



PARTNERSHIP FOR A DRUG-FREE AMERICA

The Roper organization conducted a study in three weeks of October, 1991. The purpose of the research was to:

- o determine the seriousness of the drug issue overall, and in terms of its effect on other social problems and at "risk" groups; and
- o determine the proportion of Americans who are willing to get involved in their communities to fight drug abuse.

Method

The research was conducted among 1,992 adults in the continental U.S. This is Roper's on-going omnibus which is conducted in person among a nationally projectible sample of adults 18+.

Implications

Partnership for A Drug-Free America should continue to promote illegal drug usage as the nation's most serious problem. Advertising messages should stress that most Americans are willing to personally get involved in their communities to fight the problem.

They still need to be informed that it is not just the poor, urban centers who are experiencing these problems, but the upper and middle classes and those who live in suburbs and rural areas as well.

Conclusions

- o Americans consider drug abuse one of the most serious social problems. Of 19 issues, drug abuse (35%) was second only to crime and lawlessness (37%) in personal concerns. Moreover, since virtually everyone (97%) believes drug abuse worsens the problems of crime and violence, the two top issues are basically interchangeable. Drug abuse is considered the nation's number one problem among blacks and those with incomes under \$30M/year. (Table One and Two)
- o Over 4/5 (82%) of Americans are "extremely very concerned" about the use of illegal drugs in the U.S. Blacks and parents are even more concerned. There is high recognition that drug usage is seriously affecting our most serious social problems: (Table Two)

	<u>%</u> <u>A lot/somewhat</u>
Crime and violence	97
AIDS epidemic	89
Health care cost	75
Quality of education	75

- o Americans believe that urban residents, those in poverty, and school dropouts are more "at risk." They wrongly perceive the problem is not of major import for those in rural areas (27%), executives, professionals (34%), middle class people (43%) and suburbanites (40%). Blacks are more likely to recognize that the issue is "a major problem" for those in rural areas (+10%), middle class Americans (+6%), suburbanites (+10%), and school dropouts (+8%).
- o In total, over 1/2 of American adults say they would personally spend two hours a week in community activities to reduce drug usage. 17% say they definitely would agree to do so if asked. Blacks (68%) and younger adults (62%) 18-29 are more likely to say they would agree to help.

Table One

Top 2/3 Personal Concerns

	<u>Total</u>	<u>Blacks</u>	<u>Under 30M total income</u>
Crime/lawlessness	37	42	35
Drug abuse	35	51	42
Inflation/prices	32		
Recession/unemployment	29		
Money to live right/pay bills	29		
Health care costs	28		
Government official wrongdoing	26		
AIDS	24		
Public education quality	22		
Homelessness	22		
Courts	21		
Air/water pollution	17		
Young people actions	16		
Abortion	13		
Foreign country relations	13		
Alcoholism	10		
Drunk driving	9		
War	5		
Energy	4		

Table Two

EFFECT OF ILLEGAL DRUG USAGE
ON OTHER ISSUES

	<u>WORSENS</u>	
	<u>A lot</u> %	<u>A lot/somewhat</u> %
Crime/violence	82	97
AIDS epidemic	68	89
Healthcare costs	44	75
Quality education	43	75

Table Three

WILLINGNESS TO SPEND 2+ HOURS/WEEK
IN COMMUNITY ACTIVITIES TO
REDUCE DRUG USAGE

	<u>Total</u> %	<u>Blacks</u> %
<u>Definitely/Probably</u>	<u>54</u>	<u>68</u>
Definitely	17	25
<u>Probably/Definitely not</u>	<u>28</u>	<u>18</u>
<u>Depends/D.K.</u>	<u>18</u>	<u>14</u>

Table Four

CONCERN ABOUT DRUG USE

	<u>Total</u> %	<u>Blacks</u> %	<u>Parents</u> %
<u>Concerned</u> (Very)	<u>82</u>	<u>84</u>	<u>86</u>
Extremely	45	51	50
<u>Not concerned</u>	<u>18</u>	<u>16</u>	<u>14</u>

