

Hawai'i Regional Alcohol & Drug Awareness Resource (RADAR) Network



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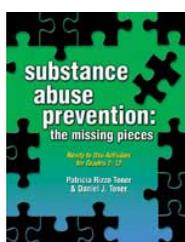
Distributed by The Coalition for a Drug-Free Hawaii, Prevention Resource Center

What's New!

The Prevention Resource Center's Lending Library has an extensive collection of books, videos and research dealing with substance abuse prevention, treatment, recovery and other related issues. This is accompanied by a clearinghouse of free information brochures and other handouts.

Substance Abuse Prevention: The Missing Pieces

Ready to Use Activities for Grades 7 - 12



Fifty-one reproducible classroom activities and lesson plans are a great resource for teaching the prevention, use and abuse of alcohol, tobacco and other drugs. The activities are divided into sections that allow teachers to select an activity based on the curriculum topic being covered. Each lesson includes the National Health Standards being addressed, behavioral objectives, needed materials, complete instructions and suggestions for discussions.



Kids, Drugs, Crime & Consequences

This DVD features three videos, each one containing a special message designed for school-aged-children from the 4th grade and up, as well as teachers, parents, juvenile justice agencies and the like. The three videos are: "It Never Goes Away," "Not Free" and "Hard Knocks High."

How to Hold Crucial Conversations about Drugs with Your Teenager



This card, produced by *Parents: The Anti-Drug*, outlines how to plan and execute talking with your teens about one of the biggest issues they will face during this period of their life. They present 5 tips including, "Confront with facts, not judgments" and "Discuss, agree on, and stick with boundaries."

Marketing Drug Culture to Youth

Research done by the National Center on Addiction & Substance Abuse (CASA) shows the longer youth delay their initiation into using addictive substances, their risk of abusing those substances later in life is lowered. CASA also found that in 2005*, 15% of state budgets were used to address the negative consequences of drug and alcohol addiction, including healthcare costs, incarceration costs, child and family welfare costs and many others. In the face of this evidence is the looming shadow of targeted drug marketing to our youth. This tactic of normalizing and selling positive ideas of drug use to kids only contributes to the rising costs of addiction in our communities. Included are three examples of this type of marketing.



*Shoveling Up II: The Impact of Substance Abuse on Federal, State & Local Budgets (May 2009)

ALCOHOL

Advertising for alcohol products is the most prolific of the three categories presented here. Alcohol advertising is the least restricted, as it can be seen or heard through the most venues such as TV, radio, print, signage and the internet. While alcohol consumption may be legal for those 21 and over, industry advertising reaches everyone. The Surgeon General simply put it as, "The alcohol industry has a public responsibility relating to the marketing of its product, since its use is illegal for more than 80 million underage Americans."

Hand in hand with the promotion of alcohol to youth, so goes the promotion of alcohol culture to youth. An example of this is the selling of flasks, clearly intended to be used for alcohol consumption, in accessory stores frequented by teen and tween girls. The product is dressed up, made flashy and sold alongside the other glitter and glitz that appeal to younger women. Supposedly, this store is meant to cater to the young adult female demographic; however from the crowds of teen girls that can be seen any given day shopping in the store, we know this claim isn't true. These products serve to normalize and glamorize alcohol



for teen and tween girls; yet this nationwide store has declined to stop selling them.

TOBACCO

In a report titled, "The Role of the Media in Promoting and Reducing Tobacco Use," scientists found tobacco marketing is casually linked to increased tobacco use, and smoking depicted in movies is casually related to youth smoking initiation. This is not surprising, as in 2005 the tobacco industry spent \$13.4 billion on advertising in the United States. Comparatively, youth anti-tobacco campaigns were only able to spend 5% of what the tobacco industry did.



Now, in an attempt to make nicotine addiction more palatable for the public, tobacco companies are making spitless chewing pouches and candy-like lozenge nicotine products. The secretive nature of these products make them more desirable for youth looking to cover-up their nicotine use. Additionally, flavors such as "mellow" and "fresh" mint appear to particularly target young first time users, by creating appeal with cool flavors. These products serve to keep smokers addicted, and generate new generations of addicts.

Other Drugs

Street drugs are often marketed in many different ways to youth today; from commercials involving "the munchies," to comedy movies whose central plot theme is doing or obtaining drugs. A company called "Chronic Candy" markets marijuana to youth with products such as hemp flavored lollipops and energy drinks. The company's slogan is, "Every lick is like taking a hit."

To market their products they post pictures of famous people holding their products (sometimes with a hemp drink in one hand and a joint in the other), and go on tour with bands across the U.S. Some of the bands they've toured with are Akon, No Doubt, Black Eyed Peas, Lil John and many others. While they claim to target the over 18 crowd, their touring partners show this to be false.

Their products do not have THC in them (the chemical in marijuana that creates the "buzz"), however with flavors such as "OG chronic" and "sticky icky buds" the company succeeds in indoctrinating youth into a "weed culture." While these products do appeal to adults, it is undeniable that candy and sugary drinks are highly desirable among young people. Their products serve to equate marijuana with candy in the minds of youth, helping them to think marijuana is just as harmless as the candy they buy at the grocery store.



Which is watermelon flavored, Which is hemp flavored?

Alissa Schneider, PRC Coordinator

Contact the Prevention Resource Center
545-3228 x34
1-800-845-1946 x34
prc@drugfreehawaii.org
Resources are free!

The Coalition for a Drug-Free Hawaii is a non-profit organization that provides innovative programs & services to help keep Hawai'i children & families healthy, strong & resilient.



