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FCB

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American Association of Advertising Agencies Inc.  
666 Third Ave., New York, N.Y. 10017 • (212) 682-2500

**Leonard S. Matthews, President**



# **THE DRUG CRISIS IN AMERICA**

**Drug abuse in the U.S. is the highest in the world.**

**Perhaps 25% of the population are drug users.**



Over \$110,000,000 spent each year on illegal drugs.

Other costs to society estimated 70-80 billion each year.

Some 15-20% of students are drug impaired.

**Organized crime thrives on drug money.**

**International terrorism financed through  
illegal drugs.**

Social acceptability and public tolerance of drugs grows. *2/3/27*

Only 3% of the people think drug abuse "our most pressing problem." *Never*

Educational efforts are limited and ineffective. *no way*

*Assum*

## **TIMETABLE**

Approval by major national media, endorsement of President, Attorney General - ~~April 20~~. *Early May*

Press announcement President, Attorney General, National Media heads - ~~April 30~~. *Early May*

Presentation to 4 A's membership at Annual Meeting - May 15.

Start of advertising; national print and broadcast media - September 15.

**To change attitudes requires massive persuasive communications.**

**Only a combination of America's media and advertising agencies can do it.**

**No other organizations with facilities and talent.**

---

How to change behavior and attitudes?

**CREATE A PARTNERSHIP BETWEEN THE  
MEDIA OF AMERICA AND AMERICA'S  
ADVERTISING AGENCIES.**



**A major change in public attitude is required.**

**A fundamental reshaping of social attitudes is essential.**

**No national focus on changing attitudes and behavior.**

## The President's Commission on Organized Crime:

- ***“A National Emergency”***
- A concerted effort to reduce demand

But the Commission offers no recommendations on ***how*** to cut demand.



Drugs continue to flow into America.

Drug compounding has created ever more dangerous drugs.

***“The anti-drug battle may never be completely won, but if we ever take the position that we are going to do nothing, then we have to ask ourselves what kind of country are we?”***

America cannot succeed as a drug <sup>50</sup> culture.

This partnership is an essential response to a national emergency.

***“No nation can long sustain the casualties we are suffering in terms of lives, health, productivity, wealth, crime, and morality.”***

## **Newspapers**

One full page, every week

## **Magazines**

Monthly

One full page, every issue

Bi-Weekly

13 full pages, every year

Weekly

26 full pages, every year

Advertising cannot work without extraordinary media exposure.

## **A Three Year Commitment**

**Network and  
Spot TV**

Two 30 second spots per day,  
prime time

**Network and  
Spot Radio**

Two one minute per day,  
highest rating period

## **THE PLAN**

The media provide free space and time.

Advertising agencies to provide advertising creation and production at no cost.

The A.A.A.A. will employ a special staff to administer the program.

Conduct major continuing research (benchmark and tracking studies.)



**A WAR ON DRUGS!**

Maedonola →

Bower - 21 (Rumors)

Gov. Conf ~~W~~ -

UN - (Stockholm)

ABC - 17th (Sept)

AWRT - NR (Oct)

Boston → "Boston Herald"

→ 9th - of Sept → Commission

→ 9th of Sept → Pres's speech

CEOS

Scheduled:

Proposed:

→



THE WHITE HOUSE

WASHINGTON

TELEPHONE MEMORANDUM

\_\_\_\_\_, 19\_\_\_\_

	TIME		NAME	ACTION
	PLACED	DISC		
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INC	PM			
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May 1, 1986

06 MAY 1986  
3590

*Called 5/1/86 2:30pm  
ckh  
Contact person? (50?)*

Dr. Carlton Turner  
Drug Abuse Policy Specialist  
The White House  
Old Executive Office Building  
17th Street and Pennsylvania Avenue  
Room 220  
Washington, D.C. 20036

*NO Public Affairs  
Residential  
Scheduling*

Dear Dr. Turner:

As a follow-up to my previous letter, following our meeting, I am attaching a suggested draft of the possible remarks of the President on videotape for the 4A's meeting at the Greenbrier.

*- NO way do it  
- help them at  
Greenbrier  
no video  
- make  
no  
notes  
try to  
force it*

Of course, if it can be done, you can edit or replace it with other remarks, if you wish.

The scheduling does not make possible having a member of your staff add to the agenda at this meeting. However, we would deeply appreciate if you would also prepare a short tape for use at this same meeting. It would be most helpful; any words you feel comfortable with will be useful in launching this program.

