



Drug-Free Youth Scholarships, PRIDE Accepting Applications

PRIDE-Omaha, Inc. is working with the family of Senator David Karnes to present scholarships for drug-free high school seniors planning to attend college. The Karnes family established the \$1,000 **Liz Karnes Memorial Scholarships for Drug-free Youth** in Douglas and Sarpy counties to honor the memory of Dr. Liz Karnes who died from cancer in 2003.



From left, 2010 scholarship recipients Jessica Semin, Taylor Muenster, Carly Stratbucker. Not pictured, Emmalee Fishburn.

Liz was a wife, mother, and respected leader on the national, state, and local levels. She was a former member of the PRIDE-Omaha, Inc. Board of Directors and a strong supporter of drug-free youth.

PRIDE-Omaha, Inc. also awards the \$500 **Susie Dugan Scholarship Fund for Drug-Free Youth** in Cass, Dodge, Douglas, Sarpy and Washington counties. In 2006, upon Susie's retirement as Executive Director, PRIDE-Omaha, Inc. established a college scholarship fund for drug-free youth in her name. These scholarships are awarded to seniors who lead drug-free lives and take on leadership roles in fighting drug abuse.

Application packets for both scholarships are sent to all high schools in their respective counties in Nebraska. Local drug-free youth should check with their high school counseling office for applications. Applications can also be downloaded at www.PridePrevention.org. Click on *Services* and then *Youth Scholarships*.

Proposed Cigarette Tax Will Save Lives

On January 14, 2011, Senator Mike Gloor of Grand Island introduced a bill, LB 436, that would increase the state cigarette tax from .64 cents to \$1.99 per pack. Nebraska currently ranks 38th in the nation for cigarette tax. The average state tobacco tax is \$1.45 per pack. Nebraska last increased the cigarette tax in 2002.

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Tobacco use by Nebraskans is a serious public health concern. Tobacco use is the leading cause of preventable death in Nebraska claiming 2,200 lives each year, and over 440,000 nationwide. According to Campaign for Tobacco-Free Kids, the proposed \$1.35 per pack tax increase would keep 19,500 kids in Nebraska from becoming addicted adult smokers; save 8,800 lives from premature smoking-caused deaths; and avoid 3,850 smoking-affected births over the next five years.

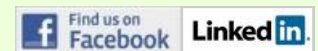
In addition to reducing tobacco use and related disease and death, the state will experience a long-term health savings of \$436.4 million from declines

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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Bill Proposes to Make Procuring Alcohol for a Minor a Felony

Several bills in the 2011 Nebraska Unicameral address the many problems associated with alcohol abuse. Included among the bills is Attorney General Jon Bruning's announced ten-point program aimed at reducing alcohol abuse and alcohol-related driving tragedies in Nebraska.



One bill, LB 667, sponsored by Senator Mike Flood of Norfolk, includes a provision making it a felony to procure alcohol for a minor who causes death or serious injury as a result of alcohol use.

Several experts have long held that the punishment in court for those found guilty of procuring alcohol for minors is so small it does not deter others from also providing alcohol to minors.

Under current law, those convicted of procuring alcohol for a minor are guilty of a Class I Misdemeanor, punishable by up to one year in jail, a \$1,000 fine, or both. The actual punishment for those found guilty of this crime currently results in anything from probation to small fines in some areas, and larger fines to up to seven days in jail in others.

Get Involved, Reduce Underage Drinking

PRIDE-Omaha, Inc., in cooperation with the LiveWise Coalition, monitors court cases involving individuals who are cited for providing alcohol to minors. Pending court cases PRIDE is currently following involve procuring alcohol to minors which resulted in deadly crashes.



Every time someone provides alcohol to a minor, a risk of death or serious injury to a young person or others arises. Society also suffers other types of crimes committed by minors under the influence. Procuring alcohol for minors is a serious crime that needs serious consequences in order to deter others from procuring. LB 667, introduced by Senator Flood this legislative session, includes a provision making it a felony to procure alcohol for a minor who goes on to cause death or serious injury. Punishment under current law is often so small it does not deter others from providing alcohol to minors.

You can help! Consider volunteering to attend court hearings with PRIDE representatives. Contact our office, (402) 397-3309 for more information.

