Collection: Turner, Carlton E.: Files
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Box Number ~~2~~ 3

10

DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
1	MEMO	ROBERT KRUGER TO DENA CRUZ RE REQUEST TO USE PRESIDENT'S NAME AND SIGNATURE ON A "JUST SAY NO" CERTIFICATE	1	10/7/1986	open 11/2/09 KMU
		THE ABOVE DOCUMENT IS PENDING REVIEW IN ACCORDANCE WITH E.O. 13233			

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]
B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
B-3 Release would violate a Federal statute [(b)(3) of the FOIA]
B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

19 SEP 1986

3761

Sept. 15, 1986

Mr. Carlton Turner
Drug Abuse Program
White House
Washington, D.C. 20500

Dear Mr. Turner,

Apparently my letter did not reach you, or your office, and so another is in order. Since I have been very ill, and am now alot better, perhaps it is just as well.

My reason for writing is to acquire a letter from you regarding the great work of Mr. Curtis Sliwa, leader of the Guardian Angels, against drugs. I am aware of the card President and Mrs. Reagan sent him, giving him a congratulations on being nominated for the Volunteer Action Awards, and his volunteer service. He is a very fine person, giving so much.

The letter from you I shall use in my meeting with all the school administrators, principals, etc.. I have have had one meeting already, and they are very excited about it, and would like more information, and who better to get it from, than from you!. Not only will he speak to many schools, I want to set up a support system for the kids, who are motivated by Curtis Sliwa, to get off drugs.

Mr. Carl Moses, near Sacramento, is one of the people actively involved in fighting drugs, and worked with the Governor's office. He is the person, who will bring Mr. Sliwa up here. And, I have spoken with other schools, where Mr. Sliwa has spoke, and they had fantastic praise for him!

Please, would you get a letter off to me, as soon, as possible. Since, school already is in session, I need to get the date set, as time is of the essence. I thank you so much for your help, and know this will be a positive, as since the President, and Mrs. Reagan commended Mr. Sliwa, he must be sensational!!

If you wish to check my credibility, you might call Jim Sparling, over at Guy Vander Jagt's office. I've known Jim, and Guy, for years. He can tell you, I'm genuine.

Thanks for your help!

Ms. Tammy Bos

3440 Timber Lane
Anderson, CA 96007
(916) 365-6662 (non-pub.)

FYI

25 AUG 1986
3896

To
The White House
Director, Drug Abuse Policy and
Deputy Assistant to the President
Carlton E. Turner, PH.D.
Washington, D.C.

From
Jan Krogh
515 First St.
Oradell, NJ 07649

Oradell August 19, 1986

Dear Carlton Turner,

First of all, thank you very much for all the information on AIDS you sent me to Norway.
It went quite some distance to reach me. I have moved to the U.S. for one year. I am here on a Fulbright Scholarship and also a scholarship from the Norway-America Ass.
I am working with Dr. Miller Newton at KIDS of Bergen County to learn about this very intensive and workable rehab. program.

Norway has so far not learned a thing in dealing with AIDS. The minister of health should resign due to the way he has been neglecting the AIDS problem and the drugproblem too.
I remember one morning, when we walked over from the hotel to the Congress Center and you mentioned that drugs was the common denominator to AIDS, but that CDC hadn't studied the connection at all. Ian MacDonald talked about it, but if you have anything in writing about this, I woudl be very thankful. It would be very improtant information to send back to Norway.

Hope you'll be able to help this time also.

Best regards
Jan
Jan Krogh

443-6697
Dr. Pickens
Secy. Jean
WCB

Nils D. Noya M. D.
PSYCHIATRIST
DRUG REHABILITATION CENTER

P. O. Box 4245 - Telf. 33-37673 Santa Cruz - Bolivia

DEAR RAE:

PLEASE BE KIND

TO DELIVER THIS LETTER

TO C.T.

THANK YOU

Luis

give to
Mac
McGold - help?
Tennant

good psychiatrist
treatment
treated sons
of trafficker
Sec.
help from
WHO

Santa Cruz, May 22, 1986

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

Dear Carlton:

This letter is to reconfirm our conversation during my last visit to the United States with reference to a job in any capacity I might be qualified for.

As you know, I do not have a license to practice medicine nor psychiatry in your country but I believe I could work as an advisor, expert or therapist for drug dependents, especially Spanish-speaking persons, backed up by all the years I have worked in this field.

The reason for this request lies in the fact that the Bolivian economic situation is still deteriorating, not as fast as a few months before, but it is also threatening our sources of income: Clínica Pinel, where patients are becoming scarce, and my wife's office that is no longer investing in this country.

I know you are a very busy person, and I will certainly appreciate your efforts on this matter.

Please keep me informed on any developments and in the meantime, I hope you and your family will be happy and healthy.

Regards,

Nils D. Noya T.
P. O. Box 4245
Santa Cruz, Bolivia
Tel.: 37673

Charlie
B Lange
conference company
[illegible]
633-3608

Concerned Citizens For Drug Prevention, Inc.

P.O. BOX 2078, HANOVER, MASSACHUSETTS 02339
617/826-8205

JAN 7 1987

3970.

December 30, 1986

Mr. Don Delzer, Chairman
Mrs. Anne Meyer, Vice Chairman
National Federation of Parents for Drug-Free Youth Board

Dear Mr. Delzer and Mrs. Meyer:

We of Concerned Citizens for Drug Prevention are in complete agreement with Brother Werner's letter to you dated December 22, 1986. The sentiments expressed are also ours and in our opinion could not have been said better.

