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Miscellaneous Crime and Drug Related Publications

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THE NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN

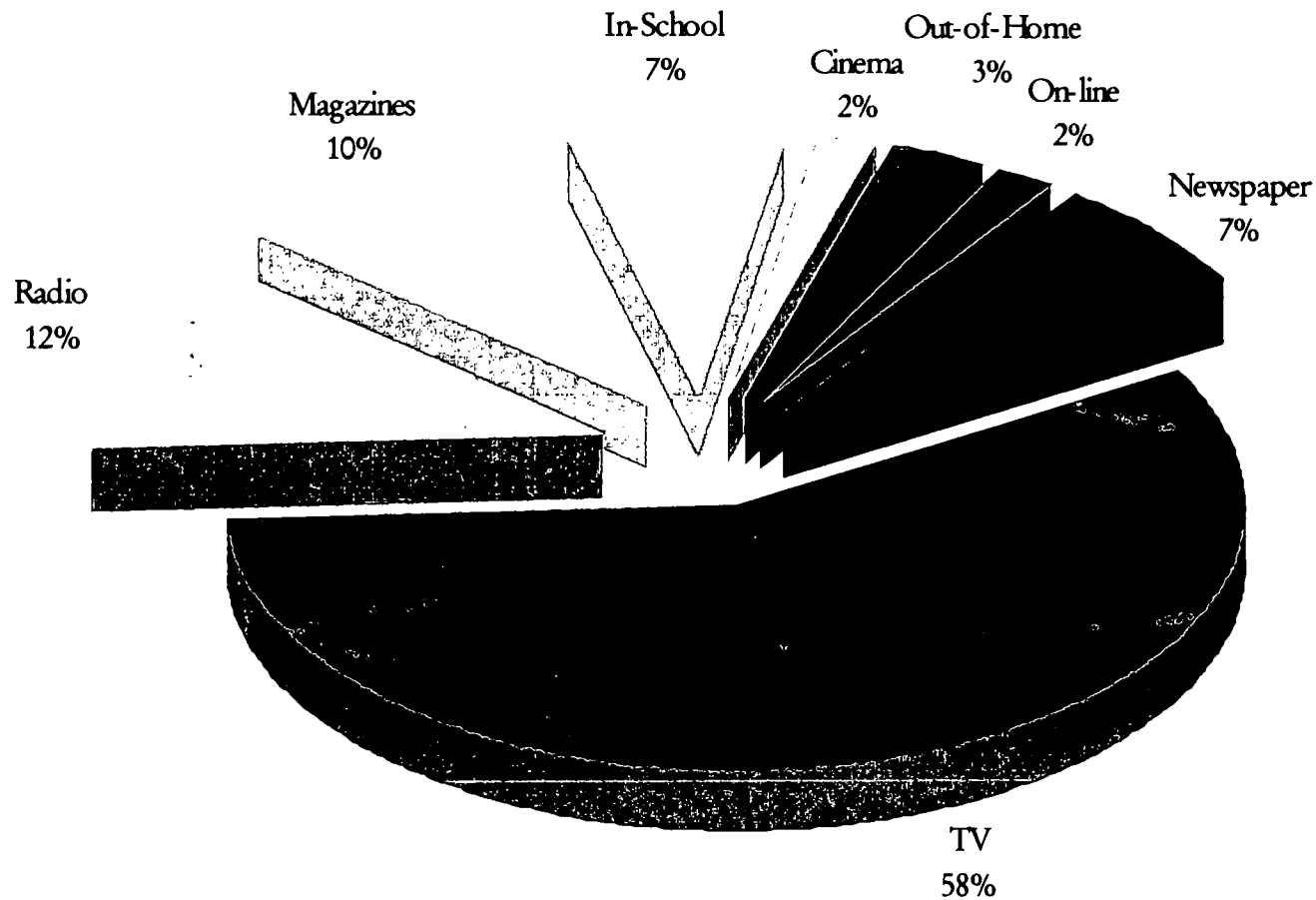


OFFICE OF NATIONAL DRUG CONTROL POLICY

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OFFICE OF NATIONAL DRUG CONTROL POLICY
National Youth Anti-Drug Media Campaign
Resource Allocation
July 9, 1998





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OFFICE OF NATIONAL DRUG CONTROL POLICY
Washington, D.C. 20503

National Youth Drug Use Fact Sheet

- Each year, drug abuse kills 14,000 Americans and costs taxpayers nearly \$110 billion in unnecessary health care costs, extra law enforcement, auto accidents, crime, and lost productivity. (*National Institute for Drug Abuse/National Institute on Alcohol Abuse and Alcoholism, 1998*)
- In 1997, 54.3 percent of high school seniors said they have used an illicit drug at least once in their lives, while 47.3 percent of 10th graders and 29.4 percent of 8th graders said the same. (*Monitoring the Future Study, 1997*)
- Past-year illicit drug use was 56 percent more prevalent among high school seniors in 1997 (42%) than in 1992 (27%). (*Monitoring the Future Study, 1997*)
- Marijuana remains the most widely used drug among adolescents.
 - ⇒ For 12th graders, lifetime use rose from 44.9 percent in 1996 to 49.6 percent in 1997. (*Monitoring the Future Study, 1997*)
 - ⇒ Lifetime use among 10th graders increased from 39.8 percent in 1996 to 42.3 percent in 1997. (*Monitoring the Future Study, 1997*)
 - ⇒ Past year marijuana use among 8th graders nearly tripled from 6.2% in 1991 to 18.3% in 1996. It leveled off at 17.7% in 1998. (*Monitoring the Future Study, 1997*)
- In 1997, 54.2 percent of 8th graders and 80.5 percent of 10th graders thought that marijuana was easy obtain. (*Monitoring the Future Study, 1997*)
- A survey conducted by the Columbia University Center on Substance Addiction (CASA) reported that 41 percent of teens had attended parties where marijuana was available, and 30 percent had seen drugs sold at school.
- The percentage of 12th graders who had used cocaine at least once increased from 7.1 in 1996 to 8.7 in 1997, the highest rates reported since 1990. Rate of cocaine use remained level for 8th and 10th grade students during that same time. (*Monitoring the Future Study, 1997*)
- In 1997, 2.1 percent of 8th, 10th, and 12th graders reported using heroin at least once in their lifetime. (*Monitoring the Future Study, 1997*)
- A recent survey by the Harvard School of Public Health revealed that 56 percent of adults believe drugs are the number one problem facing children today, followed by crime, and the breakdown of family life. In another survey, conducted by the Columbia University Center on Substance Addiction (CASA), more adolescents cited drugs as their biggest concern (32%) than cited any other concern including sex, social pressures, and crime in school.

Kids on drugs: Parental perception vs. teen reality

Parents overwhelmingly believe peer pressure is the main reason kids use drugs — teens think that's one reason, but say the desirable image they believe drug use provides is a close second.

REASONS KIDS BEGIN USING DRUGS

Parents Teens

Do what friends do



Makes them feel good



It's cool



Stress / Boredom



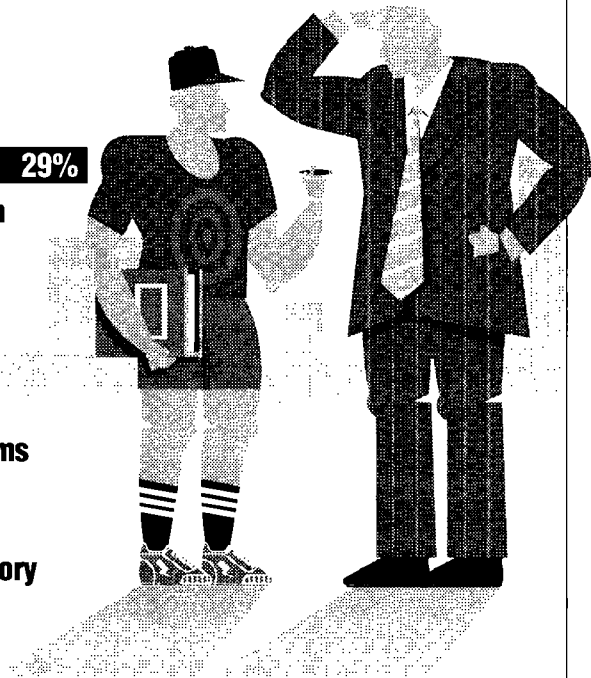
Rebellion



Personal Problems



Family Drug History



Source: 1997 CASA Survey of Public Opinion

Why kids use drugs: Different ages, different reasons

12 and 17-year-olds were asked why they think kids use drugs. Both age groups said image and peer pressure were factors, but older kids also cited the physical sensations drug use provides and stress relief as major reasons.

12-YEAR-OLDS SAY:

- They think they're cool:

49%

- They want to do what their friends do:

24%

17-YEAR-OLDS SAY:

- They want to do what their friends do:

26%

- It makes them feel good:

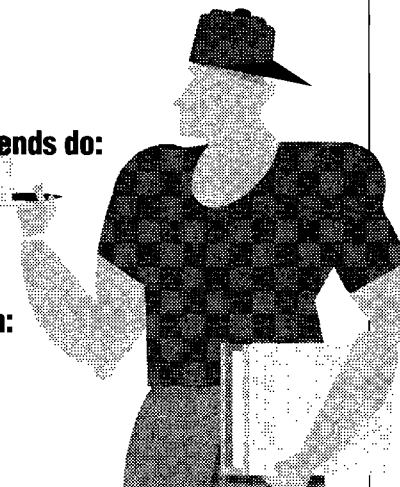
23%

- It relieves stress and boredom:

22%

- They think they're cool:

10%

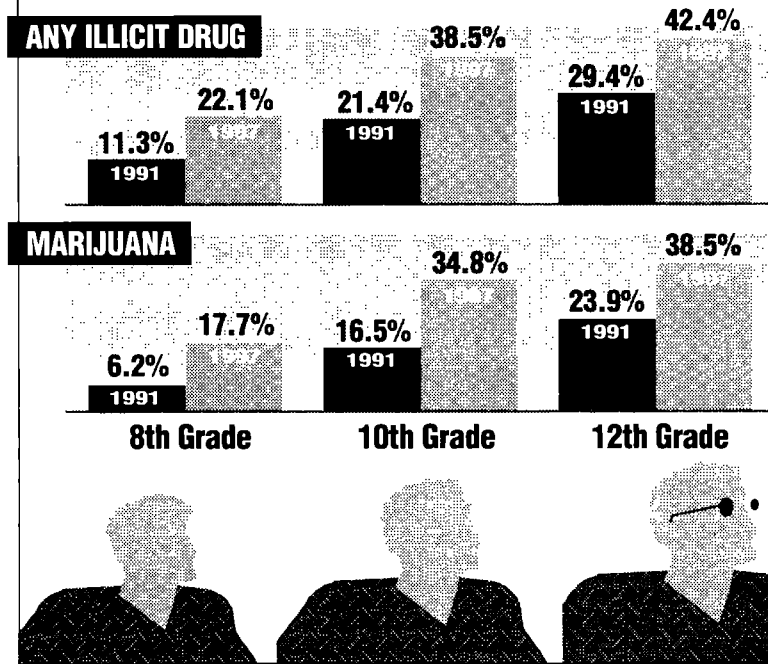


Source: 1997 CASA Back to School Survey

Drug use up for teens

8th, 10th and 12th graders were surveyed about their use of illicit drugs — results indicated use was up overall, with the greatest increase in the lower grades. 8th graders use of marijuana nearly tripled between 1991 and 1997, and reported a nearly 50% increase in the use of any illicit drug in that same time period.

Trends in Annual Drug Use



Source: 1997 Monitoring the Future Survey, University of Michigan



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**NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN
EVALUATION AND TRACKING**

ONDCP has devised a comprehensive system to measure the effectiveness of each of the three phases of the campaign, and to ensure that the program is on track to reach its goals. The evaluation plan includes both *quantitative* and *qualitative* components.

QUANTITATIVE EVALUATION

The quantitative evaluation component of Phases I and II consists of:

- in-school surveys of 4th through 12th graders; and
- telephone surveys of parents with children aged 17 and under.

These surveys will provide statistically representative data on:

- the prevalence of drug use;
- attitudes toward drug use;
- where youth learn about the dangers of drug use;
- whether parents have talked with their children about drugs; and
- viewers' recall of the anti-drug ads.

In Phase I of the campaign, quantitative evaluation steps included:

- Selecting and surveying a random sample of public schools. In each of the 12 markets, eight schools were surveyed. Samples were weighted to be generalizable to the entire in-school populations in the market.
- Telephone surveys were conducted with 175 parents in each of 12 target cities and in 12 comparison areas.

In Phase II, in-school surveys will be conducted with 12,500 students constituting a nationally-representative sample. Baseline surveys were conducted in April-May of 1998. Follow-up data will be collected in October 1998. The Phase II baseline will also serve as the baseline for the remainder of the program. Phase III sample sizes for the in-school survey have not yet been determined.

Telephone surveys in Phase II will be conducted with a nationally-representative sample of 2,500 parents. Surveys will be conducted in April-May and October of 1998. Methodology for the telephone surveys in Phase III has not yet been determined.

QUALITATIVE EVALUATION

The qualitative evaluation consists of:

- focus groups with youth ages 9 through 17;
- focus groups with parents and other adult influencers;

- interviews with key informants in each community (e.g., prevention and treatment specialist, community coalitions, law enforcement and clergy); and
- monitoring of media activity, including the level of anti-drug advertising from both the ONDCP campaign and other sources.

