



SUBSTANCE-FREE CITRUS NEWS BULLETIN



Newsletter Vol. 1 No. 2

January 2011

Partners for a Substance-Free Citrus, Inc. is a community coalition that focuses on youth substance abuse and violence prevention – a proactive process which empowers individuals and systems to meet the challenges of life events and transitions by creating and reinforcing conditions that promote healthy behaviors and lifestyles.

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MONTHLY MEMBERSHIP MEETINGS

2011

- Feb. 10 – 9:15 - Citrus County School Board, 2nd floor
- March 10 – 9:15 - Inverness Government Center - Chambers
- April 14 – 9:15 - Citrus County School Board, 2nd floor
- May 12 – 9:15 - Citrus County School Board, 2nd floor
- June 9 – Citrus County School Board, 2nd floor
- JULY - NO MEETINGS
- August 11 – 9:15 - Citrus County School Board, 2nd floor

Notes from Renna....

Happy New Year!!! As we start a fresh new year...may we find ways to make Citrus County SAFER.

We have included LOTS of information to help you and your family to be SAFE.

Please check out our NEW Web Page... There are many resources for Teens and Adults!!!

<http://www.substancefreecitrus.com>

SIGNS AND SYMPTOMS OF DRUG USE: It is important to watch for any significant changes in your child's physical appearance, personality, attitude or behavior.

Marijuana: Glassy, red eyes; loud talking and inappropriate laughter followed by sleepiness; a sweet burnt scent; loss of interest, motivation; weight gain or loss.

Alcohol: Clumsiness; difficulty walking; slurred speech; sleepiness; poor judgment; dilated pupils; possession of false ID.

Depressants: Seems drunk as if from alcohol but without the associated odor of alcohol; difficulty concentrating; clumsiness; poor judgment; slurred speech; sleepiness; and contracted pupils.

Stimulants: Hyperactivity; euphoria; irritability; anxiety; excessive talking followed by depression or excessive sleeping at odd times; may go long periods of time without eating or sleeping; dilated pupils; weight loss; dry mouth and nose.

Inhalants: (Glues, aerosols, and vapors) Watery eyes; impaired vision, memory and thought; secretions from the nose or rashes around the nose and mouth; headaches and nausea; appearance of intoxication; drowsiness; poor muscle control; changes in appetite; anxiety; irritability; an unusual number of spray cans in the trash.

Tobacco/Nicotine: Smell of tobacco; stained fingers or teeth.

Parenting Styles Make A Difference In Teens Decision To Try Alcohol

National Public Radio ran a story on research from Brigham Young University about parenting styles. "Parenting Style Plays Key Role In Teen Drinking," reported that friends play a big role in a teenager's decision to take that first drink. According to the NPR article, it is "what parents do during the high school years that influence whether teens go on to binge drink or abuse alcohol. They found that teenagers who grow up with parents who are either too strict or too indulgent tend to binge drink more than their peers.... **The parenting style that led to the lowest levels of problem drinking borrowed something from each of the extremes. From the strict parents: accountability and consequences for bad behavior. From the indulgent parents: warmth and support.**"

A free book, published by the American Association for the Advancement of Science, is intended as a teaching tool for parents and contains information on drinking and addiction. It explains the science of alcohol, both in terms of what it does to the body and the developing brain. The guide can be used as a companion to a series of Science Inside Alcohol lessons developed by AAAS or as a stand-alone tool that parents can use in talking with their children.

http://www.aaas.org/programs/education/ScienceInside/alcohol/about/alcohol_contactus.shtml "Delaying That First Drink: A Parents' Guide"

'Monitoring the Future' Finds More Teens Using Marijuana While Alcohol Use Continues Decline



Daily use of marijuana has increased among eighth, tenth, and twelfth grade youth, while alcohol use -- at its lowest level since the survey began -- and binge drinking have continued long-term declines, according to 2010 Monitoring the Future Survey (MTF) results released today.

MTF, an annual survey funded by the National Institute on Drug Abuse (NIDA), has measured self-reported drug use behavior and attitudes among high-school seniors since 1975 and among eighth and tenth graders since 1991.

