



## Tobacco Targets Nebraska Youth

In October, Natasha Doty contacted the SCIP office about writing an article about the tobacco industry and No Limits. Natasha is a Senior at Lincoln East High School. She has been involved with No Limits since the summer of 2008 and this is her first year on the Youth Board. The following article was submitted by Natasha for our SCIP Newsletter.

*"It is important to know as much as possible about the teenage smoking patterns and attitudes. Today's teenager is tomorrow's potential customer."* - Tobacco Industry

More people die from tobacco use each year than are killed by AIDS, alcohol, motor vehicles, homicide, illegal drugs, and suicide combined. Despite this fact, the tobacco industry spends \$75.8 million per year marketing its products in Nebraska alone. Every year 2,100 Nebraska kids under the age of 18 become new daily smokers, and 90 percent of all adult smokers begin before they reach the age of 19.

Always evolving, the tobacco industry is constantly seeking to addict new customers. Most recently, tobacco companies have come out with dissolvable products that they're marketing as an alternative to cigarettes, which include smokeless and spit-free products. They also employ marketing campaigns geared towards young women such as pink packaging, purse packs, and references to popular songs in their brand name. Tobacco companies are selling these products with glamour and rebellion. Additionally, tobacco companies are using bright packaging, music artists, discounts, free samples, candy flavored tobacco, detailed graphics, and the sense that smoking will make the user mature. It is time for Nebraska youth to take a stand.

No Limits is a youth-led movement that seeks to expose the tobacco industry's marketing tactics and oppose its influence. Youth take the initiative to educate themselves about the tobacco industry's tactics, and serve as activists, educating their peers about tobacco's lies. They plan and implement projects, big and small, that they and others can get excited about sharing. For more information on becoming involved with No Limits, go to [www.nolimitsnebraska.com](http://www.nolimitsnebraska.com).

### Sources:

- <http://www.nolimitsnebraska.com/facts/facts.php>
- <http://www.tobaccofreekids.org/research/factsheets/index.php?CategoryID=13>

## Marijuana In The Movies

According to *Time* magazine, marijuana use has definitely made a comeback in movies. Movies such as *The 40-Year-Old Virgin*, *Knocked Up*, and the upcoming *Pineapple Express* have all featured marijuana. Other movies and TV shows have marijuana themes and stoner characters such as: *Weeds*, *The Wackiness*, the *Harold and Kumar* films and *Humboldt County*.



*Pineapple Express* is named after a potent but fictional strain of pot.

(Source: [www.jointogether.org](http://www.jointogether.org); 7-1-08)

## WRAP Workbook For Kids

Wellness Recovery Actions Plans (WRAP) have been used by adults throughout Nebraska. Now they have been tailored to benefit children and youth!



A WRAP is individualized to each person who creates it. It serves as a tool for their recovery by having the individual identify what makes them well and incorporate tools and strategies into their life that assist them in maintaining their wellness.

The WRAP Workbook for Kids is designed for children ages 7-12 and helps them discover what they can do to feel good, stay well, and even feel better when the going is hard. Their WRAP can be changed and adapted as they get older.

To learn more about WRAP and the benefits it can offer both adults and children, please visit:  
<http://www.mentalhealthrecovery.com>.

(Source: The Kim Foundation, August 2008)

## Help Stop Underage Use Of Alcohol Or Other Drugs

The public can help law enforcement agencies stop underage use of alcohol or other drugs. If you hear of a planned underage drinking party, please call the MIP Hotline at 393-4444 in Omaha. Nebraska residents who live outside of the Omaha metropolitan area can call 1-866-393-4445 toll free.

You do not need to leave your name, and all information will be strictly confidential.

The MIP Hotline number can also be used to anonymously report anyone who is providing alcohol, tobacco, or any other drugs to young people.

(Source: PRIDE-Omaha, Inc. Newsletter)



# PARENTS ON-LINE

## Internet Safety

The following are 10 Internet acronyms every parent needs to know:

- POS — Parent Over Shoulder
- PIR — Parent In Room
- P911— Parent Alert
- PAW/PAL — Parents Are Watching/Listening
- 420 — Marijuana
- ASL — Age/Sex/Location
- LMIRL — Let's Meet In Real Life
- ADR — Address
- KPC — Keeping Parents Clueless
- KFY — Kiss For You

In addition to learning frequently used acronyms, parents can limit the amount of hours kids spend online and monitor their activity to some degree. It is also a good strategy to limit online access to a single computer in a very public location in your home.

(Source: LCAD online newsletter)



## Empowering Parents: Time To Talk

TimeToTalk.org is a great resource for parents. It supports and empowers parents and caregivers to have frequent and positive conversations with their teens to keep them healthy and drug free. Parents can open new lines of communication by learning to text message. Parent visitors to TimeToTalk.org can learn to talk to their kids about drugs and alcohol in their own language by downloading a "Time To Text" guide offering tips on sending a message to their kid's cell phone. Parents can also download a wallet card with shortcuts teens use when text messaging. Research continues to show that kids who learn a lot about the risks of drugs at home are up to 50% less likely to use than those who do not. Yet, only 32% of teens report that they are getting this vital message from their parents.

(Source: www.jointogether.org; 8-5-08)

## Parent E-Newsletter

Parents are able to sign up for a great resource. TheAntiDrug.com produces an e-newsletter with Parenting Tips. It is a regular e-mail notification with advice and strategies to help keep teenagers healthy and drug free. Go to <http://www.TheAntiDrug.com/Newsletter.asp> to sign up!

## 'Tis The Season: Prevent Misuse of Cough Medicine

As the cough and cold season arrives, it is especially important for parents to realize that over-the-counter medications used to relieve the symptoms of coughs and colds can be abused by youth. These products are easy to find in the home, or the home of a relative or friend. They are also easily shoplifted.

"The Five Moms: Stopping Cough Medicine Abuse Campaign" is a national campaign begun by five women to raise awareness of the problem of cough-medicine abuse. They use a variety of on-line tools to reach parents, including a website, blogs, messaging and videos. The campaign encourages mothers to talk to their children about the dangers of abusing cough medicines.

The original five moms starting the campaign include a pediatric nurse practitioner, an accountant, a mother of a former cough medicine abuser, a D.A.R.E. officer and deputy sheriff, and an educator. These women are from all across the United States.

Studies show that parents who talk to their kids about the dangers of drug abuse have children who are half as likely to abuse drugs. Cough medicine abuse is an alarming trend among youth, who may intentionally take 25-50 times the recommended dose to get a "high" from the dextromethorphan.

Here are some tips for opening a conversation with teens about cough medicine abuse:

- Educate yourself
- Safeguard medicines at home
- Communicate with your teen
- Monitor internet usage
- Recognize signs your teen may be abusing cough medicine

(Source: www.teuters.com; May 2008)

