

Crowd Packs 7th Annual Prevention Conference To Tackle Prescription Drug Abuse Issue



Keynote Speaker, Dennis Embry, Ph.D., addressing the growing prescription and over-the-counter drug abuse problem

The annual NJPN prevention conference once again attracted another new record-high attendance as over 700 attendees packed the conference center in Long Branch. The 7th annual conference’s overall theme focused on the growing problem of prescription and over-the-counter (OTC) drug use.

Dennis Embry, Ph.D., the CEO/President of the PAXIS Institute, in Tucson, Arizona served as the conference keynote speaker. His presentation, “The School Medicine Cabinet: Why Kids and Adults Are Using and Abusing Prescription Meds,” highlighted people’s brain chemistry and examined why people are more apt to be diagnosed with “chemical imbalances” and why more and more children and adults are being prescribed medications.

“Go back in time to look at the school medicine cabinet in the nurse’s office 30 years ago,” noted Dr. Embry during his address.

“Now, move forward in time to the present and what will you see? The first thing different is that you will

need a key to get in it [medicine cabinet]. When you open the cabinet today, a virtual pharmacy will fall out.”

Dr. Embry introduced several proven, low-cost prevention and treatment strategies that can treat or prevent many of the common problems that cause people to seek to use or abuse both legal and illegal drugs, prescribed or not.

Following the keynote presentation the attendees packed the numerous workshop presentations, covering such topics as Inhalants, MySpace, At-Risk Youth, Marijuana, along with a variety of others.

“This event has grown tremendously over the years. The fact that a prevention conference in New Jersey has reached a level that many national conferences would be proud of is amazing,” said NJPN President Steve Liga.

“We make such a concerted effort to provide workshops that are relevant and that provide value to every attendee’s diverse interest; today’s huge attendance is the perfect return on our investment.”

JASON’S LAW

Coinciding with this year’s conference theme, State Senator Barbara Buono, from District 18, joined with Linda Surks, Coalition Coordinator from the National Council on Alcoholism & Drug Dependence (NCADD) of Middlesex County, Inc., to highlight a new statewide prescription drug abuse public awareness campaign they’re advocating for called, “Jason’s Law.”

Just In Case You Missed It...Pictures Say It All



The New Jersey National Guard distributes conference materials to the conference attendees



Over 700 people packed the one-day event



State Senator Barbara Buono (left) and Linda Surks (right) announce the launch of "Jason's Law," a prescription and over-the-counter drug abuse awareness campaign



Detective Sergeant First Class Dave Schlueter, of the New Jersey State Police, updates his workshop attendees on the latest information on methamphetamine



Dr. Charles Cunningham shares his expertise during his workshop addressing the topic of "At-Risk Youth"



DEA Special Agent In Charge, Gerard McAleer, (left) presenting the Cammarato Memorial Award, for "Excellence In Prevention," to Barry Johnson(right)

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“Jason’s Law” is named in memory of Linda’s 19-year-old son Jason, who passed away from a prescription drug overdose. The campaign would strive to educate people about the dangers of non-medical and recreational use of prescription drugs.

And, should it come to fruition, the initiative would designate the first week in March as “Prescription Drug Abuse Awareness Week.”

CAMMARATO

One of the guests honored at this year’s conference was Barry Johnson, who received this year’s Anthony D. Cammarato Memorial Award. The award recognizes one person each year for his or her excellence in prevention.

Johnson currently serves as the Assistant Director of the Monmouth County Department of Human

Services. He previously worked in alcohol and prevention services for 34 years.

During that time he directed the Monmouth County Division of Alcohol and Drug Abuse Services and served as Executive Director of the National Council on Alcoholism of Monmouth County.

MARCH 2008

**This coming year will mark the
New Jersey Prevention Network’s
10th Anniversary.
We hope you’ll join us for the 8th Annual
Prevention Conference which
promises to be an even
bigger and better experience for you!**

New Website Aims to Tackle New Jersey’s Underage Drinking Problem

New Jersey’s Childhood Drinking (CD) Coalition recently announced the re-launch of the website: starttalkingnj.com. The site strives to arm parents and educators with the necessary information to talk with their children about the dangers of alcohol.

While parents may recognize that underage drinking is illegal, they may not necessarily know all of the health risks and harmful consequences related to young people’s consumption of alcohol. They also may not know how to address the issue with their child.

Over the next few months, starttalkingnj.com will feature different “lessons,” on specific research and positive behaviors which can ultimately help curb underage drinking.

“The prevalence of underage drinking is very concerning,” said Don Starn, chairman of the CD Coalition. “It’s especially concerning when the research further indicates that young people in New Jersey appear to be experimenting with alcohol at a rate above that reported nationally - approximately 407,000 underage youth in New Jersey drink each year.

“We’re excited to provide this resource to help combat the problem in New Jersey.”

The website also lists contact information to obtain materials dealing with underage drinking, along with a listing of treatment facilities that can help young people who are seeking help with an alcohol problem.

www.starttalkingnj.com



Prevention pieces

Upcoming events in your community...

