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Series: Speech File Backup Files
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OA/ID Number: 13681
Folder ID Number: 13681-003

Folder Title:
Presidential Address on Drugs 9/5/89 [OA 6267] [4]

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G	26	19	3	1

THE WHITE HOUSE
WASHINGTON

89 AUG 28 P6:00

August 28, 1989

MEMORANDUM TO THE PRESIDENT

INFORMATION

From: CHRISS WINSTON CW

Subject: Drug Speech

Attached is another draft for your nationally televised drug speech on September 5. Please note a few points.

(1) This speech is much shorter than it appears at first glance. The standard rule of two minutes a page doesn't apply to this kind of format. There are no jokes, no acknowledgements, no breaks for applause. Read out loud, this speech should clock in at just over fifteen minutes.

(2) We have talked to Jim Burke at great length, and this draft incorporates many of his suggestions.

(3) We are awaiting review from Director Bennett's office and others, and expect to have a draft with their comments within a few days.

(4) The drug-use statistics, which appear in brackets in this speech, are still being verified.

(5) Please call me in Washington if you have any questions.

CC: Governor Sununu

Davis/Martin
August 26, 1989
Title: Drug
Draft: Six

PRESIDENTIAL ADDRESS ON DRUGS: All Networks
Tuesday, Sept. 5/9 p.m.

I. A War Footing: Good evening.

Yesterday marked the unofficial end of summer, a time of family vacations, away from work and away from school. America has known many such peaceful and prosperous summers. But now yellow school buses are back on the streets; America's children are back in class; and our thoughts turn to the future.

This is the first time since taking the oath of office that I felt an issue was so important, so threatening, that it warranted directly talking with you, the American people. You, your friends, your neighbors and I agree that the gravest domestic threat facing our nation today is drugs.

Turn on the evening news, or pick up the morning paper and you'll see what some Americans know just by stepping out their front door: the most serious problem today is **cocaine**, and in particular, **crack**.

Who's responsible? Let me tell you.

Anyone who uses drugs.

Anyone who sells drugs.

And anyone who looks the other way.

Tonight, I will tell you how many Americans are using illegal drugs; and present to you our national plan -- our

strategy -- for dealing with this threat. I will enlist your help in what promises to be a difficult fight. And finally, I will offer a vision for the future -- why we **can** and **will** win the war against drugs.

((Pick up vial)) This is crack cocaine seized last night by Drug Enforcement Administration agents just ten blocks from where I'm sitting now. It could just as easily have been heroin or PCP. It's as innocent-looking as candy, but it is turning our cities into battle zones and it is murdering our children by the thousands. Let there be no mistake, **this is the enemy.** ((Set vial down, out of camera range.))

Some used to call drugs just a benign form of recreation. They're not. Drugs are a creeping malignancy that threaten our neighborhoods, our homes and our families. And it is because of this threat, that we have made a fundamental decision in this country. Americans are ready, as never before, **to go on a war-footing against drugs.**

It doesn't matter where you live. It doesn't matter what your race or background is. It doesn't matter if you are rich or poor. No one is too young or too innocent to be out of harm's way. When a 3-year-old Seattle boy, while picnicking with his parents, finds a dirty needle and sticks himself -- and must now endure AIDS testing -- to tell you the truth, it breaks my heart. When crack -- one of the most powerfully addictive substances known to Man -- is available to school kids, it makes me furious. And when 200,000 babies are born each year to mothers who use

drugs -- babies who know the agony of withdrawal as they draw their first breath, then I know **this is a war we must win.**

In the inner-city, in the small town, in the suburbs, America **is** under siege. And Americans must fight **to take back our streets.**

Many citizens, and many communities, already are in the thick of it. Some have even paid with their lives. Corporal Charles Hill, a suburban Virginia policeman, was gunned down while trying to persuade a crack-crazed junkie to release a hostage. ((Another example to come)) These are American heroes. And now it's our duty to join in this struggle for the future, the very soul, of America.

II. Some Good News: Let me share a few facts with you. I want to show you the results of the recently completed Household Survey of the National Institute of Drug Abuse. It compares recent drug abuse to three years before. It tells us some very good news . . . and some very bad news. First, the good. ((Camera cuts to Slide One.)) ((PAUSE))

((In 1985, 37 million Americans between the ages of 12 and 54 said they had used illegal drugs at least once during the previous year. In the past year, that number dropped by 25 percent to 28 million. This means that almost ten million Americans dropped so-called casual drug use.)) ((Cut to Slide Two.))

((Of the 37 million users in 1985, approximately 12 million had used cocaine, and that had dropped by one-third to 8 million users in 1988.))

((And there's even more. When people were asked about drug use in the last month, the decline was even greater -- a 37 percent decline for the use of **any** illicit drug.))

((How much comfort can we take from these dramatic declines in usage? Let me get to that in a moment.))

((First, let's talk about the bad news -- very bad news. ((Cut to Slide Three)) Remember, 28 million Americans used illegal drugs last year, and every one of them is part of our problem. Each year more and more of these so-called recreational drug users become abusers and eventually addicts, enslaved by their habit. In fact, among the more than eight million people who used cocaine in the past year, **almost half of them used it daily.**))

((What all this means is, that in spite of the fact that cocaine use is down over the last three years by one-third, habitual cocaine abusers are up by at least 50 percent. **The overwhelming majority of them are addicted.**))

((And our estimates are probably overly optimistic, since they do not include the transient population, the people on the streets and in the jails. Most experts believe that we have at least **one million frequent users of cocaine, nearly half of them crack addicts.**)) ((PAUSE))

That we have seen some progress already against such odds is due to a national change in attitude. I want to thank all of you who have already done so much: our brave police officers across America . . . parents, teachers . . . community activists . . . and business and labor leaders who have assumed responsibility in the workplace. I particularly want to thank the media -- television, radio and the press -- for their exhaustive news and editorial coverage. And finally, I want to thank a President and a First Lady by the name of Reagan. All of them helped to accelerate the change that we are witnessing in this country today.

But to **win** the war against addictive drugs like crack will take a national strategy all Americans can support.

III. A Drug Strategy: Tonight, I want to announce America's first such strategy. As it was prepared, we talked with state, local and community leaders, law enforcement officials and rehabilitation experts. We talked with parents and kids. They all had a lot to say, wisdom to share. The result of our discussions is a new comprehensive strategy, a coordinated strategy, to fight drugs with tougher laws and enforcement, better treatment and prevention.

*** **First**, our enforcement strategy is based on a simple philosophy: If you commit a drug crime, you **will** be caught. And if caught, you **will** be prosecuted. And if convicted, you **will do**

time. Congress must pass this Administration's crime package to toughen sentences, and to provide more federal law enforcers, prosecutors and prisons. And then we must increase funding for state and local law enforcers. In return, I expect the states to match tougher federal laws with stiffer bail, probation, parole and sentencing. I especially urge the governors and state legislators to enact laws to punish drug offenders by taking away their driver's licenses. This may sound harsh, but for many young people, leniency is the harshest policy of all.

States should also sentence first-time non-violent drug offenders to alternative programs, like house arrest and boot camps; and test criminals for drugs, from sentencing straight through to parole.

Finally, we must make room for the **dealers** of death -- **room in our prisons.** And as for their bosses, the drug lords, we can raise the cost of doing business to the stiffest price possible -- **life in prison, no parole.**

When it comes to enforcing the law, drug abuse is a problem in every community. But nowhere are drug traders as brazen as in our public housing projects. The overwhelming majority of public housing tenants want nothing to do with these thugs. They fear for their lives and the safety of their children. We cannot, we will not, turn our backs on any of our neighbors in trouble. I seek to empower these communities to restore order, **to kick out the dealers -- and to keep them out.**

*** The **second** element of our strategy looks beyond our borders, where drug gangsters have slaughtered brave statesmen and honest judges. The besieged governments of the drug-producing countries are ready to fight back, to help us crack the international drug rings. And I am pleased to note . . . ((Late news item from Colombia to be added.))

Next month, I will build on this progress by going to a summit in Costa Rica to present my plan to assist foreign governments in eradicating drug crops, and to help them fight the violence of drug terrorists. On the high seas and in the skies, we will adopt tougher rules of engagement against smugglers. And on land, we will seek international agreements to make it easier to follow the trail of drug money back to the front-men and financiers. We will put these pinstriped money-launderers where they belong -- **in prison stripes.**

*** The **third** part of our plan seeks to help addicts who want to get well. We don't know nearly enough about chemical dependency, and we must learn a lot more if we are to deal effectively with this crisis. We must carefully evaluate treatment programs so we can find out what works, and what doesn't -- and then provide support for only those programs that prove effective. I am proposing a 304 million-dollar increase for the most effective treatments. We will especially focus on

America's worst nightmare -- expectant mothers waiting to give birth to addicted babies, **the cruelest of all inheritances.**

*** **Fourth,** the best treatment of all is to prevent drug abuse before it starts. I am proposing more than a 233 million-dollar increase over 1989 for education and prevention programs. But let's face it -- you and I both know that when it comes to drug education, **we don't need compromise, we need values.** We must discard the failed approach of meek advice-giving, and replace it with bold confrontation -- the best approach from grade school to graduate school.

We must also look to the private sector for continued leadership in drug education. A businessman by the name of Jim Burke told me he was haunted by the thought ((-- a nightmare, really --)) that, at any given moment, somewhere in America there is a teen-age girl giving birth to a child addicted to cocaine. So Jim did something. He and other businessmen and -women raised hundreds of millions of dollars for a national ad campaign against drugs. And now they are determined to raise a million dollars a day for the next three years, a billion dollars total, all to promote the anti-drug message.

Next week I will take this same message to the kids of America in a special television address, one that I hope will reach every school, every teen-ager. But drug education doesn't begin in class or on T.V. It must begin at home. **Parents** must set the first example of a drug-free life.

Our strategy is comprehensive. The programs within it are intended to mesh, to draw strength from one another, to sustain a national effort. We cannot relax on any front in the war against drugs. That means aggressively attacking the problem from every angle.

Such an approach will not come cheaply. Last February, I asked for a $635 million increase in the drug budget for the coming year. Now, after six months of careful study, we have identified an immediate need for two billion dollars more. I am proposing a 1990 drug-budget totaling almost eight billion dollars -- the largest single increase in history.

Yes, these dollars are vital. But a sense of national determination, born of anger, is even more important. Let our outrage unite us, and bring us together behind this one plan of action, **an assault on every front.**

IV. Call to Action: We must summon our national will, from the White House, to the statehouse, to the courthouse, from the boardroom to the pulpit, from every workplace to every classroom in America. Wherever Americans work, study, play or pray, we must join together for this single purpose.

I pledge to do my part. But I need your help. More important, the children of America need your help. Today -- **right now.**

Every American can make a special contribution. Call your local drug prevention program. Be a big brother or sister to a

child in need. Pitch in with your local Neighborhood Watch program. Whether you donate your time, serve as a counselor, or participate in a fundraising drive, **there are no mundane tasks in the war on drugs.** Every volunteer counts.

From the schools of Los Angeles to Bowling Green, Kentucky, armies of volunteers are taking up the fight against drugs. What can one person do? Consider Dr. Lorraine Hale who was driving through Harlem, only to see a young mother, high on heroin, holding a baby in her lap. On impulse, Dr. Hale parked, and asked the woman to take the baby to the home of Clara Hale, her mother. From this simple beginning, Lorraine and Clara Hale, and a team of helpers, now nurse hundreds of drug-addicted babies back to health.

So there are solutions. People like the Hales. Or any parent who talks to a child about the dangers of drugs, also provides a solution.

Any employer who bans drugs from the workplace.

Any school that takes a hardnosed stance.

Any neighborhood in which drugs are not welcome.

And finally, anyone who refuses to look the other way.

V. Conclusion: Of course, even with our best efforts, victory is years away. But we must not relent, too many young lives are at stake.

When I think of the devastation of drugs, I think of a little boy named Dooney, who, until recently, lived in a crack

house in a suburb of Washington, D.C. In Dooney's neighborhood, children don't flinch at the sound of gunfire. And when they play, they pretend to sell to each other small white rocks they call crack.

Life at home is so dismal that Dooney begged his teachers to let him sleep on the floor of his school. And 6-year-old Dooney says: "I don't want to sell drugs, but I will probably have to." ((PAUSE))

Dooney doesn't have to sell drugs. No child in America should have to face such a future, or endure such a home. Together, as a people, we can save these children of despair. We have already saved countless lives. We have already transformed a national attitude of tolerance into intolerance. But the war on drugs will be hard-won, kid by kid, block by block, neighborhood by neighborhood.

This is the toughest domestic challenge we've faced in decades. If we fight this war as a nation of isolated individuals, the war is lost. ((Pick up vial, hold it in front of you)) But if we face this evil as a nation united, our children will have a brighter future, and **this** will be nothing but a vial of useless chemicals. ((Set vial down, off camera)) Victory . . . ((PAUSE)) victory over drugs is our cause, a just cause, and with your help, justice will prevail.

Thank you, God bless you and good night.

# # #

Friday AM. mtg. with Pres. Bri. - Monday 4:00 drafts review Tuesday

THE WHITE HOUSE
WASHINGTON

89 AUG 28 P6:06

August 28, 1989

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INFORMATION

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more on $

more on volunteerism

Davis/Martin
August 26, 1989
Title: Drug
Draft: Six

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Thank you, God bless you and good night.

# # #

NATIONAL SECURITY COUNCIL
EXECUTIVE SECRETARIAT STAFFING DOCUMENT

TIME STAMP 89 AUG 28 A11 : 53

SYSTEM LOG NUMBER: 6775

ACTION OFFICER: LAMAGNA DUE: IMMEDIATELY

URGENT

- ☐ Prepare Memo For Scowcroft/Gates
- ☐ Prepare Memo For Cicconi
- ☒ Prepare Memo SCOWCROFT to WINSTON W/ INFO CICCONI
- ☐ Appropriate Action
- ☐ Prepare Memo for Hughes

CONCURRENCES/COMMENTS* *PHONE** to action officer at ext. 3736

FYI		FYI		FYI	
☐	Basora	☐	Lampley	☐	Rademaker
☐	Beers	☐	Leach	☐	Reiss
☐	Blackwill	☐	Levin	☐	Rice
☐	Briggs	☐	Lewis	☒	Rodman
☐	Brooks	☐	Mahley	☐	Rostow
☐	Charles	☐	Mandel	☐	Salvetti
☐	Coulson	☐	McCue	☐	Snider
☐	Deal	☐	Melby	☐	Tilley
☐	Donley	☐	Menan	☐	Tobey
☐	Dyke	☐	Miller	☐	Welch
☐	Ebner	☐	Miskel	☐	Whitley
☐	Grant	☐	Needels	☐	Working
☐	Haass	☐	Paal	☐	Zelikow
☐	Hoffmann	☒	Pacelli	☐	_____
☐	Hutchings	☐	Passage	☐	_____
☐	Jackson	☒	Popadiuk	☐	_____
☐	LaMagna	☐	Porter	☐	_____
☐	Kanter	☒	Pryce	☐	_____

INFORMATION
- ☐ Hughes
- ☒ Scowcroft (advance)
- ☒ Gates (advance)
- ☒ Secretariat
- ☒ Exec. Sec. Desk
- ☒ Sittmann

COMMENTS

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Return to Secretariat

Document No. 06+421

WHITE HOUSE STAFFING MEMORANDUM

DATE: 8/28/89 **ACTION/CONCURRENCE/COMMENT DUE BY:** 2:00 TODAY

SUBJECT: PRESIDENTIAL ADDRESS ON DRUGS

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☑	MCCLURE	☑	☐
SUNUNU	☐	☑	NEWMAN	☐	☐
SCOWCROFT	☑	☐	PORTER	☑	☐
DARMAN	☑	☐	STUDDERT	☐	☐
BATES	☑	☐	UNTERMEYER	☐	☐
BREEDEN	☐	☐	ROGERS	☑	☑
CARD	☐	☑	WINSTON	☐	☑
CICCONI	☐	☑	PINKERTON	☑	☐
DEMAREST	☑	☐	BOSKIN	☑	☐
FITZWATER	☐	☑	BENNETT	☑	☐
GRAY	☑	☐	_____	☐	☐
HAGIN	☐	☐	_____	☐	☐

REMARKS:

Please provide your comments/recommendations directly to Chriss Winston's office with an info copy to my office by 2:00 TODAY, Monday, August 28. Thank you.

RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

Document No. 06+421

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SUBJECT: PRESIDENTIAL ADDRESS ON DRUGS

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FITZWATER	☐	☑	BENNETT	☑	☐
GRAY	☑	☐	_____	☐	☐
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REMARKS:

Please provide your comments/recommendations directly to Chriss Winston's office with an info copy to my office by 2:00 TODAY, Monday, August 28. Thank you.

