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**FIRST LADY HILLARY RODHAM CLINTON**  
**REMARKS FOR A PARTNERSHIP FOR A DRUG FREE AMERICA**  
**NEW YORK CITY**  
**MAY 24, 1994**

**DRAFT**

[Acknowledgments: Jim Burke, chairman of the Partnership for a Drug-Free America; Thomas Hedrick, president of the Partnership; Doria Steedman, executive vice president; Alan Rosenshein [Rose-in-shine] and Steve Frankfort, co-chairs of the creative review committee]

I'm delighted to be with you and to have the opportunity to extend my personal thanks to the Partnership for a Drug-Free America for the time, energy, and creativity you have given to help our nation get rid of drugs.

Nobody appreciates your work and your service more than the President does. Like many Americans, his own family has not been immune to drug abuse, and that makes him even more determined to educate all Americans -- and particularly children -- about the danger of drugs.

It's no secret that drug abuse is at least partly to blame for America's most serious problems. Crime. Violence. Health problems, like AIDS. The break-up of families. Homelessness. Truancy.

And it's no secret that our nation feels the impact of our drug problem economically as well as socially. We feel it in lost jobs and productivity. In spiraling health care costs. In greater expenditures for law enforcement.

A few months ago [February], the President outlined a very ambitious antidrug strategy that will combat drug abuse through increased treatment for hard-core users; through investments to make our schools safer and drug-free; through an expansion of community policing; and through new strategies to reduce the flow of illicit drugs into this country.

These are important steps. But they are not a panacea. Because, quite frankly, government cannot beat drugs alone. And that's why the work you do is essential if we are going to win this battle over the long haul.

In the past seven years, your public service ad campaign has made an incredible difference -- in the lives of individuals and in the attitudes of a nation. The images and messages you spread are not only artistic and visual masterpieces, but wonderful

gifts of time and money during a period when your industry has experienced its own belt-tightening.

Four hundreds ads is a lot of ads. And \$1.7 billion is a lot of broadcast time and print space. And I think those numbers are good reminders of where we would be without your contributions.

During the late 1980s and early 1990s, when the Partnership began its public service ad campaign, drug use among young people declined. And every one in this room -- agency executives, writers, artists, actors, photographers, editors, researchers, members of community organizations, and all of the others involved -- should be exceedingly proud of the positive accomplishments that have resulted from your ads.

Now, the fight must continue. Because despite the great work you have done, and despite efforts at the federal level, drug use is creeping up again. And if that trend is not reversed, we will see more crime, more violence, more dysfunctional families, more people living on the streets, more work for overburdened schools, more work for police officers, and more costs loaded onto our health care system.

Of course, the key is educating our children. They are the future of our nation. And if they don't get the message about drugs, our society, our whole way of life, is in jeopardy.

Educating young Americans is an enormous challenge because drugs are so pervasive in every segment of society -- among rich and poor, black and white, in rural, suburban, and urban areas.

Time and again, we've seen the tragic consequences of young people turning to drugs -- whether it is the death a star athlete like Len Bias [University of Maryland basketball player who died from a cocaine overdose after being picked No.2 in the NBA draft in 1986], or the life of rock musician Kurt Cobain, or the recent arrest of a young tennis star on drug possession charges [Jennifer Capriati].

And those are the famous cases. I remember a few years ago reading about a six-year-old boy who lived in the Washington suburbs. He grew up with a mother who was addicted to crack. Their house was a drug haven, with dealers and users coming and going at all times of day and night. This little boy, at age six, did not know how to tie his shoes. But he could explain in great detail how to cook crack cocaine. [This boy was the focus of a series in The Washington Post a few years ago].

And there are probably thousands like him all over this country, who haven't used drugs yet, but whose role models and home environments point them in that direction.

Whether it is to kill time or to kill pain or to kill a sense of hopelessness, children turn to drugs, and we have to give them reasons not to.

Of the Americans addicted to drugs, 90 percent started using them as teenagers. And 50 percent began before they were 16.

Sadly, some young people seem to be developing a more relaxed attitude about drugs. The latest annual statistics show that fewer high school students think using marijuana or cocaine is potentially harmful. The percentage of high school seniors using illicit drugs has increased over the past year. The percentage of eight-graders using marijuana and hallucinogens like LSD has increased over two years. And overall, the percentage of high school students using drugs, alcohol and tobacco is staying the same or rising.

If the trend continues we will have a whole generation of Americans resorting to escapism, and quick fixes, and giving in to mindless resignation every time they confront a problem in their lives.

We can't let young people give up on themselves. We must give them confidence and hope in their futures -- and something to aspire to.

The beauty of the Partnership's ad campaign is that it is so accessible to young people. You have succeeded in "denormalizing" drug use, in making it less glamorous and less "cool." You have penetrated that invisible barrier that children sometimes put up to guard against the advice and wisdom of adults.

That's quite an accomplishment. Getting kids to think twice about drugs is a much harder "sell" than getting them to wear Nikes or eat Big Macs. Particularly when you're doing it on your own time and with money out of your own pockets.

The challenge now is to keep the message fresh and to keep it alive.

Although it is frustrating for all of us to hear the seemingly endless litany of drug tragedies -- and the related crime, violence, and social problems -- you must remember that your work is not going unnoticed. You are models for the nation of the power and importance of public service. You have taken on one of the most complex problems facing America today with creativity, energy, and compassion.

Whether you save one child, or hundreds, or thousands, or millions from using drugs, you are making a contribution for which all of America owes you thanks.

chairman of the Partnership for a Drug-Free America, Mr. Jim Burke, is also here.

Ladies and gentlemen, we came here for a real purpose, to announce our antidrug strategy. I do believe it is the most comprehensive one ever, but we wanted to come here to illustrate that this is an issue which must be dealt with person by person, one at a time—it's a very human problem—and that it requires those of us who are trying to deal with it to take certain steps and those who have already suffered from alcohol or drug abuse to take even stronger steps.

I believe very much in what we are doing today from two angles. One is, the first job I ever had the courtesy of the voters was the job of attorney general; I started out in a law enforcement job. Second is that I have had the questionable privilege of living in a family that has dealt with both alcoholism and drug abuse. I know treatment works. I also know that it is important to be tough as well as caring.

What we are trying to do today is to start our Government on a course that offers the promise of real results to the American people. When I asked Lee Brown to come and be head of the Office of Drug Policy, I told him that for the first time ever I would make the Director a member of my Cabinet, that I recognized that it was folly to believe that 100 or 125 or, for that matter, 1,000 people working in a Federal office in Washington could change the habits and the policies of the American people, that we had to enlist the entire Government.

I daresay this is probably the first time that we've ever had seven Cabinet members on a stage at the same time all manifesting their commitment to dealing with this issue. And there are many others. We'll have a total of 10 just in the next 2 days who will be announcing their part of this battle to implement this strategy. We also have here the Director of our AIDS effort, the head of the Internal Revenue Service, the head of the Secret Service. We have an enormous number of Federal officials here who are not on this stage who have a big part of this endeavor. I say this to illustrate the fact that we have really tried to be very realistic, very hardheaded to try to take some time to think about what it is we can do and what it is

the rest of America has to do to reinvigorate this Nation's fight against the surge of drugs.

We know we have to build on the works of parents and community leaders who did so much to bring down casual drug use in the 1980's. We know we have to add to the staffs of law enforcement authorities who have proved there are things you can do that work. We know that where energies have been deployed effectively, whether it was cracking down on pushers, cracking down on drug networks, or building up people like this man who spoke so eloquently today, that they can make progress.

We also know some pretty tough facts. We know that hardcore drug abuse in America has continued unabated. We know that its persistence represents the threat to the stability of our society and the economic future of our country. We know that no nation can fight crime and drugs without dealing honestly and forthrightly with the problem of drug addiction. As I said in my State of the Union Address, we need an approach to crime and drugs that is both tough and smart. We very often have one without the other, and we pay the price for that, as well.

The crime bill and this strategy we announced today puts more into law enforcement than we've ever put before. It does more to keep drugs off the street. It does more than ever before to help hard-core drug users into treatment programs where they belong. It is a new national attack on drug addiction.

The craving for drugs is an enormous factor in a lot of our problems: the rise of violence, the spread of AIDS, the spiraling costs of health care. Every time I have one of my town meetings on health care, I tell the American people we have to do some things to provide health care to all Americans and bring down the cost, but we have to be honest. No health care proposal can solve all the problems that lead American health care to be more expensive than any other country. And one big one health care cannot solve is the fact that we pay more for violence because we've got our emergency rooms full of people who have been cut up and shot. We pay more to deal with AIDS. And both those things are the direct result, in large measure, of our very high rate of drug abuse.

## **TALKING POINTS ON 1994 DRUG STRATEGY**

- Today, the President and Lee Brown unveiled the Administration's 1994 Drug Strategy and the largest federal drug budget ever -- \$13.2 billion. It's a realistic, balanced strategy that -- after years of rhetoric -- focuses on the most difficult facet of America's drug problem -- hardcore drug use.

### **DEMANDING THAT HARDCORE DRUG USERS BE TREATED**

- Treating America's drug problem must start with an aggressive effort to break the cycle of hardcore drug use. This won't be easy, but we can't continue to ignore it. Hardcore drug users fuel the demand for drugs in this country and put the great strains on our society in the forms of increased crime and health costs, reduced productivity, homelessness, higher welfare costs and more.
- Heavy drug users consume a majority of the nation's illegal drug supply. Although hardcore users account for only about 20% of all cocaine users, they consume about two-thirds of the available cocaine.
- Most important, hardcore drug use is linked -- directly and indirectly -- to a disproportionate amount of crime and violence. One study found that more than 50% of hardcore drug users not in treatment were engaged in recent illegal activity, and another study revealed that 53% of the murders in New York during a six-month period were drug-related.
- It makes sense to treat hardcore drug users. Not only have countless studies shown that drug treatment reduces criminality, but treatment also has been shown to save money. According to the National Institute on Drug Abuse, for every \$1 spent on treatment, \$7 is returned to society in the form of reduced public spending (\$3) and increased productivity (\$4).
- That's why the 1994 Strategy calls for \$355 million to be spent on a new initiative to treat 74,000 hardcore drug users -- the largest such proposal to date. And that's why the 1994 drug strategy calls for passage of crime legislation that will treat at least an additional 64,000 hardcore users in the criminal justice system.
- If we're going to reduce the harm these addicts impose on society, we must **demand** that they get off the streets and into treatment -- and we'll help them do that. But if hardcore users don't get the message -- we'll use our courts, jails and prisons to make sure they do.

### **SENDING A STRONG "NO USE" MESSAGE TO OUR KIDS**

- After years of a general decline in casual drug use, recent surveys indicate that the use of certain drugs (marijuana, LSD and inhalants) may be on the rise -- along with an increase in the feeling that drugs are "cool" and not that dangerous. We must let our

kids know that nothing could be further from the truth. Our kids must know, in no uncertain terms, that drugs are not only dangerous -- but illegal.

- Recent studies have also shown an alarming level of violence in our schools and suggest that there is a strong link between kids who bring guns to school and drug use. Not only must our kids get a strong "no use" message on drugs, but we must take the opportunity to tell them about the dangers of guns and gangs, too.
- To combat the increasing levels of drug use and violence in our schools, the Strategy redoubles in-school prevention efforts and proposes a \$191 million increase in the Administration's proposed Safe and Drug-Free Schools and Communities Act.
- Increased funding is not enough. We must do everything we can to prevent crime, drug use and violence -- government can't solve this problem alone. Families must take responsibility for their children. Individuals need to take personal responsibility for their own actions. And communities need to challenge their citizens to stand up for common decency, and refuse to accept the unacceptable anymore.

### **REJECTING THE FALSE CHOICE BETWEEN LAW ENFORCEMENT AND TREATMENT**

- Although the 1994 Strategy places a new emphasis on reducing the demand for drugs, it does so without reducing our commitment to law enforcement. In fact, the Strategy includes a 4% increase in drug-related criminal justice expenditures -- and an overall increase in anti-crime spending of 21%, or \$3.2 billion.
- The Administration's overall budget for crime also gets money to those on the front lines -- state and local enforcement. The FY 95 budget proposes increasing aid to state and local law enforcement by more than 300%.
- The 1994 Strategy calls for improvement of our international drug control programs -- a controlled shift from a total emphasis on interdiction to a more balanced approach: working with source countries that have the political will to go after the kingpins and cartels who grew rich from supplying our people with drugs. The Strategy says we're not going to wait for you at the border, we're coming after you at the source.

### **MAKING THE TOUGH FUNDING CHOICES**

- Despite tough fiscal times, the 1994 Strategy is backed by the necessary funds. It includes large increases for treatment of hardcore drug users (14.3%), increased drug education and prevention (28%), and efforts to target international drug trafficking organizations (21.7%).
- The FY 1995 budget demonstrated real fiscal discipline: it cut spending in 7 of the 14 departments; cut more than 300 federal programs; and terminated more than 100 programs. Still, the 1994 Strategy proposes the largest federal drug budget ever -- increasing drug-related spending by almost 9%, or more than \$1 billion.

## 1994 NATIONAL DRUG CONTROL STRATEGY

- The 1994 Strategy targets the problem of hardcore drug use and the violence that surrounds it. This is the heart of the Nation's current drug crisis.
  - It proposes a new \$355 million treatment initiative to get 74,000 hardcore addicts off the street and into treatment where they belong.
  - It calls for passage of a tough and smart crime bill that will help treat at least an additional 64,000 addicts in the criminal justice system.
  - It calls for passage of the Health Security Act to make the first-ever guarantee of drug treatment services available to the more than 58 million Americans who have no coverage at all for some time each year.
  - The Strategy's goal: to reduce hardcore drug use by an average annual rate of 5%.
- The Strategy strengthens our drug prevention efforts and maintains the strong "no use" message required to keep our kids from experimenting with drugs in the first place.
  - It proposes an increase of \$191 million in school-based drug and violence prevention -- Safe and Drug-Free Schools.
  - It rejects the legalization of illegal drugs as a potential answer to the drug problem.
  - It calls for a national meeting of substance abuse prevention experts to help turn around kids who have a new-found interest in certain illegal drugs.
  - The Strategy's goal: to reduce the number of casual drug users at an average annual rate of 5%.
- The Strategy recognizes the need to empower communities with an integrated plan of education, prevention, treatment and law enforcement -- and explicitly rejects the false choice between law enforcement and treatment programs.
  - It proposes a dramatic increase in community policing programs to help neighborhood residents take back their streets.
  - The overall FY 95 budget proposes an increase of more than 300% for state and local law enforcement.
  - The Strategy goes hand-in-hand with the Administration's other community-based efforts -- such as National Service and Empowerment Zones and Enterprise Communities -- to ensure that crime, drugs and violence are addressed at the grass roots level.
- The Strategy expands our international drug control efforts by not simply waiting for drugs to come to our border, but by going right to the source countries where illegal drugs are produced.

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

## II. Background on Drug Policy

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

## III. The 1994 National Drug Control Strategy

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

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

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

**Community Policing:** The Strategy acknowledges that we won't be able to successfully treat addicts unless we continue to reduce drug availability and allow communities to take back

their streets from drug traffickers. The drug budget includes a \$568 million increase for more police and community policing. Only half of the proposed increase in your budget for police is scored as drug-related.

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

#### IV. Suggested Points to Make

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

January 31, 1994

**MEMORANDUM FOR THE PRESIDENT**

**FROM: JOSE CERDA**

**SUBJECT: MEETING WITH JIM BURKE AND JOE CALIFANO**

I. Jim Burke and Joe Califano

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

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

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

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

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

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

You know it, and I know it. So if we want to deal with this problem, we have to face it.

You also heard Mr. Mundo say in such powerful terms that he lost everything. We know that drug abuse is a big factor in the breakdown of families, in the increase in joblessness, in the increase in homelessness. Every day when I go out for my run at the White House, I see what seems like an ever-increasing number of people who are living homeless within three or four blocks of the White House. And you know every one of them has a personal life story, many of them, a story that involves drugs.

We know if you go to any children's hospital in any sizeable city today and you go to the ward where the little babies are, you'll see baby after baby after baby born with an addiction to drugs. We know that now many of our streets are too dangerous to walk and our schools even dangerous to attend. I met a young man about a year ago from Chicago, who was a big, strapping, handsome young fellow who wanted to really make something of his life. And he said that he knew he had to get an education to do it, but he was scared to walk from home to school to get the ticket out of his neighborhood. I've had that scene replayed many times just in the last year with other people.

If we want to, therefore, reduce crime and cut health care costs and reform our welfare system, if we want to rebuild our families and our communities, all these things require a serious effort to curb the use of drugs. Part of it is enforcement. The crime bill now before the Congress is part of that strategy. It would put another 100,000 police officers on the street. It would provide boot camps for juvenile offenders. It would provide dramatic increases in support for drug courts, very successful drug courts, like the ones in Florida, New York, California, and the District, where court-ordered rehabilitation programs have cleaned people up and freed prison cells for truly violent criminals. The Miami drug court has treated 4,500 first offenders since 1987, with a rearrest rate of only 11 percent.

We know these kinds of initiatives will support the efforts of community grassroots efforts, like the one sponsored by Monsignor East and his parishioners in Washington who

started an orange-hat brigade, where community leaders patrol streets in bright orange hats, sending a message that drugs and drug trade won't be tolerated. There are thousands of groups like this all across America who work with police to shut down crack houses and take the neighborhoods back.

Last Friday, the Vice President and the Cabinet outlined our new plan to help residents of public housing rid themselves of crime and drugs. We can't do that unless people at the grassroots participate and take the lead. But we have to also do our part. The most effective things mobilize all the resources of a community. And that's what our strategy seeks to support.

We also seek to support a new, more drug-free America through prevention. We need to reach people before they get started through prevention and early intervention, especially among our young people before they enter middle school, much less high school or college. The latest statistics show an increase in drug use among the young. Our children need a constant drum beat reminder that drugs are not safe; drugs are not good; drugs are illegal; there will be consequences for using them.