ATLANTIC COUNTY

Prescription for Danger

On Thursday, June 14, 2007, Atlantic Prevention Resources will host a free, one-day conference entitled, "Prescription for Danger." The event will focus on prescription and over-the-counter drug abuse. Speakers include Special Agent Mark Wassmuth, from the Drug Enforcement Administration; Linda Surks, Coalition Coordinator from the NCADD of Middlesex County, Inc.; and Kenneth Lavelle, MD, from Emergency Training & Consulting.

The event will take place from 1 p.m. to 4 p.m., at Atlantic Cape Community College, Mays Landing Campus, in the Walter E. Edge Theater (5100 Black Horse Pike), in Mays Landing, New Jersey.

For more information, or to register for the event, call Laurie Enzman, at 609-272-0101, ext. 11.

SOMERSET COUNTY

Breaking The Silence: The Link Between Domestic Violence & Addiction

The Somerset Council On Alcoholism & Drug Dependency, in partnership with the Somerset County Department of Human Services, is offering this one-day training, "Breaking The Silence: The Link Between Domestic Violence & Addiction" with the goal of raising awareness about the overlapping issues surrounding this delicate topic.

This training will be held on Wednesday June 6, 2007, at 92 East Main Street in Somerville, NJ. A registration fee of \$20 includes continental breakfast and lunch. Recertification credits for Domestic Violence Specialist (DVS), Certified Alcohol & Drug Counselor (CADC) and Certified Prevention Specialist (CPS) are pending.

To register for the training, or for additional information, contact the Somerset Council at 908-722-4900 or SCADD307@aol.com.

New Summer Fashion Fad Conceals Alcohol

With the summer season fast approaching, young people are packing away their winter gear and rushing to stores to pick up the newest summer fashion - the newest shorts, the newest bathing suits and this year, the newest sandals, complete with a built-in flask in each heel.

Recently introduced by the Reef sandal company, these new sandals called, “The Dram,” house a mini-flask in each heel that can store about an ounce of any liquid. The sandals cost about \$45.

Considering the name “Dram,” which is a common reference to a shot of alcohol, the substance abuse community is very concerned that teens will use the new “gimmick gear” to store and hide alcohol.

“Kids wear flip-flops to school and all over the place; you would never know the kid was walking around with vodka in the bottom of their shoe,” said Mike Gimbel, director of substance abuse education at Sheppard Pratt Health System in Maryland.

The Reef company claims it markets to adults and has not tried hiding its strategy to promote alcohol use with its products. For example, the Dram soles



have an imprint of a mixer on them and the product’s tag has images of a metal flask.

Moreover, the Reef company is also the same manufacturer who, in 2004, introduced flip-flops equipped with a bottle opener.

“The ‘flask sandal’ is a true sandal designed to hold your favorite alcoholic beverage so that it can be hidden and consumed ‘at just the right moment.’ To whom are these new products directed? Kids, of course,” said Dr. John Fleming, a family physician.

Many store owners who sell the flask sandals have recognized the shoes’ popularity.

“Oh, we sell a lot of them; we do well with them, all the frat boys love them,” said JT Michaels store owner, John Vavalo.

“It’s been probably one of our most popular flip-flops this year,” said Michael Matthews, owner of The Backpacker, an outdoors store.

Concerned about its students bringing alcohol to school, a school district in Rochester, New York has already prohibited students from wearing the shoes.

A community activist in Louisiana, Nancy Matthews, executive director of the Campus-Community Coalition for change emailed top administrators at Louisiana State University to warn them about the booze carrying sandals.

Alcohol Stats

based on New Jersey’s legal alcohol limit

180 pound man:

5 shoes full
in one hour
= legally
intoxicated



120 pound woman:

3 shoes full in
one hour = legally
intoxicated



Media Credit: Allison Dugas

'Rogue' Internet Pharmacies Fueling Rx Abuse

by Brian Krebs, *washingtonpost.com*

A sharp increase in the number of online pharmacies offering highly controlled drugs without requiring a prescription is feeding a similar rise in the abuse of powerful pharmaceuticals in the United States, particularly among teens, witnesses recently told a Senate panel.

At a Senate Judiciary Committee hearing on legislation to crack down on "rogue" Internet pharmacies, lawmakers were presented with data showing that the number of websites advertising or selling controlled prescription drugs increased by 70 percent over the past year.

The report, titled "You've Got Drugs" and produced by the National Center on Addiction and Substance Abuse at Columbia University, said 84 percent of those sites currently do not require a prescription, and more than half of those that did simply asked that a prescription be faxed, potentially allowing customers to forge the document or use it at multiple pharmacies.

That report dovetailed with evidence gathered by the Treatment Research Institute; the Philadelphia-based not-for-profit recently conducted 47 searches on Google and found 300 different websites offering highly addictive, opiate-related drugs - such as Oxycontin and Vicodin - without a prescription.

