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THE WHITE HOUSE

WASHINGTON

September 5, 1984

MEMORANDUM FOR RICHARD G. DARMAN

FROM:

JOHN A. SVAHN *JAS*

SUBJECT:

Statement from the President

The attached statement by the President is intended to be the initial page in the 1984 National Strategy for Prevention of Drug Abuse and Drug Trafficking. The 1982 Strategy contained a similar Presidential letter (copy attached).

The Strategy will be released in late September, during National Drug Abuse Education and Prevention Week, and simultaneously forwarded to Congress.

Please process the statement for clearance. We plan to release the Strategy for printing on September 8, 1984. Therefore, we need comments by 4:00pm Friday, September 7, 1984.

✓ cc: Carlton Turner

September xx, 1984

In the past three years, we have made progress in the fight against drug abuse. Permissive attitudes are giving way to a sense of responsibility to ourselves, to our families and to our country. Hopelessness and helplessness have been replaced with optimism and a willingness to work toward a better future. People all across our nation have joined in the fight.

We have halted the growth of drug abuse which occurred during the 1970s, but our battle is far from over. Millions of Americans, including one-fourth of our Nation's young people, continue to abuse drugs or alcohol. The costs are measured in lost lives, troubled families and forsaken dreams.

Our strategy to fight drug abuse replaces debate with action. Our goal is clear. We intend to conquer drug abuse and ensure a safe and productive future for our children and our nation. The Federal government is committed to doing all in its power to stop drug abuse and drug trafficking, but ultimate victory will be determined by individual Americans working within their home, workplace and community.

Together, we are proving that the moral strength of the American people can overcome one of our most challenging national and international problems.

FOR SIGNATURE BY THE PRESIDENT



THE WHITE HOUSE  
WASHINGTON

August 20, 1982

On June 24, 1982, I called for a major campaign against drug abuse in the United States.

This is a campaign we cannot afford to lose. It is distressing to learn that more than one third of our youngsters between the ages of 12 and 17 are using drugs or alcohol. While health of all Americans has been improving, the death rate for young Americans between the ages of 15 and 24 is now higher than 20 years ago. Alcohol and drug abuse are major contributors to this frightening trend.

Too often, ordinary citizens feel that they can do little to solve complex national problems. But drug abuse is different; here is a problem that can be solved through the efforts of individual Americans.

The time is past for debate and discussion. It is time for action. We intend to mobilize all our forces to stop the flow of illegal drugs into this country, to erase the bogus glamour that surrounds drugs, to let our Nation's kids know the truth, and to brand drugs such as marijuana for exactly what they are: dangerous.

We reject the advice of those who say drug abuse is so rampant that we are defenseless to do anything about it. Let's take down the surrender flag that has flown over so many drug abuse efforts. We are running up a battle flag in the fight against drug abuse and we intend to win.

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If you have any questions or need additional information please let me know.

cc: Roger Porter



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THE WHITE HOUSE

WASHINGTON

September 5, 1984

MEMORANDUM FOR RICHARD G. DARMAN

FROM: JOHN A. SVAHN

SUBJECT: Carlton Turner

Per discussions with Mr. Meese, I would like to request a title change for Carlton Turner from Special Assistant to the President for Drug Abuse Policy to Deputy Assistant to the President. Please initiate the necessary paperwork.

Attached is a draft White House Press Release which describes Carlton's background and announces the change in title.

cc: Carlton Turner

THE WHITE HOUSE  
WASHINGTON

1662  
SEP 07 REC'D

September 5, 1984

MEMORANDUM FOR RICHARD G. DARMAN

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SUBJECT: Carlton Turner

Mr. Meese has requested a title change for Carlton Turner from Special Assistant to the President for Drug Abuse Policy to Deputy Assistant to the President.

Attached is a draft White House Press Release which describes Carlton's background and announces the change in title. I would appreciate your taking the necessary steps to complete the arrangements for his appointment as soon as possible.

Thank you.

