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THE WHITE HOUSE

WASHINGTON

March 17, 1989

MEMORANDUM TO THE PRESIDENT

FROM: Chriss Winston <sup>aw</sup>  
Deputy Assistant to the President for  
Communications

SUBJECT: Lancaster Drug Address

The Lancaster speech focuses on drug education and awareness, and the need for community involvement in the war on drugs. Lancaster, PA, a traditional, rural community, is grappling with the fact that the drug problem has come to small-town America. Your audience at Conestoga Valley High School is 300 parents, students, teachers and members of the community.

**REMARKS: CONESTOGA VALLEY HIGH SCHOOL  
LANCASTER, PENNSYLVANIA  
MARCH 22, 1989**

**THANK YOU.... I'M SORRY WE HAD SOME BAD WEATHER IN WASHINGTON A FEW WEEKS BACK, AND I HAD TO POSTPONE MY VISIT. I REMEMBER MY OWN SCHOOL DAYS, AND I CAN IMAGINE THE ONE THOUGHT THAT GOES THROUGH EVERY STUDENT'S MIND WHEN YOU FIRST HEAR THE PRESIDENT IS COMING:**

**THAT MEANS CLASSES WILL BE CANCELLED!**

**SO I APOLOGIZE -- ESPECIALLY TO ANY OF YOU WHO ENDED UP TAKING TESTS YOU HADN'T STUDIED FOR ON MARCH 7.**

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**2**

**TODAY, I WANT TO THANK THE STUDENTS, PARENTS, AND TEACHERS HERE AT CONESTOGA VALLEY, HARRY WIRTH, YOUR PRINCIPAL, AND CHAD WEAVER, STUDENT BODY PRESIDENT, FOR THIS WARM WELCOME. I ALSO WANT TO RECOGNIZE GOVERNOR CASEY, SENATOR SPECTOR AND CONGRESSMAN WALKER -- AND TWO KEY MEMBERS OF OUR ANTI-DRUG TEAM WHO ARE TRAVELLING WITH ME TODAY, BILL BENNETT AND FELLOW PENNSYLVANIAN DICK THORNBERG.**

**WE OFTEN THINK OF DRUG ABUSE AS AN URBAN, INNER-CITY PHENOMENON. MILLIONS OF AMERICANS THINK OF THEIR OWN COMMUNITIES, AND SAY, "IT CAN'T HAPPEN HERE."**

**THE PEOPLE OF RURAL PENNSYLVANIA KNOW THAT'S NOT TRUE. IN THE PAST TWO YEARS, DRUG ABUSE IN THIS AREA HAS ESCALATED. THE GOOD NEWS IS: YOU'RE FIGHTING BACK. YOUR COMMUNITY IS TOO PROUD, YOUR TRADITIONS HERE TOO DEEPLY ROOTED, FOR AN INVADER TO THREATEN YOUR SAFETY AND WELL-BEING WITHOUT A FIGHT.**

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**WHEN DRUGS COMES HERE TO THE CONESTOGA VALLEY, THAT'S PROOF THE DRUG EPIDEMIC IS A NATIONAL PROBLEM. LANCASTER IS A STRONG COMMUNITY -- A PLACE WHERE "SMALL-TOWN VALUES" ISN'T A CLICHE: IT'S A WAY OF LIFE. YOU KNOW WHAT MATTERS: FAMILY, FAITH, BEING A GOOD NEIGHBOR AND MEMBER OF THIS COMMUNITY. THE RISING PROBLEM HERE SIMPLY SHOWS HOW VULNERABLE EVERY AMERICAN CITY AND TOWN IS TO THE MENACE OF DRUG ABUSE. RECOGNIZING THIS FACT IS THE FIRST STEP TOWARDS FINDING A SOLUTION.**

AND LANCASTER IS ON ITS WAY. THIS MORNING, YOU HEARD FROM THOMAS HIPPLE AND PETER TRUE -- TWO YOUNG MEN WHO FOR THEIR OWN REASONS HAVE MADE A COMMITMENT TO HELP OTHERS UNDERSTAND THE LASTING DAMAGE DRUGS CAN DO, AND PREVENT THEIR PEERS FROM MAKING WHAT CAN BE A LIFE-SHATTERING CHOICE.

WHAT THOMAS AND PETER ARE DOING TAKES TREMENDOUS COURAGE AND COMMITMENT. I'M HERE TO SAY THAT YOU'RE NOT ALONE IN BATTLING THE DRUG PROBLEM. YOU HAVE PARTNERS -- IN YOUR COMMUNITY, AND IN OTHERS ACROSS AMERICA.

AND YOU HAVE PARTNERS IN THE WAR ON DRUGS IN WASHINGTON: RIGHT THERE ON PENNSYLVANIA AVENUE. AS I SAID IN MY INAUGURAL ADDRESS, I AM COMMITTED TO ENDING THE SCOURGE OF DRUGS.

OUR TASK TODAY IS NOT JUST TO DEPLORE THE DRUG PROBLEM, BUT TO TAKE ACTION AGAINST IT. WHAT THE BANNERS YOU'VE HUNG HERE TODAY SAY TO ME IS THAT CONESTOGA VALLEY AND THE PEOPLE OF LANCASTER ARE READY TO TAKE ACTION TO STOP THE DRUG SCOURGE.

AND ONE OF THE MOST POWERFUL WEAPONS IN THE WAR AGAINST DRUG ABUSE IS EDUCATION.

OF COURSE, THERE'S ANOTHER SIDE TO THE DRUG PROBLEM THAT I'LL BE SPEAKING ABOUT LATER TODAY, WHEN I VISIT WILMINGTON, DELAWARE ON MY WAY BACK TO WASHINGTON. THAT'S INTERDICTION AND ENFORCEMENT -- OUR EFFORT TO STOP THE SUPPLY OF ILLEGAL DRUGS, AND SHUT DOWN THE DRUG TRADE. BUT THIS MORNING, I WANT TO FOCUS ON MEANS OF PREVENTION -- ON DRYING UP DEMAND FOR ILLEGAL DRUGS.

ANTI-DRUG EDUCATION AND AWARENESS CAN HELP PROVIDE OUR CHILDREN AND YOUNG ADULTS WITH BOTH THE REASONS AND THE WILL-POWER TO RESIST THE LURE OF DRUGS.

THAT'S THE AIM OF AN ANTI-DRUG EDUCATION PROGRAM CALLED DARE -- DRUG ABUSE RESISTANCE EDUCATION -- THAT'S HELPING, AS THE PEOPLE INVOLVED WITH DARE LIKE TO SAY, "DRUG-PROOF" OUR CHILDREN. THE PROGRAM WAS PIONEERED BY THE LOS ANGELES POLICE DEPARTMENT AND THE LA PUBLIC SCHOOL SYSTEM.