Researchers, led by Lloyd Johnston at the University of Michigan's Institute for Social Research, surveyed 46,482 eighth, tenth, and twelfth grade students in 396 public and independent schools across the country. Prevalence measures of marijuana use rose in all three grade levels (measures included daily, past 30 days, past year, and lifetime use). When researchers combined data for all three grades, the one-year increases in marijuana use in all prevalence measures were statistically significant. "Though this upward shift is not yet very large, its duration and pervasiveness leave no doubt in our minds that it is real," said Johnston. "Perhaps the most troublesome part of it is that daily use of marijuana increased significantly in all three grades in 2010."

From 2009 to 2010, daily marijuana-use rates increased from 1.0 to 1.2 percent for eighth graders, 2.8 to 3.3 percent for tenth graders, and from 5.2 to 6.1 percent for twelfth graders. That means that about one in every 16 high-school seniors who were surveyed self-reported daily use of marijuana. Researchers defined daily use as using a drug 20 or more times in the last 30 days. "These high rates of marijuana use during the teen and pre-teen years, when the brain continues to develop, place our young people at particular risk," said Nora D. Volkow, M.D, director of NIDA. "Not only does marijuana affect learning, judgment, and motor skills, but research tells us that about 1 in 6 people who start using it as adolescents become addicted."

The perceived risk of using marijuana, including risk of daily use, declined in all three grades. "The increases in youth drug use reflected in the Monitoring the Future Study are disappointing. And mixed messages about drug legalization, particularly marijuana legalization, may be to blame," said Gil Kerlikowske, director of the White House Office of National Drug Control Policy (ONDCP). "Such messages certainly don't help parents who are trying to prevent young people from using drugs."

While overall illicit drug use has gradually increased over the past three years among all three grades, it appears that most of the increase was due to marijuana. Illicit drug use, other than marijuana, has stalled after some years of declining. One exception is ecstasy, which gained in popularity among eighth and tenth graders. "There may well be a generational forgetting of the dangers of ecstasy as newer cohorts of youth enter adolescence. They have heard less about the dangers of the drug than did their predecessors," said Johnston, "because they were quite young when the original ecstasy epidemic occurred." Meanwhile, alcohol use continued a long-term decline since 1980s. Alcohol use among all three grades

decreased. In fact, the rate of alcohol use among twelfth graders is the lowest ever (since the study began in 1975), and the lowest among eighth and tenth graders since 1991 (when those grades were added).

Binge drinking -- defined in the survey as five or more drinks in one sitting within the past two weeks -- among twelfth graders declined significantly from 25.2 percent in 2009 to 23.2 percent in 2010. Occasions of heavy drinking declined among eighth and tenth graders, too, but the decrease was not statistically significant.

Use of flavored alcoholic beverages -- a measure added since 2004 -- has declined, although the percentage was not statistically significant. However, researchers noted, the "flavored alcohol beverage" category did not include alcoholic energy drinks.

Although past-30-days cigarette use among twelfth graders dropped below past-30-days marijuana use (19.2 percent and 21.4 percent, respectively), declines in overall cigarette use have stalled in all three grades.

Check out the links below for drug-by-drug information -- including trends of teen prescription and over-the-counter drug use.

Overview of 2010 Monitoring the Future short- and long-term trends (Univ. of Michigan news release)

<http://ns.umich.edu/htdocs/releases/story.php?id=8174>

Data tables and figures from 2010 Monitoring the Future (Univ. of Michigan's Monitoring the Future website)

<http://www.monitoringthefuture.org/data/10data.html>

National Institute on Drug Abuse's Monitoring the Future Survey landing page (NIDA)

<http://www.drugabuse.gov/DrugPages/MTF.html>

Jury to Lorillard: Pay 81 Million--Plus Previous 71 Million--in Wrongful Death Case

A Boston jury slapped tobacco-maker Lorillard with \$81 million in punitive damages in the case brought by the estate of a woman who said she began smoking after receiving free samples from the company starting at age nine, The Boston Globe reported. Marie Evans, who died at age 54 in 2002 of lung cancer, testified in depositions that company representatives came to her neighborhood and gave out free samples of Newport menthol cigarettes to children, including herself. She began smoking at age 13 and tried to quit many times.

