

\bigcirc Volume 5 WINTER 2006 **Generation Rx Has Arrived Teen Rx Drug Use an Epidemic**

The intentional abuse of prescription (Rx) and overthe-counter (OTC) medications to get high is now an entrenched behavior among today's teen population, according to new research released by the Partnership for a Drug-Free America[®].

The Partnership's 18th annual study of teen drug use and attitudes confirms that Generation Rx has arrived as an alarming number of today's teenagers are more likely to have abused Rx and OTC medications than a variety of illegal drugs like Ecstasy, cocaine, crack and meth. Nearly one in five teens report abusing prescription medications to get high; and one in ten report abusing cough medicine to get high.

"This study removes any doubt that intentional abuse of medications among teens is a real issue threatening the health and well-being of Arizona families," said Leslie Bloom, executive director of the Partnership for a Drug-Free America, Arizona Chapter. "We have a situation where a widespread and dangerous teen behavior has become normalized and has found its way into our homes. These findings should serve as a wake-up call to parents that their teen is facing a drug landscape that did not exist when they were teens. Unless we all take action, it is a problem that will only get worse."

"There is a world of difference between good medicine and bad behavior," said Benton Davis, CEO, UnitedHealthcare Western States and the Arizona Chapter Chairman."When these medicines are abused

- when they are used for anything other than their intended and approved purpose - they can be every bit as dangerous as illegal street drugs, said Davis."

Teens have the misconception that Rx and OTC drugs are safer than and not as addictive as illegal drugs. The study also found teens believe a key driver for abusing prescription pain relievers is their widespread availability and easy access. According to the data, more than three in five teens say Rx pain relievers are easy to get from parents' medicine cabinets; half of teens say they're easy to get through other people's prescriptions.

In response to the latest survey, The Partnership has created its first public service campaign targeting prescription misuse by teens.

The campaign, in both English and Spanish, has been distributed to media outlets across Arizona. The campaign speaks directly to parents by alerting them that their own homes are easily accessible sources for teens to obtain and abuse these medications. The campaign is comprised of hard-hitting television, newspaper, magazine and radio messages, and a comprehensive online component and is supplemented by informational brochures to help parents get the conversation started with their teen. For more information on the new campaign call the Arizona Chapter at (602) 664-5987.

PARENT TO PARENT By Cheryl Griffin-Cheng, Parent Partner

I had always made it a point of keeping abreast of the latest trends, drugs, and drug street names. I considered myself well educated on what it took to keep my kids away from drugs and alcohol. n addition, I made it a point to know both my children's friends and the parents. My kids were involved in sports, church, and school activities. I would monitor what they were exposed to both on the internet and television. Every time my children would come in the door, I would give them a hug to let them know them that I care and to get close enough to discreetly use my sense of smell in an attempt to detect the smell of alcohol or marijuana.

When I found that my child was using marijuana and alcohol I began random drug testing at a local facility. I searched his room, set up counseling sessions, and monitored his activities even more closely. Yet, in spite of my diligent efforts to be a responsible and informed parent, two years ago I almost lost my child to an overdose of Soma and alcohol. The signs that parents have been taught to look for with Marijuana or alcohol are not always apparent with prescription drug abuse.

I would suggest three important steps parents must take to ensure the safety and save the life of their child.

- They need to educate themselves on the trends and risks of prescription and over the counter drug use.
- They need to communicate with their child that using these drugs are not safe ways to get high.
- They need to safeguard their medicine cabinets to make sure their children don't have access to these medicines and encourage other family and friends to do the same.

If parents take these steps it will put them on the right track to not have to endure the pain my family has felt.

If you would like to volunteer as a parent partner please call the Arizona Chapter at 602-664-5987.

FROM THE DOCTOR-

What's the Big Deal About Marijuana?

"But it's only marijuana" or "it's only alcohol," you say. "It's a rite of passage." "Teens are expected to experiment." Not any more. The world has changed, and so have the drugs. In fact, the marijuana of today is stronger than ever before. Drug and alcohol use can lead to many negative health and social consequences, including bad grades, broken friendships, family problems, trouble with the law, etc.