**DARE SENDS POLICEMEN INTO THE CLASSROOM, TO WORK WITH KIDS, BUILD THEIR SELF-ESTEEM, TEACH THEM THAT THEY CAN REFUSE WHEN THEY ARE PRESSURED TO TRY DRUGS. AND THE DARE PROGRAM IS TEACHING YOUNGSTERS SOMETHING ELSE: THAT THE POLICE AND THEIR SCHOOLS ARE UNITED IN A COMMON EFFORT TO STOP DRUG ABUSE. IN THE SIX YEARS SINCE THE PROGRAM BEGAN IN CALIFORNIA, DARE HAS CAUGHT ON NATIONWIDE. THIS YEAR, IN 1200 COMMUNITIES IN 45 STATES, THREE MILLION CHILDREN WILL PARTICIPATE.**

**DARE IS JUST ONE EXAMPLE OF THE KIND OF PROGRAM THAT CAN PROVIDE OUR CHILDREN BOTH THE REASONS AND THE WILL-POWER TO RESIST THE LURE OF DRUGS. THERE IS NO ONE RIGHT ANSWER WHEN IT COMES TO BATTLING DRUG ABUSE. EACH COMMUNITY WILL FIND WHAT WORKS BEST -- AND WE WILL ALL LEARN FROM EACH OTHER.**

**HERE IN LANCASTER, YOU HAVE A PROGRAM CALLED HIGH RISK YOUTH IN THE ELEMENTARY SCHOOLS, AND ANOTHER CALLED SCIP -- SCHOOL COMMUNITY INTERVENTION PROGRAM, IN PLACE IN THE HIGH SCHOOLS AND JUNIOR HIGHS.**

THEY AIM AT IDENTIFYING YOUNG PEOPLE WHOSE CIRCUMSTANCES AND FAMILY SITUATIONS MAKE THEM MOST VULNERABLE TO THE LURE OF DRUGS. TARGETING THESE YOUTH FOR SPECIAL ATTENTION IS CRUCIAL, AND WITH HIGH RISK YOUTH AND SCIP, YOU ARE DOING SOMETHING TO STOP DRUG PROBLEMS BEFORE THEY BEGIN.

FOR MY PART, I'M COMMITTED TO SEEING THAT DRUG EDUCATION RECEIVES THE FUNDING IT NEEDS.

-- MY BUDGET FOR 1990 CALLS FOR A FULL \$1.1 BILLION DOLLARS FOR DRUG PREVENTION AND ANTI-DRUG EDUCATION ACTIVITIES -- UP 16% OVER 1989.

-- I'VE URGED CONGRESS TO PROVIDE 392 MILLION DOLLARS FOR THE DRUG FREE SCHOOLS AND COMMUNITIES PROGRAM, FUNDS THAT GO TO THE STATES AND INSTITUTIONS OF HIGHER EDUCATION.

-- AND I'VE CHOSEN BILL BENNETT TO SERVE AS DIRECTOR OF MY OFFICE OF NATIONAL DRUG CONTROL POLICY, TO MAP STRATEGY AND OVERSEE THE ANTI-DRUG CAMPAIGN.

I PICKED BILL FOR THIS JOB BECAUSE HE'S KNOWLEDGEABLE, HE'S TOUGH, AND HE'S DETERMINED -- BUT MOST IMPORTANTLY, HE CARES DEEPLY ABOUT THE CHILDREN OF THIS COUNTRY.

THESE INITIATIVES ARE IMPORTANT, AND THEY'LL HAVE AN IMPACT. BUT THERE'S A ROLE FOR EACH OF US IN THE WAR ON DRUGS, AND I HOPE YOU'LL JOIN ME IN ASKING WHAT YOU CAN DO TO HELP -- ESPECIALLY TO ADVANCE ANTI-DRUG EDUCATION AND AWARENESS.

WE CAN ALL PLAY A PART IN INCREASING AWARENESS ABOUT THE RAVAGES OF DRUG DEPENDENCY. WE MUST GET THE MESSAGE ACROSS THAT DRUGS AREN'T A FORM OF ENTERTAINMENT OR A HARMLESS MEANS OF ESCAPE -- DRUGS ARE A POISON, TO USERS AND TO OUR COMMUNITIES.

BUT A WIDESPREAD AWARENESS OF THE DANGERS OF DRUG ABUSE DEPENDS ON SENDING CONSISTENT SIGNALS -- ON SENDING A CLEAR MESSAGE THAT USING DRUGS ISN'T FASHIONABLE, ISN'T FUN, AND ABOVE ALL, ISN'T SAFE.

FOR TOO LONG OUR POPULAR CULTURE GLORIFIED DRUG USE. I THINK THAT'S CHANGING NOW -- AND THAT'S A REAL CHANGE FOR THE BETTER. CONSIDER THE ANTI-DRUG ABUSE CAMPAIGN ON TELEVISION.

NOT LONG AGO, I WAS TOLD A STORY ABOUT A LITTLE GIRL, FOUR YEARS OLD, WHO'S GETTING THE MESSAGE. SHE GOT UP FROM IN FRONT OF THE TV TO TELL HER PARENTS SOMETHING IMPORTANT.

"DRUGS," SHE SAID, "FRY YOUR BRAIN LIKE AN EGG."



WE'VE ALL SEEN THE COMMERCIAL THAT LITTLE GIRL WAS TALKI ABOUT. WHETHER YOU'RE FOUR OR FOURTEEN OR FORTY, THE MESSAGE GETS ACROSS. LET'S ALL CARRY THAT MESSAGE.

AND LET'S SHED SOME OF THE PERCEPTIONS ABOUT THE DRUG PROBLEM THAT ARE COMFORTING, BUT ARE COMPLETELY INCORRECT.

THERE'S NO ROOM FOR SAYING, "DRUG ABUSE DOESN'T AFFECT ME." THINK ABOUT THE COSTS OF DRUG ABUSE: THE LOST TIME, THE WASTE, THE CRIME, THE ACCIDENTS THAT CAN BE TRACED TO THE INFLUENCE OF DRUGS... TWENTY THREE MILLION AMERICANS USED ILLEGAL DRUGS LAST YEAR.

**COUNTLESS THOUSANDS DIED. THE FACT IS THAT NONE OF US IS IMMUNE TO THE PROBLEMS DRUG ABUSE CAN CAUSE.**

**TOGETHER, LET'S YOU AND ME SEND A MESSAGE ON DRUG ABUSE:**

**TO THE SO-CALLED "CASUAL" USER: FACE UP TO THE FACT THAT YOUR SO-CALLED "RECREATIONAL" DRUG USE CONTRIBUTES TO THE DRUG CULTURE -- TO THE CRIME, DEATH AND DEGRADATION ASSOCIATED WITH THE DRUG TRADE.**

**TO PARENTS: YOUR CHILDREN KNOW MORE THAN YOU REALIZE ABOUT DRUGS. MAKE IT YOUR BUSINESS AS A PARENT TO KNOW ABOUT DRUG ABUSE YOURSELF. EDUCATE YOURSELVES: DON'T HIDE FROM THE REALITY OF DRUG ABUSE IN OUR COMMUNITIES AND HOPE FOR THE BEST. YOUR CHILDREN DEPEND ON YOU TO HELP THEM SEPARATE FACT FROM FICTION -- TO HELP THEM MAKE A CHOICE, AND STICK WITH IT, WHEN IT COMES TO RESISTING DRUGS.**

TO OUR CHILDREN, LET'S SEND THE MESSAGE THAT DRUGS ARE DANGEROUS. THAT YOU DON'T NEED DRUGS TO FEEL GOOD ABOUT YOURSELF -- OR TO WIN APPROVAL FROM OTHERS. THAT YOUR PARENTS, THE PEOPLE IN YOUR SCHOOLS AND YOUR COMMUNITY CARE.

BUT MOST OF ALL, YOU MUST UNDERSTAND THAT THE DECISION AGAINST DRUGS IS YOURS TO MAKE -- NO ONE ELSE'S. WHEN IT'S TIME TO DRAW THE LINE AGAINST DRUGS, THE FINAL CHOICE IS YOURS.

I GET A LOT OF MAIL, AND A GREAT MANY LETTERS FROM SCHOOL CHILDREN. I GOT ONE NOT LONG AGO FROM A GIRL IN CALIFORNIA, A FIFTH-GRADER. SHE TOLD ME HOW SHE WANTED TO CHANGE THE WORLD -- AND THAT MAKING THE WORLD A BETTER PLACE MEANT PUTTING AN END TO DRUG ABUSE. THEN SHE WROTE: "I DON'T KNOW IF I CAN DO THIS BY MYSELF. CAN YOU HELP?"

