



# PUBLICATIONS

NATIONAL PARENTS' RESOURCE INSTITUTE FOR DRUG EDUCATION, INC.

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## Spring Catalog, 1983

### NEW FROM PRIDE!

**PRIDE IS ANNOUNCING A COMPLETE TEACHING UNIT GEARED TOWARD THE ELEMENTARY SCHOOL CHILD — GRADES 3 THROUGH 5 — UTILIZING TWIN TOOLS — THE BE FANTASTIC! PIECE AND "HOW DO YOU TELL?" A 16-mm COLOR/SOUND MOTION PICTURE OR VIDEOCASSETTE.**

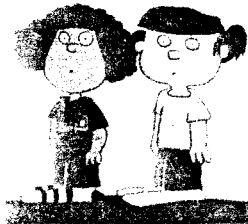
The film, **HOW DO YOU TELL?** produced by the J. Gary Mitchell Film Company for PRIDE, uses a magical combination of live footage and animation in dealing directly with peer pressure and the ability to say "No!" to smoking drugs and alcohol. Besides heightening the awareness of the very real dangers of drug and alcohol use and abuse, it acknowledges that there are always choices available. Aimed at the young people who are at the most vulnerable age for initiation into substance abuse patterns, the presentation encourages young people between the ages of 7 and 12 to connect with "if it isn't healthy, don't do it."

The film, which is accompanied by a Leader's Guide, is 13 minutes in length. The use of **BE FANTASTIC!** and **HOW DO YOU TELL?** utilizes approximately 45 minutes.

**HOW DO YOU TELL? .....** Purchase of film \$295  
Purchase of Video \$265  
Rental of film \$50.00

(Note: One-week rental is applicable toward the purchase price for period of 6 months).

**BE FANTASTIC!** is an uncomplicated piece with a message children of this age can grasp easily. The popular word **FANTASTIC** is coupled with the lesser-known **PHANTASTIC**, which means "an illusion-producing substance." Of prime importance is the fact that the children become involved in the discussion. In addition, specific suggestions are given to adult leaders about special material that can be used to present a more interesting and clever approach to this all-important subject.



The children learn vocabulary, facts about marijuana and do a matching quiz. They are also asked to fill out a brief essay sheet to P.R.D.; return to the adult leader to reveal the initial understanding of the class about marijuana. Also included is a list of books about drugs that is geared to their age level; in addition each child receives an **ALWAYS BE FANTASTIC** sticker to wear.

**BE FANTASTIC!**



Don't  
Be Phantastic!



Leaders receive special instructions which include a complete list of resource materials, plus a fold-out piece, **DRUGS IN A NUTSHELL**, which gives brief but complete descriptions (including street names) of the major psychoactive drugs that may involve the adolescent child.

**BE FANTASTIC! . \$8.95 per set of 25**

(Note: Each set includes one copy of **DRUGS IN A NUTSHELL**. However, **DRUGS IN A NUTSHELL** can be purchased by itself for \$1.00 ea).

Add \$6.00 for postage and handling of this unit.

### THE PURPOSES OF PLEASURE: A Reflection on Youth and Drugs

by Richard Hawley, Ph.D.



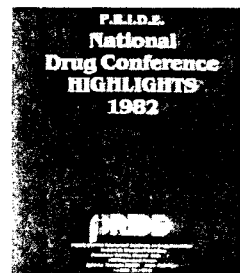
"In writing his new book," says Dr. Robert DuPont, "Richard Hawley has gotten it right. The drug experience is an issue of pleasure and the only way to make sense of the process is to understand the purpose and controls of pleasure."

Hawley has done this within the pages of his book and in doing so has established the foundation for a clear understanding of the problem of adolescent drug abuse in a way that is both well-conceived and written in eloquent fashion.

An individual who sounds the alarm early about the dangers of adolescent drug abuse and its hazards to the mind and body development, Richard Hawley became well-known nationally for his informative and witty presentations to parents, educators and conference-goers. His book is an intellectual piece reflecting his personality as a caring teacher and human being. His book is mandatory for schools, guidance counselors, parents and all those working with today's young people.

