IN NEBRASKA: THE FACTS

The Nebraska facts on underage drinking as reported in the study by the *Pacific Institute on Research and Evaluation* reveal the following:

- ❖ Underage drinking cost the citizens of Nebraska \$435 million in 2001.
- ❖ This cost represents \$2,340 each year for each youth in the state.
- ❖ Nebraska ranks 19<sup>th</sup> highest among all states for the cost-per-youth of underage drinking.
- ❖ Underage drinkers consumed 25.7% of all alcohol sold in Nebraska in 2001.
- ❖ The total underage alcohol sales in Nebraska are \$156 million each year.
- ❖ Total alcohol industry profits on underage drinking in Nebraska is \$76 million annually. ☒

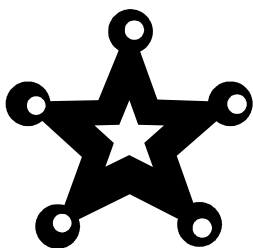


~ [www.iaaonline.org/profiles.php](http://www.iaaonline.org/profiles.php)

~ News Release, Pacific Institute for Research and Evaluation, 6/29/06

## LAW ENFORCEMENT IMPACTS YOUTH ALCOHOL SALES

Year-round compliance checks on alcohol sellers can help cut alcohol sales to minors, according to a new study from the *University of Florida College of Medicine*.



The five-year study of 942 alcohol sales outlets in 20 Midwestern cities found that regular law enforcement monitoring of alcohol sales to minors was much more effective in preventing underage sales than server training.

The lead author of the research, Alexander Wagenaar, stated, "We found that enforcement has significant effects, but just like enforcement against any offense, you can't just do it once and think it solves everything."

Compliance checks are police operations that send cooperating minors into businesses that sell alcohol or tobacco to see if that business will sell alcohol or tobacco to a minor. Businesses that sell are cited for sales to minors. For more information on compliance checks, please contact PRIDE-Omaha, Inc. at 397-3309 or [www.pride.org](http://www.pride.org). ☒

~ *Addiction Journal*, 3/05

## BACK TO SCHOOL: 13-TO-16 YEAR OLDS AT GREAT RISK

According to the *National Institute on Drug Abuse* and the *National Youth Anti-Drug* media campaign, back to school can be a time of new challenges for many youth when it comes to drugs.

As many students enter new schools, face increased workloads, and make new friends, the risks are high that they also face increased opportunities for alcohol and other drug use.

"Research shows that teens transitioning from middle to high school are at an increased risk for drug use," states Kathy Burson, Co-Executive Director and Chief Executive Officer of PRIDE-Omaha, Inc. According to the 2005 Nebraska Risk and Protective Factor Student Survey, use of any drug nearly doubles from eighth to tenth grade—from 12.6 percent to 22.8 percent.



Research also shows that parental involvement in supervised activities during the school year may actually lower a youth or teen's risk of using illegal and dangerous drugs.

Parents are urged to become involved by coaching, chaperoning, or providing transportation to events, assisting with homework and school-based activities, helping at special events, or simply taking their teen to a ball game or movie.

Other suggestions for parents can be found at [www.theantidrug.com](http://www.theantidrug.com), "Do Your Homework For A Drug-Free School Year." One handout from that web site is "Back-to-School Homework Assignment for Parents," and it is available from the PRIDE-Omaha, Inc. Resource Center. ☒

~ *The Daily Dunklin Democrat*, 8/18/06

~ [www.dpna.org/resources/models/homework.htm](http://www.dpna.org/resources/models/homework.htm)

~ [www.theantidrug.com](http://www.theantidrug.com)

**"You must be the change you wish to see in the world."**

~ Mohandas Gandhi

## SURGEON GENERAL'S MILESTONE REPORT ON SECONDHAND SMOKE

On June 28, 2006, *U. S. Surgeon General Richard Carmona* issued a strong warning to the public about the real dangers of secondhand smoke.

"The debate is over," Dr. Carmona explained. "The science is clear: Secondhand smoke is not a mere annoyance, but a serious health hazard."

Dr. Carmona issued a 670-page study that cited "overwhelming scientific evidence" that secondhand smoke causes heart disease, lung cancer, and a list of other illnesses.

Carmona urged parents who can't stop smoking to smoke outdoors, never in a house or a car with children. He urged everyone else to "stay away from smokers."

Even a few minutes around drifting smoke is enough to spark an asthma attack, make blood more prone to clot, damage heart arteries, and begin the kind of cell damage that, over time, can lead to cancer, Dr. Carmona reported.

"The report is a crucial warning sign to nonsmokers and smokers alike," Health and Human Services Secretary Michael Leavitt stated. Even brief exposure can cause immediate harm. The only way to protect nonsmokers from the dangerous chemicals in secondhand smoke is to eliminate smoking indoors.

