



National Study Finds Adolescent Marijuana Use Is Up

The most recent University of Michigan 2011 Monitoring the Future Survey of adolescent drug use, released December 14, 2011, shows an alarming increase in marijuana use by America's youth.

The study found 45.5% of U.S. high school seniors report having tried marijuana, compared to 36% in 1991. This is the fourth year in a row marijuana use has increased over the past year. The study also found marijuana use is up 8% since 2007. Daily marijuana use is now at a 30-year peak level among high school seniors.

Other findings from this longitudinal study, which began in 1978, found alcohol use has slowly declined among high school seniors, with 70% reporting lifetime use compared to 88% in 1991. Tobacco use has also declined, with 40% of America's seniors reporting lifetime use, down from 63% in 1991.

Nonmedical lifetime use of prescription drugs by the seniors was reported at 21%. One in 9 seniors have tried synthetic marijuana, known as K2 or Spice, among other names. Gil Kerlikowske, director of the White House Office of National Drug Control Policy states that he is not surprised at the reports of high marijuana use, given the eroding attitudes about marijuana's perception of harm, saying, "I think all of the attention and the focus of calling marijuana medicine has sent the absolutely wrong message to our young people."

Nebraska students reflect the national figures regarding drug use. According to the 2010 Nebraska Risk and Protective Factor Student Survey, 39% of this state's seniors have tried marijuana – an all-time high. 67% of Nebraska seniors have consumed

alcohol, and 47% have tried tobacco. The Nebraska study found that only 13% of our high school seniors think there is a great risk from trying marijuana once or twice. This means that 87% of Nebraska seniors think there is no great harm in trying marijuana once or twice. 28% of Nebraska seniors think there is a great risk from consuming 1 or 2 alcoholic drinks every day. That means that 72% do not think there is a great risk from consuming 1 or 2 drinks daily. Says Susie Dugan, executive director of PRIDE-Omaha, Inc., "These figures should alarm every parent, every grandparent, and every member of the public. We must all stand up, speak out, and fight this scourge before we lose this generation of children to drugs."



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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Nebraska is Number Two Binge Drinking State

On January 11, 2012, the Centers for Disease Control (CDC) released the findings of its comprehensive study of binge drinking in America. The results indicated very high binge drinking rates, especially in Nebraska.

Binge drinking is defined as 5 or more drinks in a row during one setting (usually 2 hours or less) for men, and 4 or more drinks in a row during one setting for women.

Among the results of the CDC study:

- Nebraska ranks number 2 among all states in high binge drinking rates
- Among the top 20 cities in America for binge drinking rates, Nebraska has 4—Lincoln is #3, Norfolk is #8, Omaha is #11, and Grand Island is #13!
- 34 million U.S. adults binge drink an average of 4 times per month, this means that 1 in 6 American adults binge drink
- The largest average number of drinks per binge is 8
- College-age students average 9 drinks when they binge drink
- Every year, 80,000 Americans die from binge-drinking-related incidents, including car crashes, suicides, homicides, violence, falls, and, and illnesses such as alcohol poisonings, heart disease, cirrhosis, and cancer
- Binge drinking costs the U.S. \$223.5 billion each year in lost productivity, health care expenses, and criminal justice costs
- That means that binge drinking costs every American man, woman, and child \$746 every year, or \$1.90 for every drink every year
- Federal and state taxes combined produce only \$.12 average of revenue for every drink

States Susie Dugan, executive director of PRIDE-Omaha, Inc., “Is it any wonder that Nebraska adolescents have consistently been higher in all ratings involving underage drinking than other states? Nebraska children see adults who are setting the example that people cannot have a good time without alcohol. Our local culture glorifies and normalizes heavy



and binge drinking.”

For too long, our Nebraska society has winked at binge drinking, including underage binge drinking, states Dugan. “The time has come that we urgently speak up and work to stop this drain on families and communities. Let us each look closely at ourselves and our organizations to see if we can change those practices and behaviors that encourage heavy alcohol consumption. ”

According to the CDC, the public should also work to implement solutions listed in [The Community Guide: What Works to Promote Health](#) at , including, but not limited to:

- Actively enforce all laws regarding underage drinking,
- Increase alcohol taxes significantly,
- Limit alcohol outlet density,
- Maintain limits on hours and days of alcohol sales,
- Adopt Dram Shop Liability laws,
- Encourage Responsible Beverage Server Training

-CDC: Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults—United States, 2010,

-CDC Press Release: “Binge drinking is bigger problem than previously thought,” January 10, 2012,

-The Community Guide: What Works to Promote Health, <http://www.thecommunityguide.org/alcohol>

Nebraska ranks number 2 among all states in high binge drinking rates.

