



SUBSTANCE-FREE CITRUS NEWS BULLETIN



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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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Notes from Renna....

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

This is an article from The Dori Slosberg Foundation. It's a reminder to have a wonderful holiday but a safe one too!

1. NEVER DRINK AND DRIVE. Drinking and driving does not mix so just don't do it! If you enjoy some holiday cheer please decide on a designated driver ahead of time. Have the numbers of cab and car services on hand and use them, these are lifesaving numbers for you and those that you share the road with.

2. Get enough sleep the night before and be fully awake when taking off for your trip. Being drowsy or half asleep when you first start driving, no matter what time of day it is can cause you to fall back asleep. The best way to combat this risk is to get to sleep two to three hours before your normal bedtime. If you're leaving earlier than you're used to getting up, this extra amount of sleep will be vital to ensuring you get a full rest.

3. Don't eat carbohydrate heavy meals while driving. Eating carbohydrates while traveling isn't a good option because the body is more sedentary than normal. The carbs are energy for your body, but when you eat a carb heavy meal and then sit for hours afterwards the carbs turn to sugar which then turns into blood glucose, which in high doses can make even non diabetic people drowsy or fall asleep. By keeping the carbohydrates down, it ensures keeping alert while driving.

4. Keep your mind active. Playing the radio on stations with music you enjoy, talking to people in the car, or taking in the scenery as long as it is safe to do so are all things you can do to stay alert. If your mind has just enough stimulation it will stay engaged in the task of driving and watching out for dangerous situations, but overstimulation will cause you to lose focus on things, and that could lead to a crash.

5. *Common Tips To Remember:*

Don't let distractions in the car take your attention from the road.

Check the weather forecast before leaving and during your trip to ensure safe driving conditions lay ahead if you have a long distance to go. Don't let other drivers who are driving badly affect you, especially if they are not causing immediate danger to you. Being upset or resorting to reactionary jerking of the wheel to avoid other drivers can lead to crashes too. If you feel tired, stop and take a few minutes to stretch your legs, go to the bathroom or be physically active for 5 to 10 minutes. Being active will recharge the mind and revitalize your inactive body. Always wear your safety belt and have proper car seats for the children in your car. Most of all, be careful this winter holiday season and enjoy yourselves with your loved ones!

IMPORTANT NEWS.....

Alcoholic Whipped Cream: Another Binge Drink In A Can?

Four Loko is so last season. There's a new faddish booze-infused product whipping up interest from public-health experts: alcoholic whipped cream.

According to a report in the Boston Herald, products like Cream and Whipped Lightning are appearing on liquor store shelves all over the country. They look innocent enough: they are canisters of whipped dairy, like the Reddi-wip used on top of ice cream sundaes and waffles. But unlike the standard variety, the alcohol-charged "whipahol" Cream packs a 30-proof wallop. That's 15% alcohol by volume, containing about as much or slightly less alcohol as drinks like Bacardi Mojito and Bailey's Irish Cream. Another brand, Whipped Lightning ranges from 16% to 18% alcohol by volume, equivalent to the alcohol contained in three or four beers — that is, if you ingest the entire canister.

Compared with the alcoholic energy drinks that were recently declared illegal by the Food and Drug Administration (FDA), however, whipahols are somewhat less accessible to underage drinkers: for one thing, it costs about \$13 per canister and it is sold in liquor stores, rather than convenience stores. (Cream is also available for purchase online.) Whipahol is not considered a food and is thus not regulated by the FDA; as a result, manufacturers are not required to reveal nutrition information on the packaging beyond alcohol content. The Herald reports: "They can get a significant amount of alcohol in one shot," Dr. Anita Barry, a director at the Boston Public Health Department, said of drinkers who consume the boozy topping. Barry said alcohol-infused whipped cream needs to be monitored for potential abuse. One of the big worries is whether canisters prominently mention that the product contains high alcohol levels, she said.

<http://healthland.time.com/2010/11/29/alcoholic-whipped-cream-another-binge-drink-in-a-can/#ixzz16m9tTxD8>.

