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Am Lung Assn

THE WHITE HOUSE

WASHINGTON

June 15, 1984

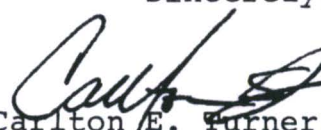
Dear Mr. Grimes:

Thank you so much for forwarding copies of "Marijuana: A Second Look" and the "Fame" poster. The entire package is accurate, concise and informative.

Because the package is informative and the poster is "eye catching," would it be possible to receive a supply of each for use by my staff? Please let me know if this is a problem.

Again, thank you for sharing these with me and for providing such a credible document. Please let me know if there is any way this office may be of assistance.

Sincerely,



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

Mr. Richard P. Grimes
Director, Educational Development
American Lung Association
1740 Broadway
New York, NY 10019

AMERICAN LUNG ASSOCIATION
The Christmas Seal People ®

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06 JUN 1984
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Walter J. Hatcher, *President-Elect*
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Thomas B. Jackson, Jr., *Treasurer*
James A. Swomley, *Managing Director*

June 4, 1984 1319

Carlton Turner, Ph. D.
Special Assistant to the President
The White House
Washington, D.C. 20500

Dear Dr. Turner:

Attached are several copies of materials developed for "Marijuana: A Second Look." A teaching guide and a slide program for parents of children ages 9, 10 and 11 are still under development.

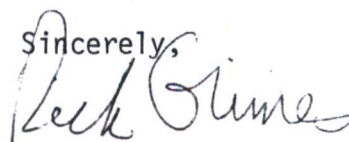
Please note on page 3 of the "Parent Newsmagazine" that we have used a White House-approved letter from Mrs. Reagan.

As you can imagine, there has been tremendous enthusiasm and support for this project. The project was initiated with an \$80,000 grant from a private foundation, and over \$400,000 in pro bono services have been donated by MGM/UA Television, the cast of "Fame", Xerox Education Publications (Weekly Reader), and Arnold & Co., an advertising agency in Boston. As I mentioned in previous correspondence, I was most appreciative that you introduced me to Dr. Terry Borton of Weekly Reader. As you may know, Dr. Borton has been instrumental in the creation of some of the educational materials for this project. Further, he will be sending the poster to all 4th, 5th and 6th grade teachers who subscribe to Weekly Reader this fall. This promotion will give a tremendous boost to the project.

I hope you will share these materials with Mrs. Reagan and Mrs. Wroblewski and other staff at the White House. We are so pleased that Mrs. Reagan agreed to participate as Honorary Chairman of "Marijuana: Second Look." A letter to Mrs. Reagan will be forthcoming from the President of the American Lung Association.

I will keep you apprised of our implementation plans and our continuing efforts to help children resist pressures to use marijuana and other drugs.

Sincerely,



Richard P. Grimes
Director, Educational Development

RPG:mw

cc: James A. Swomley
Managing Director, ALA
Kathy M. Davis
Director of Communications
att.

Ronald Reagan Presidential Library Digital Collections

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Fame™

FAN-tastics Magazine



Talk about fantastic! Each week millions of TV's come alive as the talented stars of "Fame" dance across their screens. The show's characters face special challenges at a high school in which every student has the same goal—fame!

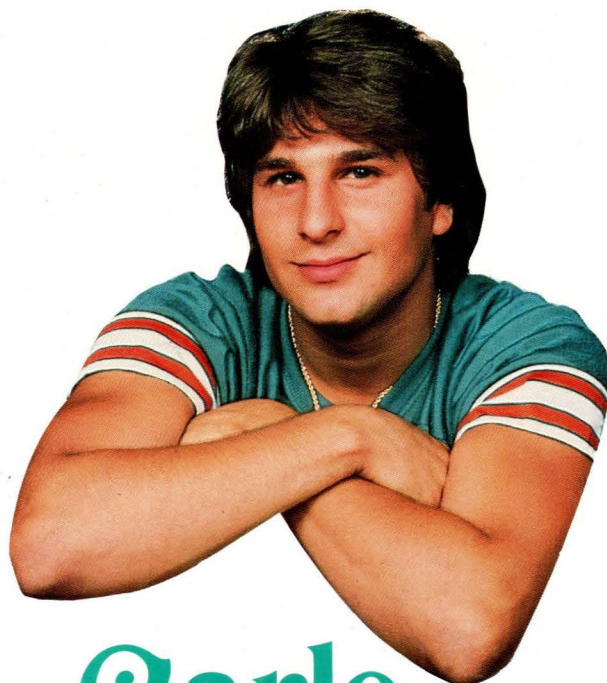
The acting, singing, and dancing on "Fame" have drawn millions of fans. Many of these fans dream of becoming famous themselves. As they watch "Fame," they learn that dreams aren't enough. Fame is hard work!

