

# Instructor Materials

*This CPR Productivity Pack is for use with the video:*

## DRUG WARS

### The New Marijuana

*An in-depth discussion with Eric Martin*

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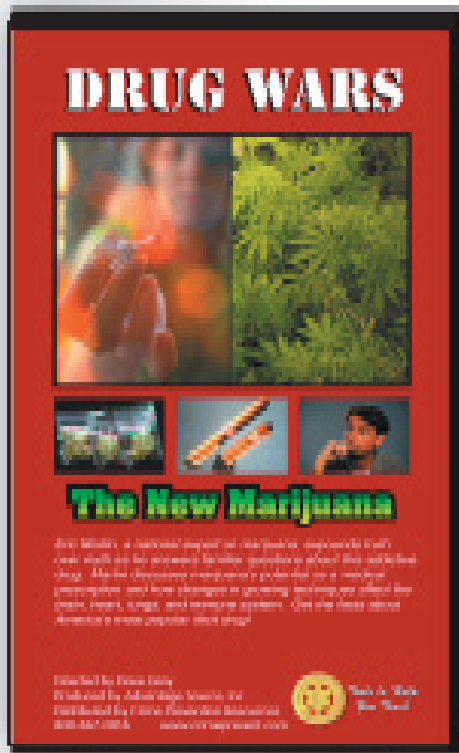
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## **Instructor's Guide: How to Use this Video/DVD Package**

### **Introduction: Why we made this video**

We created a video on the harmful effects of marijuana use because we wanted to uncover some of the distorted facts circulating in the marijuana discussion. We just wanted to get out the truth, and the truth is that marijuana is an illicit drug that is addictive and dangerous to our mental and physical health. We met with Eric Martin, Executive Director of the Counselor Certification Board for the State of Oregon, who told us in great detail about the new growing techniques that have made marijuana more toxic and harmful to the brain, heart, lungs and immune system. He is very knowledgeable and engaging. Anyone who views this video will be influenced by these hard-hitting facts.

### **About the Presenter: Eric Martin, BA, CADCII, NACDII**

Featured authority in the program is Eric Martin, Executive Director of the Addiction Counselor Certification Board of Oregon. Eric has worked in the treatment field for more than 17 years. He is an instructor and lecturer at Portland Community College, Chemeketa Community College, Southwest Oregon Community College, and the University of Oregon. He has been working as an educator in the addictions field for more than 10 years. Eric is also a recovering addict and alcoholic.



## **What this video teaches**

You can use this program to teach many lessons. Here are just a few of the themes you can emphasize when showing *Drug Wars: The New Marijuana*.

- \* Why would a person turn to drugs in the first place?
- \* What does it really mean to “get high”?
- \* Is marijuana made of naturally occurring substances?
- \* Is there a safe level of use for marijuana?
- \* What do we know for certain about the long-term effects of using marijuana?
- \* Do people who have suffered brain impairments ever fully recover?

## **Who should watch this video**

As with our previous *Drug Wars* programs, this show will be useful in both treatment and prevention settings. We suggest you try it out with:

- \* **ADOLESCENT DRUG USERS:** Many users have misconceptions about the origin and effects of marijuana. Eric Martin presents the information about this drug in a casual, engaging manner that will help teenagers learn the facts about marijuana.

*“The speaker really knows what he’s talking about and he’s fun to listen to as well. This is the first video I have ever seen that addresses marijuana in an informative perspective.”*  
Chad Buckingham, High School Student

- \* **PARENTS:** Some parents are in blissful ignorance about dangerous substances children are exposed to. Parents play a pivotal role with their children’s ability to say no to drugs, and this video will help prepare them for a truthful discussion on marijuana.

- \* **COUNSELORS AND TEACHERS:** People in the teaching and helping professions need to operate on the basis of authoritative information. They can’t afford to act on misconceptions about drugs. This program will give them the facts they need about marijuana.

- \* **MIDDLE AND HIGH SCHOOL STUDENTS:** As with our other *Drug Wars* videos, *The New Marijuana* will make an excellent addition to your school’s drug prevention program.

