

FOIA MARKER

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Collection/Record Group: Clinton Presidential Records
Subgroup/Office of Origin: National AIDS Policy Office
Series/Staff Member: Kristine Gebbie
Subseries:

OA/ID Number: 3772
FolderID:

Folder Title:
Meeting with Briefing from NIDA [National Institute on Drug Abuse] on "Get High, Get Stupid, Get
AIDS" Campaign 11-16-93

Stack:	Row:	Section:	Shelf:	Position:
S	66	5	5	3

DAY: TUESDAY
DATE: NOVEMBER 16, 1993
TIME: 11:00A - 12:00P
LOCATION: HUMPHREY BUILDING, 716G (DR.
LEE'S OFFICE)
EVENT: BRIEFING FROM NIDA ON "GET
HIGH, GET STUPID, GET AIDS"
CAMPAIGN.

File under ↗

PHOTOCOPY
PRESERVATION

*Scheduled for
Nov. 16th*

SEP 22 1993

September 21, 1993

NOTE TO KRISTINE GEBBIE

SUBJECT: NIDA Briefing of Dr. Lee on next phase of "Get High, Get Stupid, Get AIDS" campaign

FROM: Rayford Kytle

Dr. Lee wants to be briefed by NIDA on the next phase of its "Get High, Get Stupid, Get AIDS" campaign. I am trying to set this up for Friday, October 22, from 3 pm to 4 pm.

I understand you will be in San Francisco on October 22. Do you want us to reschedule the briefing so you can attend or would you prefer to send a member of your staff to the briefing?

Materials are attached.

DECISION:

I wish to attend the briefing. _____

I will send someone on my staff to the briefing. _____

*I'd like to attend but rescheduling
may be difficult - I will certainly
send a staff member if I cannot
make it -
Kristine*

*copy to Carlos -
please cover this if I cannot -*



DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Office of the Assistant Secretary
for Health
Washington DC 20201

August 12, 1993

NOTE TO DR. LEE

THROUGH: Bill Grigg *129*

SUBJECT: NIDA Drug Abuse and AIDS Prevention Campaign -- ACTION

PURPOSE

NIDA requests clearance to print 100,000 copies each of two posters, one million copies of a print ad (900,000 in English and 100,000 in Spanish), and one million copies of a pamphlet, all designed to educate young adults (18-to-24 years old) on the dangers of drug and alcohol abuse and risky sexual behavior which places them at risk for AIDS. The total cost would be \$489,951.00.

BACKGROUND

The attached materials are part of NIDA's "Get High, Get Stupid, Get AIDS" campaign which was produced through a contract with the Advertising Council. The campaign was launched at a Department press conference in 1992. At that time, TV ads were released. The posters and print ad are renderings of the TV ads. Although only a small number of the posters and print ads were originally printed, they have become popular.

NIDA now proposes to print a large volume of these posters and print ads as well as a new pamphlet and to distribute them through colleges and universities and other social and work environments popular with young adults.

They want to launch this campaign in late August/early September as students return to school. However, we have advised NIDA that, given the lateness of their proposal, it is unlikely to be cleared in time to meet that deadline.

DISCUSSION

NAPO's Art Lawrence reviewed this proposal. He is concerned about the draft brochure, page 5, second paragraph, the sixth sentence, which states that many more people in this age group are "probably infected with HIV, but don't know it yet." He thinks this reads as though there are large numbers of HIV infected in this age group (which he doubts), rather than, of those infected in this age group, many don't know their HIV status. The precise data need to be known.

#14033

Page 2 - Dr. Lee

Our office has also reviewed the proposal. We have some concerns:

1. The campaign is targeted at young adults, ages 18 to 24. Although over 50% of AIDS cases in this age category are gay men, the materials are pointedly heterosexual.

It would be fairly simple to make them applicable to both gays and heterosexuals. For example, by making the sex of the person in the shower more ambiguous, and by removing the phrase "the opposite sex" from page 4 of the pamphlet.

2. We would like more information on how these materials were developed. How much input from young adults was there? Were there focus groups? Was a shorter, simpler folder considered?

The text seems obvious in some places and "parental" in others. The TV spots were short and pointed but the pamphlet is long and sluggish.

RECOMMENDATION

We recommend that you be briefed by Mr. Millstein and his staff on this campaign and the clearance request. We would suggest you invite to the meeting Kristine Gebbie and key OS and PHS staff such as Patsy Fleming, Victor Zonana, Peter Edelman, representatives from CDC and SAMHSA and other PHS and OASH staff.

This campaign was developed under the previous administration and should be reviewed by the new leadership.

DECISION

Following your review of this package, do you:

o Wish to approve the proposal as is?

