

SCHEDULE PROPOSAL

Date: December 23, 1993

_____ Accept _____ Reject _____ Pending

TO: Ricki Seidman

FROM: David Gergen *OG (by MK)*
Jose Cerda *JC (by MK)*

REQUEST: Meeting with Jim Burke, Joe Califano and possibly other well known anti-drug advocates before release of the Administration's first drug strategy.

BACKGROUND: The Administration's silence on the drug issue has been criticized by anti-drug advocates from all sides of the political spectrum. The President has given no major drug policy speeches and had no drug-specific events. Moreover, various high-profile Administration decisions have fueled public criticisms about the President's commitment to the drug issue (i.e., OMB letting treatment funds be cut, proposing the FBI-DEA merger, cutting the Drug Office's staff, health care reform scaling back its drug treatment benefit, and the Surgeon General's recent remarks about drug legalization, etc.).

As two of the foremost anti-drug advocates, Burke and Califano would provide the President with a valuable -- and bipartisan -- perspective on the drug issue. As you may know, Burke is the former head of President Bush's Drug Advisory Council and has for years led the efforts of the Partnership for a Drug-Free America. Califano, who served two Democratic presidents, is now the head of the Columbia University's Center on Addiction and Substance Abuse (CASA). Burke has already met with the First Lady, Carol Rasco and David Gergen.

Note: The first Lady has signalled to David Gergen that she would like to have Burke looped in here.

DATE & TIME: Sometime in January, before the Drug Strategy goes to print on January 22nd.

DURATION: 45 minutes.

LOCATION: Oval Office.

PARTICIPANTS: The two central participants would be Joe Califano and Jim Burke, but we might want to consider adding several other anti-drug advocates.

OUTLINE: The President listens to a presentation made by Burke and Califano. A discussion follows.

REMARKS: Brief talking points prepared by Domestic Policy.

MEDIA: None.

OTHER ATTENDEES: Carol Rasco and possibly Lee Brown. The First Lady and Mrs. Gore both have an interest in this topic and could attend at their option.

RECOMMENDED BY: David Gergen.

CONTACT: Jody Greenstone (2195) or Jose Cerda (2564).



Center on Addiction
and Substance Abuse
at Columbia University

What Can The President Do?

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Make the Connection

All substances--alcohol, legal and illegal drugs, nicotine

Health Care Reform
Medicare and Medicaid
Crime and Violence
Welfare Reform
Governor's Budget Crunch--Medicaid and Prisons

Fill Key Jobs

Fill jobs at same time in White House Ceremony
HHS: National Institute on Drug Abuse
Substance Abuse Mental Health Services Administration
Center for Substance Abuse Treatment
Center for Substance Abuse Prevention
DOJ: Assistant Attorney General for Office of Justice Programs
--Bureau of Justice Assistance
--National Institute of Justice
--Office of Juvenile Justice and Delinquency Prevention

Move on All Fronts

Law Enforcement/Interdiction
Treatment: More bucks and more bang for treatment buck
Research: More resources and concerted effort
Prevention and Education: Presidential bully pulpit;
clear message from all officials; enlist entire
administration in effort

Talking Points
Burke/Califano Meeting
February 1, 1993

- Mr. President, Jim Burke and Joe Califano are here today to talk to you about drug policy. As you know, Mr. Burke has met with the First Lady, myself, David Gergen and Bob Rubin, and Joe Califano recently sent you a memorandum making some drug policy recommendations.
- This meeting is quite timely. As you mentioned in your State of the Union speech, drug use amongst our youth is on the rise, and we need to take action. And, next week the Administration will release its first full drug strategy and budget.
- Yesterday Secretaries Shalala and Riley and Dr. Brown formally released the findings of the Monitoring the Future Survey (formerly the Senior Survey) showing that years of declines in the rates of casual drug use have stopped.
- At this press conference, the Secretaries and Dr. Brown also announced that your FY 95 budget includes a \$190.5 million increase in the Safe and Drug-Free Schools and Communities program.
- But what makes this new data especially troubling, is that it is accompanied by increased levels of tolerance amongst our youth. If kids today aren't getting the anti-drug message today and don't think drugs are dangerous, drug use is sure to continue to increase during the next year.
- Jim Burke and Joe Califano are experts in getting the anti-drug message out, and we thought you'd appreciate hearing their thoughts and some of the suggestions they've shared with us.
- But first, Lee, can you start by giving us a brief overview of what the drug indicators are telling us -- and where we are with the strategy.