The qualitative component will provide the context within which to place the quantitative data, including information on the local drug abuse situation, existing drug prevention activities, impressions by key drug abuse professionals and other community officials about the state of the youth drug problem and how the campaign is working in each community during the campaign.

Focus groups were conducted in each of the 12 pilot markets and in 12 comparison markets prior to, during and following Phase I. In Phase II, focus groups will be conducted in selected metropolitan areas to collect baseline and follow up. During Phase III, focus groups will be conducted twice a year to coincide with the quantitative data collections.

Additional techniques used in gathering qualitative information will include site visits, archival research, observations of community anti-drug activities and meetings and interviews with key contacts. In Phase I, these activities were conducted during the same time period as focus groups. In Phases II and III, they will be conducted twice a year, as a continuous method of assessing the impressions of target audiences about the campaign.

The Phase I and II evaluations, due to time constraints, are being conducted by ONDCP's existing policy research contractor. The Phase III evaluation will be conducted by a contractor chosen through a competitive bidding process, which will take approximately nine months. ONDCP is currently in negotiations with the National Institute on Drug Abuse for them to assume direct day-to-day management of this contract.

Throughout the life of the campaign, original research will be supported with re-analysis of existing data on drug use, drug use attitudes, and related behaviors among youth and adults. Sources will include school surveys, such as the Youth Risk Behavior Survey, the University of Michigan's Monitoring the Future Survey, the National Household Survey on Drug Abuse, Community Epidemiology Work Group Data, HIDTA Threat Assessment Data and data collected by the Center for Substance Abuse Prevention.



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Youth Involvement in the National Youth Anti-Drug Media Campaign

From the earliest stages of the campaign, youth have been consulted about the design of the campaign. ONDCP conducted focus groups with more than 300 young people in urban, suburban and rural areas across the country. Youth input—combined with public health research and expert advice from teen marketing and advertising experts—guides the campaign messages and strategies used in the campaign.

Specifically, young people's insights led to or supported the following:

- **The campaign will highlight the consequences of drug use that youth find most compelling.**

The National Youth Anti-Drug Media Campaign primarily targets drugs of first use, such as marijuana and inhalants. Young people were specifically asked for their thoughts on the consequences of using such drugs.

Although it varies somewhat by age, young people thought that the immediate consequences and social consequences of marijuana use were more salient than harmful physical effects. Issues such as losing control over a situation and doing something stupid or silly were a special concern. As one girl put it, "When you're high, you're not really you." Other immediate consequences such as disappointing one's parents and going to jail were also meaningful.

Young people in all age ranges report that, for inhalant use—unlike marijuana use—harmful *physical* effects were of particular concern to them. In every focus group, they raised the issues of dying suddenly or becoming brain damaged.

Although not as compelling, young people perceive a range of other negative consequences of drug use. For example, laziness, forgetfulness, weight gain, and the possibility of losing a job were named as major drawbacks to drug use. The National Youth Anti-Drug Media Campaign messages will ensure that young people know the full spectrum of consequences, while focusing on those most likely to help motivate and persuade them to avoid drug use.

- **Messages will address the reasons youth give to explain why young people use drugs.**

Many middle-school aged students told us they feel that drug use is a normal part of being a teenager, and that drug use can play a role in helping kids make and keep friends. One objective of the campaign is to correct the misperception many youth have that drug users are a majority, rather than a minority. That's also why messages designed to enhance social skills, like resisting peer pressure and forming new relationships, are among those in the campaign's communication plan.

- **The campaign will give parents a hand.**

Young people underscore how important it is for parents to talk with their children about drugs. The opinions of caring adults were very important to younger adolescents (ages 9-13), especially. This input reinforces the findings of a recent landmark study on adolescent development, which indicated that having a close relationship with at least one parent was the most potent factor in protecting adolescents from substance abuse.

However, the older youth indicated that their friends, the “street,” and entertainment venues were more important sources of influence and education about drugs than parents. This youth input gave important insights into the resistance parents may face, and showed what tools parents need in order to help overcome these barriers.

- **The campaign will work with the entertainment industry.**

Youth mentioned that positive images of marijuana—especially in movies and music videos—were one possible reason some young people see marijuana use as cool. A key component of the campaign involves working with the entertainment industry. Collaboration will likely include holding an Entertainment Industry Summit meeting and follow-up forums, and convening a panel of industry leaders who can facilitate access to the industry’s creative community. Moreover, all advertising used in the campaign is designed and tested to ensure that they appeal to youth who are accustomed to high-tech, high-quality consumer advertising.

In order to continue incorporating valuable youth input into campaign activities, the Office of National Drug Control Policy will partner with the National Association of Secondary School Principals (NASSP). NASSP is creating a mechanism for diverse groups of middle school students to provide feedback on the campaign, using both NASSP activities and partnerships with other national youth organizations involved in substance abuse prevention programs. The input and opinions of these young people will help shape the direction of the campaign in the coming years.



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NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN WEB INITIATIVES

Interactive media respond to young people's need to explore in ways most relevant to them, and to find information while practicing the skills and finding the community resources that will safeguard against a future marred by drug abuse.

Campaign initiatives with digital media, especially the Internet, will take place in a coordinated effort known as "Project KNOW." The keystone of Project KNOW is the campaign web site: <http://www.projectknow.com>.

On **projectknow.com**, youth and parents will find realistic accounts of how drugs affect every community, practical advice on how to avoid or reject drugs, and referrals for help in reducing the risks of drug abuse for children and families across America.

- **Projectknow.com** provides online help in a credible, engaging way. Youth and parents speak in their own voices, with real stories about real experiences. Together youth and parents can explore what is true and false about drugs. Youth can find help via Project KNOW, and parents can learn how to focus their energies at home and in their community. An especially popular part of **projectknow.com** is the game-format "Brain Invaders," which dramatizes how drugs impair brain function.
- To deepen the campaign's online focus for middle school-aged youth who are most at risk for initiating drug use, the National Clearinghouse for Alcohol and Drug Information, assisted by the National Institute on Drug Abuse, are creating additional web resources where young teens, teachers and counselors will find informative, reliable and fun content about drugs.
- As an additional resource for parents, users can access the web site of the Partnership for a Drug-Free America (www.drugfreeamerica.org).
- Community leaders and others supporting the campaign will find important information at the ONDCP web site (www.whitehousedrugpolicy.gov).
- Greatly expanding the scope of Project KNOW, the campaign will partner with leading media companies online. ABC has brought an exceptional commitment to the campaign by contributing world-recognized excellence in family communications and an aggressive stance in the online market. They will sponsor anti-drug content for youth and parents in ABC.com, Disney Online, and other leading Internet channels.
- America Online will support the Youth Anti-Drug Media Campaign during its first year by presenting the webcast of the national launch event, closely followed by three nationwide chats on AOL Live! featuring leading drug prevention experts. Future AOL plans include establishing an anti-drug Resource Center within AOL's service that provides youth and parents access to comprehensive drug prevention information.



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JULY 7, 1998

INTERMEDIATE FINDINGS OF THE EVALUATION OF PHASE I
OF THE YOUTH ANTI-DRUG MEDIA CAMPAIGN

The National Youth Anti Drug Media Campaign was developed by the Office of National Drug Control Policy (ONDCP) to (1) educate and enable America's youth to reject illegal drugs; (2) prevent youth from initiating use of drugs, especially marijuana and inhalants; and (3) convince occasional users to stop using these and other illegal drugs. In January 1998, ONDCP began implementation of the Phase I Campaign, planned as a 20-week pilot test, targeted in 12 media markets. The Campaign purchased prime-time slots on television and radio as well as advertising space on billboards and in the print media for a series of anti-drug use advertisements in 12 pilot cities. Qualitative findings from the Intermediate Evaluation Report of the Phase I Youth Anti-Drug Media Campaign (prepared by CSR, Incorporated) include the following:

Hartford, CT--Youth of all ages reported a high level of awareness of the campaign ads, particularly those on TV and radio. Youth offered concrete recommendations for improvements including "show that drugs are deadly" and "use terms that speak to teens." Many of the urban Hispanic parents said that having ads in both Spanish and English raises the awareness of parents who speak only one of the two languages. Parents, in general, agreed that if anti-drug ads were going to be effective, they had to be shown frequently, show real-life consequences of using drugs, and offer help to parents who were seeking support.

Houston, TX--Students in elementary and high school, and to a less extent, middle school were very aware of the campaign's TV and billboard ads. Parents generally considered the ads educational for both parents and youth and believed the ads would help keep the drug issue up front. Media representatives interviewed said the ONDCP paid ads did not deter their stations from continuing to broadcast PSAs for other causes.

Atlanta, GA-- Middle school and high school students remembered seeing a lot of the anti-drug ads on television. Middle school students reported the ads made them think about the seriousness of drug use. Parents reported seeing more anti-drug ads in the past 3 months than they had in the past 2 years.

Baltimore, MD--Local media representatives thought the new campaign was very effective. Suburban youth and parents were more aware of the campaign ads than their urban counterparts. Community informants' (e.g., law enforcement officials, educators, and members of the faith community) perceptions of community response to the ads were mixed. Some had heard a lot of discussion about the ads; others think that youth and parents view them more as commercials.

Milwaukee, WI--Elementary, middle, and high school students had good recall of the TV ads and remembered specific campaign messages. Parents reported that the ads provided them with good opportunities to discuss the drug issue with their children. Community representatives recommended that the ads be shown more frequently, include minorities and local persons, and ask direct questions such as "Why do you want to get high?"

Boise, ID--Youth (7-12th graders) reported seeing the campaign ads. High school students reported hearing the radio ads "every few minutes" and seeing the TV ads more often late at night stating that the ads appeared only two to three times during the early evening. Parents recommended that a mentoring program be used in conjunction with the Campaign to ensure its success.

Denver, CO--Middle school youth identified 16 TV anti-drug ONDCP campaign ads and several of the radio ads. Some middle school students reported that some of the ads "scare you out of doing it," while others said the ads would not change the minds of those already using. Urban and suburban parents said the ads have stimulated discussions about drugs between them and their children. High school students said the ads would not change their minds about drugs.

Portland, OR--All parents who had seen the ads agreed they were an important tool for "breaking the ice" with their children. High school students reported a high level of exposure to the ads, primarily on TV and billboards, and accurately interpreted the ad messages. Students in the 4-6th grades had very little awareness of the campaign ads. Urban middle school students remembered seeing campaign ads on TV and billboards. Suburban middle school students said the ads are "never on."

Sioux City, IA-- The majority of youth recalled seeing most, if not all, of the campaign ads daily to several times a day. These children were often able to repeat the dialogue, as well as the message, of the ads. Elementary school students reported that the ads made them think about what they would do if someone offered them drugs. The majority of the high school students reported that they already knew about the risks and dangers of illegal drugs. Interviews with media representatives indicate that the ONDCP ads did not decrease air time for other PSAs because they were filling paid time slots, not PSA time slots.

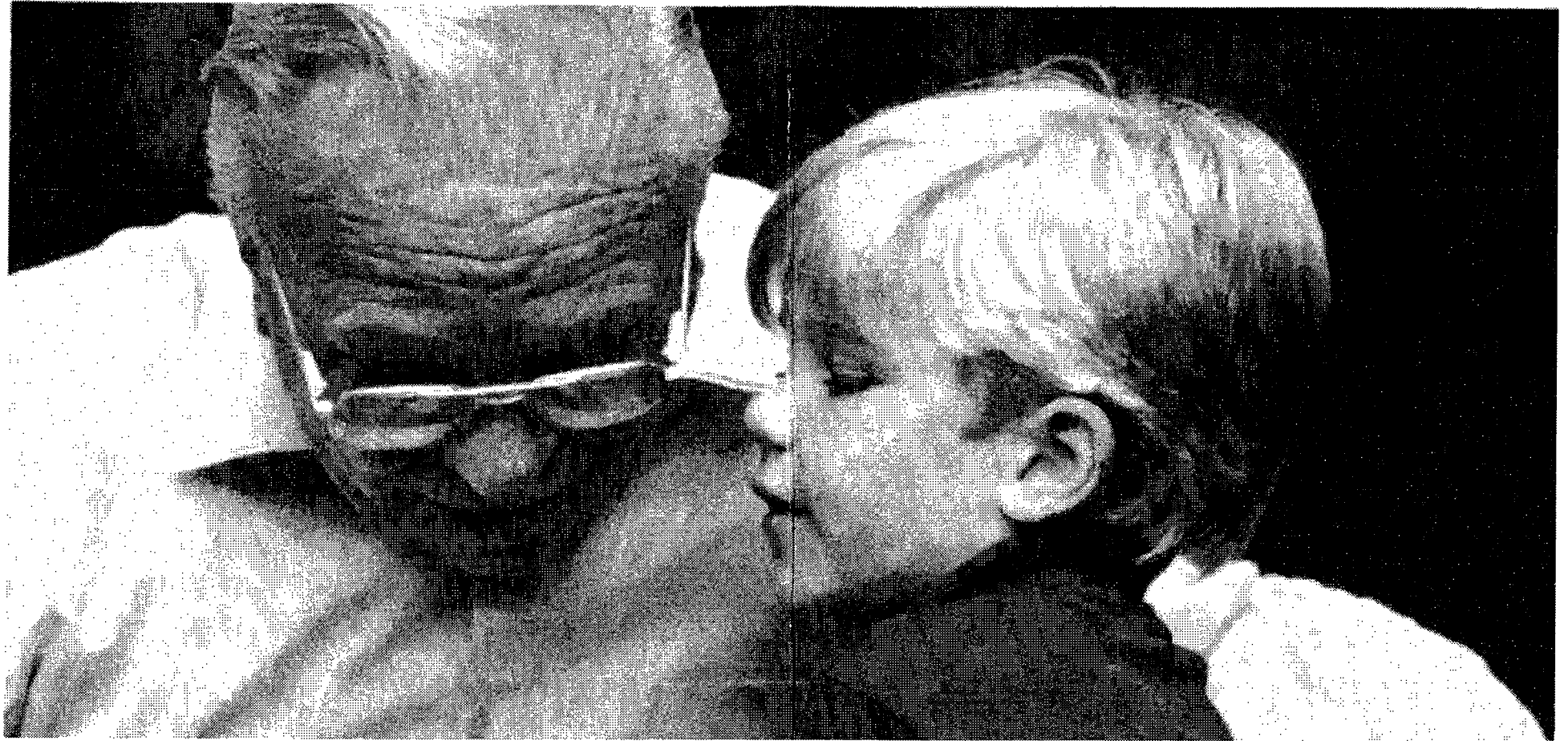
San Diego, CA--Youth in grades 4-6 did not recall the anti-drug ads on television, radio, or in any print medium. High school and suburban middle school students recalled some of the anti-drug ads being shown on TV. Only suburban high school students were aware of any anti-drug billboards in their communities. Awareness of specific ads was more common among inner city parents than among parents residing in the suburbs. Parents agreed that new advertisements should show the physical harm done by drugs, persons with permanent disabilities as a result of drug abuse, and parents who had lost a child to drugs.