The \$81 million award is in addition to the \$71 million in compensatory damages the jury awarded earlier this week to Evans' estate and to her only son. According to the Globe, "compensatory damages are given to compensate for wrongdoing, in this case Evans's death, and punitive damages are to punish the company for its actions and to deter similar action."

Lorillard is appealing and the damages may be eliminated or reduced, but if the verdict stands, it would be the largest ever rendered against a tobacco company. The jury's decision is expected to have an impact on other cases and could influence the deliberations of the Food and Drug Administration (FDA) as it contemplates banning menthol flavoring in cigarettes.

Average TV-Watching Teen Sees One Alcohol Ad a Day

Fueled largely by an increase in distilled spirits advertising on cable television, the growth rate in youths' exposure to televised alcohol ads is outpacing that for adults, according to a news release from the Center on Alcohol Marketing and Youth (CAMY) at the Johns Hopkins Bloomberg School of Public Health.

The report by the center indicated that exposure of youths 12 to 20 to alcohol ads on U.S. television increased 71 percent from 2001 to 2009. The average TV-watching youth saw 366 alcohol ads in 2009. "One a day is great for vitamins but not for young people being exposed to alcohol advertising," said CAMY director David H. Jernigan, Ph.D.

The center said that the latest numbers were an indication of the failure of voluntary marketing standards in the alcohol industry, under which companies place ads in programming with a youth audience no higher than 30 percent. The report found that 13 percent of youths' exposure to alcohol ads last year occurred during programming with more than a 30 percent youth audience. Moreover, 44 percent of the exposures occurred during programming where youths were more likely than adults on a per capita basis to be watching. The five television networks where this viewing was most likely to occur were Comedy Central, BET, E!, FX and Spike.

Groups such as the Institute of Medicine have suggested lowering the industry's voluntary threshold for the youth audience to 15 percent from 30 percent. But industry trade publications have reported that the industry has balked at a recent Federal Trade Commission request for a less ambitious move to 25 percent.

First-Ever Settlement Against Smokeless Tobacco Maker for Wrongful Death

The country's largest maker of smokeless tobacco has reached a \$5 million settlement after being sued by the family of a 42-year-old man who died of mouth cancer, [The Wall Street Journal](#). This is the first time a verdict linking smokeless tobacco to wrongful death has been rendered against the tobacco industry.

Bobby Hill of North Carolina began using Skoal and Copenhagen, leading brands of UST, Inc., in the late 1970s, at age 13. At that time, no health warnings appeared on smokeless tobacco packaging. After Hill's death, his family sued UST.

Antonio Ponvert III, who represented Hill's family, said, "The fact that he was addicted as a child took away any personal responsibility defense, and the absence of any label meant they couldn't say, 'We warned you.'" Ponvert acquired letters to UST written by children in the late 1970s and early 1980s. They said they used smokeless tobacco and asked the company to keep its products cheap enough for them to keep buying them. The company's replies frequently included samples of free smokeless tobacco. Ponvert said, "And this was at a time when there was federal and state legislation prohibiting the sale of tobacco to minors."

Surgeon General: Any Exposure to Tobacco Smoke Can Damage DNA Immediately, Lead to Illness

Tobacco smoke causes immediate damage at the lowest levels of use and cigarettes are designed to be addictive, according to the 30th tobacco-related report of the U.S. Surgeon General, the [Washington Post](#) reported.

The 704-page report, the first on tobacco from current Surgeon General, Vice Admiral Regina M. Benjamin, M.D., stated that hundreds of more than 7,000 compounds in tobacco smoke are toxic, at least 70 of the compounds cause cancer, and no level of exposure to tobacco smoke is safe.

