



## Nebraska City Citizens Rally Together to Block K2 Sales

A Missouri woman who had planned to open a store in Nebraska City, Nebraska by September 1, 2010 said her lease was pulled after the *Nebraska City News-Press* reported that she would be selling K2, the synthetic marijuana drug, at the store.

Tim Regler, Director of the Parents and Communities Program in Nebraska City contacted PRIDE-Omaha, Inc. for information on K2 and requested staff assistance in support of keeping this dangerous drug out of their town.



The efforts of Regler and other proactive leaders to educate community members on the consequences of allowing another easily accessible drug into the hands of their youth paid off. The Kansas City business owner, who was denied occupancy, reported that building owner Margie Gibbs did not feel comfortable with her business after reading a newspaper article on K2.

"I am really pleased with the way that our citizens made it clear that we don't want this type of business in our community," commented Regler.

Mr. Regler reports that he received several phone calls regarding K2 and its marketing after the newspaper reported the plans for the business. "We are not foolish enough to believe that the drug is still not available in our town, but we will fight to keep it from being sold openly."

K2 is currently a legal, but dangerous synthetic drug in Nebraska. It mimics the effects of marijuana. K2 has been blamed in the suicide death of an Iowa teen in June, and is

Continued on page 2...

## Sacramento's Fox 40 Station Succumbs to Pro-drug Lobby by Airing First "Medical" Marijuana Advertisement

Sacramento, California's FOX affiliate KTXL "FOX40" has become the first television station in the nation to air a paid advertisement for marijuana on mainstream television. The thirty-second ad for a "medical" marijuana dispensary was paid for by a Sacramento-based company and produced by KTXL. It shows various people delivering testimonials on the "benefits" of marijuana when used for medicinal purposes. KTXL will air the advertisement during the station's morning and evening newscasts, and throughout the day.

PRIDE-Omaha, Inc. has consistently promoted a "no use" message to youth. Unfortunately, more than ever before, our children are being inundated with pro-drug messages. Recently, advertisements promoting marijuana use, even for medicinal purposes, has come under debate recently when Facebook.com decided not to publish an ad promoting the

Continued on page 2...

*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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### What's Inside

Message from Our President.....	2
Colleges Fight Alcohol Culture.....	3
Experts Warn Against Energy Drink..	3
Fast Facts: Alcohol Use in U.S.A....	3
Survey of Adolescent Drug Use....	4
Don't Let California Go to Pot.....	4
Red Ribbon - No Tobacco Challenge	5
Word Search: Dangers of Tobacco....	5
Yunker's Community Day 2010	6
PRIDE Donor Contributions/Hours	6



Support PRIDE and own a piece of Omaha. Purchase an Omaha on Board game for **\$25.00**. Call PRIDE at (402) 397-3309 to place your order *today!*

## *A Letter from Our New Board President*

What an exciting time for our children, the beginning of a new school year! Before school begins there is always a lot of preparation - from buying new clothes to selecting just the right school supplies our children will need to start a successful first day of school. I don't have little ones at home any longer, but do have grandchildren, whom I adore.

Parents, grandparents, or relatives of all those children heading off to school, regardless of where you live or your socio-economic status, need to realize the pressures our children face on a daily basis regarding drugs, alcohol or tobacco. Speaking from experience, we as parents are oftentimes naive about what to look for, how to identify, or where to go for education regarding these negative influences. PRIDE-Omaha, Inc. staff-support and resources on drugs, alcohol and tobacco are invaluable for parents as we look to have those important discussions with our children. Suggestions for reinforcing a clear, consistent "no use" message can be found on the PRIDE website at [www.prideprevention.org](http://www.prideprevention.org). While you're visiting us online, email us your stories of successful conversations with your children. We appreciate hearing from you.

As PRIDE's new Board President, I look to continue our efforts educating schools and the community on ways we can establish healthier, safer environments for our children. I am very proud to be part of an organization that focuses on "working to keep children safe and drug free!"

*Yolanda Jimenez*

### **Nebraska City Citizens Rally Together to Block K2 Sales continued...**

suspected in the death of a Dallas, Texas 19-year-old male in August.

Hospital emergency room visits related to K2 have increased each month this year. One year ago, the U.S. Poison Control Centers reported 13 calls regarding K2. This year, 766 cases have been reported in the first six months. The drug can cause anxiety, hypertension, vomiting, severe paranoia and hallucinations, among other side effects.

Several states, including Iowa, Kansas, Missouri, Illinois, Alabama, Louisiana, North Dakota, Tennessee, Kentucky, Georgia, New Jersey, Michigan, New York and Ohio, have recently made K2 an illegal substance. For these states, enforcement is a concern. While Redwood Biotech does have a K2 test now available, the test is scarce and costly.