Tucson, AZ-- Youth of all ages and parents reported a high level of awareness of the ONDCP campaign ads. Parents said the ads provide positive information and a natural lead-in for discussion with the children. Parents also reported that the 1-800 referral numbers are particularly helpful. One television station representative whose station is airing the campaign ads said he was impressed with the quality of the ads included in the campaign. He also reported that airing these ads has not affected that station's pro-bono policies for airing PSAs.

Washington, DC-- Youth at all grade levels were very aware of the anti-drug television ads. The "Frying Pan" ad was recalled by nearly all youth participating in focus groups and was characterized as having a "powerful message." Posters and billboards were remembered by very few youth. Youth reported that ads that relate youths' personal stories about drugs and their effects are more likely to "make people stop and think." Parents also recalled an extensive list of the Campaign's television ads and a few radio ads. Media representatives from local television and radio stations and newspapers reported that the ads were well received and that the station staff were talking about them, although they had received no comments or feedback from the public.

Overall the findings indicate that in the first 3 months of its implementation, the Campaign has made its presence known. Youth, parents, and community representatives across the 12 target sites are very aware of the new television ads being aired, the frequency with which they are shown, and the new time slots in which they are seen. Time will tell the complete story of the campaign's impact on changing attitudes and behavior. The first step, heightening youth and parent awareness of the anti-drug message, has been accomplished.

For further information, contact Terry Zobeck, (202) 395-6736. You may also access the official ONDCP website, to obtain more information on the campaign and drug policy issues. The web address is: www.whitehousedrugpolicy.gov.



The power of a Grandpa.

Children have a very special relationship with Grandma and Grandpa. That's why grandparents can be such powerful allies in helping keep a kid off drugs.

Grandparents are cool. Relaxed.

among teens is 13. Some kids start at 9.

- 1 out of 4 American kids between 9 and 12 is offered illegal drugs. 22% of these kids receive the offer from a friend. And 10% named a family member

He never hates his grandparents.
Grandparents ask direct, point-blank,
embarrassing questions you're too
nervous to ask:

"Who's the girl?"

"How come you're doing poorly in
history?"

"Why are your eyes always red?"

"Did you go to the doctor? What did
he say?"

The same kid who cons his parents
is ashamed to lie to Grandpa. Without
betraying their trust, a loving, under-
standing grandparent can discuss the
danger of drugs openly with the child
he adores. And should.

- The average age of first-time drug use

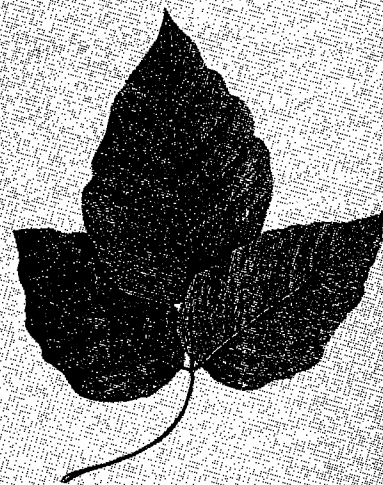
violence in many communities, to AIDS,
to birth defects, drug-related crime,
and homelessness.

As a grandparent, you hold a special
place in the hearts and minds of your
grandchildren. Share your knowledge,
your love, your faith in them. Use your
power as an influencer to steer your
grandchildren away from drugs.

If you don't have the words, we do.
We'll send you information on how to
talk to your grandkids about drugs. Just
ask for your free copy of *Keeping Youth
Drug-Free*. Call 1-800-729-6686.

Grandma, Grandpa. Talk to your
grandkids. You don't realize the power
you have to save them.

Office of National Drug Control Policy
Partnership for a Drug-Free America®



[Poison ivy]



[Marijuana]

Why is it parents can explain the harmful effects of one and not the other?

TEENS WHO SAY THEY HAVE LEARNED A LOT ABOUT THE RISKS OF MARIJUANA FROM

THEIR PARENTS ARE 40% LESS LIKELY TO USE POT AS THOSE TEENS WHO SAY THEY

HAVE LEARNED NOTHING ABOUT DRUGS FROM THEIR PARENTS. TALK TO YOUR

TEENAGER ABOUT MARIJUANA. KNOWLEDGE IS PRETTY CONTAGIOUS STUFF. IF YOU

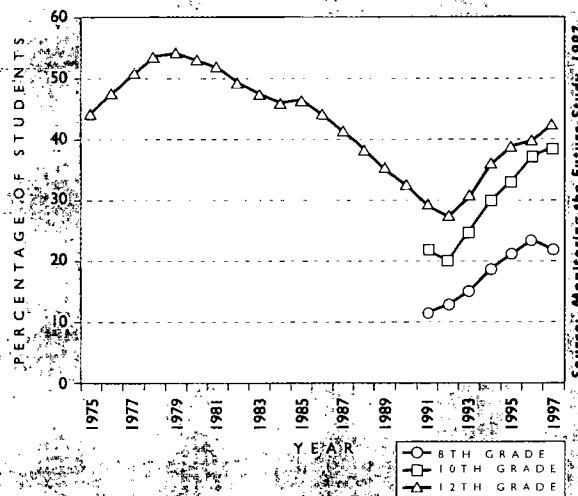
NEED HELP, VISIT OUR WEB SITE AT <http://www.drugfreeamerica.org> OR CALL

1-800-729-6686 FOR A FREE COPY OF "MARIJUANA: FACTS PARENTS NEED TO KNOW"

Office of National Drug Control Policy
Partnership for a Drug-Free America®

Since 1991, drug use among America's youth has been rising at an alarming rate. At the same time, anti-drug attitudes among the same group have been declining dramatically.

TRENDS IN ANNUAL PREVALENCE
OF ILLICIT DRUG USE



To counter this disturbing trend, the Office of National Drug Control Policy (ONDCP) has launched The National Youth Anti-Drug Media Campaign, a multi-faceted, five-year effort to educate and enable America's youth to reject illegal drugs.

The campaign is centered around an aggressive paid advertising effort that will ensure that members of the target audiences—youth aged 9-18 (especially middle-school aged children), their parents, and other influential adults such as teachers and coaches—see or hear an average of four anti-drug messages each week.

The advertising will be supported by activities that will include:

- ☐ partnerships with community, civic, and professional groups;
- ☐ initiatives involving the Internet and interactive media;

FOR MORE INFORMATION, CALL:
National Youth Anti-Drug Campaign Clearinghouse
1-800-788-2800

OR GO TO:
www.projectknow.com
www.whitehousedrugpolicy.gov

THE NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN



The campaign has received overwhelming support from Congress, which approved \$195 million in funding for the campaign for 1998, and is expected to continue this level of funding through 2002.

"We are creating an entirely new media environment.

Now, whenever our nation's children turn on the television, listen to the radio, or surf the Internet, they will get a powerful message against drug use."

Barry R. McCaffrey, Director,
Office of National Drug Control Policy

CAMPAIGN DESIGN

Nearly a year of research went into designing the campaign. Hundreds of individuals and organizations were consulted, including experts in teen marketing, advertising, and communication; behavior change experts; drug prevention practitioners and representatives from professional, civic, and community organizations. These findings resulted in a comprehensive communication strategy that uses a variety of media and messages to reach young people, their parents, and other youth-influential adults.

This campaign is different from previous anti-drug efforts in four important ways:

- 1) The level of funding for paid media, expected to be \$1 billion over five years, will give extensive exposure to anti-drug messages during prime-time programming watched by youth.
- 2) It is not just an ad campaign. It is a series of public/private partnerships that will generate a range of communication activities. The entertainment industry, the media and other entities are being asked to donate at least \$1 billion worth of supporting activities to reinforce and extend the advertising messages, in partnership with ONDCP and a broad cross-section of institutions that influence youth attitudes about drugs.

- 3) This campaign raises the bar for public service campaigns because it has an unprecedented level of accountability. It will be carefully monitored, evaluated, and updated as

NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN CORE MESSAGES

For younger people:

- Most teens do not use drugs or approve of drug use;
- Use of specific drugs has many negative consequences;
- Remaining drug-free has many positive consequences;
- There are skills young people can learn to enable them to stay drug-free; and
- There are positive ways young people can use their time after school and on weekends.

For parents and other influential adults:

- Their children are at risk for using drugs;
- Parents are a strong influence on whether their child will use drugs;
- There are simple, effective actions adults can take to help children avoid drug use.

CAMPAIGN IMPLEMENTATION

The National Youth Anti-Drug Media Campaign is being implemented in three phases.

PHASE I, January – July 1998. This pilot phase consisted of television, radio, print, and outdoor advertising in 12 markets: Atlanta, Baltimore, Boise, Denver, Hartford, Houston, Milwaukee, Portland (OR), San Diego, Sioux City, Tucson, and Washington, DC.

These cities were chosen to ensure that the campaign messages addressed various ethnic and geographic audiences and drug use trends.

Audience awareness surveys and focus groups were conducted throughout this Phase I of the campaign to provide feedback to help shape Phases II and III.

start of this Phase. Phase II will also see the beginning of partnerships developed with the private sector, community coalitions, and state and local governments.

PHASE III will begin in October 1998. The national media buy will continue, and other elements of the campaign will be fully underway, including additional partnerships with the media, entertainment, and sports industries, as well as civic, professional, and community groups.

MEDIA MATCH

Every media outlet that accepts the campaign's paid advertising will be asked to match the government's purchase with an equal value of public service in the form of public service announcement (PSA) time or space, or other programs or activities related to youth substance abuse prevention. This public service time will be shared with other organizations to promote anti-drug related messages, such as mentoring, underage alcohol and tobacco use, early childhood development, teen volunteering, crime prevention, and after-school activities. Media outlets can also provide in-kind contributions for local community events, editorial coverage, and other unique activities.

ADVERTISING PARTNERS

- **Partnership for a Drug-Free America (PDFA)**, a non-profit coalition of professionals from the communications industry, is overseeing and implementing the creation of all paid advertising used in the campaign. The Partnership, led by Jim Burke, has run a highly acclaimed national anti-drug advertising campaign since 1987.
- **The Advertising Council, Inc.**, the nation's largest provider of public service communications, will serve as the clearinghouse for national and local Public Service Announcements (PSAs) submitted by non-profit groups for consideration as part of the media match. They will screen all ads submitted and ensure that they fit within the overall communication strategy and meet all broad-



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NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN
MEDIA FACT SHEET
Revised July 9, 5:30 p.m.

With Bi-Partisan Support from Congress,
White House Unveils New, National Anti-Drug Campaign

Ads to Air in Purchased Media Exposure for the First Time;
Media Companies Asked to Match Government's Media Buys.

President Clinton, joined by Barry McCaffrey, Director of the White House Office of National Drug Control Policy (ONDCP), will announce today a comprehensive and unprecedented national anti-drug communications campaign. The campaign initiates nation-wide use of federal funds to purchase media for hard-hitting ads and other related initiatives to deliver messages about drugs to youth and their parents.

The effort, backed by strong bi-partisan support in the United States Congress, is being conducted in conjunction with Jim Burke and the Partnership for a Drug-Free America (PDFA), the Advertising Council, Inc., and a broad array of media, community, public health and professional organizations. The announcement will take place at 10:00 a.m. at the World Congress Center.

"By using the full power of mass media to change youth attitudes, we can cut youth drug use," McCaffrey said. "Preventing children from ever trying drugs requires the use of mass media. That's where kids take their cues. A major objective of the campaign is to de-normalize drug use in the minds of youth and increase their perception of risk. If Corporate America uses mass media to sell everything from sneakers to soda, we've got to use the full power of mass media to *unsell* drugs to children. To truly change behavior, these messages need to be reinforced -- consistently, persuasively and convincingly -- by family, schools, community leaders, the entertainment industry and professional sports, the Internet, and other influences on youth attitudes. This campaign has the potential to become the most cost effective drug prevention initiative ever undertaken by the federal government. It is a true public-private partnership."

