



Drug Demand Reduction Quarterly Newsletter

Drug Demand Reduction Program

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October is "Talk About Prescriptions Month"

October 2012



Celebrate Red Ribbon Week

Red Ribbon Week is the nation's oldest and largest drug prevention program, reaching millions of Americans during the last week of October every year.

By wearing red ribbons and participating in community anti-drug events, young people pledge to live a drug-free life and pay tribute to DEA Special Agent Enrique "Kiki" Camarena.

Special Agent Kiki Camarena:

Special Agent Camarena was an 11-year veteran of the DEA assigned to the Guadalajara, Mexico, office where he was on the trail of the country's biggest marijuana and cocaine traffickers. In 1985, he was extremely close to unlocking a multi-billion dollar drug pipeline.

On February 7, 1985, he was kidnapped, brutally tortured, and murdered by Mexican drug traffickers. His tragic death opened the eyes of many Americans to the dangers of drugs and the international scope of the drug trade.

Local Red Ribbon Celebrations

The Drug Demand Reduction Program (DDR) is currently distributing Red Ribbons to all Jackson County Public Schools. DDR collaborates with the Jackson County Community Health Action Team, Altus PD, SWAT, and Altus AFB Security Forces to provide drug awareness presentations to local 3rd-6th graders during Red Ribbon Week (23-31 October). Students in grades pre-k to 2nd grade will be visited by McGruff the Crime Dog.

A health campaign called the "American Medicine Chest Challenge" aims to educate the public about the dangers of prescription drug abuse. The campaign also provides safe options for disposing of prescription and over-the-counter drugs.

The campaign challenges people to take inventory of their prescription and over-the-counter medicine; secure their medicine chest; dispose of unused, unwanted, and expired medicine in the home or at an approved disposal site; take medicine exactly as prescribed; and talk to their children about the dangers of prescription drug abuse.

American Association of Poison Control Centers Joins Office of National Drug Control Policy (ONDCP) in Addressing Dangers of Synthetic Drugs

These substances are among the worst poison centers have ever seen. The psychosis seen in some users is truly remarkable, in a very scary way. People high on these drugs have done some bizarre things to themselves and hurt others around them. It's important that parents and young people understand just how dangerous these synthetic drugs are. The medical experts at the America's 57 poison centers first raised the alarm about synthetic marijuana in 2009 and bath salts in 2010 after they started receiving calls about people having serious, life-threatening reactions to the substances. In 2010, poison centers nationwide responded to 3,200 calls related to synthetic drugs. In 2011, that number jumped to more than 13,000 calls. Sixty percent of the cases involved patients 25 and younger. The AAPCC is pleased to support the Office of National Drug Control Policy as it works to coordinate efforts to address the growing epidemic of synthetic drug abuse across the nation and ensure that these life-threatening drugs are off our streets. Spice, bath salts and the other synthetic drugs now in use are causing irreversible harm and death in this country.



The Importance of the Great American Smokeout

Each year on the third Thursday in November, thousands across the country join the Great American Smokeout and give up smoking for one day.

This year, smokers may take part on November 15 and quit for the day or make plans to quit permanently. Many also use the day as a chance for people to encourage their friends and loved ones to quit smoking.

While smoking rates have dropped significantly since the first national Smokeout in 1977, nearly one in five Americans smoke cigarettes. Cigarette use still causes more than 400,000 U.S. deaths each year.



National Drunk and Drugged Driving Month

Drunk and drugged driving is a dangerous activity that puts us all at risk. Stats and Facts:

- One in three motor-vehicle crashes involve an alcohol impaired driving accident.
- Every 45 minutes, someone dies in the US as a result of an alcohol impaired driving accident.
- More than 11% tested positive for illicit drugs.
- Highest rate of impaired drivers is among young adults age 18 to 25.
- According to the National Highway and Safety Administration, more than 16% of weekend nighttime drivers tested positive for illegal, prescription or over-the-counter medication.



Source of Information: American Association of Poison Control Centers, ONDCP, and SAMHSA