

OVERALL SUMMARY of RESEARCH FINDINGS FROM
BASE WAVE of NYC GRADE SCHOOL STUDY

In the fall of '92 PDFA launched an intense media campaign to educate inner-city children about the risks of illegal drugs and how to resist offers to try them. This research study was conducted to monitor the effectiveness of this campaign, over-time, in changing children's attitudes, and to learn the appropriate messages for creative development.

METHOD

The first wave of this annual study was conducted May 11 to June 5, 1992. A total of 7,288 interviews were conducted with elementary school children grades 2-6 in NYC public and parochial schools. The multi-stage probability sample was drawn to represent the universe of elementary school children in the five boroughs of NYC. Children from all race, age and sex groups in grades 2-6 are presented in true proportion. The sample was structured to allow for intense analysis of children in high poverty areas. Therefore, schools in which a high proportion of the children are below poverty level were over-sampled and then weighted back to their true proportion in the universe. 4972 interviews were conducted in below poverty line schools.

Interviews were conducted in classrooms on an anonymous self administered basis. The interview included the following area:

- awareness of specific drugs and their harmfulness
- knowledge about the effects of drugs on body and life
- usage by friends
- attitudes to drugs
- source of leaning about drugs
- self profile and demographics

Separate questionnaires were developed for younger children grades 2,3 and for the older children in grades 4-6.

OVERALL CONCLUSIONS

1. Poor, urban children are effectively reached by media messages, which help them learn about the risks of drugs. In fact, nearly all of them have learned about the risks that PDFA has been discussing in its media messages aimed at the general population over the last 5 years.
2. However, these children are extremely vulnerable to drug use. They need and want our help. The children are scared of both external pressures in the environment and internal temptations to try drugs.
3. Inner-city children need encouragement that they can resist drugs, and they need the skills with which to do so. They are not confident about their ability to resist the pressures to try drugs, and they need to know they can resist trial without being isolated from their peers or risk of social disapproval.
4. Positive peer influences exist in inner-city neighborhoods to help protect children from drug use. While children believe they are alone in their anti-drug attitudes, in fact the opposite is true. Media messages help communicate this reality to children.
5. Finally, family plays a critical role in helping to inform and motivate these urban children not to use drugs.

Summary Report of the Base Wave of the Tracking Study Among Inner-City Elementary School Children in New York City -- Spring, 1992

BACKGROUND

This research study is being conducted to monitor the effects of the New York City (NYC) inner-city drug prevention effort being launched mid-year in '92 by the Partnership for a Drug-Free America (PDFA). The research will evaluate the effectiveness of PDFA's communications, especially those specifically aimed at economically disadvantaged children in New York City. The study will be conducted over time, for years, as the program progresses. By evaluating changes in the children's knowledge of illegal drugs and their effects, PDFA will be able to determine the success or failure of its effort to prevent drug use and usage among these children as they age.

The research will also provide information about the children's beliefs about drugs and their own lives, that can serve as the basis for developing creative strategies and messages. While this wave of the research, the first, serves as the benchmark, it affords us the opportunity to understand, on a quantitative basis, the current attitudes and levels of knowledge of the children as we begin the program.

METHOD

7288 interviews were conducted in May and early June of 1992 in NYC grade schools. The interviews were conducted in 79 elementary schools, 59 public and 20 parochial. The panel of schools was drawn to represent their distribution as to economic level in the total population of public elementary and Roman Catholic dioceses' parochial schools in the five boroughs of New York City.

The sample was drawn and weighted to represent school children grades 2-6 according to their true occurrence in the NYC grade school population, as defined above.

Interviews were self-administered. Confidentiality was guaranteed by having the questionnaires deposited in a box in the classroom. They were never identified as to child.

The questionnaire was developed by a developmental psychologist and expert researchers. It was pretested in several iterations to guarantee that it would be understood by the children and accurately represent their opinions. A full pilot of 548 interviews was conducted in 4 schools to insure the methodology was appropriate and efficient.

One-half the sample was drawn to represent the full population grades 2-6 according to their occurrence in the population. The other half was a heavy-up sample of children drawn from below poverty line schools. In this way, we could insure adequate samples of our primary target, economically disadvantaged children, for analysis. (4972 below poverty line interviews.)

The sample was further split between younger children, grades 2-3, 3379 interviews, and older children, grades 4-6, 3909. Each age group was administered a questionnaire appropriate to its abilities of reading and comprehension.

OBJECTIVES

The study is designed to allow us to determine the levels of:

- awareness of specific drugs and their harmfulness;
- knowledge about the effects of drugs on body and life;
- usage by friends (as a surrogate for personal usage);
- attitudes to drugs, (i.e. normalization, dealers, worry about trying, resistance skills, etc.);
- source of learning about drugs;
- attendance at after-school programs, adult confidant, self-images, life goals, and demographics.

The analysis is conducted to allow us to understand the levels of responses for our primary target for the program, below poverty line disadvantaged youths, compared to those of children in total of a comparable age, sex and race.

CONCLUSIONS

1. **EFFECTIVENESS** - PDFA messages have been effectively reaching disadvantaged children along with those in the general inner-city population. Most children are highly aware of the risks of drugs in general, and specifically, those we have focussed on: cocaine, crack and marijuana. These children are very much opposed to drug usage and nearly all wish to avoid trial. However, they need help in understanding about other drugs which are becoming more prevalent today, and which they could be confronted with in the future. They need help with resistance skills. And, they need help in understanding how to continue to reach for their goals in life.

TV and other media messages are an important source of information for the target children, as well as for children in general.

2. **STEREOTYPES** - False perceptions lead to inappropriate stereotypes about inner-city disadvantaged children. In fact, family plays the primary role in informing and guiding these children about risks of drugs and the primary reasons not to use. More than any other fear, children are concerned about hurting their parents if they use, and the majority of children in the inner-city live with both parents. Having a happy family and not making parents sad are the number one goals of the target.

3. **RESISTANCE SKILLS** - The outstanding need for children is to gain confidence they can resist the pressure to use drugs and any temptation to try drugs. While they are very anti-drug, and while nearly all fear trying drugs, they are concerned about being coerced or tempted into trying.
4. In NYC, black and Hispanic children, especially the boys, are more at risk than children in general. Usage among their friends is higher, and they are less confident of their resistance skills.

Clearly, there is still room for improvement, especially among the economically disadvantaged black children, to further communicate the harmful physical and emotional effects of drugs on the body and life.

FINDINGS

AWARENESS OF DANGEROUS DRUGS - Grades 4-6

Children in grades 4-6, who are ages 9-12, (but 2/3 of whom are ages 10-11), have learned about the dangers of the drugs the Partnership has been discussing in its messages: crack, cocaine and marijuana. Over 90% of the children in total, or in the below poverty line schools, believe these drugs are very dangerous and should never be taken.

There is confusion among large proportions of the children about heroin: 34% don't know the dangers; and about PCP or angel dust: 33% don't know the dangers. Children are also less aware of the dangers of other substances we have not specifically targeted: glue you sniff to get high, pills you take to get high, steroids, and all forms of alcohol.

The children in below poverty line schools are as aware of the dangers of crack, cocaine and marijuana as children in general, but they are significantly less sure of the risks of heroin, PCP, and steroids. Interestingly, these disadvantaged children are more aware of the high risks of liquor, and beer or malt liquor.

Ethnic children in the below poverty line areas are more aware of the risks of these drugs than their white counterparts from poor homes. This is especially true with regard to PCP, heroin, and even marijuana.

Q. 1

**DANGEROUSNESS OF DRUGS
(VERY)**

Grades 4-6

(Unweighted) Base	<u>TOTAL NEW YORK GRADE SCHOOLS</u>	<u>BELOW POVERTY LINE SCHOOLS</u>
	<u>%</u> (3909)	<u>%</u> (2594)
Crack	95	94
Powder cocaine	92	92
Marijuana or reefer	90	88
Pills you take to get high	89	87
Things like glue that you sniff to get high	81	81
Steroids	76	72
Cigarettes	65	64
PCP or angel dust	65	62
Heroin or smack	63	58
Liquor	43	50
Beer or malt liquor	37	43
Wine coolers	25	26

Q. 1

**DANGEROUSNESS OF DRUGS
(NOT/DK/NA)**

Grades 4-6

	<u>TOTAL NEW YORK GRADE SCHOOLS</u>	<u>BELOW POVERTY LINE SCHOOLS</u>
	<u>%</u>	<u>%</u>
Base	(3909)	(2594)
Heroin or smack	34	[39]
PCP or angel dust	33	[36]
Wine coolers	27	26
Steroids	14	[18]
Things like glue that you sniff to get high	12	12
Beer or malt liquor	10	10
Liquor	9	9
Marijuana or reefer	7	8
Powder cocaine	6	6
Pills you take to get high	6	6
Cigarettes	5	5
Crack	4	4

Q.1

**DANGEROUSNESS OF DRUGS
(VERY)**

Grades 4 - 6

BELOW POVERTY LINE SCHOOLS

(Unweighted) Base	<u>TOTAL</u> % (2594)	<u>WHITE</u> % (125)	<u>BLACK</u> % (1043)	<u>HISPANIC</u> % (1307)
Crack	94	92	[95]	[95]
Powder cocaine	92	90	[92]	[94]
Marijuana or reefer	88	(78)	[88]	89
Pills you take to get high	87	85	87	88
Things like glue that you sniff to get high	81	79	80	83
Steroids	72	(66)	73	72
Cigarettes	64	(50)	65	64
PCP or angel dust	62	(43)	66	61
Heroin or smack	58	54	61	57
Liquor	50	(38)	50	51
Beer or malt liquor	43	(36)	40	47
Wine coolers	26	23	25	28

AWARENESS OF DANGEROUS DRUGS - Grades 2-3

Younger children grades 2-3 are quite aware of the illegal drugs we have discussed in our messages: cocaine, crack and marijuana. Only 1% say it is OK to take these drugs sometimes. Conversely, 98% say one should never take marijuana, and 99% say no to crack or cocaine. To the extent that there is any confusion about being OK to take any harmful substances, 1/10 of the children don't know about wine coolers or steroids, and beer, 5%. Generally, except for things you sniff and pills you take to get high, levels of responses for below poverty line children are the same as for children in total.

This is true for both boys and girls. However, boys in below poverty line schools are more likely to believe it is OK to use steroids, probably because of their greater involvement with professional sports and body building.

Economically disadvantaged girls are slightly less likely to believe it is OK to take wine coolers and beer than children in general.

Black children in disadvantaged areas are more likely to be permissive about taking wine coolers, 12%, and things you sniff to get high, 10%, than other children.

Q. 1

THINGS SHOULD NEVER TAKE

Grades 2-3

	<u>TOTAL NEW YORK GRADE SCHOOLS</u>	<u>BELOW POVERTY LINE SCHOOLS</u>
Base	<u>%</u> (3379)	<u>%</u> (2378)
Powder cocaine	99	98
Crack	99	99
Marijuana or reefer	98	98
Pills you take to get high	95	94
Things you sniff to get high	94	92
Beer	92	94
Wine coolers	88	87
Steroids	85	82
Cough syrup	8	9
Soda pop	2	4
Pizza	1	1
Toothpaste	1	1

PERCEPTIONS OF RISK - Grades 4-6

Children have learned well about the physical risks of drugs: over 90% of children in total and in the disadvantaged urban areas believe that if you take drugs you are likely to get sick, die, mess up your brain and think stupid, go crazy, etc. About 3/4 believe that you can get AIDS.

As in the case of physical risk, NYC children in this age group, both those in total and in the below poverty line schools, are highly aware of the negative consequences of using drugs. As with the younger children, the number one fear is of making their parents sad or angry. While this is readily recognized as a negative result of trying drugs, it could be an important message for us to explore since it is such a powerful emotional deterrent.

Preteens also strongly fear losing control, going to jail, having trouble making decisions, being in danger, and becoming a dealer. Nine out of ten know you risk doing poorly in school and even dropping out, getting hooked, and losing your money.

At slightly lower levels, and possibly more promising as messages, are that one will be driven to join a gang, feel bad about yourself or sad, get a sibling to use, 72%, and that one can get pregnant, 46%.

There is evidence that some residual beliefs of positive social effects remain, and these could be fodder for creative messages: that one will go to parties more, 44%, be cool, 14%, or even be happier, 12%.

Basically, children in the disadvantaged homes are as aware of the risks of drugs, and their concerns closely profile children in general. The one area for which disadvantaged children differ significantly from total children is for possibly getting a sibling to use. Only 69% are aware of this as a likely consequence.

As in the case of physical risks, white children in below poverty line schools are less aware of the social risks than black or Hispanic children; this is most noticeable for feeling badly about oneself, being sad, joining a gang, going to jail, doing poorly in school and even dropping out.

Q. 2

LIKELY EFFECTS ON BODY

Grades 4-6

	<u>TOTAL NEW YORK</u> <u>GRADE SCHOOLS</u> <u>%</u> <u>(3909)</u>	<u>BELOW POVERTY</u> <u>LINE SCHOOLS</u> <u>%</u> <u>(2594)</u>
Base		
Get sick	96	97
Mess up your brain	96	96
Die	93	[95]
Think stupid	93	93
Go crazy	93	93
Get too thin	86	[89]
Get AIDS	77	77
Get stronger	15	12
Be sexier	14	14
Get bigger	8	7
Do better at sports	8	7
Get taller	4	4
Get smarter	4	5
Live longer	3	4

Q. 3

EFFECTS LIKELY ON LIFE

Grades 4-6

	<u>TOTAL NEW YORK</u> <u>GRADE SCHOOLS</u> <u>%</u> (3909)	<u>BELOW POVERTY</u> <u>LINE SCHOOLS</u> <u>%</u> (2594)
Base		
Make parents sad	97	97
Lose control	93	92
Go to jail	93	94
Make dad or mom angry	92	92
Have trouble making decisions	92	93
Be in danger	92	92
Become a drug dealer	92	90
Drop out of school	91	91
Get hooked/want to use	91	90
Get a bad report card	91	90
Lose your money	88	88
Join a gang	85	84
Feel bad about self	81	84
Be sad	78	80
Get sister or brother to use	72	69
Hang out with older kids	59	57

(continues)

Q. 3

EFFECTS LIKELY ON LIFE (CONT'D)

Grades 4-6

	<u>TOTAL NEW YORK</u> <u>GRADE SCHOOLS</u> <u>%</u> (3909)	<u>BELOW POVERTY</u> <u>LINE SCHOOLS</u> <u>%</u> (2594)
Base		
Get pregnant too soon	46	47
Go to parties more	44	44
Make a lot of money	34	35
Be cool	14	12
Be more popular	12	10
Feel happier	12	10
Have fun	10	9
Get a boyfriend or girlfriend	10	10
Do better in sports	8	6

Q.3

EFFECTS LIKELY ON LIFE

Grades 4 - 6

BELOW POVERTY LINE SCHOOLS

	<u>TOTAL</u> % (2594)	<u>WHITE</u> % (125)	<u>BLACK</u> % (1043)	<u>HISPANIC</u> % (1307)
Base				
Make parents sad	97	97	97	97
Go to jail	94	(90)	94	94
Have trouble making decisions	93	(89)	91	95
Lose control	92	96	(90)	95
Make dad or mom angry	92	92	(90)	94
Be in danger	92	93	92	92
Drop out of school	91	(88)	91	92
Get a bad report card	90	(86)	(87)	93
Get hooked/want to use	90	(87)	(88)	92
Become a drug dealer	90	87	88	92
Lose your money	88	90	(85)	90
Feel bad about self	84	(79)	84	85

(continues)

Q.3

EFFECTS LIKELY ON LIFE (CONT'D)

Grades 4 - 6

BELOW POVERTY LINE SCHOOLS

	<u>TOTAL</u> % (2594)	<u>WHITE</u> % (125)	<u>BLACK</u> % (1043)	<u>HISPANIC</u> % (1307)
Base				
Join a gang	84	(76)	85	83
Be sad	80	(76)	79	81
Get sister or brother to use	69	69	(67)	70
Hang out with older kids	57	(50)	[59]	56
Get pregnant too soon	47	(41)	45	49
Go to parties more	44	(36)	[46]	41
Make a lot of money	35	(28)	[37]	34
Be cool	12	10	13	12
Be more popular	10	9	12	8
Feel happier	10	14	10	8
Get a boyfriend or girlfriend	10	14	12	7
Have fun	9	12	10	7
Do better in sports	6	11	8	4

PERCEPTIONS OF RISK - Grades 2-3

Although children, even at this young age, are aware of the physical and emotional effects of using drugs, there is still some confusion or lack of recognition of the risks, among disadvantaged children particularly. For example, while about 9/10 of the children in total are aware that one is likely to die, get sick or crazy, children in the inner-city are -3%, -4%, or -5% less likely than children in general to recognize these risks.

Moreover, black children are significantly lower in their recognition of the risks than children in total. I.e., only 85% say one can die vs. 92% of total children, 84% say one can get sick vs. 90% of total children, and only 81% say one can get crazy vs. 90% of children in total, or -9%. These data suggest there is room for increasing knowledge of the physical risks of drugs among black children particularly, and more so than among the hispanic children.

There is little difference in these responses by sex, although girls in below poverty areas are more fearful of getting sick or crazy or hooked than the boys.

Similarly, children in the inner-city disadvantaged schools are somewhat less aware of the emotional and life effects of drugs--such as making mom or dad sad, quitting school, and having trouble making up one's mind.

As with physical risks, black children are less conscious of the life and emotional risks of drugs than children in general:

<u>BLACK</u>	<u>TOTAL</u>	
<u>%</u>	<u>%</u>	
(795)	(3379)	
• 86, -8	94	make parents sad
• 74, -7	81	feel scared
• 81, -5	86	feel bad about self
• 24, +7	17	be cool
• 24, +6	18	be more grown up
• 18, +7	11	have fun

Girls and boys in the total sample and those in the below poverty line schools are similar in their responses, except that the disadvantaged girls are more concerned that mom or dad will feel sad.

