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Last Updated: 11/26/2024

EP

21693350
HD

THE WHITE HOUSE

WASHINGTON

September 20, 1984

MEMORANDUM FOR ANNE HIGGINS

FROM:

LEE L. VERSTANDIG *lee*
ASSISTANT TO THE PRESIDENT
FOR INTERGOVERNMENTAL AFFAIRS

SUBJECT:

REDRAFT PROC: National Drug Abuse Education
and Prevention Week

The IGA Staff has reviewed the re-drafted subject Proclamation and has no comments/edits on it.

Thank you.

THE WHITE HOUSE
WASHINGTON

* KIP

REDRAFT - URGENT

Document No. 216933

September 19, 1984

MEMORANDUM FOR: FRED FIELDING
CRAIG FULLER
M.B. OGLESBY
JACK SVAHN
✓ LEE VERSTANDIG
FAITH WHITTLESEY
FRED RYAN (FYI)

FROM: Duncan Clark *ROC*
(for) ANNE HIGGINS
94-OEOB/Ext. 7610

SUBJECT: DRAFT PROCLAMATION: NATIONAL DRUG ABUSE
EDUCATION AND PREVENTION WEEK

Attached for your review is the above mentioned proclamation designating the week beginning September 23, 1984 as "National Drug Abuse Education and Prevention Week."

Please disregard previous draft sent to you for clearance. Attached is a revised proclamation, which was drafted by the Office of Drug Abuse Policy, OPD, and edited in this office.

THE PRESIDENT WILL SIGN THE PROCLAMATION FRIDAY MORNING. THEREFORE IMMEDIATE ATTENTION REQUIRED. WRITTEN RESPONSE REQUIRE BY NO LATER THAN 10:00 A.M., THURSDAY, SEPTEMBER 20.

Thank you. ²⁰

cc: Caron Jackson
Ron Geisler

*Kip:
we had
no comments
on orig. draft*

THE WHITE HOUSE
WASHINGTON

2169335C

Ho

REDRAFT - URGENT



Document No. 216933

September 19, 1984

Ok Higgins

MEMORANDUM FOR: FRED FIELDING
CRAIG FULLER
✓ M.B. OGLESBY
JACK SVAHN
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Thank you. ²⁰

Duncan Clark
10:35
920

cc: Caron Jackson
Ron Geisler

THE WHITE HOUSE
WASHINGTON



Document No. 216933

September 18, 1984

MEMORANDUM FOR: FRED FIELDING
CRAIG FULLER
✓ M.B. OGLESBY
JACK SVAHN
LEE VERSTANDIG
FAITH WHITTLESEY
FRED RYAN (FYI)

FROM: Duncan Clark
(for) ANNE HIGGINS
94-OEOB/Ext. 7610

SUBJECT: DRAFT PROCLAMATION: NATIONAL DRUG ABUSE
EDUCATION AND PREVENTION WEEK

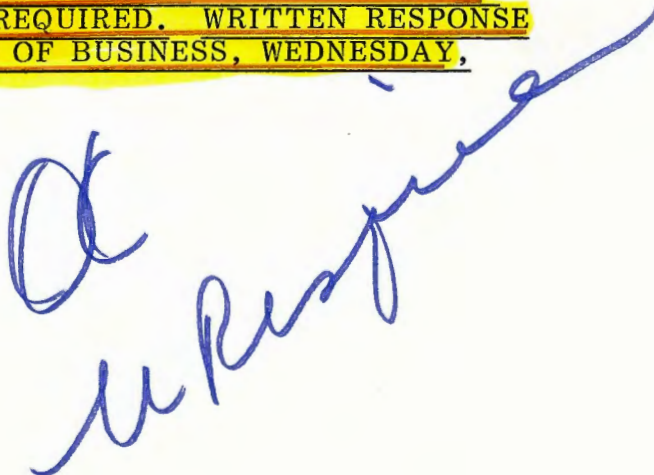
Attached for your review is the above mentioned proclamation designating the week beginning September 23, 1984 as "National Drug Abuse Education and Prevention Week."

