



In an effort to keep drugs out of the hands of children, PRIDE-Omaha Inc. (PRIDE) will host its **Inaugural Luncheon “Power of Prevention”** at **Embassy Suites, La Vista** on **Wednesday, October 12, 2011**, from **11:30 a.m. to 1:00 p.m.** This event is a celebration of the Red Ribbon Drug-Free Campaign, annually participated in by schools, families and communities across the county during the month of October. The luncheon features keynote speaker Henry Lozano, and Nebraska’s First Lady Sally Ganem as Honorary Chair. General admission tickets are \$40, and patron tickets are \$60.

POWER OF PREVENTION

presented by 

Mr. Lozano is 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. Within weeks of Camarena’s death in March of 1985, Lozano helped launch an effort in California to prevent the use of all drugs by children. That effort has evolved to become the Red Ribbon Drug-Free Campaign. Since its inception, millions of children have participated and have pledged to live a drug-free life while preserving Special Agent Camarena’s memory and his dedication to keeping youth safe and drug free.

In addition to his important contribution of Red Ribbon, Lozano has extensive knowledge and experience in the field of drug prevention. 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 served on President Bill Clinton’s Advisory Commission for Drug-Free Communities. Currently, Lozano serves as Director of Los Angeles County Teen Challenge and Urban Initiative.

Honorary Chair Sally Ganem, First Lady of Nebraska and a local and national advocate for Mother’s Against Drunk Driving, has dedicated her career to creating a better community for children

“We are excited to have community leaders like Henry Lozano and Sally Ganem be part of this inaugural event,” says Susie Dugan, Interim Executive Director, “They have dedicated their lives to the same mission as PRIDE – to prevent the use of alcohol, tobacco, and other drugs by children through collaboration, education, and policy change.”

Tickets available online at www.PridePrevention.org

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

Hours
Mon-Thurs: 8am-4pm
Fri: 8am-12:00pm
Ph: (402) 397-3309
Fax: (402) 397-9924
Email: info@pride.org

www.PridePrevention.org



Board of Directors

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

What’s Inside

Power of Prevention Luncheon..... 1

Law Makers Target Bath Salts2

Alcohol Outlet Density Linked to Youth Crime and Homicides.....2

MOTAC Recognizes Outstanding Partners.....3

Opina: Another New Drug on the Scene in our Community.....4

Lawmakers target “Bath Salts”

A drug addict's mother pleaded for a state ban on the designer drugs commonly known as "bath salts" (also known as "Ivory Wave" and "Bliss.") "I am begging you, imploring you, to get this stuff off of the market in the state of Nebraska," she wrote to state lawmakers. At least three senators are working on proposed legislation for next year.

The Omaha World-Herald reported the Lincoln woman talked in an interview about how the latest drug fad has affected her bright, 22-year-old son. Earlier this summer, he found a new drug, one that



wouldn't show up in urine screenings and could be purchased legally in Nebraska. The drug was a synthetic stimulant that comes in powder or crystal form, like traditional bath salts and this is referred to the “fake cocaine.”

He stopped only after he got in trouble and was thrown in jail, where he remains. By then, he was in desperate shape, she said. "He looked like a dead man walking," she said. "He hadn't eaten or slept for a week. He was completely and totally psychotic and hallucinating. It would be frightening to see anybody like that, let alone your own son," she shared with Omaha World Herald.

Unlike traditional bath salts used for a relaxing soak, these drugs contain designer chemicals such as mephedrone and methylenedioxypyrovalerone. The chemicals are related to a stimulant found in khat, a plant found in Arab and East African countries that is illegal in the United States. The drugs can cause severe problems, including paranoia, hallucinations, violent behavior, and death.

At least three state senators are working on legislation. Senators Heath Mello and Pete Pirsch, both of Omaha, and Ken Schilz of Ogallala have been drafting separate proposals. Schilz has collaborated with the Attorney General's Office. Mello said the legislation should follow the model used earlier this year to address synthetic marijuana, which had been sold under names such as K2 and Spice. A law passed in February bans all in the class of chemicals used to make that designer drug. Both Pirsch and Mello said they were inspired, in part, by the Lincoln mother's story.

"It's becoming a problem," Senator Mello said in the article. "It would be good to cut it off at the pass."

Alcohol Outlet Density Linked To Youth Crime and Homicides

Violent crimes could be reduced significantly if policy makers at the local level limit the number of neighborhood alcohol outlets and ban the sale of single-serve containers of alcohol, according to two studies led by University of California Riverside researchers.

Both studies are published in the September 2011 issue of the journal *Drug and Alcohol Review*. The first study, “Alcohol availability and youth homicide in 91 of the largest U.S. cities, 1984-2006,” found a correlation between the density of alcohol outlets and violent crime rates as well as higher homicide rates among teens and young adults ages 13 to 24.

