

THE FACTS

About Drug Abuse

May 2012

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Heroin Use Spreads - More Appealing To Teenagers

With heroin becoming cheaper than a six-pack of beer and as easy to obtain as pot, police and prosecutors are turning to more aggressive tactics against the drug, dusting off little-used laws to seek murder charges against suspected dealers and provide for longer prison sentences.

Angry suburban parents are joining the effort too. They have organized antidrug rallies and founded organizations to spread the word about heroin in affluent areas where it is usually considered a distant, unlikely threat.

Once associated with rock stars and inner-city junkies, heroin has become far more dangerous and accessible in recent years. A half-decade ago, Mexican cartels created a form of the drug so pure it can be snorted or swallowed instead of injected, making heroin more appealing to teenagers and suburbanites who don't want the

stigma of shooting up. The extreme purity - often 50 percent or higher - means heroin is far deadlier today than it was in the past. As a result, heroin deaths have jumped over the past few years in some parts of the country. Part of the problem is availability.

"Heroin is easier to get than marijuana now," said Jim Shroba, the Drug Enforcement Administration agent in charge of the St. Louis office.

It's also cheap: A "button" of heroin (enough for one person to get high) can cost as little as \$6.

In the St. Louis suburb of Troy, Ill., young Shannon Gaddis finished off a snow day last year by snorting heroin. The overdose killed her. The death of the animal-loving high school cheerleader "put this issue sharply into focus," said Madison County State's Attorney Tom Gibbons. "It showed us this was



really happening in a way that would have the most serious and unfortunate consequences."

Gaddis was "like a lot of other victims and other young people that have gotten involved with heroin - kids from good families and good schools, with seemingly a bright future ahead of them," Gibbons said. "But one step down the path to drug addiction can be the last step."

<http://bostonglobe.com/news/nation/2012/04/14/shift-more-aggressive-tactics-against-heroin/HRFiajxyqP8mcN8axe17l/story.html>

Notes from Dr. George B. Elder

Dear Colleagues,

The recent media outbreak of news highlighting the illegal drug use of players in several prominent collegiate basketball and football programs (UCLA, TCU, Syracuse) is sad and unfortunate, but it is an ongoing issue and challenge that all colleges and athletic programs face. Every college, every school and every fraternity in the nation is wrestling with this same issue. **This doesn't have to happen anymore!**

Our hair test is not just about catching drug use, but deterring the use in the first place. Because a single hair test can detect use over the last 3 months, conducting a drug test just 4 times a year can cover the whole year -- unlike a urine test that typically only detects drug use for the previous 2-3 days.

However, remember that all hair testing is NOT the same. Our proprietary process results in superior detection rates, and because of that, a Psychomedics hair test provides the most powerful upfront deterrent.

I believe that you, your athletes and your staff have a huge opportunity and responsibility to lead the way in ridding your school of the drug abuse that is damaging your athletic program, your students, and your institution. Our school clients believe that a Psychomedics hair test is the best way to PROTECT their students from the scourge of drug use, and they are impacting young lives everyday.

Enjoy your summer and remember that I am always as close as your phone.

Warmest Regards,

Cell: (931) 636-8150 or GeorgeE@psychomedics.com



Dr. George Elder,
 Vice President, Schools & Colleges

DRUG STATISTICS

Almost one-in-five (19%) teen drivers reports that they have driven under the influence of marijuana.

Friends do play a significant role, as most teen drivers say they would stop driving under the influence of marijuana (90 percent) if asked by their passengers.

- 2011 SADD/Liberty Mutual Study

TCU Bust Sign of Increased Pot Problem

National Center for Drug Free Sport vice president Andrea Wickerham said the arrests of four football players among 15 TCU students and four former students on suspicion of selling marijuana is symbolic of an increasing pot problem in college athletics.

She hopes administrators across the nation are paying attention.

"I hope they don't see this event at TCU as an isolated incident. It's not," she said. "The question is, 'What does TCU do about it?' and what do other college administrators do?"

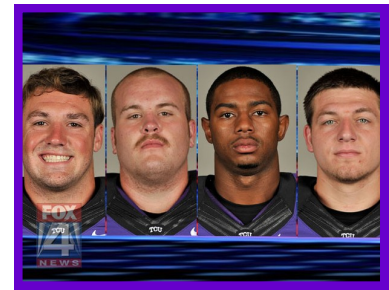
The arrests at TCU came just a month after the NCAA said that 22.6 percent of 20,474 student-athletes participating in an anonymous survey in 2009 admitted to

using marijuana the previous 12 months. That number was up from 21.2 percent in 2005.

