

**FOR IMMEDIATE RELEASE:**

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### **Dangerous Alcohol Trend**

The Red Rock Regional Prevention Coordinator (RPC) would like to educate the community on a dangerous alcohol trend. A number of media outlets have begun reporting a disturbing trend among teens: inhaling alcohol vapor, or "smoking" alcohol. According to Notmykid.org, the trend first surfaced in 2004, but has recently returned, and is gaining new exposure via a number of viral videos on YouTube. Among the reasons for the recent increase in popularity are the myths that "smoking" alcohol is a way to achieve the desired effects without consuming calories, that it can't be detected on the breath, or that it isn't illegal for teens, since they are not drinking it.

There are several methods users create the alcohol vapor. Some make it by dropping carbon dioxide tablets into alcohol. Others pour alcohol over dry ice to create the vapor. A third method, made popular by a viral YouTube video, creates alcohol vapor through the use of a bicycle pump or basketball pump with a cork attached to the needle.

It is vital to know, doctors are warning that inhaling alcohol vapor is a very dangerous method of use. When alcohol vapor is inhaled, it is absorbed directly into the blood stream via the lungs. Unlike alcohol that is consumed via drinking, vaporized alcohol does not pass through the liver first, and absorption is not slowed by the presence of food in the stomach. The alcohol then has an immediate effect on the brain, and the body cannot remove excess amounts of it by vomiting. The combination of these factors contributes to an increased likelihood of alcohol poisoning.

It's extremely important that parents are not only aware of this trend, but that teens are educated on the risks involved. For more information on preventing drug and alcohol abuse among teens and young people, visit our website at [notmykid.org](http://notmykid.org).

Red Rock RPC's primary focus is to serve as a prevention community liaison. Red Rock RPC educates and informs communities through multiple strategies including community based services, environmental strategies, early recognition, and referral. We take the proactive approach in reducing substance abuse among communities. Red Rock RPC is funded through the Oklahoma Department of Mental Health and Substance Abuse Services. For more information about the Regional Prevention Coordinator please visit [www.redrockrpc.com](http://www.redrockrpc.com) or contact the Red Rock RPC at (580)323-9736..