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THE WHITE HOUSE

WASHINGTON

April 28, 1983

MEMORANDUM FOR CRAIG FULLER\_ CK CARLTON TURNER FROM:

SUBJECT: Update on Drug Abuse Trends

For your information, attached is the information paper to be used for a Cabinet Council meeting or Cabinet briefing on the Administration's accomplishments in the reduction of drug use by the public and military. I propose that only the information paper be sent out prior to any meeting.

A packet, containing the NIDA and DOD (E1-E5) survey charts, and the Teen Titans Comic Book package would be available to hand out at the meeting.

Craig, in the future, I will never have another travel schedule like the one in April. The problems previously encounter within my office have been solved.

cc: Ed Harper Roger Porter Bob Carleson

Matebook hiled Oversign attachment #1050

ATTACHMENTS

- 1. Information Paper
- 2. NIDA Survey Charts
- 3. DOD E1-E5 Survey Charts
- 4. Gallup Poll
- Teen Titans Comic Book 5.

April 28, 1983

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#### UPDATE ON DRUG ABUSE PREVENTION CAMPAIGN--TRENDS IMPROVING

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The Administration has embarked on a vigorous program to reduce drug abuse in the United States, including international initiatives and strong law enforcement to reduce the availability of illicit drugs. The South Florida Task Force, the 12 DEA/FBI Regional Task Forces, and The National Narcotics Border Interdiction System are part of the supply reduction effort.

Simultaneously, a major long-term prevention campaign was mounted on the health side, directed primarily at drug abuse among young people. It is primarily a non-Federally funded private sector prevention initiative, with emphasis on Federal leadership serving as a catalyst for action.

The prevention effort is beginning to pay dividends. Thus far in 1983, the surveys used to measure drug abuse reflect significant improvement in use patterns. The 1982 National Household Survey on Drug Abuse, The 1982 High School Seniors Survey, The Gallup Youth Survey, and a survey of high achievers by Who's Who Among American High School Students show similar trends. For example:

- In 1978, marijuana use by high school seniors peaked at 11% or 1 in 9 reporting daily use. In 1982, daily use had dropped to 6.3% or 1 in 16.
- The Household Survey reports that between 1979 and 1982, 2.4 million Americans stopped using marijuana, 1.1 million Americans stopped using hallucinogens, 195,000 Americans stopped using cocaine, and 7.3 million Americans, including 2.4 million youngsters, stopped using alcohol on a regular basis.

Additionally, the Department of Defense surveys show significant improvement in drug use trends in the military. Preliminary results show a sharp decline in current marijuana use by junior enlisted personnel. Final results are expected in June.

Mrs. Reagan's involvement in the prevention effort directed at youth has received wide acclaim. Her highly visible support is contributing to the broad public interest and to people getting involved in doing something about drug problems in homes, schools, businesses, and communities.

The Administration's strategy has been directed at a long-term objective of drug-free youth and several initiatives have been planned, in cooperation with the private sector. Two recent well-publicized activities include a special survey by Weekly Reader periodicals, published by Xerox Education Publications, directed at elementary school children. The first of its kind, it is a survey of young children's attitudes on drugs and alcohol. The survey results indicate a need for change in our approach to drug abuse education. Significant findings:

- 25% of the 4th graders said children their age feel some or a lot of pressure to try beer, wine, liquor, or marijuana.
- The peer pressure increases each year: in the 7th grade 50% feel encouraged to use marijuana, 60% to drink alcohol.
- In the lower grades, the motivation to use drugs or drink was to feel older, in middle grades to fit in, in older grades to have a good time.
- The children in 4th grade believe schools are not a major source of information about drugs; most of their information comes from movies and television and their families. This probably reflects current school drug abuse programs which are based on previous assumptions of a later exposure age and do not start until the 6th or 7th grade.

