

M.I.P. HOTLINE

Call 393-4444 or 1-866-393-4445 (toll free) to report

- teen alcohol parties before they happen
- license holders who sell alcohol or tobacco to minors

LAW ENFORCEMENT CONDUCTING MIP PARTY PATROLS

Nebraska law enforcement agencies in Cass, Dodge, Douglas, Sarpy, Saunders, and Washington Counties are conducting random MIP (Minors-in-Possession) Party Patrols in order to stop underage parties that allow alcohol or other drug use.

The patrols are special selective enforcement efforts scheduled over several hours. The patrol is devoted to investigating underage drinking activity, including teen drinking parties. Once these parties are dispersed, follow up investigations regarding who supplied the alcohol to minors can be conducted and citations issued.

The patrols can also check areas where teens are known to drink or use other drugs. Law enforcement officers can also respond to citizen complaints and tips.

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LIZ KARNES DRUG-FREE SCHOLARSHIPS AWARDED

The family of Dr. Liz Karnes, in conjunction with PRIDE-Omaha, Inc., announce the 2007 recipients of the community-wide Liz Karnes Memorial Scholarship for Drug-Free Youth.

Megan Lynn Boice from Skutt Catholic High School, Lindsay Alyse Jakopovic of Elkhorn High School, and Kelsey Jo Weigel of Millard West High School, have each been awarded the \$1,000 scholarship.



Megan Lynn Boice

All three seniors live, model, and promote a drug-free lifestyle by volunteering within their community and schools. These young people have been drug-free leaders and have demonstrated a proactive approach to drug prevention.



Lindsay Alyse Jakopovic

The scholarship recipients were chosen from over 70 applicants from Douglas and Sarpy Counties.

The Karnes family, together with PRIDE-Omaha, Inc., congratulate all applicants on their commitment to a drug-free lifestyle.



Kelsey Jo Weigel

PRIDE-Omaha, Inc. Co-Executive Director Marj Grove states, "We hope these scholarships act as a powerful drug prevention tool by inspiring more young people to make the choice to be drug free." ✦

LAW ENFORCEMENT CONDUCTING MIP PARTY PATROLS



(Continued from Page 1)

Without these special patrols, law enforcement agencies sometimes do not have enough manpower to thoroughly investigate underage drinking parties. They cannot always trace who provided the alcohol or other drugs to minors.

The judicial system tends to enable teenage drinking when there is a lack of aggressive prosecution and strong sentencing for those who provide alcohol to minors. To date, very few providers have been prosecuted effectively enough to deter others from committing the crime.

Anyone who provides or procures alcohol for minors is committing a Class I misdemeanor, punishable by up to one year in jail, up to a \$1,000 fine, or both.

PRIDE-Omaha, Inc. is assisting law enforcement agencies in conducting the MIP Party Patrols. Funding for the patrols is provided through special grants from the LiveWise drug prevention coalition.

When a person is charged with providing alcohol to minors, PRIDE-Omaha, Inc. and members of the LiveWise coalition will actively follow the case through the courts in an effort to hold violators accountable. ☒

YOU CAN HELP POLICE STOP UNDERAGE ALCOHOL PARTIES

The public can help law enforcement agencies stop underage use of alcohol or other drugs. If you hear of a planned underage drinking party, please call the MIP Hotline at 393-4444. Nebraska residents who live outside of the Omaha metropolitan area can call 1-866-393-4445 toll free.

You do not need to leave your name, and all information will be strictly confidential.

The MIP Hotline number can also be used to anonymously report anyone who is providing alcohol, tobacco, or any other drugs to young people.

States Kathy Burson, Co-Executive Director of PRIDE-Omaha, Inc., "Through the grants for the MIP Party Patrols, the public has a special opportunity to assist law enforcement to stop those who are providing alcohol or other drugs to minors. I urge anyone who hears of parties beforehand to call the MIP Hotline." ☒

STUDY FINDS: ALCOHOL INVOLVED IN MOST ARRESTS

A Wyoming governmental review of all arrests in all counties during a six-month period in 2006 found that alcohol was a factor in 62% of all arrests.

The study also found that when alcohol is involved in crimes, those arrested were far worse than legally intoxicated, with an average blood alcohol content of .159, nearly twice the legal limit of .08.