Yes _____ No ☒ 8/20/93

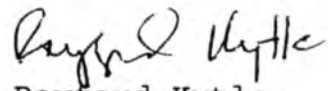
o Wish to be briefed by Mr. Millstein and others on the campaign and clearance request?

Yes ☒ No _____ 8/20/93

If yes, we will set up the meeting for you.

Page 3 - Dr. Lee

o Other _____



Rayford Kytte.
Office of Communications

Attachments

JUL 27 1993

TO: Philip R. Lee, M.D.
Assistant Secretary for Health
Through: Acting Director, NIH ISI RUM JUL 30 1993

FROM: Acting Director, NIDA

SUBJECT: NIDA Drug Abuse and AIDS Prevention Campaign--ACTION

PURPOSE

We are requesting the opportunity to meet with you to discuss the current status of our campaign, "Get High, Get Stupid, Get AIDS." The purpose of this meeting is to follow up our clearance request for approval to print quantities of posters and a booklet emanating from the campaign, and to answer any questions about how these materials will help us reach our campaign's objectives. The objectives are to educate young adults on the dangers of drug and alcohol abuse and risky sexual behavior which places them at risk for AIDS. A copy of the clearance request that was submitted on June 22 is attached (Tab A).

BACKGROUND

NIDA is conducting a three-phase national media campaign on drug abuse and HIV/AIDS through a contract with the Advertising Council. Phase One, called "*AIDS. Another Way Drugs Can Kill*," was launched by the Department in 1990. It aims television, radio, and print ads at young teenagers (12-to-16 years old) to dramatize the dangerous connection between drug and alcohol abuse and risky sex.

Phase Two, entitled, "*Get High, Get Stupid, Get AIDS*," was launched at a Department press conference in 1992. Its target audience is young adults (18-to-24 years old). While the message is similar, the tone and execution of these public service announcements are lighter and less confrontational than the teen ads. The use of cartoon characters and humor make them unique. Both phases of the campaign continue to run, but the young adult materials are getting exceptionally good exposure. Television ads are playing an average of 2,500 times per month in 80 markets nationally, and the radio and print ads are also very popular.

Four products for young adults are being considered for printing and large-scale distribution. A copy of each of the following campaign materials is attached (Tab B):

Self-Realization: Jeanine - Poster

This is essentially a rendering of the 30-second television ad in print that portrays a young woman waking up the morning after a party to find that a strange man had spent the night. The realization that they are only cartoons frames a humorous, but poignant, ending.

Self-Realization: Barry - Poster

This poster is based on another of the television ads. This time, the same story is told from the young man's point of view. Whose bathroom was he in? What had he done the night before? What about AIDS?

Facing Reality - Print Ad

This 7"x10" print ad combines the stories of Jeanine and Barry. Its size makes it perfect for use as a handout and for easy posting on kiosks, bulletin boards, bathrooms, and locker rooms.

How Not To Get High, Get Stupid, Get AIDS. A Guide to Partying - Pamphlet

The pamphlet is aimed at young adults to explain the links between drugs, sex, and AIDS. As a sexually active group, and as fairly heavy users of alcohol and drugs, young adults are a critical target audience for AIDS prevention messages. This booklet contains helpful information about ways to avoid the association between drugs and sex and empowers young adults to change their behavior.

The posters and the print ad are print renditions of the television ads and were approved by OASH and the Office of the Assistant Secretary for Public Affairs with the campaign prior to its launch in September 1992. A small number of copies were printed by the contractor for use in the campaign launch. We have since learned of their popularity and potential for use in local community-based direct outreach prevention activities. We need approval to reprint them in quantities large enough for use in local prevention campaigns, which will reinforce and elaborate on the media messages.

The pamphlet is new material to support and amplify the basic campaign message. Because reaching this audience is a tremendous challenge (i.e., young adults are independent of their families and need to be reached where they work or attend school), we have carefully crafted this booklet to anticipate the questions and concerns of this audience; to again reflect the realities of their lives; and to demonstrate how drug abuse and AIDS prevention must be a part of their social consciousness and behavior. The booklet received initial concept clearance on April 2, 1991. Now it requires final clearance so that we can print and distribute it widely.

We have developed a marketing plan for distributing these print materials through colleges and universities as well as workplace organizations, health clubs, and other social environments popular with our young adult audience. The college/university systems in the States of Virginia and Ohio have already planned major back-to-school on-campus drug abuse and AIDS prevention campaigns, based on our materials, for this September. Two more States--Pennsylvania and Maryland--are also considering similar projects. We expect more interest to be sparked once the Virginia and Ohio campaigns begin.

In order to supply this anticipated demand for these print materials, we will need 1 million copies each of the print ad and the pamphlet, and 100,000 copies of each of the two posters.

