

The *Learn More* Series is distributed by the Rural Methamphetamine Education Project (RMEP).

The RMEP is directed by the Rural Crime and Justice Center (RCJC), a Center for Excellence located at Minot State University.

The primary goal of the RMEP is to develop and deliver a public awareness and education campaign to children, schools, teachers, parents, and communities.

The RMEP offers methamphetamine specific presentations, booth displays, brochures, and other resources FREE of charge to schools, businesses, agencies, community organizations, and individuals

To utilize the RMEP resources, to schedule a presentation or to simply *Learn More*, contact:

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Flavored Methamphetamine

It's in our country, spreading quickly, and appealing to our children.

AP Photo / Community Partnership



“Strawberry quick” marks the newest form of methamphetamine to emerge within the United States. The name resembles that of a harmless powdered drink mix used to flavor milk, but the drug is just as devastating as its pure form counterpart. As with regular meth, the flavored versions can be eaten, snorted, smoked, or injected. This form of the drug first appeared at a drug seizure in Carson City, Nevada in January 2007. In addition to Nevada, flavored meth is known to be available in California, Washington, Texas, New Mexico, Minnesota, and Missouri. Reported flavors other than strawberry include chocolate, cherry, peanut butter, orange, cola, and other sodas.

Although the facts are not yet concrete, some officials have identified flavored methamphetamine as a ruthless marketing tool implemented by dealers and traffickers to lure younger populations to the drug scene. Adding flavor during the cooking process has potential to minimize the harsh chemical taste associated with pure methamphetamine. To create more appealing flavors and eye catching colors, the drug is mixed with candies, beverages, and other products. Seized samples of flavored meth are reported to resemble rock candy.

Dealers are concentrating on new markets by manufacturing the drug in such a way that it looks and smells like candy, attempting to minimize the dangers linked to the substance. Children, adolescents, and adults who previously shunned the drug may actually perceive it to be safer in a candy-like form. In fact, some people might unknowingly administer the drug. One official reported methamphetamine that was being marketed as the powdered version of an energy drink. Another marketing example states that during Valentine's Day season, dealers shaped the flavored drug into hearts, colored it pink, and packaged it in shiny paper.

As the appeal develops and more people are drawn to the drug, the risk of using meth increases, which poses a substantial threat to our schools and communities. Be aware and inform your friends and families, including your kids. If something doesn't look right, smell right, or simply seem right – stay away from it and report it to your local law enforcement.

RESOURCES

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