The report states that employers should make all indoor workspace smoke-free and not allow smoking near entrances to protect the health of both customers and workers, and to offer programs to help employees kick the habit.

The report calls for completely smoke-free buildings and public places. It supported smoke-free workplace laws and quoted several mayors and other officials showing that such laws actually improved business. ☒

~ Associated Press, 6/28/06  
~ DiscoveryNews.Com 6/28/06

~ News Release: Health and Human Service Department, 6/28/06

***Editor's Note: Research continues to indicate that, in jurisdictions that have comprehensive smoke-free workplace laws that contain few exemptions, tobacco use by children goes down significantly.***

This publication is funded in part by the

**Manota E. Simon  
Foundation**

## PITTSBURGH ZOO AND PPG AQUARIUM GO SMOKE FREE

The *Pittsburgh Zoo* and *PPG Aquarium* in Pittsburgh, PA went smoke free in May 2006. Neither visitors nor staff are allowed to smoke or use other tobacco products on the property.

Connie George, spokesperson for the zoo and aquarium stated that, "Health concerns and public demand prompted the change. Secondhand smoke is proven to cause cancer in both animals and humans," she said.

Also she stated, "We have a disproportionate amount of children here, so it's even more reason to eliminate smoking." ☒

~ Pittsburgh Post-Gazette, 6/12/06

## YOU CAN BE A COMMUNITY SMOKE-FREE AMBASSADOR

You can work to make your community smoke free. As communities build support for smoke-free worksites and public places, you can help by volunteering to become a smoke-free ambassador.

Ambassadors simply use a sign-up form provided by PRIDE-Omaha, Inc. Ask family and friends to sign the statement that they support smoke-free environments. Collect as many signatures as you can. Then simply mail the list of signatures back to our office.

These forms will be collected and shared with policy makers in order to show community support for smoke-free environments. The lists will not be sold or used for any other purpose.

These forms can be picked up at our Resource Center located at 3534 South 108 Street, Omaha, Nebraska, or downloaded at [www.pride.org](http://www.pride.org). ☒

## PARENTS IN THE DARK

A new study by the *National Survey of American Attitudes on Substance Abuse* finds that most parents are in the dark about how much alcohol and other drugs are available at today's teenage parties.

While 80% of the parents surveyed said their children did not attend parties where alcohol and marijuana were available, half of the teens said that alcohol and other drugs were present at house parties they attend. ☒

~ New Jersey Star Ledger, 8/17/06

## SHOWTIME PROMOTES "WEEDS" WITH MARIJUANA REFERENCES

The *Showtime Network, Inc.* is promoting the second season of its television show "*Weeds*" by using several different marijuana references and gimmicks.

"Weeds" is promoted as a comedy about a single mom who is making ends meet by selling marijuana in suburban Los Angeles.

Showtime placed an ad in the August 24, 2006 issue of *Rolling Stone Magazine* promoting the show. The ad contains a "scent strip" that smells like marijuana.

George DeBolt, Vice-President of Media for Showtime, stated in an article in *Advertising Age*, August 9, 2006, "We wanted to have the scent be as close as possible to marijuana. It's the buzz factor, if you will."

Showtime is also promoting the show with other elements of a campaign that include ice cream trucks dubbed "Weeds Munchie Mobiles" that will show up at concerts and other events. These Munchie Mobiles give away merchandise, including brownies "like your mom used to make, not your college roommate" in busy areas of six cities. The campaign also includes street vendors handing out coffee in "Weeds" cups.

Kathy Burson, Co-Executive Director and Chief Executive Officer of PRIDE-Omaha, Inc., states, "Marijuana use among our young people is rising much too rapidly. Cultural influences, such as the '*Weeds*' show and the promotions that poke fun and glorify marijuana, only serve to increase children's perception that this dangerous drug won't hurt them."

Concerned citizens can fight back. Write letters to:

**Mr. George DeBolt**  
**VP of Media**  
**Showtime Network, Inc.**  
**1633 Broadway Street**  
**New York, NY 10019**

You can also contact the network by logging on to [www.sho.com](http://www.sho.com). Scroll down to the "contact us" button, click and write a message.

To leave a phone message, **call 212-708-1400**.

When the recorded message gives you options, press "1" on your phone pad. You will not be prompted to press "1" but do so anyway. You will be allowed to leave a message after the beep. ☒

~ *Advertising Age*, 8/09/06

## TWO STUDIES: MARIJUANA IMPAIRS THE BRAIN

Two new studies confirm that marijuana is especially dangerous to the human brain.