Every "Fame" star works hard—both on- and offstage. Hours and hours are spent practicing, rehearsing, and filming. Keeping fit is a must!

The "Fame" stars need strong lungs for singing and dancing. Their mind must be as clear as their goals. That's why they say NO to pot. Smoking pot would hurt their lungs, their mind—and their careers!

There's a lot of ME in "FaME." The "Fame" stars care about themselves. They have no time to waste on pot. They're too busy working at making their dreams come true.

A line in the "Fame" song says, "We're gonna live forever!" Forever? Well, maybe not. But by staying fit—and staying away from pot—these stars will shine for a long, long time!



Carlo Imperato

"I'm Danny, and Danny is me," says Carlo about his "Fame" character. Danny is definitely a guy who loves the spotlight. And Carlo has always enjoyed it himself.

A natural actor, Carlo tried out for a play in New York City at age 13. He'd never acted before, but Carlo got the part anyway! That success led to other TV and movie roles and then to "Fame."

Carlo does lots of funny routines on "Fame," but he never jokes about pot the way some comedians do. To Carlo, smoking pot is no joke.

"I've seen too many people go downhill because of it," he says.

As a teenager, Carlo was sometimes at parties where people were smoking pot. He didn't smoke but felt weird about saying no. It seemed like everyone was getting high. With practice, though, saying NO became a snap.

"I just said it wasn't my thing," says Carlo. "I don't smoke that garbage. People who need pot, need help. It's much more fun just being yourself."

Debbie Allen

Demanding, dedicated, disciplined—these words describe Debbie in her role as the dance teacher, Lydia Grant. Lydia struggles to make her students do the right thing instead of doing their own thing.

In her personal life, Debbie HAS made the right moves! She set her goals early. She studied ballet as a child. As a teenager, she studied singing, acting, and dancing. Then Debbie went on to earn a college degree in speech and drama.

It took years of hard work for Debbie to become a star. During those years, she saw other rising stars burn out. A lot of the burnouts smoked pot.

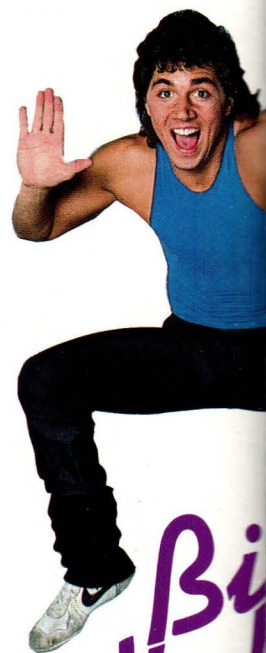
"Smoking pot robbed their energy," says Debbie. "It slowed them down."

In a tough business like Debbie's, people who slow down get left behind. They lose their chance for fame.

"If you want to be a good dancer, don't smoke pot," says Debbie. "Not only is it dangerous to your lungs and breathing, it makes you clumsy."



Fa



Billy Crystal

leaps onstage in a n
wows people with hi
dancing. Yet his cha
than a great dancer.
speaks up and stand
person much like Bil

Billy has always li
spent years training
came a Golden Glo
school! He worked c
too. Billy was the U.
champion in 1979!

It's easy to see th
terrific shape. And li
stars, his mind's in g
has the concentratio
without falling. He a
lence of memorizing
week.

Obviously, pot is
smokers used to as
Billy answered, "NO

"Smoking pot's n
"It will catch up to y



My
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Whenever he musical number, Billy is dynamite. The character, Chris, is more. He's a person who is up for himself, a y. ed working out. He is a boxer and becomes finalist in high ut on the dance floor S. singles disco

at Billy's body is in e the other "Fame" eat shape too. He n to spin and leap so meets the chal- his lines every

ot for Billy. When pot him if he smoked, —SO WHAT?" t worth it," says Billy. u!"

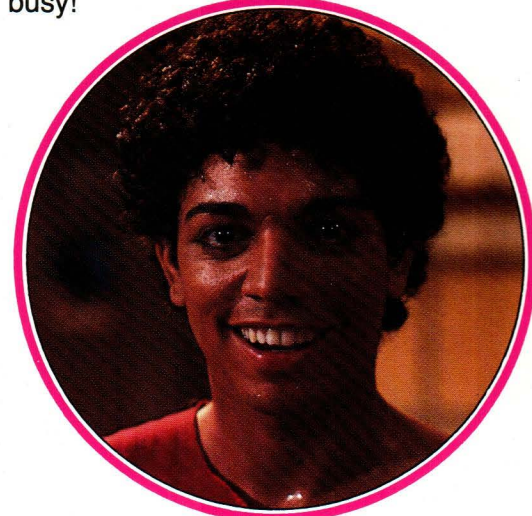
Michael DeLorenzo

Even though Michael the character is new to "Fame" this season, Michael the actor is no newcomer. As a featured dancer in both the movie and TV versions of FAME, he knocked people out with his fantastic steps.