I know a lot of these programs work. I saw them work in the schools where my child attended when she was very, very young. I saw the impact that a law enforcement officer in a uniform, talking to children who had never before had a positive human personal relationship with an authority figure, could have in these schools. I know we can do it. And our proposal provides a substantial increase in funds to support those kinds of activities.

We also know we have to do more in the workplace. Drug-free programs that work can be every bit as important and effective as drug-free programs at school. Our strategy supports programs like these and calls on everyone in a position of influence to do their part.

Finally, we have to have some more effort at treatment. This strategy recognizes that drug addiction is a disease, that it can and should be treated, and that treatment can work, as Adele said. We're letting hardcore drug users know that if you're an addict caught in the cycle of drug abuses, we can

## Administration of

help you to get the is to get 140,000 treatment in the targeting chronic adults and juveniles criminal authorities women and children

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Dr. Brown has : tinue our presence drugs, but we don at the border any of swatting hornet hornet's nest. And

help you to get the help you need. Our goal is to get 140,000 more hardcore users into treatment in the next year, 140,000 more, targeting chronic hardcore users, including adults and juveniles under the supervision of criminal authorities, along with pregnant women and children.

Every dollar we spend on treatment will save seven dollars America is losing today. It will make up for lost productivity. It will save money we are using now to fight the problem instead of to prevent it. This target is a significant start that allows us to expand programs as the effectiveness of service and research findings grow.

One of the most important parts from your perspective of our health care proposal is that it would include drug treatment as part of health care coverage. This is a very important thing. We have to recognize that until we have the appropriate level of treatment on demand without delay, we will continue to pay for a problem that we can reduce. You know treatment works. It's time for the Congress to recognize it in the form of the budgets we have presented and for America to aggressively embrace it in the way you have at this institution.

We also recognize we need to try to do something to control the supply. Strategy calls for what we strongly believe is an improvement of our international drug control program, shifting away from a policy that was focused largely on interdiction—that is stopping the drugs when they were on the way to the United States—to a three-pronged approach: working with countries in which drugs are grown that have the political will to go after the kingpins in those countries; destroying the cartels that grow rich from supplying our people with drugs; and continuing our interdiction effort, hopefully with better technology and smarter efforts that allow us to interdict even more drugs. That is very important. We should not stop it, but we must supplement those efforts so that we can be more successful.

Dr. Brown has said, yes, we want to continue our presence at the border to interdict drugs, but we don't want to wait for people at the border anymore. He says he's tired of swatting hornets, he'd rather go after the hornet's nest. And that's a pretty good line.

I might say our friends and neighbors beyond our borders should welcome this. We have seen in nation after nation how international drug trafficking is a threat to democratic institutions. It fuels human rights abuses and terrorism against the innocent. It undermines legitimate, broadbased economic development. It contributes to regional instability. Many of the countries that deal with this problem will never become what they want to be until they're able to be rid of it. We ought to help them, for ourselves and for their own people as well.

This is an important part of our foreign policy toward major source countries and major transit countries. We have to make it an important part of our commitment to promoting democracy, economic reform, and human rights. None of that's going to happen in countries dominated by people who dictate events because of the profits of the drug trade.

Finally, let me end where I began. From my own personal experience, in my family as well as my work in law enforcement as an attorney general and a Governor, I believe still that once it occurs, drug addiction has to be overcome one person at a time. In the past year as President, I've spoken about drugs on 85 separate occasions. And I can keep talking about this until I, once again, lose my voice, but you and I know that we're not going to make a dent in this problem except by having it happen, one person at a time. If this man had not chosen to take some responsibility for his own life, then this fine program would still be just another expenditure of taxpayer money.

The newly inaugurated Mayor of Detroit, Dennis Archer, offered a challenge to his city when he was sworn into office. I'd like to quote it for you now because it equals what I think we're facing. He said, and I quote, "To the people of Detroit, stand with me when I tell the dope man to get off our streets, to leave our children alone, to get out of our way. We're taking back our streets, and we're taking back our children."

Well, Mayor Archer can't do it alone. Monsignor East can't do it alone. But this administration and the entire weight of State and local government can't do it alone either. The people of this country have got to take

Thank you very much.

## Teleconference With Mayors and an Exchange With Reporters

February 9, 1994

The Justice Department has now received applications from 3,000 communities across

Mayor Daley.

**The President.** Thank you very much. We need your support for the crime bill. We need you up here going door to door. And

**The President.** We will take what action is taken. I will give you some good comments on the lines this evening, but I will wait until the meeting is con-

that our young people have the skills they need to compete in the global marketplace.

I look forward to swift agreement between the House and Senate on these critical investments in our Nation's future.

**Statement by the Press Secretary on Access by the House Banking Committee to Iraq-Related Documents**

February 8, 1994

President Clinton on February 4, restored the access of the House Banking Committee to classified material and ordered relevant Federal agencies to declassify certain Iraq-related documents requested by the committee.

In a letter to Banking Committee Chairman Henry Gonzalez, the President said, "I am very pleased to tell you that in view of your October 28 letter and your pledge to protect the confidentiality of classified information provided by the administration, we have decided, effective immediately, to restore fully your committee's access to classified information. This action will resolve an unfortunate and long-standing difficulty that has severely interfered in the committee's relations with the executive branch."

Accordingly, the President has directed relevant agencies of the Federal Government to provide the committee access to the classified information it has requested in connection with its investigation of BNL and pre-war policy toward Iraq. Consistent with past practice and policy, access will be subject to arrangements to protect intelligence sources and methods as well as ongoing law enforcement investigations.

The President also ordered relevant Federal agencies to declassify and disclose to the public Iraq-related documents requested by the committee concerning the Banca Nazionale del Lavoro (BNL), Cardoen, Matrix-Churchill, Gerald Bull, and U.S. policy toward Iraq immediately preceding the Persian Gulf war. The President also indicated that agencies will review for declassification other specific documents identified by the committee as necessary to carry out the purposes of its investigation. The administration

will declassify these documents to the maximum extent possible, excluding from public release only: (1) material that must remain classified; (2) material whose disclosure would compromise privacy rights; and (3) material that reveals executive branch deliberations.

**Remarks at Prince Georges County Correctional Center in Upper Marlboro, Maryland**

February 9, 1994

Thank you, Adele Hayes, for this fine program we came here to celebrate today. And thank you, Mr. Saxton, for having us here.

I was a little uncomfortable about how hard you all laughed at the—[laughter]—it occurred to me that this could be one of the great moments in American history for people who hate politicians. You've got the President, the Vice President, half the Cabinet, and a substantial portion of the Congress all in jail at the same time. [Laughter]

I want to say a special word of thanks, too, to Joseph Mundo, because I know how hard it was for him to stand up here and give that talk. And I thank you, sir, for doing it.

We have introduced a lot of people here today, and I don't want to lengthen that. But there are two people that I think it's very, very important to recognize as I get into what our administration's approach to the drug issue will be, because it is clear to me and has been for some time from personal experience that we have to have, in order to succeed here, an enormous effort across this country that goes way beyond the Federal Government and way beyond law enforcement, that involves citizens supporting our common effort and involves some pretty sweeping cultural changes, and there are two Americans who have done as much to try to fight the drug problem in that way as any people who live in our country. I'd like to ask them to stand and be recognized: the former Secretary of what was then the Department of Health, Education and Welfare, the director of the Center on Addiction and Substance Abuse at Columbia University, Joe Califano, thank you, Joe; and one of our country's most distinguished leaders and the

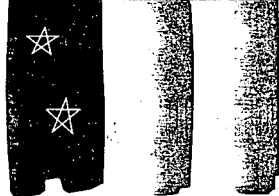
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## PARTNERSHIP FOR A DRUG-FREE AMERICA

*Tim Burke*

### **PARTNERSHIP FOR A DRUG-FREE AMERICA**

### **FACT SHEET**

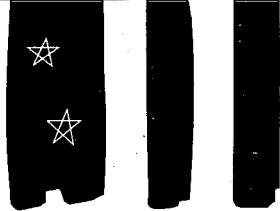
The Partnership for a Drug-Free America is a non-profit coalition of professionals from the communications industry, whose mission is to reduce demand for illegal drugs in America. Through its national anti-drug advertising campaign and other forms of media communication, the Partnership works to decrease demand for drugs by changing societal attitudes which support, tolerate or condone drug use.

The organization is comprised of a small staff and hundreds of volunteers from the communications industry, who create and disseminate the Partnership's work. Advertising agencies create Partnership messages pro bono; research firms donate information services; talent unions permit their members to work for free; production professionals bring Partnership messages to life; a network of advertising professionals distribute the group's work to national and local media; public relations firms loan services to various Partnership projects; and media outlets donate valuable broadcast time and print space to deliver Partnership messages to millions of Americans.

Research clearly demonstrates that the Partnership's national campaign has helped to increase anti-drug attitudes, resulting in lower drug use across America. The three leading national studies on drug use, along with leading drug policy makers, support its effectiveness. *The New York Times* has described the Partnership as "one of the most effective drug education groups in the U.S."

To date, more than 400 anti-drug ads have been created by our volunteers. From March 1987 through the end of 1993, the total amount of broadcast time and print space donated to Partnership messages topped \$1.7 billion, making this the largest public service media campaign in history. Today, in states across the country, the Partnership is helping drug prevention specialists create local versions of PDFA's national advertising campaign. And a multi-faceted Partnership program is reaching out to inner city children with highly specialized messages about drugs. While the Partnership continues its national and local media efforts, it also uses "non-traditional" media. Partnership ads, for example, now appear on home video rentals, on the packaging of children's toys and sports equipment, and in direct-mail material.

3/94



## PARTNERSHIP FOR A DRUG-FREE AMERICA

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Suggested points for remarks by First Lady Hillary Rodham Clinton at Thank You Event

- Acknowledge that the Clinton Administration knows about, understands and is committed to dealing with the drug problem in this country
- Confirm that drug abuse is imbedded in the social and financial ills that are so troubling America
- Recognize that substantial progress has been made over the years in combating drug abuse, and that one of the major players in that progress has been the Partnership
- Acclaim the advertising community and its related suppliers as the real heroes -- those without whom this success would not have been possible. Know that they not only give of their time and their talent, but also pay for the production of these messages out of their own pockets, in spite of the difficult times that are besetting the industry
- Refer to the outstanding and unique quality of the work
- Inspire these communities to continue changing and saving lives through their efforts for the Partnership

4/8/94

## **1994 NATIONAL DRUG CONTROL STRATEGY**

- The 1994 Strategy targets the problem of hardcore drug use and the violence that surrounds it. This is the heart of the Nation's current drug crisis.
  - It proposes a new \$355 million treatment initiative to get 74,000 hardcore addicts off the street and into treatment where they belong.
  - It calls for passage of a tough and smart crime bill that will help treat at least an additional 64,000 addicts in the criminal justice system.
  - It calls for passage of the Health Security Act to make the first-ever guarantee of drug treatment services available to the more than 58 million Americans who have no coverage at all for some time each year.
  - The Strategy's goal: to reduce hardcore drug use by an average annual rate of 5%.
- The Strategy strengthens our drug prevention efforts and maintains the strong "no use" message required to keep our kids from experimenting with drugs in the first place.
  - It proposes an increase of \$191 million in school-based drug and violence prevention -- Safe and Drug-Free Schools.
  - It rejects the legalization of illegal drugs as a potential answer to the drug problem.
  - It calls for a national meeting of substance abuse prevention experts to help turn around kids who have a new-found interest in certain illegal drugs.
  - The Strategy's goal: to reduce the number of casual drug users at an average annual rate of 5%.
- The Strategy recognizes the need to empower communities with an integrated plan of education, prevention, treatment and law enforcement -- and explicitly rejects the false choice between law enforcement and treatment programs.
  - It proposes a dramatic increase in community policing programs to help neighborhood residents take back their streets.
  - The overall FY 95 budget proposes an increase of more than 300% for state and local law enforcement.
  - The Strategy goes hand-in-hand with the Administration's other community-based efforts -- such as National Service and Empowerment Zones and Enterprise Communities -- to ensure that crime, drugs and violence are addressed at the grass roots level.
- The Strategy expands our international drug control efforts by not simply waiting for drugs to come to our border, but by going right to the source countries where illegal drugs are produced.

## **TALKING POINTS ON 1994 DRUG STRATEGY**

- Today, the President and Lee Brown unveiled the Administration's 1994 Drug Strategy and the largest federal drug budget ever -- \$13.2 billion. It's a realistic, balanced strategy that -- after years of rhetoric -- focuses on the most difficult facet of America's drug problem -- hardcore drug use.

### **DEMANDING THAT HARDCORE DRUG USERS BE TREATED**

- Treating America's drug problem must start with an aggressive effort to break the cycle of hardcore drug use. This won't be easy, but we can't continue to ignore it. Hardcore drug users fuel the demand for drugs in this country and put the great strains on our society in the forms of increased crime and health costs, reduced productivity, homelessness, higher welfare costs and more.
- Heavy drug users consume a majority of the nation's illegal drug supply. Although hardcore users account for only about 20% of all cocaine users, they consume about two-thirds of the available cocaine.
- Most important, hardcore drug use is linked -- directly and indirectly -- to a disproportionate amount of crime and violence. One study found that more than 50% of hardcore drug users not in treatment were engaged in recent illegal activity, and another study revealed that 53% of the murders in New York during a six-month period were drug-related.
- It makes sense to treat hardcore drug users. Not only have countless studies shown that drug treatment reduces criminality, but treatment also has been shown to save money. According to the National Institute on Drug Abuse, for every \$1 spent on treatment, \$7 is returned to society in the form of reduced public spending (\$3) and increased productivity (\$4).
- That's why the 1994 Strategy calls for \$355 million to be spent on a new initiative to treat 74,000 hardcore drug users -- the largest such proposal to date. And that's why the 1994 drug strategy calls for passage of crime legislation that will treat at least an additional 64,000 hardcore users in the criminal justice system.
- If we're going to reduce the harm these addicts impose on society, we must demand that they get off the streets and into treatment -- and we'll help them do that. But if hardcore users don't get the message -- we'll use our courts, jails and prisons to make sure they do.

### **SENDING A STRONG "NO USE" MESSAGE TO OUR KIDS**

- After years of a general decline in casual drug use, recent surveys indicate that the use of certain drugs (marijuana, LSD and inhalants) may be on the rise -- along with an increase in the feeling that drugs are "cool" and not that dangerous. We must let our

kids know that nothing could be further from the truth. Our kids must know, in no uncertain terms, that drugs are not only dangerous -- but illegal.

- Recent studies have also shown an alarming level of violence in our schools and suggest that there is a strong link between kids who bring guns to school and drug use. Not only must our kids get a strong "no use" message on drugs, but we must take the opportunity to tell them about the dangers of guns and gangs, too.
- To combat the increasing levels of drug use and violence in our schools, the Strategy redoubles in-school prevention efforts and proposes a \$191 million increase in the Administration's proposed Safe and Drug-Free Schools and Communities Act.
- Increased funding is not enough. We must do everything we can to prevent crime, drug use and violence -- government can't solve this problem alone. Families must take responsibility for their children. Individuals need to take personal responsibility for their own actions. And communities need to challenge their citizens to stand up for common decency, and refuse to accept the unacceptable anymore.

#### **REJECTING THE FALSE CHOICE BETWEEN LAW ENFORCEMENT AND TREATMENT**

- Although the 1994 Strategy places a new emphasis on reducing the demand for drugs, it does so without reducing our commitment to law enforcement. In fact, the Strategy includes a 4% increase in drug-related criminal justice expenditures -- and an overall increase in anti-crime spending of 21%, or \$3.2 billion.
- The Administration's overall budget for crime also gets money to those on the front lines -- state and local enforcement. The FY 95 budget proposes increasing aid to state and local law enforcement by more than 300%.
- The 1994 Strategy calls for improvement of our international drug control programs -- a controlled shift from a total emphasis on interdiction to a more balanced approach: working with source countries that have the political will to go after the kingpins and cartels who grew rich from supplying our people with drugs. The Strategy says we're not going to wait for you at the border, we're coming after you at the source.

#### **MAKING THE TOUGH FUNDING CHOICES**

- Despite tough fiscal times, the 1994 Strategy is backed by the necessary funds. It includes large increases for treatment of hardcore drug users (14.3%), increased drug education and prevention (28%), and efforts to target international drug trafficking organizations (21.7%).
- The FY 1995 budget demonstrated real fiscal discipline: it cut spending in 7 of the 14 departments; cut more than 300 federal programs; and terminated more than 100 programs. Still, the 1994 Strategy proposes the largest federal drug budget ever -- increasing drug-related spending by almost 9%, or more than \$1 billion.

## Drug Use Among Teens

These statistics are taken from an annual survey of teens in the 8th, 10th and 12th grades.

- o For the most part, the percentage of young people who report using drugs, cigarettes and/or alcohol is either level or increasing.

- o Drug use has been declining steadily from the peak years around 1979; 1992-93 is the first year the trend has changed.

- o Fewer students thought that smoking marijuana or trying crack cocaine was potentially harmful

- o Seniors: After steadily declining since 1979 (54.2%), the percent of seniors reporting past year use of any illicit drugs increased from 27.1% (1992) to 31%(1993).

## PRESIDENT CLINTON -- PUBLIC RECORD ON DRUGS

**MAY 13, 1993**

### **WHITE HOUSE BRIEFING - ADDRESS TO SMALL BUSINESS LEADERS**

The third thing we're trying to do, as Dr. Brown will tell you, is we want to change the emphasis of the federal government's drug control efforts. With regard to enforcement, we want to concentrate more on kingpins, really big dealers, to try to break the financial back of a lot of these networks -- not just on how many arrests we can make of people in the middle, but really go after big people and money networks. Then, with people who are actual users and who may commit crimes in the course of that, we're trying to have much more comprehensive alcohol and drug abuse treatment. One of the really important things about our health care plan that I would think you would support is that it includes substance abuse treatment for people who now don't have any insurance. So that will stop a lot of these long, long delays for adequate treatment. Drug treatment works in an extraordinary percentage of the cases -- not in all the cases, but in a lot of the cases if it is there. So those are the things that we're working on. But the other thing we want to do is to listen to people like you who've actually done things that work. We have not only Lee Brown, but Janet Reno, the attorney general, was a prosecutor in Miami, one of the toughest towns in America for drugs problems, and Louis Freeh, the director of the FBI, was a U.S. attorney, a federal judge, and an FBI agent working principally in drug cases. He broke big, international drug cases as well as dealing with drugs on the street. So we've got these three crime fighters who basically came up from the grass roots. And it's the first time we ever had a team of grass roots crime fighters dealing with the drug issue. They want to hear from you and people like you all over the country about what would work for you.

