



Alcohol Marketing and Youth

In another alarming example of alcohol marketing targeting young people, a product called Spike Your Juice is being advertised as “an astoundingly simple” kit that will transform your favorite juice into a fizzy alcoholic beverage in just 48 hours. Because the product itself contains no alcohol, no age verification is required for purchase. Ordering a kit from the brightly-colored website only requires a credit card number and clicking a box to “agree” that the purchaser is over 21. For under \$10, one kit can make three gallons out of any sugar-based juice. A story on Education Tech News, passed on by Lake Erie PRIDE advisors, advised schools to educate themselves on the product and block the website. The company has defended its product saying that “it’s just yeast and juice,” and that because the process takes 48 hours it isn’t conducive to underage drinking. A spokesperson said, “We thought ‘How could we be able to keep this away from minors?’ We came up with the conclusion that we can’t keep it from them. But if they really want to get drunk, this is not the beverage they would use.” Others have disagreed, noting that a packet of Spike Your Juice and 2 days on a locker shelf can turn a simple bottle of juice into a sugary, fizzy, under-the-radar alcoholic beverage.

News & Updates

July is just around the corner and with it comes Training of Trainers (TOT) and the PRIDE Summer Retreat. We are looking forward to spending time with our new and returning Trainers and to seeing many of you here on July 8 and 9 for the Retreat! If you missed the registration deadline but would still like to come, please email louanne@prideyouthprograms.org.

Finding PRIDE on Facebook just got a little easier. You can now direct your team members, alumni and others right to www.facebook.com/prideyouthprograms.

What is TOT?

Training of Trainers (TOT) is an important annual event for our International Training Team. Since Trainers come from all over the US and even other countries, it is one of only two times in a year when the entire team is together. New and returning members travel to Michigan and spend the week together getting to know each other and the PRIDE staff, learning new activities, putting together training materials, planning for the PRIDE Summer Retreat and discussing Conference. Trainers work very hard in a relatively short amount of time to build a cohesive team and to make sure that they have awesome, new resources to share with you!

More Training Team News

Members of the International Training Team recently assisted with three PRIDE team retreats in Michigan, helping teams in Iosco County, Cheboygan and Newaygo County get their years off to a strong start. Trainers provided leadership and teambuilding activities, performance training and more.

PA Bans Sale of Salvia and Bath Salts

Pennsylvania Governor Tom Corbett recently signed a bill into law that will ban the sale of Salvia and the synthetic drug known as bath salts. Both drugs have been reported to cause hallucinations, paranoia and violent behavior. Salvia, which was brought into the spotlight when video of Miley Cyrus smoking it surfaced on the internet, is not yet considered a controlled substance by the federal government, although several states like Pennsylvania have taken action. Bath salts are a “designer” or synthetic stimulant drug that has been named a “drug of concern” by the DEA. The effects have been likened to those of meth or cocaine. Pennsylvania joins a growing number of states to institute bans on this drug as well. Thank you to Cyndi Hogue from PRIDE of Bethel Park for sharing this update!