

Conrad N. Hilton Foundation

The Hilton Legacy
Serving Humanity Worldwide

Contents

5	My Father, Conrad N. Hilton: The Man and His Gift to the World BY BARRON HILTON
9	In the Footsteps of Extraordinary Men BY STEVEN M. HILTON
13	Two Men DEDICATION
14	Inscription
15	I. Building a Life in Faith and Charity
29	II. Moving from Founder to Foundation
37	III. Charting the Charitable Course
47	IV. Serving Humanity Worldwide Faithfully Supporting Roman Catholic Sisters Seeing Beyond Blindness Creating a Better Future: Water Is Key Honoring Courage and Compassion: The Conrad N. Hilton Humanitarian Prize Reaching Out to Families, Children, and Youth Helping People to Rebuild Their Lives Giving Back to the Hospitality Industry Nourishing the Body, Mind, and Spirit
125	V. Barron Hilton Steps Up as Chairman of the Board
135	VI. Reaching Over the Horizon
141	In Recognition of Those Who Have Helped FAMILY STATEMENT
143	Acknowledgments
144	Index
148	Photo Credits

**Everybody
uses drugs.**





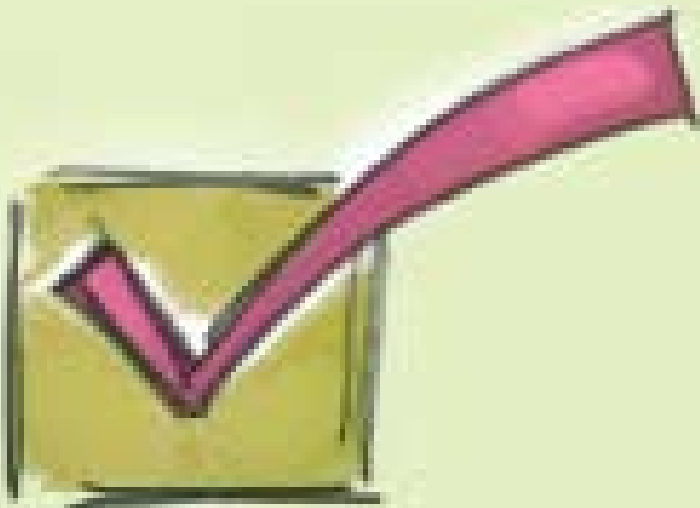
Reaching Out to Families, Children, and Youth

Empowering Youth to Resist Drugs

MIDDLE SCHOOLERS ARE OPEN TO LEARNING about how to resist alcohol and drugs, when ways to do so are presented to them in terms they understand. This finding has informed and helped to change the way alcohol and drug prevention is taught in American schools today.

These early adolescent years provide fertile ground for teaching life skills. Boys and girls are entering an exciting but turbulent time as they begin puberty, encounter new experiences with peers, and seek greater independence. With their broad access to middle school youth, schools are uniquely positioned to help vulnerable adolescents cope with drug use and other potentially damaging temptations.

Building on innovative research that it commissioned, the Hilton Foundation has pioneered a middle school curriculum aimed at alcohol, drug, and tobacco use prevention. This curriculum is now one of the most widely used prevention programs in the Nation. It is called Project ALERT (Adolescent Learning Experiences in Resistance Training). Youngsters in substantial numbers are open to it, understand its value, and follow its guidance.



FALSE

PROJECTALERT

Help to resist. Power to resist.



Giving teens the know-how to say no.

PROJECTALERT
Easy to adopt. Proven to work.

ALCOHOL AND DRUG ABUSE AMONG YOUNG PEOPLE first became recognized as a serious problem for families across America in the 1960s. In 1982, just three years after Conrad Hilton's death, the Foundation Board listened attentively as Don Hubbs lamented the lack of effective ways to reach and teach America's youth not to use drugs. The subject struck a chord. Every Board member knew someone affected by a drug problem. A common determination to enter this field was clear. Helping young people reflected Conrad Hilton's interest in children and offered the opportunity to launch what would become the first major project begun during Don's presidency—a project that is still going strong. This was during the Reagan era, when a powerful political will to address the drug problem was emerging.

The Board soon learned that educators lacked solid, informed guidance on what kind of prevention approaches worked with young people. The Board sought to bring to this educational challenge the full weight of sophisticated, leading-edge techniques of the emerging science of research and development. It engaged The RAND Corporation, one of the Nation's leading think tanks on defense and social issues, to evaluate three responses to youth and drugs. Looking back, Don asserted, "I knew there were no quick fixes. I told them to take their time and get it right."

"From this first study we learned that law enforcement, treatment, and prevention all showed promise, but that prevention showed the most," said Phyllis Ellickson, Ph.D., RAND's principal investigator for what became Project ALERT. RAND designed and tested a classroom-based prevention program and measured its effect on adolescent use of alcohol, cigarettes, and marijuana. (Prior use of these so-called gateway drugs predicts use of cocaine, crack, and other hard drugs.) Hilton grants in this initial period totaled \$10 million.