Cost: \$6.95

### HIGHLIGHTS FROM THE NATIONAL PARENT CONFERENCE ON YOUTH AND DRUGS



The purpose of this publication is to assist parents and other concerned adults in understanding the physical, social and emotional impact that drugs have on our young people today. The source material is from selected presentations from PRIDE's 1982 National Parent Conference on Youth and Drugs. In few instances will a reader find such variety and depth of incisive articles in one publication.

Soft Cover: \$12.00

**SPECIAL OFFER:** PRIDE is offering a combination of the 1982 "Highlights" plus a copy of "Proceedings" from the 1980/1981 Southeast Drug Conference at a special price.

Set of 2 — soft bound — \$18.00

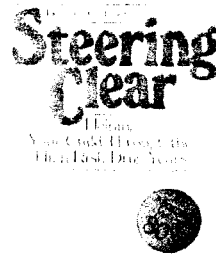
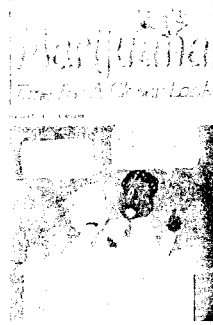
### PRIDE PACKET OF INFORMATION

#### THIS PACKET INCLUDES:

"Parents Peers and Pot" by Keith Manatt Schuchard, co-founder of PRIDE, is called the definitive work about parent groups and peer pressure. The 98 pages include information about marijuana, family strategies for preventing drug abuse, plus strategies for working with the school and the community.

PRIDE'S Collection of articles on drugs:

- "Parent Power vs. Parent Limits: A dilemma for Private and Professional Judgment."
- "The School That Went Straight"
- "Self-Abuse Is the Sincerest Kind"
- "Medicine vs. Madison Avenue"
- "COCAINE: The Great Addictor"
- "Primary Prevention for Parents of Younger Children"
- "Should You Offer Teen-agers Drinks in Your Home?"
- "Youth Alcohol Addiction Real Danger: Nervous System, Hypothalamus Affected"



**PRIDE PACKET continued**

- "Hazards of Marijuana: A Psychiatrist's Viewpoint"
  - "Marijuana: Viewpoint of a Neurologist"
  - "Marijuana and Learning"
  - "Marijuana Smoking and Pubertal Arrest"
  - "Five Joints a Week for Mothers Linked to Abnormalities in Infants"
  - "Cannabinoids in Male Mice: Effects on Fertility and Spermatogenesis"
  - "Effects of Cannabinoids on Host Resistance to Listeria monocytogenes and Herpes Simplex Virus"
  - "Marijuana and Reproduction"
  - "How Can I Tell If My Child is Using Drugs?"
  - "Glossary of Drug Jargon"
  - "Self-Help and Support Groups — National Headquarters"
  - "Progressive Stages of Adolescent Drug and Alcohol Use"
  - "Community/School Plan for Drug Abuse Prevention — PRIDE"
  - Reader's Digest series of "Marijuana Update":
    - "Marijuana Alert: Brain and Sex Damage"
    - "Marijuana Alert: Enemy of Youth"
    - "Marijuana Alert II: More of the Grim Story"
    - "Marijuana Alert III: The Devastation of Personality"
    - "Marijuana and Driving: THE SOBERING TRUTH"
  - "Death on the 'High' Ways; Driving on Drink & Pot" — FAMILIES reprint
  - "Starting a Parent Group," — PRIDE publication
- Sample copy, PRIDE quarterly newsletter  
 Note: Material is subject to change as new information is available.

**Packet Price: \$12.00**

**PARENT/TEACHER REFERENCE RESOURCES**

- Books:** **Marijuana Today** by George Russell  
 A compilation of medical findings for the layman  
**Price: \$3.00**
- Keep Off the Grass** by Gabriel Nahas  
 A scientific, yet easy-to-read inquiry into the biological effects of marijuana.  
**Price: \$5.95**
- Marijuana: Time for a Closer Look** by Curtis Janeczek  
 Marijuana and its effects are explained in comic-strip fashion.  
**Price: \$5.95**  
**Teacher's Guide \$3.00**
- Drug Abuse in the Modern World** by Gabriel G. Nahas, M.D. This book assesses the impact of the extensive use of addictive drugs on man and society. Contributors examine the pharmacological and medical aspects of substance abuse and the effects of drugs on specific segments of society.  
**Price: \$10.50**
- Sensual Drugs** by Helen and Hardin Jones.  
 This is a landmark book for those wanting to know the history and psychoactive properties of the drugs that plague our society today.  
**Price: \$9.95**
- Booklets:** **The Marijuana Controversy** by Carlton Turner, Ph.D.  
 Definition, research perspective and therapeutic claims about marijuana.  
**Price: \$1.99**