Table Five

SERIOUSNESS OF DRUG USE
FOR SPECIAL GROUPS

	<u>Major Problem</u> %	<u>Major/Something of problem</u> %
<u>People in</u>		
Big cities	79	98
Poverty	70	92
School dropouts	67	94
Middle class	43	90
Suburbs	40	90
Executive/professionals	34	81
Rural	27	71

COMPARISON OF PATS & NIDA USAGE TRENDS AMONG TEENS/ADOLESCENTS

NIDA (12-17) '82, '85, '88, '90, '91

PATS (13-17) '87, '88, '89, '90, '91

	<u>'82</u>	<u>'85</u>	<u>'87</u>	<u>'88</u>	<u>'89</u>	<u>'90</u>	<u>'91</u>	CHANGE <u>'88-'91</u> %	Prop Drop
<u>LIFETIME/TRIAL</u>									
NIDA - Marijuana	26.7	23.6	---	17.4	---	14.8	13.0	- 4.4	25%
PATS - Marijuana	---	---	35.4	36.2	35.4	29.3	27.2	- 9.0	25%
NIDA - Cocaine	6.5	4.9	---	3.4	---	2.6	2.4	- 1.0	29%
PATS - Cocaine/Crack	---	---	14.1	14.4	13.6	8.8	8.8	- 5.6	39%
HIGH SCHOOL/ SENIOR - Cocaine	16.0	17.3	15.2	12.1	10.3	9.4	7.8	- 4.3	36%
- Crack	---	---	5.4	4.8	4.7	3.5	3.1	- 1.7	35%
<u>ANNUAL</u>									
NIDA - Marijuana	20.6	19.7	---	12.6	---	11.3	10.1	- 2.5	20%
PATS - Marijuana	---	---	29.5	31.1	28.3	21.3	20.8	-10.3	33%
NIDA - Cocaine	4.1	4.0	---	2.9	---	2.2	1.5	- 1.4	48%
PATS - Cocaine/Crack	---	---	11.7	12.5	11.2	6.3	5.5	- 7.0	56%
HIGH SCHOOL/ SENIOR - Cocaine	11.5	13.1	10.3	7.9	6.5	5.3	3.5	- 4.4	56%
<u>MONTH</u>									
NIDA - Marijuana	11.5	12.0	---	6.4	---	5.2	4.3	- 2.1	33%
PATS - Marijuana	---	---	20.2	21.6	19.2	14.9	13.5	- 8.1	37%
NIDA - Cocaine	1.6	1.5	---	1.1	---	0.6	0.4	- 0.7	64%
PATS - Cocaine/Crack	---	---	8.9	9.2	8.5	4.6	4.4	- 4.8	52%
HIGH SCHOOL/ SENIOR - Cocaine	5.0	6.7	4.3	3.4	2.8	1.9	1.4	- 2.0	59%
- Crack	---	---	1.3	1.6	1.4	0.7	0.7	- 0.9	56%

NIDA Estimated Use of Illicit Drugs
 Millions of People 12+ (Percent of Population)

	<u>1985</u>	<u>1988</u>	<u>1990</u>	<u>1991</u>
<u>Any Illicit Drug</u>				
- Past Year	37 (19.3%)	28 (14.1%)	26.8 (13.3%)	26.1 (12.8%)
- Past Month	23 (12.0%)	14.5 (7.3%)	12.9 (6.4%)	12.6 (6.2%)
<u>Cocaine</u>				
- Past Year	12 (6.3%)	8.2 (4.1%)	6.2 (3.1%)	6.4 (3.1%)
- Past Month	5.8 (2.9%)	2.9 (1.5%)	1.6 (0.8%)	1.9 (0.9%)
<u>Marijuana & Hashish</u>				
- Past Year	29 (15.3%)	21.1 (10.6%)	20.5 (10.2%)	19.5 (9.6%)
- Past Month	18 (10.0%)	11.6 (5.9%)	10.2 (5.1%)	9.7 (4.8%)



March 27, 1992

Dear Jim,

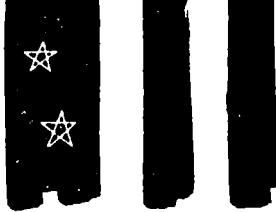
Sam Skinner showed me the partnership paper you left him. I read it with interest. I remain determined to do all I can. I will continue to support your efforts in every way possible.