I will be in Washington on Wednesday, May 7th for a breakfast meeting and, if you have a few minutes, I would like to meet you briefly.

Sincerely,

*Dick Reilly*  
Richard T. O'Reilly



DRAFT OF SUGGESTED VIDEOTAPE REMARKS OF  
PRESIDENT REAGAN FOR USE AT  
4A'S CONFERENCE, GREENBRIER, MAY 15

I am pleased to learn of the proposed partnership of the nation's media and its advertising agencies to develop a massive communications program to help us reach the objective of a drug free America.

We all know that a society that accepts and glorifies drugs is one that cannot endure over the long term.

As you know, my deep concern about drug abuse in America caused us to set up the Drug Abuse Policy Office in the White House and to adopt a national strategy to stop drug trafficking, and to provide additional funding for prevention and treatment. There are thousands of dedicated people in government working to eliminate drug abuse. And progress is being made.

Yet, we know that government cannot do this job alone, it takes private sector initiatives and every responsible citizen to pitch in.

The urgent need is to reduce demand and we all know that requires changes in society's tolerance to drug abuse. We must make drug use unacceptable.

I know that when you add the communication talents of America's advertising agencies to the facilities of the media all across the country, that together you can be a very persuasive and powerful force in telling everyone about the evil of drugs. Your campaign can be a very important part of making America a drug free society. I salute your good citizenship and your commitment to an America that we all love. I expect that your campaign can be a great success and I offer you the thanks of myself, Nancy, and the many thousands of dedicated people in government who, like you, are committed to a drug free America.





06 MAY 1986

April 30, 1986

3591

Dr. Carlton Turner  
Drug Abuse Policy Specialist  
The White House  
Old Executive Office Building  
17th Street and Pennsylvania  
Room 220  
Washington, D.C. 20036

Dear Dr. Turner:

Messrs. Hagopian, Jacoby, Matthews and the writer all deeply appreciated your comments and depth of interests in the proposed Advertising Agency - Media Partnership program which we believe will be effective in striving for a drug-free America.

We will certainly incorporate your many helpful suggestions to our presentation and we understand the reluctance to endorse in a major way even as selfless and voluntary a program as this in its early stages.

As you know we met with Attorney-General Meese who is willing to give us a one or two minute tape which simply expresses the urgent need to reduce demand for drugs in America, for use at the 4A's Annual meeting.

It would be helpful if the President could make a brief one - two minute video tape expressing the need to reduce drug demand demand and the value of this kind of program to change behavioral attitudes. It would further underscore the vital need for a massive consumer program and inspire the many people at the advertising agency and media who will be giving significant time and money in this volunteer effort. This is an expression of the need rather than a national endorsement of our effort.

It would take no more than ten minutes of the President's time, and we would prepare a brief script for editing in any way you saw fit.



DR. CARLTON TURNER  
April 30, 1986  
Page 2

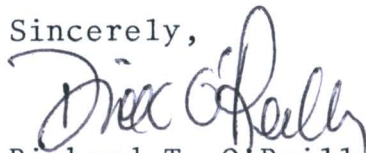
We appreciate that the President will not return from the Far East for another week and that his schedule is always pressing but if such a tape could be made it would be part of the introduction to the annual 4A's meeting which would set the tone for the entire program.

After the introduction to the total membership of the AAAA and major media (who are also present at this annual meeting) we would very much like to be in touch with you since we would like to use your expertise and that of the various staffs who can provide us expertise and data which will be invaluable to us in planning creative and media strategy at the outset and on an on-going basis.

Again we have a deep appreciation of the extraordinary effort of you and many other key people in and outside of government and we want to do our part for America's future.

I will call you within the next few days. Again thank you for your time and interest.

Sincerely,



Richard T. O'Reilly

ROR/mj

666 Third Ave, N.Y., N.Y.  
212-682-2500

Advertising Community — American Association of Advertising Agencies, Inc.

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↳
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**THE WHITE HOUSE**

**Drug Abuse Policy Office**

**FOR IMMEDIATE RELEASE**

**September 27, 1984**

**SUMMARY OF ACCOMPLISHMENTS**

**THE NATIONAL CAMPAIGN AGAINST DRUG ABUSE**

Early in the first year of his Administration, President Reagan described drug abuse as "one of the gravest problems facing us." The President warned that "we run the risk of losing a great part of a whole generation" if we fail to act, and he launched a nationwide campaign against drug abuse.

