

"Every so often I read a work of narrative nonfiction that makes me want to get up and preach: Read this true story! Such is Sam Quinones' astonishing work of reporting and writing." —Mary Ann Gleason, *THE SEATTLE TIMES*



The True Tale of America's Opiate Epidemic

DREAM LAND

SAM QUINONES



WITH A NEW AFTERWORD BY THE AUTHOR



TRUE TALES

FROM ANOTHER MEXICO



The Lynch Mob,
the Popsicle Kings,
Chalino,
and the
Bronx

SAM
QUINONES

ANTONIO'S GUN
AND
DELFINO'S DREAM

TRUE TALES OF MEXICAN MIGRATION



SAM QUINONES

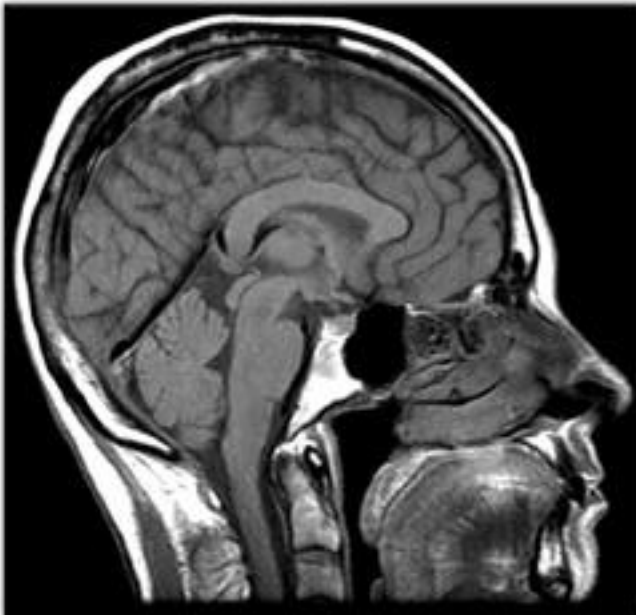








Effects of Opiates on The Brain



Opiates change the limbic system that control emotions & increases feelings of pleasure

Opiates change the brain stem, areas that controls automatic body functions

Opiates block pain messages transmitted by the spinal cord from the body

TOLERANCE

A phenomenon where the pain relieving effects of the medication decrease over time, so the patient feels they need more of the drug to achieve the same effect.



Important Distinction

- **DEPENDENCE** – Adaptation producing withdrawal
- **ADDICTION** – Chronic progressive brain disease
 - Inability to abstain
 - Impaired behavioral and emotional control
 - Craving
 - Diminished recognition of significant problems