The lining of the lungs becomes inflamed upon first exposure to cigarette smoke, and the smoke can cause diseases such as chronic obstructive pulmonary disease (COPD). Heart disease is another common effect of cigarette smoke, including exposure to secondhand smoke, and diabetics who smoke may have more difficulty in controlling blood sugar. "The chemicals in tobacco smoke reach your lungs quickly every time you inhale causing damage immediately," said Benjamin. "Inhaling even the smallest amount of tobacco smoke can also damage your DNA, which can lead to cancer." Furthermore, cigarettes were designed to be addictive. Today, more than ever, according to the report, cigarettes deliver nicotine to the user more quickly and effectively than was the case years ago.

Matthew L. Myers, president of the Campaign for Tobacco-Free Kids, said in a statement that the report "sends an unmistakable message to elected officials at all levels that reducing smoking is one of the most effective actions we can take to improve the nation's health and prevent some of the most deadly and costly diseases in our society."

"This report makes it clear -- quitting at any time gives your body a chance to heal the damage caused by smoking," the Surgeon General said. "It's never too late to quit, but the sooner you do it, the better."

National Transportation Safety Board Goes After 'Hard-Core' Drunk Drivers

The National Transportation Safety Board (NTSB) wants states to make drivers caught with high blood alcohol concentrations or repeat drunk driving offenses a high priority, [USA Today](#) reported.

NTSB said that 70% of the drunk-driving accidents last year were caused by so-called "hard-core" drunk drivers. According to a new Michigan law, "hard-core" drunk drivers are individuals who have a second DUI offense within 10 years of their first, or who are found to have at least 0.15% alcohol content in their blood.

"Hard-core drunk drivers are, in many ways, resistant to the countermeasures we've applied since the early '80s," said Jake Nelson, director of traffic safety at AAA. The percentage of road fatalities related to drunk driving dropped from 50 percent in the early 1980s -- when Mothers Against Drunk Driving (MADD) was founded -- to 32 percent in 2009, when 10,839 people were killed.

The NTSB said they want states to implement an 11-point plan to deal with repeat drunk drivers that would include sobriety checkpoints and "alternatives to jail." The complete plan has not been put into effect in any state.

According to MADD, nine states besides Texas forbid sobriety checkpoints, including Idaho, Iowa, Michigan, Minnesota, Oregon, Rhode Island, Washington, Wisconsin and Wyoming. MADD wants federal lawmakers to require that all first-

time DUI offenders get ignition locks. It also is asking that Congress allocate \$60 million to create and test improved ignition-lock technology to be put in all vehicles.

Laura Dean-Mooney, national president of MADD, said, "We believe that anyone who drives drunk is a potential threat to kill or injure people."

Airports and Airlines Easing Access to Alcohol

Airports and airlines are making alcohol increasingly available, USA Today reported. Airlines began promoting cocktails and other alcohol more heavily in the past year, according to consultant Jay Sorensen. "What's happening is airlines are becoming better retailers of products," Sorensen said. "They're doing things to highlight the fact that, 'Yes, indeed, we do sell alcohol on the airplane.' They're trying to mimic what occurs on the ground in terms of consumer promotions."

One example includes a "happy hour" offered by American Airlines for fliers purchasing alcohol on certain flights in the month of December. United Airlines gave passengers in its Economy Plus section free wine this past summer and now offers its own signature cocktail.

Airports are also finding more opportunities to sell alcohol to passengers. After Chicago's city council loosened regulations in July, O'Hare and Midway airports made it possible to sell alcohol 24 hours a day. Portland International, which had previously allowed cocktail and bottled alcohol sales at 7 a.m., got permission from Oregon state alcohol regulators in July 2009 to begin sales at 5 a.m. McCarran International in Las Vegas plans to open a liquor store at its baggage claim beginning in early 2011.

Pauline Armbrust, of Airport Revenue News, said, "Alcohol has always played a key role [for] ... concessionaires to profit and to pay healthy rents to the airport."

Alcohol brings in about \$20 million at O'Hare and about \$8 million at Midway every year. Making it available around the clock is expected to bring O'Hare between \$500,000 and \$1 million dollars more each year, and Midway between \$150,000 and \$200,000 more. Critics of the new policies point to recent incidents where travelers were inebriated. In October, gate agents blocked two AirTran passengers -- one in Los Angeles, the other in New Orleans -- from boarding flights because they were intoxicated.

