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Document No. 11

WHITE HOUSE STAFFING MEMORANDUM

DATE: 9/3/86 ACTION/CONCURRENCE/COMMENT DUE BY: ---

SUBJECT: TURNER MEMO RE: STATUS OF DRUG ABUSE POLICY INITIATIVES

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	MILLER - ADMIN.	<input type="checkbox"/>	<input type="checkbox"/>
REGAN	<input type="checkbox"/>	<input type="checkbox"/>	POINDEXTER	<input type="checkbox"/>	<input type="checkbox"/>
MILLER - OMB	<input type="checkbox"/>	<input type="checkbox"/>	RYAN	<input type="checkbox"/>	<input type="checkbox"/>
BALL	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SPEAKES	<input type="checkbox"/>	<input type="checkbox"/>
BARBOUR	<input type="checkbox"/>	<input type="checkbox"/>	SPRINKEL	<input type="checkbox"/>	<input type="checkbox"/>
BUCHANAN	<input type="checkbox"/>	<input type="checkbox"/>	SVAHN	<input type="checkbox"/>	<input type="checkbox"/>
CHEW	<input type="checkbox"/>	<input type="checkbox"/>	THOMAS	<input type="checkbox"/>	<input type="checkbox"/>
DANIELS	<input type="checkbox"/>	<input type="checkbox"/>	TUTTLE	<input type="checkbox"/>	<input type="checkbox"/>
HENKEL	<input type="checkbox"/>	<input type="checkbox"/>	WALLISON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
KING	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
KINGON	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
MASENG	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

RESPONSE:

David L. Chew
Staff Secretary
Ext. 2702

THE WHITE HOUSE

WASHINGTON

August 29, 1986

MEMORANDUM FOR DONALD T. REGAN

FROM: CARLTON TURNER

SUBJECT: Status of Drug Abuse Policy Initiatives

The Domestic Policy Council Working Group on Drug Abuse Policy met on Tuesday, August 26, 1986. Legislative issues were made a priority. Updates of the task force reports are due today. The Working Group will meet again on Tuesday, September 2nd, to finalize a report for submission to the DPC on September 8th.

Drug-Free Public Housing: At the request of HUD, we set up a new task force on "drug-free public housing," chaired by HUD with participation by HHS and Justice. This task force's proposals will be included under Goal #6 - Expanded Awareness and Prevention.

Drug-Free Workplace: As of August 26, 1986, the task force responsible for developing national initiatives for a drug-free workplace continued to focus their attention on potential disagreements concerning drug testing in the Federal workplace. Labor is reluctant to proceed on national initiatives which address the larger issue until an Executive Order for the Federal workplace is signed. Therefore, we are working directly with OPM, Justice and HHS to ensure that we act upon items reflecting the President's views. A draft outline is attached (A).

Treatment: OPM has received an agreement from insurance carriers for increased coverage of alcohol and drug related medical programs for the Federal workforce.

Drug-Free Schools: Education's initiatives -- the Zero Tolerance Act and the booklet -- still look good. As a result of the task force, they have entered into an agreement with Defense concerning the DOD school system. Release of the booklet by Mrs. Reagan is tentatively scheduled for September 16th.

Private Sector Initiatives: The task force is refining the proposals in the draft report forwarded to you on August 22. A revised report, with funding information, is expected today.

Communications: A draft schedule of events from September through December 1986 is being submitted to Dennis Thomas.

Legislation: Justice is incorporating Administration proposals into a 6-title package which conforms to the President's six goals (see Attachment B). Justice is also preparing packages on proposals by Republican Members of Congress and the House Democrat Omnibus Drug proposal.

Some Interesting Proposals:

- Presidential letters to all state governors and CEO's of Fortune 500 companies, outlining the President's national crusade against illegal drugs and asking them to follow his lead. At the same time, similar letters to be sent from the Vice President to all lieutenant governors, from the Attorney General to all state attorney generals, from the Secretary of Education to all heads of state boards of education, etc.
- Executive Order for drug-free public housing.
- Establishment of coordination groups: Presidential Media Advisory Board, Interagency Prevention Task Force, and Presidential Private Sector Commission on Drug Abuse Prevention.

