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THE WHITE HOUSE

WASHINGTON

September 7, 1983

Dear Tom:

We are updating our list of all the education/prevention programs that are either ongoing or anticipated. Would you please forward to me a list of those projects that ACTION currently is involved with or developing?

We are trying to improve our system of updating this information so we are not taken by surprise when an organization such as People's Drug Stores announces its program, "Your Kids and Drugs--Spot It, Stop It." In order to efficiently and effectively coordinate the President's drug abuse program, we must be informed.

Thank you for your assistance.

Sincerely,



Daniel F. Leonard
Deputy Director
Drug Abuse Policy Office

Mr. Thomas Pauken
Director
ACTION
Room 500
806 Connecticut Avenue, N.W.
Washington, D.C. 20525

Testimony of Thomas W. Pauken

Director of ACTION

United States House of Representatives

Select Committee on Narcotics Abuse and Control

October 4, 1983

Dick

Mr. Chairman, Members of the Committee - Thank you for the opportunity to appear before you today.

As you know, the widespread use of drugs among American children poses a grave threat to them and to our nation's future. The \$90 billion illegal drug industry sees young people as its principal market. Marijuana has become one of this country's foremost cash crops and, despite the best efforts of drug enforcement officials, illegal substances continue to pour in across our borders. At the same time, popular media too often portrays drugs as harmless and even fashionable, so that kids see movies, watch television or read advertisements and come away with a do-drugs message. There has been gradual improvement in the past several years--I'll speak of that a bit later--but the situation we are left with remains appalling. The fact is that marijuana and alcohol, not to mention cocaine, PCP and LSD, and in some cases heroin have become as normal a part of school life as sports and studies.

A survey made for the Congress several years ago reported that 90 percent of America's high school seniors considered marijuana "fairly easy to obtain." In 1976, the National Institute for Drug Abuse reported that one in nine high school seniors smoked marijuana every day. That number has been cut nearly in half, but pot-smoking is still dangerously commonplace, even among junior high school students. A whole range of very deadly drugs continues to invade our schools. Take PCP, for instance. The kids call it "angel dust." PCP users risk speech difficulties, memory loss, personality change,

violence and suicide. Yet a NIDA study of PCP abuse in Philadelphia found that 92 percent of the PCP users were between 14 and 19 years old. These are the kinds of problems our nation is up against. We're not just talking statistics. We're talking about young lives and lost dreams.

To underline this, let me read a few lines written by a young woman from nearby Fairfax County, Virginia. Her story is one of dozens gathered by a local parents' group called PANDA--the Parents' Association to Neutralize Drug and Alcohol Abuse. They collected essays like this to show school authorities what was going on. Her story begins: "My name is Lora. I'm seventeen years old. The drugs I've done are pot, alcohol, hash, hash oil, ups, prescriptions and cocaine. I started drugs when I was thirteen. At school is where I did a lot of my drugs. Usually it was once or sometimes twice during the day. The teachers considered me a good kid. I'd estimate that 75% of the kids in the high school do drugs of some kind during the school week."

I suppose we all get the picture. But even in this room there may be people thinking how terrible that sounds, and how lucky I am that my children aren't part of this. Well it is sad to say, but if your children are not living surrounded by drugs, they are very lucky and very rare indeed. The truth is that drug abuse is common in every community, in every ethnic and economic group, in nearly every high school and junior high, public or private. And, of course, in areas of economic deprivation. All that is the bad news.

The good news is that Americans have had enough of domination by the so-called drug culture, enough of watching their children's right to happiness and freedom from drugs threatened. Citizens, especially parents, are fighting back and drugs are beginning to lose their grip on young people. I am happy to say that since 1981 ACTION has finally taken a stand in the battle against drugs. We have a formidable enemy but we are finding ways to conquer drugs.

When I came to ACTION nearly three years ago, I was disappointed to find very little being done to stop drug abuse. The most potent force we have to combat drugs--the parents' movement--hadn't even been recognized. To develop ACTION's Drug Prevention Program, we worked with the the President's Office of Drug Abuse Policy and with the First Lady of the United States, Mrs. Nancy Reagan, who has done so much to bring public attention to this serious national problem. In order to shape effective programs, we consulted with the parents' movement and worked with other federal agencies, such as NIDA and the Drug Enforcement Administration (DEA), building a solid information-base and establishing guidelines for our drug prevention drive. Fundamental to our activities are the following tenets: that the absolute best way to fight drugs is with accurate, up-to-date information; that drug prevention begins at home and parents must be educated about drug abuse and organized to fight it; that the notion that marijuana or any other drug is "soft," is a lie, for there is no such thing as responsible drug use among children; and that an effective fight against drugs must involve all sectors of the community--individuals, businesses, schools, church and civic organizations, and the kids themselves.

Guided by these principles, our Drug Prevention Program set out with the following initiatives and goals: to assist the nationwide mobilization of local-level groups of parents and concerned citizens; to support the creation of public forums--national, regional and local--to let people know they need no longer feel held hostage by drugs; to develop and distribute accurate, timely information and media materials; to find new ways to involve young people in activities that promote freedom from drugs; to serve as a resource to and partner of organizations and individuals battling drugs and to help build coalitions, seeking allies everywhere they can be found--in private business, from corporations to corner drug stores, in civic organizations, from national entities like the Benevolent and Protective Order of Elks to PTAs and scouting troops in the farthest reaches of rural America, among professional people, from nationally known celebrities to local police chiefs and clergy; to reverse the promotion of drugs by the media; to support the efforts of volunteers who fight drugs, both in ACTION programs and private voluntary organizations; and to promote effective resources available to the public from other government agencies, federal, state and local.

I would like to outline a number of our major undertakings. In March, 1982, ACTION sponsored the First White House Briefing on Drug Use and the Family, which was hosted by Mrs. Reagan. The Briefing put the issue of drugs and kids on page one, opening a host of efforts across the country. It was attended by corporate and

church leaders, government officials, representatives of civic and volunteer organizations, parents and parent group leaders, media and leading entertainment figures.

People like Jack O'Brien, president of McNeil Pharmaceutical, were there to hear the leader of the then-fledgling National Federation of Parents for Drug-Free Youth declare that nearly half the nation's youth considered marijuana harmless to their health. We at ACTION had believed that pharmacists represented a great potential information resource, and after the White House Briefing, in conjunction with McNeil, designed and implemented the Pharmacists Against Drug Abuse Program (P.A.D.A.), in which 65,000 local pharmacists will be serving as libraries on drug information, distributing hard-hitting, easy-to-understand literature about the kinds of drugs kids use. Our Drug Program was also able to recruit Mr. Michael Landon to serve as spokesman for P.A.D.A. At the outset of the P.A.D.A. program, ACTION conducted an extensive evaluation of the effectiveness of the materials P.A.D.A. uses, and since that time McNeil has conducted five surveys evaluating the program. I should mention that the DEA played a key role in promoting P.A.D.A., and the Defense Department provided studio space to tape a public service announcement made by Mr. Landon. NIDA's publications and research findings were used as resources for the materials.

We have also recruited other public figures to travel the country and speak on behalf of our Drug Prevention Program. For the past two years, actress Melissa Gilbert has addressed young people, met with kids at drug treatment centers, and carried the message about drug abuse to groups like the General Federation of Women's Clubs (GFWC).

