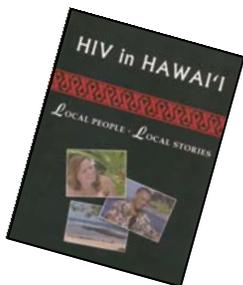




WHAT'S NEW!

HIV in Hawai'i: Local People, Local Stories

As the cases of HIV/AIDS continue to rise globally and on the mainland, we must acknowledge that this virus also affects us here in Hawai'i.



Through the personal stories of two local people affected by HIV, this video emphasizes the importance of education and compassion as keys to prevention. Because of the intense emotional nature of this video, teachers shall only use this resource in conjunction with a state-approved HIV/STD prevention curriculum.

-taken from video jacket (20 min., DVD)

Alcohol, Drugs and Date Rape

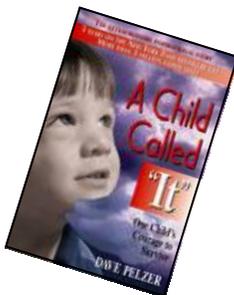


What do alcohol and other drugs have to do with date rape? Plenty. This brochure explains it all in an easy-to-read format. Filled with facts, statistics, definitions of drugs, rape, and tips to help avoid dangerous situations.

(One page brochure)

A Child Called "It"

This book chronicles the unforgettable account of one of the most severe child abuse cases in California history. It is the story of Dave Pelzer, who was brutally beaten and starved by his emotionally unstable, alcoholic mother: a mother who played tortuous, unpredictable games that left him nearly dead. He learned how to play his mother's games in order to survive because she no longer considered him a son, but a slave; and no longer a boy, but an "it." His bed was a cot in the basement, his clothes were torn, and he was rarely allowed food. The outside world knew nothing of his living nightmare. He had nothing or no one to turn to, but his dreams of someone taking care of him, loving him and calling him their son kept him alive.



-taken from HCI online



Not Just an Energy Drink Anymore

By:
Jesseka
Hoerdeman

Work hard, play hard, sleep hard...

In Hawai'i, teens, young adults and young professionals are no different than everywhere else. We like to have a good time, and when it gets late we rely on our body to tell us when it is time to go home.

This creates a problem for bar and club owners who capitalize on individuals who consume massive amounts of beer, wine and hard alcohol well into the morning hours. When midnight rolls around, our internal clocks usually say it is time to sleep; however, the bars are still open for two, sometimes four more hours.

How does the industry combat this problem? Introduce a sugary sweet caffeine-blasted energy drink that mixes perfectly with hard alcohol, and you've got it! An alcohol distributor's dream: **a legal stimulant that masks alcohol's depressing side effects** for up to 12 hours and costs anywhere from \$7-\$10 a pop. Now the individual feels super-human and is unable to recognize their own body signals trying to tell them they've had enough to drink.

Although the initial target market for energy drinks was for young and trendy people who participate in the club scene and in extreme sports, the market has now broadened and includes anyone feeling the need for an energy-kick or mental boost. Young children who have grown up with soda and other caffeine-based drinks think that these legal/sold over the counter energy drinks are perfectly safe. Product names like *Red Bull*, *Monster*, *Full Throttle*, *RockStar* and *Amp* add to their youthful appeal.



The marketing for these drinks is very catchy and exciting, but more importantly, misleading. Websites and commercials promote them as healthy stimulants that improve performance, increase concentration and stimulate metabolism. They neglect to mention the **jitters, anxiety, increased blood pressure and heart rate, and extreme dehydration** often experienced by consumers. *Red Bull* and other sweet-tasting drinks change the flavor of alcohol, producing a more appealing taste. This has led to an increase in younger consumers who typically do not enjoy the taste of strong hard liquor alone.

The most imminent threat of the combination of energy drinks and alcohol is **cardio-pulmonary or cardiovascular (heart and lung) failure**. According to the National

Institute of Health, high levels of caffeine can boost heart rate and blood pressure, causing palpitations. When you add this sugary, caffeinated mixture to alcohol, you further increase your risk of heart rhythm problems. **Mixing the stimulants and depressants sends contradicting messages** to the nervous system which can also cause cardiac-related troubles.

The few reported cases of death connected with heavy alcohol and energy drink consumption were caused by **severe dehydration**. Alcohol dehydrates the body (which is one cause of hangovers), and the caffeine in the drinks is a diuretic, which causes you to lose water.

In addition to caffeine, the majority of energy drinks contain a concoction of legal stimulants including **ephedrine, guarana, taurine and ginseng**. Most of these drinks sold in stores have **not been approved by the FDA** because they contain an ingredient that far exceeds the recommended amount, or it might not be proven to have any health benefits. For example, it is estimated that the popular energy drink *Red Bull* has about as much taurine in it as 500 glasses of red wine. Taurine, an amino acid naturally found in seafood and meat, is believed to help detoxify and clean the system when used in healthy amounts. However, excessive amounts will **suppress the activity of the central nervous system**.