It was submitted by the Department of Health and Human Services, and edited/revised by this office.

THE PRESIDENT WILL SIGN THE PROCLAMATION FRIDAY MORNING.
THEREFORE IMMEDIATE ATTENTION REQUIRED. WRITTEN RESPONSE
REQUIRE BY NO LATER THAN CLOSE OF BUSINESS, WEDNESDAY,
SEPTEMBER 19, 1984.

Thank you.

cc: Caron Jackson
Ron Geisler



THE WHITE HOUSE

WASHINGTON

Document No. 216933

September 18, 1984

MEMORANDUM FOR: FRED FIELDING
CRAIG FULLER
M.B. OGLESBY
JACK SVAHN
LEE VERSTANDIG
✓ FAITH WHITTLESEY
FRED RYAN (FYI)

*ofp
Rw*

FROM: Duncan Clark
(for) ANNE HIGGINS
94-OEOB/Ext. 7610

SUBJECT: DRAFT PROCLAMATION: NATIONAL DRUG ABUSE
EDUCATION AND PREVENTION WEEK

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It was submitted by the Department of Health and Human Services, and edited/revised by this office.

THE PRESIDENT WILL SIGN THE PROCLAMATION FRIDAY MORNING.
THEREFORE IMMEDIATE ATTENTION REQUIRED. WRITTEN RESPONSE
REQUIRE BY NO LATER THAN CLOSE OF BUSINESS, WEDNESDAY,
SEPTEMBER 19, 1984.

Thank you.

cc: Caron Jackson
Ron Geisler

THE WHITE HOUSE
WASHINGTON



Document No. 216933

September 18, 1984

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✓ CRAIG FULLER
M.B. OGLESBY
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It was submitted by the Department of Health and Human Services, and edited/revised by this office.

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THEREFORE IMMEDIATE ATTENTION REQUIRED. WRITTEN RESPONSE
REQUIRE BY NO LATER THAN CLOSE OF BUSINESS, WEDNESDAY,
SEPTEMBER 19, 1984.

Thank you.

cc: Caron Jackson
Ron Geisler

NATIONAL DRUG ABUSE EDUCATION AND PREVENTION WEEK

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

The tragedy of drug abuse affects families from all segments of our society. More than 30 million young people have tried an illicit drug. Our Nation must commit itself to reducing this number as quickly as possible.

National prevention and education efforts are important weapons in the battle to keep our children drug-free, and our efforts are beginning to show results. Although drug abuse levels remain high, the trend is now falling rather than rising. Last year, for example, the number of high school seniors who used marijuana every day dropped to its lowest level since the early 1970s. Moreover, 83 percent of our high-school seniors said they personally disapprove of marijuana use. ⁱⁿIncreasing numbers, they perceive the harmful consequences of illicit drugs and view their use among their peers with disfavor.

*leave in
"in" as
shown on
draft.*

The efforts being made by parents, educators, business leaders, government officials, and the media to educate the public to the hazards of drug abuse have contributed to the decrease in drug abuse by young people, and these efforts deserve recognition.

To call attention to these important activities, the Congress, by House Joint Resolution 529, has designated the week beginning September 23, 1984 as "National Drug Abuse Education and Prevention Week" and has authorized and requested the President to issue a proclamation in observance of this week.

NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America, do hereby proclaim the week beginning September 23, 1984 as National Drug Abuse Education and

EF

2169335C
HO File

Comments from: WH-OCA (EOP020) Posted: Wed 19-Sep-84 13:33 EDT Sys 64
September 19, 1984

MEMORANDUM FOR THE SECRETARY OF THE TREASURY
THE ATTORNEY GENERAL
THE SECRETARY OF TRANSPORTATION

FROM: CRAIG L. FULLER

SUBJECT: PRESIDENTIAL REMARKS: Singing Ceremony for
National Drug Abuse Education and Prevention
Week [September 21]

Please provide Ben Elliott (456-6266, Speechwriting Office) any
edits/comments you may have by 5 pm today, and forward an
information copy to my office.