Miss Gilbert's very moving presentation to the GFWC convention this year kicked off ACTION's joint project with NIDA to enlist GFWC members--more than a half-million women community leaders--to help local parents' groups and others fighting drugs in the community. ACTION teamed with NIDA to provide materials for this effort. As of last month, Melissa Gilbert was joined by two other well-known performers who want to help kids stay off drugs--Miss Jill Whelan and Mr. Gavin MacLeod of the "Love Boat."

This past summer, the Benevolent and Protective Order of Elks--the country's largest fraternal organization with 1.6 million members--launched, in conjunction with ACTION, a national drug abuse campaign. ACTION designed the Elks' program and I was able to kick it off by addressing their national convention and making the leaders of 2,000 local Elks lodges aware of the great range of resources available to them through ACTION and numerous other public and private sources. As always, we are urging the Elks to contact state and local drug programs before proceeding with their efforts, and to work closely to build an alliance of concerned, informed parents whenever they initiate local projects.

Over the past two years, ACTION has awarded a host of drug prevention grants aimed at mobilizing parents and supporting the work of non-profit organizations active locally in the war against drugs. We provided funds totaling \$235,462 to PRIDE--The Parents' Resource Institute for Drug Education in Atlanta. PRIDE grew out of one of the first, highly successful, local drug prevention efforts made by a group of parents, and we believe it very important that the rest of

the nation know what worked for them. So we join PRIDE in supporting their toll-free, drug information number and their efforts to help parents around the U.S. set up local groups. PRIDE provides all kinds of educational tools and counsels people with special problems. They offer books, brochures and film rentals that carry the message to schoolboard and PTA meetings. For your information, the free, ACTION/PRIDE national drug information clearinghouse number is: 800-241-9746.

ACTION provided a demonstration grant in the amount of \$124,443 to Covenant House in New York City. Founded by Rev. Bruce Ritter and located in Times Square, Covenant House is a refuge for runaway youth who would otherwise live in the streets, subjected in most cases to drug addiction and exploitation of the most grotesque nature. [Last year ACTION provided the National Federation of Parents (NFP) with a grant of \$20,015 to host their first national conference of parents here in Washington.]

The American Council on Marijuana received grants totaling \$51,463 to produce and distribute ten informational pamphlets on the health consequences of drugs and to produce, in conjunction with the girl scouts, a youth leader's guide, soon to be available.

Our ACTION regional director in Denver, Naomi Bradford, is chairing the Colorado State Planning Committee for the Chemical People, a powerful program about drugs and youth that will air nationally on public television next month. The State Committee is coordinating efforts with parents' organizations to respond to the massive interest the show will arouse, and convert it to broad-based public involvement

in the anti-drug movement. Colorado was also the site of an ACTION sponsored conference - the Colorado Conference for Drug-Free Youth, a meeting ACTION helped plan and hold which laid the groundwork for what is becoming a strong, statewide parents' movement.

Instances of ACTION support of parents' group networking are numerous. In Sacramento, a group called Californian's for Drug Free Youth was provided \$40,445 by ACTION that will help them hold two statewide conferences; they aim to network the whole state. Florida Informed Parents, Inc. of Tallahassee, was awarded \$18,940 to assist them in broadening efforts to form parents' groups. In Pinellas Park, FL, Operation PAR, Inc. received \$10,000; PAR will hold a conference this month called "Prevention Strategies for the Eighties." Another grantee in Louisville--Kentucky Parents for Youth--used \$19,094 in ACTION funds to set up education projects that are so good they have won continued funding from the Governor's War on Drugs Program. The Community Council in Action of Jefferson, MO, received \$29,700 to fund a conference sponsored by the Missouri Federation of Parents, and North Carolinians Against Drug and Alcohol Abuse in Raleigh used \$30,000 in grant funds to hold a drug awareness conference that has gotten movements underway across the state.

In the Bronx, N.Y., we provide a grant of \$51,700 to a wonderful program called DARE, the Drug Abuse Rehabilitation and Education program of the Catholic Archdiocese in New York. For the second year, we helped DARE sponsor its annual mini-marathon, in which runners, most of them young people, run through the streets of the Bronx bearing the message that drugs defeat people and help grind

them under the heel of poverty--that drugs are the enemy of their future. Last year, 1,000 young runners participated in the marathon, bringing the message to thousands of other kids. The project is training 1000 community leaders in a ten county area and approximately 6000 others.

I am not going to detail the activities here of all of our other grantees, whose education, awareness and parent-networking have helped transform the movement for drug-free youth from a handful of parents' groups several years ago to a full-blown, national drive today. I do want, however, to name our other grant recipients. They are: Big Brothers/Sisters of Nassau County, Hempstead, N.Y.--\$19,933; National Youth Work Alliance, Washington, D.C.--\$68,122; Dekalb Families in Action, Decatur, Ga.--\$43,920; Ohio Federation of Families for Drug-Free Youth, Bexley, Ohio--\$19,500; House of Umoja, Philadelphia, PA--\$11,525.

In addition to providing grants, we've helped a whole range of non-profit groups with neighborhood, anti-drug projects, providing volunteers, technical assistance, information and education materials, as well as helping create hook-ups among local organizations and appropriate state and federal offices that can help them. In Alabama for instance we supported the first annual Youth Rally in Birmingham, where more than 1,000 kids got together and learned about the effects of drugs on their health. The Rally was put together by the Telephone Pioneers, an organization of Alabama's Bell Telephone employees with our assistance as well as the state Mental Health Department.

On another front, we are working with the leadership of the American Medical Association Auxilliary, offering technical assistance to their state members.

We have also helped local and national organizations print and distribute good information, and we have produced valuable materials as well. One example is the newsletter called Drug Abuse Update, which is regularly produced by Atlanta's Families in Action. Our Drug Program provides resource material to schools, PTA groups, civic organizations and others-material that suggests some of the things communities can do to get kids involved in drug awareness and to get the peril of drugs in the public eye. We suggest working with kids and coming up with interesting formats for local radio and television talk shows. There are countless techniques available--holding essay contests is effective, or having kids plan drug-free dances and celebrations. We have urged local groups to have their mayors proclaim the week of prom or graduation as "Drug Free Week," so that we can raise consciousness of the danger of drug or alcohol intoxication. We lose too many young people at those festive times and we should strive to prevent this.

Mr. Chairman, you and the members of this committee might wish to join those who have taken advantage of ACTION's award-winning videotape about drug abuse by kids and how to stop it. It is a very good basic educational tool, and a good motivator as well.

Finally, ACTION's initiatives in drug prevention are carried out by volunteers in our other programs. Drug awareness is a programming priority for us and will continue as such. Some wonderful things

have happened in our Retired Senior Volunteer programs, where we have older volunteers helping rehabilitate youthful offenders who are suffering from drug addiction. In general, the experience and dedication of senior volunteers represents a tremendous resource to communities who need all the hands they can get for awareness and education projects.

Drug prevention is served around the nation by both VISTA volunteers and Young Volunteers in Action, especially in low income areas. For example, in a project jointly run by ACTION and the Alabama Department of Mental Health thirty VISTA volunteers are organizing low-income parents groups. In Los Angeles, on San Pedro Street in Watts, the Young Volunteers in Action (YVA) project recruits low-income kids and teaches them the perils of drugs, providing alternatives to idle days in the street. That San Pedro YVA group created its own recycling center; kids are gathering refuse throughout the community to recycle and sell, and it is going so well they are about to buy themselves a computer. Other volunteers in that YVA project serve as paramedics with the local emergency squad, which is an education in health care and drug addiction that one can't get very easily. The other thing YVA does for low-income families is give the kids who volunteer a boost up the career ladder by teaching them skills and providing experience. We think that is the way to lick drug addiction in poverty areas, by providing opportunities and alternatives to the snare of drugs. So many are longing for the chance to turn it around, to become somebody, for there is no more powerful opponent of drug abuse than a young man or woman who has beaten drugs and is determined to help others. That is the kind of initiative that our Drug Prevention Office seeks to support.