THE WHITE HOUSE

WASHINGTON

January 31, 1994

MEETING WITH JIM BURKE AND JOE CALIFANO

DATE: February 1, 1994

LOCATION: OVAL OFFICE

TIME: 2:30pm - 3:00pm

From: David Gergen and Carol Rasco

I. PURPOSE

To discuss drug policy with leading anti-drug advocates.

II. BACKGROUND

Jim Burke is chairman of the Partnership for a Drug-Free America. His involvement in anti-drug campaigns dates back to the Bush administration when he was the head of President Bush's Drug Advisory Council (a private sector arm of the drug office which our administration has eliminated). He is also a former CEO of Johnson & Johnson.

Joseph Califano is currently head of CASA, the Center on Addiction and Substance Abuse at Columbia University. He was Secretary of Health, Education and Welfare under the Carter Administration and a close advisor to President Lyndon Johnson.

III. PARTICIPANTS

The President
Jim Burke
Joe Califano
Dr. Lee Brown
David Gergen
Carol Rasco
George Stephanopoulos (invited)
Jose Cerda

IV. PRESS PLAN

Closed to press.

V. SEQUENCE OF EVENTS

- Guests escorted into Oval Office
- Meeting breakdown:
 - Carol Rasco will start the meeting and lay out the agenda.
 - Dr. Lee Brown gives a brief overview of administration's drug policy.
 - Joe Califano offers his thoughts on our drug policy.
 - Jim Burke offers his thoughts on our drug policy.
 - General discussion.
- Guests escorted from Oval Office

VI. REMARKS

None required. See attached briefing memo.

January 31, 1994

MEMORANDUM FOR THE PRESIDENT

FROM: JOSE CERDA

SUBJECT: MEETING WITH JIM BURKE AND JOE CALIFANO

I. Jim Burke and Joe Califano

Jim Burke and Joe Califano -- two of the most significant leaders in the anti-drug community -- are coming to discuss drug policy. As you know, Califano and Burke have both been eager to help the Administration formulate its drug policy. Burke has met with the First Lady and David Gergen and has requested a meeting with you prior to the release of the 1994 National Drug Control Strategy. We thought it would be helpful to invite Califano as well.

Jim Burke -- As Chairman of the Partnership for a Drug-Free America, which has led the \$1.5 billion, private sector effort against drugs, Burke is concerned that the Administration has been silent on the drug issue. He points out that you have spoken quite eloquently about the problem of crime and violence in America, but without really incorporating the role that drugs play in crime and violence. Fully 80% of criminals arrested for violent felonies were on drugs when they committed the crime.

Burke further points out that the "denormalization" of drugs is essential to curbing drug use, particularly among our youth who -- after 6 years of declines in drug use -- are showing signs of increased tolerance and use. To help bolster the anti-drug message, Burke wants you and the rest of the White House to help inspire anew a strong, "no-use" message by working with the private sector (prominent CEOs, advertising agencies, and the entertainment industry) and community-based groups.

Joe Califano -- As Director of the Columbia University's Center on Addiction and Substance Abuse, he recently sent you a memorandum on the issue of substance abuse. In his memorandum, Califano points out that you're taking unnecessary criticisms on the substance abuse issue and suggests that you lead an all fronts attack on substance abuse through research, treatment and prevention.

On research: Califano suggests that you make big dollars available for substance abuse research. He argues that our best minds are currently in cancer research because that's where the money is.

On prevention: Here Califano advises that you use the "bully pulpit" to reinvigorate the anti-drug and alcohol message. That's how he started the no-smoking revolution when he was Secretary of HEW.

On treatment: Califano recommends that you provide modest increases to the treatment budget and make the case that treatment works. Many treatment centers, Califano points out, have success rates that compare favorably with long-shot cancer therapies into which the government pours billions of dollars.

II. Background on Drug Policy

Last year, the Administration submitted an abridged Interim Strategy that called for a new direction in the fight against illegal drugs. It made the case for an increased priority on the demand reduction efforts that can directly address hard-core drug use and its ripple effect on society through increased crime, health costs, etc. Although there is broad consensus in the Congress and in much of the drug demand and supply reduction community for the policies and changes articulated in the Interim Strategy, the document was criticized by many because of its lack of budget back-up. Republicans on the Hill have also pointed to the dramatic downsizing of the Office of National Drug Control Policy (ONDCP), to the cuts in treatment and prevention funding on the Hill, to the proposed merger of the FBI and DEA, to the statements of the Surgeon General, and -- as of today -- to the reported increase in casual drug use amongst our youth as signs of the Administration's abandonment of the drug issue.