It was with a sense of shock and dismay that we read Mr. Delzer's letter which said that Joyce Nalepka was no longer with NFP.

I have known Joyce for some years. We met in Washington when we gave a presentation speech to the Board of NIDA in 1980. My initial reaction was that of no longer wanting to be a member of NFP if Joyce was no longer in a leadership position. NFP owes so much to her effectiveness, courage, dedication, wisdom, and inspiration to the rest of us - especially her uncompromising and honest "no responsible use" stance and courageous articulate response to NORML in press and media which is an invaluable asset to NFP and the nation.

It is hard to believe that this actually happened - especially at a time when NFP was progressing so nicely. The NFP legislative liaisons and networking held so much promise for the future. In addition the image of NFP could very well be damaged by this action. We see this action on the part of the NFP Board of Directors as one which can potentially divide or dissolve the NFP organization. Certainly it threatens to weaken NFP as "the outstanding top resource" which united America in its goal - drug free youth.

The one thing that we of NFP always remarked on was the high moral caliber of the people who were involved in this organization. The love and self-less

giving that was present was remarkable and we were proud to be part of such a team.

We pray that amends will be made, that Joyce will somehow be reinstated. With so much unrest in the world, we need peace in our hearts and peace in NFP before we can accomplish what we set out to do.

Sincerely,

Lucy Forti

Lucy Forti

cc: Joyce Nalepka
Brother Werner
Nancy Reagan
Otto Moulton
Members of the National Federation Board of Directors
Mary Jo Green, NFP Acting-President
Carolyn Burns, NFP Vice-President
Office Staff, National Federation of Parents
NFP State Networkers and State Legislative Liaisons
Attorney General Edwin Meese
Secretary of Education William Bennett
ADAMHA Administrator Ian Macdonald
Presidential Drug Abuse Advisor Carlton Turner
DEA Administrator Jack Lawn

Form letter
No response
File
11 DEC 1986
3925

Arthur Lander C.P.A., P.C.
614 South 19th Street
Arlington, Virginia 22202
a professional corporation
321-3363

December 7, 1986

Mr. Carlton E. Turner
Deputy Assistant to the President
for Drug Abuse Policy
The White House
1600 Pennsylvania Avenue N.W.
Washington, D.C. 20500

Dear Mr. Turner:

Two months ago I submitted a Premarket Notification to the Food and Drug Administration to market an over-the-counter drug testing kit.

The concept is to allow small business to be able to go to the local drug store and purchase the test kit and use it to screen their employees.

The employee provides the speciman and sends the specimen through the mail to our company, Atlantic Toxicology Services, Inc., which does the testing. Sending urine specimens through the mails has been practiced by the industry for many years already. So this is not a new means of transportation. The same quality control goes into the test once it is received by mail as by specimans recieved by other channels. Testing standards do not suffer by the delay in mail and the results are mailed back to the individual designated by the purchaser.

This product would give small businesses and other individuals greater availability to use drug testing to screen for drug abuse. This concept is similiar to having cancer screening test and pregnancy test kit sold over-the- counter.

I have requested the FDA to rule our product as Class I. This means that it is substantially equivalent in safety and effectiveness to other products on the market. Class I products do not have to undergo the stricter scrutiny of the FDA before marketing.

We are required to wait 90 days before marketing the product or until we receive approval from FDA. We would much prefer to have our product designated now to avoid later delay. Our D.C. number with the FDA Center for Radiological Health is K864016.

I would appreciate your support in obtaining our Class I designation.

Sincerely,

Arthur Lander

Arthur Lander, C.P.A.

CONSULATE GENERAL OF THE
UNITED STATES OF AMERICA
CURACAO
Department of State
Washington, D.C. 20520

JAN 7 1987

3968

December 18, 1986

Dr. Carlton E. Turner
Director, Drug Abuse Policy and
Deputy Assistant to the President
The White House
Washington, D.C.

Dear Dr. Turner:

Thank you very much for the material on drug abuse which you sent on November 26. I have forwarded same to the Education Minister of the Netherlands Antilles.

Sincerely,

Martin McLean

Martin McLean
Consul General

December 24, 1986

Dear Mr. Weiss:

Thank you for your kind message of support for our national crusade against drug abuse.

In our address to the nation, Nancy and I pointed out that drugs are menacing our society, threatening our values, and undercutting our institutions. We urged all Americans to get involved personally in creating an atmosphere of intolerance for illegal drugs in their communities.

During that address, I also said that our heritage as Americans lets us stand with a strength of character made more steely by each layer of challenge pressed upon our nation, and that Nancy and I were asking no more than that we Americans honor what we have been and what we are by standing together. Messages like yours are the surest guarantee that we will stand together in this battle -- and that we will win it.

Nancy joins me in sending our heartfelt appreciation and best wishes. God bless you.