YES, I CAN -- AND SO CAN ALL OF YOU. THAT'S THE ANSWER WE OWE OUR CHILDREN. BUT THERE'S SOMETHING ELSE THAT LITTLE GIRL WHO WROTE THAT LETTER NEEDS TO KNOW.

THERE IS SOMETHING THAT SHE CAN DO -- THAT ALL OF US HERE CAN DO -- TO BRING OURSELVES ONE STEP CLOSER TO WINNING THE WAR ON DRUGS:

WE CAN TAKE A STAND, AND SAY: WE DON'T DO DRUGS. AND ANY TIME ANY ONE OF US TAKES THAT STAND, THAT'S ANOTHER BATTLE WON.

AS A COMMUNITY, WE MUST WORK TO MAKE IT AS EASY AS POSSIBLE FOR OUR CHILDREN TO MAKE THE CHOICE AGAINST DRUGS.

WE CAN DO IT BY CREATING AN ENVIRONMENT -- A SAFE, SECURE SPACE -- WHERE OUR CHILDREN CAN ACQUIRE A SENSE OF SELF AND SELF-CONFIDENCE SO SECURE THAT NO AMOUNT OF PEER GROUP PRESSURE CAN PUSH THEM INTO TAKING DRUGS.

IN MANY HOMES ACROSS AMERICA, IN MANY OF OUR COMMUNITIES, HERE IN LANCASTER, YOU'RE DOING JUST THAT. SURE THINGS HAVE CHANGED. BUT MOST AMERICANS WANT TO SEE THEIR TOWNS RESTORED TO A TIME WHEN DRUGS CAME FROM THE LOCAL M.D.

A PLACE OF MOTHERS AND FATHERS AND CHILDREN AND GRANDPARENTS AND BICYCLES AND BASEBALL AND SPELLING BEES. WHERE CRACK WAS SOMETHING YOU JUMPED OVER TO AVOID BAD LUCK. WITH YOUR HARD WORK AND COMMITMENT, THAT DAY WILL COME SOONER.

MY MESSAGE TO YOU TODAY IS: DON'T DO DRUGS. KEEP FIGHTING BACK. FIGHT FOR YOUR COMMUNITY, FOR YOUR CHILDREN. THE WAR ON DRUGS WILL ULTIMATELY BE WON ONE DAY, ONE BATTLE AT A TIME --

THE BATTLES EACH AND EVERY ONE OF US WAGE TO KEEP OUR FAMILIES AND COMMUNITIES FREE FROM DRUG ABUSE. WE'VE LEARNED A HARD LESSON -- UNLESS WE JOIN TOGETHER AND FIGHT, IT CAN HAPPEN HERE. BUT IF WE DO WORK AS A TEAM AND AS A COMMUNITY, IT WON'T.

LET THESE BANNERS BE A BATTLE CRY -- THAT IN CONESTOGA VALLEY, IN LANCASTER, AND IN COMMUNITIES LIKE YOURS ALL OVER THE COUNTRY, WE WILL JOIN TOGETHER, TURN THE TIDE, AND BRING THE DRUG EPIDEMIC TO AN END.

THANK YOU.

THE WHITE HOUSE

Office of the Press Secretary  
(Lancaster, Pennsylvania)

For Immediate Release

March 22, 1989

REMARKS BY THE PRESIDENT  
AT CONESTOGA VALLEY HIGH SCHOOL

Conestoga Valley High School  
Lancaster, Pennsylvania

9:17 A.M. EST

THE PRESIDENT: Thank you very, very much. Thank you Chad Weaver, and Mr. Wirth. Chad, thank you, and Mr. Wirth, thank you, sir, for having us here. I'm sorry we had a little bad weather a week or two ago and postponing this visit. Thinking back, regrettably quite a few years, to my own school days, I can imagine one thought that might have run through your mind. I hope he comes back -- anything to get out of class. (Laughter.) So I apologize for any inconvenience on the tests, but I want to thank the students, the parents, the teachers here. Mr. Wirth, your principal, and Chad Weaver, the student body president. Listening to him and his poise up here I don't know how Senator Specter or Governor Casey, or even I, might feel. This guy might run against us someday. He sounds terrific. (Laughter and applause.) Pretty tough.

I am particularly grateful to the Governor of the Commonwealth for being here with us. And Senator Specter, a most respected leader in the United States Senate for taking the time out to come here. Your own Congressman has a vote, an important vote, on our side of the aisle -- his side -- today, that keeps determining the leadership there -- that keeps him -- I think he planned to be with us if that vote hadn't taken place. But I do want to pay my respects to Bob Walker. And then my special introduction to you -- one who you know well, and who has been a symbol of propriety and leadership and enthusiasm for Pennsylvania. And that, of course, is your own ex-governor and now the Attorney General of the United States, Dick Thornburgh. What a job he is doing. (Applause.)

And the other -- I'm not sure he's been here, but he's been almost every place else -- I expect he's been to Lancaster, but Bill Bennett, a former Secretary of Education is now the first drug czar. Why in the United States we use the word "czar" to establish a real leader, I don't know. But he's tough as the czars were and he is going to help us whip the scourge of drugs. And here he is, Bill Bennett. (Applause.)

You know we often think of drug abuse as an urban, inner-city phenomenon. Millions of Americans think of their own communities and they say, "it can't happen here." Well, the people of rural Pennsylvania know that's not true. And in the past couple of years, drug abuse has escalated here. And the good news is you're fighting back. Your community is too proud, your traditions here too deeply rooted for an invader to threaten your safety and well-being.

its way.

This morning you heard from Thomas Hipple and Peter True, two young men who for reasons of their own have made a commitment to help others understand the lasting damage that drugs can do and prevent their peers from making what can be a life-shattering choice. What Tom and Peter are doing takes tremendous courage and commitment. And I'm here to say that you're not alone in this battling the drug problem. You have partners -- in your community, and in others across the United States. And you have partners in the war on drugs in Washington -- right there on Pennsylvania Avenue. And as I said in my Inaugural Address, and I will keep saying it because I feel driven by this commitment, I am committed to the ending of the scourge of drugs across the United States of America and I need your help. (Applause.)

Our task is not just to deplore the drug problem, but to take action against it. What the banners that I've seen here say to me is that this valley and the people of Lancaster are ready to take action to stop the drug scourge. And one of the most powerful weapons against drug use is education.

And, of course, there's another side to the drug program. I'm going to be going down with Dick Thornburgh and Bill Bennett, down to Wilmington later on on my way back to Washington. And there we'll be talking about interdiction, stopping drugs from coming in. And also, enforcement, the law enforcement side that Dick Thornburgh has the responsibility for -- our effort to stop the illegal drugs, shut down the drug trade. But this morning, I want to talk to you all on the means of prevention -- on drying up the demand for illegal drugs.

Antidrug education and awareness can help provide the kids and the young adults with both the reasons and the willpower to resist the lure of drugs. And that's the aim of an antidrug education program called DARE -- D-A-R-E -- Drug Abuse Resistance Education -- and that's helping, as the people involved with DARE like to say, "drug-proof" our children. The program was pioneered incidentally by the Los Angeles Police Department and the L.A. public school system. I've been out there and witnessed the program in action and DARE sends these police officers into the classroom, to work with the kids, build their self-esteem, teach them that they can refuse when they're pressured to try drugs. And the DARE program is teaching youngsters something else: that the police and their schools are united in a common effort to stop drug abuse. In the six years since the program began in California, DARE has caught on nationwide. And this year, in 1200 communities in 45 states, three million children will participate.

DARE is just one example -- one example -- of the kind of program that can provide our children both the reasons and the willpower to resist the lure of drugs. There is no one right answer when it comes to battling drug abuse. Each community will find what works best -- and we'll learn from each other.