Beyond Four Loko: Tackling Alcohol Ads For Young Drinkers

On Nov. 17, the Food and Drug Administration (FDA) declared that the makers of drinks like Four Loko and Joose were not allowed to mix caffeine and alcohol. Many of the comments on various news sites said, more or less, that such a decision would "do nothing" to stop binge drinking on college campuses. They were right. While removing alcoholic energy drinks from the market may have been necessary, it doesn't solve the larger problems.

The real issues, as Derrick Z. Jackson wrote in the Boston Globe Nov. 20, are underage and binge drinking. Far from taking either one seriously, he argued, we encourage them both. How? We allow underage and young drinkers to be exposed to massive amounts of alcohol advertising. Jackson starts out talking about the huge amounts of advertising dollars that the largest beer companies spend on NCAA sports events, but I think he's more convincing when he cites statistics from the American Academy of Pediatrics indicating that young and underage viewers see between 1,000 and 2,000 alcohol TV ads a year.

Teens don't see that many ads because they're staying up late and watching adult shows. According to the Academy, "All of the top-15 teen-oriented shows contain alcohol ads," and teens are "400 times more likely to see an alcohol ad than to see a public service announcement that discourages underage drinking." Moreover, teen magazines are significantly more likely to contain alcohol ads than are magazines for adults.

Would eliminating such advertising have any impact on underage drinking? After all, such drinking is pervasive, and teens are naturally drawn to risky behavior. But Jackson cites a RAND study and a British study that suggest that the more ads a young person sees, the more likely he or she is to start drinking. In other words, high rates of underage drinking and binge drinking don't just happen. They're at least partly a result of advertising by the alcohol industry.

We now accept it as normal that teens and young adults binge drink -- many people think of it as a rite of passage. But should we? After all, binge drinking kills. According to the Centers for Disease Control and Prevention (CDC), 79,000 people die of alcohol-related causes every year in the U.S., and over half of those deaths are linked to binge drinking. Or, to put it another way, binge drinking is correlated with deaths that account for "two-thirds of the estimated 2.3 million years of potential life lost." That's staggering.

Unavoidable deaths are one thing; large numbers of deaths that could have been avoided are another. While Four Loko flies off the shelves -- either bought and stock-piled or pulled by distributors -- we must look at the larger issue at hand: what are we going to do about our culture of pushing alcohol advertising on our youth?

FDA Recommends Pulling Propoxyphene Products, Darvon And Darvocet

One of the makers of pain medications Darvon and Darvocet will stop marketing the drugs after new studies showed they can create abnormal heart rhythms even at normal doses, The Wall Street Journal reported Nov. 20. Propoxyphene is the active ingredient in Darvon, which was first marketed in 1957. Darvocet contains propoxyphene and acetaminophen. Both were developed by Eli Lilly & Company, which no longer makes either drug. Currently, generic drugs companies, such as Xanodyne Pharmaceuticals and Qualitest/Vintage Pharmaceuticals, produce them instead.

The drugs are popular: in 2009, doctors prescribed Darvon and Darvocet over 10 million times. Safety concerns have dogged propoxyphene for decades, but have previously been linked to patients who exceeded the recommended doses. The Food and Drug Administration (FDA) kept the drug on the market in 2009 although a panel of experts who performed a safety review voted 14-12 against doing so. Last year, the FDA required drug-makers to add what The Wall Street Journal called "the agency's toughest warning" to packaging, which stated that taking too much of the drug could be fatal.

The agency also insisted that Xanodyne study the effects of the drug on the electrical system of the heart in healthy patients who took only the prescribed doses. The initial results of the study, released in August and October, caused the agency to recommend against further use of the drug.

According to an FDA announcement, the new study showed that using propoxyphene caused "significant changes to the electrical activity of the heart." Those changes are linked to potentially deadly abnormal heart rhythms. An FDA official explained in a memo (PDF) that "it is not possible to monitor for, or mitigate, the risk of a fatal cardiac arrhythmia that may occur within the recommended dosing range for propoxyphene." Gerald Dal Pan, who directs the FDA's Office of Surveillance and Epidemiology, said, "With the new study results, for the first time we now have data showing that the standard therapeutic dose of propoxyphene can be harmful to the heart."

