

## Voters in Several States Say “No” to Marijuana

On November 3, 2010, voters in several states sent a strong message to those who want to promote and increase the use of marijuana. The answer is “NO.”

California’s Proposition 19, the initiative that would have permitted citizens over 21 to use and grow marijuana legally, was defeated by a 54% - 44% margin. This defeat came in spite of several large contributions, including a \$1 million gift from marijuana supporter George Soros.



In South Dakota, Measure 13 would have declared marijuana to be “medicine.” It was defeated 65% - 35%. A few years ago, the same measure lost 52% - 48%.

In Oregon, 58% of the voters said “NO” to Measure 74, an initiative that would have created “medical” marijuana dispensaries.

In Arizona, Proposition 203 for “medical” marijuana was defeated by a very close margin. Absentee and provisional ballots are still being counted, and the official results will take several more days.

On November 8, 2010, an effort to legalize marijuana in Nevada ended when promoters announced they did not have enough funding nor enough signatures to meet the November 16 deadline.

PRIDE-Omaha, Inc. provided information and technical assistance to several individuals fighting these marijuana laws in the above states. Paul M. Carter, PRIDE Executive Director, states, “Even though the marijuana promoters have stated that they will be back, working harder than ever, we congratulate all of those who worked so hard to protect children from marijuana being made so much more readily available to youth.”

## PRIDE-Omaha, Inc. Working to Stop Underage Drinking

In recent weeks, our local Nebraska communities have been rocked by the horror of several alcohol-related deaths. Too many of these deaths are a result of underage drinkers or impaired individuals who started drinking as minors.

PRIDE-Omaha, Inc. and the LiveWise Coalition are working to prevent future tragedies related to underage drinking. Under a grant from Region 6 Behavioral Healthcare through the Substance Abuse Block Grant of the Department of Health and Human Services, PRIDE helps to coordinate MIP Party Patrols with area law enforcement agencies throughout Cass, Dodge, Douglas, Sarpy and Washington counties in Nebraska.

Law enforcement agencies set up special enforcement selectives that concentrate on stopping teen alcohol parties. Special efforts are made to find and cite those who provide alcohol to minors.

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.

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## Schools and Communities Fight Against Harmful Alcohol Drinks

Colleges across the country are banning or limiting the sale of Four Loko, also known as *blackout in a can*, the highly-caffeinated alcoholic drink becoming popular with high school and college students.

Central Washington University and Ramapo College, which both had students hospitalized after getting violently ill after consuming the drink, have banned Four Loko. Boston, Harvard and Northeastern Universities have sent emails to their campuses warning about the dangers of Four Loko.

On November 4, 2010, the Michigan Liquor Control Commission banned Four Loko and other similar alcoholic drinks, including Joose and Torque, from being sold in that state. Additionally, Pennsylvania’s Liquor Control Board is asking for distributors to voluntarily stop selling these drinks.



The Federal Food and Drug Administration is currently conducting a safety review of these drinks due to the high alcohol and caffeine content in each can. Four Loko comes in a 23.5 oz. can, usually sold chilled and in single-can servings, costing less than \$3 each. One Four Loko contains 12% alcohol, the equivalent of four to six beers. It also contains as much caffeine as 8-12 cups of coffee. Four Loko comes in sweet, fruity flavors like watermelon and lemonade to mask the taste of alcohol. The cans come in brightly colored graphics resembling the packaging of nonalcoholic energy drinks.

According to the website of the Chicago-based manufacturer of Four Loko, the product is available in dozens of stores in the greater Omaha metropolitan area.

Concerned citizens may contact PRIDE, (402) 397-3309, for more information. Letters of concern may also be written to the FDA at:

Margaret A. Hamburg, M.D., Commissioner of Food and Drugs  
 U.S. Food and Drug Administration  
 10903 New Hampshire Avenue  
 Silver Springs, MD 20993

## PRIDE-Omaha, Inc. Working to Stop Underage Drinking continued...

Once procurers are cited, PRIDE attempts to follow their cases through the courts and to urge those found guilty be prosecuted to the full extent of the law. Providing alcohol to minors is a Class I misdemeanor in Nebraska, punishable by up to one year in jail, a \$1000 fine, or both. Currently, those who are found guilty rarely go to jail and pay a relatively small fine, or are put on probation.

“Until procurers start going to jail, there is no deterrence effect for providing alcohol to minors, and the crime continues unabated,” states Paul Carter, Executive Director of PRIDE.


**YOU CAN HELP!** Community volunteers are urged to assist PRIDE as we monitor the courts in these cases. Please contact us at 397-3309 to volunteer to attend court hearings of those who provide alcohol to minors.



## Inhalant Coalition Calls for Public Action

The National Inhalant Prevention Coalition is asking parents and concerned citizens to contact the Geico Insurance Company to ask them to stop running an ad featuring helium huffing by opera singers. The Coalition notes that it is dangerous to encourage anyone to inhale any gas. Helium inhalation has been known to cause death. Inhalant abuse is especially dangerous to children.