Q. 3

EFFECTS LIKELY ON LIFE

Grades 2-3

	<u>TOTAL NEW YORK</u> <u>GRADE SCHOOLS</u> <u>%</u> (3379)	<u>BELOW POVERTY</u> <u>LINE SCHOOLS</u> <u>%</u> (2378)
Base		
Make mom or dad sad	94	(90)
Have trouble making up mind	91	(88)
Feel bad about self	86	85
Feel scared	81 ^f	(79)
Quit school	81	(77)
Be sad	80	80
Be more grown up	18	19
Be cool	17	16
Have fun	11	[13]

Q. 2

LIKELY EFFECTS ON BODY

Grades 2-3

	<u>TOTAL NEW YORK</u> <u>GRADE SCHOOLS</u> <u>%</u> (3379)	<u>BELOW POVERTY</u> <u>LINE SCHOOLS</u> <u>%</u> (2378)
Base		
Die	92	89
Get sick	90	86
Get crazy	90	85
Think stupid	87	84
Get skinny	85	83
Get hooked/want to use	85	80
Get stronger	13	14
Get smarter	13	16
Play better	10	13

Q. 2

LIKELY EFFECTS ON BODY

Grades 2-3

BELOW POVERTY LINE SCHOOLS

	<u>TOTAL</u> <u>%</u> (2378)	<u>WHITE</u> <u>%</u> (125)	<u>BLACK</u> <u>%</u> (795)	<u>HISPANIC</u> <u>%</u> (1348)
Base				
Die	89	96	(85)	93
Get sick	86	90	(84)	87
Get crazy	85	89	(81)	88
Think stupid	84	91	(80)	88
Get skinny	83	88	(78)	87
Get hooked/want to use	80	86	(76)	83
Get smarter	16	17	[23]	10
Get stronger	14	13	[20]	10
Play better	13	6	[19]	9

Q. 3

EFFECTS LIKELY ON LIFE

Grades 2-3

BELOW POVERTY LINE SCHOOLS

	<u>TOTAL</u> <u>%</u> (2378)	<u>WHITE</u> <u>%</u> (125)	<u>BLACK</u> <u>%</u> (795)	<u>HISPANIC</u> <u>%</u> (1348)
Base				
Make mom or dad sad	90	96	(86)	93
Have trouble making up mind	88	90	(87)	90
Feel bad about self	85	94	(81)	88
Be sad	80	87	(75)	83
Feel scared	79	81	(74)	83
Quit school	77	84	(76)	78
Be more grown up	19	8	[24]	17
Be cool	16	10	[24]	12
Have fun	13	6	[18]	9

USAGE BY FRIENDS - Grades 4-6

Usage is low and segmented among the older children, except for alcoholic beverages. About one-third of the children have friends that use beer, malt liquor, wine coolers, or liquor. 11% say they have friends that use marijuana, 9% glue, 8% crack and 6% cocaine. (These levels are very high compared to reported usage levels and probably are inflated by the nature of the question. Therefore, they cannot be treated as incidence figures but certainly illustrate the prevalence of these drugs, and that there is still a large task remaining.)

Looking at these data from another perspective, only 85% of the children say no friends use glue, and 84% say no friends use marijuana -- levels very high given the ages of these children.

Children in the below poverty line schools are significantly more likely to know friends who use marijuana, 14% or +3% vs. total, and crack 10% or +2%. Also, there is higher presence of wine coolers, +4%. 38% know kids who use.

Levels of friends' use of marijuana and crack among the NYC urban poor are considerably higher than for children ages 9-12 in general (Gordon S. Black study).

Boys are more likely to be using beer or malt liquor than are girls, 41% vs. 30%, but their levels of drug usage are very close, or the same.

White disadvantaged children are more likely to report having friends who use crack, 13%, than black or Hispanic children in below poverty line schools.

Q. 4

SOME FRIENDS USE

Grades 4-6

	<u>TOTAL NEW YORK</u> <u>GRADE SCHOOLS</u> <u>%</u> (3909)	<u>BELOW POVERTY</u> <u>LINE SCHOOLS</u> <u>%</u> (2594)
Base		
Beer or malt liquor	35	37
Wine coolers	34	38
Liquor	32	33
Marijuana or reefer	11	14
Things like glue that you sniff to get high	9	9
Crack	8	10
Powder cocaine	6	6

NY CITY SCHOOL CHILDREN

COMPARISONS TO TOTAL U.S

	Total 9-12 (GSB Study) %	Total NYC Grade 4-6 %	Below Poverty Line Grade 4-6 %
<u>Some Friends Use</u>			
Marijuana	10	11	[14]
Crack	5	8	[10]
<u>Vulnerability</u>			
It's hard to say no	44	[72]	70

Q.4

SOME FRIENDS USE

Grades 4 - 6

BELOW POVERTY LINE SCHOOLS

	<u>TOTAL</u> % (2594)	<u>WHITE</u> % (125)	<u>BLACK</u> % (1043)	<u>HISPANIC</u> % (1307)
Base				
Wine coolers	38	25	42	35
Beer or malt liquor	37	30	36	38
Liquor	33	31	32	36
Marijuana or reefer	14	13	14	15
Crack	10	[13]	9	10
Things like glue that you sniff to get high	9	8	7	11
Powder cocaine	6	7	4	7

USAGE BY FRIENDS - Grades 2-3

Below poverty line youth, particularly boys, black or Hispanic children, are more likely than children in general to use drugs or alcohol. While a clear minority of the children believe their friends use any of these harmful substances, there is cause for concern given the very young ages of the children: 13% of boys in the below poverty line schools say their friends use wine coolers, 10% beer, 8% things you sniff to get high, 5% marijuana and 5% crack. 11% say their friends smoke cigarettes.

Levels are slightly higher among the black boys for using things you sniff to get high, and among the Hispanic boys for using wine coolers or beer.

While most of the children do not know anyone who uses illegal drugs, still 9% of below poverty line children are aware of friends who use, levels still high for this very young age group.

Q. 4

SOME FRIENDS USE

Grades 2-3

	<u>TOTAL NEW YORK</u> <u>GRADE SCHOOLS</u> <u>%</u> (3379)	<u>BELOW POVERTY</u> <u>LINE SCHOOLS</u> <u>%</u> (2378)
Base		
Wine coolers	9	11
Beer	8	9
Cigarettes	7	10
Things you sniff to get high	5 [†]	6
Marijuana or reefer	3	4
Crack	3	4

Q. 4

SOME FRIENDS USE

Grades 2-3

	<u>BOYS</u>		<u>GIRLS</u>	
	<u>TOTAL</u> <u>NY GRADE</u> <u>SCHOOLS</u>	<u>BELOW</u> <u>POVERTY</u> <u>LINE</u> <u>SCHOOLS</u>	<u>TOTAL</u> <u>NY GRADE</u> <u>SCHOOLS</u>	<u>BELOW</u> <u>POVERTY</u> <u>LINE</u> <u>SCHOOLS</u>
	<u>%</u> (1604)	<u>%</u> (1146)	<u>%</u> (1754)	<u>%</u> (1219)
Base				
Wine coolers	10	[13]	8	9
Beer	9	[10]	8	8
Cigarettes	8	[11]	7	8
Things you sniff to get high	6	[8]	5	4
Marijuana or reefer	4	5	2	2
Crack	4	5	2	2

Q. 4

SOME FRIENDS USE

Grades 2-3

BELOW POVERTY LINE SCHOOLS

	<u>TOTAL</u> <u>%</u> (2378)	<u>WHITE</u> <u>%</u> (125)	<u>BLACK</u> <u>%</u> (795)	<u>HISPANIC</u> <u>%</u> (1348)
Base				
Wine coolers	11	(5)	[12]	11
Cigarettes	10	12	8	11
Beer	9	(6)	8	[10]
Things you sniff to get high	6	2	[8]	5
Crack	4	*	4	4
Marijuana or reefer	4	1	4	4

FRIEND'S USAGE OF ILLEGAL DRUGS

	<u>Total</u> % (3909)	<u>Grades 4-6</u> Below Poverty Line % (2594)	<u>Total</u> % (3379)	<u>Grades 2-3</u> Below Poverty Line % (2378)
Some friends use	20	[24]	8	9
No friends use	80	76	92	91

BELIEFS ABOUT USING DRUGS - Grades 4-6

These data clearly reveal that while children are quite aware of the risks of drugs, they fear being put in a position where they will be either tempted or coerced into trying. While this is true of children in general, it is especially true for ethnic children in below poverty line schools, who are faced with higher levels of normalization.

Hispanic children are especially concerned that they will feel different and find it difficult to say no.

Boys in below poverty line schools are more likely than girls, and more than advantaged male counterparts, to lack confidence about how to deal with the pressures to use. And they also feel more vulnerable to feelings of social ostracism if they use -- a real double bind.

RISKS - Grades 4-6

Of children in grades 4-6, 9/10 believe that smoking pot can harm the fetus, 2/3 believe one will be likely to steal if using, and 1/3 believe that if one smokes marijuana he or she will want to try crack.

Children in disadvantaged areas are also aware of the risks. They deviate from the norm only in that black children are more likely to say, users end up stealing, +6%, and that if you use pot you'll end up using crack, +6%. Hispanic children are less aware of these risks than other children and they appear to be less confident about how to resist pressures to try.

RISKS OF DRUGS

Grades 4-6

	<u>Total</u> % (3909)	<u>Below Poverty Line</u> % (2594)
<u>Pregnant girl smoking marijuana can harm fetus</u>		
A lot/A little	94	94
A lot	93	92
<u>Drug users steal</u>		
A lot/A little	90	91
A lot	65	[72]
<u>If use marijuana can lose friends</u>		
A lot/A little	89	89
A lot	65	[68]
<u>If smoke marijuana want to use crack</u>		
A lot/A little	60	(55)
A lot	32	33

RESISTANCE - Grades 4-6

The findings suggest there is clearly a need for messages that deal with resistance. Three-fourths of the children are scared someone will make them take drugs and one-fourth do not know how to deal with the moment of confrontation with drugs. Also, since large proportions of the children feel different than others in their negative feeling about drugs, they are particularly vulnerable. Nearly half of the children say they are scared a lot someone will make them try drugs, and nearly one-fifth fear a lot they might actually want to try. Even more, 71%, are scared a lot or a little that someone will make them try, and 37% are scared a lot or a little that they will want to try. Ethnic children in the disadvantaged inner-city schools are also likely to have these feelings.

MENTOR - Grades 4-6

Three-fourths of children have an adult to talk to. Black boys in below poverty line schools are less likely to believe this, -12%, and +21% say they wish they had someone to talk to.

NORMALIZATION - Grades 4-6

Children in below poverty areas are clearly more vulnerable to drugs by virtue of their being more normalized in the neighborhood. They are more likely to feel different from others; that it's hard for a kid to say no; that they are scared someone will make them take drugs. Dramatically, ethnic children are much more likely to believe that one will try marijuana; half agree a lot that most people try marijuana sometimes, +7%, and 3/4 agree a lot or a little. Hispanic children are even more likely to agree with these feelings.

RESISTANCE TO DRUGS

Grades 4-6

	<u>Total</u> % (3909)	<u>Below Poverty Line</u> % (2594)
I know what to do if <u>someone offers drugs</u>		
A lot/A little	83	(78)
A lot	(74)	(70)
It's hard to say no if cool <u>kids are using drugs</u>		
A lot/A little	72	(70)
A lot	(48)	(50)

NORMALIZATION OF DRUGS

Grades 4-6

	<u>Total</u> % (3909)	<u>Below Poverty Line</u> % (2594)
<u>I am different than other kids in how I feel about drugs</u>		
A lot/A little	70	[73]
A lot	49	[56]
<u>Most people try marijuana</u>		
A lot/A little	75	76
A lot	37	[44]
<u>Everyone tries drugs sometimes</u>		
A lot/A little	54	[58]
A lot	24	[29]

BELIEFS ABOUT USING DRUGS

Grades 4-6

	<u>Total</u> % (3909)	<u>Below Poverty Line</u> % (2594)
<u>Fears</u>		
Most kids scared to take drugs		
A lot/A little	86	86
A lot	63	[67]
I'm scared someone will make me take drugs		
A lot/A little	71	71
A lot	45	47
I worry I might want to try drugs		
A lot/A little	[37]	31
A lot	19	18

Q. 7

TRUE STATEMENTS
(A LOT)

Grades 4-6

	<u>BOYS</u>		<u>GIRLS</u>	
	TOTAL NY GRADE <u>SCHOOLS</u>	BELOW POVERTY LINE <u>SCHOOLS</u>	TOTAL NY GRADE <u>SCHOOLS</u>	BELOW POVERTY LINE <u>SCHOOLS</u>
	<u>%</u> (1847)	<u>%</u> (1222)	<u>%</u> (2029)	<u>%</u> (1351)
Base				
I know what to do if someone offers me drugs.	75	(68)	75	73
If a kid uses marijuana, friends will stop hanging out with him or her.	68	[72]	64	65
People who use drugs steal.	69	[73]	62	[70]
Most kids my age are scared to take drugs.	62	[66]	65	[68]
I am different than other kids because of how I feel about drugs.	50	[55]	49	[58]
I am scared someone will make me take drugs.	44	46	46	[49]
Most people will try marijuana sometimes.	37	[44]	38	45
Everyone tries drugs sometimes.	24	[27]	24	30

Q. 15

PRESENCE OF ADULT TO TALK TO

Grades 4-6

	TOTAL NEW YORK GRADE SCHOOL	BELOW POVERTY LINE SCHOOLS
	<u>%</u>	<u>%</u>
Base	(3909)	(2594)
Have	77	(74)
Wish I had	14	16
Don't wish I had	5	6
DK/NA	4	4

Q. 15

PRESENCE OF ADULT TO TALK TO

Grades 4-6

	<u>BOYS</u>		<u>GIRLS</u>	
	<u>TOTAL</u> <u>NY GRADE</u> <u>SCHOOLS</u>	<u>BELOW</u> <u>POVERTY</u> <u>LINE</u> <u>SCHOOLS</u>	<u>TOTAL</u> <u>NY GRADE</u> <u>SCHOOLS</u>	<u>BELOW</u> <u>POVERTY</u> <u>LINE</u> <u>SCHOOLS</u>
	<u>%</u> (1847)	<u>%</u> (1222)	<u>%</u> (2029)	<u>%</u> (1351)
Base				
Have	74	(69)	81	(78)
Wish I had	15	18	12	14
Don't wish I had	7	8	4	5
DK/NA	3	5	3	2

DESCRIPTION OF THE DEALER - Grades 4-6

Most children grades 4-6 have very negative images of the drug dealer, but there is evidence that some children, particularly some in the inner-city, and black children, need to be reinforced in these perceptions. The dealer is expected to go to jail, die, use and be scary or lonely by the vast majority of children. However, only half say he is scared all the time, and nearly one-fourth say he has many friends. 12% still say he gets respect. Below poverty line children are slightly less aware of the risks and slightly more likely to report the benefits of being a dealer than the children in general, especially the black boys.

DESCRIPTIONS OF THE GIRL WITH DEALER - Grades 4-6

Similarly, most of the children believe that the girlfriend of the dealer goes to jail, uses and gets used. She is likely to have babies young and feel scared. About half, however, believe she makes her own decisions and has nice jewelry and clothes.

Below poverty line school children are close in their perceptions to total NYC children. However, black girls are more likely to feel she has nice jewelry and clothes, +6%, or friends, +3%.

Hispanic children are more aware she will go to jail and get used.

Q. 8

DESCRIPTION OF DRUG DEALER

Grades 4-6

Base	TOTAL NEW YORK GRADE SCHOOLS	BELOW POVERTY LINE SCHOOLS
	<u>%</u> (3909)	<u>%</u> (2594)
Goes to jail	88	(85)
Dies young	86	87
Uses drugs	80	(77)
Is scary	76	(73)
Is lonely	70	(68)
Is scared all the time	51	[54]
Has many friends	22	24
Has lots of girlfriends or boyfriends	16	17
Gets respect	12	14
Is a good friend	8	10

Q.8

DESCRIPTION OF DRUG DEALER

Grades 4 - 6

BELOW POVERTY LINE SCHOOLS

	<u>TOTAL</u> % (2594)	<u>WHITE</u> % (125)	<u>BLACK</u> % (1043)	<u>HISPANIC</u> % (1307)
Base				
Dies young	87	86	86	88
Goes to jail	85	85	(82)	89
Uses drugs	77	78	(72)	81
Is scary	73	75	(70)	76
Is lonely	68	62	66	70
Is scared all the time	54	58	52	55
Has many friends	24	18	25	25
Has lots of girlfriends or boyfriends	17	9	20	15
Gets respect	14	12	15	13
Is a good friend	10	11	11	9

Q. 9

**DESCRIPTION OF GIRL HANGING WITH
DRUG DEALER**

Grades 4-6

	TOTAL NEW YORK GRADE SCHOOLS	BELOW POVERTY LINE SCHOOLS
Base	<u>%</u> (3909)	<u>%</u> (2594)
Uses drugs	79	(75)
Gets used	79	(76)
Goes to jail	78	76
Has babies young	69	68
Is scared all the time	61	62
Makes her own decisions	56	56
Has nice jewelry and clothes	44	[48]
Has many friends	19	22
Is a good friend	12	12
Gets respect	11	11

Q. 9

**DESCRIPTION OF GIRL HANGING
WITH DRUG DEALER**

Grades 4-6

	<u>BOYS</u>		<u>GIRLS</u>	
	<u>TOTAL</u> <u>NY GRADE</u> <u>SCHOOLS</u>	<u>BELOW</u> <u>POVERTY</u> <u>LINE</u> <u>SCHOOLS</u>	<u>TOTAL</u> <u>NY GRADE</u> <u>SCHOOLS</u>	<u>BELOW</u> <u>POVERTY</u> <u>LINE</u> <u>SCHOOLS</u>
	<u>%</u> (1847)	<u>%</u> (1222)	<u>%</u> (2029)	<u>%</u> (1351)
Base				
Uses drugs	78	74	81	76
Gets used	80	76	78	77
Goes to jail	79	77	77	76
Has babies young	64	62	75	74
Is scared all the time	62	62	62	62
Makes her own decisions	56	54	57	57
Has nice jewelry and clothes	47	50	41	[47]
Has many friends	22	23	17	[20]
Is a good friend	12	12	11	12
Gets respect	13	14	9	10

RESISTANCE TECHNIQUES - Grades 4-6

Given the high levels of fear with regard to resisting drug trial, there is room for increasing the levels of response in this area. Only 78% of the children give the highest resistance response. The major beliefs about resistance techniques are those that the children are being told in school: say no, 68%, and walk away, 78%. Only half say they would tell mom or the police, 46%, or a teacher, 20%. Children in the disadvantaged areas are more likely to tell mom, +4%, or the police, +2%.