III. The 1994 National Drug Control Strategy

The 1994 National Drug Control Strategy builds on the Interim Strategy -- but is backed up by funding increases in priority drug programs. It states that despite spending \$56 billion since the first Strategy 5 years ago, drug use and trafficking remains a significant problem in America today: hard-core drug use -- defined by those heaviest drugs users who use drugs weekly -- continues unabated; casual or intermittent drug use, after dropping for 6 consecutive years, seems to be on the rise for in-school youth; drug-related violence has not dropped significantly; and, despite a record number of seizures, the amount of illegal drugs entering into the country has actually increased. The Strategy proposes four major policy/budget proposals. These include:

Hard-Core User Initiative: The Strategy proposes the largest ever increase in treatment for hard-core drug users -- \$355 million -- and an overall treatment increase of \$360 million or 14.3%. Increasing treatment opportunities is not only compassionate, but it makes sense. The National Institute on Drug Abuse has found that for every \$1 we spend on treatment we save \$7 -- \$3 in the form of reduced public spending and \$4 in the form of increased productivity. This new initiative will treat an additional 74,000 addicts.

More and Better Safe and Drug-Free Schools: The Strategy provides for a \$660 million investment in the new Safe and Drug-Free Schools program -- an increase of \$190.5 million over last year's budget. This investment is intended to give every student in grades K-12 the opportunity to receive drug and alcohol use and violence prevention education. Today, HHS announced the first significant increase in drug use among our youth in six years. In response, Secretaries Shalala and Riley and Dr. Brown announced the inclusion of these monies in your FY 95 budget.

Community Policing: The Strategy acknowledges that we won't be able to successfully treat addicts unless we continue to reduce drug availability and allow communities to take back their streets from drug traffickers. The drug budget includes a \$568 million increase for more police and community policing. Only half of the proposed increase in your budget for police is scored as drug-related.

Source Country Assistance: The fourth major budget initiative in the Strategy is an increase of \$73 million for the State Department to support source country efforts to reduce the availability of illegal drugs through law enforcement training, judicial reform, crop control, sustainable development, interdiction and demand reduction efforts. This supports the Presidential Decision Directive that you signed, which called for a "controlled shift" from interdiction efforts in the transit zones to the types of activities mentioned above in source countries.

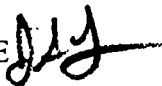
IV. Suggested Points to Make

- Recognize that doing something about drugs is essential to the success of the Administration's entire domestic agenda -- health care, welfare reform and crime.
- As two of the leading drug policy experts, acknowledge their advice and indicate that we have already started to heed it. The reference to drugs in the State of the Union was well received, and the Administration intends to continue to make the connection between crime, violence and drugs.
- Next Wednesday (February 9th), you and Dr. Brown plan to release the Administration's first full drug strategy. The Strategy includes substantial increases for drug treatment and prevention -- even an \$18 million increase in drug-related research. It increases the percentage of the drug budget that is spent on demand reduction programs from 36% to 41%.
- Ask them for their help in promoting the Strategy. Burke and Califano have considerable weight with editorial writers, who have been critical of your anti-drug efforts thus far. We will need their help.

THE WHITE HOUSE
WASHINGTON

February 10, 1994

NOTE TO: JOSE CERDA
RAHM EMANUEL
MARK GEARAN
CAROL RASCO
BRUCE REED
RICKI SEIDMAN

FROM: JODY GREENSTONE 

RE: DRUG ACTIVITIES

I wanted to follow up on the President's meeting with Jim Burke and Joe Califano. Both Califano and Burke stressed the importance of establishing a clear national norm of "no use" and urged the President to use the bully pulpit to this end. The President agreed and asked David Gergen to follow up (see attached note).

I suggest that we move forward on the following two proposals raised at the meeting:

1) **PSA'S.** Jim Burke, Chairman of the Partnership for a Drug-Free America (PFDA) has proposed that the President do a series of 3 PSA's on drugs and violence. I have attached their suggested copy. The PFDA has offered to provide the creative and production expertise. We could also involve the First Lady. She has met with Burke and shown an interest in this area. Unless we tie this to a bigger event as discussed below, I would recommend that we do these as soon as possible to continue the momentum from the successful launch of our drug strategy.

2) **MEDIA EVENT.** The PFDA is a coalition of volunteers from the communications industry which was formed in 1986 by the American Association of Advertising Agencies. The objective was to combine the creativity of advertising agencies with the power of the media to address what had by then become one of this country's worst social problems -- illegal drugs. Since then, the PFDA has become the largest public service campaign in history, with over 125 advertising agencies contributing work, at no charge, and the nation's media donating over \$1.5 billion in time and space to the campaign. Today, while donations of time and space still run over \$800,000 a day, the total value of media time has dropped 20% since 1990. This correlates with the period during which drug use among high school students has increased.