Simultaneous with the announcement of the survey results was an announcement of a major new initiative directed at elementary school children, with the first project directed at 4th grade children. The first in a series of drug abuse awareness comic books was released on April 25th and includes a million copies of the "New Teen Titans" comic book, with teacher's guide, posters, certificates, and letters from Mrs. Reagan.

The comic book project is part of the White House strategy to enlist the private sector in the national campaign against drug abuse. The Keebler Company and DC Comics sponsored the first comic book project for the fourth grade, and the Department of Education mailed packets to 35,000 elementary schools across the United States. A similar project for fifth and sixth graders is being developed. The fifth grade project is being sponsored by IBM, the National Federation of Parents for a Drug Free Youth, and DC Comics, Inc. The sixth grade project is being sponsored by the National Soft Drink Association and DC Comics. A related project for the development of a drug abuse awareness coloring book for kindergarten through third grades is also planned.

The major press coverage and nationwide interest in the two announcements demonstrate that the President's prevention program is on target. We will continue sending strong messages that this Administration and the American people will not tolerate drug trafficking or drug abuse in the United States.

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Selected examples of other private sector participation:

"Pharmacists Against Drug Abuse," sponsored by McNeil Pharmaceuticals.

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- "Team Up Against Drugs", sponsored by the professional sports organizations.
- Congressional Wives Group, organized by Carolyn Mattingly, wife of Senator Mack Mattingly.
- Steering Committee on Prescription Drug Abuse, sponsored by the American Medical Association.
- Program against look-alike drugs, sponsored by the American Pediatrics Society.
- Lions' War Against Drugs, sponsored by Lions Clubs, International.
- "The Chemical People" campaign, produced by WQED/Pittsburgh and sponsored by a new National Coalition for the Prevention of Drug and Alcohol Abuse, with 26 service and civic groups participating (representing 15 million members and volunteers).

"Don't be a Dope" campaign, sponsored by NBC.

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#### SELECTED GRAPHS AND TABLES

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#### From the

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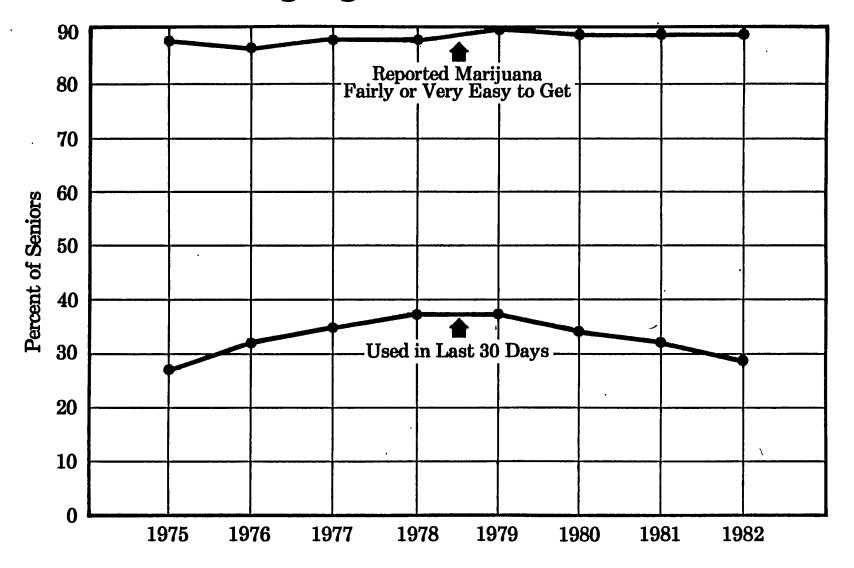
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#### 1982 HIGH SCHOOL AND HOUSEHOLD SURVEYS

