Drug Use 2012:
Social Norms, Behaviors and Trends
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Director of Community Education

The Rule of 5

- 5 year plan
  - How old is your kid? What do you want them to know 5 years from now?
  - Start talking
- 5 years of age
  - This is the average age experts advise you should start having the drug talk

Push ‘em toward their PASSION

- #1 Reason teens use drugs...
  - Boredom
- What are you passionate about?
  - Sports/Fitness – team, classes, 5K
  - Dancing – classes, fun, events
  - Pets – rescue, shelters, volunteer, veterinarian
  - Music – singing, listening
  - Reading – for fun, as a volunteer
  - Writing – songs, poetry, books
  - Teaching – any classes
  - Art – are the creative? Photography, drawing, painting
  - Computers – games, social media, websites

Love this Life

- Commit to long term planning
  - Friday is not long term planning
  - What do you want to do? Where do you want to go?
- Take the lead
  - Be strong, independent, confident… do what matters
  - Make decisions now for later
- Choose wisely
  - Know your choices impact others
  - … and your future
- Reduce your risks and…
  - Extend your opportunity of life

Questions to ask yourself...

- What is gumming your drugs?
- How are heroin and Oxycontin similar?
- What is synthetic cocaine?
- What is K2?
- What is the street value of Oxycontin?
- What is Strawberry Quick?
- What is Four Loko?

Are you “disconnected”??

What is Normal?

- Everyone is having sex…
- Everyone is doing drugs…
- Everyone is staying out late…
- Everyone is going to this party…
- Everyone is wearing this…
- Everyone is watching this…

Who is EVERYONE?
"Teens' behavior is strongly associated with their parents’ behavior and expectations, so parents who expect their children to drink and use drugs will have children who drink and use drugs."

Joseph A. Califano, Jr., CASA's chairman and founder and former U.S. Secretary of Health, Education, and Welfare
What are your teens watching/hearing?

- **Music**
  - Jay Z – Empire State of Mind – “MDMA got you feeling like a champion. The city never sleeps, better slip you an Ambien”
  - Kesha – Tik Tok – “I brush my teeth with a bottle of Jack…when I leave for the night, I ain’t coming back”
- **Internet**
  - Youtube, Hulu, Metacafe, Vevo, etc.

People on Facebook

- More than **one billion** users
  - 600 million active
  - 250 million active users on mobile devices
  - 50% of our active users log on to Facebook in any given day
  - Average user has **130 friends**
  - People spend over **700 billion minutes per month on Facebook**

www.youtube.com

- Turns 7 years old in 2012
- Over 2 Billion views per day
- People upload over a day’s worth of video to YouTube every minute

[Link](http://www.wired.com/epicenter/2010/05/five-year-old-youtube-tops-networks-primetime-with-2-billion-views/#ixzz0peF1QHu)

www.youtube.com

- Snorting vodka shots
- Eyeballing vodka
- Smoking vicodin
- Vodka beer bongs
- Anal beer bongs
- Vodka tampons
- Snorting pixie sticks
- Drinking hand sanitizer

Exposure, Norms and Role Models

- Know the media and social media teens are exposed to
- Heighten standards and expectations - voice and set your norms
- Model good behavior and surround your teen w other positive adult role models

Highs in the Home

**You don’t need to know a drug dealer to get high**

- Cabinets
  - Medicine
    - Prescription, OTC
  - Liquor
  - Office
    - Dust off, whiteout, markers,
      - Kitchen
        - Air freshener, cleaners, aerosols
        - Garage
          - Paints, cleaners, etc.
**THREE MOST PREVALENT DRUGS OF ABUSE:**

- **ALCOHOL**
- **CIGARETTES**
- **MARIJUANA**

* Prescription Drugs


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**The Rx Nation**

- Every day **2,700 teens** try a prescription drug to get high for the first time.
- **Half of teens do not see a great risk** in abusing prescription (Rx) or over-the-counter (OTC) drugs.
- **1 in 5 high school students** have abused prescription drugs, including the opioid entry painkillers OxyContin, Percocet, and Vicodin.
- **Visits to ER's involving nonmedical use of prescription narcotic pain relievers has more than doubled** between 2004-2008 for youth.