Mr. Chairman, the members of Congress are in a position to be of great help in the battle against drugs. This committee has provided strong leadership in bringing attention to the health consequences of drugs and the effectiveness of the parent movement. You can use your good offices to make drug awareness and the parents' movement more widely known. At home in your districts, you can make the war against drugs an issue. You can see if local government officials are doing anything to help kids stay drug-free. Often it is only a matter of knowing there are things they can do. ACTION stands ready to assist you in this endeavor. This war against drugs--and make no mistake, it is a war--has to originate back home in the community.

I mentioned in starting that daily drug use among high school students had declined over the past five or six years. I do not think it is a coincidence that the decline in the popularity of drugs is apparently in rough proportion to the growth and prevalence of the parent's movement. But despite good progress, we have a very long road ahead. I began this testimony by reading part of a letter by young Lora. She wrote a few more lines that I'd like to read before I close. To sum up the story of her fight with drugs Lora wrote: "Since I am straight, I have returned to school, and I'm going to the school I did drugs at. I now go to class, am involved with what is going on in class, and I don't have to cheat to pass. Kids are doing drugs around me every day, but it takes being strong and looking at the hole I came from thirteen months ago."

As public servants, I don't think there is a greater challenge for us than to help Lora stay strong. The fate of this great land

depends on the millions like her who deserve nothing less than the chance to live and study and grow up without seeing drugs everywhere they look. Let us then resolve that we will not surrender the liberty and happiness of our children without a fight, and let us work together to wipe out drugs once and for all.

Thank you very much.



OFFICE OF
THE DIRECTOR

ACTION
WASHINGTON, D.C. 20525

file

October 14, 1983

Daniel F. Leonard
Deputy Director
Drug Abuse Policy Office
The White House
Washington, D. C.

Dear Mr. Leonard: *Dan*

Thank you for your letter of September 7, 1983, asking for information on ACTION's Drug Prevention Program activities. I appreciate the opportunity to share some of the major accomplishments of the program with you, and have enclosed a summary report toward that end.

I was interested in your reference to the People's Drug campaign "Spot it, Stop it." As you know ACTION in conjunction with McNeil Pharmaceutical launched the program, "Pharmacists Against Drug Abuse" (PADA). People's Drug has decided not to wait until McNeil has the ability to provide PADA materials on a nation-wide basis (January, 1984) and has moved ahead with their own program. The People's Drug campaign, to my knowledge, did not involve a federal agency or department, but is almost certainly attributable to the enthusiasm created by PADA.

Please do not hesitate to contact me if I may be of any further assistance.

Sincerely,

Tom

Thomas W. Pauken
Director

Enclosure

ACTION's Drug Prevention Program (ADPP)

ACTION's Drug Prevention Program, ADPP, is developing prevention activities which stimulate the participation of volunteers and the private sector. ACTION has been working with the White House to involve leaders in the business world, the entertainment industry, voluntary associations and parent groups in drug use prevention.

ADPP began its campaign with the first "White House Briefing on Drug Use and the Family" hosted by Mrs. Nancy Reagan. The briefing was attended by over 200 corporate and organization leaders from across the country. The purpose of the briefing was to encourage the leaders of these major groups to utilize their resources in assisting and supporting parent and concerned citizen groups. Since that briefing in March of 1982, ADPP has been working with many of the groups represented to assist them in the design of a drug prevention program.

As a direct result of the White House Briefing, several major organizations and corporations are now involved in drug prevention programs.

One of the first corporations to express an interest in drug prevention was McNeil Pharmaceutical. ADPP assisted in the design and implementation of a pilot project called "Pharmacists Against Drug Abuse" in the Greater Boston Area, New Hampshire, and Maine. The program consists of a colorful brochure for parents distributed free of charge to customers in the pharmacies summarizing the most up-to-date information on the health consequences of a variety of drugs; a Pharmacist's Guide to Drug Abuse that provides pharmacists with detailed information on drug abuse and community involvement; posters for display in the pharmacies; and decals and pocket savers.

In addition, McNeil is offering for pharmacists' continued education, a course on drug use prevention and community involvement. Over 500 pharmacists participated in the course with over 40%, an extremely high number, consequently offering their own services as speakers.

ACTION has evaluated the program in order to assure maximum effectiveness of the materials before launching it nationally. Since that time, the program has spread to Massachusetts, Rhode Island, Connecticut and Vermont and is scheduled to go national after the first of the year. Michael Landon of "Little House on the Prairie" is the spokesman for the campaign.

In early 1982, ADPP made a presentation to the General Federation of Women's Clubs, which has a membership of 500,000 women nationwide. As a result, GFWC adopted drug use prevention as a major philanthropic program and ADPP designed and assisted in implementing their program. In addition, its Junior Clubs have adopted this as their only project for the next two years. ACTION, in cooperation with the National Institute on Drug Abuse (NIDA), the Drug Enforcement Administration (DEA), and the National Federation of Parents for Drug Free Youth (NFP), has provided information kits for dissemination to GFWC members.

ADPP also conducted a workshop for the American Medical Association Auxiliary's National Convention in Chicago, Illinois last year. As a result,

many of the state and local chairman have expressed an interest in assisting in networking their individual states or in doing statewide conferences. ADPP once again was invited to conduct a similar workshop at this year's conference.

The American Council on Marijuana and Other Psychoactive Drugs (ACM) has been funded by ACTION to develop ten different pamphlets for distribution to parent groups and other concerned individuals. The pamphlets have been written to provide concise and up-to-date scientific research findings about the health consequences of illegal drugs. ADPP hopes to be distributing these brochures to parent groups in the near future.

ACTION has awarded a grant to ACM and PRIDE of Omaha (a parent group) to produce a drug abuse handbook for youth leaders. National youth service organizations will be able to adapt the manual to meet the needs of youth leaders in local chapters.

Families in Action (FIA), based in Atlanta, Georgia, has also received a small grant from ACTION to offer assistance to other parent groups and to disseminate a periodic newsletter, Drug Abuse Update, which shares news, model programs, and other drug-related information with parents nationwide.

Parent Resources and Information for Drug Education (PRIDE) also located in Atlanta is another national resource for information on the health consequences of drug use, and the organizing of parent groups. ACTION is supporting a nationwide toll-free number at PRIDE to offer assistance to parents, teachers and concerned citizens. ACTION also assisted PRIDE in conducting the National Conference on Drug Prevention in April of 1982 in Georgia, a regional conference in San Francisco, and the first International conference in 1983.

ACTION funded a portion of the First Annual Conference of the National Federation of Parents for Drug Free Youth (NFP) held in Washington, October of 1982. ACTION is also currently supporting programs in a variety of states which promise to produce statewide networks of concerned individuals. ADPP has had or will have in the near future, activities in the following states: Georgia, Alabama, California, Missouri, Massachusetts, New York, South Dakota, North Carolina, Florida, Colorado, Ohio, Kentucky, Tennessee, Indiana, Oregon, and Nebraska.