The situation was not promising. During the past two decades, the use of illegal drugs in the United States spread at an unprecedented rate and reached into every segment of our society despite efforts by government to combat it. The youth-oriented drug culture was foreign to most of our adult population. We lacked accurate information about the hazards of some of the most widely used drugs, and our efforts to combat the lies and misconceptions about the use of illicit drugs lacked credibility. Drug law enforcement was weakened by the moral confusion surrounding drug abuse, as were diplomatic efforts to eliminate the production of illicit drugs in foreign countries. As a result, foreign supply of most illicit drugs was far in excess of demand; drug trafficking and organized crime became the Nation's number one crime problem; and abuse rates escalated, especially among our young people. There was a feeling of inevitability regarding widespread drug use and uncertainty over what was the right thing to do.

President Reagan set the tone of his strategy against drug abuse when he declared: "We're rejecting the helpless attitude that drug abuse is so rampant that we're defenseless to do anything about it. We're taking down the surrender flag that has flown over so many drug efforts; we're running up a battle flag. We can fight the drug problem, and we can win."

The President established a five-point program, including international cooperation, drug law enforcement, drug abuse education and prevention, medical detoxification and treatment, and research.

- The Federal effort included aggressive law enforcement and expanded cooperation with other nations to eliminate

MORE

and political obstacles to contribute to the quality of life in their own countries and around the world.

- A significant change in attitude has occurred across the Nation. Individuals and communities have decided to take a firm stand against drug abuse. There is broad consensus that drug abuse is clearly wrong and that individuals who take drugs or promote drug taking by others will be held responsible for their actions.

There is still much to be done. Drug abuse remains widespread. Nearly every family and every community throughout the United States is affected. Yet, the tide has turned against drug abuse and the momentum is with us.

On September 27, 1984, President Reagan sent to Congress the 1984 National Strategy for Prevention of Drug Abuse and Drug Trafficking. The new National Strategy builds upon the five-point program in the 1982 Federal Strategy and reinforces those efforts in a continuing long-term plan to eliminate drug abuse in the United States.

The 1984 Strategy goes beyond the Federal responsibilities and establishes a comprehensive national strategy where all individuals; all business, civic and social organizations; all levels of government; and all agencies, departments and activities within each level of government are called upon to lead, direct, sponsor and support efforts to eliminate drug abuse in families, businesses and communities.

President Reagan states in his preface to the 1984 National Strategy: "Together, we are proving that the moral strength of the American people can overcome one of our most challenging national and international problems."

#### Drug Abuse Prevention

Private citizens and government working together to solve complex national problems is nowhere more apparent than in the comprehensive, long-term national effort to eliminate drug use among school-age children and to reduce the demand for drugs among people of all ages. In the past four years, we have halted the continuing expansion of drug use which occurred during the Seventies. Although drug and alcohol abuse remain at high levels, the trend is down instead of up.

- The positive trends among young people are especially encouraging. The 1983 National High School Senior Survey reflected continued reductions in the use of most types of illicit drugs by American young people in the 1980s.

MORE



By working toward the elimination of drug abuse in the United States, the private sector is making an important investment in the future of the Nation. Businesses and civic organizations are working to communicate accurate information about drug abuse in a credible way to large segments of the population. The following are only a few of the many exciting initiatives in the private sector.

- A Weekly Reader survey, sponsored by Xerox Education Publications as a community service, filled the gap in our knowledge about children's attitudes concerning drugs and alcohol. The results revealed an awareness of drug and alcohol at a much earlier age than was previously believed. The survey indicated prevention programs must include children eight years old (third grade) and younger if we expect to deter drug use before it starts.
- Over four million special drug awareness, adventure comic books have been distributed to elementary school students. The comic books were sponsored by D.C. Comics, The Keebler Company, the National Soft Drink Association, International Business Machines (IBM), and the National Federation of Parents for Drug Free Youth.
- McNeil Pharmaceutical is sponsoring "Pharmacists Against Drug Abuse," a nationwide awareness campaign with the local pharmacist as the focal point for information on drug abuse within the community.
- Professional sports associations are sponsoring "Team Up Against Drugs," a campaign which promotes a wholesome image and discourages drug abuse among young fans.
- The International Association of Lions Clubs, which represents 1.4 million members in 155 countries, has launched a Lions' War Against Drugs.
- Professional periodicals, such as Pharmacy Times and Medical Times, devoted special issues during 1983 to drug and alcohol abuse.
- The National Broadcasting Company (NBC) sponsored the "Don't Be a Dope" drug abuse awareness campaign for parents and young people. The program was broadcast in March and April 1983, with a followup campaign in May 1984.
- The Scott Newman Foundation presents an annual award for television programmers who broadcast shows which convey a strong drug prevention theme.

