

In The Know

A monthly newsletter to keep you current and In The Know on topics related to the Prevention of Substance Abuse

Keeping e-cigarettes away from youth

Electronic cigarettes, also known as e-cigarettes, are battery-operated devices that deliver nicotine, flavor and other chemicals. They turn chemicals, including highly addictive nicotine, into an aerosol that is inhaled by the user. E-Cigarettes have only been on the market since 2007 and have not been fully studied, leaving consumers unaware of the potential risks that they can cause.

In efforts to keep e-cigarettes away from young people, New York City has regulated the sale of these products to 21, which is the same for regular cigarettes. Unfortunately, the rest of the state has the required age

set at 18

Researchers at the University of Illinois at Chicago report that "Given the substantial youth presence on social media, the marketing of e-cigarettes on those platforms may entice non-smokers – youth in particular – to experiment with and initiate e-cigarette use." Although conventional cigarette advertising is prohibited, e-cigarettes are advertised in print, television and radio, heavily targeting those young people to use their product.

Since they are not regulated by the FDA, dangers lurk in every electronic cigarette. They contain heavy metals such as lead, and most con-

tain nicotine. The Center for Disease Control and Prevention stated that acute nicotine toxicity is a major concern. Another problem is that e-cigarettes can be a way to introduce smoking rather than as a way to assist smokers to quit.

The Center for Disease Control and Prevention reports calls about exposures to e-cigarettes now account for 41.7% of combined monthly e-cigarette and cigarette exposure calls to Poison Centers. Given the rapid increase in e-cigarette-related exposures, of which 51.1% were among young children, developing strategies to monitor and prevent future poisonings is critical. Pre-

vention and education are key to help keep our youth safe and healthy.

In addition, advertising for e-cigarettes needs to be regulated in the same way as regular cigarettes. Under the 2009 Tobacco Control Act, the FDA has the authority to ban or restrict ingredients and compounds in a particular product, if there is scientific evidence to support the policy. In April the FDA proposed rules that would ban the sale of e-cigarettes to people under the age of 18 and subject the \$2 billion industry to federal regulation for the first time.

Heroin epidemic sweeping the nations

Heroin use is becoming an epidemic that we are seeing sweep our nation. According to data released earlier this year by the Monroe County Medical Examiner's Office heroin was the cause of death for 65 people in 2013 in our region (Monroe, Livingston, Chemung, Ontario, Orleans, Steuben and Wyoming counties) compared to 29 in 2012 and 11 in 2011. From 2004 to 2013 drug related deaths has increased drastically with 59 percent of all drug fatalities in NY occurring outside of NY City.

One reason that plays into the increase in heroin use is it is relatively inexpensive compared to other drugs. Another trend we see when looking at the increase in heroin use, is that with the tightening of the reigns on prescription painkillers more users are turning to their inexpensive and easily obtainable counterpart, heroin.

In recent months in Pennsylvania reports were coming out regarding overdoses where heroin was being laced with fentanyl, a deadly combination. Other batches of examined heroin in the

region has shown it being cut with components like caffeine and Novocain all with potentially deadly effects.

When looking at Heroin addictions and treatment the number seeking treatment has increase by 40 percent in the last decade just in New York State. Steuben County, according to the Office of Alcoholism and Substance Abuse Services in NY, saw heroin treatment numbers go from 78 in 2004 to 292 last year. In early June the State Legislature passed 11 anti-heroin bills to



try and react to the increased need for opiate addiction treatment and other measures to help prevent the spread of heroin use.

Heroin is a highly addictive and very dangerous drug, if you or someone you know is struggling with heroin use and/or addiction please get help. For more information please contact Steuben Council on Addictions at (607) 776-6441 or call 2-1-1 for information relating to treatment services.

