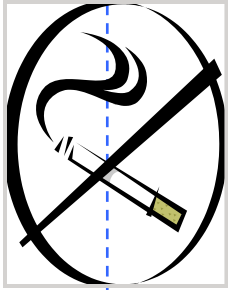




Regional Support Center

- > Program Director: Jessica Howard
- > Prevention Educator: Jill Rickman
- > SPIRIT Educator: Toni Cooper
- > FCC CEO: Myra Callahan



Candy and Fruit Flavored Cigarettes Now Illegal in United States

The US Food and Drug Administration announced a ban on cigarettes with flavors characterizing fruit, candy, or clove. The ban, authorized by the new Family Smoking Prevention and Tobacco Control Act, is part of a national effort by the FDA to reduce smoking in America. Smoking is the leading preventable cause of death in America.

The FDA’s ban on candy and fruit-flavored cigarettes highlights the importance of reducing the number of children who start to smoke, and who become addicted to dangerous tobacco products. The FDA is also examining options for regulating both menthol cigarettes and flavored tobacco products other than cigarettes.

“Almost 90 percent of adult smokers start smoking as teenagers. These flavored cigarettes are a gateway for many children and young adults to become regular smokers,” said FDA Commissioner Margaret A. Hamburg, MD. “The FDA will utilize regulatory authority to reduce the burden of illness and death caused by tobacco products to enhance our Nation’s public health.” Flavors make cigarettes and other tobacco products more appealing to youth. Studies have shown that 17 year old smokers are three times as likely to use flavored cigarettes as smokers over the age of 25.

“Flavored cigarettes attract and allure kids into lifetime addiction,” said US Department of Health and Health Services Assistant Secretary for Health Howard K. Koh, MD, MPH. “The FDA’s ban on these cigarettes will break that cycle for the more than 3,600 young people who start smoking daily.”

The FDA is taking several steps to enforce the ban. A letter sent to the tobacco industry provided information about the law, and explained that any company who continues to make, ship or sell such products may be subjected to FDA enforcement actions. The FDA has also made available an advisory to parents on the risks associated with flavored tobacco products.

“Youth are twice as likely to report seeing advertising for these flavored products as adults are,” said Dr. Joshua Sharfstein, a pediatrician and the FDA Principal Deputy Commissioner. “Marketing campaigns for products with sweet candy and fruit flavors mislead young people into thinking that these products are less addictive and less harmful.”

The FDA encourages consumers to report continuing sales of flavored cigarettes through a special tobacco hotline (1-877-CTP-1373) and web site (www.fda.gov/flavoredtobacco).

Parents and consumers can learn more about the risks of flavored tobacco products at www.fda.gov/.

See the following link:
<http://www.fda.gov/TobaccoProducts/GuidanceComplianceRegulatoryInformation/FlavoredTobacco/default.htm>

Laws effective September 2009

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K2 “hits” West Plains

By: Kelley Wilbanks, West Plains Family Counseling Center Program Director

There is a new mix of herbs sprayed with a synthetic cannabinoid showing up in West Plains. Referred to as K2, a growing number of people are using K2 to obtain a drug “high.” Most users are rolling cigarettes to smoke it, or using a pipe to inhale it. The attraction to K2 stems from the fact that it is relatively inexpensive and at this time is bought and sold legally.

K2 is a leafy substance that comes in packets and is advertised as a mix containing extracts and herbs. There are four types of K2 including the “standard”, or low end incense; the “citron” which has a citrus taste and smell; the “blonde” which has a hint of vanilla; and the “summit” which is the high end mixture.

Law enforcement in the West Plains area is seeing a rise in the use of K2 and believe that it isn’t much different than marijuana. According to a West Plains Police Detective, the company making K2 is spraying the cannabinoid on the incense and it is giving the same effect as marijuana. Since K2 does not contain THC, it is not testing positive on drug screens. This is posing a unique problem for law enforcement and treatment program agencies. During informal discussions with some West Plains adolescent and adult clients, many are aware of K2’s existence and several admit to using K2 because it is legal and available to everyone, including those individuals under the age of 18. K2 is being used as a substitute for other illegal substances. There are also concerns about the possible long term effects of K2 since little is known about the substance. There is a K2 website with information about the different types of incense. The website is www.k2incense.org.

K2 is available for sale at several West Plains businesses. Parents, treatment providers, school personnel and law enforcement agencies all need to be aware of this growing problem. It will likely be a growing problem until it is banned.



