



*Devoted to
drug abuse prevention
through education*

PRESS RELEASE

\\\\\\\\\\\\\\\\Embargoed for release 1:30 p.m., Sept. 14, 1993\\\\\\\\\\\\\\\\\\\\\\
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Contact: Doug Hall
404/577-4500 weekdays
404/872-3726 weekends
404/280-1232 pager

AFTER A DECADE OF PROGRESS, STUDENTS RETURN TO DRUG USE; INCREASES IN MARIJUANA AND HALLUCINOGENS CITED

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"These findings signal the end of a cycle of decreasing drug use by students and the beginning of a new trend back to increasing use and dependence," Gleaton said.

--More--

10 Park Place South
Suite 340
Atlanta, Georgia 30303
404 577-4500
FAX 404 688-6937

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The PRIDE findings were based upon the responses of 236,745 students in seven grade levels in 40 states from California to New York. Students in junior high school (grades 6-8) and senior high school (grades 9-12) participated by answering an anonymous, self-report questionnaire.

Questions about 10 types of drugs were asked in each of the seven grade levels -- a total of 70 instances. Drug types studied were cigarettes, beer, wine coolers, liquor, marijuana, cocaine, uppers, downers, inhalants, and hallucinogens.

- On the basis of annual use (at least once in the past year), 56 of the 70 instances (80%) showed significant increases or no change while just 14 involved decreases.
- On the basis of monthly use, 54 instances (77%) showed significant increases or no change while just 16 involved decreases.

LEADING THE WAY: MARIJUANA AND HALLUCINOGENS

Two drugs which have drawn national attention in the news media, among entertainers, and on wearing apparel -- marijuana and hallucinogens -- showed the most pronounced increases in usage among students.

- Marijuana posted significant increases in all seven grade levels, for both annual and monthly use, the only drug to do so.

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- For junior high (grades 6-8) significant increases were detected for annual use of marijuana and hallucinogens. There were no significant decreases for any drug.
- For senior high (grades 9-12) significant increases were found in annual use of cigarettes, marijuana, and hallucinogens. There were significant decreases in beer, wine coolers, liquor, uppers, and downers. Cocaine (including crack) and inhalants remained unchanged.
- The most startling change in drug use patterns was the increase in marijuana use by African-American students in all grade levels. Among African-American males in junior high, annual use of marijuana rose 71%; for females 100%. Overall, African-American students continue to use LESS marijuana than white students, but the difference is smaller than in previous years.
- Hallucinogen use, including LSD and PCP, rose significantly on an annual basis in the eighth grade (2.4% to 2.7%), eleventh grade (5.6% to 6.4%), and twelfth grade (7.1% to 8%). There was no significant decrease in hallucinogen use for annual or monthly usage.

MORE AVAILABLE; THOUGHT LESS HARMFUL; MORE PEER PRESSURE

Accompanying the rising use of marijuana, more students said pot is easy to get (30% vs. 25.9%); fewer said it is "very much" harmful to the health (77.1% vs. 79.3%); and fewer said none of their friends smoke pot (66.8% vs. 71.4%).

Availability, perceived harmfulness, and friends' use are recognized as risk factors for drug usage.

The same trend held for hallucinogens: more students said hallucinogens are easy to get (15.9% vs. 14.3%); fewer said hallucinogens are "very much" harmful to the health (80.3% vs. 81.3%); and fewer said none of their friends use hallucinogens (88% vs. 89.6%).

OTHER SELECTED FINDINGS

Among junior high school students (grades 6-8; annual use):

- Marijuana usage rose, 4.8% to 5.8%, a 20.8% relative increase.
- Hallucinogen use increased, 1.8% to 1.9%, a 5.6% relative increase.
- All other drugs remained statistically unchanged.

Among senior high school students (grades 9-12; annual use):

- All alcohol categories fell: beer, 56.5% to 55.6%, a 1.6% relative decrease; wine coolers, 53.8% to 52.2%, a 3% relative decrease; and liquor, 50% to 49.5%, a 1% relative decrease.
- Uppers declined, 8.3% to 7.9%, a 4.8% relative decrease.
- Downers declined, 4.9% to 4.6%, a 6.1% relative decrease.
- Marijuana increased, 16.4% to 19%, a 15.9% relative increase.
- Hallucinogens increased, 5.3% to 5.7%, a 7.5% relative increase.
- Cigarettes increased, 37.7% to 38.4%, a 1.9% relative increase.
- Cocaine use remained level, except in one case. Monthly use of cocaine by twelfth graders increased from 2.4% to 2.8%.

LEE BROWN: NEED TO REDOUBLE PREVENTION EFFORTS

Drug policy director Brown said the PRIDE study indicated the need for renewed anti-drug efforts, especially in prevention.

Said Brown, "We simply cannot afford to relax. Our prevention efforts should be redoubled and when needed redesigned to better address emerging problems.

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"PRIDE is to be commended for their efforts in providing early identification of these problems."

METHODOLOGY

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Schools that administer the PRIDE Questionnaire do so voluntarily, or in compliance with a school district or state request.

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The final sample size for the 1992-93 National Summary was 236,745.

PRIDE results are generally consistent with findings of other national surveys of adolescent drug use. During most of the 1980s, PRIDE's annual survey, and a similar study sponsored by the National Institute on Drug Abuse (NIDA), revealed a general decline in the number of students using most types of illegal drugs.