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**More Rx Drug Info**

- **More AZ teens died from abusing prescription pills than cocaine, methamphetamine and heroin combined** (AZDBHS, 2006)
- **Drug fatalities more than doubled** among teens and young adults between 2000 and 2008
- **Overdose deaths involving Rx painkillers (OxyContin & Vicodin) and anti-anxiety drugs (Valium & Xanax)** more than tripled between 2000 and 2008
- **Drug deaths now outnumber traffic fatalities in US** (September 17, 2011 – LA Times)
  - Most are accidental overdoses, but also include suicides and fatal diseases caused by the drugs

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**Drugs exceeded motor vehicle accidents as a cause of death in 2009**

**Prescription narcotic overdoses caused most of the 37,485 deaths**

Centers for Disease Control and Prevention

* 36,284 traffic fatalities

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**Accidental Rx Overdoses**

- This is the 1st time drugs have accounted for more fatalities than traffic accidents since the government started tracking drug induced deaths in 1979
- Most preventable deaths are declining, but drugs are the exception:
  - Death toll has doubled in last decade
  - Claiming a life every 14 minutes
Pharm Parties
- Newer trend
- Go to party, take various pills usually with alcohol
- High risk for liver damage and poisoning
- 1 in 5 teens abused prescription painkillers in 2005
- Prevalent pills
  - Vicodin
  - Percocet
  - Percodan
  - Oxycontin “OC” or “Oscar”
  - Hydrocodone

Emergency dept. mentions of prescription narcotics increased 300% from 1995-2002
Partnership for Drug Free America, 2006

Monitor your medicine cabinet
“Lean” – alcohol and cough syrup

Safe guard your Rx drugs
www.medicinesafecabinets.com

Proper Rx Drug Disposal
- Do NOT flush down toilet
  - Environmental hazard
- Look for Rx Pill Disposal/Destruction Events in your community
- Make less desirable to use
  - Put in coffee grinds, dog feces, cat litter, dilute in water bottle
  - Then throw away

Soma (Carisoprodol)
- Belongs to a class of drugs called muscle relaxants. This medication relaxes muscles and relieves pain and discomfort associated with strains, sprains, spasms or other muscle injuries
- Abused to feel “drunker faster” mix with alcohol or taken alone
- Side Effects – drowsiness, extreme weakness, headache, increased heart rate, dizziness, fever, burning in the eyes, temporary loss of vision, clumsiness, confusion, nausea, vomiting, impaired mental and physical abilities and difficulty breathing

Drugfreeaz.com, 2010

Hydrocodone
- Legal opiate prescribed for pain
- Qualities similar to morphine
- Over 200 medications contain hydrocodone
- In 2009, more than 86,000 ER visits were related to the non-medical use of hydrocodone (www.jointogether.org)
- Vicodin (hydrocodone & acetaminophen) – most commonly abused form
  - High risk of liver damage
  - Similar effects to Oxycodone
**Hydrocodone**
- According to DEA - hydrocodone most frequently prescribed opiate in the US
  - Over 139 million prescriptions for hydrocodone-containing products dispensed in 2010
  - Over 36 million in the first quarter of 2011
  - Seizures of pills containing hydrocodone are second only to those of oxycodone. In 2010, almost 45,000 pills containing hydrocodone were seized in the US

**Xanax**
- Is a benzodiazepine - commonly referred to as BENZO’s (act on brain and CNS)
  - Depressant/tranquilizer, used primarily for short term relief of mild to moderate anxiety, nervous tension, acute stress, and panic attacks
  - Only approved by the FDA for up to 8 weeks - extremely addictive
  - Effects: panic attacks, depression, dizziness, insomnia, anxiety, suicidal thoughts, joint and muscle pain, nausea, vomiting, temperature change, etc.
  - Long lasting withdrawal: months to year!

**Oxycodone**
- OxyContin most recognized and abused form
  - Prescribed to relieve pain
  - Twice as strong as morphine
  - Time released (8-12 hours)
    - Pills crushed and snorted or cooked down and injected to break down time release component
  - Strong, heroin-like, euphoric effects
  - Expensive
    - Dollars to milligrams: 10, 20, 40, 80, 120 (ex)
  - Other variations: Percocet and Percodan

**Heroin**
- Derived from the opium poppy
  - A "downer" that affects the brain’s pleasure systems and interferes with the brain’s ability to perceive pain
  - Most widely abused illicit narcotic in US
  - Physical tolerance build up is fast
    - Use to avoid pain of withdrawal “getting sick” seek to “get well”
  - Purity levels vary – too much pure heroin can result in respiratory arrest and death
  - Overdose is a daily possibility

**Heroin Purity**
- In 1980s = 3.6% pure
  - 1990 = 18% pure
  - 1998 = 41% pure
  - Today = 60-90% ???
- No longer have to inject heroin to feel the effect. Purity so high effects felt by snorting or smoking
- 1996-1998 – 19 young people die of heroin overdoses in Plano, Texas
- Purity levels ranged up to 75%

