



## Regions Struggle With Heroin Addiction

According to the 2009 NSDUH report, the number of people dependent on or abusing heroin had increased from 213,000 in 2007 to 399,000. The number of first-time heroin users also increased. Some areas of the country have been particularly hard hit. A recent [news release](#) from a treatment center in Pennsylvania reported that in the last two months, six high school students were admitted to rehab for heroin addictions. A Youngstown, Ohio news channel recently ran a [three-part story](#) on heroin addiction in their region. Boardman, Ohio Police Chief Jack Nichols said, "Probably about four years ago, five years ago, we started to notice kind of a change in our drug cases. They switched from being predominantly cocaine-based, to mostly heroin-based." A November report from Cincinnati quoted investigators as saying that more young people were dying of heroin overdoses in the Tri-State area than in car accidents and suicide combined. In Hamilton County, where Cincinnati is located, deaths from heroin overdoses have quadrupled since 2007. Once considered an urban problem, heroin is now readily found in suburban and rural areas. This fast-acting and highly addictive drug is easy to find and relatively cheap. Learn more from the [DEA's Drug Fact Sheet](#).

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## News and Updates

Tomorrow is the postmark deadline for Challenge and Talent Show applications! Don't miss out on this great opportunity to showcase your team's talents and creativity! Please make sure to get all your application materials sent out on time, and don't forget to test your videos before sending. Feel free to email video files or send links to videos you have posted online. While we will eventually need actual discs of PSA entries and music to be played during the event, sending your videos electronically can work well for the application and review process.

Please make sure that you have carefully screened the music and artists you plan to use in your Challenge or Talent Show entries. Check that the artist has a positive reputation and that the lyrics are free of sexual, violent or otherwise offensive references and that they do not seem to condone drug or alcohol use.

## Random Acts of Kindness Week

Did you know that February 13-19 is Random Acts of Kindness Week? Take some time next week to share kindness and encourage the people around you. There are so many small ways to make a big difference! Here are some ideas to get you started:

- Offer free babysitting to parents who could use a little break or might like to go out for Valentine's Day.
- Make a point to hold the door open for people throughout the week.
- Smile and say hello to a person you might otherwise walk by without noticing.
- Going through a drive-thru? When you pull up to the window to pay, tell them you would like to pay for the next person's order as well.
- Deliver a thank you note, flowers or a favorite snack to a teacher, coach or PRIDE advisor. Let them know that their hard work hasn't gone unnoticed.
- Clean out your dresser, closet or bookshelves and donate items that you don't use but are still in good condition to a shelter, resale shop like Goodwill or, for books, your local library.
- If you're waiting in a check-out line, offer to let someone go ahead of you.

Visit the [Random Act of Kindness Foundation's website](#) to find out more about Random Acts of Kindness Week and read true stories of kind acts. You can also find "Kindness Ideas," sorted by categories like In School, On Campus and At Work.