**OCTOBER 26, 1993**

### **REMARKS IN REINVENTING GOVERNMENT ANNOUNCEMENT**

According to the NPR report, if Congress does its part in passing legislation and we do our part in making it work, we could save more than \$5 billion in the first year of this reform alone. We ought to take some of that money that your government has been wasting all these years and use it to uphold government's first responsibility, which is to keep our citizens safe here at home. With that money, we can make our crime bill even stronger....We can have more drug courts, like the one the Attorney General started in Florida and the one our administration is helping to launch here in D.C., so we can stop sending tens of thousands of criminal addicts back onto the street every year where they'll commit more crimes if they don't get treatment first.

**NOVEMBER 2, 1993**

**INTERVIEW BY ROLLING STONE MAGAZINE**

**Q** ... I just have a couple of questions, the question of drug policy. And Lee Brown, by the way, who I know -- I think he's a terrific guy and it was a great choice -- you issued a national drug strategy last week that emphasized health issues as the main focus. But, yet, the budget that comes with it is the same as the Bush budget, which was about \$13 billion that was distributed 65 percent, 35 percent to law enforcement. How do you reconcile those two?

**THE PRESIDENT:** Because most of the -- first of all, we do need to make some changes --

**Q** So that's an interim budget?

**THE PRESIDENT:** We're going to try to make some changes in it. But, secondly, the big -- let me back up a second -- the main change we want to make that you'll see coming through the crime bill -- and we don't know yet how much money we're going to get in this, because we start negotiations again tonight on that -- is for more drug treatment for people convicted of crimes. Because I think that's a big issue.

For people who are outside, that is, who are not in the criminal justice system, our biggest change of priority would be manifest if the health care bill passes next year. Because in the health care bill, we cover drug treatment, both preventive and treatment services related to drugs. Now, if that fails, then I'll have to revisit my whole idea about what to do with the budget. But the reason we didn't try to make radical changes in the budget this year is, I believe, both substantively and as a matter of political reality, we have to have a certain level of support for enforcement and interdiction.

And Lee Brown had -- one of the things he didn't get credit for and I think he should have is that he wants to change the focus of interdiction --

**Q** To?

**THE PRESIDENT:** -- to really working on the roots of the exports of the United States and not just sort of middlemen that run your numbers up. But we have to spend some money on that, and so since I didn't just want to drastically move around what is a relatively small amount of money, we decided to go ahead and put the drug treatment piece into the health care bill and make that a part of comprehensive health benefits.

**Q** Is there any indication that interdiction as a strategy works?

**THE PRESIDENT:** No. Well, not in the way we do it, exactly. It works,

but it doesn't. I mean, it works --

Q I mean, there's drugs everywhere.

THE PRESIDENT: It works, but they still get in and run the price up.

Q They're available.

THE PRESIDENT: So you'd have to be much more draconian. Anyway, the place that I feel badly about in this whole drug thing, keep in mind we always knew when the crime bill came up at the end of the year we'd come back with more drug treatment for people in the penitentiary -- drug treatment generally will be covered in the health care bill. So if I fail with this somehow, then I'll have to come back with a different strategy.

The third thing that we can be -- I don't know -- we can certainly be criticized for, is that in this budget, when we got through all the cutting and everything, the drug prevention programs funded by the federal government had been cut. So we don't have as much money as we had previously had to give the school districts, for example.

Now, there's a lot of controversy about that. The Congress had to meet, the Appropriations Committee had to meet these very tough budget caps, and they thought those were the monies that could most easily be taken up at the local level to support the DARE program or whatever.

But I have to tell you, based on my personal experience as a governor, I think those prevention programs do work. I realize that you can argue that they don't, but I think they do. And I think it's really worth doing. Because prevention, over time, it's exactly the flip side of what you said about the television and what we said about the television. There is a cumulative impact on the culture that is absolutely impossible to quantify. But I'm convinced it's positive, and so if I have fallen short this year, it's in that little piece of the -- in the prevention programs.

**SUNDAY, NOVEMBER 7, 1993**  
**NBC "MEET THE PRESS" INTERVIEW**

MR. BROKAW: So much of this is driven by drugs. Your administration has kind of taken drugs off the radar screen. Do you think you're going to have a take a harder line on drugs?

PRESIDENT CLINTON: Well, first of all, I don't think that's a fair characterization. The administration has had to subject the drug budget to the same ruthless discipline that nearly every other budget has been subjected to so

that while we have increased some drug funding, like in the block grant program, some of the rest of it has not been increased.

What I have tried to do is to get people to see the drug problem first of all in terms of stopping the major sources and then here at home focusing on drug -- in terms of treatment and education and integrating it with our overall strategy on law enforcement and violence. I think this country needs a community strategy which deals with the crisis of drugs, violence, crime, the family and work. And we need to go not only nationally but at the grassroots level, and we need to understand that there's some basic things we have to do. If you want families to stay together, you've got to make it possible for people to be successful workers and successful parents.

**NOVEMBER 13, 1993**

**REMARKS TO THE 86TH ANNUAL HOLY CONVOCATION OF THE  
CHURCH OF GOD IN CHRIST (MEMPHIS, TN)**

But (Martin Luther King) would say, I did not live and die to see the American family destroyed. I did not live and die to see 13-year-old boys get automatic weapons and gun down 9-year-olds just for the kick of it. I did not live and die to see young people destroy their own lives with drugs and then build fortunes destroying the lives of others. That is not what I came here to do.

We want to pass a health care bill that will make drug treatment available for everyone. And we also have to do it -- we have to have drug treatment and education available to everyone, and especially those who are in prison who are coming out. We have a Drug Czar now in Lee Brown, who was the Police Chief of Atlanta, of Houston, of New York, who understands these things. And when the Congress comes back next year we will be moving forward on that.

**DECEMBER 8, 1993**

**REMARKS TO PRESS POOL**

Q Dr. Elders, obviously, has said a lot of things that have created a controversy; but unless I'm mistaken, this is the first time I can remember her making a comment that was a fundamental disagreement with you and that a member of your administration talked about reining her in -- that she needs to only speak for the administration.

THE PRESIDENT: I just don't agree with that position. When you have someone as outspoken and energetic as she is, there's going to be times when she'll be outspoken and energetic in a way that I don't necessarily agree with.

Q Is she allowed to disagree with you?

THE PRESIDENT: But I certainly stand behind her foursquare as Surgeon General. I think she's done a good job and she's beginning to really focus the country on a lot of these public health problems. So, I just -- she needs to make it very clear that -- and I think she did, to be fair -- that I just disagree with that. I have thought about it a lot, and I think the cost of legalizing drugs would far outweigh the benefits. But I think the fact that everybody in America feels overwhelmed and determined to do something about crime and violence and drugs and gangs is a very positive thing. So we'll just go from here.

**DECEMBER 9, 1993**

**REMARKS IN MEETING WITH MAYORS AND CHIEFS OF POLICE**

I also think we ought to recognize that we don't have all the money in world, and we don't want to spend a lot of money on things that will be of marginal significance. I was glad to see you advocating this paper. I've just been skimming it over -- that we ought to give attention to drug treatment as well as drug enforcement, that we needed to deal with supply and demand in an evenhanded way. We need some more investment to do that.

**JANUARY 25, 1994**

**STATE OF THE UNION ADDRESS**

... We must remember that drugs are a factor in an enormous percentage of crimes. Recent studies indicate, sadly, that drug use is on the rise again among our young people. The crime bill contains -- all the crime bills contain -- more money for drug treatment for criminal addicts, and boot camps for youthful offenders that include incentives to get off drugs and to stay off drugs.

Our administration's budget with all its cuts can paint a large increase in funding for drug treatment and drug education. You must pass them both. We need them desperately.

**FEBRUARY 3, 1994**

**REMARKS TO STUDENTS AT KRAMER JUNIOR HIGH SCHOOL**

The first thing I want to ask of you is not to give up. Don't give up on yourselves and don't give up on your country. I very much want you to go to school in safety, where you learn things and can look forward to a brighter and richer future. I want you to feel that you should that you must stay off drugs and graduate from high school and go beyond....

One of those goals says by the year 2000, every school in America will be free of drugs and violence and will offer a disciplined environment, conducive to learning. No one should have to go to school afraid, and no school should operate in a way that makes learning impossible. But the truth is that while we have some legislation up there to make our schools safer, you have a lot to do with what goes on in this school and whether the environment is good for learning.

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Q Good morning. I would like to know, how can we keep the drugs off the street?

THE PRESIDENT: Well, I think there are two or three things we have to focus on. How can we keep the drugs off the street? Your ideas are maybe better than mine. Maybe you ought to tell me how you think we can keep the drugs off the street. I've got two or three ideas I want to mention, though. One is, most cities do not have enough police officers to give the neighborhoods the kind of coverage they need. Thirty years ago, there were three police officers in this country for every violent crime reported. Today, there are three crimes, violent crimes, for every police officer. So most cities simply don't have the people they need to work in the neighborhoods, stay there and help keep the places safe and drug-free -- first thing.

Second thing is that schools should become drug-free areas. You ought to be able to get the drugs out of the schools, and then kids should be taught from a very early age about the hazards of drugs -- that they can kill you, they can take your life away.

The third thing is, we've got to bring another economy to the areas where people are doing drugs, because it's a business. People have to have other ways of making a living. We have to create an alternative future.

So I think there's law enforcement, I think there's drug education and treatment, which I know works, because I've had -- my own brother has had a drug problem, and I know that works. But I think you also have to create another future. We have to tell people -- keep in mind, the drugs got real bad in the places where the family and the community and the jobs were all disappearing. So I think we have to again create an alternative reality.

One of the things we're trying to do in our administration is to create some conditions in which people will go in and invest money and hire people in these areas where people have been making money off drugs instead of off honest jobs. But you all might have better ideas than that. If you've got any ideas for me about what to do about drugs, stand up and give me one of your ideas. I'd like to have -- go ahead.

Everybody's got a role to play. Everybody is important.

In most schools where there are drugs and guns, some other kids who don't do drugs and don't have guns know about it. They could report it; they could help to get it done; they could organize themselves into groups in each school and say, we don't want drugs in our schools, we don't want guns, we don't want knives, we don't want violence in our schools. That could make a bigger difference in that school than anything the President could do.

On the other question, I think you're right. One of the things that we have to do is to find young people who are likely to get in trouble and try to reach them before they get to the point where they are hurting other people, because a lot of young people never felt like they were loved. That's obvious to me, I see it all the time.

**APRIL 13, 1994**

**REMARKS TO THE AMERICAN SOCIETY OF NEWSPAPER EDITORS**

... We cannot live the lives of children for them. So every one of us -- every parent, every teacher, every person has to somehow find a way to reach these kids before it's too late. Somehow the young people who make it know that they're important; they understand that their lives matter; they understand that there can be a future; they think about the future in terms of what happens five or 10 years or 20 years from now instead of what happens five or 10 minutes from now. They understand that they have to fight to find ways other than violence to solve their problems or deal with their frustrations. They have to come to understand that children having children is just wrong, and can't lead to anything good for them; that drugs will ruin their lives. We've got a lot of kids now who are beginning to creep back into drug use just because they think it's hopeless out there. We have to change that, and we have to help them change that. And a government program, alone, cannot do it. We have to do it with the kinds of things you do with these special reportings in your newspaper, and galvanizing and organizing people all over this country, community by community.

**APRIL 14, 1994**

**REMARKS IN EVENT WITH MAYORS AND LAW ENFORCEMENT OFFICIALS**

It's funny, you know, you hear sometimes the debates in the Congress and people who want to be tough on crime say, well, this prevention stuff, it's a little squishy and maybe we shouldn't spend the money on it. But if you talk to any veteran police officer, they tell you, spend the money on prevention; give me the tools to do alcohol and drug abuse education; give me the tools to give these kids something to do before school and after school and at night; give me the tools to give these

young people something to say yes to, instead of just having us tell them to say no to something wrong. That's what the law enforcement community tells us.

**APRIL 19, 1994**

**REMARKS IN MTV'S "ENOUGH IS ENOUGH" FORUM ON CRIME**

**Q** Hi, Mr. President. My name is Connor Kennedy and I'm a 19-year old from New York City. My question is, given the massive overcrowding in prisons in this country today, how well do you think mandatory sentences for drug offenders works?

**THE PRESIDENT:** I think the mandatory sentencing program has -- of course, keep in mind, that's basically a federal program, although New York also has a mandatory sentencing program. Some states have it and some states don't. By and large, there have been a lot of problems with mandatory sentencing programs related to drugs because they tend to treat cases that are different the same.

The second thing I have to say is that there isn't enough drug treatment on demand. We know that appropriate drug treatment, if you also accompany it with something that a young person can do, works in more than half the cases. So I think what we need to do is to focus on having an appropriate level of punishment, but also an appropriate alternative so people can move out of the life they're living. That's what I think.

So the mandatory sentencing program, there have been problems with all of them, largely because they treat -- they tend to treat cases that really are different fundamentally the same.

Now, on the other hand, if you listen to anybody talk, they'll also tell you a lot of people get parole without doing an appropriate amount of time. So the system is not as rational as it ought to be. And I do think there's some problems with the sentencing. I'd like to see some changes.

**MS. SOREN:** We do have a question on prevention over here for President Clinton.

**Q** Hello, Mr. President. My name is Berniece Thornton and I'm a 19-year-old D.C. resident. I know a lot of drug addicts that have been locked up for abusing drugs. And personally, I just don't think that's right. I think there should be more drug prevention or more drug rehabilitation programs out here to help them. And putting them in jail is not the answer, I don't think. What do you think about that?

**THE PRESIDENT:** I agree with half of what you said. I think there should be more drug prevention programs, and I think they'd work, the drug education

programs. I think there should be more drug treatment programs. But some of you, perhaps all of you know that my brother is a recovering drug addict who actually went to prison for 14 months. It is my opinion that if he hadn't been caught up in the criminal justice system, he probably would have died because his problem was so gross and so bad. And I think he would tell you the same thing if he were standing here with me.

So I don't think it's inappropriate for people to do some time for violating serious crimes when they have a drug problem, and it may actually jerk them out of the life they're in and help to save their life. But I would say two things: Number one, you don't want to overdo the length of time they have to serve if, fundamentally, they're not drug pushers, they're really drug users and abusers and addicts -- you can overdo the length of time. And, number two, you've got to have adequate drug treatment, as well as preparation for living a different life if you want a different kind of behavior coming out of the prison than you got going in. That, it seems to me, is the biggest problem.

So a little time won't hurt people who are in the process of killing themselves anyway, if you make the most of them. But if you just send them to prison for a too-long sentence and you never do drug treatment and they get nothing when they come out, then you're right, it's self-defeating.

**FEBRUARY 9, 1994**

**REMARKS IN TELECONFERENCE CALL WITH MAYORS**

Earlier today, Lee Brown and I announced our new drug control strategy, which expands drug treatment programs as well as provides more police officers on the street. These two items in our budget got bigger increases than almost anything else. Community policing went up \$1.7 billion. The drug budget went up \$1 billion, even though we were cutting half the government departments and 60 percent of the line items in the budget.

**FEBRUARY 28, 1994**

**REMARKS TO STUDENTS OF HILLCREST HIGH SCHOOL**

I can't help saying one thing about drugs that I think is important, and that is that we see some evidence now that drug use, after going down among young people for several years, may now be on the rise again. And I just have to tell you that one of the things that I learn every day as President is to be a little humble about what I can do. That is, I get up every day and I try to do what I can to make the future better for you. My job really is about guaranteeing the future for America, preparing America for the 21st century, trying to keep the American Dream alive for you. I've lived most of my life, and I hope more than I can say that none of you have lived most of your lives. I hope the vast majority of your life is still out there ahead of you. But I know that there is a limit to what even the President can do.

The President can't keep anybody off drugs. The President can't keep anybody from getting in trouble with the law. The President can't keep anybody from resorting to violence. These are decisions you have to make.

**MARCH 19, 1994**

**REMARKS IN ABC SPECIAL "ANSWERING CHILDREN'S QUESTIONS"**

Q Well, Mr. President Clinton, I know you get a lot of questions, but this is just a little thing about you. I think you're such a decent and honest person and I really believe in you in trying to make everybody happy. And I think we kids have to take the responsibility, because we should know who's bringing in the drugs, the guns. And if we just report it in, that would really make a difference. And also that would make a really big difference is that most of the criminals and people who sell drugs, they don't feel loved. And so I think, from the moment your born, you have to feel loved. You should tell your child that you love them very much.

THE PRESIDENT: Let me just say two things. First of all, remember what I said, no matter what I do, the President has to have partners all over America.

## DRUG QUOTES

Billie  
Holiday

All dope can do is kill you ... The long hard way.  
And it can kill the ppl you love right  
along with you.

## DRUG FREE AMERICA

Tim Burke  
Brooklyn Youth  
Chorus.

Ad agency employees who give time pro bono  
for public edue. (may never)  
young heroes & heroines who alert America --  
esp children

90% of drug users begin in teens

50% before 16

Ages 9-14 rate is ↑ again after 16  
largest pub serv. ad camp in US hist

Creative ppl

(\*) She needs to say that she has come personally to  
thank them

Over last 7-8 yrs drug use ↓  
Should take pride in positiv. accept. even  
if still hear a lot abt drugs

Children are preyed upon  
They represent our future

Escapism

Quick fixes

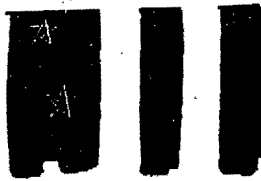
kill time or kill  
pain

We have to do sth more to give these kids  
sth to live for.  
great sports figs.  
[funeral children]

Ad news - has to keep the message vivid & fresh

"de-normalize drug"

"join brain on drugs"



## PARTNERSHIP FOR A DRUG-FREE AMERICA

DORIA L. STEEDMAN  
Executive Vice President  
Director of Creative Development & Research

File  
May

January 28, 1994

Ms. Alena Svab

Dear Alena:

With this note I am sending the letter to the First Lady from Mr. Burke that I spoke to you about on the phone. I also faxed a copy of it to Madge Henning in the Office of the First Lady several weeks ago.

