



POWER OF PREVENTION

presented by 

PRIDE-Omaha, Inc. is pleased to announce the inaugural event for “Power of Prevention” Luncheon on **October 12, 2011** with featured speaker Henry Lozano.

About Henry

In 2007, Mr. Lozano was appointed by President George W. Bush as the Deputy Assistant to the President and as Director of the USA Freedom Corps. As director, Lozano advanced the President’s Call to Service Initiative. He also served on President Bill Clinton’s Advisory Commission for Drug-Free Communities. Lozano has been personally invested in helping communities be drug free – his high school friend, DEA Special Agent Enrique “Kiki” Camarena, was killed in the line of duty trying to stop the flow of drugs into our country.



About Red Ribbon

In October, Red Ribbon Week serves as a vehicle for communities and individuals to take a stand for the hopes and dreams of our children through a commitment to drug prevention and education and a personal commitment to live drug free lives with the ultimate goal being the creation of drug-free America.

Within weeks of Camarena’s death in March of 1985, his Congressman, Duncan Hunter, and Mr. Lozano, launched Camarena Clubs in Camarena’s home town of Imperial Valley, California. Hundreds of club members pledged to lead drug-free lives to honor the sacrifices made on behalf of all Americans by Camarena.

Today, Red Ribbon Week is nationally recognized and celebrated in helping to preserve Special Agent Camarena's memory and further the cause for which he gave his life. The Red Ribbon Campaign also became a symbol of support for the DEA's efforts to reduce demand for drugs through prevention and education programs.

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.

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

Mon -Thurs: 8am to 5pm
Fri: 8am to Noon

Ph: (402) 397-3309
Fax: (402) 397-9924
Email: info@pride.org

www.PridePrevention.org



Board of Directors

Yolanda Jimenez, President
Toni Hernandez, Vice President
Tracey Strehle, Secretary
Linda Hall, Treasurer
Keith Harris
John Kellogg
Dianne Kelly
Tracy Kempkes
Lt. Steve King
Rick Lenarduzzi
Lou Myers
Pat Phalen
Curtis Rainge
Dr. Melissa Tibbits
Lt. Russell Zeeb
Paul Carter, Executive Director

What’s Inside

| | |
|--|---|
| Woman Pleads No Contest to Providing Alcohol to Minor..... | 2 |
| Marijuana Not Saving the Environment | 2 |
| Anti-Energy Drinks Being Introduced..... | 2 |
| Keeping Tobacco Out of Minors Hands... | 3 |
| May is Meth Prevention Month..... | 4 |

Since 1986, PRIDE has coordinated the Red Ribbon campaign locally. In the last few years, we have distributed over 35,000 red ribbons to area schools and organizations.

“Power of Prevention” Luncheon

Wednesday, October 12, 2011
11:30 am — 1:00 pm
Embassy Suites LaVista
\$40 Individual Ticket / \$60 Patron Ticket
Patron Reception Immediately Following

Woman Pleads No Contest to Providing Alcohol to a Minor

LB 667 Gains Community Support

On April 26, 2011, Sarah Danoff pleaded “no contest” to providing alcohol to a minor who then crashed his car into young newlywed Jessica Lutton Bedient, killing her and injuring her husband and two others.

Ms. Danoff will be sentenced by Judge Joseph Caniglia on June 30 at 8:30 a.m. in Room 26 of the Douglas County Courthouse.

PRIDE-Omaha, Inc. and MADD (Mothers Against Drunk Driving) attended the trial, representing the outrage that so many parents and concerned citizens experience when people are cited for providing alcohol to minors.

Others attending the trial included David Lutton, Jessica Bedient’s father. Mr. Lutton called for a strong sentence for Ms. Danoff as a deterrent to those who would provide alcohol to minors and to spare other families the unspeakable pain his family is experiencing. Mr. Lutton also called for support of LB 667, a bill that contains a provision that would make providing alcohol to minors a felony instead of the current status of a misdemeanor.



Prior to the trial, PRIDE-Omaha, Inc. sent a Community Impact Statement to the courts on this case. In his Impact statement, Paul M. Carter, Executive Director of PRIDE-Omaha, Inc., urged the court to impose maximum sentences to anyone convicted of providing alcohol to minors. “Every time **anyone** provides alcohol to a minor, the potential for death or great bodily harm is always present,” wrote Mr. Carter, “It is very difficult to convince the public not to provide alcohol to minors when the public continually sees that nothing happens to those found guilty of committing this crime.”

Alcohol continues to be the number one cause of preventable death among Nebraska adolescents. Concerned citizens are encouraged to attend the sentence hearing on June 30 with PRIDE-Omaha, Inc. in conjunction with the LiveWise Coalition.



Join PRIDE, Todd Archer Hyundai and Clear Channel Radio and say “No” to procuring alcohol for minors. Visit www.PridePrevention.org and take the pledge today.

For a Safe Graduation: Parents, Please Have *That* Talk about Alcohol and Drugs!

Each year graduation brings so much excitement and promise, yet ends in tragedy for hundreds of teen drivers and passengers. New research by Students Against Destructive Decisions (SADD) indicates this year will be no different. A national survey found 79% of high school juniors/seniors believe their friends are likely to drink and drive during graduation season. Yet that belief does not translate to concern, as only 25% of teens say that behavior comes with a high degree of danger. Parents can help keep teens safe and make graduation memorable for all the right reasons.



Establish Ground Rules – Do not allow large blocks of time to be unaccounted for. Know where your teen is, who is there, who is supervising the event, and when they leave. Expect and Trust you’re teen to keep in touch by cell phone, but let them know you will contact them if they don’t.