Dancing has been Michael's life. He first took dance lessons at age seven, and he studied ballet for eight years. But his dream of becoming a great ballet dancer was ended by a knee injury at age 16.

Michael didn't give up though! After his knee had healed, Michael studied other styles of dancing and acting. His top-flight talent led him to Broadway and then to "Fame." He also appeared as a gang member in Michael Jackson's music video "Beat It."

Michael knows a lot about gangs. Gangs roamed the streets of the tough neighborhood where he grew up. He saw some of his friends join gangs and get into trouble using pot. But Michael never messed with gangs or pot—he was too busy!



"If you want to be anything in life, you have to work hard to stand out," says Michael. "People who smoke pot just fall to the back of the pack."



Valerie Landsburg

Valerie, as bright, bubbly Doris, has been a sparkling star for three years on "Fame." She can do it all—act, dance, sing—and most important—make people laugh!

If Valerie seems comfortable onstage, it's because she almost grew up on one. Her father is a TV show producer, so Valerie learned the ins and outs of show business as a young child.

Valerie's rise to stardom began in high school, where she became serious about acting. During those years, she acted with kids who weren't so serious. They were pot smokers.

These smokers said they acted and sang better when they were high. But Valerie saw that those kids were just kidding themselves. She decided to face the real world.

"The best high in the world comes from just performing," she says.

Valerie chose not to smoke pot. She knows other people face the same choice.

"Not smoking pot can be a difficult decision, especially for young kids," says Valerie. "But if they knew what it could do, they wouldn't smoke it. Pot keeps you from growing up."

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F U N

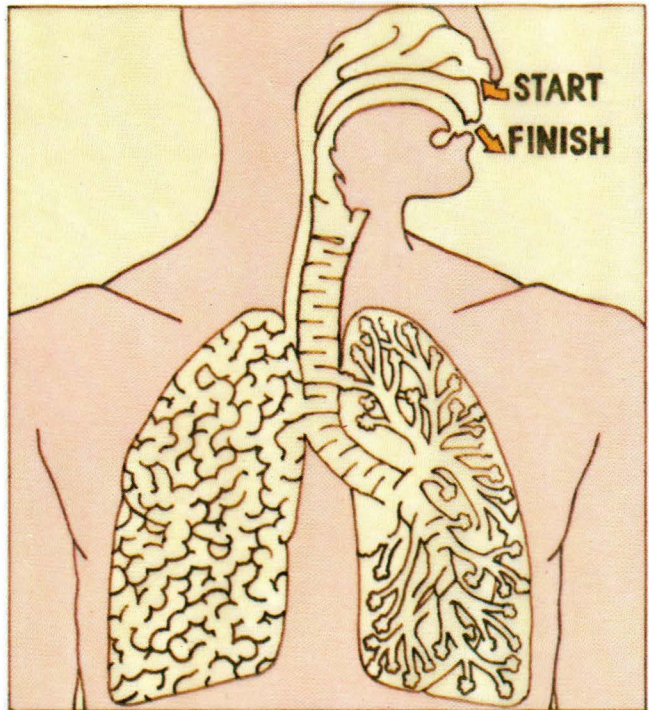
Searching for Fame

Here are some words that tell you about the stars from "Fame." Circle *breathe*, *career*, *dance*, *clear*, *goals*, *leap*, *lungs*, *perform*, and *star*.

V	N	D	A	N	C	E	T	M	Z	Q	N	B
B	L	O	C	M	R	O	F	R	E	P	E	R
P	E	A	R	X	L	M	N	P	Q	S	A	E
C	A	R	E	E	R	F	D	J	T	E	N	A
R	P	U	X	A	K	G	O	A	L	S	V	T
W	T	C	T	M	V	S	N	C	O	U	X	H
I	L	S	G	N	U	L	A	R	S	T	V	E

A-MAZE-ing Fame

"Fame" stars need strong lungs to dance and sing at their best. Find your way in and out of this maze before you run out of breath.