Ernie Johnson, a consultant to the study's sponsor, the Wyoming Sheriff's and Chief's Association, states, "That is a tremendous drain on taxpayer and law enforcement resources." ☒

~ The Jackson Hole Star Tribune, 2-18-07

BUD LIGHT CRITICIZED FOR INTRODUCING "PORNOHOL"

The attorneys general of 21 states have written a strong letter to Anheuser Busch, criticizing the beer producer for its new web-based portal of "branded entertainment." The sleek site promotes Budweiser through comedy, reality, and drama programming.

The Marin Institute states that the sight is "shamelessly designed to fuel our nation's underage drinking epidemic" as it uses a "get-the-beer, get-the-girl" mentality. The Marin Institute is a national alcohol prevention leader. It states that the peep show mentality of "Bud.TV" merits no less than the name "pornohol."

The site states it will provide several channels of programming 24/7. The cost of the site is estimated at \$40 million for this year. The website effectively sidesteps the beer industry's largely unenforced and weak voluntary television advertising standards.

Anheuser Busch states that it has installed software on the site restricting underage access. The attorneys' general letter was especially critical of that software. The letter states that the software is too easily by-passed. Programming can also be downloaded and shared with other minors.

The Nebraska and Iowa attorneys general did not sign the letter. For a list of the 21 who did, please contact PRIDE-Omaha, Inc. at 402-397-3309.

Parents, educators, and other concerned citizens can demand that Anheuser Busch stop targeting young people. Visit TALKBACK at www.MarinInstitute.org and share your thoughts about Bud.TV. ☒

~ Advertising Age, "Attorneys General of 21 States Lash Out at Bud.TV Age Checks," 2-19-07

~ Big Alcohol Watch, The Marin Institute, Winter, 2007

REPEAT FAILURES OF TOBACCO COMPLIANCE CHECKS INCREASE

The list of businesses that have failed multiple tobacco compliance checks in Douglas County continues to grow.

The eighteenth round of Douglas County quarterly compliance checks for tobacco sales to minors has been completed by the Omaha Police Department and the Nebraska State Patrol.

One business has been cited seven times for sales to minors since the checks began in March 2002. Three businesses have each sold six times. Fourteen businesses have sold tobacco to minors five times. Thirty-seven retailers have sold four times to minors. Fifty-three businesses have sold three times. One hundred forty-eight retailers sold tobacco to minors twice during this time. Additionally, two hundred fifty-six businesses sold to minors once.

Of the 495 retail businesses checked this round, 28 sold tobacco to minors representing a 5.7% overall failure rate. National research indicates that when communities consistently conduct compliance checks and keep failure rates below 10%, children in those communities are less likely to use tobacco products. Attempts are made to check each tobacco license holder in Douglas County each quarter throughout the year.

PRIDE-Omaha, Inc. helps coordinate the project in collaboration with the Metro Omaha Tobacco Action Coalition (MOTAC). The Sarpy County Tobacco Coalition also has begun conducting regular tobacco compliance checks. For a complete list of businesses that have failed tobacco compliance checks, visit www.pride.org. ☒

“HOT BOXING” IS HERE

Parents and educators often contact PRIDE-Omaha, Inc. when they hear a term they think might have drug overtones. Our staff is happy to research any inquiries.



“Hot boxing” is a new word. Our research indicates several definitions, but the acceptable meaning for the Omaha area appears to be connected to marijuana use. Hot boxing means getting into a car, rolling up the windows, smoking marijuana, and getting high. The concentration and longevity of the smoke in an enclosed area increases the high.

For more information on slang drug terms, visit the “Slang Drug Terms” page of www.pride.org. ☒

~ www.urbandictionary.com, 2-6-07

DON'T FORGET TO BECOME A SMOKE-FREE AMBASSADOR

You can volunteer to be a smoke-free ambassador for two local tobacco coalitions, the *Metro Omaha Tobacco Action Coalition* (MOTAC) and the *Sarpy County Tobacco Coalition* (SCTC).