In addition to advertising, the campaign has five other key components: initiatives involving the Internet and interactive media; initiatives with the entertainment and sports industries; media outreach; partnerships with community, civic and professional groups; and corporate partnerships.

With \$195 million appropriated by Congress for 1998 (about one percent of the federal drug budget), this is the largest and most comprehensive anti-drug media campaign ever undertaken by the federal government. It will operate much like a commercial marketing campaign, managed by professional advertising agencies which will buy prime-time media exposure to reach key target audiences: children aged nine to 18, especially middle-school aged children, along with parents and other adult mentors such as teachers and coaches. The campaign will be constantly monitored and adjusted, with a formal evaluation conducted through the National Institute of Drug Abuse. Media

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companies will be asked to match the government's ad buys with equivalent value public service donations, including public service announcements (PSAs). This will raise the potential exposure of the campaign to nearly \$400 million in 1998.

Advertising for the campaign is being created on a pro-bono basis by the industry through the Partnership for a Drug-Free America (PDFA), a non-profit coalition of professionals from the communications industry responsible for the highly-acclaimed anti-drug advertising campaign that has run nationally since 1987. PDFA is serving as an unpaid consultant to the new initiative and will receive no federal funding as part of the effort. The Screen Actors Guild is also participating by waiving all fees for actors used in the campaign. The American Federation of Television and Radio Artists supplied talent for the advertisements, and Kodak is donating all film used in producing the advertising.

The Advertising Council, Inc., the nation's largest provider of public service communications, will serve as the clearinghouse for national PSAs that are eligible for the "media match." They will ensure that the ads adhere to the overall campaign communication strategy and meet broadcast and print standards. The American Advertising Federation will handle the same tasks for local PSAs. Match PSAs will address ways to prevent drug use by supporting programs on mentoring, underage alcohol and tobacco use, early childhood development, teen volunteering, crime prevention, after-school activities and other drug-related issues.

"For the first time, we will be able to place the right ads in the right media to reach the right audiences consistently over time," said Jim Burke, chairman of PDFA. "If executed properly and supported for five years, this campaign will have a profound and lasting impact on drug-related attitudes and drug use in this country. We are grateful to President Clinton, Director McCaffrey and everyone in the United States Congress who supported this wise investment in our children."

The campaign has been running since January in 12 test markets where it has been well received. The advertising goes national tonight with a television network "roadblock," when campaign ads will air at the same time on all major television networks. The campaign will appear in virtually all major national media - television, print, radio, billboards and the Internet. Media buys will be made in local cities throughout the U.S., enabling the campaign to target specific drug problems in certain regions of the country. Campaign-related initiatives reinforcing key messages will begin in communities nationwide. Some campaign ads will be tagged with the campaign clearinghouse number --1-800-788-2800-- which will be staffed with live operators 24 hours a day, and through which callers will be able to order publications on anti-drug topics or locate drug prevention resources in their communities. The campaign website for parents and youth can be accessed at www.projectknow.com.

One of the most promising signs of the potential impact of this campaign is the agreement by three of the entertainment industry's most respected executives to form a committee of industry leaders that will help reach their creative communities with useful information about youth drug

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use issues. Barry Diller, CEO of USA Networks; Frank Biondi, Chairman of Universal Studios; and John Cooke, Executive Vice President-Corporate Affairs, The Walt Disney Company, will co-chair the committee which will first meet in the fall.

"We also are particularly pleased that Fox Family Worldwide, the nation's largest producer of TV programming for children, is the first entertainment company to come forward with a concerted effort with ONDCP to educate writers, producers and others in its creative community about youth drug use issues," McCaffrey said. "Their aim is to produce entertaining programs that can also spread anti-drug messages in compelling and innovative ways."

ABC.com will develop a youth-targeted Web site featuring true drug stories, drug prevention facts, and interactive "edutainment" such as quiz and role playing areas. ABC.com will also create online anti-drug promotions, develop editorial anti-drug features, and provide millions of free online advertising messages.

America Online will present on online Webcast of the Atlanta press conference, closely followed by three nationwide chats on AOL Live! featuring leading drug prevention experts. Future AOL plans include establishing an anti-drug Resource Center within AOL's service that provides youth and parents access to comprehensive drug prevention information.

Other significant partnerships developed under the campaign to date include efforts involving the American Academy of Pediatrics, Channel One, the Florida Marlins, Major League Soccer, Marvel Comics, NBC, News Corp., Reader's Digest, Time Warner, ABC Television, Viacom, and News Corp.

Nearly a year of research went into the design of the integrated communication campaign. Teen marketing, advertising and communication experts, behavioral and drug prevention experts, media executives, government agencies, professional associations, and community and civic organizations, in addition to the decades of experience of the Ad Council and PDFA, contributed to the campaign's strategic design. Expert panel meetings, a broad review of research in the field, and the results of focus groups with hundreds of young people were combined to create the multi-tiered campaign.

Since test advertising began running in the 12 pilot markets (Atlanta, Baltimore, Boise, Denver, Hartford, Houston, Milwaukee, Portland (OR), San Diego, Sioux City, Tucson and Washington, D.C.), orders for publications from the National Clearinghouse for Alcohol and Drug Information mentioned in the ads are up over 300 percent. In addition, local anti-drug coalitions in some cities have seen requests for information quadruple.

On July 9, the Community Anti-Drug Coalitions of America (CADCA) is organizing local events in cities throughout the country. At town meetings, participants will view the national launch event via satellite, and hold workshops to begin developing local initiatives that capitalize on the increased public consciousness of the drug issue that will be generated by the campaign.

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Page Four

“Let me be very clear on our expectations of this program: Advertising and mass media alone will not solve the drug problem. But through this integrated campaign of powerful media messages reinforced by parents, schools, religious leaders, athletic leagues, community organizations, health professionals, and others, we will make a measurable impact on the way youth think and feel about drugs,” McCaffrey said.

For more information contact: Bob Weiner/Alan Levitt, 202-395-6618

To listen to the webcast or participate in any of the AOL Live! chat series, go to keyword “ONDCP” or keyword “AOL Live” on America Online; or go to www.whitehousedrugpolicy.gov on the world wide web.



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF NATIONAL DRUG CONTROL POLICY
Washington, D.C. 20503

BIOGRAPHY

Barry R. McCaffrey
Director, Office of National Drug Control Policy

Barry McCaffrey was confirmed by unanimous vote of the U.S. Senate as Director of the White House Office of National Drug Control Policy (ONDCP) on 29 February 1996. He serves as a member of the President's Cabinet and as the senior drug policy official in the Executive Branch. He is also a member of the National Security Council and the President's Drug Policy Council. Prior to confirmation as ONDCP Director, he was the Commander-in-Chief of the U.S. Armed Forces Southern Command coordinating all national security operations in Latin America.

Director McCaffrey graduated from Phillips Academy, Andover, Massachusetts and the U.S. Military Academy. He holds a Master of Arts degree in Civil Government from American University and taught American Government, National Security Studies, and Comparative Politics at West Point. He also attended the Harvard University National Security Program. Director McCaffrey is a member of the Council on Foreign Relations and as associate member of the Inter-American Dialogue.

General McCaffrey began his military career as a 17-year old Cadet at West Point. He served four combat tours: Dominican Republic, Vietnam (twice), and Iraq. When he retired from active duty, he was the most highly decorated and the youngest four star general in the U.S. Army. He twice received the Distinguished Service Cross, the nation's second highest award for valor. He also received two awards of the Silver Star for heroism and three Purple Heart medals for wounds sustained in combat. During Operation Desert Storm, he commanded the 24th Infantry Division and led the 200-kilometer "left hook" attack into the Euphrates River Valley.

General McCaffrey served as the Joint Chief of Staff (JCS) assistant to General Colin Powell. While serving as the Director for Strategic Plans and Policy he supported the Chairman as the JCS Staff advisor to the Secretary of State and to the U.S. Ambassador to the United Nations. Among the awards he has received are: the Department of State's Superior Honor Award for the Strategic Arms Limitation Talks; the NAACP Roy Wilkins Renown Service Award; the Norman E. Zinberg Award of the Division on Addictions of the Harvard Medical School; and decorations from France, Brazil, Argentina, Colombia, and Venezuela.

Barry McCaffrey is married to the former Jill Ann Faulkner. She serves as National Chairman for the Armed Forces Emergency Services for the American Red Cross and also is on the Board of Director for Knollwood – The Army Distaff Hall. They have three married children: Sean, a U.S. Army infantry Major; Tara, a U.S. Army Washington National Guard Captain; and Amy, a 7th grade school teacher.



PARTNERSHIP FOR A
DRUG-FREE AMERICA
405 LEXINGTON AVENUE
NEW YORK, NY 10174

JAMES E. BURKE

CHAIRMAN

James E. Burke became chairman of the Partnership for a Drug-Free America in 1989. Under his leadership, the Partnership has grown to become the largest public service media campaign in history, generating more than \$2.8 billion in donated media and some 400 anti-drug ads for its national drug prevention campaign.

One of the country's foremost experts on the issue of reducing demand for illegal drugs, Mr. Burke is a trustee of the Robert Wood Johnson Foundation, a leading health care foundation in the United States addressing substance abuse. In the past, he was chairman of the President's Drug Advisory Council. Mr. Burke is a past board member of CASA, the National Center on Addiction and Substance Abuse at Columbia University; previously served as an advisory board member of the Rand Corporation's Drug Policy Center; and was a member of the Carnegie Corporation's Substance Abuse Advisory Committee.

Before joining the Partnership, Mr. Burke was chairman and chief executive officer of Johnson & Johnson. He joined J&J as a product director in 1953 and was elected a director and member of the executive committee in 1965. Mr. Burke became president of the corporation in 1973, and chairman and CEO in 1976, retiring from that post in 1989.

In addition to his roles pertaining to America's drug problem, Mr. Burke is chairman of the Business Enterprise Trust. He also serves on the board of directors of the Washington Post Company.

A native of Rutland, Vermont, Mr. Burke was born on February 28, 1925. He is a graduate of Holy Cross College and received his master's degree in business administration from Harvard Business School.



ONDCP

National Youth Anti-Drug Media Campaign

Background

Teen drug use is rising at an alarming rate, especially with regard to marijuana use. Media have a significant and persuasive influence in shaping children's perceptions about what is normal or risky behavior. In 1997, the Office of National Drug Control Policy (ONDCP) proposed and received dedicated funding for a historic initiative: a large-scale paid media campaign to educate and enable America's youth to reject illegal drugs.

Unfortunately, economic factors have changed the environment in the media industry so that some media, especially on the national level, cannot provide the same levels of anti-drug public service messages as they once did. Both types of coverage have dropped markedly since 1989. At the same time, there has been an increase in music, TV, film, Internet Web sites, fashion, humor and other forms of communication that normalize or glamorize illegal drugs.

Paid media offers the most cost effective, quickest means of countering these messages and reaching adolescents with persuasive messages to decrease drug use. It is also the most effective way to reach parents and others who care about young people with messages and suggested strategies for communicating strong anti-drug messages to children. The campaign will also take advantage of other forms of communication that convey messages and images that influence youth attitudes about drugs through entertainment programs, Internet/interactive media, music, comedy, product marketing, and so on.

Q.1: What is the goal of this campaign?

- **GOAL - To educate and enable America's young people to reject illicit drugs.**
This goal includes keeping young people from starting to use illegal drugs and convincing occasional users to stop.
- This campaign will:
 - Influence young people's beliefs about drugs to reduce the chance that they will ever try drugs.
 - Demonstrate that there are many things parents and other adults can do reduce the chance that young people will use drugs.

Q.2: Why do we need a drug prevention program? Don't recent statistics show that there has been a downturn in youth drug use?

- Although the most recent data from the University of Michigan's 1997 Monitoring the Future Study show that drug use among adolescents may be leveling, adolescent drug use rates currently stand at or near historically high levels. The Monitoring the Future Study also shows that after a substantial decline in the 1980s, drug use among teenagers and pre-teens has been on the rise since 1991.
- Many messages in our society normalize drug use by portraying it as common, something to be expected, or even humorous. Broadly disseminated messages are needed to contradict this normalization and reinforce that drug use is wrong. The mass media is an effective way to do this.

Q.3: Who are the target audiences for this campaign?

- This campaign is intended to reach both young people and adults.
- The primary youth target audience is **middle-school aged adolescents** (approximately 11-13 years old) because adolescence is a time when young people are at increased risk for starting drug use. Also at this age, anti-drug attitudes and beliefs decline and adolescents begin to encounter more peers who use drugs.
- Secondary youth audiences are younger (aged 9-11) and older (aged 14-18) youth.
- The primary adult target audiences are **parents and other primary caregivers** (such as grandparents who may be raising children) of middle-school aged adolescents and **other adults who can positively influence** young people (such as coaches, mentors, religious leaders, doctors, etc...).
- The secondary adult target audience is parents of youth ages 9-11 and 14-18.

Q.4: Why are parents one of the target audiences?

- Many parents are dramatically underestimating the presence of drugs in their children's lives. While they recognize the drug problem nationally, few believe their own children are involved.
- The National Survey of American Attitudes on Substance Abuse II (1996) conducted by the National Center on Addiction and Substance Abuse (CASA) showed that, although virtually parents dread the thought that their children may get involved with "hard" drugs, many parents do not fully appreciate the dangers associated with marijuana and inhalants.