Related Issues:

- An update of Administration Accomplishments in health-related matters is scheduled for completion by COB September 3, 1986. Law enforcement will not provide input until later in the week.
- FAA is reportedly planning to announce a urinalysis testing program. We can expect criticism -- the testing will be conducted as part of the annual physical, thereby allowing temporary abstinence from drugs in order to pass the test.
- The National Defense Council is planning a press conference for 10:00 a.m., Tuesday, September 2, 1986, to challenge each Member of Congress and their staff to follow the President's lead and take urine tests for drugs. There will be no cost -- Diagnostic Dimensions, Inc., a division of Hoffmann-LaRoche, will sponsor the testing. The National Defense Council will also make public their rating of each Member of Congress on drug-related abuse issues. They will propose legislation which reflects the President's philosophy and six goals.

Attachments

- A. Draft Outline of Proposed Federal Workplace Initiative
- B. Legislative Summary

OUTLINE OF PROPOSED INITIATIVES
FOR A DRUG-FREE FEDERAL WORKPLACE

The following initiatives are currently being proposed as a comprehensive plan of action toward a drug-free federal workplace.

- Awareness and prevention, including:
 - Aggressive public relations campaign focusing on the incompatibility of illegal drug use and federal employment; and
 - Agency programs to increase employee awareness of the detrimental effects of illegal drug use and what can be done to stop it.
- Legislation changes to make current illegal drug use an absolute disqualifier for entry into federal employment and a basis for termination after the failure of certain procedures by the employee, regardless of a claimed "handicapping" condition or effect on job performance.
- Identification of drug users through:
 - Increased supervisory training to recognize and deal with illegal drug users;
 - Mandatory testing of employees in sensitive positions; and
 - Voluntary or "for cause" testing for all employees.
- Effective management of drug-using employees which creates a balance, as appropriate, between concern for the workplace and concern for the employee by including:
 - A "grace period" between notification of testing and actual testing.
 - Counseling and rehabilitation services for those employees who have been identified for the first time as illegal drug users and who cannot refrain from using illegal drugs on their own initiative.
 - Upgraded or increased coverage for alcohol and drug related medical programs in the federal employees health benefits;

- Upgraded and re-emphasized availability of governmentwide Employee Assistance Programs;
 - Disciplinary action or removal from employment of those illegal drug users who refuse to stop using illegal drugs; and
 - The ability to remove illegal drug users from positions related to public safety or national security.
- Pre-employment screening of applicants for Federal positions, including:
 - Revision of application forms for all Federal employment to include illegal drug use questions;
 - Urine screening for applicants to sensitive positions; and
 - New regulations requiring referral of a drug or alcohol disqualified applicant for counseling and rehabilitation before reconsideration of the applicant;
 - Agency discretion with centralized guidelines to ensure fairness and consistency, including:
 - Fully informed management, unions, and employees, regarding the established drug policies and the consequences of policy violations;
 - Awareness by employees that being drug-free is a condition of employment and, for sensitive positions, that drug testing is a part of their job requirements;
 - Advance notice of intent to test when initiating a new program;
 - Proper handling and rigorously accounted for samples and records;
 - Testing performed by properly certified laboratories;
 - Confirmation testing on positives before any negative action is taken;
 - Guidelines to ensure consistency and fairness in managing drug-using employees; and
 - Complete confidentiality for the results of individual tests.

8/29/86 DRAFT

IV LEGISLATIVE ACTION

DRAFTED BY DEPARTMENT OF JUSTICE

A. GOALS

On August 4, in response to the crisis in drug use, the President announced a major new strategy to escalate and win, the war on illegal drugs. To accomplish that end, he charged this group with developing a plan, including legislation, to accomplish six major goals:

1. To ensure drug-free workplace, with the federal government taking the lead, and with particular attention given to employees in sensitive positions.
2. To ensure Drug-free schools, from grade schools to universities.
3. Improved research into the dangers of drugs and the development of better treatment strategies and drug testing technology.
4. Better international cooperation to interdict foreign supplies and bring drug smugglers to justice.
5. Strengthened law enforcement here in the United States.

6. A private sector-public sector partnership to expand public awareness of the dangers of illegal drug, use leading to a new attitude that any use of illegal substances is simply unacceptable.

The key to the President's address was the recognition that we must move beyond a narrow focus on controlling the supply of drugs. While we have had successes in this area, we need to look to other avenues, including better education and treatment strategies as well as measures to reduce the demand for illegal drugs. The legislative package which we propose contains a separate title to implement each of these six goals.