Most important, teens' brains and bodies are still developing, and substance use can interfere with their emerging independence and efforts to establish their own identity. Drug and alcohol use can change the direction of a young person's life – physically, emotionally, and behaviorally. It can weaken the ability to concentrate and retain information during a teen's peak learning years, and impair judgment leading to risky decision making that could involve sex or getting into a car with someone under the influence of drugs.

"Experimentation," even with marijuana, can also lead to addiction. Not everyone progresses from use to abuse to addiction, but it is a dangerous road and there is no way to know who will become addicted and who won't.

Leslee Kelly is a Valley pediatrician who volunteers with the Arizona Chapter. She is practices in Phoenix and lives in Scottsdale. Dr. Kelly is the proud mother of three.

Spotlight: MARTY LAUREL

Marty Laurel represents Blue Cross Blue Shield of Arizona on the board and serves as the media committee chair. While media committee chair,



the Arizona Chapter has received more than \$1.5 million dollars in pro bono and news media opportunities.

Laurel has a strong connection to the Valley. He moved here 40 years ago after graduating

from college in Texas. He and his wife live in the northeast Valley and have two grown children. Protecting kids from drug use is an issue he cares about both personally and professionally and that's why he serves on the board.

"Drug abuse in its many forms destroys the lives of too many teens and adults and their families," says Laurel, "and that in itself is ample reason to want to help the Partnership dramatically reduce the use of illicit drugs in Arizona by being an active member of the board." Laurel adds, "Drug abuse also has a huge impact on individual health and wellness and on the cost of health care in our state. Since my company is committed to reducing unnecessary health care costs, it makes a great deal of sense for Blue Cross Blue Shield of Arizona to have representation on the Partnership's Arizona Chapter board." Laurel serves on many other Valley boards including St. Mary's/ Westside Food Bank Alliance, The Better Business Bureau and the Arizona Rural Development Council. He is also on the marketing task force for the Desert Botanical Garden and a member of Southern Arizona Leadership Council. For fun, Laurel likes to read, golf and travel

Phelps Dodge Gets Word Out About Meth



Phelps Dodge employees used this END METH billboard in Globe, AZ to bring attention and awareness to the issue. The space for the billboard was donated by Viacom/CBS Outdoor

Phelps Dodge employees and the Arizona Chapter of the Partnership for a Drug-Free America teamed up to provide communities with important methamphetamine prevention information. During the month of April 2006, Phelps Dodge employee volunteers, known as "Phelps Helps" offered free educational services in Miami, Morenci and Bagdad. The employees handed out hundreds of meth information kits and presented information to schools, students and community members about methamphetamine.

"We have nearly 8,700 U.S. employees at Phelps Dodge – 4,900 in Arizona alone – who live in communities where this is an issue of significant concern, said Tracy Bame, vice president of the Phelps Dodge Foundation. Bame described the partnership as a ""good opportunity to educate our own workforce, as well as other parents in our communities about the dangers of methamphetamine." "With concern about meth here in our state and with a new generation unfamiliar with the lethal nature of this drug, preventative action is essential," said Leslie Bloom, executive director of the Arizona Chapter. "We applaud Phelps Dodge employees and volunteers for their extraordinary work and commitment to educating parents and the community about this drug, said Bloom."

Fashion in the Park Fundraiser Helps Support Programs

Summer in Phoenix sizzled on the morning of August 31, 2006 when sponsors Greenberg Traurig and Johnson Carlier presented Fashion in the Park, a fundraiser at Saks Fifth Avenue for the Arizona Chapter.

The morning began with a welcoming reception at the Biltmore Fashion Park store. Guests were treated to a bistro breakfast and a beautiful show featuring models in new fall fashions. Following the event, attendees were special guests of Saks Fifth Avenue for a private shopping experience. \$20,000 dollars was raised at the event to support Partnering with Families[™] programs.

A special thanks to Saks Fifth Avenue, Dior, Molina Fine Jewelers and Lamar Everyday Spa for providing gifts and raffle items.



