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Folder Title: [Just Say No, Get Involved] [Info Kit]

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Last Updated: 02/06/2024

**Just
say no.**

**Get
involved.**

PRESERVATION

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PRESERVATION CLASSIFICATION COLLECTION RD/FRD

FROM:

Collection

First Lady Projects office

Series

File Folder Title/Casefile #/NSC # [Just Say No bet
involves] INFO kit

Box Number

18765

Description of Material:

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"Just Say No"

TO:

Collection:

AV

Series:

File Folder Title/Casefile #/NSC #

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DRUG ABUSE PREVENTION

The Ad Council is conducting this campaign on behalf of:
National Institute on Drug Abuse,
U.S. Department of Health and Human Services

The volunteer campaign coordinator is:
Nathan Kelne, Vice President-Public Relations,
New York Life Insurance Company

The volunteer advertising agency is:
Needham, Harper & Steers, Inc.

I. WHY THIS AD COUNCIL CAMPAIGN IS IMPORTANT TO YOUR COMMUNITY

Drug abuse is a phenomenon in human behavior that continues to tear at the fabric of American life. Moreover, it interferes with productivity and safety in the workplace and contributes to crime. Drug-taking behavior inhibits or delays the development and maturation of youth, and can create drug dependence.

If we are to make significant inroads into this problem, we must increase and intensify public education and prevention efforts directed towards the youth of this country. And we must help parents in their efforts to keep their children free from drugs.

II. FACTS YOU SHOULD KNOW ABOUT DRUGS AND DRUG ABUSE

What is a drug?

A drug is any chemical substance that produces physical, mental, emotional or behavioral change in the user.

What is drug abuse?

Drug abuse is the use of a drug for other than medicinal purposes which results in the impaired physical, mental, emotional or social well-being of the user. Drug misuse is the unintentional or inappropriate use of prescription or over-the-counter drugs, with similar results.

Which drugs are abused?

Opiates, sedative hypnotics, stimulants and cocaine, marijuana, inhalants, hallucinogens, phencyclidine -- these are the major drugs of abuse. All have

one thing in common: to one degree or another, they affect the user's feelings, perceptions and behavior. Most of these drugs affect the user in physical ways as well, but often they are abused because of their psychoactive (mind-altering) properties.

What is drug addiction?

The term drug addiction has been popularly used to describe a "physical" dependence on a drug. Originally associated with narcotic dependence, the term is gradually being replaced by the more neutral drug dependence.

What is tolerance?

Tolerance develops when users of certain drugs require larger and larger amounts of the drug to produce the same effect. Tolerance often, but not always, occurs along with dependence.

What is drug dependence?

Drug dependence is the need for a drug which results from the continuous or periodic use of that drug. This need can be characterized by mental and/or physical changes in users which make it difficult for them to control or stop their drug use. They believe that they must have the drug to feel good, normal, or just to get by.

Some drugs, like narcotics and barbiturates, change the body's physical system so that it becomes used to the drug and needs it to function. When a user stops taking the drug, he or she will experience withdrawal symptoms, like vomiting, tremors, sweating, insomnia or even convulsions. So to avoid withdrawal and to continue to function, the user takes the drug again.

Are drugs harmful?

Any drug can be harmful. Drug effects depend on many variables, including the amount of drug taken, how often it is taken, and other drugs used at the same time. Also, user's weight, set (personality, mood, expectations), and setting of use (environment) help determine how a drug affects a person.

How can misuse of legally obtained drugs be controlled?

Drugs should be used only as prescribed and should be destroyed when they are no longer needed. All drugs, including nonprescription, over-the-counter drugs, should be kept away from children. Doctors and pharmacists should watch prescription renewals for drugs that can lead to dependence.

What kind of treatment is available for the drug abuser?

In recent years, the kinds of treatment programs have multiplied since no single therapeutic approach seems to succeed for all people and with all drugs. Treatment approaches for narcotics abusers principally include drug-free or methadone maintenance in residential or outpatient facilities. Approximately

two-thirds of the treatment programs located across the country are drug free; the remaining one-third utilize methadone maintenance and often rehabilitation services such as career development, counseling and job skills training.

For alcohol-dependent people, treatment often includes drug therapy during the alcohol withdrawal phase, group or individual psychotherapy, and the particular kind of support provided by self-help groups similar to Alcoholics Anonymous.

There are many other programs providing short-term counseling or drug crisis therapy in health agencies, schools, community mental health centers and other organizations. And telephone hotlines are often the first source of confidential advice and referral information in the community.

Many communities have specialized treatment programs for adolescents.

III. GOALS OF THIS DRUG ABUSE PREVENTION CAMPAIGN

The purpose of this campaign effort is to increase and maintain the public's attention on the health consequences of drug abuse; to increase awareness of the psychological consequences of illicit drug taking; and to promote changes in societal attitudes towards these problems.

The primary audience for these public service messages will be young people. The campaign will encourage and support the ability of youth and other potential users to resist the pressure to use drugs and encourage their accepting responsibility for their actions. Parents, teachers and others who work with young people are also targeted as primary agents for prevention and change.

Please run these PSAs as soon as possible and as often as you can. Play an important role in the continuing battle to prevent drug abuse in our society today.

IV. FOR REPLACEMENT OF MEDIA MATERIALS, PLEASE CONTACT:

Suzanne Holeton, Ad Council, 825 Third Ave., New York, N.Y. 10022
(212) 758-0400.

Richard P. Dwan, Ad Council, 1717 North Highland Ave., Los Angeles, Ca. 90028
(213) 462-0988.

