

NPRC Update

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Happy New Year to all of our colleagues in prevention, treatment and related fields! After a slow beginning following the holiday season, January is gathering steam and turning into a very productive and exciting month. The Crystal Darkness Methamphetamine awareness documentary airing in Washoe County was just one of the many activities that helped kick off 2007. If your organization is planning activities and events to address the meth issue in your community, remember that the NPRC has bibliographies of current library and clearinghouse materials on the meth issue available at your request. We will send bulk materials or check out kits, videos or other items from the library collection anywhere in Nevada. Simply contact us by telephone, fax or e-mail to request items at no cost.

The November/December issue of the NPRC Update marked one year of publication of this e-bulletin. We have been preparing an anonymous online survey to gauge the usefulness of the publication, satisfaction with the NPRC and its services and guide the development of the resource center. In the next issue of the Update we will publish a link to the survey. We will also send the link to numerous listservs and there will be a link published on the NPRC website. We hope you will take the time to give us the feedback and input to enable us to continue to serve your resource needs in ways that are efficient and meaningful to you in the important work you do.

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Frontier Community
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SALIS Conference Reports

I'm sure that many of you have seen the "Above the Influence" ads on television. They show kids in different situations where peers have tried to get them to do drugs. In one, three boys sit on a couch as one talks about how absolutely nothing happened when he smoked pot at his friend's house; he didn't die, he didn't use other drugs, and he didn't get in an accident, they just sat on a couch. He then goes on to say that the real world is far more exciting and that he'd rather be out in it than sitting on a couch. Another shows a boy on the phone discussing the fun he had the night before with a friend. It is made obvious that his friend was not happy with how he acted because of the drugs he took.



These ads, along with a website and various print materials, were all produced by the National Youth Anti-Drug Campaign. At the SALIS conference, Robert Denniston, director of the Media Campaign for the Office of National Drug Control Policy, spoke about the development of the Above the Influence Campaign. The goal of the campaign is to stop use before it starts as well as reduce teen use of drugs.

The campaign was developed over a series of months and went through 5 phases and a good deal of testing. In each phase of the process, teens from across the country were asked comment on the concepts and rough ads so that it could be a very effective campaign. In the end, the campaign uses 6 major messages: keeping to goals, fitting in, clouding judgment, disappointing others, helping a friend, and not needing to be high to have a good time. The campaign uses many different types of media to get the message across, including television, the Internet, newspapers, and print materials. This multi-media approach to marketing has been very successful for the Above the Influence campaign. As of June 2006, teens were

already more aware of the Above the Influence logo  than the "My Anti Drug" logo



, and awareness is very close to that of the "truth"  campaign.

I had seen some of the ads on TV and had some postcards before I went to the conference, so it was interesting to hear exactly how everything was developed. A lot of work was put into this campaign, and it shows. My favorite part is the website, which is at www.abovetheinfluence.com. It is highly interactive, has a fun setup, and a lot of cool things. There is a section with information about drugs, how they work, and what they do. Audio files of teens talking about using and not using drugs are available for download, as well as icons, wallpapers, away messages, and banners for websites. Teens can vote in polls that deal with friends or siblings using drugs, parents, bullies, and eating disorders. They can also upload pictures or messages that express the influences they feel around them, both positive and negative. If you have missed the ads on TV, you can also view them all on the website, and I suggest you do. The print ads are also available as pdf files to be printed.



The campaign does not stop here. There are two free postcards available, which can be ordered from the NPRC. We currently have many copies of both in stock. There are also customizable open letter ads that organizations can send to local newspapers, magazines, or websites. They are located at www.theantidrug.com/openletter. To get the password to access the site, send an email to nyac@theantidrug.com with a subject line "Open Letter Ads." The NPRC has already requested access, and hopes to have them available to all Nevada agencies.



