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**CONFIDENTIAL**



The First Ladies Conference on Drug Abuse  
Washington, D.C. • Atlanta, Georgia April 24 - 25, 1985

APRIL 24-25, 1985  
BRIEFING BOOK II

MRS. REAGAN

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3. Ms. Page, Straight Inc.
4. Mrs. Nalepka, National Federation of Parents
5. Mrs. Brann, Oakland (CA) Parents in Action
6. Mr. Browne, Pharamcists Against Drug Abuse
7. Mr. Kaiser, WQED Pittsburgh
8. Mr. Blackmer, Kiwanis International

PROGRAM (ATLANTA)

BIOGRAPHIES OF SPEAKERS AND BACKGROUNDS ON THEIR ORGANIZATIONS

1. Dr. Gleaton, PRIDE
2. Mr. Cousteau
3. Dr. Gold, Fair Oaks Hospital, New Jersey
4. Mr. Halle, Coca Cola
5. Dr. Schuchard, PRIDE
6. Dr. Dalterio, University of Texas
7. Dr. Hingson, Boston University
8. Dr. Macdonald, ADAMHA

**CONFIDENTIAL**

DECLASSIFIED  
White House Guidelines, August 28, 1997  
NARA, Date 3/5/04

LIST OF PARTICIPANTS



The First Ladies Conference on Drug Abuse  
Washington, D.C. • Atlanta, Georgia      April 24 - 25, 1985

PARTICIPANTS LIST  
(E indicates English speaker)

Argentina

Mrs. Maria Lorenza Barreneche de Alfonsin  
Mrs. Silvia Alfonsin de Martinez Kane, Social Secretary to  
Mrs. Alfonsin  
Amb. Raul Alconada Sempe, Director of Latin American  
Affairs, Ministry of Foreign Relations

Bolivia

Mrs. Teresa Ormachea de Siles  
Clara De La Barra (E), Private Secretary to Mrs. Siles  
Marcela Siles De Gerke (E), daughter of Mrs. Siles

Canada

Mrs. Mila Mulroney (E)  
H.E. Allen E. Gothieb (E), Ambassador of Canada  
Ms. Bonnie Brownlee (E), Executive Assistant to Mrs.  
Mulroney

Colombia

Mrs. Rosa Helena Alvarez de Betancur  
Ms. Elsa Ramirez Ocampo, Wife of Foreign Minister (April 24)  
Dr. Cecilia Uribe-Restrepo, Colombian Institute of  
Family Welfare  
Mrs. Maria Eugenia Lloreda, wife of Colombian Ambassador  
(April 25)

Ecuador

Mrs. Eugenia Cordovez de Febres Cordero  
Mrs. Marcia Gilbert de Babra (E), Executive Director,  
Child and Family Institute (INNFA)  
Dr. Joffre Garcia, Technical Advisor on Drug Addiction

Federal Republic of Germany

Mrs. Marianne von Weizsaecker (E)  
Dr. Wilhelm Wemmer (E), Chief, Internal Affairs Desk,  
Federal President's Office  
Mrs. Ursula S. Reiss (E), Principal Private Secretary to  
Mrs. von Weizsaecker

Ireland

Mrs. Joan Fitzgerald (E)  
Dr. Mary Fitzgerald (E), daughter (tentative)  
Ms. Geraldine Byrne (E), Third Secretary, Protocol Office,  
Department of Foreign Affairs (tentative)

Italy

Mrs. Anna Maria Craxi  
Dr. Livia Pomodoro (E), Magistrate, Milan Appeals Court  
Prof. Fulvio Scaparro (E), Professor of Educational  
Psychology, Milan University, and Member of National  
Center for Drug Abuse Prevention

Jamaica

Mrs. Mitsy Seaga (E)  
Dr. Pamella Johnson (E), Wife of Jamaican Ambassador  
Ms. Dorothy Carter (E), Executive Director, Bureau of  
Citizens Affairs