This is just an 'atta boy!" for all you continue to do (How do you like my computer typing?).

All Best,

A handwritten signature in cursive script, likely of George H.W. Bush, is written below the text "All Best,".

FROM THE PRESIDENT



PARTNERSHIP FOR A DRUG-FREE AMERICA

The overwhelming majority of Americans continue to be very concerned about the drug issue. They see it as negatively impacting all of the social problems they are concerned about, including their concerns about the economy.

They are virtually unanimous that the President should be very involved on several fronts: from providing leadership to allocating more money for treatment.

However, while they recognize the president spoke to the country on the drug issue, most people believe he is now only a little involved in the problem if at all.

(Furthermore, 81% of Americans feel this is a non-partisan issue that cannot be solved by either party alone. This is true regardless of which party affiliation the respondent belonged to.)

CONCERN ABOUT DRUG ISSUE

	<u>Overall</u> %	<u>Quality</u> <u>Education</u> %	<u>Rising</u> <u>Healthcare</u> <u>Costs</u> %	<u>Country's</u> <u>Economic</u> <u>Problems</u> %	<u>Safety</u> <u>Of My</u> <u>Family</u> %
Extremely/Very Concerned	84	86	84	81	72
Extremely	49	47	46	41	40
Somewhat	14	10	13	15	19
Not At All/Don't Know	3	4	4	4	9

DESIRED INVOLVEMENT OF PRESIDENT

	<u>TOTAL</u> %
Should be Extremely/Very involved	90
Extremely	47

WOULD LIKE HIM TO:

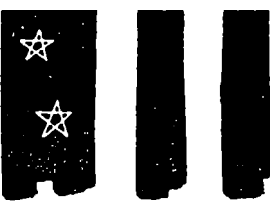
take a stronger stand	55
support more treatment	45
allocate more money to issue	38
help us understand progress made	37
encourage candidates to keep it non-political	29

CURRENT INVOLVEMENT OF PRESIDENT

	<u>TOTAL</u> %
Recall President Spoke to country on issue	69

TODAY INVOLVED:

Very Involved	24
A Little Involved	54
Not At All	16
Don't Know	6



PARTNERSHIP FOR A DRUG-FREE AMERICA

TO: Jim E. Burke
FROM: Jackie Silver
DATE: March 30, 1992

cc: Tom Hedrick
Dick Bonnette
Roger Pisani
Mike Townsend
Ginna Sulcer
Bob Caruso
Katie Schmitz
Steve Dnistrian
Bernie Gross
Jonathan Cohen

RE: Cross Tabs on Pres Study

Jim, for your meeting on Thursday, some points of interest:

1. On issues of concern about drug usage all groups of Americans are extremely very concerned (84%), but ethnic minorities are especially fearful. Blacks are significantly more concerned about drug usage effects on the economy (90%), Health Care costs (93%), safety of family (85%), and education (92%). Hispanics are especially concerned about family safety (87% vs. 73% total) and education (94% vs. 86% total). Blacks, even more than others, wish the President would allocate more money for drug abuse and especially for treatment.
2. Regional analysis indicates that Americans in the South (90%), are especially concerned about the problems and they are much more likely to believe that the President was more involved at the beginning of his term than now (36% v.s 27%). 70% of Southerners and Westerners are aware the President spoke about drug usage, so their concern about his declining involvement is more acute than for others. 54% of those in the South believe the President should be "extremely involved" in the problem.
3. Republicans more than anyone believe the President was very involved (41% vs. 29%) with the issue and 90% of Republicans believe the President should be very involved in "providing leadership to the country on illegal drug usage." 76% of Republicans believe this is not and should not be fought as a political issue. 9/10 are very concerned about the problem of illegal drug usage.