I would appreciate an opportunity to meet with you, at your earliest possible convenience. My staff will be contacting your office to arrange the meeting.

/s/ Richard A. Millstein

Richard A. Millstein

Attachments

Tab A--Clearance Request

Tab B--Campaign Material

NIDA:OSPEL:CAPE:SDavid:6/39/93:Rev:ES/NIDA:7/06: 7/14 revision; 7/19 to OSPEL;
4/20 final D17030

DRAFT

(Title Page)

HOW NOT TO
GET HIGH,
GET STUPID,
GET AIDS.

A GUIDE
TO PARTYING

Here's why mixing sex with partying isn't smart

Maybe you go to a party where there are drugs and alcohol. Maybe you get high, and your thinking gets muddy. That's when you do something stupid, something you wouldn't normally do, like have sex without using a condom.

It's so easy to forget to protect yourself from sexually transmitted diseases when you aren't thinking clearly. When your judgement is gone you may not even care that AIDS is fatal.

Maybe you rationalize away the problem:

"I don't have to worry about AIDS, he's Ivy League"

Or, "AIDS? Not her--she comes from a good family."

Or, "Anyone can see he's clean-cut." But you can't tell someone has HIV (the AIDS Virus) just by looking. You're fooling yourself into taking chances that could hurt the rest of your life.

It's tough to do the right thing, especially if you're high. Even if you don't drink excessively or use drugs, you always need protection when you have sex. As long as HIV can be passed sexually, sex with one person is like sex with all their previous partners.

It's a dilemma: just when you want to let go, you need to hold back. You need to keep a clear head. How can you do that and still party? The ideas on the following pages will help you handle situations where you want to have fun but don't want to get messed up by drugs or irresponsible use of alcohol.

STRATEGIES FOR SAFE PARTYING

People are practicing new ways to protect themselves. Try a few to find what works for you.

"Hang out with people who don't take chances," Kris R.

"Plan not to get high and stick to it. Do whatever it takes to help you remember," Dan C.

"If you drink, know your limit. Quit when you hit it," Anita L.

"Don't have sex on a night you're partying," Chuck M.

"Go to parties where you know people don't use drugs," Tony D.

"Believe in yourself, that's a real help," Salome B.

"Carry a condom, use a condom," Alicia Z.

"Don't forget to reward the designated driver," Sam F.

"Learn you can depend on others by depending on others." The Buddy System (a big idea from Miami FL) Team up with a friend. Use a code word to remind each other when it's time to switch to soda or call it a night.

What would you do?

- 1 - You're partying and you meet someone you like, do you---
 - a) go home with the person immediately?
 - b) hang out and try to keep a clear head?
 - c) make a date for tomorrow to see the person in the sober light of day?
- 2 - You're at a party that suddenly takes a turn for the worse, do you---
 - a) hang around to watch how bad things get?
 - b) find you can't leave because you stayed too long?
 - c) leave?

Simple hints for keeping a clear head

Don't drink excessively or use drugs.
Eat something before partying.
Munch something during partying.
Avoid mixing different types of alcohols.
Add soda or water to your drinks.
Less alcohol. More ice. Much more ice.
Sip slowly, don't gulp, forget straws.

If getting high is part of the social and romantic fabric of your life, you can do better.

- A) The opposite sex doesn't have to be high to find you attractive, you don't have to get high to find them attractive, no one needs to get high to be attractive to anyone else.
- B) Figure out what you want from your social life. Meet the person of your dreams? Find someone to have fun with tomorrow? Kick back, relax, hang out with a group? Knowing what you want helps you make the right choices.
- C) Think about modifying your partying so you have a good time without putting yourself at risk. (A party situation isn't necessarily an out of control situation).
- D) Talk openly with friends about what they do to keep from getting high, getting stupid and getting AIDS.

STAYING OUT OF DANGER

Meet people without going to bars!
16 places and events where it's easy to
strike up a conversation with a stranger
free concerts/museums/libraries/film festivals/
dances/extra curricular "anythings"/sports events/
athletic clubs/espresso bars/community centers/fireworks/
parades/religious activities/political campaigns/volunteer work

Still think nothing can happen to you?

The facts do not support your belief. So far 7,100 people, 21 to 24 years old got AIDS from sexual encounters.

What are the odds, anyway? HIV/AIDS can happen to anyone. Anyone means everyone. Anyone includes you. Three quarters of everyone with AIDS in the 20-24 age group probably got it by sexual contact. Many more people in this age group are probably infected with HIV, but don't know it yet. It can take years to go from infection to AIDS.

If you have any questions or would like more information, please call 1-800-662-HELP.

2 last pieces of important info

(BOX) In focus groups around the country some women report that informing sex partners "no condom, no sex," works for them.

Intoxication promotes irresponsible behavior
drinking under 21 is illegal,
drug use is illegal.

