



TARGET AMERICA: Opening Eyes to the Damage Drugs Cause

Exhibit Guide



On Exhibit at the California Science Center • October 2, 2008–May 3, 2009

TARGET AMERICA: Opening Eyes to the Damage Drugs Cause



This toddler was rescued during a meth lab raid and was found covered in battery acid from playing with an old car battery. Lab paraphernalia was also found buried in the child's outdoor play area. This toddler tested positive for methamphetamine.

Most Americans are unaware of the science behind the damaging effects of illegal drugs on the mind and body, or of the other tremendous costs associated with the production, sale and use of illegal drugs. The costs to society—estimated at more than \$180 billion a year—are born by all of us in some way. Despite the fact that the vast majority of Americans are not drug users, we pay for users' lost productivity, their health care, criminal justice costs, child welfare costs, and the impact their drug use has on our own health and safety. This exhibit is designed to open eyes to the science behind illegal drug addiction and the myriad costs of illegal drugs—to individuals, American society and the world—and to provide food for thought on how each and every one of us can make a difference.

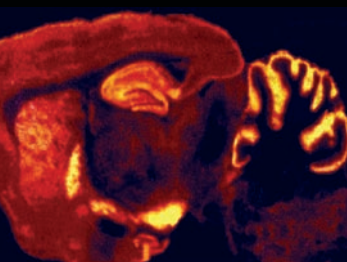
Featured in the Exhibit:

The Cost of Drugs

Any of us could be tragically affected by the choices made by those involved with drugs, and many of us are. As we share the highways with a drug-impaired driver, or let our children play in the neighborhood, or as we check into an average motel room in mid-America, we may be paying the price for others' drug use.

Drugs and the Body

We have learned a great deal about the impact of drugs on the brain and the body, thanks in large part to the work of dedicated scientists at the National Institute on Drug Abuse and other institutions. This section provides the visitor with an overview of the latest findings and breakthroughs, and clearly demonstrates how and why drugs change us physically and mentally.



Smoking marijuana can be addictive. THC attaches to receptors in the brain (bright yellow and orange) and impacts learning, memory and coordination.



Drugs and the Environment

From the clear-cutting of rain forests in Central and South America for the planting of coca fields, to the destruction of national forests in the United States for the growing of marijuana, to the dumping of hazardous waste byproducts into the water table after the manufacture of methamphetamine, illegal drugs have an impact on the environment with far reaching consequences.

Breaking the Cycle

Illegal drug abuse has been a concern in the United States for more than 150 years. The result has been a vicious cycle of drugs and drug-related violence that has consumed many American families. A combination of law enforcement, drug abuse education and treatment programs have been and continue to be implemented across the country to combat substance abuse and break that cycle.



Admission

Admission to the California Science Center exhibit halls is free (not including the IMAX Theater)

Target America Exhibit Schedule

October 2, 2008–May 3, 2009
(Exhibit temporarily closed January 12–16, 2009)

Science Center Hours of Operation

Open daily from 10 a.m. to 5 p.m.
(Closed Thanksgiving, Christmas and New Year's days)

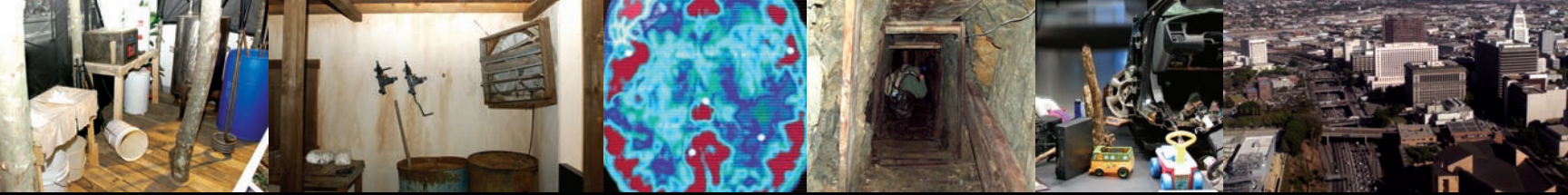
Group Tours

For information on bringing your group of 15 or more to the Science Center please call 213-744-2019.

Location

The California Science Center is located in beautiful Exposition Park, across from the University of Southern California and the Coliseum. Please visit our website at californiasciencecenter.org for directions.