Q. 10

RESISTANCE TECHNIQUES

Grades 4-6

Base	TOTAL NEW YORK GRADE SCHOOLS	BELOW POVERTY LINE SCHOOLS
	<u>%</u> (3909)	<u>%</u> (2594)
Walk away	78	79
Say no	68	(65)
Tell mom	50	[54]
Tell the police	46	48
Tell a teacher	20	22
Tell them not to use	11	10
Tell a school counselor	9	8
Change the subject	5	5
Fight the person	4	3
Keep it a secret	3	2
Try them	1	1
NA	2	2

ATTITUDES TO DRUGS - Grades 2-3

FEARS

Most younger children have strong fears of drugs: that they will mess up your life, 91%, you'll become a dealer, 89%, that users are scary, 81%, or you'll start to steal, 76%.

Children in below poverty line schools are as fearful of drugs as the NYC children in general, but they suffer from feeling more vulnerable to being pressured or tempted into use. Two-thirds say they are afraid someone will make them try drugs, and 21% worry they might even want to try drugs.

Girls in below poverty line schools are even more fearful: 68% say they are scared, and they are less likely to feel they have someone to tell about it, 85% vs. 91% for girls in general.

Hispanic children appear to be most vulnerable and fearful. They are more worried about wanting to try, 23%, are less sure they know how to stay out of trouble on the street, and they are less confident they know who to tell if someone tries to give them drugs, 80% vs. 88% total, -8%. Only 86% say if you use marijuana you'll mess up your life, -5% vs. total children.

MENTORS AND RESISTANCE SKILLS

Most young children, 92%, believe they have someone to talk to when frightened. This is somewhat lower for disadvantaged youth, but still high, 88%. Almost all these children say they know who to tell about someone trying to give them drugs. Clearly, the high proportion of children, 65%, who are fearful of future encounters with drugs need to be reinforced in their skill at response to the donor rather than just told who to tell. They need to be fully prepared to deal with the moment when it occurs.

NORMALIZATION

Marijuana use is normalized to a large extent among at least half of these young children: 52% expect people to try sometimes. This level is 58% among disadvantaged young children, and even higher, 62%, or +10%, among black young children in grades 2 and 3.

Q. 5

TRUE STATEMENTS

Grades 2-3

	<u>TOTAL NEW YORK</u> <u>GRADE SCHOOLS</u> <u>%</u> (3379)	<u>BELOW POVERTY</u> <u>LINE SCHOOLS</u> <u>%</u> (2378)
Base		
I have someone to talk to when I'm scared.	92	(88)
If you try marijuana you'll mess up your life.	91	(89)
Kids who use drugs become drug dealers.	89	89
If someone tries to give me drugs I know a grown-up that I can tell.	88	(84)
I know how to stay out of trouble on the street.	82	81
People who use drugs are scary.	81	81
People who use drugs steal.	76	[79]
I am scared someone will make me take drugs.	61	[65]
Most people will try marijuana sometime.	52	[58]
If you smoke marijuana you'll want to use crack.	45	47
I worry I might want to try drugs someday.	18	[21]
Drugs make people happy.	5	5
I would like to try marijuana to see what it's like.	3	3

SOURCE OF LEARNING ABOUT DRUGS - Grades 4-6

There is evidence all sources interact to teach children about drugs. They learn about drugs from a variety of sources, and TV commercials play an important, though not leading, role.

School and home are the primary sources of information for all the children: 8/10 say they learn a lot from these sources, and over 9/10 say they learn a lot or a little there.

TV, either shows, news, or commercials, also are important for learning: over 2/3 say they learn a lot and 9/10 learn a lot or a little from TV.

The street and friends are lower in rank but also important: at least half say they learn a lot on the street or from friends. These levels are particularly high for disadvantaged ethnic children.

White children in the below poverty line areas do not seem to be getting the messages and learning about drugs as intensely as their ethnic counterparts. They are less likely to hear about drugs at home, from parents or siblings.

RECALL - Grades 4-6

TV ranks number one among the specific media sources recalled for drug messages: 95% of children recall seeing drug messages on TV.

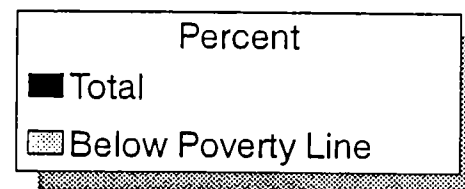
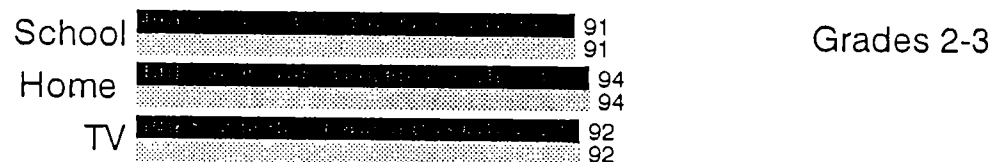
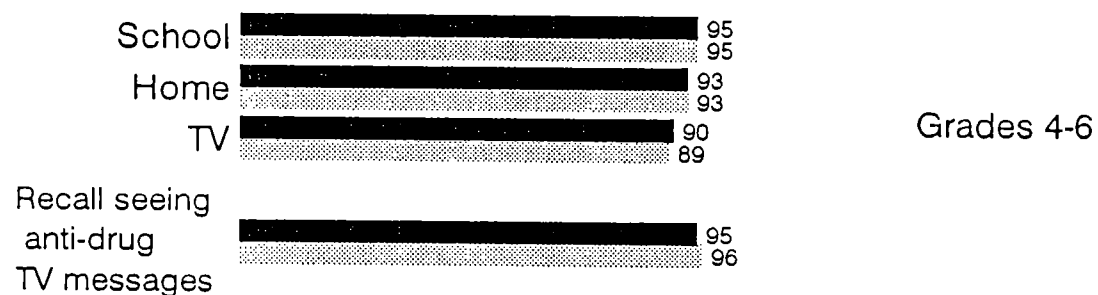
They also recall seeing on transit posters, 82%, billboards, 61%, and hearing messages on radio, 60%. Nearly half have seen anti-drug messages in movie theaters.

Children in the below poverty line areas do not differ significantly from total children.

NYC GRADE SCHOOL STUDY

Base Wave Key Findings

Sources of Learning that Drugs are Bad



Q. 5

**SOURCE OF LEARNING ABOUT DRUGS
(A LOT)**

Grades 4-6

	<u>TOTAL NEW YORK GRADE SCHOOLS</u>	<u>BELOW POVERTY LINE SCHOOLS</u>
Base	<u>%</u> (3909)	<u>%</u> (2594)
School class	82	84
Parents or grandparents	79	[82]
TV shows, news or movies	68	[71]
TV commercials	64	66
Street	58	[66]
Brother or sister	50	[58]
Friends	48	[55]
After-school activities	44	[52]

Q.5

**SOURCE OF LEARNING ABOUT DRUGS
(A LOT/A LITTLE)**

Grades 4 - 6

BELOW POVERTY LINE SCHOOLS

	<u>TOTAL</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	%	%	%	%
Base	(2594)	(125)	(1043)	(1307)
School class	95	96	94	95
Parents or grand- parents	93	88	92	94
TV shows, news or movies	92	93	93	91
TV commercials	89	88	89	89
Friends	81	75	77	[85]
Street	77	74	73	[82]
Brother or sister	76	66	74	[80]
After-school activities	72	63	70	[75]

Q. 6

SOURCE OF RECALL OF DRUG MESSAGES

Grades 4-6

	<u>TOTAL NEW YORK</u> <u>GRADE SCHOOLS</u> <u>%</u> (3909)	<u>BELOW POVERTY</u> <u>LINE SCHOOLS</u> <u>%</u> (2594)
Base		
TV	95	96
Posters on buses, bus stops or subways	82	83
Large billboards	61	59
Radio	60	61
Movie theaters	47	47
None	2	1

SOURCE OF LEARNING ABOUT DRUGS - Grades 2-3

The vast majority of young children learn about drugs from numerous sources; each plays a major role: home, 85%, school, 71%, TV, 59%, and friends, 43%. Children in below poverty line schools basically profile total children in their sources of learning about drugs. The exception is they are somewhat more likely to hear the issue discussed at school, +5%, and on the street, +6%. Girls in below poverty line schools are more likely to learn from TV, 64%, and from friends, 51%, than others are.

Q. 7

**SOURCE OF LEARNING ABOUT DRUGS
(A LOT)**

Grades 2-3

	TOTAL NEW YORK GRADE SCHOOLS	BELOW POVERTY LINE SCHOOLS
	<u>%</u>	<u>%</u>
Base	(3379)	(2378)
People at home	85	85
School class	71	[76]
TV	59	[61]
Street	43	[49]

AFTER-SCHOOL PROGRAM - Grades 4-6

Four out of ten children attend an after-school program. These levels are about equal for all the children, except that the white disadvantaged children are more likely to go to such a program.

AFTER-SCHOOL PROGRAM - Grades 2-3

Four out of ten younger children in below poverty line schools attend an after-school program. Most, $\frac{3}{4}$, enjoy it and want to be there. Of those remaining who do not now attend, $\frac{3}{5}$ would like to. These numbers of attendance and desire are very similar among boys and girls, by race, and among total children. Actually, slightly more, +3%, of children in below poverty line schools attend an after-school program than do children in total.

Qs. 12 & 13

**ATTENDANCE AT AND DESIRE FOR
AFTER-SCHOOL PROGRAM**

Grades 4-6

	<u>TOTAL NEW YORK GRADE SCHOOLS</u>	<u>BELOW POVERTY LINE SCHOOLS</u>
Base	<u>%</u> (3909)	<u>%</u> (2594)
<u>Attend after-school program</u>	<u>40</u>	<u>38</u>
Like attending	31	30
Don't like attending	6	6
<u>Do not attend after-school program</u>	<u>56</u>	<u>59</u>
Would like to	27	29
Would not like to	21	21
DK/NA	3	3

Q. 6

ATTENDANCE AT AND DESIRE FOR AFTER-SCHOOL PROGRAM

Grades 2-3

Base	TOTAL NEW YORK GRADE SCHOOL	BELOW POVERTY LINE SCHOOLS
	<u>%</u> (3379)	<u>%</u> (2378)
<u>Attend after-school program</u>	<u>38</u>	<u>41</u>
Like attending	30	33
Don't like attending	5	5
<u>Do not attend after-school program</u>	<u>57</u>	<u>53</u>
Would like to	34	34
Would not like to	16	13
DK/NA	5	6

GOALS - Grades 4-6

The primary goals for NYC children relate to family. This is true for below poverty line children as well as children in general. However, black children are less likely to aspire to having a happy family, -5%, while to the Hispanic and white children this is particularly important. Making mom or dad proud is a very important goal to all the children, and should be considered since it goes along with the high fears about making parents sad as a consequence of using drugs. And moreover, it should be considered since this research proves another stereotype about disadvantaged children as incorrect: over half the children do in fact live in families with both a mother and father, 55%, vs. 64% of children in general. Another 1/3 live with their mom alone.

One-third of these children say a goal is to go to college, which is high among all the children, except the white disadvantaged children. Somewhat less, about one in five, set their goals lower, and settle for graduating from high school as a primary goal.

White disadvantaged children, more than any others, say they aspire to getting a good job, and less to education. Clearly, the value structure in the homes of these children is quite different from the others.

Q. 11

MOST IMPORTANT GOALS

Grades 4-6

	<u>TOTAL NEW YORK</u> <u>GRADE SCHOOLS</u> <u>%</u> (3909)	<u>BELOW POVERTY</u> <u>LINE SCHOOLS</u> <u>%</u> (2594)
Base		
Have a happy family	57	54
Make mom or dad proud of me	53	54
Go to college	36	35
Graduate high school	18	20
Have a good job	15	16
Feel safer	11	10
Live in a different neighborhood	7	10
Have a lot of money	6	6
Be popular	3	2
Have a car	2	2
NA	2	2

Q.11

MOST IMPORTANT GOALS

Grades 4 - 6

BELOW POVERTY LINE SCHOOLS

	<u>TOTAL</u>	<u>WHITE</u>	<u>BLACK</u>	<u>HISPANIC</u>
	%	%	%	%
Base	(2594)	(125)	(1043)	(1307)
Make mom or dad proud of me	54	47	51	60
Have a happy family	54	71	52	55
Go to college	35	24	37	34
Graduate high school	20	18	20	20
Have a good job	16	25	16	14
Feel safer	10	8	10	11
Live in a different neighborhood	10	8	10	10
Have a lot of money	6	9	7	4
Have a car	2	2	2	2
Be popular	2	2	3	1
N/A	2	2	3	1

SELF-PERCEPTIONS - Grades 4-6

Interestingly, children in below poverty line schools are more positive in their reported self-perceptions than children in total. Whether this is a factor of over-compensation or bravado can not be discerned.

Nearly 8/10 of the children say they feel special. Two-thirds say they are smart, and good at helping at home. One-half say they are good at sports; someone tells them they are good; and they are pretty or handsome. Over half of the below poverty line school children say they like school, +9% over children in total.

Q. 16

**SELF PERCEPTIONS
(VERY/A LOT)**

Grades 4-6

Base	TOTAL NEW YORK GRADE SCHOOLS	BELOW POVERTY LINE SCHOOLS
	<u>%</u> (3909)	<u>%</u> (2594)
Special	77	[81]
Smart	61	[64]
Good at helping out at home	60	[67]
Good at games or sports	53	53
Someone lets you know you're good	53	54
Pretty or handsome	52	[61]
Likes school	44	[53]
Cool	36	36
Sexy	32	[36]
Gets into trouble	23	23
Someone tells you you're bad	21	20
Scared	19	21

SELF-PERCEPTIONS - Grades 2-3

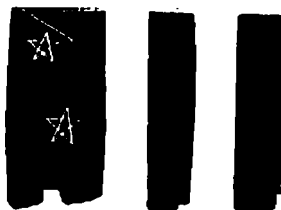
Most children have positive self-perceptions of being special; good at games; smart; and pretty or handsome. The vast majority, 2/3, like school and feel they have someone who says they are good.

A significant minority however, about 1/5, say they are scared and find it hard to read.

Disadvantaged Hispanic children, even at this young age, display insecurities that may result in their later dropping out of school, 30% or +10%; say they have trouble reading, 29% or +7%; say they are scared, -6%; and say they are smart or special, 73%.

Black below poverty line school children express more bravado, +12%, or 82%, saying, for example, they are pretty or handsome.

Girls are more likely than boys to say they feel special or attractive; to like school; but to feel scared. Boys are more likely to be good at sports or games, and have someone tell them they are bad. Profiles of disadvantaged boys and girls follow the basic pattern, except that 1/3 of below poverty line school girls say they feel scared and like school more, 77%.



PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE
Chairman

April 7th, 1995

Mr. Leon Panetta
Chief of Staff
Executive Office of the President
The White House
1600 Pennsylvania Avenue, N.W.
Washington, DC 20500

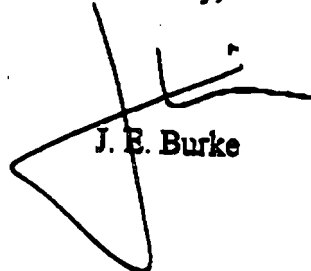
Dear Leon:

Vernon Jordan suggested that I follow-up the attached letter to the President with copies to you and to Erskine Bowles and Carol Rasco.

I truly believe that we have an opportunity to make this bi-partisan approach happen if we can move expeditiously. I think this is particularly important in view of the pro-legalization "ABC News Special" which aired at 10:00pm last evening.

I am forwarding to each of your offices a videotape of the program as well as the "Nightline" piece that followed.

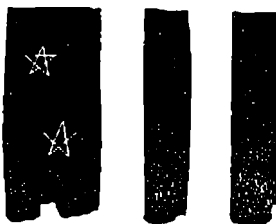
Sincerely,



J. E. Burke

JEB:dmp
Enclosures
cc: E. Bowles
C. Rasco

V. Jordan



PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE
Chairman

April 3, 1995

The Honorable William J. Clinton
President
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

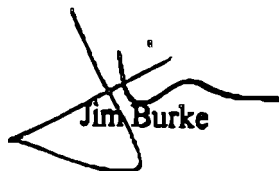
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Since you indicated you wished to follow-up on the issue upon your return, I thought it might be useful to provide you with a specific recommendation which is attached.

It is my belief that Speaker Gingrich will support this idea and I know that Bill Bennett, John Walters and Bill Kristol agree with me.

With Admiration and Respect,


Jim Burke

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Attachment

Recommendation for Bi-Partisan, Private Sector Initiative to
Reduce the Demand for Illicit Drugs

The Problem - The erosion of anti-drug attitudes with the consequence of increasing drug usage among our children.

The Solution - Strong bi-partisan leadership to reach all key constituencies in society in order to reaffirm the importance of zero tolerance of drug use among our children.

This recommends that the President schedule a well publicized speech to the nation on the drug problem in America as soon as possible. In attendance could be Speaker Gingrich, Senator Dole, Lee Brown and William Bennett.

The purpose of this event would be to "showcase" three important messages:

First - that as a country we have made enormous progress on the drug issue in terms of reducing the number of users from 24 million to 12 million or by 50% over the past 8 years! This progress was accomplished on a bi-partisan basis ... and many elements of the private and public sectors have been involved. The nation's children have been heroic in this regard... and this is especially important because almost 90% of current drug users started in their teens.

The 3,000 community coalitions should be recognized as well for their extraordinary efforts and examples of success, e.g. The Miami Story might be highlighted. The President would emphasize how important the private sector is as well as federal, state and local governments to this issue.

Second - to remind the country that we still have an enormous problem because of the "epidemic" of drug usage beginning in the '60's and peaking in the early '80's (to date almost 80 million "triers") we have created a large pool of addicts many of them highly disordered.. The results are now embedded in every major social issue that the nation is concerned about ... crime...violence...AIDS...healthcare costs...teenage pregnancy...the homeless, etc. This country will spend a long time and a good deal of our wealth in cleaning up the results of this period of massive experimentation with drugs (an estimated 70% of the "baby boomer" generation have tried illegal drugs).

Furthermore, we see a re-emergence of the trends of the '70's in a sharp increase in the trial of illegal drugs particularly among our youngest children (8th graders who are on the average 13 years old!) These trends are clearly due to a weakening of anti-drug attitudes by our children which can and must be reversed on a bi-partisan basis ... and everyone must be involved.

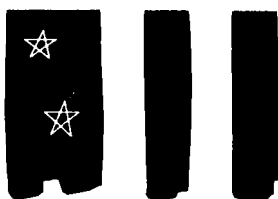
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I believe this to be achievable based on the carefully tracked experience in Miami, Florida where they have achieved a similar goal in less than two years.

As a part of this plan the federal government would not only track progress nationally, but in key drug markets like New York, Chicago, Los Angeles, Denver, Washington D.C., and Miami. (Other cities might wish to establish their own goals and track progress using the same statistical methodologies.)