I'm told that right here in Lancaster, you have a program called High Risk Youth in the elementary schools.

antidrug education activity. And even in these tight budget times, that's up 16 percent over 1989.

I've urged Congress to provide \$392 million for the Drug Free Schools and Communities program, funds that go to the states and institutions of higher education.

And then I've -- as I mentioned earlier with great pride, and I'll say it again, I have selected Bill Bennett, to serve as the Director -- this is his official title, I told you the nickname -- the Director of the Office of National Drug Control Policy, to map strategy and oversee the antidrug campaign. And I'll tell you, I picked him because he's knowledgeable, he's tough, and he is determined. And most importantly though, he cares deeply about the young people of this country.

These initiatives are important, and they're going to have an impact. But there's a role for each of us in the war on drugs, and I hope you'll join me in asking what you can do to help -- especially to advance the antidrug education and awareness.

You know, we can all play a part in increasing awareness about the ravages of drug dependency. We must get the message across that drugs are not a form of entertainment or a helpless, harmless means of escape -- drugs are a poison, to users and to our communities.

But a widespread awareness of the dangers of drug abuse depends on sending consistent signals -- on sending a clear message that using drugs is not fashionable, is not fun, and above all else, it is not safe.

For too long -- and this isn't the fault of the young people here -- because for too long, our culture, our popular culture glorified drug use. I think that's changing now -- and that's a real change for the better. Consider the antidrug abuse campaign on television.

Not long ago, I was told a story about a little girl, four years old, who's getting the message. She got up from in front of the television to tell her parents something important. "Drugs," she said, "fry your brain like an egg." We've all seen that commercial the little girl was talking about. Whether you're four or fourteen or forty, the message gets across. And let's carry that message, all of us. And I would say right here I hope that the movie producers and the movie directors and those involved in the entertainment business will stop, will put an end to the glorification or its humorous treatment of narcotics. (Applause.)

And let's shed some of the perceptions about the drug problem that are comforting, but are completely incorrect.

There's no room for saying, "drug abuse doesn't affect me." Think about the costs of drug abuse: the lost time, the waste, the crime, the accidents that can be traced to the influence of drugs -- twenty three million Americans used illegal drugs last year.

there in the street. But there was a team that had worked in a white-collar business, in the brokerage business, of all things, down on Wall Street. They looked like they belonged on Wall Street -- nice clean-cut guys, you know -- a wonderful looking young man and a young woman. And they said that in that culture there, if people stayed over and worked overtime, their reward might be some cocaine to stay on a little extra -- later in the office. It isn't just the impoverished, it isn't just those who are fighting trauma in their lives. There's this whole concept that recreational drug use has been condoned and we've got to stop it. We have got to make people understand, whatever walk of life you're in, that drug use is bad, it's death, it is degradation. And so, the fight is not going to be just in the ghettos where the impoverished and the hopeless are, it's going to be all across the board.

To parents: your children know more than you realize about drugs. Make it your business as a parent to know about drug abuse yourself. Educate yourselves: don't hide from the reality of drug abuse in our communities and then hope for the best -- hope that someone else will solve the problem. Your children depend on you to help separate the fact from the fiction -- to help them make a choice, and then stick with it, when it comes to resisting drugs.

To the kids, let's send the message that drugs are dangerous. That you don't need drugs to feel good about yourself -- or to win approval from others. That your parents, the people in your schools and your community care.

But most of all, you must understand that the decision against drugs is yours to make -- no one else's. When it's time to draw the line against drugs, the final choice is yours.

I get a lot of mail. Some of it is very serious, some of it very disturbing, and some of it quite amusing. Get a lot of letters from school kids. I got one not long ago from a girl in California, fifth grader. She told me how she wanted to change the world -- wonderfully idealistic -- and that making the world a better place meant putting an end to drug abuse. And then she wrote, "I don't know if I can do it all by myself, I need your help." Well, she does, and she's going to get it. And yes, I can help, and so can all of you. And that's the answer we owe our children. But there's something else that the little girl who wrote that letter needs to know. There is something that she can do, that all of us here can do, to bring ourselves one step closer to winning the war on drugs. We can take a stand and say we don't do drugs. And anytime anyone of us takes that stand, that is another battle won.

As a community, we must work to make it as easy as possible for our children to make the choice against drugs. We can do it by creating an environment -- a safe, secure space, if you will, where our kids can acquire a sense of self and self-confidence so secure that no amount of peer group pressure can push them into taking drugs.

I mentioned that I'm going to talk about enforcement later on today, but I don't want to leave here without saying to you the enforcement side of this equation is absolutely essential.

on drugs will ultimately be won one day, one battle at a time -- the battles each and every one of us wage to keep our families and communities free from drug abuse. We've learned a hard lesson. Unless we join together and fight, it can happen here. But if we do work as a team and as a community, it won't.

And so, let these banners -- let these banners be a battle cry -- and that Conestoga Valley, in Lancaster, in communities like yours all over the country, we will join together, turn the tide and bring the drug epidemic to an end with finality -- over -- history. Now we need your help. (Applause.)

Thank you very much. Thank you all.

END

9:38 A.M. EST

THE WHITE HOUSE

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(Lancaster, Pennsylvania)

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Our task is not just to deplore the drug problem, but to take action against it. What the banners that I've seen here say to me is that this valley and the people of Lancaster are ready to take action to stop the drug scourge. And one of the most powerful weapons against drug use is education.

And, of course, there's another side to the drug program. I'm going to be going down with Dick Thornburgh and Bill Bennett, down to Wilmington later on on my way back to Washington. And there we'll be talking about interdiction, stopping drugs from coming in. And also, enforcement, the law enforcement side that Dick Thornburgh has the responsibility for -- our effort to stop the illegal drugs, shut down the drug trade. But this morning, I want to talk to you all on the means of prevention -- on drying up the demand for illegal drugs.

Antidrug education and awareness can help provide the kids and the young adults with both the reasons and the willpower to resist the lure of drugs. And that's the aim of an antidrug education program called DARE -- D-A-R-E -- Drug Abuse Resistance Education -- and that's helping, as the people involved with DARE like to say, "drug-proof" our children. The program was pioneered incidentally by the Los Angeles Police Department and the L.A. public school system. I've been out there and witnessed the program in action and DARE sends these police officers into the classroom, to work with the kids, build their self-esteem, teach them that they can refuse when they're pressured to try drugs. And the DARE program is teaching youngsters something else: that the police and their schools are united in a common effort to stop drug abuse. In the six years since the program began in California, DARE has caught on nationwide. And this year, in 1200 communities in 45 states, three million children will participate.

DARE is just one example -- one example -- of the kind of program that can provide our children both the reasons and the willpower to resist the lure of drugs. There is no one right answer when it comes to battling drug abuse. Each community will find what works best -- and we'll learn from each other.

I'm told that right here in Lancaster, you have a program called High-Risk Youth in the elementary schools -- elementary

antidrug education activity. And even in these tight budget times, that's up 16 percent over 1989.

I've urged Congress to provide \$392 million for the Drug Free Schools and Communities program, funds that go to the states and institutions of higher education.

And then I've -- as I mentioned earlier with great pride, and I'll say it again, I have selected Bill Bennett, to serve as the Director -- this is his official title, I told you the nickname -- the Director of the Office of National Drug Control Policy, to map strategy and oversee the antidrug campaign. And I'll tell you, I picked him because he's knowledgeable, he's tough, and he is determined. And most importantly though, he cares deeply about the young people of this country.

These initiatives are important, and they're going to have an impact. But there's a role for each of us in the war on drugs, and I hope you'll join me in asking what you can do to help -- especially to advance the antidrug education and awareness.