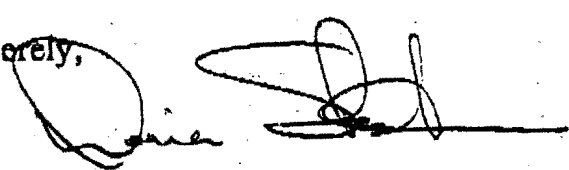
We had suggested a date of May 10. Other possible dates would be May 11, May 12 or May 24. If there is another date that would be more convenient, please let me know.

 Ms. Henning told me this week that she had been told by Patti Solis that Mrs. Clinton informed her this date is a definite commitment. We are very grateful to the First Lady for this support, because the work that the Partnership for a Drug-Free America does would not be possible without the backing -- creative and financial -- of the advertising community.

The need for a definite date is urgent. There are only a few places that would be appropriate for this event, and they are booked months (and sometimes years) in advance.

I look forward to hearing from you.

Sincerely,





## PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE  
Chairman

December 10, 1993

Mrs. Hillary Rodham Clinton  
Office of the First Lady  
The White House  
1600 Pennsylvania Avenue, NW  
Washington, DC 20500

Dear Mrs. Clinton:

Thank you for giving me your time during what I know was a most hectic day for you.

I think I understand your feelings of frustration and I am sure you know that I want to do everything that I can to be helpful. No administration, in my experience, has taken on such an important domestic agenda and I believe that you and the President have been extraordinarily effective in getting the public to understand the importance of what you are trying to accomplish.

My belief is that because the drug problem is imbedded in every single social issue that we all care about, it offers a singular opportunity to further involve the private sector in the solutions to the difficult challenges that face us all.

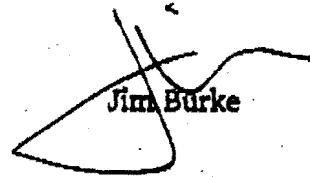
I talked to David Gergen today and am looking forward to the opportunity to brief the President on my views of the drug problem sometime in the near future. In the meantime I will be working with Peter Edelman and Melanne Verveer on some of the ideas which we discussed.

I want to particularly thank you for your willingness to speak before the advertising community to thank them for their extraordinary creativity. I am enclosing a 3 1/2 minute tape which is reflective of the work that they do. These spots were specifically created for our major Inner City effort in New York City.

In any case this "thank you" event to the advertising community has been tentatively scheduled for Tuesday, May 10th, 1994 in New York City. At your suggestion, Doria Steedman, our Director of Creative Development, will be in touch with Melanne Verveer to discuss this or an alternate date that would be convenient for you. You can be sure that the entire advertising community will appreciate your show of support.

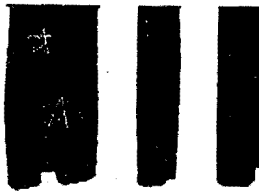
Again, thank you for all that you do for the country.

Sincerely,



Jim Burke

JEB/dmp  
Enclosure  
bcc: D. Steedman



## PARTNERSHIP FOR A DRUG-FREE AMERICA

DORIA L. STEEDMAN  
Executive Vice President  
Director of Creative Development & Research

*File  
May*

March 29, 1994

Ms. Patti Solis  
Special Assistant to the President  
and Director of Scheduling for  
the First Lady  
The White House  
1600 Pennsylvania Avenue, NW  
Washington, DC 20500

Dear Patti:

We are so looking forward to having the First Lady host the Partnership for a Drug-Free America's Thank You Event. Her presence will mean so much to all of us in the communications industry who have dedicated ourselves to the fight against illegal drugs. The event will be held at the Hilton hotel -- we have been informed that Mrs. Clinton has appeared there before, and therefore they are familiar with her security requirements. Please be advised of the following information:

Date: Tuesday, May 24, 1994

Time: 5pm-8pm

(We would hope that the First Lady could be present from 6-7pm)

Place: The New York Hilton Hotel  
1335 Avenue of the Americas  
New York, NY 10019

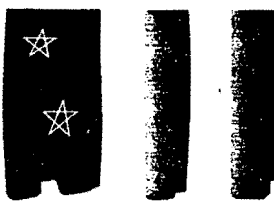
Hotel Contact for Security: Greg Hein, Catering Manager  
(212) 261-5713

I look forward to meeting with you on April 8th. Please feel free to contact me directly at (212) 973-3522 should you need more information.

Sincerely,

A handwritten signature in dark ink, appearing to be "D. Fisher", written below the word "Sincerely,".

cc: Chas Fisher



## PARTNERSHIP FOR A DRUG-FREE AMERICA

DORIA L. STEEDMAN  
*Executive Vice President*  
*Director of Creative Development*

April 27, 1994

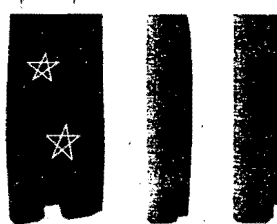
Ms. Patti Solis  
Special Assistant to the President  
and Director of Scheduling for the  
First Lady  
The White House  
1600 Pennsylvania Avenue, NW  
Washington, DC 20500

Dear Patti:

I am pleased to enclose three copies of the invitation to the Partnership Thank-You Event with the First Lady as our honored guest. We are being inundated with acceptances, which surprises no one.

As soon as I have an accurate guest list, I will be forwarding it to you. If there is any further information that you would like to have, please let me know.

Sincerely,



## PARTNERSHIP FOR A DRUG-FREE AMERICA

### Thank You Event Presentation

Assumes: Approximately 800 invitees  
60-75% RSVP rate  
480-600 attendees

#### Invitations

- Sent a "hold the date" fax to CRC members and top agency people 3/31.
- Mail invitations between 4/8 and 4/15.

What we want attendees to feel:

Appreciated

Inspired

Motivated to do more now that they have seen that they really can make a difference

Evening mood: festive, elegant and inspirational

Evening agenda:

5-6pm

Cocktail hour:

Cocktails and hors d'oeuvres

6-7pm

Presentation:

- 1) Welcome remarks and PDFA update (no charts)
- 2) Presentation of creative (show reel)
- 3) What we've done--special video
- 4) Introduction of Mrs. Clinton
- 5) Mrs. Clinton's speech
- 6) Closing remarks
- 7) Brooklyn Youth Chorus Performance

TAH  
AR/SF  
DLS  
JEB  
HRC  
DB

7-8pm

More socializing and personal thank you's

Drinks are still available; also coffee, tea and desserts

#### Hotel -- The New York Hilton

Cocktails and hors d'oeuvres will be served in the Ballroom Foyer. At the appropriate time, the Ballroom's doors will open and everyone will file into the Ballroom for the presentation, then return to the Ballroom Foyer post-presentation.

During the presentation, Hilton employees will clean the Ballroom Foyer and set up desserts and coffee and tea. Other drinks are still available.

# OPINION USA

"USA TODAY hopes to serve as a forum for better understanding and unity to help make the USA truly one nation."

—Allen H. Neuharth  
Founder, Sept. 15, 1982



Peter S. Prichard  
Editor

Karen Jurgensen  
Editor of the  
Editorial Page

Thomas Curley  
President and Publisher

## Black teens are leaders in saying no to drugs, cigarettes

Want to teach society how to stop using illegal drugs, alcohol and tobacco?

Then study young, inner-city blacks. They are leading a trend of declining drug use.

Major studies show they have the lowest rates of use for virtually all drugs — licit and illicit. The trend, hailed as a public health success, is also one of the nation's best-kept secrets. "We are studying young blacks' behavior for clues to helping others kick their bad habits," says Gary Giovino, chief of epidemiology for the U.S. Office on Smoking and Health.

While this image of black youth as disciplined non-drug users runs counter to head-



**BARBARA REYNOLDS**  
COLUMNIST

lines and TV reports, look at the facts.

► **Smoking:** In 1976, about 38% of both white and black

high school seniors smoked; in 1992, about 32% of white seniors smoked, but only 8.2% of blacks, says last week's U.S. Surgeon General's Report.

► **Cocaine and crack.** In 1986, 13.5% of white seniors used coke, compared to 5.8% of blacks. Now 0.8% of black seniors use, compared to 3.1% of whites, says Partnership for a Drug-Free America.

► **Alcohol:** About 32% of white seniors are heavy drinkers, compared to 11% of black seniors, says the University of Michigan's Monitoring the Future Project.

These low numbers hold despite higher black school dropout rates. The smoking decline comes amid intense

cigarette ads in black areas and as more inner-city stores illegally sell loose cigarettes, a subject in the Feb. 25 issue of *The Journal of the American Medical Association*.

"It's tragic to put a black face on drugs instead of studying the increases among middle-class whites. As long as it's seen as a black problem, it will never be solved. We need to learn from blacks how they are making so many right choices," says Tom Hedrick, president of Partnership for a Drug-Free America.

What explains this spectacular trend?

On smoking, experts cite rising cigarette costs, anti-smoking ads and a pro-health

attitude. On drugs, they cite ads, such as the one equating drug use with frying your brain, and a heightened awareness of the risks of drugs and resulting violence in the inner city.

Another strong factor, researchers say, is that black youth are more committed to religion and more likely to belong to strict fundamentalist denominations. "Ministers preaching against drugs and putting in anti-drug programs shouldn't stop. It's working," says John Wallace, a University of Michigan sociologist.

Isn't it strange that bad news about black youth travels fast, but good news barely crawls?



LEFT: SKOOGFORS—WOODFIN CAMP

**Staying clean:** Hastings with son Alex, 7, and daughter Kenyatta

## Good News on Drugs From the Inner City

**Crack Wars:** Amid the ravages of addiction, black kids and teens are turning off, not on

BY CARROLL BOGERT

**J**ESSIE HASTINGS FIGURES THERE'S something wrong with her family. She says her mother, father and one sister have all been on drugs. Her other sister was, too, until she went through a crack-rehab program a couple of years ago. Jessie, 26, has been clean for a few years. She lives on welfare in southwest Philadelphia with her boyfriend and her five children. Is there any hope, in this violent, crack-infested neighborhood, that her kids won't become addicts too? Surprisingly, yes. Jessie's eldest daughter, Kenyatta, 8, swears that she'll never touch drugs. "They're dangerous," she says emphatically. "They can kill you." Her grade school has regular drug-prevention classes—something Jessie never had, though she says, "I wish I did."

In its stereotype of the desolate inner city, the public has overlooked one stunning fact: black teenagers, who have seen the horrors of addiction firsthand, are using drugs less now than they did two decades ago (when the major surveys began). What's more, proportionately fewer black

teenagers use drugs than do whites or Hispanics. They're at least 20 percent less likely to use cocaine or marijuana than whites, and for some groups 80 percent less likely. Last week the University of Michigan's Monitoring the Future survey released 1993 figures showing that marijuana, LSD and amphetamine use is creeping up again among high-school students (chart) after a long decline. That's reason for concern. But it shouldn't obscure the good news: although hundreds of thousands of people are still using crack, relatively few of them are young people. "I don't know hardly anybody my age who does crack," says Twanda Sadler, 17, of north Philadelphia. "You just don't see it."

One thing above all has persuaded these kids not to get involved in crack: bitter experience. Crack use leaped upward in the mid-1980s, and many of its early converts have teenage children now. They have the wisdom of firsthand observation. "I see this stuff all the time," says Herbie, 17, whose father was addicted and whose west Philadelphia neighborhood is loaded



PHOTOS BY LEIF SKOOGFORS—WOODFIN CAMP



**'Don't die':**  
Ama Jones  
vows not  
to do crack,  
kids try to  
steer clear of  
dealers  
and users

"Pray," says one. "Write poetry," says another. One girl says her family was evicted from their house because her mother spent the rent money on drugs. "The main thing you can do is talk about it," she says. But Rubin knows she's missing a lot of the kids who need her most: "The kids who do drugs don't come to school, because they can't function." Overbrook High School has 3,000 kids. A dozen or so visit Rubin.

**Who's selling:** Ghetto kids know their neighborhoods intimately—partly because they have so few opportunities to leave them. They know who's buying and who's selling, and on which street corners. They see younger kids selling to older users. They know the dealers are not always using drugs themselves (they need to keep their heads clear for business). But children frequently overreport the amount of drug use in their own neighborhoods and schools, probably because they feel so overwhelmed by it. Even if statistics show that crack use is not spreading to younger kids, the neighborhood is still full of the drug, and more violent than ever. "In the past few years, some people I know have gotten killed," says Jason Turner, 21, of north Philadelphia. "So it's hard to say things have gotten better."

Moniya Chambers, a middle schooler in north Philly, asked why she doesn't use drugs when so many people around her do, readily answers, "I think I'm too im-

portant." Someone has clearly taught her that answer. Unfortunately, as she and her peers get older, other influences may be more powerful. Many kids report that it's possible to refuse drugs and still be considered "cool" in school. Still, drug dealers have more money than anyone else in sight. With the black family disintegrating, and with older drug users depending on younger suppliers, teenage dealers wield often unchecked authority in the neighborhood. Standing up to them takes more than an earnest desire to say "no" to drugs. But some kids have the mettle. "The whole point is that you don't want to get into those things that hold you back," says Theresa, whose alcoholic mother tried to rip up her college applications because she didn't want to "be lonely." Theresa went ahead and applied; she's going to college in the fall. ■

with crack houses and crackheads. "That's exactly why I would never do it," Ama Jones, a 13-year-old in north Philly, says crack addicts "look terrible. I don't want to look like that." Larry, 15, admits to smoking some marijuana, but he would never try crack. "Your face gets all sucked in and you look like a zombie."

Some kids even help get their own parents off drugs. Christina, 16, told her crack-addict mother, "If you want me back, you've got to clean yourself up." Her mother is in a treatment program now, and Christina is living with her grandmother. Ed Cox Jr., a drug-prevention counselor in the Ferguson Elementary School in north Philly, says some of his kids go home and say to their parents, "Mr. Cox says you shouldn't be doing that." Not all parents take kindly to the message, of course, and Cox has to be politic. "I tell the kids, 'Just because someone in your family does it doesn't make it all right.'"

**Empty vials:** In Philadelphia's tough black neighborhoods, the anti-drug message starts in kindergarten. When Cox asks a class of 21 first graders, "How many people here have seen a cap?" every hand in the room goes up; streets around the school are littered with these empty crack vials. "Do we pick these up?" asks Cox. The class shouts back in unison, their voices shrill with childish disdain, "No!" Cox advises visitors, when leaving the school, to avoid one side street where the dealers hang out. Is that the kind of thing he tells his kids? "No, that's the kind of thing they tell me."

The propaganda is everywhere. Neighborhood community centers are "drug-free zones"—and kids generally don't bring drugs onto the premises. Black ministers

preach against drugs (though many complain that the powerful black church is "behind the curve" on the drug issue, since few congregations sponsor their own drug-prevention programs). TV commercials urge kids. "Don't do drugs. Don't die and go away." Some kids dismiss the ads as "corny," but studies show that nearly three quarters of black eighth and 10th graders nationwide have seen them. "That's incredibly high recall," says Ginna Marston of the Partnership for a Drug-Free America, which produces the ads. "It's in the same category as major advertisers like McDonald's or Nike."

Still, by high school the bathrooms are beginning to stink of marijuana smoke. Listening to counselor Sheila Rubin lead a role-playing session at Overbrook High in west Philly, you hear the usual litany of inner-city woes: broken homes, addicted parents, empty lives. One boy acts out his father: "What's wrong with you, boy, don't you know how to say hello?" A girl plays her mother: "Why are you always standing there looking so dumb?" Rubin asks the kids what they can do about all the anger in their homes.

## Teens on Drugs

Blacks report the lowest drug use among teenagers. The news about teens in general, though, is not good. After more than a decade of decline, the popularity of drugs—particularly marijuana—is on the rise.

### Teenage Annual Drug Use

|                   | IN PERCENT |      |        |
|-------------------|------------|------|--------|
| Alcohol           | 1992       | 1993 | change |
| 8th grade         | 53.7       | 51.6 | -2.1   |
| 10th grade        | 70.2       | 69.3 | -0.9   |
| 12th grade        | 76.8       | 76.0 | -0.8   |
| LSD               |            |      |        |
| 8th grade         | 2.1        | 2.3  | +0.2   |
| 10th grade        | 4.0        | 4.2  | +0.2   |
| 12th grade        | 5.6        | 6.8  | +1.2   |
| Marijuana/Hashish |            |      |        |
| 8th grade         | 7.2        | 9.2  | +2.0   |
| 10th grade        | 15.2       | 19.2 | +4.0   |
| 12th grade        | 21.9       | 26.0 | +4.1   |
| "Uppers"          |            |      |        |
| 8th grade         | 6.5        | 7.2  | +0.7   |
| 10th grade        | 8.2        | 9.6  | +1.4   |
| 12th grade        | 7.1        | 8.4  | +1.3   |

SOURCE: MONITORING THE FUTURE STUDY, THE UNIVERSITY OF MICHIGAN



January 24, 1994

# Advertising Age

Crain's International Newspaper of Marketing • In Two Sections • Section 1 • \$2.50 • In Canada \$3.50 • Printed on recycled paper

Special Report  
Marketing to Hispanics  
After Page 30

## EDITORIAL

### Why PSA causes falter

**M**indful of the stakes involved, we're all hoping the frank new AIDS-prevention campaign from the federal government's Centers for Disease Control is a big success. What a triumph if it does at least as well as another vitally urgent mobilization, the advertising industry's own Partnership for a Drug-Free America campaign.

And that's the rub. As has happened with the Partnership's historic work, it will be hard for the Centers for Disease Control campaign to get the sustained exposure it needs if it's to have more than a temporary impact.

Media will carry the AIDS spots because they're fresh and newsy, then get bored, and all too soon set

them aside so they can pick up on the next "hot" public service campaign.