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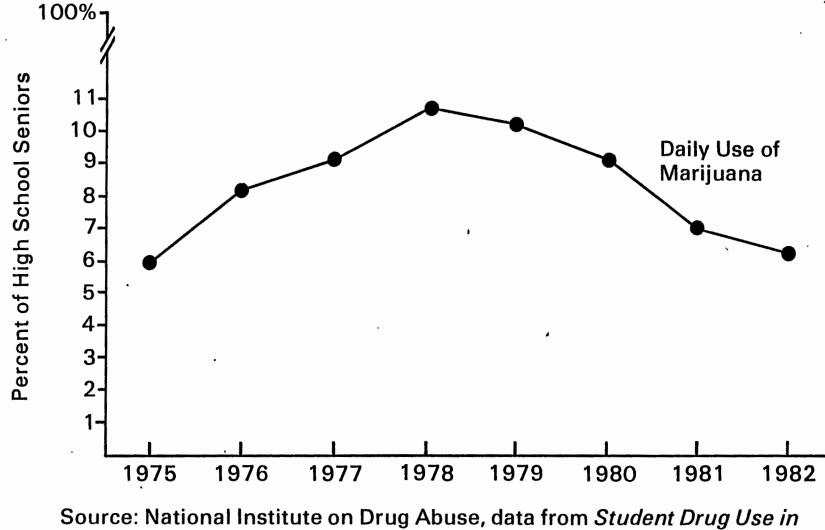
Prepared by the: National Institute on Drug Abuse

## Trends in Marijuana Use and Perceived Availability Among High School Seniors: 1975-1982



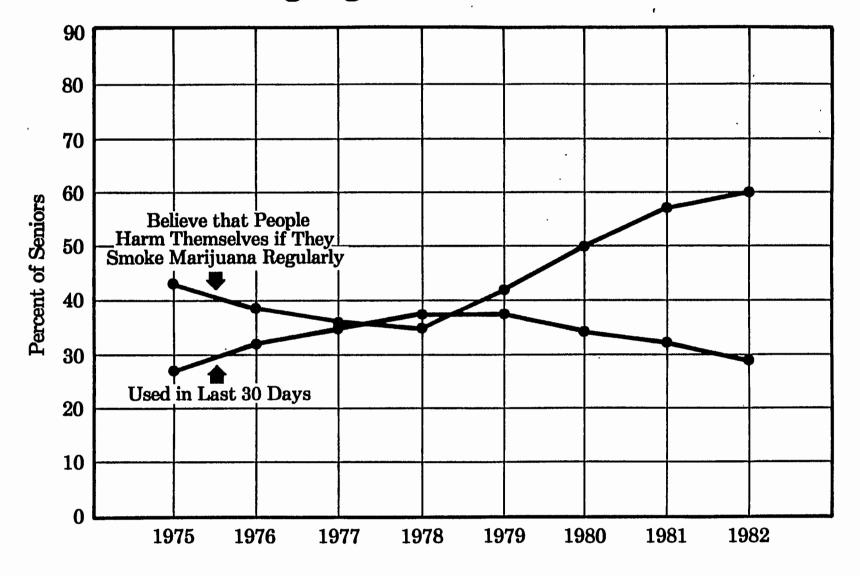
Source: National Institute on Drug Abuse, data from the Monitoring the Future study, 1982.





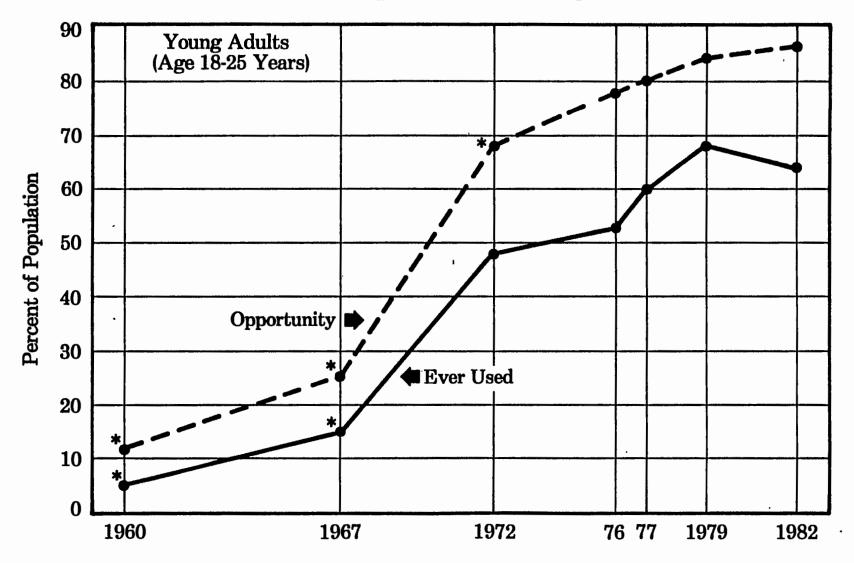
Source: National Institute on Drug Abuse, data from Student Drug Use America, 1982.