Thanks.

no comment
JH
9/21

WHITE HOUSE ELECTRONIC MAIL 09-19-84 1:40 p.m.

To: C.FULLER (EOP021)
To: WH-RM (EOP043)
To: WH-EM (EOP054)
To: DOJ (EOP100)
To: DOT (EOP140)
To: TRES (EOP230)
Cc: T.GIBSON (EOP028)
Cc: DOT-PA (EOP141)
From: WH-SPEECH (EOP047)
Posted: Wed 19-Sep-84 13:04 EDT
To: WH-OCA (EOP020) Subject: speech/ss/Signing for Drug Abuse
Week

(Myer/BE)
September 19, 1984
11:30 a.m.

PRESIDENTIAL REMARKS: SIGNING CEREMONY FOR NATIONAL DRUG ABUSE
EDUCATION AND PREVENTION WEEK
FRIDAY, SEPTEMBER 21, 1984

Thank you very much. Members of the Congress, our distinguished guests sharing the platform with me, and ladies and gentlemen. Good morning and welcome to the White House.

We're here to mark the progress of our common fight against drug abuse, and greater national effort in the weeks and months ahead.

Three short years ago, America came to its senses about drug abuse. We raised a battle flag and declared war on one of the gravest problems facing our Nation. Action replaced debate. We knew the fight wouldn't be easy, but we also knew we couldn't afford to lose -- we're fighting for the health of our children and the future of America.

Well, we've made a lot of progress during the past 3 years, but we all know we still have a long way to go. Permissive attitudes are giving way to a new sense of responsibility. We've hired more than 1,200 new investigators and prosecutors and established 12 regional task forces to crack down on the big-money drug traffickers. But one-fourth of our Nation's young people continue to abuse drugs or alcohol.

Hopelessness and helplessness are being replaced with optimism and a willingness to join together in the fight. Concerned parents are banding together, and hundreds of community and business organizations have joined the ranks. But there are still about 10 million problem drinkers and an additional

3 million between the ages of 14 and 17. And over 5,000 teenagers are killed every year in auto accidents due to drunken driving.

Education programs are erasing 20 years of wrong-headed attitudes about drug use, and we're taking aim where it counts the most: teaching the drug users and potential drug users to say "no" to drugs. But over 4 million people use cocaine and too many children are getting into drugs every day.

Now, as you know, Nancy has traveled across America, visiting schools and treatment facilities, seeking every opportunity to promote an anti-drug, pro-achievement generation. In her travels, she's seen heartbreak, broken dreams and families, and lost lives. But she's convinced, as I am, that if all of us work together, become more involved, knowledgeable, and step up the fight, we can save a generation and help preserve its promise and hope.

And doing just that is the heart of our 1984 Federal Strategy for Prevention of Drug Abuse. The 1984 Strategy will be released next week -- during National Drug Abuse Education and Prevention Week -- but since I've had a chance to see it, let me tell you that we'll be striving to reinforce the program now in place. We're on the right track -- we don't need to change direction, but we do need to step up the pace.

The Federal Government will redouble its efforts to stop drug trafficking, punish drug traffickers, and increase international cooperation to control narcotics. But ultimately, victory can only come from the dedication and commitment of

private industry, public organizations, local government and citizen volunteers. We need to get more people involved, particularly in prevention programs. And we'll be calling on the American people to help us.

To win this fight, we're going to need the kind of help that you on this stage have given to your communities and to all of us. And I know that, for each of you here today, there are thousands of other caring Americans who are also giving of themselves. None of you ever expected any reward for what you did. That's the way it's always been in America. But believe me, I'm delighted that we have the opportunity to recognize you today.

As Chairman of the Texans' War on Drugs, Mr. H. Ross Perot has made Texas one of the worst places in the world for drug users, pushers, dealers, and traffickers. And his committee is now a model for many other States.