But steady commitment to a powerful campaign pays off.

In the Jan. 17 Newsweek, Jonathan Alter calls the Partnership's public service ad campaign "one of the great untold success stories of recent years..." He notes that, between 1985 and 1992, "the number of Americans who regularly used drugs declined 50%, from 23 million to 11.4 million. Drug use among blacks is down 58%.

"Many factors contributed to the decline," Mr. Alter writes, but the Partnership's "huge coordinated media campaign on the use of illegal drugs... clearly made a

huge difference, not so much for the roughly 6 million hard-core drug users as for young recreational users influenced by definitions of what's cool."

Mr. Alter properly reminds us that the challenge is to sustain the success, because "when the campaign becomes old news, the bad numbers inch up again."

At the moment, with the Clinton administration easing up in the war against illegal drug traffickers, media are prone to choose other PSAs. Right now, it's AIDS prevention. And next year?

Too bad we in the media haven't figured out ways to help fight more than one war at a time. Society's ills and evils don't march in single file. □

# The Power to Change What's 'Cool'

**F**ORGET BLABBY STATE TROOPERS AND RAZORBACK S&L operators in hot pants. The ultimate rim shot for Leno, Letterman and the rest is the United States government trying to be hip about sex. The new radio and TV public-service announcements (PSA) on condoms constitute a Full-Employment Act for Talk Show Hosts. If the debut is any indication, it's the feds who should be using some protection. One of the first spots announced and quickly withdrawn last week by the Centers for Disease Control and Prevention featured a rock star—Anthony Kiedis of the Red Hot Chili Peppers—who turned out to have once been convicted of indecent exposure and sexual battery. Another radio spot, in which a condom is noisily placed over a microphone, is a ripoff of a parody originated by Rush Limbaugh, the noted anti-condomite. It's a long way from "Don't Be a Litterbug."

The problem with all the snickering is not just that 200,000 Americans have already died of AIDS, but that unlike so many government programs, these ads—which also preach abstinence—may actually save lives. And even if they don't sharply change behavior among gay men and IV drug users (the main at-risk groups), they will likely help curb other sexually transmitted diseases and unwanted pregnancies. Because Republican administrations were so afraid of condom campaigns, the evidence isn't in yet here. But look at Africa, where nonprofit groups are entering the war against AIDS. According to the Washington-based Population Services International, 900,000 condoms were sold in Zaire in 1988. By 1991, with condom ads on TV, that number had reached 18 million, a twentyfold increase in three years.

If anything, Americans are more susceptible than Zairians to media-induced behavior modification, especially the at-risk kids who—conveniently enough—watch a disproportionate share of television. In recent years, attitudes toward smoking, drugs and drunk driving have changed more quickly in the United States than anywhere. Obviously, the words and pictures on the air must be complemented by organizational commitment on the ground. The press must be willing to set aside its world-weariness and join the crusade. And the country must be ready to hear the message, or it won't get through. But the potential of well-crafted media campaigns to blast huge holes in social problems is seriously underappreciated.

Perhaps the best-known model is the transformation of smoking behavior. It's easy to forget just how acceptable cigarettes were throughout the culture until the 1960s. Now it's a furtive habit. Television and Hollywood do their part, with only newspapers and magazine ads (including those in *NEWSWEEK*) still playing the glamour game. Even accounting for slow progress among the

young, the basic change is striking. We've gone from a country where roughly half of all adults smoked to one where less than a third do.

One of the great untold success stories of recent years is the effect of a huge, coordinated media campaign on the use of illegal drugs. Between 1985 and 1992, the number of Americans who regularly used drugs declined 50 percent, from 23 million to 11.4 million. Drug use among blacks is down 58 percent. Many factors contributed to the decline, including the sudden death of basketball star Len Bias in 1986. But public-service ads created and placed by the Partnership for a Drug-Free America clearly made a huge difference, not so much for the roughly 6 million hard-core drug users as for young recreational users influenced by definitions of what's cool.

The same is true of the "designated driver" campaign, which had little impact on alcoholics but proved tremendously successful overall. Since 1989, alcohol-related auto deaths are down a full 25 percent, after staying flat for a few years. (A raise in the drinking age in many states was also a large factor.) Unlike the traditional Ad Council PSAs, which are routinely pre-empted on local stations, the network ads on drunk driving were carried in prime time and widely absorbed. So were the designated-driver themes inserted in popular TV sitcoms. The challenge now, says Jay Winsten, director of the Center for Health Communication at the Harvard School of Public Health

(which spearheaded the campaign), is sustaining the success. As the anti-drug activists also find, when the campaign becomes old news, the bad numbers inch up again.

That's the real issue facing the media this year on violence. How to keep the momentum of outrage from fading? Daily or weekly death tolls in newspapers and TV newscasts are one way to institutionalize the crusade, just as Walter Cronkite once kept the Iranian hostage crisis front and center with a nightly sign-off ("The 346th day of captivity for the American hostages..."). On another level, Winsten is now planning a designated-driver-style campaign against violence, complete with a new slogan inserted in ads and sitcoms. It's a good bet that a couple of years from now we'll look back on the "Squash It" campaign as a major contributor to reduced teen violence. ("Squash it" is apparently the latest street lingo for backing away from potentially violent disputes—sort of the "chill out" of the '90s.)

After attacking violence (even the verbs are tricky on this one), the nonprofits, the media and the government should move on to teen pregnancy, the root of so many other social pathologies. Then: stop. Or public-service media campaigns, tremendously valuable if tightly focused, will expand to the whole litany of social causes and become a real joke, instead of just an easy one.



Condom ad: Powerful—despite the jokes



## Restoring the Stigma to Drug Use

By SARA ENGRAM

**T**he cost of manufacturing a kilo of cocaine in Colombia is \$50, according to Dr. Gustavo de Greiff Restrepo, Colombia's attorney general.

Once the drug hits markets in this country, that \$50 investment can fetch about \$5,000. The hefty profit is one major reason Dr. Restrepo thinks that illegal drugs are here to stay, and that winning any kind of "war on drugs" is a pipe dream. His thinking is shared by many of the other officials who gathered in Baltimore last week for an international drug-policy conference.

Despite the vast resources devoted to fighting drugs, not a day passes that we don't see the awful toll drugs are taking on this society. No wonder many officials see an urgent need to talk about strategies to reduce the harm drugs cause to society.

Taken alone, this line of thinking has an aura of defeatism. It assumes the network of supply and demand is seamless and eternal, that there is a virtually unlimited supply of people willing to pay premium prices for illegal drugs that might entertain or lull them, but that can also incapacitate and even kill them. What if customers began to see drugs as dangerous and not worth the money? What if that cocaine from Colombia never found a buyer in Baltimore or Columbia or Ocean City?

Some anti-drug activists think it's possible to shrink the market for drugs. One such group, the Partnership for a Drug-Free America, takes a classic Madison Avenue approach to the problem. It believes that attempts to persuade people that drugs are not worth the risk can significantly change drug-usage habits.

Founded in 1985 by advertising executives, the group draws its staff and a small army of volunteers from the communications industry — marketing executives, ad creators, public-relations specialists and media types. Their goal is to "denormalize" drug use, to reinforce attitudes that stigmatize drugs as socially unacceptable.

The approach combines a tinge of moralism with a thoroughly American faith in the powers of advertising. If people can be persuaded to buy toasters and Twinkies and even pet rocks, then why can't they be persuaded not to buy drugs? The Partnership has some impressive statistics to prove the point.

In 1962, fewer than 4 million Americans had tried illegal drugs. By 1992, almost 80 million Americans had tried them. What happened? The Partnership's answer is simple: As a nation, we "normalized" the use of illegal drugs, creating in the process a pool of probably around 6 million people who are in various stages of addiction.

But attitudes aren't set in stone. Surveys now show a major shift in attitudes, accompanied by dramatic declines in drug use. Americans are recreating a social climate in which drugs are not seen as normal or harmless.

In numbers, that represents a huge drop in people who say they have used drugs in the past month — from 23 million people in 1985 to 11.4 million people in 1992, according to household surveys conducted by the National Institute on Drug Abuse.

Cocaine use has fallen by 78 percent, which prompts the question: Could some of the drug-related violence we're seeing stem from fierce competition spurred by a dramatically shrinking market?

If any one factor caused this reversal in trends, it seems to have been the death of Len Bias in June 1986. When an exceptionally talented young basketball player ready to begin a promising professional career dies from a cocaine overdose, the media pay attention. The tragedy sparked hundreds of stories about

the dangers of drugs, and surveys of young people detected a significant increase in their awareness of the risks involved in drug use.

Clearly, public perceptions have changed. The Partnership can take some credit. Its clever ads — like the picture of scrambled eggs with the caption, "Your brain on drugs" — have caught the attention of millions of Americans.

But it's also the steady drumbeat of news stories, the proclamations of public officials and celebrities and — especially — the grass roots efforts of concerned parents and other citizens determined to make drugs unwelcome in their communities.

It's important to recognize the good news about drug use. But it's also important to admit the bad. Whatever your approach to drugs — prevention and "denormalization" or harm reduction and "medicalization" — it is clear that current policies short-change the need for treatment.

With 6 million or so Americans in trouble because of drug use, adequate treatment programs are essential to reducing drug-related crime and violence.

That we can all agree on.

Sara Engram is editorial-page director of The Evening Sun. Her column appears here each week.

# Advertising | Stuart Elliott

## The Partnership for a Drug-Free America

accentuates the positive in a new campaign.

**T**HE Supreme Court, it is said, follows the election returns. So, too, it seems, does the Partnership for a Drug-Free America.

The partnership, a seven-year-old volunteer coalition of advertising agencies and media companies, is about to introduce a series of television commercials, aimed at inner-city youth, that takes a strikingly different tack than was popular during the Reagan-Bush era. Gone are the negative strategies typified by the slogan "Just say no" — hard-sell castigations of drug use, infused with menace and melodrama, that perfectly complemented Presidential rhetoric of a "war on drugs."

"The word 'war' had connotations of short and winnable," Doria L. Steedman, the partnership's executive vice president and director of creative development and research, said last week during an interview at the organization's office in midtown Manhattan.

"We will be saddled with that for a very long time," she added.

The new public service campaign, in stark contrast, is intended as a positive reinforcement for children who live where the nation's drug problem is most severe. The commercials, written and directed by a young former employee of Wieden & Kennedy, the Portland, Ore., agency known for its smart, trend-setting creative work for clients like Nike, are affirming in their approach and attitude.

As anthemic music swells on the soundtrack, viewers will hear language that is unusually poetic for any form of advertising, much less public service announcements. And there is no mention whatsoever of drugs until the partnership's name is superimposed on screen at the end of the spots.

"You are the thumbs and the eyes," a narrator intones in one commercial as youngsters frolic. "You are the energy and the shine. You are the rhythm and the gift. You are the angel and the fist. You are the universe. You are the universe."

In another spot, a narrator declares, "You are stronger than the rest and know it." Then, as a boy riding a bicycle pumps his fist skyward, the narrator exhorts, "You are more powerful than the pain."

In a third, as a girl wearing a school T-shirt bearing the name "Kennedy" slowly pulls herself up on a chinning bar, a female announcer asserts, "Your face explodes with hope and vision," and concludes, "It is your iron time."

Research among young inner-city residents found that "most are not using or dealing drugs and are knowledgeable about the dangers," said Ginna Marston, executive vice president and director of the partnership's inner-city initiative.

"The problem is not drugs, but an attitude of hopelessness," she added. "They start to feel they don't count, they don't matter. They feel bad about themselves and give up on themselves; those are the ones who get into drugs."

"It's not to kill time, as happens in the general market," she continued, referring to drug use among youngsters in more affluent communities, "but to kill pain."

The campaign is being introduced a year after the partnership's initial inner-city program, which mixed some messages of self-esteem with its more typically didactic depictions of the social stigma attached to drug use and encouragements to avoid drugs.

One of the 1992 commercials, by Goodby, Berlin & Silverstein in San Francisco, even acknowledged, albeit obliquely, the criticism of "Just say no" as a simplistic response to systemic societal problems that might lead people who perceive the future to be as hopeless as the present to consider drugs as an appealing escape. In that spot, as a boy takes a roundabout route to avoid drug dealers, he says: "My teacher tells us to just say no. Policeman said the same thing. They don't have to walk home through here."

Geoff McGann, the 29-year-old former Wieden copywriter who created the new campaign, said the coalition "understood something needed to change."

"That's not to say what was done in the past was wrong or right, but to say maybe what we need to do is try something new," he said.

"I wanted to say something optimistic to the kids," he added, "to talk about something in their spirit they could get hold of. It empowers you about your life." Mr. McGann now freelances for Wieden, which paid the campaign's production costs, while he makes commercials and music videos for O. Pictures in Los Angeles.

Ms. Steedman said the partnership would make "a special distribution" of the campaign, explaining that in New York, for instance, tapes of the commercials would be delivered to the broadcast networks to encourage them to donate commercial time for the spots. Locally, state alliance programs affiliated with the partnership will take the campaign to media in local markets; the inner-city program is meant to run in 37 large cities.



A campaign by the Partnership for a Drug-Free America is intended as a positive reinforcement for children who live where the nation's drug problem is most severe. "You are the universe," proclaims a poster.

# IDEAS & RESOURCES

Fund Raising, Marketing, and Managing

## 3 Award-Winning Ad Campaigns

**T**HREE NON-PROFIT organizations have won Effie Awards for public-service advertising campaigns.

The awards, presented by the New York chapter of the American Marketing Association, are intended to honor advertising campaigns from around the country that have been proved effective. This is the 25th year the organization has presented the awards.

Partnership for a Drug-Free America, a non-profit coalition formed by broadcasters, advertisers, and others in the communications industry, won top honors for its campaign aimed at teen-agers.

The strategy of the advertisements, says Steve Dnistrian, vice-president and associate director of external affairs for the partnership, was to "de-glamorize" drugs. "Since we started the campaign," he says, "there has been an increased social disapproval among teens resulting in a decline in drug use. In 1987, 39 per cent of teens strongly agreed that people on drugs act stupidly. By 1992, it was up to 52 per cent."

New York Cares, an organization that promotes volunteerism, won the silver award, or second prize, for its "New York Needs Coats" campaign. The ads featured a drawing of the Statue of Liberty shivering in the cold New York winter because it doesn't have a coat. The campaign brought in 100,000 coats that were donated to the homeless.

Recruiting New Teachers, a non-profit based in Cambridge, Mass., won third prize for its "Be A Teacher, Be A Hero" campaign.

Between September 1991 and July 1993, the organization received more than 310,000 calls from people responding to the toll-free number shown in its advertisements encouraging young people to consider a career in teaching.

"It goes beyond the sheer numbers of respondents," says David Haselkorn, president of Recruiting New Teachers. "About two-thirds of the respondents have had college degrees or better, and 29 per cent are people of color. It was highly successful." —TRACY A. FINE



The Partnership for a Drug-Free America's campaign aimed at teen-agers won the top award for advertising effectiveness.

Sunday, March 28, 1993

## The brains behind the egg drug ad are back

### Cocaine's effects shown in 3D image

BY RACHEL L. JONES  
Free Press Staff Writer

**T**he people who brought us the fried-eggs "This is your brain on drugs" commercial six years ago are back with a new campaign to demonstrate what dope does to the brain.

This time, they're using the real thing.

The new 30-second public service announcement from the Partnership for a Drug-Free America compares three-dimensional computer images of a healthy brain and a brain damaged by chronic cocaine use.

The healthy brain glows in vibrant reds, yellows and blues, indicating normal blood flow. The brain of a chronic drug user is riddled with dark ovals that look like holes; these are areas where the blood flow is constricted because of cocaine use.

The commercial ends with a side-by-side comparison and this message: "Maybe you have to have holes in your head to use drugs."

"It's symbolically graphic, but that's how you get the message across," says Richard Bonnette, executive director of the Partnership for a Drug-Free America. "One of the key ingredients in discouraging experimentation with drugs in young people is showing the risk involved with them. Once they've seen what drugs can do, they're making a more informed choice."

Bonnette says the spots are targeted at 9- to 12-year-olds, who are beginning to develop awareness and attitudes about drugs.

The images were produced through SPECT — single photon emission



These are not eggs; this is a brain on drugs, as shown in a three-dimensional computer image.

## Brains behind the drug ad are back

DRUGS, from Page 1J

computed tomography — the same technology used to diagnose the effects of strokes, Alzheimer's disease and other brain disorders.

Dr. B. Leonard Holman of Brigham and Women's Hospital in Boston, the researcher who helped develop these SPECT images, says the brain in the commercial belongs to a person who used cocaine for 10 years.

Cocaine is a powerful vaso-constrictor; from the very first use, it can impede the flow of blood through the brain. Holman says there's not as much definitive research on how other drugs affect the brain. Long-term damage to the brain from cocaine use includes behavioral changes and memory loss.

You won't get holes in your brain from taking a puff on a marijuana cigarette or from short-term, casual cocaine use. But that's not the point, Holman says. "This campaign is not intended to be a scare tactic. It simply uses technology to make people aware of the direct effects of drug use, whether it's one year or 10."

Plus, very few cocaine users remain short-term, casual users. "Once you get started with cocaine," Bonnette says, "it's not something you can use only every now and then."

Any questions?

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# THE PLAIN DEALER

*Our 151st Year*

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*Vice President, Senior Editor*

---

## Fewer fried brains

**T**here is evidence that the cocaine epidemic that swept through this country over the past decade has slowed considerably. Indeed, national surveys that as recently as two years ago showed drug abuse and related violence as the biggest scourges afflicting the nation, now generally point to the economy or other ills as more pressing.

This has not happened by accident. The country's seemingly insatiable appetite for illegal drugs appears to be waning. The decrease has resulted from a myriad of reasons, not the least of which is an increased public education campaign about the dangers of drug use.

While the number of hard-core drug users has remained stable, or even inched up, since 1990, the overall number of users has steadily declined. Most promising in this trend is the fact that fewer young people are experimenting with drugs. A survey conducted by the University of Michigan last year revealed that fewer high school seniors admitted to using any illegal drugs in 1991 than since 1975.