In response, Xanodyne agreed to remove Darvon and Darvocet from the market, and the FDA will ask other drug-makers to follow suit. Drugs containing propoxyphene are already in the process of being removed from the European Union in phases, following a 2009 recommendation from the European Medicines Agency.

<http://www.tcpalm.com/news/2010/nov/15/editorial-drug-abuse-down-among-students-but-a/>

Drug Abuse Down Among Students

November 16, 2010

An annual survey of drug use among Florida middle and high school students offers some encouraging news. While marijuana use is up slightly and alcohol use remains above national figures, overall drug abuse among students is down.

The recently released Florida Youth Substance Abuse Survey of nearly 73,000 middle school and high school students was done by the Florida Office of Drug Control.

"I see this as great news for Florida," said Bruce Grant, director of the agency. "It shows that prevention does work and that if you focus communities, you focus neighborhoods and you focus the state on these issues, you can make a difference. But, you can't overcome everything."

The annual survey has been conducted since 2000, and while the trends for drug abuse are generally down, there needs to be concern that early intervention and education remain strong and that only programs that work be adequately funded.



In recent years, there has been reduced funding at the state level for some education and prevention programs, such as in tobacco use prevention. If funding for quality anti-drug programs is not sufficient, positive trends could quickly reverse. The survey found that the use of alcohol or other drugs has declined among students from 60 percent to 56 percent in the past decade.

During the past three years, however, marijuana use has increased among students from 15 percent to 19 percent.

Among those releasing the survey results was Gil Kerlikowske, former Port St. Lucie and Fort Pierce police chief, director of the White House Office of Drug Control Policy. Increased marijuana use in Florida is similar to increased use nationwide, he said, calling the trend "very concerning." Still, the biggest concern in Florida is with alcohol abuse. Overall, 28.8 percent of students said they use alcohol. While that is down from 34.3 percent during the decade, it remains excessively high. Binge drinking, which has declined from 18.8 percent to 14.1 percent, is also worth concern and action. One positive note in regard to alcohol abuse is that students are waiting longer to try alcohol. Prevention programs that work must be replicated and adequately funded. Some programs work better than others.

In recent years, concerns have been raised, for example, about the effectiveness of the popular Drug Abuse Resistance Education (DARE) program. Whatever programs a community or school district adopts, though, the goal must be to encourage young people to avoid drugs and to do so in a positive and continuing way.

Minority Teens Using Drugs At Higher Rates

November 17, 2010 Issues: Abuse Coalition resources: Data Analysis

This week, R. Gil Kerlikowske, Director of the Office of National Drug Control Policy, highlighted recent data showing troubling increases in drug use among certain groups of minority teens, and urged parents and community leaders to act immediately to prevent drug use.

According to recently released data from the Substance Abuse and Mental Health Services Agency's 2009 National Survey on Drug Use and Health, there were significant increases in drug use among young African American teen girls and Hispanic teen boys between 2008 and 2009.

When surveyed about their use of any illicit drug during the past month, both groups demonstrated increases in drug use of more than 3 percentage points, making them the demographic populations with the largest increases in illicit drug use between 2008 and 2009.

Specifically, drug use among Black/Non-Hispanic females ages 12 to 17 years old increased from 7.3 percent in 2008 to 10.4 percent in 2009, and drug use by Hispanic males of the same age group rose from 9.2 percent in 2008 to 12.8 percent in 2009, increases of 43 percent and 39 percent, respectively. According to NSDUH data released in September, overall teen drug use increased between 2008 and 2009, with 1 in 10 youth ages 12-17 and 1 in 5 young adults between 18-25 reporting drug use in the last month.