From RAND's work grew a highly disciplined curriculum that respects youth culture, uses youth vocabulary, is easily accessible to young people, and is based on their intensely emotional social needs. Students role play resisting negative influences (tempting offers from a hustler, pressures from within themselves, boredom) and building positive strategies that support non-use (taking cues from popular school leaders and jocks who brush off such overtures, backing up one's friends, drug-free parties). Continuing evaluation shows that the program not only helps to curb cigarette and marijuana use, but also reduces alcohol misuse. Both low- and high-risk students benefit, and the program is equally successful in schools with high and low minority enrollment.

In 1990, when an article on Project ALERT appeared in the prestigious journal *Science*, the Board

“The role-play exercises were fun and they taught us how to resist peer pressure. Other courses tell you not to do something. This one tells you why.”

Student / Long Beach Unified School District, CA

released the program for general use. The Board formed and funded the BEST (Bringing Everybody’s Strength Together) Foundation for a Drug-Free Tomorrow to carry out a national campaign, and underwrote distribution of the curriculum, classroom videos, and a teacher training component to ensure proper classroom delivery. “While we’ve got an excellent program that can help teach young people the skills to stay away from drugs, its success relies on the teachers who deliver it,” said Board member Eric Hilton, who serves as chairman of the BEST Foundation and has worked tirelessly for the program.

Hilton Foundation and Fund commitments to the BEST Foundation now total \$52 million and extend through 2013. Former First Lady and anti-drug spokesperson Nancy Reagan expressed her confidence in this effort by folding the balance of funds in her drug prevention program into the nascent BEST Foundation and serving on its board. She remains an emeritus member. The Hilton Foundation, RAND, and BEST have been the driving forces behind Project ALERT, and their collective contributions have been highly leveraged by the nearly \$1.2 billion in taxpayer funds that have supported Project ALERT’s share of classroom time since 1995.

ONE-FOURTH OF ALL SCHOOLS DISTRICTS in the Nation now use Project ALERT. The program has



MARIJUANA Can Affect You Right Away

- **Makes it HARD TO THINK AND REMEMBER**
- **Causes you to LOSE CONTROL**
- **INTERFERES WITH COMMUNICATION**
- **Makes it HARD TO COPE WITH FEELINGS**

trained more than 46,000 middle-grade educators and reaches more than a million and a half students each year. It aligns with key National Health Education Standards, is endorsed by the National Middle School Association, has been named an Exemplary Model Program by the U.S. Department of Education, and is on the National Registry of Evidence-based Programs and Practices.

Today’s updated 14-lesson substance abuse program is the most widely used and effective version yet. It is constantly improved by teacher, administrator, and student feedback. Project ALERT continues to give middle school students the understanding, self-confidence, and skills to resist alcohol, inhalants, marijuana, and tobacco. “Prevention delays the initiation or experimentation until the young person can

Students Can Choose to Be Drug-Free

Drug use and abuse are considered normal if parents are addicts or a member of the family deals in drugs to support the rest of the family....Students come into Project ALERT seeing nothing wrong with smoking marijuana, which is the drug of choice here, though everything else you can think of is also available. They leave the course questioning it, understanding how harmful this and all drugs can be to their health and their lives, and understanding, too, that they can make the choice to be drug-free.

Esther Kaggwa

Former Director of National Programs

National Organization of Concerned Black Men, Inc.

BEST Foundation Program Offers Advantages

Not only have BEST Foundation staff helped us with training our staff, but they regularly update the curriculum to keep it current, and have a great website full of support materials and current information. They offer all this at a very reasonable charge. Most companies send you a catalog, and you have to pay for updated or additional materials.

Robin Sinks

Health Education Curriculum Leader

Long Beach Unified School District, CA

gain greater maturity in decision making,” states BEST Foundation President G. Bridget Ryan. “Prevention equals buying time, empowering young people to make better choices.”

There are larger lessons for society as well. Project ALERT has advanced the substance abuse prevention field by determining through scientifically validated research what works and what doesn't. ALERT was research-based before the federal government deemed that programs be research-based in order to qualify for purchase using federal funding streams. The Hilton investment has also yielded highly useful information about effectively taking programs to scale.

The length and depth of the Foundation's commitment is unusual in the foundation world. The goal is not to attain the largest “market share.” Rather, it is about getting the job done.

“We know Project ALERT is the best program of its type currently available,” Don Hubbs asserted. “With Project ALERT, many children will not grow up with habit-forming drug addiction problems and an untold number of adults will not die prematurely from carcinogenic diseases. Any new drug education programs will be based on our principles of research. If another program puts us out of business, then we've served our purpose. We just want progress. We're not looking for permanence.” ■