

PREVENT THIS

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RELAXING BATH OR DESIGNER DRUG?

A new designer drug known as “bath salts” has become increasingly popular and scary.

Make no mistake: These are **NOT** bath salts like those you would use in your bath.

These “bath salts” may look innocent, but their effects are powerful! The effects mimic those of cocaine and LSD, causing extreme paranoia and delusions, hallucinations, and suicidal thoughts, among other symptoms.

“Bath Salts” are typically snorted or injected. They contain the powerful stimulants methedrone and MDPV. The same chemicals have also been sold as plant food, pond scum cleaner, and insecticide.



ILLINOIS BANS “BATH SALTS”

Four new laws that will strengthen drug prevention efforts in Illinois were announced on July 22. One includes a ban on the abuse of bath salts. The new “bath salts law” goes into effect immediately.

“Street Names”

- Ivory Wave
- Bliss
- White Lightning
- Hurricane Charlie
- Vanilla Sky
- Ocean Burst
- Purple Rain

NEWS FROM THE POISON CONTROL CENTER

Calls to poison centers about exposures to bath salts:

Year	Number of Calls
2010	303
As of July 31, 2011	4,137



The term “exposure” means someone has had contact with the substance in some way; for example, ingested, inhaled, absorbed by the skin or eyes, etc. Not all exposures are poisonings or overdoses.

ADVERTISING TRICKS

The advertising industry’s primary job is to convince people to buy whatever product is being sold. Marketers have realized that younger people are more receptive to marketing strategies than older people. Younger people are more naïve and impressionable. They may not realize they are being manipulated.



Consumers are strongly influenced by the packaging of products that they are considering buying. Marketers are well aware of this fact, and go to great lengths to create packaging that will draw in consumers and convince them to buy the product.

SAFEGUARD YOUR CHILDREN

This issue isn’t going to fade away anytime soon and banning another drug won’t be enough to protect our kids unless we look at the underlying causes of our teens’ substance abuse. We need to focus more on the demand and examine the reasons so many individuals turn to drugs in the first place. Much of the responsibility lies within the individual families—namely, with parents. Parents should keep tabs on their kids, instead of just keeping tabs on the latest drugs. Instead, as parents, we should spend time with our kids and learn the reasons for drug use. As a society we must examine why teens turn to mind-altering substances and we must deal with these root causes of drug use through education, prevention, intervention and treatment. Only when we address the demand for drugs can we hope to safeguard our children.