Sincerely,

Mr. Bill Weiss
Post Office Box 522
Maspeth, New York 11378

RR:DE:CADfAVH:
P-207

cc: Drug Abuse Policy Office

See Andy

The Commonwealth of Massachusetts

HOUSE OF REPRESENTATIVES
STATE HOUSE, BOSTON 02133

08 DEC 1986

3909

ANDREW S. NATSIOS
8TH MIDDLESEX DISTRICT
234 COURTLAND STREET
HOLLISTON, MA 01746
TEL. 429-1347

Committee on
Ways and Means
ROOM 43, STATE HOUSE
TEL. 722-2030

December 4, 1986

Mr. Martin J. Coyne, Jr.
Director of Scheduling and
Advance for the First Lady
White House
Washington, DC 20500

Dear Mr. Coyne:

I am writing on behalf of the Holliston, Massachusetts School System to arrange for student representatives to personally present Mrs. Reagan with an anti-drug petition in Washington, D.C.

The petition endorses the First Lady's and the Administration's commitment to increase awareness of drug and alcohol abuse and underscores the students' own efforts to create a drug-free community. The petition makes a very important statement about creating drug free schools along with a drug free community in Holliston.

November 18, 1986 was declared "**Drug and Alcohol Awareness Day**" at Holliston's elememtary, middle and high schools. The students have taken the lead to reachout and inform the entire community about the dangers of drug and alcohol abuse.

I hope that it will be possible for Mrs. Reagan to personally accept the petition. I look forward to hearing from you soon.

Sincerely,

ASN

ANDREW S. NATSIOS
State Representative

cc: Dr. Carlton E. Turner
Mr. Andrew Card

Record Thank you

08 DEC 1986

3902

DCI

December 4, 1986

Dr. Carlton Turner
Special Advisor to the President
The White House
Old Executive Office Building - Room 220
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Dr. Turner:

It was a pleasure seeing you once again since our brief introduction at the President's Press Conference. I must admit, Mel Bradley described you well. His description was something like--straight forward and to the point, but delightful. From my meager vantage point, he was quite correct.

Wilhemina Taylor and I both appreciated your candor in discussing the direction the Drug Abuse Program was taking. In addition, we particularly thank you for the time that you spent sharing your own personal philosophies on the subject and remedies to this national problem.

We want to continue to review agencies efforts with this program to determine how the legislation is being implemented. We would like to keep an open line of communication with your office in order that we can do our share in assisting these agencies focus on the direction your office has set forth.

We are certainly interested in seeing this presidential initiative succeed and that every agency does it's part. We strongly feel that DCI and IBS can provide this Drug Abuse Program and your office with the support, creativity and resources needed to make that success a reality.

DYNAMIC CONCEPTS INC. • 2176 Wisconsin Avenue, N.W. • Washington, D.C. 20007 • (202) 944-8787

I have taken the liberty of sending you a copy of a letter sent to us by Secretary Bennett of Education commending DCI on its assistance in making the Department of Education's initial thrust into the Drug Abuse program a success. I hope we have the opportunity to continue this good will with other agencies.

Please keep Wilhemina and myself abreast on all developments of the program and consider DCI and IBS as a resource to satisfy the White House needs in this amiable task.

Thank you for your time and we look forward to reviewing this subject with you again in the future.

Sincerely,

Pedro Alfonso

Pedro Alfonso
President

UNITED STATES DEPARTMENT OF EDUCATION

THE SECRETARY

NOV 24 1986

Mr. Pedro Alphonso
President
Dynamic Concepts Incorporated
1500 Eckington Place, N.E.
Washington, D.C. 20002

Dear Mr. Alphonso:

I appreciate the outstanding effort that your firm put into the mailing of our book, Schools Without Drugs, to schools across the country. Because of the hard work of Mr. Edward Little, the project manager, and Ms. Brenda Holman, the supervisor, schools were able to receive the book early in the school year. It might interest you to know that the response to the book has been extremely good. Since the beginning of the project nine weeks ago, the Department has received requests for more than 1,000,000 additional copies.

Thank you for your firm's willingness to join the battle against drugs.

Sincerely,

William J. Bennett

cc: Brenda Holman
Edward Little

400 MARYLAND AVE., S.W. WASHINGTON, D.C. 20202

U.S. Department of Justice

Civil Division

Office of the Assistant Attorney General *Washington, D.C. 20530*

SEP 22 1986

TO: Carlton E. Turner
Chairman, Drug Use Prevention Working Group
Domestic Policy Council

FROM: Richard K. Willard
RKW Chairman
Legislative Review Task Force

RE: Implementation of Executive Order 12564

The President's Executive Order establishing a drug-free federal workplace requires the head of each Executive agency to develop certain plans, programs and procedures for achieving the objective of a drug-free workforce at his or her agency. Below, I have summarized the actions required for implementation of the order.

a. The Secretary of Health and Human Services is to promulgate "scientific and technical guidelines for drug testing programs." Section 4(d) of the order allows agencies to implement drug testing programs even though HHS has not yet promulgated guidelines.

b. The Director of the Office of Personnel Management is required to provide government-wide guidance on implementation of the order including:

- Providing Federal Employee Health Benefit Plan coverage for drug users;
- Developing a model Employee Assistance Program;
- Developing training programs for supervisors in conjunction with HHS; and
- Developing a drug awareness campaign for the federal workforce in conjunction with HHS.

c. The Attorney General is to render legal advice to agencies in connection with the mandatory consultation process of the order.

d. Agency heads are required to establish plans to reach the goal of a drug free workplace which are to include the following:

- A general policy statement;
- Employee Assistance Programs for rehabilitation;
- Supervisory training to assist managers in identifying drug users; and
- Referral mechanisms for self-identified drug users and referral mechanisms for employees identified as drug users by management.

e. Agency heads are required to establish a program to test employees for illegal drug use. These programs are to include:

- testing for sensitive employees, with the scope and extent to be determined by the agency head;
- voluntary testing;
- testing for any employee upon reasonable suspicion, in connection with an accident or as part of or as a follow-up to a rehabilitation program;
- applicant testing if the agency head desires;
- 60-days notice for the initiation of a new drug testing program; and
- Other procedural protections such as recordkeeping and privacy.

