



### Action News

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#### Special points of interest:

- Community Awareness
- Education
- Prevention
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## National Red Ribbon Week

During the week of October 23-31, 2006, millions of young people and adults celebrate a healthy, drug-free lifestyle by wearing or displaying a red ribbon during National Red Ribbon Week. This nationwide celebration has become a major force for raising public awareness and mobilizing communities to combat alcohol and drug use among youth. This year's theme is "100% Me- Drug Free!" National Red Ribbon Week coincides with National Plant the Promise Week; people are encouraged to plant red, white, and blue flower bulbs. Most of the bulbs will bloom during April, which is Alcohol Awareness Month.

The red ribbon, a symbol of zero tolerance for illegal drug use and a commitment to drug abuse prevention, is worn or displayed by millions of Americans in an act of unity. Red Ribbon Week involves many small and large gestures of support. For Red Ribbon Week 2006, schools and community groups are organizing a variety of indoor and outdoor activities including pledges, contests, workshops, rallies,

theatrical and musical performances, and other family and educational events. The planning and working together aspect is as important as Red Ribbon Week itself because it creates a sense of community and shared values.



Red Ribbon Week serves as a vehicle for communities and individuals to take a stand for the hopes and dreams of our children through a commitment to drug prevention and education and a personal commitment to live drug free lives with the ultimate goal being the creation of drug free America. And, perhaps more importantly, Red Ribbon Week commemorates the ultimate sacrifice made by DEA Special Agent Enrique "Kiki" Camarena, who died at the hands of drug traffickers in Mexico while fighting the battle against illegal drugs to keep our country and children safe. The excitement of Red Ribbon Week continues to grow even in its eighth

year as a national celebration.

Research shows that early illegal drug use can lead to such negative consequences as higher dropout rates and a greater likelihood of using drugs and turning to violence. You can help fight against illegal drug use among youth during Red Ribbon Week in some of the following ways:

- Wear a red ribbon during October 23-31 to show your support. Provide red ribbons to friends, family members, coworkers, and other concerned adults in your community.

- Hold a forum for parents and their children in your school about the effects of illegal drugs and encourage parents and children to talk about their concerns and thoughts.

SCCRAC encourages everyone to get involved. Remember that it's not about you-it's about our young people and their involvement with illegal substances. For more info visit [www.nfp.org](http://www.nfp.org)





## ***Cocaine: The Ultimate Energy Drink?***

A new energy drink called 'Cocaine,' marketed as the "legal alternative" to the real thing, is being attacked by lawmakers and health officials in New York, where the product is being launched. The drink contains no cocaine but lots of caffeine; critics say it glamorizes use of illicit drugs. "There are only two reasons that you would seek to use this infamous and insidious name to market your so-called energy drink," said Councilman James Sanders Jr. of Queens, NY. "Either you are woefully ignorant of the horrors of cocaine addiction, or your god is the dollar bill, and not even human life is more sacred."

Redux Beverages LLC is selling the Cocaine drink in New York, Los Angeles, and San Diego. A website for the drink says the company doesn't advocate drug use but lists alcoholic drink suggestions like Liquid Cocaine, Cocaine Smash, Cocaine Blast, and Cocaine Snort.

Joseph A. Califano Jr., chairman and president of the National Center on Addiction and Substance Abuse at Columbia University, said the drink is "clearly aimed at children and teen 'partygoers.'"

The Cocaine drink has three times more caffeine than energy drinks like Red Bull. "This is a salted, heavily caffeinated, sugary drink with extra calories that nobody needs," said New York University nutrition expert Marion Nestle.

Redux Beverages claims that the drink, which contains simple sugars, caffeine and vitamin B-12, gives users a "high" that lasts for five hours and doesn't make drinkers crash like other energy drinks. The company also asserts the Cocaine is "350 percent stronger than Red Bull." "When a person sees the name of the drink, some psychological effect happens and the person is already experiencing the energy buzz before they even open the can," said

Redux owner Jamey Kirby.

