

Drug
Abuse

MEMORANDUM

TO: BRUCE REED

CC: ELENA KAGAN

FROM: TOM FREEDMAN, MARY L. SMITH

**RE: POSSIBLE CONFERENCE ON DISCOURAGING DRUG IMAGES
IN THE ENTERTAINMENT INDUSTRY**

DATE: JUNE 13, 1997

SUMMARY

With the recent death of photographer Davide Sorrenti, the fashion industry has been criticized for glamorizing the use of drugs in photographs, a style described as "heroin chic." On June 10, 1997, the Council of Fashion Designers of America announced a committee that will formulate plans to discourage the use of illegal drugs. We recommend a White House conference to discuss the promotion of healthy images in the entertainment industry and to discourage the use of illegal drugs.

BACKGROUND

The vital role of the entertainment media in shaping attitudes towards drugs has received much comment. Recently, journalists have cited the fashion industry for cultivating and promoting the "heroin chic" style of fashion photography, a style that presents images of models with hollowed features, and in poses that replicate drug-induced stupors. Despite past denials that these images are meant to glamorize drug use, the fatal overdose in February of fashion photographer Davide Sorrenti, 20, served to silence these denials and served as a catalyst in the movement to denounce images of the strung-out heroin addict. Notably, on June 10, 1997, the Council of Fashion Designers announced a committee that will formulate plans to discourage the use of illegal drugs amongst young models. The committee is considering a public service campaign that would run in fashion magazines and on television.

Other parts of the entertainment world have already taken action against illegal drugs. For instance, the music industry has rallied with interventions and programs to get musicians off drugs. Mike Greene, the head of the National Academy of Recording Arts & Sciences, is leading the charge by pushing an outreach program called MusiCares. In June 1996, he called together 400 members of the industry for closed-door symposiums to discuss the issue.

POSSIBLE PARTICIPANTS

- Barry McCaffrey, Office of National Drug Control Policy
- Fern Mallis, executive director of the Council of Fashion Designers of America
- Dr. Mitchell S. Rosenthal, President of Phoenix House, a national network of drug-treatment centers
- Francesca Sorrenti, mother of Davide Sorrenti, whose death in February 1997, spurred the renunciation of "heroin chic," and now an outspoken opponent of heroin chic imagery (she has appeared on ABC's 20/20).
- James E. Burke, Chairman of Partnership for a Drug-Free America
- representative from MTV
- Mark A.R. Kleiman, a drug-policy analyst at UCLA
- Herbert Kleber, Center on Addiction and Substance Abuse at Columbia University
- Lloyd Johnston of University of Michigan (monitors adolescent drug use).
- Ansley Hamid and Ric Curtis of John Jay College of Criminal Justice
- David Musto, medical historian at Yale
- Wayne Weibel, an epidemiologist at the University of Illinois at Chicago
- Mike Greene, MusiCares (outreach program for the music industry)

RECOMMENDATION

- Hold a White House event in order to discourage the use of illegal drugs and to promote healthy images in the entertainment industry, particularly directed at younger persons.

MEMORANDUM

TO: TOM FREEDMAN

FROM: RAVEN MONTGOMERY

RE: SUMMARY OF THE SPEECH TO NATIONAL CORRECTIONS
CONFERENCE ON SUBSTANCE ABUSE TESTING, SANCTIONS
AND TREATMENTS

DATE: JUNE 2, 1997

Drug Use Forecasting Program

- interviews arrestees in police lockups in 23 cities on a quarterly basis and takes urine samples from them, between half and three quarters of arrestees test positive for drugs
- data also show some variation in drug use between men and women, and between adults and juveniles
 - women test positive for cocaine and methamphetamine at higher than rates than men, and that juveniles test positive for marijuana at significantly higher rates than adults

Drug Treatment Outcomes Study

- sponsored by the National Institute on Drug Abuse
- major longitudinal study of clients in four types of community-based drug treatment
- study examined 8,000 subjects in eleven cities; the final analysis was performed on about 3,000 subjects who were reassessed 12 months after leaving treatment

-Initial Results-

- researchers found that both long-term residential and outpatient drug free programs led to significant decreases in illegal activity
 - drug use after treatment also decreased in both types of programs, especially for those who were treated for at least 90 days
 - a key factor in successful outcomes was the length of the stay in the treatment programs (those who stayed at least 90 days were more likely to succeed)
 - the study also showed that the presence of criminal justice supervision increased the likelihood that the individual would stay beyond the 90-day mark
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Cost Effectiveness

- in '94 the RAND corporation reported that drug treatment is the most cost-effective drug control intervention
- another study in '94 examined CALDATA, a comprehensive drug and alcohol treatment program in California, and concluded that for every dollar invested in drug treatment, taxpayers saved \$7

Drug Courts

Dade County Florida

- for selected defendants, usually facing low level charges, judges agree to an extended period of supervision over the case with a promise of leniency if the defendant agrees to participate in treatment, and returns to the court frequently for status reports, including urine tests
- an evaluation of the program showed that drug court defendants had far lower rates of offending than a comparison group and had longer periods between arrests
- an evaluation of the DC Drug Court is finding declines in drug use within the defendants participating in the drug treatment court and those participating in a parallel graduated sanctions courts

New Orleans

- the District Attorney is administering a diversion program for first time felony drug users that combines treatment with testing, using both urine and hair analysis
 - preliminary analysis shows that those who participate in the program are showing significant decreases in cocaine consumption and rearrest rates, and an increase in employment rates