## Trends in Marijuana Use and Perceived Harmfulness Among High School Seniors: 1975-1982



Source: National Institute on Drug Abuse, data from the Monitoring the Future study, 1982.

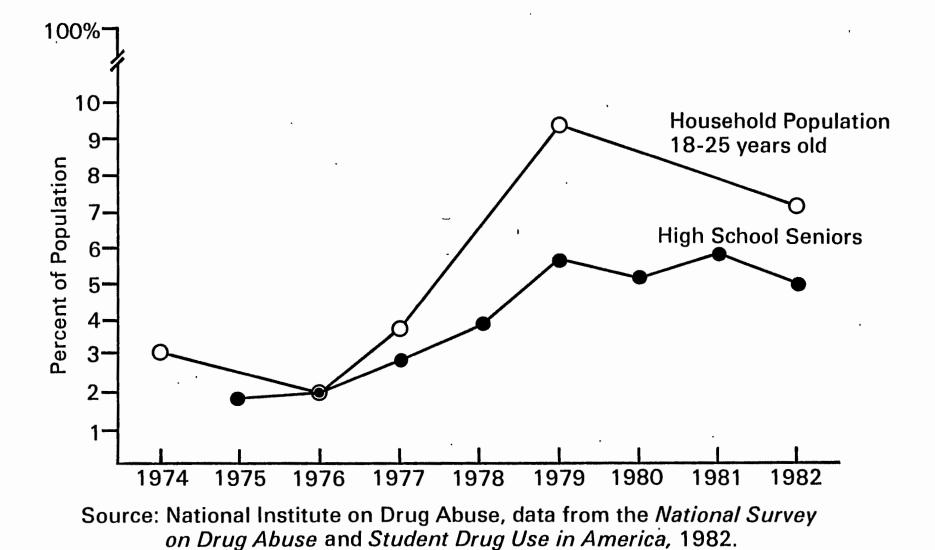
## **Opportunity to Try Marijuana and Lifetime Experience, Young Adults: 1982**



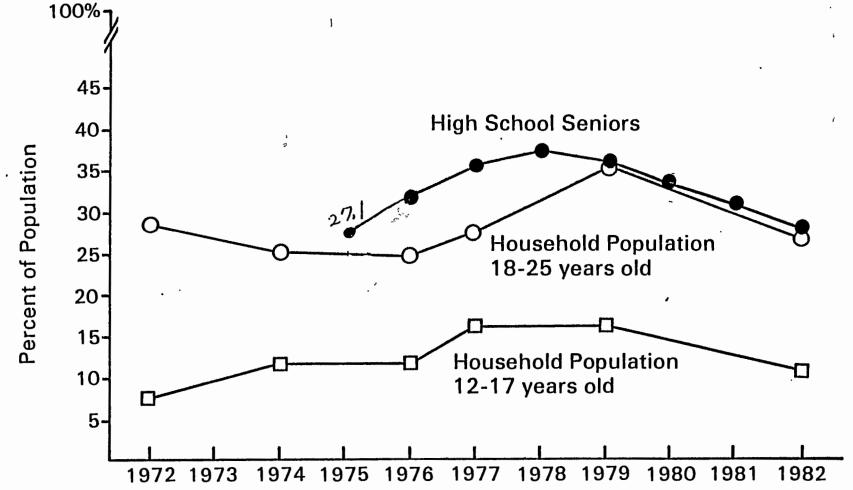
\*"Projection" based on reconstructed data.