Japan

Mrs. Tsutako Nakasone  
Mr. Yutaka Kawashima (E), Director, North America Division,  
Foreign Ministry  
Mr. Akira Yamamoto, Deputy Director,  
Narcotics Division, Pharmaceutical Bureau,  
Ministry of Health and Welfare

Malaysia

Dr. Siti Hasmah (E)  
Datin Molly (E), wife of Malaysian Ambassador  
Miss Hamidah Yusoff (E), Counselor, Malaysian Embassy

Mauritius

Mrs. Sarojini Devi Jugnauth (E)  
H.E. Chitmansing Jesseramsing (E), Ambassador of  
Mauritius  
Mrs. Usha Jesseramsing (E), wife of the Mauritian  
Ambassador

Mexico

Mrs. Paloma Cordero de de la Madrid  
Dr. Leobardo Ruiz Perez, Director General of the  
National System for Integration and Development of  
Families (E)  
Dra. Margarita Gomez Palacio Munoz, Director for  
Special Education of the Public Education Secretariat



Norway

Mrs. Anne Marie Willoch (E) M.D., Ph.D.,  
Astrid Nokleby Heiberg (E), State Secretary, Ministry of  
Social Affairs  
Ms. Hilde Lundebj (E), Deputy Director of Clinical  
Psychology, Central Council for Narcotic Abuse

Pakistan

Mrs. Shafiq Zia (E)  
Dr. (Mrs.) Khurshid Hyder (E), Additional Secretary for the  
Americas, Western Europe and Turkey, Ministry of Foreign  
Affairs (tentative)  
Mairaj Husain (E), Chairman, Pakistan Narcotics Control  
Board (PNCB) (tentative)

Panama

Mrs. Maria Consuelo Rivera de Ardito Barletta  
Dr. Marisol Reyes de Vasquez, President of the  
Supreme Court  
Mrs. Thelma de Solis Palma, wife of Minister of Education

Portugal

Mrs. Maria Manuela Eanes  
Dr. Ana Maria Rosa Martins Gomes (E), Foreign Affairs  
Assistant to President Eanes

PROGRAM



The First Ladies Conference on Drug Abuse  
Washington, D.C. • Atlanta, Georgia

April 24 - 25, 1985

April 24, 1985  
The White House  
Washington, D.C.

Welcoming Remarks  
Nancy Reagan

"The National Drug Strategy of the United States"  
Dr. Carlton E. Turner  
Deputy Assistant to the President and  
Director of the Office of Drug Abuse Policy

"The Worldwide Narcotics Problem"  
The Honorable Jon R. Thomas  
Assistant Secretary of State for  
International Narcotics Matters

"Why I Used Drugs -- Why I Stopped"  
Robin Page, Graduate of Straight, Inc.  
Drug Rehabilitation Center

Open Discussion and Comments among First Ladies

Luncheon

"The American Parents Movement"  
Joyce Nalepka  
President National Federation of Parents for  
Drug-Free Youth

"The Story of the Oakland, California Parents Group"  
Joan A. Brann  
Director, Oakland Parents in Action

"PADA: Pharmacists Against Drug Abuse"  
Herbert W. Browne  
President The Pharmacists Against Drug Abuse Foundation

"The Chemical People: Mobilizing the Grass Roots"  
Lloyd Kaiser  
President, WQED, Pittsburgh, Pennsylvania

"Together We Can Win Against School-Age Drug Abuse"  
David L. Blackmer  
Vice President for Public Affairs, Kiwanis International

Open Discussion and Comments among First Ladies

Closing Remarks  
Nancy Reagan





The First Ladies Conference on Drug Abuse  
Washington, D.C. • Atlanta, Georgia

April 24 - 25, 1985

Program  
The Georgia World Congress Center  
Atlanta, Georgia  
April 25, 1985

Welcoming Remarks

Thomas J. Gleaton, Ed.D.  
Co-founder and Executive Director, PRIDE  
"The Internationalization of the Parent Movement"

Opening Remarks

Nancy Reagan

"Snowstorm In The Jungle"

Film Produced by Jacques Cousteau  
Narrated by Jean-Michel Cousteau

"The Cocaine Epidemic -- 1985"