The second study, “The impact of retail practices on violence: The case of single-serve alcohol beverage containers,” examined crime rates and cooler space allocated to single-serve alcohol containers in San Bernardino, CA. Researchers found higher rates of violent crime in neighborhoods around alcohol outlets that allot more than 10% of cooler space for single-serve containers.

The researchers found violent crime rates were significantly increased in neighborhoods that had both higher densities of alcohol outlets and retailers who devoted more cooler space for single-serve containers.

Researcher Robert N. Parker reports the studies' findings could point to several local policy changes, including the adoption of a Deemed Approved Ordinance. This type of ordinance gives cities more authority to “set acceptable standards of practice for existing alcohol retailers,” including the denial of licenses for problem outlets.

-<http://newsroom.uer.edu/2717>, *Liquor Store Density Linked to Youth Homicides*, Sept. 7, 2011

**Thanks for your
Contributions**

**Omaha Public Schools ▪ Novia
Hale Magnet Middle School
Rick Lenarduzzi ▪ Yolanda Jimenez**

The Metro Omaha Tobacco Action Coalition Recognizes Outstanding Partners

The Metro Omaha Tobacco Action Coalition (MOTAC) recognized outstanding partners who have taken leadership roles in creating a healthier, safer, tobacco-free community at the coalition's Annual Recognition Luncheon – *Celebrating Partnerships, Supporting Leaders* - on Tuesday, August 9, 2011.



In an event held at Creighton University's Harper Center, a 100 percent smoke-free facility, the coalition recognized Senator Mike Gloor of Grand Island; ConAgra Foods, Inc.; Paul Vojchegoske, Chief Operating Officer DEEB Realty; and Magdalena Garcia, Director of El Museo Latino.

"We can all do something to reduce tobacco use and reduce exposure to secondhand smoke. These outstanding partners deserve to be recognized for their efforts to address the number one preventable cause of death in America – tobacco," said Toni Hernandez, MOTAC President.

Keynote speaker, Senator Mike Gloor, shared many ways the community can work to address the number one public health problem in the state – smoking-related disease and illness. The coalition applauds a bill introduced by Gloor which would help to reduce the number of smokers and deaths by tobacco through an increase in the excise tax on cigarettes from 64 cents per package to \$1.99.

MOTAC is a dynamic coalition comprised of health-related organizations, individuals, and educational and community groups working together to strengthen tobacco control and prevention efforts in the metropolitan Omaha community.



During the month of October, third graders in a number of schools in the metro Omaha area will participate in an educational campaign to learn the long-term and short-term health risks caused by tobacco use.

Sponsors of *No Tobacco Challenge* include PRIDE; Methodist Estabrook Cancer Center Lung /Thoracic Oncology Clinic; metro-area schools; and Methodist Hospital Foundation. To learn how your school can participate, contact Mary Crosby at PRIDE by Monday, October 3 at (402) 397-3309.

PRIDE-Omaha, Inc. Under New but Familiar Leadership

The PRIDE-Omaha, Inc. Board of Directors is pleased to announce the appointment of Susie Dugan as the organization's Interim Executive Director, effective immediately.

Ms. Dugan has over thirty-two years of experience with PRIDE-Omaha, Inc. Susie served for over eighteen years as Executive Director before stepping down from that position in 2006. During her semi-retirement, she has remained very active with the organization, serving as a Program Manager and as a Consultant to the staff and volunteers of PRIDE.

States Susie, "I am pleased and honored to again be at the helm of PRIDE-Omaha, Inc. PRIDE has always been one of the strongest and most effective local drug prevention organizations in the country. We have a very talented and dedicated team in place, and I am confident that we will continue to work with parents, schools and communities to fight for safe, healthy and drug-free children."

Opana: Another New Drug on the Scene in our Community

Opana is a powerful opioid pain killer. It has been on the market less than two years and is becoming more popular as a drug of abuse in America, including here in Omaha.

Opana, also known as Oxycodone Hydrochloride, is medication said to be twice as strong as Oxycontin. Its potential for addiction is just as powerful as Oxycontin. It is available in extended release form under the name Opana ER.

The effects of Opana are closer to those of morphine than of Oxycontin, doctors say. Whereas Oxycontin has a more stimulating effect, Opana can cause a user to fall asleep. Like morphine, Opana's greatest danger to abusers is the possibility of "respiratory depression," or reduced lung functioning and death.



Examples of Opana (above)

The Opana pills vary in color according to its different dosages. It is available in 5 mg, 10 mg, 20 mg, 30 mg, and 40 mg tablets. One report states that Opana costs \$10 a pill and is relatively cheap on the streets.