✓ cc: Carlton Turner

THE WHITE HOUSE

Office of the Press Secretary

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For Immediate Release

The President today appointed Carlton E. Turner, Ph.D. as Deputy Assistant to the President. Dr. Turner has been Special Assistant to the President for Drug Abuse Policy and Director of the Drug Abuse Policy Office in the Office of Policy Development. He will retain his title of Director of the Drug Abuse Policy Office.

Dr. Turner serves on the Cabinet-level Executive Board of the National Narcotics Border Interdiction System. He also assists the First Lady in her drug abuse education projects. He came to the White House on July 9, 1981 as the Senior Policy Adviser for Drug Policy. Prior to joining the Administration, he was the Director of the Research Institute of Pharmaceutical Sciences, School of Pharmacy, University of Mississippi. He has served as a consultant for various government agencies and private firms in the United States, Mexico, etc., as well as for the United Nations.

Dr. Turner is the past president of the American Council on Marijuana's Scientific Advisory Board and was the 1982 Harry G. Armstrong Lecturer at the Aerospace Medical Association's scientific meeting. He has published over 100 scientific papers, patents, chapters in books and is co-author of Marijuana, An Annotated Bibliography, Volumes I and II. In addition, he established research programs in over 20 countries and has been involved in the training of Federal, State and local narcotic agents since 1971.

He graduated from the University of Southern Mississippi (B.S., M.S., Ph.D.) with degrees in Organic Chemistry. He is married and has two daughters. He was born September 13, 1940 in Choctaw County, Alabama.

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*Ronald Reagan*



THE WHITE HOUSE

WASHINGTON

September 4, 1984

MEMORANDUM FOR FREDERICK J. RYAN, JR.

FROM: JOHN A. SVAHN

SUBJECT: Schedule Proposals

Attached are five (5) Schedule Proposals which reflect an effort to make the most of the President's time during National Drug Abuse Education and Prevention Week (September 23-29, 1984).

The general public's perception is that drugs and crime are among the most serious problems facing the Nation. For your information, attached is an article which appeared in the August 15, 1984, USA Today.

cc: Carlton Turner

# Our worries: Crime, drugs top economy

By Jack Kelley  
USA TODAY

Americans want the USA's crime and drug problems to be government's top priority, according to a new poll by Roper Reports.

This is the first time since 1977 that a non-economic issue was selected as the top need for government action.

"It surprises me that the public has focused on the issue," Francis M. Mullen, head of the Drug Enforcement Administration, said Tuesday. "That's the type of focus we need in the Congress and administration."

Seven years ago, "slowing down inflation" was identified as in need of government's top efforts, and in 1982 and 1983 reducing unemployment was

the top choice in the poll.

The number of people this year choosing unemployment as a top priority was down 9 percentage points from 1983; those choosing inflation dropped by 4 percentage points.

Containing health care costs, asked for the first time, tied for third.

The poll also showed a high

percentage of Americans favor government action to solve non-economic problems such as limiting nuclear arms and developing energy sources.

The 2,000 adults surveyed were shown a list of 21 topics and asked to rate whether the government should make a major effort, some effort or no particular effort to solve the problems.

## Five priorities

Here's how we rate government's top priorities:

- Crime and drugs, 84%
- Unemployment, 75%
- Inflation, 73%
- Health costs, 73%
- Nuclear arms limitation, 71%

Source: Roper Reports

**WEDNESDAY**, AUGUST 15, 1984

THE WHITE HOUSE

WASHINGTON

September 4, 1984

MEMORANDUM FOR JOHN A. SVAHN

FROM: CARLTON E. TURNER <sup>CS</sup>

SUBJECT: Drug Abuse Certificates of Appreciation From The President

For your information, attached is the background on the drug abuse program Presidential Certificates of Appreciation. The concept and certificates (see attached) were cleared through the Darman process last year on the condition we would obtain staff approval of each nominee. The attached nominees would be the first recipients of these certificates.