ACTION has funded DARE, a drug education program managed by the office of Substance Abuse Ministry in the New York Archdiocese of the Catholic Church.

Finally, the National Elks have adopted drug abuse prevention as their first national philanthropic campaign. ADPP has produced a manual to be distributed to their 1,600,000 members and will be assisting them in conducting four regional training conferences for their members.

ACTION recognizes the importance of positive "role models" for young people and to this end has announced that Melissa Gilbert of "Little House on the Prairie", and Gaven MacLeod and Jill Whelan of the "Loveboat" are our national spokespersons for the campaign and will be making appearances across the country on talk shows and at parent and youth rallies.

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THE WHITE HOUSE
WASHINGTON

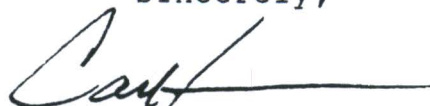
October 20, 1982

Dear Tom:

For your information, enclosed is a letter and attachment I received from Paul Forbes and Associates, Inc. explaining their interest and availability to help. This is an effective group.

Please feel free to call them if necessary.

Sincerely,



Carlton E. Turner, Ph.D.
Director
Drug Abuse Policy Office

Mr. Thomas W. Pauken
Director, ACTION
Room 500
806 Connecticut Avenue
Washington, D.C. 20525

PAUL S. FORBES

AND ASSOCIATES, INC. COUNSELORS TO SENIOR MANAGEMENT

16 OCT 1982

October 12, 1982

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

Dear Carlton:

Thanks for your letter of October 4, and for the copy of "Federal Strategy for Prevention of Drug Abuse and Drug Trafficking." I applaud the President's strategy, particularly the emphasis on education and prevention. I know that this part of the strategy is close to your heart, because of your positive response to my suggestions along those lines during our meetings at the White House.

Since those meetings, however, I have been waiting to hear from ACTION, to no avail.

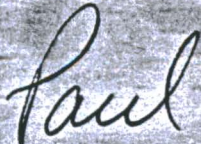
If this means that they are unable to elicit substantial support from the private sector, we have the background in putting together public/private sector partnerships that could bring it about. If such support has been forthcoming, we are disappointed that we have not been contacted as discussed.

We are anxious to help make the President's program a success, and would welcome an opportunity to do so.

Very best personal wishes.

Sincerely and cordially,

PAUL S. FORBES AND ASSOCIATES INC.



Paul S. Forbes
President

PSF:na

Enclosure:

I've been following your progress via the media. Congratulations on the strong impact you've made in a brief time! I'm impressed.

Vol.25 No.16
April 19, 1982

PUBLIC RESPONSIBILITY PROGRAMS CAN ACHIEVE MARKETING GOALS
BUT "MACHO MANAGERS," CONFUSING MARKETING WITH SELLING
ARE HURDLES: 3 CASE STUDIES SHOW PR IS MARKETING

Getting the jump on your competitors can be done best by public relations programs, argues counselor [redacted] (Wash, DC). Advantages in price, design or delivery are not likely today for any product or service. But an organization can be clearly differentiated by its social actions. Forbes pioneered this approach while a corporate dpr and shared three case studies with a Marketing Week audience at American Univ's Kogod School of Business:

1. At Giant Foods, "a public relations move became the essence of the corporate competitive strategy." Then-small local supermarkets were up against the huge national chains & needed a competitive advantage. Forbes found it in 1970 in the beef boycotts of the emerging consumer movement. In what was considered by businessmen an outrageous act, he persuaded Giant to hire Esther Peterson, the first Special Ass't to the President for Consumer Affairs -- and give her free rein (including the right to publicly criticize the company).

"Here was an opportunity to market something priceless -- trustworthiness." Peterson organized consumer advisory boards, got Giant to adopt a consumer philosophy, constantly told the public what the company was doing. At one point, when beef prices soared, Giant took full page ads advising against buying beef. "The public was enchanted. Here was a company acting contrary to its economic self-interest." Or so it seemed. In fact, Giant became the hero of the consuming public, and now dominates its marketing area.

2. Giant had acted similarly in working with Washington's large black community. Forbes walked the streets around their inner city stores, learned

HISTORY REPEATING ITSELF?

Forbes sees business & certain nonprofits trying to use Reaganomics purely for self-interest, e.g. avoiding regulation. But the public -- and the President -- expect '81 tax cuts to yield solutions to urban decay, joblessness, crime, et al. If this doesn't happen, he predicts a new wave of anti-business attitudes with "significant implications for the bottom line." The Business Environment Risk Index predicts widespread urban riots in the summer of '83, as an example. Current issue of Public Relations Review is devoted to preventing violence, features a Forbes article recounting case histories. (\$5 from 7338 Baltimore Blvd, College Park, Md. 20740)

about black needs. He set up neighborhood advisory panels, stocked ethnic foods, hired black managers & staff, actively supported community organizations. Store sights were beautified with contracts for landscaping & maintenance going to community agencies. Result: in the '68 riots, while competitors' stores were looted & burned, blacks formed vigils to protect the Giant stores.

(OVER)



3. Drug Fair was a stagnant chain, requiring something to reverse the decline in its prescription business. Price cuts, ads pushing "friendliness" & generic drugs were simply matched by competitors. Forbes launched an anti-drug abuse campaign, "Straight Talk on Drugs." It was designed as an institutional ad campaign, under the advertising budget, so new funds (which weren't available)

wouldn't be needed. He got the government's drug abuse agency to lend its name, distributed 3 million copies of 9 booklets in the stores, produced award-winning radio psa's & tv specials, worked with schools, formed a large parents network. Sales climbed -- and when a competitor copied the program using the theme of aging, people came to Drug Fair for the booklets.

Barriers Lie
With Management

Most organizations are held back from similarly "out-foxing the competition in the marketplace" by two factors, Forbes finds:

1) "Macho management," which overlooks social, political & economic developments to concentrate on immediate profit. Such unenlightened managers brought on securities regulation, OSHA, EPA, consumerism & the labor movement by the way they treated their publics, he feels. "Being a good guy is in itself a successful marketing strategy": thus public relations is marketing. 2) Confusing marketing with selling. Marketing asks what consumers want (see last week's story on Honda), seeks to satisfy their values & needs. Its aim is to make selling unnecessary. So, marketing is public relations.



THE WHITE HOUSE



September, 1982

Dear Friends:

Although I cannot be with you, I wanted to send my regards to the participants in the Colorado Conference on Drug Free Youth. I am so appreciative of your efforts to help us in battling drug and alcohol abuse among our young people.

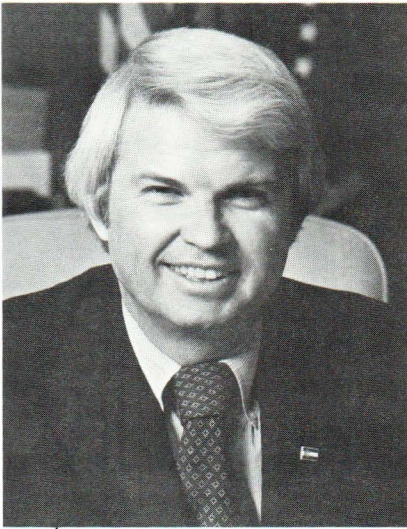
As you know, I'm very concerned that we are in danger of losing an entire generation of our children to drug and alcohol abuse. I'm always so pleased to learn of Conferences such as this, where individual states and communities realize the scope of the problem and are taking steps to solve it.