Sept 5, 1989

President Bush addresses the nation on drugs from the oval office and lays out comprehensive plan

MISSED OPPORTUNITIES

Sept, 1990

Update on progress

Jan, 1991

State of the Union Address

March - June 1991

President approves plan to have returning servicemen and women go back to their schools (in uniform of the Gulf) to address student body with message: "Our President etc..." (Bureaucracy kills the idea)

Sept, 1991

Recommendation to John Sununu that President updates progress on drugs (Recommendation never reaches the President)

Sept 16, 1991

JEB meets with President expressing strong opinion drug issue needs more leadership from President

November 14, 1991

JEB makes series of recommendations to John Sununu Richard Darman on a number of White House drug policy initiatives following very bad network coverage of NIDA data (No Acknowledgement)

December, 1991

JEB submits recommendation for President's position on drugs

January 12, 1992

JEB makes recommendations for Strategy IV, released by President on January 27

January 12, 1992

JEB recommends to staff inclusion of statement in State of the Union Address on status of drug problem in the nation (Rejected)

April 7, 1992

After reviewing PDFA survey results on American's concern about the drug issue, JEB makes recommendations for major address to nation on drugs

Since January, I have met several times with Sam Skinner as well as Clayton Yeutter to discuss the urgency of addressing the drug problem and have submitted written recommendations as to actions that need to be taken as well as requests that I meet with him to discuss these issues in person.

RECOMMENDED POSITION ON DRUGS
FOR THE PRESIDENT

.....

KEEP IT BIPARTISAN (re: Camp David Conversation)

This may be difficult but it is very important to the country - and represents real opportunity for both parties.

In the past six months we have met with 18 governors. Only one - Governor Finney (Kansas) has tried to politicize the issue - and got criticized for doing so.

Public reaction will be very negative if drug problem becomes a campaign issue.

Actions to be taken?

Meet with Biden, Rangel, Leadership?

MAKE SURE PRESIDENT IS "OUT IN FRONT" OF ISSUE

Remember it is imbedded in all other social issues, and at some level the public knows it. All other social problems are made easier as the drug problem improves.

When visiting schools, hospitals, workplaces, communities - bring up the subject of drugs.

TELL IT LIKE IT IS

The public is confused, skeptical and uninformed about reports of progress.

Thank the public for the extraordinary progress in change of attitudes toward drugs and usage - particularly among our youth.

At the same time emphasize the serious problems that still exist in the addicted population and the need for more attention being given to treatment and rehabilitation.

Administration should give the country credit for the progress, and ask for more help from everyone (vis-a-vis 1989 White House address).

STRATEGY IV

Needs more explicit recognition of the major cultural shift in the country away from illegal drugs.

Refer "National Strategy"...."one that reaches into every school, every workplace, involving every family." (GB 9/5/89 address)

ELEMENTS -

- 1 - Law Enforcement
- 2 - Interdiction
- 3 - Prevention
- 4 - Treatment

"Toughest domestic challenge we've faced in decades and we need your help."

"Everyone of you counts"

The country's greatest progress has been prevention, with the intense involvement of the public.

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.)

Over 14 million copies of "A Parent's Guide to Prevention" have been distributed by the Department of Education.

Over \$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.

STRATEGY SHOULD RECOGNIZE PARENTS - SCHOOLS - WORKPLACE - NEIGHBORHOODS - MEDIA.

STATE OF THE UNION ADDRESS

While crime and drugs are intrinsically linked with each other in the public's mind, the President should not miss the opportunity to articulate the drug problem in the larger context.

When reminded of it, the public will agree that drugs are the most important social issue, because drugs are imbedded in every other social problem - not just crime, but health care, AIDS, the homeless, education and our competitiveness as a nation both economically and morally. (Att.)

All of our social problems are made more difficult to solve because of drugs.

We are making remarkable progress...particularly among our youth. They must be thanked...as well as parents, schools, our workplaces, the media and the extraordinary grass roots movement in our communities across the country. (GB 1/10/92 address)

While there are dramatic reductions in consumption, there are still too many users...with as many 6 million Americans "in trouble".

Much more must be done...law enforcement...interdiction...prevention...and treatment. Each should be discussed in terms of new initiatives...everyone should be asked to help. (Att.)

"Not as Democrats or Republicans, Liberals or Conservatives... but as Americans." (GB 9/5/89 adress)

- Americans continue to be very concerned about the drug issue.
- They are virtually unanimous that the President should be very involved.
- A majority believe he is currently only a little involved.

A major address to the nation on drugs continues to be an imperative for the President and he should:

1. Tell it like it is.

The public is confused, skeptical and uniformed. He should report to the public on the extraordinary progress in the change of attitudes towards and usage of drugs...particularly among our youth.

