

THE FACTS

About Drug Abuse

September 2011

Inside this issue:

 Biology Olympics: **2**
Team USA Wins Gold

 Drugs in the News **2**

 Astounding Facts **2**

 Back To School Stress: **3**
Can Lead to Drug Use

 Marijuana Use: **3**
Effects on Adolescent Brain

 Did You Know? **3**

Drug Abuse Is Now The Top Health Concern For Kids

Adults rate drug abuse and childhood obesity as the top health concerns for kids in their communities, according to the fifth annual survey of the top 10 health concerns for kids conducted by the University of Michigan C.S. Mott Children's Hospital National Poll on Children's Health.

This is the first time that drug abuse is at the top of the list of biggest health problems as measured in the Poll.

"The perception of drug abuse as a big problem

matches recent national data showing increasing use of marijuana and other drugs by US teens," says Matthew Davis, M.D., director of the National Poll on Children's Health.

In May 2011, the Poll asked adults to rate 23 different health concerns for children living in their communities.

Drug abuse rose to the top of the list with one-third of adults overall rating drug abuse as a big problem.



Child Health Concern, % Rated as "Big Problem" in 2011
1. Childhood obesity, 33%
2. Drug abuse, 33%
3. Smoking and tobacco use, 25%
4. Teen pregnancy, 24%
5. Bullying, 24%
6. Internet safety, 23%
7. Stress, 22%
8. Alcohol abuse, 20%
9. Driving accidents, 20%
10. Sexting, 20%

View the full report: <http://www.med.umich.edu/mott/npch/pdf/081511toptenreport.pdf>

Notes from Dr. George B. Elder

Dear Colleagues,

I know from many years in your shoes that your floors have been freshly waxed, your air conditioning systems have been checked and rechecked and that your classrooms are now filled with tomorrow's leaders. I can't say that I don't miss leading schools, but I am blessed to be consulting with schools all over the country about how to use the world's most powerful science to protect our kids from drug abuse.

More and more schools are joining the fight against drugs and I am particularly happy to welcome more public schools to our team of schools using real science supporting Psychemedics' testing. Be careful with labs offering discount prices and hair tests "just as powerful as Psychemedics." There is a reason that we have done more hair tests for illegal drugs than all the labs in the world combined. Schools in Florida, West Virginia, Louisiana, Ohio, Michigan, Kentucky and Colorado are using our hair test to provide their students with a solid and respected reason to say "no" to drug use. We have added colleges and even fraternities to our list of partners, and we now have public school systems that are using their own staff to collect hair samples, making it much more economical to use our hair testing in place of urine.

The bad news is that a number of our schools doing small numbers of random tests have seen recent signs of increased use. Many are now testing every student, and often faculty and board members. When a student knows for certain that they will be tested, they are usually unwilling to risk drug use and almost always make the right decision.

If you have been thinking about joining the fight, now is the time. Be proactive not reactive and you will save lives. Have a great school year, and I am as close as your phone or email.



Dr. George Elder,
Vice President, Schools & Colleges

DRUG STATISTICS

1 in 3 high schoolers who use drugs, alcohol, cigarettes are addicted.

People who use addictive substances before age 18 are six times more likely to develop a substance use disorder.

- 2011 CASA Report

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

Psychemedics Is A Proud Sponsor of Team USA In The International Biology Olympics

Psychemedics takes pride in getting involved in educational events, and we are a proud sponsor of the USA team that competes in the Biology Olympics. At their request, the students even compete in official Psychemedics lab coats!

The International Biology Olympiad is a worldwide biology competition for high school students involving teams from approximately 60 countries.

In this day when we hear so much negativity about the US Education system, there are significant successes being achieved by our U.S. students. The USA Biology Olympiad Team is one of these successes.

Recently in Taipei, Taiwan, the four students on Team USA competed against

240 of the best biology students in the world from 58 countries. Team USA was amazing and they received four golds and placed 1st, 3rd, 4th, and 7th. It is the first time that the USA has placed first in the competition.



Team USA is comprised of the top four scoring students out of twenty finalists who participated in the USA Biology National Finals (USABO) which took place at Purdue University. Nearly 10,500 U.S. students from across the U.S. registered for the highly competitive USABO.



"The United States was honored at the International Biology Olympiad by Team USA that earned Number One Team in the World, brought home 4 Gold Medals, and had the #1 Individual Scorer in the World," said Joann DiGennaro, President of the Center for Excellence in Education.

Be sure to have your students participate in the 2012 USA Biology Olympiad (USABO). Registration opens October 24, 2011.

Please go to <http://www.usabo-trc.org/>

ASTOUNDING FACTS

The clothing that teens wear could secretly be promoting a culture of drug use.

