

# THE FACTS

About Drug Abuse

3rd Quarter 2009

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## DRUG STATISTICS

1 out of 4 people under the age of 18 in the U.S. is exposed to drug dependence and alcoholism in their families.

The average age for drug experimentation is now 13, and 80% of high school students see drugs sold and used on school grounds.

## Heroin Use By Teens Rapidly Increasing

Just in the past month, newspapers, TV stations and other media outlets have been reporting that heroin is making a quick and dramatic comeback with teenagers.

**(8/6/09 – New York)** The Herald Community Newspaper in Nassua County, New York reports that just this year there have been 120 juvenile heroin arrests. Last year there were 17 heroin overdose deaths and police estimate that for every death there are hundreds of others abusing heroin.

**(8/24/09 – Virginia)** First Sgt. Dan Hess of the Prince William County Virginia Police Department stated on the local ABC affiliate that he has never seen heroin take hold of such young people. "We are seeing children as young as 14 years old that are addicted to heroin." One high school student who was a cheerleader, competitive figure skater and honor roll student states she went from athlete to addict at age 16. She also states she secretly shot up the drug during halftime while cheering at football games.

**(8/12/09 – California)** Channel 10

in San Diego reports that a recent study shows that more the 3% of high school seniors have used heroin and they are seeing children as young as 11 & 12 smoking heroin. One former user states that she started using it when she was 18. Like many teens she started with something else, the pain killer OxyContin, then moved to heroin. "It's cheaper and you get the same high."

**(Dallas)** In Dallas County, the percentage of heroin-related arrests on high school and middle school campuses during the first half of the 2008/2009 school year increased 60% compared with the same period in the 2007/2008 school year.

Because of heroin's easy availability and because it is cheap (\$7 or less per dose), people between the ages of 13 and 21 are trying it in alarming numbers. A one-dose bag of heroin can cost less than a 6-pack of beer.

Heroin is one of the most addictive and deadliest drugs known, and it's reaching our kids.

## HEROIN



<b>Brief Description:</b>	A highly addictive drug derived from morphine, that interferes with the brain's ability to perceive pain.
<b>Street Names:</b>	Big H, Black Tar, Horse, Skag, Smack, Junk, Cheese
<b>What To Look For:</b>	Slurred speech, slow gait, constricted pupils, droopy eyelids, impaired night vision, vomiting, constipation
<b>Facts:</b>	Heroin is increasing in purity and decreasing in price, which makes it an attractive option for young people.

## Notes from Ray Kubacki

*To All Of Our School Clients and Friends,*

*The beginning of the school year is certainly an exciting time for all schools. The beginning of this school year is also a particularly exciting time for us, as we are extremely pleased to announce that **Dr. George Elder** has joined our Psychemedics team (see page 3).*

*Dr. Elder's entire 40 year career has been spent in education, including 32 years as Headmaster of 7 independent schools. George understands and loves education. He also shares your love for our children and our need to protect them. George has personal experience in implementing our school drug testing program and will be an important resource for all schools looking at the benefits of our hair testing program.*

*More schools than ever before are implementing our drug testing program. We can all be proud that together we are providing our children a safe and drug free educational environment.*

*I know all of you will very much enjoy talking with, as well as working with George. We are truly honored, as well as pleased to have him on our team and I know you will feel the same.*

*Best Regards,  
 Ray Kubacki*



Raymond Kubacki, Chairman & CEO,  
 Psychemedics Corporation

## New School Year Can Make Kids More Vulnerable To Drugs

A recent online survey of more than 2,500 moms conducted by Vocalpoint.com in collaboration with the Partnership for a Drug-Free America revealed that their number-one concern about back-to-school time is that their child "might be exposed to kids who drink or use drugs" (29 %). A 2007 Partnership study of 6,500 teens indicated that the number one reason teens use drugs is to cope with school stress, and according to the National Institute on Drug Abuse, the key risk periods for adolescent drug abuse are during major transitions, such as entering middle or high school or leaving home for college.

"The beginning of the school year is an especially vulnerable time for most kids, especially for teens making the move from middle school to high school, or any child who is starting a new school," said Sandi Delack, RN, President of the National Association of School Nurses.

"These survey results are a powerful reminder that the risks of drugs and alcohol remain top of mind for moms, and it's no surprise that these concerns are heightened at back to school," said Steve Pasierb, president of the Partnership.

View more information at [www.drugfree.org](http://www.drugfree.org)

## Study Highlights Prescription Drugs in Schools

Taking opioid drugs without a prescription appears relatively common among high school seniors, according to a report in the August issue of *Archives of Pediatrics & Adolescent Medicine*.