Carol Warner, president & COO, Johnson Carlier and chair, Fashion In The Park

Photos Courtesy of BlackTie-Arizona



Jyllene Miller, Jennifer Sind, Ann-Marie Luther, Sara Schramm









CBS 5 Sponsors Town Hall

Pam Overton,

Jennifer Dubay of

Greenberg Traurig-Presenting Sponsor

CBS 5 and the Arizona Chapter partnered to bring a town hall on drug prevention to the West Valley. The town hall was held at Ironwood High School in Peoria on October 26. Panelists for the town hall included (from left to right) Barbara Zugor, Executive Director, TASC, Sylvia Forry, parent, Leslie

Bloom, Arizona Chapter, Steve Conrad, Glendale Police Chief (back row) and Dan Saban, Buckeye Police Chief and West Valley Chiefs of Police President. Moderators for the evening were Nicole Crites, CBS 5 morning news anchor, Kent Dana, CBS 5 news anchor, Diana Sullivan, CBS 5 news anchor.

The Arizona Chapter would like to especially thank Chief Dan Saban and the Buckeye Police Department for its support of our organization. The Chief recently awarded the Chapter a \$30,000 grant to institute drug prevention programs in Buckeye and the West Valley.

Media and Community Partners Awarded at Breakfast

On July 12th, the Arizona Chapter treated 100 media and community partners to breakfast at the US Airways Center. The breakfast, held each year and sponsored by UnitedHealthcare and the Phoenix Suns, recognizes key media and community partners in our state. In 2005, the Arizona Chapter received more than 1.5 million dollars in pro bono public service advertising support for radio, newspaper and television. KASW (WB6) and KSAZ (Fox 10) received the national Achievement Award for their donation of air time. Each station broadcast at least 750 of The Partnership's television public service announcements over the year. Community partners acknowledged at the breakfast include Phelps Dodge, the Governor's Office of Children, Youth and Families, the Arizona Attorney General's Office, Sleep America and the Scottsdale Motor Mile. Each organization received a plaque for their service or donation to our organization.



Major funding support for the Arizona Chapter is provided by BHHS Legacy Foundation and Phelps Dodge. We would like to thank both for their extraordinary support and commitment to prevention. Pictured from left to right are Mary Thompson,Vice President of Development, BHHS Legacy Foundation and Tracy Bame, Vice President, Phelps Dodge Foundation.



The American Academy of Pediatrics received recognition at the event for its work with the Arizona Chapter on the successful Meth and Ecstasy Health Education Campaign from 2003 to 2005. Pictured are Sue Braga, Executive Director for AAP and Peggy Stemmler, past President of AAP.



The Cox Media team received recognition for its support of the Partnership's Cause Marketing Campaign with Scottsdale Motor Mile. The television message featured members of the Scottsdale Motor Mile stressing the importance of talking with your children about the dangers of meth. Pictured are Cathy Blanford, Local Sales Manager, Mark Jamnik, Account Executive, Marc Dubowy, Owner Mark Mitsubishi and Vice President of the Scottsdale Motor Mile. To see the ad, log onto www.scottsdalemotormile.com and click on community.



KASW/WB6 received the national Achievement Award from The Partnership for a Drug-Free America for extraordinary public service support. Pictured are Dean Apostalides, General Sales Manager, Molly Stockwell-Ophus, Account Executive, Jaime Aiken, General Manager, Scott Rein, Local Sales Manager.



KSAZ, Fox 10 Received a national Achievement Award for the stations public service support in 2005. Pictured are Amy Vynalek, Community Affairs Director and Dave Pennington, Account Executive

Helpful Hints for Parents – Please clip and post this information in your home, at work or school.

Having trouble finding time to talk to your kids about drugs? Or even worse – having trouble finding the right words? Here is a suggested conversation for you to practice before you have the talk if you suspect your child is drinking or using drugs. The Partnership for a Drug-Free America® Arizona Chapter

Parent: We are so scared; we hardly know what to say. Teen: What are you talking about?

- P: You have been using drugs/drinking.
- T: No I haven't.