Jungle Drug Lab

Heroin Production

Drug Effects

Drug Trafficking

Personal Costs

Southern California

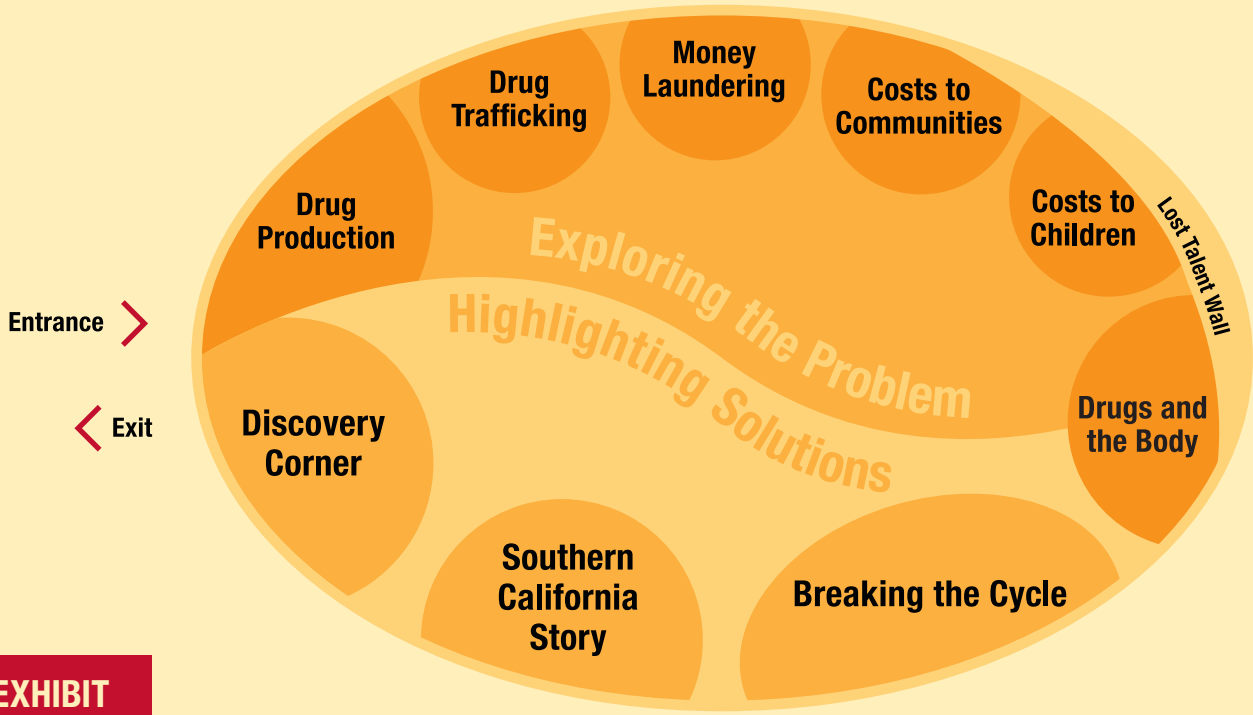
TARGET AMERICA: Opening Eyes to the Damage Drugs Cause looks at the story of drug abuse from initial production to the profound impact it has on all of us. Open your eyes to the science behind illegal drug abuse and addiction and explore the many costs and consequences to individuals, American society and the world.

For more information visit:
www.targetamerica.org

View an actual South American jungle coca processing lab and a recreated Afghan heroin factory. Get an in-depth look at drug production, trafficking and money laundering over time. Lay inside a simulated MRI machine to view brain scans and learn about the terrible toll drugs take on the body and mind. Hear true stories of addiction and recovery from addicts themselves. View actual wreckage

from a drug-related car accident, a tenement crack-house, and the bedroom of a young teen that has accessed a website that sells illegal drugs. Stop by the **Discovery Corner** for educational take-home literature and other resources. Share your own experiences and suggestions for keeping friends and family away from drugs. Check out the exhibit resource desk for a **schedule of events**.

Due to images and content that may be too intense for small children, the Science Center advises parental discretion when bringing young children to this exhibit.



INSIDE THE EXHIBIT



Debuting at the California Science Center, explore the Southern California Story and learn the history and current science of detection, enforcement, prevention and treatment specific to our local communities.

Exhibit Highlights:

Drugs in Southern California: 1900–2008

Turn the video dial to see how the supply and demand of illegal drugs has changed over time and how enforcement, treatment and prevention programs have evolved in response.

Hoop Nightmares

Play a wacky basketball game that induces temporary memory loss and learn the latest UCLA scientific research on the effects of drugs on the brain.

Wiretapping

Speak into a wiretapped microphone and see your unique voice print. Learn about innovative technology pioneered in Southern California and view footage of drug law enforcers and wiretaps in action.

Junior Special Agent: Drug Bust!

Through an immersive theater experience, ride along with seasoned Southern California drug enforcement officers on a simulated drug bust. Discover the science, technology and skill of surveillance and apprehension.

Wheel of Misfortune

Spin the Wheel of Misfortune and see the various risks drug addicts face. If you're lucky enough to land in rehab, spin the Wheel of Recovery and see what your chances are for long-term recovery. Find what treatment options are available throughout the southland.



TARGET AMERICA:
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A Traveling Exhibit by the DEA Museum

Developed in Partnership with:

- DEA Educational Foundation // The Center for Substance Abuse Prevention // The National Guard
- The National Institute on Drug Abuse // The Office of National Drug Control Policy
- The Partnership for a Drug Free America