AUG 28 P3:25

RESPONSE: See comments

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

Davis/Martin
August 26, 1989
Title: b: Drug2
Draft: Five

PRESIDENTIAL ADDRESS ON DRUGS: All Networks
Tuesday, Sept. 5/9 p.m.

I. A War Footing: Good evening.

Yesterday marked the unofficial end of summer, a time of family vacations, away from work and away from school. America has known many such peaceful and prosperous summers. But now yellow school buses are back on the streets; America's children are back in class; and our thoughts turn to the future.

Hale 3/20 ??
— being from past — not this really turns to future

This is the first time since taking the oath of office that I felt an issue was so important, so threatening, that it warranted directly talking with you, the American people. You, your friends, your neighbors and I agree that the gravest domestic threat facing our nation today is drugs.

Turn on the evening news, or pick up the morning paper and you'll see what some Americans know just by stepping out their front door: the most serious problem today is ~~cocaine~~ drugs, and in particular, ~~crack~~ crack.

Who's responsible? Let me tell you.

Anyone who uses drugs.

Anyone who sells drugs.

And anyone who looks the other way.

Tonight, I will tell you how many Americans are using illegal drugs; and present to you our national plan -- our

strategy -- for dealing with this threat. I will enlist your help in what promises to be a difficult fight. And finally, I will offer a vision for the future -- why we **can** and **will** win the war against drugs.

Some used to call drugs just a benign form of recreation. They're not. Drugs are a creeping malignancy that threaten our neighborhoods, our homes and our families. And it is because of this threat, that we have made a fundamental decision in this country. Americans are ready, as never before, **to go on a war-footing against drugs.**

It doesn't matter where you live. It doesn't matter what your race or background is. It doesn't matter if you are rich or poor. No one is too young or too innocent to be out of harm's way. When a 3-year-old Seattle boy steps on a needle while picnicking with his parents, and must now endure AIDS testing -- to tell you the truth, it breaks my heart. When crack -- one of the most powerfully addictive substances known to Man -- is available to school kids, it makes my blood boil. And when 200,000 babies are born each year to mothers who use drugs -- babies who know the agony of withdrawal as they draw their first breath, then I know **this is a war we must win.**

In the inner-city, in the small town, in the suburbs, America **is** under siege. And Americans must fight **to take back our streets.**

Many citizens, and many communities, already are in the thick of it. Some have even paid with their lives. Corporal

Charles Hill, a suburban Virginia policeman, was gunned down while trying to persuade a crack-crazed junkie to release a hostage. ((Another example to come)) These are American heroes. And now it's our duty to join in this struggle for the future, the very soul, of America.

II. Some Good News: Let me share a few facts with you. I want to show you the results of the recently completed Household Survey of the National Institute of Drug Abuse. It compares recent drug abuse to three years before. It tells us some very good news . . . and some very bad news. First, the good. ((Camera cuts to Slide One.)) ((PAUSE))

In 1985, 37 million Americans between the ages of 12 and 54 said they had used illegal drugs at least once during the previous year. In the past year, that number dropped by 25 percent to 28 million. This means that almost ten million Americans dropped so-called casual drug use for good. ((Cut to Slide Two.))

Of the 37 million users in 1985, approximately 12 million had used cocaine, and that had dropped by one-third to 8 million users in 1988.

And there's even more. When people were asked about drug use in the last month, the decline was even greater -- a 37 percent decline for the use of **any** illicit drug.

How much comfort can we take from these dramatic declines in usage? Let me get to that in a moment.

First, let's talk about the bad news -- very bad news. ((Cut to Slide Three)) Among the more than eight million people who used cocaine in the past year, **almost half of them used it daily.**

What all this means is, that in spite of the fact that cocaine use is down over the last three years by one-third, habitual cocaine abusers are up by at least 50 percent. **The overwhelming majority of them are addicted.**

And our estimates are probably overly optimistic, since they do not include the transient population, the people on the streets and in the jails. Most experts believe that we have at least **one million frequent users of cocaine, over half of them crack addicts.** ((PAUSE))

That we have seen some progress already against such odds is due to a national change in attitude. I want to thank all of you who have already done so much: our brave police officers across America . . . parents, teachers . . . community activists . . . and business and labor leaders who have assumed responsibility in the workplace. I particularly want to thank the media -- television, radio and the press -- for their exhaustive news and editorial coverage. And finally, I want to thank a President and a First Lady by the name of Reagan. All of them helped to accelerate the change that we are witnessing in this country today.

But to **win** the war against addictive drugs like crack will take a national strategy all Americans can support.

III. A Drug Strategy: Tonight, I want to announce America's first such strategy. As it was prepared, we talked with state, local and community leaders, law enforcement officials and rehabilitation experts. We talked with parents and kids. They all had a lot to say, wisdom to share. The result of our discussions is a new comprehensive strategy, a coordinated strategy, to fight drugs with prevention, treatment, tougher laws and ~~interdiction~~ tougher enforcement.

((Strategy does not increase interdiction dollars))

Vale 3/20

*** **First**, we must stop drug abuse before it starts. I am proposing more than a ((dollar)) increase for education and prevention programs. But let's face it -- you and I both know that when it comes to drug education, **we don't need compromise, we need values**. We must discard the failed approach of meek advice-giving, and replace it with bold confrontation -- the best approach from grade school to graduate school.

#233 increase over 1989.

NOTE this includes Strategy & Bush Feb. Increases

We must also look to the private sector for continued leadership in drug education. A businessman by the name of Jim Burke told me he was haunted by the thought ((-- a nightmare, really --)) that, at any given moment, somewhere in America there is a teen-age girl giving birth to a child addicted to cocaine. So Jim did something. He and other businessmen and -women raised hundreds of millions of dollars for a national ad campaign against drugs. And now they are determined to raise a million

dollars a day for the next three years, a billion dollars total, all to promote the anti-drug message.

Next week I will take this same message to the kids of America in a special television address, one that I hope will reach every school, every teen-ager. But drug education doesn't begin in class or on T.V. It must begin at home. Parents must set the first example of a drug-free life.

*** The second part of our plan seeks to help addicts who want to go clean. They don't just need treatment programs, they need programs that work. That's why I'm proposing a ((number)) million-dollar increase for the most effective treatments. I am also proposing research into ways to treat cocaine and crack addiction. Most of all, because drug addiction is a cruel inheritance, our treatment efforts will focus on expectant mothers.

Hale 3120

304 million increase over FY 1989

*** Third, our enforcement strategy is based on a simple philosophy: If you commit a drug crime, you will be caught. And if caught, you will be prosecuted. And if convicted, you will do time. Congress must pass this Administration's crime package to toughen sentences, and to provide more federal law enforcers, prosecutors and prisons. And then we must increase funding for state and local law enforcers. In return, I expect the states to match tougher federal laws with stiffer bail, probation, parole and sentencing. I especially urge the governors + state legislatures to enact laws to punish drug

[redacted]

offenders by taking away their driver's licenses. This may sound harsh, but for many young people, leniency is the harshest policy of all.

States should also consider sentencing first-time non-violent drug offenders to alternative programs, like house arrest and boot camps; and test criminals for drugs, from sentencing straight through to parole.

Finally, we must make room for the dealers of death -- room in our prisons. And as for their bosses, the drug lords, we can raise the cost of doing business to the stiffest price possible - - life in prison, no parole.

When it comes to enforcing the law, drug abuse is a problem in every community. But nowhere are drug traders as brazen as in our public housing projects. The overwhelming majority of public housing tenants want nothing to do with these thugs. They fear for their lives and the safety of their children. We cannot, we will not, turn our backs on any of our neighbors in trouble. I seek to empower these communities to restore order, to kick out the dealers -- and to keep them out.

*** And finally, the fourth element of our strategy looks beyond our borders, where drug gangsters have slaughtered brave statesmen and honest judges. The besieged governments of the drug-producing countries are ready to fight back, to help us crack the international drug rings. And I am pleased to note . . . ((Late news item from Colombia to be added.))

Next month, I will build on this progress by going to a summit in Costa Rica to present my plan to assist foreign governments in eradicating drug crops, and to help them fight the violence of drug terrorists. ~~On the high seas and in the skies, we will adopt tougher rules of engagement against smugglers. And on land,~~ we will seek international agreements to make it easier to follow the trail of drug money back to the front-men and financiers. We will put these pinstriped money-launderers where they belong -- in prison stripes.

Our strategy is comprehensive. The programs within it are intended to mesh, to draw strength from one another, to sustain a national effort. We cannot relax on any front in the war against drugs. That means aggressively attacking the problem from every angle.

Such an approach will not come cheaply. Last February, I asked for a ~~$[illegible]~~ million increase in the drug budget for the coming year. Now, after six months of careful study, we have identified an ~~immediate~~ need for ~~two~~ billion dollars more. I am proposing a 1990 drug-budget totaling ~~seven and a half billion~~ dollars -- the largest single increase in history.

Yes, these dollars are vital. But a sense of national determination, born of anger, is even more important. Let our outrage unite us, and bring us together behind this one plan of action, an assault on every front.

IV. Call to Action: We must summon our national will, from the White House, to the statehouse, to the courthouse, from the boardroom to the pulpit, from every workplace to every classroom in America. Wherever Americans work, study, play or pray, we must join together for this single purpose.

I pledge to do my part. But I need your help. More important, the children of America need your help. Today -- **right now.**

Every American can make a special contribution. Call your local drug prevention program. Be a big brother or sister to a child in need. Pitch in with your local Neighborhood Watch program. Whether you donate your time, serve as a counselor, or participate in a fundraising drive, **there are no mundane tasks in the war on drugs.** Every volunteer counts.

From the schools of Los Angeles to Bowling Green, Kentucky, armies of volunteers are taking up the fight against drugs. What can one person do? Consider Dr. Lorraine Hale who was driving through Harlem, only to see a young mother, high on heroin, holding a baby in her lap. On impulse, Dr. Hale parked, and asked the woman to take the baby to the home of Clara Hale, her mother. From this simple beginning, Lorraine and Clara Hale, and a team of helpers, now nurse hundreds of drug-addicted babies back to health.

So there are solutions. People like the Hales. Or any parent who talks to a child about the dangers of drugs, also provides a solution.

Any employer who bans drugs from the workplace.

Any school that takes a hardnosed stance.

Any neighborhood in which drugs are not welcome.

And finally, anyone who refuses to look the other way.

V. Conclusion: Of course, even with our best efforts, victory is years away. But we must not relent, too many young lives are at stake.

When I think of the devastation of drugs, I think of a little boy named Dooney, who, until recently, lived in a crack house in a suburb of Washington, D.C. In Dooney's neighborhood, children don't flinch at the sound of gunfire. And when they play, they pretend to sell to each other small white rocks they call crack.

Life at home is so dismal that Dooney begged his teachers to let him sleep on the floor of his school. And 6-year-old Dooney says: "I don't want to sell drugs, but I probably have to." ((PAUSE))

Dooney doesn't have to sell drugs. No child in America should have to face such a future, or endure such a home. Together, as a people, we can save these children of despair. We have already saved countless lives. We have already transformed a national attitude of tolerance into intolerance. But the war on drugs will be hard-won, kid by kid, block by block, neighborhood by neighborhood.

This is the toughest domestic challenge we've faced in decades. If we fight this war as a nation of isolated individuals, the war is lost. But if we face this evil as a nation united, our children will have a brighter future, and cocaine will be nothing but a useless chemical.

Victory over drugs is our cause, a just cause, and with your help, justice will prevail.

Thank you, God bless you and good night.

# # #

Document No. 067421

WHITE HOUSE STAFFING MEMORANDUM

DATE: 8/28/89 **ACTION/CONCURRENCE/COMMENT DUE BY:** 2:00 TODAY

SUBJECT: PRESIDENTIAL ADDRESS ON DRUGS

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VICE PRESIDENT	☐	☑	MCCLURE	☑	☐
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BREEDEN	☐	☐	ROGERS	☑	☑
CARD	☐	☑	WINSTON	☐	☑
CICCONI	☐	☑	PINKERTON	☑	☐
DEMAREST	☑	☐	BOSKIN	☑	☐
FITZWATER	☐	☑	BENNETT	☑	☐
GRAY	☑	☐	_____	☐	☐
HAGIN	☐	☐	_____	☐	☐

REMARKS:

Please provide your comments/recommendations directly to Chriss Winston's office with an info copy to my office by 2:00 TODAY, Monday, August 28. Thank you.

89 AUG 29 A9:14

RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

Davis/Martin
August 26, 1989
Title: b: Drug2
Draft: Five

PRESIDENTIAL ADDRESS ON DRUGS: All Networks
Tuesday, Sept. 5/9 p.m.

I. A War Footing: Good evening.

Yesterday marked the unofficial end of summer, a time of family vacations, away from work and away from school. America has known many such peaceful and prosperous summers. But now yellow school buses are back on the streets; America's children are back in class; and our thoughts turn to the future.

This is the first time since taking the oath of office that I ~~felt~~ thought an issue was so important, so threatening, that it warranted directly talking with you, the American people. You, your friends, your neighbors and I agree that the gravest domestic threat facing our nation today is drugs.

Turn on the evening news, or pick up the morning paper and you'll see what some Americans know just by stepping out their front door: the most serious problem today is **cocaine**, and in particular, **crack**.

Who's responsible? Let me tell you.

Anyone who uses drugs.

Anyone who sells drugs.

And anyone who looks the other way.

Tonight, I will ~~tell you how many Americans are using illegal drugs, and~~ present to you our national plan -- our

strategy -- for dealing with this threat. I ~~will~~ want to enlist your help in what promises to be a difficult fight. And ~~finally~~, I ~~will~~ want to offer a vision for the future -- why we **can** and **will** win the war against drugs.

Some used to call drugs just a benign form of recreation. They're not. Drugs are a creeping malignancy that threaten our neighborhoods, our homes and our families. And it is because of this threat, that we have made a fundamental decision in this country. Americans are ready, as never before, **to go on a war-footing against drugs.**

It doesn't matter where you live. It doesn't matter what your race or background is. It doesn't matter if you are rich or poor. No one is too young or too innocent to be out of harm's way. When a 3-year-old Seattle boy steps on a needle while picnicking with his parents, and must now endure AIDS testing -- to tell you the truth, it breaks my heart. When crack -- one of the most powerfully addictive substances known to Man -- is available to school kids, it makes my blood boil. And when 200,000 babies are born each year to mothers who use drugs -- babies who know the agony of withdrawal as they draw their first breath, then I know **this is a war we must win.**

In the inner-city, in the small town, in the suburbs, America **is** under siege. And Americans must fight **to take back our streets.**

Many citizens, and many communities, already are in the thick of it. Some have even paid with their lives. Corporal

[when]

Charles Hill, a suburban Virginia policeman, was gunned down while trying to persuade a crack-crazed junkie to release a hostage. ((Another example to come)) These are American heroes. And now it's our duty to join in this struggle for the future, the very soul, of America.

II. Some Good News: Let me share a few facts with you. I want to show you the results of the recently completed Household Survey of the National Institute of Drug Abuse. It compares recent drug abuse to three years before. It tells us some very good news . . . and some very bad news. First, the good. ((Camera cuts to Slide One.)) ((PAUSE))

In 1985, 37 million Americans ~~between the ages of 12 and 54~~ said they had used illegal drugs at least once during the previous year. Three years later ~~In the past year~~, that number dropped by 25 percent to 28 million. ~~This means that almost ten million Americans dropped so-called casual drug use for good.~~ ((Cut to ~~Slide Two.~~))

~~Of the 37 million users in 1985, approximately 12 million had used cocaine, and that had dropped by one-third to 8 million users in 1988.~~

~~And there's even more. When people were asked about drug use in the last month, the decline was even greater -- a 37 percent decline for the use of any illicit drug.~~

~~How much comfort can we take from these dramatic declines in usage? Let me get to that in a moment.~~

Even better news, the number of Americans who used illicit drugs in the past month is also down by 37 percent -- from 23 million in 1985 to 14.5 million in 1988.