- The same survey showed a large proportion of parents feel as if they have little or no influence over their teenagers' decision to use (or not use) drugs which is simply not true. Parents *can* be a strong protective influence against drug use by their children and there are simple, parenting strategies that are proven to work.

Q.5: Will this campaign be different than those that have come before it?

- This campaign will be different and more successful than those that have preceded it for a number of reasons.
1. *Research and preparation.*
 - For a full year, ONDCP has been carefully planning this campaign by:
 - learning from experts in the health behavior field;
 - researching the problem;
 - talking to young people and parents, and;
 - gathering input from law enforcement officers, religious leaders, and others who are already working to solve the drug problem in their own communities.
 2. *Social marketing.*
 - This campaign is based on social marketing, a discipline that uses the tools and strategies that work best for *commercial* marketing in order to positively influence health and social behaviors. As with commercial marketing, a deep understanding of the audience is critical to influencing their awareness and behavior. Likewise, both commercial marketers and social marketing campaign planners must know well the venues through which they can best *reach* their audiences with messages. This campaign will reach young people, their parents, and other adults such as coaches, mentors, and teachers where they live, work, and spend free time. For example, messages will have a presence on the Internet, television, radio, in newspapers, at community group meetings, in schools, and in workplaces, among others. In short, the campaign is being run in the same way as sophisticated corporations run their advertising efforts.
 3. *Reach.*
 - With paid advertising and the pro bono contribution of media and other corporations, this campaign will be able to reach the target audience at the times and in the places where they are—at home, at school, through the Internet, through entertainment programs, etc.
 4. *Funding and support.*
 - ONDCP—joined by groups such as the Partnership for a Drug-Free America, The Advertising Council, the Community Anti-Drug Coalitions of America (CADCA), the Civic Group Alliance, the National Association of State Alcohol and Drug Abuse Directors (NASADAD), and others—sought support for this initiative from Congress. ONDCP received an historical \$195 million dollar appropriation for 1998. It is hoped that the amount will be matched by American

media companies and further extended through additional corporate participation. President Clinton has requested the same level of funding for 1999 and it is expected that that level of support will continue through 2002.

5. *Longevity.*

- The campaign is planned to last 5 years. Behavior change efforts like this must be sustained for an adequate period of time to have an impact.

6. *Testing and Evaluation*

- To ensure that this campaign communicates effectively with the target audiences, focus group research was conducted with youth and parents (in addition to consultation with experts and other extensive research) before this campaign strategy was developed. All existing campaign ads have been tested with members of the target audience as will all ads developed in the future.
- The National Institute on Drug Abuse (NIDA) will oversee a long term impact study to assess this campaign's effectiveness. As evaluation efforts reveal positive ways to refine the campaign while it is underway, those adjustments will be made to ensure that this campaign is as effective as possible.

Q.6: How will you evaluate the success or failure of this campaign? Is it based on awareness, attitude, or behavior change?

- Success will be measured in two ways. First, as part of ONDCP's existing Performance Measurement System, and second, through a long-term evaluation to be conducted concurrently with this campaign. In addition to outcome findings, the evaluation will provide feedback during the campaign so that appropriate adjustments can be made if needed.
- The campaign will be judged on changes in awareness, beliefs, *and* behavior. For example, surveys will ask questions about:
 - whether people are aware of the campaign,
 - their beliefs about drug use, and
 - their behaviors (such as whether parents talk with their children about drugs and the prevalence of drug use).
- While evaluating behavior changes are important for obvious reasons, changes in awareness and beliefs are also important to measure because they contribute strongly to behavior change. First, ONDCP needs to ensure that people are aware of the campaign, the risks of drug use, and suggested ways to deal with the problem. In addition, years of research demonstrate that strong links exist between drug use factors such as one's attitudes or beliefs about drugs (e.g., feeling that drug use is normal or acceptable) and one's feeling about whether others in society disapprove of or approve of drug use.

- The evaluation effort will use in-school surveys of youth and telephone surveys of parents to gather feedback. Surveys have already been conducted to establish a baseline against which changes in awareness, attitudes, and behaviors can be measured.
- In addition to monitoring the campaign's effectiveness through campaign-specific surveys, ONDCP will monitor drug use trends through existing national surveys and research such as the University of Michigan's Monitoring the Future Study and the Partnership for a Drug-Free America's Partnership Attitude Tracking Study.

Q.7: Within what timeframe do you expect to see results?

- We expect to see increased awareness of this campaign and its messages within 6 months and significant changes in beliefs about drug use to be realized within one to two years. We anticipate that the campaign will need two to three years to show significant behavior change.

Q.8: What is ONDCP's role in managing/carrying out this campaign?

- ONDCP is the funding agency for this campaign and manages and oversees all aspects of it. The agency initiated the campaign—with other organizations like the Partnership for a Drug-Free America as well as the Community Anti-Drug Coalitions of America (CADCA), The Ad Council, the National Association of State Alcohol and Drug Abuse Directors (NASADAD), the Civic Group Alliance, and others—working alongside and supporting the initiative. ONDCP brought together the planning team including a wide range of experts. ONDCP will choose and manage the contractors who implement this campaign. In addition, ONDCP has responsibility for such issues as creating partnerships and overseeing campaign messages, including both their scientific accuracy and their effectiveness in reaching the target audiences. ONDCP has fiscal oversight and takes responsibility for all aspects of this campaign.
- To effectively oversee and implement the campaign, ONDCP is working in partnership with a number of other organizations such as the Partnership for a Drug-Free America, The Advertising Council, and Community Anti-Drug Coalitions of America (CADCA).

Q.9: What will be the primary messages of this paid media campaign?

- Messages in this campaign are based on research and include a compilation of messages shown to be most effective in influencing awareness and behavior change with the target audiences.

- - Messages targeting youth will emphasize:
 - That most kids don't do drugs,
 - The negative consequences of using specific drugs,
 - The positive consequences of remaining drug free,
 - Skills that motivate and enable kids to stay drug free, and
 - Positive uses of time after school and on the weekends.
 - Messages targeting parents will emphasize:
 - That their children, like all children, are vulnerable for trying or using drugs,
 - That there *are* specific actions parents can take to make a difference in their children's decisions about drugs, and
 - Straightforward strategies parents can implement that are proven to help prevent adolescent drug use.
 - The paid campaign will be limited to messages about illegal drugs. Within the category of illicit drugs, we will pay special attention to drugs of first use, particularly marijuana and inhalants because these two drugs rank first and second in terms of lifetime use prevalence rates among adolescents. Using these types of drugs in adolescence places a young person at greater risk of using other drugs in the future.
 - The public service air time that our media buyers secure as a part of our "media match" will include the other important topics relevant to youth drug prevention including mentoring, underage use of alcohol and tobacco, drug-related violence, etc.

Q.10: What is the much-talked-about "media match" component and how does that work?

- In developing this campaign, ONDCP incorporated the concerns of Congress and the nonprofit sector, and took steps to ensure that this campaign will not adversely effect the efforts of other organizations seeking public service media space and time. The ONDCP contractors are asking the media outlets on which advertising is purchased to contribute an equal amount of space and time for public service (non paid) communications.
- This match was successfully implemented during Phase I. The media buying firm that places the advertising in Phases II and III will continue to request that "match" and will ask that media outlets document the value of the public service components along with the documentation they provide to verify the paid ad schedules.

Q.11: Advertising seems to be a large part of this campaign. Can advertising really affect the behavior of kids and drug use?

- This campaign is a social marketing campaign which means that it incorporates the tools and strategies that work best for consumer marketing to positively influence health and social behaviors. Advertising, an important strategy for consumer marketing, is also used in this campaign.
- Advertising, specifically in the form of public service announcements, has been a mainstay of successful social marketing campaigns on issues such as seat belt use, designated drivers, AIDS, colon cancer detection, and childhood immunizations. Moreover, advertising is the most cost-efficient, cost-effective way to reach the target audiences, consistently over time, with important educational messages about drugs.
- Studies indicate that properly conducted ad campaigns can prevent adolescent risk behaviors including smoking and driving under the influence of alcohol. For example, studies conducted by the University of Vermont indicated that an ad campaign can reduce teen smoking by 40 percent. Data from the National Household Survey on Drug Use show that regular use of all illicit drugs declined by 50 percent between 1985 and 1995, with the most dramatic declines during the time when the Partnership for a Drug-Free America advertising ran most heavily.
- Advertising, in and of itself, is a powerful force, as evidenced by the billions of advertising dollars corporations spend every year. Research studies demonstrate the ability of advertising to influence not only consumer but also many different behaviors, including health behaviors.

Q.12: How does this social marketing campaign go beyond advertising? What else will be involved?

- The advertising component will be reinforced and extended by many other campaign components. Including advertising, this campaign has six key components or “pillars.” They are:
 1. Advertising
 2. Community-level partnership efforts with civic, professional, educational, and public health organizations,
 3. Use of interactive media and the Internet including Web sites for kids, adults, and community and national program partners,
 4. Initiatives with the media and entertainment communities,
 5. Media outreach, and
 6. Corporate sponsorships to broaden the reach of campaign messages.

Q.13: Issues related to messages in popular culture that normalize drug use were mentioned. How is ONDCP addressing that with this campaign?

- ONDCP has embarked on a number of other media-related initiatives on this issue including:
 - An Entertainment Industry Initiative that is aimed at harnessing the power and creativity of this field to accurately portray drug use and its consequences through film, music, and television.
 - A program with the American Academy of Pediatrics, “Media Matters,” will empower physicians and parents to help children become more resistant to the sometimes powerful media images and messages that normalize drugs, alcohol, and tobacco.
 - Media literacy/critical thinking approaches to help young people are included in the *National Drug Control Strategy*. We will partner with the many federal agencies that now include these concepts in their activities and programs to learn from their experiences.
 - A content analysis of television programs, dramatic, comedy and talk shows to determine how, where and when drug use is tolerated, normalized, or glamorized and where consequences are clearly identified. This information will help us better understand the messages television sends and to work with the entertainment industry to find ways of denormalizing drug use.
 - Working to enlist high profile role models to carry our message such as professional sports and music industry personalities whom young people try to emulate. For example, Major League Soccer and the Florida Marlins baseball team have already teamed up with ONDCP.

Q.14: What are the benefits of a paid media campaign? Why not rely on public service ads which have been the mainstay of many public health awareness efforts for decades?

- During the 1980’s, the traditional approach to public service advertising worked exceptionally well—with many messages appearing in primetime broadcasting and optimal print outlets. But, that approach cannot be as effective today. The splintering of the media, including the creation of new television networks and hundreds of cable channels, has created intense competition in the media industry. Market forces are squeezing anti-drug PSAs off the air and support for public service advertising will not return to the levels needed for effectiveness. Media companies—which have been generous to causes like the Partnership for Drug-Free America, including more than \$2.8 billion in donated advertising exposure over 10 years—cannot be as generous as they were in the past.

- Even if media were able to do as they have done in the past, that would not deliver what the new ONDCP campaign will achieve, namely guaranteed exposure for the right ads to run in the right media consistently over time. By using paid advertising, ONDCP can strategically buy time slots or space in print materials that reach the target audience (e.g., time slots on MTV). With traditional public service announcements, there is much less control over when and where the announcement actually reaches the desired audiences.
- With this level of precision in ad placements, ONDCP can capitalize on complementary campaign components. For example, if a television network convened a teen “town hall” meeting on drugs, advertising could be placed during commercial breaks to reinforce key campaign messages.
- Many media messages in popular culture perpetuate the notion that drug use is normal, cool, or even funny. The campaign advertisements placed in popular media will correct these erroneous perceptions. In addition, initiatives involving the Internet, community groups, and the entertainment and sports industries will extend the reach and impact of the ads.

Q.15: How often will members of target audiences be exposed to the ads? How was that level of exposure determined?

- The campaign will reach 90 percent of the target audience with campaign messages at least 4 times per week. The research and experience of the Partnership for a Drug-Free America has shown that this is the amount necessary to influence attitudes and increase the audience’s awareness of their own risk.
- This amount of exposure is similar to the amount of public service time given to the Partnership for a Drug-Free America in 1990 and 1991, when anti-drug attitudes were at their peak. It is also consistent with the exposure purchased by ad agencies to support major marketing campaigns for consumer products.

Q.16: How much money is being spent on this campaign?

- Congress appropriated \$195 million for this effort in 1998. President Clinton has requested the same commitment in 1999, and that level of support is expected through 2002. Matching funds are being requested from the media industry. That figure evolved from the campaign’s objective to deliver four anti-drug messages per week to each television household in America.
- Expenditures will include: costs for planning and preparation for the campaign; testing advertisements; advertising placement; initiatives involving the Internet, entertainment and sports industries, and community groups; and, tracking and evaluating campaign progress.

Q.17: Could a paid campaign of this scope negatively affect free public service time and space?

- ONDCP is committed to doing everything it can to maintain current levels of pro bono public service messages and ensure that public service messages are not adversely affected by this campaign. To that end, ONDCP is working with the media industry and the Ad Council to acquire public service contributions to “match” paid campaign advertising. These public service contributions will be given to other youth-related issues such as underage tobacco and alcohol use, teen volunteering, crime prevention, after-school activities, early childhood development, and mentoring.

Q.18: How is this campaign being implemented?