Missouri Combined Student Survey

The Missouri Combined Student Survey will be administered this school year between January 6 and March 31, 2010. As a component of the Safe and Drug-Free Schools program and the No Child Left Behind Act, schools are required to have all ninth grade students and two additional grades of students, one which is even numbered to be included in the survey. However, this survey is open to all sixth through twelfth grade students.

Many times school districts only do the minimum necessary to meet the standards required. The Southeast District had a 13.2% participation rate, the lowest in the state. We would like to encourage your school to have all eligible students to participate in the survey. The statistics derived from the survey help to generate prevention funding for our state and more importantly our Southeast District. The more students that participate in the survey the more we as a District can show that substance abuse prevention is important to us.

Please encourage your school district to fully take part in this survey.

The results of the 2008 survey can be found on the Missouri Department of Mental Health and ACT Missouri websites. These results can help school districts target specific prevention issues. With prevention efforts we can swiftly curb the results.

Campbell IMPACT Kids Receives Mini-Grant

The Campbell IMPACT Kids C2000 coalition has received a mini-grant from the Missouri Department of Mental Health, Division of Alcohol and Drug Abuse. They will use monies received in the grant to carry out a social marketing/environmental change campaign focusing on talking to youth about the dangers of underage drinking. The coalition will provide informative materials at various locations throughout the city of Campbell, as well as have campaign signage displayed around the city. The coalition is based in the elementary school and has a goal to keep youth happy, healthy and drug-free. They service youth in the school district and concerned parents and community members. They are the primary source of volunteers, fundraisers, and supporters for Campbell Elementary. With this campaign, IMPACT Kids will further their message of keeping youth drug-free by encouraging adults to begin the sometimes difficult conversations about the dangers of alcohol use.

**CONGRATULATIONS
CAMPBELL IMPACT
KIDS C2000!**

Where Does Missouri Rank In...



By Mark Stringer, Missouri Department of Mental Health Division of Alcohol and Drug Abuse, Division Director
Released May 2009

Drunk Driving: In Missouri, 34 percent of traffic fatalities result from alcohol impairment. The National Highway Traffic Safety Administration estimates that about 340 individuals lose their lives annually on Missouri roadways due to drunk driving. Missouri ranks 15th worst in the country.

Binge Drinking: Binge drinking is the purposeful intent of becoming intoxicated by heavy consumption of alcohol in a short period of time. Nearly 24 percent of Missourians age 12 and older engage in binge drinking. Missouri ranks 19th worst in the country.

Alcohol Problems: Alcohol is the most common substance of abuse. Of those Missourians age 12 and older, an estimated 8.77 percent have an alcohol dependence or abuse problem. Only eight other states have a higher rate.

Methamphetamine Laboratory Incidents: With 1,471 incidents in 2008, Missouri reports the highest number of methamphetamine labs in the country. Although, the state is not a top-producer of the drug. 2008 federal methamphetamine seizures for Missouri totaled 14 kgs, while that for California exceeded 2,200 kgs.

Methamphetamine Treatment Admissions: In Missouri, 9.8 percent of treatment admissions identify methamphetamine as the primary problem. Only 15 other states report a higher rate. In a given year, about 4,200 Missourians will enter treatment for a methamphetamine problem.

Young Adult Pain Reliever Use: Prescription drug abuse is becoming an increasing concern across the country. For those Missourians age 18 to 25, an estimated 13.64 percent have used pain relievers for nonmedical purposes in the past year. Missouri has the 17th highest rate in the country.

Youth Marijuana Use: Marijuana is the most common substance of abuse for youth entering treatment in Missouri. An estimated 13.00 percent of Missouri's youth age 12 to 17 have used marijuana in the past year. Missouri has the 30th highest rate in the country.

Young Adult Cocaine Use: Cocaine is the second most common illicit drug problem for those entering treatment in Missouri. For Missourians age 18 to 25, an estimated 6.83 percent have used cocaine in the past year. Missouri has the 24th highest rate in the country.

Spending on Substance Abuse Treatment and Prevention: Missouri spends an average \$4.88 in state funds for each Missourian on substance abuse treatment and prevention programs. Twenty-seven states spend a higher amount of general revenue per person.

Cigarette Smoking: About 30 percent of Missourians age 12 and older are current smokers. Missouri ranks 6th worst in the country. In Missouri, smoking-induced deaths number over 9,300 each year.

Beer Tax: Missouri state excise tax on beer is 6 cents per gallon. Only Wyoming has a lower tax on beer. Research suggests that higher alcohol tax reduces youth use as well as traffic fatalities.