First, let's talk about the bad news -- very bad news. ((Cut to Slide Three)) Among the more than eight million people who used cocaine in the past year, **almost half of them used it daily.**

What all this means is, that in spite of the fact that cocaine use is down over the last three years by one-third, habitual cocaine abusers are up by at least 50 percent. **The overwhelming majority of them are addicted.**

And our estimates are probably overly optimistic, since they do not include the transient population, the people on the streets and in the jails. Most experts believe that we have at least **one million frequent users of cocaine, over half of them crack addicts.** ((PAUSE))

That we have seen some progress already against such odds is due to a national change in attitude. ~~I want to thank all of you~~ Many have already done so much: our brave police officers across America . . . parents, teachers . . . community activists . . . and business and labor leaders who have assumed responsibility in the workplace. I particularly want to thank the media -- television, radio and the press -- for their exhaustive news and editorial coverage. And finally, I want to thank a President and a First Lady by the name of Reagan. All of them helped to accelerate the change that we are witnessing in this country today.

But to **win** the war against addictive drugs like crack will take a national strategy all Americans can support.

III. A Drug Strategy: Tonight, I want to announce America's first such strategy. As it was prepared, we talked with state, local and community leaders, law enforcement officials and rehabilitation experts. We talked with parents and kids. They all had a lot to say, wisdom to share. The result of our discussions is a new comprehensive strategy, a coordinated strategy to fight drugs with prevention, treatment, tougher laws and interdiction.

*** **First**, we must stop drug abuse before it starts. I am proposing more than a ((dollar)) increase for education and prevention programs. But let's face it -- you and I both know that when it comes to drug education, **we don't need compromise, we need values.** ~~We must discard the failed approach of meek advice-giving, and replace it with bold confrontation -- the best approach from grade school to graduate school.~~

We must also look to the private sector for continued leadership in drug education. A businessman by the name of Jim Burke told me he was haunted by the thought ((-- a nightmare, really --)) that, at any given moment, somewhere in America there is a teen-age girl giving birth to a child addicted to cocaine. So Jim did something. He and other businessmen and -women raised hundreds of millions of dollars for a national ad campaign against drugs. And now they are determined to raise a million

In addition, our strategy specifically addresses those addicts who cannot or will not seek help.

dollars a day for the next three years, a billion dollars total, all to promote the anti-drug message.

Next week I will take this same message to the kids of America in a special television address, one that I hope will reach every school, every teen-ager. But drug education doesn't begin in class or on T.V. It must begin at home. **Parents** must set the first example of a drug-free life.

*** The **second** part of our plan seeks to help addicts who want to go clean. Addicts ~~They~~ don't just need treatment programs, they need **programs that work.** That's why I'm proposing a ((number)) million-dollar increase for the most effective treatments. I am also proposing intinsified research into ways to treat drug abuse, particularly cocaine and crack addiction. Most of all, because drug addiction is a cruel inheritance, our treatment efforts will focus on **expectant mothers.** also

*** **Third**, our enforcement strategy is based on a simple philosophy: If you commit a drug crime, you **will** be caught. And if caught, you **will** be prosecuted. And if convicted, you **will** do ~~time.~~ face swift and certain punishment. Congress must pass this Administration's crime package to toughen sentences, and to provide more federal law enforcers, prosecutors and prisons. And then we must increase funding for state and local law enforcers. In return, I expect the states to match tougher federal laws with stiffer bail, probation, parole and sentencing. I especially urge the governors to punish drug

NB: not all convicted will go to jail.

move to p. 7

offenders by taking away their driver's licenses. This may sound harsh, but for many young people, leniency is the harshest policy of all.

States should also sentence first-time non-violent drug offenders to alternative programs, like house arrest and boot camps; and test criminals for drugs, from ~~sentencing~~ arrest straight through to parole.

Finally, we must make room for the **dealers** of death -- **room in our prisons.** And as for their bosses, the drug lords, we can raise the cost of doing business to ~~the stiffest price possible~~ **life in prison, no parole.** In certain cases we will exact the stiffest price possible -- the death penalty.

When it comes to enforcing the law, drug abuse is a problem in every community. But nowhere are drug traders as brazen as in our public housing projects. The overwhelming majority of public housing tenants want nothing to do with these thugs. They fear for their lives and the safety of their children. We cannot, we will not, turn our backs on any of our neighbors in trouble. I seek to empower these communities to restore order, **to kick out the dealers -- and to keep them out.**

*** And finally, the **fourth** element of our strategy looks beyond our borders, where drug gangsters have slaughtered brave statesmen and honest judges. The besieged governments of the drug-producing countries are ready to fight back, to help us crack the international drug rings. And I am pleased to note . . . ((Late news item from Colombia to be added.))

N.B. praise courage of Colombia's leaders

under further consideration — not for sure.

Next month, I will build on this progress by going to a summit in Costa Rica to present my plan to assist foreign governments in eradicating drug crops, ~~and~~ help them fight the violence of drug terrorists. and develop effective demand reduction programs. On the high seas and in the skies, we will adopt tougher rules of engagement against smugglers. And on land, we will seek international agreements to make it easier to follow the trail of drug money back to the front-men and financiers. We will put these pinstriped money-launderers where they belong -- **in prison stripes.**

Our strategy is comprehensive. The programs within it are intended to mesh, to draw strength from one another, to sustain a national effort. We cannot relax on any front in the war against drugs. That means aggressively attacking the problem from every angle.

Such an approach will not come cheaply. Last February, I asked for a $625 million increase in the drug budget for the coming year. Now, after six months of careful study, we have identified an immediate need for two billion dollars more. I am proposing a 1990 drug-budget totaling seven and a half billion dollars -- the largest single increase in history.

Yes, these dollars are vital. But a sense of national determination, born of anger, is even more important. Let our outrage unite us, and bring us together behind this one plan of action, **an assault on every front.**

IV. Call to Action: We must summon our national will, from the White House, to the statehouse, to the courthouse, from the boardroom to the pulpit, from every workplace to every classroom in America. Wherever Americans work, study, play or pray, we must join together for this single purpose.

I pledge to do my part. But I need your help. More important, the children of America need your help. Today -- **right now.**

Every American can make a special contribution. Call your local drug prevention program. Be a big brother or sister to a child in need. Pitch in with your local Neighborhood Watch program. Whether you donate your time, serve as a counselor, or participate in a fundraising drive, **there are no mundane tasks in the war on drugs.** Every volunteer counts.

see Note #2

From the schools of Los Angeles to Bowling Green, Kentucky, armies of volunteers are taking up the fight against drugs. What can one person do? Consider Dr. Lorraine Hale who was driving through Harlem, only to see a young mother, high on heroin, holding a baby in her lap. On impulse, Dr. Hale parked, and asked the woman to take the baby to the home of Clara Hale, her mother. From this simple beginning, Lorraine and Clara Hale, and a team of helpers, now nurse hundreds of drug-addicted babies back to health.

So there are solutions. People like the Hales. Or any parent who talks to a child about the dangers of drugs, also provides a solution.

Any employer who bans drugs from the workplace.

Any school that takes a ~~hardnosed~~ tough stance.

Any neighborhood in which drugs are not ~~welcome~~ totally rejected.

And finally, anyone who refuses to look the other way.

V. Conclusion: Of course, even with our best efforts, victory is years away. But we must not relent, too many ~~young~~ lives -- particularly our young -- are at stake.

When I think of the devastation of drugs, I think of a little boy named Dooney, who, until recently, lived in a crack house in a suburb of Washington, D.C. In Dooney's neighborhood, children don't flinch at the sound of gunfire. And when they play, they pretend to sell to each other small white rocks they call crack.

Life at home is so dismal that Dooney begged his teachers to let him sleep on the floor of his school. And 6-year-old Dooney says: "I don't want to sell drugs, but I probably have to."
((PAUSE))

Dooney doesn't have to sell drugs. No child in America should have to face such a future, or endure such a home. Together, as a people, we can save these children of despair. We have already saved countless lives. We have already transformed a national attitude of tolerance into intolerance. But the war on drugs will be hard-won, ~~kid by kid~~ family by family, block by block, neighborhood by neighborhood.

This is the toughest domestic challenge we've faced in decades. If we fight this war as a nation of isolated individuals, the war is lost. But if we face this evil as a nation united, our children will have a brighter future, ~~and cocaine will be nothing but a useless chemical.~~

Victory over drugs is our cause, a just cause, and with your help, justice will prevail.

Thank you, God bless you and good night.

# # #

Office of Cabinet Affairs Comments on Draft Drug Speech (draft 5)
Contact: Michael Jackson x2800

Note: this text was reviewed in our office by representatives from HHS, Justice and Education.

Insert #1

The improvement is real, but the scourge of drugs still has a terrible grip on our people.

Drug crime is up, drug trafficking is up, drug deaths are up, drug emergencies in our hospitals are up. Much of this can be explained in one word: crack.

The Household Survey also found that the percentage of Americans using cocaine frequently -- one or more times a week -- has doubled since 1985. And despite overall reductions in cocaine use nationwide, the number of frequent users has jumped 33 percent since 1985.

This climb coincides with the appearance of crack in our inner city neighborhoods. Today crack is everywhere -- in green rural areas and quite suburbs. The widespread availability of crack is alarming.

Bill Bennett, my capable "Drug Czar," summarizes the problem this way:

> We are now fighting two drug wars, not just one. The first and more manageable war is against "casual" use of drugs. Though we've not yet won this fight, we <u>are</u> winning it.
>
> The other, much more difficult war is against chronic and addictive cocaine use. And on this second front, we are <u>not</u> winning. We have to do better -- fast.

This Administration intends to mobilize the country to provide help to those ravaged by crack. On this second front we must -- and we will -- start to win.

INSERT #2

Insert a paragraph with an example such as that of St. John the Baptist school in Brooklyn (see June 19 speech, attached). HHS and Education think it important to stress that programs with clear values and dedicated individuals can work, even against seemingly impossible odds. Stress cooperation and coordination theme. Conclude by saying that what works for prevention education -- accountability and team effort -- in the schools also is needed in communities and in the workplace.

NOTE #1

The list of topics that ends this paragraph is an enumeration of chapter topics from the report, but it does not include all the chapters. At a minimum, it should.

Better still, would be a brief insertion at this point that says "Today I sent the Congress our strategy, a xx-page document...." At some point, the President should say he cannot here catalog all of our specific recommendations, but he should give more specifics. He should stress the two themes that underlie the recommendations: (1) increased accountability (for the government as well as for users and dealers); and (2) the need for coordination and cooperation -- the war requires an intelligent, coordinated mobilization of all Americans in the fight.

NOTE #2

HHS and DOJ specifically asked that we consider somehow addressing a problem they have, and one that several of the treatment providers apparently also mentioned to the President, i.e., resistance from local communities and neighborhoods to accepting new drug treatment facilities and prisons. The point is that drugs are everywhere, and our war on drugs must necessarily bring these facilities to areas not previously touched by them.

Finally, all Cabinet Affairs readers thought it important to face more directly possible budget criticisms. Regarding the reprogramming of funds, the President should say that he has made the tough choices and ask the American people to show Congress their support. ONDCP has some useful language on the budget issue.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release June 19, 1989

REMARKS BY THE PRESIDENT
AT DRUG-FREE SCHOOLS
RECOGNITION CEREMONY

The Rose Garden

10:04 A.M. EDT

THE PRESIDENT: Thank you, Secretary Cavazos. Mr. Vice President, students, parents, teachers and friends, welcome to the White House -- the steamy Rose Garden. We're delighted you're here.

I thought long and hard about what to say today -- how to talk about the importance of drug education and prevention, and of how we can save our schools and our children from drugs. And then I read the judges reports about this year's Drug-Free Schools Award winners, and these reports were simply incredible. So today, I'd like to just tell some American stories -- stories about drug-free schools and really some American heroes.

Let's start with Spingarn High School, right here in Washington, D.C. (Applause.) Spingarn is in one of Washington's worst drug areas -- a tough area -- and one teacher said, "Five years ago, teachers were afraid to go out in the hall between classes. There's no fear here now." One man, a teacher named Frank Parks, saw the drug dealers in the hallways, the expensive clothes -- he smelled the marijuana in the bathrooms and the locker rooms. So he started Operation SAND -- Student Activities, Not Drugs -- and recruited popular athletes as peer counselors. And he set up these "Rap Rooms" for kids to confidentially talk about the drug problems. And he founded a program that worked. He found answers.

And he's here today, and despite the fact that his office was bombed a year ago. And I'm told he and his wife are available 24 hours-a-day for the kids, as they have been for years. And I hope that the students will be lucky enough to have him for years to come. Mr. Parks, thank you, and congratulations. (Applause.)

And next, let me tell you about St. John the Baptist School in Brooklyn, New York. (Applause.) Here's what one of the judges who visited the school wrote: "This school is a total drug-free oasis in a sea of crack dealers. This crusade to be a beacon of hope in a neighborhood of burned out buildings and frequent killings is taken with serious risk. The school is almost the last life raft available to families whose neighborhood peace and quiet has been overturned by the violence of alcohol and drugs. And if this school is not a model of a drug-free school, then no such model exists."

But keeping their school drug free was not enough for the St. John's students. They've asked Mayor Koch to deliver the neighborhood a drug-free community -- to declare it a drug-free community, telling him about the crack houses and of the horror and despair they see during breaks. Drug dealers recently broke into the office of Sister Mary Jane Raeihle, the principal, ransacking it, breaking into the safe where the school's money is kept. But they left the money on her desk like a warning -- as a warning -- as a message to the school to stop its activities. But St. John's has not stopped.

And just last week, during graduation practice, the brave

MORE

nuns stood between the drug dealers and the children to protect them as they marched to the church. Sister Raeihle says, "We're very proud of the children. Even the little ones know what it's all about, which is a shame. We have goodwill and kids with a lot of hope. It's so hard for them and they have so much hope." God bless you, Sister, and God bless the children. (Applause.)

Roosevelt Vocational School, from Lake Wales, Florida -- local police -- (applause) -- say this school is "sitting in the middle of a drug supermarket." The students there are "high risk" for drug use, many with difficult disabilities. And yet some ride two and three hours to get to Roosevelt. Let me tell you why.

Less than 10 years ago, only 10 percent of Roosevelt's graduates got and held jobs. But students soon realized that in order to get the jobs they'd been trained for, they had to be drug free. So they looked to the Kennedy Space Center -- which you can see from the school windows -- and adopted the motto, "Aiming for the highest."

And they kicked drugs out of the school, stopped feeling sorry for themselves, turned their attention to others who needed help -- adopting a local family whose father has Lou Gehrig's disease and raising thousands of dollars to help them make ends meet. And now, 75 percent of the students are employed after graduation, and they aimed for the highest -- and made it. And they're here today, too. (Applause.)

In fact, I heard a story about the principal, Harold Maready, who made a bet with the students during Red Ribbon Week, when students who are drug free wear red ribbons and clothes. He bet them that if at least half the school wore red -- that is, were drug free -- he'd paint his bald head with the words, "Just Say No." Well, 225 out of 295 showed up in red -- (laughter) -- and guess what happened? I wore this red ribbon today and this red tie because I think Mr. Maready had a great idea, and I'm looking for for Marlin Fitzwater here somewhere. (Laughter.)

Finally, a story from out West. Live Oak, California -- (applause) -- is a small town that started as a railroad stop serving ranchers. The residents fill only five pages of the phone book. One traffic light. No hospital, no jail. Just a drugstore, a few restaurants, a post office. A quiet, small town? No. Not at all. Drugs arrived over the border, brought by transient workers. This county is now one of California'a major producers of methamphetamines and a major contact area for drugs arriving from Mexico. The drugs got into the school and things went downhill fast. And during the last four years, however, this school developed a drug-free education program that is gradually influencing the face of the entire community. Students, parents, business leaders and teachers came together -- and changed it from what we used to call "the three R's" -- to "the four R's" -- respect, responsibility, recognition and recreation.

And what made the difference was a temporary principal, Mrs. Paula McIntire, assigned to the school for four months in 1985 -- temporary -- she's still there. (Laughter.) And one judge called her "the visionary dynamo behind the progress" at one of the most overwhelmed and understaffed schools around. She and a teacher, Michael Dahl, beat the odds by "vision, no-nonsense leadership, compassion and professional expertise." Mrs. McIntire and Mr. Dahl, thank you for making the trip today, all this way, and thank you for a job so well done. (Applause.)

As I look around here today, I see some of the top commandos in the war on drugs -- our teachers, principals, community leaders, parents and students. You're the ones winning this war because you are the ones looking to tomorrow. You're the ones who know that it takes a clear mind to get a good education and lead a productive life. You understand that students have a right to learn

in drug-free schools.

And I know that school's out for the summer, but there's one last lesson all America can learn from the courage and commitment and, yes, the downright stubbornness of each of these heroes here today who never gave up. Every school in this country can win. Every school in this country can be safe and drug free.

Thank you and God bless you all, and congratulations.

And now I'd like to welcome the students that are here from each school and join the Vice President and Secretary Cavazos in presenting these awards, or at least shaking hands before you get to the main event -- the award from our great Secretary of Education. Thank you very much. (Applause.)