Mark S. Gold, M.D.  
Director of Research  
Fair Oaks Hospital, New Jersey

Luncheon

Hosted by Claus M. Halle  
Senior Executive Vice President  
The Coca Cola Company

"The Glamorization of Drugs by Society"

Keith M. Schuchard Ph.D.  
Co-founder of PRIDE

"Marijuana and Reproduction"

Susan L. Dalterio, Ph.D.  
Assistant Professor of Pharmacy  
University of Texas

"Research on Marijuana Fetal Syndrome"

Ralph Hingson, Ph.D.  
Department of Obstetrics & Gynecology  
Boston University

"Impact of Marijuana on Adolescent Development"

Donald I. Macdonald, M.D.  
Administrator, ADAMHA

Presentation of America's PRIDE

Farewell

Nancy Reagan





The First Ladies Conference on Drug Abuse  
Washington, D.C. • Atlanta, Georgia April 24 - 25, 1985

AGENDA/SCHEDULE

April 24

Greeting First Ladies Arriving at White House, 9:30 - 9:50 AM

- o set tone for the conference
- o offer warm welcome

Group Photo Session, South Portico, 9:50 - 10:00 AM

- o explain this as opportunity for expanded press coverage
- o official White House photo for first ladies plus press photos for use here and abroad will be made

Coffee in Blue Room with President, 10:00 - 10:15 AM

- o introduce President to first ladies individually
- o (separate talking points for President)

Opening of Conference, East Room, 10:15 AM

- o your remarks provide opportunity to welcome participants and explain conference objectives
- o comment on discussion period following speakers, express thanks for separate written presentations and note there will be more time for exchange on flights to and from Atlanta
- o introduce Dr. Turner as moderator

Discussion Period, 11:30 - 11:50 AM

- o be prepared to ask one or more questions if first ladies do not

Refreshments in Blue Room, 12:10 - 12:25 PM

- o ask for reactions to morning's speakers

Luncheon in State Dining Room, 12:30 - 1:50 PM

- o discuss your experiences with domestic drug abuse in U.S.
- o ask first ladies about drug abuse problems in their countries
- o go over schedule for afternoon and next day

Resumption of Conference, East Room, 1:50 PM

- o introduce moderator (Dr. Turner) again

Discussion Period, 3:30 - 3:50 PM

- o be prepared again to ask one or more questions if first ladies do not

Your Closing Remarks, 3:50 - 3:55 PM

- o thank speakers
- o note theme of private sector involvement
- o outline schedule and theme for day with PRIDE in Atlanta
- o urge first ladies to rest up for long day tomorrow



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Washington, D.C. • Atlanta, Georgia

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AGENDA/SCHEDULE

April 25

Flight to Atlanta, 8:20 - 9:45 AM

- o discuss with each first lady singly or in groups, her concerns on drug abuse and her reaction to the conference

Opening Remarks at Atlanta, 10:30 AM

- o thank PRIDE for welcoming first ladies
- o explain how first ladies can learn from PRIDE's example

Luncheon Hosted by Coca Cola, 12:30 - 1:40 PM

- o Discuss morning's presentations and experience of first ladies in cocaine producing and consuming countries

Farewell Remarks to PRIDE, 3:40 PM

- o thank speakers, youth participants and PRIDE for sharing their time with first ladies

Flight to Andrews AFB, 4:25 - 6:10 PM

- o same as above for flight to Atlanta

Farewell to First Ladies, Andrews AFB, 6:00 - 6:10

- o thank first ladies for participating in the conference
- o express hope that conference has suggested ways in which each can deal with problem of adolescent drug abuse in her own country

ROAD MAP





# The First Ladies Conference on Drug Abuse

Washington, D.C. • Atlanta, Georgia

April 24 - 25, 1985

## Road Map # 1 (April 24)

### 9:30-10:30 - Greeting First Ladies, Coffee with President, Group Photo, Opening Conference

#### 9:30-9:50 - Greeting First Ladies at Diplomatic Entrance (20 min.)

- You will greet each first lady individually (and her official party of two) as they arrive, offering warm welcome and coffee inside. (Official Party will be escorted to assigned seating in East Room.)
- Rejoin first ladies in Diplomatic Reception Room after last one arrives (or no later than 9:50).