V. FOR FURTHER INFORMATION ON THIS CAMPAIGN AND REPLACEMENT OF MEDIA MATERIALS, PLEASE CONTACT:

Jean A. Westler
Chief, Communications Services Branch
National Institute on Drug Abuse
Room 10A-46
5600 Fishers Lane
Rockville, Md. 20857
(301) 443-1124



NIDA Capsules

Issued by the Press Office of the National Institute on Drug Abuse
5600 Fishers Lane, Rockville, Maryland 20857
301/443-6245

ABOUT THE NATIONAL INSTITUTE ON DRUG ABUSE (NIDA)

As the lead Federal agency on drug abuse, the National Institute on Drug Abuse (NIDA) provides a national focus for drug abuse research and research training; public information and education; and communication of prevention and treatment approaches to States, communities, and voluntary groups.

FUNCTIONS

- NIDA conducts and funds research on the nature and extent of the drug abuse problem, the basic mechanisms underlying drug abuse and dependence, and the development and application of new methodologies for the prevention, diagnosis, and treatment of drug problems.
- NIDA sponsors a public education program that includes the release of current research findings to the media, the support of national drug abuse prevention media campaigns, and the distribution of publications through the National Clearinghouse for Drug Abuse Information.
- NIDA disseminates the latest findings to research and health professionals through the Research Monograph Series and an extensive program of technical reviews and state-of-the-art conferences. In addition, NIDA translates research results into forms most useful to health professionals in private practice and to the treatment, training, and prevention community.
- NIDA encourages public interest groups, foundations, educational institutions, and professional associations to address the drug abuse problem.

STAFFING AND BUDGET

The Institute has 300 full-time and part-time employees and an annual budget for fiscal year 1983 of \$61 million. Approximately \$47 million of this total amount is spent on Research; \$900,000 is spent on Research Training; and the remaining \$13 million is spent in the category of Program Support, which includes activities in prevention, communications, and technology transfer.

BACKGROUND

NIDA was established on May 14, 1974, as one of the three Institutes which make up the Alcohol, Drug Abuse, and Mental Health Administration (ADAMHA) of the Department of Health and Human Services.

Institute policy is guided by a 12-member Advisory Council of individuals knowledgeable in the field who are chosen to achieve broad representation on the basis of geographic area, scientific discipline, and other factors.

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DRUG ABUSE PREVENTION CAMPAIGN

Sponsor: National Institute of Drug Abuse, U.S.
Department of Health and Human Services.

Please do not run after March 31, 1985

"TEDDY BEAR"

(CNDA-3160)

60 SECONDS



DAD: Kevin, can we talk to you for a second? Look, you're 12 years old now -- Sooner or later, you're going to run into a situation that -- MOM: Someone's going to offer you drugs. DAD: At school -- somewhere -- someone's going to ask you to smoke a joint with them -- MOM: Sometimes your friends can put a lot of pressure on you. DAD: That's right. MOM: So, we just want to say that -- we care about you and your health. We hope that, before you do anything like that, we want you to know -- DAD: That you can just come to us and talk about it. MOM: Because we love you.



DAD: That's right. We love ya. Well, what-a-ya think? MOM: Pretty good. We'll try it for real with Kevin tomorrow. ANNCR. (VO): Talking to your kids about drugs isn't easy. You might even want to try it first with a friend. But you can do it. Get involved with drugs before your children do.

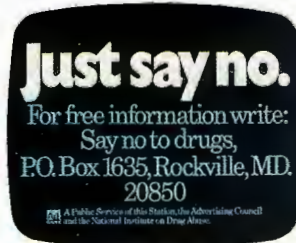
"JUST SAY NO"

(CNDA-3230)

30 SECONDS



VOICE (VO): Psst -- I have some good pot for you. GIRL: No. VOICE (VO): Cocaine. BOY: No, thanks. VOICE (VO): Yo, my man, ya want some ludes? BOY 2: No way. VOICE (VO): If someone offers you drugs -- instead of saying something you really don't mean, just say: GIRL 2: No.



VOICE (VO): Got some sinsemilla for you. BOY 3: No. GIRL 3: No. VOICE (VO): No big production number. Just say -- BOY 4: No. VOICE (VO): You'd be surprised how well it works. VOICE (VO): Pot? BOY 4: No.

DRUG ABUSE PREVENTION CAMPAIGN

Sponsor: National Institute of Drug Abuse, U.S.
Department of Health and Human Services.

Please do not run after March 31, 1985

"TEDDY BEAR"

(CNDA-3130)

30 SECONDS



DAD: Look, you're 12 years old now -- Sooner or later, you're going to run into a situation --



MOM: Someone's going to offer you drugs.



DAD: Ask you to smoke a joint with them.



MOM: So, we just want to say that -- we care about you and your health.



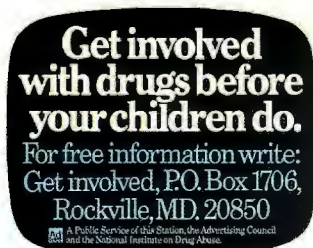
DAD: We love ya. What-a-ya think?



MOM: Pretty good. We'll try it for real with Kevin tomorrow.



ANNCR. (VO): Talking to your kids about drugs isn't easy. You might even want to try it first with a friend. But you can do it.



Get involved with drugs before your children do.

"DAVEY"

(CNDA-3330)

30 SECONDS



BOY 1: Hey, Davey, get lost, will ya?



BOY 2: Hey, hey, let the kid in. (I know.) Hey, Davey, want to try something?



BOY 3: Come on, man, let him alone.



BOY 2: Come on. Try it, Davey. (I don't like this guy.) Come on, take it.