Researchers at the *Duke University Medical Center* found that delta9-tetrahydrocannabinol (THC), the main psychoactive ingredient in marijuana, leads to greater short-term impairment of learning in adolescent rats than in adult rats.



The study suggests that humans might be more sensitive to THC at certain life stages, most notably adolescence. States the study's lead author, Young May Cha, "Even though this study was done in rats, we can relate the effects of THC in rats to what would be true for humans."

The findings appear in the March 2006 issue of the journal *Pharmacology, Biochemistry and Behavior*.

Meanwhile, Greek researchers have found that people who smoke at least four joints a week performed worse on a variety of mental tests, including those measuring memory, attention, and verbal fluency. On a decision-making test, for example, long-term users were impaired seventy percent of the time, compared to fifty-five percent among short-term users and eight percent among non-users.

The research was conducted at the University Hospital of Patras. ☒

~ *Pharmacology, Biochemistry and Behavior*, 3/06  
~ [www.dukehealth.org/news/9703](http://www.dukehealth.org/news/9703)  
~ *Neurology*, 3/14/06

## NEW JERSEY BEGINS DRUG TESTING HIGH SCHOOL ATHLETES

New Jersey has become the first state to institute mandatory random drug testing of all high school student athletes. The list of performance-enhancing drugs includes anabolic steroids.

It is expected that five hundred students will be tested. Athletes who test positive will forfeit one year of eligibility. The cost of the tests will be shared by the *State of New Jersey* and the *New Jersey State Interscholastic Athletic Association*. ☒

~ *USA Today*, 6/8/06

~ *New York Times*, 12/21/05

# YOUTH LEADERS DEMAND RESPONSIBLE BROADCASTING

More than sixty teen advocates from several organizations rallied on the steps of two major radio stations in San Diego in August. The groups were protesting the pro-marijuana references, jokes, and contests made by the disk jockeys of the stations.

The youth carried three-foot high cardboard men decorated with marijuana-use statistics. The placards represented the 58 young people who try marijuana for the first time each day.

The teen leaders demanded to talk to the management of the radio stations to ask them to stop playing pro-marijuana songs and to have DJ's stop making marijuana so glamorous and fun.

"Marijuana is pretty much accepted in San Diego; kids think it's safe and harmless, and that has a lot to do with the way the media portrays it," explained Dannah Hosfor, Youth Coordinator for the Youth Advocacy Coalition.

Radio companies agreed to talk to the groups who are demanding new policies to control the pro-marijuana banter. The groups are also asking that radio personnel receive training on youth substance abuse prevention and treatment issues. ☒

~ CADCA Coalitions Online, 8/17/06

# RED RIBBON: GET INVOLVED FOR DRUG PREVENTION

October is **Red Ribbon Drug Prevention Month** in our community. The Kick-Off Walk and Rally was held Sunday, October 1, 2006, at the Heartland of America Park in Omaha.

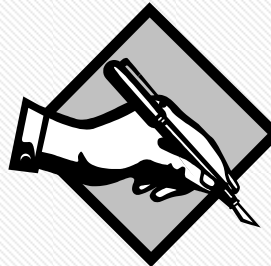
All individuals and organizations concerned about keeping children drug free should get involved in drug prevention activities throughout October.

All activities are meant to remind our community that drugs are having a devastating effect on children and families, but there is much hope when we all work together for a drug-free community.



For suggestions on drug-free activities, please contact PRIDE-Omaha, Inc. at 397-3309. ☒

## PLEASE WRITE AND LET US KNOW!



**Your input on the services provided by PRIDE-Omaha, Inc. is very important to us. Please circle one response per question.**

**1. Do you read the PRIDE-Omaha, Inc. Newsletter?**

Always   Often   Sometimes   Rarely   Never

**2. How much of this Newsletter do you read?**

100%   99-75%   74-50%   49-25%   24-1%   0

**3. Do you share this Newsletter's information?**

Always   Often   Sometimes   Rarely   Never

**4. Do you use this Newsletter's information?**

Always   Often   Sometimes   Rarely   Never

**5. Which articles are most or least helpful to you?**

(Please list)

**6. Which category most accurately describes you?**

Parent	Student	Teacher/Administrator
Business	Policy Maker	Human Services
Media	Law Enforcement	Other

**7. Overall, how do you rate this newsletter?**

Excellent   Very Good   Average   Fair   Poor

**8. If you want your name removed from our mailing list, please print your name, address, and "unsubscribe" in the comments section below.**

**Name:**

**Address:**

**Comments:**

**Please complete this survey and mail to PRIDE-Omaha, Inc., 3534 South 108 Street, Omaha, NE 68144. Additional comments on how this newsletter - or any of our services - might be improved can be written on a separate sheet and attached. Thank you for your assistance. ☒**

