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DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Alcohol, Drug Abuse, and
Mental Health Administration
National Institute on Drug Abuse
5600 Fishers Lane
Rockville MD 20857

Office of the Director
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NOV 08 1983

Dr. Daniel F. Leonard
Deputy Director
Drug Abuse Policy Office
The White House
Washington, D.C. 20500

Dear Dan:

In response to your request of September 7 for a list of all the National Institute on Drug Abuse (NIDA) education/prevention programs, I am enclosing a summary of NIDA's most current education/prevention activities and a report on Fiscal Year 1983 education/prevention activities.

As you know, my staff prepares a monthly report to Dr. Turner describing NIDA activities, including current and planned prevention activities which we believe will be of interest to your office. Also, the Institute's Division of Prevention and Communications' Press Officer and Assistant Director for Communications provide weekly written and oral reports to Patrick McKelvey, Public Affairs Coordinator, Drug Abuse Policy Office, on communications and public affairs activities.

I regret that you did not learn about the Peoples Drug Stores prevention program prior to its announcement. In the haste of responding to the Peoples Drug Stores request for technical assistance, which was not made by Peoples until mid-August, we inadvertently failed to notify your office of the program.

I agree that we must work closely to coordinate effectively the President's drug abuse program. Thank you for your interest in this vital matter.

Sincerely yours

William Pollin, M.D.
Director
National Institute on Drug Abuse

Enclosures

NATIONAL INSTITUTE ON DRUG ABUSE

Education/Prevention Programs - 1983

- o NIDA's Division of Prevention and Communications, Technology Transfer Branch, will provide technical assistance to staff who work with ethnic minority populations at the Narcotic Service Council meeting in St. Louis, Missouri. Nov. 30 - Dec. 1
- o NIDA's Division of Prevention and Communications, Technology Transfer Branch participated in the Washington, D.C. Community Initiative Against Substance Abuse which involved local and national ethnic minority organizations in community prevention. October 7-8
- o As a follow-up to the D.C. Community Substance Abuse Prevention Initiative, NIDA staff conducted a drug abuse prevention workshop for representatives of 40 D.C. Public Schools. October 24
- o Dr. Robert Battjes, Chief, Prevention Research Branch, NIDA, participated in the Family Systems - Behavioral Medicine Workshop in Minneapolis, Minnesota and was a discussant on the topic "Emerging Interventions." October 9-11
- o Dr. Battjes also participated in the annual meeting of the New Jersey Association for the Prevention and Treatment of Substance Abuse. He reviewed prevention research findings and identified promising substance abuse prevention approaches. October 24
- o NIDA's Prevention Research Branch is currently funding studies which examine the effects of the Life Skills Training Program on marijuana and alcohol use in junior high school students. Preliminary results indicate that there was a 71% reduction in total use and 83% reduction in marijuana use on a more regular (weekly or daily) basis. In addition, students reported drinking significantly less alcohol per occasion after receiving the interventions. These results will be published by Dr. Gilbert Botvin of Cornell Medical College in the Journal of Addictive Behaviors, "A Cognitive-Behavioral Approach to Substance Abuse Prevention."
- o NIDA's Prevention Research Branch will sponsor a technical review on Family Life Skills Training (FLST). Current FLST approaches and research on program effectiveness will be reviewed and recommendations for an Institute research program on FLST will be considered. November 17, 18
- o NIDA's Division of Prevention and Communications held a one-day meeting to exchange information about drug abuse prevention with other Federal agencies. Fifteen agencies attended. An update on non-Federal prevention activities and a summary of prevention research findings was also on the agenda. October 27

- o NIDA's Prevention Research Branch recently published Working with Evaluators - A Guide for Drug Abuse Prevention Program Managers (ADM 83-1233). This volume was written to assist prevention program staff to work cooperatively and effectively with evaluators and researchers and to apply their skills and knowledge in the design and implementation of noteworthy evaluations. October 1983

FY 1983 Prevention Information Dissemination and
TECHNICAL ASSISTANCE ACTIVITIES

1. Overview of Division of Prevention and Communications (DPC) ACTIVITIES

During FY 1983, the Institute's Division of Prevention and Communications (DPC) provided information, technical assistance and consultation to Federal, national, State and local organizations, as well as the general public in the area of drug abuse prevention/education. Information dissemination activities included the production and distribution of printed matter and visual materials to special audiences and the general public. These materials focused on providing accurate information about drugs and their hazards; information on prevention approaches, strategies, and information on the parents movement. Technical assistance and consultation activities consisted of the dissemination of effective prevention strategies and information designed to strengthen State and local capacities for managing prevention programs. Technical assistance functions included both on-site and off-site assistance.

A. Division Organizational Prevention Activities

The Division's prevention information dissemination, technical assistance and consultation activities are carried out by four components of the organization: (1) Prevention Branch, (2) Communications Services Branch, (3) National Clearinghouse for Drug Abuse Information (NCDAI), and (4) the Office of the Director, including NIDA communications and press office activities. The prevention-related functions of the DPC components are as follows:

1. Prevention Branch

The Prevention Branch plans, develops and administers a national program of technical assistance and consultation to Federal agencies, State and local governments, community-based programs, and other groups such as business and industry, youth, parents groups, professional associations, etc., on the development, administration and evaluation of drug abuse prevention programs; supports a contractor provider system of on-site technical assistance for drug abuse prevention programs and activities; plans, develops and implements a national prevention resource and information center.