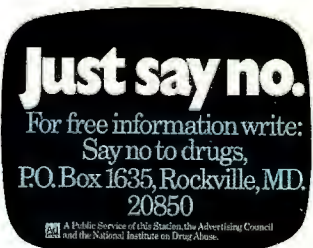
DAVEY: No thanks.



BOY 3: Kid's gonna be all right.



ANNCR. (VO): If someone offers you drugs --
BOY 2: What is it with you guys?



ANNCR. (VO): just say no.

Volunteer Coordinator: Nathan Kelne, Vice President-Public Relations, New York Life Insurance Company.
Volunteer Advertising Agency: Needham, Harper & Steers, Inc.

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The Advertising Council





PUBLIC SERVICE NEWS

THE ADVERTISING COUNCIL IS THE NON-PROFIT ORGANIZATION THROUGH WHICH AMERICAN BUSINESS, ADVERTISING, AND THE COMMUNICATIONS INDUSTRIES CONTRIBUTE THEIR SKILLS AND RESOURCES TO PROMOTE VOLUNTARY CITIZEN ACTIONS IN SOLVING NATIONAL PROBLEMS.

The Advertising Council Inc

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MRS. REAGAN PREVIEWS

MAJOR ADVERTISING CAMPAIGN ON

DRUG ABUSE PREVENTION

New York, NY (11 October 1983) -- First Lady, Nancy Reagan, unveiled today a new multi-media public service advertising campaign against drug abuse aimed at youngsters and parents. The messages tell young people to "Just say no," to drugs and suggest to parents that they "Get involved with drugs before your children do."

Mrs. Reagan, who has lent her support and leadership to mounting efforts against drug abuse, was joined in the announcement by Dr. William Pollin, Director of the National Institute on Drug Abuse, Robert Keim, President, The Advertising Council, and Paul C. Harper, Jr., Chairman of

Needham, Harper & Steers, Inc., the volunteer advertising agency.

The new campaign which features a variety of radio, television and print messages, was created by Needham, Harper & Steers/USA under the auspices of the Advertising Council and with the sponsorship and involvement of the NIDA. Dr. Pollin said the campaign is part of a continuing drug abuse prevention and public education effort by the Institute.

Mr. Harper described the goals of the new drug abuse prevention effort. "The primary targets of the campaign are young teenagers, preteenagers, and parents. A secondary target, especially for the print elements of the campaign, are educators and youth group leaders," he said.

Mr. Keim estimated that the media would contribute in excess of \$25 million in free time and space in support of the program. He praised Mr. Harper and his associates, as well as the campaign volunteer coordinator, Nathan Kelne, Vice President, Public Affairs, New York Life, for their "unstinted dedication" to the program.

Dr. Pollin said, "Over the past 20 years this country has experienced a tremendous increase in the abuse of all drugs, especially marijuana, to a level which appears to be the highest in the industrialized world. More recently, however, we see indications that we are making progress in dealing with the problem."

Citing the Institute's annual survey of more than 17,000 high school seniors throughout the country, he noted that in 1982 almost all categories of drug use patterns were down, reaching the lowest levels of drug use since 1975. "Thus," he said, "the Institute is encouraged that its efforts to inform the public of the consequences of drug abuse, along with the efforts of parents' groups, state and local governments, and other public and private sector organizations, are beginning to show results."

Noting that the Institute had launched a similar program on the dangers of marijuana usage earlier this year, Dr. Pollin added, "Keeping the public's attention on the health consequences of drug abuse, increasing awareness of societal attitudes toward the problem are the primary objectives of NIDA's prevention campaigns."

As the lead Federal agency on drug abuse, the National Institute on Drug Abuse (NIDA) provides a national focus for drug abuse research and research training; public information and public education; and communication of prevention and treatment approaches to states, communities and voluntary groups. The agency was established in 1974.

The Advertising Council is the non-profit organization through which American business, advertising and the communications media contribute their professional skills and corporate resources to promote voluntary citizen actions in solving national problems. The Council is currently conducting some 30 public

service advertising campaigns on behalf of government agencies and private organizations. The Council was founded in 1942.

**NO
THANKS**



**PEER PRESSURE:
IT'S O.K. TO SAY NO.**

National Institute on Drug Abuse

NO

NO

NO

ONCE



You might think that most teenagers smoke marijuana. Well, that's really not so. According to a recent door-to-door survey across the country, three out of four young people age 12-17 said they had not tried marijuana even once. And, in a survey of

high school seniors, only 6 out of 100 said they use marijuana on a regular basis. Most of the seniors surveyed also think smoking marijuana is dangerous and don't approve of those who use it, even occasionally.

Here's what some other kids actually had to say about the people they know who smoke marijuana.

"They turn you off. They're jerks, punks."

"They're spaced out in class. I know someone who dropped out of the 9th grade."

"Their lives are ruined, as far as I'm concerned."

"They talk slow and stare a lot. It messes up their minds."

"They don't have anything better to do."

So, even though most kids don't think smoking marijuana is cool, sooner or later you're likely to know someone about your own age who will pressure you to try pot. Once you know about these pressures and what to expect, saying no to marijuana will be easier.

**What Is
Peer Pressure?**

Everyone, no matter how old they are, cares what other people think and wants to fit in with the people they know, especially their friends. When you are just starting to feel

independent, the influence of people about your age—your peers—is especially powerful and can affect the way you feel, act, dress, and behave. This influence is called peer pressure.

