

# Ronald Reagan Presidential Library

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**Collection:** Turner, Carlton E.: Files  
**Folder Title:** Dwight C. Reed – President –  
National Soft Drink, 05/26/1982 – 11:00 am  
**Box:** 59

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① Coordinate with Ann on Idea of Presentation + 7-UP - NFL

② Ideas for Dwight to give CEO'S Briefing - Sept

③ Got List of Ideas from Dwight

④ Jody Forman → Gary Stack

⑤ V-P Briefing on President - not money supply as last year

⑥ Natural - Focused on Young People

⑦ Coke can; Repsit can

Elizabeth Dole

who Doves with

⑧ Justification - opportunity - 5 P's cost

463-6768  
Bruce Miller - Work for Dinner

⑨ Met with Gary Stack and Bill Novelli on 6-1-92



## IDEAS FOR DRUG ABUSE PREVENTION AND THE SOFT DRINK INDUSTRY

Prepared by the Drug Abuse Policy Office - May 27, 1982

1. Prepare slogans or jingles with a drug abuse prevention theme to be used for TV and print soft drink ads. Examples:
  - \* "If you must drink and drive, Drink (brand name)."
  - \* "Soft drugs give you a soft head, drink soft drinks instead."
  - \* Question: "When is a soft drug a soft drink?"  
Answer: Never.
2. Run a national or regional contest for the best drug abuse prevention slogan.
3. Using the National Soft Drink Association, develop a project to halt and prevent the use of a soft drink trademark on drug paraphernalia. Make the soft drink industry aware of and concerned about this misuse of their product image.
4. Collaborate with the National Football League and other organizations that influence youth, to develop joint projects that promote drug abuse prevention and reverse the "glamorization" of drugs by the sports establishment and the entertainment industry.
5. Prepare public education materials (films, brochures, etc.), directed at youth, to be used in schools, for service organization projects, or as handouts in supermarkets, etc. For example:
  - \* The National Association of Independent Insurers (NAII) has produced a film, "Danger: Marijuana on the Road" for the young driver.
  - \* Blue Cross and Blue Shield is considering a public education campaign directed at the health consequences of drug use.
  - \* Drug Fair, Inc. had a project to distribute drug abuse prevention information at their pharmacy counters.

6. Sponsor a can collection program. The soft drink industry will match or pay some extra amount for aluminum can redemption to be donated to drug abuse prevention and early intervention activities undertaken by local service groups. This project would be more appropriate for regional soft drink distributors. The national association could act as a publicizer of regional projects to promote their growth in other localities.
7. Work with other commercially-sponsored public service projects such as the "Ronald McDonald House" to spin-off drug abuse treatment programs, for example.