Smoke-free ambassadors collect signatures of support for smoke-free air on a designated form. Names that are collected will be shared with those who can help create smoke-free air in workplaces, multiple-family dwellings, parks, playgrounds, and zoos. The list of names will not be sold or shared with others.

Please contact PRIDE-Omaha, Inc. at 397-3309 or info@pride.org to volunteer to gather signatures or to have a speaker talk to your organization.

Research indicates that communities with strong smoke-free policies have lower smoking rates among children. ☒

SMOKE-FREE EATS

A list of smoke-free dining establishments in Douglas County is now available at:

www.douglascountyhealth.com

Click on “Healthy Living” and then click on “2007 Smoke-Free Database.”

CALIFORNIA TEENS GETTING HIGH ON “MEDICAL” MARIJUANA

Officials at the Grossmont Union High School in San Diego, California have sent letters home to parents notifying them that a number of students have been caught on campus with medical marijuana cards.

Two students at another school in San Diego were suspended for showing up at school high, with medical marijuana cards as their excuse.

San Diego District Attorney Narcotic Chief Damon Mosler told NBC that a bogus symptom and some cash is all a teenager needs in California to obtain a medical marijuana card.

School officials reminded students and parents that even though California law allows marijuana as “medicine,” possession of marijuana on school property is against federal law. ☒

~ *Drudge Report*, 3-9-07

~ *WBIR.com*, Knoxville, TN, 3-9-07

~ *KSDK.com*, Channel 5, San Diego, 3-9-07

CHOKING GAMES: A DEADLY HIGH

Choking games are not new. However, graphic depictions and promotions of these games on websites such as **youtube.com** and **myspace.com** have created a resurgence of this deadly phenomenon.

Choking games are played by adolescents, both male and female. They use different choking methods to cut off the blood supply to the brain to create a lightheaded feeling, followed by a tingling or rush when the blood begins to flow again. Some young people assume that this “high” is not dangerous because there are no drugs involved.

However, many deaths have occurred nationwide, though records are not clear because these deaths are often mislabeled as “suicides.” The death of Aaron Peterson in Lincoln, Nebraska, last year has been tentatively attributed to choking games. Deaths occur most often when the child is playing the game alone because there is no one to provide assistance when things go wrong.

Each time a child plays the game, he or she risks brain damage, harm to the retina, accidental falls from passing out, and death.

Other names for choking games include “Space Monkey,” “Passout,” “Choke Out,” “Sleeper Hold,” “Flat Lining,” “Black Hole,” “Gasp,” and “Tap Out.” Instructions on how to play these games can be found on **youtube.com** and **myspace.com**. When contacted by the Dylan Blake Foundation, a clearinghouse for information on choking games, both websites reported that they do not monitor their videos.

The Dylan Blake Foundation reports that 76% of parents have no knowledge of choking games.

Signs to look for include:

- Red marks or bruising on the neck.
- Bloodshot or red eyes.
- Reports of headaches.
- Belts or ropes with unusual knots.
- Activity behind locked doors.
- Overheard conversations with other teens about “passing out” or being “choked out.”

It is recommended that parents should:

- Monitor closets.
- Talk to their children and make certain that they understand the true dangers involved.
- Speak in general terms about how dangerous the lack of oxygen to the brain can be **without** arousing curiosity about specific methods.

- Check your child’s activity on the Internet. If you find pages containing tags of **choke out**, **passout**, **sleeper hold**, **choking game**, or **twitching game**, your child most likely has seen people participating in choking games.

Help remove these videos from the Internet. Using the search feature of these websites, enter **choking game**, **fainting**, **passout**, and any other similar words. When you find a video containing asphyxiation activity, mark it as inappropriate. The site administrators should then delete the video. ☒

~ The Dylan Blake Foundation, www.chokinggameinformation.com
~ Lincoln Journal Star, “Choking game comes with deadly consequences,” 3-04-07
~ “The Choking Game...Tips for Parents,” by Julie Rosenbluth, M.P.H., CHES, www.acde.org
~ The Associated Press, 1/18/07

EXPERTS: RISKY TEEN BEHAVIOR STARTS IN THE BRAIN

A new Temple University study of adolescent brains finds that society is wasting billions of dollars on education alone trying to stop risky behaviors.

