



## Nebraska Bans K2!!

Nebraska now has one of America's most comprehensive laws banning synthetic marijuana drugs. On February 22, 2011, Governor Dave Heineman signed LB 19 into law. The law became effective immediately because it contained the emergency clause. No K2 should be available for sale in any store in Nebraska now.



LB 19 bans eight classifications of chemicals of synthetic marijuana that are sprayed on a variety of spices. The drugs have been legally available in many Nebraska stores under names such as K2, Spice, Mr. Nice Guy, Zohai, Genie, and Black Mamba. The drugs have been popular with young people because they have been legal, available, and hard to detect in drug tests.

These dangerous drugs can cause paranoia, anxiety attacks, hallucinations, seizures, and death. Toxicology tests indicate that Robert Butler, Jr. used K2 in the 24 hours before he fatally shot Millard South Assistant Principal Vicki Kaspar, wounded Principal Curtis Case, and then killed himself in January.

LB 19 was introduced by Senator Beau McCoy of Omaha. This comprehensive bill targets many different classifications of chemicals so new variances are also covered and will be illegal. Unlike previous bills only banning specific compounds, allowing for new, slightly modified chemicals manufactured and skirted the laws.

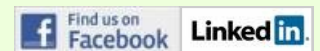
LB 19 passed out of the Judiciary Committee and through all readings and debate on the floor of the Unicameral without one opposing vote. Paul Carter, Executive Director of PRIDE-Omaha, Inc. states, "We thank Senator McCoy, the legislature, and Governor Heineman for passage of LB 19. Even though K2 might still be available through the Internet or through illicit drug dealers, Nebraska law now tells young people that K2 is dangerous, and illegal in our state."

*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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**Shop 'Till You Talk!**  
**A night of networking and  
shopping to support PRIDE.**  
**April 19, 2011 4:30—7:30**



**120th &  
Blondo**

## Project Prom/Graduation

Springtime is coming! With it will come additional risk factors for our young people.

Now is a good time for our community to be vigilant in order to keep our adolescents healthy, safe, and drug free. Warm weather encourages more outdoor adolescent gatherings in parks, recreational areas, and open areas. Sometimes, alcohol and other drugs can be present.

Springtime also brings prom time. Proms have traditionally brought additional risks for alcohol and other drugs at unsupervised pre-prom or post-prom parties and all-night celebrations.

The last day of school, at all school levels, has also recently become a time for risky parties and gatherings.

And, of course, graduations, and the parties that go with them, can be times for added exposure to alcohol and other drugs by youth.

PRIDE-Omaha, Inc. is working with local schools and law enforcement in order to take special note of scheduled prom and graduation activities. PRIDE will work to help teens enjoy these special times without taking risks that could cause them harm.

Parents and other concerned adults are encouraged to take special care during this season. Please help keep young people safe and drug free.



## Prom Information Guide

### Locations of Proms and Post Proms

#### Saturday, March 19

**Fort Calhoun** – Creighton University & Fremont YMCA

**Millard North** – Qwest Center & At the High School

#### Saturday, March 26

**Douglas Co. West** – Valley Legion & High School in Valley

**Elkhorn** – Elkhorn South & Elkhorn High School

**Elkhorn South** – Elkhorn South & Elkhorn High School

**Millard West** – Qwest Center & At the High School

**Millard South** – Qwest Center & At the High School

#### Friday, April 1

**Gross** – Scoular Building & Dave & Busters

#### Saturday, April 2

**Weeping Water** – WW Community Building & Amazing Pizza Machine

**Arlington** – Arlington Auditorium & At the High School

**Louisville** – Tiburon & At the High School

**Bellevue West** – MidAmerica Center & At the High School

**Scribner – Snyder** – Snyder Ballroom & Dodge Bowling Alley

**Bryan** – Siberian Hall & No Post Prom

**Marian** – Scoular Building & Dave & Busters

## Youth Exposure to TV Alcohol Ads Jumps 71 Percent

A new study by the Center on Alcohol Marketing and Youth (CAMY) finds youth exposure to alcohol advertising on U.S. television increased 71% from 2001 to 2009. This increase is significantly more than the exposure of adults over the age of 21.

The study, conducted by Virtual Media Resources, analyzed nearly 2.7 million product advertisements placed by alcohol companies for a total of \$8 million. The increase appears to be driven by the rise of distilled spirits advertising on cable television. The study also found the average number of alcohol ads seen by youth watching TV increased from 217 in 2001 to 366 in 2009.

A wide variety of research has established exposure to alcohol advertising and marketing increases the likelihood young people will start drinking, or drink more if they already consume alcohol.