Summary - This would be a national commitment upon the part of the country to work toward a drug free America. Everyone would be asked to play a part and everyone could take satisfaction in the outcome.



PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE
Chairman

April 7th, 1995

Mr. Leon Panetta
Chief of Staff
Executive Office of the President
The White House
1600 Pennsylvania Avenue, N.W.
Washington, DC 20500

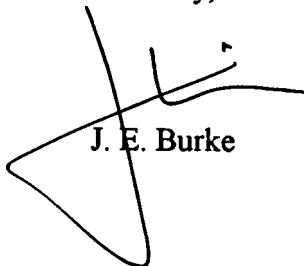
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Vernon Jordan suggested that I follow-up the attached letter to the President with copies to you and to Erskine Bowles and Carol Rasco.

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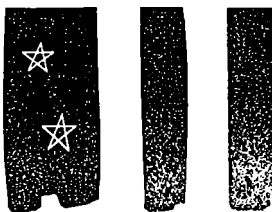
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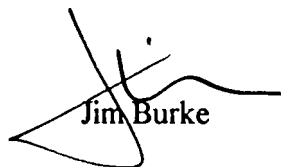
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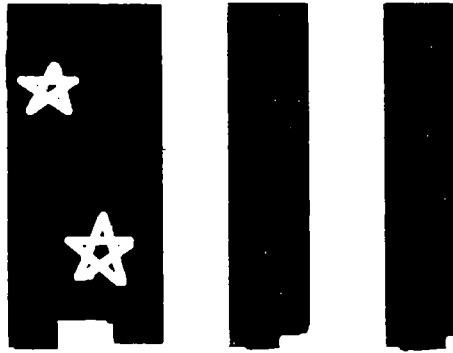
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POTENTIAL CANDIDATES

- **Media**
Jim Burke, PDFA
Rich Frank, Chairman/ATAS
David Geffen, Dreamworks
Earl Graves - Black Entertainment
Michael Jordan, Chicago Bulls
- **Business & Labor**
John Smale, Chairman General Motors
Don Keough, former President/Coca-Cola
Ed Pratt, former CEO/Pfizer
Ross Love, P&G
George Shultz
Libby Dole
Douglas Fraser
- **Community**
Jim Copple, President, CADCA
Tad Foote, former Chairman/CADCA
Alvin Brooks, Kansas City
Ann Jordan
Libby Dole
Ralph Gomory, Sloan
Ruby Hearn, RWJF
Mathea Falco, Drug Strategies
Ben Hooks
Vernon Jordan
- **Health Care**
Joe Califano, Chairman/CASA
Betty Ford
Mitch Rosenthal, Phoenix House
Tad Foote, University of Florida
Jean Rodin, University of Pennsylvania
Marion Edelman
Barbara Jordan
T. Berry Brazelton
- **Government**
Mario Cuomo
Bob Martinez
Tom Kean
Ed Koch
DeConcini
Curt Schmoke



PARTNERSHIP FOR A DRUG-FREE AMERICA

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unless ...**

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**America has been winning the
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There is real progress and much reason for optimism

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Fewer than 4 million Americans had
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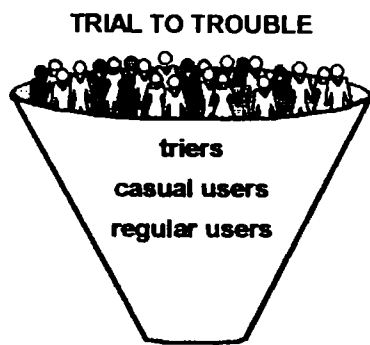
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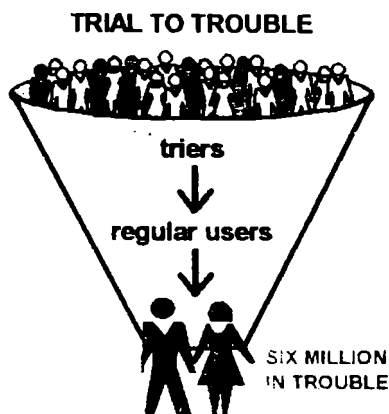
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**As a nation we "normalized"
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People talk about "decriminalization". We already tried that... hardly any sanctions in 60's and 70's... it was okay to use drugs, especially marijuana



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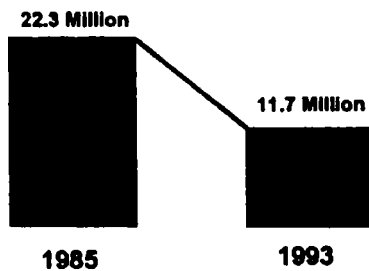
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GOOD NEWS

- Usage declines are dramatic because attitudes are significantly more anti-drug
- Treating addiction has been proven cost effective

In the mid-80's, the nation began to take action.
Prevention produced dramatic results

Good News :
Any Drug Use in the Past Month
Down 48%



Source: SAMHSA Household Survey

Compare to paradigm of smokers in U.S...down almost 40%...but it took a generation. Illegal drugs down almost 50%...in 8 years!!

More Good News:

Treatment Works

**\$1 invested in drug treatment
equals**

**\$7 savings in crime, social
services and healthcare.**

Source: 1993 California Dept. of Alcohol & Drug Programs

Need More Treatment

for the 6 million people in trouble



BAD NEWS

**Attitude and usage
progress is reversing
among children**

However, progress is threatened

Of current adult drug users ---

**9 out of 10 started using as
teenagers**

**1 out of 2 started before 16th
birthday**

Clearly, the issue is prevention

Source: SAMHSA Household Survey

Helping children...one kid at a time...to make better decisions

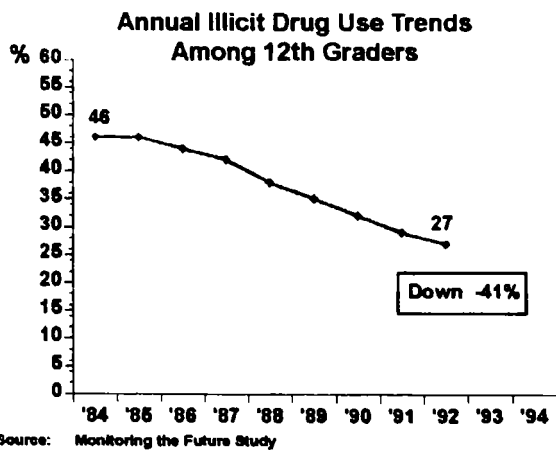
**Our children
and
their attitudes**

**After a decade
of decreasing use
among our children ...**

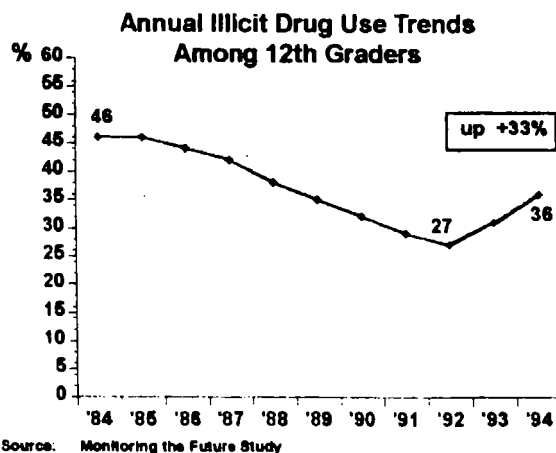
**Drug use
is increasing again**

**Because our kids view
illegal drugs as
less dangerous
and more acceptable**

Key attitudes of children are eroding

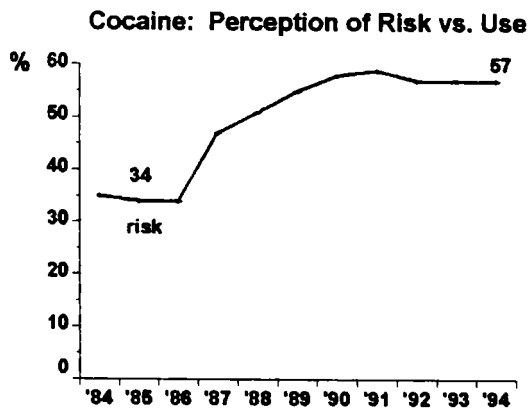


Dramatic progress...



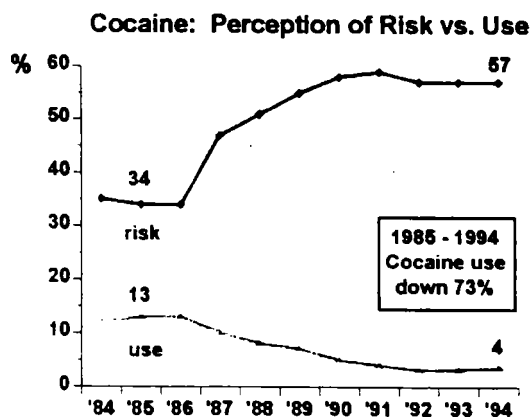
Now reversing

Reason for both progress and reversal is the same ---
change in attitudes of
perceived risk and social
disapproval



Source: Monitoring the Future Study
 12th graders - use in past year

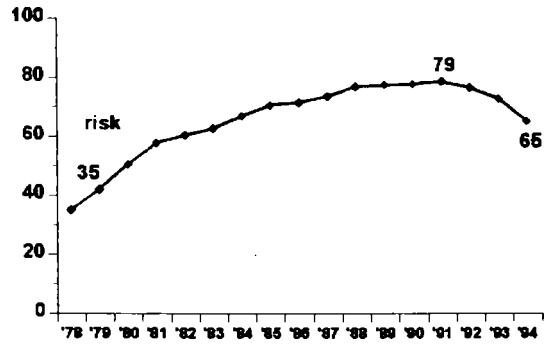
Catalysts in 1986 were Len Bias's death and crack epidemic..the nation began to correct the problem..and all of our institutions became involved



Source: Monitoring the Future Study
 12th graders - use in past year

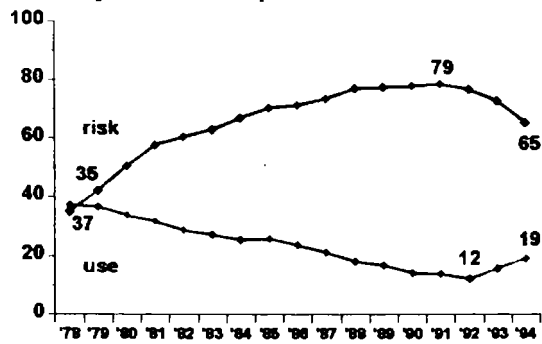
As anti-drug attitudes increased in the 80's, there was great progress in preventing trial, and casual and regular use declined

Marijuana Perception of Risk vs. Use



Source: Monitoring the Future
12th graders, past month use

Marijuana Perception of Risk vs. Use



Source: Monitoring the Future
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Marijuana Trends Among 8th Graders

Attitudes	1992 (%)	1994 (%)
Risk	40	31
Disapproval	82	72

Source: Monitoring the Future Study

Most severe attitude change is among 8th graders...13 year olds!

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<u>Attitudes</u>	<u>1992 (%)</u>	<u>1994 (%)</u>
Risk	40	31
Disapproval	82	72
 Use	 7	 13

Source: Monitoring the Future Study
Use in past year

Producing dramatic increase in use

Why are anti-drug attitudes weakening?

1. Less anti-drug information
 - declining media attention
 - baby-boomer parent conflict
 - insufficient in-school education
2. More pro-drug information
 - legalization discussion
 - re-glamorization

There is a shift away from positive reinforcement of our youth

What we need to do:

**Build anti-drug attitudes
to reduce demand**

We know what works

- **Media attention**
- **Comprehensive community efforts**

**Media is a primary,
and the most efficient,
source of drug
information**

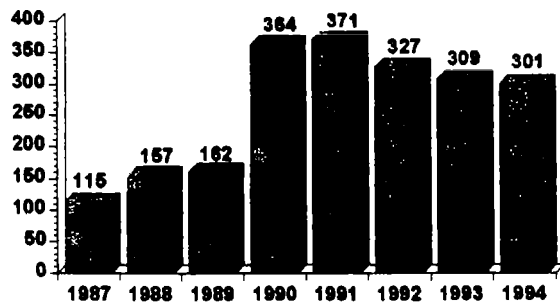
Source: 1991 Roper Study
1989/1990 Texas A&M Study

More Media Attention

- **Advertising messages**

i.e., Anti-drug messages

PDFA Advertising Support (in millions of dollars)



Source: PDFA Annual estimates

In 1990-1991 reached one message per household per day, and now down 20%

Impact of Partnership Advertising on Youth

- 92% report more knowledge
- 60% report increased perceived risk
- 52% report increased disapproval

Source: Johns Hopkins Univ. Study

Partnership messages reinforce key anti-drug attitudes...

Impact of Partnership Advertising on Youth

**75% persuaded to stop using
or not try**

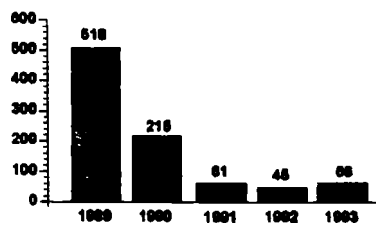
Source: Johns Hopkins Univ. Study

...and successfully affect behavior

More Media Attention

- Advertising messages
- News, editorials and features

Network News Drug Stories



Source: Center for Media and Public Affairs

Coverage of drugs impact on U.S. down very dramatically from peak interest in '89-'90.

More Media Attention

- Advertising messages
- News, editorials and features
- Entertainment

**Youth Perceptions of Entertainment
Role Model Behavior**

"Most are using drugs"	1993(%)	1994(%)
Actors/actresses	36	42
Rock musicians	61	69

Source: Monitoring the Future Study
12th graders

Our youth probably have an exaggerated idea of drug usage among the entertainment professions...and it is getting worse

**More comprehensive
community efforts**

Community action is the focus for effective demand reduction

**Already over
3,000 community coalitions –
the backbone of national prevention**

This extraordinary "grass roots" movement could grow to many more, and we have successful models to study and replicate

Comprehensive Community Coalitions

- Portland, OR: Regional Drug Initiative
- Wichita, KS: Project Freedom
- Santa Barbara, CA: Fighting Back (RWJ)
- Galveston, TX: Mayor's Coalition for a Drug-Free Galveston
- Syracuse, NY: Syracuse Community Partnership
- Miami, FL: Miami Coalition

Some examples worth studying

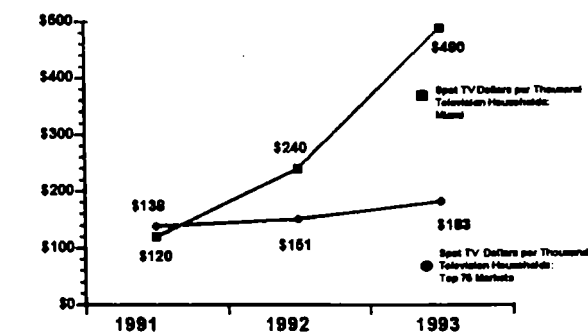
Miami Coalition Comprehensive Community Involvement

- Business Leadership
- Parents expectations
- In-school education
- Youth Programs
- Healthcare Professionals
- Law enforcement
- Judicial system
- Intervention and treatment
- Drug-free workplaces
- Faith community
- Local media

Miami may be most successful example...key has been leadership and comprehensiveness, everyone has to get involved

The Miami Story

Local Spot TV Trends

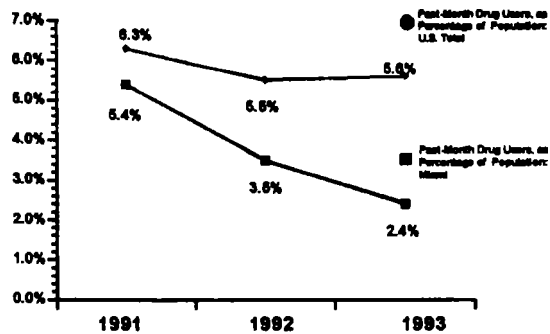


Source: MediaWatch (excludes all national media)

Combination of extraordinary coalition effectiveness...and dramatic increase in anti-drug messages...

The Miami Story

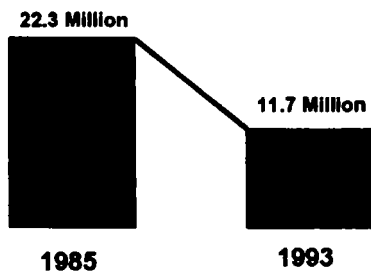
Miami and U.S. Drug Use Trends



Source: SAMHSA Household Survey

Has produced the nation's most visible success story

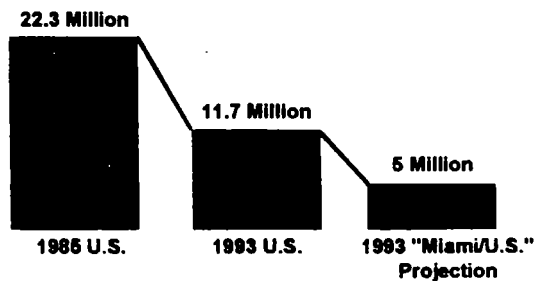
Good News : Any Drug Use in the Past Month Down 48%



Source: SAMHSA Household Survey

Remember this chart...drug usage down nationally almost 50%

Better News : Any Drug Use in the Past Month



Source: SAMHSA Household Survey,
Est. based on Miami prevalence rates

If every community in America was doing what Miami has done...we would have less than half as many users. Remember our objective:
REDUCE NUMBER OF USERS

**Drug use
is a preventable behavior**

**Drug addiction
is a treatable disease**

This is what it's all about

**Drug prevention and treatment
are also key to solving**

- Crime and violence
- AIDS
- School dropouts
- Family abuse
- Healthcare costs
- Homelessness
- Economic competitiveness

Drugs are embedded in every other critical social problem that the country is concerned about

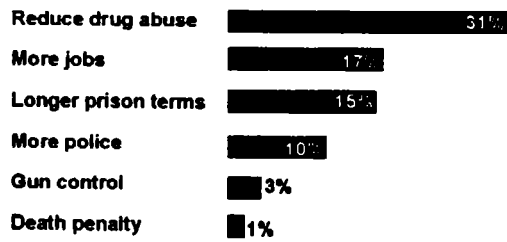
Crime and Violence

**Half of all homicides and
violent crimes are
drug related**

Drugs and violent crime are inextricably linked

Source: National Institute of Justice;
1993 DUF Report

How to Reduce Violent Crime? (U.S. Police Chiefs)



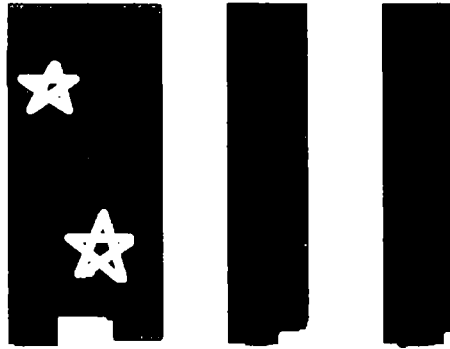
Source: Death Penalty Info. Ctr.