At the same time, he should emphasize the serious problems that exist in the country as a result of the large addicted population...that we have created over the last generation.

2. Urge a bi-partisan shift of \$1 billion from the supply side to the demand side of the drug problem.

This proposal was made by Herb Kleber to ONDCP in September (att.) and should be "re-worked" to get agreement from ONDCP as well as Democratic leadership.

3. Thank the country for the progress it is making and ask for more help from everyone.

The media, schools, workplace programs, and, most importantly, families and communities everywhere are actively engaged in the process of turning off drugs. Their efforts should be recognized and they should be stimulated to do even more. (Our surveys showed that the majority of people would give several hours a week to the problem if asked.)



PRESIDENT'S DRUG ADVISORY COUNCIL
EXECUTIVE OFFICE OF THE PRESIDENT
Washington, D.C. 20503

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

May 5, 1992

Dear Mr. President:

Your leadership during the riots in Los Angeles last week was inspirational and your comments Friday night to the nation struck "all the right notes" in reassuring a most anxious nation.

There is no question in my own mind that what happened in Los Angeles is a defining event for all of us, and the strategies employed by the country in the months ahead to deal with our problems in the inner-cities will be of historic significance.

I have been convinced for some time that the "root causes" and "effects" of illegal drug use among the disadvantaged in the inner-city can only be solved at the community level. We now estimate that there are over 500 community coalitions in the country and the number is growing. These organizations are in various stages of development, but share a common commitment to long-term solutions. They need leadership and financial support for their efforts, but they share a deep conviction that they can solve the seemingly intractable problems they face.

Because your impact was so positive when you spoke to a forum of these coalitions on January 10 in Washington, and because of the recent crisis in Los Angeles I would like to make the following recommendations:

1. Name a Democrat as director of the office of National Drug Control Policy. Even before the Los Angeles crisis it was clear that the public does not want the drug issue politicized. It is now imperative that the drug problem be managed on a bi-partisan basis. Tad Foote is a relative of Adlai Stevenson and married to senator Fulbright's daughter, which should make him attractive to the democratic leadership as well as the rank and file.

Most importantly, he has a proven record in having provided the leadership and management skills required to make the Miami Coalition the most successful in the nation.

2. Announce at the same time a bi-partisan agreement to shift resources of at least 1 billion \$ a year from the supply side to the demand side of the problem. Attached is a one page summary of such a plan recommended by Herb Kleber former Deputy Director Demand Reduction of the Office of National Drug Control Policy. (It is my understanding that this plan was turned down because it wasn't considered politically feasible.)

3. **Announce the immediate launch of the new "Drugs Don't Work" workplace program.** This is the plan designed by the President's Drug Advisory Council for small and medium size businesses that was discussed at Camp David. This program is based on the successful experience of the "Miami Coalition" as you may remember from your visit to Bradenton, Florida.

It is ready for immediate implementation in 12 states (including California) with a state-by-state roll-out to follow in cooperation with the Chambers of Commerce.

4. **Ask the country for "One Million Mentors".** The "disconnected" youth in our society need one-to-one relationships that often don't exist because of the break down of the family in our society. Ray Chamber's experience in Newark is one of the best examples of the extraordinary power of mentoring, and I believe that with a highly visible leader this could be turned into a national program of great significance. I would urge you ask General Schwarzkopf to head up such an effort.

In addition to implementing such a plan in the private sector, General Powell could ask for volunteers from the various armed services, and you could request the same from all the civil services.

(The attached research indicates the majority of all Americans would be willing to help - which means that getting one-million volunteers is a feasible idea.)

To summarize . . .

As you know I have felt for some time that the nation needs you to speak out on the drug problem. The public is confused, skeptical and uniformed.

I believe you should tell it like it is . . . report on the extraordinary progress . . . particularly among our youth . . . and at the same time emphasize the serious problems that exist in the country as a result of the large addicted population that we have created over a generation.

I submit this plan in hopes it will provide the basis for a discussion with you regarding the urgency of publicly addressing the drug issue.

I am working with Sam Skinner's office for an appointment as soon as possible the week of May 11.