You know, we can all play a part in increasing awareness about the ravages of drug dependency. We must get the message across that drugs are not a form of entertainment or a helpless, harmless means of escape -- drugs are a poison, to users and to our communities.

But a widespread awareness of the dangers of drug abuse depends on sending consistent signals -- on sending a clear message that using drugs is not fashionable, is not fun, and above all else, it is not safe.

For too long -- and this isn't the fault of the young people here -- because for too long, our culture, our popular culture glorified drug use. I think that's changing now -- and that's a real change for the better. Consider the antidrug abuse campaign on television.

Not long ago, I was told a story about a little girl, four years old, who's getting the message. She got up from in front of the television to tell her parents something important. "Drugs," she said, "fry your brain like an egg." We've all seen that commercial the little girl was talking about. Whether you're four or fourteen or forty, the message gets across. And let's carry that message, all of us. And I would say right here I hope that the movie producers and the movie directors and those involved in the entertainment business will stop, will put an end to the glorification or its humorous treatment of narcotics. (Applause.)

And let's shed some of the perceptions about the drug problem that are comforting, but are completely incorrect.

There's no room for saying, "drug abuse doesn't affect me." Think about the costs of drug abuse: the lost time, the waste, the crime, the accidents that can be traced to the influence of drugs -- twenty three million Americans used illegal drugs last year.

there in the street. But there was a team that had worked in a white-collar business, in the brokerage business, of all things, down on Wall Street. They looked like they belonged on Wall Street -- nice clean-cut guys, you know -- a wonderful looking young man and a young woman. And they said that in that culture there, if people stayed over and worked overtime, their reward might be some cocaine to stay on a little extra -- later in the office. It isn't just the impoverished, it isn't just those who are fighting trauma in their lives. There's this whole concept that recreational drug use has been condoned and we've got to stop it. We have got to make people understand, whatever walk of life you're in, that drug use is bad, it's death, it is degradation. And so, the fight is not going to be just in the ghettos where the impoverished and the hopeless are, it's going to be all across the board.

To parents: your children know more than you realize about drugs. Make it your business as a parent to know about drug abuse yourself. Educate yourselves: don't hide from the reality of drug abuse in our communities and then hope for the best -- hope that someone else will solve the problem. Your children depend on you to help separate the fact from the fiction -- to help them make a choice, and then stick with it, when it comes to resisting drugs.

To the kids, let's send the message that drugs are dangerous. That you don't need drugs to feel good about yourself -- or to win approval from others. That your parents, the people in your schools and your community care.

But most of all, you must understand that the decision against drugs is yours to make -- no one else's. When it's time to draw the line against drugs, the final choice is yours.

I get a lot of mail. Some of it is very serious, some of it very disturbing, and some of it quite amusing. Get a lot of letters from school kids. I got one not long ago from a girl in California, fifth grader. She told me how she wanted to change the world -- wonderfully idealistic -- and that making the world a better place meant putting an end to drug abuse. And then she wrote, "I don't know if I can do it all by myself, I need your help." Well, she does, and she's going to get it. And yes, I can help, and so can all of you. And that's the answer we owe our children. But there's something else that the little girl who wrote that letter needs to know. There is something that she can do, that all of us here can do, to bring ourselves one step closer to winning the war on drugs. We can take a stand and say we don't do drugs. And anytime anyone of us takes that stand, that is another battle won.

As a community, we must work to make it as easy as possible for our children to make the choice against drugs. We can do it by creating an environment -- a safe, secure space, if you will, where our kids can acquire a sense of self and self-confidence so secure that no amount of peer group pressure can push them into taking drugs.

I mentioned that I'm going to talk about enforcement later on today, but I don't want to leave here without saying to you the enforcement side of this equation is absolutely essential.

on drugs will ultimately be won one day, one battle at a time -- the battles each and every one of us wage to keep our families and communities free from drug abuse. We've learned a hard lesson. Unless we join together and fight, it can happen here. But if we do work as a team and as a community, it won't.

And so, let these banners -- let these banners be a battle cry -- and that Conestoga Valley, in Lancaster, in communities like yours all over the country, we will join together, turn the tide and bring the drug epidemic to an end with finality -- over -- history. Now we need your help. (Applause.)

Thank you very much. Thank you all.

END

9:38 A.M. EST

MASTER I

Document No. 013442

**WHITE HOUSE STAFFING MEMORANDUM**

DATE: 3/18/89 ACTION/CONCURRENCE/COMMENT DUE BY: -----

SUBJECT: CONESTOGA VALLEY HIGH SCHOOL, LANCASTER, PA.

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input type="checkbox"/>	
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input type="checkbox"/>	
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	STUDDERT	<input type="checkbox"/>	
BATES	<input type="checkbox"/>	<input checked="" type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input type="checkbox"/>	
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BENNETT	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

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

1989 MAR 17 3:53

(McGroarty)  
March 17, 1989  
5:10 pm  
Final II

PRESIDENTIAL REMARKS: CONESTOGA VALLEY HIGH SCHOOL  
LANCASTER, PENNSYLVANIA  
MARCH 22, 1989

I thank the students, parents, and teachers here at Conestoga Valley, Harry Wirth, your principal, and Chad Weaver, Student Body President, for this warm welcome. I especially want to commend Congressman Bob Walker for his role in the passage of the Anti-Drug Act of 1988, and for his efforts toward achieving a drug-free workplace.

We often think of drug abuse as an urban, inner-city phenomenon. Millions of Americans think of their own communities, and say, "it can't happen here."

The people of rural Pennsylvania know that's not true. In the past two years, drug abuse in this area has escalated. The good news is: you're fighting back. Your community is too proud, your traditions here too deeply rooted, for an invader to threaten your safety and well-being without a fight.

When drugs comes here to the Conestoga Valley, that's proof the drug epidemic is a national problem. Lancaster is a strong community -- a place where "small-town values" isn't a cliché: It's a way of life. You know what matters: family, faith, being a good neighbor and member of this community. The rising problem here simply shows how vulnerable every American city and town is to the menace of drug abuse. Recognizing this fact is the first step towards finding a solution.

And Lancaster is on its way. This morning, you heard from Thomas Hipple and Peter True -- two young men who for their own reasons have made a commitment to help others understand the lasting damage drugs can do, and prevent their peers from making what can be a life-shattering choice.

What Thomas and Peter are doing takes tremendous courage and commitment. I'm here to say that you're not alone in battling the drug problem. You have partners -- in your community, and in others across America. And you have partners in the war on drugs in Washington: right there on Pennsylvania Avenue. As I said in my Inaugural Address, I am committed to ending the scourge of drugs.

Our task today is not just to deplore the drug problem, but to take action against it. What the banners you've hung here today say to me is that Conestoga Valley and the people of Lancaster are ready to take action to stop the drug scourge.

And one of the most powerful weapons in the war against drug abuse is education.

Of course, there's another side to the drug problem that I'll be speaking about later today, when I visit Wilmington, Delaware on my way back to Washington. That's interdiction and enforcement -- our effort to stop the supply of illegal drugs, and shut down the drug trade. But this morning, I want to focus on means of prevention -- on drying up demand for illegal drugs.

Anti-drug education and awareness can help provide our children and young adults with both the reasons and the will-power to resist the lure of drugs.

That's the aim of an anti-drug education program called DARE -- Drug Abuse Resistance Education -- that's helping, as the people involved with DARE like to say, "drug-proof" our children. The program was pioneered by the Los Angeles Police Department and the LA public school system. DARE sends policemen into the classroom, to work with kids, build their self-esteem, teach them that they can refuse when they are pressured to try drugs. And the DARE program is teaching youngsters something else: that the police and their schools are united in a common effort to stop drug abuse. In the six years since the program began in California, DARE has caught on nationwide. This year, in 1200 communities in 45 states, three million children will participate.