The President could invite the participating media representatives to the White House to acknowledge their extraordinary contributions and to reinvigorate their efforts. This event would also include Secretary Shalala, Secretary Riley, and Dr. Brown and should be seen as a follow-up to the letter they sent the media last week alerting them to the disturbing trends in

teenage drug use. We could also consider broadening the agenda to discuss violence provided the focus is on proactive steps rather than rating, monitoring, etc. If we decide to move forward quickly on this event, we should tie in commitments to air the President's PSA's as an immediate substantive outcome.

I understand that the First Lady will be going to NY in May for a PFDA event thanking the advertising agencies for their contributions to this effort. There would be a nice symmetry for the president to thank the media prior to the First Lady's event.

I believe this twosome would be a high leverage, high impact way to sustain our leadership in the drug and violence area. Please let me know how I should proceed.

Thanks.

cc: Dave Anderson
Liz Bernstein
Jennifer O'Connor



Center on Addiction
and Substance Abuse
at Columbia University

THE PRESIDENT HAS SEEN

2-1-94

Gergen
we need to decide
how to follow up -
again we think
B.

What Can The President Do?

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Make the Connection

All substances--alcohol, legal and illegal drugs, nicotine

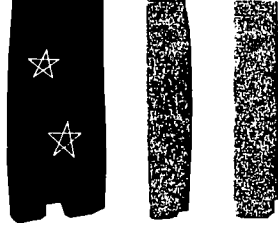
Health Care Reform
Medicare and Medicaid
Crime and Violence
Welfare Reform
Governor's Budget Crunch--Medicaid and Prisons

Fill Key Jobs

Fill jobs at same time in White House Ceremony
HHS: National Institute on Drug Abuse
Substance Abuse Mental Health Services Administration
Center for Substance Abuse Treatment
Center for Substance Abuse Prevention
DOJ: Assistant Attorney General for Office of Justice Programs
--Bureau of Justice Assistance
--National Institute of Justice
--Office of Juvenile Justice and Delinquency Prevention

Move on All Fronts

Law Enforcement/Interdiction
Treatment: More bucks and more bang for treatment buck
Research: More resources and concerted effort
Prevention and Education: Presidential bully pulpit;
clear message from all officials; enlist entire
administration in effort



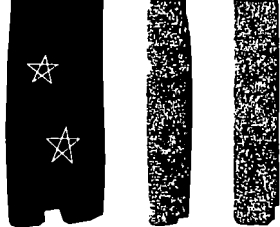
PARTNERSHIP FOR A DRUG-FREE AMERICA

President Clinton cropped very close on the screen, very intimate -- and visually inescapable.

Community :30 TV

President Clinton:

America as a nation has never been afraid. But today, as individuals, too many Americans *are*. Afraid of the violence in our streets...where we work...even in our own homes. How can we stop it? We can starve it...starve it *out*...by ending the drug use that fuels nearly *half* of all violent crime in this country. I urge you, please: support those programs in your own community that are already working so hard to end the drug plague and the violence it feeds. And help return us to our better selves.



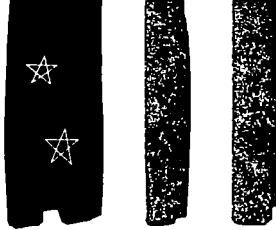
PARTNERSHIP FOR A DRUG-FREE AMERICA

President Clinton cropped very close on the screen, very intimate -- and visually inescapable.

Parent :30 TV

President Clinton:

If you're a parent, you need to know this: that kids who use drugs, or even who just hang *around* drug users, are eight times more likely to be hurt or killed by violence than kids who don't. Is the drug problem bad enough by itself? Of course. But the violent crime that it *feeds* can be an even greater danger. Please, talk to your kids -- be strict with them if you have to -- but don't turn away. Because drugs and violence don't care who you love. And they won't care how much you lose.



PARTNERSHIP FOR A DRUG-FREE AMERICA

President Clinton cropped very close on the screen, very intimate -- and visually inescapable.

Kids :30 TV

President Clinton:

Growing up today isn't just rough, it's dangerous. Especially with drugs in your life. You see, bad as drugs are by themselves, kids who use them also run a *big* risk of being hurt -- even killed -- by violence. Because drugs and violence travel together. Now...if we can stop drug use, we'll help stop the violence too -- and everyone will be a whole lot safer. But I need your help. I need *you* to stay away from drugs *and* the idiots who deal them. It might not be easy. But I believe in you. And I *know* you can do it.