Again, my sincere thanks for the work you are doing. With best wishes for a successful Conference,

Sincerely,

Nancy Reagan

Colorado Conference on
Drug Free Youth



STATE OF COLORADO

EXECUTIVE CHAMBERS

136 State Capitol
Denver, Colorado 80203
Phone (303) 866-2471



Richard D. Lamm
Governor

September 30, 1982

To The Participants
Colorado Conference on Drug Free Youth
Denver, Colorado

It gives me great pleasure to extend greetings to the participants attending the Colorado Conference on Drug Free Youth. This educational gathering will be long remembered as an important first step on the road toward our goal of a society of young people without drugs in their lives.

In the past, we have either not been educated about the dangers of drugs or have felt helpless in attempting to overcome the widespread use. Now is the time for us to join together as a united force to support the young people and their families who strive for the dream of drug-free youth.

Best wishes for a successful and memorable conference.

Sincerely,

Richard D. Lamm
Governor

City and County of Denver

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AREA CODE 303 575-2121



W. H. McNichols, Jr.
MAYOR

September, 1982

Greetings!

I am pleased to have this opportunity to extend a warm welcome to all in attendance at the Colorado Conference on Drug Free Youth being held in Denver the week of September 30 - October 2, 1982.

We all recognize the importance of freeing young people from drug addiction, and I commend all those present for their willingness to help in this continuing effort. We must work together, in the public and private sectors, to halt and reverse the trend to increased drug usage among our young people. Congratulations to all of you for your participation in this important endeavor.

I wish you all much good luck in the months and years ahead as you pursue your goals.

Sincerely,

W. H. McNichols, Jr.

W. H. McNichols, Jr.
MAYOR

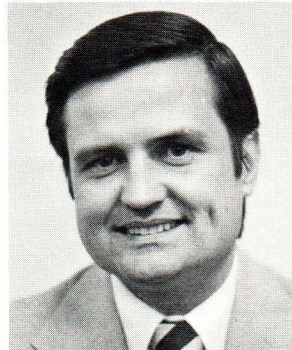
MORNING SESSIONS

MASTER OF CEREMONIES: Mary E. Baca
Chairman, Colorado in ACTION for Drug Free Youth

THURSDAY, SEPTEMBER 30th

- 8:00 - 9:00 **Registration**
Lobby outside Grand Ballroom
- 9:00 **Opening**
Brian R. Vogt
Chairman, Conference Planning Committee
- 9:05 **Welcome**
The Hon. William H. McNichols, Jr.
Mayor of Denver
- 9:15 **Colorado in ACTION for Drug Free Youth Summary and Slide Presentation**
Brian R. Vogt
Director, Colorado in ACTION for Drug Free Youth
- 9:45 **ACTION's Role**
Thomas Pauken
National Director of ACTION

As the Director of ACTION, Tom Pauken is responsible for federal programs in the area of volunteerism, including Foster Grandparents, RSVP, Senior Companions, Young Volunteers in ACTION and several others. Mr. Pauken received his bachelors degree in Political Science from Georgetown University and his law degree from Southern Methodist University. Mr. Pauken has a long record of community and political service preceeding his appointment as ACTION Director.



- 10:00 **Panel of Parent Support Group Leaders**
Moderator: Sherry Sargent
Cherry Creek Parent Information Network
Jill Aguilera
Grand Junction Parents Who Care
Brownie Harvey
Cherry Creek Parent Information Network
Phyllis Hershman
Loveland DARE
Eleanor Scott
Westminster District 50 DARE
Shirley Spinuzzi
Pueblo Families in Action
- 10:30 **"Turn in a Pusher" Program**
Jim Vetter
Acting Director of the Organized Crime Strike Force of the Colorado Bureau of Investigations
Robin Johnston
Assistant to the Commissioner of Education

10:45 Break

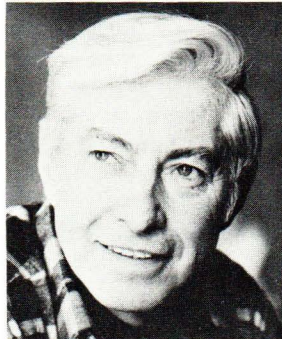
11:00 **State Initiatives**

Robert Aukerman
Director Alcohol and Drug Abuse Division Colorado State Department of Health

11:20 **The Role of Religion**

The Reverend Dr. George William Webber
President, New York Theological Seminary

Dr. Bill Webber became the President of the New York Theological Seminary in 1969 and continues to serve in that capacity. Receiving his Ph. D. in 1963 from Columbia University, Dr. Webber did his undergraduate work at Harvard University and Union Theological Seminary. Dr. Webber was elected a Kent fellow of the National Council on Religion in Higher Education, was awarded an honorary Doctorate of Systematic Theology by General Theological Seminary and in 1981, Yale University conferred an honorary Doctorate on Dr. Webber. The majority of Dr. Webber's ministry has been spent in East Harlem, where he still resides.



11:40

Medicine: New Information, New Challenges

Dr. Louis Cataldie, M.D.
*Medical Director,
Baton Rouge Chemical Dependency Units, Inc.*

Dr. Louis Cataldie is a native of Louisiana, received his undergraduate degree from Louisiana State College and his M.D. from Louisiana State University Medical Center. Previously an Emergency Medicine Physician, Dr. Cataldie is the Medical Director of the Baton Rouge Chemical Dependency Units, Inc., which is a division of Baton Rouge General Hospital and has five centers, including an adolescent unit.



12:00 Noon Lunch

*** Thursday Evening, all young people participating in the conference are cordially invited to be the guests of Young Volunteers in ACTION at a Youth Rock, Country, Disco, Oldies Dance, from 6:00 P.M. until 11:00 P.M., in the Number 10 Downing Street, lower level. Musical coordination for the event will be provided by Manual Olguin.

FRIDAY, OCTOBER 1st

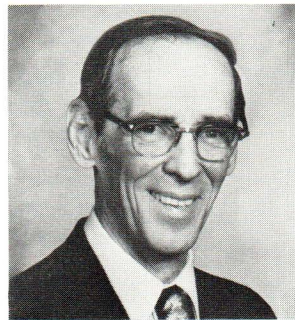
8:00 - 9:00 Late Registration

9:00 Announcements

9:05 **Using Probation and EMIT Testing**

Daniel MacDougald, Jr.
*Staff Director
Advisory Council for Probation
Albany, Georgia*

Daniel MacDougald, Jr. graduated from Princeton University with a B.A. in Political Science and later earned his law degree from the University of Georgia Law School. A practicing attorney-at-law for 33 years, Mr. MacDougald has been the Director of the Social Research Laboratories since 1977 and has concentrated his research in the areas of emotional maturity instruction, will training, behavioral biochemistry, judicial psychometrics and social neuropsychology.



9:20

Why Prevention?

Imelda Muñoz
Edinburg, Texas

Imelda Muñoz is an educator, school board member, mental health consultant, lecturer and trainer. She is currently a member of the Multi-Cultural Prevention Work Group for the National Institute on Drug Abuse in Washington D.C. and a Board Member and past officer of the National Association on Prevention Professionals. Ms. Muñoz has been a consultant and trainer in the area of drug abuse prevention since 1976.