It has been suggested that the Domestic Policy Council may wish to remain involved in monitoring the implementation of the Executive Order. If this recommendation is accepted, we are ready to assist the DPC process in any way you feel would be helpful.

ASSIGNMENT

FROM: CT

TO:

- [ ] DW
- [ ] FC
- [ ] LA
- [ ] SD
- [ ] RN
- [ ] MM

- [ ] Xerox #_____
- [ ] Make a File

Name: _____

- [ ] File
- [ ] Look Into
- [ ] Draft
- [ ] Contact _____
- [ ] Other _____

DETAILS:

Send copy to
Shelia Tate
B. M Lewis
D.C.
Houston
Carr
1850 M St. NW
Suite 900
20036

Burson-Marsteller

230 Park Avenue South
New York, NY 10003
212.614.4000

S. Tate
833-8550

12 NOV 1986

3841

November 7, 1986

Carlton Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy
Room 220
The White House
Washington, D.C. 20500

Dear Dr. Turner:

Since we last met at the launch of Du Pont Pharmaceutical's narcotic antagonist, Trexan, the interest in preventing and treating substance abuse in the U.S. has considerably heightened. Though there are many hurdles to overcome, the company is still anxious to find a niche for this therapy, which leaves the detoxified patient drug-free.

In the Congressional record of October 6, 1986, there is notification of a planned White House Conference on Drug Abuse and Control. Du Pont strongly supports the purpose: "To bring public attention to those approaches in drug abuse education and prevention which have been successful in curbing drug abuse and those methods of treatment which have enabled drug abusers to become drug-free."

Toward that end, Du Pont would like a role in that educational effort. This letter is to request your help in finding it.

I'll give you a call in a week or so to determine when we can meet to discuss the White House Conference on Drug Abuse and Control.

Cordially,

Saralie Slonsky

Saralie Slonsky
Vice President/Group Manager

cc: K. MacLean, Du Pont Pharmaceuticals

December 5, 1986

Dear Judy:

Thank you for your letter and for your support of the national crusade against drug abuse.

I understand the frustration you feel when young children tell of their parents using illegal drugs, and I would like to be able to give you a response that would make things right for the children and their families. Unfortunately, there are no easy answers. Each case is different, with its own set of circumstances. You must use your own judgement to decide what is best in each situation. However, to help you sort through some of these very tough decisions, I have asked Dr. Carlton Turner who heads the White House Drug Abuse Policy Office to call you directly. He has a great deal of experience in these kinds of issues, and I think he can be of some help to you.

Schools play an important role in a child's life. We depend on you to help our children make the right decisions and choose the correct path. Though not an easy task, it is a rewarding one. Nancy and I appreciate your concern for your students and encourage you to continue to teach our young people correct principles. Working together, we can reach our goal of a drug-free America.

Sincerely,

RONALD REAGAN

Ms. Judy Solis
Elementary Counselor
Neil Armstrong Elementary School
7111 Apple Valley
San Antonio, Texas 78242

RR:AVH:CT:pps

cc: Carlton Turner

THE WHITE HOUSE

WASHINGTON

December 2, 1986

MEMORANDUM FOR ANNE HIGGINS

FROM: CARLTON TURNER

SUBJECT: Presidential Response

Attached is a draft letter from the President to Ms. Judy Solis.

David Chew has requested that it be prepared in final for the Presidents' signature as soon as possible. Please forward it to David Chew when it is complete.

December ??, 1986

Dear Judy:

Thank you for your letter and your support of the national crusade against drug abuse.

I understand the frustration you feel when young children tell of their parents using illegal drugs and would like to be able to give you a response that would make things right for the children and their families. Unfortunately, there are no easy answers. Each case is different, with its own set of circumstances. You must use your own judgement to decide what is best in each situation. However, to help you sort through some of these very tough decisions, I have asked Dr. Carlton Turner, who heads the White House Drug Abuse Policy Office to call you directly. He has a great deal of experience in these kinds of issues and I think he can be of some help to you.

Schools play an important role in a child's life. We depend on you to help our children make the right decisions and choose the correct path. Though not an easy task, it is a rewarding one. Nancy and I appreciate your concern for your students and encourage you to continue to teach our young people correct principles. Working together, we can reach our goal of a drug-free America.

Sincerely,

RONALD REAGAN

Ms. Judy Solis
Elementary Counselor
Neil Armstrong Elementary School
7111 Apple Valley
San Antonio, TX 78242

November 18, 1986

Dear Judy:

Thank you for your letter and your support of the national crusade against drug abuse.

I understand the frustration you feel when young children tell of their parents using illegal drugs and would like to be able to give you a response that would make things right for the children and their families. Unfortunately, there are no easy answers. Each case is different, with its own set of circumstances. You must use your own judgement to decide what is best in each situation.

Schools play an important role in a child's life. We depend on you to help our children make the right decisions and choose the correct path. Though not an easy task, it is a rewarding one.