PRIDE has provided research and information to assist Nebraska State Senator Beau McCoy, District 39 (402-471-2885 or [bmccoy@leg.ne.gov](mailto:bmccoy@leg.ne.gov)), with proposed legislation banning K2. Senator McCoy's legislation will be introduced to the Legislature in January 2011.

- Synthetic, legal pot sending smokers to ER, *Reuters*, August 30, 2010,
- Lease pulled after newspaper reports shop will carry K2, *Nebraska City News Press*, July 29, 2010

### **Sacramento's Fox 40 Station Succumbs to Pro-drug Lobby by Airing First "Medical" Marijuana Advertisement continued...**

legalization of pot for recreational use, which California voters will decide upon in November of this year. Facebook determined the advertisement did not meet its guidelines because it featured a marijuana leaf, which "is classified with all smoking products and therefore is not acceptable under our policies," a spokesperson for Facebook.com told *The Huffington Post*.

#### **You can help!**

Please contact the Fox News Corporation Company's CEO, Roger Ailes. Tell him that ads promoting marijuana are wrong and harmful to children and families. Crude marijuana is not medicine but a dangerous, addictive drug that should not be advertised on television. Please request that he apply pressure to KTXL to pull this ad and refuse to run any more.

#### **Contact information**

Mr. Roger Ailes  
1211 Avenue of the Americas, 2<sup>nd</sup> Fl.  
New York, New York 10036-8795

Fax: 212-556-8219

**Less than**

**3%**

**of "medical" marijuana users have serious life-threatening illnesses.**

## PRIDE Congratulates Colleges Fighting Alcohol Culture on Campuses

A small, but growing, number of colleges are initiating newer, stronger sanctions aimed at curbing alcohol use on campus. Over 1,700 college students die each year of alcohol-related causes.

James Madison University in Virginia announced a new policy of increased enforcement of alcohol laws. The school will also fight “open door” parties on and off campus. It will inform parents on each student’s first alcohol offense, as opposed to the second offense in previous years, and will work more closely with the community to change the alcohol culture for students.

Penn State University police report having arrested 88 students for various alcohol-related offenses in the first two weeks of class this fall. University officials are imposing harsher punishments for students’ alcohol-related crimes. Any student now charged with underage drinking must go through the university’s judicial affairs process, and pay any fines. Students charged with other alcohol-related crimes will now receive disciplinary probation rather than the warnings of the past.

Virginia Tech now notifies parents of each alcohol violation by their child. In the past, only “serious” alcohol violations were reported.

In the meantime, the Virginia Alcoholic Beverage Control Commission’s ban on alcohol advertising in all Virginia college newspapers has been challenged by the American Civil Liberty Union (ACLU). The ACLU of Virginia asked the United States Supreme Court on August 23, 2010 to review a federal appeals court ruling upholding the ban. The University of Nebraska has had a similar ban in place for several years, and PRIDE supports the strong role taken by Athletic Director, Dr. Tom Osborne, in addressing alcohol-related issues on the UNL campus.

-State College police report higher than normal alcohol-related calls, *The Central Daily Times*, August 30, 2010

-JMU to Changed Alcohol Culture on Campus, *WCAW*, Charlottesville, VA, August 19, 2010

-Va. ACLU asks for review of liquor ad ban, *Washington Post*, August 23, 2010

### FAST FACTS - Alcohol Use in America

**Alcohol costs Nebraska approximately \$600 million each year.**

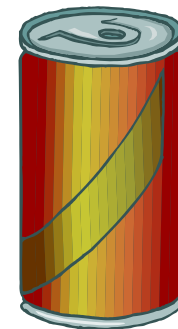
The cost to Nebraska, in terms of lost productivity, morbidity, health care, and crime is \$400 for every man, woman and child. Yet, alcohol tax revenue in Nebraska is approximately \$16 million.

**At least 8 million American teenagers drink alcohol every week.**

Almost 20% of all alcohol consumed in Nebraska is by underage youth. Nationally, teens report that it is easy to obtain alcohol. Seven million American teens report they are able to walk into a store and purchase alcohol. Jr. and Sr. high school students in the U.S. drink 1.1 billion cans of beer each year.

## Experts Warn About Alcohol Energy Drinks

The latest, increasing, craze among college and even high-school aged students is the consumption of combinations of high-caffeine and high-alcohol energy drinks. One study by the University of Florida reports a prevalence rate among U.S. college students of 28%.



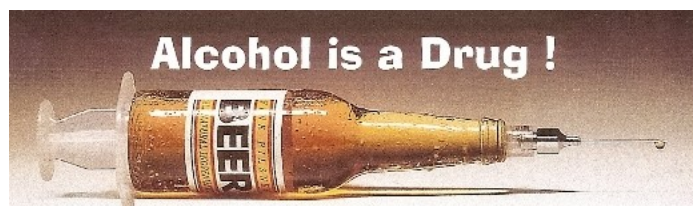
Because of the dangers involved, Dr. Bruce Goldberger, Professor and Director of Toxicology at the University of Florida’s College of Medicine and four other medical professors from around the country sent a letter to state attorneys general to say that the “consumption of caffeinated alcoholic beverages has been associated with increased risk of serious injury to oneself and to others as a result of driving while intoxicated, sexual assault and other dangerous behavior.”