Set Curfews – Half of teen deaths from motor vehicle crashes occur between 3 pm and midnight, and 58% occur on Friday, Saturday, or Sunday. Also be up when they come home. The best anti-drug plan is coffee and lights on. The old adage, *nothing good ever happens after midnight* is just as true today as ever.

Talk to Your Teen – Clearly communicate your expectations for making healthy choices and the consequences of breaking rules and laws. Research shows that parents who discuss different scenarios and seek their teens’ knowledge about what to do, increase the chances of their teen’s safe decision making.

Alcohol is a Drug, and Underage Drinking is a Crime - Surveys confirm that teens using alcohol before age 15 are 6 times more likely to have alcohol dependence/abuse issues as adults. **Parents should have *that* talk today.** It’s about your child’s future and they need to understand that you do not want them to use drugs. Need ideas to start that conversation.

Contact PRIDE at (402) 397-3309 or www.PridePrevention.org

Samhsa News Mar/Apr '11 and Jeff Wolfsber; Parents, Please Don't Serve Alcohol to Teens April 8, 2011

Tobacco Retailers Rewarding Employees' Efforts to Keep Tobacco Out of the Hands of Youth

Tobacco initiation by youth is a serious health concern in Nebraska since many go on to become adult tobacco users. Approximately 36,000 kids alive today will die from tobacco use. Retailers play an important role in keeping youth safe and drug free and we applaud the growing number of them who have been observed rewarding their employees who don't sell tobacco to minors.



Tobacco Free Sarpy, with PRIDE-Omaha, Inc., publishes results of tobacco compliance checks conducted in Sarpy County on a quarterly basis. With the latest tobacco compliance check data (January through March 2011) came reports of a growing number of retailers rewarding employees' who pass compliance checks. This positive reinforcement is making a difference.

Studies show, and history has proven, less adolescents will use tobacco if compliance checks are conducted regularly and if access by retailers remains below 10 percent.

"We have observed a growing number of retailers rewarding their employees on the spot with incentives," commented Lt. Russ Zeeb of the Sarpy County Sheriff's Department, "We see this positive reinforcement encourages staff to be more observant when selling tobacco products. Also, speaking with retailers immediately after a compliance check has proven to grow a better understanding of why we are checking up on them. Bottom line, we want to see kids stay tobacco free."



Since 2006, Tobacco Free Sarpy and PRIDE-Omaha, Inc. have collaborated with the Bellevue Police Department, LaVista Police Department and Sarpy County Sheriff's Department, to check all tobacco license holders in the county on a quarterly basis.

Tobacco Compliance Checks Results

PRIDE in collaboration with the Metro Omaha Tobacco Action Coalition, Tobacco Free Sarpy, Tobacco Free Nebraska and local law enforcement, have completed the first round (January 1-March 31) of tobacco compliance checks in 2011.

Douglas County

Of 475 retail businesses checked, 22 locations sold tobacco to minors, resulting in a failure rate of 4.6% - down from the previous quarter's failure rate of 5.6%.

Sarpy County

Of the 85 retail businesses checked, 7 locations sold tobacco to minors, resulting in a failure rate of 8.2% - significantly up from the previous quarter's failure rate of 2.7%.

Cooperating minors assist with the checks, use their own identification, and make no attempt to look over the legal purchase age.

Visit www.PridePrevention.org for a list of retailers who failed this and previous quarter compliance checks.



► Call PRIDE to request brochures on tobacco and other drugs like alcohol, marijuana and prescription drugs.

Visit www.prideprevention.org for a comprehensive list available at our Resource Center.

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



May is Meth Prevention Month

For events and information for Meth Prevention activities in May visit www.EndMeth.info. For additional information about meth and other illicit drugs visit PRIDE's website at www.PridePrevention.org for more information.

SAVE THE DATE 10.12.2011

Inaugural Luncheon

POWER OF PREVENTION

presented by  PRIDE INC.

11.30am - 1.00pm
Embassy Suites | LaVista, Nebraska



The inaugural luncheon will feature Henry Lozano, keynote address and Nebraska's First Lady Sally Ganem, honorary chair. Lozano has served as White House deputy assistant to the President, director of USA Freedom Corps and the President's Advisory Commission for Drug-Free Communities.

(402) 397.3309
www.PridePrevention.org



Thursday, May 12, 2011

11:30 am to 1:00 pm

Heartland Family Service
515 E. Broadway
Council Bluffs, Iowa 51503



Medical Marijuana, K2, and Ivory Wave (bath salts) are just a few of the drug trends that have been highlighted in the news recently. Learn what these substance are and how we can join the movement to prevent their use and their push into our communities.

We have made significant progress in fighting drug use and drug trafficking in America. Now is not the time to abandon our efforts.—Ed Moses

Light refreshments provided

For more information please contact:
Lorelle Muetting
Partners for Meth Prevention at
lmuetting@heartlandfamilyservice.org
(712)325-5628



May is Meth Prevention Month



Mock Crash Has Effect

Sarpy County Sherriff's Department hosted a mock crash at Papillion/LaVista North High School on Friday, April 8, 2011. News media, students, teachers, and visitors saw the dangers of underage drinking and driving as well as distracted driving.



Thanks for your Contributions

Omaha Public Schools Hale Magnet Middle School
Novia ▪ Todd Archer Hyundai
Clear Channel ▪ Bruegger's Bagels
Material Girl ▪ Bob Schipper
Diana Schmidt ▪ Marta Delgado-Walker

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