**Heroin Withdrawal**
**Occurs within hours of the last dose**
- Withdrawal symptoms peak at 48-72 hrs
- Symptoms usually gone in a week
- Sudden withdrawal can be fatal
  - Health is already compromised
  - Medical detox suggested
**Heroin: Signs of Use**
- Constricted “pinpoint” pupils that are not responsive to light
- **Nodding off** – slipping into momentary lapses of sleep
- Sluggish, drowsy mannerisms
- Slowed speech
- Droopy eyelids

**Heroin Trends**
- Heroin laced Fentanyl
  - “Get High or Die Trying”
  - Midwest and East Coast - 2006
- “Cheese”
  - Black Tar Heroin cut with Tylenol PM
  - “Starter Heroin”
  - Dallas, TX - 2006

www.whitehousedrugpolicy.gov

**Tobacco**
- Tobacco is the number 1 killer of all drugs out there
- Tobacco kills more people than AIDS, alcohol, murders, car crashes, fires, suicides and all drugs COMBINED
- 2,000 new youth smokers a day, down from 3,000
- What is third hand smoke?

**Hookah** - sheesha, hubbly bubbly
- a type of water pipe smoking that hails from the Middle East

40% more smoke by volume than cigarettes
3 X more carbon monoxide

**Marijuana**
- “US warns of link between marijuana, mental illness”
  Associated Press - Washington. May 4, 2005
- **Most commonly abused illegal drug by teens:**
  - Since 1992, 142% increase in 12 – 17 year olds who are in treatment for marijuana use (CNAJ)
  - Canadian-grown “BC Bud” (25% - 30% THC) - 4 to 12 times more potent than Mexican marijuana (4% - 8% THC)
  - Slow the motor function skills of the brain
  - Impaired judgment, delayed response, etc.
- **1 joint equivalent to 20 cigarettes effects on the lungs**
  - “Cannabis smokers end up with five times more carbon monoxide in their bloodstream (than tobacco smokers),” team leader Richard Beasley, at the Medical Research Institute of New Zealand
Marijuana
- May be detectable for up to 30 days
- More effects: increases heart rate, impairs cognitive performance, alters verbal behavior, impacts lung function, potential for mild paranoia and hallucinations
- Marinol – THC pill
  - Treat glaucoma, reduce nausea in chemo patients, increase appetite of AIDS patients
  
  *Medical Marijuana is a miswording...
  Should have been called Medical THC*

Salvia – a Mexican herb
- Magic Mint or Diviners Sage
- Marketed as legal cannabis substitute, yet quite different & LEGAL
  - Price - Dried leaf - 10-100 USD per ounce
  - Ex. two grams of dried Salvia leaves sell for $8 and a 10-times stronger extract goes for about $25
- Effects: When smoked, Salvia generally comes on very quickly
  - First effects - 20-60 seconds
  - Peak effects within 5-20 minutes
- What happens with use?
  - 2-dimensional hallucinations, out of body experiences, becoming an object, traveling back in time, being in more places at once and uncontrolled laughing
- Safety Suggestions: do not operate machinery or drive, have someone present during use (sitter), no sharp objects nearby
- Repeated use of hallucinogens can promote a dissociation from reality even when not taking the drug

Inhalants
- Not classified as drugs, classified as poisons
- "Inhalants kill more first time users than any other substance used as a drug" Buzzed, 2003
- Deprives oxygen to the brain
- Examples:
  - paints, whip cream canisters, markers, whiteout, cooking spray, superglue, gasoline, nitrous oxide "whippets", aerosols – hairspray, etc.
- [www.inhalants.org](http://www.inhalants.org)

Mucinex DM
- Crushing, chewing, snorting of drug releases all of the drug at once, increasing the risk of side effects
- Improper use of this medication (abuse) may result in serious harm (such as brain damage, seizure, death)
- High levels of dextromethorphan - nervous system side effects have included drowsiness and dizziness. Adverse effects, which have occurred at higher doses, include excitation, mental confusion, and opiate-like respiratory depression. In some cases of abuse, patients have experienced euphoria, hyperactivity, mania, and auditory and visual hallucinations.