#### 9:50-10:00 - Group Photo Session, South Portico (10 min.)

- Explain that each will receive a copy of the official White House group photo and that this is also opportunity for press to take photos which will probably get worldwide distribution.

#### 10:00-10:15 - Coffee with President in Blue Room (15 min.)

- When President enters, he will be introduced to each first lady individually as he circles the room.
- You will remain behind available, to chat with the first ladies after they have met the President.
- After President departs, ask first ladies to follow you to Green Room to line up for entrance to conference.

#### 10:15-10:30 - Opening of Conference, East Room (15 min.)

- Lead way to East Room. Escorts will indicate seating. You will be seated between Mrs. Seaga and Mrs. Nakasone.
- You open Conference with welcoming remarks and introduce Dr. Turner (attached card).



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Road Map # 2 (April 24)

11:30-1:50 - Discussion Period, Refreshments, Luncheon

11:30-12:10 - Discussion Period (40 min.)

- You should be prepared to ask questions if no one else does (attached card).

12:10-12:25 - Refreshment Period in Blue Room (15 min.)

- You may excuse yourself to visit rest room; staff will direct first ladies to rest rooms.
- If time permits, you could ask other first ladies for their reactions to the morning presentations.
- Lead way to the State Dining Room. Staff will indicate seating.

12:30-1:50 - Luncheon in State Dining Room (60 min.)

- You will be seated with \_\_\_\_\_.
- After lunch, lead way back to East Room for afternoon session.



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Road Map # 3 (April 24)

1:50-4:10 - Afternoon Session, Discussion Period, Closing Remarks, Farewell

1:50-1:55 - Resumption of Conference (5 min.)

-- Dr. Turner will introduce the next speaker (Joyce Nalepka).

3:30-3:50 - Discussion Period (20 min.)

-- You should be prepared to ask questions if no one else does (attached card).

3:50-3:55 - Closing Remarks (5 minutes)

-- You thank speakers and make closing remarks (attached card).

-- After remarks, lead way to Diplomatic Entrance.

4:00-4:10 - Farewell at Diplomatic Entrance (10 min.)

-- Bid farewell and shake hands with each first lady (but not official party of two).

-- Encourage first ladies to rest up for early departure (7:20 a.m.) and long day tomorrow.



# The First Ladies Conference on Drug Abuse

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## Road Map #4 (April 25)

### 8:20-9:45 - Flight to Atlanta (1 hr. 25 min.)

- You will be accompanied by the eight first ladies from Argentina, Bolivia, Canada, Colombia, Ecuador, Germany, Ireland and Italy.
- Since the flights to and from Atlanta provide the only extended period for informal exchange of views with the first ladies, it will be important for you to spend time talking with each.
- Once airborne, breakfast will be served. Across the table from you will be Mrs. Mulroney and Mrs. Siles (seating chart attached).
- After breakfast you will want to talk individually with the other first ladies seated behind you and across the aisle.
- Jon Thomas and Jim Rosebush will also be available to talk with first ladies after breakfast.



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Road Map # 5 (April 25)

10:10 - 10:40 - Arrival in Atlanta, Opening Remarks

10:10-10:30 - Arrive at World Congress Center, Atlanta (20 min.)

- You depart motorcade with other first ladies and proceed to Grand Ballroom via elevator.
- Dr. Gleaton announces your arrival and other first ladies at Ballroom; proceed to assigned seating.
- You will be seated between Mrs. Seaga and Mrs. Nakasone.

10:30-10:40 - Welcoming and Opening Remarks (10 min.)

- Dr. Gleaton welcomes group and introduces you.
- You proceed to stage, deliver Opening Remarks (4 minutes - attached card).
- After remarks, you depart stage and return to seat.
- Dr. Gleaton then speaks on "The Internationalization of the Parent Movement", followed by other speakers.