Last October, however, PRIDE was first to announce that the period of progress may have ended during the 1991-92 school year. In April, NIDA's 1992 Monitoring the Future Survey corroborated many of PRIDE's findings.

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STATES REPRESENTED

AL, AK, AR, CA, CO, CT, DE, FL, GA, ID, IL, IN, IA, KS, KY, LA, ME, MA, MI, MS, MO, MT, NE, NH, NJ, NM, NY, NC, ND, OH, OK, PA, SD, TN, TX, VT, VA, WA, WI, WY.

NOTE TO EDITORS AND NEWS DIRECTORS: State, regional, county, and city data is not available through PRIDE. Contact your local health, education or substance abuse authority.

**% Students Who Use Drugs - 1991-92 vs. 1992-93
for JRHS (6-8th), SRHS (9-12th), and 12th Grade**

USA - PRIDE - ANNUAL USE				USA - PRIDE - MONTHLY USE		
	1991-92	1992-93	change	1991-92	1992-93	change
Cigarettes						
JRHS	25.2	25.5	+0.3	13.4	13.3	-0.1
SRHS	37.7	38.4	+0.7 s	25.5	25.7	+0.2
12th	40.4	42.0	+1.6 s	28.3	29.9	+1.6 s
Alcohol						
JRHS	41.1	41.0	0.0	15.6	14.9	-0.7 s
SRHS	66.7	65.5	-1.2 s	37.9	36.0	-1.9 s
12th	74.3	73.3	-1.0 s	46.1	44.7	-1.4 s
Beer						
JRHS	31.6	31.2	-0.4	12.3	11.6	-0.7 s
SRHS	56.5	55.6	-0.9 s	32.9	31.3	-1.6 s
12th	63.8	63.5	-0.3	40.6	39.9	-0.7
Wine Coolers						
JRHS	31.0	30.7	-0.3	10.6	10.0	-0.6 s
SRHS	53.8	52.2	-1.6 s	25.0	23.0	-2.0 s
12th	60.3	58.8	-1.5 s	28.8	27.2	-1.6 s
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JRHS	21.4	21.5	+0.1	8.4	8.2	-0.2
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SRHS	3.3	3.4	+0.1	2.0	2.1	+0.1 s
12th	4.2	4.5	+0.3	2.4	2.8	+0.4 s
Uppers						
JRHS	3.0	3.0	0.0	1.8	1.8	0.0
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12th	8.9	9.3	+0.4	4.8	5.0	+0.2
Downers						
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F A C S I M I L E M E S S A G E

For: José Cerda

Fax Number: 202-456-7739

Phone Number: _____

From: Doug Hall's office

Fax Number: 404/688-6937
Phone: 404/577-4500

Survey Fax: 404/577-4888

Comments: _____

Date: 11/2

Time: _____

Cover + 1 Pages

Don't Forget!
The 1994 PRIDE World Drug Conference
Philadelphia, Pennsylvania March 3-5, 1994

The Urban Institute, Suite 210
30 Hunt Plaza
Atlanta, Georgia 30303
404/577-4500
FAX 404/688-6937



*Devoted to
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November 2, 1993

The President and Mrs. Clinton
The White House
Washington, D.C. 20500

Dear President and Mrs. Clinton:

On March 3 through 5, 1994, at the Pennsylvania Convention Center in Philadelphia, PRIDE will celebrate the Seventeenth Anniversary of the PRIDE World Drug Conference. Several hundred national organizations that fight drug abuse are expected to send delegates.

Last year's event drew 10,300 participants, from every state and 40 nations. We expect an even larger turnout in '94. Both youth and adults will attend this upbeat and optimistic gathering which is co-sponsored by the Pennsylvania Governor's Drug Policy Council.

It is my honor to invite you to address our conferees during one of three days of our meeting. Our conference is a family event, and we hope Mrs. Clinton and Chelsea will accompany you.

The PRIDE Conference offers a unique opportunity for you to discuss national drug policy and the related issues of health care, teen violence, and the need for greater family and community cohesion.

I am enclosing materials which will provide background information about this event.

Thank you for considering this invitation, and best wishes as you lead our great nation.

Sincerely yours,

Thomas J. Gleaton, Ed.D.
President

Table 1

Responses to Various Violence Items by Reported Use of Marijuana

ITEM	REPORTED USE CATEGORY	NO	YES
Have you been hurt at school by a student using a weapon?	Don't Use	94.5	5.5
	1-6 Year	81.8	18.2
	1-2 Month	84.8	15.4
	1-7 Week	75.0	25.0
Have you been hurt at school by a student not using a weapon?	Don't Use	78.0	22.0
	1-6 Year	59.1	40.9
	1-2 Month	92.3	7.7
	1-7 Week	88.0	45.0
Have you threatened to harm another student or teacher using a weapon?	Don't Use	95.2	4.8
	1-6 Year	77.3	22.7
	1-2 Month	61.5	38.5
	1-7 Week	88.5	44.5
Have you threatened to harm another student or teacher not using a weapon?	Don't Use	67.3	32.7
	1-6 Year	50.0	50.0
	1-2 Month	23.1	76.9
	1-7 Week	25.0	75.0
Have you brought a gun to school?	Don't Use	97.4	2.6
	1-6 Year	81.8	18.2
	1-2 Month	84.6	15.4
	1-7 Week	88.0	45.0

Sample size was 330 students from mostly rural schools.