Those responsible believe drugs must be the key focus

**At its core,
the "war on drugs"
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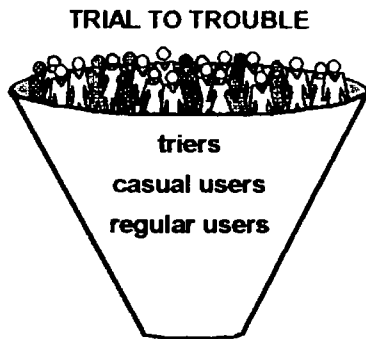
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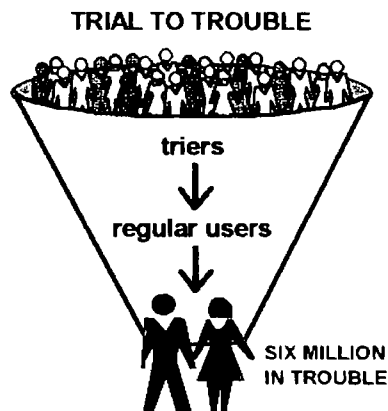
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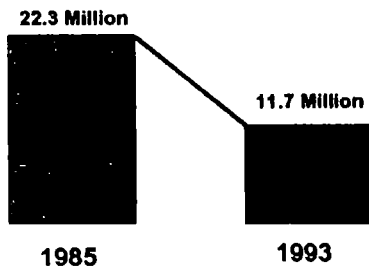
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Down 48%



Source: SAMHSA Household Survey

Compare to paradigm of smokers in U.S...down almost 40%...but it took a generation. Illegal drugs down almost 50%...in 8 years!!

More Good News:

Treatment Works

**\$1 invested in drug treatment
equals
\$7 savings in crime, social
services and healthcare.**

Source: 1993 California Dept. of Alcohol & Drug Programs

Need More Treatment

for the 6 million people in trouble



BAD NEWS

**Attitude and usage
progress is reversing
among children**

However, progress is threatened

Of current adult drug users ---

**9 out of 10 started using as
teenagers**

**1 out of 2 started before 16th
birthday**

Clearly, the issue is prevention

Source: SAMHSA Household Survey

**Our children
and
their attitudes**

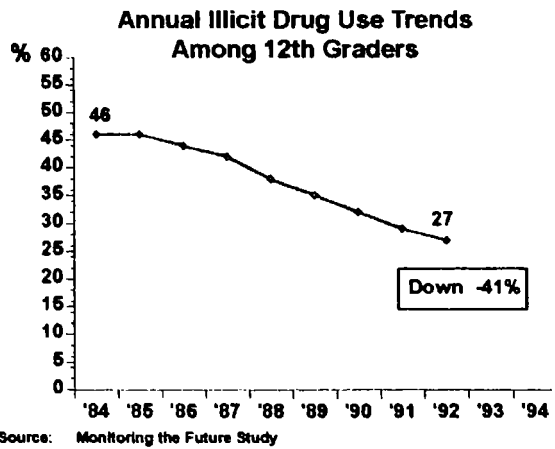
Helping children...one kid at a time...to make
better decisions

**After a decade
of decreasing use
among our children ...**

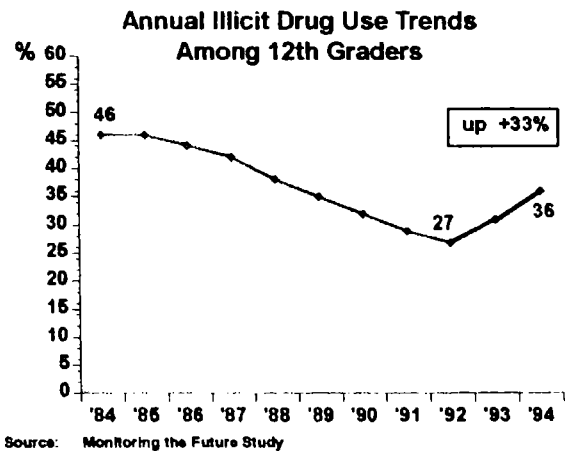
**Drug use
is increasing again**

Key attitudes of children are eroding

**Because our kids view
illegal drugs as
less dangerous
and more acceptable**

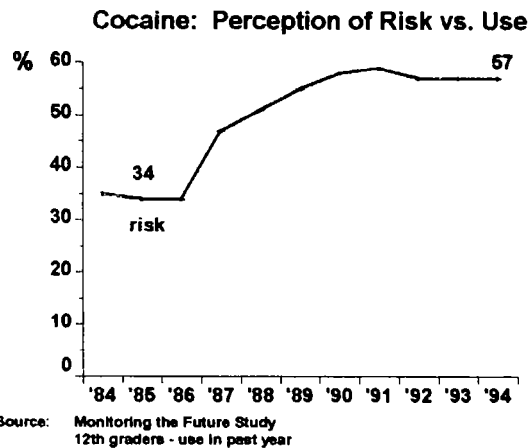


Dramatic progress...

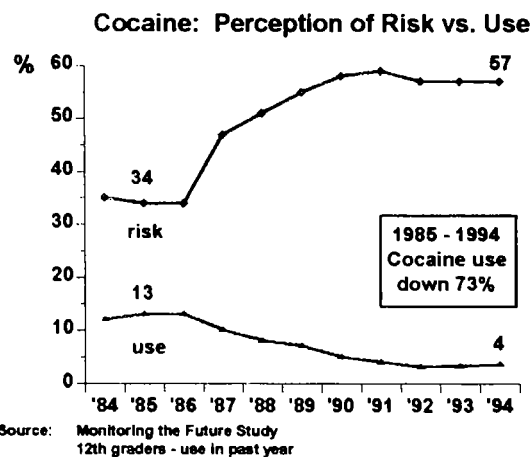


Now reversing

Reason for both progress and reversal is the same ---
change in attitudes of
perceived risk and social
disapproval

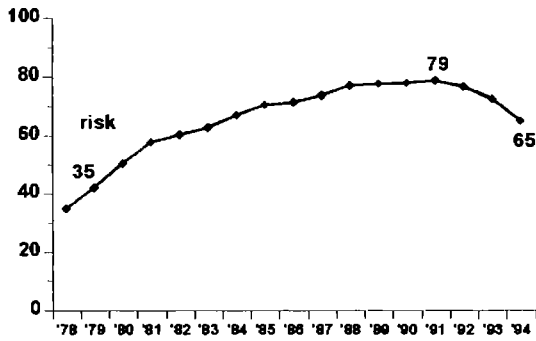


Catalysts in 1986 were Len Bias's death and crack epidemic..the nation began to correct the problem..and all of our institutions became involved



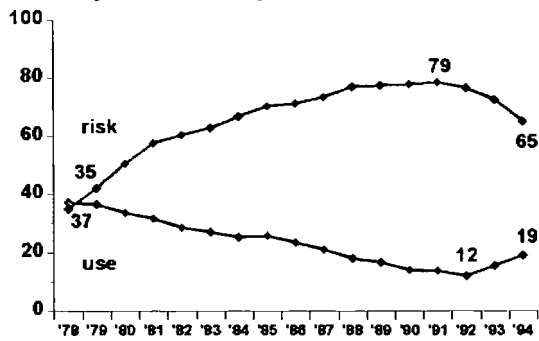
As anti-drug attitudes increased in the 80's, there was great progress in preventing trial, and casual and regular use declined

Marijuana Perception of Risk vs. Use



Source: Monitoring the Future
12th graders, past month use

Marijuana Perception of Risk vs. Use



Source: Monitoring the Future
12th graders, past month use

Marijuana Trends Among 8th Graders

	1992 (%)	1994 (%)
Attitudes		
Risk	40	31
Disapproval	82	72

Source: Monitoring the Future Study

Most severe attitude change is among 8th graders...13 year olds!

Marijuana Trends Among 8th Graders

<u>Attitudes</u>	<u>1992 (%)</u>	<u>1994 (%)</u>
Risk	40	31
Disapproval	82	72
 Use	 7	 13

Source: Monitoring the Future Study
Use in past year

Producing dramatic increase in use

Why are anti-drug attitudes weakening?

1. Less anti-drug information
 - declining media attention
 - baby-boomer parent conflict
 - insufficient in-school education
2. More pro-drug information
 - legalization discussion
 - re-glamorization

There is a shift away from positive reinforcement of our youth

What we need to do:

**Build anti-drug attitudes
to reduce demand**

We know what works

- **Media attention**
- **Comprehensive community efforts**

**Media is a primary,
and the most efficient,
source of drug
information**

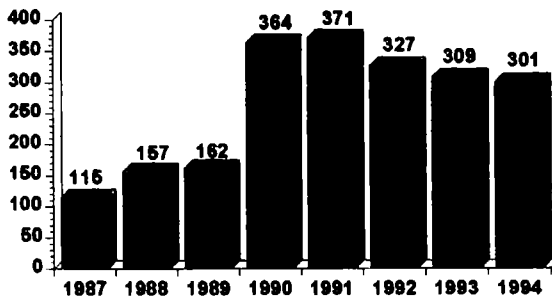
Source: 1991 Roper Study
1989/1990 Texas A&M Study

More Media Attention

- **Advertising messages**

i.e., Anti-drug messages

PDFA Advertising Support (in millions of dollars)



Source: PDFA Annual estimates

In 1990-1991 reached one message per household per day, and now down 20%

Impact of Partnership Advertising on Youth

- 92% report more knowledge
- 60% report increased perceived risk
- 52% report increased disapproval

Source: Johns Hopkins Univ. Study

Partnership messages reinforce key anti-drug attitudes...

Impact of Partnership Advertising on Youth

**75% persuaded to stop using
or not try**

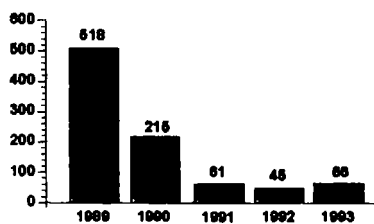
Source: Johns Hopkins Univ. Study

...and successfully affect behavior

More Media Attention

- Advertising messages
- News, editorials and features

Network News Drug Stories



Source: Center for Media and Public Affairs

Coverage of drugs impact on U.S. down very dramatically from peak interest in '89-'90.

More Media Attention

- Advertising messages
- News, editorials and features
- Entertainment

Youth Perceptions of Entertainment Role Model Behavior

"Most are using drugs"	1993(%)	1994(%)
Actors/actresses	36	42
Rock musicians	61	69

Source: Monitoring the Future Study
12th graders

Our youth probably have an exaggerated idea of drug usage among the entertainment professions..and it is getting worse

**More comprehensive
community efforts**

Community action is the focus for effective demand reduction

**Already over
3,000 community coalitions —
the backbone of national prevention**

This extraordinary "grass roots" movement could grow to many more, and we have successful models to study and replicate

Comprehensive Community Coalitions

- Portland, OR: Regional Drug Initiative
- Wichita, KS: Project Freedom
- Santa Barbara, CA: Fighting Back (RWJ)
- Galveston, TX: Mayor's Coalition for a Drug-Free Galveston
- Syracuse, NY: Syracuse Community Partnership
- Miami, FL: Miami Coalition

Some examples worth studying

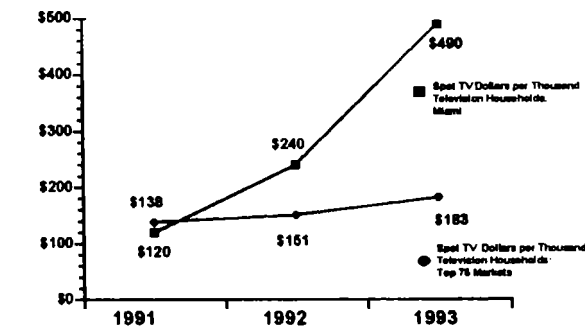
Miami Coalition Comprehensive Community Involvement

- Business Leadership
- Parents expectations
- In-school education
- Youth Programs
- Healthcare Professionals
- Law enforcement
- Judicial system
- Intervention and treatment
- Drug-free workplaces
- Faith community
- Local media

Miami may be most successful example...key has been leadership and comprehensiveness, everyone has to get involved

The Miami Story

Local Spot TV Trends

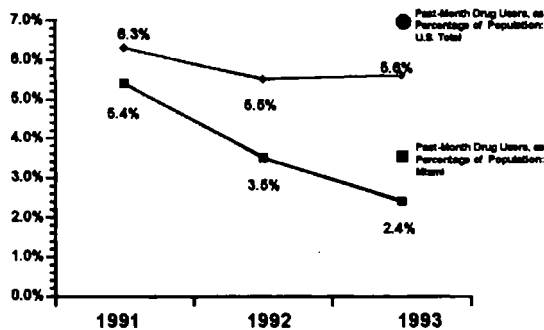


Source: MediaWatch (excludes all national media)

Combination of extraordinary coalition effectiveness...and dramatic increase in anti-drug messages...

The Miami Story

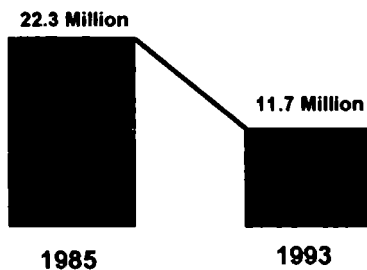
Miami and U.S. Drug Use Trends



Source: SAMHSA Household Survey

Has produced the nation's most visible success story

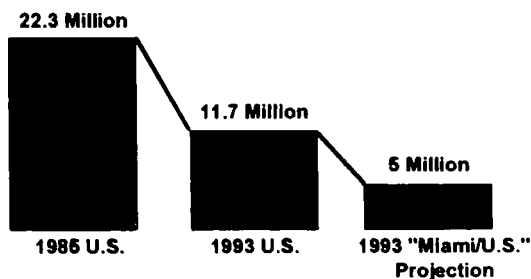
Good News : Any Drug Use in the Past Month Down 48%



Source: SAMHSA Household Survey

Remember this chart...drug usage down nationally almost 50%

Better News : Any Drug Use in the Past Month



Source: SAMHSA Household Survey;
Est. based on Miami prevalence rates

If every community in America was doing what Miami has done...we would have less than half as many users. Remember our objective:
REDUCE NUMBER OF USERS

**Drug use
is a preventable behavior**

**Drug addiction
is a treatable disease**

This is what it's all about

**Drug prevention and treatment
are also key to solving**

- Crime and violence
- AIDS
- School dropouts
- Family abuse
- Healthcare costs
- Homelessness
- Economic competitiveness

Drugs are embedded in every other critical social problem that the country is concerned about

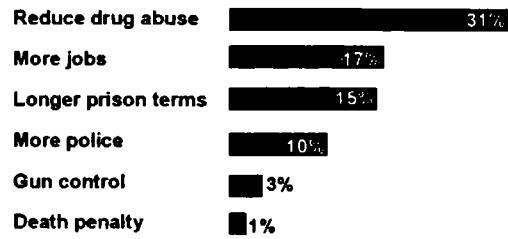
Crime and Violence

**Half of all homicides and
violent crimes are
drug related**

Drugs and violent crime are inextricably linked

Source: National Institute of Justice;
1993 DUF Report

How to Reduce Violent Crime? (U.S. Police Chiefs)



Source: Death Penalty Info. Ctr.

Those responsible believe drugs must be the key focus

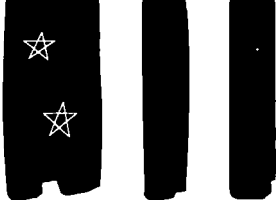
**At its core,
the "war on drugs"
is about ...**

**Our children
and
their attitudes**

Helping children...one kid at a time...to make better decisions

POTENTIAL CANDIDATES

- **Media**
Jim Burke, PDFA
Rich Frank, Chairman/ATAS
David Geffen, Dreamworks
Earl Graves - Black Entertainment
Michael Jordan, Chicago Bulls
- **Business & Labor**
John Smale, Chairman General Motors
Don Keough, former President/Coca-Cola
Ed Pratt, former CEO/Pfizer
Ross Love, P&G
George Shultz
Libby Dole
Douglas Fraser
- **Community**
Jim Copple, President, CADCA
Tad Foote, former Chairman/CADCA
Alvin Brooks, Kansas City
Ann Jordan
Libby Dole
Ralph Gomory, Sloan
Ruby Hearn, RWJF
Mathea Falco, Drug Strategies
Ben Hooks
Vernon Jordan
- **Health Care**
Joe Califano, Chairman/CASA
Betty Ford
Mitch Rosenthal, Phoenix House
Tad Foote, University of Florida
Jean Rodin, University of Pennsylvania
Marion Edelman
Barbara Jordan
T. Berry Brazelton
- **Government**
Mario Cuomo
Bob Martinez
Tom Kean
Ed Koch
DeConcini
Curt Schmoke



PARTNERSHIP FOR A DRUG-FREE AMERICA

April 17, 1995

Mr. Jose Cerda
Senior Policy Analyst
Office of Domestic Policy
OEOB; Room 222
Washington, D.C. 20500

Dear Jose:

I understand you will be attending a meeting in Leon Panetta's office on Wednesday, April 19th with Jim Burke.

As background for that meeting, I am enclosing a videotape of the recent pro-legalization "ABC News Special" and the "Nightline" piece that followed, which we had previously sent to both Mr. Panetta and Ms. Rasco. I am also enclosing two recent editorial (NY Times - 4/14 and NY Post - 4/17) that respond to that piece.

If you need any additional information, please don't hesitate to call me.

Sincerely,

Denise M. Perry
Executive Assistant to
Mr. James E. Burke

dmp
Enclosures

DECKED out in the drag of "Searching for Solutions," the recent ABC-TV special on the War on Drugs, was an unrelenting polemic for the legalization of marijuana, heroin and cocaine.

If that's the position of ABC News, correspondent Catherine Crier and producer/writer Jeff Diamond — the same man who staged the phony pickup truck gas-tank explosion for "Dateline" on NBC — it's their right to state their case. But it's also their obligation to tell the truth.

