



NEVADA PREVENTION RESOURCE CENTER UPDATE

Providing weekly updates for Professionals, Counselors, Educators, Parents and Activists

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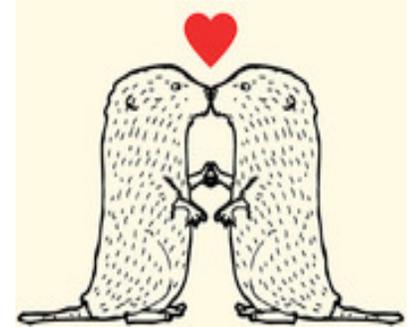
Two Prairie Voles Walk Into A Bar...

Wide eyed fuzz balls known for their romantic faithfulness, prairie voles are scientist's new favorite test subject for alcohol due to the voluntary self administration of substantial amounts of ethanol. A recent study done by the Oregon Health and Science University on the difference between male and female behavior after drinking was tested on the prairie voles, delivering results that are similar to what is often seen in humans.

Prairie voles are used in human relationship studies due to their monogamous nature. The focus of the study was to see whether social attachment differed between the male and females who consumed alcohol. After having access to the ethanol for 24 hours, almost all the female prairie voles were most interested in remaining with their current partner as opposed to going out and making new friends. The drunk males did quite the opposite,

with a large percent wanting to make new friends, while the sober males were still hopelessly head over heels for their partner.

Read the rest of the story [here](#)



FDA Approves Overdose Antidote As Nevada Heroin Use Spikes

On April 3rd, the Food and Drug Administration approved Evzio, an injection style device that reverses the effects of overdoses from opiates. A device with a voice to direct users on proper administration, Evzio allows non-medical personnel to keep it on hand. This device will be especially useful in Nevada where heroin deaths have doubled in recent years. With prices on

the street running a mere \$15 dollars a fix, as opposed to a single pill that can cost upward of \$80, law enforcement has also seen a drastic rise of heroin overdose seizures in the past five years. Reno Police has seen how the "addiction grows so quickly and is very, very difficult to overcome." The chair of the Department of Emergency Medicine at George Washington Univer-

sity, Robert Shesser's opinion is that, "You can't stop people from doing it, but you might as well give them a clean needle." The general opinion is that Evzio will save multiple lives, but whether or not it is enabling heroin users to keep abusing the drug has not been determined.

Read more at [USA TODAY](#) or [SF GATE](#)

In The News

David Beckham Launching Whiskey, Alcohol Awareness Group Voices Concerns

Is It a Good Idea to Vaporize, Inhale Alcohol?

Study: Music Is Just Advertising for Alcohol

Will Starbucks Alcohol "Infect" Other Products?

Featured Resources

#1330 Rethinking Drinking: Alcohol and Your Health

#539 Mind Over Matter: The Brain's Response to Nicotine

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Nicotine Poisoning: The Facts

A whole new market, e-cigarettes are now being advertised with enticing flavors of fruits and chocolate. With only one teaspoon being able to kill an adult, the newer flavors that

appeal to the younger generation can be positively lethal.

Not to mention, the chance of a small child accidentally ingesting the liquid or having it absorbed through the skin.

The main neurotoxin within the e-cigarette liquids can adversely affect both developing and mature tissues.

With reports of accidental poisonings rising 300% in the last year,

as well as unregulated bottles that are not childproof, a director at the Poison Control System for California said, "It's not a matter of if a child will be killed. It's a matter of when."

Read the rest of the story at
USA TODAY:

<http://www.usatoday.com/story/news/nation/2014/03/24/newser-liquid-nicotine-poisoning/6826991/>



Lean, Mean, Beer-Guzzling Machine: The Newest "Recovery" Drink

While a workout and a beer might both happen within the same day, never has it been considered a post workout supplement. Beer is known for its dehydrating effect, but thanks to scientists at Vampt and some added salt, 'fit beer' could be the next big thing in the post-workout recovery drink market. What's more is the natural ingredients of barley, hops, and yeast are healthier than the high levels of glucose in other sports drinks. However for beer to be a suitable sports drink, the lager has to lose most of its alcohol content. 'Fit beer' has less than 2.3 percent alcohol,

not only to prevent dehydration, but because alcohol impairs the process by which muscles repair themselves. Vampt's founder, Ian Trowes claims that beer has the protein and nutrients to help the body recover, but those are usually taken out in the brewing process. His idea for the "Lean Machine" was to be supportive of a drinker who had powered through a difficult workout yet was still socially fun. However, experts are skeptical about the public embracing a drink that mimics an alcoholic favorite without the buzz. Even traditional light beers, like the ones offered by

Corona and Budweiser, have been called out for their washed out taste. That being said, if Vampt can really sell beer as a health product, the whole post workout drink market will be changed.



Check out their website leanmachineale.com or visit NPR for more information.

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