Thomas McLellan, the institute's chief executive officer, said some sites even offer customers the ability to refill prescriptions by sending them periodic text messages, with the cost of the refills billed to a customer's cellphone as custom ring tones.



"Some of these pharmacies will text message you and say, 'Need a refill?'" McLellan said. "It's almost as if they're trying to make it impossible for mom and dad to check what it is their kids have bought."

Experts on narcotics use say teens are increasingly turning away from illicit drugs toward abusing prescription drugs, in part because they are widely viewed as safer to use and to obtain.

The bill under consideration by the Judiciary Committee, the "Online Pharmacy Consumer Protection Act of 2007," would ban the sale of drugs online without an original written prescription, and would require doctors to meet with patients in person before prescribing medication.

In its examination of the 300 rogue sites selling powerful painkillers without a prescription, TRI found that roughly 88 percent of the vendors were operating outside of the United States in countries where it is not illegal to sell prescription drugs to Americans.

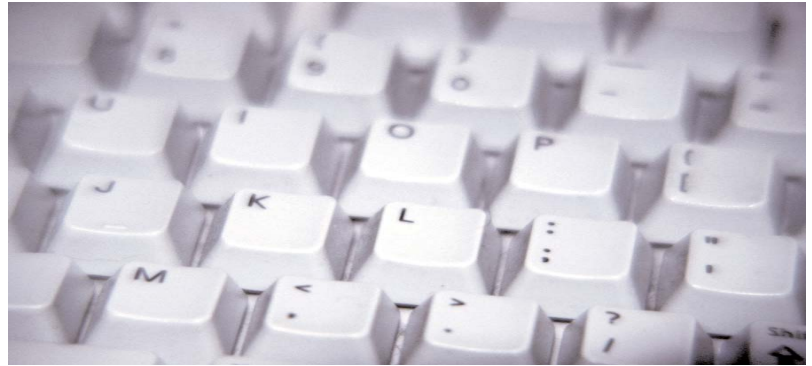
TRI's McLellan suggested that the bill include a provision that would force credit card companies to work with banks to cut off merchants who approve transfers to and from known, rogue online pharmacies.



...some sites even offer customers the ability to refill prescriptions by sending them periodic text messages...

Want to learn more about the
New Jersey
Prevention Network or our
member agencies?

Visit us online at
www.njpn.org



Member Agencies

Atlantic Prevention Resources

609-272-0101
Leg. Districts 1, 2, 3, 9

**The Center for Alcohol and
Drug Resources - Bergen County**

201-488-8680
Leg. Districts 32, 35, 36, 37, 38, 39, 40

**Prevention Plus of Burlington
County**

609-261-0001
Leg. Districts 7, 8, 9, 30

**Camden County Council on
Alcoholism & Drug Abuse**

856-427-6553
Leg. Districts 4, 5, 6, 7

**Cape Assist - Cape May Council
on Alcoholism & Drug Abuse**

609-522-5960
Leg. District 1

Essex Prevention Resources

973-571-2324
Leg. 21, 27, 28, 29, 34, 36, 40

**The Southwest Council -
Gloucester, Salem and
Cumberland Counties**

856-794-1011
Leg. Districts 1, 3, 4, 5

**Partners in Prevention
Hudson County Inc.**

201-653-6776
Leg. Districts 31, 32, 33

Hunterdon Prevention Resources

908-782-3909
Leg. Districts 23, 24

**Mercer Council on Alcoholism &
Drug Addiction (MCADA)**

609-396-5874
Leg. Districts 12, 14, 15, 30

**NCADD of Middlesex
County, Inc.**

732-254-3344
Leg. Districts 13, 14, 17, 18, 19, 22

**Prevention First -
Monmouth County**

732-663-1800
Leg. 10, 11, 12, 13, 30

Morris County Prevention is Key

973-625-1998
Leg. Districts 16, 21, 24, 25, 26

**Alcoholism and Drug Abuse
Council of Ocean (ADACO)**

732-367-5515
Leg. Districts 9, 10, 30

**Passaic County Council on
Alcoholism & Drug Abuse
Prevention**

973-473-3366
Leg. Districts 26, 34, 35, 36, 40

**Somerset Council on Alcoholism &
Drug Dependency**

908-722-4900
Leg. Districts 16, 17, 21, 22

**Center for Prevention and
Counseling - Sussex County**

973-383-4787
Leg. District 24

Prevention Links - Union County

732-381-4100
Leg. Districts 20, 21, 22, 29

**Community Prevention
Resources - Warren County**

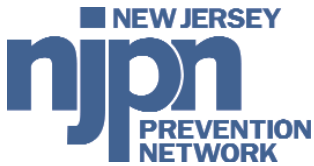
908-835-1800
Leg. District 23

NJPN *Connections* is written for network member agencies, legislators and friends of the network. If you have any questions or comments about the newsletter, please call us at 732-367-0611.

econnections

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