MORE

most requested NIDA publication in history. The update includes examples of successful parents-in-action programs.

- ACTION has supported prevention activities which stimulate the participation of volunteers and the private sector, including a White House briefing, hosted by Mrs. Reagan, on drug use and the family.
- The Department of Education has trained 4,500 school/community teams to identify and refer drug and alcohol abusing youth to early intervention programs.
- The Federal government is supporting a comprehensive, community-based program to combat alcohol-related traffic fatalities. Major Administration initiatives include the establishment of the Presidential Commission on Drunk Driving, followed by a National Commission; a massive national public awareness effort supported by law enforcement, judicial and citizen action; and the development of programs for teenagers in each state.
- Many states have raised their legal drinking age as a result of the growing awareness that motor vehicle accidents are the leading cause of death among young people. States which have raised the drinking age have experienced a significant drop in teenage driving fatalities. In July 1984, President Reagan signed legislation which encourages all states to raise their drinking age to 21.

Federal law enforcement agencies have sought additional opportunities to stop drug abuse. For example:

- The National Football League (NFL), along with their Players Association, the International Association of Chiefs of Police, and the Office of Juvenile Justice and Delinquency Prevention (OJJDP), are all supporting a joint venture by the Drug Enforcement Administration (DEA) and the High School Athletic Coaches to carry anti-drug messages to 5.5 million student athletes.
- The U.S. Customs Service has been actively involved in bringing government and the private sector together for national drug abuse awareness projects.
- The Federal Bureau of Investigation (FBI) is participating in drug abuse prevention programs for youth.
- DEA has prepared model legislation which state governments can use to control drug abuse paraphernalia and look-alike drugs.

MORE



- The availability and abuse of methaqualone, which was a major cause of drug-related injuries and deaths in 1980, has been virtually eliminated in 1984.

A system of cooperation and coordination has been established to ensure the most effective and efficient use of the numerous, diverse resources and authorities involved. President Reagan provides strong personal leadership. The program is reinforced by active coordination and direction by Vice President Bush, with dedicated support from the Attorney General and other Cabinet Members. The Cabinet Council on Legal Policy, established by President Reagan in January 1982, provides the mechanism for Cabinet-level direction.

- In January 1982, the President created the South Florida Task Force, headed by the Vice President, as a major new initiative against critical crime problems in Florida, including the massive drug smuggling and associated illegal financial activities. The Task Force has had a major impact on criminal activity in the area. Crime in South Florida declined 22 percent in 1983.
- Organized Crime Drug Enforcement (OCDE) Task Forces, announced by President Reagan on October 14, 1982 and directed by the Attorney General, are operational in 12 locations throughout the Nation to target the highest level of drug traffickers and attempt to destroy the entire criminal organization through prosecution of many different violations involving illegal drugs, financial transactions and weapons. By the end of August 1984, 3,194 individuals have been indicted in Task Force cases; and 1,068 have already been convicted. A thirteenth Task Force is being added for the Florida/Caribbean region.
- The National Narcotics Border Interdiction System (NNBIS), headed by Vice President Bush, was established by President Reagan on March 23, 1983 to coordinate the drug interdiction effort around all borders of the United States. NNBIS has been successful in improving early detection of drug smugglers by coordinating assistance from the intelligence and defense communities with interdiction activities of civilian law enforcement agencies. The six NNBIS Regional Operations Centers are staffed by personnel from the involved Federal agencies.
- Law Enforcement Coordinating Committees (LECC), established by the Attorney General in each of the 94 Federal judicial districts, focus Federal, state and local investigative and prosecutorial resources on the most serious crime problems



Since January 1982, the FBI has initiated over 2,400 narcotics and dangerous drugs investigations.