The selection was to be based on the following criteria:

1. Major contributions to the national objective of reducing drug abuse.
2. High degree of individual or corporate initiative in the drug abuse area.
3. Demonstrated concern and outstanding support for one or more of the five major elements of the 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking:
  - International Cooperation
  - Drug Law Enforcement
  - Education and Prevention
  - Detoxification and Treatment
  - Drug Abuse Research

Attached is the specific criteria we used in selecting each of the first six candidates. Please process these nominees for clearance. We are submitting a Scheduling Proposal for the President to make these awards during National Drug Abuse Education and Prevention Week (September 23-29, 1984), therefore, we would appreciate clearance no later than close of business Friday, September 7, 1984.

cc: Roger Porter

SAMPLE



*The President of the United States*

*presents this*

*Certificate of Appreciation*

*to*

*in recognition of <sup>their</sup>~~his~~ exemplary  
service to the nation in the campaign  
against drug abuse.*

*and alcohol*

*The White House  
Washington, D.C.*

THE WHITE HOUSE

WASHINGTON

September 4, 1984

MEMORANDUM FOR RICHARD G. DARMAN

FROM: JOHN A. SVAHN

SUBJECT: Drug Abuse Certificates of Appreciation From The President

Attached are nominations for each of the first six candidates to receive a Presidential Drug Abuse Certificate of Appreciation from the President for their "exemplary service to the nation in the campaign against drug and alcohol abuse."

In establishing the system, the concept and certificates (see attached) were cleared last year on the condition that the Drug Abuse Policy Office would obtain staff approval on each nominee. The attached selections were made based on the following criteria:

1. Major contributions to the national objective of reducing drug abuse.
2. High degree of individual or corporate initiative in the drug abuse area.
3. Demonstrated concern and outstanding support for one or more of the five major elements of the 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking:
  - International Cooperation
  - Drug Law Enforcement
  - Education and Prevention
  - Detoxification and Treatment
  - Drug Abuse Research

Please process these nominees for approval to receive a drug abuse Certificate of Appreciation from the President. We are submitting a Scheduling Proposal for the President to make these awards during National Drug Abuse Education and Prevention Week (September 23-29, 1984), therefore, we need clearance no later than close of business Friday, September 7, 1984.

cc: Carlton Turner

DRUG ABUSE PROGRAM  
CERTIFICATES OF APPRECIATION

Nomination

CANDIDATE: H. Ross Perot

FROM: Dallas, Texas

CONTRIBUTION:

Governor Clements (TX) designated Mr. Perot as Chairman of the Texans War on Drugs Committee with the goal of making Texas the worst possible place in the world to be a drug user, pusher, dealer, or trafficker. Mr. Perot used his personal resources and organizational ability to set the organization in motion and successfully sought dramatic legislative reforms which enabled the goal to be achieved.

Mr. Perot's leadership in the Texans War on Drugs has made it the model many other States have emulated. The program was developed under the parent group concept. The concept has spread nationwide and grown to include the formation of a national organization, the National Federation of Parents for Drug-Free Youth.

Mr. Perot has proven that State and local initiatives are truly effective in combatting drug and alcohol abuse and that it can be successful without depending on Federal funding.

HOW IT RELATES TO THE PRESIDENT'S STRATEGY:

The President's 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking called for establishing State-wide networks for drug abuse education and prevention activities. The Texas program has been used as a model approach and Mr. Perot continues to use his expertise and resources to assist other States, organizations and individuals.

His successful approach represents the principles of New Federalism and has supported all aspects of the President's strategy to fight drug abuse through strong law enforcement and effective prevention and education efforts.

RECOMMENDATION:

H. Ross Perot is recommended by Carlton E. Turner for award of a Drug Abuse Certificate of Appreciation from President Reagan in recognition of his significant contribution to the national drug abuse prevention program.