Approximately one-third (114) were from the eighth grade with two-thirds (216) from grades 9 through 12.

49.7 were male and 50.3 female

Ages ranged from 12 to 18 years.



OFFICE OF THE GOVERNOR
INDIANAPOLIS, INDIANA 46204-2797

EVAN BAYH
GOVERNOR

August 29, 1994

The Honorable William Jefferson Clinton
President of the United States
The White House - 1600 Pennsylvania Avenue
Washington, DC 20500

Dear Mr. President:

Increased rates of violence, unemployment, illness and criminal activity go hand in hand with substance abuse. I know you share my concern about the impact that alcohol and other drugs are having in our communities across the country. I am pleased to announce that Indiana will be facing and addressing these issues during the 1995 PRIDE World Drug Conference in Indianapolis on March 23-25, 1995.

The PRIDE Conference is the world's largest anti-drug conference devoted to alcohol, tobacco and other drug prevention. As honorary chairman for this event, it is my honor to invite you to join me at this important event.

Organizers expect more than 11,000 attendees, both adults and youth, from every state in America and from more than 50 foreign countries. Parents, educators, counselors, law enforcement officers, professionals and volunteers will attend the conference to learn up-to-date approaches to community-based drug prevention and education.

I am personally committed to making this conference a success in Indiana, and I hope your schedule will permit your joining me for this international drug prevention event.

Best wishes,

A handwritten signature in black ink, appearing to read "Evan Bayh".
Evan Bayh

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**Kids today aren't
the problem.**

They're the solution.

**Come see how at the
1995 PRIDE Conference.**

And bring the kids.



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FACSIMILE MESSAGE

For: JUST CERDA

Fax Number: 202-456-7020

Phone Number: _____

From: DOUG HALL

Fax Number: 404/688-6937
Phone: 404/577-4500

Survey: 404/577-4888

Comments: _____

Date: 1/30/95

Time: 10:23 AM

Cover + 3 Pages

Don't Forget!
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Indianapolis, INDIANA March 23 - 25.



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Memorandum

DATE: January 19, 1995

TO: Mr. Bob Small

— Office of the Governor

FROM: Doug Hall, PRIDE

RE: Invitation to President Clinton

CC: Jim Arvin

I met last week in Washington with the staff of the Office of National Drug Control Policy and with Jose Cerda in the White House regarding Gov. Bayh's invitation to President Clinton to attend the 1995 PRIDE Conference in Indianapolis.

I was told that the President has requested ONDCP to look for opportunities at which the President could speak about drugs.

Cerda suggested that the Governor or someone in his office call Carol Rasco and Marcia Hale to support the President's coming to Indiana. He also said Gov. Bayh would be with the President at a meeting of Governors in the near future and it would be very helpful if the Governor could also say something directly to the President.

Cerda said that points to emphasize would be that the PRIDE Conference is in keeping with the President's Middle Class Bill of Rights and that the conference emphasizes youth development and peer leadership as solutions to the nation's drug problem. The new national drug strategy which should come out in February will have a strong focus on youth, he said.

I am attaching a copy of a letter that Mr. Clinton wrote as Governor of Arkansas in which he praised the PRIDE Arkansas Conference, and Gov. Bayh's original letter to the President. There are 51 PRIDE teams in Arkansas which Gov. Clinton's office helped to establish.

Please call me at 404/577-4500 if you need additional details.

We are looking forward to a great event in Indianapolis, and we appreciate your continued efforts.



OFFICE OF THE GOVERNOR

INDIANAPOLIS, INDIANA 46204-2787

EVAN BAYH
GOVERNOR

August 29, 1994

The Honorable William Jefferson Clinton
President of the United States
The White House - 1600 Pennsylvania Avenue
Washington, DC 20500

Dear Mr. President:

Increased rates of violence, unemployment, illness and criminal activity go hand in hand with substance abuse. I know you share my concern about the impact that alcohol and other drugs are having in our communities across the country. I am pleased to announce that Indiana will be facing and addressing these issues during the 1995 PRIDE World Drug Conference in Indianapolis on March 23-25, 1995.

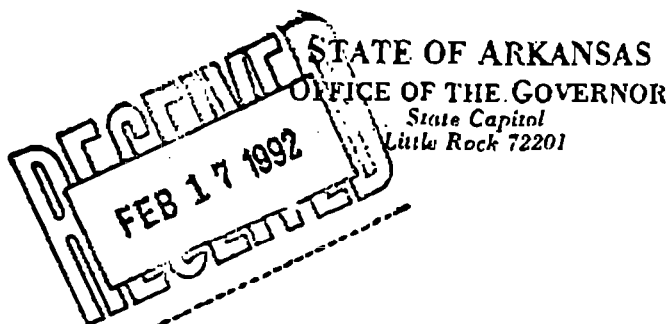
The PRIDE Conference is the world's largest anti-drug conference devoted to alcohol, tobacco and other drug prevention. As honorary chairman for this event, it is my honor to invite you to join me at this important event.

Organizers expect more than 11,000 attendees, both adults and youth, from every state in America and from more than 50 foreign countries. Parents, educators, counselors, law enforcement officers, professionals and volunteers will attend the conference to learn up-to-date approaches to community-based drug prevention and education.