With great respect and admiration,

James E. Burke

JEB/nab
enc

RECOMMENDED PRESIDENTIAL INITIATIVE

A New Strategy for Reducing the Demand for Drugs

The past several years have shown dramatic successes in the war against drugs. Through the Administration's strategy, significant progress has been made in achieving several important goals. These include disrupting the flow of drugs to the United States, enlisting the support of other nations in breaking up international drug cartels, increasing the effectiveness of law enforcement, and expanding and improving drug prevention and treatment. Now that substantial progress has been made, it is time to reassess the problem of drug use and put forth a bold new strategy that addresses the current situation.

Statistics show that drug use is down and that casual drug use in particular has decreased dramatically. However, such decreases have not been seen in our addicted population either in our working class areas or in our inner cities where hard-core drug use is still a harsh reality. Unless a concerted effort is made to target this population, our nation's cities will be dominated for years to come by drugs and the accompanying crime.

Success in this effort will require leadership by government at all levels and the development of an innovative strategy that combines the best efforts of law enforcement and the prevention and treatment communities. It will also require substantial funding target on the services needed to make a significant and lasting impact on this part of the scourge of drugs.

A \$1 billion new initiative is proposed for this primarily urban area initiative. The majority of these funds would be used to expand the availability of comprehensive treatment programs for the many individuals who can benefit from treatment, but have not had access to it. A significant percentage of these funds would be directed at individuals already in trouble with the criminal justice system in order to have the quickest impact on crime. Another substantial amount would go to pregnant addicts and their children. Some of the remaining funds would be used to expand drug prevention programs that target high risk youth and work at creating drug-free public housing, some would be used to conduct important research on new medications and improved methods for treating drug addiction. In addition, to ensure the success of the strategy, increased funding would be devoted to improving the effectiveness of local law enforcement as it relates to drug connected crime.

If implemented, this initiative could have a tremendous impact on the drug problem that has devastated our urban areas. By taking swift action now, the Administration would make great strides in tackling a serious domestic problem and in demonstrating to the American people its commitment to ensuring that every citizen has the opportunity to lead a productive life that is drug-free.

CONCLUSIONS OF ROPER STUDY

Americans consider drug abuse one of the most serious social problems. Of 19 issues, drug abuse (35%) was second only to crime and lawlessness (37%) in personal concerns. Moreover, since virtually everyone (97%) believes drug abuse worsens the problems of crime and violence, the two top issues are basically interchangeable. Drug abuse is considered the nation's number one problem among blacks and those with incomes under \$30M/year.

Over 4/5 (82%) of Americans are "very concerned" about the use of illegal drugs in the U.S. Blacks and parents are even more concerned. There is high recognition that drug usage is seriously affecting our most important social problems:

	%
	<u>A lot/somewhat</u>
Crime and violence	97
AIDS epidemic	89
Health care cost	75
Quality of education	75

In total, over 1/2 of American adults say they would personally spend two hours a week in community activities to reduce drug usage. 17% say they definitely would agree to do so if asked. Blacks (68%) and younger adults (62%) 18-29 are more likely to say they would agree to help.

A review of the President's 1989 Labor Day address from the White House (att) reminds us that there were four major bi-partisan initiatives:

INTERDICTION
LAW ENFORCEMENT
PREVENTION
TREATMENT

Everyone can agree to the importance of all four efforts. The debate comes down to the relative efficiency of each.

There are voices far more knowledgeable on interdiction and law enforcement than ours, so we will confine our remarks to prevention and treatment.

PREVENTION

The country should feel very good about itself in terms of the prevention efforts which began to take hold in 1986 and have responded so well to the leadership of this administration. According to NIDA there have been dramatic reductions in drug usage (down from 23 million to 13 million regular users - 1985-91). There has been truly remarkable progress among our youth. (Three separate studies show adolescent usage of cocaine by an average of 50% from 1988 to 1991!)

This profound cultural shift has been caused by a number of catalysts... accelerating societal changes ... that need to be recognized and further encouraged by the administration

Education - Over 17 million Parent's Guides have been distributed through the Department of Education. Last year almost 80% of 9-12 year olds (now the most anti-drug group in America) reported that they talked to, their parents about drugs and 2/3 of 9-12 year olds talked to their teachers.