Mrs. Marsha Manatt Schuchard and Mrs. Loretta Wenger have contributed unsparingly of their time, energy, and talents to make lasting contributions to the national drug abuse prevention program. Mrs. Schuchard was the inspiration behind an acclaimed T.V. documentary and is the author of two important books on the dangers of marijuana. Mrs. Wenger's drug abuse education program is reaching communities all across America. The unselfish efforts of these two ladies are changing attitudes and saving lives.

D.C. Comics, a division of Warner Communications, and the Keebler Company have worked together to produce and distribute

2 million drug awareness comic books. The credibility of the comic book characters among our young people is helping to communicate the dangers of drugs and helping them to say "no."

McNeil-Pharmaceutical is the driving force behind a drug abuse education program that establishes our Nation's pharmacists as a local source of credible information and technical assistance on drug use and abuse. And today, the organization, "Pharmacists Against Drug Abuse," is in 85 percent of our Nation's retail pharmacies.

Each of you is demonstrating the unique American spirit of voluntarism. In your own way, you're helping resolve the drug abuse problem in a more effective manner than we could ever do with large Federal programs. We're grateful for the people you've helped, for the people whose lives you've touched and whose burdens you've lifted because you cared enough to extend a helping hand and a warm heart.

And now with Nancy's help, I have the pleasure of handing out your awards.

[Pass out certificates]

Before anyone leaves the room, there is one more piece of business. As part of our drug awareness campaign and our national strategy, I will now sign a proclamation designating the week of September 23rd through the 29th as National Drug Abuse Education and Prevention Week. And I want to thank Senator Chiles, who sponsored the proclamation in the Senate, and Congressman Bennett, who sponsored it in the House. I know that both of you have a strong personal interest in this proclamation

Page 5

and we're grateful to you for it. And now I will sign the proclamation.

EF

216 9335C
HD

THE WHITE HOUSE
WASHINGTON

September 19, 1984

MEMORANDUM FOR ANNE HIGGINS

FROM: LEE L. VERSTANDIG *lee*
ASSISTANT TO THE PRESIDENT
FOR INTERGOVERNMENTAL AFFAIRS

SUBJECT: DRAFT PROCLAMATION: National Drug Abuse
Education and Prevention Week

The IGA Staff has reviewed the subject Proclamation and has no comments/edits on it.

Thank you.

THE WHITE HOUSE
WASHINGTON

Document No. 216933

September 18, 1984

MEMORANDUM FOR: FRED FIELDING
CRAIG FULLER
M.B. OGLESBY
JACK SVAHN
✓ LEE VERSTANDIG
FAITH WHITTLESEY
FRED RYAN (FYI)

FROM: Duncan Clark
(for) ANNE HIGGINS
94-OEOB/Ext. 7610

SUBJECT: DRAFT PROCLAMATION: NATIONAL DRUG ABUSE
EDUCATION AND PREVENTION WEEK

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It was submitted by the Department of Health and Human Services, and edited/revised by this office.

THE PRESIDENT WILL SIGN THE PROCLAMATION FRIDAY MORNING.
THEREFORE IMMEDIATE ATTENTION REQUIRED. WRITTEN RESPONSE
REQUIRE BY NO LATER THAN CLOSE OF BUSINESS, WEDNESDAY,
SEPTEMBER 19, 1984.

Thank you.

cc: Caron Jackson.
Ron Geisler

no C

EF

216 93350
HO

THE WHITE HOUSE
WASHINGTON

INTERGOVERNMENTAL AFFAIRS
STAFFING MEMORANDUM RESPONSE

September 19, 1984

MEMORANDUM FOR RICHARD G. DARMAN

FROM: LEE L. VERSTANDIG *lee*
ASSISTANT TO THE PRESIDENT
FOR INTERGOVERNMENTAL AFFAIRS

SUBJECT: Remarks: Signing Ceremony for National Drug
Abuse Education and Prevention Week

The IGA Staff has reviewed the subject remarks and has no comments/edits on them.