The following discussion will briefly summarize the six titles of the proposed administration bill, analyze the rationale for their inclusion and explain how they fit in with the strategy recently announced by the President. The bills themselves and accompanying material discuss the actual effect of the statutory changes in greater detail.

B. THE ADMINISTRATION BILL

I. DRUG FREE WORKPLACE

There can be little doubt that drug use, whether on or off the job, seriously impairs employee health and productivity.

Moreover, due to current law enforcement priorities, drug use has been effectively decriminalized in most jurisdictions, thereby allowing drug users to escape responsibility for the harm which their conduct causes society. It is a fundamental principle of life in a free society that individuals should be held accountable for their actions, hence, we believe that an essential first step in reducing the demand for illegal drugs is to ensure that drug users suffer some penalty for their actions. Mandatory drug testing for employees in sensitive positions, with some employment related sanction, will reduce the demand for illegal drugs and is a necessary first step if we are to realize our goal of a drug-free workplace.

The first title of the administration bill would mandate a drug free federal workplace and authorize a limited program of drug testing for employees with sensitive responsibilities relating to national security, public safety and the protection of life and property. Drug testing would also be authorized for all applicants for employment and for any employee where there is reasonable suspicion to believe that he uses illegal drugs or in the course of an accident investigation relating to national security, public safety and the protection of life and property. The bill also amends existing statutes, including the Drug Abuse Office and Treatment Act and the Rehabilitation Act of 1974, to make clear that neither of these statutes would preclude the federal government from taking disciplinary action against

employees found to be using drugs. Finally, federal employees convicted of trafficking in drugs would be automatically dismissed and barred from all future federal employment.

While the federal government can set the standard for a drug-free workplace, much remains to be done among private sector employers. Many corporations have instituted drug-testing programs with great success, but others have been deterred by the potential for legal liability arising under certain vaguely worded federal statutes and expansive judicial interpretations. In an effort to remove this impediment, this title of the bill would also provide that no federal statute should be interpreted to bar the use of drug testing by private employers. In light of the administration's commitment to the principle of federalism, the bill does not preempt state and local laws which might also prevent drug testing programs. Hopefully, the President's leadership will encourage states and localities to reconsider any prohibitions which they may have enacted.

II. DRUG FREE SCHOOLS

Title II of the administration bill addresses the problems of drugs in our educational institutions. In order to help schools fight the problem of illegal drug use, this title would establish a special \$100 million grant program to help fund school drug prevention programs and research aimed at reducing

drug use in schools. In addition, continuation of the funding levels for local educational agencies would be contingent on their submission of a plan for achieving and maintaining drug-free schools and then demonstrating that its schools had made progress in reducing drug use.

With respect to drug testing programs, educational institutions could face the same legal constraints as does private enterprise. Hence, this title too would provide that no federal statute be interpreted to bar drug testing by educational institutions.

III. IMPROVED RESEARCH INTO PREVENTION AND TREATMENT

Many individuals who abuse drugs do so not out of physical or psychological compulsion, but consciously, as a matter of free choice. These people should learn to "just say no" and be held accountable for their decisions. Sadly however, many others have become addicted to drug use and can only break free with the aid of psychological counseling or medical treatment. Here, it is appropriate for government, schools and private employers to lend a helping hand.

The third title of the administration bill focuses on research and assistance programs to enhance drug treatment and prevention programs. Specifically this bill will authorize an additional \$__ million for drug research and treatment programs.

IV. INTERNATIONAL COOPERATION

The administration remains committed to an aggressive strategy to stop the supply of drugs through effective law enforcement techniques in the United States and improved international cooperation to halt the flow of drugs before they reach our borders. As a general matter, we are doing as much as we can, in consultation with our allies, to halt the flow of narcotics across our borders. However, we have identified several additional changes, incorporated in title IV, to aid in this effort.

First, is repeal of the "Mansfield Amendment" which prohibits federal officers from participating in illegal drug arrests in foreign countries or from being present during interrogation of an American arrested in a foreign country. Another proposal would allow federal authorities to seize and civilly forfeit property located in the United States that was either derived from the commission of a violation of a foreign drug law or intended to be used in the commission of such a violation. Finally, this title would amend the Immigration and Nationality Act to allow deportation of aliens involved in all types of drug trafficking.

V. STRENGTHENING LAW ENFORCEMENT

While much has been accomplished in our law enforcement efforts, we have also identified a number of statutory enhancements of our existing powers which would aid in the war on illegal drugs. The six subparts of this title of the bill would strengthen and clarify the penalties for drug dealing in a number of significant respects, including the imposition of the death penalty for the principal organizer of a major drug ring.