Speaking Up For Drug Prevention: It Works

On December 26, 2011, Orange Bowl officials announced they had scrapped a planned sponsorship deal with Camacho Cigars, following thousands of protests from around the country.

Earlier in December, the tobacco manufacturer and the Orange Bowl Committee had announced a three-year agreement that would have made Camacho Cigars a corporate sponsor of the Orange Bowl Festival. It would have included a large Camacho presence at several game-day events for the 2012, 2013, and 2014 Orange Bowls, including the 2013 BCS National Championship game.

Even though cigarette and smokeless tobacco companies cannot sponsor sporting events, cigar companies technically still can.

On December 21, 2011, the Campaign for Tobacco-Free Kids, the American Cancer Society and eight other prevention groups sent a letter to the game organizers, protesting the tobacco sponsorship of this family-oriented event. "The association of cigar smoking with one of the nation's top collegiate sporting events sends the wrong message to impressionable young fans and helps market cigars as athletic, masculine and cool," the groups wrote in the letter.

The groups also sent an action alert to prevention organizations (including PRIDE-Omaha, Inc.) and advocates throughout the country, urging them to contact the Orange Bowl. Over 5,000 people and organizations responded immediately. There were so many calls, faxes, and emails sent, that the Orange Bowl Committee contacted the lead prevention groups and asked them to stop.

States Susie Dugan, executive director of PRIDE-Omaha, Inc., "This swift action of prevention-minded people is a great example of how effective we can be when we speak up and work together for the betterment of children and families. Thank you to all who responded so quickly during such a busy time of the year."

-<http://www.cspnet.com/news/tobacco/article/orange=bowl-scraps-cigar-deal/>,

-Campaign For Tobacco-Free Kids Bulletins:
Dec. 21, 2011 and Dec. 27, 2011

Alcohol Use Linked to Cancer

There is a growing body of evidence in scientific research circles about the established link between alcohol use and cancer.

The International Agency for Research on Cancer (IARC), which is part of the World Health Organization, now rates alcohol as a Class I carcinogen, equivalent to tobacco smoke.

A report generated by both the World Cancer Research Fund and the American Institute for Cancer Research now states, "The evidence does not show a clear level of consumption of alcoholic drinks below which there is no increase in the risk of cancer it causes." In other words, there is no established safe level of alcohol use regarding cancer causation.

And the evidence does not stop there. According to the International Journal of Cancer, 36 % of all cancer cases and 3.5 % of all cancer deaths could be the result of alcohol intake. Countless other studies have determined links between alcohol and specific types of cancer, including cancer of the mouth, throat, larynx, esophagus, liver, breast, colon and rectum.

States Kevin Smith, in an article in the *Massachusetts Daily Collegian*, "Alcohol is much more dangerous to our long-term health than we make it out to be; ignorance is no longer an option."

-"Drinking Your Way to Cancer", Kevin Smith, *The Massachusetts Daily Collegian*, December 15, 2011,

-"Alcohol and Cancer", The American Cancer Society, <http://www.cancer.org/Cancer/CancerCauses/DietandPhysicalActivity/alcohol-use-cancer>

Thank You to Our Contributors

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Underage Drinking Wreaks Havoc in Nebraska

Alcohol consumption by minors is a critical problem across the country, Nebraska included. Consider the following facts from the Nebraska Office of Highway Safety:

- Alcohol is a contributing factor in nearly one-third of all fatal crashes, nation-wide, involving drivers 15 to 20 years of age.
- Each year in America, more than 4,300 young people in this age group are killed in car crashes while under the influence of alcohol.
- Underage drinking costs Nebraskans \$447-million dollars each year. That total includes costs associated with hospitalization, law enforcement, and funerals.
- 90% of sexual assaults on college campuses involve underage drinking by either the victim, the perpetrator, or both.
- 40% of alcohol consumed by underage drinkers is provided by adults (including parents).
- 22% of all alcohol consumed in Nebraska is by people under 21 years of age.
- One out of five automobile crashes in Nebraska is tied to drinking involving drivers under 21 years old.
- In Nebraska, high school girls are just as likely to drink as high school boys.
- Approximately one of five crimes, where alcohol is a factor, involve young people 18 years old or younger.
- The largest numbers of drunk drivers arrested in Nebraska are between 16 and 24 years old.
- Approximately 3 out of 4 high school students in Nebraska reported they have consumed alcohol.
- In Nebraska, 40% of high school seniors report binge drinking (4 or more drinks at a setting).