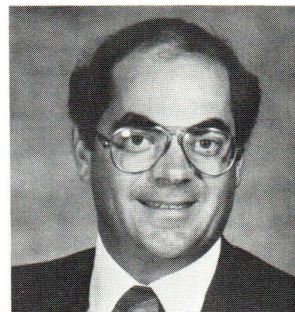


9:40

How Working Together Works

Bill Rudolph
*Principal, Northside High School,
Atlanta, Georgia*

Bill Rudolph is the Principal of Northside High School in Atlanta, which has been made famous in several national publications because of the school/community team approach begun by Mr. Rudolph to reverse the drug problem at the school. A model for cooperation between parents and educators, the combination of "parent power" and administrative clout at Northside significantly reduced the frequency and number of drug related incidents. Bill Rudolph is presently a consultant to PRIDE and PYRAMID and participates in many workshops and conferences throughout the nation.



10:00

PTA/PTSAs: An Established Resource

Vera L. Faulkner
President, Colorado State PTSA

10:15

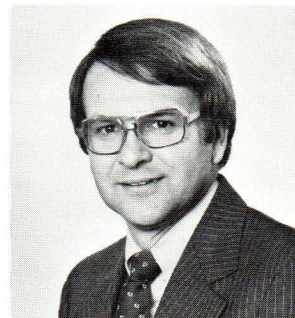
Break

10:30

White House Initiatives

Dr. Carlton Turner
Senior Drug Policy Advisor to The President

Dr. Carlton E. Turner is Senior Drug Policy Advisor to President Reagan. Since receiving his Ph. D. in Organic Chemistry from the University of Southern Mississippi in 1970, Dr. Turner has been continuously involved in drug research. Dr. Turner has consulted for the United Nations, as well as various governmental agencies and private firms in the United States, Canada, and elsewhere. On the international scene, he has spearheaded cooperative programs on drug abuse in 30 countries. Past President of the American Council on Marijuana's Scientific Advisory Board, Dr. Turner has published over 90 scientific papers.



10:55

Myths and Goals of the Parent Movement

Vonneva Pettigrew

Board Member, National Federation of Parents

Vonneva Pettigrew is the Parent Involvement Coordinator for the National Child Care Association in Washington D.C., the Founder and President of Parents and Youth Against Drug and Alcohol Abuse (PYADA) and the mother of three sons. Ms. Pettigrew is also on the Executive Committee of the National Federation of Parents. She is a Founding Member of the Washington D.C. Coalition for Drug Free Youth which was instrumental in getting the D.C. legislators to pass a bill for the total ban of paraphernalia. Beyond these activities, Ms. Pettigrew is a member of the Howard University Hospital Advisory Board, the National Head Start Staff Association and the Capitol Hill Civic Association.



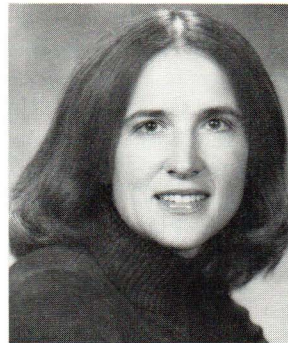
11:10

Communication: The First Step

Barbara Colorosa

Boulder, Colorado

As a classroom teacher, workshop leader and lecturer at the University of Northern Colorado, Barbara Colorosa has worked with hundreds of educators and has conducted a multitude of seminars across the United States and Canada on Discipline and Positive Classroom Climate. Ms. Colorosa has authored numerous articles for various educational publications. Her most recently published book, *Media for Kids*, is written especially for teachers and includes illustrations by Ms. Colorosa.



11:40

"Breaking Free"

Movie

12:00 noon

Lunch

*** All conference participants are invited to the banquet and dance in the Grand Salon from 6:30 until 11:00. There is a \$15 per person charge. Featured speaker is Byron Kunisawa. Music will be provided by the Squad Four Band of the Denver Police Department.

SATURDAY, OCTOBER 2nd

8:00 - 9:00

Late Registration

9:00

Announcements

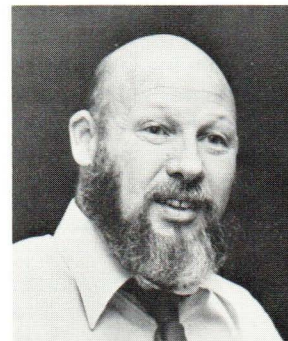
9:05

Caring to Make a Difference

Dr. H. Stephen Glenn

Director, Family Development Institute

H. Stephen Glenn received his B.A. and M.A. degrees from Brigham Young University and a doctorate in Educational Psychology from Indiana University. Dr. Glenn serves on the faculty of numerous university summer school programs and has written more than 50 papers, articles and booklets. Dr. Glenn currently serves on the Education Commission of the National PTA and is the Director of the Family Development Institute.



9:25

Community Resources

Dr. Alicia Dondero
Ventura County, California

Dr. Alicia Dondero received her Ph. D. from the California School of Professional Psychology in 1972 and specializes in Family Therapy and Community Psychology. She is currently the Senior Clinical Psychologist for the Ventura County Mental Health Services Center for Drug Problems and is the Program Manager for their Drug Education and Prevention Program. Dr. Dondero is the Chairperson of the California Primary Prevention Network, has worked in depth with parent groups and is an active consultant to various organizations across the nation.

9:40

Youth Taking a Leadership Role

Panel of Young People

10:10

Networking: From the Neighborhood to the International Scale

Dr. Thomas J. "Buddy" Gleaton
Director, PRIDE, Atlanta, Georgia

Dr. "Buddy" Gleaton is the Director of PRIDE (Parent Resource Institute for Drug Education) and Associate Professor of Health in the College of Education at Georgia State University. In 1980, Dr. Gleaton was appointed to a four year term on the National Advisory Council on Drug Abuse. Also in 1980, he received the NIDA Pacesetter Award for his efforts in assisting parents. In 1978, Dr. Gleaton and Dr. Keith Schuchard co-founded PRIDE. Dr. Gleaton was instrumental in forming the National Federation of Parents for Drug Free Youth.



10:30

Break

10:45

Group Session Summaries

Moderators from each afternoon group session will summarize the goals and objectives of their track.

11:15

The Goal: Drug Free Youth

Tom Adams
Director, PYRAMID

Tom Adams is the Project Director of PYRAMID (funded by NIDA) and the Director of Training for the Pacific Institute for Research and Evaluation (PIRE). Majoring in Sociology, Mr. Adams received his B.A. and M.A. degrees from the University of Colorado and has served on a variety of different boards and served in many capacities dealing with prevention. Through his role as Project Director at PYRAMID, he has provided financial and in-kind assistance to dozens of American communities planning workshops on drug abuse.