Three changes are particularly noteworthy. One would amend rule 35 of the Federal Rules of Criminal Procedure to authorize a court to reduce a sentence upon the application of the government if the defendant has provided substantial assistance to the government in the investigation and prosecution of another crime. Currently, some courts have concluded that where there is a statutory mandate for a minimum sentence, they cannot reduce this minimum even where the government so moves the court. Another change would establish controls over the production of drug precursors and chemicals essential to the manufacture of controlled substances. And controlled substance analogs (so called "mutant" drugs) would be placed on the schedule of controlled substances absent the filing of an Investigational New Drug request by the manufacturer.

Although not included in this package, increased funding for law enforcement agencies is clearly the key to a successful anti-

drug effort. The President's budget requests additional money to fund various drug enforcement activities and these requests are generally being favorably received by the Congress.

VI. PUBLIC EDUCATION AND PRIVATE SECTOR INVOLVEMENT

Perhaps our most powerful weapon in the war on drugs is a determined campaign of public education to warn Americans, and particularly our youth, of the dangers illegal drug use. In this struggle to change public attitudes toward drug use, it is essential that we enlist the assistance of private enterprise, educational institutions and non-profit groups in a coordinated fashion. ACTION and the Department of Health and Human Services have taken the lead in establishing the kinds of private sector-public sector partnerships which can make a serious impact on public perceptions about drugs.

Unfortunately, these efforts have been hampered by certain statutory constraints on the utilization of volunteer services. Notably, the Competition in Contracting Act and other laws governing procurement have frustrated efforts by private individuals, particularly producers and directors, who offer to prepare TV and radio public service announcement on the dangers of drug use if the government will pick up their out of pocket expenses. Because some money must be spent, the laws require that the proposal be advertised to solicit competition, and the

attendant red tape and delay generally leads to a withdrawal of the offer.

To resolve this problem, title VI of the administration bill would create a narrow, one year exemption from the federal statutes mandating competition in procurement for services donated to the government to aid in the campaign against drug use--but only where at least 50% of the actual reasonable costs of providing the property and services have been donated. This exemption is limited in scope and duration because we do not want to imply that we are seeking to dispense with the salutatory principle of competition in government procurement in all cases. Instead, this limited exemption could be reviewed and extended by the Congress if it proves to be effective.

Another statutory barrier to our public education efforts is contained in section 1461 of title 22, the general authorization of the United States Information Agency. This bars USIA from releasing any film, radio spot, or book to domestic audiences if it was prepared for a foreign audience. While such a prohibition in the domestic display of "political propaganda" might make sense as a general matter, there have been several occasions in which outstanding USIA films on the dangers of drug use could not be shown to domestic audiences for this reason. Hence, section 2 of this title would create a narrow exception from this

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PRIVATE SECTOR TASK FORCE

Report to the

DRUG USE PREVENTION WORKING GROUP

September 2, 1986

PRIVATE SECTOR TASK FORCE

Implementation of Drug Prevention Plan (Total Estimated Interagency Cost Projection- \$3,585,000)

The following projections reflect the estimated cost of implementing a public/private sector plan for drug use prevention. Since this plan is predominantly focused on private sector initiatives and public/private partnerships, it should be noted that all cost projections are estimates and are largely dependent on the agencies' abilities to encourage, foster and promote such activities within the private sector.

Private sector support often requires months to come to fruition. For this reason, the Task Force has endeavored to provide a projected budget based on conservative expectation of private sector support. Actual cost to government agencies will decrease in proportion to the level of that support.

The Private Sector Task Force Plan has three distinct components:

- projects to be implemented by every federal agency
- projects to be implemented by a central federal prevention center
- projects to be implemented by the private sector with technical assistance from the federal government.

In order to implement this plan, certain federal resources will be required. However, since much of the plan calls for a reorganization and reprioritizing of each agency's resources and activities, it is reasonable that many of these activities can be performed with existing resources.

For those activities and projects requiring significant funding, unavailable at the agency assigned the tasks, funds might be obtained from other agencies' resources and transferred or reprogrammed appropriately. The Task Force did not seek to identify such resources, but rather submits its recommendations and projected costs for implementation of the plan. Additionally, the following projected budget includes basic programmatic costs and does not include staffing and general support monies, except in the case of the nationwide toll-free number for referrals.