Nancy and I appreciate your concern for your students and encourage you to continue to teach our young people correct principles. Working together, we can reach our goal of a drug-free America. I have asked Dr. Carlton Turner, the Director ~~of~~ the White House Drug Abuse Policy Office, to ~~respond to the~~ circumstances described in your letter. to call you directly.

Sincerely,

To help you sort through some of these very tough decisions, I have asked Dr. Carlton Turner, ~~the~~ who heads the WH ~~Drug Abuse~~

RONALD REAGAN

get in touch with you directly. He has a great deal of experience in this kinds of issues and I think he can help you. ~~You will be hearing from him shortly.~~

Ms. Judy Solis
Elementary Counselor
Neil Armstrong Elementary School
7111 Apple Valley
San Antonio, TX 78242

Call this man

Fountain Motor Inn
3 Seminoe Ave.
Newcastle, Wyoming 82701
(307) 746-4426

307-746-2505

7 OCT 1986
3917

September 30. 1986

Doctor Turner
White House
2000 Pennsylvania Avenue
Washington, D.C. 20000

Dear Dr. Turner:

Re: President's Drug Abuse Program

I heard your comments on ESPN Channel this morning, and found it very inspiring. I own a small business and employ forty people. I am interested in your program of drug testing in the private sector of both employment and schools. We need information on your testing program as to costs, availibity and implementation. Your program as outlined is the only positive plan I have heard.

We also need information on the National Narcotic's Board and their interdiction system.

We realize that drug abuse will destroy the economy of the country and eventually the people.

We need your plan and information, so we can help ourselves.

Thank you,

Sincerely yours,

Warren Voss

Warren Voss
3 Seminoe Avenue
Newcastle, WY. 82701

KENNETH L. KHACHIGIAN
ATTORNEY AT LAW

209 AVENIDA DEL MAR, SUITE 203
SAN CLEMENTE, CALIFORNIA 92672
(714) 498-3879

A PROFESSIONAL CORPORATION

23 SEP 1986
3792

September 19, 1986

Honorable Carlton E. Turner
Deputy Assistant to the President
for Drug Abuse Policy
THE WHITE HOUSE
Washington, D.C. 20500

Dear Carlton:

Thanks for all your help as we worked to help prepare remarks for the President and First Lady. The information you and your office provided was indispensable.

As you know, people everywhere are eager to involve themselves in the First Lady's volunteer efforts. And just before I left for Washington, I was given the name of someone who wants to participate in the Los Angeles Area.

Tina Staley Ramsbottom is a professional model, lives in Brentwood and, I'm told, would be a forceful and devoted volunteer. I wonder if you could send me -- or her -- the names of individuals or agencies in that area or, in particular, if there is some special project Mrs. Reagan is interested in in that area.

She can be reached at: 213-470-9949.

Thanks again for all your help.

Cordially,

KLK:jj

CT
Call Tina

THE WHITE HOUSE

WASHINGTON

October 7, 1986

MEMORANDUM FOR DENA CRUZ
SECRETARY

FROM: ROBERT M. KRUGER
ASSOCIATE COUNSEL TO THE PRESIDENT RMK

SUBJECT: Request to Use the President's Name and Signature on a "Just Say No" Certificate

As we discussed, I am forwarding the above-referenced letter to you for your handling. Counsel's office does not recommend that outside groups be permitted to use the President's name or signature on "Just Say No" Certificates. You mentioned, however, that a document of this sort may already exist bearing the First Lady's name. Subject to approval by the First Lady's Office, we would have no legal objection to your providing a copy of such a certificate to the correspondent.

Hold

Rose

633-4945

U.S. Department of Justice

United States Attorney
Eastern District of Washington

16 JUL 1986

3654

July 15, 1986

File
9-2-86

851 United States Courthouse
Post Office Box 1494
Spokane, Washington 99210-1494

509/456-3811
FTS/439-3811

Call Boyken

Carlton E. Turner, Ph.D.
Deputy Assistant to the President
for Drug Abuse Policy
Room 220 The White House
Washington DC 20500

Dear Carlton:

Enclosed please find a new draft of the proposed Olympia Ambassador Program. This draft significantly differs from the older draft.

I trust that the foregoing may be of interest to you.

Very truly yours,

JOHN E. LAMP
United States Attorney
Eastern District of Washington

jel fw
enc

U.S. Department of Justice

United States Attorney
Eastern District of Washington

851 United States Courthouse
Post Office Box 1494
Spokane, Washington 99210-1494

509/456-3811
FTS/439-3811

July 15, 1986

Daniel A. Bent
William F. Weld
Robert W. Merkle
Helen M. Eversberg
Frederick J. Scullin, Jr.
Leon B. Kellner
Brent D. Ward
Charles H. Turner
Ronald D. Lahners
Joseph S. Cage, Jr.
William A. Kolibash
Edward S. G. Dennis, Jr.
Gerald D. Fines
Joseph E. diGenova
J. Alan Johnson
Layn R. Phillips

Dear Subcommittee Members:

Several weeks ago Bill Weld called me soliciting suggestions for a long term drug prevention project which could be implemented by the Department and possibly the private sector.

Enclosed please find a draft of a proposal utilizing Olympic Athletes as role models to keep kids off drugs. The proposal, if implemented, would require the leadership of the President.

The Olympic Ambassador Drug Prevention Project draft needs an objective and critical evaluation both in concept and detail. I am asking that each of you read the enclosed draft and provide this essential function. In order to insure complete candor, please TWX your responses directly to Bill Weld and Dan Bent. Bill's TWX code is AMASS and Dan's code is AHAWA.