Among the most high-profile sports, across all divisions, 26.7 percent of football players and 22 percent of men's basketball players admitted in 2009 to using marijuana the previous year. Both were up significantly from the 2005 numbers (21.7 percent and 18.6 percent, respectively).

The National Center for Drug Free Sport administers drug tests for more than 250 colleges as well as the NCAA. Wickerham said testing is the most effective deterrent and works best if it is consistently inconsistent.

"You want to test often enough so athletes truly believe they have a likelihood of being



selected," she said. "If you're only doing it once a semester, or if you do it only when you hear about a bad event, that's not a huge deterrent over time."

<http://news.yahoo.com/expert-tcu-bust-sign-increased-pot-problem-212331027-spt.html>

Drugs In The News

ASTOUNDING FACTS

Kids Hear 35 References To Substance Abuse Every Hour!

One in three popular songs contains explicit references to drug or alcohol use, according to a report in The Archives of Pediatrics and Adolescent Medicine. That means kids are receiving about 35 references to substance abuse for every hour of music they listen to.



<http://well.blogs.nytimes.com/2008/02/05/under-the-influence-ofmusic/>

Internet Addiction Linked To Drug Abuse

Parents already panicky about the amount of time their teenage children spend online may now have something new to worry about: All those hours spent Web surfing, chatting, gaming, texting and posting to Facebook could be a warning sign of substance abuse, according to a new study in the Journal of Addiction Medicine.

Greek researchers found that teenagers with "pathologic" Internet use were more likely to admit to drug abuse, and as excessive Internet use increased, so did the likelihood of substance abuse.

<http://tinyurl.com/75xrotm>

Prescription Drug Abuse On Rise Among Young

Prescription drug use is on the rise while the average age of the addict is dropping. That was the message of a panel assembled for the Flagler County Substance Abuse Community Forum.

"More than 50 percent of law enforcement investigations are because of prescription drugs," Flagler County Sheriff Don Fleming said. "Twenty-five hundred kids in Florida try drugs every day -- 60 percent are under 15. The people we are treating now are under 25 and started (using) in middle school," he said. "It only takes a short time to become addicted. They have no goals and no direction. It is very sad to meet these young people and see how lost they are." While much of the forum dealt with long-term addicts, seniors from Flagler Palm Coast High School's Junior Medical Reserve Corps said their generation is Generation Rx.

<http://tinyurl.com/82naxed>

School To Randomly Drug Test Students

Santa Fe School Takes Strong Stance Against Drugs

A school in Santa Fe is taking a strong stance in its fight against drugs. Starting next fall, St. Michael's Catholic School plans to begin randomly drug testing its students, and that has a lot of parents talking.

"It doesn't matter what school, what city, what town, you're going to find drugs. No family's going to be exempt from this program," Principal Sam Govea said.



The school will randomly assign students to groups, and when their group is called, it's test time. Students will give a hair sample. If they fail once, they will get a warning.

"If it does come back positive, the student will have 100 days to clean up and we will support them with that," Govea said.

If they fail a second time, they will be kicked out of the school.

"I definitely don't want my kid using drugs and I don't want anybody else influencing him either, so I'm actually in support of it," parent Angela Ortiz-Flores said. "I think if more schools were doing it, we wouldn't have the drug problem we do."

"They made the choice to come to Saint Mike's," Govea said.



Govea hopes this will teach kids a lesson that extends well beyond the classroom, and gives them one more tool to just say no. Participation in the drug testing is not optional.

Because the testing is random, it's possible some students will never be tested at all, while others may be several times.

<http://www.koat.com/School-To-Randomly-Drug-Test-Students/-/9154444/9707638/-/info02/-/index.html>



Did You Know ??

This Year Marks Our 25 Year Anniversary Milestone

Psychemedics made history by developing the first hair test for drugs of abuse, and has now been successfully serving clients for 25 years. To our customers, associates, partners, and everyone who has contributed to our success, THANK YOU!!

*Superior Detection
of Drug Abuse*

**PSYCHEMEDICS
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About Psychemedics:

Psychemedics was established in 1987 to provide testing for drugs of abuse using hair analysis, and has been successfully operating for over 25 years. Thousands of corporations currently rely on Psychemedics' proprietary 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.