Prevention...What's the 4-1-1?

Wal-Mart aims to significantly boost sales of alcohol

Bloomberg News reports that Wal-Mart is devoting more shelf space to alcohol, offering discounts on beer and doubling the number of company alcohol buyers. Across the United States, beer can found throughout Wal-Mart store locations, even in the garden center. The company is promoting alcohol in store circulars, and is building new stores that are designed to highlight beer.

In Dayton, Ohio, where state regulations prevent Wal-Mart from discounting alcohol, the company is offering mail-in rebates and $10 store gift cards, paid for by beer companies, when shoppers purchase beer with cross-promoted merchandise, such as lawn chairs or grills.

Wal-Mart's new alcohol strategy will increase pressure on other retailers to make similar moves. Earlier this year, Dollar General announced the company would increase the number of stores selling alcohol. Family Dollar Stores also has announced an expansion of beer and wine sales.

*Source: http://www.drugfree.org/join-together/alcohol/wal-mart-aims-to-significantly-boost-sales-of-alcohol?utm_source=Join%20Together%20Daily&utm_campaign=838f2cbec2-JT_Daily_News_ER_Visits_Related_to&utm_medium=email&utm_term=0_97f4d27738-838f2cbec2-221329485

"Pharm" parties are Russian Roulette for teens

According to the 2012 Monitoring the Future Survey report, "14.8% of 12th graders used a prescription drug not prescribed for them or for a non-medical reason in the past year." Survey findings also showed that "after marijuana, prescription and over-the-counter medications accounted for most of the top drugs abused by 12th graders in the past year." Adderall and Vicodin were the most commonly abused prescription drugs.

Data showed that many teens are using these drugs at "pharm" parties. These type of parties are where teenagers gather to combine a variety of drugs, which often leads to drug addiction, accidental overdose, and most importantly death.

Addiction Specialist, Dr. Damon Raskin, states, "the combined effects of these drugs are very often deadly. It doesn't take a large quantity of some common drug combinations for a person to overdose and die. Abusing prescription medications is dangerous and can lead to addiction. Throwing a whole bunch of pills in a bowl and taking a handful is no different than playing Russian Roulette."

It is important to secure and properly dispose of prescription medications as accidental deaths from prescription drug overdoses are now more common than deaths due to cocaine and heroin use combined.

*Source: http://www.prweb.com/pdfdownload/10904915.pdf