END 10:13 A.M. EDT

THE WHITE HOUSE
WASHINGTON

August 28, 1989

Memorandum to Chriss Winston

From: Jim Pinkerton

Re: Drug draft

This draft is notable for its " no frills" style. There is no great invocation of history or sentiment.

A few specific comments appear below:

Pg 2, graf 2, line 1 In the spirit of the speech, I'd replace "benign" with "harmless."

Pgs 3-4 Without the benefit of seeing the slides, I will simply comment that there are a lot of numbers and statistics getting thrown around on these pages, more than can usually be assimilated by an audience.

4,4,8-9 This introduction of the Reagans is too affected. In a straight-forward speech, mention them in a straight-forward manner.

5,2,4&6 "we don't need compromise" ..."bold confrontation" This isn±t the way the President expresses himself. If we were to say that the President±s strategy is designed to attack drug use head-on, that's fine. But the text makes it unclear -- who are we not compromising with?. We don't need to provoke fights with allies in the anti-drug effort.

#

cc: Roger Porter
Bill Roper
John Gardner

89 AUG 28 P5:44

THE WHITE HOUSE
WASHINGTON

August 28, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: JOHN P. SCHMITZ JPS

SUBJECT: Presidential Address on Drugs

Our comments on the above captioned address have been incorporated with those you will receive from Secretary Bennett's office. We also have Federal Expressed a copy of the speech to Boyden in Maine. He may have further comments tomorrow.

89 AUG 29 A8:50

THE WHITE HOUSE

WASHINGTON

August 28, 1989

MEMORANDUM FOR ROGER B. PORTER

FROM: RAE NELSON

SUBJECT: Drug Speech Draft

Attached is a copy of the draft speech on drugs to be televised on September 5. I believe it is a good draft and appropriately leaves room for updates and changes, particularly regarding unfolding events such as in Colombia. Its tone is similar to that in the draft drug strategy -- conversational and direct -- and should communicate well to the television audience.

I would like to suggest you read, in particular, the language at the bottom of page 6 regarding the President's crime package ("we must increase funding for state and local law enforcers"). Is this consistent with the DPC determination?

In addition, I have the following specific comments:

Page 3, para. 2
The office in charge of the Household Survey is the National Institute on Drug Abuse.

Page 4, para. 4
Perhaps the religious community should be included in the list of those contributing to progress. There are also other leaders -- Jesse Jackson, for example -- who might deserve mention as contributing to the decline in drug use.

Page 5, para. 1
Prevention and education experts might be mentioned among those consulted in the strategy development.

Page 5, para. 2
Substituting "use" for "abuse" might provide a more appropriate message for young people.

Page 8, para. 1
It may be appropriate to mention that the President has announced his intention to call the leaders of the Western hemisphere together to address drug trafficking.

I have mentioned to Jim Cicconi's office that you will be looking at the draft. Please let me know if I may relay any comments on your behalf or help in any other way.

Rm 122

Document No. 067421

Action / Concur & cc JBT

rec'd 8-28 11:34

WHITE HOUSE STAFFING MEMORANDUM

DATE: 8/28/89 ACTION/CONCURRENCE/COMMENT DUE BY: 2:00 TODAY

SUBJECT: PRESIDENTIAL ADDRESS ON DRUGS

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	☐	☑	MCCLURE	☑	☐
SUNUNU	☐	☑	NEWMAN	☐	☐
SCOWCROFT	☑	☐	PORTER	☑	☐
DARMAN	☑	☐	STUDDERT	☐	☐
BATES	☑	☐	UNTERMEYER	☐	☐
BREEDEN	☐	☐	ROGERS	☑	☑
CARD	☐	☑	WINSTON	☐	☑
CICCONI	☐	☑	PINKERTON	☑	☐
DEMAREST	☑	☐	BOSKIN	☑	☐
FITZWATER	☐	☑	BENNETT	☑	☐
GRAY	☑	☐	_____	☐	☐
HAGIN	☐	☐	_____	☐	☐

89 AUG 28 P2:16

REMARKS:

Please provide your comments/recommendations directly to Chriss Winston's office with an info copy to my office by 2:00 TODAY, Monday, August 28. Thank you.

RESPONSE:

See changes on p. 4. Data from material at July 31, 1989 press conference on the 1988 National Household Survey on Drug Abuse.

Budget numbers not locked.

OK with changes JBT

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

Davis/Martin
August 26, 1989
Title: b: Drug2
Draft: Five

PRESIDENTIAL ADDRESS ON DRUGS: All Networks
Tuesday, Sept. 5/9 p.m.

I. A War Footing: Good evening.

Yesterday marked the unofficial end of summer, a time of family vacations, away from work and away from school. America has known many such peaceful and prosperous summers. But now yellow school buses are back on the streets; America's children are back in class; and our thoughts turn to the future.

This is the first time since taking the oath of office that I felt an issue was so important, so threatening, that it warranted directly talking with you, the American people. You, your friends, your neighbors and I agree that the gravest domestic threat facing our nation today is drugs.

Turn on the evening news, or pick up the morning paper and you'll see what some Americans know just by stepping out their front door: the most serious problem today is **cocaine**, and in particular, **crack**.

Who's responsible? Let me tell you.

Anyone who uses drugs.

Anyone who sells drugs.

And anyone who looks the other way.

Tonight, I will tell you how many Americans are using illegal drugs; and present to you our national plan -- our

strategy -- for dealing with this threat. I will enlist your help in what promises to be a difficult fight. And finally, I will offer a vision for the future -- why we **can** and **will** win the war against drugs.

Some used to call drugs just a benign form of recreation. They're not. Drugs are a creeping malignancy that threaten our neighborhoods, our homes and our families. And it is because of this threat, that we have made a fundamental decision in this country. Americans are ready, as never before, **to go on a war-footing against drugs.**

It doesn't matter where you live. It doesn't matter what your race or background is. It doesn't matter if you are rich or poor. No one is too young or too innocent to be out of harm's way. When a 3-year-old Seattle boy steps on a needle while picnicking with his parents, and must now endure AIDS testing -- to tell you the truth, it breaks my heart. When crack -- one of the most powerfully addictive substances known to Man -- is available to school kids, it makes my blood boil. And when 200,000 babies are born each year to mothers who use drugs -- babies who know the agony of withdrawal as they draw their first breath, then I know **this is a war we must win.**

In the inner-city, in the small town, in the suburbs, America **is** under siege. And Americans must fight **to take back our streets.**

Many citizens, and many communities, already are in the thick of it. Some have even paid with their lives. Corporal

Charles Hill, a suburban Virginia policeman, was gunned down while trying to persuade a crack-crazed junkie to release a hostage. ((Another example to come)) These are American heroes. And now it's our duty to join in this struggle for the future, the very soul, of America.

II. **Some Good News:** Let me share a few facts with you. I want to show you the results of the recently completed Household Survey of the National Institute of Drug Abuse. It compares recent drug abuse to three years before. It tells us some very good news . . . and some very bad news. First, the good. ((Camera cuts to Slide One.)) ((PAUSE))

In 1985, 37 million Americans between the ages of 12 and 54 said they had used illegal drugs at least once during the previous year. In the past year, that number dropped by 25 percent to 28 million. This means that almost ten million Americans dropped so-called casual drug use for good. ((Cut to Slide Two.))

Of the 37 million users in 1985, approximately 12 million had used cocaine, and that had dropped by one-third to 8 million users in 1988.

And there's even more. When people were asked about drug use in the last month, the decline was even greater -- a 37 percent decline for the use of **any** illicit drug.

How much comfort can we take from these dramatic declines in usage? Let me get to that in a moment.

suggest: Among the almost 3 million people who currently use cocaine 10 percent use it daily.

First, let's talk about the bad news -- very bad news. ((Cut to Slide Three)) [Among the more than eight million people who used cocaine in the past year, **almost half of them used it daily.**] OK 292,000 use daily

What all this means is, that in spite of the fact that cocaine use is down over the last three years by one-third, OK habitual cocaine abusers are up by at least 50 percent. **The overwhelming majority of them are addicted.** daily users up almost 29%; once a week or more users up 33%

And our estimates are probably overly optimistic, since they do not include the transient population, the people on the streets and in the jails. Most experts believe that we have at least **one million frequent users of cocaine, over half of them crack addicts.** ((PAUSE)) 2.9 mill current users of cocain almost ½ mill current crack users

That we have seen some progress already against such odds is due to a national change in attitude. I want to thank all of you who have already done so much: our brave police officers across America . . . parents, teachers . . . community activists . . . and business and labor leaders who have assumed responsibility in the workplace. I particularly want to thank the media -- television, radio and the press -- for their exhaustive news and editorial coverage. And finally, I want to thank a President and a First Lady by the name of Reagan. All of them helped to accelerate the change that we are witnessing in this country today.

But to **win** the war against addictive drugs like crack will take a national strategy all Americans can support.

III. A Drug Strategy: Tonight, I want to announce America's first such strategy. As it was prepared, we talked with state, local and community leaders, law enforcement officials and rehabilitation experts. We talked with parents and kids. They all had a lot to say, wisdom to share. The result of our discussions is a new comprehensive strategy, a coordinated strategy, to fight drugs with prevention, treatment, tougher laws and interdiction.

*** **First**, we must stop drug abuse before it starts. I am proposing more than a ((dollar)) increase for education and prevention programs. But let's face it -- you and I both know that when it comes to drug education, **we don't need compromise, we need values.** We must discard the failed approach of meek advice-giving, and replace it with bold confrontation -- the best approach from grade school to graduate school.

We must also look to the private sector for continued leadership in drug education. A businessman by the name of Jim Burke told me he was haunted by the thought ((-- a nightmare, really --)) that, at any given moment, somewhere in America there is a teen-age girl giving birth to a child addicted to cocaine. So Jim did something. He and other businessmen and -women raised hundreds of millions of dollars for a national ad campaign against drugs. And now they are determined to raise a million

dollars a day for the next three years, a billion dollars total, all to promote the anti-drug message.

Next week I will take this same message to the kids of America in a special television address, one that I hope will reach every school, every teen-ager. But drug education doesn't begin in class or on T.V. It must begin at home. **Parents** must set the first example of a drug-free life.

*** The **second** part of our plan seeks to help addicts who want to go clean. They don't just need treatment programs, they need **programs that work.** That's why I'm proposing a ((number)) million-dollar increase for the most effective treatments. I am also proposing research into ways to treat cocaine and crack addiction. Most of all, because drug addiction is a cruel inheritance, our treatment efforts will focus on **expectant mothers.**

*** **Third**, our enforcement strategy is based on a simple philosophy: If you commit a drug crime, you **will** be caught. And if caught, you **will** be prosecuted. And if convicted, you **will do time.** Congress must pass this Administration's crime package to toughen sentences, and to provide more federal law enforcers, prosecutors and prisons. And then we must increase funding for state and local law enforcers. In return, I expect the states to match tougher federal laws with stiffer bail, probation, parole and sentencing. I especially urge the governors to punish drug

offenders by taking away their driver's licenses. This may sound harsh, but for many young people, leniency is the harshest policy of all.

States should also sentence first-time non-violent drug offenders to alternative programs, like house arrest and boot camps; and test criminals for drugs, from sentencing straight through to parole.

Finally, we must make room for the **dealers** of death -- **room in our prisons.** And as for their bosses, the drug lords, we can raise the cost of doing business to the stiffest price possible -- **life in prison, no parole.**

When it comes to enforcing the law, drug abuse is a problem in every community. But nowhere are drug traders as brazen as in our public housing projects. The overwhelming majority of public housing tenants want nothing to do with these thugs. They fear for their lives and the safety of their children. We cannot, we will not, turn our backs on any of our neighbors in trouble. I seek to empower these communities to restore order, **to kick out the dealers -- and to keep them out.**

*** And finally, the **fourth** element of our strategy looks beyond our borders, where drug gangsters have slaughtered brave statesmen and honest judges. The besieged governments of the drug-producing countries are ready to fight back, to help us crack the international drug rings. And I am pleased to note . . . ((Late news item from Colombia to be added.))

Next month, I will build on this progress by going to a summit in Costa Rica to present my plan to assist foreign governments in eradicating drug crops, and to help them fight the violence of drug terrorists. On the high seas and in the skies, we will adopt tougher rules of engagement against smugglers. And on land, we will seek international agreements to make it easier to follow the trail of drug money back to the front-men and financiers. We will put these pinstriped money-launderers where they belong -- **in prison stripes.**

Our strategy is comprehensive. The programs within it are intended to mesh, to draw strength from one another, to sustain a national effort. We cannot relax on any front in the war against drugs. That means aggressively attacking the problem from every angle.

Such an approach will not come cheaply. Last February, I asked for a $625 million increase in the drug budget for the coming year. Now, after six months of careful study, we have identified an immediate need for two billion dollars more. I am proposing a 1990 drug-budget totaling seven and a half billion dollars -- the largest single increase in history.

Yes, these dollars are vital. But a sense of national determination, born of anger, is even more important. Let our outrage unite us, and bring us together behind this one plan of action, **an assault on every front.**

IV. Call to Action: We must summon our national will, from the White House, to the statehouse, to the courthouse, from the boardroom to the pulpit, from every workplace to every classroom in America. Wherever Americans work, study, play or pray, we must join together for this single purpose.

I pledge to do my part. But I need your help. More important, the children of America need your help. Today -- **right now.**

Every American can make a special contribution. Call your local drug prevention program. Be a big brother or sister to a child in need. Pitch in with your local Neighborhood Watch program. Whether you donate your time, serve as a counselor, or participate in a fundraising drive, **there are no mundane tasks in the war on drugs.** Every volunteer counts.

From the schools of Los Angeles to Bowling Green, Kentucky, armies of volunteers are taking up the fight against drugs. What can one person do? Consider Dr. Lorraine Hale who was driving through Harlem, only to see a young mother, high on heroin, holding a baby in her lap. On impulse, Dr. Hale parked, and asked the woman to take the baby to the home of Clara Hale, her mother. From this simple beginning, Lorraine and Clara Hale, and a team of helpers, now nurse hundreds of drug-addicted babies back to health.

So there are solutions. People like the Hales. Or any parent who talks to a child about the dangers of drugs, also provides a solution.

Any employer who bans drugs from the workplace.

Any school that takes a hardnosed stance.

Any neighborhood in which drugs are not welcome.

And finally, anyone who refuses to look the other way.

V. Conclusion: Of course, even with our best efforts, victory is years away. But we must not relent, too many young lives are at stake.

When I think of the devastation of drugs, I think of a little boy named Dooney, who, until recently, lived in a crack house in a suburb of Washington, D.C. In Dooney's neighborhood, children don't flinch at the sound of gunfire. And when they play, they pretend to sell to each other small white rocks they call crack.

Life at home is so dismal that Dooney begged his teachers to let him sleep on the floor of his school. And 6-year-old Dooney says: "I don't want to sell drugs, but I probably have to." ((PAUSE))

Dooney doesn't have to sell drugs. No child in America should have to face such a future, or endure such a home. Together, as a people, we can save these children of despair. We have already saved countless lives. We have already transformed a national attitude of tolerance into intolerance. But the war on drugs will be hard-won, kid by kid, block by block, neighborhood by neighborhood.

This is the toughest domestic challenge we've faced in decades. If we fight this war as a nation of isolated individuals, the war is lost. But if we face this evil as a nation united, our children will have a brighter future, and cocaine will be nothing but a useless chemical.

Victory over drugs is our cause, a just cause, and with your help, justice will prevail.

Thank you, God bless you and good night.

# # #

THE WHITE HOUSE
WASHINGTON

Date: August 29

TO: CHRISS WINSTON

FROM: **MICHAEL P. JACKSON**
Associate Director
Office of Cabinet Affairs

I received this comment on the use of drug statistics in yesterday's draft of the President's drug speech.

If that section has not been substantially changed, you may find these comments by Mark Barnes at HHS useful. I allowed him to copy the sentences that you see on page 2 of his memo, so that he could go back and check them against the household survey.

