

# Drug Update 2012

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## Painkiller Opana: New Scourge of Rural America

Opana® abuse can be deadly because it is more potent, per milligram, than OxyContin®, and users who are not familiar with how strong it is may be vulnerable to overdosing. "This Opana® pill has really kicked us in the rear," says Indiana State Police Sergeant Jerry Goodin. "We've never seen an addiction like this." Endo Pharmaceuticals, which produces Opana®, announced in December that it would reformulate Opana® to make it, like OxyContin®, more difficult to abuse. The new pill is being manufactured now.

<http://www.getsmartaboutdrugs.com/news/painkiller-opana-new-scourge-of-rural-america.html>

## FDA Warns Maker of Inhalable Caffeine Product Over False or Misleading Labeling

The U.S. Food and Drug Administration issued a warning letter Tuesday (3/6/12) to the maker of the inhalable caffeine product AeroShot Pure Energy, stating its labeling is false or misleading. The FDA says the company, Breathable Foods Inc., labeled the product as both inhaled and ingestible. "The company's labeling is false or misleading because these two claims contradict each other," the FDA said in a statement. The agency added that "caffeine is not normally inhaled into the lungs and the safety of doing so has not been well studied."

AeroShot, introduced earlier this year in the United States as a calorie-free breathable energy product, delivers caffeine through a gray and yellow device that resembles a cross between a lipstick and a shotgun shell, Reuters reports. The caffeine is mixed with B vitamins and delivered in a fine powder that dissolves in the mouth. One AeroShot contains about the same amount of caffeine as a large cup of coffee, according to the article. The FDA notes the product's label has conflicting statements about whether it is appropriate for those under 18. The agency says some videos on the company's website appear to encourage people to use AeroShot in combination with alcohol. The agency asked Breathable Foods to correct the violations, and to provide more information on research.

<http://www.drugfree.org/join-together/alcohol/>

**Weed Bracelets:** Is Your kid wearing a weed bracelet? Parents and schools are being warned about another new product aimed at supporting adolescent drug use. The "Weed Bracelet" is made of hemp, beads and silver accessories. When the bracelet is pulled apart, one end has a small bowl with a filter. The bowl is attached to a plastic tube woven into the bracelet. The tube is capped off by a bead at the other end. When unscrewed, the bracelet can be used as a pipe to smoke marijuana or other drugs. <http://www.huliq.com/10178/unsuspecting-bong-bracelets-implode-florida-schools>

## KIDS DRINK IN THE DARNEST WAYS... OR DO THEY?

Jello shots, vodka "eyeballing," and booze-infused gummy bears and tampons—are kids really getting buzzed these ways, or is it just medical hype? When it comes to inventive ways for kids to get alcohol in their bodies, anecdotes abound, but research is limited. It is likely that the more outrageous (and painful) methods reported in local news stories and on the internet, such as eyeballing and vodka-infused tampons, are rare. It's easier to imagine youth being attracted to sweet (and painless) ways to ingest alcohol. Such as those using gelatin. Research bears this out, at least for jello shots if not yet for gummy bears. Jello shots may be "an important source of youth alcohol intake" according to a pilot study of 108 drinkers aged 16-20. The study found that in the past month, about 20 percent of the young drinkers used jello shots, typically made by adding cold vodka or other spirits to boiling water and gelatin mix. A proven effective delivery system for alcohol, gelatin masks the taste of liquor better than a beverage mixer.

<http://www.spectrum.niaaa.nih.gov/a-closer-look/default.aspx?print=true>

## Dissolvable Tobacco Products

R.J Reynolds' Orbs, is a dissolvable tobacco product. The Food and Drug administration is studying the flavored products. The FDA has gathered a group of scientists and other experts to study flavored melt-in-your-mouth tobacco products. The panel, meeting this week, will hear from two camps of stop-smoking advocates: those who worry that dissolvables are a gateway to smoking and others who say they help people kick the habit. Gregory Conley, a 24-year-old law student at Rutgers University, pops a dissolvable during class or while he is studying. "You just put it in your mouth and hold it as if you were holding a piece of straw between your teeth," he says.

<http://www.npr.org/blogs/health/2012/20/145478833/dissolvable-tobacco-products-draw-fda-scrutiny>

## Tobacco Killed 50 Million People in last Decade Worldwide, Health Groups Say

Fifty million people have died from tobacco – related causes in the past decade, according to a new report by the World Lung Foundation and the American Cancer Society. The groups estimate that if current trends continue, a billion people will die from tobacco use and exposure in this century. The Tobacco Atlas notes smoking rates in the developed world are on the decline, while rates are climbing in poorer areas of the world. Last year, tobacco use resulted in the deaths of almost 6 million people worldwide, with almost 80 percent occurring in low-and-middle income countries. In China, tobacco is the number one killer, responsible for 1.2 million deaths per year, according to the atlas. That number is expected to grow to 3.5 million by 2030, Reuters reports. The report said the tobacco industry has launched legal challenges to anti-tobacco policies such as plain cigarette packaging, laws banning smoking in public places, bans on advertising and health warnings on cigarette labels. According to the report, the world's biggest tobacco firms made \$35.1 billion in profits in 2010, an amount equal to the combined earnings of Coca-Cola, Microsoft, and McDonald's. "The tobacco industry thrives on ignorance of the true harms of tobacco use and using misinformation to subvert health policies that could save millions," Peter Baldini, Chief Executive Officer of the World Lung Foundation, said in a news report.