- The U.S. Customs Service has substantially increased its emphasis on drug law enforcement both through participation in multiagency task forces and through special interdiction programs. Customs is also working with the airline industry to increase carrier involvement in stopping the use of commercial aircraft for smuggling drugs.
- The U.S. Coast Guard (USCG) has expanded efforts directed against maritime drug smugglers through an aggressive at-sea boarding program. Information from national intelligence agencies and airborne surveillance allows the assignment of strategic patrol areas and permits more effective and efficient use of resources.
- The involvement of the Internal Revenue Service (IRS) in drug-related cases has doubled since 1980, from 391 cases initiated in 1980 to 826 in 1983. The number of prosecutions recommended by IRS has risen from 49 in 1980 to 421 in 1983.
- The Bureau of Alcohol, Tobacco and Firearms (BATF) is making a major contribution to the drug law enforcement effort by investigating violations of Federal firearms and explosive laws.
- The U.S. Border Patrol seized drugs with a value of \$25 million in the first half of fiscal year 1984, almost as much as in all of Fiscal Year 1983.
- The number of defendants charged in drug cases increased from 8,317 in Fiscal Year 1980 to 10,128 in Fiscal Year 1983 for a 21 percent increase; the number of drug defendants in prison increased 40 percent, from 5,465 in 1980 to 7,653 in 1983.
- As the result of legislation clarifying the authorities of the Armed Forces to provide assistance to civilian law enforcement agencies, the Department of Defense is providing valuable support to drug enforcement agencies, consistent with national security obligations.
- In December 1981, President Reagan signed Executive Order 12333 which authorizes the U.S. intelligence community, in accordance with law, to produce intelligence on foreign drug trafficking.

On October 14, 1982, President Reagan announced an unprecedented Federal effort to sever the connection between drug trafficking

MORE

weapons provide for stiff sentences and forfeiture of assets and illicit profits. In 1983, the first year of the task force program, fines, seizures and forfeitures exceeded \$50 million.

- IRS and Customs Service expertise has contributed to the success of Operation Greenback, which uses financial information to target and disrupt criminal organizations through analysis of their currency movements.
- Using data developed by the Treasury Department's Financial Law Enforcement Center, undercover techniques utilized in Operation Greenback have resulted in the seizure of \$12.5 million in cash and the indictment of 17 criminal organizations, as well as high level officers of several banks.
- The Department of Justice has created an Asset Forfeiture Office in the Criminal Division of the Department to coordinate forfeiture actions more efficiently.
- Financial Investigative Task Forces (FITF), staffed by investigators and analysts from the IRS and Customs Service, in conjunction with the Assistant United States Attorneys, have been established nationwide. The Task Forces identify upper echelon drug traffickers by tracing their financial activity through an analysis of the flow of their money.

The Administration's efforts to stem the diversion of pharmaceutical drugs have met with considerable success during the past three years. Most notably, the availability and abuse of methaqualone has been virtually eliminated.

- An extensive effort, using diplomatic channels and law enforcement operations and supported by the U.S. Congress, persuaded numerous foreign countries to curtail licit production of methaqualone, which was being diverted into illicit channels.
- Law enforcement efforts simultaneously cut the illicit production of the drug in the United States.
- As a result, methaqualone has nearly disappeared from the traffic in 1984 compared to 1980 when an estimated 120 to 150 metric tons were smuggled into the United States.
- The sole U.S. manufacturer of legitimate methaqualone removed it from the market in 1983.
- Hospital emergencies associated with methaqualone have decreased from about 6,000 in 1980 to about 2,000 in 1983.

MORE



traffickers to expand, camouflage and diversify cultivation. The Mexican Attorney General's Office reports that the U.S. assisted program eradicated 2,472 hectares of opium poppy, compared to 1,211 hectares in 1982, and 2,674 hectares of cannabis, compared to 886 hectares in 1982.

