

asac action

October 2009

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Red Ribbon Week

Red Ribbon Week, October 23 - 31, begins the year-long initiative of prevention and education about the dangers of drugs and alcohol. During this week, students all over the country pledge to live drug and alcohol free. Red Ribbon Week is the most far-reaching and well-known drug prevention event in America with over 80 million people participating in Red Ribbon events. The first Red Ribbon Celebration was held in 1985 by an organization of parents concerned about the destruction caused by alcohol and drug abuse. The red ribbon was adopted as a symbol of the movement in honor of Enrique "Kiki" Camarena, an agent with the U.S. Drug Enforcement Administration who was kidnapped and killed while investigating drug traffickers. In recognition of Red Ribbon Week, communities throughout the state will be holding various events. The city of Clinton will have its 2nd Annual Red Ribbon Week Memorial Walk on Wednesday, October 28, from 6:00 - 8:00 PM, at the Clinton High School track. Walkers will carry luminaries representing family and friends who have died or been killed as the result of alcohol abuse. The event will include a short presentation by SAAD students and refreshments. For more information on Red Ribbon Week activities, go to www.redribboniowa.org.

Eat With Me Social Marketing Campaign

Maudi Walton, ASAC Prevention Specialist

ASAC/ND Prevention, in collaboration with the Underage Drinking Coalitions of Clinton and Jackson counties and several other community partners, have launched a social marketing campaign called "Got a Minute? Eat With Me".

The City of Clinton has been saturated with "Got a Minute" table tents. They are in restaurants, doctor and dentist offices, on company break room tables; everywhere parents gather to eat. We have also met with families at various community events, encouraging them to sign a pledge card saying that they will eat with their children at least 4 times a week during the campaign. Any family completing our pre and post evaluation will be entered into a drawing for a family week-end at Grand Harbor in Dubuque. It includes a 3 night stay for four at the Grand Harbor Hotel and Water Park. We also have several family activity fun baskets to give away plus a free family membership at the Clinton YWCA.

Studies have shown that children and teens that have frequent family meals are at half the risk for substance abuse. The more children and teens eat a meal with their families, the more likely they are to be emotionally content and have positive peer relationships. Family meals provide bonding, stability and routine, three very important protective factors that every child needs to succeed.

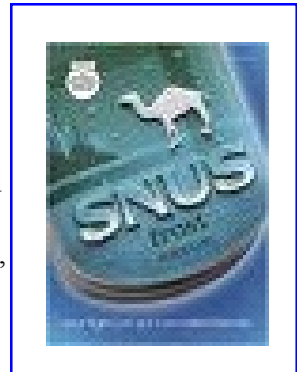
Please tune in to FM 99.7 and catch some of our Public Service Announcements. We are also collaborating with the Clinton Herald Newspaper for candid shots of our families eating together at local restaurants during the campaign which officially began on September 28th, the National Eat Out night, and ends December 31, 2009.

Big Tobacco Is Back At It Again!

By Amy Smith – Certified Prevention Specialist

Snus? Orbs? Sticks? And Strips? Have you heard these names before? If not, look out America because Big Tobacco is devising new ways to try to make tobacco appealing. Traditional smokeless tobacco has been around for centuries and is most commonly known as “spit” or “chewing tobacco” because the user places the product inside their cheek or between their gums and cheek. They then suck on the tobacco and spit out the tobacco juices. Sound appealing? Sound safe? If your answer is no, well never fear, because the tobacco company is always here and ready to target you with a new product that is “Sold Cold” and will “Melt in Your Mouth” (and not in your hand) at your local convenience store.

