

COALITION CHRONICLE

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www.pactprevention.org

Alcoholic Energy Drinks

In what could be the most clever marketing scheme yet, the alcohol industry has found a way to target the under 21 crowd by simply adding alcohol to the most popular beverage among teens, energy drinks. According to the Marin Institute, 31% of 12-17 year olds are regular consumers of non-alcoholic energy drinks versus 22% of 25-34 year olds.

These brightly colored cans may look like popular energy drinks but they are actually a cocktail of alcohol, caffeine and other stimulants. Their popularity has skyrocketed since their introduction in 2006 and showed no signs of slowing down due to the

limited research on the effects of these concoctions.

One study by Dr. Mary Claire O'Brien of the Wake Forest University Hospital emergency room linked alcoholic energy drinks with dangerous consequences. In the study involving more than 4,000

Over 500 new energy drink products were introduced worldwide in 2006.

college students, she found that mixing the stimulant of caffeine and the depressant of alcohol can make users drink longer and feel as though they're more sober than they really are.

"Students who mix alcohol and energy drinks are twice as likely to ride with an intoxicated driver, be sexually assaulted, and twice as likely to require medical help as a result of their drinking," she concluded.

(www.tallahassee.com)

On May 21, 2008, a 16 year-old south Florida girl died after consuming alcoholic energy drinks at a party. Her friends dropped her off at home after the party. Later a friend found her unconscious, called 911 and administered CPR. The girl was taken to the hospital where she died less than two hours later.

Alcoholic or Non-Alcoholic?



1-amp (non-alcoholic); 2-Rock Star 21 (alcoholic); 3-Monster Energy (non-alcoholic); 4-Sparks (alcoholic); 5-Rock Star Energy Drink (non-alcoholic)

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A Dangerous Cocktail has Its Day in Court

Anheuser Busch and eleven states attorneys general agreed on a settlement forcing the brewer to change the recipe for the popular brands "Tilt" and "Bud Extra" (also known as Bud[®]) by removing stimulants from the formula. According to Connecticut Attorney General Richard Blumenthal, the energy drinks were investigated because they posed a stronger risk for binge drinking.

"These energy drinks lead to wide awake drunks," Blumenthal explained on a conference call with other attorneys general in the case. "They create a false sense of both security and capacity. They energize the intoxicated."



As part of the settlement, which contains no findings that Anheuser Busch engaged in unlawful behavior or advertised to youth, the brewer agreed to pay \$200,000 to the states that investigated the company's practices. In addition to Connecticut, the other states included Arizona, California, Idaho, Illinois, Iowa, Maine, Maryland, New Mexico, New York and Ohio.

New York Attorney General Andrew Cuomo said the states continue to investigate other companies selling

alcoholic energy drinks.

Florida was not part of the settlement.
(*excerpts from Join Together*)

Free Webinar - Social Marketing Campaign, Part 2

Title: Underage Drinking Social Marketing Planning the Next Steps!

Description: Part 2 of the webinar *Social Marketing 101* held May 29th.

Join us on August 6th, 2-3:30 p.m., for the follow-up web seminar on Florida's social marketing campaign to reduce underage drinking. Joy Mills and Amity Chandler will be co-presenting on *Social Marketing 101 the Next Step* and sharing information about the state campaign. However, participation in the May 29th webinar is not required for you to benefit from this training. You'll learn how our community is a vital part of the state campaign and how we can get started. This is a terrific opportunity to learn from the best practitioners of social marketing in the state.

If you have a telephone and a PC, you can

participate in the event from the comfort of your own office.

Please use the following link to register for the event.

<https://fadaa.webex.com/fadaa/onstage/g.php?t=a&d=711805356>

If you would like to participate using the big screen, a minimum of 3 people need to participate. Please contact Julia Kelly (Julia@pactprevention.org) by August 4th, if you are interested in the group format.