I am personally committed to making this conference a success in Indiana, and I hope your schedule will permit your joining me for this international drug prevention event.

Best wishes,

A handwritten signature in black ink, appearing to read "Evan Bayh".
Evan Bayh



Bill Clinton
Governor

Greetings:

I want to congratulate the participants in the Arkansas State Pride Conference being held in Pine Bluff. I appreciate your inviting me to attend the meeting, and I regret that I will not be able to join you on this occasion. However, I want you to know how much I support your efforts.

I am very pleased with the wonderful work students across the state have been doing helping us fight drug abuse in Arkansas. I have had the opportunity to see some of the students perform skits and songs carrying the message to other students "to stay drug-free." I know the Pride program is spreading across the state, and I am very glad of this accomplishment.

I believe peer pressure is an important factor that can influence students' behavior. I urge you to continue campaigning against the use of illegal drugs. In doing this, you are performing a very important service to our state.

Best wishes for a successful and productive conference.

Sincerely,

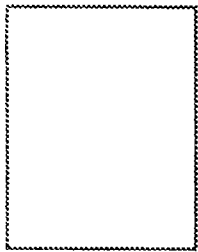
A handwritten signature in cursive script that reads "Bill Clinton".

Bill Clinton

BC:cf

Preliminary Results

Survey Shows Strong Relationship Between Drug Use and Violence



Dr. Thomas J. Gleaton
President, PRIDE

30,186

Results from all 6-12th grade PRIDE questionnaires scanned so far this year lend strong evidence to the claim that violence and adolescent drug use go hand-in-hand. They show that drugs are much more prevalent among students admitting involvement in violent activities.

These results are preliminary and not a statistically accurate representation of students from the entire country, but they do point out some strong trends. 30,196 students in grades 9 through 12 were surveyed from August to December of 1993.

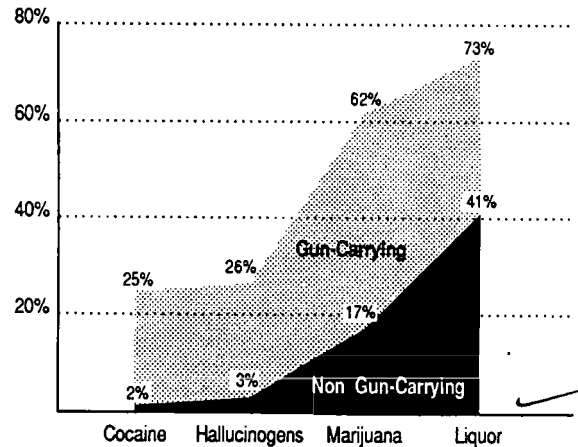
The large number of students included in this sample allows for significant comparisons between drug use rates of those involved with violent activities and those not involved with violent activities. 47.0% of those surveyed were male, 53.0% female; 56.5% were white, 36.5% African-American, and 7.0% of other races. Students were questioned about their personal involvement with guns at school, gang activities, violence and drug use.

One out of thirteen — 7.8% — high school students reported carrying a gun to school. More than half of these students who reported carrying a gun to school also reported using marijuana (61.9%). This percentage of admitted pot smokers was three and a half times greater than that of students who reported never carrying a gun to school (17.0% of those who reported never carrying a gun to school admitted using marijuana). The percentage of hallucinogen users was more than eight times greater (at 26.3% vs. 3.0%) and the percentage of cocaine users was more than sixteen times greater (at 24.8% vs. 1.5%) among those who reported carrying a gun to school.

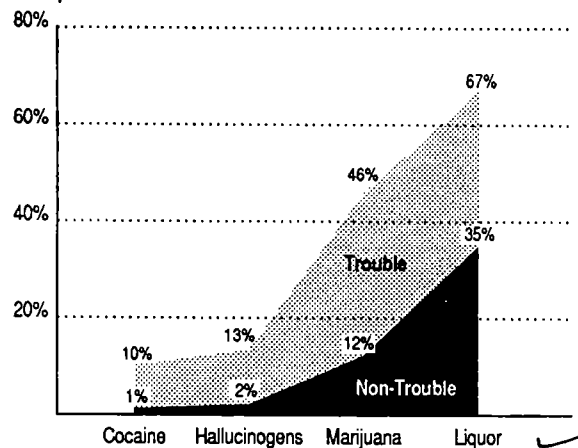
Similarly, high drug use was noted among students who reported participating in gang activities, threatening to harm another student or teacher, and getting in trouble with the police. The following charts illustrate this pattern of drug use with the sampled population of 30,196 students in grades 9 through 12.