The study, published in the April 2007 issue of *Current Directions in Psychological Science*, finds that the human brain is not fully developed until beyond age 18. The area of the brain that controls impulses and emotions is the last one to develop.

“Adolescents are at an age where they do not have full capacity to control themselves,” states Laurence Steinberg, author of the study. “As adults, we need to do some of the controlling.”

Steinberg suggests that parents and society help “be the brains” for adolescents by passing stricter laws and policies limiting teen behaviors.

To curb risky behaviors, Steinberg suggests:

- ✓ **increasing the tax on cigarettes**
- ✓ **raising the driving age**
- ✓ **enforcing underage drinking laws more strongly.** ☒

~ USA Today, 4-5-07

MONDAY TESTING FOR WEEKEND ALCOHOL USE

Pequannock and Middletown, New Jersey, schools are now using a student drug test that can determine if a student has been drinking up to 80 hours earlier.

The test is a urine screening for ethyl glucuronide or EtG, a substance produced by the body after it metabolizes alcohol.

The goal of the 80-hour test is to discourage students from using alcohol, not to catch them. ☒

~ USA Today, 3-5-07
~ New Jersey Star-Ledger, 1-29-07



DID YOU KNOW...

Camel No. 9 is a new cigarette introduced by R. J. Reynolds meant to appeal to women. It is being advertised as “light and luscious” even though federal judge Gladys Kessler ruled in August 2006, that cigarette companies cannot use the word “light” to sell cigarettes.

~ Brandweek, 2-12-07
~ CNN Money.com, 3-16-07

Bladder cancer is tied to marijuana use. People with a history of marijuana smoking should be examined aggressively for the malignancy.

~ Renal & Urology News, March 2006
~ Drug Watch International World News, October 2006

Many drivers who are pulled over for driving drunk, but who turn out to be within the legal alcohol limit, test positive for other drugs. *Injury Prevention* has published a new study that found one-third of the 1,000 drivers below the legal alcohol limit were positive for drugs, including marijuana, amphetamines, and other drugs.

~ EurekAlert.org, 12-13-06

Scott Burns, deputy director of the Office of National Drug Control Policy reports, “The [Nevada] initiative [to legalize marijuana] was funded 98% from Washington, D.C.” He named John Sperling, Peter Lewis, and George Soros as the moneymen behind the ballot measure.

~ Nevada Appeal, 10-24-06
~ Drug Watch International World News, October 2006

Young people who are exposed to secondhand smoke or who become smokers before age fifteen have an elevated risk of getting bladder cancer says a study by Cancer Research UK.

~ BBC, 11-9-06
~ International Journal of Cancer, 2006

Redux Beverages LLC is illegally marketing dietary supplement products (Cocaine) that are being touted as alternatives to illegal street drugs. The FDA cites as evidence the drink’s own labeling and website, which include the statements “Speed in a Can,” “Liquid Cocaine” and “Cocaine-Instant Rush.” Entries on Cocaine’s own myspace.com page suggest the drink has thousands of fans, many of them teens.

~ Associated Press, 4-11-07

Evidence that marijuana smoke can cause the same types of respiratory damage as tobacco smoke has been confirmed in a large new study. The study of 6,728 adults found that long-term marijuana use increased a person’s risk of chronic bronchitis, coughing, wheezing, chest sounds without a cold, and increased phlegm.

~ NIDA Notes, Volume 21, Number 1, October 2006

University of Connecticut Health Center’s Alcohol and Drug Abuse Treatment Center finds that marijuana is more addictive than originally thought. Dependence is not the only danger presented by marijuana. The biggest danger may be inhalation.

~ The Daily Orange Front Page, 2-12-07

Tobacco industry pressure keeps cheap cigarettes available to the military despite the fact that new study findings reveal that tobacco use costs the military eight times what it earns on tobacco sales when tobacco-related health care costs were considered.

~ Tobacco Control Magazine, February 2007

San Francisco has the highest monthly illicit drug use in the United States. California allows marijuana use as “medicine” and accessibility is very easy in the city.