DRUG ABUSE PROGRAM

CERTIFICATES OF APPRECIATION

Nomination

CANDIDATE: Marsha Manatt Schuchard

FROM: Atlanta, Georgia

CONTRIBUTION:

After her own child became dependent on drugs, Mrs. Schuchard educated herself about drug abuse and began educating others. Ultimately, she convinced the Director of the National Institute on Drug Abuse to redirect education efforts toward emphasis on the dangers of marijuana use and to mount a major prevention program oriented to youth and the family. She was the moving force behind the widely acclaimed TV documentary "Reading, Writing and Reefer." Mrs. Schuchard is the author of "Parents, Peers and Pot," and "Parents, Peers and Pot, II," which are among the most accepted and widely used educational publications on marijuana.

Mrs. Schuchard has travelled extensively throughout the United States and around the world and has contributed to changing public attitudes toward drug abuse to increased awareness of drug problems both nationally and internationally.

HOW IT RELATES TO THE PRESIDENT'S STRATEGY:

The President's 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking called for changing the international perception that drug abuse is uniquely an American problem and for national and international efforts to raise public awareness and stimulate action to stop drug abuse. Mrs. Schuchard has contributed unsparingly of her time and considerable talent. The success of her efforts is reflected in the reduced levels of drug abuse, the dramatic increase in involvement by concerned parents and the improvement in the international drug abuse prevention efforts.

RECOMMENDATION:

Marsha Manatt Schuchard is recommended by Carlton E. Turner for award of a Drug Abuse Certificate of Appreciation from President Reagan in recognition of her significant contribution to the National drug abuse prevention program.

DRUG ABUSE PROGRAM  
CERTIFICATES OF APPRECIATION

Nomination

CANDIDATE:           Loretta "Sis" Wenger

FROM:                Birmingham, Michigan

CONTRIBUTION:

As a member of the Junior League, Mrs. Wenger began her volunteer work in the area of neglected and abused children and juvenile delinquents. She became increasingly aware of the correlation between the incidence of these children coming from families suffering from alcohol and/or drug abuse. She educated herself and began teaching others on education, prevention and intervention. Mrs. Wenger established a model, through the volunteer lifestyle, where individuals can work toward eliminating alcohol and drug abuse in the community without neglecting their own home.

Mrs. Wenger trains school and church groups, hospital staffs, law enforcement associations and individuals. After training, these people are prepared to train others, thereby creating an ever expanding influence and source of information, assistance and further training.

By using the established network of the Junior League, Mrs. Wenger's program has been adopted by and engrained in a large number of communities. Her work continues to be done with limited financial resources, but with unlimited enthusiasm. Her concept has reached large numbers of people, communities and countries and continues to expand throughout the world.

HOW IT RELATES TO THE PRESIDENT'S STRATEGY:

The President's 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking called for grassroots involvement and stressed the need for volunteerism. Mrs. Wenger's actions epitomize this principle. She has translated the principle into effective action both within the United States and internationally.

RECOMMENDATION:

Loretta "Sis" Wenger is recommended by Carlton E. Turner for award of a Drug Abuse Certificate of Appreciation from President Reagan in recognition of her significant contribution to the National drug abuse prevention program.



DRUG ABUSE PROGRAM  
CERTIFICATES OF APPRECIATION

Nomination

CANDIDATE: DC Comics, Inc.  
FROM: New York, New York  
CONTRIBUTION:

DC Comics, a division of Warner Communications, has made major contributions to the President's Drug Awareness Campaign. DC Comics, its officers and employees, researched, wrote, designed and produced the three Teen Titans Drug Awareness Comic Books, an Activity Book and donated the use of the Teen Titans characters for drug awareness public service announcements. All the work by the writers, designers, etc., and the commercial royalties they would have earned were donated for this project. A commercial version of the comic books was published and the proceeds from the sales were donated to further the cause of drug abuse awareness.

Through their established credibility and the strength of their characters, DC Comics provided an excellent mechanism through which the dangers of drug abuse could be effectively communicated to young people from grades K through 6. Previous drug education efforts directed at this age group had been unsuccessful. The concept of using commercial adventure comic characters has proven highly successful in gaining the attention and interest of these young people.