30,186

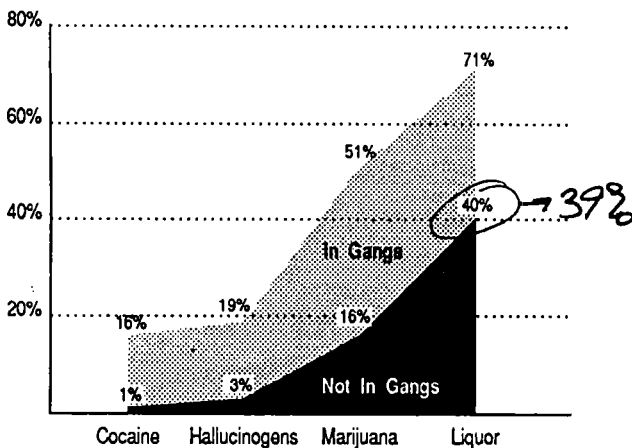
Percentage of gun-carrying students who use drugs vs. non gun-carrying students



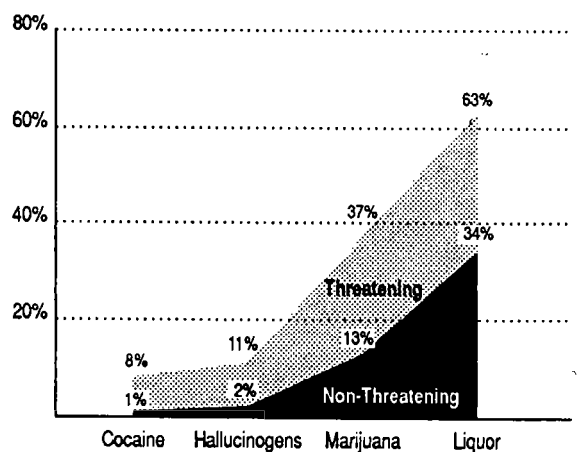
Percentage of trouble with police students who use drugs vs. non-trouble with police students



Percentage of students in gangs who use drugs vs. students not in gangs



Percentage of threatening students who use drugs vs. non-threatening students



page checked 1/26/94

Proposal
to
Executive Office of the President
Office of National Drug Control Policy

To create
a system to monitor
Adolescent Drug Use and Violence
in Selected Urban Centers

Prepared by
National Parents' Resource Institute for Drug Education, Inc.
(PRIDE)

October 7, 1993

I. Introduction

The National Parents' Resource Institute for Drug Education, Inc. (PRIDE), submits this proposal to the Executive Office of the President, Office of National Drug Control Policy (ONDCP) for the purpose of correlating the patterns and prevalence of illicit drug use and violence-related behavior, including carrying guns to school, in 12 major urban centers (Attachment A) of the United States. The instrument we propose to use is the PRIDE Questionnaire (Attachment B). The questionnaire was revised for the 1993-94 School Year to gather data on guns, violence, gang activity, and teen suicide.

Adolescent-driven violence has emerged in recent months as a major problem confronting the nation. The Clinton Administration has asked Congress to approve \$175 million in the next two years to fund the Safe Schools Act.

In a national poll released on Sept. 30, 1993, by the Gallup organization, three of the top four public school problems were identified as: drug abuse (16%); lack of discipline (15%); and violence, fighting and gangs (13%).

First Lady Hillary Rodham Clinton stated on national television on Oct. 2, 1993, that violence, particularly among the young, would be here next cause of concern when Health Care Reform is accomplished.

Almost 60 percent of respondents in an Atlanta poll released Oct. 2, 1993, listed crime-related issues, including drugs and youth violence, as their chief concerns.

The U.S. Department of Education reports that about three million thefts or violent crimes occur at or near our schools every year. Sixteen percent of all high school seniors report being threatened with a weapon at school last year. One in five high school students now carries a gun, knife, razor or other weapon on a regular basis.

Despite these statistics, there has been no major study which analyzes the relationship between teen-age use of illicit drugs and violent and threatening behaviors.

In a pilot study involving 330 students in grades 8-12 in Kentucky and Indiana, in mostly rural schools, PRIDE discovered that 45 percent of weekly marijuana users brought a gun to school, versus 2.6% of non-marijuana-using students. The using group was also more likely to be involved in threats and physical harm than the non-using group.

II. Description of Work

This proposal envisions the creation of a California system to monitor indicators of Adolescent Drug Use and Violence by correlating student illicit drug and violence-related behavior in specified urban centers. These urban centers will be selected in consultation with ONDCP on the bases of high density of population and rates of violence. For instance, one of the target cities, Atlanta, was recently reported to be the most violent city of its size (pop: 220,000 to 550,000) based upon an analysis of the 1992 Uniform Crime Report.

This study does not purport to be a representative sample of all adolescents in urban areas of the nation.

PRIDE will cooperate fully with ONDCP, the Department of Education (DOE), and Local Education Agencies (LEA's) to provide an assessment of violence-related behavior and illicit drug use in 24 senior high schools in 12 major urban centers of the United States. This proposal anticipates a total universe of 36,000 respondents. A list of the proposed target and alternate cities accompanies this proposal.

Upon completion of the project, PRIDE will deliver the following services and materials.

- The National Report on Adolescent Drug Use and Violence in Urban Centers will be furnished to the Director of ONDCP, the Secretary of Education, selected Members of Congress, State and Federal Agencies, research centers, and other interested parties as designated by ONDCP.

- The Regional Report on Adolescent Drug Use and Violence in Urban Centers will be furnished to the Director of ONDCP for each of five regions of the United States: Northeast, Southeast, Southwest, Midwest, and West.

- The City Report on Adolescent Drug Use and Violence in Urban Centers will be furnished to the Mayor and chief LEA officer of each participating city.

- The School Report on Adolescent Drug Use and Violence in Urban Schools will be furnished to the principal of each participating school.

PRIDE will assist ONDCP in conducting a national announcement event in Washington to release the findings of the study to the news media and the public.

