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## **MEDIA ADVISORY**

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### **For Immediate Release:**

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## **Heroin Use by Eastside Youth**

*YES is on the forefront of substance abuse trends in area teens including the increased use of heroin, as being reported on the Friday episode of ABC Newsmagazine 20/20*

**Background:** ABC Newsmagazine 20/20 will air a program Friday, Oct. 29 at 10 p.m. on the increased use of heroin among youth, especially those from middle class families. As one of the largest providers of substance abuse and mental health services for youth in the region, Youth Eastside Services (YES) concurs that there is an increased presence of heroin among youth on the Eastside.

### **Media**

**Opportunities:** YES' Substance Abuse Specialists are available for comments and interviews on this topic throughout the day Friday and Monday. Please contact Cami Keyes at 425.241.1267 to arrange an interview.

**Fact:** Heroin is an opiate that can be injected, smoked or snorted. It is relatively inexpensive and highly addictive.

**What:** YES is taking steps to educate youth, parents and school staff about heroin and other trends we see, including:

- Counselors report more awareness of heroin among youth and more youth are reporting having used it.
- Heroin is attractive to youth as it is affordable can be snorted or smoked and it is a little different and riskier which appeals to many teens who have desire for "excitement."
- Heroin use in general is going up as other prescription opiates become more expensive and hard to get due to increased awareness of opiate addiction and efforts to control prescriptions.
- Heroin users no longer fit the "junkie" image, but can be middle-class kids who are active in school and get good grades.
- Despite an increased presence of heroin, marijuana remains the number one reported drug of choice of youth entering substance abuse treatment in King County.

### **Parent**

**Education:** In response to parent concerns, YES will host a Drug Prevention and Awareness Workshop on Saturday, November 20 at 10 a.m. (flyer attached) at no charge. Parents can register by calling 425.747.4937. The workshop will cover heroin and other substance abuse trends in teens, help parents understand the symptoms of drug use as well as prevention & intervention resources in the community.

**Who:** YES is a nonprofit organization and a leading provider of youth substance abuse and counseling services in the region. We have a number of experts on the front lines working with youth and families in schools and at our offices in Bellevue, Redmond and Kirkland. Since 1968, YES has been a lifeline for kids and families, offering treatment, education and prevention services to help youth become healthy, confident and self-reliant and families to become strong, supportive and loving. While YES accepts Medicaid and insurance and offers a sliding scale for their services, no one is turned away for inability to pay.