In St. Petersburg, FL, police report that an underage male driver was impaired by alcohol-laced energy drinks and marijuana when he caused a car crash killing four members of one family.

For more information on alcohol energy drinks, go to <http://www.floridapta.org/leadership.html>. Scroll down to “Energy Drinks and Youth”. The Florida PTA has developed an excellent PowerPoint presentation on the facts and the dangers of energy drinks. You may also contact PRIDE at (402) 397-3309 for more information.

-Alcoholic energy drink to blame for crash?, *My Fox Channel 13*, Tampa Bay, FL, August 4, 2010

-Alcohol-energy drink craze fueling concern among experts, *The Gainesville Sun*, August 18, 2010



## Student Surveys Paint Sobering Picture of Adolescent Drug Use

Two national student drug use surveys have been released in recent months, and all paint a disturbing picture of adolescent drug use in America.

Columbia University's Center on Addiction and Substance Abuse (CASA) released the "National Survey of American Attitudes on Substance Abuse XV" report on August 19, 2010. The report found that 21% of 12- to 17-year olds cited drugs as their number one problem. Social problems (13%) and doing well in school (10%) trailed concern about drugs. A parallel survey given to the students' parents found that 32% ranked social pressure as the number one problem teens face, 12% cited drugs as number one, and 9% named doing well in school as the number one pressure.

The study reported that children with weak family ties are four times more likely to try tobacco, four times likelier to try marijuana and almost three times more likely to drink than teens in families with strong family ties.

The University of Michigan "2009 Monitoring the Future" survey of eighth, tenth and twelfth graders found that marijuana use and prescription drugs use is increasing while the use of tobacco, binge drinking and methamphetamine use is decreasing.

The study found that, among twelfth-graders, 20.6% said they used marijuana in the past month, compared to 19.4% in 2008 and 18.3% in 2006. Alcohol remains the number one drug of choice among teens surveyed, with 72% of seniors reporting they had tried alcohol (more than a few sips).

The researchers reported, "The increase of teens smoking pot is partly because the national debate over medical use of marijuana can make the drug seem safer to teenagers."



-<http://monitoringthefuture.org/>, University of Michigan 2009 Monitoring the Future Survey, August 20, 2010

- <http://www.casacolumbia.org/upload/2010/20100819teensurvey.pdf>, National Survey of American Attitudes on Substance Abuse XV: Teens and Parents, August

## Don't Let California Go to Pot

California voters will go to the polls on November 2, 2010 to vote on Proposition 19, to legalize and tax the use of marijuana by anyone over the age of 21. PRIDE-Omaha, Inc. and Drug Watch International have supported California advocates against Proposition 19 by providing research and resources to their grassroots efforts.

The following are a few reasons to oppose this initiative:

- If California legalizes marijuana, it will only be a matter of time before other states follow suit – as they have done on the "medical" marijuana issue.
- Use of marijuana will increase, especially among young people, according to a 2009 Rand Corporation Study.
- The Rand Study also found that possible taxes will not begin to pay for the problems caused to society by increased marijuana use. For every \$1 collected in taxes on alcohol and tobacco, almost \$14 is spent yearly to repair the vast social damage caused by the use of those legalized drugs.
- People who grow their own marijuana will not pay any taxes.
- The state of California will not receive any tax money to help balance its budget because this initiative only gives local governments the power to tax marijuana.
- Smoked marijuana jeopardizes the physical and mental health of everyone.
- Drugged driving will increase.
- Crime will increase. Drugs are implicated in as much

as 87% of all crime, and marijuana is a leading drug of choice already.

- Employers will have few rights to stop marijuana use by employees on the job.
- Marijuana grown "legally" in California is already flooding into other states, including Nebraska.



### You can help!

California parents, grandparents, and others need your help in the fight to keep marijuana out of their communities. Go on record in support of this grassroots effort by signing a pledge opposing marijuana legalization at [www.marijuanaharmsfamilies.com](http://www.marijuanaharmsfamilies.com). The site also has excellent resources and information to help you prepare and protect your community from similar legislation in Nebraska. For additional educational resources on marijuana, PRIDE also supports and recommends visiting Citizens Against Legalizing Marijuana at [www.calmca.org](http://www.calmca.org). For local access to yet more information on marijuana, call our office at (402) 397-3309, or email us at [info@pride.org](mailto:info@pride.org).