89 AUG 29 P4:42

Determined To Be an Administrative
Marking Per E.O. 12356 Sec. 1.1 (a)

235

EXPEDITE & ~~CONFIDENTIAL~~-deliver to Mike Jackson and David Tell immediately

August 29, 1989

FAX TRANSMITTAL COVER SHEET

TO:

Michael Jackson
Associate Director for Cabinet Affairs
Office of the Cabinet Secretary
Room 235
The White House/OEOB
Washington, D.C. 20500

A FAX CC HAS BEEN SENT TO:

Mr. David Tell
Deputy Chief of Staff
Office of National Drug Control Policy
Executive Office of the President
Washington, D.C. 20500

FROM:

Mark Barnes
Counsel to the Secretary for Drug Abuse Policy
Department of Health and Human Services
Room 629H
200 Independence Ave., S.W.
Washington, D.C. 20201

NUMBER OF PAGES, INCLUDING THIS ONE: 2

Mike-The following quotes are set forth as changes HHS recommends if you use them at all. The first group are the originals. The second group are the ones as we have modified them. Others have been dropped if they were incorrect or unsupportable. I spoke with Dr. Sullivan this afternoon. He concurred in my comments to you yesterday. Furthermore, while he understands the need for the close hold process he feels strongly that we need to access to the Strategy /and or briefing materials. I told him about possible options that you were exploring. Please advise me ASAP if they are going to materialize. Also, if your Office becomes aware of any possible site visits in the area that the President may may make next week (like to a treatment facility or demand-side facility), then Dr. Sullivan would be very much like to be read into that site visit. He feels that it is very important for the American public and the Congress to see that President's team is with him 100% and working closely with him on the war on drugs on the Thank you. Finally, Jim Burke has left message for me to the effect that the President is committed to an annual drug indicters release. I am familiar with what Jim is talking about, but he has been in to see Demarest lately. Has this issue been over to you yet? Please advise--I need to find out if this is a twist on the Strategy. Thank you very much. Mark Barnes.

CALL 202-245-2641 IF THERE ARE TRANSMISSION PROBLEMS.
RETURN FAX NUMBER IS 202-475-0275

OLD LANGUAGE-----

B. Quotations on drug statistics--

"Thirty-seven million Americans between the ages of 12 and 54 said that they had used illegal drugs at least once during the previous year. In the past year, that number dropped by 25 percent to 28 million. This means that almost 10 million Americans dropped so called casual drug use for good."

"Of the 37 million users in 1985, approximately 12 million had used cocaine and that had dropped by one-third to 8 million users in 1988."

"When people were asked about drug use in the last month, the decline was even greater, a 37 percent decline for the use of any illicit drug."

"Among the more than 8 million people who use cocaine in the past year, almost half of them used it daily."

"In spite of the fact that cocaine use is down over the past three years by one-third, habitual cocaine users are up by at least 50 percent. The overwhelming majority of them are addicted."

NEW LANGUAGE -----

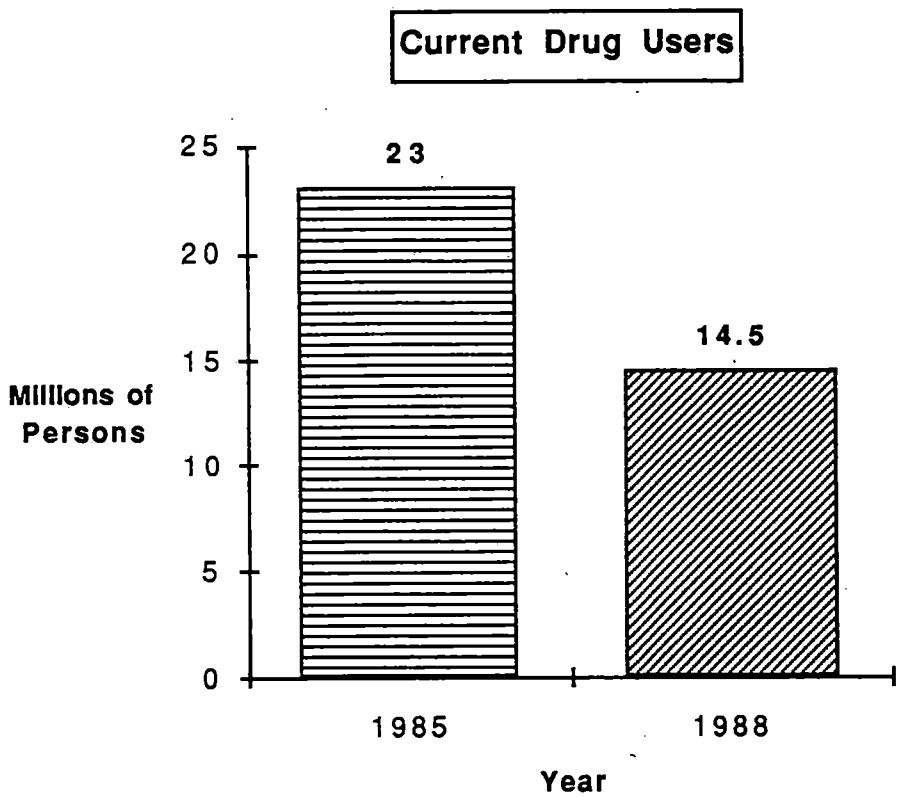
B. Quotations on drug statistics--

"In 1985 thirty-seven million Americans ages 12 and older said that they had used illegal drugs at least once during the previous year. In 1988, that number dropped by 25 percent to 28 million."

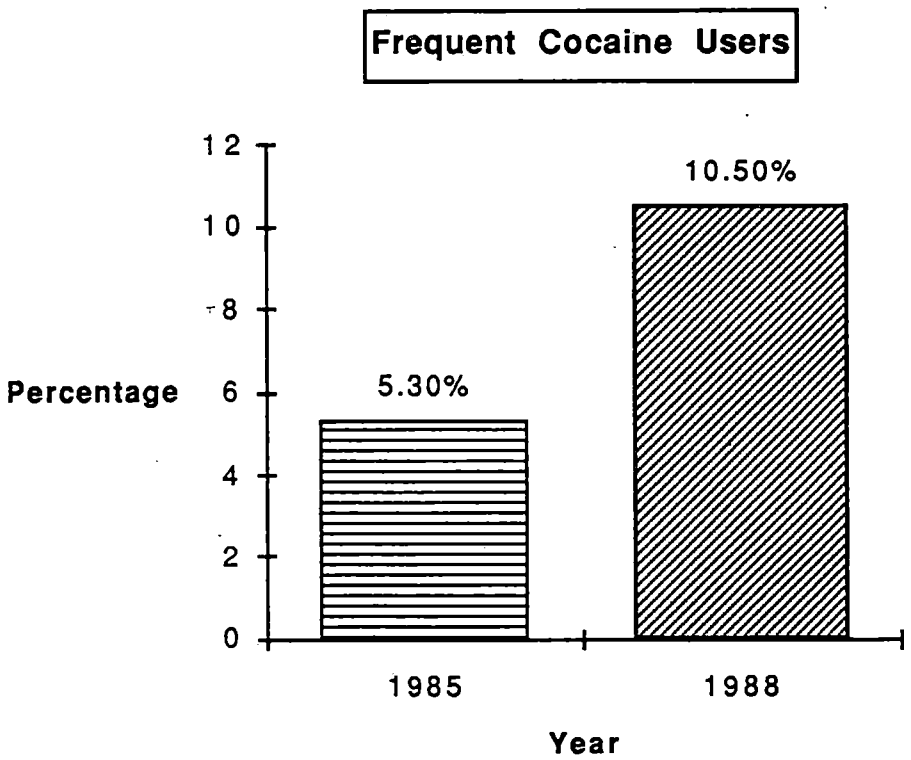
"Of the 37 million users in 1985, approximately 12 million had used cocaine and that had dropped by one-third to 8 million users in 1988."

"When people were asked about drug use in the last month, the decline was even greater, a 37 percent decline for the use of any illicit drug."

Also--I gather that we agreed to drop the confusing quote on the 1 million cocaine users--which we did not even mention here.



The Chart is based on data from the 1985 and 1988 NIDA (National Institute on Drug Abuse) National Household Surveys on Drug Abuse. From 1985 to 1988 those who used marijauna, cocaine, or any other illicit drug within the last 30 days fell from 23 million persons in 1985 to 14.5 million in 1988. This represents a decrease of 37% between the two surveys.



The Chart is based on data from the 1985 and 1988 NIDA (National Institute on Drug Abuse) National Household Surveys on Drug Abuse. From 1985 to 1988 those who used cocaine in the "past year" fell from 12 million to 8 million. However, the 1988 survey found that 862,000 persons out of 8 million (or 10.5%) used cocaine once a week or more. This compares with the 1985 data which found that 647,000 persons out of 12 million (5.3%) used cocaine once a week or more. Thus, the percentage of frequent users doubled from 1985 to 1988.

"Extradition to the US"

Macleans: Dec. 11

An anonymous caller told the media that "The ExtraditAbles" (a group linked to ColumbiA's drug cartels,) had planted a bomb which blew up 'Avianca Airlines 727' killing 107 people aboard

CLOSE HOLD

DRAFT: August 11, 1989

NATIONAL DRUG CONTROL STRATEGY
EXECUTIVE SUMMARY

INTRODUCTION

Most Americans believe that illegal drugs represent the gravest present threat to our national well-being. The evidence reinforces this concern:

Crime: Fear of drugs and attendant crime are at an all-time high. Rates of drug-related homicide continue to rise -- sometimes alarmingly -- in cities across the country.

Health: The number of drug-related emergency hospital admissions increased by 121 percent between 1985 and 1988, as many as 200,000 babies are born each year to mothers who use drugs, and intravenous drug use is now the single largest source of new AIDS virus infections.

The Economy: A U.S. Chamber of Commerce estimate puts annual gross drug sales at $110 billion -- more than our total gross agricultural income, and more than double the profits enjoyed by the Fortune 500 companies combined.

Overseas: In many foreign nations the drug trade and drug-inspired violence and corruption are causing serious social, economic, and political disruption. Trafficking threatens stability and democratic institutions.

However, there is also some positive news. Recently, the National Institute of Drug Abuse (NIDA) released the results of its National Household Survey on Drug Abuse -- the first such national study of drug use since 1985. The survey found the number of Americans using any illegal drug on a "current" basis (i.e., at least once in the 30-day period preceding the survey) has dropped 37 percent: from 23 million in 1985 to 14.5 million last year.

The survey tells us that, despite the persistent widespread availability of illegal drugs, millions of Americans who once used them regularly appear to have given them up altogether. This and other surveys indicate that many others -- young people for the most part -- have been successfully induced not to try drugs in the first place.

But the NIDA survey also found that "frequent" use of cocaine in any form (i.e., the number of respondents who report ingesting the drug one or more times each week) is up a shocking 33 percent since 1985. One word probably explains much of the intensifying drug-related chaos that we see every day: crack.

There are really two drug wars to be fought. The first and easiest is against "casual" use of drugs, and that is being won. The other, much more difficult war is against addiction to cocaine, by far the most common dangerous drug of abuse. On this second front, increasingly located in our cities, the war is being lost -- badly.

To win the drug war it is important first to come to terms with the drug problem in its essence: drug use itself must be reduced. Next, it is necessary to be scrupulously honest about the difficulties that are faced and set reasonable goals and objectives. Finally, there must be created something that has never existed before: a comprehensive, fully integrated national drug control strategy -- a strategy with particular emphasis on attacking the use of crack cocaine.

The draft Strategy (hereinafter "Strategy") lays out a coordinated plan of attack involving all basic anti-drug initiatives and agencies. Following the Introduction, seven chapters examine the "fronts" on which the drug war must be waged: Criminal Justice; Treatment; Education, Community Action, and the Workplace; International Policies; Interdiction; Research; and Intelligence. Each chapter is preceded by a summary of the recommendations contained therein.

Several Appendices are included with the Strategy. Quantified goals and measures of success, as required by Section 1005(b) of the Act, are set forth in Appendix A. Also included are implementation plans (Appendix B), recommended State anti-drug legislation (Appendix C), Federal designations of high-intensity drug trafficking areas (Appendix D), a plan for improved automatic data processing and management among Federal drug agencies (Appendix E), and a list of individuals consulted in writing the Strategy (Appendix F).

Several fundamental themes underlie the Strategy, including:

-- society has been too permissive of drug use;

-- better coordination and management of government efforts is needed;

-- State and local governments should adopt Federal principles of accountability as a model in developing their anti-drug strategies; and

-- efforts should focus heavily on certain aspects of the problem, such as cocaine.

What follows is a summary of the key elements of the National Drug Control Strategy.

I. CRIMINAL JUSTICE

Overview

The absence of a significant risk of punishment for illegal drug activity is perhaps the single greatest hindrance to drug reduction efforts. More predictable, severe sanctions provided by the criminal justice system will be one of the most powerful forms of drug prevention. They will make it increasingly difficult to engage in any drug activity with impunity.

In order to be an effective deterrent, the criminal justice system must expand to accommodate more people at every point, from arrest through prosecution, release, and final supervision. This means more law enforcement officers, prosecutors, judges, courtrooms, and jails.

Recommendations

- Increase Federal funding to States and localities for street-level law enforcement.
- Provide Federal funding to States for planning, developing, and implementing alternative sentencing programs for non-violent drug offenders, including house arrest and boot camps.
- Increase Federal funding for Federal law enforcement activities, including courts, prisons, prosecutors, and law enforcement officers. Additional resources will be targeted for Federal money laundering investigations.
- Tighten bail, probation, parole and sentencing practices. Require drug testing of prisoners, parolees and arrestees.
- Expand programs to eradicate the domestic marijuana crop.
- Provide funding through the Department of Housing and Urban Development to improve security systems for public housing projects.
- Encourage States to prosecute vigorously all misdemeanor drug offenses.
- Strongly encourage States to adopt policies revoking the drivers licenses of those convicted of a drug offense and recommend model drivers license revocation legislation to the States.

- Coordinate the efforts of Federal law enforcement agencies through a senior level interagency coordinating group and use interagency and intra-agency cooperation as a criteria for employee career advancement evaluations.

II. TREATMENT

Overview

Effective treatment is an important part of the overall strategy to reduce drug use. Millions of Americans need help to stop using drugs. Responsible and compassionate public policy requires that our nation's drug treatment capacity be increased.

Recommendations

- Expand the availability of drug treatment by increasing treatment capacity and the range of treatment methods available.

- Expand and improve Federal information collecting and research to increase the data on effective programs, especially those targeted to cocaine and crack dependency.

- Hold treatment programs receiving Federal funds accountable for their effectiveness.

- Improve the efficacy of drug treatment by encouraging treatment facilities to coordinate among themselves so that resources match community needs and drug users are referred to the most appropriate treatment modality.

- Encourage treatment facilities to coordinate better with health and social service agencies so that drug-dependent persons who need additional services are better served.

- Explore ways to increase the use of "civil commitment" as a means of bringing more drug-dependent persons into the treatment system.

- Expand outreach and treatment efforts for pregnant women and newborn babies, a special population of drug users.

- Encourage States and private insurance companies to cover outpatient and other less intensive forms of treatment for drug use. Conduct a thorough review of Federal policy to determine whether changes in Federal coverage are necessary.

III. EDUCATION, COMMUNITY ACTION AND THE WORKPLACE

Overview

The principal goal of prevention is to see that Americans, especially children, never start taking drugs. Prevention begins at the local level: at homes, in schools, and in the community.

The Federal government should galvanize public opinion to make it clear that illegal use of drugs is wrong and harmful. This includes support for community drug prevention efforts. Activities should be targeted at youth; in addition, individuals, parents, and employers must become involved in drug prevention and education.

Recommendations

- Require schools, colleges and universities to develop and implement drug prevention programs and policies as a condition of eligibility for Federal education funds.
- Promote the development of model alternative schools for youths with drug problems through current Federal assistance to local education agencies.
- Provide Federal support for community-wide drug prevention efforts.
- Provide Federal support to develop anti-drug, media outreach activities that deal with the danger of crack and drug-impaired pregnancies.
- Create a national program to mobilize volunteer efforts to prevent the use of illegal drugs.
- Ensure a drug-free Federal workforce by aggressively implementing workplace plans under Executive Order 12564.
- Promote drug-free workplace policies in the private sector and in State and local governments, including drug testing where appropriate.
- Establish a senior-level Federal interagency committee to coordinate Federal demand-reduction efforts.

IV. INTERNATIONAL

Overview

The international drug trade poses a serious threat to the welfare, economy, and national security of the United States. The principal foreign drug threats are cocaine, heroin, and marijuana. Programs are needed to deter and incapacitate international production and the trafficking organizations responsible for bringing these drugs into the U.S. Other nations must be motivated to engage their resources and efforts to defeat international narcotics trafficking.

Recommendations

- Develop a comprehensive, sustained multi-year assistance effort involving economic, military, and law enforcement support to the governments of coca-producing (cocaine) nations.
- Convince other countries to exert influence on opium-growing (heroin) nations.
- Strengthen foreign law enforcement and eradication programs for coca, opium, and marijuana. Persuade countries to reduce processing and distribution, and improve U.S. border interdiction.
- Attack international trafficking by focusing on the financial aspects of the trade. Support international agreements to criminalize and punish money laundering.
- Impose stringent controls and press for international agreements on the export of precursor chemicals used in the production of illegal drugs.
- Strengthen the process of certifying drug control efforts by the major drug producing and transit countries.