Cigarette Tax: Missouri state excise tax on cigarettes is 17 cents per pack. The state has the second lowest cigarette tax in the country. Studies show that youth, in particular, are price sensitive to the cost of cigarettes and that increased taxes can deter youth use.

**Only Wyoming
has a lower tax
on beer.**

Regional Support Center Resources

As a reminder, the Regional Support Center offers many prevention resources free of charge to communities, schools, businesses, churches, and individuals. We have prevention curriculum, prevention data and materials, prevention resources, prevention technical assistance, prevention books, prevention programs, prevention poster, flyers, brochures, pamphlets, prevention DVDs and videos, prevention games, etc. We encompass the entire spectrum of prevention efforts from substance use and abuse, tobacco use and abuse, violence, sexually transmitted diseases, suicide, destructive decisions, to teen pregnancy. We serve all populations birth to death and all communities of our service area-Dunklin, Pemiscot, New Madrid and Mississippi counties. For further information contact our office at 573-888-5925 ext 215 or by email at c2000@fccinc.org. We thank each and every one of you for your continued efforts to keep the youth of your communities safe, healthy and drug-free! Remember, "an ounce of prevention is worth a pound of cure."

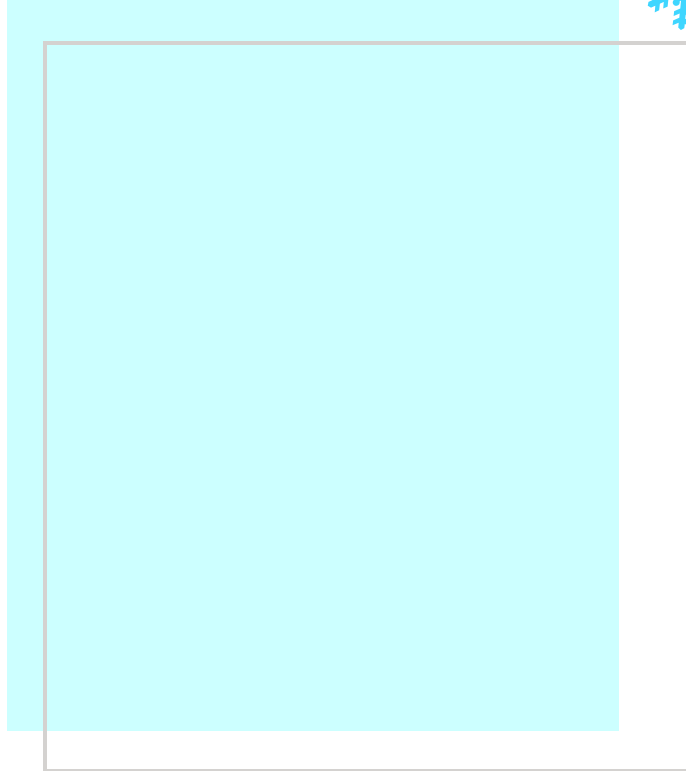
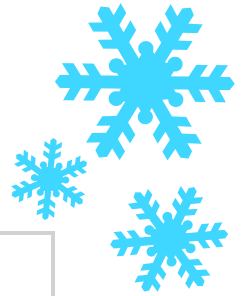
Family Counseling Center

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We're on the WEB!
www.prev.fccinc.org



Be a part of Community 2000.

Community 2000: A Grassroots Initiative

Our Mission

The mission of the Regional Support Center is to educate, promote and facilitate the development of community and school prevention initiatives concerning the use and abuse of alcohol, tobacco and other drugs by serving as a catalyst for mobilization and change in the communities of Service Area 20.

Our Purpose

The Regional Support Center is a resource center for the C2000 prevention program, community coalitions, churches, schools, and interested citizens. This program and its resources can be used by any supporter in Dunklin, Mississippi, New Madrid, or Pemiscot counties. The Community 2000 initiative is a grassroots approach to the crisis of substance abuse and its related problems, including but not limited to violence, teen pregnancy, HIV, child abuse and crime in our communities. Our support center can provide your community or school with several types of prevention materials and activities to enhance the grassroots volunteer efforts.

As a supporter of the Regional Support Center together we can:

- Reduce underage drinking and use of other drugs and tobacco.
- Reduce tobacco, alcohol and other drug related deaths.
- Reduce teen pregnancy.
- Reduce HIV and other sexually transmitted diseases.
- Reduce alcohol and other drug related violence.

Contact the Regional Support Center today to become part of this important grassroots movement.