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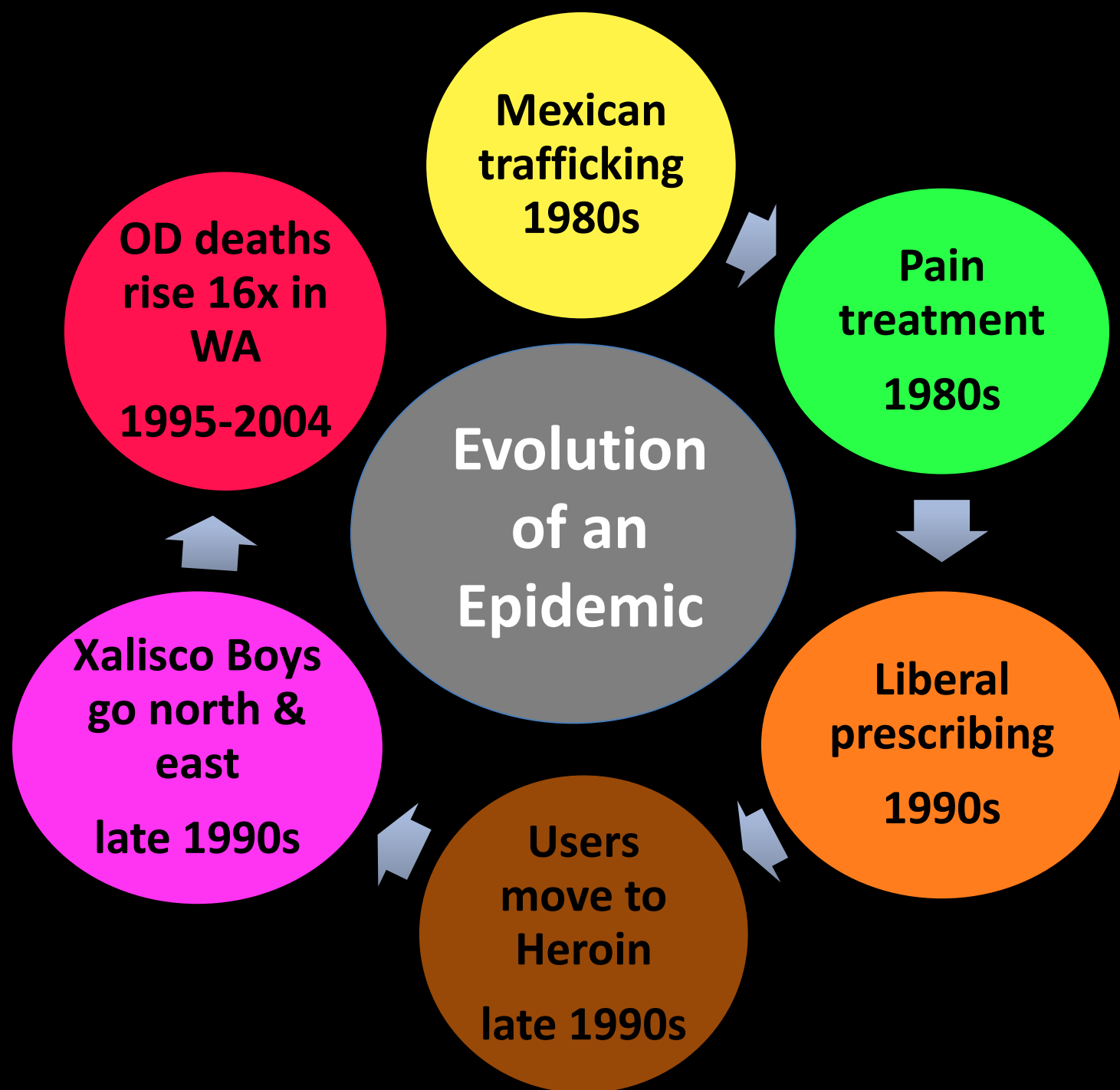
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**Mexican
trafficking
begins in LA**