Upcoming Events:

January 21, 2007 6:00pm Open Line: Methamphetamine

The Reno PBS station will be hosting several local experts to discuss methamphetamine in the community on their Open Line show. This show is filmed live, and community members are encouraged to call in with questions or comments. There is also room for a small audience in the studio which is located on 1670 North Virginia Street; Reno. Contact the KNPB station at 775-784-4555 for more information.

January 22-23, 2007 The 2007 National Summit on the Methamphetamine Epidemic

This two-day conference, held in Las Vegas, features two tracks, one for people in law enforcement and another for those in social services. The schedule has many different sessions, which include treatment and prevention, meth's effect on children, the child and family services response to meth, grant writing, and many others. More information about this conference and registration is available at <http://performanceweb.org/CENTERS/LE/Events/L220/L220.htm>.

January 25, 2007 Understanding Addiction

This satellite telecast and webcast will be broadcast from 1:00-2:00 pm EST. During the broadcast, you will learn about the science of addiction, the latest innovations in treatment, recovery, and coalitions. You must register to view this presentation. To do so, visit <http://www.dlnets.com/MCTFT2nd.htm>

February 1, 2007 7:00 – 8:30 pm Raising Kids in the Internet Age

David Walsh, Ph.D., of the National Institute of Media and Family will speak about how media, specifically the Internet affects families today. The presentation is free and included free childcare for children ages 3-12. It will be held in the little theatre at Hug High School in Reno, NV. Space is limited, so call today to reserve your spot! 775-348-0371

February 11-17, 2007 National Children of Alcoholics Week

The NPRC has many materials to help the children of alcoholics and those that work with them. Videos, books, kits, and pamphlets are all available for free. Call 775-784-6336 or email nprc@casat.org for more information.

Workshops and Classes

For information on any classes provided by CASAT or to register call 1-866-617-2818 or 775-784-4707. The full schedule is also available online at <http://casat.unr.edu/>.

Upcoming Classes:

Adolescent Brain Research

This course presents current research on adolescent brain research, specifically covering the structures and functions of the brain, development, neurobiology of addiction, and the impact of child abuse on the brain.

January 23 – Las Vegas

January 24 – Reno

Motivational Interviewing

This course presents current research on adolescent brain research, specifically covering the structures and functions of the brain, development, neurobiology of addiction, and the impact of child abuse on the brain.

January 29-30 – Reno

January 31- Feb 1 – Las Vegas

Home Study Courses:

Socioeconomics and Prevention & Prevention and Ethics

Two new courses just recently were introduced with prevention professionals in mind: Socioeconomics and Prevention and Prevention Ethics. Courses currently cost \$8/contact hour. Conveniently learn about prevention topics and earn renewal or initial certification hours. Please visit the CASAT website to enroll and for more information: <http://casat.unr.edu/training.html>

Methamphetamine Prevention: An Inquiry

This course is currently being developed, and is in need of participants to pilot it. Areas of emphasis include the impact of methamphetamine abuse, education and awareness, laws, policies and practices, environmental strategies, and common prevention strategies. Tuition for this course is free during the pilot and participants will only be charged \$20 for materials and shipping. For more information, contact Julie Tieman at 775-784-6265. Deadline for registration is February 16.

NPRC Materials Update

Bulk Materials Update

There are four sections in the bulk materials update. The first is *New Materials* which includes everything that has been added to the clearinghouse database. Second is the *Back in Stock* section which includes items that were previously archived but are now available again. Next is the *Archived/Out of Stock* section. These items are out of stock at NCADI and the NPRC does not have any to distribute. Last are the *Discontinued* items. In this section are all items that can no longer be found and the NPRC has no copies of them. As always, copies of these materials may be available in the NPRC library collection. Please remember that this information may change during the course of the month, and will be updated in the next *Update*.

Special Note: Some materials may not be available to order from either NCADI or the NPRC, however there is a PDF version available. These items will still be active in the NPRC database with a note stating this and a link to the PDF file.