Do you or someone you care about need help because of Drugs, Alcohol or Gambling call:

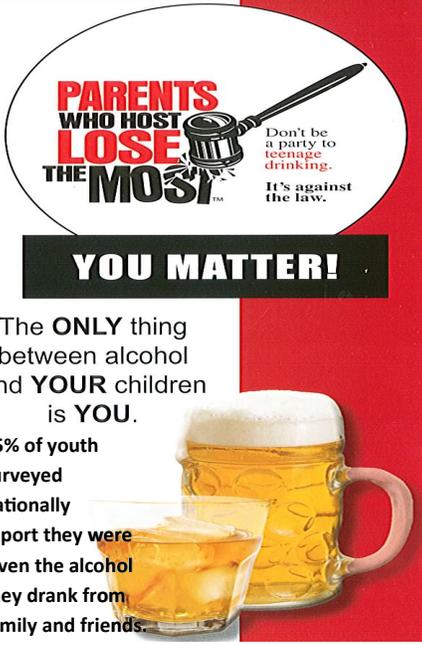
1-877-8HOPENY (1-877-846-7369)

24 hours a day, 7 days a week * Free & confidential information and referrals.

In The Know and By The Numbers

A look at current statistics and figures relating to e-cigarettes and heroin.

- According to a study published by The Journal Pediatrics, between 2011 and 2013 exposure to e-cigarette TV ads increased by 256% among adolescents and by 321% among young adults.
- Approximately 76% of ads seen by the two age groups occurred while watching cable networks — most often AMC, Country Music Television, Comedy Central, WGN America, TV Land and VH1.
- They also appeared on broadcast network programs that were among the 100 highest rated youth programs for the 2012-2013 TV season, including The Bachelor, Big Brother and Survivor, the study finds. (CADCA)
- According to the National Institutes of Health (NIH), in 2011, 4.2 million Americans 12 years of age or older said they had used heroin at least once in their lives.
- NIH estimates that approximately 23 percent of individuals who use heroin become dependent on this highly addictive drug.
- A recent report by SAMHSA shows that those “who had used prescription pain relievers non-medically were 19 times more likely to have initiated heroin use recently” and
- 4 out of 5 people who recently began using heroin had previously abused prescription pain relievers.



PARENTS WHO HOST LOSE THE MOST

Don't be a party to teenage drinking. It's against the law.

YOU MATTER!

The **ONLY** thing between alcohol and **YOUR** children is **YOU**.

65% of youth surveyed nationally report they were given the alcohol they drank from family and friends.

Steuben Underage Party Tip Line
1-877-862-4847

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The Council Corner

Steuben Council on Addictions would like to thank the Campbell Savona PTSO, the Steuben County Sheriff's Department, and Steuben Trust Company for sponsoring April's Alcohol Poster contest for the winners this year. The kids were able to enjoy the ice cream party, pizza party and t-shirts thanks to the help of the sponsors and the continued help from the teachers.

The Fund for Women granted the Girls Groups in Hammondsport, Haverling, and Avoca have been awarded a grant to continue to provide programs. This grant was awarded to the group for providing girls with education about health and empowering girls to grow into strong, confident women. This money will be used to continue to provide Girls Group to the three schools, which is an afterschool program where at-risk adolescent girls learn about health, problem solving, bullying, self-esteem and any other topic the girls express a need for learning about. This program is free to all girls attending and new girls are always encouraged to join.

This summer Prevention Educator Stacey O'Dell will be continuing to provide programming concerning the dangers of drinking and driving, drugged driving and distracted driving to the Driver's Education classes throughout the county. This program has been developed through research and information provided by federal, state and local law enforcement agencies to give students a realistic look at the potential dangers of driving under the influence or while distracted.

Steuben Council on Addictions would like to thank the Summer Learning Experience program for again welcoming us into their program! Educators will be meeting with all SLE students this summer and presenting the LifeSkills curriculum that looks at numerous aspects of healthy living, self-esteem, decision making and more. We are excited to again have this opportunity.

Have a safe and happy July Fourth weekend and remember to celebrate responsibly!

Steuben Council on Addictions is a division of Catholic Charities Steuben. In The Know is a regular monthly update about alcohol, tobacco and other drugs to help in the prevention of substance use and abuse. For more information please contact Stacey O'Dell, Prevention Educator at sodell@dor.org.

Catholic Charities
Steuben County