1980s














501
\$46.00

LEVI STRAUSS & CO.
QUALITY CLOTHING XX
501XX 4 29 1 30

LEVI'S ORIGINAL
501
SHRINK-TO-FIT

28 x 30
501X
28 x 30
501R
29 x 30
501C
29 x 30
501L
29 x 30
501F





**Changes in
medical pain
management**

1980s

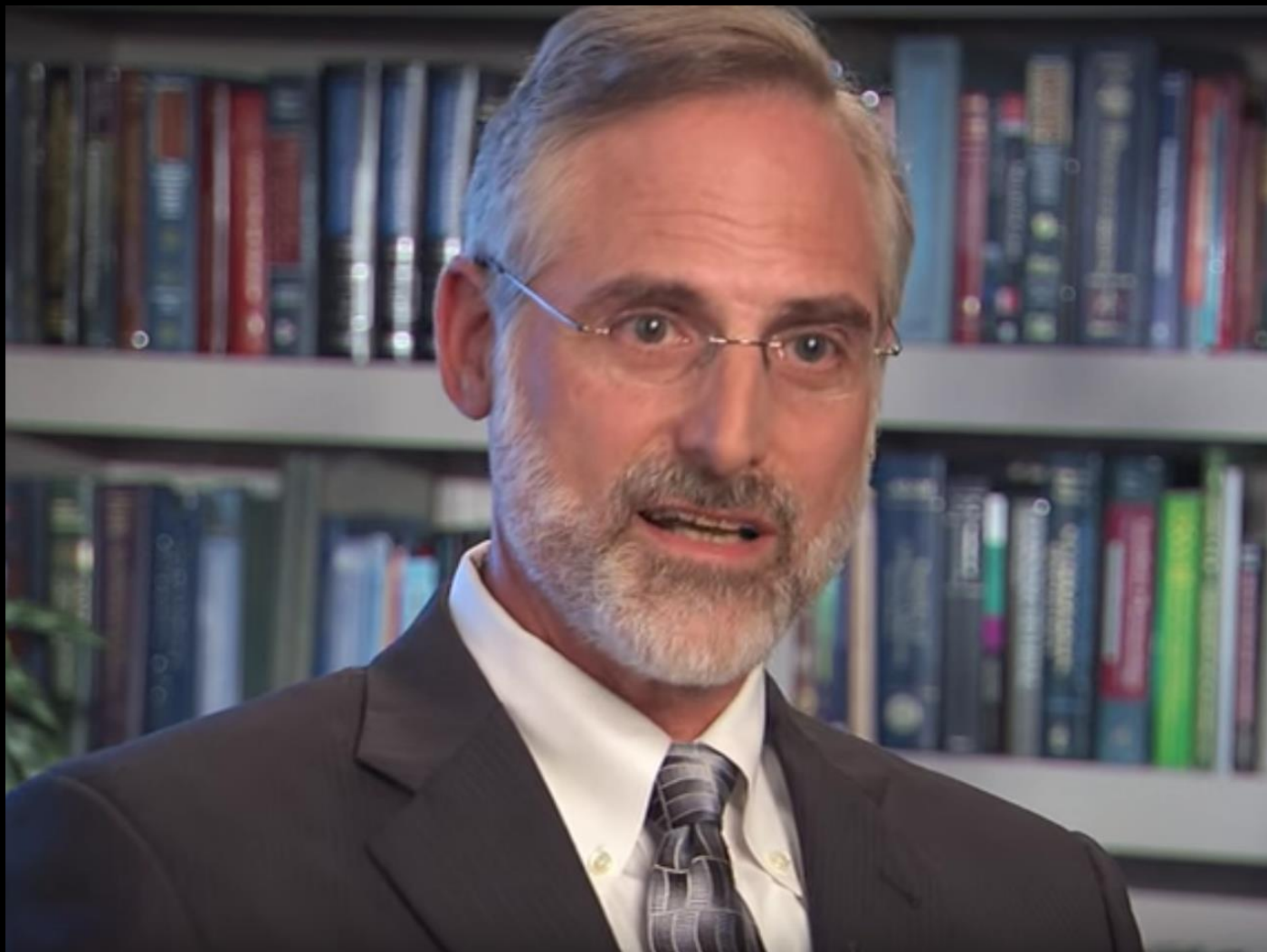
Jane Porter and Hershel Jick, MD

New England Journal of Medicine, January 1980 Letter to the Editor

- Only 4 of 11,882 hospitalized patient records developed an addiction to opiates.
- 1-paragraph letter became evidence that opiates cause less than “1 percent addiction”



Arthur Sackler, MD



Russell Portenoy, MD



**Liberal
prescribing of
opiates for
pain**

1990s



OXYCONTIN® II

(OXYCODONE HCl CONTROLLED-RELEASE) TABLETS

10 mg	20 mg	40 mg
80 mg	160 mg	

Lifetime Nonmedical Oxycontin Use
Age 17 or Older

221,000	917,000
---------	---------

CN1CC[C@]23[C@@H]4OC(=O)C=C5C=C(OC)C=C(C5)C2[C@@H]1C3=O

The figure displays the product name and strength, a grid of tablet images for 10mg, 20mg, 40mg, 80mg, and 160mg strengths, a bar chart showing lifetime nonmedical use for ages 17 and older (221,000 vs 917,000), and the chemical structure of Oxycodone.