V. INTERDICTION

Overview

Effective interdiction is critical in the effort to reduce the flow of drugs. Interdicting illegal drug shipments and intercepting other resources is an important method of attacking the drug trade at home and abroad. Interdiction should focus not only on drug seizures, but also on creating serious personal

and financial risk for trafficking organizations and their top level personnel.

Recommendations

- Develop comprehensive agency-wide information-based approaches to interdiction and better manage our interdiction planning and coordination.
- Target high value shipments and high level drug traffickers.
- Maintain and improve operations aimed at apprehending money couriers and shipments.
- Review policies and enforcement programs to deter general aviation pilots transporting illicit drugs near or into the U.S.
- Continue the policy of interdicting maritime vessels transporting illicit drugs to the United States by both unilateral U.S. maritime operations and joint operations with source and transit countries.
- Enhance border control systems, operations, and activities.

VI. RESEARCH

Overview

The quality of information, research, and technological capabilities available to implement drug control policies and programs must be improved. A more up-to-date and flexible data base is needed to refine and target drug control efforts. Technology must be developed and adapted to aid in law enforcement. More medical research is also needed into the causes of and treatment for drug addiction.

Recommendations

- Establish a Drug Control Research and Development Committee under the auspices of the Office of National Drug Control Policy to set research policies and priorities, coordinate data collection, and assist agencies in acquiring technologies to suppress the flow of illegal drugs.

- Increase basic and clinical research into drug use and addiction.

- Encourage the development of new technologies and innovative adaptations of existing technologies for use against illegal drugs.

- Develop an information base about programs that are effective in controlling drug abuse by supporting public and private evaluation efforts in law enforcement, drug prevention and treatment.

- Archive and disseminate information, as well as the results of research and evaluation through a central clearinghouse that combines information on prevention, treatment, criminal justice, and research.

- Evaluate federally-funded programs to determine their effectiveness and to direct resources appropriately.

VII. INTELLIGENCE

Overview

The war against drugs cannot be fought without comprehensive collection, analysis, and dissemination of critical information on drug production and trafficking. To target the traffickers' most vulnerable points, more information about the enemy must be obtained.

Recommendations

- Increase intelligence efforts to target the infrastructure of trafficking organizations and their allied enterprises, particularly money laundering.

- Improve automation and information systems to allow swifter, better, and more cost-effective criminal justice actions.

- Disseminate finished intelligence products among all agencies with a need to know, including Federal, State, and local agencies.

- Develop plans for center to unite U.S. drug-related analytical capabilities, and to improve existing intelligence capabilities.

GOALS AND OBJECTIVES (APPENDIX A)

Overview

The Strategy includes comprehensive, research-based, long-range goals for reducing drug use as well as short-term measurable objectives. There are ten goals for reducing drug use in two stages of measurement: during the next two years and over the next ten years. Specific percentage reductions are proposed in the ten categories, including overall drug use, use of specific drugs, use by certain age groups, and overall supply reductions.

Recommendations

One of the fundamental recommendations calls for a reduction in the number of persons reporting any use of illegal drugs in the past month. The ten-year goal is a reduction of 50 percent and the two-year goal is a reduction of 10 percent.

BUDGET RECOMMENDATIONS (APPENDIX B)

Overview

The federal government's drug control budget should accurately reflect priorities articulated in the President's National Drug Control Strategy.

Recommendations

Key funding priorities for fiscal year 1990:

- Increase assistance to State and local law enforcement;
- Build more Federal prisons, expand Federal and State courts and correctional systems, and add more prosecutors;
- Expand resources for treatment and prevention programs;
- Initiate a major anti-drug campaign in the source countries;
- Establish order in the nation's public housing projects;
- Step up efforts against money laundering operations;
- Provide sufficient resources to operate and maintain our border interdiction system at its present level.

The following priorities will be added in 1991 and 1992:

- Expand inter-agency drug task force operations;
- Augment drug intelligence capabilities;
- Strengthen the Border Patrol along the Southwest border;
- Reduce the amount of marijuana cultivated on American soil.

Specific Amounts

A $2 billion increase in drug funding, from $5.6 billion in 1989 to $7.6 billion in 1990. Major changes over FY 1989 are:

o State and Local law enforcement assistance	+$ 200 million
o Treatment and Prevention programs	+$ 565 million
o Federal Prisons, Prosecutors and Courts	+$ 790 million
o Resources for interdiction would be reduced slightly to help offset the above increases	-$ 80 million
o Still under review by the NSC: [International initiatives	+$ 290 million]

HIGH INTENSITY DRUG TRAFFICKING AREAS

The 1988 Anti-Drug Abuse Act authorizes the Director of the Office of National Drug Control Policy to designate specified areas of the United States as "high intensity drug trafficking areas," for purposes of targeted Federal assistance. Such designations will be made in a subsequent Strategy, after consulting with the Attorney General and appropriate governors.

Colombia

Coke is still it

THE murder by a drugs gang of a Colombian presidential candidate, Luis Carlos Galan, on August 18th, unleashed a small war. It is still in its phoney stage, and could yet peter out in confusion. President Virgilio Barco promised revenge. President George Bush swore to back him. Britain is belatedly sending a gunboat, probably the *Alacrity*. More than 10,000 Colombians, most of them insignificant vagrants, were arrested under emergency powers, then released. Weapons (not all of them suitable) and dollars (too few to make much difference) began to flow south from the United States. The gangsters hit back, with bombs in banks and public buildings, and the usual threats of more murder.

The minister of justice, Mrs Monica de Grieff, was the eighth holder of that terrifying job since Mr Barco became president three years ago. She is 32 and has a son of three; having taken office in July, she understandably began trying to resign in August. On September 21st President Barco eventually let her go and, unable to find a successor, asked the minister of communications to handle her work. Her departure was taken as a symbolic victory for the bad guys.

The government's symbolic victory was less significant: the swift extradition to face trial in the United States of one alleged bookkeeper for the Medellin drugs cartel. A few other extradition orders, none for big fish, trundle slowly through the courts.

American spokesmen say the gangsters are running scared. The big traders, they claim, have been flushed out of their ranches, discos and football clubs, into hiding in the mountains and forests. Fewer clandestine flights deliver raw materials to the Colombian processors from growers in Peru and Bolivia, where the price of coca paste has dropped. American agents in the main coca-growing area of Peru think they have spotted Colombian merchants there. From the trackless borders of Brazil come rumours of relocated cocaine laboratories.

Even if true, this is no victory. Colombia's judges, prosecutors and policemen (and their families) remain without adequate protection, operating a constitution with strong safeguards for suspects and an infinite capacity for delay. There are also good financial reasons why Colombia's anti-cocaine struggle looks less fervent than the Americans had hoped.

The best strike against the big dealers would be interception of their profits. Yet most middle-class Colombians hold money in illegal dollar accounts, not because they are drug dealers but because they lack confidence in their home currency. They favour banking secrecy; none more so than the many decent folk (and some crooks) now seeking refuge in the United States.

By good management as well as by drug revenues, Colombia has prospered in recent years. In July the international coffee agreement collapsed. The price of a third of Colombia's exports is now roughly half what it was last January. The coffee-producing countries have been denouncing the United States (which drinks more of the stuff than anybody else) for dismantling the agreement, and want it rebuilt. That is hardly possible: high prices and new instant-coffee-making techniques mean that the world now grows more coffee than it can possibly drink, so the price must inevitably fall.

Yet cheaper coffee does more than cut $400m off Colombia's export earnings. The government has guaranteed growers a fixed price for all this season's coffee. That will now cost it much more than the shrunken value of the crop; the public-sector deficit will soar, and so will inflation. Lowering the price paid to 500,000 smallholders will encourage them to look for a more profitable crop. Guess what.



Prudent Mrs de Grieff

Iraq

Banking on credit

SEPTEMBER brought gloom to Iraq; its attempt to force Syria out of Lebanon by supporting General Michel Aoun collapsed, and the general was forced to accept a ceasefire on Syria's terms. But on September 18th Iraq's new pipeline across Saudi Arabia to the Red Sea quietly came on stream, boosting the country's export capacity by 50% to 3.35m barrels of oil a day (b/d). The second event may prove the more significant.



Saddam and subject

Oil power underpins Iraq's economic and military strength. It is growing. Iraq has proven oil reserves of 100 billion barrels—second only to those of Saudi Arabia. It is spending $6 billion to expand the oil industry. Next year, when two war-damaged oil terminals in the Gulf are repaired, it will have the capacity to export 5.5m b/d—twice the production quota it gets under the latest OPEC share-out, which is only 2.78m b/d. The oil minister, Mr Issam al Chalabi, promises to respect the cartel's rules. Some other members wonder how long the pledge will hold without a big jump in the quota.

Oil provides 95% of foreign revenues for Iraq, which desperately needs foreign currency. Over the next five years it plans to spend $40 billion in a burst of construction, to make up for time lost during the Gulf war and turn the nation of 16m people into an industrial power. Most investment is going into steel, aluminium, petrochemicals and manufacturing. Military industries have first claim on funds; the minister of industry and military industries, Mr Hussain Kamel, is a son-in-law of President Saddam Hussein.

Outsiders are worried. Western experts attending the Baghdad International Arms Exhibition last May found Iraq's arms industry much more sophisticated than they had expected. It has modified Soviet SCUD missiles to extend their range, married Soviet laser-guided missiles to French fighter-bombers and used French and British radar technology to make an early-warning aircraft out of an Ilyushin-76 transport plane. Iraq is working with Argentina to develop a ballistic missile with a range of 1,000 kilometres, and wants French and Soviet help to manufacture jets.

For the moment, Iraq relies heavily on technical assistance, notably from Egypt. This may change. Iraq is tying arms purchases to the transfer of technology, and by-

Media and Entertainment Industries

Media

The cultural change in the United States regarding illicit drug use is truly remarkable. Research clearly shows that The Partnership For A Drug Free America advertising is central to this shift in attitudes and usage.

Furthermore, there is hard evidence that higher levels of advertising -- above $350 million/yr. will cause changes of attitude that won't otherwise occur.

Recommendation:

Schedule a White House event where J.E.B. presents the results of the research in cooperation with NIDA to the advertising and media industry leadership.

The President shows up for five or ten minutes to thank the media for their extraordinary contributions encouraging everyone to the goal of $1 million/day for the next three years.

The President would at the same time compliment the media for the news coverage and editorial support that is so important in helping the nation deal with this problem.

Entertainment:

The entertainment industry must be a greater part of the solution to the drug problem than they have been in the past, and their leadership is beginning to understand that.

Recommendation:

Plan for a White House meeting during the first quarter of 1990 with the industry leadership. This meeting would be educational...covering all aspects of the problem in a way that would be designed to inspire them to dramatize the problem and those solutions that their audiences can identify with, e.g., community action.

Drugs in the Work Place

- Estimated over 10% of American workforce use illegal drugs regularly
- U.S. competitiveness at stake due to lower productivity and lower quality of product and services
- Loss of life and human misery indefensible

Recommendation:

Name a leader with a national reputation to organize and administer a private sector effort to secure a drug free work place.

Suggestions:

Don Peterson - Ford Motor
Jim Robinson - American Express (Former Chairman United Way)
Ed Brennan - Sears (Recent Chairman United Way)
Paul O'Neil - Alcoa
Jack Welch - GE
Bill Howell - J. C. Penney
Bill Brock

May wish to ask National Union Leader as Vice Chairman

This effort would be carried out with funding (available in budget) and guidance of the Department of Labor.

After discussions with Director Bennett and Secretary Dole, this individual would be offered the option of forming his own organization (all volunteer - similar to the 1968 National Alliance for Business) or working through an already existing organization (NAB or Chamber of Commerce).

Johnson & Johnson

JAMES E. BURKE
CHAIRMAN OF THE BOARD

NEW BRUNSWICK, NEW JERSEY 08933

December 13, 1988

The Honorable George Bush
President-Elect
The White House
Washington, D.C. 20500

Dear Mr. President-Elect:

This is to thank you for being so very generous with your time in listening to my ideas on how the private sector can be better mobilized to help fight the war against illegal drug abuse.

I am attaching a very rough outline of the concept and would be happy to discuss my thoughts in greater detail with you, or whomever you might wish to designate.

Respectfully,

J. E. Burke

/kr
Attachments

THE PROBLEM

Illegal drug abuse threatens to destroy the social fabric of the nation. While problems like the budget deficit, escalating health care costs and the disarray of our educational system are serious, nothing impacts the well-being of the country quite the way drug abuse does. Last year thirty-seven million Americans used illegal drugs, spending in excess of $110 billion dollars. Estimates as to the total cost to society of illegal drugs run as high as $250 billion annually.

THE PREMISE

No matter how much money is spent on interdiction and law enforcement, no matter how successful the Administration may be in persuading the "grower" nations to curb production and distribution of illegal drugs, the problem cannot be solved without first reducing the demand for drugs.

THE PRIVATE SECTOR APPROACH

Reducing the demand for illegal drugs is a communications and marketing problem. The American enterprise system can deal effectively with this challenge if sufficient resources are applied consistently over a long enough period of time.

The mechanisms are already in place, and the process has begun. In 1986, through the efforts of The Media-Advertising Partnership For A Drug-Free America in cooperation with the Ad Council, $55 million was donated in advertising against the problems of illegal drug abuse. The estimate is that $160 million worth of time and space was donated in 1988. An objective of $350 million worth has been set for 1989. (See Exhibit I.)

Early evidence of a measurable impact of this and other efforts is encouraging. The latest study from NIDA (National Institute on Drug Abuse) reports that for the most recent twelve months surveyed there was a significant drop in the use of cocaine among high school seniors. The survey found a decrease of about one-third -- from 6.2 percent in 1986 to 4.3 percent in 1987 -- in the number of seniors who had used cocaine at least once in the past year. (This study does not, of course, deal with the escalation of crack use among the poor and disadvantaged in our cities.)

A comprehensive national survey just completed by the "Media Partnership" shows that consumer attitudes are changing toward drugs, and that there is a direct correlation between the degree of improvement in attitudes and the amount of advertising weight against a given market.

A PARADIGM FOR REDUCING DRUG ABUSE

While at times the drug abuse problem appears to be almost intractable, we can take encouragement from examining what this Nation has accomplished in reducing cigarette smoking. (See Exhibit II) Surgeon General Koop's report of May 16, 1988, concluded that cigarette smoking is as addicting as such illegal drugs as heroin and cocaine.

RECOMMENDATIONS

Coincident with naming the "Drug Czar" and outlining that office's duties, I would urge you to call upon every citizen in the nation to join you in the war against drugs--a war that can not be won without the direct involvement of the public.

At the same time, I would urge you to name a representative from the private sector to coordinate the efforts of the news media, the entertainment industry, and corporate America to accelerate the communication and marketing campaign being waged against drug abuse. A great deal more can be done.

I suggest you announce the establishment of a "National Drug Index" to be published by the government as soon as the information can be gathered. This will be publicized by the media nationally and tell us how many people are using illegal drugs, and what kind. The index would be published bi-annually over the next four years as a "tracking device" on our progress in reducing the consumption of drugs (special information can be developed on a regional basis to highlight where the problem is more acute, which would make it easier to allocate our resources.)

Your representative in the private sector would work toward the following objectives:

1. Assist the "Media-Advertisng Partnership" in increasing the advertising weight to the forecasted $350 million per annum...with a commitment to sustain that amount for at least the next four years.

2. Meet with the producers of mass entertainment to urge them to further deglamorize drugs and increase the country's awareness of the problem, among children and parents. (Research shows that parents are increasingly unrealistic about drug usage by their children.)

3. Work with the news media to give greater attention to the importance of drug abuse from a consumer demand point of view...as well as the health care aspects of the problem.