Teen Substance Abuse Expert Sees Dark Side of Opioid Abuse

From "pharming" to pill parties, teens are abusing prescription drugs in dangerous ways, and can become addicted quickly, warns an adolescent substance abuse specialist at Children's Hospital Boston.

"I see teens who become addicted to oxycodone by the third time they take it—they get hooked very quickly," says Patricia Schram, MD. "We're seeing a lot of teens who find pills and think it's fun to try them."



She and her colleagues at Children's Hospital Boston Center for Adolescent Substance Research see teens who have become addicted to opioids through "pharming"—trying medicines they find in their own family's medicine cabinets or those of friends and family. They also see teens who have been rushed to the hospital after pill parties, where everyone brings pills they find at home and shares them with friends. "They don't know what they're taking or what could happen to them, and then they end up in the hospital in bad shape," she says.

While many teens she sees come from families with addiction issues, Dr. Schram emphasizes that anyone can become addicted to opioids. "This can happen in any family, even those without a history of addiction," she says.

Prevention is Key

According to Dr. Schram, parents are more focused on forms of substance abuse such as alcohol and marijuana, and are often unaware of the dangers of prescription drug abuse in teens. "Parents have to keep their eyes and ears open to anything that kids can use to get high," she says. "They have to lock medication away." With many parents focused on working hard to provide food and a roof over the heads of their children, it can be difficult to always know what their teens are doing, she acknowledges.

However, there are some simple things parents can do to help protect against opioid abuse, Dr. Schram observes. She cites a study found teens were less likely to abuse opioids if their parents often checked their homework, if they had been frequently praised by their parents and if they perceived strong disapproval of marijuana from their parents. "Parents need to keep talking to their teens," she says.

National Drug Survey Shows Americans Using More Marijuana

The annual National Survey on Drug Use and Health, released September 8, 2011, reports that marijuana use by Americans, aged 12 and older, continues to steadily increase among all age groups.

The scientific survey was issued by the Substance Abuse and Mental Health Services Administration (SAMHSA). It randomly surveyed 67,500 Americans in 2010. The report indicates that 17.4 million people are now regular marijuana users. In 2007, there were 14.4 million marijuana users in America.

Gil Kerlikowski, Director of the Office of National Drug Control Policy, attributed the rise in marijuana use to the increase in the number of states that have approved marijuana for “medical” use. “People keep calling it medicine, and that’s the wrong message for young people to hear,” said Mr. Kerlikowski.

Methamphetamine use has dropped sharply. Researchers attribute the decline to the many new state laws that have outlawed and restricted access to meth ingredients, especially pseudoephedrine. States Peter Delany, Director of the Center for Behavioral Health Statistics and Quality at SAMHSA, “We’ve seen better attention for law enforcement and policy changes. You can’t get all the Sudafed you want anymore.”

-SAMHSA news release: <http://www.samhsa.gov/newsroom/advisories/1109021908.aspx>

-*USAToday*, National drug survey shows big drop in methamphetamine use, Sept. 8, 2011



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

Teen Marijuana Use Increases in “Medical” Marijuana States

Two new studies have found that marijuana use, especially among young people, has increased in states that have declared marijuana to be “medicine”.

Sixteen states now allow marijuana legalization under the guise of “medicine”. The first study on usage rates was published in the September, 2011 issue of *Annals of Epidemiology*, *Adolescent Marijuana Use from 2002 to 2008: Higher in States With Medical Marijuana Laws, Cause Still Unclear*. The research was conducted among 23,000 12 to 17 year-olds. It reports that states with “medical” marijuana laws had higher average adolescent usage rates than the national average, and the perception of harm by teens regarding marijuana was lower in those states.

The second study was reported in the *Journal Drug and Alcohol Dependence*. That study of people age 18 and older found that the odds of marijuana abuse or dependence were almost twice as high in states with “medical” marijuana laws compared with states without such laws.

Legalizers Goal: 27 “Medical” Marijuana States by 2014

Rob Kampia, Director of the pro-drug organization called the Marijuana Policy Project, has declared his group’s goal is to have 27 states legalize marijuana under the guise of “medicine” by the year 2014.

Currently, there are 16 states that have legalized marijuana as “medicine.” He stated on his group’s website, as soon as the group garners 11 more states, the legalization movement will then launch a campaign at the federal level to make “medical” marijuana legal in all states.

Nebraska could be one of the 11 states. Two petitions have been filed to put two initiatives on the ballot in 2012 in our state. One petition would make marijuana legal under the guise of “medicine.” The other would make marijuana use totally legal throughout Nebraska.

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