1996



Russell Portenoy, MD



Dr. David Procter's mansion
Portsmouth, Ohio



**Prescription
users move to
Heroin
late 1990s**



Heroin: 1/10 gm (100mg) = \$10
Rx Opiate: 1/10 gm (100 mg) = \$100

**Xalisco Boys
go north & east
Late 1990s**



Opioid Overdose Deaths

1995 - 24

2004 - 386

A 16-fold increase



OxyContin Sales

2000 - \$1 Billion

2010 - \$3 Billion

2014 - \$2.5 Billion



The Structure



I “Pieces of the puzzle”



II “Puzzle comes together”



III “Picture is not pretty”



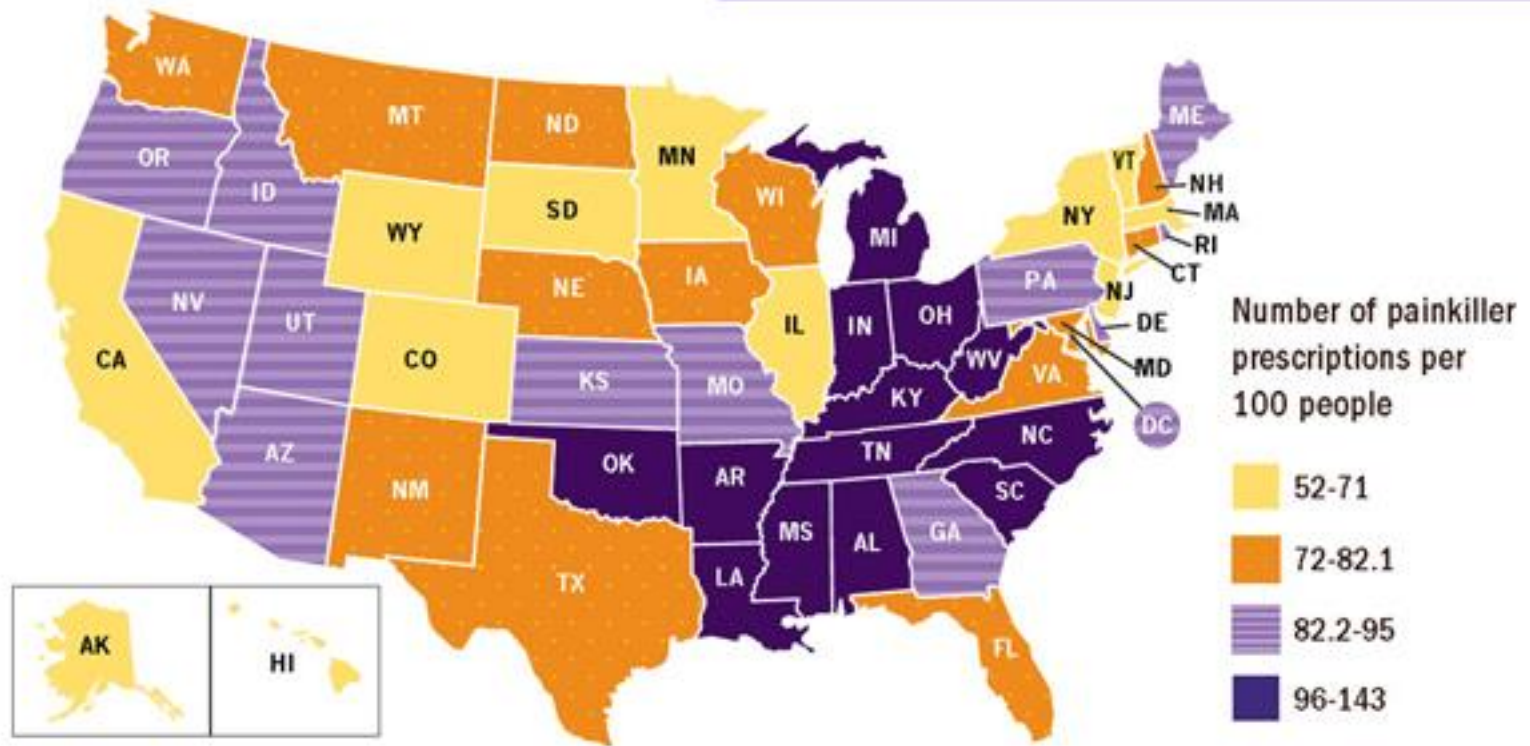
IV “Out of the closet”