11:45

Closing

Dr. Frank Traylor
Director, Colorado State Department of Health
Acting Director, Colorado State Department of Institutions
Dr. Calvin M. Frazier
Colorado Commissioner of Education

12:00 noon

END

AFTERNOON GROUP SESSIONS

The Parent Track

Moderator: Brownie Harvey
Vice-President, Cherry Creek Parent Information Network

THURSDAY

1:30 Introduction: Brownie Harvey
1:35 PRIDE Slide Show
1:50 Parent Perspective: Patty Askew
2:05 Youth Ex-user: Jennifer Riley
2:20 Parent Group Panel:
June Dellinger
Judy Schaefer
Eleanor Scott
2:45 Questions and Answers
3:00 Break
3:15 The National Federation of Parents: Vonneva Pettigrew
3:45 PYRAMID: Tom Adams
4:30 Close

FRIDAY

1:30 The Ventura County Experience: Alicia Dondero
2:00 Intervention and Support: Dr. Thomas J. Gleaton
2:30 The Edinburg Experience: Imelda Muñoz
3:00 Break
3:15 The Lost Art—Discipline: Barbara Colorosa
4:00 General Discussion
4:30 Close

The Youth Track

Moderator: John Peden
President, Colorado State Student Council

THURSDAY

1:30 Introduction: John Peden
1:35 Interaction and Awareness: led by Nicky Wolman
3:00 Break
3:15 Motivation: Earl Reum
4:00 Drugs, Myths and Reality: Don Shaw
4:30 Close

FRIDAY

1:30 To Be Announced
2:00 Panel of Ex-Users
2:45 Break
3:00 Panel of Alternative Organizers
4:00 General Discussion
4:30 Close

The Education Track

Moderator: Bob D'Alessandro
Director, The Prevention Center

THURSDAY

- 1:30 Introduction: Bob D'Alessandro
- 1:50 "From the Inside Looking Out":
Barbara Casey, Principal, Centennial Junior High, Boulder
Theresa Torres, Counselor, Denver Girls
Kathy Wanebo: Student, Grand Junction High School
Rob Griffin, Teacher, Rifle High School
- 2:30 A System that Works: Panel from Fort Collins
- 3:15 Break
- 3:30 School Policy Track:
Kirk Brady, President Jefferson County Board of Education
Reese Miller, Legal Consultant
- 4:30 Close

FRIDAY

- 1:30 It Can Be Done! Bill Rudolph, Principal, Northside High School, Atlanta
- 2:00 Utilizing Accountability Committees:
Dorothy Gotlieb, Chairman, State Board of Education
- 2:20 Utilizing PTAs/PTSAs: Vera Faulkner, President, State PTSA
- 2:40 Multi-Cultural Awareness Track: Dr. Patricia Baca
- 3:00 Break
- 3:15 The School/Community Team Approach:
Dr. Thomas J. Gleaton, PRIDE
- 3:45 Summary: Bob D'Alessandro
- 4:00 General Discussion
- 4:30 Close

The Law Enforcement Track

Moderators: Lt. Lou Lopez, Denver Police Department
Capt. Pat Sullivan, Arapahoe County Sheriff's Department

THURSDAY

- 1:30 Introduction: Lt. Lou Lopez
1:40 The Drug Enforcement Administration and the Federal Bureau of Investigation
2:10 Colorado Bureau of Investigation:
Jim Vetter, Acting Director of the Organized Crime Strike Force
2:40 Denver Drug Enforcement
3:00 Break
3:15 Drug Education and Enforcement in the Schools:
Detective Robert DeJean, Juvenile Bureau, Denver Police Department
3:45 "Drugs on Campus" Undercover Drug Investigations on the Campus
4:30 Close

FRIDAY

- 1:30 Introduction: Capt. Pat Sullivan
1:40 Probation and EMIT Testing:
Daniel MacDougald, Jr., Albany, Georgia
2:30 Loveland Drug Enforcement and Chaplaincy Program:
Sergeant John Teeple, Loveland Police Department
3:00 Break
3:15 Legislative and Law Enforcement Discussion
4:00 General Discussion
4:30 Close

The Medical Track

Moderator: To Be Announced

THURSDAY

- 1:30 Introduction: To Be Announced
1:35 Recognizing Symptoms of Drug Use:
Dr. Louis Cataldie, Baton Rouge, Louisiana
3:00 Break
3:15 The Family Impacted by Drugs:
Marvin, Dee, Kevin and Marisa Popp
4:30 Close

FRIDAY

- 1:30 Family Therapy:
Michael Collum, Director of the Foster Program, Mercy Medical Center
3:00 Break
3:15 The Doctor as a Preventor of Drug Abuse:
Dr. Berkeley Rich, M.D.
4:00 General Discussion
4:30 Close

The Mental Health Track

Moderator: Linda Hall M.S.W.
Co-Director, AH Training and Development

THURSDAY

- 1:30 Introduction: Linda Hall
- 1:40 Family Therapy: Rick Spiegle PSY.D., Child and Family Consultant
- 2:30 Prevention an Essential Ingredient:
Fred Garcia, Prevention Coordinator, Alcohol and Drug Abuse Division of the State
Department of Health
- 3:00 Break
- 3:15 Perspective of a High School Counselor:
Irene Mabel, Northglenn High School
Tom Gearke, Cherry Creek Schools
Howard Chapman, Alternative School, Mesa County School District 51, R-5
- 4:00 Parent Perspective:
Debbie Kane, Grand Junction
Michael Collum, Foster Program Director, Mercy Medical Center
Heather Land, Tough Love
- 4:30 Close

FRIDAY

- 1:30 Imelda Muñoz, Edinburg, Texas
- 2:15 Dr. Alicia Dondero, Santa Barbara, California
- 3:00 Break
- 3:15 David A. Winfrey, A.C.S.W., Program Coordinator, State Division of Mental Health
- 4:00 General Discussion
- 4:30 Close

The Religion Track

Moderator: Rev. James White
United Church of Christ

THURSDAY

- 1:30 Introduction: Jim White
1:40 The Social Backdrop: Reverend George William Webber, Ph. D., New York
3:15 Break
3:30 The Problem Investigated:
Bruce Mendelson, Senior State Planner for the Alcohol and Drug Abuse Division of the
State Department of Health
4:30 Close

FRIDAY

- 1:30 The Youth Impacted: Panel of Young People
2:30 Break
2:45 Community Resources:
Bev Fisher, Families Walking Together, QUEST
Lee Gash, Therapist, St. Lukes Hospital
Paul Ramirez, Team Leader, Auraria Toxic Vapors Program
Randy Rowe, Director, Teen Challenge
Janet Stewart, Senior Counselor, Palmer Drug Abuse Program
4:00 General Discussion
4:30 Close

The Legislative/Judicial Track

Moderators: The Hon. Claire Traylor,
Colorado State Representative
Harold Eyrich,
Jefferson County Task Force on Youth and Drugs

THURSDAY

1:30 Introduction: The Hon. Claire Traylor
1:45 Government and the Courts:
Thomas Pauken, National Director of ACTION
2:30 White House Leadership:
Dr. Carlton Turner, Senior Drug Policy Advisor to The President
3:00 Break
3:15 Drug Laws Make a Difference:
Daniel MacDougald, Jr., Albany, Georgia
4:30 Close

FRIDAY

1:30 Youth Panel
2:30 Drug Enforcement Administration and the Federal Bureau of Investigation
3:00 Break
3:15 Law Enforcement and Legislative Discussion
4:00 General Discussion
4:30 Close

CONFERENCE PLANNING COMMITTEE

Brian R. Vogt
Chairman

Bob D'Alessandro
Co-Chairman, outreach programs.

Jill Aguilera
Mary E. Baca
Pam Bansbach
Naomi Bradford
Shirley Bowers
Margaret Carpenter
Nancy Clement
Robert Conklin
Cathy Crandall
Judith Curry
Shelly Donahue
Vera L. Faulkner
Becky Ferris
Bev Fisher
William Franklin
Patricia Gallegos
Fred Garcia
Jo Glasco
Dorothy Gotlieb
Linda Hall

Kate Harnett
Brownie Harvey
Phyllis Hershman
Robin Johnston
Merlene Klinkerman
Dr. John Lampe
Patrick Leach
Betty Lenz
Lt. Lou Lopez
Gail Martz
Roy McGhee
Carole Jo Oberle
Katy Oberle
Matt Parkhouse
Joyce Pearson
Sharon Ritzman
Sherry Sargent
Eleaner Scott
Gretchen Shaffer
Capt. Pat Sullivan
Bonnie Walter
Kathy Wendt
James W. White

Helen Moore
Special Conference Consultant

Of course, there are many who are not mentioned but have contributed much to the conference . . . and to them a special thanks!