Source: National Institute on Drug Abuse, data from National Household Survey on Drug Abuse

### Current Cocaine Use, U.S. Household Population and High School Seniors, 1974-1982



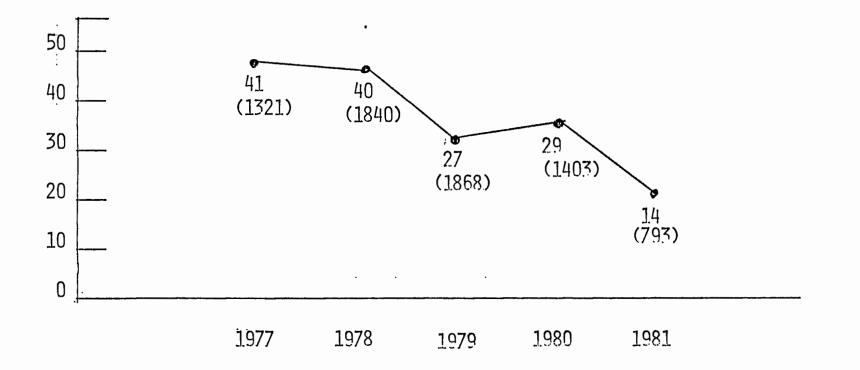
## Current Marijuana Use, U.S. Household Population and High School Seniors, 1972-1982



Source: National Institute on Drug Abuse, data from the National Survey on Drug Abuse and Student Drug Use in America, 1982.

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### MILITARY PERSONNEL OPIATE USE (RATE PER 10,000 URINE TESTS)



### COMPARISON OF 1974 AND 1980

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DRUG USE BY E-1 - E-5

PREVALENCE WORLDWIDE		1974	1980		
	4				
CANNABIS		37	: 37		
STIMULANTS		15	. 12		
DEPRESSANTS		].].	5		
HALLUCINOGENS		14	5		
NARCOTICS		7	2		
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# PERCENT OF E-1 – E-5 USING MARIJUANA PAST 30 DAYS

<b>TOTAL</b> E-1 — E-5		ARMY		N	NAVY		MARINE CORP		AIR FORCE	
1980	1982	1980	1982	1980	1982	19	80	1982	1980	1982
37	22.3	40	31.3	47	17.4	4	7	20.8	20	14.8
					÷					
								2		

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For release Jan 12, 1983 and thereafter

more stoned seventh-graders

in school restrooms." (Fair-

"I enjoy life to the fullest,

and I am very happy without

the help of marijuana or any other drug." (Ayden, N.C.)

Following are the questions

"Have you ever tried mari-

"Do you think the use of

"Do you think the posses-

marijuana should be made

sion of small amounts of mari-

juana should be treated as a

are based on telephone inter-

views with a representative

national cross section of 1,012

youths, ages 13 through 18,

The

conducted in June 1982.

Associated Press.

Copyright 1983,

The findings reported today

criminal offense?"

port, N.Y.)

asked:

juana?"

legal?"

# =The Gallup Youth Survey \_\_\_\_\_\_ Marijuana Support Fading Among Youths

By GEORGE GALLUP

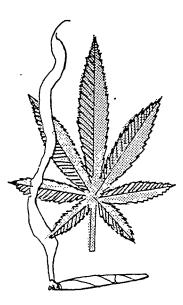
PRINCETON, N.J. – Although some teen-agers continue to experiment with marijuana, the drug is apparently fading as a symbol of the teen generation, according to the results of the latest Gallup Youth Survey.

The poll also indicates that teen opposition to legalizing marijuana or decriminalizing its possession in even small amounts is solidifying.

For the second year in a row, the survey shows that 74 percent of the country's youth oppose legalizing pot. Youth opposition to decriminalizing marijuana possession rose from 57 percent: in 1981 to 60 percent in 1982.

