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THE WHITE HOUSE
WASHINGTON

July 26, 1983

Dear Stanley:

Thank you for the letter. I am delighted
by your interest and support of the drug
abuse program. You realize that England
may face the same problem in the near
future.

Please find attached another set of the
materials pertaining to the White
House/Private Sector initiatives. So far,
the reaction has been quite favorable.

If I can be of assistance in any way,
please let me know. Call me when you are
in Washington, D.C., for Arlene and I would
love to have you out to the house for
dinner. Best wishes.

Sincerely,



Daniel F. Leonard
Deputy Director
Drug Abuse Policy Office

Stanley E. Bailey
Chief Constable
Force Headquarters
Ponteland
Newcastle Upon Tyne
ENGLAND NE20 OBL

THE WHITE HOUSE
WASHINGTON

July 26, 1983

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Dear Jean:

Enclosed is information about our office, the President's drug abuse program, the extent of the U.S. drug problem as most recently surveyed under grants of the National Institute on Drug Abuse (NIDA), and some miscellany relating to the education and prevention component of the President's national strategy.

There's more than you will need for the Congressman's newsletter, but you may find it is useful background in case his constituents respond and want more information.

Some highlights, keyed to the big numbers I assigned to each enclosure:

1. The 1982 Federal Strategy and why it's different from the drug abuse strategies of previous Presidents.
2. A scorecard of the key players (by no means all of them).
3. Drug law enforcement initiatives -- a key element is expansion of the eradication of domestic cannabis (the plant from which marijuana is produced). The Border Interdiction System, after success in South Florida, was expanded to include five additional regional centers (locations described starting on Page 3, Bush speech) to choke the flow of illicit drugs into the U.S.
4. Private sector involvement -- the New Teen Titans comic book distributed to 35,000 elementary schools nationwide (approximately one million 4th grader students). Announced at news conference along with results of national survey of Weekly Reader readers which revealed that 9 and 10-year-olds are perceived to be getting peer pressure to try alcohol and drugs. FOOTNOTE: the initial printing of one million was exhausted with distribution to schools, so Keebler Company reprinted another million and from July 15 to August 15 is using the reprint as a handout to southern California shopping mall visitors of all ages who see a musical presentation of the anti-drug message.
5. The Weekly Reader survey results, see No. 4 above.
6. Latest NIDA-sponsored surveys of drug use (1982) in households and among high school seniors. The senior survey is annual, the household survey is every two or three years.
7. Survey of high-achieving American high school students, conducted in summer 1982. Alcohol and drugs addressed on Pages 17-19.

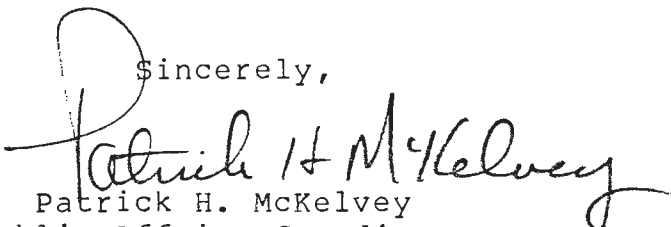
8. Summary of the national strategy for 1982, its components and who's responsible in the President's view.
9. President's radio address of October 2, 1982, participated in by the First Lady, on the subject of drugs.
10. Formation of task force to combat drug trafficking and organized crime.
11. Surgeon General's definitive statement of concern about marijuana.
12. Executive Order clarifying drug abuse policy functions of the Reagan Administration.

MISCELLANY:

- A - Statement by Dr. Carlton Turner, special assistant to the President and director of our office, on domestic marijuana production.
- B - Statement by Dr. Turner on coordination of drug enforcement efforts.
- C - White paper by the Heritage Foundation on the marijuana epidemic.
- D - Four-part series in Government Executive on the "White House War on Drugs."
- E - Information about upcoming two-hour presentation on PBS (two different nights, Nov. 2 and Nov. 9, 1983) called "The Chemical People."
- F - Handouts from New England pharmacists underwritten by McNeil Pharmaceuticals and being promoted by actor Michael Landon.
- G - Gallup Youth Survey released in January 1983.

Hope this is helpful to you and others. If I can be of further help, please let me know.