2. Communications Services Branch (CSB)

The Communications Services Branch conducts public prevention/education activities through drug abuse media campaigns, exhibits and other outreach activities; develops public information materials for dissemination to the general public and specific audiences. In FY 1983, the Communication Services Branch's prevention activities centered around two media campaigns: (1) the Marijuana Campaign and (2) the Drug Abuse Prevention Campaign (National Advertising Council). In addition, the Branch conducted an exhibit program as an outreach activity and directed a film distribution service.

The Branch also developed public information prevention publications in support of the two campaigns. The CSB was also responsible for the editing/publication of all NIDA prevention materials.

3. National Clearinghouse for Drug Abuse Information (NCDAI)

The Clearinghouse serves as the information center for the collection, processing, storing, retrieval and dissemination of drug abuse information within the Federal Government, providing a variety of services to the general public and to the scientific, Congressional, and other specialized communities. In this capacity, the FY 1983 prevention-related activities conducted by the NCDAI consisted of response to public inquiries and dissemination of publications on varied aspects of the drug abuse problem. During the first three quarters of FY 1983, the Clearinghouse received over 67,000 inquiries and disseminated a total of more than 1.9 million publications. The total of approximately 1.67 million prevention publications distributed represented approximately eighty-eight percent (88%) of the total publications disseminated by the NCDAI.

4. Office of the Director (Assistant Director for Communications, Including NIDA Press Office Functions)

The Assistant Director for Communications provides direction and support to NIDA media campaigns as well as technical assistance and direction to private sector sponsors of media campaigns, television programming, and other activities designed to communicate the health consequences of drugs and to promote drug abuse prevention themes to the public. In FY 1983, the Office of the Director assisted in the NIDA Marijuana Media Campaign and the NIDA Drug Abuse Prevention Media Campaign and co-sponsored the Scott Newman Foundation Awards rewarding the television community for development of drug abuse prevention themes in national television programs. Additionally, the Assistant Director for Communications provided technical assistance and consultation to the National Broadcasting Company (NBC) "Don't Be a Dope" campaign and the Peoples Drug Stores local Washington, D.C. area campaign on "Drug Abuse: Spot It/Stop It."

The NIDA Press Office provides information on the status of drug abuse problems and the health consequences of drugs to the print and electronic media. In FY 1983, Press Office information efforts emphasized the National Household Survey and the National High School Survey results and the reporting of prevention-related information on "look-alike" drugs and cocaine. During the latter portion of FY 1983, the Institute initiated major efforts to publicize new strategies on the health consequences of smoking.

II. Relationship of Prevention Activities to Federal Strategy and 1990 Prevention Objectives

Throughout FY 1983, the Division of Prevention and Communications' prevention/education efforts emphasized the accomplishment of activities in consonance with the Federal Strategy for Prevention of Drug Abuse and Drug Trafficking. Particular emphasis of Division prevention activities was placed on progress of prevention efforts towards achievement of the specific 1990 Alcohol and Drug Abuse Prevention Priority Objectives and the role of the Federal Government within the process of meeting the 1990 objectives. The specific 1990 Priority Objectives and Federal Roles are as follows:

A. 1990 Priority Prevention Objectives

1. by 1990, other drug-related mortality should be reduced to 2 per 100,000 per year. (In 1978, the rate was about 2.8 per 100,000.)
2. By 1990, the proportion of adolescents 12 to 17 years old who abstain from using alcohol or drugs should not fall below 1977 levels. (In 1977, the proportion of abstainers was 46.5 for alcohol; for other drugs, it ranged from 83.9 percent for marijuana to 99.9 percent for heroin.)
3. By 1990, the proportion of young adults 18 to 25 years old reporting frequent use of other drugs should not exceed 1977 levels. (In 1978, it was less than 1 percent for drugs other than marijuana and 18.7 percent for marijuana.)
4. By 1990, the proportion of adolescents 12 to 17 years old reporting frequent use of other drugs should not exceed 1977 levels. (In 1977, the proportion of adolescents 12 to 17 years old using marijuana was 8.7 percent, and 1 percent for drugs other than marijuana.)
5. By 1990, 80 percent of high school seniors should state that they perceive great risk associated with frequent regular cigarette smoking, marijuana use, barbiturate use or alcohol intoxication. (In 1979, 63 percent of high school seniors perceived "great risk" to be associated with 1 or 2 packs of cigarettes smoked daily, 42 percent with regular marijuana use, 72 percent with regular barbiturate use, and only 35 percent with having 5 or more drinks per occasion once or twice each weekend.)
6. By 1990, the portion of workers in major firms whose employers provide a substance abuse prevention and referral program (employee assistance) should be greater than 70 percent. (In 1976, 50 percent of a sample of the Fortune 500 firms offered some type of employee assistance program.)

7. By 1990, a comprehensive data capability should be established to monitor and evaluate the status and impact of misuse of alcohol and drugs on: health status; motor vehicle accidents; accidental injuries in addition to those from motor vehicles; interpersonal aggression and violence; sexual assault; vandalism and property damage; pregnancy outcomes; and emotional and physical development of infants and children.