Mr. Harvey Weiss, the Director of the National Inhalant Prevention Coalition, encourages the public to contact Geico at the following:

Mr. Tony Nicely, Geico CEO  
 Phone: 1-301-968-3900 | Web Link: [Geico Ad Blog](http://www.geico.com/about/contactus/email)  
 Email: <http://www.geico.com/about/contactus/email>


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### A Deadly Combination

A 23.5 ounce can of **Four Loko** contains 12.0% alcohol. That means just one can of Four Loko is like drinking 4 to 6 cans of beer. It also contains as much caffeine as 8 to 12 small cups of coffee.

## 2nd Annual Gingerbread House Event Nearing



PRIDE is holding the 2nd Annual Gingerbread House Event at the Regency Courtyard Saturday, December 11, 2010 from 11:00 a.m. to 1:00 p.m.

Thirty-four gingerbread houses will be decorated by area 4th grade students in Douglas, Sarpy, Cass and Washington counties, and by local businesses and celebrities. Participating businesses and celebrities include artist Tim Barry at Hot Shops; the chef at Regency Lodge; John and Sue Knicely and their grandchildren; among others. The houses will be sold during the live and silent auction event. Festivities hosted by former WOWT Sports director Dave Webber. View the houses and place silent bids during mall hours from December 6 - December 11, 2010.

To learn how you can participate, contact PRIDE at (402) 397-3309.



## Less Retailers Selling Tobacco to Minors

PRIDE in collaboration with the Metro Omaha Tobacco Action Coalition, Tobacco Free Sarpy and local law enforcement, have completed the third round of tobacco compliance checks in 2010. 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](http://www.prideprevention.org) for a list of retailers who failed this and previous quarter compliance checks.

### Douglas County

Of 475 retail businesses checked, 24 locations sold tobacco to minors, resulting in a failure rate of 5.0% - up from the previous quarter's rate of 4.2%.

### Sarpy County

Of the 95 retail businesses checked, two locations in Bellevue sold tobacco to minors, resulting in a failure rate of 2.1% - down from the previous quarter's rate of 3.6%.

"The Bellevue Police Department is committed to stopping the sales and use of tobacco products by minors in the city," commented Sergeant Larry Lampman of the

Bellevue Police Department, "We take this mission very seriously and work very closely with PRIDE-Omaha, Inc. and Tobacco Free Sarpy to work compliance checks on a regular basis. We intend to continue these enforcement efforts indefinitely. Over the past several years, the Bellevue Police Department has seen the number of sales to minors decrease, and are optimistic about the future."

## Smoke-Free Campus Policies are Growing Business Trend

The Metro Omaha Tobacco Action Coalition (MOTAC) and Tobacco Free Sarpy (TFS) presented certificates of appreciation to members of **ConAgra Foods** and the **South Sarpy School District No. 46** Board of Education for implementing smoke-free campus policies that go above and beyond the current smoke-free air laws.



MOTAC and TFS recognize businesses and property owners who implement exemplary smoke-free or tobacco-free policies. Tobacco-free policies are a growing trend as community leaders realize the importance of such policies.



Picture from left – Mary Crosby, Tamicka Bradley, Vickie Young, Kelly Schaefer, Charles Salter, and Marcy Thompson. Photo taken by Hanneka Brown.



Picture from left – Hanneka Brown, Todd Neitzel, Dorothy Shamblen, Nick Stolzer, Kyle Fisher, Brenda Sherman, Joan Friedman, Gene Lienemann, Mary Crosby, and Tom Marshall.

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



Wishing you a happy

# Thanksgiving

**K M T V**  
**ACTION 3 NEWS**  
**TOWN HALL**  
**DRUNK DRIVING DILEMMA**  
**Tuesday November 23rd**  
**6:30 p.m.**  
 Please Arrive by 6:00 p.m.  
**Location** Beveridge Middle School  
**Update!** 1616 S 120th St.  
 For More Information call 593-2701

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

Manota E. Simon; OPS Nathan Hale; Michael Yanney; Tracy Kempkes, Wheatfields; Midlands Community Foundation; Susie Dugan; Yolanda Jimenez; Tri-County Workforce Development; Experience Works; and Dianne Kelly.

### Purchasing gifts for family and friends?

Consider buying your holiday gift from PRIDE. **Omaha on Board** is fun for the whole family!



### PRIDE-Omaha, Inc. Wish List

Computer flash drives; rolling brochure display; acrylic brochure/flyer display; acrylic collection box; wire utility cart; folding table.

Thanks for considering a donation to PRIDE. If you prefer to give a cash donation, visit [www.prideprevention.org](http://www.prideprevention.org), or send a check by mail to: 6143 Whitmore St. / Omaha, NE 68152.

### Contact PRIDE

PRIDE has changed its hours of operation to accommodate educators and parents who would like to access our Resource Center after work.

#### NEW Office Hours

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

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### 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)