- ONDCP has structured this campaign to be implemented in three phases:

PHASE I (January – June 1998)

- Existing public service messages produced by the Partnership for a Drug-Free America were used in a “learning lab” test phase. The 12 test cities in this phase were: Atlanta, Baltimore, Boise, Denver, Hartford, Houston, Milwaukee, Portland (Oregon), San Diego, Sioux City, Tucson, and Washington, DC.. The campaign focused on drugs of first use (marijuana and inhalants) in all markets, and focused on local epidemics (e.g., cocaine, heroin, and methamphetamine) where geographically appropriate. Campaign messages were placed on television, radio, billboards, and in newspapers, movie theaters, and schools. An evaluation is being conducted to assess the effectiveness of this effort and help plan Phase II.
- This campaign will provide a level of media exposure that will put issues on the public agenda that communities and community anti-drug coalitions are concerned about. Phase I provided a clear example of how communities and community anti-drug coalitions can benefit from this campaign by capitalizing on increased awareness of the drug issue. For example, in pilot cities, calls seeking information and assistance from local hotlines and anti-drug organizations increased, as did volunteerism. In addition, a number of corporations indicated their interest in distributing information in the workplace.

PHASE II (July – October 1998)

- Based on feedback from Phase I, in Phase II the campaign’s anti-drug advertising will roll out nationally. Campaign Web sites for young people, parents and community partners will be launched at the start of this Phase. During Phase II, partnerships with the private sector, community coalitions, and state and local governments will be developed.

PHASE III (October 1998 onward)

- During this Phase other elements of this campaign, in addition to the national advertising presence, will be fully implemented. These elements include partnerships with the media, entertainment, and sports industries as well as civic and community groups.
- A request for proposals was issued publicly in March, seeking a contractor or contractors to manage Phase III. ONDCP is currently reviewing proposals and will award a contract within the next few months.
- The campaign will require two or three years to show significant behavioral change and will be refined throughout the anticipated five-year period through ongoing evaluation.

Q.19: How did the campaign begin and what type of planning process was undertaken?

- As anti-drug public service messages decreased and young people's perceptions of the risk associated with drugs decreased, drug use rose. So, with many organizations dedicated to preventing drug abuse and the advertising industry showing their support, General Barry McCaffrey—the Director of ONDCP—asked Congress to appropriate funds for a national youth anti-drug media campaign. Congress appropriated the funds and the planning work got underway.
- From the outset, ONDCP committed to an extensive research and strategy development process. The process began in March 1997 with input from a broad range of experts and people involved in youth drug prevention in both the public and private sectors. In August 1997, ONDCP held an open competition to select a contractor (Porter Novelli) to complete a detailed communication strategy to effectively reach youth aged 9-18 years and their parents.
- To develop that strategy, wide consultation was conducted with the country's leading authorities in communication and marketing to youth as well as key executives in national and local media. The nation's most successful public health and advertising media campaigns were reviewed to identify the strategies that have proven most successful in changing attitudes, behaviors, and norms in diverse populations on drug issues. The comprehensive communication strategy prepared will enable existing Federal, state, or local drug prevention programs and resources to link to this campaign. Finally, existing anti-drug public service announcements and needs for new messages were identified.

- The exhaustive strategy development process was undertaken to ensure that this campaign is sensitive to the interests of stakeholders and that it benefits from the experience, insight, and successes of organizations and experts that have been effective in changing public attitudes about health and safety issues. ONDCP continues to receive the professional advice of the Partnership for a Drug-Free America and the Ad Council.

Q.20: Have young people been involved in developing this campaign and will they be involved in the future?

- Young people have been involved in development and will continue to be involved throughout this campaign.

Past Youth Input

- First, the body of existing research on youth behavior was explored in-depth. Campaign planners consulted research studies including: reams of research studies conducted by the Partnership for a Drug-Free America that span more than a decade; private sector market research; data from government agencies such as the National Institute on Drug Abuse (NIDA) and the Center for Substance Abuse Prevention (CSAP); and national trend data and evaluation findings on specific programs from entities like the University of Michigan and the University of Vermont. For example, research titles include the Partnership's annual Partnership Attitude Tracking Study (PATs) and the University of Michigan's annual Monitoring the Future Study. Through all of this research, youth have contributed to this effort for many years by providing direct insight into how they perceive drugs and risks associated with drug use.

Recent Youth Input

- To gain youth input into developing this campaign specifically, ONDCP's contractor convened focus groups with over 300 young people nationwide. Focus group participants were asked about:
 - their knowledge of drugs;
 - the language they use to talk about drugs;
 - the consequences of drug use that were most compelling for them, and;
 - the reasons they believe cause people to try or use drugs.

Future Youth Input

- In order to continue incorporating valuable youth input into campaign activities, ONDCP is partnering with the National Association of Secondary School Principals (NASSP). NASSP is creating a mechanism for diverse groups of middle-school students to provide feedback on the campaign, using both NASSP activities and their partnerships with other national youth organizations that are involved in substance abuse prevention programs. The input and opinions of these young people will help shape the direction of this campaign in the coming years.

- Ongoing audience research with young people will be conducted to ensure that advertising and other aspects of this campaign effectively “speak” to them.
- Youth will be included as spokespeople (e.g., providing their real stories on the campaign Web site, in advertising, in interviews for the media, etc...).

Q.21: What is the Partnership for a Drug-Free America’s role in this campaign? How was the Partnership chosen for that role?

- The Partnership for a Drug-Free America is a non-profit coalition of professionals from the communication industry with more than ten years’ experience and unmatched expertise in anti-drug media advertising. Its campaign has been proven effective when the PSAs were run heavily and properly targeted. The Partnership brings to the ONDCP campaign its access to the entire breadth of the advertising industry for pro bono creative development as well as an enormous inventory of existing advertising messages available for use.
- The Partnership is serving a principal unpaid advisor to ONDCP in the paid advertising component of the media campaign. The advertising industry, through the Partnership, will continue to create messages for free.
- The Partnership is uniquely qualified for this role. Having run its highly effective national advertising campaign for 11 years, the Partnership for a Drug-Free America has been awarded every major industry award for advertising effectiveness and creativity.
- Additionally, the organization has well-established relationships with the advertising and media industries which will benefit the campaign in many ways. The average cost for a 30-second commercial on the open market today is approximately \$270,000. Not only will the Partnership open its entire creative inventory to the ONDCP initiative, but by working with the advertising industry, the Partnership will also be able to provide new advertisements to the ONDCP effort for out-of-pocket production costs only.

Q.22: Who funds the Partnership for a Drug-Free America?

- The Partnership’s programs and activities are sustained by generous contributions from hundreds of individuals, foundations, and corporations whose diversity helps ensure its independence. The majority of funding (95%) comes from major foundations and corporations; the balance (5%) comes from individuals.

Q.23: Who will produce the advertisements for this campaign?

- For the paid spots, ONDCP will continue to rely on the outstanding advertising developed by the Partnership for a Drug-Free America through the pro bono creative talents of America's advertising agencies.
- For pro bono "match" PSAs, ONDCP will seek spots from the Ad Council and other nonprofit organizations that produce these messages.

Q.24: How will the public and private sectors work together in this campaign?

- Outreach to the private sector has been a critical component of this initiative from the beginning; by challenging corporations to underwrite certain local portions of the campaign or become involved in other ways. There are several contributions that private sector companies will make to this campaign as partners and advisors, by contributing pro bono work or air time, or helping to publicize campaign messages. The media match component of this campaign is one of the best examples of the public and private sectors working effectively together.
- Another important example is the public/private partnership between ONDCP and the advertising agencies that create commercial campaigns for many of the leading brand names in America. These professionals will continue to create hard-hitting, emotionally-charged, top-quality advertising for the ONDCP campaign—for free.
- Working together benefits both the campaign and the organizations that agree to contribute. Having a role in this campaign provides companies with an opportunity to raise their visibility while addressing local concerns and contributing to the goal of reducing drug use among the youth in their communities.
- In addition to the Partnership for a Drug-Free America, private and nonprofit partners who are already on board include: Community Anti-Drug Coalitions of America (CADCA), American Academy of Pediatrics, National Association of Secondary School Principals, ABC Disney.com, America On-Line, Marvel Comics, Reader's Digest, and Major League Soccer. A number of major corporations have already contacted ONDCP to express their interest in participating. It is expected that many other organizations will contribute to the campaign in ways both large and small during its planned five years in the field. The first contributions from corporate America came from Gateway 2000 and UPS.

Q.25: Will this campaign extend across other government agencies? If so, how?

- Yes. Whenever possible, ONDCP is linking with other agencies to be certain that this campaign expands upon, and does not duplicate, efforts. In fact, a media subcommittee of the Interagency Demand Reduction Task Force was formed to oversee this coordination. The ongoing work of such agencies as SAMHSA (Substance Abuse and Mental Health Services Administration), CSAP (Center for Substance Abuse Prevention), DOJ (Department of Justice), and NIDA (National Institute on Drug Abuse) will be supported and reinforced by campaign messages.
- This campaign is congruent with ONDCP's *National Drug Control Strategy Ten Year Plan*. When the 10-year plan was created, ONDCP received input from fifty-two federal agencies that oversee drug prevention and education, enforce drug laws, and work in corrections and interdiction. This input was used to establish goals and objectives; develop performance measures; and formulate budgets, initiatives, and programs.

Q.26: How will ads used in the ONDCP campaign be developed and tested?

- A formal process is in place for advertising development and testing. The process is based on three principles:
 1. that the expertise of relevant organizations and individuals must be harnessed;
 2. that members of the target audience must play a central role in the process, and;
 3. that the process must be rigorous but also efficient.
- In short, the process includes:
 - conceiving of and testing the ads with members of the target audience,
 - ensuring that the ads are scientifically accurate, and
 - placing them in the media where they will be seen or heard by the largest number of people in the target audience.
- A Behavior Change Expert Panel will convene several times each year throughout the campaign's duration to advise ONDCP on the development of advertising messages. The panel is designed to achieve a balance of varied viewpoints and talents, drawing behavioral scientists from across the country who have expertise in drug prevention media campaigns.
- All ads will be tracked by ONDCP and the Partnership for a Drug-Free America to monitor their performance in reaching the intended target audience. Ads that are not performing well will be removed from the media plan.

Q.27: What kind of results have you seen from the initial Phase I pilot phase launched in January 1998?

- Anti-drug coalitions in the 12-city test markets are reporting three to five times their average number of phone calls from young people and parents who had seen or heard the ads and called seeking information or help with drug-related problems. The 12 test markets are: Atlanta, Baltimore, Boise, Denver, Hartford, Houston, Milwaukee, Portland (Oregon), San Diego, Sioux City, Tucson, and Washington, DC..
- Community anti-drug coalitions in those same cities are experiencing increases in requests from local businesses, schools, and community organizations for presentations about anti-drug programs. Volunteerism has increased among people who want to help with this campaign.
- There has been more than a 100 percent dollar-for-dollar match of campaign advertising, through public service time, public affairs programming, and anti-drug media features.

Q.28: Could this campaign be used for partisan purposes?

- No. The proposal for this campaign received strong bipartisan support from Congress. This is a bipartisan issue and the legislative language that Congress approved specifically forbids the campaign to be used for partisan gain (i.e., no political or elected official can appear in any of the advertising supported by the appropriation). No funds will be used to promote any political agenda. Furthermore, the Partnership for a Drug-Free America and the Ad Council, two primary partners in this effort, are non-partisan organizations with unblemished reputations and a distinguished history of producing powerful public health messages.



National Youth Anti-Drug Media Campaign Selected Initial Partnerships As of July 2, 1998

ORGANIZATIONAL PARTNERS

Partnership for a Drug-Free America (PDFA). Advertising for the National Youth Anti-Drug Media Campaign is being donated by the advertising industry through PDFA, a non-profit, non-partisan coalition of professionals from the communications industry. Best known for its national anti-drug advertising campaign, PDFA's mission is to reduce demand for illicit drugs in America through media communication. To date, more than \$2.8 billion in broadcast time and print space, and 400 anti-drug ads, have been donated to the Partnership's national campaign, making this the largest public service advertising campaign in history. The Partnership receives major funding from the Robert Wood Johnson Foundation.

Advertising Council, Inc., the nation's largest provider of public service communications, will serve as the clearinghouse for national public service announcements (PSAs) that are eligible for the campaign's "media match." They will ensure that the ads adhere to the overall campaign communication strategy and meet broadcast and print standards.

American Advertising Federation will oversee all screening and approval of local advertising to be used as part of the "media match," including making sure that the ads adhere to the communication strategy and meet broadcast and print standards.

National Association of State Alcohol and Drug Abuse Directors will assist the American Advertising Federation in the above tasks. Member agencies, many of which sponsor local hotlines and clearinghouses, will also be a primary resource used to respond to inquiries generated by campaign ads.

Community Anti-Drug Coalitions of America (CADCA) is an organization of over 4,000 local anti-drug coalitions. It is coordinating a nationwide satellite broadcast of the July 9 news conference to nearly 200 cities, in conjunction with the National Guard, a frequent partner with CADCA on similar events in the past. In some of those cities, town meetings and other events will be held with community leaders and local officials to focus on how communities can capitalize on the increased public consciousness of the drug issue that will be generated by the campaign. Many of the phone calls generated by the campaign ads will refer callers to local community coalitions and their extensive network of community resources.