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

## Nebraskans Meet with Lawmakers to Encourage Support for Cigarette Tax Increase

Lincoln, Neb. – February 22, 2011 – Over 100 volunteers and advocates from all over the state gathered together at the Nebraska State Capitol today in support of increasing taxes on tobacco products.

Representatives from diverse groups such as the American Cancer Society, the American Heart Association, the American Lung Association, the Nebraska Medical Association, AARP, and numerous others gathered for a breakfast at the Cornhusker Hotel before moving on to the Capitol to meet with their respective Senators.

“This bill (LB 436) is going to save so many lives,” commented Marilyn Wise, an American Cancer Society volunteer from Fremont. “A raise in this tax may make people stop and think ‘Do I really want to spend the money on something that’s not good for me’. That’s the message I want to get across to my senator.”

In Nebraska, 2,200 kids under 18 become new daily smokers each year while the same amount of adults die prematurely each year in Nebraska from smoking. In addition, tobacco use costs Nebraska \$537 million in

health care bills each year. Higher cigarette taxes are one of the most effective ways to reduce smoking among both youth and adults and new revenue created by the increase would go to fund health programs including tobacco prevention and cessation in addition to helping with the state budget deficit.

“In addition to raising over one hundred million new dollars annually, the tobacco tax increase called for in LB 436 will save thousands of lives by helping smokers quit and keeping our young people from starting an addiction to nicotine,” commented David Holmquist, Director of State Legislative Government Relations for the American Cancer Society. “In addition to saving lives and reducing suffering from tobacco use, funding from the bill will help medical providers continue seeing patients who may be most in need of their services.”

Groups such as the American Cancer Society, American Heart Association, American Lung Association, and the Campaign for Tobacco-Free Kids support higher tobacco taxes because it is a proven solution to improve public health. Research has shown every state that has significantly increased its cigarette tax has enjoyed substantial increases in revenue, even while reducing smoking. In a recent poll, 73 percent of Nebraska voters surveyed support raising the tobacco tax by \$1.35 per pack.



## WHO Report: Secondhand Smoke Kills 600,000 a Year

The World Health Organization (WHO) has issued a report finding secondhand smoke kills approximately 600,000 people each year worldwide.

The findings, reported in the *Lancet*, November 26, 2010, state one out of every hundred deaths each day in the world is caused by secondhand smoke exposure.

Lead researcher of the study, Dr. Annette Pruss-Ustun, hopes the findings serve as a catalyst for countries to enforce the WHO global initiative aimed at reducing the burden of tobacco-related disease by increasing tobacco taxes, banning tobacco advertising, eliminating smoking in public places, and making packs less commercially attractive.

-Reuters, November 26, 2010.

## Thanks for your Contributions

Manota E. Simon  
OPS Nathan Hale  
Novia

### Visit the following websites for information on upcoming events!

PRIDE-Omaha, Inc. - [www.prideprevention.org](http://www.prideprevention.org)

LiveWise Coalition - [www.regionsix.com/livewise](http://www.regionsix.com/livewise)

Metro Omaha Tobacco Action Coalition (MOTAC) - [www.motac.org](http://www.motac.org)

Tobacco Free Sarpy (TFS) - [www.tobaccofreesarpy.org](http://www.tobaccofreesarpy.org)

### 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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# PARENTS

## What to Say When Your Teen Reacts Defensively About His or Her Alcohol or Drug Use

*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.*

Your teen may not be happy you're approaching him about his drug or alcohol use. It's to be expected. What you might not expect is to be called a snoop, a hypocrite, or clueless. Think about how you will handle these accusations if they come up. It's good to be prepared.

**Here are some suggested responses:**

### 1. If Your Child Says: "You went through my stuff?! You're a snoop!"

*Try To: Defend your choice to look through your teen's things by expressing your concern for his health and safety.*

*You Can Say: "I'm sorry you feel I broke your trust. But as a parent, my job is to keep you safe and healthy, so I have to be nosey when I believe you're doing something unsafe."*

### 2. If Your Child Says: "You smoke/drink! You're such a hypocrite!"

*Try To: Focus on the issue at hand — you don't want YOUR CHILD using drugs or drinking.*

*You Can Say: "I wish I had never started smoking because cigarettes are addictive which makes it harder to stop."*

*"It is illegal for people under 21 to drink because their brains are still developing and aren't equipped yet to handle alcohol."*

### 3. If Your Child Says: "I've never done drugs! You're wrong!"

*Try To: Remain calm and do whatever you can to keep the conversation going.*

*You Can Say: "I love you way too much to let anything happen to you. I want to support you in making positive, healthy choices."*