# Red Ribbon Month

October 2010

## Join Us in OCTOBER

On October 6, 2010 at 10:30 a.m., Governor Dave Heineman will sign a proclamation declaring October to be Red Ribbon Drug Prevention Month in Nebraska. PRIDE-Omaha, Inc. members and supporters are invited to attend. Please contact the office, (402) 397-3309 or [info@pride.org](mailto:info@pride.org) in order to make arrangements.

### No Tobacco Challenge 2010

Alcohol, tobacco and other drugs by youth and adults has damaging effects that can last a lifetime. Working together in the community can help spread the word and make a difference in the lives of Douglas and Sarpy County students. Methodist Hospital and PRIDE-Omaha, Inc. are co-sponsoring a special Red Ribbon event in October called the **No Tobacco Challenge**. This educational campaign for **Third Grade Students** includes presentations and handouts on the dangers associated with tobacco use, as well as an opportunity for young learners to make a pledge to live healthy, tobacco-free lives. To learn how your third grade students can participate, contact the PRIDE office at (402) 397-3309.



### Word Search

#### The Dangers of Tobacco Use

Disease	C	H	Z	E	R	S	Q	Q	M	I	K	L	A	C	N
Chemicals	A	T	X	M	B	I	W	N	R	I	H	D	E	H	O
Poison	N	A	Y	K	T	T	A	Z	O	X	L	S	G	E	I
Addiction	C	E	U	U	W	I	Q	D	V	S	A	O	K	M	S
Bronchitis	E	D	X	V	I	H	W	N	D	E	I	G	M	I	S
Death	R	S	I	D	S	C	L	A	S	I	I	O	U	C	E
Emphysema	A	U	S	A	W	N	E	I	C	J	C	K	P	A	R
Pollution	V	L	S	O	F	O	D	B	P	X	O	T	G	L	P
Cancer	T	M	U	Y	W	R	Q	X	W	L	E	R	I	S	E
Depression	Q	B	S	H	M	B	U	H	O	T	X	K	F	O	D
Expensive	A	M	E	S	Y	H	P	M	E	E	V	A	J	B	N
SIDS	E	V	I	S	N	E	P	X	E	L	Y	P	Q	I	P
	S	B	S	U	L	H	N	O	I	T	U	L	L	O	P
	E	Y	P	L	C	I	G	F	X	Y	Q	R	X	E	N
	H	D	C	V	H	T	V	J	Z	F	B	Y	Q	G	C



► Call PRIDE to request brochures on tobacco and other drugs like alcohol, marijuana and prescription drugs. Visit [www.prideprevention.org](http://www.prideprevention.org) for a comprehensive list available at our Resource Center.

Nebraska Tobacco Quitline  
1-800-QUIT-NOW



# Mark Your Calendar!



## Rx Drug Take Back Events

**Saturday, September 25, 2010**

10 a.m. to Noon | Applewood HyVee (96th St. & Q St.)  
10 a.m. to Noon | Council Bluffs Walgreens (301 Bennet Ave.)

**Sunday, September 26, 2010**

10 a.m. to Noon | Center Mall (42nd & Center St.)

Drop off your expired or unused prescriptions and over-the-counter medications. Drive up, drop off, and drive away - no questions asked.

# COMMUNITY DAY 2010

SATURDAY, NOVEMBER 13

As part of PRIDE's fundraising efforts, PRIDE is participating in Younker's annual Community Day event.

Please consider purchasing your \$5 tickets at PRIDE. Tickets are available now. Call (402) 397-3309.



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 that promote a healthy, safe and drug-free environment for children.

# Thanks for your Contributions

Manota E. Simon Foundation; Dr. Dorota Pucyk and Dr. Srikar Adhikari; and OPS Nathan Hale

## Proceeds from Donation Help PRIDE

PRIDE-Omaha, Inc. was gifted a car by Dr. Dorota Pucyk and Dr. Srikar Adhikari. The proceeds support our efforts to keep kids safe and drug free. *Thank you Dr.'s Pucyk and Adhikari!*



## Contact PRIDE

PRIDE has changed its hours of operation to accommodate educators and parents who would like to access our Resource Center after work. Please see our resource guide at [www.prideprevention.org](http://www.prideprevention.org).

### NEW Office Hours

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

### PRIDE-Omaha, Inc.

6143 Whitmore St. / Omaha, NE 68152  
Ph: (402) 397-3309 | Fax: (402) 397-9924

Visit the following websites for information on upcoming events!

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)

## PRIDE Gives Back

PRIDE had an opportunity to gift office supplies to Habitat for Humanity of Sarpy County. Learn more about how you can donate your time and resources to helping this organization, [www.hfhsarpy.org](http://www.hfhsarpy.org).



Picture, left to right - John Taylor, Jon Costello (Executive Director of HFH Sarpy), and Paul Carter (PRIDE Executive Director)