2007 Florida Medical Examiners' Report

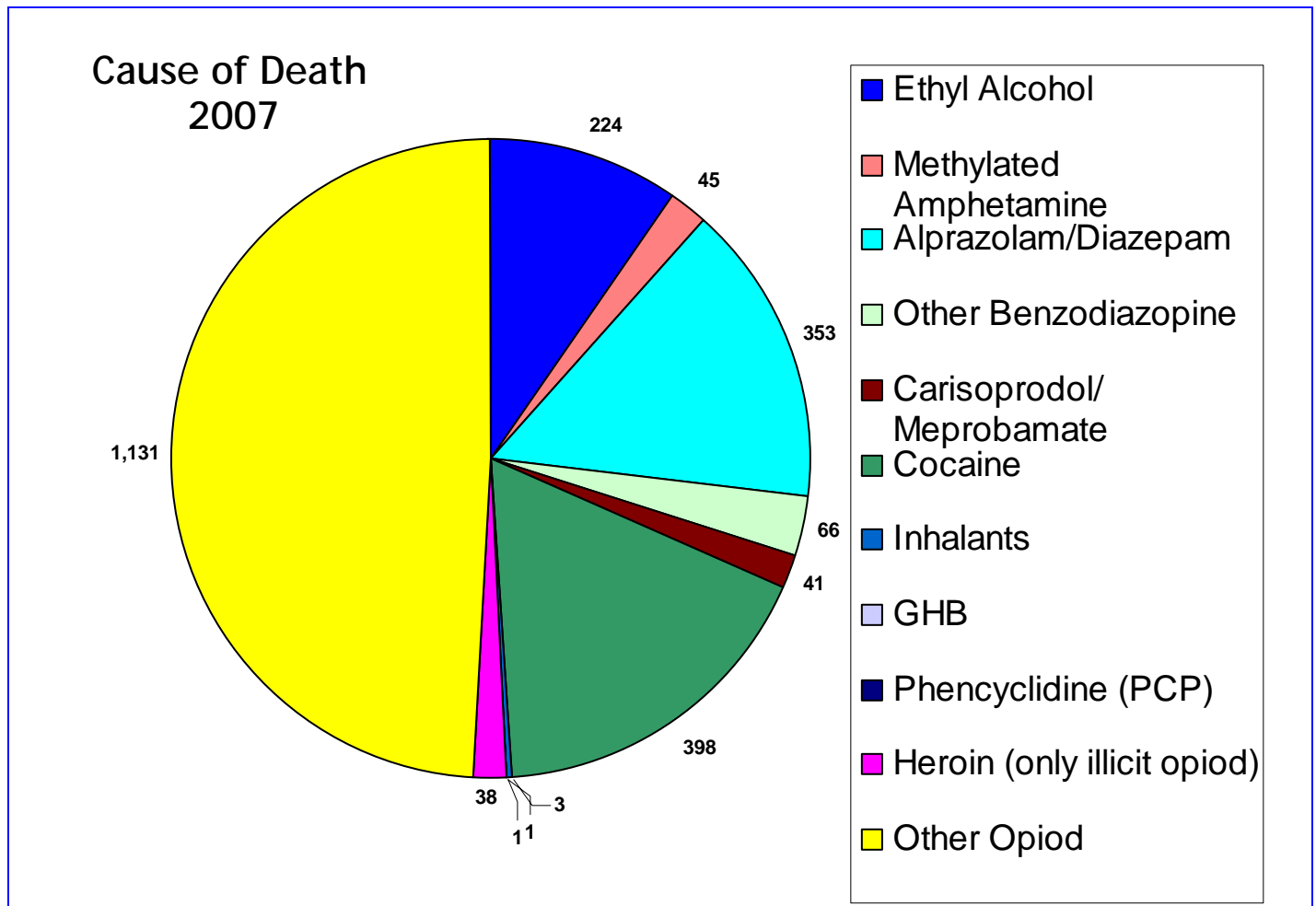
On July 12, 2008, the Florida Department of Law Enforcement (FDLE) and the Florida Medical Examiners Commission released the state's annual report on Drugs Identified in Deceased Persons. The report contains information compiled from autopsies performed by medical examiners across the state in 2007. During that period, there were more than 168,900 deaths in Florida. Of those, 8,620 individuals were found to have died with one or more of the drugs specified in this report in their bodies.