In addition, I would ask that you facsimile a copy of your TWX to Ms. Robin Pritchard, Office of Liaison Service of the U. S. Department of Justice. Her facsimile number is 8-633-4371 or 4372. For voice verification of receipt of facsimile you may call 8-633-4495.

Kindly opine on the above no later than July 20. Thank you in advance for your anticipated cooperation.

Very truly yours,

John E. Lamp

JOHN E. LAMP
United States Attorney
Eastern District of Washington

JEL:npk

Encl.

L196SUBC/L

SENSITIVE
Please do not distribute or copy

Draft Proposal:

OLYMPIC AMBASSADOR DRUG PREVENTION PROJECT

I. Introduction 1

Summary of Proposal
Purpose
Background Information
Target Groups
Criteria for Evaluating Options

II. Basic Components of the Project 3

Pre-Olympic Publicity
Media Campaign During the Olympic Games
Post-Olympic Public Appearances

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I. Introduction

Summary of Proposal

We are proposing a drug abuse prevention program which is designed to take advantage of the enormous amount of media attention which will be given the 1988 Olympic Games and the tremendous popularity of Olympic athletes. This proposed program, the Olympic Ambassador Drug Prevention Project, is comprised of three separate components:

1. Pre-Olympic public service announcements (PSAs) and minidocumentaries;
2. Massive media campaign concurrent with the 1988 Summer Olympics; and
3. Post-Olympic appearances and demonstrations by participating athletes.

Purpose

The fundamental purpose of this project is to dramatically reduce substance abuse in the United States by lessening the demand for illegal drugs. This necessitates the development of an educational program designed to effectively convey a pro-health, anti-drug message to a number of different demographic groups. Ideally, the program will be instrumental in helping to eliminate tolerant and permissive attitudes towards substance abuse in addition to fostering attitudes of concern and revulsion for the physical consequences of the use of illegal drugs.

Background Information

The drug abuse epidemic of the past two decades has received extensive media coverage. Despite thorough documentation of the

enormous societal costs and numerous personal tragedies, substance abuse remains a tremendous international worldwide problem.

Studies indicate that marijuana use by American children commences, on the average, at the age of 12.5 years. The use of illegal psychoactive substances by youngsters during puberty can have a devastating effect on their personal development. In order to assure the best possible health for current and future generations, steps must be taken to dissuade youngsters from ever experimenting with drugs.

In order to most effectively communicate an anti-drug message to young children, it is important to reach other groups as well. This is due to the fact that children are heavily influenced by peers, parents, and older siblings, in addition to highly publicized entertainment personalities, including athletes, musicians, and actors. A carefully coordinated mass media campaign can reach the largest number of these people with persuasive anti-drug messages.

Target Groups

In addition to seeking a strong impact upon the population in general, certain target groups have been identified. These include:

1. Teenagers and pre-teenagers who have never used drugs;
2. Teenagers and pre-teenagers who have used drugs occasionally;
3. Teenagers and pre-teenagers who use drugs regularly;

4. "Yuppies" and other young adults (23 to 35 yrs.);

5. Parents, especially those who grew up during an era of permissive attitudes relating to drug use (30 to 45 yrs.); and

6. Members of low income groups.

The above groups are significant in that they collectively account for the vast majority of illegal drug consumption in this country. Furthermore, barring dramatic social changes, these are the groups that are most likely to continue consuming illicit drugs. Most importantly, however, these groups include the young and those with the most powerful and direct influence on the young, the parents and the older siblings.

Criteria for Evaluating Options

In developing the program, options have been analyzed and evaluated based upon the following criteria:

1. Effectiveness - ability to convey a strong pro-health, anti-drug message which will result in decreased drug use;

2. Ability to reach target audiences;

3. Simplicity and ease of administration; and

4. Cost of program.

II. Basic Components of the Project

A well coordinated effort among a consortium comprised of representatives from the Department of Justice, the United States Olympic Committee, private enterprise, and non-profit organizations is essential to the successful management of the key components of the Olympic Ambassador Drug Prevention Project as discussed below.

Pre-Olympic Publicity

A tremendous amount of the pre-Olympic publicity can be generated through PSAs and minidocumentaries. These PSAs and minidocumentaries will utilize current and former Olympic athletes in communicating pro-health, anti-drug messages. One of the key strengths of this approach is that when television watchers later see the athlete perform in the Olympics, the message will be subliminally reinforced.

The focal point of the project will be a series of televised 60 and 30 second PSAs which will be shown in the months leading up to the 1988 Summer Olympics and during the actual games. These announcements will primarily feature Olympic athletes, but several carefully screened high caliber athletes who did not make the final cut for the Olympic team will also be given the opportunity to make PSAs. The PSAs will emphasize the importance of maintaining a positive self-image and will tie this in with a strong pro-health, anti-drug message.

In the weeks prior to the commencement of the 1988 Summer Olympics, a series of minidocumentaries relating to drug abuse will be shown on television. Ideally, these programs will feature former Olympic athletes who will be serving as television commentators during the Olympics. The minidocumentaries will be publicized in earlier PSAs and should be shown in conjunction with Olympic promotional films seen on television during the weeks preceding the Olympics. The following topics will be explored in the minidocumentaries:

1. Health and Physical Consequences of Drug Abuse: An Update;

2. Legal Consequences of Drug Abuse;

3. Social Consequences of Drug Abuse;

4. Communication between Parent and Child: How to Help Your Child Grow Up Without Drugs; and

5. How to Say No to Drugs.

These programs will provide concrete factual information about the consequences of drug use, in addition to offering positive suggestions for improving communication among family members.