DARE is just one example of the kind of program that can provide our children both the reasons and the will-power to resist the lure of drugs. There is no one right answer when it comes to battling drug abuse. Each community will find what works best -- and we will all learn from each other.

Here in Lancaster, you have a program called High Risk Youth in the elementary schools, and another called SCIP -- School Community Intervention Program, in place in the high schools and junior highs. They aim at identifying young people whose circumstances and family situations make them most vulnerable to the lure of drugs. Targeting these youth for special attention is crucial, and with High Risk Youth and SCIP, you are doing something to stop drug problems before they begin.

For my part, I'm committed to seeing that drug education receives the funding it needs.

-- My budget for 1990 calls for a full \$1.1 billion dollars for drug prevention and anti-drug education activities -- up 16% over 1989.

-- I've urged Congress to provide 392 million dollars for the Drug Free Schools and Communities program, funds that go to the states and institutions of higher education.

-- And I've nominated to serve as Director of my Office of National Drug Control Policy, Bill Bennett, to map strategy and oversee the anti-drug campaign. I picked Bill for this job because he's knowledgeable, he's tough, and he's determined -- but most importantly, he cares deeply about the children of this country.

These initiatives are important, and they'll have an impact. But there's a role for each of us in the war on drugs, and I hope you'll join me in asking what you can do to help -- especially to advance anti-drug education and awareness.

We can all play a part in increasing awareness about the ravages of drug dependency. We must get the message across that drugs aren't a form of entertainment or a harmless means of escape -- drugs are a poison, to users and to our communities.

But a widespread awareness of the dangers of drug abuse depends on sending consistent signals -- on sending a clear message that using drugs isn't fashionable, isn't fun, and above all, isn't safe.

For too long our popular culture glorified drug use. I think that's changing now -- and that's a real change for the better. Consider the anti-drug abuse campaign on television.

Not long ago, I was told a story about a little girl, four years old, who's getting the message. She got up from in front of the TV to tell her parents something important.

"Drugs," she said, "fry your brain like an egg."

We've all seen the commercial that little girl was talking about. Whether you're four or fourteen or forty, the message gets across. Let's all carry that message.

And let's shed some of the perceptions about the drug problem that are comforting, but are completely incorrect.

There's no room for saying, "drug abuse doesn't affect me." Think about the costs of drug abuse: the lost time, the waste, the crime, the accidents that can be traced to the influence of drugs... Twenty three million Americans used illegal drugs last year. Countless thousands died. The fact is that none of us is immune to the problems drug abuse can cause.

Together, let's you and me send a message on drug abuse:

To the so-called "casual" user: face up to the fact that your so-called "recreational" drug use contributes to the drug culture -- to the crime, death and degradation associated with the drug trade.

To parents: your children know more than you realize about drugs. Make it your business as a parent to know about drug abuse yourself. Educate yourselves: don't hide from the reality of drug abuse in our communities and hope for the best. Your children depend on you to help them separate fact from fiction -- to help them make a choice, and stick with it, when it comes to resisting drugs.

To our children, let's send the message that drugs are dangerous. That you don't need drugs to feel good about yourself -- or to win approval from others. That your parents, the people in your schools and your community care.

But most of all, you must understand that the decision against drugs is yours to make -- no one else's. When it's time to draw the line against drugs, the final choice is yours.

As a community, we must work to make it as easy as possible for our children to make the choice against drugs. We can do it by creating an environment -- a safe, secure space -- where our children can acquire a sense of self and self-confidence so secure that no amount of peer group pressure can push them into taking drugs.

In many homes across America, in many of our communities, here in Lancaster, you're doing just that. Sure things have changed. But most Americans want to see their towns restored to

a time when drugs came from the local M.D. A place of mothers and fathers and children and grandparents and bicycles and baseball and spelling bees. Where crack was something you jumped over to avoid bad luck. With your hard work and commitment, that day will come sooner.

My message to you today is: Don't do drugs. Keep fighting back. Fight for your community, for your children. The war on drugs will ultimately be won one day, one battle at a time -- the battles each and every one of us wage to keep our families and communities free from drug abuse. We've learned a hard lesson -- unless we join together and fight, it can happen here. But if we do work as a team and as a community, it won't.

Let these banners be a battle cry -- that in Conestoga Valley, in Lancaster, and in communities like yours all over the country, we will join together, turn the tide, and bring the drug epidemic to an end.

Thank you.

(McGroarty)  
March 6, 1989  
11:30 pm  
Final

PRESIDENTIAL REMARKS: CONESTOGA VALLEY HIGH SCHOOL  
LANCASTER, PENNSYLVANIA  
MARCH 7, 1989

I thank the students, parents, and teachers here at Conestoga Valley, Harry Wirth, your principal, and Chad Weaver, Student Body President, for this warm welcome. I especially want to commend Congressman Bob Walker for his role in the passage the Anti-Drug Act of 1988, and for his efforts toward achieving a drug-free workplace.

We often think of drug abuse as an urban, inner-city phenomenon. Millions of Americans think of their own communities, and say, "it can't happen here."

The people of rural Pennsylvania know that's not true. In the past two years, drug abuse in this area has escalated. The good news is: you're fighting back. Your community is too proud, your traditions here too deeply rooted, for an invader to threaten your safety and well-being without a fight.

When drugs comes here to the Conestoga Valley, that's proof the drug epidemic is a national problem. Lancaster is a strong

community. It's simply shows how vulnerable every American city and town is to the menace of drug abuse. Recognizing this fact is the first step towards finding a solution.

And Lancaster is on its way. This morning, you heard from Thomas Hipple and Peter True -- two young men who for their own reasons have made a commitment to help others understand the lasting damage drugs can do, and prevent their peers from making what can be a life-shattering choice.

What Thomas and Peter are doing takes tremendous courage and commitment. I'm here to say that you're not alone in battling the drug problem. You have partners -- in your community, in others across America. And you have partners in the war on drugs in Washington: right there on Pennsylvania Avenue. As I said in my Inaugural Address, I am committed to ending the scourge of drugs.

Our task today is not just to deplore the drug problem, but to take action against it. What the banners you've hung here today say to me is that Conestoga Valley and the people of Lancaster are ready to take action to stop the drug scourge.

One of the most powerful weapons in the war against drug abuse is education.

Of course, there's another side to the drug problem that I'll be speaking about later today, when I visit Wilmington,

Delaware on my way back to Washington. That's interdiction and enforcement -- our effort to stop the supply of illegal drugs, and shut down the drug trade. But this morning, I want to focus on means of prevention -- on drying up demand for illegal drugs.

Anti-drug education and awareness can help provide our children and young adults both the reasons and the will-power to resist the lure of drugs.

That's the aim of an anti-drug education program called DARE -- Drug Abuse Resistance Education -- that's helping, as the people involved with DARE like to say, "drug-proof" our children. The program was pioneered by the Los Angeles Police Department and the LA public school system. DARE sends policemen into the classroom, to work with kids, build their self-esteem, teach them that they can refuse when they are pressured to try drugs. And the DARE program is teaching youngsters something else: that the police and their schools are united in a common effort to stop drug abuse. In the six years since the program began in California, DARE has caught on nationwide. This year, in 1200 communities in 45 states, three million children will participate.

DARE is just one example of the kind of program that can provide our children both the reasons and the will-power to resist the lure of drugs. There is no one right answer when it

comes to battling drug abuse. Each community will find what works best -- and we will all learn from each other.

Here in Lancaster, you have a program called High Risk Youth in the elementary schools, and another called SCIP -- School Community Intervention Program, in place in the high schools and junior highs. They aim at identifying young people whose circumstances and family situations make them most vulnerable to the lure of drugs. Targeting these youth for special attention is crucial, and with High Risk Youth and SCIP, you are doing something to stop drug problems before they begin.