**Is Peer
Pressure Bad?**

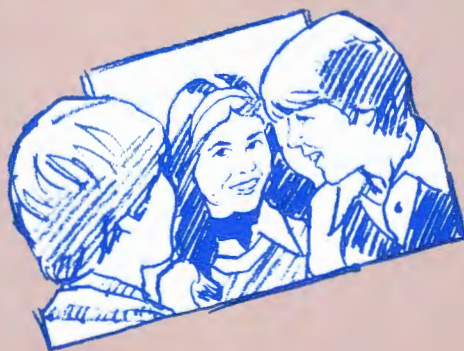
The pressure you feel to go along with the crowd can be either good or bad. A good influence might lead you to play sports, join a club, or to do well in a particular class; a bad influence is one that would encour-

age you to smoke cigarettes or skip school. You have to think about what could happen if you go along with the crowd, and then make up your own mind about what to do, whether your peers agree with you or not.

**What About
My Friends?**

When your friends pressure you to do something, saying no can be especially hard because you want them to like you and consider you part of the group. Sometimes going against your friends will make them angry or make you feel alone. It may seem risky to say no, even about a little thing. Just remember, you

don't have to do everything your friend does in order to stay friends. Most people admire others who make up their own minds and stand up for themselves. If others don't like you because you won't go along with them about using drugs, then they aren't your friends anyway. Your real friends are the ones who most of all want you to be yourself.



**Make Your
Own Decisions**

Everyday you have to make decisions. For example, you decide what to wear, when to do your homework, and which TV program you want to watch. Some of your decisions are more important than others. Your decisions say a lot about what's important to you and what kind of

person you are. When you feel unsure, try talking to someone you trust: your parents, another adult who cares, or maybe a close friend who doesn't use drugs. Make up your own mind and you won't give someone else a chance to make up your mind for you.

How to Make Decisions About Drugs

Making decisions about using drugs will be easier if you are familiar with the pressures that tempt you to try drugs. When people pressure you to do drugs, they are really saying, "Don't think for yourself, just do what we do." Being independent means making your own decisions.

When you know the facts and know the risks that go along with drug taking, your decisions will be easier. Think about the bad things that would happen if you were caught smoking marijuana. Remember, it only takes one good reason to say no.

Reasons Why People Use Drugs

People try certain drugs like marijuana because they are curious or because it may seem like everyone else is trying it. They may feel that taking drugs will make it easier to talk to people or will help them escape their problems. When you feel

as though you won't be liked for yourself unless you use drugs, you just end up feeling worse. Taking drugs never solves problems; in fact, it can even create problems that weren't there before. Why take a chance?

Peer Pressure and Pot

Most kids are introduced to marijuana by their friends, brothers and sisters, and acquaintances: their peers. They can pressure you in obvious ways or in ways you may not even notice. Someone may threaten or tease you or tell you reasons why you should use marijuana. These kinds of pressures "hit you over the head." Sometimes the least obvious

kinds of pressure can be the most powerful because you may feel as if you are making your own decision when you are not. For example, you may be at a party where people are passing a joint and even though no one asks you to smoke, you may feel pressured to join in. If you are aware of the "unseen" pressures, along with the obvious ones, you can do a better job of saying no.



Saying No

Remember, you have the right to say no to drugs. Think about how *you* will say no. Here are some suggestions on how to do it:

1. *Give a reason.* If you know the facts, someone telling you that it feels good to be stoned won't fool you. You can say, "No, I know it's bad for me. I feel fine right now."
2. *Have something else to do.* "No thanks. I'm going to get something to eat."
3. *Be prepared for different kinds of pressure.* There are different levels of peer pressure. It can start out friendly or teasing; if so, you can respond the same way. If the pressure seems threatening, then you might just have to walk away.

4. *Make it simple.* You don't have to explain why you don't want to use marijuana if you don't want to. You can just say, "No, thanks." If that doesn't work, you can always say, "No thanks again" or even stronger, "No way."

5. *Avoid the situation.* If you see or know of places where people often use drugs, stay away from those places. If you hear that people will be using drugs at a party, don't go.

6. *Change the subject.* Someone says, "Let's try some pot." You say, "No, I was on my way to the mall if you want to come along."

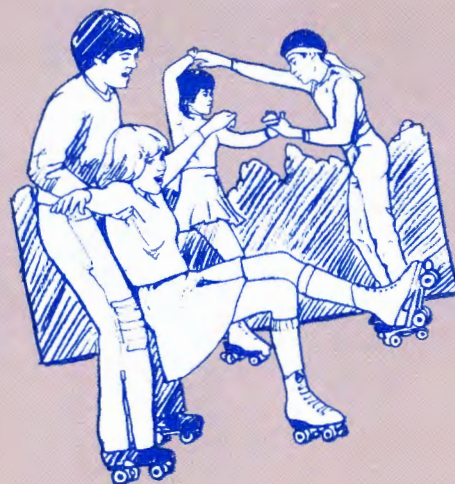
7. *Hang out with friends who don't use drugs.* Sometimes, however, you may already have friends who decide to try marijuana. If they are real friends, they will like you whether you smoke pot or not. And maybe, by saying no, you might make them think twice about using drugs themselves. That's how *peer pressure can be positive too.*

By Lenore N. Gelb, staff writer,
in consultation with Institute
researchers and other experts.

Special thanks to the kids who
helped us produce this flyer.

**For more information write: Marijuana
P.O. Box 2305
Rockville, MD 20850**

DHHS Publication No. (ADM) 83-1271 Printed 1983



PARENTS: What You Can Do About Drug Abuse



DEPARTMENT OF HEALTH AND HUMAN SERVICES
Public Health Service
Alcohol, Drug Abuse, and Mental Health Administration

This flyer is intended to help parents prevent the widespread abuse of drugs among young people today. Drug abuse includes the use of illegal drugs (marijuana, cocaine, etc.), the use of cigarettes and alcohol by children, and the nonmedical use of prescription and over-the-counter drugs (sleeping pills, diet aids, etc.). This flyer does not have all the answers to the drug problem, but many parents have had success with the approach described.