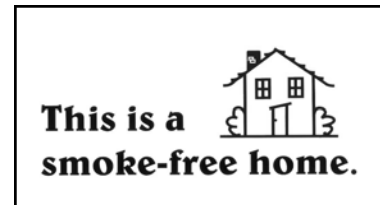
## RESOURCES

The following resources have been added to the **PRIDE-Omaha, Inc. Resource Center** for reference, loan, or distribution:

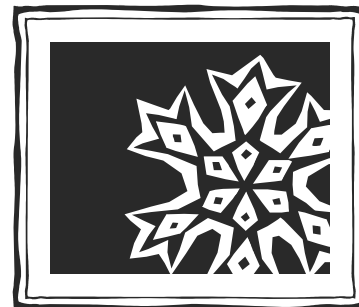
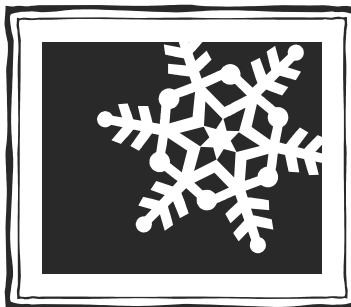
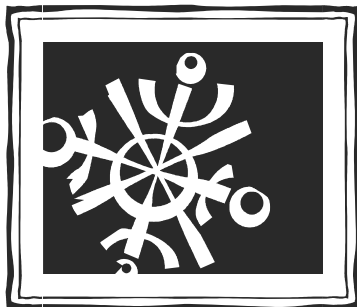
**New Video** ~ *Underage Drinking: A Video Guide for Parents and Professionals* (33 minutes). This no-nonsense video arms parents with straight-forward information about underage drinking and the problems it causes. Parents are reminded that they are the number one deterrent to underage drinking. Emphasis is given to helping parents set firm guidelines for teenage children.

**New Poster** ~ *be cool. stay cool. don't drink.* This large colorful poster is designed for middle school youth reinforcing the message that with so many things to do, most kids choose not to drink.

**New Window Clings** ~ Tobacco Free Nebraska has produced two new static window clings for use in cars and homes. Our office has a limited supply of both. Please visit our Resource Center to pick up one of each.



**New Resource Guide** ~ The 2006-2007 PRIDE-Omaha, Inc. Drug Prevention Resource Guide is now available listing all the videos, curricula, brochures, and additional resources available for loan free of charge to members or for a minimal fee to non-members. If you have any questions, please call our office at 397-3309. ☒



## You are cordially invited to the PRIDE-Omaha, Inc. Holiday Open House

Tuesday, December 12th  
11 a.m. to 1 p.m.

Please join us at our open house luncheon.

A special recognition honoring the dedication and service of former executive director Susie Dugan will be held at 1 p.m.

Westside Community Conference Center  
3534 South 108 Street \* Omaha, NE



RSVP to 397-3309 or [kkarel@pride.org](mailto:kkarel@pride.org) by December 1st

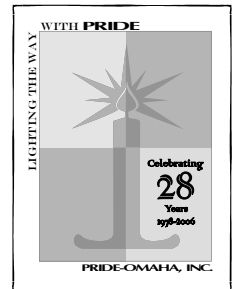


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Please visit [www.pride.org](http://www.pride.org).

Contributing Staff: Margaret Grove, Co-Executive Director, Chief Operating Officer  
Susie Dugan, Project Manager

The mission of PRIDE-Omaha, Inc. is to prevent the use of alcohol, tobacco, and other drugs by young people. Our goal is to activate parents and other adults and youth by raising awareness and educating the community regarding the dangers to youth caused by the use of alcohol, tobacco, and other drugs. Permission is hereby granted to reprint articles from this newsletter, provided proper credit is given.



Programs and services provided by PRIDE-Omaha, Inc. are supported in whole or in part with funds provided by the Region 6 Governing Board and the Department of Health and Human Services from State and Federal Block Grant allocations. Funding, in full or in part, is provided by the Nebraska Health and Human Services System/Tobacco Free Nebraska Program as a result of the Tobacco Master Settlement Agreement.

**SUPPORT PRIDE-OMAHA, INC.**

**YOUR TAX DEDUCTIBLE CONTRIBUTION IS A STAKE IN THE FUTURE OF OUR CHILDREN.**

Please fill out this form and mail with your contribution to: PRIDE-Omaha, Inc., 3534 South 108 Street, Omaha, NE 68144

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DATE \_\_\_\_\_ AMOUNT \_\_\_\_\_

Membership categories: \$500 Sustaining \$200 Patron \$75 Service Organization \$50 School/Parent Club \$25 Family \$15 Individual