GENERAL RECOMMENDATIONS

A fundamental concern addressed by the Task Force is the need for a coordinated federal and private sector effort in drug use prevention, which avoids duplication and provides a strong, consistent message to the general public. In order to address these issues, the Task Force makes the following general recommendations.

1. All federal and private drug prevention programs should be encouraged to utilize positive peer pressure by adopting the theme of "Just Say No" to provide a consistent message in campaigns against the use of illegal drugs.

Projected Cost - minimal

2. The Reagan Administration should ensure that federal drug programs effectively respond to the needs which exist within communities and federal resources work in coordination and cooperation with officials at all levels of government and with grassroots organizations. To assure that these goals are accomplished, this Task Force recommends that a Presidential Task Force for Drug Prevention composed of representatives of the various federal agencies be established to act as the coordinating body for federal programs and to provide guidance and technical assistance to the private sector when requested.

Projected Cost - minimal

3. A Presidentially appointed private sector commission should be established to promote awareness, replication of successful programs, prevention and education campaigns and to support other organizations working for the elimination of drug abuse.

Projected Cost - includes twenty (20) member commission, quarterly meetings with expenses and travel, meals, publications distribution, recognition event, etc.

Projected Cost - \$25,000

PROPOSAL FOR THE INVOLVEMENT OF PRESIDENT REAGAN

The following recommendations by the Task Force are for the involvement of the President in national drug use prevention efforts.

1. Address a letter to the Chief Executive Officers of the Fortune 500 companies and selected foundations requesting their assistance in supporting drug prevention activities.

Projected Cost - minimal

2. In conjunction with the release of the letter, launch a major media campaign of public service announcements featuring the President, First Lady, Cabinet Officers, national celebrities and athletes. The President could tape two separate spots, one targeting the general public and calling for support for an overall "War on Drugs," the other aimed at the corporate community, highlighting productivity rates, accidents on the job, absenteeism and general community problems. This spot would encourage corporations to get involved in the program to prevent drug use in the workplace, in their communities, and across the country. In addition, a PSA with both the President and Mrs. Reagan could be produced to emphasize the "family's" role in drug use prevention.

Projected Cost - includes twenty (20) PSA's for major media campaign

Projected Cost - \$400,000

3. Request the White House Office of Private Sector Initiatives to develop an incentive program for companies that contribute significant dollars or "in-kind" contributions in the area of drug use prevention. This could be along the lines of a "Presidential Honor Roll" which models the "Eagle" program of the Republican party.

Projected Cost - minimal

4. Present a Presidential message to the general public on drug abuse on all three television networks. This would include film clips and statistics and a general call to arms.

Projected Cost - minimal

5. Conduct a national drug prevention essay and poster contest with the nation's students.

Projected Cost - includes travel for three students from each state to the White House, production and distribution of promotional materials.

Projected Cost - \$150,000

6. Host, with Mrs. Reagan, a series of White House conferences and briefings in Washington and around the country, targeting specific networks of individuals such as religious leaders, corporate leaders, youth group leaders, etc.

Projected Cost - includes five White House Conferences with religious, corporate and civic groups; ten regional workshops and materials for statewide conferences.

Projected Cost - \$250,000

PRESIDENT'S TASK FORCE FOR DRUG PREVENTION

To assure a coordinated, productive and cost effective federal drug prevention effort, a Presidential task force should be established to accomplish the following:

- o Insure consistency in articulation of Administration drug prevention policies
- o Oversee assignments of specific roles, tasks and projects to appropriate federal agencies
- o Coordinate interagency prevention programs to evaluate and share successes, set-backs and recommendations
- o Coordinate the President and First Lady's drug prevention activities
- o Coordinate Administration public drug prevention statements.

The task force should consist of representatives from each federal agency, who will report to the President on a quarterly basis, their agency's activities including successful initiatives, problems areas and the agency's intentions to launch new initiatives. This would also be a mechanism through which to assign specific tasks and projects and could be modeled after the President's Task Force on Legal Equity for Women.