<u>New</u>	Title	NCADI/NPRC #
1	60 Seconds of Smoke	2563
2	Cost of Your First DUI	2559
3	Could Your Kid be Smoking? / Podria su hijo estar fumando?	2553
4	DASIS Report: Homeless Admissions to Substance Abuse Treatment: 2004 Issue 26, 2006)	SR130
5	DAWN Report: Emergency Department Visits Involving Non-medical Use of Selected Pharmaceuticals	SR129
6	Family Self-Care Handbook	2551
7	NIDA Notes Vol.20 No.6 Court Mandated Treatment Works as Well as Voluntary	NN0081
8	Over-the-Counter Medicines: Keeping you and Your Family Healthy	2552
9	Raising Kids Who Don't Smoke	2554
10	SAMHSA News Vol.14, No.4 July/August 2006, : Hurricane Recovery Guides Preparedness Planning	MS995
11	Smoking May be Gross	2562
12	Spanglish Tobacco Brochure	2564
13	Teen Party Guide for Parents	2560
14	Teen Party Guide for Parents / Guia para Padres Sobre Fiestas de Adolescentes	2561

<u>Back in Stock</u>	Title	NCADI/NPRC #
1	Mind Over Matter: The Brain's Response to Nicotine	PHD807

<u>Archived</u>	Title	NCADI/NPRC #
1	Making Your Workplace Drug Free: A Kit for Employers	WORKIT

Library Materials Update

The Library Materials update tells you what items have been added to the library collection. Most of these items are available for checkout and can be sent to your location. To search the online library catalog, please visit <http://207.212.112.252/webopac/main?siteid=804>.

Serials	Call Number	Title	Issue
	BADA JOURNAL ADD	Addiction professional.	November 2006 Vol. 4, No. 6
	BADA 362.2912 0835 MON	Monitoring the future : national survey results on drug use.	2005, Vol. 1
	BADA JOURNAL NPRC	NPRC update : Nevada's RADAR network monthly e-bulletin	Vol. 1, No. 13

Kits	Call Number	Title
	BADA KIT 305.23021 KID	Kids count

Books	Call Number	Title
	BADA 362.29 QUI	Quick guide for clinicians : based on TIP 33: treatment for stimulant use disorders.
	BADA 362.29 QUI	Quick guide for clinicians : based on TIP 43: medication-assisted treatment for opioid addiction in opioid treatment programs.
	BADA 362.29 QUI	Quick guide for clinicians : based on TIP 44: substance abuse treatment for adults in the criminal justice system.

Cool New Resources

- **Crystal Darkness**, the methamphetamine documentary recently aired in Northern Nevada, is available for purchase and viewing online. To view the documentary for free, visit the Reno Gazette Journal's video page at <http://news.rgj.com/apps/pbcs.dll/article?AID=/20070109/VIDEO/70108020> . The documentary also has an official website at www.crystaldarkness.com. Here you can read some of the stories included in the documentary, read blog entries on various subjects, and order a copy of the documentary on DVD.
- **Opin Mind** (yes, I spelled that right!) is a new search engine that gives interesting results. It searches many different blogs to find "opinions expressed by people on anything and everything." Search results are listed in two columns: pro and con. This means the results are separated to show if they are for a topic or against it. It is an interesting way to see what the popular opinion of a topic is. Like most others, this search engine is not perfect. In my own search for "pot" I got a few results that were really for crock pots. Check out this interesting site for yourself at www.opinmind.com.

Planning Ahead:

A look at some events in the next few months:

- January – National Birth Defects Awareness Month
www.marchofdimes.com
- February 2 – National Wear Red Day 2007
www.nhlbi.nih.gov/health/hearttruth.com
- February 11-17 – Children of Alcoholics Week
www.nacoa.org.com

If you want help with finding resources or planning for these events, please let us know. Also, if you plan something, tell us so we can include it in a future newsletter.

Has you or your organization done something great?
Are you planning an event?
Did you go to an amazing conference?

Then tell us!

We love to include local events and reviews in the Update.

Submissions for the February Update are due February 9, 2006.