~ Substance Abuse and Mental Health Services Administration (SAMHSA) news release, 1-5-07

New study results reaffirm that secondhand smoke is linked to an increase in two precursors of coronary heart disease (homocysteine and fibrinogen). ☒

~ United Press International, 2-12-07

LEGALIZERS PUSHING NEW POT LAWS IN TEN STATES

The pro-marijuana legalization movement is sponsoring new laws to legalize marijuana or to declare marijuana to be “medicine” in ten states this spring.

Connecticut, Illinois, Hawaii, Michigan, Minnesota, Montana, New Hampshire, New Mexico, Vermont, and Virginia all have bills in their legislatures to either decriminalize marijuana possession, reduce penalties for possession of marijuana, or declare marijuana to be “medicine.”

In New Mexico, Governor Bill Richardson has strongly supported a bill to legalize marijuana as “medicine.” Governor Richardson has accepted \$50,000 from George Soros and the Drug Policy Alliance, one of the richest and most powerful pro-marijuana, pro-drug organizations. ☒

~ New Mexican, 3-11-07
~ Educating Voices Newsletter, February 2007
~ Americans for Drug-Free Youth Action Alert, 3-10-07

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**Manota E. Simon
Foundation**

DRUG TESTING IS EFFECTIVE DRUG PREVENTION TOOL

A recent study of 65 Indiana high school principals corroborates what some educators and drug prevention experts have maintained for many years—random student drug testing (RSDT) is an effective tool to reduce drug use among youth.

Ball State University sponsored the survey following up on surveys taken three years earlier at the same schools. All but two of the schools used random drug testing of students in extracurricular activities as part of their substance abuse prevention programs.

After nearly three years of drug testing in place, the principals reported:

- 58% reported decreased drug use.
- 42% reported drug use remained the same.
- No principal reported an increase in drug use.
- 91% stated that drug testing limits peer pressure.
- 100% reported that participation in extracurricular activities increased or stayed the same.

One hundred percent of the principals reported that random drug testing does not appear to have a negative impact in the classroom.

The report suggests that drug testing might not only reduce illicit drug use, but might also help improve the learning environment in schools by diminishing the culture of drugs. For a complete report on the study, contact PRIDE-Omaha, Inc. at 397-3309. ☒

*~ Office of National Drug Control Policy, Strategies for Success:
New pathways to drug abuse prevention, Fall/Winter 2006*

STUDY FINDS RICH KIDS MORE LIKELY TO USE DRUGS

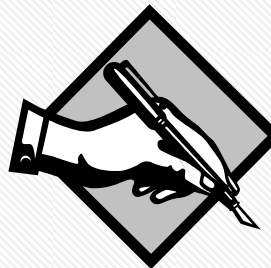
A new study from the “Healthy Kids Survey” in California finds that rich children were more likely to use alcohol and other drugs than their peers from poor areas.

Disposable income, disconnected families, and pressure to succeed all contribute to drug use among upscale youth. Parents add to the problem by denying that it occurs.

Children in affluent areas have lower alcohol and other drug use rates in the lower grades, but often catch up or surpass drug-use rates among poorer youth when they reach high school. ☒

~ Contra Costa Times, 2-19-07

PLEASE WRITE AND LET US KNOW



Your input on the services provided by PRIDE-Omaha, Inc. is very important to us. Please circle one response per question.

1. Do you read the PRIDE-Omaha, Inc. Newsletter?

Always Often Sometimes Rarely Never

2. How much of this Newsletter do you read?

100% 99-75% 74-50% 49-25% 24-1% 0

3. Do you share this Newsletter's information?

Always Often Sometimes Rarely Never

4. Do you use this Newsletter's information?

Always Often Sometimes Rarely Never

5. Which articles are most or least helpful to you?

(Please list)

6. Which category most accurately describes you?

Parent	Student	Teacher/Administrator
Business	Policy Maker	Human Services
Media	Law Enforcement	Other

7. Overall, how do you rate this newsletter?

Excellent Very Good Average Fair Poor

8. If you want your name removed from our mailing list, please print your name, address, and “unsubscribe” in the comments section below.

Name:

Address:

Comments:

Please complete this survey and mail to PRIDE-Omaha, Inc., 3534 South 108 Street, Omaha, NE 68144. Additional comments on how this newsletter - or any of our services - might be improved can be written on a separate sheet and attached. Thank you for your assistance. ☒

AN INSPIRING EXAMPLE OF "THE POWER OF ONE"

The following is an example of *the power of one person*. It shows how important each one of us is in the fight for drug-free children.