HOW IT RELATES TO THE PRESIDENT'S STRATEGY:

The President's 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking called for involvement by private sector and established a high priority for education and prevention efforts directed at school age children, seeking credible materials which they would understand and accept.

RECOMMENDATION:

DC Comics is recommended by Carlton E. Turner for award of a Drug Abuse Certificate of Appreciation from President Reagan in recognition of their significant contribution to the National drug abuse prevention program.

DRUG ABUSE PROGRAM

CERTIFICATES OF APPRECIATION

Nomination

CANDIDATE: The Keebler Company

FROM: Elmhurst, Illinois

CONTRIBUTION:

The Keebler Company was the first to respond to the need for providing drug abuse educational materials to young people in a manner in which they understand and accept. Keebler underwrote the cost of the production and research in DC Comics preparation of the first drug awareness adventure comic book in the President's Drug Awareness Campaign. They initially sponsored the production of one million copies which were distributed by the Federal government to fourth grade classes in 35,000 elementary schools across the country. Another one million copies were printed for use in drug awareness programs held in shopping centers in the Western United States and made unlimited copies available to all of the Federal government for additional distribution.

Keebler identified an opportunity to contribute to improving the future of the United States and, in cooperation with the Federal government, made a significant effort in national drug abuse awareness.

HOW IT RELATES TO THE PRESIDENT'S STRATEGY:

The President's 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking called for the involvement of the private sector in drug abuse education and prevention activities. It also called for the preparation and dissemination of credible materials for young people in a manner in which they understand and accept.

Keebler's sponsorship and significant financial commitment provided timely effective educational materials on drug abuse to young people across the nation and led the way for other companies and organizations to join in the awareness effort.

RECOMMENDATION:

The Keebler Company is recommended by Carlton E. Turner for award of a Drug Abuse Certificate of Appreciation from President Reagan in recognition of their significant contribution to the National drug abuse prevention program.

DRUG ABUSE PROGRAM

CERTIFICATES OF APPRECIATION

Nomination

CANDIDATE: McNeil Pharmaceutical  
FROM: Springhouse, Pennsylvania  
CONTRIBUTION:

McNeil Pharmaceutical, using the credibility of pharmacists among the general public, made a special effort to educate them in drug abuse awareness and encourage them to serve as a community resource center for information. McNeil developed "Pharmacists Against Drug Abuse" (PADA), a drug abuse educational program, which is now in 85% of the Nation's retail pharmacies and funded solely by McNeil Pharmaceutical. As part of the program, the pharmacists interact with other professionals to educate parents and other community members about drug abuse and how to deal with it.

McNeil Pharmaceutical is also working with Kiwanis International in preparing 10,000 billboards displaying drug awareness messages.

HOW IT RELATES TO THE PRESIDENT'S STRATEGY:

The President's 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking called for the involvement of the pharmaceutical community in drug abuse education and prevention activities. The Pharmacists Against Drug Abuse Program establishes the nation's pharmacists as a source of credible information and technical assistance concerning drug abuse to parents and communities.

RECOMMENDATION:

McNeil Pharmaceutical is recommended by Carlton E. Turner for award of a Drug Abuse Certificate of Appreciation from President Reagan in recognition of their significant contribution to the National drug abuse prevention program.

SCHEDULE PROPOSAL

THE WHITE HOUSE

WASHINGTON

September 4, 1984

TO: FREDERICK J. RYAN, JR., Director,  
Presidential Appointments and Scheduling

FROM: JOHN A. SVAHN, Assistant to the President for  
Policy Development

REQUEST: Radio Address

PURPOSE: To open or close National Drug Abuse  
Education and Prevention Week. The President  
would highlight the favorable attitude and  
use trends as proof that drug abuse can be  
avoided if we have the moral strength to make  
drug taking behavior unacceptable to all  
Americans, as individuals and as a society.  
Mrs. Reagan would talk about her experiences  
around the country in increasing the  
awareness of the seriousness of the drug  
abuse problem.