BACK PAGE

Logos, US Dept HHS/Public Health Service/National Institutes of
Health/ In cooperation with the Advertising Council
DHHS Publication NoXXXXXX Printed 1993

This booklet may be reprinted. For copies or black and white
reproducibles and copies of the "Get High, Get Stupid, Get AIDS"
psa's, print or radio, call the National Clearinghouse for
Alcohol and Drug Information 1-800-729-6686.

Title changed to:

How Not to

Get High,

Get Stupid,

Get AIDS.

A Guide to Partying

Rock Up

For Fun Only

~~HOW TO
PARTY SMARTLY~~

~~OR GET HIGH,
GET STUPID,
GET AIDS.~~

"Carry a condom use a condom."

"Tie a string around your finger."



STRATEGIES FOR SAFE PARTYING.

People you age are inventing and practicing new ways to protect themselves. Try out a few, find one that works for you.

Phylis R, LA....."Hang out with people who don't take chances."

Dan K, CO....."Plan not to get high and stick to it. Tie a string.

around your finger- do whatever it takes to remember."

Anita L, TN..... "If you drink, know your limit. Quit when you hit it."

Chuck m, MA....."Plan not to have sex on a night you're partying."

Salome B. SD....."Believe in yourself, that's a real help. "

Alicia Z, NM..... "Plan to carry a condom, carry a condom, use a condom

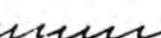
Sam F, TX..... "Reward the designated non-drinker driver."

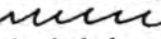
LEARN YOU CAN DEPEND ON OTHERS by depending ON OTHERS.

-Ask help from a friend. This person reminds you when it's time to: switch to soda, call it a night, send you home, take you home.

-A big idea from Miami FL.. The Buddy System you team up with a friend. Establish each of your personal limits plus a code word to use when either approaches their limit. Use the code word condom.

SELF INQUIRY.

1. 
2. 
a. 
b. 
c. 
3. 




- 

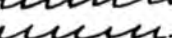
Simple tricks for keeping a clear head.

[Handwritten scribbles]



Give yourself a chance to see the person in the non-partying light of day.

**IF GETTING HIGH IS PART OF THE SOCIAL
AND ROMANTIC FABRIC OF YOUR LIFE,
YOU CAN DO BETTER.**

- A. 
- B. 

STAYING OUT OF DANGER.

Handwritten practice strokes:

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uuuu • uuuu
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"No condom, no sex."

OK, NOW YOU CAN AVOID RISKS...BUT...

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P.S. ~~~~~
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NOV 12 1993

### **Background Material for Campaign Briefing**

This folder of materials provides background information for the Briefing on the "Get High, Get Stupid, Get AIDS," campaign, scheduled for 11:00 a.m. on November 16, in room 729-G at the Humphrey Building. The staff of the National Institute on Drug Abuse (NIDA), NIH, the sponsor of the campaign, will present the posters, print advertisements, broadcast public service announcements (psa's) and a draft brochure, which are designed for young adults (age 18-24) on the prevention of substance abuse and HIV/AIDS risk behaviors.

This campaign was first launched in August, 1992, and has enjoyed wide exposure in its first year. In addition to the broadcast of the psa's, the print materials are being distributed to college campuses and other relevant settings for reaching this target audience.



### **FACTS SUPPORTING NIDA'S DRUG ABUSE AND AIDS PREVENTION CAMPAIGN FOR YOUNG ADULTS**

#### **Background**

Research sponsored by NIDA and NIAAA has shown how drugs and alcohol negatively affect good judgement in regard to sexual behavior, and often place young adults at risk for AIDS. The extent of drugs and alcohol abuse by young adults and the "partying lifestyle" play a key role in situations in which young people engage in sex when they do not want to, practice unprotected sex when they do, and find themselves regretting their actions-sometimes too late. Drugs, particularly alcohol, play a key role in affecting good judgement about sex; this puts many at great risk of exposure to HIV. Informing young adults about the links between drugs, sex, and AIDS is vital to prevention of risky behavior and AIDS-related deaths.