Proposed Cigarette Tax Will Save Lives continued...

in adult and youth smoking. Currently, tobacco use costs Nebraska \$537 million each year in health care bills and an additional \$134 million in annual Medicaid expenses relating to tobacco use.

To learn more about LB 436, visit www.GoHealthyNebraska.org.

Vodka Eyeballing Serious Health Threat

Young people are trying a ridiculous and very dangerous way to consume alcohol. The fad is called "Vodka Eyeballing." Instead of swallowing a shot of vodka, the shot is poured directly into the eyeball. Teens believe they get a quicker buzz as the alcohol passes through the mucous membrane in the eye. YouTube features over 1,000 clips of vodka eyeballing. A Facebook page is also devoted to this craze.

The truth is, alcohol does not enter the bloodstream any quicker by eyeballing it, and doctors indicate it may cause blindness, chronic pain and devastating long-term damage. This drinking stunt, as with the choking game, is just another example of how the internet has amplified stupid behaviors.

PRIDE urges parents to talk to their children about making good choices. Find tips on how to open the lines of communication on page three of this newsletter.

Second Quarter Tobacco Compliance Check Results In

PRIDE-Omaha Inc. with Tobacco Free Sarpy and the Metro Omaha Tobacco Action Coalition collaborate with local law enforcement to conduct quarterly tobacco compliance checks. Cooperating minors assist with the checks, use their own identification, and make no attempt to look over the legal purchase age.

Second Quarter Results (10/1/10 - 12/31/10)

Douglas County: 407 tobacco compliance checks conducted. 23 businesses failed to comply, resulting in a 5.6% failure rate.

Sarpy County: 72 tobacco compliance checks conducted. 2 businesses failed to comply, resulting in a 2.7% failure rate.

Find more information about tobacco compliance checks at <http://www.PridePrevention.org/tobacco.html>.



Temporary FDA Ban On K2 Up - PRIDE Fights the Drug in Nebraska

Despite an announced ban on K2 by the Drug Enforcement Administration, November 24, 2010, the drug has remained readily available in head shops, tobacco stores and convenience stores throughout Nebraska and elsewhere.



K2 is a dangerous drug problem in Nebraska, and now has the attention of lawmakers. PRIDE-Omaha, Inc. joined Senator Beau McCoy, the Attorney General's Office, law enforcement officials, prosecutors, and others in support of LB 19 at the Nebraska Unicameral Judiciary Committee hearing January 19, 2011. If passed, the bill would ban K2, and similar THC-laced drugs, in Nebraska.

Some states have attempted to ban K2, but manufacturers of the drug simply change one small component and it becomes legal again. Variations of the toxic herbs or "incense" include *Spice*, *Spice Gold*, *Mr. Nice Guy*, *Genie*, *Zohai*, and *Yucatan Fire*. However, Senator McCoy's bill should curb the problem since it bans whole chemical classes, not just chemical compounds.

Despite the dangers of the drug, it has been promoted to young people as a legal high. The reality is smoking K2 can cause rapid heartbeat, paranoia, seizures, panic attacks and death. Although dangerous, youth use K2 because the chances of testing for it is slim. Only one laboratory in the United States has developed a drug test to detect K2 and it is costly.

Update: The Judiciary Committee passed LB 19 out of committee and on to General File following the hearing. It then passed the first round of debate on the floor of the Unicameral unanimously. Two more votes on LB 19 are ahead.

You can help! You can let your senator know you support LB 19. Visit <http://nebraskalegislature.gov/>, and click on "Senators" in the left-hand column to find contact information for your senator.

One-third of Fatal Drivers Test Positive for Drugs

The National Highway Traffic Safety Administration has announced that 33% of the 12,055 drivers fatally injured in motor vehicle crashes in 2010 tested positive for at least one drug other than alcohol. Marijuana was the most prevalent drug found in this population, with approximately 28% of fatally injured drivers testing positive for marijuana.

PARENTS

Talk to Your Kids About Drugs

The Partnership for a Drug-Free America urges parents to resolve in this New Year to talk to their children about the dangers of using alcohol or other drugs. The Partnership has issued its "10 Resolutions That Show Your Kids You Care," and urges parents to establish communications with their children throughout the year.