What made this telecast such irresponsible journalism was its distorting and ignoring facts that didn't support its position.

To help make the case for what Crier called "harm reduction" — Politically Correct code words for drug legalization — she videotaped young people pulling pot in The Netherlands, where anyone over 15 can buy marijuana.

The program showcased a Dutch health official and a police officer rhapsodizing about legalization. But Crier neglected the disturbing fact that between 1984 and 1992, adolescent marijuana use soared by 250 percent in Holland — even as its use among young Americans plummeted by 66 percent.

ABC gave no air time to Dr. K. F. Gunning, president of



Steve Fenn/ABC
CATHERINE CRIER
Unrelenting polemic.

ABC'S BAD DEAL ON DRUGS

the Dutch National Committee on Drug Prevention. He would have cited the 30 percent increase, from 1991 to 1993, in registered cannabis addicts. Crier also failed to tell viewers that Amsterdam police have found so many marijuana "coffee shops" dealing cocaine and heroin that, in June, the city is expected to prohibit any new ones from opening.

Crier also travelled to England, where she interviewed a doctor running a heroin maintenance clinic and two addicts on heroin maintenance, one of whom is studying nursing. (Imagine what hospitalized ABC News executives would say if their nurse was a heroin addict.)

Indeed, this segment was so misleading that it led savvy New York Times TV reviewer Walter Goodman to write, "early studies indicate that dealers, losing their customers, are leaving the streets."

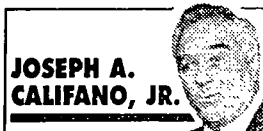
That's an easy conclusion to draw — because in gushing over the 400 addicts who are maintained on heroin and "anecdotal studies" showing that "the heroin dealer has slowly but surely abandoned the streets," Crier didn't mention that there are 150,000 heroin addicts in Great Britain. Giving a few hundred of them heroin is not likely to put many dealers out of business.

Crier presented Holland and England as the cutting edge of Europe, ignoring such experiences as these:

■ In 1975, Italy decriminalized heroin possession. Today, 350,000 Italians are hooked — the highest European rate of heroin addiction.

■ In 1987, Switzerland set up "Needle Park," an open drug bazaar for a few hundred Zurich addicts. By 1992, 20,000 addicts congregated there and Switzerland had

Recent TV special twisted facts to make a case for legalized narcotics



JOSEPH A. CALIFANO, JR.

Europe's highest heroin death rate.

Bowing to citizen outrage, Swiss authorities closed Needle Park in 1992. Addicts and dealers then took over an unused railroad yard; last February, Swiss police had to clean them out.

■ In 1965, Sweden tried prescribing drugs; by 1967, drug use was spreading and crime among addicts increasing. Sweden stopped its program. In 1980, adopting criminal-justice policies similar to ours, Sweden proclaimed the goal of a Drug-Free Society. By 1988, drug use among military conscripts and ninth-graders had dropped by 75 percent and 66 percent respectively.

Crier even distorted what's been happening in the U.S. To be sure, the number of youngsters smoking pot has crept up recently — and Crier reported this with patronizing glee, nudging one participant

to declare the war against drugs a "domestic Vietnam."

She failed to report — as Ted Koppel did, later that evening, on "Nightline" — that the number of cocaine users has dropped from 5.3 million in 1985 to 1.3 million last year (a 75 percent decline) and the percentage of students trying pot fell from 10.7 in 1978 to 3.6 last year.

But the clincher was an interview with a Harvard professor, a proponent of legalizing marijuana, who insisted there was "no evidence ... whatsoever" that smoking pot might lead to other drug use. Since he supported her thesis, Crier took him at his word — barely mentioning numerous studies over the past two decades that contradict him.

In fact, a recent report by the Center on Addiction and Substance Abuse at Columbia University, based on data from the National Institute on Drug Abuse, found that adults who used marijuana as teens are 17 times more likely to become regular cocaine addicts.

Nor did she mention that marijuana damages short-term memory and concentration — abilities especially important during school years. Instead, she hopped on the 1972 Schafer Commission report that recommended marijuana legalization — a study that some credit with encouraging the surge of marijuana use in the years immediately following its release.

Crier also ignored the find-



Rochelle Law

GRIM WARNING: A Los Angeles billboard sends a stark message on the dangers of cocaine.

ings of a U.S. Centers for Disease Control survey of 12,000 high-school students which found that those who smoke pot are far more likely to have sex, to have it without a condom and to attempt suicide.

"Searching for Solutions" skipped lightly over our inability to keep legal drugs out of the hands of children. The government reports that 3 million adolescents smoke cigarettes, while 12 million high-schoolers and underage college students drank beer and other alcohol. Is there any reason to believe we could keep legalized marijuana, cocaine and heroin away from children?

America's drug policy needs a fix. One dollar spent on treatment can save seven dollars in health care, welfare and criminal-justice costs — yet no treatment is available for most addicts. If it were, welfare payments could be conditioned on addicted recipients seeking treatment and release of jailed drug abusers on

their demonstrating a year of sobriety after treatment.

Research should be stepped up. If addiction were not so stigmatized — if it were treated instead as a "mainstream" disease, like cancer or diabetes — our nation would mount a massive effort to find ways to prevent and cure it.

Catherine Crier has every right to extol drug legalization. But she has no right to twist and distort facts — and ignore disagreeable ones — to make her case. In closing, she called for "fair" and "spirited" debate of U.S. drug policy.

I'm all for that. But while her own presentation was certainly spirited, it was hardly fair.

Joseph A. Califano, Jr. is president of the Center on Addiction and Substance Abuse at Columbia University. He was U.S. Secretary of Health, Education and Welfare from 1977 to 1979.

ABC News and Catherine Crier have the right to state their case — but it's also their obligation to tell the truth.

NY Post - 4/17/95

Stacking the Deck

Twisting drug reality at ABC.

Avoid superlatives, the editors of The New York Times used to advise reporters. As soon as your story is in print, somebody will prove that there was a heavier rainfall, a higher tree, a fatter, taller, older, richer or speedier human being.

So I will forgo saying that a recent ABC show on drugs was the worst effort at dealing with a major American problem ever aired. Somewhere there must be a tape of a worse one.

But this is moderation: the program distorted, omitted or manipulated drug reality. What was piously described as an attempt to open discussion on different approaches to the drug problem was simply a long promotion for legalization of drugs.

It was made even less honest by phony attempts to show fairness by giving a few seconds now and then to the two experts who were against legalization. They were interspersed in an hour of far fuller interviews with more than a dozen who favored one form of legalization or another — all centering on making drugs freely available to addicts.

The program, shown on April 6, was "America's War on Drugs: Searching for Solutions," produced by Jeff Diamond, and narrated by Catherine Crier.

Americans are neither so thick of brain nor mean of spirit as to permit legalization, a system that would create tens of millions more addicts to bedevil the country and throw their lives into the gutter.

But the steady pro-legalization propaganda can again create a casual attitude toward drugs in high schools and colleges. Federal charts

show a direct tie between use of a drug and awareness of its dangers — the less awareness, the more use.

So the show deserves attention, as a one the microscope, because it pushes three essential arguments of the legalizers:

- (1) The drug war has failed. (2) The way to deal with the problem is to adopt various European experiments with legal drug distribution.
- (3) These programs have succeeded.

Ms. Crier evades specifically stating some of the legalization arguments as her own. Instead, the show is so arranged, written and narrated that only an imbecile would not know its sympathies.

The techniques are old, and journalistically embarrassing. She feeds the pro-legalizers soft set-up questions. In wonderment, she asks them to explain how the anti-legalizers can be so obdurate as not to see the light. She surrounds them with a cozy sense of admiration and hands them the show to dominate.

That's the small part of it. The program's great journalistic offense is that it omits the evidence that shows its basic premises are false.

It ignores facts showing that the drug war has not failed. Only half as many Americans use drugs now as eight years ago; cocaine users have dropped from 5.3 million in 1985 to

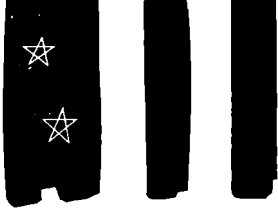
1.3 million last year. Yes, there are warning signs of a coming rise of drug use among 10th-grade students — probably because both government and journalism are slackening in giving them the risk messages. Legalizers are never slack.

The program dwells with utmost respect on legalization efforts in Britain and the Netherlands. But on its evidence of failure, it gives no time to British and Dutch experts who say they have been a disaster, or to the decision to place its infamous needle park, or to the rise in crime and drug addiction in the Netherlands, or the fact that Italy, which decriminalized possession of heroin in 1975, now leads Western Europe in per capita heroin addiction, with 350,000 addicts.

The deck is stacked like a monte game. The advocates of some form of legalization include a judge, police chiefs, a mayor. But nothing is said about the great majority of judges, police officers and mayors who are opposed to legalization by any alias.

The program touches on the importance of drug treatment, and its meagerness in the U.S. But it twists that important point by dealing with it almost entirely in connection with drug permissiveness. At least law enforcement gives society the chance to treat addicts instead of simply providing them with more poison.

Over the years, ABC has built a strong journalistic reputation. The particular blessing of strong journalism is that if you misstate truth one day you can correct it the next. An audience waits. □



PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE
Chairman

*Jose -
Syci*

February 8, 1995

Ms. Carol H. Rasco
Assistant to the President for Domestic Policy
Office of Policy Development
The White House
1600 Pennsylvania Ave., N.W.
Washington, D.C. 20500

Dear Carol:

Apropos to my letter to the President and the First Lady, I thought the attached might be of interest to them as well as others at the White House who are working to save the prevention and treatment dollars in the Crime Bill.

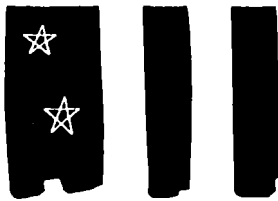
David Rosenbloom, Project Director of Join Together, placed the attached editorial in the Boston Globe and would be delighted to be a resource if anyone wishes further detail.

*Att - Your copy
of letter I
sent through you
to President and
First Lady -
Again Thanks*

Sincerely,

J. E. Burke

JEB:dmp
Attachments
cc: D. Rosenbloom



PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE
Chairman

February 7th, 1995

The President and Mrs. Clinton
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Mr. President and Mrs. Clinton:

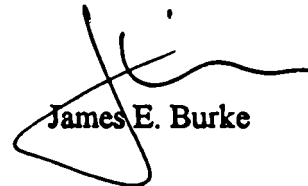
Let me first thank you both again for the inspirational "White House Event". You can't possibly understand the importance of your impact on the media, advertising and community leadership people in attendance...it was truly electrifying! We are now hard at work building on this new interest and momentum you helped create.

Upon reflection, I believe my remarks to you in the receiving line are valid. A speech to the nation from the White House on the Crime Bill would draw a large and bipartisan audience. The drug prevention and treatment programs in the Crime Bill would have broad consensus and support if the inter-relationships between drugs...crime...and violence were properly understood in terms of what would be lost at the community level if these initiatives were eliminated.

I believe the impact of such an address should not be underestimated, and attached are a few suggestions as to the content. I would be honored by the opportunity to work with the White House on putting together background material if you decide to make such a speech.

In any case, thank you both again for your reaffirmation that what we are doing on the illicit drug issue is a worthwhile contribution to our country.

Respectfully Yours,



James E. Burke

JEB:dmp
Attachments

YOU WERE BOTH WONDERFUL!
I WILL CONTINUE TO TRY TO PERSUADE
THE REPUBLICAN LEADERSHIP TO MAKE
THIS ISSUE A BI-PARTISAN ONE.

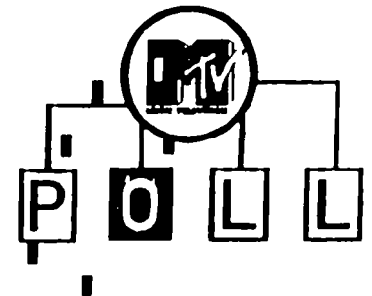
The public needs to be reminded of the following:

- 60- 75% of all criminals arrested test positive for illegal drugs, and drug use is rising most dramatically among juvenile detainees.
- These same criminals started using drugs “casually” as children...90% before their 18th birthday...50% before their 16th birthday...almost all of them started with marijuana.
- Children of the violence producing age group (16-29) have a better understanding of this whole issue than adults do (see the attached poll conducted by MTV).
- We know that prevention and treatment works...and the main provisions in the crime bill in this regard were put together by bipartisan committees, based on substantial research as to their cost effectiveness.
- We as a country have made enormous progress through prevention, e.g. overall drug use is down 50%...the number of cocaine users is down 70%. This is due to our children making the decision not to start or to quit...one kid at a time...and they should be recognized for their contribution.

WHY IS VIOLENCE INCREASING?

• DRUGS	26%
• ECONOMY/UNEMPLOYMENT	20%
• LACK OF MORAL VALUES	16%
• FAMILY UNIT BREAKDOWN	15%
• GANGS	14%
• RACIAL TENSION	7%
• TV VIOLENCE	6%
• POOR EDUCATION	5%
• OTHER	16%

*VOLUNTEERED RESPONSES



David L. Rosenbloom, Ph.D.
Project Director

Cecilia Dawkins, Ph.D.
Deputy Director

Janice Ford Griffin
Deputy Director

February 7, 1995

Jim Burke
Partnership for a Drug Free America
666 Third Ave.
New York, NY 10017

Dear Jim,

It was good to talk with you this morning. Thanks again for taking leadership. Two items are enclosed. I hope they strengthen the package you are preparing.

The first is the briefest summary of the major findings from our survey. In each of the 20 largest cities, we talked to the Mayor's Drug Directors, police chiefs, Health, Housing and Parks Directors, the United Way Directors and the leaders of the community anti-drug coalitions. The message was loud, clear and consistent. Illicit drugs and excessive alcohol are at the core of the crime and violence in their cities. The most effective things they are now doing are prevention, treatment, public awareness and police activities that directly involve multiple agencies and citizens in the neighborhoods.

The second item is an op-ed piece I wrote for the Boston Globe. It relates directly to the Crime bill debate. You are correct, all the hard won progress that has been made at the local level can get undone, if we cut prevention and treatment.

Please let me know how I can help.

Sincerely,



David

JOIN TOGETHER
is funded by
a grant from
THE ROBERT
WOOD JOHNSON
FOUNDATION
to the
BOSTON UNIVERSITY
SCHOOL OF
PUBLIC HEALTH.

LARGE CITY MAYORS' SUBSTANCE ABUSE DIRECTORS AND POLICE CHIEFS SAY PREVENTION, TREATMENT AND POLICE COMMUNITY PARTNERSHIPS REDUCE SUBSTANCE ABUSE, NOT PUNISHMENT AND INCARCERATION

David L. Rosenbloom, Ph.D.
Project Director

Cecilia Dawkins, Ph.D.
Deputy Director

Janice Ford Griffin
Deputy Director

RESULTS OF JOIN TOGETHER NATIONAL SURVEY

Contrary to much of the current rhetoric about the need for additional prison space and tougher punishment, the officials who actually lead the fight to reduce crime in the nation's twenty largest cities report that the most effective initiatives currently underway in their cities include drug education, prevention, treatment and efforts that involve citizens at the neighborhood level. They know that more than half of the crime in their cities is directly related to illicit drugs and excessive alcohol.

Join Together asked the Mayors' Substance Abuse Directors and Police Chiefs to name the three most effective things being done in their city to reduce substance abuse. More than half of the responses described programs of drug prevention, treatment and police activities directly involving citizens and other public agencies working in the neighborhood, such as community policing. For example, in Chicago the switch to community policing and the work of the Communities Empowered to Prevent Alcohol and Drug Abuse program were mentioned.

The survey also asked respondents to name the three things which are not now being done. The majority of the responses called for expanded drug treatment, prevention awareness and community involvement. For example, one Mayoral respondent said:

"The amount of treatment available for adolescents is ludicrous, only about 40 beds."

Another police leader complained that indigent drug addicts had almost no access to inpatient care and that his officers were stymied in their efforts to make progress against drug markets.

JOIN TOGETHER
is funded by
a grant from
THE ROBERT
WOOD JOHNSON
FOUNDATION
to the
BOSTON UNIVERSITY
SCHOOL OF
PUBLIC HEALTH.

While city leaders are calling for additional treatment and there has been a modest increase in national appropriations, it appears that actual access to treatment is holding steady or declining in our largest cities. Only two of the Health Director respondents reported increases in drug treatment slots in the last two years. Nine said the number of treatment slots had stayed the same, while eight reported that treatment for substance abuse had actually gone down in the last two years. This decline in access to treatment was confirmed by community leaders and United Way respondents.

A substantial majority of all survey respondents said that citizen involvement in the fight against substance abuse has increased during the last two years and the involvement of citizens is a key factor of success.. Police efforts that utilize community leaders in planning and coordinating a city's social, housing and health services were cited as particularly effective in almost half of the cities surveyed.

SURVEY METHODOLOGY

During the last quarter of 1994, Join Together conducted a survey of public officials and private sector leaders in the 20 largest cities identified in the 1990 census. Telephone interviews were conducted with the Mayor, Police Chief, School Superintendents, Directors of Health, Housing, Parks and Recreation (or their designees), leaders of community based groups that are active in substance abuse and the Directors of the local United Way. 364 individuals were interviewed and the answers provided by the Mayors (or their spokesperson) were verified in writing.

The Boston Globe

SATURDAY, FEBRUARY 4, 1995

DAVID L. ROSENBLOOM

Tough talk, mean streets

Members of Congress want to reduce crime in America to make us safer in our homes and communities and want to cut the budget and the deficit. They can achieve both goals by reducing and preventing major causes of crime: illicit drugs and excessive alcohol.

A majority of the people now in prison are there for crimes related to their own addiction or to the illegal drug markets that supply addicts. If we had enough prevention and treatment programs in place, many of them would not be criminals. Some would have gotten or kept jobs. They would be paying taxes and supporting their families.

Dollar for dollar, Congress can buy more safety for Americans through drug prevention and treatment than through any other criminal justice expenditure. That is why prevention and treatment must be expanded, not cut.

Repeated studies have shown that people in drug treatment dramatically reduce their criminal behavior both during and after treatment. They are less likely to commit new crimes than people who are arrested and go to prison but receive no treatment.

The House Judiciary Committee's crime subcommittee held hearings on Jan. 19 and 20 aimed at changing the crime law that was passed last year. There was lots of talk about punishment but almost nothing about prevention. Tough talk may play well in Washington, but it won't make us safer in Boston.