Over the Counter (OTC)
Abuse of: Dextromethorphan (DXM)
- DXM is a substance found in over-the-counter (OTC) cough and cold medications
- "Triple C" - Coricidin Cough and Cold
- Slang terms: DXM, Robo-flipping, Skittles, Tussin, Dex, Red Devils
- Side effects: flushing, sweating, nausea, vomiting, diarrhea, abdominal pain, seizures, confusion, hallucinations, high blood pressure, irregular heartbeat, numbness of fingers or toes, hyperactivity, brain damage, death (in large doses of DXM and chlorpheniramine maleate, as in Coricidin HBP)

Arizona Students & Underage Drinking
- 22% of 8th graders
- 35% of 10th graders
- 45% of 12th graders

Reported drinking within the last 30 days – AZ Youth Survey, 2010
Adult Beliefs in AZ

47% of Arizona adults believe it’s okay for youth to drink alcohol under parental supervision

Arizona Attitudes on Youth Drinking Survey, 2008

Important Numbers

- 12.5 average age to start drinking in AZ
- 18 young adult
- 21 legal to drink
- 25 average age brain in full development stage
  - Halfway to this age, youth start drinking
- GOALS: push back first drinking experience
  - Decrease likelihood of adult alcoholism/drug issues
  - Talk to kids about consequences of use (health and home), come up with other activities that don’t involve alcohol for the family, talk about risks of use, etc.

Energy Drinks

- Potential harms, caused by too much caffeine or similar ingredients - heart palpitations, seizures, strokes and even sudden death
- Some cans - 4 to 5 times more caffeine than soda
- Energy drinks are the fastest growing US beverage market
  - 2011 sales expected to top $9 billion
  - 1/3 of teens & young adults regularly consume energy drinks

Risks of Energy Drinks for Teens

Clinical report on energy drinks expected soon from American Academy of Pediatrics that may include guidelines for doctors

- Red Bull - 76 mg
- Jolt – 70 mg
- Mountain Dew – 55 mg
- Diet Coke – 45 mg
- Pepsi – 37 mg
- Coca Cola – 34 mg
- Tea – 10 – 50 mg

Caffeine Content

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SO WHAT’S IN COCAINE?

- Carbonated water
- Sugar (18g) - the equivalent of three-and-a-half teaspoons
- Citric acid - used for a sour taste and to stabilise the fizz. Destroys tooth enamel
- Taurine (705mg) - amino acid-like substance said to ‘kick-start the metabolism’
- Caffeine (280mg)
- Sodium benzoate - a salt found in berries and apples which may damage cells
- Sucralose - an artificial sweetener
- L-Carnitine (50mg) - helps the metabolism
- Guarana seed extract (25mg) - a source of caffeine
Brand Confusion
Which Contain Alcohol?

How do you recognize difference?

- An energy drink has a supplement facts label
- An alcohol energy drink does NOT

Alcohol Energy Drinks

Pocket Shots

Alcoholic Whipped Cream

- 2 Brands
  - Canisters of Cream
  - Whipped Lightning
  - Various flavors: Caramel Pecan, Chocolate, Hazelnut Espresso, etc.
- Heavily infused with alcohol
  - Canisters of Cream is 30 proof
  - Whipped Lightning is 36 proof
- Costs $12.89
  - cheaper than most liquor
Drinking Hand Sanitizer

- Recent trend of mixing hand sanitizer with salt to double the proof
- Users hospitalized and sick

Purple Drank

- Recreational drug popular in the hip-hop community
- Promethazine (antihistamine), codeine (narcotic), maybe some vicodin, jolly rancher, sprite
- Slang: Sizzurp, Screw, Lean, Syrup, Purple Tonic, Texas Tea, Crunk, Purple Sprite
- Effects: drowsiness, sedation, blurred vision, euphoria, nervousness, insomnia & hallucinations

Lazy Cakes

Valerian Root Extract, Rose Hips Extract, Passion Flower and Melatonin

Street Drug Alternatives?

Learned Behavior?

Stimulants

- Methamphetamine
- Cocaine
- Ecstasy
Prescription Stimulants

Ritalin
- Ritalin is abused for the stimulant effects it produces, including appetite suppression, wakefulness, euphoria, and increased focus and attentiveness.

Adderall
- Amphetamine used to treat ADHD. Misuse of amphetamine may cause sudden death and serious heart damage.

Some major differences between: Methamphetamine and Cocaine

Meth
- Chemical derived
- Brown
- Longer duration of effects
  - 4-8 hours if injected, snorted, or inhaled
  - 12-20 hours if smoked (ICE)

Coke
- Plant derived
- White
- Shorter duration of effects
  - 15-30 minutes

What ingredients are used to make methamphetamine?

Over-the-counter cold and asthma medications containing ephedrine or pseudoephedrine, red phosphorous, red devil lye, hydrochloric acid, drain cleaner, battery acid, muriatic pool acid, iodine and antifreeze are among the ingredients most commonly used.

