

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Speechwriting, White House Office
of: Speech Drafts
Folder Title: Nancy Reagan: Child Help PSA #1
Jan. 21, 1987
Box: 437

To see more digitized collections visit:
<https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:
<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>

THIS IS NATIONAL CHILD
ABUSE PREVENTION MONTH.

LAST YEAR, OVER ONE
MILLION CASES OF CHILD
ABUSE WERE DOCUMENTED.
EXPERTS AGREE THAT FOR
EVERY CASE REPORTED, THREE
OTHER CASES WERE IGNORED.

IF YOU SUSPECT CHILD
ABUSE, BE IT FAMILY,
FRIENDS OR NEIGHBORS,
PLEASE CALL THE CHILDHELP
NATIONAL CHILD ABUSE
HOTLINE, TOLL-FREE.
1-800-4-A-CHILD.

DON'T KEEP THE SECRET ANY
LONGER.

THE BEST KEPT SECRET IN
THIS COUNTRY IS NOT VERY
PLEASANT TO DISCUSS.

PEOPLE FROM ALL WALKS OF
LIFE SHARE THIS SECRET.

THE SECRET IS THE TERRIBLE
PROBLEM OF CHILD ABUSE.
IF YOU HAVE BEEN
PHYSICALLY, EMOTIONALLY OR
SEXUALLY ABUSED, OR KNOW
SOMEONE WHO HAS, CALL THE
CHILDHELP NATIONAL CHILD
ABUSE HOTLINE, TOLL-FREE.
1-800-4-A-CHILD.

DON'T KEEP THE SECRET ANY
LONGER.

EVERYONE WANTS TO BE
ACCEPTED . . . FOR YOUNG
PEOPLE BEING DIFFERENT OR
LEFT OUT, CAN BE VERY
PAINFUL.

ONE OF THE HARDEST PARTS
OF GROWING UP IS LEARNING
TO SAY NO. IT TAKES
COURAGE . . . CONFIDENCE .
. . A CLEAR SENSE OF
PERSONAL VALUES AND
SELF-WORTH.

WHEN IT COMES TO DRUGS,
YOU KNOW WHAT'S RIGHT.
ALL YOU NEED IS THE
COURAGE TO SAY NO.

TODAY, SCHOOL-AGE DRUG
ABUSE IS A FACT OF LIFE --
FOR THE AFFLUENT AND THE
POOR, FOR THE SMALL TOWN
AND THE CITY.

WE CAN'T PROTECT OUR
CHILDREN BY CLOSING OUR
EYES TO THIS UGLY REALITY.
IF WE DON'T TALK ABOUT IT
OUR NEIGHBORHOODS AND
FAMILIES WILL BE
DESTROYED.

CONFRONT THE REALITY.
THEN JOIN WITH OTHERS IN A
COMMUNITY PARTNERSHIP
AGAINST SCHOOL-AGE DRUG
ABUSE.

IN 1985, I MET WITH OTHER
FIRST LADIES AT THE UNITED
NATIONS TO DISCUSS DRUG
ABUSE.

OUR TALKS MADE CLEAR THAT
THE DRUG PROBLEM IS
WORLD-WIDE.

IN JUNE 1987 THE U.N.
WILL BRING NATIONS
TOGETHER TO HELP STOP DRUG
TRAFFICKING AND ABUSE.

THE U.N. IS PLAYING A KEY
ROLE IN THE INTERNATIONAL
FIGHT AGAINST DRUGS, AND
WE MUST ALL SUPPORT IT.
LET'S WORK TOGETHER FOR A
WORLD WHICH WILL "JUST SAY
NO" TO DRUGS.

*we want to
see P.S.N.
before hand.*

GENERIC PSA #1
60 SEC.
1/21/87

HELLO. THIS IS NANCY
REAGAN.

TODAY, THERE IS A DRUG
AND ALCOHOL ABUSE EPIDEMIC
IN THIS COUNTRY AND NO ONE
IS SAFE FROM IT. NOT YOU,
NOT ME AND CERTAINLY NOT
OUR CHILDREN.

YOU MAY THINK THAT DRUG
ABUSE DOESN'T CONCERN YOU,
BUT IT DOES, BECAUSE DRUGS
KILL. ANYONE WHO ACCEPTS
ILLEGAL DRUG USE IS
ACCEPTING A PRACTICE THAT
DESTROYS LIFE.

EACH OF US MUST TAKE A
~~STRONG~~ STAND AND BECOME
INTOLERANT OF DRUG ABUSE
ANYWHERE, ANYTIME, BY
ANYBODY -- THERE'S NO
MIDDLE GROUND.

FOR THE SAKE OF OUR
CHILDREN, AND OUR

COUNTRY'S FUTURE, PLEASE
MAKE THIS A PERSONAL
CRUSADE. MILLIONS OF
YOUNG PEOPLE ARE SAYING NO
AND HELPING OTHERS DO THE
SAME.

~~PLEASE~~ DON'T TURN YOUR
BACK ON THEM. HELP CREATE
A DRUG-FREE AMERICA BY
TURNING YOUR BACK ON
DRUGS.

HELLO. THIS IS NANCY
REAGAN.

TODAY, THERE IS A DRUG
ABUSE EPIDEMIC AND NO ONE
IS SAFE FROM IT. NOT YOU,
NOT ME AND CERTAINLY NOT
OUR CHILDREN.

WE MUST BE INTOLERANT OF
DRUG ABUSE ANYWHERE,
ANYTIME BY ANYBODY. BY
ACCEPTING IT, YOU ARE
ACCEPTING A PRACTICE THAT
KILLS.

DON'T TURN YOUR BACK ON
OUR CHILDREN. HELP CREATE
A DRUG-FREE AMERICA BY
TURNING YOUR BACK ON
DRUGS.