Thank you.

cc: Ben Elliott

WHITE HOUSE STAFFING MEMORANDUM

DATE: 9/19/84 ACTION/CONCURRENCE/COMMENT DUE BY: 5:00 P.M. TODAY

SUBJECT: REMARKS: SINGING CEREMONY FOR NATIONAL DRUG ABUSE EDUCATION
AND PREVENTION WEEK (9/19 - 11:30 a.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	MURPHY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MEESE	<input type="checkbox"/>	<input checked="" type="checkbox"/>	OGLESBY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BAKER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input type="checkbox"/>
DEAVER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SPEAKES	<input type="checkbox"/>	<input checked="" type="checkbox"/>
STOCKMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SVAHN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/> P	<input checked="" type="checkbox"/> SS	VERSTANDIG	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FIELDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WHITTLESEY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FULLER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ELLIOTT	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HERRINGTON	<input type="checkbox"/>	<input type="checkbox"/>	TUTWILER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HICKEY	<input type="checkbox"/>	<input type="checkbox"/>	WIRTHLIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
McFARLANE	<input type="checkbox"/>	<input type="checkbox"/>	HENKEL	<input checked="" type="checkbox"/>	<input type="checkbox"/>
McMANUS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BAROODY	<input checked="" type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide any edits directly to Ben Elliott by 5:00 p.m. today with an information copy to my office.

Thank you.

RESPONSE:

B.G.

no C

Richard G. Darman
 Assistant to the President
 Ext. 2702

1984 SEP 12 PM 1:07

(Myer/BE)
September 19, 1984
11:30 a.m.

PRESIDENTIAL REMARKS: SIGNING CEREMONY FOR NATIONAL DRUG ABUSE
EDUCATION AND PREVENTION WEEK
FRIDAY, SEPTEMBER 21, 1984

Thank you very much. Members of the Congress, our distinguished guests sharing the platform with me, and ladies and gentlemen. Good morning and welcome to the White House.

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Hopelessness and helplessness are being replaced with optimism and a willingness to join together in the fight. Concerned parents are banding together, and hundreds of community and business organizations have joined the ranks. But there are still about 10 million problem drinkers and an additional

3 million between the ages of 14 and 17. And over 5,000 teenagers are killed every year in auto accidents due to drunken driving.

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And doing just that is the heart of our 1984 Federal Strategy for Prevention of Drug Abuse. The 1984 Strategy will be released next week -- during National Drug Abuse Education and Prevention Week -- but since I've had a chance to see it, let me tell you that we'll be striving to reinforce the program now in place. We're on the right track -- we don't need to change direction, but we do need to step up the pace.

The Federal Government will redouble its efforts to stop drug trafficking, punish drug traffickers, and increase international cooperation to control narcotics. But ultimately, victory can only come from the dedication and commitment of

private industry, public organizations, local government and citizen volunteers. We need to get more people involved, particularly in prevention programs. And we'll be calling on the American people to help us.

To win this fight, we're going to need the kind of help that you on this stage have given to your communities and to all of us. And I know that, for each of you here today, there are thousands of other caring Americans who are also giving of themselves. None of you ever expected any reward for what you did. That's the way it's always been in America. But believe me, I'm delighted that we have the opportunity to recognize you today.

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And now with Nancy's help, I have the pleasure of handing out your awards.

[Pass out certificates]

Before anyone leaves the room, there is one more piece of business. As part of our drug awareness campaign and our national strategy, I will now sign a proclamation designating the week of September 23rd through the 29th as National Drug Abuse Education and Prevention Week. And I want to thank Senator Chiles, who sponsored the proclamation in the Senate, and Congressman Bennett, who sponsored it in the House. I know that both of you have a strong personal interest in this proclamation

Page 5

and we're grateful to you for it. And now I will sign the
proclamation.

2169335C Ron: look ok 2 5.
THO
yes.
Pan Zush
9/5/84

THE WHITE HOUSE
WASHINGTON

September 4, 1984

MEMORANDUM FOR RICHARD G. DARMAN

FROM: JOHN A. SVANN ~~SVANN~~

SUBJECT: Drug Abuse Certificates of Appreciation From The President

Attached are nominations for each of the first six candidates to receive a Presidential Drug Abuse Certificate of Appreciation from the President for their "exemplary service to the nation in the campaign against drug and alcohol abuse."