#### **Young Adults And Risky Behavior**

NIDA's 1992 Monitoring the Future Survey, (High School Senior Survey) shows that 27.9% of high school seniors, 41.4% of college students, and 32.5% of their non-college peers engage in heavy binge drinking. Among high school seniors, 27.1% used illicit drugs in the past year, and 28.3% of young adults used illicit drugs in the past year. (1992 Monitoring the Future Survey)

#### **AIDS Is A Leading Cause Of Death Among Young People**

HIV infection/AIDS is now the third leading cause of death among young people aged 25-44, the sixth leading cause of death among those aged 15-24, and is expected to be among the top five leading causes of death among women of childbearing age in the 1990s. The Public Health Service estimates that by the end of 1994 between 320,000 and 385,000 cumulative deaths will have occurred due to HIV infection/AIDS. (Centers for Disease Control and Prevention Surveillance Report)

#### **Young Adults At Risk For Contracting HIV**

As of June 1993, 1,301 people aged 13-19 were diagnosed with AIDS. In addition, almost one fifth of all people diagnosed with AIDS were between the ages of 20-29 at the time of diagnosis. As of June 30, 1993, 59,617 young adults aged 20-29 had been diagnosed with AIDS. Among them, 47,777 were aged 25-29 and 11,840 were aged 20-24. (Centers for Disease Control and Prevention -- CDC)

### **HIV Transmission Through Heterosexual Contact**

The CDC reports that through March 1993, 284,840 AIDS cases had been reported in adolescents and adults. The statistics show that among this group, 19,178 (7%) acquired AIDS through heterosexual contact. Among this group, 11,638 were females. Of these women, almost 24% were white, 53% were black, and 23% were Hispanic. From April 1991 to March 1992, 3,671 people acquired AIDS through heterosexual contact. From April 1992 to March 1993, there were 6,072 heterosexual AIDS cases-an increase of 65%. (CDC)

### **Injecting Drug Use Among Adolescents And Adults**

As of March 1993, 83,819 people had acquired the HIV through their own injecting drug use. This accounts for 29% of all AIDS cases. Among this group, 15,816 were women. In addition, 6,696 women contracted AIDS by having sex with an injecting drug user. (CDC)

### **Alcohol and Sexual Behavior**

Alcohol is associated with high risk sexual activity that can potentially result in exposure to HIV. Sexual practices considered high risk for acquiring HIV from an infected individual include vaginal or anal intercourse without a condom; other sexual practices that facilitate the exchange of blood, semen, or other body secretions; and unprotected sexual activities with multiple partners.

Studies have shown that alcohol consumption may influence high risk behaviors during sexual encounters. A study of heterosexual drinking habits and sexual behavior found that women and men who frequently combined alcohol use with sexual encounters were generally less likely to use condoms during intercourse. A similar study of homosexual men revealed that alcohol and drug use combined with sexual activity was strongly associated with high risk sexual behavior.

### **Alcohol and the Immune System**

Research shows that alcohol can impair normal immune responses that protect the body from disease. Chronic alcohol consumption has been shown to reduce the number of infection fighting white blood cells, and depress antibody production and other immune responses in laboratory animals and in humans.

- \* Alcohol can impair normal immune responses that protect the body from disease.
- \* Chronic alcohol consumption reduces infection fighting white blood cells.



# FACING-REALITY

JEANINE WOKE UP IN A COLD SWEAT, WITH ONE THING ECHOING THROUGH HER BRAIN. WHO IS THIS GUY IN HER BATHROOM?

MEANWHILE BARRY WAS THINKING, "WHOSE BATHROOM AM I IN?"

JEANINE REMEMBERED GOING TO A PARTY THE NIGHT BEFORE AND GETTING SMASHED OUT OF HER MIND

BARRY RECALLED GETTING DRUNK AND ACTING REALLY STUPID!

EVENTUALLY..... THE WHOLE EVENING CAME BACK.

OH, I MUST BE REALLY STUPID. I MUST BE REALLY DUMB. WHAT DID I DO? HOW DID I GET MYSELF INTO THIS MESS?

WHAT ABOUT AIDS?

THEN THEY REALIZED, MUCH TO THEIR RELIEF, THAT UNLIKE THE REST OF US..... THEY WERE JUST CARTOONS.

**GET HIGH, GET STUPID, GET AIDS.**  
FOR MORE INFORMATION CALL: **1-800-662-HELP**



NATIONAL INSTITUTE ON DRUG ABUSE. U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES.



# THE ADVERTISING COUNCIL, INC.

## DRUGS & AIDS CAMPAIGN



Sponsor: National Institute on Drug Abuse,  
U.S. Department of Health and Human Services

"SELF REALIZATION" :60 (CNDA-2160)

Also available in other versions: "Jeanine" :30 & :20—CNDA-2130/2120  
..."Barry" :30 & :20—CNDA-2230/2220  
...and in Spanish: "Luisa" :30 & :20 (CNDA-2330/2320)



(MUSIC UNDER)  
JEANINE: Jeanine woke up



in a cold sweat, with one thing  
echoing through her brain.



"Who was this guy in her  
bathroom?"



BARRY: Meanwhile, Barry was  
thinking,



"Whose bathroom am I in?"



JEANINE: Jeanine remembered  
going to the party the night  
before and getting smashed out  
of her mind.



BARRY: Barry remembered  
getting drunk and acting really  
stupid.