Perhaps the most disturbing energy drink of them all is the new *Cocaine in a Can* that boasts on its website that it is 350% stronger than *Red Bull* and is a "legal alternative" to the illegal stimulant crack cocaine. People worldwide have protested this new beverage, and have accused sellers of being "Drug Dealers in a Can".



Parents, educators and advocates wrote letters of protest, circulated press releases, contacted legislators, called stores that sold the beverage as well as the *Cocaine in a Can* distributors, and were successful in getting the product off the shelves in almost all states. The successful rejection of *Cocaine in a Can* shows the power we all possess to voice our opinions and protect our children and ourselves from dangerous products. Before another drink became a colossal fad like *Red Bull*, we banded together in our opposition and proved yet again that PREVENTION WORKS!

If you have any questions about the dangers of energy drinks or energy drinks mixed with alcohol, please contact the R.A.D.A.R. Network-Prevention Resource Center (PRC) at (808) 545-3228 x. 34. You may also visit our website at: www.drugfreehawaii.org.

Campaigns and Initiatives

Meth, or Ice, as we in Hawai'i more commonly refer to it, continues to be one of the most problematic drugs facing our country.

Methpedia.org is a comprehensive online database containing up-to-date information.

Based on a need for reliable resources, this site was specifically designed for parents, students, teachers, community members & leaders, law enforcement, retailers, businesses, and concerned citizens. Useful sections include an introduction to meth, news archives updated daily, podcasts, blogs, and PSA media files. Methpedia organizers believe that with proper information and strategic thinking, together we can combat the forces that contribute to meth use and addiction.



Call the PRC at
545-3228 x34 or
1-800-845-1946 x34
print materials and
mail-outs are FREE



HAWAII STATE DEPARTMENT OF HEALTH
HEALTHY PEOPLE-HEALTHY COMMUNITIES-HEALTHY ISLANDS
Alcohol and Drug Abuse Division
through Federal Substance Abuse Prevention
and Treatment Block Grant Funds



Web Links

Drug-Free Hawaii Awareness Month

Mark your calendars...a special month is around the corner! February is a time to increase awareness and take action against substance abuse. We encourage individuals, families, schools and communities to join together in activities to promote healthy, drug-free lifestyles.



This event is to honor those who make meaningful and substantial contributions to their communities through their passion for promoting a safe and drug-free environment, their willingness to help, and dedication to the people they serve.

February 9, 2007

Visit your local library and check out this year's prevention display board! The facts, illustrations and ideas shown on the display can be helpful in providing you and your family with the essential tools needed to keep a safe and healthy home and community.

February 2007



February 25, 2007

Once again, it's that time of year! We invite your family to learn about substance abuse prevention while enjoying the rhythm of top local performers, munching on a variety of ono foods, and enjoying a picnic-like atmosphere at the park.

FREE!

**Kapi'olani Park Bandstand,
12:00-5:00 p.m.**

My Choice...Drug-Free and Proud!

Upcoming Training

Substance Abuse Prevention Specialist Training (SAPST)

Date: February 6-9, 2007
Location: Alcohol and Drug Abuse Division
Kakuhihewa Building
601 Kamokila Blvd. Kapolei, Oahu

For registration info, please contact: Naomi Yamamoto (808) 692-7506

www.collegedrinkingprevention.gov
College Drinking—Changing the Culture

Don't be misled by the title— this site was created by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) to be a one-stop resource for comprehensive research-based information on issues related to alcohol abuse and binge drinking among college and high school students. Features a terrific *Interactive Body* activity that takes the viewer through a tour of the body and explains alcohol's varied effects.

mediafamily.org
National Institute on Media and the Family

This organization's mission is to build healthy families through the wise use of media through research, education, and advocacy. Since 1996, they have worked to help parents and communities "watch what our kids watch". Their MediaWise program can be adopted in communities to help families make wiser media choices. The website includes action guides, discussions on hot topics, and online polls.

www.spanusa.org
Suicide Prevention Action Network USA

SPAN USA, a national suicide prevention organization, recently joined with SAMHSA to establish and administer the National Action Alliance for Suicide Prevention. Their goal is to build a web of alliances, knowledge, policies and programs needed in communities nationwide to halt the preventable tragedy of suicide. Check out SPAN USA's website for suicide prevention, facts, survivor resources, research, and a very touching *Share Your Story* section with stories written by families and loved ones.

For more information on courses offered and accredited by the Department of Health, Alcohol and Drug Abuse Division (ADAD) please call (808) 692-7506, or visit their website: <http://www.state.hi.us/health/>

Newsletter published by the Coalition for a Drug-Free Hawaii



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