On February 27, 2007, drug prevention advocate Jim Pauly walked into a local gas station/convenience store. He was surprised to find that "blunt wraps" were for sale in the store.

"Blunt wraps" are used as substitute cigar wrappers when people roll their own marijuana cigars. These marijuana cigars are called "blunts." They are said to have originated in New York City in the early 1980s.

Blunts burn slower than marijuana cigarettes do. They last longer and can be shared by more people. Blunts can be extinguished and then relit many times over.

Mr. Pauly expressed his dismay to the manager on duty. The manager indicated that he knew what the "blunt wraps" were for, yet was not upset that his store was selling them.

Mr. Pauly then emailed the corporate headquarters of the grocery chain that owns the gas station. He explained his concern about the blunt wraps and that he was disappointed this corporation would allow one of their stores to be, in effect, a "head shop."

As Mr. Pauly explains, "About one hour and nineteen minutes" after he sent the email, he received a reply stating that the blunt wraps were pulled from the shelves of the Omaha store. The company stated that the wrappers will be sent back to the manufacturer.

Congratulations to Mr. Pauly for taking action to stop this promotion of drugs to young people! He got involved. He took action. He has provided all of us with an excellent reminder of how each one of us can make a difference when it comes to children and drugs. ☒



TEEN PRESCRIPTION DRUG USE CONTINUES TO GROW

Prescription medication abuse by teens and young adults is a growing problem in the United States. A February 2007 report from the National Youth Anti-Drug Media campaign lists usage as "alarming."

One third of all new abusers of prescription drugs are twelve to seventeen-year-olds.

According to another report from the Partnership for a Drug Free America:

- ☐ One in five teens has abused a prescription pain medication.
- ☐ One in five teens report abusing prescription stimulants and tranquilizers.
- ☐ One in ten teens have abused cough medication.

Children as young as twelve years of age are using prescription drugs to get high or to self medicate.

Parents and grandparents should:

- ☐ Keep all prescription drugs hidden or out of the reach of children.
- ☐ Talk to children about the dangers of using any drugs without a doctor's supervision.
- ☐ Set and enforce clear rules about no drug use, including prescription drugs, with your child.
- ☐ Always store medicine in its original container.
- ☐ Go through your medicine cabinet at least once each year to discard expired or unused prescriptions. Do not flush them down the toilet.

In Omaha, the public can take outdated or unused prescription drugs to the "Under the Sink" household hazardous waste facility at 4001 South 120 Street. You must make an appointment. Call 444-SINK (7465). ☒

~ www.underthesink.org/body.htm
~ Partnership for a Drug Free America, 10-26-06
~ News release: Office of National Drug Control Policy, 2-14-07



NEW TOBACCO RESOURCES

PRIDE-Omaha, Inc. is proud to announce that our Resource Center has many new tobacco videos, pamphlets, and display items for loan. Please visit our office to inspect the many new resources.

We look forward to seeing you!

Thank you to the
Rogers Foundation
for supporting this publication.

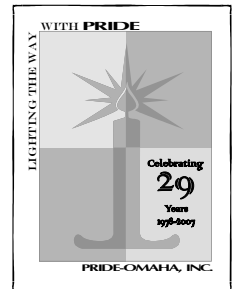


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Contributing Staff: Margaret Grove, Co-Executive Director
 Susie Dugan, Project Manager

The mission of PRIDE-Omaha, Inc. is to prevent the use of alcohol, tobacco, and other drugs by young people. Our goal is to activate parents and other adults and youth by raising awareness and educating the community regarding the dangers to youth caused by the use of alcohol, tobacco, and other drugs. Permission is hereby granted to reprint articles from this newsletter, provided proper credit is given.



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SUPPORT PRIDE-OMAHA, INC.

YOUR TAX DEDUCTIBLE CONTRIBUTION IS A STAKE IN THE FUTURE OF OUR CHILDREN.

Please fill out this form and mail with your contribution to: PRIDE-Omaha, Inc., 3534 South 108 Street, Omaha, NE 68144

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