Still, about one teen-ager in three (37 percent) reports having tried marijuana at least once. Marijuana was used by 8 percent of those polled during the week previous to the interview, 5 percent during the previous month, 16 percent between one month and one year ago, and 8 percent over one year ago.

Several key signs in the surveys indicate that marijuana use soon may no longer be the "in" thing to do. Use is declining, while opposition to legal reform favoring its use is growing among students of above average academic standing. Previous high levels of use, and approval from teen-agers on the liberal, trend-setting East and West Coasts are leveling off. Most importantly, long-term trends in use, and approval by those ages 13 through 15 are steadily declining.



Gone is the past rhetoric of youths that urged the nation to "turn off, light up, turn on." In its place are comments opposing marijuana on legal, social, and health grounds.

Teen-agers took surprisingly tough stands on the decriminalization issue, arguing that the amount involved does not matter. The judgment of a 17-year-old boy from Hydro, Okla., was typical: "It doesn't matter whether it's an ounce or a ton — it's breaking the law."

The flower children of the 1960s would have been shocked had they known that a young woman in Chicago in 1982 probably summarizes the views of many of her generation when she says: "Marijuana is harmful to the human body. It increases the crime rate because an addicted person may often have to steal to support the habit. We should strive to produce healthy and honest citizens, and marijuana is not conducive to that goal. There is no middle ground between right and wrong."

By the time they are 16 through 18, half of the nation's youth (52 percent) may have tried marijuana. Their opposition to legalization and decriminalization is not as strong as that of younger teens, but those favoring tempering the laws often qualify their remarks by suggesting legalization for medical purposes, or demonstrate concern about conviction of one-time experimenters. More typical, perhaps, are the remarks of two 17-year-olds:

"Legalizing marijuana will make it as available as tobacco, and then we will have even

#### LEGALIZATION, DECRIMINALIZATION OF MARIJUANA

	Oppose Legali- zation		Oppose Decrimi- naliza- tion	
	1982	1981	1982	1981
NATIONAL	74%	74%	60%	57%
Boys	72	69	60	51
	75	79	59	62
Both sexes: 13 to 15 years old 16 to 18 years old	81	81	69	63
	66	68	51	50
East.	72	69	53	47
Midwest	76	80	63	60
South	74	78	66	63
West	75	67	53	56
Metro areas	66	69	52	49
	73	71	58	52
	79	80	67	65
Have tried marijuana	58	54	37	30
	83	86	73	72

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THE WHITE HOUSE WASHINGTON Note to Central files No stealing the comic book! (Ha Ha) 36 you want one call x 6554 hand us



THE PRESIDENT'S DRUG AWARENESS CAMPAIGN

THE WHITE HOUSE

#### Dear Friend:

Don't let anyone tell you that you can't be a hero. You can--and you are about to learn how.

Picture yourself in a battle. In fact, it is one of the most important battles our nation has ever fought. You are right in the center of combat. Sound incredible? It is all part of being a hero.

Is this an imaginary battle? Not at all. Many young people are already in it and they would do anything to be on the winning side. But they've learned about it too late.

The battle is against drug abuse. Declare that you will stay drug-free. At any cost. You're guaranteed to win. And you'll be a hero--to your mother and father, family and friends, but most of all, to yourself.

There's a lot more to it and you'll learn about it as you go along. The Fresident feels as strongly as I do about winning this battle. His Drug Awareness Campaign put this material together and generous corporations paid for it. It was done especially for you. We hope you will give being a here your very best effort.