- The Governments of Belize and Mexico, with United States support, joined in a cooperative operation to eradicate over 1,200 acres of cannabis in a 13-day operation in October 1983.
- The Mexican and United States governments collaborated at the end of 1983 in testing a high performance agricultural spray airplane (the Thrush fixed wing aircraft) and a new spray boom which promises more effective spraying patterns at higher altitudes and speeds.
- The Government of Bolivia signed four agreements in August 1983. The long-term objective is reducing that country's coca cultivation to levels needed for legitimate purposes. The agreements include U.S. assistance for crop eradication, for developing police strike forces to establish law and order in the Chapare growing region, and for establishing a system to manage the licit coca production industry.
- The Government of Peru began eradicating coca bushes in mid-1983, pursuant to an assistance agreement with the United States. This was the first agreement under the U.S. strategy to couple enforcement and eradication support with development assistance. Over 2,000 hectares had been eradicated by mid-1984.
- The Government of Jamaica has announced its intention to support a broader enforcement effort and in mid-1984 passed new laws to enhance its enforcement operations. The Government expanded its cannabis eradication program from 221 hectares in 1982 to over 500 hectares in 1983 and eradicated 385 hectares by July 1984.
- The United States has integrated its international drug control efforts with other foreign policies when possible. Under the Caribbean Basin Economic Recovery Act, for example, a foreign government must take adequate measures to curtail narcotics trafficking to qualify for assistance and benefits.
- The Government of Pakistan has reduced opium poppy cultivation to 45-60 metric tons in 1983, compared to the peak of 800 metric tons in 1979.

MORE

accounting for 50 percent of total donations and pledges in the first 11 years of UNFDAC's existence.

- In recent years, Sweden, Norway, Australia, the Federal Republic of Germany and Italy have become major donors to the Fund.
- The Government of Italy announced in November 1983 a pledge of \$40 million over five years to UNFDAC, primarily to support coca control programs in South America. The Italian contribution significantly increases the UNFDAC budget, and it marks a much-needed involvement by the United Nations in the effort to control production of cocaine.
- In December 1982, the Australian government announced the signing of an agreement with the Royal Thai Government to establish a computer network in Thailand under the Office of the Narcotics Control Board. The project, to cost \$6.9 million over five years, will be exclusively for narcotics work, including planning crop substitution programs and surveying opium poppy distribution.
- The Federal Republic of Germany funds an integrated rural development program to promote substitute crops in former drug-producing regions of Pakistan and a poppy-seed substitution crop promotion in the mountain regions of North Thailand.

As evidence of the growing commitment and cooperation in attacking the illicit drug traffic, other nations are adopting forfeiture laws based on the U.S. model and entering into formal agreements with the United States, including mutual assistance treaties for the exchange of information and extradition treaties for the return of drug criminals who are fugitives from justice.

- The Government of Italy has enacted an "Anti-Mafia" law which allows it to seize and forfeit drug profits. Canada has submitted similar financial forfeiture legislation to enhance its new "Anti-Profiteering" Program. Malaysia, Hong Kong, Singapore and Thailand are working to accomplish the same legislative goals.
- The United States has made impressive progress in securing formal law enforcement treaties with such key countries as Colombia, Italy and Thailand. There are now four mutual assistance treaties and four new extradition treaties in force or soon to be in force. Three mutual assistance treaties and six extradition treaties are pending ratification; and four mutual assistance treaties and four extradition treaties are under negotiation.

MORE



to anti-drug conferences in the United States. These USIA grants have promoted cooperative efforts by American and international organizations to raise awareness of the drug issue. Representatives of 35 countries attended one recent conference.

- United States participation in drug scheduling decisions under the Convention on Psychotropic Substances and the Single Convention on Narcotic Drugs has a major impact on the availability of and access to controlled substances internationally and within the United States.

The United States supports and participates in United Nations, other international, and regional programs for demand reduction, collaborating on research projects and providing advice, technical assistance, materials and funding.

#### Medical Detoxification and Treatment

The Federal government is assisting efforts to achieve more effective use of resources within the existing national treatment network, including the development of treatment programs which are more responsive to local priorities and the specific needs of a heterogeneous population with drug and alcohol abuse problems.

- In 1982, the Federal share of funding for treatment support was incorporated in the Alcohol, Drug Abuse and Mental Health Services (ADMS) block grants to provide the states with more flexibility in determining specific treatment needs and responding accordingly. The Federal approach also supports the integration of drug and alcohol services into the general health care system for more effective and efficient treatment.
- A priority has been established to recognize the special needs of young people with drug, alcohol and related problems and to encourage state and private treatment programs to make appropriate provisions for counseling and medical services.
- NIDA continues to work with drug companies in the development of new drugs for potential use in the treatment of narcotic addiction. In July 1984, naltrexone received preliminary approval from the Food and Drug Administration as a narcotic agonist and is believed to be an important new type of treatment for narcotic addiction.
- In Fiscal Year 1983, the Veterans Administration treated 85,893 inpatients for alcoholism and 16,969 inpatients for drug dependence. In addition, there were 469,446 outpatient visits for alcoholism and 1,039,242 outpatient visits for drug dependence.