1

Can parents help prevent drug abuse?

Yes, they can. In fact, parents are the best protection young people have against drug abuse.

What is drug abuse prevention?

It means helping your children build a resistance to abusing drugs so that they never begin. It means stopping drug abuse before it starts.

How do I help my children build that resistance to abusing drugs?

You've probably already started. You're raising your children with love, guidance, and support, so you're well on the way to helping prevent drug abuse. Strong family support helps children develop the personal values and self-confidence they need to resist peer pressure to use drugs. It is important to realize, however, that despite your efforts, peer pressure can still have a strong influence on your child.



What else can I do?

2

You can provide accurate information to your children about drugs. To do this, you must know something about drugs. That doesn't mean becoming a drug expert, but it does mean having enough facts to support your views. Unfortunately, many parents wait until their children are involved in drugs before initiating a discussion. That's too late! You should talk with your children before there's a problem. As early as the fourth grade, your children may have some knowledge of the drug scene. Much of their information will be inaccurate and will tend to glamorize drugs. That's why it's important that you be prepared to set the record straight. And remember, don't make your discussion of drugs a one-shot event. Children need to be reminded often of where their parents stand on important issues such as drugs.

How can I tell if my child is abusing drugs or alcohol?

If you find alcohol, drugs, or drug paraphernalia in your child's possession, there's a strong probability that your child is using drugs. Certain behaviors also can warn you that your child *may* be involved with drugs:

- Abrupt change in mood or attitude
- Sudden decline in attendance or performance at work or school
- Sudden resistance to discipline at home or school
- Impaired relationship with family or friends
- Ignoring curfews
- Unusual flare-ups of temper

3

- Increased borrowing of money from parents or friends; stealing from home, school, or employer
- Heightened secrecy about actions and possessions
- Associating with a new group of friends, especially with those who use drugs

While these behaviors may indicate drug use, they may also reflect normal teenage growing pains. By observing your child, getting to know his or her friends, and talking to your child about problems, including drugs and alcohol, you should be able to learn whether he or she is involved.

What do I say if I think my child is abusing drugs?

In a straightforward way, tell your child about your concern and the reasons for it: taking drugs is harmful to one's physical, mental, and social well-being. Tell your child that you are opposed to any drug use and you intend to enforce that position.

What you *should* try to be is:

Understanding ("I realize you're under a lot of pressure from friends to use drugs.")

Firm ("As your parent I cannot allow you to engage in harmful activities.")

Supportive ("I'll help you find a way to say 'No' to drugs.")

Self-examining ("Are my own alcohol and drug consumption habits exerting a bad influence on my child?")



What you should *not* be is:

Sarcastic ("Don't think I don't know what you're doing!")

Accusatory ("You're lying to me!")

Stigmatizing ("You're a terrible person!")

Sympathy-seeking ("Don't you see how much you're hurting me?")

Self-blaming ("It's all my fault!")

Such statements tend to make the child defensive and likely to tune you out.

Remember, if your child is using drugs, she or he needs your help. You may want help, also. Seeking the support of other parents in your community will enable you to handle this problem in a more understanding and helpful way. Don't be afraid to be a strong parent!

How can I stop my child from using drugs?

If after you've established a rule against drug use, your child violates it, it's time to back up that rule with discipline. Unless you're prepared to enforce it, the rule will become meaningless.

One of the most effective punishments is grounding. Forcing the child to stay home gives parents and the child a chance to talk. Also, it is important to talk to the parents of your child's friends about why you have taken this necessary action and to ask their support in making it succeed. If peer pressure is part of the problem, grounding removes the child from the group.

If the problem becomes too much for you to handle alone, professional help should be considered. Counselors trained in working with youth can help re-open communication between parent and child. Outside help can supplement your efforts at home with your child's involvement with drugs.

4

5

Where can I find help for my child's drug problem?

Telephone hotlines are a good source for confidential advice. They can also refer you to additional resources in your community, such as adolescent drug treatment services or community mental health centers and outpatient hospital clinics that provide drug abuse counseling. Contact your State or local drug abuse authority for information on local resources. See listing of organizations at the end of this flyer for additional assistance.

Is it possible to get medical help for a drug problem without getting into trouble with the law?

Yes. Federal law requires doctors, psychologists, all other health professionals, and drug treatment staff to keep confidential any information obtained from patients. There are, however, certain rare exceptions when the law does allow disclosure. One exception is when a doctor needs the information from another health professional to provide emergency treatment to the patient.



How can I work with other parents to stop drug abuse?

6

One way is by forming a parent-peer group with the parents of your children's friends. These groups are based on the idea that the most effective way to stop a child from using drugs is to stop his or her friends from using them, too. One of the main reasons kids take drugs is pressure from peers. Other reasons are the availability of drugs and the lack of awareness on the part of the kids as well as their parents of the health consequences of drug taking. So when the parents join together and take a united stand against drug use, they become much more effective than if they act separately. Also, parents themselves can benefit from the support of other parents by helping each other resist pressure from parents who do not set the same limits on their children's behavior.

Parent-peer groups typically provide:

Education—researching and sharing information on drugs and the hazards of drug use.

Support—providing emotional support to one another in coping with their children's drug problems.

Community action—approaching local and State governments, school officials, and businesses for their cooperation in stopping drug abuse.

Supervision—acting as "watch-dogs" over each other's children to make sure that they're staying away from drugs.

Around the country parents are discovering the effectiveness of united action. Parents truly can stop drug abuse, provided they make the necessary commitment of time and energy.