Drinkers reported that the beverage has a taste like a cherry Jolly Rancher; some reported getting a rush from the drink, but side-effects like heartburn and a racing heart also were noted. Kirby said one of the ingredients in Cocaine induces a slightly numb feeling in the throat, mimicking the effect of real cocaine.

Outraged New York City lawmakers denounced the manufacturer of the highly caffeinated soft drink and called for a boycott of the beverage, saying it glamorized an illegal and deadly stimulant that has ravaged families and neighborhoods since the epidemic of the 1980's. Critics also called for health authorities to investigate the product, but since energy drinks are classified as dietary supplements rather than foods, the U.S. Food and Drug Administration has little power to regulate them.

***"When a person sees the name of the drink, some psychological effect happens and the person is already experiencing the energy buzz before they even open the can," said Redux owner Jamey Kirby.***

## ***Internet Makes It Easier for Teens to Get Drugs***

Emergency department physicians are reporting an increasing number of adolescents who are overdosing on a bizarre combination of medications. And where are they getting them? More and more often they come from one of the hundreds of online pharmacies where there are no questions asked, no prescription necessary. In fact, a Columbia Univer-

sity study found that 94 percent of Web sites advertising prescription drugs actually don't require a prescription. And while some sites offer disclaimers, others don't. Teens have as much access to the online pharmacies as anyone else. Online pharmacies sell all types of prescription medications. Fourteen-year-old Samantha is a former methamphetamine addict

and admits to using an online pharmacy to buy painkillers. One residential treatment program counselor for teens and adults expressed her concern about how the Internet is making it easier to feed addictions. She says many teens are also mixing drugs, meth with pills or drinking and doing pills."

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## Flavored Cigarette Sales Halted in 38 States



Tobacco company R.J. Reynolds has reached an agreement with 38 state attorneys general that bans sales of most flavored cigarettes. The company agreed to stop selling cigarettes with names like Warm Winter Toffee and Beach Breezer amid complaints that the flavored cigarettes were being marketed to children. A company spokesperson said that the marketing of the products had led to "unintended perceptions and concerns."

The attorneys general contended that the flavored cigarettes violated the 1998 master settlement agreement between the states and the tobacco industry, which includes a ban on marketing tobacco to children. The deal on flavored cigarettes "won't end tobacco marketing to kids, but it sends a strong message to Big Tobacco that its deceitful behavior won't be tolerated," said Matthew Myers, president of Washington-based Campaign for Tobacco-Free Kids. "There

is no more recent flagrant example of tobacco marketing to kids than RJR's candy- and alcohol-flavored cigarettes." The latest agreement bans the use of 28 product names that refer to flavors other than tobacco or menthol. The agreement between R.J. Reynolds, the second-largest U.S. cigarette maker, and states including New York and California, resulted in "no fines or penalties or costs against the company," said Reynolds spokesman Fred McConnell.

## "Out of the Darkness" Community Walk for the AFSP

CT Youth Suicide Prevention Initiative (CYSPI) Team will be sponsoring the "Out of the Darkness" Community Walk for the American Foundation for Suicide Prevention (AFSP) in West Hartford, CT on Saturday, October 28, 2006. The AFSP is dedicated to understanding and preventing suicide through research and education, and to reaching out to people with mood dis-

orders and those affected by suicide. By walking in or supporting an "Out of the Darkness" Community Walk participants will be helping to support the following:

- Research to improve the understanding of factors that contribute to suicide;
- Suicide prevention of college campuses through the dissemination of an educational film;

- National Survivors of Suicide Day conferences;
- Development of national centers that will evaluate the effectiveness of suicide prevention treatments;
- Creation of new survivor support groups;
- Local suicide prevention programs.