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Road Map # 6 (April 25)

12:10-1:40 - Depart for Lunch, Luncheon, Return for Afternoon Session

12:10-12:28 - Depart Ballroom for Luncheon (18 min.)

- After Dr. Gold's presentation, depart Ballroom accompanied by first ladies and proceed by elevator to room 257 to meet Mr. and Mrs. Halle
- You introduce first ladies to Mr. and Mrs. Halle. He is President, Coca Cola Export Company.
- You then proceed to Room 256 (next door) with first ladies for luncheon hosted by Coca Cola. Staff will indicate seating. Each first lady has a separate table.

12:30-1:40 - Luncheon, Return to Grand Ballroom (60 min.)

- At your table will be (seating attached).
- Mr. Halle makes brief welcoming remarks (12:30 p.m.)
- Luncheon begins.
- Luncheon ends (1:30 p.m.)
- You thank Mr. and Mrs. Halle.
- Return to Grand Ballroom via elevator with first ladies.
- Dr. Gleaton announces your arrival at Ballroom; you proceed to assigned seating (same as in morning).
- Dr. Gleaton introduces afternoon's speakers.





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Road Map #7 (April 25)

3:35-4:00 - Farewell Song and Remarks, Departure, Arrive Aircraft

3:35-3:45 - Farewell Song and Remarks (10 min.)

- You are escorted on stage with first ladies for farewell song by PRIDE young people.
- After song, you make farewell remarks (separate card).

3:45-4:00 - Departure, Proceed to Airport (15 min.)

- You depart Grand Ballroom via elevator with first ladies and proceed to motorcade.
- Motorcade proceeds to airport, where you board aircraft.



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Road Map # 8 (April 25)

4:25-6:10 - Flight to Andrews AFB, Farewell to First Ladies (1 hr. 45 min.)

4:25-5:45 - Flight to Andrews AFB (1 hr. 20 min.)

- You will be accompanied by the nine first ladies from Jamaica, Japan, Malaysia, Mauritius, Mexico, Norway, Pakistan, Panama and Portugal.
- You can use the flight to talk individually with all the first ladies.
- Carlton Turner and Jim Rosebush will be available to talk with the first ladies too.

6:00-6:10 Farewell to First Ladies (10 min.)

- After deplaning, you make farewell remarks (attached card) to other first ladies, thanking them for coming and expressing hope that Conference has helped give them ideas on how to deal with adolescent drug abuse in their countries.
- Mrs. Eanes addresses farewell remarks to you on behalf of other first ladies.
- You shake hands with each first lady individually to say good-bye.
- You proceed to motorcade and depart Andrews AFB for White House.



To Be Provided by Mrs. Reagan's Staff

TALKING POINTS

To Be Provided by Mrs. Reagan's Staff







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April 24, 1985  
The White House  
Washington, D.C.

Welcoming Remarks  
Nancy Reagan

"The National Drug Strategy of the United States"  
Dr. Carlton E. Turner  
Deputy Assistant to the President and  
Director of the Office of Drug Abuse Policy

"The Worldwide Narcotics Problem"  
The Honorable Jon R. Thomas  
Assistant Secretary of State for  
International Narcotics Matters

"Why I Used Drugs -- Why I Stopped"  
Robin Page, Graduate of Straight, Inc.  
Drug Rehabilitation Center

Open Discussion and Comments among First Ladies

Luncheon

"The American Parents Movement"  
Joyce Nalepka  
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"The Story of the Oakland, California Parents Group"  
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"PADA: Pharmacists Against Drug Abuse"  
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"The Chemical People: Mobilizing the Grass Roots"  
Lloyd Kaiser  
President, WQED, Pittsburgh, Pennsylvania

"Together We Can Win Against School-Age Drug Abuse"  
David L. Blackmer  
Vice President for Public Affairs, Kiwanis International

Open Discussion and Comments among First Ladies

Closing Remarks  
Nancy Reagan

BIOGRAPHIES OF SPEAKERS AND  
BACKGROUNDS ON THEIR ORGANIZATIONS





The First Ladies Conference on Drug Abuse  
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CARLTON E. TURNER, PH.D.  
Deputy Assistant To The President  
For Drug Abuse Policy

President Reagan appointed Carlton E. Turner as Special Assistant to the President for Drug Abuse Policy on April 7, 1983. Dr. Turner joined the Administration in July 1981 as Senior Policy Adviser for Drug Policy and on June 24, 1982 was sworn-in as Director of the White House Drug Abuse Policy Office in the Office of Policy Development.