What are the obstacles in starting a parent-peer group?

7

The biggest obstacle is lack of awareness. Unfortunately, many parents don't recognize that their child could be involved with drugs. Today, no parent can afford to look the other way when it comes to drugs. Drug use is simply too widespread to assume that it will never touch your son or daughter's life.

Another obstacle is that parents often feel that the drug problem is so large that they can't do anything about it. Not true! Parents working together can help each other. As a group, they can set rules for their children's behavior, make these rules clearly known, and be consistent in enforcing them. If you work with the parents of your children's friends in setting these rules, you will spend less time arguing about curfews, parties, chaperones, and other issues, and have more time to spend with your children in constructive or fun activities.



For more information about forming
a parent-peer group, write...

**National Clearinghouse
for Drug Abuse
Information**

P.O. Box 1909
Rockville, Md. 20850

**National Institute on
Drug Abuse**

Prevention Branch
Room 11A-43
5600 Fishers Lane
Rockville, Md. 20857

Other good resources include:

Action

Drug Prevention Program
806 Connecticut Avenue, N.W.
Washington, D.C. 20525

**American Council
on Marijuana**

6193 Executive Boulevard
Rockville, Md. 20852

**National Federation
of Parents for**

Drug Free Youth (NFP)

P.O. Box 2305
Silver Spring, Md. 20901

**Parent Resources
Institute on**

Drug Education (PRIDE)

Robert W. Woodroff Building
Room 12-16
100 Edgewood Avenue
Atlanta, Ga. 30303

**DEPARTMENT OF
HEALTH & HUMAN SERVICES**

**Public Health Service
Alcohol, Drug Abuse, and Mental
Health Administration
Rockville MD 20857**

**Official Business
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THE ADVERTISING COUNCIL, INC.

Please do not use after August 30, 1984.

DRUG ABUSE PREVENTION CAMPAIGN

RADIO - AS RECORDED TEXT - "Just Say No" :60

SONG: You don't have to be, part of the crowd; be who you are, and stand up proud. Say no. Just say no.

VOICE: If someone offers you drugs, just say no.

SONG: You don't have to act like a great big star. You can be a hero, be who you are. Say no. (No.) Just say no. (Say no. No. Just say no.) Don't listen, don't listen, to anyone else, all you got to do is be yourself. You got everything inside of you. Have faith in yourself, your dreams will come true. Say no. (No.)

ANNCR: This message was brought to you by the National Institute on Drug Abuse and the Ad Council.

SONG: Just say no. Say no. No. Just say no.

RADIO - AS RECORDED TEXT - "Just Say No" :30

SONG: You don't have to be, part of the crowd; be who you are, and stand up proud. Say no.

VOICE: If someone offers you drugs, just say no.

SONG: Just say no. You don't have to act like a great big star, you can be a hero, be who you are.

ANNCR: This message was brought to you by the National Institute on Drug Abuse and the Ad Council.

SONG: Just say no...

RADIO - AS RECORDED TEXT - "Cocaine" :30

GIRL: I was walking down the block, minding my own business, and my best friend's boyfriend comes over and says, "Hey, you want some cocaine..." I couldn't believe it.

ANNCR: Sooner or later, your children will be offered drugs... and you won't be there to help. What can you as a parent do? You can tell your children you love them and, if anyone ever offers them drugs, they can come to you to talk about it first. Get involved with drugs before your children do.

A message from the Ad Council and National Institute on Drug Abuse.

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DRUG ABUSE PREVENTION CAMPAIGN

30-SECOND RADIO SPOT - "You Know"

LIVE ANNOUNCER

You know...being a kid isn't easy. And it's made a lot tougher when other kids put pressure on you to "do drugs." It can get pretty intense. Sometimes you feel like you need to make up special excuses to refuse an offer of drugs. But it's not true. All you have to do is Just Say No. Just NO! You'd be surprised how well it works. For a free booklet that can help you say no, write to: Say No To Drugs...P.O. Box 1635...Rockville, Maryland 20850. This message has been brought to you from the Ad Council and the National Institute on Drug Abuse.

#

THE ADVERTISING COUNCIL, INC.

DRUG ABUSE PREVENTION CAMPAIGN

30-SECOND RADIO SPOT - "Sooner or Later"

LIVE ANNOUNCER

Sooner or later, someone will offer your children some kind of drug. Marijuana, quaaludes, maybe even cocaine. You can't stop that from happening. But you can help your children prepare for it. By telling them you understand what they're going through. And by making them feel comfortable to talk to you about drugs. Tell them how much you care about them. And get involved with drugs before your children do. For a free booklet, write: Get Involved...P.O. Box 1706... Rockville, Maryland 20850. A message from the Ad Council and National Institute on Drug Abuse.

#

THE ADVERTISING COUNCIL, INC.

DRUG ABUSE PREVENTION CAMPAIGN

20-SECOND RADIO SPOT - "Could"

LIVE ANNOUNCER

Could your children be taking drugs? There are thirty-five-million people in America today who are. And they're all someone's children. So, talk to your kids about it. And get involved with drugs before they do. For a free booklet, write: Get Involved, P.O. Box 1706, Rockville, Maryland 20850. A message from the Ad Council and National Institute on Drug Abuse.

#

DRUG ABUSE PREVENTION CAMPAIGN

20-SECOND RADIO SPOT - "Someday"

LIVE ANNOUNCER

Someday, someone will offer your children drugs. You can't stop that from happening. But you can help them prepare for it. By getting involved with drugs before your children do. For a free booklet, write: Get Involved, P.O. Box 1706, Rockville, Maryland 20850. A message from the Ad Council and National Institute on Drug Abuse.