As a member of the Task Force the Alcohol, Drug Abuse and Mental Health Administration (ADAMHA) should establish the following:

- o A centralized location with a toll-free number for technical assistance, information and general referrals.
Projected Cost - includes toll-free number and long distance billings and staff.
Projected Cost - \$500,000
- o A Presidential or Nancy Reagan Speakers' Bureau which consists of expert government speakers on a variety of specific subject areas (i.e. urinalysis, health research, voluntarism, etc.) for the purpose of addressing conferences, meetings and general media requests. A separate list of private sector speakers could also be developed (i.e. business leaders who have launched model programs, physicians, celebrities, etc.) It is important that this speakers' bureau not be in conflict with the previously established Nancy Reagan Speakers' Bureau established by the National Federation of Parents for Drug-Free Youth, consisting of volunteer parent group leaders. This new speakers' bureau would coordinate its assignments with the existing bureau.
Projected Cost - includes development and distribution of promotional materials.
Projected Cost - \$15,000

- o A mechanism to review all materials developed by the various agencies for accuracy, credibility and consistency in message.
- o Talking points, sample speeches and general information for distribution through the Task Force to the federal agencies.

PRIVATE SECTOR INITIATIVES

President Reagan has issued a general call to the country to share in the responsibility of implementing a national strategy for prevention of drug abuse. Many within the private sector community have rallied to the cause and have contributed funds, manpower or "in-kind" services in support of specific causes or programs. Some government agencies have entered into "public/private partnerships" in cooperation with private industry in an effort to expand or create new programs.

An example of the value and cost effectiveness of such ventures is the "Pharmacists Against Drug Abuse" (PADA) program designed by ACTION, the national volunteer agency, in conjunction with the White House Office of Drug Abuse Policy. The federal government designed the concept and the materials for the program which include free brochures for distribution to the general public in every pharmacy across the country and a detailed manual and training program for pharmacists, posters, public service announcements, etc. McNeil Pharmaceuticals and the Johnson and Johnson Family of Companies have paid for the reproduction, promotion and distribution of the materials. To date, this multi-million dollar program has distributed over 50 million free brochures, trained over 5000 pharmacists as volunteers to their community and utilizes the services of 65,000 pharmacies. The cost to the federal government was less than \$15,000 for the development of the camera-ready materials.

There are numerous other examples of the value of public/private partnerships. The following recommendations are based on the premise that these activities are indeed cost effective, productive and extremely effective in mobilizing manpower, increasing available funding sources and raising awareness in industry.

Clearly technical assistance provided by government to the private sector is crucial in order to assure accuracy and consistency in the message being conveyed through these programs.

Recommendations:

1. A Presidential private sector task force should be established and charged with specific responsibilities. This Presidential task force would identify opportunities for private sector initiatives and potential sources of support within the private sector for drug prevention activities. The group would report their findings, recommendations and accomplishments to the President on a quarterly basis. Each federal agency would be asked to prepare and submit a list of projects and activities recommended for funding by the private sector to this task force.

Projected Cost - includes a twenty (20) member task force, quarterly meetings with expenses and travel, meals, publications distribution, recognition event, etc.

Projected Cost - \$25,000

2. Each federal agency should develop a catalog of private sector programs to be submitted to either the White House PSI Office or the newly proposed Presidential task force for publication; thus, offering further incentive to the private sector and greater information for consumers regarding model programs.

Projected Cost - minimal

3. Each federal agency should develop a list of corporations, organizations and foundations with whom they have contact and develop strategies for encouraging drug prevention support among these contacts. Additionally, each agency should develop its own incentive and recognition programs for companies who support such activities.

Projected Cost - minimal

4. Every private sector initiative or public/private partnership which involves a U.S. based, multi-national corporation should encourage programmatic assistance in other countries in which they operate, particularly source countries.

Projected Cost - none

5. Foreign corporations operating in the U.S. should be approached and encouraged to launch or support private sector initiatives in drug use prevention both within the U.S. and their countries of origin.

Projected Cost - none

6. An annual drug prevention symposium should be held for community affairs/public affairs representatives from major corporations and their foundation counterparts in an effort to share the materials, films, goals and objectives of drug prevention programs, thus stimulating awareness and support.

Projected Cost - includes promotional material and some travel for speakers.

Projected Cost - \$25,000

7. Drug prevention experts should be scheduled to address major business conferences, trade association meetings, national conventions, etc.

Projected Cost - includes some financial commitment from each agency's re-prioritized travel budget.

Projected Cost - minimal

8. National corporations specializing in children's services such as Mattel, Walt Disney Productions, Shakey's, Wendys, etc. should be encouraged to review their available resources and assist in launching drug prevention/education programs for young people.

Projected Cost - minimal

9. Each agency should develop incentive and recognition programs for its employees who work with the private sector in the development of new and innovative programs.