B. Federal Role in Achievement of 1990 Objectives

1. Develop and disseminate factual literature on alcohol and drugs;
2. Support mass media campaigns on alcohol and drug abuse;
3. Provide technical assistance to States, business and industry, and schools on developing prevention, intervention and treatment programs;
4. Support drug and alcohol abuse prevention demonstration projects;
5. Support research on the social, psychological and biochemical factors underlying drug and alcohol dependence; and
6. Support activities to monitor the drug and alcohol usage patterns.

III. Specific FY 1983 Prevention/ Prevention-Related Activities

This section describes the specific FY 1983 prevention/education activities of the Division of Prevention and Communications. The activities are grouped by the respective organizational component responsible for their accomplishment. Each activity is described in the following format:

Title of Activity

Relationship to 1990 Priority objectives

Relationship to Federal Government Role

Description of Activity

Goals of Activity

Basis for Goals (Legislation, function or organization, etc.)

FY 1983 Dollars Expended on Activity

FY 1983 Person -Power Expenditures (NIDA Staff)

A. Prevention Branch Activities

1. Title: Prevention Repository

- a. Relationship to 1990 Priority Objectives:
Supportive of Objectives 2-6.

b. Relationship to Federal Government Role:
Supportive of Items 1-6.

c. Description of Activity:

The Prevention Branch established a Prevention Repository of over 6,000 information items consisting, in part, of a computerized biographic data base, which facilitates easy and timely access to indexed information retrievable for use in response to inquiries. The hard copy items, dealing with drug abuse prevention/education/evaluation have been placed on shelves and in file folders for use as reference by NIDA staff. New materials are being added to the repository on an ongoing basis. A special effort is being made to obtain a comprehensive collection of drug abuse prevention school curricula, research papers and articles on the "Saying No" types of smoking strategies. All new materials in the computer file are being abstracted to provide easy access to information for public use. The repository is a critical element of the Prevention Branch activities as the technical foundation for the Branch technical assistance functions. It is a major resource to organizations and individuals interested in both current and historical materials on prevention topics, strategies and prevention curricula.

d. Goals of Activity:

NIDA will maintain a state-of-the art prevention information repository to provide an informational base in support of the national leadership role in drug abuse prevention efforts and the capability for providing comprehensive technical assistance efforts.

e. Basis for Goals:

This is a Branch functional requirement based on support of the national leadership role.

f. FY 1983 Dollars for Activity:
\$70,000.

g. FY 1983 Person-Power Expenditures: (NIDA Staff)
1.15 person-years.

2. Title: Technical Assistance and Consultation

a. Relationship to 1990 Priority Objectives
Supportive of Objectives 2-6.

b. Relationship to Federal Government Roles
Supportive of Items 3 and 4.

c. Description of Activity:

During FY 1983, NIDA has actively provided technical assistance and consultation to a large number of organizations and individuals concerned with the development and implementation of prevention/education program activities throughout the country. Major FY 1983 accomplishments include:

(1) Technical Assistance/Information Services System

In April of 1983, "800" toll-free telephone lines were installed for the purpose of receiving inquiries for technical assistance related to prevention program planning, implementation and evaluation. In April, May and June, the availability of the "800" line was announced to specified groups in the prevention/education fields. The number of mail and telephone inquiries received by the Prevention Branch has increased 500 percent since the technical assistance system was initiated, with most of that increase having occurred since the installation of the "800" line. It is estimated that the demand for this service will dramatically increase as information is further disseminated as to the availability of the service.

(2) National Prevention Coalition

NIDA has provided technical assistance for formation of a national prevention coalition which involves volunteer and private sector organizations. The coalition is developing long-range community prevention strategies. Participants include, but are not limited to: American Medical Association, International Lions Club, National 4-H Association, American Association of School Administrators, National Parent/Teacher Association, National Federation of Parents, Quest National Center, Association of Junior Leagues, Education Commission of the States, and Rotary International.

(3) United States Football League (USFL)

The USFL requested and received technical assistance from NIDA in establishing an employee assistance program having a major emphasis on substance abuse prevention/intervention. In March of 1983, a press conference was held to announce the program. Unique to this effort is inclusion of the families of the players in the program and the involvement in future career planning for the athletes.

(4) "The Chemical People"

NIDA has been working with WQED, a PBS radio station in Pittsburgh, Pennsylvania to provide technical assistance in a national television outreach project which was initiated by the National Center for Youth, their Families and Society, in association with the National Federation of Parents, and funding solicited from the Richard King Mellon Foundation. On two evenings, November 2 and 9, 1983, a two-part program will be broadcast over 300 PBS stations around the country. Each station has been urged to schedule a local program on a night between the two national programs. A promotion strategy campaign has been planned prior to the televised programs to be directed to youth organizations, health professionals, schools, etc. A concerted effort is being made to encourage local community involvement in dealing with the drug abuse problem among youth after the two programs have aired.

NIDA is developing, in conjunction with the State Prevention Coordinators (SPC's), materials/resources useful to communications action initiated as the result of the national viewing of "The Chemical People." NIDA has assisted in the preparation of a flyer for wide dissemination which lists the resources available to those who watch the program and are directed to contact their local PBS station for information. NIDA has also provided technical assistance to other groups such as the National Prevention Coalition, the National Federation of Parents, and the National Association of State Alcohol and Drug Abuse Directors who are actively involved in preparing for a community response to "The Chemical People" endeavor. It is anticipated that the Institute will receive a large number of requests for information and technical assistance as a result of these "Chemical People" activities.