American Academy of Pediatrics, representing 53,000 pediatricians throughout the U.S., has developed its own national media education campaign, "Media Matters", which supports the objectives of the ONDCP campaign. Initial focus is on media messages and images about drugs and other substances which can influence perception, norms and behavior of youth, and on how those effects can be mitigated through critical thinking and viewing skills. The campaign includes an expanded role for pediatricians, encouraging them to take a "media history" from parents during annual well-child exams, and educating parents, youth and members of the medical and prevention communities. AAP will also assist ONDCP in disseminating materials to parents and youth.

ENTERTAINMENT AND SPORTS PARTNERS

ABC/Disney Chairman Michael Eisner will record anti-drug messages that will run as part of his introduction to The Wonderful World of Disney. For the campaign's internet initiative, Disney Online and ABC.com will develop a youth-targeted website featuring true drug stories, drug prevention facts and interactive "edutainment" such as quiz and role playing areas. Disney Online, ABC.com will also create online anti-drug promotions, develop editorial anti-drug features and provide millions of free online advertising messages.

America Online will present the online webcast of the national launch event, closely followed by three nationwide chats on AOL Live! featuring leading drug prevention experts. Future AOL plans include establishing an anti-drug Resource Center within AOL's service that provides youth and parents with access to comprehensive drug prevention information.

ESPN is providing ONDCP with sponsorship of the X-Games, including signage and other promotional benefits. They will also host a town meeting, featuring athletes and experts in drug prevention, and four "Conversations in the Classroom" specials which will address drug-related topics.

Major League Baseball teams, including the Boston Red Sox, Florida Marlins and New York Yankees have agreed to air anti-drug advertising at their home games. They are also providing player appearances at local anti-drug events and including anti-drug materials and messages in youth clinics.

Major League Soccer (MLS) has agreed to partner with ONDCP to include anti-drug messages at all MLS events. Their participation in the youth media program will include providing MLS players for appearances and use in advertising, incorporating anti-drug messages into their clinics and events, and publicizing anti-drug messages at league games.

Marvel Comics is creating four eight-page comic book inserts with anti-drug themes featuring Marvel characters. The inserts will run over the course of the next year in Boy's Life, Girl's Life, Exploring, Contact Kids, Scholastic magazines, and React

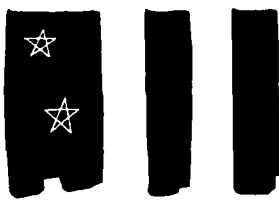
magazine, and will also be distributed to the members of the American Academy of Pediatrics.

News Corp.'s involvement in the Youth Anti-Drug Media Campaign will include 15 five-minute segments on America's Most Wanted on drug-related issues. In addition, anti-drug PSAs will be included on rental cassettes of *Buffy the Vampire Slayer* and *Dr. Doolittle*, and will air in Sony/Loews Cineplex theatres. Also, Fox Family network will develop a series of vignettes on anti-drug themes which will air between programs.

Reader's Digest will include an eight-page insert providing useful parental strategies for raising drug-free children in two future issues of the magazine.

Time Warner is providing the opportunity for ONDCP to serve as an official sponsor of the Goodwill Games and the Junior Goodwill Games in July in New York. This will include signage, broadcasting of campaign ads at event venues, recognition on the Goodwill Games website and other promotional involvement. Time Warner is also sponsoring an ONDCP/Atlanta Braves night at Turner Field, during which ONDCP commercials will air on the video screens and anti-drug literature will be distributed.

Viacom will air ONDCP PSAs as part of Blockbuster Video's in-store programming, in addition to other promotional involvement.



PARTNERSHIP FOR A DRUG-FREE AMERICA

FACT SHEET

The Partnership for a Drug-Free America is a non-profit coalition of professionals from the communications industry, whose mission is to reduce demand for illegal drugs in America. Through its national anti-drug advertising campaign and other forms of media communication, the Partnership works to decrease demand for drugs by changing societal attitudes which support, tolerate or condone drug use.

Beginning in 1998, the Partnership's advertising will run in paid media for the first time in our 11-year history. Through the leadership of Gen. Barry McCaffrey, director of the White House Office of National Drug Control Policy (ONDCP), and the commitment of numerous, outstanding members of Congress, \$195 million has been appropriated by Congress for a new, national anti-drug media campaign. The bulk of this money will be used to pay for the one thing that has eluded our campaign in recent years - consistent, optimal, national media exposure.

The Partnership is comprised of a small staff and hundreds of volunteers from the communications industry, who create and disseminate the Partnership's work. Advertising agencies create Partnership messages pro bono; research firms donate information services; talent unions permit their members to work for free; production professionals bring Partnership messages to life; a network of advertising professionals distribute the group's work to national and local media; public relations firms lend services to various Partnership projects; and media companies donate valuable broadcast time and print space to deliver Partnership messages to millions of Americans.

Research demonstrates clearly that the Partnership's national advertising campaign has helped to increase anti-drug attitudes across America. The three leading national studies on drug use, along with leading drug policy makers, support its effectiveness. *The New York Times* has described the Partnership as "one of the most effective drug education groups in the U.S."

To date, more than 500 anti-drug ads have been created by our volunteers. From March 1987 through the end of 1997, the total amount of broadcast time and print space donated to Partnership messages topped \$2.8 billion, making this the largest public service media campaign in history. The Partnership receives major funding from The Robert Wood Johnson Foundation and support from more than 200 corporations and companies. PDFA accepts no funding from manufacturers of alcohol and/or tobacco products. The Partnership began in 1986 with seed money provided by the American Association of Advertising Agencies.

6/98

The Washington Post

MONDAY, APRIL 13, 1998

Survey Finds Parents Unaware of Drug Use

Issue Infrequently Discussed With Teens

Knight-Ridder

When it comes to drugs and youngsters, the Baby Boom generation is in denial. Famous for their own forays with mind-altering drugs as teenagers, members of the now-graying population appear unable to believe their children are using drugs and unwilling to broach the touchy subject with them, according to a survey from the Partnership for a Drug-Free America.

Only 21 percent of parents acknowledged the possibility that their teenager might have tried marijuana, although 44 percent of teenagers say they have used it, the survey found.

More than 30 percent of teenagers say their parents never have talked to them about drugs, while only a quarter said their parents have discussed drug use four or more times in the past year, according to the survey. It found that teenagers who talk to their parents about drugs on a regular basis are about half as likely to use them.

Children also are finding out about drugs much earlier than their parents think, with 90 percent of 9- to 12-year-olds aware of marijuana and 66 percent of fourth-graders saying they wish their parents would talk more about drugs.

Other findings of the survey support the clueless parent model:

- Seventy-one percent of teenagers say they have friends who use drugs, but only 45 percent of parents think their children have drug-using friends.
- Forty-three percent of parents believe their teenager easily could find marijuana, while 58 percent of teenagers say the drug is easy to come by.
- Thirty-three percent of parents thought their children viewed marijuana as harmful. Among teenagers, only 18 percent felt that smoking marijuana was risky.
- A third of all teenagers were offered drugs at school in 1997. When

asked if they agreed with the statement "it seems like marijuana is everywhere these days," 59 percent of teenagers agreed.

The Partnership is a private, non-profit coalition of communications industry professionals known for its anti-drug advertising campaign.

The survey was conducted last year among 1,922 children, 6,975 teenagers and 815 parents. The margin of error for the children's data was plus or minus 2.2 percentage points; for the teenagers, plus or minus 1.2; and for the adults, plus or minus 3.4.

THE NATION'S NEWSPAPER

USA TODAY

NO. 1 IN THE USA . . . FIRST IN DAILY READERS

MONDAY, APRIL 13, 1998

Drug study suggests parents out of step with kids

By Kevin Johnson
USA TODAY

WASHINGTON — Parents are vastly underestimating the presence of drugs in the lives of their children despite dramatic evidence that an increasing number of youngsters are being exposed to drugs, a national study found.

The study, issued Sunday by the private, nonprofit Partnership for a Drug-Free America, also indicated that many of the parents surveyed — part of the

Baby Boom generation — may have experimented with illegal substances themselves "but few sincerely believe their children are exposed to drugs."

Partnership President Richard Bonnette said, "Boomers are surprisingly out of step with the reality of drugs in their children's lives."

Of the nearly 10,000 parents, teen-agers and youngsters surveyed last year, the Partnership found:

► 21% of parents acknowledged "the possibility" their

teens might have tried marijuana, while 44% of teens said they already had done so.

► 38% of parents said their teen-agers "might have been offered drugs," while nearly 60% of teens said they had been offered drugs.

► 45% of parents believed their children may have friends who smoke marijuana, compared with 71% of teens who said they have friends who use marijuana.

Drug policy analyst Peter Reuter of the University of

Maryland said the study may confirm only parents' general lack of knowledge about their children's lives. "I think you would find the same might be true if you polled on a whole range of topics," Reuter said.

Parents' attitudes toward drug use has been a central concern among drug policy analysts since studies began finding that parents, especially those who had experimented with drugs as youngsters, were troubled about what message to pass on to their children.

Two years ago, national drug czar Barry McCaffrey said this "conflicted generation" of parents needed to be more aggressive in communicating the risk of drug use.

The Partnership study comes as the Clinton administration prepares for the summer kickoff of a \$195 million anti-drug media blitz aimed at parents and children.

The margin of error for the children's data was +/-2.2 percentage points; the teens, +/-1.2; for the adults, +/-3.4.

THE WALL STREET JOURNAL.

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TUESDAY, APRIL 21, 1998

INTERNET ADDRESS: <http://wsj.com>

REVIEW & OUTLOOK

The Dope on Spring

About this time last year, a forwarded email message was making the rounds of college campuses. "Don't forget," the message advised, "the appropriate greeting is 'hi, how are you?' not 'how high are you?'"

This month, while grown-ups were busy preparing tax returns, a lot of their college-attending children were partaking in the annual springtime bacchanalian festivals either in warmer climes or in on-campus celebrations of some meaningful date in their school's history. On these occasions many of the students ingest a cornucopia of drugs that most of their parents (despite imagined baby-boomer sophistication) have never heard of.

Nor does it seem they have much interest in knowing what's going on. Despite all the attention given to drug abuse, parents are apparently disinclined to believe that their kids are using drugs. In a study released last week by the Partnership for a Drug-Free America, 71% of teenagers said they "had friends who used" marijuana and almost half admitted they themselves had tried it. But only 21% of parents thought that their little angels might partake (admittedly even that must go down as a higher percentage than their own parents would have conceded).

In fact, this is a drug "culture" with frightening differences from the glory days of 25 or 30 years ago. Today even "soft" drugs like marijuana can be as much as 10 times more potent than the joints their parents toked. Because of crackdowns on smuggling, the neighborhood greenhouse business has flourished: New strains like "hydroponic," where the plants are grown without soil, and "wet"—marijuana soaked in formaldehyde—have been increasing the drug's potency exponentially. Meanwhile, drug use among teenagers has doubled since 1990.

Other drugs, like methamphetamine, are also the product of basement alchemy, often involving youths producing it, which in turn introduces some of them to criminal enterprises. There are substantial profit margins in this new underworld for chemists who turn over-the-counter cold medicines into a particularly wicked con-

coction called "ice," "crank" or "speed." Costing \$5 to \$25 a dose, it offers a high similar to powder cocaine, which retails at upward of \$100 a gram, but it is much more accessible to a middle-schooler's allowance. And these laboratories are proliferating.

Something else that's new: The spread of black-market pharmaceuticals like Ritalin and Ephedrine, which have become a hot commodity in many suburban neighborhoods. Last November, a group of suburban middle-schoolers got hauled in by Virginia police when the principal caught a seventh grader selling his Ritalin prescription to his pals. Other favorites come right off the store shelves: Krylon gold paint for inhaling and whipped-cream cans for nitrous oxide.

Last April, a 16-year old in a Chicago suburb was caught with 37 grams of marijuana, some opium and paraphernalia stashed in his parents house. A 15-year-old set up shop selling pot, PCP, Extasy and Special K in an affluent District of Columbia suburb. These aren't just the kids from the wrong side of the tracks. Ask any college student about the prevalence and diversity of the new chemical culture. You'll get an education.

For the '70s generation, famous for its hedonistic experimentalism, the statistics suggest a willful ignorance. Parents disbelieve, perhaps because they're afraid to find out the truth. Polls show that 82% believe drugs are a "serious problem nationally," but only 6% think the problem exists in their local high school.

The baby-boomers' self-indulgence has come home to roost, only this time there's no ideological crutch. What's becoming increasingly obvious is that Gen-X drug use involves teenagers who've rejected their parents' political ideals but adopted their libertinism. A 1995 study by the University of Michigan revealed that after a 13-year lull, teenage drug use had climbed three years in a row. Yet nearly one kid in three claimed that his or her parents have never discussed drugs with them. Only a quarter say it's a topic of frequent conversation.

Earth to parents: It's spring, and it might be time for a chat.

Los Angeles Times

MONDAY, APRIL 13, 1998
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Parents Underrate Children's Exposure to Drugs

■ **Study:** National survey shows baby boomers are 'out of step' with their kids. Researchers point to serious problems with communication.

By RONALD J. OSTROW
TIMES STAFF WRITER

WASHINGTON—With an increase in the number of preteens and teenagers who were offered illicit drugs last year, baby boomers are seriously underestimating the presence of drugs in their children's lives, a national survey released Sunday concludes.

While parents recognize the severity of the nation's drug problem, "few sincerely believe that their children are exposed to drugs, that drugs are widely available in schools their children attend," said Richard D. Bonnette, president of the Partnership for a Drug-Free America, the survey's sponsor.

