

# Webb County Community Coalition Drug Prevention Bulletin

May 1, 2009  
Volume 1, Issue 3

Mario Flores & Melissa Cavazos, Directors



## Coalition Update

March 09 - April 09

### The Webb County Community Coalition is In Full Swing.

The concerns of Coalition members regarding over the counter drug abuse resulted in changes in how two local pharmacies sell their medications containing DXM. Lakeview Pharmacy and Martinez Pharmacy have signed a Memorandum of Understanding stating that they will limit the sale of 2 items containing DXM in an effort to prevent OTC Drug Abuse.

During the month of March, three youth Coalition members were trained to participate in tobacco sting operations in an effort to help reduce the use of tobacco by minors. The youth were trained by Sgt. Gerardo Gamboa and Deputies Reymundo Martinez and Sylvia Guzman. A Tobacco Sting Operation took place on March 25, 2009, in the communities of Rio Bravo and El Cenizo, Texas. A total of five convenience stores were part of the sting operation, of which 2 did sell to minors and went through the legal process as a consequence.

Each year, April is recognized as Alcohol Awareness Month. On April 1<sup>st</sup>, a proclamation was read by the Honorable Mayor Raul Salinas at the City Council Chambers. Following the proclamation, on Monday April 6, Alcohol Screening Day was observed at Laredo Community College Main and South campuses

## World No Tobacco Day, May 31, 2009

Tobacco is the leading preventable cause of death. More than five million people die from the effects of tobacco every year – more than from HIV/AIDS, malaria and tuberculosis combined. It is the only legal consumer product that kills when used exactly as the manufacturer intends. Up to half of all smokers will die from a tobacco-related disease. Second-hand smoke harms everyone who is exposed to it. More and more countries are fighting back by requiring that tobacco packages graphically show the dangers of tobacco, as called for in the WHO Framework

as well as at Texas A & M International University. Licensed Chemical Dependency Counselors and Counselor Interns provided important information to students and conducted alcohol use screening surveys. These surveys were meant to inform and educate both students and adults about alcohol and its effects on physical and mental health.

In the months of March and April, the Webb County Community Youth Coalition members continued to hold fundraisers to fulfill their goal of attending the Texas Tobacco Summit which will be held at the Woodlands Resort from July 26-29, 2009. The Youth Coalition Members had a Street Number Painting Fundraiser in the San Isidro Sub-Division on Wednesday, March 18, 2009 from 9:00a.m. to 12:00p.m. They were able to collect \$54.00 dollars. Thanks to Constable Rudy Rodriguez's generous donation of 100 discount cards for sale by youth, so far, the youth coalition members have been able to raise \$520. The youth members will next focus on a Mother's Day Raffle which will include prizes of haircuts, hair styles, gift certificates, massages, and pedicures.

**We would like to wish everyone a Happy Mother's Day on Sunday, May 10, 2009.**

Convention on Tobacco Control. They use the MPOWER technical assistance package developed by WHO to meet their commitments under this international treaty. Effective health warnings, especially those that include pictures, have been proven to motivate users to quit and to reduce the appeal of tobacco for those who are not yet addicted. Despite this fact, 9 out of 10 people live in countries that do not require warnings with pictures on tobacco packages. Please join the WCCC in saying "NO" to tobacco on May 31<sup>st</sup>!

### Contents

Coalition Update	1
Alcohol Awareness Month	1
Member Spotlight	2
Safe Prom/Safe Graduation	2
Texas and Keg Registration	3
Alcohol Energy Drinks	3
Upcoming Events	4

### May Poem

*"Sweet May  
hath come to  
love us,  
Flowers, trees,  
their blossoms  
don;  
And through the  
blue heavens  
above us  
The very clouds  
move on."  
- Heinrich Heine*

## Coalition Member Spotlight



Constable Pct. 1 Deputy Reymundo Martinez, during his enthusiastic presentation on tobacco prevention at Santa Maria Elementary in the Kick Butts Day Campaign Wednesday, March 25, 2009.

***“Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.” - Harriet Tubman***



This month we would like to shine our member spotlight on Deputy Reymundo Martinez from the Webb County Constable Pct. 1 Office. Deputy Martinez is a Texas A&M International University Graduate who holds a Bachelor of Science degree in Criminal Justice. In addition to his law enforcement experience, he is also a former educator who spent 4 years teaching at Cigarroa High School and at United South High School with the Magnet Program. As a teacher, he witnessed the difficulties faced by many students but felt that he was limited in his opportunities to educate youth in drug prevention. In his role as Deputy for the past three years, he has been able to enforce the laws that will protect students and implement

drug prevention efforts in the school. Deputy Martinez states: “I love it. I enjoy going to the school and educating the students about alcohol, tobacco and other drugs. I also do some tumbling during our presentations to keep the little ones focused on our lessons and I tie that in with the lessons. This is one way I can interact with the students and let them know that not doing drugs is one way they can help themselves maintain a healthy body and an active lifestyle.” This year as a Coalition Member, he has participated in the Tobacco Use by Minors Committee, Kick Butts Day, and the Tobacco Sting Operation held on March 25. We thank Deputy Reymundo Martinez for his exemplary work and dedication to his profession.