In establishing the system, the concept and certificates (see attached) were cleared last year on the condition that the Drug Abuse Policy Office would obtain staff approval on each nominee. The attached selections were made based on the following criteria:

1. Major contributions to the national objective of reducing drug abuse.
2. High degree of individual or corporate initiative in the drug abuse area.
3. Demonstrated concern and outstanding support for one or more of the five major elements of the 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking:
 - International Cooperation
 - Drug Law Enforcement
 - Education and Prevention
 - Detoxification and Treatment
 - Drug Abuse Research

Please process these nominees for approval to receive a drug abuse Certificate of Appreciation from the President. We are submitting a Scheduling Proposal for the President to make these awards during National Drug Abuse Education and Prevention Week (September 23-29, 1984), therefore, we need clearance no later than close of business Friday, September 7, 1984.

cc: Carlton Turner

9/21/84: 6 Certificates of Appreciation presented by the President, East Room. Pan Zush

1984 SEP -4 PM 7:38

THE WHITE HOUSE
WASHINGTON

September 1, 1984

MEMORANDUM FOR MR. ROBERT C. LAMAR

FROM: JOHN A. [unclear]

SUBJECT: Drug Abuse Certification of Appreciation from the President

Attached are nominations for each of the first six candidates to receive a Presidential Drug Abuse Certificate of Appreciation from the President for their "exceptional service to the nation in the campaign against drug and alcohol abuse."

In establishing the system, the concept and certificate (see attached) were created last year on the condition that the Drug Abuse Policy Office would obtain prior approval on each nominee. The attached selections were made based on the following criteria:

1. Major contribution to the national objective of reducing drug abuse.
2. High degree of individual or corporate initiative in the drug abuse area.
3. Demonstrated concern and outstanding support for one or more of the five major elements of the 1983 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking:

- International Cooperation
- Drug Law Enforcement
- Education and Prevention
- Detection and Treatment
- Drug Abuse Research

Please process these nominees for approval to receive a drug abuse Certificate of Appreciation from the President. We are submitting a Scheduling Proposal for the President to make these awards during National Drug Abuse Education and Prevention Week (September 13-17, 1984). Therefore, we need clearance no later than close of business Friday, September 7, 1984.

cc: Carter Library

Ron,
FYI
Sue

THE WHITE HOUSE
WASHINGTON

September 14, 1984

MEMORANDUM FOR WILLIAM T. GEMMELL
DIRECTOR
GRAPHICS AND CALLIGRAPHY OFFICE

FROM: CARLTON E. TURNER
SPECIAL ASSISTANT TO THE PRESIDENT
FOR DRUG ABUSE POLICY

SUBJECT: Presidential Certificates of Appreciation

Attached are six (6) blank Presidential Certificates of Appreciation. These Certificates will be presented by the President on September 21, 1984.

Each recipient has been cleared by the White House staff and preparation of the Certificates has been coordinated with the Executive Clerk, Ron Geisler.

Please calligraphy the following names on the Certificates and date them September 21, 1984:

1. H. Ross Perot
2. Marsha Manatt Schuchard
3. Loretta "Sis" Wenger
4. DC Comics, Incorporated
5. The Keebler Company
6. McNeil Pharmaceutical

When complete please forward to Ron Geisler in Room 5 OEOB. He will coordinate getting the President's signature.

Thank you for your help and if you have any questions please call Sue Daoulas in my office on x6554.



SAMPLE

The President of the United States

presents this

Certificate of Appreciation

to

*in recognition of ~~his~~ ^{their, his or her} exemplary
service to the nation in the campaign
against drug abuse.
and alcohol*

*The White House
Washington, D.C.
(Date)*

DRUG ABUSE PROGRAM
CERTIFICATES OF APPRECIATION

Nomination

CANDIDATE: H. Ross Perot

FROM: Dallas, Texas

CONTRIBUTION:

Governor Clements (TX) designated Mr. Perot as Chairman of the Texans War on Drugs Committee with the goal of making Texas the worst possible place in the world to be a drug user, pusher, dealer, or trafficker. Mr. Perot used his personal resources and organizational ability to set the organization in motion and successfully sought dramatic legislative reforms which enabled the goal to be achieved.