(5) National Parent Movement

NIDA provided extensive technical assistance, materials and strategy support to further efforts of the National Federation of Parents, Parents Resources Institute on Drug Education (PRIDE), Families in Action, as well as the National Multicultural Family Network.

Consultation and technical assistance to the national parent movement has been provided by financially supporting experts to travel to local communities to develop prevention strategies. Also

included was consultation with State and local governments to assist in finding resources to meet new demand from communities for prevention.

The Multicultural Family Network received consultation from NIDA on initiating a parent network to meet the unique needs of multicultural families/communities for drug abuse prevention programming. National concern and interest indicates a high need for this Network, as the existing national parent movement does not effectively meet the needs of the multicultural community.

(6) Channel One Program

NIDA has provided continuing consultation to State and local communities interested in establishing a Channel One program for prevention alternatives. A directory of program activities is being compiled.

(7) National Technical Assistance Program (PYRAMID)

Through this effort, on-site technical assistance, 410 days per year, is provided to a broad range of prevention programs, national associations, State agencies and high risks groups. In addition, special support is provided to prevention networking activities of NASADAD and other coordinating groups.

(8) Other Technical Assistance Efforts

o Teenage Health Education Modules

NIDA provided technical assistance to the Center for Disease Control on the Teenage Health Teaching Modules dealing with smoking, drugs, and alcohol.

o Preventing Drug Abuse in the Workplace

NIDA continues to provide information and technical assistance to business and industry in the development of prevention/intervention programs.

d. Goals of Activity:

NIDA is actively engaged in efforts to reach a broad spectrum of groups involved in drug abuse prevention and to assist these groups and individuals to effectively plan, develop and deliver comprehensive prevention programs and services. As new groups become interested

in assuming an active role in prevention, NIDA assistance will enable them to efficiently and effectively develop a prevention program that may link with or utilize existing resources. Emphasis of NIDA's technical assistance and consultation activities is placed on the networking of inexperienced programs/individuals with the resources of experienced and successful programs.

- e. Basis for Goals:
The technical assistance and consultation activity is part of the functional statement of the Prevention Branch in support of the Federal Strategy and NIDA's mission.
- f. FY 1983 Dollars for Activity:
\$229,000.
- g. FY 1983 Person-Power Expenditures (NIDA Staff):
4.43 person-years.

3. Title: Publications

- a. Relationship to 1990 Priority Objectives:
Supportive of Objectives 2-6.
- b. Relationship to Federal Government Roles:
Supportive of Items 1,3 and 4.
- c. Description of Activity:

NIDA staff has worked on the preparation of Parents, Peers and Pot II, an expanded description of the parent movement and drug prevention; It Starts with People II, case studies of successful prevention programs in communities and schools; Saying No, a summary of the prevention research on peer resistance strategies; Prevention Resources, the last issue of a series on local and national prevention resources on relevant prevention topics; Prevention Networks, a new series to facilitate the linking of new and existing prevention networks for more effective community-wide prevention strategies; a monograph on the societal, cultural and environmental factors that exert pressure on individuals to use and abuse drugs.

(1) Parents, Peers and Pot II; Parents in Action

This publication, a sequel to Parents, Peers and Pot, was developed in Fy 1983 and will be distributed in Fy 1984 containing an expanded and updated description of the parent movement and drug prevention. The initial Parents, Peers and Pot

describes the organization of parent groups in the Atlanta, Georgia area to specifically intervene in, or prevent, drug use by their children. Included are a case study of the parent action groups, a description of the popular drug culture, discussion of research issues surrounding marijuana and young children, and program implementation guidelines for starting parent groups and working with the schools and community. Copies are provided frequently as information in responding to technical assistance requests.

(2) It Starts with People

This publication, developed in FY 1983, is a substantial revision of the original with this title. It provides a broad overview of the history of prevention and a conceptualization of the different types of prevention strategies. Also included is a description of different types of actual prevention interventions. It will serve as a much needed primer about prevention for professionals and citizens. With the increasing numbers of parents, voluntary organizations and national associations that are providing major resources for prevention, this publication will provide information helpful to the development of prevention programs.

(3) Prevention Resources

This publication, published in FY 1983, provides a listing of different organizations engaged in prevention activities and a listing of publications on prevention efforts. The publication provides a valuable resource to those groups engaged in prevention program planning and implementation functions.

(4) Prevention Networks

This publication being developed in FY 1983 will provide ongoing information about the state-of-the-art in drug and alcohol prevention for diverse constituency groups, including State authorities, local prevention professionals, national professional organizations, national voluntary organizations. It will describe current and effective strategies, describe major initiatives undertaken by various groups, and will try to provide an ongoing assessment of the many activities undertaken. Due to great numbers of individuals and organizations doing prevention, it is important to

provide them with current, accurate information so as to maximize their efforts, avoid duplication and increase networking between the various community prevention programs.

(5) Other Publications

(a) Channel One: A Collaborative Government/Private Sector Prevention Program

This prevention booklet, reprinted in FY 1983, describes the evolution and development of a national program that included leadership and management by the private sector, development of alternatives and other projects at the community level, and a clear step-by-step community organization approach to program development. Different approaches to Channel One are described as well as "how to" implement a program.