ORGANIZATIONS REPRESENTED BY THE CONFERENCE PLANNING COMMITTEE

ACTION

Alcohol and Drug Abuse Division of the State Department of Health
Arapahoe County Sheriff's Department
Arapahoe County Task Force on Youth and Drugs
Awareness House
Center for Creative Living
Cherry Creek Parent Information Network
Colorado in ACTION for Drug Free Youth
Colorado Department of Education
Colorado Medical Auxiliary
Colorado State Board of Education
Colorado State PTSA
Denver Chamber of Commerce
Denver Police Department
Denver Public Schools
Families Walking Together
Grand Junction Parents Who Care
Hall of Life
Jefferson County Task Force on Youth and Drugs
Junior League of Denver
Loveland DARE
Option Awareness of Colorado Springs
Palmer Drug Abuse Program
The Prevention Center
PRIDE
Quest
United Church of Christ
Westminster—District 50 DARE
Young Volunteers in ACTION



OFFICE OF
THE DIRECTOR

ACTION

WASHINGTON, D.C. 20525

October 14, 1983

Daniel F. Leonard
Deputy Director
Drug Abuse Policy Office
The White House
Washington, D. C.

Dear Mr. Leonard: *Dan*

Thank you for your letter of September 7, 1983, asking for information on ACTION's Drug Prevention Program activities. I appreciate the opportunity to share some of the major accomplishments of the program with you, and have enclosed a summary report toward that end.

I was interested in your reference to the People's Drug campaign "Spot it, Stop it." As you know ACTION in conjunction with McNeil Pharmaceutical launched the program, "Pharmacists Against Drug Abuse" (PADA). People's Drug has decided not to wait until McNeil has the ability to provide PADA materials on a nation-wide basis (January, 1984) and has moved ahead with their own program. The People's Drug campaign, to my knowledge, did not involve a federal agency or department, but is almost certainly attributable to the enthusiasm created by PADA.

Please do not hesitate to contact me if I may be of any further assistance.

Sincerely,

Thomas W. Pauken
Director

Enclosure

ACTION's Drug Prevention Program (ADPP)

ACTION's Drug Prevention Program, ADPP, is developing prevention activities which stimulate the participation of volunteers and the private sector. ACTION has been working with the White House to involve leaders in the business world, the entertainment industry, voluntary associations and parent groups in drug use prevention.

ADPP began its campaign with the first "White House Briefing on Drug Use and the Family" hosted by Mrs. Nancy Reagan. The briefing was attended by over 200 corporate and organization leaders from across the country. The purpose of the briefing was to encourage the leaders of these major groups to utilize their resources in assisting and supporting parent and concerned citizen groups. Since that briefing in March of 1982, ADPP has been working with many of the groups represented to assist them in the design of a drug prevention program.

As a direct result of the White House Briefing, several major organizations and corporations are now involved in drug prevention programs.

One of the first corporations to express an interest in drug prevention was McNeil Pharmaceutical. ADPP assisted in the design and implementation of a pilot project called "Pharmacists Against Drug Abuse" in the Greater Boston Area, New Hampshire, and Maine. The program consists of a colorful brochure for parents distributed free of charge to customers in the pharmacies summarizing the most up-to-date information on the health consequences of a variety of drugs; a Pharmacist's Guide to Drug Abuse that provides pharmacists with detailed information on drug abuse and community involvement; posters for display in the pharmacies; and decals and pocket savers.

In addition, McNeil is offering for pharmacists' continued education, a course on drug use prevention and community involvement. Over 500 pharmacists participated in the course with over 40%, an extremely high number, consequently offering their own services as speakers.

ACTION has evaluated the program in order to assure maximum effectiveness of the materials before launching it nationally. Since that time, the program has spread to Massachusetts, Rhode Island, Connecticut and Vermont and is scheduled to go national after the first of the year. Michael Landon of "Little House on the Prairie" is the spokesman for the campaign.

In early 1982, ADPP made a presentation to the General Federation of Women's Clubs, which has a membership of 500,000 women nationwide. As a result, GFWC adopted drug use prevention as a major philanthropic program and ADPP designed and assisted in implementing their program. In addition, its Junior Clubs have adopted this as their only project for the next two years. ACTION, in cooperation with the National Institute on Drug Abuse (NIDA), the Drug Enforcement Administration (DEA), and the National Federation of Parents for Drug Free Youth (NFP), has provided information kits for dissemination to GFWC members.

ADPP also conducted a workshop for the American Medical Association Auxiliary's National Convention in Chicago, Illinois last year. As a result,

many of the state and local chairman have expressed an interest in assisting in networking their individual states or in doing statewide conferences. ADPP once again was invited to conduct a similar workshop at this year's conference.

The American Council on Marijuana and Other Psychoactive Drugs (ACM) has been funded by ACTION to develop ten different pamphlets for distribution to parent groups and other concerned individuals. The pamphlets have been written to provide concise and up-to-date scientific research findings about the health consequences of illegal drugs. ADPP hopes to be distributing these brochures to parent groups in the near future.

ACTION has awarded a grant to ACM and PRIDE of Omaha (a parent group) to produce a drug abuse handbook for youth leaders. National youth service organizations will be able to adapt the manual to meet the needs of youth leaders in local chapters.

Families in Action (FIA), based in Atlanta, Georgia, has also received a small grant from ACTION to offer assistance to other parent groups and to disseminate a periodic newsletter, Drug Abuse Update, which shares news, model programs, and other drug-related information with parents nationwide.

Parent Resources and Information for Drug Education (PRIDE) also located in Atlanta is another national resource for information on the health consequences of drug use, and the organizing of parent groups. ACTION is supporting a nationwide toll-free number at PRIDE to offer assistance to parents, teachers and concerned citizens. ACTION also assisted PRIDE in conducting the National Conference on Drug Prevention in April of 1982 in Georgia, a regional conference in San Francisco, and the first International conference in 1983.

ACTION funded a portion of the First Annual Conference of the National Federation of Parents for Drug Free Youth (NFP) held in Washington, October of 1982. ACTION is also currently supporting programs in a variety of states which promise to produce statewide networks of concerned individuals. ADPP has had or will have in the near future, activities in the following states: Georgia, Alabama, California, Missouri, Massachusetts, New York, South Dakota, North Carolina, Florida, Colorado, Ohio, Kentucky, Tennessee, Indiana, Oregon, and Nebraska.

ACTION has funded DARE, a drug education program managed by the office of Substance Abuse Ministry in the New York Archdiocese of the Catholic Church.

Finally, the National Elks have adopted drug abuse prevention as their first national philanthropic campaign. ADPP has produced a manual to be distributed to their 1,600,000 members and will be assisting them in conducting four regional training conferences for their members.

ACTION recognizes the importance of positive "role models" for young people and to this end has announced that Melissa Gilbert of "Little House on the Prairie", and Gaven MacLeod and Jill Whelan of the "Loveboat" are our national spokespersons for the campaign and will be making appearances across the country on talk shows and at parent and youth rallies.