<http://www.drugfree.org/join-together/tobacco>

## Whip-Its Again Become Popular Among Teens

Whip-Its— small canisters filled with nitrous oxide— are once again becoming popular among teens and young adults as a recreational drug, ABC News reports. According to the Substance Abuse Mental Health Services Administration (SAMSHA), Whip-Its are the most popular inhalant among young adults. “What makes them really popular is they’re easily accessible,” William Oswald, founder of the Summit Malibu drug treatment center, told ABC News. “You can get them at a head shop, you can get it out of a whipped cream bottle.” Inhaling nitrous oxide, either from a whipped cream container, or a nitrous tank, leads to a high that can last anywhere from a few seconds to a few minutes. <http://drugfree.org/join-together/drugs/whip-its-again-becoming-popular-among-teens-experts-say>

## Police caution teens about new synthetic drug

Pocatello — (Sept 26, 2011) A new synthetic drug that’s becoming popular among young adults has also put some Idaho teens in the hospital. The drug is 2C-E -- a hallucinogen also known as “Europa” and “Dragonfly.” It gives off an intense, long-lasting high, similar to LSD. Pocatello police say it’s a crystal-like powder that can be found in unmarked blue-and-white capsules. Police also say a teen who took just one of the pills on Friday is now in the intensive care unit at Portneuf Medical Center.

<http://www.ktvb.com/home/Police-caution-teens-about-new-synthetic-drug-130611848.html>

## 10 Slang Terms Parents Need to Know About Rx Drugs

1. A-Boot — Under the influence of drugs
2. Author — Doctor who writes illegal prescriptions
3. Honeymoon — Early stages of drug use before addiction
4. Mule — Carrier of drugs
5. Paper Bag - Container of drugs
6. Rave — Party designed to enhance a hallucinogenic experience through music or behavior
7. Rig — Equipment used to inject drugs
8. Sam — Federal narcotics agent
9. Stacking — Taking steroids without a prescription
10. Tweaking — Drug-induced paranoia; peaking on speed

## Teens Driving under the influence of Marijuana

According to a recent study, nearly one in five teens say they have gotten behind the wheel after smoking marijuana. As reported in USA Today, the national study of nearly 2,300 11th- and 12th-graders was commissioned by Liberty Mutual Insurance and Students Against Destructive Decisions (SADD). It showed that a growing percentage of teens do not see marijuana use as a distraction while driving, with 70 percent of teens saying it is “very” or “extremely” distracting, down from 78 percent in 2009. Of those teens who have driven after smoking pot, 36 percent say it represents no distraction when operating a vehicle. Nineteen percent say alcohol is no distraction, and 13% of teens report driving under the influence of alcohol.

[www.drugfree.org/join-together/drugs/teens-driving-under-the-influence-of-marijuana](http://www.drugfree.org/join-together/drugs/teens-driving-under-the-influence-of-marijuana)

## SnoBar Cocktails: Alcoholic Popsicles

SnoBar Cocktails is advertising a new line of popsicles in Arizona with products that contain 8-14% alcohol by volume—the same amount as youth-focused alchopops like Blast and Joose. To add to the dysfunction, SnoBar’s marketing campaigns consist of blatantly sexual imagery, with slogans such as “Lick it. Like it,” and a commercial featuring a shirtless male smashing a cocktail glass in slow motion, followed by a pink popsicle rising dramatically from the bottom of the screen.

<http://alcoholjustice.org/blog/38-blog-entries/705-boozy-popsicles-not-your-childhood-icon.html>

## Kratom Use Expands Into All Fifty States

Nationwide polls have identified Kratom as a substance that has emerged as part of the world wide explosion in the abuse of “designer drugs.” Although Kratom is a naturally occurring alkaloid, it has been lumped in with the substances like “K2-Spice,” “bath salts,” “glass cleaners” and “novelty powders” as a new and unregulated psychotropic drug. Kratom has silently established itself as a substance that can be utilized for a variety of illicit purposes.

Kratom has been described as producing both stimulant and sedative effects. At low doses, it produces stimulant effects, with users reporting increased alertness, physical energy, talkativeness and sociable behavior. At high doses, opiate effects are produced, in addition to sedative and euphoric effects. Effects occur within 5 to 10 minutes after ingestion and last for 2 to 5 hours. Acute side effects include nausea, itching, sweating, dry mouth, constipation, increased urination, and a loss of appetite.

Excerpt from MEDTOX Journal and [http://www.deadiversion.usdoj.gov/drugs\\_concern/kratom.htm](http://www.deadiversion.usdoj.gov/drugs_concern/kratom.htm)

## Teens Swapping Cigarettes for Flavored Cigars

They come in ice cream flavors such as strawberry, watermelon, vanilla and chocolate. They are packaged in colorful wrappers. “Little cigars” are finding a niche among teens, who like the price— about a dollar— and the taste. Little cigars look like cigarettes but are wrapped in a brown paper like substance that contains some tobacco leaf. The FDA banned flavored cigarettes in 2009, but no such ban applies to cigars. Nationally, cigar smoking is the second-most-common form of tobacco use among youth, after cigarettes, according to the Centers for Disease Control and Prevention. About 14 percent of high school students smoke cigars, according to 2009 CDC data.

[The Washington Post](http://www.washingtonpost.com)

## Teen Prescription Drug Abuse School Kit

School professionals are in an excellent position to inform, influence, and empower teens and their parents. The School Tool Kit enables middle schools and high schools to raise awareness of teen prescription drug abuse through school assemblies, lesson plans, and year-round activities. The Tool Kit is designed to be easy-to-use and flexible in order to meet each school’s individual needs. In order to receive the free School Tool Kit you must be a school professional who is on staff at a middle or high school in the United States.

[www.smartmovessmartchoices.org](http://www.smartmovessmartchoices.org)