(b) Preventing Drug Abuse in the Workplace:

This monograph was developed by the Branch in 1982 and distributed in Fy 1983 and deals with drug abuse prevention in the workplace. The monograph was designed to assist employers, employees, managers and union officials in developing effective workplace policies and programs to prevent drug and alcohol abuse and other problems. It presents information regarding the evolution of workplace programs currently in operation as well as critical issues to consider in planning and implementing a program.

c) Adolescent Peer Pressure: Theory, Correlates and Program Implications

This monograph, published in 1981 and reprinted in 1983 discusses some of the myths and realities of being an adolescent in today's society and the tasks that must be successfully met and addressed. It describes and analyzes the conceptual and empirical evidence for variables associated with problem behavior in general and drug abuse in particular. Broad goals of peer programs are discussed and a typology is presented on different program categories. Essential components of planning and implementing peer-oriented programs are described.

d. Goals of Activity:

These publications are designed to provide information on prevention strategies which reflect the current state-of-the art in prevention/education. The publications are written for both the prevention professional and the volunteer as a guide to effective program planning and implementation.

e. Basis for Goals:

The Prevention Branch publications effort is part of the functional statement of the organization.

f. FY 1983 Dollars for Activity:

\$30,000.

g. FY 1983 Person-Power Expenditures (NIDA Staff)

.25 Person-Years.

4. Title: Conferences and Workshops

a. Relationship to 1990 Priority Objectives:

Supportive of Objectives 2-6.

b. Relationship to Federal Government Roles:

Supportive of Items, 3, 4, and 6.

c. Description of Activity

The Prevention Branch staff participated in a variety of conferences and workshops during FY 1983. These activities were directed to information dissemination, information exchange and discussion of research and planning issues critical to the development of prevention efforts.

The Prevention Branch staff participated in workshops and presentations at the annual meetings of the National Association of State Alcohol and Drug Abuse Directors (NASADAD) and the Alcohol and Drug Problems Association (ADPA).

One meeting of the Prevention Workgroup was convened in FY 1983 with planning for three more projected meetings of the group consisting of members representative of a diversity of prevention professionals and volunteers. The purpose of these meetings was to advise NIDA on state-of-the-art prevention issues and concerns. As a result of this meeting, ideas and recommendations were developed for future NIDA prevention planning activities.

Planning was accomplished for five (5) workshops to be held to assist the National Prevention Network of State Prevention Coordinators (SPC's) in the Single State Agencies to develop strategies applicable to new trends in prevention.

Two Multicultural Workgroup workshops were convened in FY 1983 to advise the NIDA on relevant issues of drug abuse prevention in the multicultural community. Results of these workshops were included in recommendations to the NIDA Multicultural Plan. Continued staff communication with the Multicultural Workgroup members is scheduled.

d. Goals of Activity:

Conferences and workshops permit NIDA to obtain the latest information on successful prevention programs, and identify information about gaps in prevention services, from participants who represent a broad cross-section of prevention planning and services delivery programs. Based upon this information, NIDA is in a better position to modify existing service delivery strategies and work on more effective strategies for application.

e. Basis for Goals:

Part of Prevention Branch functional statement in support of national leadership role and information dissemination.

f. FY 1983 Dollars for Activity:

\$76,000.

g. FY 1983 Person-Power Expenditures:

.135 Person-Years.

5. Title: Coordinate/Influence Other Agencies

a. Relationship to 1990 Priority Objectives:
Supportive of Objectives 2-6.

b. Relationship to Federal Government Roles:
Supportive of Items 1-6.

c. Description of Activity

NIDA staff has worked collaboratively with NIAAA, ADAMHA, Department of Education, Department of Defense, Department of Transportation, and ACTION on areas of mutual interest. Lines of continued communication and participation in planning were the main strategies used in FY 1983 where no current cooperative agreement existed. Of particular significance was the Memorandum of Understanding between NIDA and the National Highway

Traffic Safety Administration (NHTSA), U.S. Department of Transportation (DOT) signed in FY 1983. This memorandum is of particular significance since one of the 1990 alcohol and drug abuse prevention objectives involves the reduction of fatalities from motor vehicle accidents. NIDA continues to collaborate with NHTSA, DOT to develop research studies to delineate the effects of drug use on performance and traffic safety.

d. Goals of Activity:

It is important to work cooperatively with other Federal agencies to maximize limited Federal resources in prevention and to reach the broadest audience possible.

e. Basis for Goals:

Prevention Branch functional statement.

f. FY 1983 Dollars for Activity:

\$-0-.

g. FY 1983 Person-Power Expenditures (NIDA Staff)

.08 Person-Years.

B. Communications Services Branch Activities

1. Title: Implementation of Prevention Media Campaigns: Marijuana Campaign and Drug Abuse Prevention Campaign

a. Relationship to 1990 Priority Objectives:
Supportive of Objectives 2-5.

b. Relationship to Federal Government Roles:
Supportive of Item 2.

c. Description of Activity

Both media campaigns emphasized drug abuse prevention. The Marijuana Campaign involved the development of television and radio public service announcements (PSA's) targeted to 11-13 year olds on the effects of marijuana including one PSA dealing with marijuana and driving. The Drug Abuse Prevention Media Campaign was directed toward teenagers and their parents and is concerned with resisting peer pressure as well as educating parents to get involved with drug issues. Both campaigns include the dissemination of printed material, along with the media presentations and the promotion of audience inquiry to NIDA for additional prevention-related information.

(1) Marijuana Campaign: "It's a Fact...Pot Hurts

The Marijuana Campaign was launched in May 1983, through the Single State Agencies, to reinforce the growing perception of marijuana's health

(2) Drug Abuse Prevention Media Campaign (with the Advertising Council, Inc.)