NOT EVEN ONCE

The Hawaii Meth Project is a large-scale prevention program aimed at reducing Meth use through public service messaging, public policy, and community outreach. Central to the program is a research-based marketing campaign that graphically communicates the risks of Meth use. The Meth Project has been repeatedly cited as a powerful private-sector response to a devastating social problem and was recognized by the White House as one of the nation's most effective prevention programs.

The Meth Project's core message, Not Even Once, speaks directly to the highly addictive nature of Meth. Every day, people are faced with the decision to try Meth. Many perceive benefits in using the drug, but little-to-no risk. This is the root of the problem. The goal of the Hawaii Meth Project is to arm teens and young adults across the state with the facts about methamphetamine so that they can make well-informed decisions when presented with the opportunity to try it.

hawaiimethproject.org





Hoa Aina O Makaha



Whenever someone visits Hoa Aina O Makaha for the first time, their response is frequently; "Many people don't know about this place, Hoa Aina O Makaha – the Farm (as it is known to many)!" We respond with a smile. For us, it is fine that not everyone knows about the farm. For those who discover it, at least for many, it has become a very special place for them. The best kept secret of Wai'anae!

For the 550 children of Makaha Elementary School who come regularly during the week, it is a place where learning is fun. Every day they discover the secret of the land, they learn to take care of her, and appreciate what she gives them in return. It is in the caring and respect of the land that they learn how to take care of themselves and each other.

For the nearly 6,000 students, teachers and parents from visiting schools around O'ahu, the farm has become a special field trip site, filled with adventure, surprises and fun! You can hear it in the children's squeals and wows and laughter. Even the animals anticipate their arrival, as the goats boldly walk up to the fence waiting to be fed. The children respond with giggles and surprise as the animals take the leaves or feed from their little hands. As they continue on their tour to the nursery and gardens, they greet the plants and trees. Many of the children are hesitant about putting their hands in the soil, but once they feel how warm the soil feels, they take in all the pleasure of planting a seed or a seedling. Then they have an opportunity to harvest some vegetables planted by a previous class that visited the farm. It is a special gift to be out with their silence, under the warm morning sun, to feel a whisper of a breeze passing through, to feel the warmth of the soil, or the softness of a rabbit's fur, or the nervous squawking of the hens. It is the way of giving from the land to those who visit her with open hearts and mind, and in return visitors give back to the land with their silence, with their laughter, respect and hopefully a new perception of our interconnectiveness to each other and our environment.

For all of us who are part of the life of this land daily, we must also step back sometimes to be able to appreciate everything around us, especially the children. Through the eyes of children, the way is clear, their spirit strong and direct, they are our teachers and our reminder that the land is healing, it teaches us to become more compassionate, that even if what we do is not perfect we gather strength together and continue. We also learn that the spirit of each child, youth, adult and visitor leave their positive energy that is absorbed by everything that is present on the farm.

Since 1979, Hoa Aina O Makaha has centered its focus on supporting family, community self-reliance and peacemaking on the Wai'anae Coast. "The Farm", as it is known by community residents, is a place where dreams have become a reality by developing a barren piece of land into an educational center. Together with the children of our community, Hoa Aina helps to rediscover Hawaiian culture; love for the land, and love for each other and the world. Our programs include farming, Hawaiiana, alternative energy, water management, and a Peace Center to share values and experiences.

Hoa Aina O Makaha (Land shared in Friendship) is located on the Wai'anae Coast, leeward or west side of the island of O'ahu and is situated on five acre of land leased from the Roman Catholic Diocese of Honolulu and adjacent to Makaha Elementary School.

Hoa Aina O Makaha's mission is:

*"Creating Peaceful Communities in Harmony
With Nature Through the Eyes and Hearts of the Children"*



Web Links

www.therealmessagene.net

REAL was started in 2000 with a group of about 15 youth from around Hawaii. All shared a common value; the tobacco industry's manipulation of our generation must be exposed and stopped! Real's mission:

- To attack the industry, not the consumer
- To expose the tobacco industry's manipulative tactics and their effects
- To educate, protect and empower young generations.

www.commercialexploitation.org

The Campaign for a Commercial Free Childhood's (CCFC) mission is to reclaim childhood from corporate marketers. A marketing-driven media culture sells children on behaviors and values driven by the need to promote profit rather than the public good. The commercialization of childhood is the link between many of the most serious problems facing children, and society, today. Childhood obesity, eating disorders, youth violence, sexualization, family stress, under-age alcohol and tobacco use, rampant materialism, and the erosion of children's creative play, are all exacerbated by advertising and marketing.

cspinet.org

The Campaign for Alcohol-Free Sports TV works to publicly define the problem of alcohol advertising on televised sports. Recent studies suggest that youths' repeated exposure to alcohol advertising influences their decisions to drink and to participate in more frequent and heavier drinking. One critical step in addressing the problem of alcohol use by young people — and the companion problem of excessive drinking among adults — is to curb alcohol advertising on televised sports.

CSAC Distance Learning Websites Approved By ADAD

NOTE: these sites may be used for a maximum of 135 hours for Certification Applicants and maximum of 20 hours for Renewal Applicants

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| www.dlcas.com | www.ceuinstitute.com |
| www.naadac.org | www.addictionED.org |
| www.ceuuniversity.com | www.fare-wi.org |
| www.attcnetwork.org | www.wmich.edu/conted/dde |
| www.last-homestudy.com | www.cequick.com |

CSAC Study Guide and Practice Written Exam Website:

www.readytotest.com

For information on trainings offered or approved by the State Alcohol and Drug Abuse Division

call: (808) 692-7506

Or visit: hawaii.gov/health/substance-abuse/training/index.html