Our experience in the past decade and formal studies have also shown that adolescents who are repeatedly exposed to effective prevention programs are substantially less likely to start using illegal drugs and getting drunk than those who do not get these programs. Kids who have hope for a job and constructive supervised sports or other activities after school and on weekends are less likely to cause trouble than those who have nothing to do and no adult to talk to.

When we cut prevention, as we are starting to do, use of illicit drugs goes up. We breed a whole new generation of criminals to supply the new addicts. New marijuana and inhalable heroin businesses are flourishing because use among teens is starting to go up again after a decade of steady declines.

Of course, there needs to be firm punishment for violent criminals. Drug or alcohol addiction is not an excuse for criminal acts. Punishment should include treatment that will reduce future risk to the rest of us. Drug treatment is not a reward for an addicted

criminal; it is protection for the rest of us.

Another hot issue is who should decide how to spend the money against crime - federal or local agencies? There is growing sentiment to send money to state, county or local governments in block grants.

That may make sense. Working together, local public and private leaders could develop practical and cost-effective approaches. They would spend the money very differently than the debate in Washington suggests.

A poll of 382 local elected officials published by the League of Cities on Jan. 23 reported that two-thirds of local elected officials think efforts to strengthen families will be the best way to reduce crime in their communities. Most local officials favor a mix of police enforcement and prevention programs. Only 8 percent

think building more prisons and increasing the use of the death penalty are the best ways to reduce crime.

Each community that receives crime, prevention, treatment or youth development money should be required to articulate its needs and goals and direct the money to meet the goals it estab-

lishes. Part of the process should be regular public reporting on how well goals are being met. If we are to be safer, we need to demand real strategies, results and public accountability.

Congress is debating how much money should be spent on crime, prevention, treatment and youth development. Some are arguing that the total spending can be cut without impacting services if the money is sent without "strings."

Congress should not kid itself or us. If there is less money for prevention and treatment, there will be more addicts and more drug-related crime. Less money means less service and safety. That is what happened in the early '80s when Congress created the current block grant programs but cut total funding. Treatment slots were cut by almost 25 percent in some states. The crimes committed by untreated addicts went up, and we had the great crime wave that has now filled our prisons to overflowing. If Congress cuts the money again, it will be starting a new and costly crime wave.

Therefore, every American should demand that prevention and treatment be expanded for very selfish reasons. We will be safer and pay less for public and private protection from the danger and damage of illicit drugs and excessive alcohol.

David L. Rosenbloom is director of Join Together at Boston University's School of Public Health.

**Congress will
make America
safer through
drug
treatment
programs than
through
criminal
justice
expenditures.**

Community :30TV

6/14/94

President Clinton:

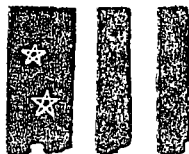
America as a nation has never been afraid. But today, as individuals, too many Americans *are* . Afraid of the violence in our streets...our schools...even in our own homes. What can we do? We can stop the drug use that *fuels* violent crime and puts *all* of us at risk. [Thousands of programs across America are working to end the nightmare of drug abuse and the violence it feeds. Please, support the effort in *your* community.]* And help return us...to our better selves.

V/O:

[Phonenumber super up]

To learn what *you* can do, call now.

* Liftable :10



PARTNERSHIP FOR A DRUG-FREE AMERICA
405 LEXINGTON AVENUE • NEW YORK, NY 10174
(212) 922-1560

Bush Administration Chron File

**PHOTOCOPY
PRESERVATION**



Dec-21, 1988

Dear Tim -

First, thanks for coming down.
A great, constructive visit.

Second, I received to memo.
have digested it and will share
it. It is terrific -
I am pleased with that Private
Sector role, which I hope you'll

be able to do -

Have a great Christmas

My thanks again -

A handwritten signature, likely "Clyde", written in dark ink.

Johnson & Johnson

JAMES E. BURKE
CHAIRMAN OF THE BOARD

NEW BRUNSWICK, NEW JERSEY 08933

December 13, 1988

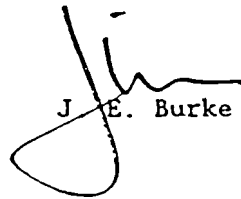
The Honorable George Bush
President-Elect
The White House
Washington, D.C. 20500

Dear Mr. President-Elect:

This is to thank you for being so very generous with your time in listening to my ideas on how the private sector can be better mobilized to help fight the war against illegal drug abuse.

I am attaching a very rough outline of the concept and would be happy to discuss my thoughts in greater detail with you, or whomever you might wish to designate.

Respectfully,



J. E. Burke

/kr
Attachments

THE PROBLEM

Illegal drug abuse threatens to destroy the social fabric of the nation. While problems like the budget deficit, escalating health care costs and the disarray of our educational system are serious, nothing impacts the well-being of the country quite the way drug abuse does. Last year thirty-seven million Americans used illegal drugs, spending in excess of \$110 billion dollars. Estimates as to the total cost to society of illegal drugs run as high as \$250 billion annually.

THE PREMISE

No matter how much money is spent on interdiction and law enforcement, no matter how successful the Administration may be in persuading the "grower" nations to curb production and distribution of illegal drugs, the problem cannot be solved without first reducing the demand for drugs.

THE PRIVATE SECTOR APPROACH

Reducing the demand for illegal drugs is a communications and marketing problem. The American enterprise system can deal effectively with this challenge if sufficient resources are applied consistently over a long enough period of time.

The mechanisms are already in place, and the process has begun. In 1986, through the efforts of The Media-Advertising Partnership For A Drug-Free America in cooperation with the Ad Council, \$55 million was donated in advertising against the problems of illegal drug abuse. The estimate is that \$160 million worth of time and space was donated in 1988. An objective of \$350 million worth has been set for 1989. (See Exhibit I.)

Early evidence of a measurable impact of this and other efforts is encouraging. The latest study from NIDA (National Institute on Drug Abuse) reports that for the most recent twelve months surveyed there was a significant drop in the use of cocaine among high school seniors. The survey found a decrease of about one-third -- from 6.2 percent in 1986 to 4.3 percent in 1987 -- in the number of seniors who had used cocaine at least once in the past year. (This study does not, of course, deal with the escalation of crack use among the poor and disadvantaged in our cities.)

A comprehensive national survey just completed by the "Media Partnership" shows that consumer attitudes are changing toward drugs, and that there is a direct correlation between the degree of improvement in attitudes and the amount of advertising weight against a given market.

A PARADIGM FOR REDUCING DRUG ABUSE

While at times the drug abuse problem appears to be almost intractable, we can take encouragement from examining what this Nation has accomplished in reducing cigarette smoking. (See Exhibit II) Surgeon General Koop's report of May 16, 1988, concluded that cigarette smoking is as addicting as such illegal drugs as heroin and cocaine.

RECOMMENDATIONS

Coincident with naming the "Drug Czar" and outlining that office's duties, I would urge you to call upon every citizen in the nation to join you in the war against drugs--a war that can not be won without the direct involvement of the public.

At the same time, I would urge you to name a representative from the private sector to coordinate the efforts of the news media, the entertainment industry, and corporate America to accelerate the communication and marketing campaign being waged against drug abuse. A great deal more can be done.

I suggest you announce the establishment of a "National Drug Index" to be published by the government as soon as the information can be gathered. This will be publicized by the media nationally and tell us how many people are using illegal drugs, and what kind. The index would be published bi-annually over the next four years as a "tracking device" on our progress in reducing the consumption of drugs (special information can be developed on a regional basis to highlight where the problem is more acute, which would make it easier to allocate our resources.)

Your representative in the private sector would work toward the following objectives:

1. Assist the "Media-Advertising Partnership" in increasing the advertising weight to the forecasted \$350 million per annum...with a commitment to sustain that amount for at least the next four years.
2. Meet with the producers of mass entertainment to urge them to further deglamorize drugs and increase the country's awareness of the problem, among children and parents. (Research shows that parents are increasingly unrealistic about drug usage by their children.)
3. Work with the news media to give greater attention to the importance of drug abuse from a consumer demand point of view...as well as the health care aspects of the problem.
4. Persuade business organizations that it is in their competitive self-interest to establish drug abuse and rehabilitation programs in the workplace. It is currently estimated that half of the Fortune 500 companies are doing some form of drug testing. We need comprehensive education, testing, and rehabilitation programs in all major corporations. (The Government must work to protect the rights of business to do appropriate "pre-employment", "for cause" and "for safety" testing.)
5. Work with the "Drug Czar" to help facilitate better information, encourage basic drug education, treatment, and primary research.

A ten percent reduction in illegal drug usage could save the country an estimated \$25 billion per year in addition to alleviating the extraordinary human suffering and social costs brought about by addiction.

I believe it is a reasonable and achievable objective over the next four years.

DOLLAR VALUE OF DONATED ADVERTISING

\$ U.S. MILLIONS

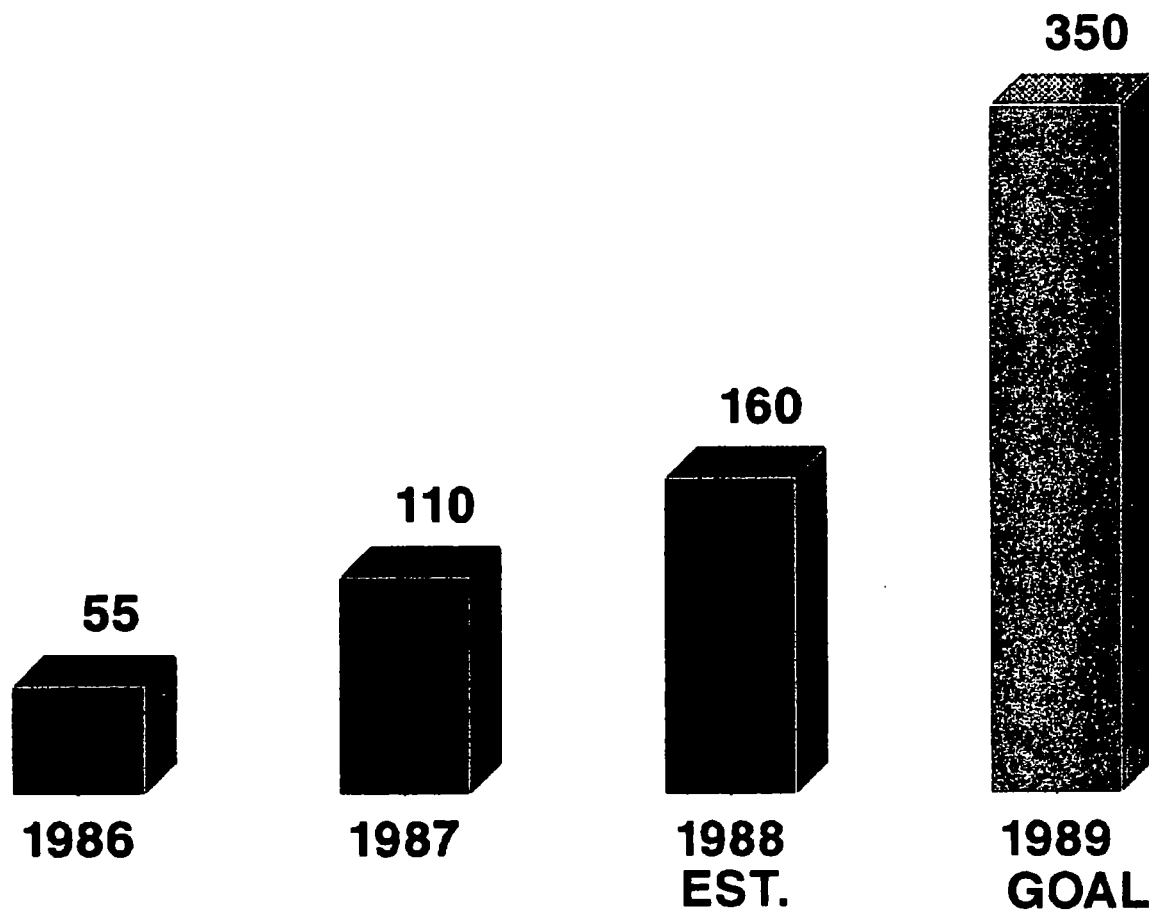
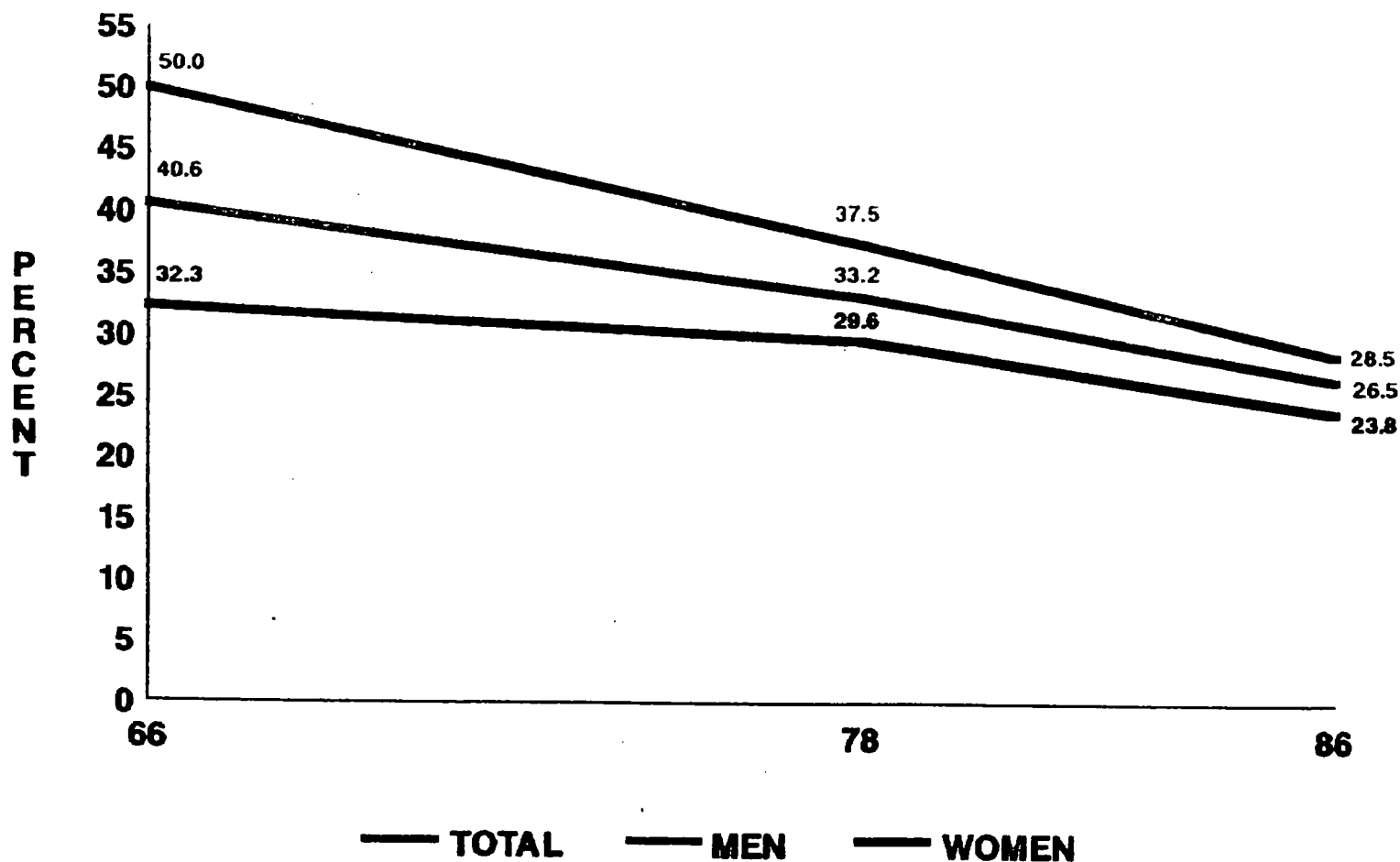


EXHIBIT 1

CIGARETTE SMOKING – U.S. ADULTS



SOURCES: OFFICE ON SMOKING AND HEALTH, CDC; NATIONAL CENTER
FOR HEALTH STATISTICS, CDC

EXHIBIT II

12/11/90

THE PROGRESS BEING MADE IN THE SO-CALLED "WAR AGAINST DRUGS" IS THE MOST POSITIVE DOMESTIC ISSUE IN THE COUNTRY.

The President took "ownership" of this issue when he addressed the nation on September 5, 1989 (his speech is attached, as well as my correspondence dated December 1988).

There is very clear evidence that the nation is "turning off drugs" and this progress has been accelerated by Presidential leadership.

-The NIDA survey to be released on December 18 shows substantial declines in drug usage patterns (e.g. cocaine use in past year down from 4.1 to 3.1% of population and past month usage down from 1.5 to .8%).

-The High School Senior survey to be released January 24 will show usage dropping in a pattern consistent with NIDA.

-The Gordon Black data done for the Partnership for a Drug-Free America released in September was predictive of and wholly consistent with the NIDA and High School Senior surveys.

We now have four successive quarters of DAWN data that clearly shows a drop in the incidence of drug-related emergency room admissions (e.g. cocaine emergency room mentions in the past twelve months are off 33% from the previous twelve months.)

While there is exceptional progress to report, the nation is skeptical and has reason to continue to be very concerned. There is general agreement that some six million Americans are in various stages of addiction - presenting an awesome health care and criminal behavior problem that still needs to be dealt with.

The President should include a status report on the "War Against Drugs" (although I would prefer a different metaphor) in his State of the Union address.

And, depending on the Middle East situation, make a more thorough report from the White House at a later date. There is much that needs to be said, and his leadership will have an important effect on the progress being made.

Recommendations:

1. The Media

The President should thank the media for having such a profound effect on American attitudes toward drugs. The Partnership for a Drug-Free America has achieved its goal of \$1 million per day worth of anti-drug message and they are working. The President should encourage the media to continue this support for the next two years.

Virtually every Hollywood producer is now signing up as a "member" of the Partnership for a Drug-Free America, promising to increase anti-drug entertainment programming. (Special mention can be made of the "Cartoon All-Stars to the Rescue" program - and the fact that Partnership research shows that children 9-12 are the most anti-drug age group in America.)

2. The Workplace

The President should thank the leadership of those companies that have comprehensive programs in the workplace that include education and employee assistance (treatment) programs.

He should ask all companies to consider how they might become involved - at least in terms of pre-employment testing for drug use.

Drugs in the workplace is a global competitiveness issue (the Japanese and Europeans don't have the problem that we do) and it is a moral issue (we should not expose our workers to the higher injury and fatality rates that are a concomitant to drug usage).