The most common reasons survey respondents gave for taking the medications included relaxation, feeling good or getting high, experimentation and pain relief.

The study assessed survey responses from seniors at public and private high schools throughout the United States between 2002 and 2006. The 12,441 students filled out questionnaires reporting whether they had used opioids such as morphine, opium or codeine for medical or non-medical reasons.

More than one in every ten participants, a total of 12.3%, reported using prescription opioids for non-medical reasons in their lifetimes, including 8% who reported having done so in the past year. The study revealed that the leading motives were to relax or relieve tension (56.4 %), to feel good

or get high (53.5%), to experiment (52.4%), to relieve physical pain (44.8%) or to have a good time with friends (29.5%).

In 2006, the number of persons 12 years or older who initiated nonmedical use of prescription opioids within the past 12 months was greater than the estimated numbers of those who initiated marijuana or cocaine use.

Examples of "prescription opioids" include Vicodin, OxyContin, Percodan, Percocet, Demerol, Dilaudid, morphine, opium and codeine.

The study concludes that the prevalence of nonmedical use of prescription opioids among adolescents and young adults in the U.S. is now at its highest level in 15 years and represents a public health concern.

View study at <http://archpedi.ama-assn.org/cgi/content/full/163/8/739?home>



### Did You Know ??

Psychemedics tested the hair of Beethoven and the 19th century poet John Keats.

Psychemedics used its proprietary drug testing method to see if Beethoven received any opiate painkillers during the last months of his life and the result was negative.

With Keats' hair analysis, it was discovered that he had been taking opiate painkillers before his death at the age of 26.

### ASTOUNDING FACTS:

#### Adolescents Exposed to Substance Abuse Through Music

42 percent of the top 279 Billboard songs referenced substance use!  
Adolescents aged 15-18 are exposed to an average of 2.4 hours of popular music per day, which results in the average adolescent being exposed to approximately 84 references to substance use per day, 591 references per week, or 30,732 references per year.



***“Implementing the Psychemedics drug testing program is perhaps the best thing I have ever done for my students in my forty years in education.”***

## **Dr. George Elder Joins Psychemedics To Work With Schools**

Psychemedics is proud to announce that Dr. George Elder has joined the company as Vice President, Schools and Colleges. Dr. Elder will work and consult with schools and colleges on the value and significant results achieved from implementing a drug testing program.

Dr. Elder has forty years of experience in independent education including eight years as teacher and coach and thirty-two years as Headmaster of seven independent schools in Mississippi, Louisiana, Tennessee and Alabama.

As Headmaster of Tuscaloosa Academy, Dr. Elder instituted a universal mandatory drug testing program for all students in grades 7-12 starting in 2005. Psychemedics Corporation was selected to do the testing and was instrumental in the implementation of the program.

Commenting on this important experience, Dr. Elder stated: “Drug testing changed the culture of the school, greatly enhanced its reputation in the community and provided for students a strong reason to reject powerful peer pressure to participate in this illegal and destructive behavior. Implementing the Psychemedics drug testing program is perhaps the best thing I have ever done for my students in my forty years in education and it is saving lives and families everyday!”.

Raymond C. Kubacki, Chairman and Chief Executive Officer of Psychemedics, stated, “We are extremely pleased to have Dr. Elder join our team. He brings a most unique and distinguished background, passion and experience which will greatly benefit schools as they consider the significant benefits from implementing a drug testing program.”

Dr. Elder received his undergraduate degree from Rhodes College and his Masters and EdD. from the University of Memphis. He is a graduate of Leadership Memphis, Leadership Tennessee and Leadership Tuscaloosa. The George B. Elder Performing Arts Center was dedicated in his honor at Lausanne Collegiate School in Memphis. George was a 2005 recipient of the Humanitarian of the Year Award by the National Conference for Community and Justice.

*To discuss your current school testing program, or if you are interested in implementing or expanding a program, contact:*

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*Superior Detection  
of Drug Abuse*

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*"Our progress as a nation can be no swifter than  
our progress in education. The human mind is  
our fundamental resource."*

-- John F. Kennedy



**About Psychemedics:**

*Psychemedics was established in 1987 to provide testing for drugs of abuse using hair analysis, and has been successfully operating for over 20 years. Thousands of corporations currently rely on Psychemedics' patented hair analysis technology for their pre-employment and employee drug screening. Psychemedics is headquartered in Boston and has offices in Dallas, Chicago, Los Angeles and Las Vegas. Our Laboratory is located in Culver City, CA. Psychemedics is a publicly-held corporation listed on NASDAQ under the ticker symbol PMD.*