Snus (rhymes with “goose”) can be found “Sold Cold” (a tagline by Camel Snus) in a cell phone-sized container. Snus is a Swedish type of smokeless tobacco that comes in tea-like pouches that users stick between the upper lip and gum. It is left in place for up to 30 minutes and discarded after use without the mess of spitting out tobacco juices. Other new products on the market are Camel Orbs, Camel Sticks and Camel Strips. These products are dissolvable and made from finely ground tobacco. Camel Orbs look like a Tic Tac breath mint, Camel Sticks are a twisted stick the size of a toothpick, and Camel Strips are a film strip for the tongue. These products “melt in the mouth” within three to thirty minutes. R.J. Reynolds, the tobacco manufacturer of these products, said that the Strips melt fastest, the toothpick-like Sticks dissolve in about 10 minutes, and the pellet-size Orbs last the longest.



These new products represents an attempt to change stereotypical appeal of smokeless tobacco from not only baseball players and predominately male users into a unisex appeal that can be enjoyed in offices or restaurants where people want a nicotine fix but can't light up. According to Matthew Myers, president of the Campaign for Tobacco-Free Kids, “Snus will increase the number of people who use tobacco.” He also stated, “Its market protection. This way, the big companies win no matter what tobacco products people use.”

And what about safety? Smokeless tobacco is not any safer than smoking tobacco. Smokeless tobacco contains 28 known cancer-causing agents or carcinogens and is a known to cause human cancer, especially oral cancer. Oral health problems most commonly associated with smokeless tobacco use are leukoplakia and recession of the gums. Not to mention, smokeless tobacco is addictive. There are many unknown potential dangers of using these products because these products are so new. However, everyone needs to be aware of the potential dangers and serious consequences these new products could have on our communities. So, if you happen to see these new products, remember that they are not safe, not cool, and not candy!

Heart of Iowa Elevator Project

The capital campaign to add an elevator to the Heart of Iowa facility has reached 13% of its goal. \$18,509 has been raised of the \$143,068 needed to match the \$71,534 Hall-Perrine Foundation grant. For each \$2 donated, the Hall-Perrine Foundation will give \$1 to the Heart of Iowa Elevator Project. The total project will cost \$214,602. **We need your financial support.** Please send your donation, payable to the Area Substance Abuse Council, to 3601 16th Avenue SW, Cedar Rapids, IA 52404



National Lock up your Medications Day - October 27, 2009


By Keiaffa Green, ASAC Prevention Specialist

Lock up your Meds Day is a national awareness day to bring attention to the rising numbers of teens who abuse prescription drugs. More than 3.1 million teens from the ages of 12-17 reportedly abuse drugs and 70% of those admit to getting them from family or friends.

Guidelines to protect your children

1. *Lock up your medications.* Place in secured places where your child cannot access them.
2. *Take inventory.* Track the names of your medications as well as the quantity of pills. It is important to count every pill in the bottle and keep updated records of what has been taken.
3. *Educate and Explain.* Educate yourself and your child on the dangers of abusing prescription medications and the health effects of abuse.
4. *Enforce.* Set up expectations for your child in the use of prescription drugs. Express your disapproval for any improper usage.
5. *Properly dispose of old and unused medications.*
 - Take them out of their original containers and mix them with an undesirable substance, such as used coffee grounds or kitty litter. The medication will be less appealing to children and pets, and unrecognizable to people who may intentionally go through your trash.
 - Put them in a sealable bag, empty can, or other container to prevent the medication from leaking or breaking out of a garbage bag.

For more information on proper disposal, visit the SMARxT Disposal Campaign
www.smarxtdisposal.net



National Lock-up Medications Day

Raising Awareness on Prescription Drug Abuse

Free Food, Music, Prizes & More!
When: Tuesday, October 27, 2009
from 5-7p.m.
Where: Paul Engle Center
1600 4th Ave SE

For any questions, please contact Keiaffa Green
at 390-1884 ext.209 or email kgreen@asac.us

WHAT TO DO IF YOUR CHILD ALREADY HAS A PROBLEM

If you suspect your teen is using drugs, do not wait to do something about it. You have options. Call the Area Substance Abuse Council at 319-390-4611 or visit us on-line at www.asac.us.