BACKGROUND: The President has continually stressed the  
importance of effective drug abuse education  
and prevention efforts and applauded Mrs.  
Reagan's initiatives in bringing national  
attention to the problem.

The President has linked the rise in drug use  
to the move away from traditional religious  
and moral values. The increase in drug use  
is also a contributing factor to the decline  
in excellence in education, -- "Whatever it  
takes, we must make certain that America's  
school are temples of learning, and not drug  
dens." -- "if we could get God and  
discipline back in our schools, maybe we  
could get drugs and violence out."

OTHER RELATED EVENTS: During National Drug  
Abuse Education and Prevention Week  
(September 23-29, 1984), the 1984 National  
Strategy for Prevention of Drug Abuse and  
Drug Trafficking will be released to Congress  
and the public. The 1984 National Strategy  
builds on the foundation of the 1982 Federal  
Strategy and sets the course for fighting  
drug and alcohol abuse for the next several  
years.

**PREVIOUS  
PARTICIPATION:**

Prior to the release of the 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking the President and Mrs. Reagan appeared together on the weekly radio broadcast to discuss the seriousness of the drug problem and announce the 1982 Federal Strategy.

The President has mentioned drugs and alcohol numerous times in the weekly radio broadcasts.

**DATE AND TIME:** September 22 or 29, 1984 -- 12:00noon

**DURATION:** 5-10 minutes

**LOCATION:** Anywhere

**PARTICIPANTS:** Mrs. Reagan

**OUTLINE OF EVENT:** Usual

**REMARKS REQUIRED:** Speech will be coordinated with Speechwriting and the Office of the First Lady

**MEDIA COVERAGE:** None

**RECOMMENDED BY:** Ann Wrobleski, Carlton Turner

**OPPOSED BY:** None

**PROJECT OFFICER:** John A. Svahn



090101

*To Scheduling*



1820 Franwall Ave., Suite 16  
 Silver Spring, Maryland 20902  
 (301) 649-7100

SM 1982, NFP

August 31, 1984

**OFFICERS**

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MEMORANDUM

TO: James A. Baker, III  
 FROM: Pat Burch

**BOARD OF DIRECTORS**

- Ruby Callaway, GA
- Shirley Coletti, FL
- Carla Lowe, CA
- Anne Meyer, IL
- Ed Moses, MO
- Otto Moulton, MA
- Jack O'Brien, PA
- Donneva Pettigrew, DC
- Ella Prichard, TX
- Dean Radtke, OH
- Mitchell Rosenthal, NY
- Sue Rusche, GA
- Susan Silverman, MD
- Rex Tompkins, NY

On Friday, September 28, 1984, Mrs. Reagan will be appearing at a luncheon in her honor at the Hyatt Regency Hotel on Capitol Hill for the Annual Conference of the National Federation of Parents for Drug-Free Youth. This will be the third meeting of parents from all over the country and Mrs. Reagan, as we gather to applaud her drug abuse efforts.

The White House Office of Drug Abuse Policy is in the process of submitting to you a request to include an appearance by President Reagan. His recognition of not only his wife's efforts, but those of the community leaders gathered before him, would underscore his administration's commitment to the drug fight.

The timing is perfect. We have worked with Congress to name that week "National Drug Abuse Prevention and Education Week," to coincide with our conference. In addition, the audience of civic leaders will generate considerable attention in their local press as they return home.

**EXECUTIVE STAFF**

- President*  
Joyce Nalepka
- Vice President, Finance*  
Mary Jo Green
- Vice President, Programs*  
Carolyn Burns

Should the hotel appearance prove difficult, a second opportunity presents itself when our conferees tour the White House that same afternoon.

As you know, the parent movement continues to explode across America. Endless hours of time volunteered are collectively helping to turn the tide against adolescent drug abuse. Encouragement from the President will most certainly renew the spirit and double the energies of these dedicated parents.