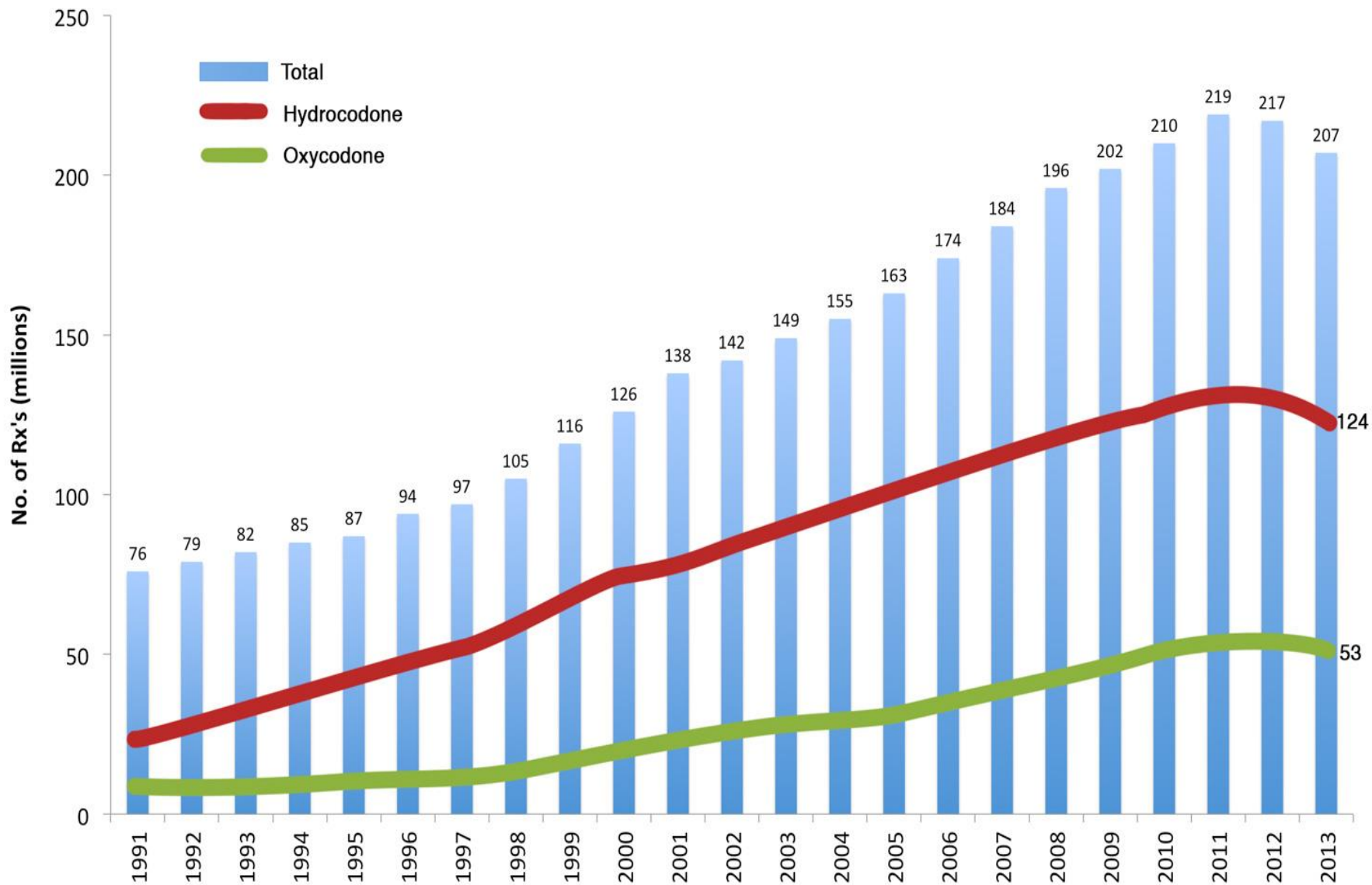
V “Hope for the future”

Critical Reviews

Some states have more painkiller prescriptions per person than others.



SOURCE: IMS, National Prescription Audit (NPA™), 2012.



National Overdose Deaths

Number of Deaths from Heroin



Source: National Center for Health Statistics, CDC Wonder

The relentless marketing of pain pills.
Crews from one small Mexican town
selling heroin like pizza. The collision has
led to America's greatest drug scourge.

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