In cooperation with LEA's, PRIDE will coordinate the administration of the PRIDE Questionnaire in two high schools and two junior high schools in each target site. Rather than a sampling technique approach to survey administration, we propose to use the total population of each designated grade level in attendance on the day of administration with no attempt to follow up on absent students.

Since the survey will inquire about the student's illicit behavior, a difficult variable to measure, population studies can reduce this error. Additionally, special tests will be performed to reject those questionnaires with inconsistent responses to further reduce error.

Qualified school staff will be utilized for the actual administration of the survey instrument in accordance with strict procedures which have been utilized effectively since 1982 in more than 5,500 U.S. school systems.

These same procedures were adopted on eleven occasions by State Education Agencies and by the U.S. Department of Education in the District of Columbia.

In each target city, one high school will be selected on the basis of high socio-economic deprivation, and one high school will be selected which represents a middle range on social and economic factors. In all cases, measures will be employed to assure broad ethnic and cultural representation.

III. Reporting Format

Results will be reported by grade level and other cross-variables (i.e. ethnic groups; males vs. females; drug-using vs. non-drug-using students; students who carry guns to school vs. students who do not carry guns to school; problem discipline students vs. non-problem discipline students; family characteristics; risk and protective factors; etc.). These cross-variables will be determined in final contract negotiation by PRIDE and ONDCP.

IV. Timeline

Data collection would be completed within 60 days upon final notice of the contract. Data would be compiled and a preliminary report produced within seven days of final data collection. The National Report would be available 30 days afterward.

IV. Description of the Instrument

The PRIDE Questionnaire has been in use in grades 6-12 since 1982. More than seven million students have responded, creating the largest database on adolescent drug use.

The questionnaire was designed to be administered easily across grade levels, anonymous, machine scorable, accurate, and inexpensive.

In addition to collecting personal and family demographic information, student characteristics, and student behavior, the PRIDE Questionnaire also captures information regarding guns, violence, gangs, and teen suicide.

These factors can be cross-tabulated against student alcohol, tobacco, and other drug behavior, including age of first use, frequency of use, effect of use, location and time of use, friends' use, availability of drugs, and attitudes regarding the harmful effects of drugs.

Ten different drug categories are analyzed: cigarettes, beer, wine coolers, liquor, marijuana, cocaine (including crack), uppers, downers, inhalants and hallucinogens (including LSD and PCP). The three alcohol categories can be collapsed to form an "any alcohol" category.

Summary

Adolescent Drug Use and Violence in Selected Urban Centers

Rationale: To provide missing data which draws conclusions regarding possible correlations between illicit drug use and violent behavior in the nation's public schools.

Instrument: The PRIDE Questionnaire

Population: 36,000 high school students, grades 9-12
24 high schools
12 major urban areas

Factors: Students who carry guns to school
Students who threaten and harm others
Students who are gang members
Students who use illicit drugs
Student attitude and behavior
Family characteristics
Demographic profiles

Budget

36,000 questionnaires, distribution, administration, collection, compilation, shipping and handling	\$30,960
Development of the National Report	5,000
5 Regional Reports, including graphics presentation materials	2,000
12 City Reports, including graphics presentation materials	4,800
Printing - National Report 2000 copies	4,000
Postage - National Report 1000 copies	1,500
National Announcement Expenses	3,500
*Travel	3,000
Overhead @ 28%	<u>15,332.80</u>
TOTAL	\$70,092.80

*Actual expenses will be billed. This line item pertains only to travel between Atlanta and Washington to negotiate this contract and to facilitate the national announcement event. Travel to the target cities is not anticipated in this budget. If additional travel is necessary, actual travel expenses would be billed only upon prior consent of ONDCP.

Target Cities

Northeast

Baltimore
New York
Philadelphia
(Alternates: Boston, Washington, D.C.)

Southeast

Atlanta
Miami
(Alternates: Memphis, Tampa/St. Petersburg)

Midwest

Detroit
Indianapolis
(Alternates: Kansas City, Cincinnati)

Southwest

Houston
Oklahoma City
(Alternates: Dallas, Little Rock)

West

Los Angeles
Sacramento
Seattle
(Alternates: San Francisco, Denver, Portland)

RESULTS OF THE 1993-1994 PRIDE SURVEY

Each school year, PRIDE, a private national drug prevention organization based in Atlanta, Georgia, conducts a survey of over 200,000 junior high and high school students about the use and the availability of drugs and alcohol. This year 277,372 students were surveyed. To reduce over sampling in certain states, only 20,000 student surveys were used for Georgia, Indiana, Kentucky, and Tennessee. The final sample size was 197,735; 104,796 at the high school level (9-12th grade) and 92,939 at the junior high level (6-8th grade). While the number of students surveyed is large, it is important to note that this survey is not a nationally representative sample.

Students were questioned about their use of cigarettes, beer, wine coolers, liquor, marijuana, cocaine (all types), stimulants, depressants, inhalants, hallucinogens, and "other drugs." For each type of drug the questions were designed to determine the following: at what age the student first used a given drug; how often within the past year the drug was used; what effect was most often achieved when using the drug; where the drug was used; what period of time during the day or week the drug was used; how many of the students' peers use the drug; the students' attitudes about the potential harm of the drug; and how easy it is to get the drug. Questions were also asked about violence in school.