The primary focus of this campaign is to promote abstinence among young people aged 12 to 14, and to enlist parental support in encouraging young people to resist peer pressure to do drugs. The message "Just Say No" reflects the basic themes for the programs which are being carried out through public service announcements for television and radio and through posters and print advertising. The parents' message to get involved and talk to your children about drugs promotes communication, involvement, limit-setting and other appropriate parent-child relations on the drug problem. The support materials for the project include: "Peer Pressure: It's OK to Say NO"; "Parents: What You Can Do About Drug Abuse," and six flyers on the health effects of the major drugs of abuse. The campaign will be launched on September 26, 1983.

d. Goals of Activity:

The goal of the Marijuana Campaign is to reinforce the growing perception of marijuana's health consequences and prevent its use among 11-13 year olds.

The goal of the Drug Abuse Prevention Campaign is to prevent drug abuse among young teenagers by developing PSA's, print ads, posters and transit ads and developing information flyers about the different drugs of abuse. Parents are directed to "get involved."

e. Basis for Goals:

Part of CSB's functional statement in support of NIDA's function to prevent drug abuse among young people.

f. FY 1983 Dollars for Activity:

(1) Marijuana Campaign
\$43,000 (FY 1982)
9,116 (Add-on FY 1983)
80,000 (FY 1983 - Preparation and printing of materials)

(2) Drug Abuse Prevention Campaign
\$230,000 (FY 1982)
116,000 (FY 1983 - publication printing)

g. FY 1983 Person-Power Expenditures (NIDA Staff):

(1) Marijuana Campaign:
1.9 Person-Years.

(2) Drug Abuse Prevention Campaign:
1.4 Person-Years.

2. Title: Communications Services Branch Film Distribution Services

a. Relationship to 1990 Priority Objectives:
Supportive of Objectives 2-5.

b. Relationship to Federal Government Roles:
Supportive of Items 1 and 3.

c. Description of Activity

This activity is a program of free loan distribution of NIDA-sponsored films to organizations and individuals nationwide such as educational and business groups, parents organizations and other general audiences to provide information and promote drug abuse prevention.

d. Goals of Activity:
To disseminate films on drug abuse in order to educate professionals and the general public on prevention.

e. Basis for Goals:
Functional Statement of the Branch.

f. FY 1983 Dollars for Activity:
\$13,000.

g. FY 1983 Person-Power Expenditures (NIDA Staff):
.20 Person-Years.

3. Title: Communications Services Branch Exhibit Program

a. Relationship to 1990 Priority Objectives:
Supportive of Objectives 1-5.

b. Relationship to Federal Government Roles:
Supportive of Items 1 and 3.

c. Description of Activity

The CSB exhibits program is an important part of the NIDA outreach effort to keep the public aware of NIDA prevention activities and services. The program consists of the presentation of exhibits at appropriate national conferences and meetings to effectively convey to the public information on drug abuse prevention and NIDA's role and accomplishments in prevention activities.

- d. Goals of Activity:
Information dissemination and promotion of public awareness of prevention and NIDA's prevention activities.
- e. Basis for Goals:
Part of CSB Function Statement responsibility.
- f. FY 1983 Dollars for Activity:
\$10,165.
- g. FY 1983 Person-Power Expenditures:
.40 Person-Years.

C. National Clearinghouse for Drug Abuse Information (NCDAI) Activities

1. Title: Inquiry Response and Publication Dissemination

- a. Relationship to 1990 Priority Objectives:
Supportive of Objectives 2-6.
- b. Relationship to Federal Government Roles:
Supportive of Items 1 and 2.
- c. Description of Activity

The Clearinghouse serves as the information center for the collection and dissemination of drug abuse information within the Federal Government. It is a major source for the reporting of drug abuse research findings. The prevention-related activities conducted by the Clearinghouse are in response to public inquiries and disseminating publications on varied aspects of drug abuse including education and prevention-related aspects of the problem.

Information dissemination activities of the Clearinghouse are highly directed to youth and prevention. For example, in FY 1983, approximately seventeen percent (17%) of the total number of inquiries received by the Clearinghouse were from students with two percent (2%) of these identified as high school students. Further, fifty-nine percent (59%) of all of the inquirers

requested information for students, and of these, ten percent (10%) specifically requested information for high school students.

- d. Goals of Activity:
To increase student awareness about health consequences of drug abuse.

- e. Basis for Goals:
P.L. 98-24 - Alcohol and Drug Abuse Amendments of 1983, affirms a Federal leadership role in reducing the incidence of alcoholism and alcohol-related problems and drug abuse through: a continued commitment to research; extensive dissemination of the most recent information and research findings to governmental and private groups.
 - f. FY 1983 Dollars for Activity:
\$ 14,000 in-house support of contract activity.
\$261,817 contract
 - g. FY 1983 Person-Power Expenditures (NIDA Staff):
6.5 Person-Years.
- D. Office of the Director Activities (Assistant Director for Communications, including NIDA Press Office Functions)
- 1. Title: Technical Assistance/Cooperative Measures -Communications
 - a. Relationship to 1990 Priority Objectives:
Supportive of Objectives 2-7.
 - b. Relationship to Federal Government Roles:
Supportive of Items 1 and 2.
 - c. Description of Activity

The Assistant Director for Communications provides coordination, technical assistance and direction to NIDA Media Campaign efforts and private sector activities designed to communicate information on the health consequences of drugs and the promotion of drug abuse prevention themes to the public. The Assistant Director for Communications is also responsible for coordination of NIDA communications activities with the White House, the Public Health Service, ADAMHA, and other Federal agencies. The NIDA Press Office is responsible for providing information on drug abuse problems and the health consequences of drugs of abuse to the print and electronic media.