-Nebraska Office of Highway Safety,
<http://www.reportunderagedrinking.com/>



Providing Alcohol For Minors Can Now Be a Felony

Effective January 1, 2012, Nebraska individuals who provide alcohol to minors are subject to a Class IIIA felony charge, with a mandatory minimum of thirty days in jail, if that minor then causes any death or serious injury.

Otherwise, those who procure alcohol for minors face a misdemeanor charge, subject to up to one year in jail or up to a \$1,000 fine or both.

A check of recent cases in Douglas and Sarpy counties before the law took effect finds that some who have been convicted of providing alcohol to minors in the past two years have been sentenced to up to six months to eighteen months in jail, while others only face small fines.



States Susie Dugan, executive director of PRIDE-Omaha, Inc., "Alcohol is the number one preventable cause of death among Nebraska's adolescents. We adults must do everything we can to prevent people from providing any alcohol to minors. This law has the potential to dramatically change people's attitudes. But Nebraskans must first know how much potential legal trouble they could be in for providing ANY alcohol to ANY minor. Please help us spread the word."

Keeping Children from Using Alcohol

Parents who want to keep children alcohol free should:

- Support and enforce a clear, consistent "no use" message when it comes to their children and drugs.
- SUPERVISE your children, no matter their age. Know where they are, who they are with, and what they are doing. If planned activities are not age-appropriate, safe, and drug free, say "no".
- Get to know your child's friends' parents, and unite on common goals.
- Anonymously report those who provide alcohol to minors to the 1-866-MUST-B-21 Hotline.
- Volunteer with PRIDE-Omaha, Inc., 402-397-3309, to monitor court hearings of those cited for providing alcohol to minors.
- Contact the PRIDE office, 402-397-3309 or info@prideprevention.org for more information.



Smoking Marijuana is NOT Harmless to Lungs

A recent study reporting occasional marijuana use does not harm lungs has been gaining publicity in the media and on pro-drug blogs. The study has already been quoted by those who are working to pass legislation to declare marijuana to be “medicine”.

In truth, several drug prevention experts warn that some of the conclusions from the study are incomplete, disingenuous, and even dangerous.

Dr. Robert Hancox, an associate professor at New Zealand’s University of Otago, states, “Smoking marijuana definitely harms the lungs. Several studies have definitely shown that even light marijuana smokers can develop severe bronchitis...Studies have also demonstrated that smoking marijuana leads to abnormal lung function.”

Kevin Sabet, assistant professor at the University of Florida’s School of Medicine, Policy Consultant and Fellow at the University of Pennsylvania, and former Senior Advisor to the director of the White House Office of National Drug Control Policy, notes that the study neglected to point out the four decades of research tying marijuana use to mucosal injury, inflammation, increased cough and phlegm production, and wheezing.

Calvina Fay, director of the Drug Free America Foundation, states, “It is important to not forget the numerous other serious consequences of marijuana use, such as cognitive and learning problems, psychosis, addiction, criminal behavior and impaired driving, none of which were considered in this study.”

[-http://www.thefix.com/content/is-marijuana-good-your-health7100](http://www.thefix.com/content/is-marijuana-good-your-health7100),
[-http://health.msn.com/health-topics/articlepage.aspx?cp-documentid=100283232#scptid](http://health.msn.com/health-topics/articlepage.aspx?cp-documentid=100283232#scptid)

New Jersey Towns Fight Back Against “Medical” Marijuana

Towns in New Jersey are fighting back against “medical” marijuana growing operations being located in their towns.

One year ago, the New Jersey legislature approved a “medical” marijuana program and authorized six state-approved nonprofits to grow and dispense the drug. Governor Jon Corzine signed the law before leaving office.

The township committees of Upper Freehold and Plumstead have voted to ban any operation that violates federal law. The township of Howell has also introduced a similar ban. On January 6, the Westampton Township’s Land Development Board vetoed an application for a grow operation in a local warehouse. The Westampton vote followed a hearing in which about a dozen residents spoke against the project.

Federal law classifies marijuana as an illegal drug with no exemptions for medical use.

[-http://www.phillyburbs.com/](http://www.phillyburbs.com/)
[-http://www.nj.com/](http://www.nj.com/)

*Parents are the greatest tool
the community has in preventing
their children from using
alcohol, tobacco, and other drugs.*

visit www.PridePrevention.org/know

Texas Victims of DUI Can Get State Signs

New signs are popping up along roadways across the state of Texas. The signs commemorate DUI victims and remind others not to drink and drive.