## Safe Prom / Safe Graduation 09

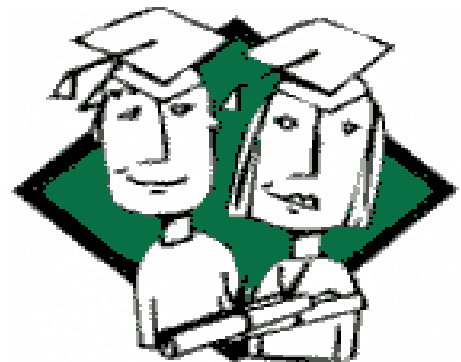
Letter to Parents Proclamation issued by Governor Rick Perry for Prom Night Tips For Parents

Spring is in the air. With it come the proms and graduations that traditionally herald the approaching end of another school year. Unfortunately, the coming of Spring also heralds another tradition—the prom and graduation parties where alcoholic beverages are made available to thousands of Texas teenagers, often by parents who are normally law abiding citizens.

To counter the problem and to help break a dangerous tradition, TABC enforcement agents will once again be visiting high schools across the state, alcohol-free prom and graduation parties and to remind people that the TABC and local law enforcement will be out in force on prom and graduation nights to enforce the laws concerning underage drinking.

As part of the operation, TABC agents also visit hotels and motels during this season to target gatherings involving youths and alcohol. Random undercover stings will also be conducted to target the illegal sale or provision of alcoholic beverages to minors. “By working with members of the Texas Medical Association, the Texas Petroleum Marketers and Convenience Store Association, other law enforcement agencies, MADD and other concerned groups, we hope to forge a partnership that will bring a heightened awareness of the dangers associated with underage drinking,” says TABC Administrator Alan Steen.

“The goal of the TABC’s Safe Prom/Safe Graduation campaign is to prevent the underage drinking that is often associated with prom and graduation parties by offering alternatives and by explaining consequences. We want young people and their parents to know that there are choices, and we want to help them make the right ones. At the same time, however, we want both parents and their teens to understand that if they make bad choices, choices that endanger their safety or the safety of others, we will do our best to ensure that they face the legal consequences of those choices,” notes Enforcement Chief Sam Smelser.



Source: [www.tabc.state.tx.us](http://www.tabc.state.tx.us)

## Texas and Keg Registration

**Beer kegs** are a relatively cheap source of alcohol – an appealing factor for a price sensitive youth. With an average keg holding approximately 165 servings, rented at \$75 a filling, that equals just 45 cents a beer. This makes beer kegs a popular and relatively inexpensive source of alcohol at underage drinking parties where large numbers of people gather. The kegs are often purchased by friends, relatives, or other adults over the age of 21. When police arrive at these parties, some of which are referred to as “pasture,” “desert,” or “house” parties, people scatter, making

it difficult for law enforcement to identify who purchased the kegs and hold them accountable for providing them. Keg Registration is a tool for police to identify the purchaser and aids them in prosecuting that person for supplying alcohol to minors. When a person rents a keg, they complete a form for their deposit. Through a number on the keg registration form, the identity of the renter and specific keg would be linked. The registration is then kept on hand by the retailer and readily available for law enforcement to review. Currently Texas has no statewide law

requiring retailers to use keg registration. In the 79<sup>th</sup> Texas Legislature, Rep Craig Eisler (R) of the Woodlands introduced a bill requiring keg registration labels for being used for off-premise consumption. However, it died in committee. Reintroduced in the 80<sup>th</sup> Legislature, the keg registration bill made it out of committees but too late for a vote on the House floor. At the time of the writing, 31 states and the District Of Columbia have keg registration laws, and Utah bans kegs altogether.

Source: [www.TexasStandingTall.org](http://www.TexasStandingTall.org)

## Alcoholic Energy Drinks

**Alcohol + Caffeine + Other Stimulants + Youth =**

### A Dangerous Mix

The prepackaged, premixed beverages contain alcohol, caffeine and other stimulants and provide a cheap alternative to purchasing the two types of beverages separately.

### Alcohol Energy drink producers have built on the popularity of non-alcoholic energy drinks.

Nonalcoholic energy drinks are very popular among youth. 31% of youth 12-17 years of age, and 34% of youth 18-24 years of age report regular use of energy drinks, compared to 22% for those 25-34 years old.