Projected Cost - minimal

10. Employee Assistance Programs (EAP) should be encouraged to broaden counseling programs to include prevention/education for their employees, their families and their communities.

Projected Cost - minimal

11. The Nancy Reagan Fund, previously established, has traditionally served to assist low income children in receiving proper treatment services. There is a need for another fund specifically for prevention purposes... the "Nancy Reagan Drug Prevention Fund."

Projected Cost - includes development and distribution of promotional materials.

Projected Cost - \$15,000

COMMUNITY-BASED VOLUNTARISM AND PRIVATE SECTOR INITIATIVES

In the spirit of neighbor helping neighbor, individuals around the country have rallied to help make their communities a better place in which to live... a better place to raise their children. It is in this spirit that many thousands of volunteer parent and youth groups have formed across our nation to prevent the abuse of legal drugs and the use of illegal drugs by young people. The National Federation of Parents for Drug-Free Youth, the Parents' Resource Institute for Drug Education (PRIDE), Reach America, America's PRIDE, and "Just Say No" are a few of the outstanding groups that have organized to help raise awareness about and prevent drug abuse.

In many cases these groups have organized with no federal money but with technical assistance, information and guidance from various agencies. In some cases, the federal government has offered a small amount of grant money to the organizations to help establish their programs. Consistently, the use of volunteers to expand federal programs and the support of volunteer groups have been extremely successful and cost effective.

An example of the value of such efforts is seen in the "Elks Drug Awareness Program," a program involving the 1.6 million members of the Benevolent and Protective Order of the Elks nationwide. A government agency designed a training manual for the Elks and conducted several regional training seminars for their membership. The program cost the agency virtually nothing, but to date the Elks have contributed over \$3 million to the campaign. Additionally, members of the Elks are volunteering through their Elk Lodges, located in most communities across the country, to help in the fight against drug abuse.

The value of this campaign can be measured not only in dollars spent but also in the large amount of voluntary manpower mobilized.

The following recommendations are for the purpose of expanding voluntarism and community-based private sector initiatives in partnership with the government and ultimately for the private sector to assume this role independently. As with the corporate programs, it is important that the value of technical assistance offered by the agencies not be underestimated in order to assure credibility and accuracy of the drug information and effectiveness of the program.

Recommendations:

1. White House conferences and briefings could be held to share information, ideas and model programs in drug use prevention with target groups such as religious leaders, youth group leaders, civic group leaders, etc.

Projected Cost - (Please refer back to page three, number six)

2. Each agency should hold follow up mini-conferences or workshops on the local and regional levels.
Projected Cost - \$15,000 per conference (Note: each agency should produce its' own budget for these purposes).

3. Each agency should examine its own constituency groups and determine opportunities to train members of these groups in drug use prevention through workshops, previously scheduled meetings, special events and material distributions.
Projected Cost - minimal

4. The White House Office of Public Liaison should include in each of its upcoming events presentations regarding drug use prevention.
Projected Cost - minimal

5. Training and educational materials specifically geared towards targeted groups (i.e. ethnic groups, physicians, parents, teachers, etc.) should be developed and distributed.
Projected Cost - includes \$15,000 per for research and development of target kit (averaging twelve kits per year).
Projected Cost - \$180,000

REGULATORY RESTRICTIONS/LEGISLATIVE INITIATIVES

In order to successfully embark upon a more pro-active role in seeking out and encouraging private sector support for various initiatives, it is important to examine the regulatory restrictions of such activities. Agencies interpret the various restrictions regarding solicitation for funds and program support differently. Oftentimes, it is easier for an agency or federal official to simply not seek private assistance than to sift through, interpret or maneuver around the bureaucratic red tape and technical restrictions to this activity. While the law appears to clearly prohibit a federal employee from soliciting for funds in order to 1) increase their agency or program's budget or 2) gain personally, it is unclear regarding a federal employee's ability to seek private support for various private sector groups and programs and public/private partnerships. This is an extremely important issue to resolve. Realistically, it is rare that corporations seek out government agencies or programs to support; thus, regulatory and legislative restrictions affect each agency's ability to encourage corporate private sector initiatives.