**Marijuana Smoking & Its Effects on the Lungs** by Donald Tashkin, M.D. and Dr. Sidney Cohen.  
 Effects of marijuana and tobacco on lungs are explained.  
**Price: \$2.50**

**Marijuana and the Brain** by Robert Heath, M.D.  
 Effect of marijuana on the brain is explained  
**Price: \$1.50**

**Cocaine Today** by Dr. Sidney Cohen  
 Discussion of problems associated with cocaine use.  
**Price: \$2.50**

**Parents, Peers and Pot** by Keith Manatt Schuchard, Ph.D.  
 See PRIDE Information Packet  
**Price: \$2.00**

**Steering Clear** by Dorothy Cretcher  
 Tips to help your child through the high-risk drug years.  
**Price: \$4.95**

**Strengthening the Family** by Stephen Glenn  
 Concerned with family roles and how to strengthen them.  
**Price: \$2.50**

**How to Talk to Kids About Drugs** by Suzanne Fornaciari  
 Tips for parents about communication skills within the family.  
**Price: \$2.50**

**PRIDE Community-School Plan for Drug Abuse Prevention**  
**Price: \$3.00**

**How To Get Your Child Off Marijuana** by Harold Voth, M.D.  
 Places the responsibility with the parents for saving our children and gives his 3 important principles.  
**Price: \$3.00**

**PRIDE: Starting a Parent Group** by Schuchard & Gleaton  
**Price: \$2.00**

**The Therapeutic Potential of Marijuana's Components** (Cohen)  
**Price: \$2.50**

**A Pediatrician's View of Marijuana** (Lantner)  
**Price: \$2.50**

**Marijuana and Reproduction** (Smith & Aasch)  
**Price: \$2.50**

**Marijuana and Driving — A Review** (Mokowitz & Petersen)  
**Price: \$2.50**

**Marijuana and Alcohol** (Cohen & Lessin)  
**Price: \$2.50**

**Marijuana: The National Impact on Education** (Compilation)  
**Price: \$2.95**

**DCFDA: The Parent Peer Group Solution**  
**Price: \$2.00**

**Treating the Marijuana-Dependent Person** (DeSilvo, Dupont, Russell)  
**Price: \$2.95**

**Urine Testing for Marijuana Use** (Blasinsky & Russell)  
**Price: \$2.50**

**PRIDE QUARTERLY NEWSLETTER**  
 This 12-page piece contains up-to-date national drug news, a special Drug Overview, news from the Capitol, the latest reviews of recommended books, booklets and audio visuals about drug education.  
**1-year subscription: \$6.00**

**PRIDE PRESS-STARTER KIT**  
 If public relations is a puzzle for you, this kit gives basic hints for beginning an organized public information campaign.  
**Price: \$4.00**

## STUDENT RESOURCE MATERIALS

### Elementary School

**Book: ALCOHOL: What It Is, What It Does** by Judith Seixas  
This illustrated book is about alcohol, not alcoholism and explains what alcohol does to the mind and body. Well illustrated.

**Price: \$2.95**

**POT: What It Is, What It Does** by Ann Tobias

This book tells in a clever, simplified and well illustrated fashion just how pot can affect the young person.

**Price: \$2.95**

### Junior/Senior High School

**Book: Pot Safari** by Peggy Mann

Information from the top marijuana researchers in the United States is presented in interesting fashion by visiting their labs.

**Price: \$6.95**

**Marijuana: Time for a Closer Look** by Curtis Janeczek

Marijuana and its effects are explained in comic-strip fashion.

**Price: \$5.95**

**Teacher's Guide \$3.00**

## PRIDE'S AUDIO-VISUAL RESOURCES

**YOUTH FILM: "Breaking Free" 16mm, Grades 9-12.** This upbeat 22-minute color film shows our young people breaking free from harmful drugs and turning toward a variety of alternatives to drug use. Includes a Leader's Guide.