Clip and save

- P: We know you have. And there have been a number of times in the past couple of weeks, when we've noticed something is terribly wrong. Now we know what it is.
- T: What are you talking about?
- P: We don't know how long this has been going on, but it must stop now, because we feel we are losing you. You have had a total personality change—you don't seem to care about anything anymore...school work, your job, our family, even keeping yourself clean! We know you are supposed to be growing and changing. But there is a difference between healthy and unhealthy change. The changes we see are very unhealthy and we're going to help you get them under control so they don't destroy your life and your future.
- T: I don't care about my future.
- P: That is clear to us, and one of the reasons we are so disappointed. Remember when you did ...(use a positive example of behavior from the past)?
- T: That was when I was a baby.
- P: But you had something: a purpose... (or a talent, a special ability, a quality) which has gotten clouded over by your substance use. And you certainly won't be able to develop your potential in such a clouded state. We still believe in you. So we're going to help you bring that gift you still have back into focus. The first step will be to give up using the substance(s).

Our rules and consequences are going to be very firm, because you have broken them. But in the long run, the rules are going to help you get back to being yourself. And you are going to be so proud of yourself! You will be proud of two things: for bringing back your special abilities and for beating the drug/alcohol dependency.

For additional practice conversations visit www.drugfree.org

Quick Facts

Inhalants – Danger Right Under Your Nose

One out of every five teens in America has used inhalants to get high - and inhalant abuse can begin at a very young age. Known among kids as "huffing," "bagging," or "sniffing," inhalant abuse is the deliberate inhalation of common products found in homes, offices, and schools to get high. It can kill the first time it's used and what's more frightening is that kids have easy access to most inhalants.

Inhalants can be found in hundreds of common products, including computer cleaner, nail polish remover, gasoline, the propellant in aerosol whipped cream, spray paint, modeling glue, air conditioner fluid (freon), cooking spray and correction fluid. For a free brochure on what parents need to know about inhalant abuse visit www.drugfree.org.

Arizona Chapter Delivers New Hispanic Meth Campaign to the Media

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In July 2006, the Arizona Chapter released a new methamphetamine campaign targeting the Hispanic community. The English and Spanishlanguage campaign messages include public service advertisements for television, radio and print.

The research-based prevention campaign targets two audiences— Hispanic young adults ages 18-25, the demographic most likely to use meth, and adults ages 25+, especially parents and family influencers in extended families.

The campaign follows the release of a new Partnership research study revealing a troubling vulnerability among Hispanic teens when it comes to meth use. Historically, rates of illicit drug use in the Hispanic population are lower than those in White or Black populations. Data on methamphetamine, however, mark a concerning departure from that trend, with Hispanic meth use on par with that of White populations, and far higher than Black or Asian populations.

According to the 2005 Partnership Attitude Tracking Study conducted by Roper:

- Hispanic teens are almost twice as likely to have tried meth than White or Black teens.
- 1 in 3 Hispanic teens grades 7-12 reports having close friends who use meth,
- Only 49 percent of Hispanic teens—less than half—see "great risk" in trying meth once or twice.

Additionally, qualitative research among Hispanic parents revealed a low awareness of meth's prevalence and its dangers. Benton Davis, chair of The Partnership for a Drug-Free America, Arizona Chapter says, "We cannot allow methamphetamine to become a more destructive threat to Latino families, or to become a mainstream drug for teens, and the best way to prevent that is to help adults, family influencers and teens understand how meth can destroy their health and their future."

The young adult messages, available in both Spanish and English, paint a graphic portrait of the devastating physical and psychological consequences of meth use. One television spot, "Head" features a young girl talking to a friend, downplaying the effects of her meth use. As she talks, her sunglasses are removed to reveal sunken eyes, a scarf taken off to show the telltale skin lesions common among meth users, and when she smiles, she shows off a mouthful of loose, rotting teeth.

The adult-targeted messages, available only in Spanish, appeal to parents and family influencers to be proactive in learning and talking with teens and young adults about the dangers of meth. The messages emphasize the price of doing nothing—stressing that no matter how awkward the conversation, meth is a threat that must not be ignored.

For more information about methamphetamine, please visit www.drugfree.org/meth.



Arizona Chapter

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The mission of The Partnership for a Drug-Free America is to *reduce illicit drug use in America*. The Arizona Chapter recognizes the devastating impact of teen drug use on our state. Through its programs, The Partnership inspires and persuades Arizonans to join in a united effort to prevent illicit drug use among teens through community-based education.

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