A lion's share of the credit for using education to attack drug use among the young goes to a non-partisan group called A Partnership For A Drug-Free America. The partnership best known for its fried egg advertisement ("This is your brain. This

is your brain on drugs") has found a number of creative ways to talk directly to young people, those most at risk for drug abuse or addiction.

The group's approach has been to "de-normalize" accepted attitudes toward drugs. And, as a group composed of several advertising executives, the partnership has been particularly well-suited for the challenge.

The partnership is now expanding to the states, where it hopes to tailor its message to local audiences. In Ohio last week, the partnership's national director, Tom Hedrick, said, "The drug war seems to be falling off the national agenda. But we can never forget that drug use remains one of the more pressing problems facing the nation."

Strong leadership out of Washington, as well as from home, is needed to continue to make positive strides in the campaign against illegal drug use. President-elect Bill Clinton has vowed to continue to crack down on drugs coming across the nation's borders, as well as to increase the number of police who patrol our nation's streets. Clinton must make good on his promises, but productive efforts like those of the Partnership For a Drug-Free America will continue to be needed if millions of Americans are to remain drug free.

# The Columbus Dispatch

An Independent Newspaper Serving Ohio Since July 1, 1871.

JOHN F. WOLFE, Publisher, President and CEO

ROBERT B. SMITH, Editor

## EDITORIALS

### Getting smart Drug abuse dips as more people wise up

Nationally, fewer people these days are letting themselves be suckered into illegal drug use, the RAND Drug Policy Research Center says.

Given the numbing grief and horrendous public costs imposed by drug abuse, that's encouraging news for everybody.

Both first-time use and the total number of users are declining, the RAND studies show.

But a word of caution:

"The composition of the drug-using population has also begun to change," RAND says in a research paper that was published earlier this year.

"The data indicate that the sharpest reductions in drug use have occurred in suburban areas and among the educated middle class.

"It is likely that changing attitudes (e.g. increasing concern about the dangers of drugs and decreasing social approval) rather than enforcement efforts have influenced occasional users to quit using drugs."

Given the link between cocaine (including crack) use and health and crime problems, the situation may grow worse before it gets better, RAND observes.

Ohio and Columbus are fully engaged in countermeasures, of course.

Citizens of this community can be proud of the police who put their own lives on the line to disrupt the pusher connections.

Determined, skillful law enforcement, coupled with swift and certain justice, must remain a key component.

At the same time, it's important to focus efforts on prevention and treatment.

Education — starting in early child-

hood — in the realities of drug abuse is the foundation of prevention. As Gov. George V. Voinovich reminded Ohioans Monday, it has been calculated that each dollar spent upfront to educate and prevent saves \$6 that otherwise would be spent later on treatment.

Partnership for a Drug-Free America, a non-profit organization, is bringing its highly professional campaign to Ohio.

A central aim is to change attitudes about drug abuse, reducing the general level of tolerance for illegal use and giving non-users ample information on which to base the conclusion that it's potentially dangerous and certainly stupid to become a user.

Here are some figures from the partnership, comparing 1987 survey responses with

*Education in the realities of drug abuse is the foundation of prevention. As Gov. George V. Voinovich reminded Ohioans Monday, it has been calculated that each dollar spent upfront to educate and prevent saves \$6 that otherwise would be spent later on treatment.*

those in 1991:

- The percentage of preteens (ages 9-12) who say they have discussed drugs with their parents increased from 67 percent to 78 percent.

- The percentage of teen-agers (ages 13-17) who say friends are occasional marijuana users dropped from 57 percent to 45 percent.

- Teens who said they used marijuana during the year dropped from 30 percent to 21 percent. For cocaine, the corresponding numbers show a decline from 11 percent to 5 percent.

- The percentage of adults who say they used marijuana during the year slid from 19 percent to 13 percent, and those who acknowledged using cocaine dropped from 8 percent to 5 percent.

Promising trends. Get smart; stay smart.

# **Santa Barbara News-Press**

**"WITHOUT FEAR OR FAVOR OF FRIEND OR FOE"**

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## **Drug-free**

*Powerful advertising has made that lifestyle more acceptable*

America's "drug culture," an environment of acceptance and tolerance of substance abuse that was prevalent throughout the 1960s, '70s and early '80s, is finally abating. Credited with hastening its demise is a major anti-drug abuse campaign featuring "This is your brain on drugs ..." commercials that began five years ago. It's a wonderful development that proves how powerful media images can be, especially with youngsters.

The campaign featuring the egg-frying "brain on drugs" ads evolved from a commitment among Madison Avenue's biggest advertising agencies in 1987. They formed The Partnership for a Drug Free America and dedicated their considerable talents to an unusual task: persuading people *not* to buy something.

The campaign has been so successful that the head of the nation's office of National Drug Control Policy credits it with turning around a societal phenomenon. "They've had a tremendous impact on the popular culture of drug use, changing attitudes," said national drug czar Bob Martinez. "I give them a lot of credit for getting out the message — drug use is not the popular culture."

Research and an independent poll commissioned by the partnership show that the ads have had tremendous influence. Martinez says drug use among teen-agers is the lowest it's been since the mid-'70s. The partnership's poll

discovered that while 16.3 percent of 13-year-olds had tried marijuana in 1987, the number had dropped by 1991 to just 7.8 percent. Similarly, while 57.6 percent of 17-year-olds had tried pot in 1987, that number dropped to 47.6 percent in 1991.

Of telling significance is a change in what used to be general acceptance of drug use among America's youth. Dr. Mitchell Rosenthal, director of a drug treatment facility in New York, explained: "It has helped shift the mind-set of America about the acceptability of drugs. I think it has helped firm up the resolve of most mainstream Americans that drug abuse is not sensible ... and that drug abuse is not a chic, 'in' thing to do."

This shift says much about the influence of the mass media, especially popular television and radio programs, on our lifestyles and choices. In the 1970s, Hollywood parties were rumored to be incomplete without a bowl of cocaine on the table. Today, substance abuse is considered not only harmful, but a sign of weakness and even stupidity in most of society. We say most, because illicit drug consumption remains a tenacious tenant in the inner cities, where poverty and despair offer fertile ground for addiction.

Still, the tide seems to have turned, and The Partnership for a Drug Free America can take much credit. Its powerful messages are hitting their mark.

# Anti-drug campaign a hit

*Five years of ads have had great impact*

By Larry McShane  
Associated Press Writer

NEW YORK (AP) — The largest public service ad campaign in American history has completed its fifth year, employing everything from fried eggs to firearms to get its message across: Drug use is dimwitted, dangerous, deadly.

Has the message gotten through?

Yes, says the Partnership for a Drug-Free America — and they have the numbers to prove it. Yes, agrees the national drug czar: "Drug use among adolescents is at its lowest since the mid-1970s. That's rather dramatic. . . . The Partnership for a Drug Free America has played a major role there," says Bob Martinez, head of the office of National Drug Control Policy.

No, say critics — the campaign is ineffective among minorities, the poor and in urban areas, where the nation's real drug problems fester.

There was no such debate in the early days of the partnership, says President Tom Hedrick. When the consortium of Madison Avenue advertisers set up shop, few took them seriously.

"I can't begin to tell you the disrespect. I mean, to quote somebody in the Department of Justice, 'What the...do you martini-drinking, white-shirted advertising people know about drugs?'" Hedrick re-

called.

As it turned out, quite a bit.

The partnership began its crusade with a unique mission: A group of supersalesmen, once dedicated to peddling as much Tide or as many Fords as possible, was now trying to "unsell" drugs.

Advertising agencies donated the talent of their top creative people, production costs were covered by contributors and media outlets donated the time or space to run the finished ads.

The first ad aired on April 13, 1987. It was the antithesis of typical Madison Avenue hype — instead of buy, buy, buy, it was don't buy, don't try, don't get high.

The images concocted by a dream team of advertising top guns soon stuck in America's consciousness, particularly its egg-frying "This is your brain on drugs" spot. The ad achieved such notoriety that egg farmers complained it damaged their product's image.

Another typical ad: a woman with a revolver stuffed up one nostril, with a one-word caption — "COCAINE."

The high-profile, mass media campaign has won an assortment of awards and attracted plenty of supporters. The New York Times, The Philadelphia Inquirer and USA Today have weighed in with editorials praising the partnership in recent months.

"They've had a tremendous impact on the popular culture of drug use, changing attitudes," said Martinez. "I give them a lot of credit for getting out the message — drug use is not the popular culture."

Dr. Mitchell Rosenthal, director of the Phoenix House drug treatment facility, hailed the partnership for its work in keeping the country focused on the drug issue.

"It has helped shift the mindset of America about the acceptability of drugs," said Rosenthal. "I think it has helped firm up the resolve of most mainstream Americans that drug abuse is not sensible. . . and that drug abuse is not a chic, 'in' thing to do."

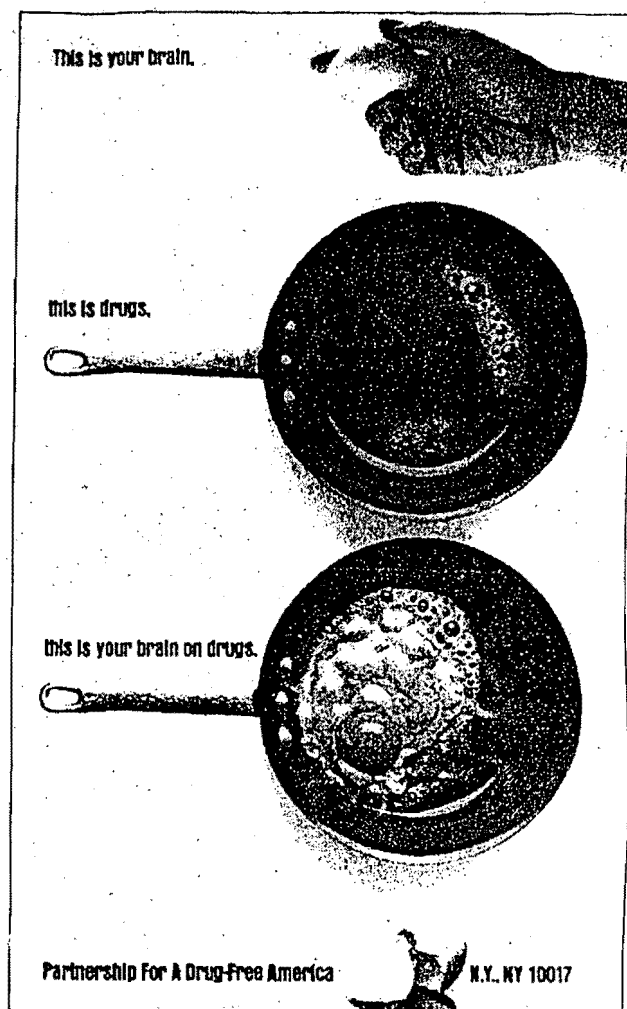
Surveys conducted for the campaign by an independent polling group back those contentions. The studies found that 7.8 percent of 13-year-olds had tried marijuana in 1991, compared to 16.3 percent in 1987; 47.6 percent of 17-year-olds had tried pot, compared to 57.6 percent in 1987.

There was a change in attitudes as well, according to the study. Seventy-one percent of 13-to-17-year-olds believed there was a risk involved in marijuana use, up from 63 percent in 1987. Sixty-nine percent felt the same way about cocaine, up from 62 percent in 1987.

Separate research done by Dr. Lloyd Johnston for the National Institute on Drug Abuse supports the partnership study. The University of Michigan research scientist says teens do remember the anti-drug ads and are influenced by them.

Adult attitudes toward drugs also became more negative, and use declined, the partnership survey indicated. These numbers don't jibe with those of the National Household Survey on Drug Abuse, which said drug abuse was up among those 35 and older.

That the ads may have had a great effect is not surprising; they quickly became ubiquitous. They've appeared on three major television networks, 15 cable networks, 210 magazines, 1,230 daily newspapers. They've shown up in 12 medical journals, 13 radio networks and 50 Yellow Pages directories — one in each state.



*Your Brain on Drugs*

AP photo

This anti-drug ad is one of the products of the largest public service campaign in American advertising history.

*From the Associated Press National Wire*

*June 15, 1992*

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## **THE TAMPA TRIBUNE**

June 11, 1992

Published by The Tribune Company  
202 South Parker Street  
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FOUNDED IN 1895

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Marketing Director

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## **EDITORIALS**

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# **Ad agencies' anti-drug effort is a great, if incomplete, success**

It was a novel concept in the big-dollar world of national advertising when planners first suggested the Partnership for a Drug-Free America: A consortium of Madison Avenue executives who would pool their expertise to convince kids that drugs definitely weren't cool.

That idea is now five years old, and even the most skeptical observers would have to admit that the partnership — a collection of what one federal official once sneeringly called "martini-drinking, white-shirted advertising people" — has touched our national psyche.

Remember the "This is your brain on drugs" spot, featuring the egg sizzling in a frying pan? Or the woman with a handgun barrel inserted in one nostril, with the one-word caption: "Cocaine"? Each was a memorable partnership brainchild.

Memorable? Yes: Independent surveys show those powerful images have helped curb drug use among the young. For example, the poll found that 7.8 percent of 13-year-olds had tried marijuana in 1991, compared with 16.3 percent in 1987; 47.6 percent of 17-year-olds had tried pot, compared with 57.6 percent in 1987.

More important, there has been a change of attitudes toward drug use, the poll found. In the most recent survey, 71 percent of 13-to-17-year-olds believed marijuana use is risky, up from 63

percent in 1987. The reaction to cocaine use was encouraging, too: 69 percent felt it was dangerous, compared with 62 percent in 1987.

A partnership survey reached similar conclusions, including one poll that suggests the images curbed drug use among adults, too.

Of course, polls, like people, can reach widely differing opinions with the same information. But indications are that the partnership has at least partially reached one crucial segment of the nation's populace, the nation's young.

Note that "partially." Detractors say the partnership's message has not reached many poor neighborhoods where drug use remains high.

Still, the ads have a packed a wallop, says former Florida Gov. Bob Martinez, the nation's drug czar. "They've had a tremendous impact on the popular culture of drug use, changing attitudes," he says. "I give them a lot of credit for getting out the message [that] drug use is not the popular culture."

Unfortunately, drug use remains a persistent problem in many places, including some of Tampa's own blighted areas and the poorer parts of St. Petersburg. Nor are all affluent areas spared, by any means.

Still, the partnership has had a tremendous impact upon how drug use is viewed by American society. And that is a great beginning.

# Drug-free America

The use of illegal drugs is a terrible scourge in our society. Every effort must be made to reduce — and if possible, eliminate — this corrosive problem.

In this regard, intercepting drugs imported from abroad is important, and so is police action designed to suppress the drug trafficking in our streets and neighborhoods. But the most important long-range goal must be to reduce demand.

Illegal drug use is a consequence of choices made by individuals — at least, before becoming addicted — and these decisions are greatly affected by the perception of two factors: The grave risks associated with drug use, and social disapproval of the activity.

So all segments of the community — educators, public officials, employers, religious leaders, community activists, the media — must join in sending a consistent

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Heavy drug users come from all sectors of society: Indeed, two-thirds of them are employed, which helps account for a good deal of absenteeism, job accidents and the like.

---

message to users, and potential users, of illegal drugs, no matter what their age, sex, race, economic status or social position may be. And the content of that message must be unequivocal: The use of illegal drugs is dangerous to those involved, and unacceptable in the eyes of the community.

The Partnership for a Drug-Free America, a non-profit organization representing the nation's advertising and communications industries, has been using its persuasive skills, and its close contacts with the print and electronic media, to send out that message since the mid-1980s. The goal: "Denormalizing" illegal drug use.

Slow but steady progress has been made — although the Partnership would surely claim no more than partial responsibility for the successes. Here is some of their data:

- As recently as 1986, only one-third of high school seniors were willing to acknowledge the risk in cocaine use. That fig-

ure rose rapidly after 1986, reaching nearly two-thirds of seniors by 1991.

- Whereas from 1979 to 1986 about 12 percent of seniors used cocaine during the preceding year, that figure dropped to 3.5 percent by 1991.

- For all Americans, the number using any illegal drugs within the preceding year fell from 23 million in 1985 to 12.6 million in 1991. During that period, the number using cocaine dropped from 5.8 million to 1.9 million, and marijuana and hashish users declined from 18 million to 9.7 million.

This is a beginning. And every person who is persuaded not to start using illegal drugs, or has been persuaded to stop using them, helps make the overall problem more manageable.

Some six million Americans are "in trouble" due to using illegal drugs. Such heavy drug users come from all sectors of society: Indeed, two-thirds of them are employed, which helps account for a good deal of absenteeism, job accidents and the like.

The Partnership has found that an effective approach to the problem involves community-based programs aimed at educating potential users about the risks, expressing unified social disapproval of drug use, and offering rehabilitative services — through the workplace, in medical facilities, or at social agencies — for those seeking to recover.

Along these lines, the local area is fortunate to have the Rhode Island Anti-Drug Coalition, a private, non-profit agency chartered in 1990. The Coalition sponsors media campaigns aimed at informing the public about drug problems, and changing attitudes toward drug use. This year alone, it has arranged for free media advertising valued at \$2.7 million, and some \$500,000 in creative services donated by advertising agencies.

The Coalition is involved in other initiatives, including a workplace outreach program aimed at encouraging businesses to support drug rehabilitation measures for their employees, and a project, financed by a grant from the federal Office of Drug Abuse Prevention, designed to help local communities improve their anti-drug efforts.

Overcoming the drug problem will not be easy. But it can, and it must, be done.

# A call to arms

*"This is your brain. This is your brain on drugs...."* Even without the television image, you can almost feel the insides of your skull sizzling in a hot pan. Why, it's enough to turn a person off from drugs.

No kidding. In 1987, this advertising message and more than 350 others created by the Partnership for a Drug-Free America began reaching millions of Americans. Here's what's happened in just five years:

The number of children ages nine to 12 who believe it's "okay to smoke marijuana sometimes" has dropped 43 percent.

The percentage of teenagers ages 13 to 17 who say they've used cocaine in the past year has dropped 52 percent.

The number of adults who report they've used cocaine or marijuana in the past year has dropped 45 percent and 29 percent, respectively.

