



Target America Self-Guiding Exhibit Tour (This exhibit is not recommended for children under the age of 10.)



Tour Stops:

1. Debris Field
2. Cocaine Lab
3. Heroin Lab
4. 9/11 Artifacts
5. Drug production
6. Drug Trafficking
7. Money Laundering
8. Methamphetamine Motel
9. Costs to the Environment
10. Crack Den
11. Costs to Children
12. Lost Talent Memorial
13. Drugs: The Brain and the Body
 - Prescription Drugs
14. The Discovery Corner
15. Breaking the Cycle
16. The Florida Story

Stop 1 - Debris Field/What Remains

This is the front half of a 1994 Thunderbird that crashed into a mother and three children in Ohio in 2004. The 43-year-old man driving this car was high on a mix of marijuana, cocaine, benzodiazepines, and opiates. He received a 10-year sentence for aggravated vehicular homicide because the 30-year-old mother in the other car died in the crash. The other items in the debris field represent things found in any neighborhood, reminding us that the effects of drug abuse can reach us anywhere.

Stop 2 - Cocaine Lab (Colombia)

Here is a replica of a makeshift cocaine-processing lab found in the South American jungle. Notice how well it is camouflaged and guarded. The leaves from the coca plant are handpicked and taken here where they are pressed to release the resin. The resin is processed with cement and kerosene or gasoline and dried on cheesecloth stands to produce powdered cocaine. Once the powder has dried,

Stop 3 - Heroin Lab (Afghanistan)

This replica of an opium-processing lab in Afghanistan shows where the raw opium is hand scraped from the seedpod of the poppy plant. The opium is taken to a lab like this and processed into heroin. Like cocaine, it is dried and pressed into bricks to be shipped around the world.

Stop 4 - 9/11 Artifacts

The 9/11 stop is a focal point of the exhibit. The items displayed are from Ground Zero in Manhattan and the Pentagon. The I-beams from World Trade Center are twisted like paperclips. Personal items like shoes and toys remind us of the people affected by the attack. Evidence shows that international traffic in illicit drugs contributes to the terrorist risk by providing funding and other resources to the terrorists.

Stop 5 - Drug Production

Heroin, cocaine and marijuana are the main drugs that are produced from plants; most others are synthetic - made from chemicals. Most illicit drugs are produced in remote areas of the world and trafficked to major metropolitan areas to be distributed.

Stop 6 - Drug Trafficking

There are many ways to conceal drugs for import into the country. They can be hidden in cargo shipments going by land, sea, or air. Smaller quantities can be hidden in luggage compartments, clothing, and inside the body. A person who smuggles drugs inside their body is called a mule. Some swallow small latex bags filled with drugs, or insert them into different body cavities.

Stop 7 - Money Laundering

The global drug trade is a multi-billion dollar enterprise that generates a lot of cash. This money is hidden from tax revenue and law enforcement by money laundering, an effort to disguise the illicit source of money by moving it through legitimate businesses or transactions. Cash is carried in briefcases to safe banks or traded in for gold or different currencies. Even ATM cards are being used to transfer and hide money around the world.

Stop 8 - Methamphetamine Motel Room (Cost to Communities)

This hotel room replica represents a temporary meth lab. Such labs can be constructed just about anywhere, even at a hotel where you may be staying. Methamphetamine is made from common ingredients that can be bought at almost any drug store and hardware store. Many of these things are toxic and flammable like battery acid, solvents, paint thinner, starter fluid, and antifreeze.

Stop 9 - Costs to the Environment

The large panel displays a photo of a forest that has been clear-cut to grow marijuana. Many byproducts of drug processing are dumped into the environment, including streams, lakes and water supplies.

Stop 10 - Crack Den (Cost to Communities)

This bedroom represents an inner city crack den. The message here is that crack use leads to a dangerous and violent lifestyle that children often get swept up in.

Stop 11 - Costs to Children

The damage caused by illegal drugs does not only affect the user but all of us either directly or indirectly. Children are some of those hardest hit by drug abuse. For example, this young child, Chelton Hicks, died as a result of severe burns sustained in a methamphetamine lab explosion in his house. His parents were making methamphetamine when the house exploded. They ran out of the house and forgot that they had left their baby behind.

Drug abuse is not only a problem in the United States. Here is a picture of a man in Thailand who is high on methamphetamine, has sliced his ear and is holding this young teenager hostage at knifepoint.

A very disturbing photo is the one taken of a young mother who is passed out, high on drugs. Her baby in diapers is crawling next to her on the bed while the father is beside them shooting up. This child is obviously not getting the attention and care that he needs.

Stop 12 - Lost Talent Memorial

The wall of pictures shows people who have died from drug use or, in the case of the police officers, were killed making drug-related arrests.

Stop 13 – Drugs: The Brain and the Body

Certain drugs are addictive because they interact with the reward circuit or pleasure center of the brain. The natural feel-good chemicals (or neurotransmitters) in the brain include dopamine, serotonin, and noradrenaline. The drugs usually cause a surplus of these chemicals to be present in the brain making you feel good. Soon your brain compensates for this over-stimulation and slows down the production of these chemicals which are naturally produced. Consequently, the things that made you happy without taking drugs don't make you happy anymore, and now you need the drug just to feel normal.

There are video clips of young people who share their experiences involving drug abuse and treatment. There is a prop of a PET brain-imaging machine where the video clip shows how brain function is affected by drugs. In addition, there is a glass case with a pair of healthy human lungs and a pair of unhealthy lungs from a smoker.

- **Also included in this stop - Prescription Drugs**

The illegal use of prescription drugs has become more and more prevalent. These drugs, including Xanax, Vicadin, Oxycontin, Ketamine, Ritalin and others are stolen, obtained by “doctor hopping,” or are illegally sold by pharmacists.

Stop 14 - The Discovery Corner **Electronic Guest Book and Literature**

Our visitors are encouraged to sign the electronic guest book in the Discovery Corner and give us their comments. Free drug education and prevention literature is also available.

Stop 15 - Breaking the Cycle

DEA and Law Enforcement

The Drug Enforcement Administration’s mission is to identify and arrest the members of major drug trafficking organizations around the world and seize drugs coming into the country.

Parental and Community Involvement

Parental involvement is one important factor in keeping children drug free. In addition, there are national and local agencies that provide drug prevention education and resources.

Addiction Research

We continue to learn about the brain and addiction through medical research.

Stop 16 - The Florida Story

Explore the Florida story and learn about the history, current science of enforcement, prevention, and treatment specific to our local communities. Highlights include the *Florida Gateway; Pill Mills and Grow Houses; Florida History Timeline and Faces & Places; Lost Potential and Getting Help; Under Surveillance; and Recognize Those Drugs.*