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THE ADVERTISING COUNCIL, INC.

DRUG ABUSE PREVENTION CAMPAIGN

20-SECOND RADIO SPOT - "Some Kids"

LIVE ANNOUNCER

Some kids seem to think you have to "do drugs" to be cool.
But a lot of kids think drugs are nothing but trouble.
So, when kids try to turn them on, they just say NO.
Plain and simple. Just NO. Why don't you try it?
For a free booklet, write to: Say No To Drugs,
P.O. Box 1635, Rockville, Maryland 20850.
A message from the Ad Council and the National Institute
on Drug Abuse.

#



DRUG ABUSE PREVENTION CAMPAIGN
FOR NATIONAL INSTITUTE ON DRUG ABUSE

SPANISH 30-SECOND SPOT "PARENTS"

LIVE ANNOUNCER

SPANISH

Inevitablemente,
a sus hijos les van a ofrecer
drogas: marijuana, Quaaludes,
hasta cocaína.

Usted no lo podrá prevenir,
pero sí podrá ayudarlos a
enfrentarse a la situación.

Compréndalos y dígales que
siempre pueden hablarle
sobre las drogas.

Dígales cuánto los quiere.
Entérese de las drogas antes
que sus hijos.

Para un folleto gratis,
escriba a:

Get Involved

P.O. Box 1706

Rockville, Maryland 20850

Un mensaje del Ad Council
y el National Institute on
Drug Abuse.

ENGLISH TRANSLATION

Inevitably,
your children are going to be offered
drugs: marijuana, Quaaludes, even
cocaine.

You can't prevent it,
but you can help them face
the situation.

Understand them and tell them they
can always talk to you about
drugs.

Tell them how much you love them.
Find out about drugs before
your children do.

For a free pamphlet,
write to:

Get Involved

P.O. Box 1706

Rockville, Maryland 20850

A message from the Ad Council
and the National Institute on
Drug Abuse.

DRUG ABUSE PREVENTION CAMPAIGN
FOR NATIONAL INSTITUTE ON DRUG ABUSE

SPANISH 30-SECOND SPOT "KIDS"

LIVE ANNOUNCER

SPANISH

Algunos chicos creen que hay
que tomar drogas para estar en
onda. ¡No es cierto!
Muchos chicos no quieren estar
trabados por la cocaína o los
"Ludes", y sacando malas notas
en la escuela.
¿Qué hacen cuando les ofrecen
drogas? Dicen que no.
Inténtalo.
Diles que no te interesan las
drogas.
Pronto, dejarán de ofrecértelos.
Para un folleto gratis,
escribe a:
Say No to Drugs
P.O. Box 1635
Rockville, Maryland 20850
Un mensaje del Ad Council
y el National Institute on
Drug Abuse.

ENGLISH TRANSLATION

Some kids think you have
to take drugs to be cool.
That's not true!
Lots of kids don't want
to be spaced out on cocaine
or Ludes, getting bad grades
in school.
What do they do when people
offer drugs? They say no.
Try it.
Tell them you're not interested
in drugs.
Soon, they'll stop offering.
For a free pamphlet,
write to:
Say No to Drugs
P.O. Box 1635
Rockville, Maryland 20850
A message from the Ad Council
and the National Institute on
Drug Abuse.

Get involved with drugs before your children do.

Sooner or later, someone's going to offer to turn your children on.

It could be their best friends.

And chances are, you won't be anywhere in sight.

So what can you do?

Obviously, the time to talk to your children about drugs is before they have to make a decision on their own.

Which means you have to learn something about drugs.

Learn the dangers. And learn to recognize the signs of drug use. Listlessness in your child. Sudden drop in school grades. Temper flare-ups and staying out late a lot.

Learn about peer pressure on a twelve-year-old. Then show them you understand how important their friends are to them. But also tell them that

real friends won't insist they do drugs.

Check your own personal habits.

You can't tell a child about the dangers of drugs with booze on your breath.

But it's through love and understanding that you can be the most effective.

Threatening to tear their arms off just won't work.

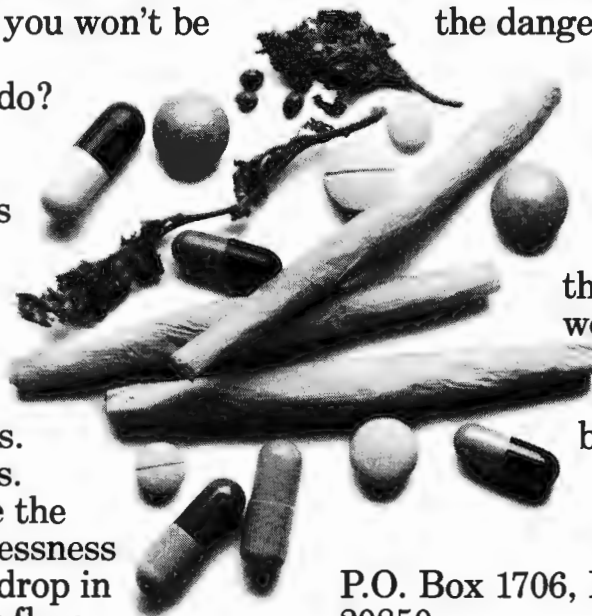
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Remember, it doesn't always happen to someone else's kids.

After all, there are over 35 million drug users in America.

And they're all someone's children.



A public service of this publication and the National Institute on Drug Abuse.

NATIONAL INSTITUTE ON DRUG ABUSE CAMPAIGN
MAGAZINE AD NO. NIDA-1591-83-7" x 10" [110 Screen]

Volunteer Agency: Needham, Harper & Steers Adv., Inc., Volunteer Coordinator: Nathan Kelne, New York Life Insurance Co.