On Jan. 8, an AirTran passenger locked himself in the airplane's bathroom mid-flight and, according to USA Today, "tossed shoes down the aisle." The flight, destined for San Francisco, had to set down in Colorado Springs, escorted by F-16s. "That's probably the worst-case scenario," said Chris White, an AirTran spokesman. However, he said, "it's not atypical to have any number of passengers that have a little too much to drink." In general, White said, passengers who become intoxicated can be cut off by flight attendants or prevented from boarding if the gate attendant believes them to be under the influence. "Most times," he said, "it's our gate agents that will identify someone who has maybe had too much to drink, and then we'll talk to them and use our best judgment about whether to book them on the flight the next day," place them on a later flight, "or allow them to continue on the original flight."

Union representatives are concerned about the trend. "It's too early to know what the effect will be, but making liquor more available to passengers certainly has the potential to create problems for airline workers, both in the terminals and on the aircraft," said Frank Larkin, of the International Association of Machinists and Aerospace Workers. "Their job is difficult enough without having to manage unruly passengers made worse by too many drinks."

HHS Releases Healthy People 2020

Coalition resources: Public Health, Public Policy, Strategic Planning.

The U.S. Department of Health and Human Services (HHS) last week released Healthy People 2020, the nation's new 10-year goals and objectives for health promotion and disease prevention. The much-anticipated document provides a framework for public health priorities and actions. "Too many people are not reaching their full potential for health because of preventable conditions," said Assistant Secretary for Health Howard K. Koh, M.D. M.P.H. "Healthy People is the nation's roadmap and compass for better health, providing our society a vision for improving both the quantity and quality of life for all Americans."

Among the 2020 Topics and Objectives is to reduce substance abuse, especially among children and youth. The document states: "substance abuse has a major impact on individuals, families, and communities. The effects of substance abuse are cumulative, significantly contributing to costly social, physical, mental, and public health problems." Visit www.healthypeople.gov for more information.

Kids Snort, Smoke Spice For Cheap High: Nutmeg Overdose Killed Kids

MIAMI -- When used in cooking, nutmeg is perfectly safe, but some kids are using the spice to get a cheap high. The Internet is full of videos in which teens are seen chugging nutmeg, smoking it and even snorting it. The spice contains myristicin, an organic compound that, if used in high doses, can give you a buzz, which causes some users to hallucinate. The buzz can last up to 48 hours, doctors said.

The Florida Poison Information Center at Jackson Memorial Hospital has received a handful of phone calls reporting "nutmeg high" recently. Dr. Jeffrey Bernstein, medical director at the center, said a "nutmeg high" was popular in the 1970s. "This is just another cycle. It's coming around again," Bernstein said. "It's an unpleasant amount that you would have to take in order to get a high from it." Bernstein is quick to point out that a nutmeg high usually causes more pain than pleasure. He said some users experience severe abdominal pain, dizziness and vomiting. According to Bernstein, two deaths have been attributed to nutmeg overdose. "They are usually so sick, often sick enough to wind up in the emergency room," he said. Other side effects can include a severely dry mouth and heart palpitations. But don't look for a warning label on nutmeg any time soon. Doctors said that once someone uses the holiday spice as a drug, they usually do not do it again.

One in Three Fatally Injured Drivers Tested Positive for Drugs

- New Traffic Fatality Analysis Reveals High Percentage of Drivers Killed Had Drugs In Their System; Percentage of Victims Testing Positive Increasing Even As Overall Number of Fatal Crashes is Declining-

Washington, DC – Today, Gil Kerlikowske, Director of National Drug Control Policy (ONDCP), called attention to the alarmingly high percentage of fatalities on our Nation's roadways involving drivers that had drugs in their system and called on communities to act immediately to prevent drug use before it starts in light of a new traffic fatality analysis released by the National Highway Transportation Safety Administration (NHTSA).