- \* **GENERAL PUBLIC:** Videos such as this one are very good at attracting public interest in the need for better prevention and drug rehabilitation programs.

### **Additional suggestions for how to use this video**

Your purchase of *Drug Wars: The New Marijuana* entitles you to what we call “Unlimited Public Performance Rights.” This is a license commonly offered with training and educational media.

Here are some of the ways you can use this program:

- Show it to therapy groups, families and classes on an unlimited basis.
- Show it at seminars and workshops.
- Show it in classrooms. Recommended for middle school and up.
- Loan it to clients or other community groups.
- Photocopy the support materials as needed.
- Show it to community leaders and residents.
- Use it as a special program at a Community/Neighborhood Watch meeting.
- Show it at places of worship.
- Make it available through your library.
- Use it together with Audience Handouts and Instructor’s Productivity Pack.

There is no limit to these uses! (Note: We also offer Limited Broadcast Rights for an additional charge. Show this program on community cable access. Let us help you find a sponsor! Call us at 1-800-867-0016 for further details.)

### **How to get the most out of this video**

Following is a suggested plan for using the *Drug Wars: The New Marijuana* video package:

1. Ask yourself this question: What is your primary purpose? Is it to show people how to do something or to tell them why they should do it? The answer to this question may affect how you use the video and handouts.
2. Decide whether you want to show the entire video or just excerpts. What local information do you want to present? Do you want to invite any local experts? For example, if there is a neo-natal intensive care unit in your area, you might want to invite its director to come speak about the effects of marijuana on unborn children.
3. Arrange for facilities and supplies: meeting room, VHS playback machine, projection screen, easel, overhead projector, markers, and/or refreshments.
4. Prepare handouts. NOTE: Purchase of *Drug Wars: The New Marijuana* includes authorization to photocopy materials in the Productivity Pack and accompanying audience handouts.
5. Anticipate the questions you’ll be asked. The handouts accompanying this Productivity Pack should enable you to deal effectively with most questions.
6. If time permits, allow audience members to work in small groups on topics that concern them. This gets them working together and improves chances that they will be motivated to become involved in local prevention programs. Also go over the Discussion Questions in advance [see page 5]. This will help you better prepare for the meeting.

## Questions for Discussion

*Facilitator:* The audience handout contains the questions in bold. We suggest having clients/students jot down their own answers to the questions before launching a group discussion. Or have your clients/students discuss them in small groups. For each question, we offer some suggestions for facilitation.

**If someone offered you marijuana and said it will help calm you down, loosen you up, and forget about your problems, what would you say to him or her?**

Ask students to think about the physical and mental effects of using marijuana. Also note that drugs do not solve problems, they simply postpone dealing with them, allowing the problems to escalate, making them more difficult to deal with later.

**One effect of using marijuana is memory loss. How would the inability to remember simple things affect your personal and professional life?**

You'd have to make adjustments in daily activities, for example, making notes, asking others to repeat themselves, take precautionary measures to avoid injuries, and get help with routine tasks like shopping. People in your life, such as employers or family members, may become impatient with your inability to remember simple things.

**Discuss what is meant by the statement, "Drugs are just a shortcut to increasing pleasure in a person's brain."**

Pleasure is experienced when dopamine is released in the nucleus accumbens of the brain. Lots of things can release dopamine; drugs are just one. They trigger a very quick release of dopamine, which is why the drug user thinks that drugs "cause" highs. They actually just release the highs that are already in the brain. However, they also have negative consequences, including brain damage.

**Long-term studies have shown that young people who use hard drugs first tried marijuana. How do you think they went from trying marijuana to becoming hard drug users?**

Using marijuana puts people into contact with users and sellers of other drugs. They are at risk of being exposed to and urged to try harder drugs. Also, they become tolerant to the high they get from marijuana. They then need to either increase their dose of marijuana or try another drug to get the same high they got from a small dose of marijuana.