Sincerely,


Patrick H. McKelvey
Public Affairs Coordinator
Drug Abuse Policy Office

The Honorable Mickey Edwards
Attn: Ms. Jean Smith
2434 Rayburn House Office Building
Washington, D.C. 20515

THE WHITE HOUSE

WASHINGTON

July 29, 1983

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Dear Mr. Norin:

As I mentioned in our telephone conversation Thursday, your July 12 letter to Mrs. Reagan was referred to me for reply. I regret your displeasure with the medium being used to reach America's fourth graders with a "drug-free" message. However, the comic book is one of several tools we are enlisting in the battle to keep young children from starting a drug habit.

Your displeasure with ~~The~~ New Teen Titans is one of the few negative letters among approximately 80,000 comments and requests received by this office since the public became aware of the special New Teen Titans drug abuse comic book. The first printing of one million copies went to 35,000 public schools; copies of the first reprint of one million will go to about 12,800 young Americans living overseas, will enable us to fill the thousands of requests from every state and from several countries, and are being used initially at 10 southern California shopping centers to spread the word among consumers who see the "Feelin' Good" performances sponsored by the ~~the~~ Keebler Company.

We believe every opportunity must be taken to prevent drug abuse and that prevention, by definition, cannot come after the fact. We know it will take more than a single comic book to defuse the peer pressure to take drugs and alcohol being exerted on young children. The comic books are intended as one resource likely to reach one group of youth; it is not intended to replace conventional education. That it why Mrs. Reagan, in her letter to school principals in advance of the comic book shipments, called it a package of materials especially designed to help combat the drug problem.

We do know that the Teen Titans give us an entree to the young child that the multitude of adult-oriented documents issued by the government never has or ever will match. Comic books are an accepted medium with 10 million comic books sold in this country every month. Six million of the total are published by ~~by~~ Warner Communications' DC Comics division. Warner's best seller is the New Teen Titans and children across America pay 60 cents a month to keep up with the Titans' adventures. This doesn't mean, of course, that the children are being exposed to English in its purest form or that the story lines are scholarly.

The New Teen Titans' adventure stories are written by experts in preparing such books who know how to achieve success with a particular audience.

X
William A. Norrin

I believe fourth graders understand -- from watching Saturday morning adventure cartoons or reading newspaper comic strips, perhaps -- that violence does exist in our imperfect world. Consequently, children, who live some of the time in a fantasy world where good always overcomes evil, can vicariously experience the Titans' heroic deeds. Perhaps some of those readers will be persuaded that crime does not pay, just as some who watch "The A Team" on television no doubt recognize that Mr. T is on the side of good and learn that it's not particularly wise to anger a determined Mr. T.

To summarize, we do not pretend to have the ultimate solution to society's drug abuse problem at hand in the form of a child's comic book. But we believe the comic book is written for an audience that has an excellent probability of absorbing the anti-drug message more readily when the messenger, or rather messengers, are known and accepted.

We cannot deny the intensity of readership. The market research indicated that each Teen Titans comic book sold to a youngster is read an average of 5 1/2 times by the purchaser, who then passes it to a friend, who passes it to another friend. Ultimately, that single comic book (soon dog-eared, I imagine) reaches 7 1/2 different persons.

Training a teacher to use the Teen Titans as a tool is inexpensive (the Teacher's Guide comes with the 30 complementary copies of the comic book, and the teacher can become familiar with the guide while the class is reading the comic book).

While your decision not to use the package sounds irrevocable, we would urge your reconsideration. I have enclosed a sample of the favorable responses we have received and a copy of the overall Federal Strategy for your information and use.

Sincerely,

Patrick H. McKelvey
Public Affairs Coordinator
Drug Abuse Policy Office

Mr. William W. Norin
Assistant Superintendent
Educational Services
Charter Oak Unified School District
20240 Cienega Avenue
P.O. Box 9
Covina, CA 91723