That's a sampling of the compelling findings of a recent study conducted by the Partnership, a nonprofit, volunteer coalition of advertising, public relations and media professionals. In 1986, they launched a campaign to "unsell" drugs to America. Advertising agencies created no-nonsense messages targeted to children, teenagers and adults and to the families, teachers, employers and health-care practitioners who influence them. Talent unions and production companies donated human and technical resources. Print and broadcast media contributed more than a bil-

lion dollars' worth of commercial space and time. And the television and motion picture industries built anti-drug themes into "sit-coms" and other productions.

Today, virtually every American household receives, on average, one Partnership message each day.

But messages are merely catalysts. The most important volunteers in the war against drugs are the countless citizens fighting on the front lines. Throughout the country, they're unselling drugs in their neighborhoods, their schools, their places of work, their places of worship, their homes.

Thanks to the volunteers, the war against drugs isn't hopeless. But it also isn't won. In 1991, 26 million Americans tried illegal drugs. An estimated six million were in various stages of addiction. And drug abuse continues to feed other social dilemmas, such as crime, poverty, homelessness and AIDS. So the war continues, in the media and in the community. And judging from recent results, we believe it won't be fought in vain—if you take up arms.

As the "fried egg" message asks: "*Any questions?*"

To find out without cost how to mobilize your neighbors or talk to your kids, call the Office for Substance Abuse Prevention's National Clearinghouse for Alcohol and Drug Information at 1-800-729-6686. Tell them the Partnership sent you.

## Mobil®

THE NATION'S NEWSPAPER

# USA TODAY

No. 1 IN THE USA 66 MILLION READERS A DAY

THURSDAY, FEBRUARY 27, 1992

## Kids hold key to drug war

**OUR VIEW** On the home front, winning the drug war is a matter of winning over children's minds.

President Bush and six Latin American presidents are meeting today in a quest for a common strategy to combat drugs. While they grapple with the supply side of the world's drug problem, some lower-profile U.S. efforts are scoring gains against home-grown demand.

Overall drug use has been declining steadily, with notable success among the young. High school seniors saying they had used drugs dropped from 54% to 29% between 1979 and 1991 in a University of Michigan survey.

What works: Aiming anti-drug messages at the smallest targets — young kids. By reaching them while they're forming opinions, education campaigns are convincing kids drugs are dangerous and unnecessary for social success.

According to the private consortium, Partnership for a Drug Free America, advertisements, classes and conversations with parents have an effect. Large majorities of children and teens have been exposed to all three with impres-

sive results.

Between 1987 and 1991:

► Twenty percent fewer 9-12 year olds agreed "popular kids use drugs," and 46% more agreed "smoking marijuana is okay sometimes."

► Nineteen percent more 13-17 year olds said they "don't want to hang around people who use drugs," and 11% more said, "People who use drugs are boring."

► Eleven percent more teens admitted that taking drugs scares them.

Much progress. But much remains to be done.

The USA remains home to the biggest drug demand in the world. There are 900,000 frequent cocaine users, including rising numbers of minorities and low-income whites in large cities.

Keeping drugs illegal has to be part of the fight to change those numbers. Knowing that society condemns drug use reinforces the anti-drug messages children get elsewhere.

The rest of the battle will be won by helping children make up their minds not to try drugs.

► Drug summit, 5A

February 9, 1992

# The young are saying no to drugs, and there is a story behind it

By DAVID R. BOLDT

Not long ago Thomas A. Hedrick Jr., president of an organization called Partnership for a Drug-Free America, came into our offices and gave us one of the biggest and best surprises we've received in some time.

It may have helped that we didn't expect much. The "partnership" is a kind of pro bono subsidiary of the advertising industry, and I, for one, expected that this would be a report on a token piece of do-goodism.

Hedrick's organization is perhaps best known as the "fried-egg people" for their commercial in which a frying egg represents the effect of drugs on the human brain. I had seen it and thought it was an interesting example of the adman's art, but had my doubts as to whether it had actually persuaded drug abusers to quit.

In fact, I imagined — and this is no doubt attributable to the hardening shell of cynicism that is probably a greater threat to the heart of a journalist than cholesterol — that many drug users probably laughed at it.

As an editor, I had myself been feeling increasingly powerless to change the things that seemed to be really wrong in American society, such as drug abuse. It often seemed as if a thousand well-meaning editorials could be wiped out by a single action-thriller movie glamorizing violent street life.

Moreover, any effort at progress seemed mired in the inability of Americans to even agree on basic facts. In terms of drug abuse, it seemed to be considered bad form to suggest that a principal reason people take drugs is because they like taking drugs. One felt pressure to believe instead that drug abusers were helpless victims of a huge, international conspiracy, a misguided approach that has led to the wasting of billions of dollars on drug interdiction efforts.

Hedrick, moreover, is not at first glance a prepossessing figure. A 43-year-old Temple University graduate, he is a large, well-rounded, baldish man who looks like he might be the account executive in charge of the Ralston-Purina account, which, in point of fact, he once was. He doesn't look like a crusader, and he isn't.

But his presentation, complete with color slides of charts, proved revelatory. It showed what had happened to the attitudes of different age and other demographic groups toward drugs, not a year at a time, but in a continuum over the last five years, as if it were a study of the public acceptance (or rejection) of a product.

And what was immediately apparent was that there had been a sea change against drugs in the attitudes of Americans, particularly children

aged 9 to 13. Hedrick contended that he had never seen or heard of any shift as large or sudden as this in all his years in marketing.

The number of teenagers who reported having used cocaine in the previous year had dropped by more than half between 1987 and 1991, to 5.2 percent in 1991. This decline in use reflected big changes in the attitudes kids had toward drugs. For example, the proportion of kids who agree that "popular kids use drugs" had declined from about 16 percent to 13 percent. (That's a drop of about one-fifth.)

*Society can deal with the big problems when it sets its mind to it. Tom Hedrick, for one, set his mind to it.*

Part of the credit no doubt is due to the ads Hedrick's coalition has prepared, which we recently saluted in an editorial. But Hedrick had not come to seek praise for his own organization's efforts. He personally attributed the change in attitudes to negative signals about drugs coming at children from all directions.

His own survey, to begin with, showed that increasing percentages of children were talking about drugs with their parents and teachers. Civic groups seeking to rid their neighborhoods of drugs have also had a major impact, he feels. But most important, Hedrick contended, were the messages coming out of the news media.

Pointing at the charts showing surveys on drug use that extended back to 1980, he pointed at the juncture where the trend lines began their collective downward turn.

The shift did not, he believed, reflect the advent of any advertising campaign or government program. Rather, he believed that the demarcation point was the death of University of Maryland basketball star Len Bias from an overdose of cocaine just before graduation in June 1986.

That event, Hedrick contended, transformed the way the press covered drugs. To illustrate, he said that an examination of the Washington Post's coverage of drugs in the year preceding Bias' death showed only seven stories dealing with the risks of drug-taking. In the year following Bias' death there were over 400 stories in the Post that fell into that category.

Moreover, there were no more cover stories in newsmagazines, he

noted, openly expressing doubt that cocaine was in fact a danger to society.

The effect of Bias' death might have been somewhat exaggerated at the Post, where it was a local story, but Hedrick suspects the same effect could be seen in papers across the country, as well as in television news, which often takes its cues from major newspapers.

He also said that his group has begun having more success in getting its message across to television and motion picture makers. (Think about it: When was the last time you saw a film in which the hero — or the anti-hero — is depicted taking a big, refreshing dose of drugs?)

The music business, Hedrick acknowledged, was proving to be more difficult to approach. And, he noted, the media, in their faddish way, seemed to have been losing interest in the drug problem in the last year, despite the still immense dimensions of the crisis.

My own overall reaction to his presentation was, nonetheless, one of almost unalloyed joy. Here was an indication, much-needed and almost too late, that if this society sets its mind to it we are far from powerless to confront even the most pernicious and pervasive problems confronting us, including those that seem to result from a malaise of the spirit rather than misuses of public policy.

What lesson can be drawn?

An associate of Hedrick's tells this story of an experience Hedrick had before becoming involved in the Partnership for a Drug-Free America, and which may well have had something to do with his decision to sign on as marketing director in 1986.

Hedrick lives in the leafy, mansion-strewn Connecticut community of Greenwich; but he found out that living in this super-affluent community did not insulate him from the larger problems of American society when his son, a third-grader, came home from school to report that he had been offered a joint of marijuana.

Hedrick was enraged, and went ranting and raving to school and PTA authorities saying repeatedly that "something must be done." He was confronted at one of those meetings with the response that yes, something had to be done, and that perhaps Thomas Hedrick was the man to do it.

Perhaps we should all be asking ourselves that question. What might happen if we all decided that something has to be done about drugs or other problems — and that we, ourselves, are just the people to do part of it?

David R. Boldt is editor of the Editorial Page.

# The Philadelphia Inquirer

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Tuesday, January 28, 1992

A8

## EDITORIALS

### Inveighing against drugs

*The U.S. is finding that propaganda works —  
so long as it's done with style*

If the United States is indeed "winning" the drug war, as President Bush proclaimed yesterday, the Partnership for a Drug Free America deserves part of the credit. The partnership is a business-backed group that specializes in high-visibility TV ads, posters and the like. Using all the tricks of their trade, the advertising honchos behind the partnership have proved that the same forces capable of selling \$100 sneakers and light beer can also turn people away from drugs.

The five-year-old group's best-known effort is the ad showing an egg sizzling in a frying pan, accompanied by the warning: "This is your brain on drugs." A poster labeled "Cocaine," shows a young woman with a revolver pointed up her nose. Still another, showing an open hand filled with pills, carries the message: "Yo, slave ... addiction is slavery."

You get the idea.

So have millions of former and would-be drug users.

Perhaps the most cheering statistic in the partnership's market surveys is that the most anti-drug group in the country is 9- to 12-year-olds, which speaks well for anti-drug education in the schools. But lest the body politic feels it's time to declare the drug war won, partnership president Thomas A. Hedricks also presents a set of sobering statistics showing that there still are six million people "in trouble," meaning they have addictions that are out of control.

It seems that for every positive figure showing a decrease in drug use — such as the fact that two-thirds

of the 75 million Americans who have used illicit drugs at some point in their lives no longer do — there's a corresponding negative. There still are 13 million people who have used drugs in the last month.

What's more, after five years of steady decline, drug use has leveled off in the past year. Part of the problem is that there are still insufficient drug treatment programs for the addicts who are ready to accept help. Another is that while the vast majority of large companies have clear anti-drug policies and two-thirds use drug testing programs, most smaller companies have no drug policy, no testing and no treatment programs.

So education alone is not a solution. But it is clearly a very potent weapon. The partnership, which uses no public dollars, says it takes about \$1 million a day in contributions and free media time to keep the national media campaign alive, and any letup will result in a letdown.

The partnership has had its least impact among the urban poor, where drug use is particularly intense and where the trafficking breeds violence. Partnership spokesman Steve Dnistrian says that a media campaign is being planned to target just that audience, which should complement the additional federal money Mr. Bush has committed to crime-fighting.

The partnership also is pressing states, local governments, schools and community groups across the country to expand the message at every level of society. The best way to keep fewer brains from frying is to turn up the heat.

## THE EDITORIAL PAGE

TUESDAY, JANUARY 28, 1992

"USA TODAY hopes to serve as a forum for better understanding and unity to help make the USA truly one nation."

—Allen H. Neuharth  
Founder, Sept. 15, 1982



Peter S. Prichard  
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Karen Jurgensen  
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Page  
Thomas Curley  
President and Publisher

# Real winners over drugs

**Some of the most successful battles against drugs are fought closest to home.**

While politicians wrangle about who's winning the drug war, the citizenry is chalking up the victories.

President Bush declared his old drug strategy a success Monday, as he announced a new campaign against gang leaders, violent criminals and drug dealers. Critics instantly pounced on him for being too optimistic.

They missed a little-noticed point: The nation has made progress against drugs. But not so much by aiming at crime as by bombarding kids with facts.

Survey results announced Monday said 29% of high school seniors and college students polled by the University of Michigan's Institute for Social Research had used drugs in 1991, down from 33% in 1990. The high was 54% for seniors in 1979 and 56% for college kids in 1980.

What works? Convincing kids at tender ages that drugs are uncool, unnecessary, unhealthy. They're learning, says a 1991 survey for Partnership for a Drug Free America, a private consortium waging a huge anti-drug ad campaign:

► More than half of 9- to 12-year-olds had taken part in an anti-drug program or class; 92% had seen or heard anti-drug commercials.

► Growing numbers of 13- to 17-year-olds surveyed see drugs as scary (74%) and detrimental to school, work or athletics (67%). They think people who use drugs "act stupid and foolishly" (69%).

► Most teens say doing crack even once or cocaine occasionally or marijuana regularly is harmful.

So let the politicians squabble. With or without them, parents, teachers and private ad campaigns are winning the key battle of the drug war.

► Strategy, 3A; report, 1D

# The New York Times

Founded in 1851

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## Crack May Be Cracking

Tantalizing hints have begun to appear that the worst of the crack epidemic is waning. A few unexpected bright spots, for example, now illuminate New York City's social landscape: fewer children are going into foster care; crime reports are going down and so are hospital emergencies. There's a hopeful trend here for the country: Finally, crack cocaine use seems to be declining.

It's a trend that opens promising opportunities for long-neglected drug treatment programs to shrink the remaining pool of hard-core addicts, if only Government would respond.

National studies tracking drug abuse suggest that crack use peaked in 1988 or 1989. It's hard to apportion credit for the subsequent decline. Law enforcement and public health efforts surely had some effect. So has the remarkable advertising campaign mounted by the Partnership for a Drug-Free America. Its now-famous fried egg television spot ("This is your brain on drugs") so pervasively invaded public consciousness that egg producers began to complain.

But the decline may mean only the inevitable maturing of an epidemic. By now virtually all the people inclined to try crack have done so, and those who have become addicted constitute a declining population as they die or escape the habit. Street researchers in New York still find many crack users, but say it is hard to find people trying the drug for the first time.

The decline challenges public officials to provide badly needed drug treatment. Since the heroin epidemic of the 60's and 70's, America has developed a palette of treatments including methadone maintenance, detoxification and outpatient counsel-

ing, and residential therapeutic communities. Research shows one or another can work for many addicts, especially when they are carefully matched to the most appropriate treatment.

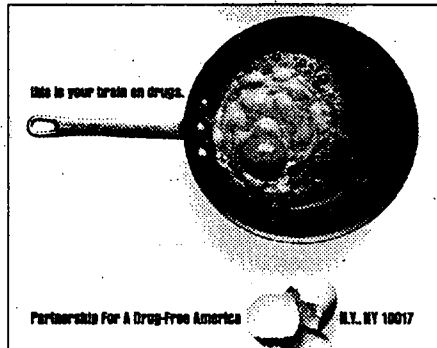
Treatment is also cost effective. Residential programs, the most expensive mode, cost about \$15,000 per addict; a year in prison costs at least \$25,000. A California study of the social costs of drug abuse — crime, health care, lost labor productivity — found that every dollar spent for drug treatment saved society more than \$11.

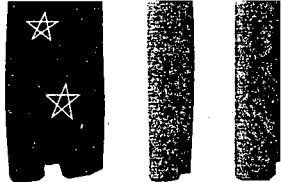
With the aging of the crack problem, the yield on such an investment could be greater than ever, since addicts grow more inclined to seek treatment the longer their habits continue. New York officials apparently recognize the need. They protected drug treatment from severe cuts in the recently approved budget.

So far, that wisdom doesn't extend to Washington. Though Bob Martinez, the President's drug czar, says he wants more emphasis on treatment, the \$512 million budgeted for treatment in 1991 remains a modest share of the \$11 billion Federal anti-drug budget. And Congress remains cool to a White House request to spend \$100 million more on treatment in places with serious drug problems. Instead, the lawmakers may even reduce treatment spending to \$479 million for 1992.

Some in Congress favor exempting pregnant women and single parents from rules that bar funding of residential drug treatment by Medicaid health insurance for the poor. But legislation to do that faces an uncertain future.

Thus does Washington overlook a chance to seize on the trend and save millions of dollars, let alone neighborhoods, childhoods and lives.





## **The Impact of Illegal Drugs on America and Our Most Critical Domestic Problems**

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The problem of drug abuse must remain one of the nation's top domestic priorities. Tremendous progress has been made in drug prevention, but without sustained focus on the issue, this progress is threatened. Millions of our children, adolescents, young adults and adults are still impaired by or addicted to illegal drugs -- an individual and collective tragedy, and a problem of immense proportions. Further, drug abuse is inextricably linked to violence and America's other most critical domestic problems. Drug use is a preventable behavior, and drug addiction is a treatable disease. Drug prevention and treatment can reduce both drug use and addiction, and the impact they have on our social, health and economic problems.

**I- Real progress has been achieved in drug abuse prevention and in understanding what works.** During the mid-1980's, the public began to understand the devastation of drug use and addiction. Nationwide, drug prevention efforts came together in schools, media, the workplace, and communities, resulting in dramatic shifts in attitudes toward drugs and declines of more than 50% in the numbers of new triers and non-addicted users in all segments of the population.

**II. However, diminishing resource allocation and public focus threaten future success.** In 1992, nearly 23 million Americans used illegal drugs, and more than 11 million did so regularly, 6 million of them addicted. The gains so preciously earned over the past 5+ years in anti-drug attitudes and declining use are now threatened. Most recent trends among young teens indicate a reversal in the attitudes that distinguish non-users from users -- perception of risk, and social disapproval -- and corresponding increases in the use of marijuana, LSD, cocaine and inhalants. And although fewer young people are falling into addiction, there is little progress in reducing the number or use of those already addicted.

**III. Drugs lead to and exacerbate America's most critical domestic problems.** The full extent of the impact of illegal drugs cannot be understood by the number of users and addicts alone. The pain of drug use and addiction permeates violence and virtually every other social, health and economic problem facing this country, eroding the quality of life for all Americans.

