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THE WHITE HOUSE
Office of the Press Secretary

For Release at 8:00 P.M. EDT

September 14, 1986

Address by the President and First Lady
On America's Crusade Against Drug Abuse

Sunday, September 14, 1986

FACT SHEET

In a nationally-televised address from the Residence of the White House, the President and Mrs. Reagan called upon all Americans to join in a national crusade against drug abuse. The President said, "In this crusade, let us not forget who we are. Drug abuse is a repudiation of everything America is. The destructiveness and human wreckage mock our heritage." Mrs. Reagan stated, "Drugs take away the dream from every child's heart and replace it with a nightmare. And it's time we in America stand up and replace those dreams."

The President restated his six goals in the national crusade to lead us toward a drug-free America:

- **Drug-Free Workplaces** for all Americans;
- **Drug-Free Schools** from elementary to university level;
- **Expanded Drug Abuse Treatment and Research** to tackle the health dangers posed by drugs;
- **Improved International Cooperation** to achieve full involvement by every country in defeating international drug trafficking;
- **Strengthened Drug Law Enforcement** to take additional initiatives which will hit drug traffickers with renewed force; and
- **Increased Public Awareness and Prevention** -- the goal on which success ultimately depends -- to help every citizen understand the stakes and get involved in fighting the drug menace.

The President and Mrs. Reagan called for a relentless effort by every segment of society to free the drug user from drugs and prevent others from becoming users. The President stated, "Let us not forget that in America, people solve problems and no national crusade has ever succeeded without human investment." Recalling how America swung into action when we were attacked in World War II, the President said, "Now we're in another war for our freedom, and it's time for all of us to pull together again."

THE REAGAN COMMITMENT

The national crusade is the latest phase in the President's comprehensive strategy to stop drug abuse. Early in his Administration, the President implemented a tough foreign policy to cut off drugs at their source. Today, 14 countries are eradicating drug plants, compared to one in 1981. Vice President Bush is coordinating the massive interdiction effort at our borders, and the Attorney General is directing an aggressive attack on the drug traffickers.

In 1981, Mrs. Reagan began a personal campaign to increase public awareness of drug abuse and to get people involved in helping young people "Just Say No" to drugs. Since the First Lady became involved, the number of parent groups has increased from 1,000 to 9,000, and the Nation's children have formed over 10,000 "Just Say No" Clubs. Mrs. Reagan has hosted two international conferences and has become the national leader in the effort to stop drug abuse by young people.

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pledge to be drug free and to do all within their capabilities to stop drugs on school campuses.

Goal #3 - Expanded Drug Treatment and Research:

A drug-free society requires not only that we prevent illegal drug use by potential users, but also that we do what is necessary to have current drug users stop using illegal drugs. While it may improve an individual workplace or school to force out an illegal drug user, effective treatment and rehabilitation could restore the individual to a productive role in society.

The President's initiatives will assist states and communities in providing appropriate treatment to illegal drug users who are experiencing health damage and addiction. In addition, drug-related rehabilitation and research at the Federal level will be expanded.

Goal #4 - Improved International Cooperation:

President Reagan has implemented a foreign policy that vigorously seeks to interdict and eradicate illegal drugs in foreign source and transshipment countries. Earlier this year, the President identified international trafficking of illegal drugs as a threat to national security.

The new initiatives will build on what has already been accomplished and move forward with drug enforcement and prevention programs. One such initiative, announced by the President on August 6, 1986, is a conference for U.S. Ambassadors in October 1986 to convey an international sense of urgency and to discuss increased regional cooperation.

Goal #5 - Strengthened Law Enforcement:

Strong and visible drug law enforcement reduces the availability of illegal drugs and deters drug-related crime. The Administration is taking additional initiatives to pursue drug traffickers and expand border interdiction.

The National Narcotics Border Interdiction System, headed by Vice President Bush, has been successful in achieving unprecedented agency coordination in drug interdiction efforts, such as Hat Trick I and II, and in involving the Department of Defense and the intelligence community in supporting the offensive against the drug traffic.

Operation Alliance, a new initiative announced on August 14, 1986, is a major cooperative drug law enforcement effort along the 2,000-mile United States-Mexico border.

Goal #6 - Increased Public Awareness and Prevention:

Ultimately, the demand for illegal drugs will be stopped only when all Americans recognize the personal dangers and societal harms which result from the use of illegal drugs and take action. The answer to the drug problem is as simple as Mrs. Reagan's message to young people: "Say yes to your life. And when it comes to drugs and alcohol: Just say no."

As the President said in his address:

"...America must stand for something. And...our heritage lets us stand with a strength of character made more steely by each layer of challenge pressed upon the Nation. We Americans have never been morally neutral against any form of tyranny. Tonight, we are asking no more than that we honor what we have been and what we are by standing together."

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ILLEGAL DRUG USE IN AMERICA

Despite gains in many areas, illegal drug use remains widespread -- an estimated 5 million people are cocaine users, roughly 19 million are marijuana users, and 500,000 are heroin users. In addition, millions of individuals try an illicit drug each year. The use of illegal drugs is becoming increasingly intensive and dangerous. There are new, more dangerous forms of illegal drugs, including crack cocaine, black tar heroin, and the deadly "designer drugs."

ILLEGAL DRUG USE CAN BE STOPPED

America is recognizing that success is possible when illegal drug use becomes unacceptable in our society. Public attitudes have strengthened against the use of illegal drugs. Employers are recognizing the tremendous cost of drugs in the workplace; parents and students are recognizing how illegal drugs in the schools erode the quality of education. Drug abuse poses an obvious threat to public safety and national security. A new understanding exists: Drug abuse is not a so-called "victimless crime" -- the costs are paid by all of society.

The First Lady set the tone of the national crusade when she stated, "There is no moral middle ground. Indifference is not an option. We want you to help us create an outspoken intolerance for drug use." The drug criminals "prosper on our unwillingness to act. So, we must be smarter and stronger and tougher than they are. It's up to us to change attitudes and just simply dry up their markets."

WORKING TOWARD A DRUG-FREE SOCIETY

President Reagan has asked all Americans to join the national crusade for a drug-free America, and he has committed the Federal Government to do all in its power to help. The initiatives stress leadership and cooperative action with state and local governments and grass-roots efforts to get everyone involved in working toward a drug-free society.

Goal #1 - Drug-Free Workplaces:

During the last 25 years, the escalation in illegal drug use has brought significant risks to workers, public safety, and the economy. The Department of Defense, in the forefront with their aggressive program of testing, education and rehabilitation, has reduced illegal drug use in the military by 67 percent since 1981. Also, many companies have established drug-free policies. Such measures have brought gains in productivity and reductions in health costs, on-the-job crime, and accidents.

The President's initiatives will accelerate work toward a drug-free Federal workplace, encourage state and local governments to develop drug free-workplaces, work with government contractors to establish drug-free policies, and mobilize the Nation to fight illegal drugs in the workplace.

Goal #2 - Drug-Free Schools:

Drug abuse has spread among American students, not only in secondary schools and universities, but in elementary schools as well. The use of drugs by students constitutes a grave threat to their well-being and significantly impedes the learning process. Prompt action by our Nation's schools, assisted by parents and the community, will bring us much closer to the goal of a drug-free generation.

The President's initiatives to encourage drug-free schools include communicating practical information on how to achieve a drug-free school and encouraging all schools to establish a policy of being drug free. President Reagan has called on all teachers to take a

pledge to be drug free and to do all within their capabilities to stop drugs on school campuses.

Goal #3 - Expanded Drug Treatment and Research:

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