For more info visit [www.outofthedarkness.org](http://www.outofthedarkness.org)



## Internet Makes It Easier for Teens to Get Drugs Cont.'d

*Continued from page 2*

According to the counselor, "You don't use one without the other, combine marijuana with meth or combine Pharmacist Jason Bailly says the combination can be deadly, "A lot of times these prescription drugs like Lor-tab or Hydrocodone used in combination with alcohol and other drugs and when

combined they're extremely dangerous." But online pharmacies aren't the only problem. Teens are also using sites like My Space to find fake prescriptions leading to their drug of choice. Samantha said she went to a chat room and there was a guy who knew how to do it and he got it for her. Samantha is now cleaning up her life and

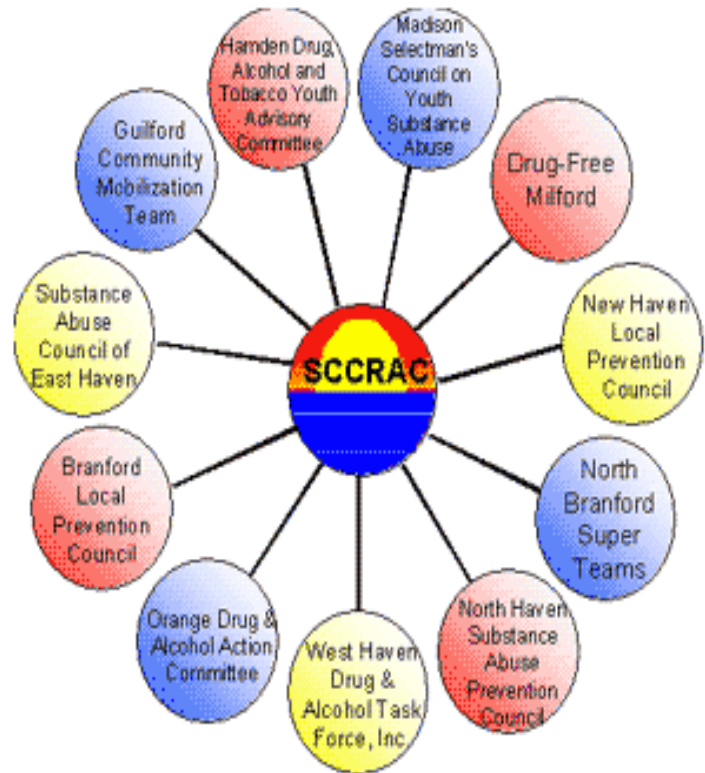
hopes more teens will do the same. She says drugs may be easy to find but the road to recovery is a hard one. Several government agencies are working to enforce these online pharmacies, but the challenge is finding these companies because they can be anywhere.

**Michael Jefferson**  
*Executive Director*

**Tyisha Barnes**  
*Prevention Specialist*

Phone: (203) 776-1981  
Fax: (203) 776-1982  
E-mail:  
sccrac@yahoo.com

We're on the web!  
[www.SCCraC.org](http://www.SCCraC.org)



## Shining a light on prevention that works



### *MADD Offers Tools to Develop Underage Drinking Prevention Campaigns*

MADD and Nationwide Insurance have created the THINK! Pledge Packs and the THINK! Web site to help high schools implement a pledge-based, drug and alcohol prevention campaign for students. In addition to educating high school staff and parents about the dangers and consequences of drug and alcohol use, the THINK! Project is a way to reward teens who are willing to make a pledge to leave alcohol out of their high school celebrations.

Recently released data shows that 110 youth ages 15-20 were killed as a result of their underage peers

drinking and driving during typical homecoming weekends from October 1- November 21, 2005.

“Students want to have a great time at homecoming, while educators and parents want students to do the right thing when it comes to alcohol,” said Glynn R. Birch, MADD National President. “When homecoming celebrations and safety come to mind, we want everyone to THINK about MADD’s new homecoming solution. Alcohol is available to our kids year round—this message should be, too.”

The THINK! Pledge Pack includes posters, banners, pledge pads and other tools focusing on the heavier party

season of homecoming, prom, and Friday night football games. Participating schools will receive a giant pledge banner, individual pledge sheets, a powerful DVD to show in the classroom or to an entire assembly, safety posters and ID cards, locker tags, buttons and interactive Web site. The program will also include tips for students, teachers and parents.

For more information on the THINK Homecoming program, visit [www.madd.org/think](http://www.madd.org/think) or [www.think.madd.org](http://www.think.madd.org)