Sincerely,

#### Vouly Reagon





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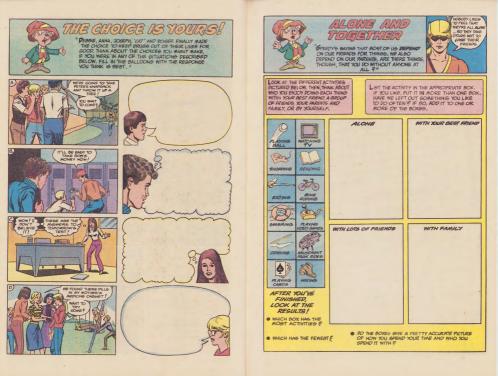


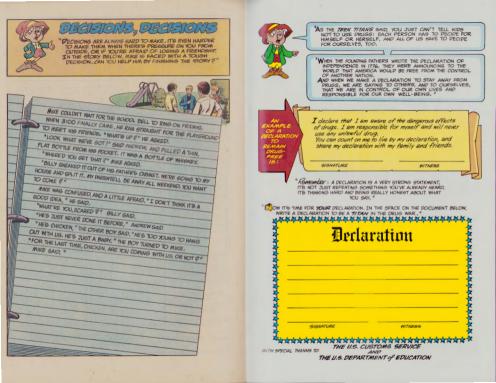












## "JOIN THE PRESIDENT'S DRUG AWARENESS CAMPAIGN"





FROM:

THE WHITE HOUSE WASHINGTON

April 28, 1983

MEMORANDUM FOR CRAIG FULLER

CARLTON TURNER

SUBJECT: Update on Drug Abuse Trends

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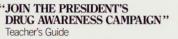
cc: Ed Harper Roger Porter Bob Carleson

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ATTACHMENTS

- 1. Information Paper
- 2. NIDA Survey Charts
- 3. DOD E1-E5 Survey Charts
- **'4.** Gallup Poll
- 5. Teen Titans Comic Book

front Pocket









Dr. Carlton Turner, Director Drug Abuse Policy Office, The White House We have a unique opportunity at this time to eliminate drug abuse in future generations of Americans. That goal is people are receptive to learnnot as farfetched as it may seem. Over one fourth of our youngsters between the ages of 12 and 17 are currently using drugs or alcohol. As a

A Message from

nation, and as families and individuals across the country, we can no longer accept the price of drug abuse and we are information available and in doing something about it. As teachers, you may hold the very future of America in your hands in ways that you did not anticipate.

One of the most effective weapons we have against drug abuse is communicating the truth about drugs to the user and potential user. The artificial glamorization of mindaltering and mood-changing drugs, including alcohol, confuses young people. Many of them are not aware of the profound dangers posed to their health and their futures. Our experience has shown that adults and children alike, if well-informed about the effects of drugs and how to deal with the situation, will say "no" to drug abuse. Adults can play a critical leadership role in this decision for children, and teachers have a special impor-

Frankly, we had little success with so-called prevention programs during the past decade. The Federal prevention programs were little more than education efforts which were criticized as "teaching the young people how to identify drugs" and as tending to encourage experimentation. In

the past two years, peer pressure has had some very positive impact and young ing how to say "no" to things they do not really want to do. The need for social acceptance is especially important to young people and a negative view of drug-oriented behavior

is strong prevention. With accurate and credible the hands of parents and community groups, peers, school officials, and health professionals, prevention efforts are taking hold. The number of Americans who use various illicit drugs has dropped significantly between 1979 and 1982. We still have an unacceptable level of drug abuse in the United States, and we are making a difference. If we can achieve a single generation free of drug abuse, it would set the pattern for the future.

The Teen Titans program. developed by the Keebler Company and DC Comics, in cooperation with the President's Drug Awareness Campaign, is an excellent demonstration of an educational program for your school. The program is intended to help youngsters become aware of the problems associated with drug and alcohol abuse. We hope that, as a result of the classroom activities. the student will take a stand on his or her well-being, declare that he or she will be drug free, and commit to putting his or her vision for the future above any temporary fascination drugs may hold. We appreciate the support

ing it possible to supply you Communications/DC Comics: with The Teen Titans program. and our editorial input and Their encouragement and ficontrol. I can say with connancial support allowed for the fidence that here is the first of creation of this program witha series of programs which will out tax dollars. The program is make a positive and lasting the result of the Keebler Comcontribution to your students, pany commitment, dedication their families and our commuand financial support- the use nities. Please join in this of Super Herpes characters. the enormous creative ability

### Activity One

The three exercises in this activity ask students to choose tant? Why? Which were least what is important to them. The important? first deals with material possessions, the second with an idea and the third a personal goal. Together, they should stimulate a discussion of values. Questions for Discussion: A Picture of Your Future!