Correctional Context

- Stay'n Out and KEEP in New York, Cornerstone in Oregon, Amity Prison TC in California, Key Crest in Delaware, the Texas Initiative, the Florida comprehensive drug treatment and TASC
 - all programs are effective and have shown to reduce drug use after the offender is released from prison; all have been shown to reduce criminal behavior after the offender is released
 - when they combined prison-based therapeutic community-style treatment with post-release supervision, then the reduction in drug use and criminal behavior is even greater
 - graduates of Delaware's Key-Crest program were more than twice as likely to remain drug free (76% versus 30% for in-prison TC alone and 45% for work-release program alone and 19% for the control group)
 - participants of in-prison drug treatment and transitional, residential work-release were one third more likely to remain arrest free than those participating only in the in-prison drug treatment (71% from Key-Crest, 48% from Key alone, 65% Crest alone, 30% control group)

Research efforts that will provide local policy makers knowledge about drug problems facing their community

- Arrestee Drug Abuse Monitoring program of the National Institute of Justice (ADAM)
 - Expansion of the NIJ's Drug Use Forecasting program
 - has quarterly interviews with arrestees and urinalysis to determine levels of drug use
 - each ADAM site will conduct an annual outreach survey in a neighboring rural or suburban jurisdiction so that we can learn the extent of drug abuse in these parts of American
- SANTA (Substance Abuse and Need for Treatment Among Arrestees)

- conducted by the Center for Substance Abuse Treatment or CSAT
- program has a focus on state level assessment, emphasizes the treatment dimensions of the profile of drug users within the arrestee population

- at the local level, the drug court movement has now received federal support
 - \$30 million in FY97 under the drug court program
 - of the \$450 million allocated by Congress for the Local Law Enforcement Block Grant Program, approximately 19% has been allocated by local jurisdiction to support or expand drug courts

Operation DrugTEST(Testing, Effective Sanctions and Treatment)

- Department of Justice has now completed development of universal drug testing and intervention programs in 23 of the 74 federal districts

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- the Center for Substance Abuse Treatment is also funding a number of five year demonstration projects, called Criminal Justice Treatment Networks, that are seeking to provide treatment services on a system-wide basis to under-served populations such as female and juvenile offenders

- the National Institute of Justice is implementing a research demonstration project in Birmingham, Alabama called Breaking the Cycle

- everyone arrested in Birmingham will be tested for drug use and every component of the criminal justice system will work together to reduce the level of drug use in the population

- that moves from arrest to final disposition

- project will begin operation in June, and would like to fund additional Breaking the Cycle

- demonstration projects in both adult and juvenile districts within the next year

Residential Substance Abuse Treatment (RSAT)

- Congress has authorized up to \$72 million in the coming years to fund this program

- the State of Connecticut is considering a major overhaul of its sentencing policy for drug users, with an emphasis on mandated treatment

- the State of Pennsylvania Department of Corrections in partnership with the NIJ did a survey like ADAM to determine the levels of drug use within the prison population

- using both urinalysis and hair testing, have been able to isolate patterns of drug use within the population

LEVEL 1 - 1 OF 1 STORY

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March 28, 1997

SECTION: Local/Regional; Pg. 1C

LENGTH: 654 words

HEADLINE: Drug dog takes a bite out of crime; Asotin County Sheriff's Department welcomes new officer to the force

BYLINE: Elaine Williams

BODY:

ASOTIN -- On his first day, the Asotin County Sheriff's Department's newest officer did something most deputies can only dream of doing.

He nudged open a cabinet and chewed up a stack of blank forms.

But Nelson, a 27-month black Labrador, was quickly forgiven. "We don't like the paperwork and neither does he," joked Deputy Timothy Herrick, Nelson's handler.

The department purchased Nelson to fight against illegal drugs, Herrick said. "He's a tool. He's not a cure-all."

Nelson's debut Wednesday was the result of fund-raising by Asotin County residents and a state grant.

The community rallied behind obtaining Nelson after Lewiston's drug dog and handler visited Asotin High School, putting students there on notice he would be back looking for **drugs**.

Nelson will be available to help officers when they serve search warrants on **houses** or vehicles.

By smelling what officers can't see, **dogs** like Nelson cut the time it takes to do such searches by two-thirds.

"Our eyes can deceive us," Herrick said. "Something might look normal but it's not."

Drug safes can masquerade as normal household items such as cans of shaving cream, Herrick said.

As Nelson chased a rolled wash cloth and frolicked in the grass, he seemed more like a family pet than a cop.

But with a few commands, Nelson will get down to business, putting six months of training at a Seattle area school to work, Herrick said. Nelson's education came from the same school that trained Lewiston's former drug dog, Pete, who



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worked with Officer Ted Piche.

Herrick spent two weeks at school with Nelson learning how to interpret Nelson's actions.

When Nelson is working he signals the presence of drugs by changing his behavior, showing interest in a particular location, sniffing or swiftly wagging his tail.

During training, for example, when Nelson and Herrick were walking by some storage sheds, Nelson swiftly turned and starting sniffing at the door.

Nelson can detect even minute quantities of drugs. Searching a trailer, he once made a hit on bags that had only drug residue on them.

Barring illness or an accident, Nelson should be able to work for five to seven years. Just like human officers, Nelson is protected by laws that make it a felony to assault him.

One of Herrick's challenges in the next few months will be meeting his new partner's needs.

Usually Herrick walks Nelson four times a day. If Herrick runs into a slow period when he's on patrol, he'll take Nelson to a park for a romp. Keeping Nelson active is part of what makes him a good drug dog, Herrick said.

"If he gets bored," Herrick said, "he gets grumpy and then he doesn't want to work."

GRAPHIC: Tribune/Barry Kough

Nelson, a drug-sniffing black Labrador, now works for the Asotin County Sheriff's Department. He is pictured with his handler, Deputy Timothy Herrick.

LANGUAGE: ENGLISH

LOAD-DATE: March 28, 1997



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