10 Resolutions That Show Your Kids You Care

1. Teach your children to trust you by seeing you as a role model.
2. Be patient, not just tolerant. Apologize when you make a mistake or do something you regret.
3. Ask teens what they need from you, and do whatever you can to meet those needs.
4. Listen to your teens, a lot. Avoid interrupting.
5. Teach your children about ethics, values and principles they can apply in choices and decision making.
6. Help them discover the feeling of gratitude, not just to say thank you.
7. Keep the promises you make. If you do not keep your word, acknowledge that. Help your teen understand the circumstances or choices that precipitated the change in your plans.
8. Answer your teen's questions and be consistent. When you notice behavior changes in them, make yourself available and encourage them to talk about what is going on in their lives.
9. Be understanding when they have a difficult time, and let them know you will love them no matter what.
10. Be diligent. Have ongoing conversations with your kids about the risk of using alcohol or other drugs.

Skins Glamorizes Drug Use to Teen Audiences

Skins is a new MTV television show glamorizing and glorifying the use of alcohol and other drugs by high school students. The show features underage actors and actresses.

Skins features high-school children discussing and engaging in the use of alcohol and other illegal drugs. It also depicts these children using foul language and discussing and engaging in sex acts. Mr. Tim Winter, President of the industry watchdog Parent Television Council, notes the show includes references to teenage use of alcohol or other drugs more than once per minute of airtime.

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Drug Lesson Learned from AZ Shooter

Jared Loughner is accused of killing six people and gravely wounding fourteen others, including Congresswoman Gabrielle Giffords in Tucson on January 8, 2011.

According to news reports, friends state Loughner used marijuana, often daily, since his freshman year in high school. He also used alcohol, psychedelic mushrooms, *Salvia divinorum*, and other drugs. College professors report Loughner appeared high on drugs most of the time. In 2007, Loughner was cited for drug paraphernalia possession. And, in 2008 he was rejected by the Army because of admitted drug use.

Marijuana is a harmful, addictive drug. It is closely associated with psychosis and mental illness. Research indicates when

Skins Glamorizes Drug Use to Teen Audiences continued...



The show is aired at 9 p.m. (CST), in plenty of time to have a large teen viewing audience. MTV appears to be deliberately aiming this adult-content programming at teens. In a news release, MTV touted the number of viewers who were as young as 12 years of age who watched the first show.

The creator of *Skins* told *Adweek* that “what *Skins* delivers is kids. That’s what it delivers to advertisers.”

Parents and parent organizations are successfully fighting back. The Parent Television Council and parents throughout the country have been informing *Skins* sponsors of the foul content of this show directed at children. To date, eight corporate sponsors have pulled their advertising. Taco Bell, H&R Block, Wrigley, General Motors, Foot Locker, L’Oreal, Schick, and Subway have stopped all advertising on this program. Red Bull and Zeno Hot Spot continue their sponsorship of this pro-drug programming.

You can help! In one week, ratings for the show dropped by 50 percent. Your voice counts! Go to www.parentstv.org, or call Megan Franko at (703) 859-5054 or Liz Krieger at (703) 683-5004, for more information on how to speak up and how to directly contact sponsors.

NEW PRIDE Office Hours

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

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mental illness and substance abuse are combined, the risk of violence increases more than three fold - 8.5% to 27.6%. Marijuana has been proven to worsen outcomes in patients already diagnosed with schizophrenia or other psychotic disorders. Psychedelic mushrooms can cause hallucinations and psychosis. *Salvia divinorum* can also cause hallucinations and permanent mind-altering changes in perception.

In a statement by the Institute For Behavior and Health, Robert DuPont, M.D and Bertha Madras, Ph.D. point out that drug users are more likely than nonusers to commit crimes. They also conclude, “Jared Lee Loughner’s marijuana use was not an incidental part of this tragic story; it was central to the tragedy in Tucson on January 8, 2011.”

–“Commentary: Marijuana, Schizophrenia and Jared Loughner”, Institute For Behavior and Health, Jan. 20, 2011

–“Mental Illness by Itself Does Not Predict Future Violent Behavior, Study Finds”, *Science Daily*, Feb. 3, 2009

–“Shooting Suspect Had Been Known to Use Potent, and Legal, Hallucinogen”, *The New York Times*, Jan. 17, 2011

PRIDE-Omaha, Inc. would like to extend our gratitude to our donors and funders; friends; and family for their support. **PRIDE** relies on contributions to help provide services promoting a healthy, safe and drug-free environment for children.

Thanks for your Contributions

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