Additionally, there are numerous restrictions and regulatory problems confronting the agencies relating to the "Competition and Contracting Act of 1984." For instance, a company that will donate its services in order to produce a major program but wishes the government to pay the "out of pocket" expenses, apparently has to wait for the agency to advertise its ideas for this project to the general public and compete for the award of a contract. More importantly, they have to be listed on the Department of Defense's approved list of contractors before they can bid on a government contract. Some major firms (i.e. film producers, etc.) would not be on such a list and therefore could not donate their services to the federal government.

Finally, both the Department of Defense (DOD) and the United States Information Agency (USIA) have certain restrictions on the domestic use of educational materials developed for the Armed Services Network and for international consumption. DOD may develop some public service announcements (PSAs) which would be appropriate for use by the general public or might agree to enter into an interagency agreement to share expenses with another agency in production of PSAs and documentaries if these restrictions were lifted. Similarly, USIA materials cannot be utilized domestically. USIA can be of great value in developing materials for Spanish speaking audiences abroad but these same materials cannot be used in the U.S., even though they were paid for with U.S. taxpayers' dollars.

Recommendations:

In order to address these issues and concerns, the Task Force recommends the following:

1. The White House prepare and issue government-wide guidelines which clarify the federal employee's limitations in seeking corporate support and funds for various programs.
2. The White House request that OMB reevaluate the "Competition and Contracting Act of 1984," specifically the exceptions to full and open competition and request any necessary legislative changes or exemptions in order to facilitate a more conducive environment for corporate private sector initiatives. One suggestion might be to consider that any project where more than 50% of the "actual, reasonable costs" are being donated would be exempt from the competitive process.
3. The restrictions for limited use of materials developed by DOD and USIA be reexamined and reconsidered and any legislative changes or exemptions be considered.

SPECIAL PROJECTS
Projected Cost - \$2,000,000

The following is a list of special projects in the private sector in need of expansion or development.

1. PRIDE National Resource Center - an Atlanta-based, nationwide resource center with toll-free number, is organizing an international youth movement, conducts school surveys and conducts an annual international conference.
2. National Federation of Parents for Drug-Free Youth - operates as an umbrella organization for networks of volunteer parent groups, nationwide; has a toll-free number; offers technical assistance to concerned parents and supports a youth movement.
3. State Parent Group Networks - groups of concerned volunteer citizens who have organized to establish coordinated statewide drug prevention programs.
4. Local Parent Groups - groups of concerned volunteer citizens who have organized to establish effective drug prevention programs, locally.
5. National Youth Movement
 - a. College Challenge - a youth group dedicated to organizing volunteer college students on every college campus.
 - b. High School Groups and Just Say No Clubs - various local and national volunteer youth groups who are organizing drug prevention programs.
6. Dissemination and development of materials and films for targeted audiences such as parents, physicians, students, pharmacists, teachers, etc.
7. State, regional and national prevention conferences.
8. National Media Campaign - consisting of public service announcements for radio, television and print media; documentaries; etc.
9. Provide experts to all major talk shows.
10. Conduct media training conferences (to educate journalists).
11. Statewide toll-free numbers in conjunction with volunteer parent groups featuring taped messages for after hours.
12. Workshops on self-sufficiency and private sector initiatives for volunteer parent groups in each state (Note: this could be a SWAT team approach).
13. School text books on drug use prevention and the health consequences of illegal drug use.

14. Resource centers for libraries including films, books, articles, and brochures on drug abuse.
15. Send speakers and trainers for Legislators' and Governors' conferences.
16. Launch educational/informational program through the churches.
17. National fundraising campaigns such as the 7-Eleven campaign for muscular dystrophy.
18. Provide drug prevention comic books to elementary schools.
19. Conduct PRIDE survey on prevalence of drug use in every school.
20. Computerize PRIDE, NFP and Families in Action for greater efficiency in responding to general inquiries.
21. Establish Nancy Reagan scholarships for medical students who wish to follow a career in drug abuse prevention.
22. Encourage civic group activities in drug use prevention.
23. Eliminate paraphernalia and magazines promoting drug use from places of business.
24. Promote campaign with nationwide distribution of T-shirts, bumper stickers, posters, etc.
25. Support and assist in expanding the Drug Enforcement Administration's program to educate all coaches.
26. Support international youth conference at PRIDE.
27. Comic Relief Day - encourage writers of newspaper comic strips to produce a day of drug-free and anti-drug messages through their comic strips.

General Recommendation:

1. Withdraw federal funding if a state enacts legislation which allows for decriminalization, cultivation or possession of any controlled substance which otherwise is deemed an illegal activity by federal law.