JEANINE: Eventually...  
BARRY: The whole evening  
came back.



JEANINE: Oh, I must be really  
stupid.



BARRY: I must be really dumb.



JEANINE: What did I do? How  
did I get myself into this?



BARRY: What did I do? How did I  
get myself into this?



JEANINE: What about...  
BARRY: What about...  
BOTH: What about AIDS?



JEANINE: Then they both realized,  
much to their relief, that unlike the  
rest of us...  
BARRY: ...they were just cartoons.

GET HIGH  
GET STUPID  
GET AIDS

JEANINE: GET HIGH.  
BARRY: GET STUPID.  
JEANINE: GET AIDS.

FOR MORE INFORMATION CALL;  
1-800-662-  
HELP  
NATIONAL INSTITUTE ON  
DRUG ABUSE  
U.S. DEPARTMENT  
OF HEALTH AND  
HUMAN SERVICES

**DRUG ABUSE & AIDS PREVENTION CAMPAIGN**

**RADIO PSAs IN ENGLISH**

**RADIO - AS - RECORDED TEXT - "The Stupidest Thing" :60**

**SFX:** Crowd

**GIRL:** I got a question for you guys. What's the stupidest thing you ever did when you got high? (SFX: LAUGHTER).

**GUY:** Oh, oh, I know. I was really drunk at this party and I started doing this dance like a duck...(SFX: LAUGHTER) and I was quacking and all.

**GIRL:** Oh man, you think that's bad, I was staggering around, and I tripped and I had to grab hold of a tablecloth and all the food came down on my head... (SFX: LAUGHTER).

**GUY:** Oh, God, I remember I put a pair of undershorts on my head...(SFX: LAUGHTER) oh I was just wasted...(SFX: LAUGHTER).

**GIRL:** Well, I was really drunk...and I went home with this guy...(SFX: LAUGHTER) And being so high, we didn't think about being careful, you know...And...I got the AIDS virus (SFX: SILENT PAUSE).

**GUY:** Getting high has never been funny and, now that there's something out there called the AIDS virus, it can be deadly serious.

**GIRL:** Get High.

**GUY:** Get Stupid.

**GIRL:** Get AIDS.

**ANNCR :** A public service message from the National Institute on Drug Abuse and the Ad Council.



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## **Clinton Presidential Records Digital Records Marker**

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How Not To Get High,  
Get Stupid, Get AIDS.  
A Guide to Partying

11pgs

**DRAFT**

**How Not To  
Get High,  
Get Stupid,  
Get AIDS.**

**A Guide  
To Partying**

**DRAFT**

National Institute on Drug Abuse  
National Institutes of Health



# GET HIGH, GET STUPID... GET AIDS.

GET INFORMATION:

**1-800-662-HELP**



NATIONAL INSTITUTE ON DRUG ABUSE,  
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES.



PHOTOCOPY  
PRESERVATION

**GET HIGH, GET STUPID, GET AIDS**

FOR MORE INFORMATION CALL:

**1-800-662-HELP**



NATIONAL INSTITUTE ON DRUG ABUSE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES.

# **DRUG ABUSE & AIDS CAMPAIGN**

**GET HIGH, GET STUPID, GET AIDS**

**PHOTOCOPY  
PRESERVATION**



**PHOTOCOPY  
PRESERVATION**

261 Madison Avenue, New York, N.Y. 10016-2303 212 / 922-1500 Fax: 212 / 922-1676  
Washington / Chicago



## Clinton Library Transfer Form

|                           |                                                              |                     |                 |
|---------------------------|--------------------------------------------------------------|---------------------|-----------------|
| Case #, if applicable     | 2018-0756-F                                                  | Accession #         |                 |
| Collection/Record Group   | Clinton Presidential Records                                 | Series/Staff Member | Kristine Gebbie |
| Subgroup/Office of Origin | National AIDS Policy Office                                  | Subseries           |                 |
| Folder Title              | Meeting with Briefing from NINDA [National                   | OA/ID Number        | 3772            |
|                           |                                                              | Box Number          |                 |
| Description of Item(s)    | 2 Posters - Self-Realization: Get High, Get Stupid, Get Aids |                     |                 |

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### **Background Material for Campaign Briefing**

This folder of materials provides background information for the Briefing on the "Get High, Get Stupid, Get AIDS," campaign, scheduled for 11:00 a.m. on November 16, in room 729-G at the Humphrey Building. The staff of the National Institute on Drug Abuse (NIDA), NIH, the sponsor of the campaign, will present the posters, print advertisements, broadcast public service announcements (psa's) and a draft brochure, which are designed for young adults (age 18-24) on the prevention of substance abuse and HIV/AIDS risk behaviors.