Sudafed

Pseudoephedrine found in it (main ingredient in Methamphetamine)
- Acts like a stimulant on CNS
- Highly used and abused
- Dangerous
- Regulations
  - Sign log and show ID
  - Locked up
  - Limited availability

“Shake and Bake” Meth

- 2 liter soda bottle, few handfuls of cold pills and household chemicals
  - Faster, cheaper, simpler method
  - No flame required
  - If oxygen in bottle it may explode
  - Bottle contains poisonous brown and white sludge
    - Environmental concern – when bottles tossed
  - Do it yourself method creates few hits
    - Users can make their own, bypass dealer
  - No more anhydrous ammonia (fertilizer tanks) now ammonium nitrate (compound found in instant cold packs)
Meth Trends

- Strawberry Quick
  - Strawberry flavored meth
- Yaba
  - Meth & caffeine
  - Looks like Ecstasy

Special K (Ketamine)

Ecstasy (MDMA)

- Methylenedioxymethamphetamine
- The "chemical cousin" to Meth
- Similar effects:
  - Grinding teeth
  - Heightened temperatures
  - Swollen brain
  - Irregular heartbeat
  - Also: increased risk of sexual assault

Paraphernalia associated with Ecstasy use

MDMA is....

GHB (Gamma-hydroxbuterate)
GHB

15 – 30 Minutes = out like a light
3 – 6 hours = no memory
8 – 10 hours later = remember (maybe)

Samantha Reid
www.projectghb.org


Drug Paraphernalia & Concealment

Reef Flip Flops
comfortable, but...

flasks
Bottle openers

Drug Paraphernalia & Concealment

Drug Paraphernalia & Concealment
Pipes – creative & cheap

Who sells these items?
- Trails
- Smoke for less shops
- M&M Mart
- Other head shops

- www.rollies.com
- www.smokinginstyle.com

- Search: incognito pipes, diversion safes, etc.

Prevention Tips
- Educate yourself and your teen
- Talk early, often, calmly and open-ended
- Surround your teen with other positive adult role models
- Monitor cabinets – medicine, liquor, kitchen, garage, etc.
- Monitor your teen’s time online
- Computer in central location
- Keep teens involved in fun activities

Physical Symptoms
- Loss of appetite, increase in appetite, any changes in eating habits, unexplained weight loss or gain.
- Slurred or staggering walk, poor physical coordination
- Inability to sleep, awake at unusual times, unusual laziness
- Red, watery eyes, pupils larger or smaller than usual, blank stare.
- Cold, sweaty palms, shaking hands
- Puffy face, blushing or paleness
- Smell of substance on breath, body or clothes
- Extreme hyperactivity, excessive talkativeness
- Runny nose, hacking cough
- Needle marks on lower arm, leg or bottom of feet
- Nausea, vomiting, or excessive sweating
- Tremors or shakes of hands, feet, or head
**Resourceful Books**

- Buzzed: The Straight Facts about the Most Used and Abused Drugs from Alcohol to Ecstasy, Fully Revised and Updated Second Edition (Paperback) October 2003

**Helpful Websites**

www.communitybridgesaz.org  
www.partnerupaz.org  
www.health.org  
www.drugfreeaz.org  
http://www.timetotalk.org  
www.theantidrug.com  
www.jointogether.org

**Helpful Websites**

www.justthinktwice.com  
www.abovetheinfluence.com  
www.teens.drugabuse.gov  
www.cir.org  
www.drugs4real.com

**Peer Access to Care Line**

877 – 931 - 9142

This 24/7 resource phone number will provide immediate access to our Peer Support Specialists who can provide resources and assistance for individuals and families who are in need of Community Bridges services.

www.CommunityBridgesAZ.org

**National Resources w/ Treatment Locators**

- Substance Abuse and Mental Health Services Administration  
  http://www.samhsa.gov/  
  http://treatments.samhsa.gov/

- National Institute on Drug Abuse -  
  http://www.nida.nih.gov/nidahome.html

- Drug Rehab Locator - 1-866-390-6471  
  http://www.drugrehablocator.com/

**Other Valley Resources**

- The New Foundation  
  Adolescent help  
  www.thenewfoundation.org  
  480-945-3302

- Magellan Crisis Hotline  
  602-222-9444

- Treatment Assessment Screening Center  
  602-254-7328  
  www.tasc-arizona.org

- Banner Help Line  
  602-254-HELP (4357)
Desert Drug Dog

- Amy Halm, Owner and Handler
- Dargo - a Certified Narcotics Detection K-9
- info@desertdrugdog.com
- 1334 E. Chandler Blvd.
  Suite 5 D-16
  Phoenix, AZ 85048
- Call: (602) 908-2042
- Fax: (480) 361-2025

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News videos, articles, upcoming presentations
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