While national data focusing on the danger of driving under the influence of alcohol is readily available and often cited, less is known or discussed about drivers under the influence of other drugs. However, according to the first-ever analysis of drug involvement from NHTSA's Fatal Accident Reporting System (FARS) census, one in three motor vehicle fatalities (33 percent) with known drug test results tested positive for drugs in 2009. Additionally, according to the new analysis, the involvement of drugs in fatal crashes has increased by five percent over the past five years, even as the overall number of drivers killed in motor vehicle crashes in the United States has declined.

"Drugged driving is a much bigger public health threat than most Americans realize and unfortunately, it may be getting worse," said Director Kerlikowske. "It is critical that communities across the Nation address the threat of drugged driving as we redouble our efforts to make America's roadways safer by increasing public awareness, employing more targeted enforcement, and developing better tools to detect the presence of drugs among drivers."

These new data from NHTSA's FARS census reports the presence of narcotics, depressants, stimulants, cannabinoids (marijuana), hallucinogens PCP, anabolic steroids, and inhalants among drivers fatally injured in car crashes over the past five years. Drugs recorded in FARS include illegal substances as well as over-the-counter and prescription medications, which may or may not have been misused. Alcohol, nicotine, aspirin, and drugs administered after the crash are excluded from these results. Additionally, drug involvement means that drugs were found in the driver's system and does not imply impairment or indicate that drug use was the cause of the crash. However, research shows that drugs have adverse effects on judgment, reaction time, motor skills, and memory – critical skills for safe and responsible driving.

These data build upon other recent reports confirming that there are far too many Americans driving on our roadways with drugs in their system. According to a 2007 NHTSA Roadside Survey of Alcohol and Drug Use by Drivers, 1 in 8 nighttime weekend drivers tested positive for an illicit drug. This number rises to 1 in 6 when you include illicit drugs and pharmaceuticals. Additionally, according to the most recent Monitoring the Future report - the Nation's largest survey of drug use among young people - one in ten high school seniors reported that in the two weeks prior to the survey they had driven after smoking marijuana.

To download more information on drugged driving, including resources parents and communities can use to prevent drugged driving among young people visit www.TheAntiDrug.com.

Late Breaking NIH Study Shows Specific Environmental Strategies that are Effective in Reducing College Alcohol Consumption

The National Institutes of Health (NIH) recently reported that highly visible cooperative projects, in which colleges and their surrounding communities target off-campus drinking settings, can reduce harmful alcohol use among college students,

according to a report by researchers supported by the National Institute on Alcohol Abuse and Alcoholism (NIAAA), part of NIH.

As reported online in the American Journal of Preventive Medicine, researchers led by Robert Saltz, Ph.D., conducted the Safer California Universities study of college and community alcohol prevention strategies at 14 large public universities in California.

"Other investigators have noted the need for studies of multi-strategy cooperative prevention approaches to reduce harmful college drinking," notes Dr. Saltz, a senior research scientist at the Prevention Research Center in Berkeley, Calif. "Our study addresses that need." Beginning in 2003, Dr. Saltz and his colleagues conducted random surveys of students from each of the participating schools. The survey documented that heavy drinking at off-campus parties was a common problem. Policy and enforcement interventions were implemented in 2005 and 2006 at half of the universities, with the other half also monitored for comparison. Interventions included nuisance party enforcement operations, surveillance to prevent alcohol sales to minors, drunken driving checkpoints, social host ordinances, and use of campus and local media to increase the visibility of the interventions.

To assess the effectiveness of the interventions, the researchers measured the proportion of drinking occasions in which students got drunk in various settings. The greatest reductions were found at universities with the highest intensity of intervention implementation, achieved through heavy publicity and highly visible enforcement activities. Results of the study, "Alcohol Risk Management in College Settings: The Safer California Universities Randomized Trial," were published online in the Dec. 2010 issue of the American Journal of Preventive Medicine.

Heavy Teen Drinking May Impair Later Impulse Control

A new study found moderately impulsive adolescent boys who drank heavily have less impulse control in later years -- thus putting them at risk for more heavy drinking, HealthDay News reported.