For my part, I'm committed to seeing that drug education receives the funding it needs.

-- My budget for 1990 calls for a full \$1.1 billion dollars for drug prevention and anti-drug education activities -- up 16% over 1989.

-- I've urged Congress to provide 392 million dollars for the Drug Free Schools and Communities program, funds that go to the states and institutions of higher education.

-- And I've nominated to serve as Director of my Office of National Drug Control Policy, Bill Bennett, to map strategy and oversee the anti-drug campaign. I picked Bill for this job because he's knowledgeable, he's tough, and he's determined --

but most importantly, he cares deeply about the children of this country.

These initiatives are important, and they'll have an impact. But there's a role for each of us in the war on drugs, and I hope you'll join me in asking what you can do to help -- especially to advance anti-drug education and awareness.

I'm told you can start tonight, by coming back here to Conestoga Valley to see a drug awareness video. I hope the turnout will be just as large as it is this morning.

We can all play a part in increasing awareness about the ravages of drug dependency. We must get the message across that drugs aren't a form of entertainment or a harmless means of escape -- drugs are a poison, to users and to our communities.

But a widespread awareness of the dangers of drug abuse depends on sending consistent signals -- on sending a clear message that using drugs isn't fashionable, isn't fun, and above all, isn't safe.

For too long our popular culture glorified drug use. I think that's changing now -- and that's a real change for the better. Consider the anti-drug abuse campaign on television.

Not long ago, I was told a story about a little girl, four years old, who's getting the message. She got up from in front of the TV to tell her parents something important.

"Drugs," she said, "fry your brain like an egg."

We've all seen the commercial that little girl was talking about. Whether you're four or fourteen or forty, the message gets across. Let's all carry that message.

And let's shed some of the perceptions about the drug problem that are comforting, but are completely incorrect.

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Together, let's you and me send a message on drug abuse:

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To parents: your children know more than you realize about drugs. Make it your business as a parent to know about drug abuse yourself. Educate yourselves: don't hide from the reality of drug abuse in our communities and hope for the best. Your children depend on you to help them separate fact from fiction -- to help them make a choice, and stick with it, when it comes to resisting drugs.

To our children, let's send the message that drugs are dangerous. That you don't need drugs to feel good about yourself -- or to win approval from others. That your parents, the people in your schools and your community care.

But most of all, you must understand that the decision against drugs is yours to make -- no one else's. When it's time to draw the line against drugs, the final choice is yours.

As a community, we must work to make it as easy as possible for our children to make the choice against drugs. We can do it by creating an environment -- a safe, secure space -- where our children can acquire a sense of self and self-confidence so secure that no amount of peer group pressure can push them into taking drugs.

In many homes across America, in many of our communities, here in Lancaster, you're doing just that. Sure things have changed. But most Americans want to see their towns restored to

a time when drugs came from the local M.D. A place of mothers and fathers and children and grandparents and bicycles and baseball and spelling bees. Where crack was something you jumped over to avoid bad luck. With your hard work and commitment, that day will come sooner.

My message to you today is: Don't do drugs. Keep fighting back. Fight for your community, for your children. The war on drugs will ultimately be won one day, one battle at a time -- the battles each and every one of us wage to keep our families and communities free from drug abuse. We've learned a hard lesson -- unless we join together and fight, it can happen here. But if we do work as a team and as a community, it won't.

Let these banners be a battle cry -- that in Conestoga Valley, in Lancaster, and in communities like yours all over the country, we will join together, turn the tide, and bring the drug epidemic to an end.

Thank you.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/4/89 ACTION/CONCURRENCE/COMMENT DUE BY: -----

SUBJECT: PRESIDENTIAL REMARKS: CONESTOGA VALLEY HIGH SCHOOL

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BATES	<input type="checkbox"/>	<input checked="" type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BENNETT	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

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

1989 MAR -3 7:45 PM

(McGroarty)  
March 3, 1989  
7:45pm  
dan1

PRESIDENTIAL REMARKS: CONESTOGA VALLEY HIGH SCHOOL  
LANCASTER, PENNSYLVANIA  
MARCH 7, 1989

{Acknowledgments, Lancaster dignitaries, Congressman Bob Walker, Mr. Harry Wirth, principal.} I thank the students, parents, and teachers here at Conestoga Valley for this warm welcome. I especially want to commend Bob Walker for his role in the passage the Anti-Drug Act of 1983, and for his efforts toward achieving a drug-free workplace.

We often think of drug abuse as an urban, inner-city phenomenon. Millions of Americans think of their own communities, and say, "it can't happen here."

The people of rural Pennsylvania know that's not true. In the past two years, the drug epidemic has come here, to your community. The good news is: you're fighting back. Your community is too proud, your traditions here too deeply rooted, for an invader to threaten your safety and well-being without a fight.

When the drug epidemic comes here to the Conestoga Valley, that's proof the drug epidemic is a national problem. Recognizing this fact is the first step towards finding a solution.

I'm also here to say that you're not alone in battling the drug problem. You have partners -- in your community, in others across America. And you have partners in the war on drugs in Washington: right there on Pennsylvania Avenue . As I said in my Inaugural Address, I am committed to ending the scourge of drugs.

Our task today is not just to deplore the drug problem, but to take action against it. What the banners you've hung here today say to me is that Conestoga Valley and the people of Lancaster are ready to take action to stop the drug scourge.

One of the most powerful weapons in the war against drug abuse is education.

Of course, there's another side to the drug problem that I'll be speaking about later today, when I visit Wilmington, Delaware on my way back to Washington. That's interdiction and enforcement -- our effort to stop the supply of illegal drugs, and shut down the drug trade. But this morning, I want to focus on means of prevention -- on drying up demand for illegal drugs.

Anti-drug education and awareness can help provide our children and young adults both the reasons and the will-power to resist the lure of drugs.

That's the aim of an anti-drug education program called DARE -- Drug Abuse Resistance Education -- that's helping, as the people involved with DARE like to say, "drug-proof" our children. The program was pioneered by the Los Angeles Police Department and the LA public school system. DARE sends policemen into the classroom, to work with kids, build their self-esteem, teach them that they can refuse when they are pressured to try drugs. And the DARE program is teaching youngsters something else: that the police and their schools are united in a common effort to stop drug abuse. In the six years since the program began in California, DARE has caught on nationwide. This year, in 1200 communities in 45 states, three million children will participate.

DARE is just one example of the kind of program that can provide our children both the reasons and the will-power to resist the lure of drugs. There is no one right answer when it comes to battling drug abuse. Each community will find what works best -- and we will all learn from each other.

Here in Lancaster, you have a program called High-Risk Youth in the elementary schools, and another called SCIP -- School Community Intervention Program, in place in the high schools and

junior highs. They aim at identifying young people whose circumstances and family situations make them most vulnerable to the lure of drugs. Targeting these youth for special attention is crucial, and with High-Risk Youth and SCIP, you are doing something to stop drug problems before they begin.

For my part, I'm committed to seeing that drug education receives the funding it needs.

-- My budget for 1990 calls for a full \$1.1 billion dollars for drug prevention and anti-drug education activities -- up 16% over 1989.

-- I've urged Congress to provide 392 million dollars for the Drug Free Schools and Communities program, funds that go to the states and institutions of higher education.

-- And I've nominated to serve as Director of my Office of National Drug Control Policy, Bill Bennett, to map strategy and oversee the anti-drug campaign. I picked Bill for this job because he's knowledgeable, he's determined but most importantly, he cares deeply about the children of this country.

These initiatives are important, and they'll have an impact. But there's a role for each of us in the war on drugs, and I hope you'll join me in asking what you can do to help -- especially to advance anti-drug education and awareness.