In his position at the White House, Dr. Turner is primarily responsible for assisting the President in formulating policy for, and in coordinating and overseeing, international as well as domestic, drug abuse functions by all Executive agencies. He serves on the Cabinet-level Executive Board of the National Narcotics Border Interdiction System, assists the First Lady in her drug abuse education projects and works with the private sector as they join the President's Drug Awareness Campaign.

Dr. Turner was born on September 13, 1940 in Choctaw County, Alabama and educated in Organic Chemistry at the University of Southern Mississippi; B.S. 1966, M.S. 1969, Ph.D. 1970. He is married and has two daughters.

Immediately prior to joining the Administration, Dr. Turner was Director and Research Professor at the Research Institute of Pharmaceutical Sciences, School of Pharmacy, University of Mississippi (on leave of absence). Since 1971, he has also served as Project Director for the National Institute on Drug Abuse (NIDA) Cannabis-Coca Project where he was responsible for all phases of a large multi-disciplinary research program (from which he is now on leave of absence).

Dr. Turner has been working in drug research since becoming a postdoctoral fellow in the NIDA sponsored Cannabis-Coca Project. In the area of drug research, he has published over 100 scientific papers, patents, chapters in books and is co-author of Marijuana, An Annotated Bibliography, Volumes I and II. In addition, Dr. Turner has lectured widely on issues pertaining to drug abuse; international cooperation, drug law enforcement, education and prevention, and research.

Dr. Turner is listed in American Men and Women of Science, Men of Achievement, Dictionary of International Biography, Personalities of the South and Who's Who in America. He is the past president of the American Council on Marijuana's Scientific Advisory Board.



## The First Ladies Conference on Drug Abuse

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### DRUG ABUSE POLICY OFFICE WHITE HOUSE OFFICE OF POLICY DEVELOPMENT

The Director of the Drug Abuse Policy Office is responsible for coordinating and overseeing both international and domestic drug abuse functions by all executive branch agencies. Eleven cabinet departments and 37 Federal agencies are involved in the broad Federal effort. The Director of the Office is also the primary drug abuse policy advisor to the President of the United States. Dr. Carlton E. Turner, PhD, is Deputy Assistant to the President and Director of the Drug Abuse Policy Office.

In addition to overseeing the drug law enforcement and health-related drug abuse activities of the Federal Government, the Director also is responsible for encouraging private sector activities to reduce the abuse of drugs. The primary drug abuse policy document is the National Strategy for Prevention of Drug Abuse and Drug Trafficking which is published by the Drug Abuse Policy Office. The 1984 Strategy 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 do everything they can to eliminate drug abuse in the United States. The Strategy sets forth the tone and direction of the national response to drug abuse problems and is designed as a source of information and guidance to assist and encourage the private sector in efforts to reduce drug abuse.

The Director also oversees the implementation of the Strategy within the Federal Government, to include monthly meetings with the heads of the Federal agencies which have major drug abuse program responsibilities. An annual budget review of the Federal drug abuse programs is conducted each spring. Additionally, the Office places special emphasis on selected programs which are key to the implementation of the National Strategy. The oversight functions of the Office include international narcotics control, border and domestic drug law enforcement, treatment and rehabilitation of drug users, drug abuse education and prevention, research activities, and drug abuse reduction within the Armed Forces of the United States. The Office also assists with and coordinates support of specific private sector initiatives such as the preparation and distribution of over 4 million drug abuse awareness comic books to young school children, the development of the Pharmacists Against Drug Abuse program, and numerous other national programs sponsored by the private sector.