This campaign was first launched in August, 1992, and has enjoyed wide exposure in its first year. In addition to the broadcast of the psa's, the print materials are being distributed to college campuses and other relevant settings for reaching this target audience.



# GET HIGH, GET STUPID... GET AIDS.

GET INFORMATION:

**1-800-662-HELP**



NATIONAL INSTITUTE ON DRUG ABUSE.  
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES.



PHOTOCOPY  
PRESERVATION

**GET HIGH, GET STUPID, GET AIDS**

FOR MORE INFORMATION CALL:

**1-800-662-HELP**



NATIONAL INSTITUTE ON DRUG ABUSE : U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES.

# **DRUG ABUSE & AIDS CAMPAIGN**

**GET HIGH, GET STUPID, GET AIDS**

PHOTOCOPY  
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**PHOTOCOPY  
PRESERVATION**

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How Not To Get High,  
Get Stupid, Get AIDS

A Guide To Partying

11 pgs



**How Not To  
GET High,  
GET Stupid,  
GET AIDS.**

**A Guide  
To PARTYING**

**DRAFT**

National Institute on Drug Abuse  
National Institutes of Health

### **FACTS SUPPORTING NIDA'S DRUG ABUSE AND AIDS PREVENTION CAMPAIGN FOR YOUNG ADULTS**

#### **Background**

Research sponsored by NIDA and NIAAA has shown how drugs and alcohol negatively affect good judgement in regard to sexual behavior, and often place young adults at risk for AIDS. The extent of drugs and alcohol abuse by young adults and the "partying lifestyle" play a key role in situations in which young people engage in sex when they do not want to, practice unprotected sex when they do, and find themselves regretting their actions-sometimes too late. Drugs, particularly alcohol, play a key role in affecting good judgement about sex; this puts many at great risk of exposure to HIV. Informing young adults about the links between drugs, sex, and AIDS is vital to prevention of risky behavior and AIDS-related deaths.

#### **Young Adults And Risky Behavior**

NIDA's 1992 Monitoring the Future Survey, (High School Senior Survey) shows that 27.9% of high school seniors, 41.4% of college students, and 32.5% of their non-college peers engage in heavy binge drinking. Among high school seniors, 27.1% used illicit drugs in the past year, and 28.3% of young adults used illicit drugs in the past year. (1992 Monitoring the Future Survey)

#### **AIDS Is A Leading Cause Of Death Among Young People**

HIV infection/AIDS is now the third leading cause of death among young people aged 25-44, the sixth leading cause of death among those aged 15-24, and is expected to be among the top five leading causes of death among women of childbearing age in the 1990s. The Public Health Service estimates that by the end of 1994 between 320,000 and 385,000 cumulative deaths will have occurred due to HIV infection/AIDS. (Centers for Disease Control and Prevention Surveillance Report)

#### **Young Adults At Risk For Contracting HIV**

As of June 1993, 1,301 people aged 13-19 were diagnosed with AIDS. In addition, almost one fifth of all people diagnosed with AIDS were between the ages of 20-29 at the time of diagnosis. As of June 30, 1993, 59,617 young adults aged 20-29 had been diagnosed with AIDS. Among them, 47,777 were aged 25-29 and 11,840 were aged 20-24. (Centers for Disease Control and Prevention -- CDC)

C-92-03

September 1993

## **HIV Transmission Through Heterosexual Contact**

The CDC reports that through March 1993, 284,840 AIDS cases had been reported in adolescents and adults. The statistics show that among this group, 19,178 (7%) acquired AIDS through heterosexual contact. Among this group, 11,638 were females. Of these women, almost 24% were white, 53% were black, and 23% were Hispanic. From April 1991 to March 1992, 3,671 people acquired AIDS through heterosexual contact. From April 1992 to March 1993, there were 6,072 heterosexual AIDS cases-an increase of 65%. (CDC)

## **Injecting Drug Use Among Adolescents And Adults**

As of March 1993, 83,819 people had acquired the HIV through their own injecting drug use. This accounts for 29% of all AIDS cases. Among this group, 15,816 were women. In addition, 6,696 women contracted AIDS by having sex with an injecting drug user. (CDC)

## **Alcohol and Sexual Behavior**

Alcohol is associated with high risk sexual activity that can potentially result in exposure to HIV. Sexual practices considered high risk for acquiring HIV from an infected individual include vaginal or anal intercourse without a condom; other sexual practices that facilitate the exchange of blood, semen, or other body secretions; and unprotected sexual activities with multiple partners.

Studies have shown that alcohol consumption may influence high risk behaviors during sexual encounters. A study of heterosexual drinking habits and sexual behavior found that women and men who frequently combined alcohol use with sexual encounters were generally less likely to use condoms during intercourse. A similar study of homosexual men revealed that alcohol and drug use combined with sexual activity was strongly associated with high risk sexual behavior.