MADD Wants 'DADSS' To Stop Drunk Driving

Mothers Against Drunk Driving (MADD) can reasonably take the credit for halving the number of people killed by drunk driving each year from 21,000 in 1980 to about 11,000 in 2009.

To appreciate how big an accomplishment that is, it's helpful to remember that when MADD was founded in 1980, "it was legal to get behind the wheel and drink a beer in most states," and drunk drivers "rarely received more than a fine," according to The Dallas Morning News. (If that doesn't give hope to those of you seeking to change public attitudes about the use of dangerous substances, I don't know what will.)

MADD celebrated its 30th anniversary in a big way: it launched an effort that will -- it hopes -- virtually eliminate drunk driving. First, it wants Congress to amend the Federal Highway Reauthorization Bill to require that people convicted of drunk driving must have an ignition interlock device installed in their vehicles. This is already law in 12 states.

Second, MADD wants Congress to authorize \$60 million over five years to pay for the development of a device that would lock the ignition for drivers with a blood alcohol level above the legal limit.

The Insurance Institute for Highway Safety said the Driver Alcohol Detection System for Safety -- yes, that spells DADSS -- might save 8,000 lives every year, once the technology is perfected. The device is expected to take several years to finish, and might use infrared light sensors or scan driver's fingers to assess the driver's sobriety.

Case Western Reserve University Study Suggests Texting Linked To Other Problem Behaviors

According to a New York Times article on November 9, 2010, a new study by Case Western Reserve University researchers suggests that the high school students who spend the most time texting or on social network sites (or both) are at risk for other behaviors such as smoking, depression, eating disorders, drug and alcohol abuse, and absenteeism.

The findings were presented at the American Public Health Association in Denver. Four thousand (4,000) students at 20 urban high schools in Ohio participated in the study. About one-fifth sent at least 120 text messages a day, one-tenth were on social networks for three hours or more, and 4 percent did both. Researchers found that those in the 4 percent category were at twice the risk of nonusers for fighting, smoking, binge drinking, becoming cyber victims, thinking about suicide, missing school and dozing off in class. Girls, members of minorities, and teenagers from low-income backgrounds or female-headed households were at greater risk, but the pattern persisted even after researchers controlled for those factors. (One in five teenagers reported no texting and no online social networking at all.)

Alcohol Taxes Series Article 3: Five Reasons to Raise Alcohol Taxes

Throughout our article series in The Fresh Story on alcohol taxes, we've touched on many reasons for raising alcohol taxes. In this article, we will take a closer look at five of the top reasons why increasing alcohol taxes makes sense for most states and the entire country.

1. Because it can save lives.

According to an article in the November issue of the American Journal of Public Health, there have been 162 studies published over the past several decades about the effects of alcohol taxes and pricing on alcohol sales, drinking rates and alcohol-related deaths. The results of these studies are clear and consistent: when alcohol costs more, people drink less -- and the rates of alcohol-related harms and death decrease as well.

2. Because it can protect kids.

There is also an extensive body of research on the effects of alcohol prices and drinking rates among youth, demonstrating that increasing the price of alcohol by raising taxes is an effective prevention strategy among underage kids. Research consistently shows that youth are particularly responsive to price increases when it comes to drinking -- the more it costs, the less they drink -- and the better their chances for succeeding in school. One study showed that raising the state beer tax from \$0.10 to \$1.00 per case would increase the chances of the state's young people graduating from college by approximately 5%.

3. Because it's no big deal for most people.

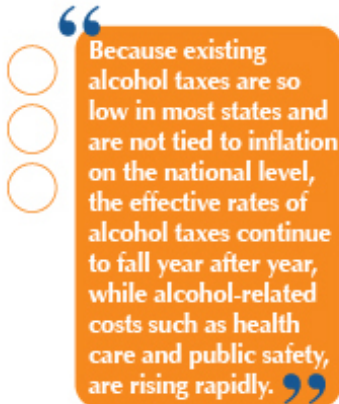
The majority of alcohol in the U.S. is consumed by moderate drinkers, who would bear only small additional costs if alcohol taxes were increased. About 35% of adults would pay nothing at all because they don't drink. Higher alcohol taxes rightly place the largest cost burden on those who drink the most.