Among the more significant findings:

Drug Use

Cocaine: Annual use of cocaine is increasing. 4% of high school students surveyed claimed to have used cocaine within the past year; this is up from 3.4% of students surveyed in 1992-1993--a significant increase. 1.9% of junior high school students surveyed claimed to have used cocaine within the past year; this is up from 1.6% of students surveyed in 1992-1993--also a statistically significant increase.

-- Monthly use for junior high students only increased 0.1% over last year; however, monthly use among high school students increased at almost the same rate as annual use. 2.4% of high school students reported using cocaine at least once per month; this is up from 2.1% of students surveyed in 1992-1993.

-- 74.6% of those surveyed who used cocaine said they got "very high" or "bombed" when they used cocaine.

Marijuana: Annual use of marijuana is increasing. 24.6% of high school students surveyed claimed to have used marijuana within the past year; this is up from 19% of students surveyed in 1992-1993--a significant increase. 8.2% of junior high school students surveyed claimed to have used marijuana within the past year; this is up significantly from 5.8% of students surveyed in 1992-1993.

-- Monthly use is also increasing. 15.6% of high school students surveyed claimed to have used marijuana at least once per month; this is up from 11.3% of students surveyed in 1992-1993. 4.9% of junior high students claimed to have used marijuana at least once per month; this is up from 3.3% of students surveyed in 1992-1993. Clearly, marijuana use is making a comeback with the school-age population.

--The perceived harm from using marijuana is decreasing. 67.2% of 12th graders surveyed characterized marijuana use as "very much" harmful to their health; this compares to a 71.2% response to the same question last year.

Other drugs: Usage of hallucinogens, stimulants, depressants, and inhalants have all shown significant increases among both junior high and high school students. Prevalence of cigarette use increased significantly for junior high and high school students, while prevalence of alcohol use remained the same or decreased (with the exception of beer and liquor used by high school students, which increased).

Violent Activity

PRIDE investigated the correlation between certain violent behaviors and drug use within its survey population. Students who claimed to have brought guns to school, participated in gang activities, threatened a teacher or another student at school, or reported frequently contemplating suicide were shown to be far more likely to use drugs. This trend was borne out with every type of violent behavior and every type of drug surveyed (see the table below for more information).

Guns: 4.3% of junior high and 7.4% of high school students surveyed claimed to have taken a gun to school. Taking a gun to school was shown to be highly correlated with drug use. For instance, the rate of marijuana use among high school (9-12th grade) students who reported carrying a gun to school was three times that of students who reported never carrying a gun to school.

Gangs: 14.8% of junior high and 13.8% of high school students surveyed claimed to have participated in some sort of gang activity. Gang members had a much higher rate of drug use than other students. High school students surveyed who claim to participate in gang activities were ten times more likely to use cocaine; junior high students were twenty times more likely.

Suicide: 6.6% of junior high and 35% of high school students surveyed reported frequently thinking about suicide. These students were more likely to use drugs. For instance, high school students were four times more likely to have used hallucinogens and six times more likely to have used cocaine.

Threatening Behavior: 31% of junior high and 35% of high school students surveyed reported threatening to harm another student or a teacher. Again, these students are prone to drug usage. Marijuana use was three times more prevalent among these students.

The tables below show the relationship between violent behavior or activities and drug use. Each cell in the table reports the percentage of students who report drug use and engage in a particular activity. For example, 19% of those in gangs report cocaine use in the past year; this compares to 1.8% using cocaine for those individuals who are not in gangs.

GRADES 9-12TH

	GANGS	NO GANGS	GUNS	NO GUNS	SUICIDE	NO SUICIDE	THREAT	NO THREAT
	(12,545)*	(78,117)*	(6,769)*	(84,443)*	(6,768)*	(83,432)*	(31,796)*	(59,114)*
Liquor	77.2%	46.7%	80.2%	48.6%	73.0%	49.1%	69.5%	41.0%
Marijuana	57.2%	19.6%	66.2%	21.5%	49.8%	22.8%	41.9%	15.6%
Hallucinogens	21.8%	4.0%	32.4%	4.4%	23.2%	5.1%	12.9%	3.0%
Cocaine	19.0%	1.8%	30.6%	2.1%	18.9%	2.9%	9.3%	1.4%

(#) = number of students in sample.

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Hallucinogens	21.8%	4.0%	32.4%	4.4%	23.2%	5.1%	12.9%	3.0%
Cocaine	19.0%	1.8%	30.6%	2.1%	18.9%	2.9%	9.3%	1.4%

* (#) = number of students in sample.

The logo consists of the word "PRIDE" in a bold, italicized, sans-serif font, slanted upwards to the right. It is white and set against a solid black rectangular background.

10 Park Place South
Suite 540
Atlanta, GA 30303

FACSIMILE MESSAGE

For: Jose Cerda

Fax Number: 202-456-7028

Phone Number: _____

From: Dr. Thomas Gleaton, PRIDE

Fax Number: 404/688-6937 . Survey Fax Number: 404/577-4888
Phone: 404/577-4500

Comments: On Wednesday, March 22, a possibility exists for the President
to speak to a large group that will be arriving for the
conference!

Date: 3/2/95 Time: 3 pm

Cover + 1 Pages

Don't Forget!
The 1995 PRIDE World Drug Conference
Indianapolis, Indiana March 23 - 25.