In some instances, it may be appropriate to incorporate some of the aforementioned topics within existing television shows. For example, refusal skills might very well be taught by Olympic athletes during a Saturday morning children's program.

Media Campaign During the Olympic Games

During the Olympic Games, the anti-drug message will be subliminally reinforced whenever an athlete or commentator who is participating in the program is seen competing or discussing the performances. The PSAs should continue during the Olympic Games in order to further strengthen the pro-health, anti-drug message.

In recognition of the fact that drug abuse is a problem of international magnitude, drug abuse prevention could possible be made the theme for the 1988 Olympics. This idea should be offered as a suggestion to the International Olympic Committee.

If drug abuse prevention is not chosen as a central theme for the 1988 Olympics, it could still be given official recognition by

the American team. For example, all jackets worn by American Olympic athletes could have a small patch, reading "Drug-free." This would be simple, cost-effective, and would complement other aspects of the program.

Post-Olympic Public Appearances

Shortly after the Olympic games are concluded those individuals who have agreed to participate will be asked to attend a three to five day training session in Washington, D.C. This date could possibly coincide with the annual meeting of the National Federation of Parents for Drug Free Youth. The purpose of the training session would be to teach the athletes such things as drug knowledge, awareness and prevention techniques, positive self-image building and other motivational skills.

At the completion of the three to five day training period, President Reagan would appoint the individuals as official Ambassadors. Distribution of the Olympic Ambassadors would be dependent upon the number of participants in the program. It is envisioned that the Ambassadors would go back to their respective districts; those judicial districts not represented by an Olympic athlete would be appointed an Ambassador from an adjoining district.

The individual athletes would then go back to their home towns and coordinate with the local United States Attorney. The United States Attorney, after consultation with the Ambassador appointed to his or her district would then solicit and appoint a volunteer Olympic Ambassador Coordinator.

The Olympic Ambassadors then would give positive anti-drug speeches to school age children and their parents and demonstrate their Olympic skills. Ambassadors would be required to put on plus or minus twenty seminars during a one-year time period which is established as a duration period for the program. The scheduling could be entirely flexible depending on the Ambassador's employment and/or school requirements. Such things as convocations, meetings at city parks or meetings with parent groups would be encouraged at those times convenient for the Olympic Ambassadors. At the end of the one-year period each Olympic Ambassador would, at a minimum, receive a letter of thanks from the President of the United States, or in the alternative, would be called to Washington, D.C., for a final reception and receive the personal thanks of the President and the First Lady.

III. Planning the Project

The key to the success of this project is to line up all United States Olympic participants well in advance of the Olympic Games in order to provide time for the athletes to appear in the PSAs without interfering with their training. Therefore, it is imperative to begin taking steps to implement this project as soon as possible.

After obtaining the approval and enthusiastic support of President Reagan, the Attorney General should appoint a Program Coordinator who will operate out of Washington, D.C., and be responsible for the overall success of the program. President Reagan and the Program Coordinator should then contact the head of

the United States Olympic Committee, seeking input and suggestions, as well as close cooperation and approval.

The Program Coordinator will contact the heads of the major television networks, the Insurance Institute of America, and the American Association of Advertising Agencies in order to inform these entities about the program, listen to their recommendations, and seek their assistance. For example, the Insurance Institute may wish to participate in the project in order to improve its public image and to take advantage of the fact the decreased drug use will result in a reduction of claims pertaining to drug related deaths, injuries, theft, and other losses. Similarly, the American Association of Advertising Agencies has pledged to volunteer time, money, and creativity to fight illegal drugs in an ad campaign expected to produce more than $1.5 billion worth of messages during the next three years. In order to coordinate with the American Association of Advertising Agencies, the Program Coordinator should contact its president, Dick O'Reilly.

President Reagan has expressed profound concern over the intensifying drug crisis in the United States. According to a July 10, 1986, report in the Washington Post, the President has decided to launch a personal campaign against drug abuse in the next few months. Because of this expressed commitment to the cause of drug abuse prevention, we anticipate that the President would play an integral role in generating publicity and support for this program.

President Reagan and the Program Coordinator will meet with the Olympic athletes at the central training camp in Colorado Springs at the earliest possible date. Details of this program will be explained and each athlete will be urged to participate. During the President's presentation, the benefits to both the athlete and society will be emphasized. Participating athletes will be required to sign pledges stating that they will not use alcohol in violation of the law and that they will refrain altogether from the use of any illegal drugs.

After attending a short seminar highlighting the risks of drug use and the benefits of non-use, participating athletes will be given the opportunity to discuss the kinds of messages they would like to convey in their PSAs. When filming the PSAs, the tight schedules of the athletes will be considered and all reasonable efforts will be made to minimize their time commitments.

Former Olympic athletes who will be serving as television commentators during the 1988 Olympics would be contacted by President Reagan in order to seek their active participation in the preparation of the anti-drug minidocumentaries. These former athletes will be given the opportunity to attend the anti-drug seminar along with the current Olympic athletes in order to foster unity of purpose between the two groups and provide useful information. The participants of the Goodwill games and the 1986 Summer Olympic trials could also be considered as potential members of this group.