The media - There is clear evidence that the media is the major source of drug information and the primary "influencer" on drug usage, particularly among "at-risk" groups . . . this includes news, features, editorials, entertainment and \$1 billion per day in Partnership For A Drug America anti-drug advertising.

Workplace - Over 85% of large companies (5,000 employees or more) have comprehensive anti-drug programs in the workplace. The newly designed "DRUGS DON'T WORK" program will provide for the small and medium size companies (where almost three-quarters of our work force are) the opportunity to install similar programs in their companies.

Community action - The most important effort in the country is that of the Community Coalitions. We know that at least 900 communities have organized themselves to fight drugs at the local level with, in many instances outstanding success. These coalitions are made up of parents and teachers, local media, business organizations, as well as local law enforcement, health care professionals and other civil authorities. It is a "grass roots" movement of tremendous significance. As a chairman of one of these coalitions once said: "What is happening is a radical old idea . . . new to most Americans . . . called Democracy!" OSAP is currently providing some funding for 250 of these communities. This recommends adding 100 additional coalitions each year for the next 3 years (300 total by end of FY95) requesting an additional \$35 million each year (\$105 million total).

TREATMENT

There is now general agreement that there are some six million drug users in various stages of addiction with a woefully inadequate treatment and rehabilitation system. It is estimated that 1 1/2 million of these are in jail or under the jurisdiction of the criminal justice system.

There is virtual unanimity that more needs to be done. The only argument has been whether new programs be financed by a shift of funds from the supply side.

This strongly recommends that the administration calls for an investment of at least \$1 billion per year to facilitate a major expansion in new treatment and rehabilitation initiatives.

1. Expand long-term residential treatment capacity. Target communities where heavy and high risk abuse persists despite the nation-wide decline in drug use -- not only with additional funding but by utilizing former military bases to create a national network of "Treatment Campuses" with 100,000 new long-term treatment beds over the next 5 years.

Such a demand reduction initiative . . . targeting our most troubled inner-city neighborhoods and our most disoriented young people will not only save lives and money but will save families, salvage communities, and reinforce the fabric of our society.

2. Expand prison treatment capacity. The over-whelming number of drug-users in our correctional institutions are being "warehoused" and then "recirculated" at tremendous cost to society. We must begin the process of treatment capacity expansion in our prisons, working toward new approaches, toward rehabilitation where indicated.

3. Rapidly expand the concept of "Drug Courts" (See Videotape and attached materials) This innovative approach is still experimental but deserves rapid expansion because it shows such great promise and there doesn't seem to be any real downside.
4. Invest in medications development and brain science. The pharmaceutical industry is working closely with the FDA in screening compounds for the blocking of euphoria from cocaine and other mind-altering substances. Much more can be done with relatively modest investments and there are plans in place that have not been executed due to lack in funding.
5. Experimental rehabilitation programs. There are a number of new initiatives that should be tested for feasibility including "boot-camp" for first time drug offenders, and using our service - men and women as voluntary mentors for high-risk youth especially in our urban areas

SUMMARY

The drug problem is still the #1 social issue in the country because it is deeply imbedded in every other problem we face especially in urban America. Aids, education, the homeless, health care, teenage-pregnancy, crime etc. Any progress we make on the drug problem will positively impact all of these issues. Recent research (att) strongly suggests the public is willing to pay for it.

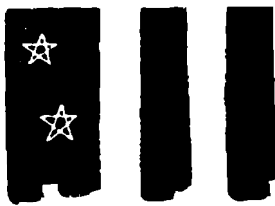
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Table 18

**REFORMS DESIRED IN
PUBLIC POLICY**

Substance Abuse Policy

	All Voters	Perot Voters	New Party Voters
Dramatically Increase Federally Supported Anti-Drug Efforts Aimed At Prevention & Treatment - Not Law Enforcement	76%	77%	81%



PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE
Chairman

July 29, 1992

The Honorable George Bush
President
The White House
Washington, D.C. 20005

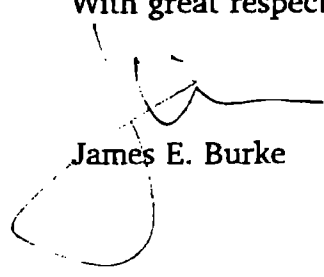
Dear Mr. President,

Just a note to thank you once again for your most generous hospitality. It is always exciting to visit Camp David, but it had special meaning for me this time because of Didi and my sister Phyllis. I also want to thank you for giving me so much time regarding the state of the drug problem in the United States. I am afraid I surfeited you with too much information. I hope you understand it is due to my deep conviction that this is an extremely important issue for most Americans because it is so deeply imbedded in all the other social problems that we are concerned about.