The signs, provided through the Texas Department of Transportation, are meant to be standardized memorials to replace the impromptu, homemade signs that often appear at the site of fatal crashes.

The Memorial Sign Program for Victims of Impaired Driving gives family or friends of victims of drunk or drugged driving the opportunity to purchase a sign to be placed near the site of the fatal crash.

The large (48" x 42") blue and white signs say, "Don't Drink and Drive" and "In Memory of" with the name(s) of the victims(s) and the date of the crash.



A family member or friend can apply for the sign and pay the \$350 fee after the application is approved. The sign can remain in place for a period of two years. After that time, the family member can keep the sign.

- http://www.dot.state.tx.us/public_involvement/memorial_program.htm

Health Officials: Hookahs Can Cause Carbon Monoxide Poisoning

Hookahs, or water pipes, have been touted as a safe method of inhaling tobacco, but the Centers for Disease Control (CDC) and the World Health Organization (WHO) now warn there are significant health risks associated with hookah use.

The health experts now warn hookahs can cause carbon monoxide poisoning. The water in the pipes does not filter out all the harmful chemicals in tobacco smoke, including cancer-causing chemicals.

The CDC reports a one-hour session of smoking a hookah can cause the user to inhale up to 200 times the amount of smoke inhaled from one cigarette.



Henry Spiller, director of the Kentucky Regional Poison Center, reported that carbon monoxide poisoning symptoms include neurological damage, fatigue similar to the flu, and nausea. Severe cases of carbon monoxide poisoning can result in a coma or death.

- <http://www.sokolovelaw.com/blog/2012/01/06/hookahs-may-increase-carbon-monoxide-risks>

Gingerbread House Auction 2011 a Success!

Thank You!



Thank you to all the celebrity decorators, sponsors, schools, and auction winners for making the 2011 Gingerbread House Auction a success. Because of you, PRIDE raised over \$2500 to support our mission of keeping youth safe and drug free. Over 34 houses were on auction. A special thanks to Regency Court for hosting PRIDE and to Borsheims for sponsoring the Gingerbread House Auction.





***YOU can help
Keep Youth Safe & Drug Free***

Join PRIDE-Omaha, Inc. on January 25, 2012 and help raise funds for Prevention Programs.

When: Wednesday, January 25, 2012

Time: 4:00 p.m. to 8:00 p.m.

Location: 12320 L Street

**Present this flyer when ordering
Dine In Only, please!**



PRIDE-Omaha, Inc.'s mission is to prevent the use of alcohol, tobacco and other drugs by children through collaboration, education and child advocacy.

www.PridePrevention.org



Please print and bring with you to Jason's Deli!

Smoke-Free Policies Implemented

On Thursday, December 8, 2011, members of the Metro Omaha Tobacco Action Coalition (MOTAC) presented certificates of appreciation to Greenfield Apartments (15909 W Dodge Rd, Omaha 68118) and to staff at Peony Village Apartments (8215 Burt Plaza, Omaha 68114) in recognition of their exemplary smoke-free policies.

Greenfield Apartments are owned and operated by IRET Properties. The 100 percent smoke-free property consists of five buildings, 96 units. Greenfield's Community Manager Robyn Coffey shared they currently have vacancies. For more information about Greenfield Apartments, call Robyn at 402-330-0862.

Peony Village's largest building is 100 percent smoke free, which includes a total of 48 units. Community Manager Kelly Gibbs has become a catalyst for others to consider making the transition within Robert Hancock & Co. owned properties. Ms. Gibbs also assisted MOTAC by hosting a live broadcast of The Real Estate Factor on Saturday, November 5. Her commitment to a healthier, safer, smoke-free environment is outstanding.



Greenfield Apartments, pictured from left: Mary Crosby, Robyn Coffey, and Rita Rodriguez. Photo taken by Hanneka Brown.



Peony Village Apartments, pictured from left: Mary Crosby, Lisa Fuchs, Kelly Gibbs, and Adrienne Ellis. Photo taken by Hanneka Brown.

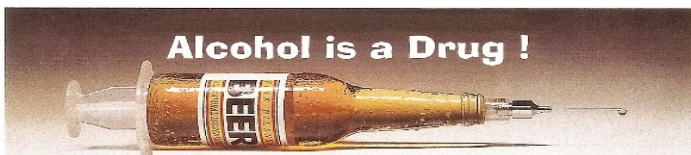
Visit the following websites for information and upcoming events!

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



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