I'm told you can start tonight, by coming back here to Conestoga Valley to see a drug awareness video. I hope the turnout will be just as large as it is this morning.

We can all play a part in increasing awareness about the ravages of drug dependency. We must get the message across that drugs aren't a form of entertainment or a harmless means of escape -- drugs are a poison, to users and to our communities.

But a widespread awareness of the dangers of drug abuse depends on sending consistent signals -- on sending a clear message that using drugs isn't fashionable, isn't fun, and above all, isn't safe.

For too long our popular culture glorified drug use. I think that's changing now -- and that's a real change for the better. Consider the anti-drug abuse campaign on television.

Not long ago, I was told a story about a little girl, four years old, who's getting the message. She got up from in front of the TV to tell her parents something important.

"Drugs," she said, "fry your brain like an egg."

We've all seen the commercial that little girl was talking about. Whether you're four or fourteen or forty, the message gets across. Let's all carry that message.

And let's shed some of the perceptions about the drug problem that are comforting, but are completely incorrect.

There's no room for saying, "drug abuse doesn't affect me." Think about the costs of drug abuse: the lost time, the waste, the crime, the accidents that can be traced to the influence of drugs... Twenty three million Americans used illegal drugs last year. Countless thousands died. The fact is that none of us is immune to the problems drug abuse can cause.

Together, let's you and me send a message on drug abuse:

To the so-called "casual" user: face up to the fact that your so-called "recreational" drug use contributes to the drug culture -- to the crime, death and degradation associated with the drug trade.

To parents: your children know more than you realize about drugs. Make it your business as a parent to know about drug abuse yourself. Educate yourselves: don't hide from the reality of drug abuse in our communities and hope for the best. Your children depend on you to help them separate fact from fiction -- to help them make a choice, and stick with it, when it comes to resisting drugs.

To our children, let's send the message that drugs are dangerous. That you don't need drugs to feel good about yourself

-- or to win approval from others. That your parents, the people in your schools and your community care.

But most of all, you must understand that the decision against drugs is yours to make -- no one else's. When it's time to draw the line against drugs, the final choice is yours.

As a community, we must work to make it as easy as possible for our children to make the choice against drugs. We can do it by creating an environment -- a safe, secure space -- where our children can acquire a sense of self and self-confidence so secure that no amount of peer group pressure can push them into taking drugs.

In many homes across America, in many of our communities, here in Lancaster, you're doing just that. Sure things have changed. But most Americans want to see their towns restored to a time when drugs came from the local M.D. A place of mothers and fathers and children and grandparents and bicycles and baseball and spelling bees. Where crack was something you jumped over to avoid bad luck. With your hard work and commitment, that day will come sooner.

My message to you today is: Don't do drugs. Keep fighting back. Fight for your community, for your children. The war on drugs will ultimately be won one day, one battle at a time -- the battles each and every one of us wage to keep our families and

communities free from drug abuse. We've learned a hard lesson -- unless we join together and fight, it can happen here. But if we do work as a team and as a community, it won't.

Let these banners be a battle cry -- that in Conestoga Valley, in Lancaster, and in communities like yours all over the country, we will join together, turn the tide, and bring the drug epidemic to an end.

Thank you.

~~MASTER DRAFT I~~

Document No. 013442



# WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/3/89 ACTION/CONCURRENCE/COMMENT DUE BY: 3/3/89 5:00 PM

SUBJECT: PRESIDENTIAL REMARKS: CONESTOGA VALLEY HIGH SCHOOL, LANCASTER, PA.

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER <i>by 6:00 latest</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMEYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BENNETT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please forward any comments/recommendations directly to Chriss Winston, Rm. 122, x2930, by 5:00 PM TODAY, Friday, March 3, 1989, with an info copy to my office. Sorry for the short turnaround. Thank you.

RESPONSE:

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

(McGroarty)  
March 2, 1989  
4:00pm  
dan1

PRESIDENTIAL REMARKS: CONESTOGA VALLEY HIGH SCHOOL  
LANCASTER, PENNSYLVANIA  
MARCH 7, 1989

{Acknowledgments, Lancaster dignitaries, Mr. Harry Wirth,  
principal.} I thank the students, parents, and teachers here at  
Conestoga Valley for this warm welcome. \* (Walker insert) (McGraw)

We often think of drug abuse as an urban, inner-city  
phenomenon. Millions of Americans think of their own  
communities, and say, "it can't happen here."

The people of Lancaster know that's not true. In the past  
two years, the drug epidemic has come here, to your community.  
The good news is: you're fighting back. Your community is too  
proud, your traditions ~~here~~ too deeply rooted, <sup>for</sup> ~~to watch~~ an  
invader <sup>to</sup> threaten your safety and well-being ~~x~~ <sup>without a fight.</sup> (Pinc)

When the drug epidemic comes here to the Conestoga Valley,  
I'm here to say that you're not alone: <sup>that's proof</sup> the drug epidemic is (Pinc)  
a national problem. Recognizing this fact is the first step  
towards finding a solution.

I'm also here to say that you're not alone in battling the drug problem. You have partners -- in your community, in others across America. And you have partners in the war on drugs in Washington; *right here on Pennsylvania Ave. As I said in my Inaugural Address, I am committed to ending the scourge of drugs.*

Our task today is not just to deplore the drug problem, but to take action against it. What the banners you've hung here today say to me is that Conestoga Valley and the people of Lancaster are ready to take action to stop the drug scourge.

One of the most powerful weapons in the war against drug abuse is education.

Of course, there's another side to the drug problem that I'll be speaking about later today, when I visit Wilmington, Delaware on my way back to Washington. That's interdiction and enforcement -- our effort to stop the supply of illegal drugs, and shut down the drug trade. But this morning, I want to focus on means of prevention -- on drying up demand for illegal drugs.

Anti-drug education and awareness can help provide our children and young adults both the reasons and the will-power to resist the lure of drugs.

That's the aim of an anti-drug education program called DARE -- Drug Abuse Resistance Education -- that's helping, as the people involved with DARE like to say, "drug-proof" our children.

The program was pioneered by the Los Angeles Police Department and the LA public school system. DARE sends policemen into the classroom, to work with kids, build their self-esteem, teach them that they can refuse when they are pressured to try drugs. And the DARE program is teaching youngsters something else: that the police and their schools are united in a common effort to stop drug abuse. In the six years since the program began in California, DARE has caught on nationwide. This year, in 1200 communities in 45 states, three million children will participate.

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-- And I've nominated <sup>to serve as</sup> ~~a Drug Policy Director~~, Bill Bennett, <sup>Director of my Office of National Drug Control Policy</sup> *(Bates)* to map strategy and oversee the anti-drug campaign. *Bates I picked Bill for this job because his knowledgeable, he's determined and most importantly, he cares deeply about the children of this country.*

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Not long ago, I was told a story about a little girl, four years old, who's getting the message. She got up from in front of the TV to <sup>tell</sup> ~~take to~~ her parents <sup>something</sup> ~~an important piece of~~ ~~information.~~

"Drugs," she said, "fry your brain like an egg."

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And let's shed some of the perceptions about the drug problem that are comforting, but are completely incorrect.

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(Tell)

(Bates)

6

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(Pmk)  
 In many homes across America, in many of our communities, here in Lancaster, <sup>you're</sup> we're doing just that. <sup>insert 10</sup>

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\* insert A

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Thank you.

THE WHITE HOUSE  
WASHINGTON

Insert B

Sure things have changed.  
But most Americans  
~~now~~ want to see their  
towns restored to a time  
when drugs come from the  
local <sup>ndy</sup> doctor. A place where  
mothers and fathers and C. . .

Insert C