*Devoted to
drug abuse prevention
through education*

February 6, 1995

President William Jefferson Clinton
The White House
Washington, D.C. 20500

Dear President Clinton:

Last month in Arkansas we heard the story of an 11th grade girl who broke down and admitted to her friends that she was unable to read. Her friends did not shun her, they gathered around her and taught her. Those youth were members of an Arkansas PRIDE team, a program you supported as governor.

On March 23 through 25, 1995, at the Indiana Convention Center in Indianapolis, we will celebrate the 18th Anniversary of the PRIDE World Drug Conference.

Last year's event drew 8,000 participants, mostly youth, from every state. This year's conference is co-sponsored by the Governor's Commission for a Drug-Free Indiana. (A copy of Governor Bayh's invitation to you is attached.)

On behalf of PRIDE, it is my honor to invite you to address our conferees during one of three days of our meeting. Our conference is a family event, and we hope Mrs. Clinton and Chelsea will accompany you. The PRIDE conference is an excellent place for you to take your message about the Middle Class Bill of Rights. It also offers a unique opportunity for you to discuss prevention in the context of the Crime Bill which we fought for so hard last year.

Thank you for considering this invitation, and best wishes as you lead our nation.

Sincerely yours,

Thomas J. Gleaton, Ed.D.
President



*Devoted to
drug abuse prevention
through education*

FACSIMILE MESSAGE

For: José Cerda

Fax Number: 202-456-~~7739~~ 7028

Phone Number: _____

From: Doug Hall

Fax Number: 404/688-6937
Phone: 404/577-4500

Survey: 404/577-4888

Comments: _____

Date: 2-8-95 Time: 12:50p.m.

Cover + 2 Pages

Don't Forget!
The 1995 PRIDE World Drug Conference
Indianapolis, INDIANA March 23 - 25.



*Devoted to
drug abuse prevention
through education*

Memorandum

DATE: February 8, 1995
TO: Ricia McMahon, Jose Cerda
FROM: Doug Hall
RE: Why President Clinton should go to PRIDE

As each of you knows we are eager to see President Clinton at the 1995 PRIDE World Drug Conference. Here are some reasons we think he should be there:

1. He promised to be out front on the drug issue at the White House reception Feb. 2.
2. PRIDE is one of the oldest drug conferences in the nation. This is our 18th year.
3. It is the largest. Last year more than 8,000 attended, despite two feet of snow.
4. It is a family event. It involves youth and adults. He could bring the First Lady and Chelsea.
5. It is a community event. Neighborhood-based organizations from every state attend.
6. As Governor, he supported the PRIDE Arkansas Conference.
7. It covers all aspects of substance abuse. It is not focused on a narrow topic.
8. It has the support of other national organizations, including CADCA, Join Together, DARE, Partnership, Youth to Youth, NFP, etc.
9. Even in the heartland of America, the public views drugs as the leading cause of violence, ahead of "moral training" and "breakdown of traditional values." See attached Indianapolis Star article.
10. It is full of hope and optimism -- and great visuals of the President surrounded by exemplary youth.
11. It is in a state, and a region that typifies the great, American Middle Class. Where a new Democrat ought to be seen.
12. Over 400 PRIDE youth teams and 1,100 PRIDE parent programs would be pleased.

I hope this list helps you build the case. We appreciate your efforts to attract President Clinton to Indiana.

INDIANAPOLIS STAR

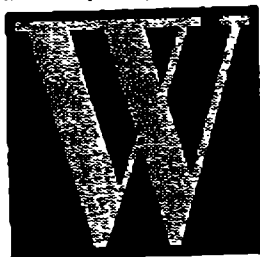
WEDNESDAY, AUGUST 24, 1994

LEARNING RIGHT FROM WRONG

The force can't do a decent job 'cause kids got no respect for the law today and blah blah blah.

— Save the Life of My Child, 1969

By Dan Carpenter
STAR STAFF WRITER



When Paul Simon wrote that sarcastic lyric more than a quarter-century ago, the belief that the country was being driven straight to hell by the younger generation was already many generations old.

Now that the younger generation of the 1960s has become the older generation of today, the question of values — respect for authority, proper upbringing, religious inculcation, moral education, citizenship — burns as hot as ever.

While the common perception that crime is on the rise is not supported by statistics, we do have lawlessness, violence and fear, a lot of it caused by young people. In the case of violence, even more of it is suffered by young people.

We suspect more police and sterner judges won't correct the problem.



NEIGHBORHOOD SHOULDER: Robbie Johnson wants to instill a "new attitude" in the high-crime area around 24th Street and Central Avenue. She gives street-wise counsel to young people who live nearby.

We look deeper. We look for signs of erosion of the national character.

In a poll taken for *The Indianapolis Star* by the Public Opinion Laboratory of IUPUI, 55 percent of respondents said "yes" when asked

if "moral training in the home" was a critical factor in crime. Only drugs was picked by more people — 56 percent. Breakdown of traditional family won agreement from 51 percent, higher than "availability of guns." And 29 percent agreed that a "decline in influence of religion" was a critical factor.

When people were asked to name the single biggest cause of crime, drugs was chosen by the highest number, 24 percent, followed by the economy, with 11 percent. But broken homes, working parents, misguided kids and lack of religion each received at least 5 percent of the vote.

The idea that crime starts at home enjoys plenty of support.

"Numerous studies show that violent offenders tend to come from certain types of

family backgrounds," the National Research Council said in its 1993 book *Understanding and Preventing Violence*.

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