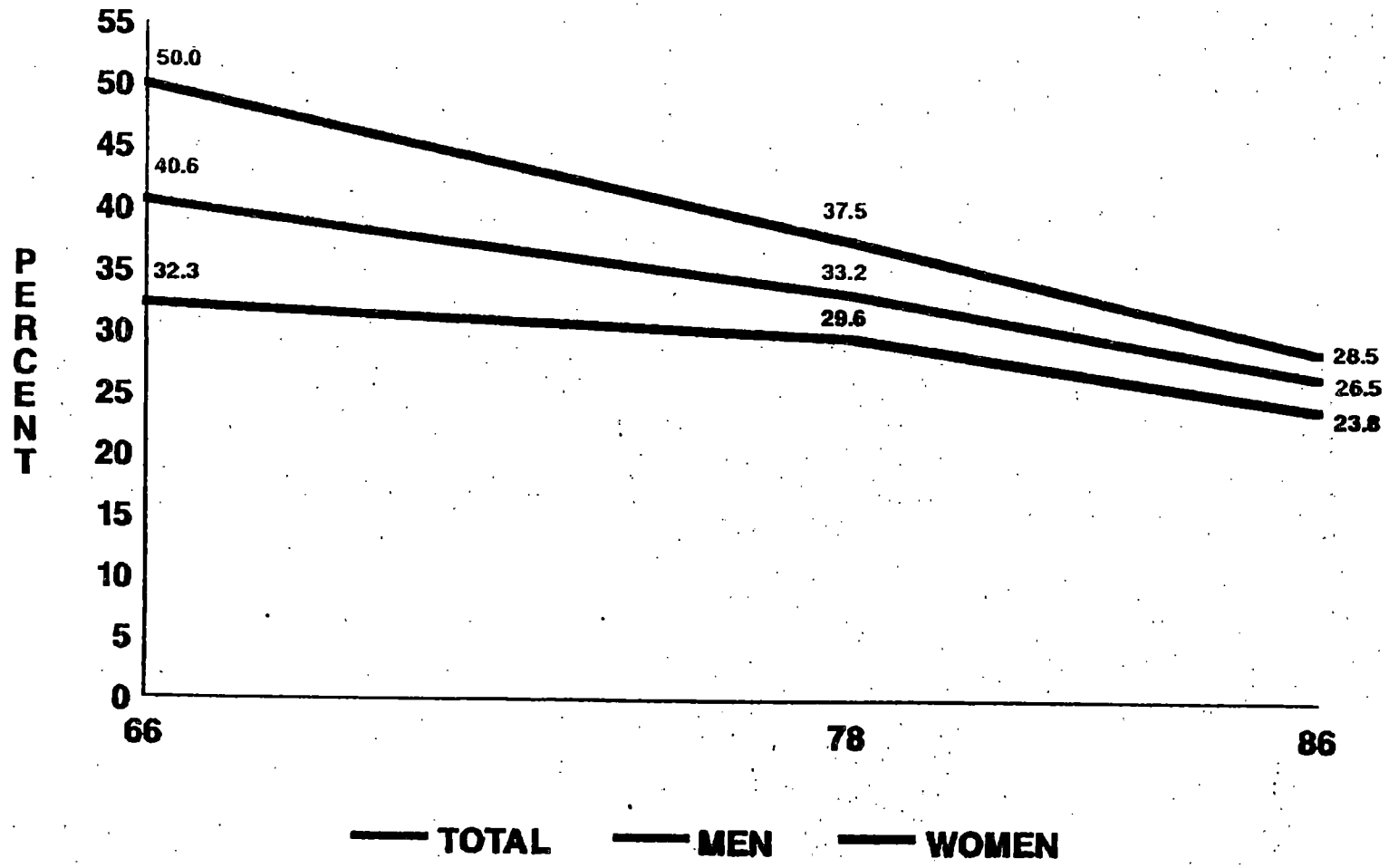
4. Persuade business organizations that it is in their competitive self-interest to establish drug abuse and rehabilitation programs in the workplace. It is currently estimated that half of the Fortune 500 companies are doing some form of drug testing. We need comprehensive education, testing, and rehabilitation programs in all major corporations. (The Government must work to protect the rights of business to do appropriate "pre-employment", "for cause" and "for safety" testing.)

5. Work with the "Drug Czar" to help facilitate better information, encourage basic drug education, treatment, and primary research.

A ten percent reduction in illegal drug usage could save the country an estimated $25 billion per year in addition to alleviating the extraordinary human suffering and social costs brought about by addiction.

I believe it is a reasonable and achievable objective over the next four years.

CIGARETTE SMOKING – U.S. ADULTS



SOURCES: OFFICE ON SMOKING AND HEALTH, CDC; NATIONAL CENTER FOR HEALTH STATISTICS, CDC

EXHIBIT II

DOLLAR VALUE OF DONATED ADVERTISING
$ U.S. MILLIONS

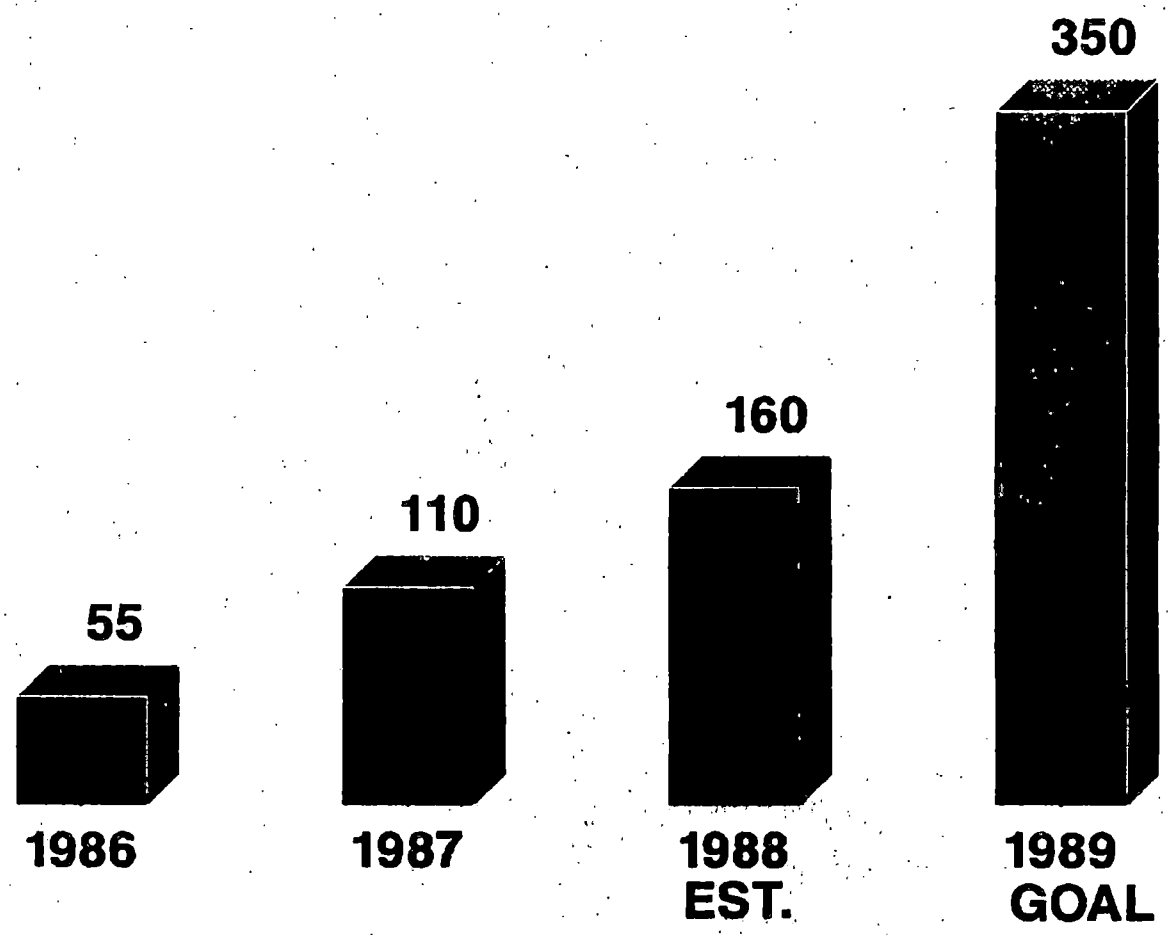


EXHIBIT 1

ILLEGAL DRUGS – PUBLIC AWARENESS

Americans List Top Concerns

- o Drugs
- o Crime
- o AIDS

Source: Roper Poll

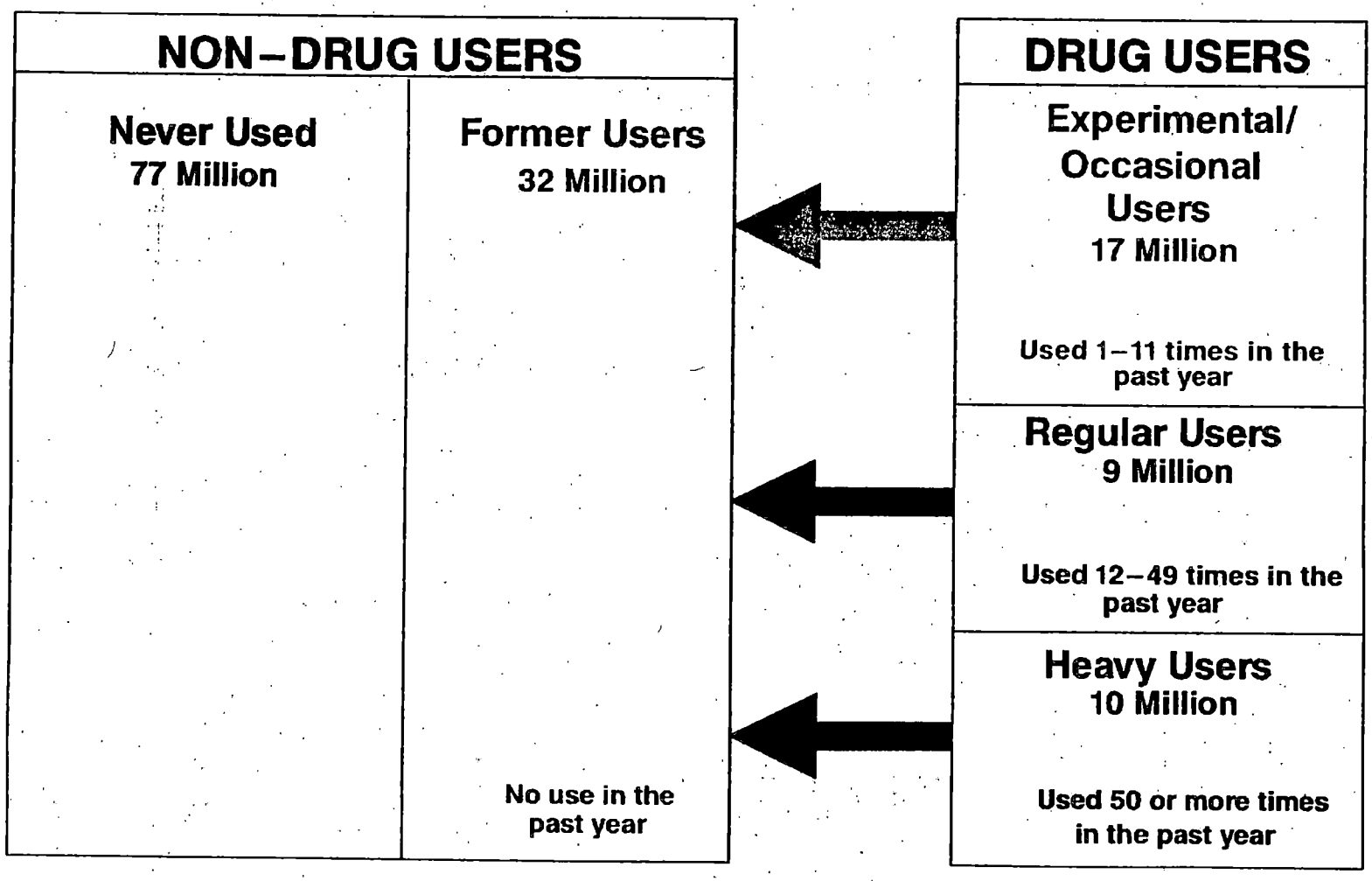
The drug crisis we face today is the result of the "normalization" of attitudes toward illicit drugs, their use and their users over the past 25 years.

Mitchell S. Rosenthal M.D.
President, Phoenix House

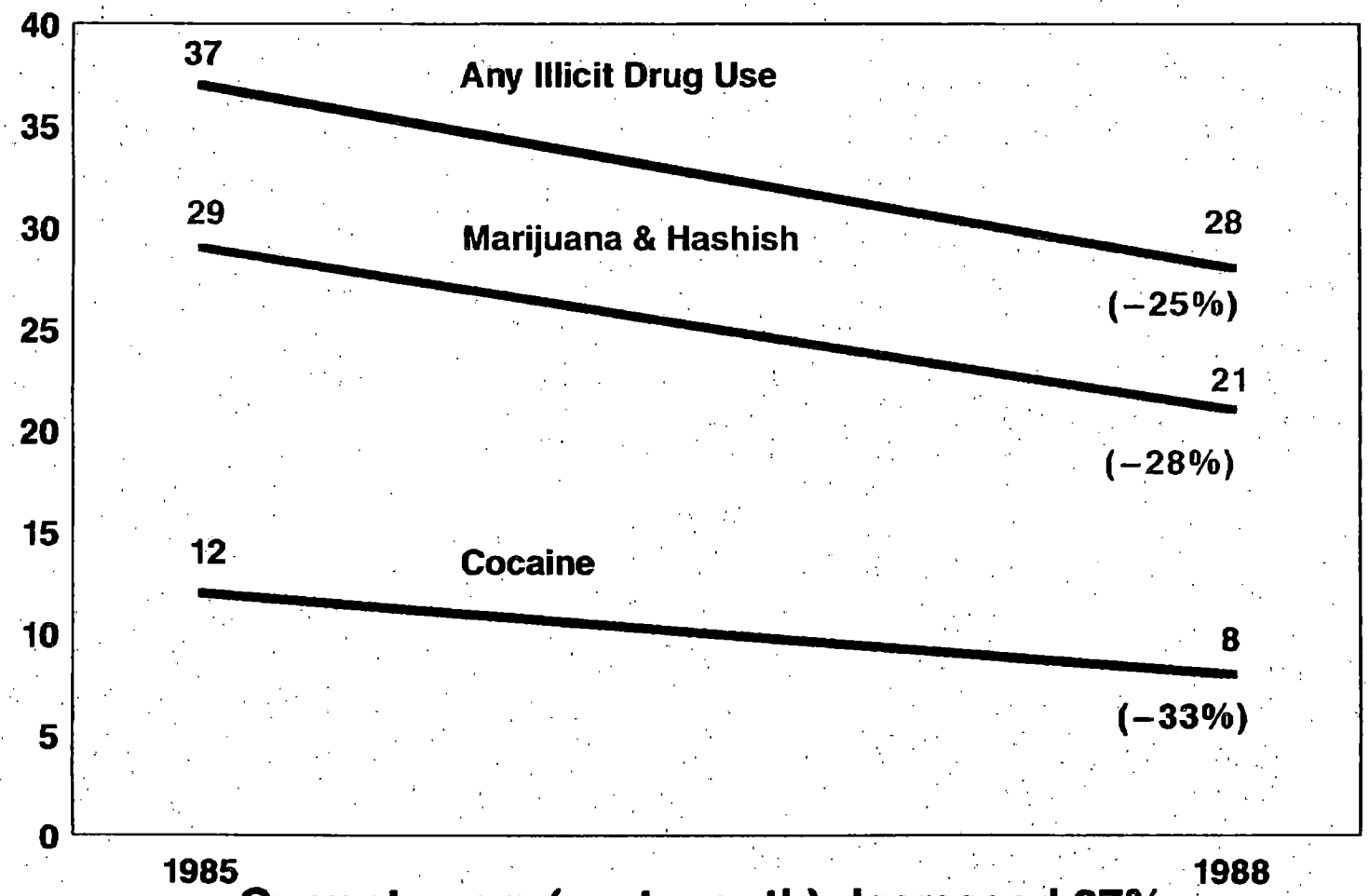
ATTITUDINAL DE–NORMALIZATION

- We know the attitudes that must be changed
- With few exceptions, attitudinal change is evolving
- The higher the media exposure and frequency, the faster and broader the attitudinal changes
- We have empowered proactive involvement among many groups and individuals
- As directly as can be established, we have affected trial and usage behavior