The facts are:

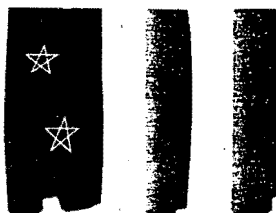
- Drugs play a part in nearly half of all *homicides and violent crimes*. Record levels of drug crimes, committed for drugs or as a byproduct of their use and trade, are overwhelming our criminal justice system and threatening the security of every American.
- Drug-dealing has made our *cities unsafe*. Untreated drug addiction has further aggravated health and social problems of our inner cities, making normal family life virtually impossible in many urban areas.
- Drugs are *destroying the lives of children and families*. Heavy drug use in the home is a major factor in at least *half of all family violence* incidents and leads to child neglect and abuse, throwing our child welfare system in crisis. Many thousands of babies exposed to drugs during pregnancy face terrible risks.
- Drugs have created a climate *destructive to teaching and learning*. Drug-dealing has brought unprecedented *violence to our schools*; drug use plays a primary role in the nation's staggering *dropout rate* that handicaps the future for millions.
- Drugs are rapidly accelerating the *spread of the AIDS virus* through IV needle sharing and sexual transmission. Nearly three-quarters of all female and pediatric AIDS cases are drug-related.
- Drugs are an extraordinary *public health hazard*. Drugs are implicated in other diseases like tuberculosis; in numerous other medical conditions such as trauma and mental illness; and in drug-exposed babies. Drug abuse places an overwhelming burden on the nation's health care system, driving up costs in the process.
- Drug abuse has emerged as the distinguishing feature of the *"new homeless"* population, which increasingly includes women and their children. Addiction among the homeless is a primary barrier preventing them from regaining control of their lives.
- With *two-thirds of drug users employed*, drug use within the American *workforce and workplace* is costing America in safety on the job, productivity, profitability, and ultimately, global competitiveness.

**IV. Prevention and treatment are cost-effective strategies for reducing drug use and addiction, and their impact on America's other social and health problems.**

Initial drug use, unlike most other social ills, is a matter of choice. With sufficient resources, we know how to influence that choice. And when choice is overtaken by the disease of addiction, this disease can be treated -- if appropriate treatment is available.

- **Continued commitment to non-use as the social norm is critical to drug prevention.** The choice to remain drug-free must be established and affirmed across society. Consistent reinforcement of the messages that drug use is risky and unacceptable is vital to preventing drug use and reducing use before it becomes addiction. Effectively influencing the drug use decision-making by our youth requires in-school education and the involvement of parents, local law enforcement, healthcare professionals, employers, the media and other community resources. Comprehensive community prevention programs have been shown to significantly reduce adolescent drug use.
- **Treating the disease of addiction is essential to reducing the impact of drugs on the nation.** We must expand availability and access to treatment, and improve the effectiveness of treatment. It is estimated that the current system can treat less than one-fifth of the total addicted population. Most acute is the lack of treatment for "disordered" drug abusers -- those least able to function and causing the greatest damage to society, many within the criminal justice system. Pregnant women, women with children, the homeless, and those infected with HIV also face terrible shortages of treatment slots. Public misperceptions about addicts and the nature of addiction need to be addressed. Research is needed to better understand why particular treatment approaches are more successful than others. Finally, it must be recognized that the need for treatment does not equal the demand for treatment. Families, employers and the judicial system must intervene earlier and more frequently to get addicts into treatment.

**Reducing drug use and addiction is essential to the most important things common to all Americans: our children and families, our safety, our neighborhoods and communities, our health and our economy. Drug use is a preventable behavior and drug addiction a treatable disease. We must maintain our public will, as well as leadership from all segments of society -- recognizing that each of us has a role to play in the solutions and all of us have a stake in the outcome.**



## PARTNERSHIP FOR A DRUG-FREE AMERICA

### PDFA Thank You Event White House Security Questions

#### Background

Date: May 24, 1994

Place: The New York Hilton 1335 Avenue of the Americas (53rd to 54th Streets)

Time: 5pm-8pm

|         |                                                   |
|---------|---------------------------------------------------|
| 5pm-6pm | Reception in Ballroom Foyer                       |
| 6pm-7pm | Presentation in Ballroom                          |
| 7pm-8pm | Post-presentation reception in the Ballroom Foyer |

#### Number of Guests

Invitations will be mailed to approximately 850 members of the advertising community who have participated in creating Partnership messages.

We anticipate approximately 500 guests.

#### Specific Security Questions

Does White House security require a list of event attendees in advance? If so, by when? Or, is it only necessary to submit a list of people who will come up to the podium? Does the White House need a list of the press attendees?

At the event, attendees will give their name to a Partnership employee who will check it off against a pre-printed list of people who have RSVP'd before the guest enters the Ballroom Foyer. Are additional security arrangements required?

Do guests have to bring any form of identification? If so, what?

Do guests have to pass through any kind of security check before entering the Ballroom Foyer? If so, what?

May we have special Partnership VIP's meet Mrs. Clinton before or after the presentation?

Does the White House require specifics on photographs that will be taken of Mrs. Clinton?

The Hilton has a room close to the Ballroom where Mrs. Clinton will wait before her presentation. Are there any amenities she would like in the room (like special foods)?

May a member of the youth choir that will be performing present Mrs. Clinton with flowers?



## JAMES E. BURKE

### CHAIRMAN

James Burke became chairman of the Partnership for a Drug-Free America in May 1989. As chairman, Mr. Burke set a goal of \$1 million per day in media time and space donated for anti-drug advertising. The Partnership is currently receiving media contributions at about that rate.

Before joining the Partnership, Mr. Burke was the chairman and chief executive officer of Johnson & Johnson. He joined Johnson & Johnson as a product director in 1953 and was elected a director and member of the executive committee in 1965. Mr. Burke became president of the corporation in 1973 and was named chairman and chief executive officer in 1976.

Mr. Burke serves on the boards of directors of IBM, The Prudential Insurance Company and the Washington Post Company. He is a member of the board of directors of the Council on Foreign Relations. He also serves on the board of directors of the Harvard Business School Association, is a member of the board of trustees of the Carnegie Institution of Washington and is chairman of the board of the Business Enterprise Trust.

Mr. Burke graduated from Holy Cross College and received his M.B.A. from Harvard Business School.

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405 LEXINGTON AVENUE • NEW YORK, NY 10174  
(212) 922-1560, Fax: (212) 922-1570



## **THOMAS A. HEDRICK, JR.**

### **PRESIDENT**

Thomas A. Hedrick, Jr. came to the Partnership as the marketing director and one of the four-person team which organized and launched the program.

He has helped lead the expansion of the Partnership into one of the largest private-sector communications programs in America's history. His responsibilities include the organization's mission and strategic focus, Partnership spokesperson, team leader and fund raising. He speaks and writes broadly about the illicit drug problem and the importance of changing attitudes to reduce demand.

Mr. Hedrick has been involved in the marketing and advertising of a variety of products and services. He was formerly senior vice president and management representative at Backer Spielvogel Bates, where he managed the Ralston Purina and Warner-Lambert accounts. Prior to that he was vice president at Saatchi & Saatchi Compton where he worked on a variety of Procter & Gamble products.

Mr. Hedrick is currently a director of the Advertising Council, the Greenwich Council on Youth and Drugs, and Connecticut Communities for Drug-Free Youth. He is a graduate of Temple University, has one son and lives in Greenwich, Connecticut.

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## **RICHARD D. BONNETTE**

### **EXECUTIVE DIRECTOR**

Richard D. Bonnette joined the Partnership for a Drug-Free America in September 1989 as director of external affairs and chief of staff. He was appointed executive director in November 1990. His responsibilities as executive director include overall strategic direction of the organization in the creative, research, communications and public relations areas. In addition, he is the primary liaison with the White House, Congress and state Governors.

Mr. Bonnette's career in advertising and marketing started with Lehn & Fink Products Corporation, where he held positions in both sales and brand management. In 1963 he moved to the Benton & Bowles advertising agency where he was an account manager on the Procter & Gamble, General Foods and Sterling Drug accounts. In 1969 he joined the BBDO advertising agency where he was executive vice president and a member of the board of directors and executive committee. Mr. Bonnette was also responsible for all worldwide training of account management personnel.

Mr. Bonnette is a member of the board of directors of Community Anti-Drug Coalitions of America (CADCA).

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(212) 922-1560, Fax: (212) 922-1570

# Frankfurt Balkind

Frankfurt Balkind Partners  
244 East 58th Street  
New York, NY 10022  
Tel (212) 421-5888  
Fax (212) 759-9284

## **STEPHEN O. FRANKFURT** **Chairman**

Prior to becoming Chairman of Frankfurt Gips Balkind, Steve Frankfurt had been a client, associated with Gips+Balkind+Associates for more than 18 years. During that time he was Vice Chairman, Chief Creative Officer of Bozell, Jacobs, Kenyon & Eckhardt, which he joined during 1974 when it was Kenyon & Eckhardt, Inc. Preceding that he was President of Frankfurt Communications, Inc., a marketing company whose creative products ranged from advertising campaigns to film production for such clients as the major motion picture companies, Bristol-Myers, Columbia Pictures, McDonalds, *Parade* and *Southern Living* magazines.

Frankfurt spent 11 years of his career at Young & Rubicam. He joined the agency as an Art Director, rose rapidly through the creative ranks, became Creative Director of Y&R and, at 36, was named President. It was during Frankfurt's tenure as President that Y&R grew to become the second largest advertising agency in the world.

In 1984, Steve Frankfurt was named to the Art Directors Hall of Fame, one of the most prestigious honors in the advertising business. He has served on the Board of Trustees of the American Film Institute and the Art Center School of Los Angeles, the Board of Trustees of Pratt Institute, the Board of Children's Television Workshop (Sesame Street), the Board of the New York City Center, the Board of the American Federation of the Arts, and is a member of the Advisory Council of the School of the Arts, New York University. The Ad Club of New York Foundation, in association with the Andy Awards, has established the Stephen O. Frankfurt scholarship, a graduate level scholarship awarded to a student pursuing a career in advertising, marketing or media. Several examples of Mr. Frankfurt's work are included in the Permanent Film Collection of the Museum of Modern Art in New York.

Mr. Frankfurt is Co-Chairman for The Media-Advertising Partnership for a Drug-Free America, Inc.

Frankfurt attended New York University and Pratt Institute. In 1975, he was awarded an honorary degree of Doctor of Fine Arts from Pratt.

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# Biography

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## **ALLEN ROSENSHINE**

**Chairman  
Chief Executive Officer  
BBDO Worldwide**

Allen Rosenshine is chairman and chief executive officer of BBDO Worldwide, Inc., one of the world's largest advertising agencies, with offices in 61 countries and billings of more than \$5 billion.

Until the beginning of 1989, Mr. Rosenshine was chief executive officer of Omnicom Group Inc., parent company of BBDO. He assumed that post in 1986 when Omnicom was formed as a result of the merger of BBDO, Doyle Dane Bernbach and Needham Harper. Mr. Rosenshine was chief executive of BBDO at the time of the merger.

Mr. Rosenshine is recognized for his role in creating Omnicom's unique three-agency merger, which he led from its inception through its reorganization and consolidation before returning to BBDO. The three agencies had combined worldwide billings of \$4.9 billion when they merged and under Mr. Rosenshine's leadership, Omnicom billings grew to \$6.3 billion in 1988. Mr. Rosenshine paved the way for his return to BBDO by hiring his predecessor at BBDO, Bruce Crawford, to replace him as head of Omnicom.

*-more-*

# Withdrawal/Redaction Marker

## Clinton Library

| DOCUMENT NO.<br>AND TYPE | SUBJECT/TITLE                     | DATE     | RESTRICTION |
|--------------------------|-----------------------------------|----------|-------------|
| 001. paper               | DOB/Birthplace (Partial) (1 page) | ca. 1994 | P6/b(6)     |

### COLLECTION:

Clinton Presidential Records  
First Lady's Office  
Speechwriting  
OA/Box Number: 8168

### FOLDER TITLE:

HRC [Hillary Rodham Clinton]/Drug Free America 5/26/94 [1]

2012-1004-S  
ms497

### RESTRICTION CODES

#### Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

#### Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Mr. Rosenshine joined BBDO in 1965 as a copywriter and came up through the creative ranks to become the agency's creative director in 1975. During this time, his creative work won numerous awards for many clients. In 1980, he became president of BBDO New York, headquarters of the worldwide agency and it was under his management that BBDO was selected "Agency of the Year" by *Adweek* in 1983 and *Advertising Age* in 1985. Mr. Rosenshine was named chief executive of the worldwide agency in 1985.

Mr. Rosenshine has served on the National Advertising Review Board and the board of directors of the American Association of Advertising Agencies. He is currently a member of the board of the Advertising Council and the International Advertising Association as well as the board and executive committee of the Media-Advertising Partnership for a Drug-Free America, also serving as chairman of its creative review committee.

P6/b(6)

Mr. Rosenshine was graduated from Columbia College and subsequently taught essay writing at Brooklyn College School of General Studies. He served in the U.S. Naval Air Reserve from 1961 to 1967 and worked as a copywriter at J.B. Rundle Advertising, a business-to-business agency, for three years before joining BBDO.

Mr. Rosenshine is married, has four children, and lives in New York City.

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## **DORIA STEEDMAN**

### **EXECUTIVE VICE PRESIDENT AND DIRECTOR, CREATIVE DEVELOPMENT AND RESEARCH**

Doria Steedman joined the Partnership for a Drug-Free America in September 1992 as the director of creative development and research. She is responsible for managing the strategic direction and guiding the development of the Partnership's advertising messages.

Ms. Steedman was previously employed at Geer DuBois advertising. She was hired in 1973 to run the agency's first broadcast department, and subsequently moved into account management. She was named an executive vice president in 1986 and a member of the executive committee, and director of operations in 1987. Before joining Geer DuBois, she was a co-founder of Telpac Management, a company designed to furnish all broadcast functions for smaller advertising agencies. Prior to that, Ms. Steedman was one of four television producers for Jack Tinker and Partners Advertising, and had also worked as a producer at EUE/Screen Gems.

Ms. Steedman's professional accomplishments include: being honored as a producer and director of two award-winning promotional films for People magazine (1977, 1978), being selected as one of Advertising Age's "100 Best and Brightest" (1988), and being named to the board of directors, Advertising Women of New York (1989). She was elected as President of Advertising Women of New York in May, 1993.

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## PARTNERSHIP FOR A DRUG-FREE AMERICA

*fill  
may 24*

### Agency Thank You Event VIP List to meet Mrs. Clinton

Mr. James Burke  
Mrs. Didi Burke

Chairman, Partnership for a Drug-Free America

Mr. Louis Hagopian  
Mrs. Joann Hagopian

Vice Chairman, Partnership for a Drug-Free America

Mr. Allen Rosenshine  
Mrs. Missy Rosenshine

Chairman, CEO, BBDO Worldwide, Inc., Co-Chairman, Partnership for a Drug-Free America

Mr. Stephen Frankfurt  
Mrs. Kay Frankfurt

Chairman, Frankfurt Balkind Partners, Co-Chairman, Partnership for a Drug-Free America

Mr. Daniel Burke  
Mrs. Bunny Burke

Director, Capital Cities/ABC, PDFA Board member

Mr. Thomas Hedrick

President, Partnership for a Drug-Free America

Mr. Richard Bonnette  
Mrs. Catherine Bonnette

Executive Director, Partnership for a Drug-Free America

Mr. Michael Townsend  
Mrs. Midge Townsend

EVP & Director, Communications, Partnership for a Drug-Free America

Ms. Doria Steedman  
Dr. Michael Wiland

EVP & Director, Creative Development,  
Partnership for a Drug-Free America

Mr. Robert Caruso

EVP, Director of Finance & Operations

Ms. Ginna Marston  
Mr. Michael Marston

EVP, Director of Research & Strategic  
Development

Mr. Fred Berger  
Ms. JoAnn Barwick (Mrs. Fred Berger)

PDFA Board member

Mrs. Kathleen Shepherd  
Mr. Charles Shepherd

VP, Production & Public Affairs, WPIX-TV,  
PDFA Board member

Mr. Lance Primis  
Mrs. Ellen Primis

President, The New York Times Company,  
PDFA Board member

PARTNERSHIP FOR A DRUG-FREE AMERICA

JAMES E. BURKE  
Chairman

File  
May 24

ECG  
1/10/93

→ 700-800 people in  
NYC  
→ Pres or FL has always  
December 10, 1993

Contact: Doria Steedman  
Partnership for Drug Free America  
212-973-3522

Patti to  
Call

Mrs. Hillary Rodham Clinton  
Office of the First Lady  
The White House  
1600 Pennsylvania Avenue, NW  
Washington, DC 20500

Dear Mrs. Clinton:

Thank you for giving me your time during what I know was a most hectic day for you.

I think I understand your feelings of frustration and I am sure you know that I want to do everything that I can to be helpful. No administration, in my experience, has taken on such an important domestic agenda and I believe that you and the President have been extraordinarily effective in getting the public to understand the importance of what you are trying to accomplish.

My belief is that because the drug problem is imbedded in every single social issue that we all care about, it offers a singular opportunity to further involve the private sector in the solutions to the difficult challenges that face us all.

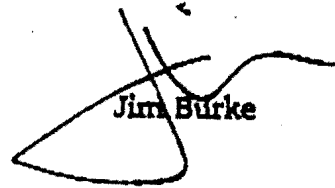
I talked to David Gergen today and am looking forward to the opportunity to brief the President on my views of the drug problem sometime in the near future. In the meantime I will be working with Peter Edelman and Melanne Verveer on some of the ideas which we discussed.

I want to particularly thank you for your willingness to speak before the advertising community to thank them for their extraordinary creativity. I am enclosing a 3 1/2 minute tape which is reflective of the work that they do. These spots were specifically created for our major Inner City effort in New York City.

In any case this "thank you" event to the advertising community has been tentatively scheduled for Tuesday, May 10th, 1994 in New York City. At your suggestion, Doria Steedman, our Director of Creative Development, will be in touch with Melanne Verveer to discuss this or an alternate date that would be convenient for you. You can be sure that the entire advertising community will appreciate your show of support.

Again, thank you for all that you do for the country.

Sincerely,



Jim Burke

JEB/dmp  
Enclosure  
bcc: D. Steedman