FY 1983 activities included the following:

(1) National Broadcasting Company "Don't Be A Dope" Campaign

NIDA assisted the National Broadcasting Company (NBC) in developing a mass media prevention program for parents and young people. Featuring NBC television personalities in 26 public service announcements, this campaign emphasized drug-free living, "Don't Be A Dope" by doing drugs. The campaign also included a series of five minidocumentaries and a drug abuse quiz program hosted by Dr. Frank Field. NBC broadcast this program March-April 1983.

(2) Peoples Drugstores' Media Campaign

NIDA assisted Peoples, one of the largest drugstore chains in the country, in the development of its public education program for parents, "Drug Abuse: Spot It/Stop It." Composed of six drug and alcohol flyers, print ads and radio spots, the campaign emphasizes parent action to intervene in protecting their children against drugs. The campaign is scheduled for the last week in September 1983.

(3) Scott Newman Drug Abuse Prevention Awards

This joint project, sponsored by the Scott Newman Foundation and NIDA, rewards the television community for developing drug abuse prevention themes in national television programs. NIDA provides technical assistance and direction to television writers in the development of these shows. In 1982 and 1983, six of the winning programs featured the health consequences of the drugs of abuse: "WKRP in Cincinnati: Pills" and "Quincy: Bitter Pills" (which dealt with "look-alike" drugs); NBC White Paper: "Pleasure Drugs, the Great American High" (which dealt with the range of drug problems); "Cocaine: One Man's Seduction" and "Quincy: On Dying High" (which dealt with cocaine); the "Epidemic: Why Your Kid Is On Drugs" (which again covers the range of drugs and drug problems). These programs reach millions of viewers with the effects of drugs on health and well-being.

(4) Press Office Special Emphasis Programs

FY 1983 Press Office prevention-related activities, in addition to ongoing exchange of prevention information with the print and electronic medias during the year, placed special emphasis on public awareness of:

- (a) National Household Survey Results
- (b) National High School Survey Results
- (c) "Look-alike" Drug Problems
- (d) Cocaine

- d. Goals of Activity:
To promote public awareness of drug abuse problems and education of the public as a basis for prevention of drug abuse.
- e. Basis for Goals:
Part of the Office of the Director's functional statement in support of the NIDA mission in prevention of drug abuse.
- f. FY 1983 Dollars for Activity:
\$50,000 support of Scott Newman Awards Program
- g. FY 1983 Person-Power Expenditures (NIDA Staff):
1.5 Person-Years.

IV. Prevention/Prevention-Related Contracts

The following prevention/prevention-related contracts were in support of the Division of Prevention and Communications FY 1983 prevention efforts.

<u>Title</u>	<u>FY 83 Amount</u>	<u>% and Amount for Prevention</u>
<u>A. Prevention Branch</u>		
1. Pyramid Contract	\$519,794	\$519,794 (100%)
2. Misc. Purchase Orders	7,000	7,000 (100%)
3. Prevention Repository	58,000	58,000 (100%)
4. Abstracting Services	5,000	5,000 (100%)
<u>B. Communications Services Branch</u>		
1. <u>Marijuana Campaign</u>		
a. Monumental Films	9,116	9,116 (100%)
b. Prep. of Materials	9,000	9,000 (100%)
c. Printing Publications	71,000	71,000 (100%)
2. <u>Drug Abuse Campaign</u>		
a. Printing Publications	116,000	116,000 (100%)
b. Development of Drug Abuse Flyers		
Minnesota Institute	3,500	3,500 (100%)
c. Media Outreach and Media Placement	10,000	10,000 (100%)
3. <u>Film Distribution Service</u>	13,000	13,000 (100%)
<u>C. National Clearinghouse for Drug Abuse Information</u>		
Inquiry Analysis and Publication Dissemination	297,519	261,817 (88%)
<u>D. Assistant Director for Communications</u>		
Scott Newman Foundation Award Support	50,000	50,000 (100%)



12 AUG 1983

Alcohol, Drug Abuse, and
Mental Health Administration
Rockville MD 20857

AUG 09 1983

MEMORANDUM FOR THE HONORABLE CARLTON E. TURNER, Ph.D.

Subject: Letter from David L. Callender, Chairman, Texas Medical Student
Section, Texas Medical Association

I would suggest that Mr. Callender be encouraged to work with the NIDA staff who are especially interested in public and professional education in drugs. Dr. James Callahan is responsible for many of the NIDA physician education programs and has collaborated with the American Medical Association (AMA) and the American Medical Students Association (AMSA) on several of these. Dr. Dorynne Czechowicz has been particularly interested in patient and consumer education about drugs and has also worked with the AMA and other medical and professional organizations on this problem.

At its July 19-21 meeting, the AMA's Informal Steering Committee on Prescription Drug Abuse discussed, at some length, the issues of public and professional education. Drs. Callahan and Czechowicz are members of that Committee and have told me of the AMA's interest in involving State Medical Associations in the education of the public and the profession.