This finding of the Partnership Attitude Tracking Study, which surveyed 9,712 children, teenagers and parents across the nation, is important because the study also found that drug use is significantly lower among children who learn about the risks of drugs at home. Only 28% of the kids said they learned a great deal about the dangers of drugs from their parents.

"Boomers, many of whom have 'been there, done that,' are surprisingly and ironically out of step with the reality of drugs in their children's lives," Bonnette said.

Illustrative of the problem in communication, 94% of parents surveyed said they talked with their sons and daughters about drugs over the last year. But only 67% of the children recalled those discussions.

"Research tells us that parents can prevent a variety of risky behavior among their kids, including drug use," Bonnette said, citing the National Longitudinal Study on Adolescent Health, published in September by the Journal of the American Medical Assn.

"But taking action to protect your children first requires recognizing—and then believing—the possibility that your own kids are susceptible," Bonnette said. "It's easy to recognize the drug problem from a distance. But seeing it as a real threat to your own children is too close to home for some people."

Key findings of the survey include:

- Twenty-eight percent of 9- to 12-year-olds were offered drugs in 1997, compared with 24% the year before and 19% in 1993.

- While a majority of fourth-, fifth- and sixth-graders believe that there are dangers in using drugs, the anti-drug attitudes weakened significantly from 1993. In 1997, about 84% agreed that using drugs is dangerous, down from 87% in 1996 and 90% in 1993.

- Forty-nine percent of the children surveyed in 1997 were less

likely to tell their parents if someone offered them drugs, down from 55% in 1996 and 54% in 1993.

- Children's exposure to marijuana, as measured by the statement that they had close friends who used marijuana sometimes, doubled from 7% in 1993 to 14% in 1997.

In the way of differing perceptions between the generations, the study found:

- Forty-three percent of parents believe that it's possible that their children could find marijuana easily, while 58% of children say the drug is easy to come by.

- One-third of parents said they thought their children viewed marijuana as harmful; only 18% of the kids viewed it this way.

- Just 21% of parents said it was possible that their child might have tried marijuana, less than half of the 44% of children who said they had actually tried it.

The study found that trial use of marijuana increased significantly as children moved from grammar school into junior high or middle school. The data indicate that 7% of sixth-graders had tried marijuana at least once, a figure that jumped to 23% among seventh-graders and

31% of eighth-graders.

The tracking study is described by the Partnership for a Drug-Free America as the largest study of drug-related attitudes in the United States, and the only drug survey that collects data on children as young as 8 and 9.

The latest study was the 10th completed since 1987. In the study, 1,922 preteens, 6,975 teenagers and 815 parents completed self-administered, anonymous questionnaires.

The Partnership is a private, nonprofit coalition of communication professionals.

DAILY NEWS

Wednesday, April 15, 1998

Wake up and smell the pot

CONVENTIONAL WISDOM would have one expect that baby boomer parents have more drug awareness than their own parents did. After all, it's the boomers who define their generation by flower children, "sex, drugs and rock 'n' roll" and getting mellow. Even if some didn't inhale.

Now, however, comes a study by the Partnership for a Drug-Free America indicating that, as adults, they are either suffering memory loss or are in denial. Or, maybe in some cases, they just don't care.

The survey shows a massive gap between parental awareness of their children's encounters with drugs and what the children report is actually happening. Here are some data:

- 21% of parents said their teenager might have experimented with marijuana; 44% of the teens admitted having done so.
- 38% of parents think their child might have been offered drugs; 59% of the kids say they have been.
- 33% of parents say they're certain their child is aware that pot is harmful; 18% of the teens say it's risky.
- 45% of parents believe their children have friends who have used pot; 71% of the teens know someone who has.

Something is happening here, and the adults are clueless. Mix ignorance with unconcern, add a dash of irrationality, sprinkle liberally with noncommunication, and you have a lethal combination. It puts the kids at risk. It bespeaks a family unit that's not nearly as cohesive as the parents might believe.

It also appears that drugs have replaced sex as the No. 1 topic that's taboo. Baby boomers can exchange "birds-and-bees" stories about how they learned the facts of life — and it probably wasn't from Mom or Dad. Today's youngsters *want* their parents to talk to them about drugs — and early on (66% of the sixth-graders interviewed wanted such a chat). In actuality, few parents do. Only 28% of teens said there was a talk in the past year.

When it comes to drugs — be it marijuana, pills or the harder stuff — the most dangerous thing for a parent to be is complacent. The stuff is there. Until adults learn what their children already know, those children are at risk.

Help is available. Contact the U.S. Department of Education at (800) 624-0100 and ask for its Parents' Guide. Or go to the Partnership's Web site, www.drugfreeamerica.org, for a comprehensive list of resources.

If you think you don't need any of the information, you are exactly the parent who does.



The Ad Council at a Glance

The Advertising Council is a private, nonprofit organization which has been the leading producer of public service communications programs in the United States since 1942. The Council supports campaigns that benefit children, families and communities. The communications programs are national in scope and have generated strong, measurable results. Ad Council campaigns, such as "Friends Don't Let Friends Drive Drunk," "Take A Bite Out of Crime," and "A Mind is a Terrible Thing to Waste," have helped to save lives and resources, to educate the public about issues and concerns of the day, and to make America a healthier country to live in.

Since creating the category of public service advertisements (PSAs) in 1942, the Ad Council has played an increasingly critical role in our changing society. The Council was founded to rally support for World War II-related efforts. The Council produced PSA campaigns that raised \$35 billion in War Bonds, encouraged the planting of 50 million Victory Gardens, and recruited 2 million women into the job force through the powerful symbol, "Rosie the Riveter." In 1947, the President asked the Council to continue as a peacetime non-government public service organization to help solve the most pressing social issues of the day.

The Ad Council's mission is to identify a select number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society. To that end, the Council marshals volunteer talent from the advertising and communications industries, the facilities of the media and the resources of the business and non-profit communities to create awareness, foster understanding, and motivate action. Last year the media donated over \$996 million in time and space to the Ad Council's campaigns, making the organization the equivalent of one of the top 25 advertisers in the United States. The Ad Council is financed through contributions from more than 350 corporations, foundations and constituent organizations.

The following results testify to the power of the Ad Council's messages to make lasting and positive social changes:

"A Mind is a Terrible Thing to Waste," has helped raise over \$1 billion dollars for The College Fund/UNCF and send over 150,000 deserving minority students to college.

Smokey Bear and his famous words of wisdom, **"Only You Can Prevent Forest Fires,"** are recognized by 95% of adults and 77% of children. When the campaign started in 1944, 30 million acres of forests were destroyed by fires; in 1990, we decreased that number to 5.4 million acres, even though 10 times as many people visited our national parks.

Since the Ad Council began its **"Friends Don't Let Friends Drive Drunk"** campaign, 79% of Americans say they have personally stopped someone who had been drinking from getting behind the wheel of a car.

McGruff the Crime Dog, who asked you to help him **"Take a Bite Out of Crime,"** is recognized by 98% of children as a crime prevention symbol. He has recently introduced his nephew Scruff to children nationwide to help protect them against violence, drugs, and crime.

Since the **crash test dummies Vince and Larry** were introduced in 1985, safety belt usage has increased from 21% to 68% and they continue to remind you **"You Could Learn A Lot From a Dummy- Buckle Your Safety Belt."**

THE ADVERTISING COUNCIL
261 Madison Avenue
New York, NY 10016-2303

Update: *Keeping Youth Drug-Free*

Contact information for several resource organizations listed in this publication has changed since our first printing. Please note the current information for the following organizations.

Al-Anon/Alateen Family Group Headquarters, Inc. 1600 Corporate Landing Parkway Virginia Beach, VA 23454 800-356-9996 (general info.) 800-344-2666 (meeting info.) www.al-anon.alateen.org/	Alcoholics Anonymous World Services 475 Riverside Drive New York, NY 10115 212-870-3400 www.aa.org	Boys and Girls Clubs of America 1230 West Peachtree Street, NW Atlanta, GA 30309 404-815-5700 www.ncl.org/anr/partners/bgca.htm
Camp Fire, Inc. 4601 Madison Avenue Kansas City, MO 64112 816-756-1950 info@campfire.org	CDC National AIDS Clearinghouse P.O. Box 6003 Rockville, MD 20849-6003 800-458-5231 www.cdc.gov/nchstp/hiv_aids/hivinfo/nac.htm	Center for Science in the Public Interest 1875 Connecticut Avenue, NW Suite 300 Washington, DC 20009-5728 202-332-9110 cspi@cspinet.org
National Clearinghouse on Child Abuse and Neglect Information P.O. Box 1182 Washington, DC 20013 703-385-7565 www.calib.com/nccanch	Community Anti-Drug Coalitions of America 901 North Pitt Street, Suite 300 Alexandria, VA 22314 703-706-0560 800-54-CADCA www.cadca.com	Girls Incorporated 120 Wall Street New York, NY 10005 212-509-2000 www.girlsinc.org
Youth Power 2000 Franklin Street, Suite 400 Oakland, CA 94612 510-451-6666 800-258-2766 www.youthpower.org	Mothers Against Drunk Driving (MADD) 511 East John Carpenter Freeway Suite 700 Irving, TX 75062 214-744-6233 800-GET-MADD www.madd.org	Nar-Anon Family Groups, Headquarters P.O. Box 2562 Palos Verdes Peninsula, CA 90274 310-547-5800
Narcotics Anonymous P.O. Box 9999 Van Nuys, CA 91409 818-773-9999 818-780-3951 www.social.com/health/	National Asian-Pacific American Families Against Substance Abuse, Inc. 5318 Crenshaw Blvd. Los Angeles, CA 90043 213-625-5795 napafasa@igc.apc.org	National Association for Children of Alcoholics 11426 Rockville Pike, Suite 100 Rockville, MD 20852 301-468-0985 www.health.org/nacoa/
National Association of Teen Institutes 87909 Manchester Road St. Louis, MO 63144 314-962-3456	National Association for Native American Children of Alcoholics 206-467-7686 www.emory.edu/NFIA/CONNECTIONS/NANACOA/ nanacoa@nanacoa.org	National Black Child Development Institute 1023 15th Street, NW Suite 600 Washington, DC 20005 www.nbcdi.org

Update: *Keeping Youth Drug-Free*

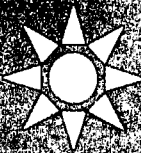
National Clearinghouse for Alcohol and Drug Information P.O. Box 2345 Rockville, MD 20847-2345 800-729-6686 800-487-4889 TDD www.health.org/pressrel/domviol.htm	National Coalition of Hispanic Health and Human Services Organizations 1501 16th Street, NW Washington, DC 20005 202-387-5000 www.cossmho.org	National Council on Alcoholism and Drug Abuse 8790 Manchester Road St. Louis, MO 63144 314-962-3456 ncada@ncada-stl.org
National Council on Alcoholism and Drug Dependence, Inc. 12 West 21st, 7th Floor New York, NY 10017 212-206-6770 800-NCA-CALL www.ncadd.org	National Crime Prevention Council 1700 K Street, NW, 2nd Floor Washington, DC 20006 202-466-6272 www.ncpc.org	National Domestic Violence Hotline 3616 Far West Blvd. P.O. Box 161810 Austin, TX 78716 512-453-8117 1-800-799-SAFE (7233)
National Families in Action 2296 Henderson Mill Road, Suite 300 Atlanta, GA 30345 770-934-6364 www.emory.edu/NFIA/	National Family Partnership 9220 Southwest Barbur Blvd., #119-284 Portland, Oregon 97219 503-768-9659 www.social.com/health/nhic/data/hr2000/hr2092.html	National Head Start Association 1651 Prince Street Alexandria, VA 22314 703-739-0875 www.nhsa.org
The National Network for Youth 1319 F Street, NW, Suite 401 Washington, DC 20004 202-783-7949 nn4youth@worldnet.att.net	National PTA Drug and Alcohol Abuse Prevention Project 330 North Wabash Avenue Suite 2100 Chicago, IL 60611-3690 312-670-6782 www.pta.org	National Urban League, Inc. Substance Abuse Programs 120 Wall Street New York, NY 10005 212-558-5300 www.nul.org
Office of Minority Health Resource Center P.O. Box 37337 Washington, DC 20013-7337 800-444-6472 www.onmrc.gov	Parents' Resource Institute for Drug Education, Inc. (PRIDE) 3610 Dekalb Technology Parkway, Suite 105 Atlanta, GA 30340 800-853-7867 prideprc@mindspring.com	Students Against Driving Drunk (SADD) P.O. Box 800 Marlboro, MA 01752 508-481-3568 www.nat-sadd.org
WIC, Supplemental Food Program Division Food and Nutrition Service U.S. Department of Agriculture 3147 Loma Vista Road Ventura, CA 22302 805-652-5932 www.ventura.org/hca/hca_directory/132.html	YMCA of the USA 101 North Wacker Drive Chicago, IL 60606 312-977-0031 www.ymca.net	YWCA of the USA, Headquarters Empire State Building 350 Fifth Avenue Suite 301 New York, NY 10118 212-273-7800 www.ywca.org

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A Guide for

K e e p i n g

Parents, Grandparents,

Y o u t h

Elders, Mentors,

D r u g - F r e e

and other Caregivers



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Prevention

**REALITY
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THE NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN

Communication Strategy Statement



OFFICE OF NATIONAL DRUG CONTROL POLICY