3. Community Action

The most important thing that is happening in the country is that literally millions of citizens are involved in community action programs all over the country. (I have visited many of these and can testify that it is a grass roots movement of extraordinary importance - with many people having chosen to "get involved" because the President asked them to in his Labor Day address.)

These people need to be thanked for what they are doing - and the Administration must show them tangible support.

There are specific things that can be done consistent with Strategy III...and must be done if the Administration is to maintain credibility on this issue.

A. Community Assistance Grants

There are grants being considered for 370 community projects modeled after the Robert Wood Johnson "Fighting Back" program in the range of \$100-\$150 million. While I believe this is inadequate, it is a start and can be used to dramatize the fact that people are already "empowered" to do what needs to be done in their local community. (The President should visit some of these to illuminate creative solutions to "the problem.")

B. Treatment on Demand

While we still have much to learn about treatment modalities, it is morally and practically indefensible to admit to having 6,000,000 addicts and not have a plan in place to provide treatment for those who want it.

This is a complicated subject, but as Strategy III calls for a shift toward prevention and treatment, we must have a credible plan as to how this is going to be done - and it must involve increased federal funding.

Shifting money from the supply side of the drug problem to the demand side is the most efficient thing the government can possible do and there is mounting evidence to support such a strategy.

C. Gun Control

A sensitive political subject but at the "gut level," the public is skeptical about progress in the "War Against Drugs" because of drug-related violence. The Bureau of Alcohol, Tobacco and Firearms at the Treasury has a program that ought to be aggressively supported and announced by the President. It targets armed career criminals by staking out gun shops, tracing weapons and stepped up enforcement against unscrupulous retailers by putting 30-50 man teams in the 10-20 worst areas in the country.

I believe the Administration is vulnerable unless they take some dramatic and highly visible action on gun control. This plan might be a reasonable start.

Summary

We are winning because the country is involved in the fight and we can not underestimate the importance of Presidential leadership in this regard. George Bush should continue to communicate regularly on the drug issue and remind the country that it is our #1 problem because it is intimately related to every other social issue of importance to the nation...health care...AIDS...crime...family violence...the homeless...education...and our competitiveness both economically and morally in the world community.

12/11/90

March 18, 1991

The Honorable George Bush
President
The White House
Washington, D.C. 20500

Dear Mr. President:

We were all inspired by Barbara's presentation to us in New York. As I wrote her... The Partnership For a Drug-Free America has a whole new sense of themselves as a result of her visit.

I am increasingly optimistic about the drug problem. While the current situation is still very serious... There is no doubt that the country is "Turning Off Drugs" (see enclosure).

With the new initiatives we are planning in the work-force, and the truly extraordinary activity we are witnessing at the community level, I really believe our most serious domestic problem of two years ago is potentially THE MOST POSITIVE DOMESTIC ISSUE IN THE COUNTRY.

I am suggesting a very simple idea that can accelerate the process of change.

I would like you as Commander-in-Chief to ask every returning serviceman and woman to visit his or her secondary school or high school, and in the uniform of the gulf, address the student body with a very simple message:

"OUR PRESIDENT HAS ASKED US TO THANK YOU FOR WHAT YOU ARE DOING. BY STAYING IN SCHOOL...WORKING HARD...AND... BY TURNING OFF DRUGS...YOU ARE HELPING YOUR COUNTRY EVERY BIT AS MUCH AS WE ARE."

You, as President...Mrs. Bush...Secretaries Alexander and Cheney...Governor Martinez...Generals Powell and Schwarzkopf, and others could visit a school as well, adding your own importance to the message, viz. "There are no jobs in the military for men and women who use drugs, and soon there won't be any in the private sector either."

With unbounded admiration for your leadership.

Jim Burke

w/enclosure

BEGINNING MIDDLE OF PAGE 9

Here at West Point and throughout our armed forces everywhere...the military has shown us the essence of the American character...opportunity based on merit. Now let us build a "we"...not a "me" generation by reminding the nation (and the world?) of these ideals.

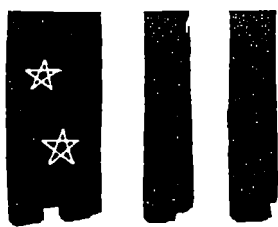
Our magnificent military has helped secure the peace abroad. Now I believe, by their performance and by their example, our military can help us heal the wounds and scars here at home and offer their extended hand to spur harmony and brotherhood...to offer hope and inspiration to our youth.

I say this because I know that many of our wonderful servicemen and women returning from Operation Desert Shield and Desert Home have already become "points of light." They are returning to their own communities and urging young people to follow their lead -- to stay in school -- to work hard -- to stay away from drugs.

Because I believe their example is so inspiring and that their experience provides such a unique opportunity, I am asking the commanders of our armed forces to urge all their returning troops whenever and wherever possible to tell the positive story of their lives and their experiences...and I urge the leaders of our communities everywhere to extend an invitation to these wonderful young men and women to come and speak in schools and other public forums.

What better example of today's national character...than these Americans who have served so well in the Persian Gulf...providing important lessons for all of us as we struggle with the difficult process of domestic renewal in every neighborhood across the nation.

God bless you all...and thank you for your leadership.



PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE
Chairman

July 9, 1991

The Honorable John H. Sununu
Chief of Staff
The White House
Washington, DC 20500

Dear Governor Sununu:

The progress being made in the so-called "War Against Drugs" is the most positive domestic news in the country.

The President took "ownership" of the drug problem when he addressed the nation on September 5, 1989. There is very clear and comprehensive evidence that America is "Turning Off Drugs" and the changes in the public's attitudes and behavior toward drugs have been due, in many ways, to Presidential leadership.

I strongly urge that the President make a "report to the nation" during the first week of September on the status of the drug problem. While there is good news to report...the public is skeptical and has reason to continue to be very concerned. (There is general agreement that up to 6 million Americans are in various stages of addiction...presenting an awesome health care and criminal behavior problem.) The second anniversary of his anti-drug Labor Day speech gives the President an important opportunity to tell the American people what they very much want to know:

- How much progress has actually been made
- What is the next stage of our "National Strategy"
- What can the American public do to help

A review of the President's 1989 address provides an ideal framework for an update as it refers to..."The four major elements of our strategy"...Law enforcement, interdiction, prevention and treatment.

Law enforcement - while drug related crime continues to be at very high levels - progress is being made - and notably so in many cities. The public's continuing concern provides the opportunity to call for passage of the administration's crime bill (and also make mention of the recent notable Supreme Court decision).

The President can point to success in interdiction when measured by the dramatic increases in seizures...and can make the case that these efforts must continue.

On this point, however, a quote in a recent issue of Time magazine from Rodriguez, the alleged patriarch of Columbia's Cali cartel is revealing..."Economics has a natural law: supply is determined by demand. When cocaine stops being consumed, there is no demand for it...that will be the end of that business."

This quote could provide a natural bridge to the need for more emphasis on prevention and treatment consistent with the new focus of strategy IV.

The country's greatest progress has been in prevention and there is overwhelming evidence to support that fact, with new data available in August.

Furthermore, improvement on the demand side has been accomplished with the intense involvement of the private sector:

- . There are extensive drug education school programs in virtually every town in America. (Research shows 9-12 year olds are now the most anti-drug group in the country).
- . 9 million copies of "A Parent's Guide to Prevention" have been distributed by the Department of Education.
- . Almost \$1 billion worth of anti-drug messages have been delivered by the Partnership for a Drug Free America.
- . 85% of our major corporations have comprehensive anti-drug programs.
- . Literally hundreds of "community coalitions" have been organized by private citizens to deal with the drug problem.

And there are new initiatives on the demand side that need to be announced to the nation:

- . Continuing the President's emphasis on national service, ONDCP and HHS are launching the National Volunteer Training Center, which will train grassroots prevention volunteers throughout the country. The Center will also work with Fortune 500 companies to develop partnerships to fund local community prevention activities in all 3,000 counties in the country.

- . There is the expanded workforce program under the leadership of Al Casey and Bill Moss chairing the President's Drug Advisory Council...to reach the small and medium size companies where most Americans are employed. I also believe we can secure labor leaderships' cooperation in a campaign to eliminate drugs in the workplace built around a rallying cry that "there will be no jobs in the workforce for people who use drugs!"
- . The major studios in Hollywood have now joined the Partnership for a Drug-Free America and are working to include anti-drug messages in more and more of their shows...both movies and television.
- . And finally there should be an important announcement from the President on new and innovative approaches to treatment.

There is general agreement among many experts that we must expand the number of treatment programs and improve the existing treatment system through targeted state plans, central treatment evaluation/referral units and better research. This speech would provide the opportunity to announce several new and important demonstration programs to deal with the very difficult treatment issue and reassure the public that this "terminal" part of the drug problem is being aggressively addressed.

Examples might include drug treatment campuses and/or several military bases being converted to treatment centers, the development of better medications, and the expansion of ongoing basic research. Additionally the Departments of Labor and HHS have joined together to integrate drug treatment services into six Job Corps sites across the country. Participants in the Job Corps program who have drug problems will receive drug treatment as part of the total program, increasing the likelihood that they will enhance their ability to get and maintain gainful employment, instead of being unskilled and on the street.

The President should remind all of us that illegal drug use is still our #1 problem because it is intimately related to every other social issue of importance to the nation...health care...AIDS...crime...the breakdown of families...the homeless...the quality of education...and our competitiveness both economically and morally in the world community.

Mr. John H. Sununu

July 9, 1991

Page Four

In summary the President can state that we are making real progress in the "War Against Drugs" and thank all those in the country who are involved in the fight. (We cannot underestimate the importance of Presidential leadership in this regard.)

Two years ago, the President closed his address by asking all Americans to help in the battle against drugs. Since then I have travelled all over this country and can assure you his remarks have had a profound effect. The time has come for him to state the gains made and at the same time to reissue his challenge. I have no doubt that his continued leadership will greatly accelerate the encouraging progress that has already been made.

Sincerely,

James E. Burke

Written by but not signed by Mr. Burke

THE WHITE HOUSE
WASHINGTON

DATE: September 17, 1991

FROM THE PRESIDENT

TO: JOHN SUNUNU/BOB MARTINEZ/ROGER PORTER

SUBJECT: 9/16 Visit with Jim Burke

Jim is very optimistic about the progress made in the drug fight. He feels the effort is going well but needs more involvement from the President.

In a constructive way, he cited his disappointment with the fact that we didn't follow-up on the idea of soldiers visiting their schools to speak out against drugs; the putting of a strong drug speech into the State of the Union speech; and urging in July that I speak to the nation on drugs.

He thinks we have a strong message, but that I must find ways to be "out front" more on this -- find ways to help Bob Martinez's office. He does see a close tie to Education.

As you know, I am very high on Jim Burke and I would like thought to be given to his bottom line: "More personal involvement by the President."

Thanks.

JAMES EDWARD BURKE

September 19, 1991

The Honorable George F. Bush
President
The White House
Washington, DC 20500

Dear Mr. President:

I am most grateful to you for making so much time available to me. On a personal note, it was most meaningful to me to have the opportunity to observe first-hand how well you look -- very reassuring to all of us.

I am enclosing a copy of my July 9 letter to John Sununu because it encompasses most of the points we covered.

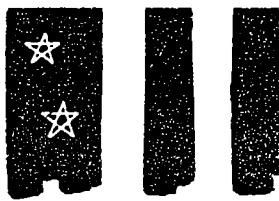
I believe that a major speech to the nation on drugs is still an imperative, and the possible billion dollar shift from supply-side to demand-side efforts as part of Strategy III would provide an important and dramatic "raison d'etre" for such an address.

Once again, let me thank you for your leadership.

Sincerely,

J. E. Burke

mah
enc.



PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE
Chairman

October 22, 1991

Mr. Andrew H. Card, Jr.
Assistant to the President
Deputy to the Chief of Staff
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

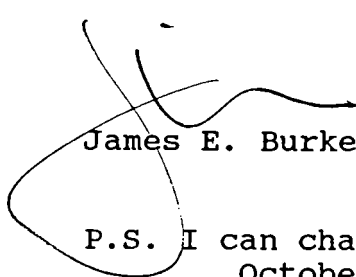
Dear Andy:

Attached are copies of the original correspondence to you and Governor Sununu.

I believe that the arguments in my letter are still valid reasons for the President to speak to the Nation and I have several thoughts as to the timing and forum for such an address.

I deeply appreciate the opportunity to discuss this subject with you and Governor Sununu at your convenience.

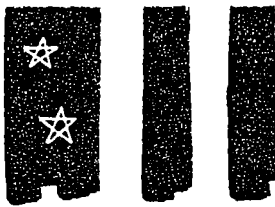
Sincerely,



James E. Burke

P.S. I can change almost anything on my calendar except:
October 28 & 29, the afternoon of October 31 and
November 4 and 5.

w/enclosures



PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE
Chairman

July 8, 1991

Mr. Andrew H. Card, Jr.
Assistant to the President and
Deputy to the Chief of Staff
The White House
Washington, DC 20500

Dear Andy:

Sorry we were unable to "connect". I tried again on Friday...but no answer. I am sending you the attached, even though it has not yet been fully "vetted" by the ONDCP.

Please tell the Governor that I would like very much to have the opportunity to discuss this idea with him and/or the President. It is difficult to fully convey my convictions about its importance to the country in a memo.

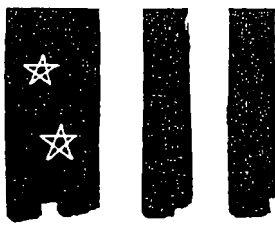
A speech to the nation, on the second anniversary of the President's address from the oval office, is a singular opportunity to catalyze the nation's deep interest and energy in winning the "War Against Drugs".

Sincerely,

James E. Burke

Written by but not signed by Mr. Burke

w/enclosure



PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE
Chairman

July 9, 1991

The Honorable John H. Sununu
Chief of Staff
The White House
Washington, DC 20500

Dear Governor Sununu:

The progress being made in the so-called "War Against Drugs" is the most positive domestic news in the country.

The President took "ownership" of the drug problem when he addressed the nation on September 5, 1989. There is very clear and comprehensive evidence that America is "Turning Off Drugs" and the changes in the public's attitudes and behavior toward drugs have been due, in many ways, to Presidential leadership.

I strongly urge that the President make a "report to the nation" during the first week of September on the status of the drug problem. While there is good news to report...the public is skeptical and has reason to continue to be very concerned. (There is general agreement that up to 6 million Americans are in various stages of addiction...presenting an awesome health care and criminal behavior problem.) The second anniversary of his anti-drug Labor Day speech gives the President an important opportunity to tell the American people what they very much want to know:

- How much progress has actually been made
- What is the next stage of our "National Strategy"
- What can the American public do to help

A review of the President's 1989 address provides an ideal framework for an update as it refers to..."The four major elements of our strategy"...Law enforcement, interdiction, prevention and treatment.

Law enforcement - while drug related crime continues to be at very high levels - progress is being made - and notably so in many cities. The public's continuing concern provides the opportunity to call for passage of the administration's crime bill (and also make mention of the recent notable Supreme Court decision).

The President can point to success in interdiction when measured by the dramatic increases in seizures...and can make the case that these efforts must continue.

On this point, however, a quote in a recent issue of Time magazine from Rodriguez, the alleged patriarch of Columbia's Cali cartel is revealing..."Economics has a natural law: supply is determined by demand. When cocaine stops being consumed, there is no demand for it...that will be the end of that business."

This quote could provide a natural bridge to the need for more emphasis on prevention and treatment consistent with the new focus of strategy IV.

The country's greatest progress has been in prevention and there is overwhelming evidence to support that fact, with new data available in August.

Furthermore, improvement on the demand side has been accomplished with the intense involvement of the private sector:

- . There are extensive drug education school programs in virtually every town in America. (Research shows 9-12 year olds are now the most anti-drug group in the country).
- . 9 million copies of "A Parent's Guide to Prevention" have been distributed by the Department of Education.
- . Almost \$1 billion worth of anti-drug messages have been delivered by the Partnership for a Drug Free America.
- . 85% of our major corporations have comprehensive anti-drug programs.
- . Literally hundreds of "community coalitions" have been organized by private citizens to deal with the drug problem.

And there are new initiatives on the demand side that need to be announced to the nation:

- . Continuing the President's emphasis on national service, ONDCP and HHS are launching the National Volunteer Training Center, which will train grassroots prevention volunteers throughout the country. The Center will also work with Fortune 500 companies to develop partnerships to fund local community prevention activities in all 3,000 counties in the country.

- . There is the expanded workforce program under the leadership of Al Casey and Bill Moss chairing the President's Drug Advisory Council...to reach the small and medium size companies where most Americans are employed. I also believe we can secure labor leaderships' cooperation in a campaign to eliminate drugs in the workplace built around a rallying cry that "there will be no jobs in the workforce for people who use drugs!"
- . The major studios in Hollywood have now joined the Partnership for a Drug-Free America and are working to include anti-drug messages in more and more of their shows...both movies and television.
- . And finally there should be an important announcement from the President on new and innovative approaches to treatment.

There is general agreement among many experts that we must expand the number of treatment programs and improve the existing treatment system through targeted state plans, central treatment evaluation/referral units and better research. This speech would provide the opportunity to announce several new and important demonstration programs to deal with the very difficult treatment issue and reassure the public that this "terminal" part of the drug problem is being aggressively addressed.

Examples might include drug treatment campuses and/or several military bases being converted to treatment centers, the development of better medications, and the expansion of ongoing basic research. Additionally the Departments of Labor and HHS have joined together to integrate drug treatment services into six Job Corps sites across the country. Participants in the Job Corps program who have drug problems will receive drug treatment as part of the total program, increasing the likelihood that they will enhance their ability to get and maintain gainful employment, instead of being unskilled and on the street.

The President should remind all of us that illegal drug use is still our #1 problem because it is intimately related to every other social issue of importance to the nation...health care...AIDS...crime...the breakdown of families...the homeless...the quality of education...and our competitiveness both economically and morally in the world community.

Mr. John H. Sununu

July 9, 1991

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In summary the President can state that we are making real progress in the "War Against Drugs" and thank all those in the country who are involved in the fight. (We cannot underestimate the importance of Presidential leadership in this regard.)

Two years ago, the President closed his address by asking all Americans to help in the battle against drugs. Since then I have travelled all over this country and can assure you his remarks have had a profound effect. The time has come for him to state the gains made and at the same time to reissue his challenge. I have no doubt that his continued leadership will greatly accelerate the encouraging progress that has already been made.

Sincerely,

James E. Burke

Written by but not signed by Mr. Burke