REDUCING THE DEMAND FOR ILLICIT DRUGS
TOTAL POPULATION = 145 MILLION; AGE 12–54

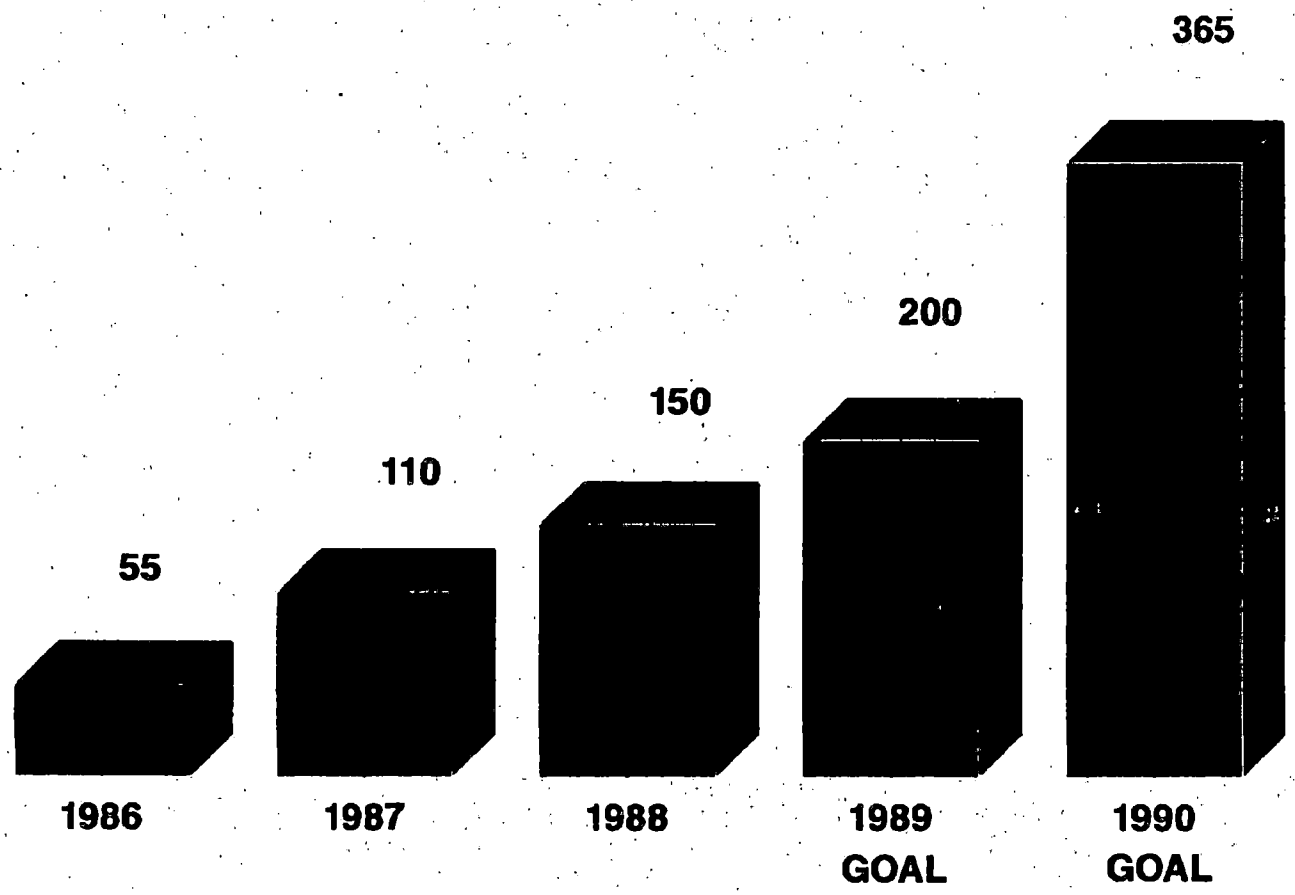


ANNUAL USE OF ILLICIT DRUGS
(In Millions)



Current users (past month) decreased 37%
from 23 million to 14.5 million

DOLLAR VALUE OF DONATED ADVERTISING
$ U.S. MILLIONS



PARTNERSHIP ADVERTISING WORKS

Top Advertisers by Brand

Brand	Est. Total Advertising Dollars in Millions
1. McDonald's	$405
2. Partnership Goal	$365
3. Burger King	$161
4. Partnership	$150
5. Budweiser	$134
6. Ford	$114
7. American Airlines	$101
8. Kentucky Fried Chicken	$101
9. American Express	$98
10. Wendy's	$87

CHILDREN IN HIGH MEDIA AREAS ARE TALKING ABOUT DRUGS MORE

	HIGH MEDIA AREAS	BALANCE U.S.A.
To Siblings		
1987	31%	40%
1988	46%	40%
VARIANCE	+15	0
To Parents		
1987	64%	69%
1988	74%	70%
VARIANCE	+10	+1
To Teachers		
1987	50%	55%
1988	59%	55%
VARIANCE	+9	0

TEENS IN HIGH MEDIA AREAS SEE NON–USERS MORE POSITIVELY

PERCENT WHO AGREE

	HIGH MEDIA AREAS	BALANCE U.S.A.
Secure		
1987	39%	42%
1988	57%	43%
VARIANCE	+18	+1
Intelligent		
1987	63%	68%
1988	78%	66%
VARIANCE	+15	−2
Well–Adjusted		
1987	45%	45%
1988	60%	48%
VARIANCE	+15	+3
Reliable		
1987	47%	47%
1988	60%	48%
VARIANCE	+13	+1
Adventurous		
1987	23%	24%
1988	36%	29%
VARIANCE	+13	+5

ADULTS IN HIGH MEDIA AREAS BECOME MORE ANTI–DRUG

	PERCENT WHO AGREE	
	HIGH MEDIA AREAS	BALANCE U.S.A.
I don't want to hang around with people who use drugs		
1987	70%	74%
1988	85%	80%
VARIANCE	+15	+6
People on drugs act stupid/foolish		
1987	74%	75%
1988	82%	74%
VARIANCE	+8	−1
Taking drugs scares me		
1987	83%	85%
1988	90%	84%
VARIANCE	+7	−1
It's easy to become hooked on marijuana		
1987	71%	72%
1988	78%	71%
VARIANCE	+7	−1

Expand the Media Campaign to Change Attitudes about Drug Use

Advertising is a powerful force in shaping American attitudes about desirable behavior. The antismoking ads required by the Federal Communications Commission to counter cigarette advertising from 1967 through 1970 resulted in a decline in cigarette consumption of 10 percent, the first time this century that smoking declined for more than two consecutive years. When cigarette and antismoking ads were removed from the airwaves in 1971, cigarette consumption resumed its upward trend.[8]

The national advertising campaign launched by the Partnership for a Drug-Free America a year ago shows positive initial results in changing attitudes about illicit drug use in areas where the ads are frequently aired. However, because the campaign relies entirely on donated time, it has not achieved widespread coverage. A national drug-prevention strategy should expand the Partnership's efforts by providing incentives to attract additional contributions from advertisers and the media—for example, tax relief for contributors and/or matching federal funds to purchase airtime. As the antismoking ads demonstrated, a long-term commitment to advertising is required to maintain whatever positive impact it has in changing behavior.

Dec. 21, 1988

Dear Tim —

First, thanks for coming down. A great, constructive visit.

Second. I received the memo, have digested it and will share it. It is terrific — I am pleased with ~~that~~ Private sector role, which I hope you'll be able to do —

Have a great Christmas

My thanks again —

G

UNITED STATES DEPARTMENT OF EDUCATION
WASHINGTON, D.C. 20202

OFFICE OF THE SECRETARY

DRAFT

Dear Principal:

As we begin another school year, we are keenly aware of the challenges that face us. It is our goal to provide a quality education for all students, but reaching that worthy end requires the best that each of us has to offer. However, all of our effort is for naught if our students are not committed to their own education, if their ability and desire are clouded by drugs.

On September 12, 1989, President Bush will make a major address to America's students in grades seven through twelve. In his remarks, scheduled to be broadcast at 12:15 p.m. EDT, the President will challenge the students to strive for excellence in their educational pursuits and to avoid the pitfalls of drugs.

I write to urge you to make it possible for your students to watch and hear the President's message when it is broadcast. There is much we need to do to improve education in this country, and this is an important opportunity. President Bush's message will help students focus on the importance of the school year that stretches before them and will help motivate them to do their best.

The President and I are grateful for all that you do and look forward to working together to make American education the envy of the world.

Sincerely,

Lauro Cavazos

Presidential Address

- The President should define the problem in understandable terms -- occasional user and the heavy user -- and the differences.

- He should offer the Bennett plan -- highlighting the various elements -- giving it his full support.

- Using the "war on drugs" simile he should emphasize that while the federal government was committed to do what was required -- and that much of this can be effective -- the war can't be won in Washington.

- Referring to Director Bennett's statement..."The problem is too many Americans are using too many drugs"...he should emphasize much more has to be done...and it will take time and patience. But we do not serve by "standing and waiting". We must <u>all</u> get involved.

- Every parent who is not involved with their child and their school system is part of the problem.

- Every employer who has not taken responsibility for this problem in his or her work place...is part of the problem.

- Every religious institution that does not have an active program of education and spiritual assistance is part of the problem.

- Every public personality in movies, television, sports, music, politics, etc., who are involved with drugs is a very visible part of the problem.

- Everyone has <u>got</u> to help -- everyone <u>must do something</u>...and if we all do...this scourge will end...as I promised you it would.

- Take public action on drug testing -- President -- the staff, and all White House personnel.

- Close with promise for a number of private sector initiatives...Partnership goal of $1 million/day...work place initiative...Robert Wood Johnson "Fighting Back" program in the communities...and establishment of private sector advisory committee.

- Finally advise that we will be measuring progress against current NIDA report on an annual basis...<u>and</u> that there will be special reporting on those cities where problem is greatest...and a national clearinghouse to make available information on what is working in terms of prevention, interdiction and treatment.

Random Thoughts and Quotes

A new "Declaration of Independence" fits both the supply-side and the demand-side activities and symbolize how both the nation and the individual should feel about drugs. (If chosen President could have symbolic signing by leaders from all walks of life.)

Have President meet with a group of children -- talk about the drug problem -- get them to talk about their parents, e.g.,

"A message for all adults -- Just Say No!"

"My worst nightmare for America is happening right now...where a teenage girl who should be in school is giving birth to a baby who is addicted to cocaine."

Politically drugs is the only issue strong enough to occupy the attention of the nation and overwhelm the difficulties inherent in the abortion issue -- upscale, educated women are pro-choice and see Supreme Court decision as unfair to the poor.

"The general decline in drug use indicates that our national media campaigns, school and community based prevention programs, and interest in efforts in the work place are having an impact." (From Sullivan Press Statement - 7/31)

The United Way of America speech can help mobilize the nation on drugs and education.

Battle should be waged family by family, school by school, town by town, county by county, state by state. The federal government does not operate effectively at the local/family level.

Mandatory drug testing -- as far as the law will allow.

Voluntary testing -- to set examples.

Ramdom Thoughts and Quotes (Continued)

Measuring results -- Macro - OK - but Micro (community/neighborhood/company examples that individuals can relate to).

Drugs enslave, and enslaved people are not free to pursue the opportunities this great nation presents to all who deserve them. Nor is an enslaved nation able to provide, to the fullest extent possible, for the common welfare of all its people.

The U.S. Department of Transportation estimates that 10 to 15 percent of all highway fatalities involve drug use. Other studies find that drug users are three times as likely to be involved in on-the-job accidents, are absent from work twice as often, and on average incur three times the level of medical costs as non-users. And virtually all experts see a strong link between teenage suicide and the use of illegal drugs.

In some cities, as many as three-quarters of the individuals arrested for crimes test positive for drugs. Each heroin user on average costs other Americans $14,000 in burglaries and other crimes.

Drugs have become an achilles heel that threatens American leadership amongst the world's family of nations. We have taught the world the sweet taste of democracy only to poison the cup we drink from ourselves.

There is a common thread. And it is a simple one. The community -- the parents, teachers, local officials, the police and others -- took personal responsibility for the problem. They saw the damage drugs had caused and took it upon themselves to do something about it. They marshalled their resources to communicate, to educate, to provide counsel and help, to create and enforce stiffer penalties, to do what had to be done to wage their personal war on drugs.

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LEVEL 1 - 7 STORIES

1. Copyright (c) 1990 Time Inc. All Rights Reserved; Time, January 15, 1990, U.S. Edition, WORLD; World Notes; Pg. 43, 176 words, COLOMBIA; Drug Thugs' Revenge

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8/21/89

TO: KRISTIN GEAR
3 Pages

DRUG SPEECH

OUR FOREFATHERS DELIVERED FREEDOM TO AMERICA BY OVERTHROWING AN OPPRESSOR. THE CHALLENGE WE FACE TODAY IS NOTHING LESS THAN ANOTHER AMERICAN REVOLUTION TO LIBERATE OUR COUNTRY FROM THE OPPRESSION OF DRUGS.

WE HAVE NOT SPENT 213 YEARS DEFENDING OUR WAY OF LIFE FROM DESPOTS AND DICTATORS, ONLY TO LOSE OUR COMMUNITIES TO DRUG DEALERS AND GANGS.

JUST AS THE DARK AGES WERE AFFLICTED WITH THE BLACK PLAGUE OF DEATH, OUR AGE IS AFFLICTED WITH THE WHITE PLAGUE OF COCAINE AND OTHER DRUGS. BUT THERE'S A DIFFERENCE: THAT PLAGUE WAS ALLOWED TO RUN ITS COURSE -- THIS PLAGUE WILL BE STOPPED.

DRUGS COME TO AMERICA FROM OTHER COUNTRIES, BUT IT'S GOING TO BE A MADE-IN-AMERICA SOLUTION THAT WILL STOP THEM.

MORE...

TO: KRISTIN GEAR - DRUG SPEECH (CONT'D)

THE DRUG PROBLEM MUST BE SOLVED IN OUR TIME, BY THIS GENERATION OF AMERICANS. IF NOW NOW, WHEN -- IF NOT THIS GENERATION, WHO?
(Or -- if not us, who?)

WE'VE LONG BEEN FAMILIAR WITH THE EXPRESSION "WAR IS HELL." BUT WHEN THE THREAT IS HELL, WAR BECOMES NECESSARY.

THE WHITE HOUSE IS DECLARING WAR ON THE CRACK HOUSE.

FOR AMERICANS, DRUGS HAVE BECOME THE [redacted] ULTIMATE FATAL ATTRACTION.

WE KNOW WE CAN'T TURN BACK THE CLOCK TO THE AMERICA OF NORMAN ROCKWELL, BUT WE WILL NEVER, EVER ACCEPT THE AMERICA OF TIMOTHY LEARY.

TO THOSE WHO SUGGEST THE LEGALIZATION OF DRUGS, I SAY THIS: LEGALIZATION MEANS SURRENDER. THE WORD "SURRENDER" HAS NEVER BEEN IN AMERICA'S VOCABULARY, AND IT NEVER WILL BE.

IT ALL COMES DOWN TO THIS: IF YOU'RE USING ILLEGAL DRUGS, YOU'RE ABUSING AMERICA.

(MANDATORY SENTENCING) IF DRUG DEALERS ARE GOING TO SENTENCE THEIR VICTIMS TO A LIFE OF MISERY, WE SHOULD SENTENCE THEM TO A ~~TERM~~ LIFE IN PRISON.

MORE...

TO: KRISTIN GEAR - DRUG SPEECH (CONT'D)

THE ENTERTAINMENT INDUSTRY SHOULD DO ITS PART. SONGS OR MOVIES THAT GLORIFY DRUGS TODAY SHOULD BE AS UNTHINKABLE AS SONGS OR MOVIES GLORIFYING THE NAZIS DURING WORLD WAR TWO.

THERE ARE SOME WHO PRETEND THEY ARE NOT PART OF THE PROBLEM BY CLAIMING THEIR DRUG USE IS ONLY RECREATIONAL OR CASUAL. WHAT'S CASUAL ABOUT UNDERMINING OUR SOCIETY?

EVEN A MARIJUANA CIGARETTE IS ANOTHER NAIL IN THE COFFIN OF THE AMERICAN DREAM.

WHEN EVEN INNOCENT BABIES ARE BORN ADDICTED TO DRUGS, IT'S TIME TO GIVE BIRTH TO A NEW COMMITMENT TO RID OUR SOCIETY OF THIS CURSE.

BRAVE ~~MENTAINE~~ AMERICANS HAVE NOT FOUGHT FOR FREEDOM ON FOREIGN SHORES, ONLY TO SEE OUR SHORES USED AS THE ENTRANCE POINT FOR FOREIGN SUBSTANCES.

OUR EFFORTS TO CLEANSE DRUGS FROM AMERICA'S SYSTEM WILL NOT BE EASY. BUT WE WILL ULTIMATELY SUCCEED BECAUSE, THROUGHOUT ALL OF OUR YEARS OF HISTORY, AMERICANS HAVE LOOKED NOT TO THE DIFFICULTY OF THE CHALLENGE, BUT TO THE WORTHINESS OF THE GOAL.