After the Olympic Games are completed, the athletes will return to their districts and coordinate their appearances with the local United States Attorney. After a volunteer Olympic Ambassador Coordinator is appointed, the United States Attorney will initiate a press conference, in which the nature of the program will be explained and the Olympic Ambassador and volunteer coordinator for the district will be introduced. The volunteer coordinator would serve as a liaison for the athlete, in scheduling appearances and press conferences, in addition to handling public relations. Every effort will be made to coordinate with local community groups so as to most effectively communicate the anti-drug message.

IV. Rationale and Analysis of the Program

The key components of the Olympic Ambassador Drug prevention Project, the PSAs and the anti-drug minidocumentaries, will reach approximately 150 million Americans with convincing and compelling information relating to drug abuse prevention. Additionally, it may be possible to reach up to 800 million people worldwide. Large segments of the groups we wish to target will watch the Olympics. Furthermore, these components of the program certainly meet requirements of simplicity, ease of administration, and cost effectiveness.

The most important of the criteria which were developed for evaluating options, however, is the effectiveness of the anti-drug message in convincing drug users to stop, and in persuading non-drug users to remain drug free. Positive, pro-health,

anti-drug messages conveyed by Olympic athletes will have a very profound effect on the large portion of the population that has never tried drugs or which has used them only occasionally. Parents, including those with permissive attitudes about drug use, might be impressed by PSAs involving athletes along with their parents. These PSAs would demonstrate the benefit of a strong family relationship involving lots of healthy interaction among family members and would stress the importance of parents promoting a drug free lifestyle.

By having selected athletes who were cut from the Olympic team appear in some PSAs, the program may be able to reach a number of youngsters and teenagers with low self-images. It is this group that is especially likely to develop severe drug dependency problems. A possible message might involve the athlete saying, "I almost made the Olympic team -- but I got cut in the last round. Life can be pretty rough, but would have been a lot rougher if I'd been using drugs." This message might also be very valuable to members of low income groups.

The anti-drug minidocumentaries will provide a medium for conveying current, factual information relating to the importance of drug abuse prevention. Reports on the legal and physical consequences of drug abuse will have an especially powerful effect on health and career conscious "yuppies." Teenagers will be interested in a special report on the social consequences of drug use. Parents will benefit greatly from a program assisting them in developing communication skills necessary to help their

children grow up without using drugs. All groups, but especially children, will benefit greatly from a special report on "How to Say No to Drugs."

The messages conveyed in the PSAs and the anti-drug minidocumentaries will be reinforced continually throughout the Olympics, as athletes are seen performing and as former athletes are seen providing expert commentary. In summary, the PSAs and minidocumentaries are an effective means of reaching large audiences inexpensively, while maintaining simplicity and ease of administration.

The planned post-Olympic public appearances by participating athletes will fill a variety of needs. In addition to being relatively simple to administer, these public appearances will generate a tremendous amount of publicity on the local level in support of community groups actively supporting the cause of drug abuse prevention.

It is envisioned that post-Olympic public appearances by athletes will involve skills demonstrations by the athletes (e.g., play volleyball with local high school athletes), followed by a brief pro-health, anti-drug speech. These appearances might possibly be funded, to a large extent, by grants from insurance companies who would benefit greatly if Americans reduced their consumption of illegal drugs, as previously discussed. In addition to the tremendous news coverage that would be provided for the appearances of the Olympic Ambassadors, this post-Olympic

program would also serve to extend the benefits of the overall drug prevention project.

V. Options

During this initial planning phase, a number of additional options have been discussed and considered. The Program Coordinator might wish to implement several of these options in conjunction with those elements of the project previously discussed.

Use of Other Media

Public service announcements on the radio, especially rock'n roll stations, can get the attention of an enormous number of teenagers. While this kind of advertisement may not foster immediate association of the anti-drug message with the Olympic athlete when he is later seen performing on television, it does provide an effective means of contacting key segments of the identified target groups.

Billboards may be an inexpensive yet effective way of increasing identification of participating athletes prior to the Olympic games. Unlike PSAs on the radio, these cannot focus on target groups, but as the athlete is actually seen on the billboard the viewer is likely to recall the anti-drug message when later watching the athlete perform on television.

Winter Olympics

The program could be expanded to include athletes participating in the Winter Olympics. PSAs using these athletes

would be shown prior to and during the Winter Olympics in much the same fashion as was previously discussed for athletes participating in the summer games. As this would involve significant duplication of effort for a much smaller audience, emphasis should be placed on the Summer Olympics.

Coordination with Private Sector Advertisements

If the "Drug-free" theme is given official recognition by the 1988 United States Olympic team, industry may be persuaded to incorporate this theme in advertisements. The sporting goods industry, in particular, may be responsive to this idea. For example, Adidas might announce during a television advertisement that it is a proud sponsor of the "Drug-free" United States Olympic team.

VI. Conclusion

In recognition of the fact that this is a preliminary proposal, the framers of this document welcome the comments, suggestions, and criticisms of reviewers. We recognize that changes will be made in the program in order to obtain optimum results.

Due to the severity and nature of the drug abuse problem, we must now recognize our responsibility to assume leadership roles in stemming the tide of this modern societal plague. While drug abuse prevention is likely to require ongoing efforts for many years, the Olympic Ambassador Drug Prevention Project offers a unique opportunity to capitalize on Olympic athletes as positive role models.