Medical Examiners specifically collected information on these drugs: Ethyl Alcohol,

Amphetamines, Methamphetamines, MDMA (Ecstasy), MDA, MDEA, Alprazolam, Diazepam, Flunitrazepam (Rohypnol), other Benzodiazepines, Cannabinoids, Carisoprodol/ Meprobamate, Cocaine, Gamma-Hydroxybutyric Acid (GHB), Inhalants, Ketamine, Fentanyl, Heroin, Hydrocodone, Hydromorphone, Meperidine, Methadone, Morphine, Oxycodone, Propoxyphene, Tramadol, and Phencyclidine (PCP).

The report indicates the three most frequently occurring drugs found in decedents were Ethyl Alcohol (4,179), all Benzodiazepines

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(2,627), and Cocaine (2,179). The drugs that caused the most deaths were Cocaine, Methadone, all Benzodiazepines (includes Alprazolam), Oxycodone, Ethyl Alcohol, Hydrocodone, and Morphine.

The report indicates that prescription drugs (Benzodiazepines, Carisoprodol/Meprobamate, and all Opioids, excluding Heroin) continued to be found more often than illicit drugs in both lethal and non-lethal levels. "This year's report again reflects that using drugs often leads to fatal consequences," said FDLE Commissioner Gerald Bailey. "FDLE and our law enforcement partners are working aggressively to take illegal narcotics off the streets, and to educate Florida's families about the dangers of the abuse of prescription drugs."

"The rate of deaths caused by prescription drugs is over three times as high as the rate of deaths caused by all illicit drugs combined," said Director of the Office of Drug Control Bill Janes. "We have not yet implemented a statewide monitoring plan that will help reduce the problem. The monitoring plan is our priority effort, but that is not enough. We are working to increase awareness among our families by focusing our efforts on communities, schools, businesses, churches, and the media. Prescription drugs are not safe and must be secured. Doctors and pharmacists must help law enforcement identify and stop doctor shoppers. We are also looking for ways to curb illegal internet sales. Only through a comprehensive, coordinated strategy will we be able to reverse this tragic, unacceptable trend."

[The Drugs Identified in Deceased Persons by Florida Medical Examiners - 2007 Report](#) is available on the FDLE Web site at www.fdle.state.fl.us

Calendar of Events

- July 15: 3:30–5:00pm General Membership Meeting (St. Augustine Record)
- July 16: 11:30-12:30pm Ancient City Kids Day Planning Meeting (PACT Office)
- July 18: 10:00–12:00pm Youth Advisory Board (PACT Office) (Week 2)
- July 22: (TBD) Ponte Vedra monthly meeting (TBD)
- July 25: 10:00–12:00pm Youth Advisory Board (PACT Office) (Week 3)
- July 28–August 1: CADCA Mid-Year Conference (Palm Springs, CA)
- August 1: 10:00–12:00pm Youth Advisory Board (PACT Office) (Week 4)
- August 6: 2:00-3:30pm Webinar: Underage Drinking—Social Marketing Strategies 102
- August 8: 10:00–12:00pm Youth Advisory Board (PACT Office) (Week 5)
- August 11: 4:00-8:00pm Board of Directors Quarterly meeting
- August 15: 10:00–12:00pm Youth Advisory Board (PACT Office) (Last mtg.)
- August 19: 3:30–5:00pm General Membership Mtg. (St. Augustine Record)
- August 19-September 16: GM Elections Nominations Accepted
- September 16: 3:30–5:00pm General Membership Mtg. (St. Augustine Record)