## It's Your Room!

to the picture? Make a list on the blackboard of all the additional items the class came up with

2. If you were stranded on a desert island, what three things would you most want with you? Are they different from the things you chose for your room? How? The V.I.P's

1. Which characteristics did

### Activity Two

#### The Choice is Yours!

This activity requires the students to consider their own particular set of values further. and how they would apply them to a real-life situation. Would they go their own way in the face of peer pressure? Would they take "the easy way out" even though they know another course is right? Discuss the different responses the class gave for each of the four panels. Identify the most popular solutions Why was this the best one? **Questions for Discussion:** 

I you feel were most impor-

2. Think about a person you like very much: your best friend, a parent, a relative ... What is it about this person that makes you like him or her?

1. Which careers did the class 1. What new items did you add choose? For what reasons did students choose the occupations they did? What could students be doing now toward achieving their ambitions? 2. Who is the person you admire most in the whole world? Imagine you are a reporter for a national magazine and write an article about him or her, mentioning why you admire this person.



A. If the boy decided not to go along with the gang, what could happen? B. If this boy tries to stop the thieves, what could happen? Is there a better way to help the situation? C. It would be easy for this girl to take the answers to the test while the teacher's not around. Can you think of a reason why

> D. What do you think the girl's friends would say if she says "no"? What could happen to a person who takes strange pills?





Declaration			

### Activity Three Alone and Together

The young people in The Ten Titans story had a dependence on drugs. They also depended on the acceptance of their friends to led they "belonged." But living in society means depending on, and sharing with other people. Adults depend on jobs for their livelihood, and children depend on their parents to provide for them.

In this activity, students will have a chance to examine how they spend their time, and in the ensuing class discussion, to consider how they relate to others.

Questions for Discussion: 1. Look at the boxes after

## **Activity Four**

#### **Decisions**, Decisions

Young people frequently face the decision of whether or not to go along with friends and do something they don't want to do. Somethimes this means disobeying their parents outright, or doing something they're afraid of because it could be dangerous. The unfinished story provides a typical scenario for them to complete.

Questions for Discussion: 1. How did members of the

### Declaration

By writing a declaration of their cown, students will have a chance to articulate their cown feelings about drugs. When they decide to keep drugs out of their lives, and put those thoughts into words for others to see, they reinforce their own With a strong self-image and a firm commitment, they are asserting their own strength in a way which will better equip them to meet the pressures of growing up. you've filled the activities in. If you could change them around, would you: spend more time alone? with family? friends? Discuss.

 What does independence mean? What, then, does it mean when you depend on another person?

3. What do you depend on your parents for? Does it feel good to rely on them for these things?

 Does anybody depend on you for something? How does this make you feel?

5. When is it good not to be dependent? Can you give an example from the story of a bad dependence?

class complete the story? Discuss what could happen if Mike joins the boys in drinking. 2. Why do you think the boys took the bottle of whiskey? 3. What happens to people when they get very drunk? 4. Do you think Andrew and Billy are good friends for Mike? Should he try to remain friends with them? How could he do this?

Follow-up activity: 1. Write a story about a tough decision you once faced.

#### Follow-up activity:

Have the class write a petition together expressing their commitment to a drug-free life and support for the President's Drug Awareness Campaign. Each member of the class can sign if and collect signatures to add to it. Send the petition to:

Be a Hero... Stay Drug Free! The President's Drug Awareness Campaign The White House Washington, DC





THE PRESIDENT'S DRUG AWARENESS CAMPAIGN

THE WHITE HOUSE

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