Dr. Callahan may be reached at (301) 443-6720; Dr. Czechowicz's phone number is (301) 443-6780. If Mr. Callender wants to speak with the AMA's Steering Committee Coordinator, he may call Ms. Bonnie Wilford at (312) 751-6579.

Bill

William Pollin, M.D.
Director
National Institute on Drug Abuse

cc: Ms. Bonnie Wilford
Dr. James Callahan
Dr. Dorynne Czechowicz



AMERICAN MEDICAL ASSOCIATION

535 NORTH DEARBORN STREET • CHICAGO, ILLINOIS 60610 • PHONE (312) 751-6000 • TWX 910-221-0300

DIVISION OF PERSONAL AND PUBLIC HEALTH POLICY

HEALTH AND HUMAN BEHAVIOR PROGRAM

EMANUEL M. STEINDLER, M.S.
Director 751-6577
SUELLEN MULDOON 751-6268
BONNIE B. WILFORD 751-6579
JANICE J. ROBERTSON 751-6574

29 AUG 1983

August 25, 1983

William Pollin, M.D.
Director
National Institute on Drug Abuse
Department of Health & Human Services
5600 Fishers Lane
Rockville, MD 20857

Dear Dr. Pollin:

I have just received a copy of your memo to Carlton Turner about David Callender of the Texas Medical Association. We would be happy to work with Mr. Callender on public and professional programs in the area of drug abuse. At its most recent meeting, the Informal Steering Committee on Prescription Drug Abuse approved plans for specific professional and public education programs. I look forward to working with Dr. Callahan and Dr. Czechowicz in the development of those programs and to their continued good counsel in the future efforts of the Steering Committee. We also have had some contact with officials of the state drug abuse agency in Texas and would be happy to put Mr. Callender in touch with those individuals.

Your continued interest in the Informal Steering Committee on Prescription Drug Abuse and its programs is sincerely appreciated.

Sincerely,

Bonnie B. Wilford
Senior Research Associate

BBW/mf
cc: ✓ Carlton E. Turner, Ph.D.
James F. Callahan, D.P.A.
Dorynne Czechowicz, M.D.

en/

COPY

THE WHITE HOUSE
WASHINGTON

June 13, 1983

153068PD
4900
PY - 4630
HE 006-01
FG 006-0

Dear Ms. Haralson:

Dr. Turner had already left the office for two weeks when your letter arrived regarding an anti-drug abuse program involving the TMA Medical Student Section.

I wanted you to know that we have received the request for information and Dr. Turner will be back in touch with you when he returns later this month.

Sincerely,



Sue H. Daoulas
Staff Assistant
Drug Abuse Policy Office

X
Ms. Jill Haralson
Membership Department
Texas Medical Association
1801 N. Lamar Blvd.
Austin, TX 78701

cc: David Callender, Chairman

THE WHITE HOUSE

WASHINGTON

July 1, 1983

Dear Tom:

For your information, attached is a copy of a letter I received from the Texas Medical Association, Medical Student Section.

It is an interesting proposition, do you have any suggestions?

Please give my regards to all and I look forward to hearing from you.

Sincerely,



Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy

Mr. Thomas Marquez
Texans' War on Drugs
7171 Forest Lane
Dallas, TX 75230

15 30687D

THE WHITE HOUSE

WASHINGTON

July 1, 1983

Dear Bud:

For your information, attached is a copy of a letter I received from the Texas Medical Association, Medical Student Section.

It is an interesting proposition, do you have any suggestions?

Thanks for your help and I look forward to hearing from you.

Sincerely,



Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy

Dr. William Mayer
Administration
ADAMHA
5600 Fishers Lane
Rockville, MD 20857

THE WHITE HOUSE

WASHINGTON

July 1, 1983

Dear Bill:

For your information, attached is a copy of a letter I received from the Texas Medical Association, Medical Student Section.

It is an interesting proposition, do you have any suggestions?

Thanks for all your help and I look forward to hearing from you.

Sincerely,



Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy

Dr. William Pollin
Director
NIDA
5600 Fishers Lane
Rockville, MD 20857

TMA

Texas Medical Association

Medical Student Section 1801 North Lamar Blvd. Austin, Texas 78701 512/477-6704

June 2, 1983

8 JUN 1983

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

Dear Dr. Turner:

Thank you for addressing the Texas Medical Association Medical Student Section Assembly on Saturday morning, May 21. Your presentation "The Role of the Physician in Reducing Drug Abuse" was interesting, informative, and certainly a timely one.

As medical students, we feel we have the potential to play an important role in educating the American public, especially children and young adults, regarding the dangers of drug abuse. Following your address, our Assembly expressed much interest in working with your office to develop an anti-drug abuse program involving TMA Medical Student Section members. We understood by your comments that you are highly interested in this type of program too. We therefore request that your office work with us to develop such a program, and that you please contact us with further information and suggestions.

We are best contacted through our TMA-MSS Coordinator, Ms. Jill Haralson. Her address is as follows:

Ms. Jill Haralson
Membership Department
Texas Medical Association
1801 N. Lamar Blvd.
Austin, TX 78701

Thank you again for speaking to us about the growing health problem of drug abuse. The members of the TMA Medical Student Section look forward to further association with you in combatting this serious problem.

Sincerely yours,



David L. Callender, Chairman
TMA Medical Student Section