MORE



### Research

One of the most effective weapons we have against drug abuse is our ability to communicate the truth about drugs to the user and potential user. In recent years, research and clinical experience have significantly improved the base of knowledge needed for effective prevention, education and treatment, including important new knowledge concerning the health consequences of cocaine and marijuana, the interrelationships of various drugs, and the relationship of drug abuse to social, psychological and physical problems which are as varied as the population affected.

- Research sponsored by the National Institute on Drug Abuse was responsible for a breakthrough in identifying and isolating opiate receptors within the central nervous system and discovering the presence of endogenous opiate-like substances. This research fundamentally alters the understanding of the human brain and has sparked vigorous work not only in the area of drug abuse, but also in the fields of neurological disease, mental health, cardiac function, and pain and analgesia.
- Knowledge has been expanded about both the acute and chronic effects of marijuana use. Acute intoxication with marijuana interferes with many aspects of mental functioning, including memory, learning and motivation. The drug also has serious effects on perception and skills which are involved in driving and other tasks. Among the known or suspected chronic effects are impaired lung functioning, interference with ovulation, impaired immune response, and possible adverse effects on heart function. Of special concern are the long-term developmental effects in children and adolescents who are particularly vulnerable to the drug's behavioral and psychological effects.
- The National Institute on Drug Abuse is developing new and more effective drug abuse treatment agents, such as LAAM.
- Simple, portable drug detection kits are being developed which will help to reduce the adverse impact of drug abuse on performance in the workplace and in the military.
- Research on the developmental progression of drug use in adolescents indicates that prevention and intervention programs should focus on cigarettes, alcohol and marijuana, which serve as the "drugs of introduction" to other drugs by young people.
- Federal measurement programs continue to provide a wealth of information used to describe drug-related health problems;

MORE

with other Federal agencies, to achieve this goal. Significant progress has been made during the past several years. The use of illicit drugs in the military has begun to decrease.

- The most recent worldwide survey of marijuana use by junior enlisted personnel shows a 40 percent reduction overall; down 62 percent in the Navy, down 56 percent in the Marine Corps, down 26 percent in the Air Force, and down 21 percent in the Army.
- A technical breakthrough has enabled DOD to include marijuana, the most widely used illicit drug in the military, in the urinalysis detection and deterrence program.
- A media campaign, initiated in 1981, emphasized both the danger an abuser poses to the unit and the opportunities available for those who want help. Radio and television spots have been developed in each succeeding year that emphasize the incompatibility of alcohol and drug abuse with a healthy lifestyle.
- DOD has intensified efforts to prevent intoxicated driving. Activities include the completion of a series of 12 alcohol, occupant protection, and motorcycle safety workshops conducted jointly by DOD and NHTSA.
- DOD works with the Veterans Administration on treatment matters concerning discharged military personnel and is developing an agreement that will permit treatment services to be provided in a Veterans Administration facility to active duty personnel who have alcohol and drug abuse problems.
- The Department of Defense is working with volunteer groups and other Federal agencies to develop a community-based prevention program which will focus attention on school-age dependents.
- In addition, DOD has major initiatives underway to promote healthy living and the attitudes and values that promote such lifestyles. For example, the Chief of Staff of the Army has banned the reduced pricing of alcohol beverages in Army service clubs, stating that such practices are "not consistent with Army policies and programs to eliminate alcohol-related problems." Club events, such as the "happy hour," are not eliminated, but the primary emphasis of these social activities is being shifted away from alcoholic drinks to food or entertainment.

END



May 27, 1986

Dr. Carlton Turner  
Drug Abuse Policy Specialist  
The White House  
Old Executive Office Building  
Room 220  
17th and Pennsylvania Avenue  
Washington, D.C. 20036

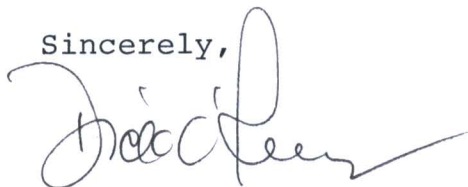
Dear Dr. Turner:

I certainly appreciate the invitation to the White House to hear the proclamation for "Just Say No" week. It was an impressive ceremony.

I am only sorry that I did not get a chance to see you there, but I'm sure we will have another opportunity to be in contact again.

Thank you, again.

Sincerely,



Richard T. O'Reilly

RTO:smm