4. Because it has public support.

According to research conducted by the Center for Science in the Public Interest and Mothers Against Drunk Driving, 71% of Americans would support an increase of the national tax on beer. Other studies and polling data have yielded similar results. Furthermore, the research shows the majority of Americans – including 77% of drinkers – realize that lower alcohol taxes benefit the alcohol industry much more than consumers.

5. Because it can raise badly needed revenue.

In these tough economic times, state and local budgets are strained like never before. According to the Congressional Budget Office, 46 states have had to address shortfalls totaling \$125 billion for the 2011 budget year. Because existing alcohol taxes are so low in most states and are not tied to inflation on the national level, the effective rates of alcohol taxes continue to fall year after year, while alcohol-related costs such as health care and public safety, are rising rapidly. Increasing alcohol taxes by just five cents per drink would yield more than \$20 billion in new revenue over five years.



Sources:

“Effects of alcohol tax and price policies on morbidity and mortality: a systematic review,” *American Journal of Public Health*, November 2010, Vol. 100. No. 11

“The case for alcohol excise tax increases,” cspinet.org/alcohol

“Study: paying more for alcohol saves lives,” cnn.com, November 13, 2000

“Why raise alcohol excise taxes to protect underage youth?” cspinet.org/booze/FactSheets/031008NASTaxes.pdf, December 2008

AlcoholEdu For High School Parents!

This is a *FREE 15-minute Prevention Course* designed to help parents have an effective conversation with their son or daughter about underage drinking. “AlcoholEdu for Parents” helps parents to understand Social Host Liability, dispels common misperceptions about underage drinking, assists with strategies and techniques for monitoring and setting rules, gives guidance on what to do if your teen is experimenting, and shares expert advice for dealing with common situations.

- (1). Go to <http://highschoolparents.alcoholedu.com>
- (2). Under New User type: *share*
- (3). Click “Sign Up”!

For more information, go to: <http://www.outsidetheclassroom.com/solutions/high-school/alcoholedu-for-high-school-parents.aspx>

American Medicine Chest Challenge was Saturday, November 13th. However, I did not promote it because there was no one in Lake County participating.

Study Shows Positive Coalition Functioning Strengthens Evidence-Based Programs

<http://www.cadca.org/files/resources/RIA-Nov-Dec-2010.pdf>

Evidence-based programs arm coalitions with proven comprehensive strategies and data to achieve community-level change. According to a recent study conducted by researchers at Pennsylvania State University's Prevention Research Center, various positive elements of coalition functioning, such as strong leadership and program fidelity, influence a coalition's ability to support the high-quality implementation of EBPs.

The November/December 2010 issue of *Research Into Action* breaks down the findings of the study, “Coalition Functioning Increases Support of Evidence-Based Programs,” and suggests ways for coalitions to improve the implementation of these strategies.

Substance use disorders typically begin during adolescence. In the United States, an estimated 1.64 million people aged 12 to 18 years old used an illicit drug for the first time in 2008; this averages 4,504 initiates per day. During National Drug Facts Week, teens have the opportunity to get objective, factual answers about drug abuse. These frank and factual conversations empower teens to think critically about drug use and its consequences and enables them to make smart, healthy, responsible decisions.

During Drug Facts Week, there were community events across the country where teens can come and ask scientific experts questions about drugs and drug use. NIDA will also launch a National Drug IQ Challenge, a 20-question multiple choice quiz that people can take to test their scientific knowledge on drugs. High scorers on the test will be given five additional questions that focus on the brain.

To find out more about National Drug Facts Week, the Drug IQ Challenge, links to events, a step-by-step toolkit on how community groups can host or sponsor an event, and a Widget that can be placed on your Web page, go to NIDA's [Drug Facts Week Web site](http://www.drugfactsweek.drugabuse.gov/IQChallenge.php) - <http://www.drugfactsweek.drugabuse.gov/IQChallenge.php>.



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