**Purchase Price .....\$195.00**

**PRIDE SOUND/SLIDE PRESENTATION FOR PARENTS "Marijuana What Impact Is It Having on Our Youth?"** The 15-minute presentation includes educational overview of marijuana-plant statistics, trends, latest scientific data of effects on male/female, paraphernalia and resources plus key recommendations to counteract the growing drug problem.

**Purchase Price .....\$85.00**

**Rental Price .....\$20.00**

**EPIDEMIC! KIDS, DRUGS AND ALCOHOL (DuPont Columbia Award Winner)** This film explores reasons behind drug and alcohol use in our society with a sharp focus on the influence of the media, music and peers on our attitudes. For young people and adults. 27 minutes

**Film Purchase .....\$495**

**EPIDEMIC! AMERICA FIGHTS BACK (Sequel to the above).**

This new film (the TV version) demonstrates solutions to the drug and alcohol abuse problem in communities, the work place and the military. The case histories depicted serve as a

road map to the positive approaches being implemented today by parents, children, teachers, politicians, business leaders and helping services. 51 minutes.

**Film Purchase .....\$750**

### COMMUNITY ACTION SEGMENT — 32 minutes.

This excerpt suggests that the solution to the epidemic of drug and alcohol abuse depends upon adults and young people who are willing to take charge of their own life. Profiled are 4 American communities successfully fighting drug and alcohol abuse: Naples, Florida; Springfield, Massachusetts; Tampa, Florida and a West Dallas community.

**Film Purchase .....\$550**

### BUSINESS AND INDUSTRY SEGMENT — 23 minutes.

This excerpt shows the positive effects employee assistance programs have on drug and alcohol abuse in the workplace. Through an EAP program, business and industry can increase productivity, lower accident rates and decrease absenteeism, health insurance claims and sick benefits. The excerpt leads the way in helping to confront and combat the epidemic of substance abuse in all levels of business and industry.

**Film Purchase .....\$495.**

**HOW DO YOU TELL? film .....\$295**

(See page 1)

### AUDIO AND VIDEO CASSETTES

**YOUTH: "The Nice Guy Who Sells You Drugs" Ed Moses**

"Marijuana and Addiction" Ian Macdonald, M.D.

"Drug Ordeal" John and MacKenzie Phillips

"Marijuana and Intellectual Performance" Richard Hawley, Ph.D.

**ADULT: "Future Productivity of Youth" Keith Schuchard, Ph.D.**

"Levels of Addiction" Ian Macdonald, M.D.

"Drug Use in Business and Industry" Lee Croft, Ph.D.

"The Cigarette and Beer Pushers: Neglected Cornerstones of Drug Abuse" Alan Blum, M.D.

"Can Prevention and Treatment Co-Exist?" Robert DuPont, M.D.

"Observations of Drug Usage in Schools" Richard Hawley, Ph.D.

**Audio Cassettes .....\$5.00**

**3/4" and 1/2" Video Cassettes .....Rental \$20.00**

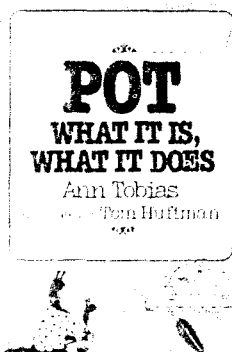
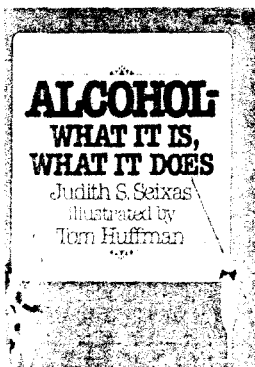
**Purchase .....\$50.00**

**NOTE: There is free rental on the following: (Postage and Handling is \$15.00).**

"Marijuana and Reproduction" Carol Smith, Ph.D.

"Analysis of Marijuana and Its Effects" Carlton Turner, Ph.D.

"Parent Power" Keith Schuchard, Ph.D.



**KEEP OFF THE GRASS**

GABRIEL G. SARRAS



**EPIDEMIC: AMERICA FIGHTS BACK**



**ORDER FORM**

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AUDIO/VISUAL MATERIALS DESCRIPTION	QUANTITY	FORMAT				UNIT COST	TOTAL COST
		16mm	¾ VIDEO	½ VIDEO	OTHER		

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Contact PRIDE at its toll-free numbers concerning special prices for bulk orders.

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