CM-SPEC
9/83

Are you supporting your child's drug habit?



An ounce of pot costs about 60 dollars.

Coke, a lot more.

Quaaludes run about 4 dollars each.

And if so many children are using drugs, they're spending a lot of money.

Where are they getting it?

Point is, your children might

be spending their allowance on something other than video games.

Learn about drugs. Watch for the possible signs. Sleeping a lot. Listlessness. Poor marks in school. Lack of school attendance.

Most of all, show your child that you care and you're concerned about the possibility that they may be using drugs.

And send away for our booklet, "Parents: What You Can Do About Drug Abuse." Write Get Involved, P.O. Box 1706, Rockville, Maryland 20850.

Get involved with drugs before your children do.



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NATIONAL INSTITUTE ON DRUG ABUSE CAMPAIGN
MAGAZINE AD NO. NIDA-1594-83-7" x 10" [110 Screen]

Volunteer Agency: Needham, Harper & Steers Adv., Inc., Volunteer Coordinator: Nathan Kelne, New York Life Insurance Co.

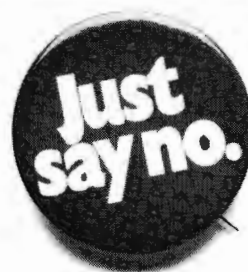
CM-SPEC
9/83

School daze.



School is tough enough without
having to try to learn through a mind
softened with drugs.

So get the education you deserve.
And learn how to say no to drugs.



Send for a free booklet, *Peer Pressure: It's Okay To Say No*. Write: Say No To Drugs, P.O. Box 1635, Rockville, Maryland 20850.
A public service of this publication and the National Institute on Drug Abuse.

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CM-SPEC
9/83

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So what can you do?

Obviously, the time to talk to your children about drugs is before they have to make a decision on their own.

Which means you have to learn something about drugs.

Learn the dangers. And learn to recognize the signs of drug use. Listlessness in your child. Sudden drop in school grades. Temper flare-ups and staying out late a lot.

Learn about peer pressure on a twelve-year-old. Then show them you understand how important their friends are to them. But also tell them that real friends won't insist they do drugs.

Check your own personal habits. You can't tell a child about the dangers of drugs with booze on your breath.

But it's through love and understanding that you can be the most effective. Threatening to tear their arms off just won't work.

You can get a lot more ideas from the booklet, "Parents: What You Can Do About Drug Abuse." Write: Get Involved, P.O. Box 1706, Rockville, Maryland 20850.

Remember, it doesn't always happen to someone else's kids.

After all, there are over 35 million drug users in America.

And they're all someone's children.



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NATIONAL INSTITUTE ON DRUG
ABUSE CAMPAIGN
MAGAZINE AD NO. NIDA-1592-83
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9/83

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Learn the dangers.

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NATIONAL INSTITUTE ON DRUG
ABUSE CAMPAIGN
MAGAZINE AD NO. NIDA-1593-83
2 1/4" x 5" [110 Screen] CM-SPEC
9/83

Are you supporting your child's drug habit?



An ounce of pot costs about 60 dollars.

Coke, a lot more.

Quaaludes run about 4 dollars each.

And if so many children are using drugs, they're spending a lot of money.

Where are they getting it?

Point is, your children might be spending their allowance on something other than video games.

Learn about drugs. Watch for the possible signs. Sleeping a lot. Listlessness. Poor marks in school. Lack of school attendance.

Most of all, show your child that you care and you're concerned about the possibility that they may be using drugs.

And send away for our booklet, "Parents: What You Can Do About Drug Abuse." Write Get Involved, P.O. Box 1706, Rockville, Maryland 20850.

Get involved with drugs before your children do.

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NATIONAL INSTITUTE ON DRUG ABUSE CAMPAIGN
MAGAZINE AD NO. NIDA-1595-83
2 1/4" x 10" [110 Screen] CM-SPEC
9/83

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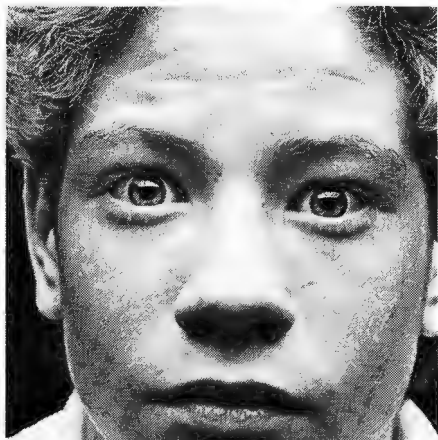
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NATIONAL INSTITUTE ON DRUG ABUSE CAMPAIGN
MAGAZINE AD NO. NIDA-1596-83
2 1/4" x 5" [110 Screen] CM-SPEC
9/83

School daze.



School is tough enough without having to try to learn through a mind softened with drugs.

So get the education you deserve.

And learn how to say no to drugs.



Send for a free booklet,
Peer Pressure: It's Okay To Say No.
Write: Say No To Drugs, P.O. Box 1635,
Rockville, Maryland 20850.



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NATIONAL INSTITUTE ON DRUG
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MAGAZINE AD NO. NIDA-1598-83
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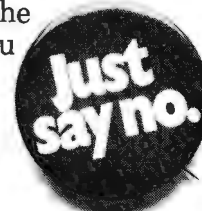
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ABUSE CAMPAIGN
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The head of the class.

There are two kinds of heads.

The ones that wind up excelling in school.

And the ones that smoke pot and do drugs.

Which head you turn out to be can be as easy as resisting an offer of drugs with a simple no.

Just say no.

You'd be surprised how well it works.



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