## **Alcohol and the Immune System**

Research shows that alcohol can impair normal immune responses that protect the body from disease. Chronic alcohol consumption has been shown to reduce the number of infection fighting white blood cells, and depress antibody production and other immune responses in laboratory animals and in humans.

- \* Alcohol can impair normal immune responses that protect the body from disease.
- \* Chronic alcohol consumption reduces infection fighting white blood cells.



# FACING-REALITY

JEANINE WOKE UP IN A COLD SWEAT, WITH ONE THING ECHOING THROUGH HER BRAIN. WHO IS THIS GUY IN HER BATHROOM?

MEANWHILE BARRY WAS THINKING, "WHOSE BATHROOM AM I IN?"

JEANINE REMEMBERED GOING TO A PARTY THE NIGHT BEFORE AND GETTING SMASHED OUT OF HER MIND

BARRY RECALLED GETTING DRUNK AND ACTING REALLY STUPID!

EVENTUALLY.... THE WHOLE EVENING CAME BACK.

OH, I MUST BE REALLY STUPID. I MUST BE REALLY DUMB. WHAT DID I DO? HOW DID I GET MYSELF INTO THIS MESS?

WHAT ABOUT AIDS?

THEN THEY REALIZED, MUCH TO THEIR RELIEF, THAT UNLIKE THE REST OF US..... THEY WERE JUST CARTOONS.

**GET HIGH, GET STUPID, GET AIDS.**  
FOR MORE INFORMATION CALL: 1-800-662-HELP



NATIONAL INSTITUTE ON DRUG ABUSE. U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES.



# THE ADVERTISING COUNCIL, INC.

## DRUGS & AIDS CAMPAIGN



Sponsor: National Institute on Drug Abuse,  
U.S. Department of Health and Human Services

"SELF REALIZATION" :60 (CNDA-2160)

Also available in other versions: "Jeanine" :30 & :20— CNDA-2130/2120  
... "Barry" :30 & :20— CNDA-2230/2220  
...and in Spanish: "Luisa" :30 & :20 (CNDA-2330/2320)



(MUSIC UNDER)  
JEANINE: Jeanine woke up



in a cold sweat, with one thing  
echoing through her brain.



"Who was this guy in her  
bathroom?"



BARRY: Meanwhile, Barry was  
thinking,



"Whose bathroom am I in?"



JEANINE: Jeanine remembered  
going to the party the night  
before and getting smashed out  
of her mind.



BARRY: Barry remembered  
getting drunk and acting really  
stupid.



JEANINE: Eventually...  
BARRY: The whole evening  
came back.



JEANINE: Oh, I must be really  
stupid.



BARRY: I must be really dumb.



JEANINE: What did I do? How  
did I get myself into this?



BARRY: What did I do? How did I  
get myself into this?



JEANINE: What about...  
BARRY: What about...  
BOTH: What about AIDS?



JEANINE: Then they both realized,  
much to their relief, that unlike the  
rest of us...  
BARRY: ...they were just cartoons.

GET HIGH  
GET STUPID  
GET AIDS

JEANINE: GET HIGH.  
BARRY: GET STUPID.  
JEANINE: GET AIDS.

FOR MORE INFORMATION CALL:  
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DRUG ABUSE  
U.S. DEPARTMENT OF HEALTH AND  
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**DRUG ABUSE & AIDS PREVENTION CAMPAIGN**

**RADIO PSAs IN ENGLISH**

**RADIO - AS - RECORDED TEXT - "The Stupidest Thing" :60**

**SFX:** Crowd

**GIRL:** I got a question for you guys. What's the stupidest thing you ever did when you got high? (SFX: LAUGHTER).

**GUY:** Oh, oh, I know. I was really drunk at this party and I started doing this dance like a duck...(SFX: LAUGHTER) and I was quacking and all.

**GIRL:** Oh man, you think that's bad, I was staggering around, and I tripped and I had to grab hold of a tablecloth and all the food came down on my head... (SFX: LAUGHTER).

**GUY:** Oh, God, I remember I put a pair of undershorts on my head...(SFX: LAUGHTER) oh I was just wasted...(SFX: LAUGHTER).

**GIRL:** Well, I was really drunk...and I went home with this guy...(SFX: LAUGHTER) And being so high, we didn't think about being careful, you know...And...I got the AIDS virus (SFX: SILENT PAUSE).

**GUY:** Getting high has never been funny and, now that there's something out there called the AIDS virus, it can be deadly serious.

**GIRL:** Get High.

**GUY:** Get Stupid.

**GIRL:** Get AIDS.

**ANNCR :** A public service message from the National Institute on Drug Abuse and the Ad Council.

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