Investigators at the Rutgers University Center of Alcohol Studies examined drinking patterns and impulse control scores annually among approximately 500 Pittsburgh-area boys aged 8 to 18, with follow-up assessment at age 24 to 25. According to the findings, teens with moderate impulsivity scores who drank heavily had significantly increased impulsivity scores at the next year's assessment. There was no change in impulsivity, regardless of consumption, among boys with low or high impulsivity scores.

Although the causal link between heavy alcohol use and increased impulsivity has not been fully established, the authors believe alcohol affects the areas of the developing brain that support behavioral control. These results point to the need for early prevention measures, according to Andrew Littlefield, a University of Missouri doctoral candidate in psychology and researcher on alcohol and brain development, who was not involved in the study. "Decreasing heavy drinking during adolescence may decrease impulsivity by preventing damage to crucial brain areas. Findings also suggested that adolescents who stopped heavy drinking later 'rebounded' to lower levels of impulsivity," said Littlefield in a news release. "Therefore, decreasing drinking during adolescence could result in improved self-control at later ages."

Sweetened High-Alcohol Drinks Still Dangerous, Even Without Caffeine

Three federal agencies -- including the Food and Drug Administration (FDA) and the Federal Trade Commission (FTC) -- recently acted in concert to halt the sale and distribution of caffeinated alcoholic drinks such as Four Loko and Joose. Agency officials made their decisions based on research into the effects of combining caffeine and alcohol, and several recent incidents linked to the beverages where individuals (mostly young people) have been hospitalized or killed.

In response, David L. Rosenbloom, who directs Join Together, published an editorial in The New York Times arguing that caffeine isn't the only problem with sweetened high-alcohol drinks. Rosenbloom pointed out three looming concerns:

- They're big. Alcoholic energy drinks are sold in large containers. A typical 23.5-ounce can, Rosenbloom wrote, "delivers the alcohol contained in four or five regular 12-ounce cans of beer."
- They're flavored with sweeteners. The sweet flavor "encourages rapid 'chugging'" of the drinks -- a "common cause of alcohol poisoning."
- They don't cost much. If you're a teen or college kid these drinks make a "cheap drunk" affordable.

Decaffeinated variations of the drinks still pose a risk to public health. Drink-makers, and those who market and sell them, should voluntarily take them off the shelves, Rosenbloom said. Barring that, federal and state agencies overseeing the alcohol industry should pull them off the market altogether.

Prevention Information Websites

National Clearinghouse for Alcohol and Drug Information (NCADI)

NCADI is a national “one-stop resource for information about substance abuse prevention and addiction treatment,” stocking publications, posters, and videocassettes.

Visit www.store.samhsa.gov/home or call 1-800-729-6686 (Hablan español: 1-877-767-8432)

NIDA DRUG PUBS Research Dissemination Center

Free access to and delivery of the latest available NIDA substance abuse information for researchers, health professionals, teachers, and everyone interested in substance abuse information.

Visit <http://drugpubs.drugabuse.gov/> or call 1-877-643-2644.

Resource Guide

Free National Behavioral Health and ATOD Clearinghouses

<http://www.preventioncolorado.org/help/nationalclearinghouses.pdf>

Federal Trade Commission bulk publication order website. Net Cetera Community Outreach Toolkit: <http://bulkorder.ftc.gov/?intro=2>

Logic Model Development Guide <http://www.exinfm.com/training/pdfiles/logicModel.pdf>

Substance Abuse Treatment Facility Locator <http://www.findtreatment.samhsa.gov>



Be The Wall is a statewide social marketing campaign. Sponsored by the Florida Governor's Office of Drug Control, Florida Department of Children and Families, and the Strategic Prevention Framework State Incentive Grant.

What is the “Be the Wall” Campaign?

- 1 • Talks to parents as parents – there are some things about raising teens that all parents can relate to
- 2 • Uses humor to exploit the natural conflicts that occur between teens and parents
- 3 • Is not necessarily “about alcohol” – but about reminding parents that teens are wired to take risks
- 4 • Has legs to encourage “due diligence” on many levels/topics