As you requested, I have attached a few paragraphs that you might find helpful if you choose to bring up the subject in your acceptance speech in Houston. I have kept the remarks brief but have been presumptuous enough to use them as an announcement that you will be talking to the public in greater detail on this subject in a Labor Day address.

Thank you again for all you have done for our country and for affording me the privilege to work with you on this important issue.

With great respect,



James E. Burke

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cmpdvd7-29

SUGGESTED REMARKS FOR PRESIDENT BUSH
ACCEPTANCE SPEECH 1992 REPUBLICAN CONVENTION

No plan for the future of this great nation should be considered complete, indeed even considered at all, without continuing efforts to reduce America's dependence on illegal drugs. We cannot become the nation we all want to become while accepting the enormous damage illegal drugs do to our children, our communities, our healthcare and education systems, our struggle against AIDS, our international competitiveness, and our public safety.

Four years ago, most Americans believed the widespread use of illegal drugs was the single greatest threat to our country. At that time, our Administration developed a comprehensive, bi-partisan strategy to deal with this unprecedented problem. We knew, and still know, there are no short-term answers. And we all acknowledge -- this issue transcends politics. Both parties have made a long-term commitment to helping so many of our citizens caught in the clutches of addiction.

In September 1989, I asked to significantly increase spending for interdiction ... law enforcement ... prevention ... and treatment. That happened.

Even more importantly, I asked each of you to get involved in the fight. And you rose to the challenge.

Now, more than three years later, we have made real, measurable progress. The National Institute on Drug Abuse reports that cocaine use is down by 35% from 1988 to 1991. And three separate studies report that cocaine use is down by an average of more than 50% among 12- to 18-year-olds. This country's youth is truly leading a profound national shift in attitudes and behavior toward illegal drugs. We have much to be grateful for, and we thank them ... as well as the hundreds of thousands of citizens across the country who are engaged in this process of change -- the news and entertainment media ... the comprehensive workplace programs ... and most importantly, where the real change takes place -- at the local level, with community coalitions ... 900 of them already in place and more being formed each day in all 50 states.

The numbers tell a story, but not the whole story. Ask yourself: do you consider drug use cool or benign?; do you consider drug use just a right of passage for you or your children?; do you want to be part of a drug-using group at work, or in your community, or in your school?

Here is the answer behind the progress we've made. Here is the answer to the problems we must face over the next four years, and it should not be trivialized. No federal policy and no amount of spending can succeed unless it reflects and reinforces what you, all across America, are doing ... what you, America, will continue to do.

Yes, much has been accomplished ... but much more needs to be done. While casual use is down dramatically, there are an estimated six million Americans in various stages of addiction, with an estimated 1.5 million of them either in jail or under the jurisdiction of the criminal justice system which is straining to deal with the problems that this creates for our society.

A recent study conducted by the University of Southern California for Rotary International, revealed that drug abuse, compounded by AIDS, skyrocketing healthcare prices and an overburdened judicial system, cost the U.S. economy at least \$76 billion last year, nearly double the estimated price tag seven years ago.

Because we have only begun, I will be presenting a detailed set of initiatives for our evolving drug strategy this September 7. These new plans will be based on what we have all learned over the past three years. Some aspects may even be controversial, but we are looking to all experts in the field for creative solutions. And I will continue to work with both houses of Congress in pursuing a bi-partisan approach to this problem.

I believe drug abuse continues to be our single most critical social problem ... because if you think about it, drugs are deeply imbedded in every other social concern: the despair of our inner cities, healthcare costs, AIDS, education, family violence, crime, the deficit and maintaining our global competitiveness.