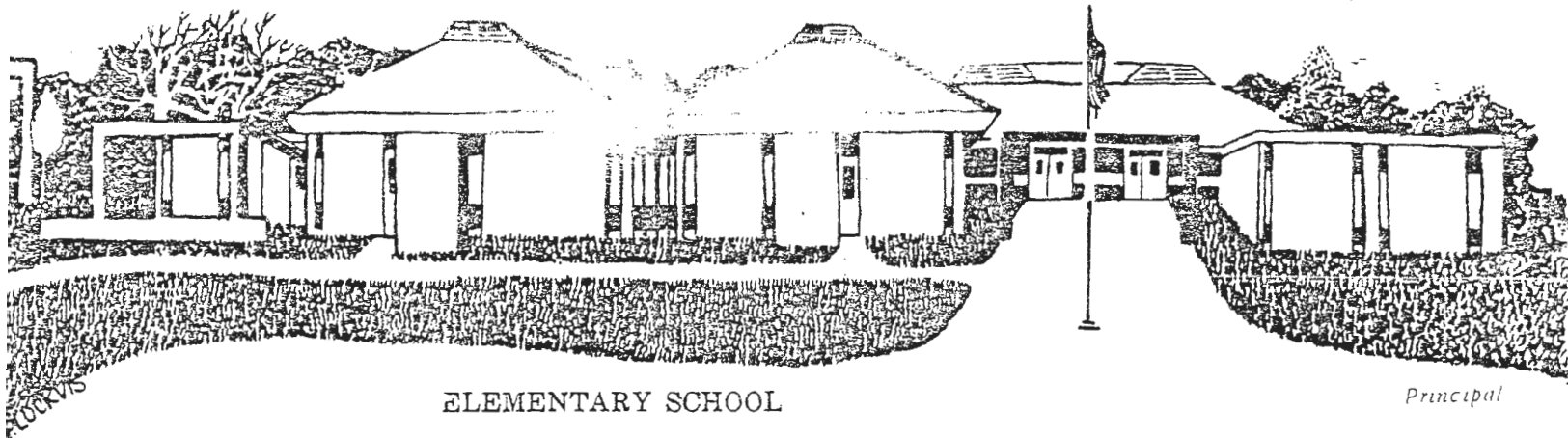
June 10, 1983.

Dear Dr. Carlton Turner,

I am a fifth grade teacher
at _____ school in San Francisco.
My class and I just finished the "Titans" Comic Book
Program on Drug Awareness. During this program it
came to my attention that two of my boys were
in a situation involving pot. Your program really
made a difference and helped so very much!
I feel this importance more today
than any other time.

Please allow me to use this program
next year with my 5th grade. I will need
35 "The New Teen Titans" Comic book series.
I have the Teacher's guide already.

My address is — Mrs.



May 9, 1983

Dr. Carlton Turner
Director
Drug Abuse Policy Office
The White House
Washington, D.C. 20500

Dear Dr. Turner;

Thank you for your recent mailing to our school of a package of materials directly designed to alert elementary school-aged children to the dangers of drug and alcohol abuse. After reviewing these materials, I am greatly excited about using them with our fourth and fifth grade students. They are visually motivating; on an interest-level compatible to nine to eleven year old children and their message is most meaningful in our culture today!

Too often materials of this type serve only to illustrate the identification of drugs for our young people. The materials developed by your office, the Keebler Company, and Warner Communications serves also to teach our children how to overcome peer pressures and to say "no." I am particularly fond of the writing activity allowing each child to write their own "Declaration To Remain Drug-Free."

Thank you again for making these materials available to our school. They are sincerely appreciated and will be utilized broadly.

Sincerely,

Day Box
Charter Oak

UNIFIED SCHOOL DISTRICT

20240 CIENEGA AVENUE • P. O. BOX 9 • COVINA, CALIFORNIA 91723
TELEPHONE: (213) 966-8331



July 12, 1983

Mrs. Nancy Reagan
The White House
Washington, D.C.

Dear Mrs. Reagan:

You recently sent to our schools packages of what you personally described as a "clever comic book". More than a million were distributed according to your letter. Besides being a simplified approach to solving a very complex problem (if the problem could have been solved this easily it would not even be a problem!) it is unfortunate indeed that you chose a vehicle which glamorizes violence. To quote some of the main actors, "trash 'em", "bust 'em", and "rip 'em apart". "Cyborgs", "Speedy" and "Protector" use guns, arrows, brass knuckles and ray guns. "Klang, krak, plague, blam and skree" are the sounds we hear as the villains are mauled, mutilated and abused.

We in Charter Oak made a decision to not use these books with our children. If you wish to help in solving the drug problem then please send money instead. Our district has, after extensive study, uncovered a K-12 substance abuse program which contains sound pedagogy and is based upon the assumption that true behavioral change comes after reasoned study of alternative behaviors. Our problem is that this published program is not inexpensive and to train our teachers to use it will take considerable money also, money we do not have.

In summary, if you and Secretary Bell and the principal associations wish to be of real service, please help us to acquire funds that will allow us to do what's necessary to prevent drug abuse. Please - no more Teen Titans, lasting education is not accomplished this way.

Respectfully,

William W. Norin

William W. Norin
Assistant Superintendent
Educational Services

WWN:pr