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# IDAHO OFFICE OF DRUG POLICY



November 2016



Students learn what it means to find their own "natural high" at a Red Ribbon Week Rally in Boise, ID in October.



**T.R.A.P.P.E.D. S.O.B.E.R.**  
**Surgeon General's Report on Alcohol, Drugs & Health**  
**Be the Parents Highlights Idaho Youth**  
**Program Spotlight: Truth208**  
**Drug Trends: U-47700**

## T.R.A.P.P.E.D. S.O.B.E.R.

### Idaho Teens Rising Above Peer Pressure

Last week, the Bonneville Youth Development Council (BYDC) was featured in the Community Anti Drug Coalitions of America (CADCA) weekly news roundup for the coalition's annual *Teens Rising Above Peer Pressure Every Day – Students Oppose Booze Everyone's Rewarded* (T.R.A.P.P.E.D. S.O.B.E.R.) conference.

[Read the CADCA  
Feature Here](#)

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## Surgeon General's Landmark Report

### First ever report on drugs, alcohol and health

*"Alcohol and drug misuse and related disorders are major public health challenges that are taking an enormous toll on individuals, families and society. Most Americans know someone with a substance use disorder, and many know someone who has lost or nearly lost a family member as a consequence of substance misuse. [However] Only 10 percent of people with a substance use disorder receive any type of specialty treatment, Further, over 40 percent of people with a substance use disorder also have a mental health condition, yet fewer than half (48.0 percent) receive treatment for either disorder."*

–From the report's Executive Summary

The U.S. Surgeon General, Dr. Vivek Murthy, released the report "Facing Addiction in America: The Surgeon General's Report on Alcohol Drugs and Health", marking the first time a U.S. Surgeon General has dedicated

a report to substance misuse and related disorders. The report reviews what is currently known in the scientific literature about substance misuse and how prevention and medical professionals can use that knowledge to address substance misuse and its consequences.

The report offers reason for [hope and optimism](#) recognizing that the body of evidence on the topic points to the clear conclusion that "addiction to alcohol or drugs is a chronic but treatable brain disease that requires medical intervention, not moral judgement". Many evidence based programs and policies have been developed and are effective in preventing alcohol and drug misuse. These efforts, along with changes in healthcare and criminal justice are paving the way to address alcohol and drug misuse in a public health-oriented approach.

[READ THE REPORT](#)

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## Be the Parents

### Idaho Youth Featured in Campaign

The Be the Parents underage drinking campaign continues its focus on highlighting the positive force parents are in their kids' lives by featuring Idaho youth on its website and in TV and radio spots. Emphasizing to parents that kids who are engaged in an activity they are passionate about helps keep youth free from underage drinking and other substance use. Watch for the new TV spots on your local stations and view the spotlighted youth at <http://bethetheparents.org/find-their-passion/>

If you know an outstanding youth in your community that reflects the Be the Parents message and may be interested in being featured on the BTP website, please contact [nicole.fitzgerald@odp.idaho.gov](mailto:nicole.fitzgerald@odp.idaho.gov).

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## PROGRAM SPOTLIGHT

TRUTH208



From left to right: Medication drop box in Heyburn, Truth208 campaign posters.

*Contributed by Cyn Reneau, Director of Education and Development*

An increasing number of rural Idaho Communities now have permanent prescription drug drop boxes thanks to the efforts of the Idaho Prevention Project (IPP) and its **TRUTH208: Straight Talk About Medicine Abuse** program.

In SFY2016, IPP received Substance Abuse Prevention Block Grant (SABG) funds for the purchase and placement of a total of 17 prescription drug diversion bins across the state. Police and Sheriff's Departments in the following cities: Heyburn, Kimberly/Hansen, Wendell, Shoshone, Buhl, Glenns Ferry, and Orofino, as well as the following counties: Gooding, Elmore, Teton, Clark, Payette, Benewah, Shoshone, Boise and Jerome added permanent drug take-back receptacles in secure locations for Idahoans to dispose of their unused and outdated medication in a safe and environmentally sound way. An additional bin was placed by the Coeur d'Alene Tribal Police Department at their headquarters in Plummer. The impact of the program was felt almost immediately with pounds of unwanted medications being collected.

In SFY2017 the **TRUTH208** mission received additional support from ODP to deliver "phase II" of the effort which involves adult and teen prevention education in Region V. SABG funds have already been used

to create written materials and radio spots in both English and Spanish, and to allow for formal classroom education sessions for teens regarding the dangers of misusing/abusing prescription medications.

To request materials, a school or community presentation, or for additional information check out [www.truth208.org](http://www.truth208.org) or contact the Boise office at 888-331-2060.

## Drug Trends

### U-47700

U-47700, with the street name Pink or Pinky, is a synthetic opioid that is eight times more potent than heroin. It typically is used in a powder form, or in a tablet that closely resembles pharmaceutical opioids.

The DEA states, " Abuse of the drug often happens unknowingly to the user, and is encountered as a single substance as well as in combination with other drugs such as heroin and fentanyl. Because substances like U-47700 are often manufactured in illicit labs overseas, the identity, purity and quantity are unknown, creating a "Russian Roulette" scenario for any user.



U-47700 can easily be purchased online, however, the Drug Enforcement Administration recently moved to ban U-47700 by adding it to the Controlled Substances Act as Schedule I drug.

According to a November 10, 2016 NBC News article, "the DEA has confirmed 46 deaths from Pink, most of them in New York and North Carolina. Two 13-year-old Utah boys died within 48 hours of each other in Park City, Utah, after using the drug in September". The DEA reports that there were 88 submissions of the drug from state and local forensic laboratories between October 2015 and September 2016.

Law enforcement has been cautioned to proceed with caution when seizing drugs suspected to be U-47700. "This stuff is so powerful that if you touch it, you could go into cardiac arrest," Park City Police Chief Wade Carpenter told NBC News.

Synthetic drugs like U-47700 are a particular challenge because the "drug deal" occurs online and the product sent through the mail. Further, chemists who manufacture the drugs can invent new variants as fast as laws are enacted to outlaw them. This has resulted in the DEA using temporary bans, such as the one in place for U-47700, more frequently to combat the increase of designer synthetic drugs. The U-47700 scheduling will occur for 24 months, with a possible 12-month extension, which will allow the DEA to further research the drug and determine whether or not it should be permanently scheduled. Idaho placed a temporary ban on U-47700 in August 2016 and will be seeking a permanent ban during the 2017 legislative session.

#### Sources

[DEA Schedules U-47700](#)

[Feds Move to Ban Pink, Drug That's Killed Dozens](#)

[Pink: Stronger than Heroin, But Legal in Most States](#)

The Idaho Office of Drug Policy leads Idaho's substance abuse policy and prevention efforts by developing and implementing strategic action plans and collaborative partnerships to reduce drug use and related crime, thereby improving the health and safety of all Idahoans.



*We envision an Idaho free from the devastating social, health,  
and economic consequences of substance abuse.*



STAY IN TOUCH



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