SeedleSs is a clothing line popular with youth of all ages, representing marijuana use. The website promotes drinking and drug use with pictures of users.

DGK - "Dirty Ghetto Kids" - is a popular clothing line for youth ages 12 to 18. The brand embraces a culture of no adult supervision or respect for adult authority, as well as drug and alcohol use.

SRH is an underground movement for extreme sports, extreme music and extreme lifestyles. Many people believe SRH stands for "Supporting Radical Habits," although the common meaning among youth behind the acronym is "Stoners Reeking Havoc."

Items of clothing offered by the companies embracing drug and alcohol use are now produced with hidden compartments for holding drugs, like the inside bands of hats, in the side of sneakers, in the inside leg seam in pants or shorts and in hems of clothing.

http://www.lcsun-news.com/las_crucis-news/ci_18690182

Drugs In The News

Rx Drug Use A Growing Concern

Alarming statistics point to a growing prescription drug abuse problem among teens. Experts say one out of every 10 teens has abused prescription drugs in the last 30 days.

"It's a concern. It should be a concern with parents and they should be talking to their kids about it," said parent Jacqueline Sewell.

Some parents say school administrators need to watch out.

"You're going to find it in the schools. And you have to deal with it so yeah, they need to be aware and get involved too," said Sewell.

<http://tinyurl.com/3dzdpe7>

Social Networking Tied To Teen Drug Use

Teens who spend time on Facebook, MySpace, Twitter, and other social networking sites may be more likely to smoke, drink alcohol, and use drugs.

CASA recently polled more than 2,000 teens online or by phone, as well as 528 parents of teens.

The results show that compared to teens who don't visit social networking sites daily, those who do are: 5 times more likely to use tobacco, 3 times more likely to drink alcohol, and twice as likely to use marijuana.

Most teens -- 70% -- said they spend anywhere from one minute to hours a day on social networking sites.

The issue seems to be what they view on those sites. Forty percent of the teens in CASA's survey said they have seen images of intoxicated kids, including some who are passed out, as well as pictures of peers using drugs.

<http://tinyurl.com/4yb8ub2>



Back To School Stress Can Lead Teens To Experiment With Drugs

Parent Communication Can Have A Surprising Impact

Whether teens are entering high school for the first time or advancing grades, heading back-to-school can be both exciting and stressful. As teens face new challenges, new environments and new social influences in heading back to school, these stressors can lead teens to experiment with illegal substances. Recent studies have shown high stress teens are twice as likely as low stress teens to smoke, drink, get drunk and use illegal drugs.

"When parents and teens have open lines of communication and are able to speak authentically about the dangers of illegal substances, there is a dramatic reduction in the likelihood that teens will engage in this type of high-risk behavior," explained Tammy Granger, student assistance program coordinator, Caron Treatment Centers, a nationally recognized non-profit provider of alcohol and drug addiction treatment. "Many parents underestimate the role they can play in preventing their teens from using drugs and alcohol, but an effective conversation can make a surprising amount of impact."

Early Marijuana Use Tied To Long-Term Brain Problems

New research shows that adults who smoked marijuana before age 15 have significant problems with attention span, impulse control, and "executive function" - the ability to plan and carry out tasks.

According to study author Dr. Maria Alice Fontes, "Adolescence is a period in which the brain appears to be particularly vulnerable to the neurotoxic effects of cannabis. The brain before the age of 15 is still

developing and maturing, so exposure to cannabis during this period may be more harmful."

Marijuana has been linked to other problems with brain function, including difficulties learning new things and recalling recent events, according to the institute.

Marijuana seems to cause both chemical and structural changes in the brain, study co-author Dr.



Karen Bolla, associate professor of neurology at Johns Hopkins, told CBS News. She said rapid brain development continues until one's early twenties.

http://www.cbsnews.com/8301-504763_162-20067999-10391704.html

Did You Know ??

Psychemedics has a test designed specifically for parents concerned about teenage drug use!

Psychemedics became the first company to offer a patented hair drug testing service (the PDT-90) for parents concerned about their children and possible drug use. The test can be ordered online at www.drugfreeteenagers.com and can be administered in the privacy of their own homes.

*Superior Detection
of Drug Abuse*

**PSYCHEMEDICS
CLIENT SERVICES INFO:**

Client Services hours:
6:00 AM—5:30 PM PST
Monday – Friday

5832 Uplander Way
Culver City, CA 90230

Phone: 800.522.7424
Fax: 800.643.2354

GEORGE B. ELDER
Vice President,
Schools and Colleges

Office: (931) 924-3143
Cell: (931) 636-8150
Fax: (931) 924-3133

GeorgeE@psychemedics.com



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' 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.