**If marijuana were decriminalized, what do you think would be some of the consequences?**

Answers might include: more addictions, fetal defects, loss of workforce productivity, traffic fatalities, industrial accidents, domestic violence, greater need for drug treatment centers, treatment for long-term drug-related diseases. All of these would cost taxpayers more money.

# Get the Facts About The New Marijuana



***Come to this meeting if you know someone who:***

- Believes marijuana is harmless and can even help the body.
- Thinks drugs are necessary to cause a high.
- Thinks there are no long-term effects to using marijuana.
- Smokes marijuana.

Date:

Location:

Time:

For more info. contact:

Phone:

# Sample News Release

Use this release to announce availability of  
Drug Wars: The New Marijuana  
in newspapers and on TV/radio.

**Instructions: Substitute your own information  
for the material in boldface.**

NEWS RELEASE

Today's Date: **January 01, 2003**  
For Immediate Use

Contact: **Ira Lee, 892-1234**  
**Sally Forth, 782-5678**

## Community Program to outline dangers of the "new" marijuana

**[Your agency name]** will offer a special substance abuse prevention program this coming **Thursday, March 13**. The hour-long program will begin at **7:00 p.m. in the YMCA meeting room at 321 May Street**.

The program will look at what families and the community as a whole can do to address the growing use of marijuana, according to **Ira Lee, Community Resources Director**.

Lee indicated that the presentation includes a new video called *Drug Wars: The New Marijuana*. The video spells out the dangers surrounding this popular and addictive drug, including its effects on the brain, heart, lungs, and immune system. It also shows how changes in marijuana growing techniques have led to an increase in potency through the years, increasing its likelihood of causing short-term and long-term physical, cognitive and psychological damage.

If you cannot attend the meeting on Thursday, contact **[Agency Name at 782-5678]** if you have questions or would like to borrow the video. Students of all ages, parent-teacher organizations, civic groups, and community/neighborhood watch groups should see this video.

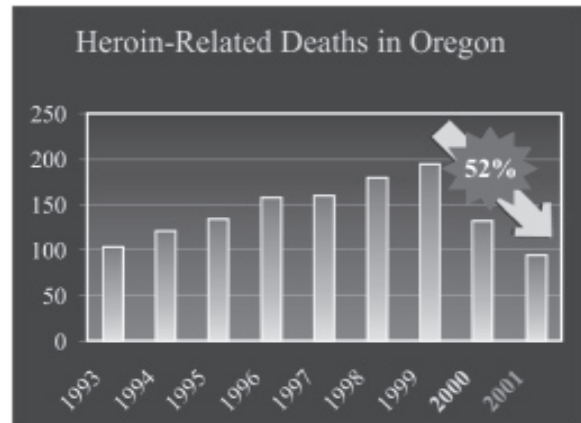
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## A Drug Wars Case Study...

### Why did Oregon's heroin death rate plummet two years running?

Heroin-related deaths in Oregon have fallen sharply in the last two years. Through a series of community broadcasts in 2000 and 2001, more than 1 million Oregonians viewed DRUG WARS: ONE FAMILY'S BATTLE. The true story of a young heroin addict prompted an outpouring of letters and e-mails, and intake calls doubled at treatment centers following the broadcasts. *Just a coincidence?*

**Ask us about broadcasting Drug Wars in your community!**  
**Call us today at 1-800-867-0016 or check us out online at [www.drugwars.com](http://www.drugwars.com)**



## About Crime Prevention Resources

Since 1986, Crime Prevention Resources has worked closely with law enforcement, substance abuse centers, hospitals and large and small businesses. We have helped thousands of agencies with their communications and training needs. CPR has more than two dozen videos on crime prevention, business loss prevention, substance abuse, personal safety, workplace violence, and other topics. CPR has also developed a complete Community Watch system for which we have trained hundreds of law enforcement officers in the United States. For further information, visit our website at [www.crimeprevent.com](http://www.crimeprevent.com), or contact us at 1-800-867-0016.

## Copyright Information

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