PB:gr

**SCHEDULE PROPOSAL**

**THE WHITE HOUSE**

WASHINGTON

September 4, 1984

**TO:** FREDERICK J. RYAN, JR., Director, Presidential Appointments and Scheduling

**FROM:** JOHN A. SVAHN, Assistant to the President for Policy Development

**REQUEST:** Drop-by (or stay for lunch, if desired)

**PURPOSE:** The President to accompany Mrs. Reagan to the National Federation of Parents for Drug-Free Youth (NFP) Conference. His participation would reinforce the Administration's commitment to grassroots involvement in drug abuse education and prevention. It would also make the event a "family" presentation to a family-oriented group, mostly women.

**BACKGROUND:** The National Federation of Parents for Drug-Free Youth is The First Lady's charity. She has attended the conference for the past two years and is scheduled to address the group again this year at a luncheon. She is honorary chairman of the conference.

The conference participants are primarily parents and professionals who have been active in the national parent movement to eliminate drug abuse. Also in attendance will be educators, professionals, paraprofessionals and community service people. At the 1983 Conference all 50 states were represented.

**PREVIOUS PARTICIPATION:** No direct participation, but has mentioned NFP and the "parent movement" in numerous speeches, especially in complimenting Mrs. Reagan's efforts.

**DATE AND TIME:** Friday, September 28, 1984; 12:00 noon

**DURATION:** flexible; Mrs. Reagan is scheduled to be the luncheon speaker and will be present for the entire luncheon period.

**LOCATION:** Hyatt Regency Hotel, Capitol Hill Washington, D.C.



**PARTICIPANTS:** Mrs. Reagan and approximately 550 conference participants (mostly mothers).

**OUTLINE OF EVENT:** As appropriate after coordination with the Office of the First Lady.

**REMARKS REQUIRED:** Brief remarks, to be coordinated with Speechwriters and Office of the First Lady -- briefing paper will be provided.

**MEDIA COVERAGE:** Local and national media, both print and visual, usually cover the conference. Plus Press Pool.

**RECOMMENDED BY:** Ann Wrobleski, Carlton Turner

**OPPOSED BY:** None

**PROJECT OFFICER:** John A. Svahn

17 SEP 1984

REGRET

Date 9/6/84 EJR

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RECOMMENDED BY: Ann Wrobleski, Carlton Turner

OPPOSED BY: None

PROJECT OFFICER: John A. Svahn

THE WHITE HOUSE

WASHINGTON

September 4, 1984

MEMORANDUM FOR RICHARD G. DARMAN

FROM: CARLTON E. TURNER

SUBJECT: Radio Address

I would like to request the President use one the weekly radio broadcasts to open or close National Drug Abuse Education and Prevention Week (September 22 or 29, 1984). The President would highlight the favorable attitude and use trends as proof that drug abuse can be avoided if we have the moral strength to make drug taking behavior unacceptable to all Americans, as individuals and as a society.

Mrs. Reagan, because of her work in education and prevention, should join him and talk about her experiences around the country in increasing the awareness of the seriousness of the drug abuse problem.

The President has continually stressed the importance of effective drug abuse education and prevention efforts and applauded Mrs. Reagan's initiatives in bringing national attention to the problem. The President has linked the rise in drug use to the move away from traditional religious and moral values. The increase in drug use is also a contributing factor to the decline in excellence in education, -- "Whatever it takes, we must make certain that America's school are temples of learning, and not drug dens." -- "if we could get God and discipline back in our schools, maybe we could get drugs and violence out."

OTHER RELATED EVENTS: During National Drug Abuse Education and Prevention Week (September 23-29, 1984), the 1984 National Strategy for Prevention of Drug Abuse and Drug Trafficking will be released to Congress and the public. The 1984 National Strategy builds on the foundation of the 1982 Federal Strategy and sets the course for fighting drug and alcohol abuse for the next several years.

Prior to the release of the 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking the President and Mrs. Reagan appeared together on the weekly radio broadcast to discuss the seriousness of the drug problem and announce the 1982 Federal Strategy.

Our office will coordinate with Speechwriting and the Office of the First Lady in preparing the remarks.

cc: Jack Svahn