**Brand Confusion with non-alcoholic versions:** Alcohol producers promote the close association of their products with energy drinks by mimicking their containers, including size, shape, and graphics. Marketing messages for alcoholic energy drinks frequently mirror those used by nonalcoholic cousins: risk taking and rebellion, more energy, partying all night, and more sexual success. The messages are communicated primarily through the same channels used by energy drink marketers: Internet sites, chat rooms, sporting event sponsorships and consumer-to-counter communication on sites as MySpace.

**Price Appeal:** Generally the premixed alcoholic energy drinks are cheaper than the nonalcoholic energy drink. A recent check of Austin area convenience stores found that the premixed alcoholic energy drinks were 30-40 cents cheaper than the nonalcoholic energy drinks.

### Price Comparison:

<b>Rockstar Juice (nonalcoholic)</b>	<b>\$2.31</b>
<b>Spark Single (alcoholic)</b>	<b>\$1.99</b>

Most alcoholic energy drinks are classified as malt beverages even though their alcohol by volume is significantly greater than that of beer. This makes them cheaper than distilled spirits and more readily available to youth in more outlets like convenience stores.

**Health concerns:** As energy drinks are stimulants and alcohol is a depressant, the combination of effects may be dangerous. The stimulant effects can mask how intoxicated you are and prevent you from realizing how much alcohol you have consumed. Fatigue is one of the ways the body normally tells someone that they’ve had enough to drink.

Both energy drinks and alcohol are very dehydrating (the caffeine in energy drinks is a diuretic). Dehydration can hinder the body’s ability to metabolize alcohol and will increase the toxicity and potential for alcohol poisoning.

Only the non-alcoholic brands have nutrition facts and ingredients listed. The additives and stimulants contained in the alcoholic drinks are not disclosed.

**Take Action:** In August of 2007, 29 Attorney Generals took a powerful stand against alcoholic energy drinks. In their letter to the Alcohol and Tobacco Tax and Trade Bureau (TTB), the AGs expressed grave concern about how the products are targeting youth and called upon the agency to enforce federal law that says companies cannot market these beverages as “energy-enhancing”.

The TTB issued a statement in May 2005 saying they will take appropriate enforcement action when they determine that there have been violations of the advertising provisions. Yet marketers continue to use messages that fail to alert users to the potential for misjudging one’s intoxication and, instead, clearly suggest that the beverages will enhance alertness and energy.

Source: [www.TexansStandingTall.org](http://www.TexansStandingTall.org)



SCAN, Inc.  
Webb County  
Community Coalition  
2387 E. Saunders, #2  
Laredo, TX 78041

Phone:  
(956) 724-3177

Fax:  
(956) 724-4861

E-mail:  
[mario@scan-inc.org](mailto:mario@scan-inc.org)  
[melissa@scan-inc.org](mailto:melissa@scan-inc.org)

Working Together for a  
Drug-Free Community!

We're on the Web!  
[www.scan-inc.org](http://www.scan-inc.org)

## Upcoming Events

- **ATOD Prevention Workshop-**An Advocacy Workshop will be take place in June 2009 at Border Region MHMR Community Center located at 1500 Pappas from 9:00a.m. to 12:00p.m. Free C.E.U.s (Continuing Education Units) will be provided. Refreshments will also be provided. More information will be provided in the near future.

- **Youth Leadership Conference-** Youth Coalition members will have a unique opportunity to learn how to develop their leadership skills at the Youth Leadership Conference. The goals of this year's conference are to help youth identify what a leader is and how to identify their own leadership skills. A special guest speaker will provide youth with first-hand insight about leadership. The workshop will take place on Saturday June 27<sup>th</sup>, from 9:00a.m. to 12:00p.m at Wells Fargo Bank located at 1100 Matamoros.

- **Nuestro Orgullo (Our Pride) Awards –** The Nuestro Orgullo (Our Pride) Awards will be presented at the Gateway Community

Health Center located at 1515 Pappas on July 7, 2009 from 11:30a.m.-1:00 p.m. The annual Nuestro Orgullo Awards are presented to individuals recognized as leaders in the field of drug prevention who made a significant impact on keeping Laredo and Webb County drug free.

- The next Webb County Community Coalition meeting will be held on June 2, 2009 at Border Region MHMR from 11:30 a.m. – 1:00 p.m located at 1500 Pappas.  
*Please make plans to join us!*

- **Positive Youth Development Workshop-** There are numerous definitions of positive youth development and what constitutes a youth development perspective, program, or organization. This approach aims to foster resiliency, focus on strengths and resources, identify youth as individuals rather than a generic group, view youth as full and equal partners in the community, and empower youth to become leaders. The workshop will take place at Border Region MHMR Community Center on July 22, 2009 from 9:00am -12:00p.m.

Webb County  
Community Coalition  
2387 E. Saunders, #2  
Laredo, TX 78041



**RECIPIENT NAME  
1000 MAIN ST.  
LAREDO, TX 78040**