The *Fame* Game

The "Fame" stars love to sing and dance. Find and circle ten differences in the pictures below.



the American
Council
for Drug
Education

Weekly
Reader



AMERICAN
LUNG
ASSOCIATION
The Christmas Seal People®

SUMMARY--JANUARY 1984

MARIJUANA: A SECOND LOOK

AN EDUCATIONAL PROGRAM ON THE HEALTH HAZARDS OF MARIJUANA FROM THE AMERICAN LUNG ASSOCIATION

The American Lung Association (National), in cooperation with the American Council for Drug Education, is developing an educational project intended to influence children, ages 9, 10, and 11, not to smoke or use marijuana. The project is made possible by an \$80,000 grant from a private foundation. The project was initiated in December 1982 and is expected to be completed and ready for implementation by Constituent and Affiliate Lung Associations by March 1984. There will be a national "Kick Off" of the project at the ALA Annual Meeting in May 1984. (Members of the cast of "FAME", a popular television program, have agreed to participate in the Annual Meeting.)

Marijuana: A Second Look will consist of educational materials for schools, youth leaders, parents and children. The educational materials are being developed under contract by the Educational Development Center, Newton, Massachusetts. Lung Associations will be encouraged to promote the program, to make the educational materials available to the community, and to identify experts who can speak or serve as resources to schools or community groups on the health effects of marijuana.

The educational materials under development are:

1. Leader's Guide. This is a "curriculum" for use by teachers and youth leaders. It provides information for the teacher and five lessons with activities for children.
2. Slide Program. This is intended for use by teachers and youth leaders for viewing by parents. The slide program will introduce parents to the problems of marijuana and what they can do about it.
3. Parent Newsmagazine. This is a 12-page, single issue newsmagazine that can be sent to parents or brought home from school. It will contain articles, pictures and graphics that will help parents understand the problem of marijuana and how they can influence their children not to use it.
4. Poster. The poster is intended for use in public places, including schools, buses, subways, and community centers. It will carry a strong but positive health education message for children. The cast of "FAME" have agreed to appear on the poster.

All the above materials are being critically reviewed for medical, scientific and educational validity by ALA and American Thoracic Society experts, and by a Congress of Lung Association Advisory Group.

In addition, the following material and documents have been (or are being) developed in support of this project.

1. Annotated Bibliography on Marijuana and the Lungs. This document summarizes the medical and scientific research on marijuana. Over 8000 studies have been completed during the past 10 years. The most significant published studies are highlighted.

2. American Thoracic Society Position Paper on Marijuana. This paper was reviewed by the ATS Board of Directors and approved for publication in the ATS NEWS for comment by the ATS membership. It is a summary of the health effects of marijuana on the lungs which encourages physicians and others to alert the public about the hazards of marijuana.

3. American Lung Association Guideline on Marijuana. This guideline, noting the health hazards of marijuana, encourages Lung Associations to implement educational programs intended to inform the public about the problem.

4. Lung Association Community Action Plan. This document is intended to help Lung Association staff and volunteers in the implementation of the Marijuana Project. It will be a step by step guide to organizing the Lung Association's resources, planning a comprehensive education and promotion program, forming coalitions with other community groups, and raising funds to purchase educational materials. The Action Plan will be sent to Lung Associations in advance of the "Kick Off" in May, 1984.

5. Lung Association Publicity Kit. This document will provide information for Lung Associations on developing publicity for the project. Included will be ideas on how to interest local media in this project, "copy" for print and broadcast media, Questions and Answers about the marijuana problem--with special attention paid to the potentially controversial questions that might arise in a press conference or during a talk show, etc., and Public Service Announcements (10, 30 and 60 seconds) using the cast of "FAME".

For further information about this project, contact: Richard P. Grimes, Director, Educational Development, American Lung Association, 1740 Broadway, New York, New York 10019. 212-245-8000.

Edward M. Sewell, M.D., *President*
Jeanne Malchon, *President-Elect*
Conrad M. Fowler, *Past-President*
Melvin H. Rodman, M.D., *Vice-President*
Caroline J. Hobson, ACSW, *Vice-President*
Lois T. Ellison, M.D., *Secretary*
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James A. Swomley, *Managing Director*

AMERICAN LUNG ASSOCIATION
The Christmas Seal People®

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30 JAN 1984

January 23, 1984

Carlton E. Turner, Ph.D.
Special Assistant to the President
The White House
Washington, D.C. 20500

Dear Dr. Turner,

On behalf of the American Lung Association, I would like to express my thanks to you for spending time with James Swomley (ALA Managing Director), Kathleen Davis (ALA Director of Communications) and me last Friday, January, 20. Your support and encouragement for our Marijuana Education Program are most appreciated.

As promised, copies of our draft materials and other information about our project are attached. I look forward to sharing the finished program materials with you.

If you would like further information about our educational campaign to influence children not to smoke or use marijuana, please let me know. I will keep you apprised of our progress.

Sincerely,



Richard P. Grimes
Director
Educational Development

Enc.

cc: James A. Swomley
Kathleen M. Davis
Carolyn Bacon