Mr. Perot's leadership in the Texans War on Drugs has made it the model many other States have emulated. The program was developed under the parent group concept. The concept has spread nationwide and grown to include the formation of a national organization, the National Federation of Parents for Drug-Free Youth.

Mr. Perot has proven that State and local initiatives are truly effective in combatting drug and alcohol abuse and that it can be successful without depending on Federal funding.

HOW IT RELATES TO THE PRESIDENT'S STRATEGY:

The President's 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking called for establishing State-wide networks for drug abuse education and prevention activities. The Texas program has been used as a model approach and Mr. Perot continues to use his expertise and resources to assist other States, organizations and individuals.

His successful approach represents the principles of New Federalism and has supported all aspects of the President's strategy to fight drug abuse through strong law enforcement and effective prevention and education efforts.

RECOMMENDATION:

H. Ross Perot is recommended by Carlton E. Turner for award of a Drug Abuse Certificate of Appreciation from President Reagan in recognition of his significant contribution to the national drug abuse prevention program.

DRUG ABUSE PROGRAM
CERTIFICATES OF APPRECIATION

Nomination

CANDIDATE: Marsha Manatt Schuchard

FROM: Atlanta, Georgia

CONTRIBUTION:

After her own child became dependent on drugs, Mrs. Schuchard educated herself about drug abuse and began educating others. Ultimately, she convinced the Director of the National Institute on Drug Abuse to redirect education efforts toward emphasis on the dangers of marijuana use and to mount a major prevention program oriented to youth and the family. She was the moving force behind the widely acclaimed TV documentary "Reading, Writing and Reefer." Mrs. Schuchard is the author of "Parents, Peers and Pot," and "Parents, Peers and Pot, II," which are among the most accepted and widely used educational publications on marijuana.

Mrs. Schuchard has travelled extensively throughout the United States and around the world and has contributed to changing public attitudes toward drug abuse to increased awareness of drug problems both nationally and internationally.

HOW IT RELATES TO THE PRESIDENT'S STRATEGY:

The President's 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking called for changing the international perception that drug abuse is uniquely an American problem and for national and international efforts to raise public awareness and stimulate action to stop drug abuse. Mrs. Schuchard has contributed unsparingly of her time and considerable talent. The success of her efforts is reflected in the reduced levels of drug abuse, the dramatic increase in involvement by concerned parents and the improvement in the international drug abuse prevention efforts.

RECOMMENDATION:

Marsha Manatt Schuchard is recommended by Carlton E. Turner for award of a Drug Abuse Certificate of Appreciation from President Reagan in recognition of her significant contribution to the National drug abuse prevention program.

DRUG ABUSE PROGRAM
CERTIFICATES OF APPRECIATION

Nomination

CANDIDATE: Loretta "Sis" Wenger

FROM: Birmingham, Michigan

CONTRIBUTION:

As a member of the Junior League, Mrs. Wenger began her volunteer work in the area of neglected and abused children and juvenile delinquents. She became increasingly aware of the correlation between the incidence of these children coming from families suffering from alcohol and/or drug abuse. She educated herself and began teaching others on education, prevention and intervention. Mrs. Wenger established a model, through the volunteer lifestyle, where individuals can work toward eliminating alcohol and drug abuse in the community without neglecting their own home.

Mrs. Wenger trains school and church groups, hospital staffs, law enforcement associations and individuals. After training, these people are prepared to train others, thereby creating an ever expanding influence and source of information, assistance and further training.

By using the established network of the Junior League, Mrs. Wenger's program has been adopted by and engrained in a large number of communities. Her work continues to be done with limited financial resources, but with unlimited enthusiasm. Her concept has reached large numbers of people, communities and countries and continues to expand throughout the world.

HOW IT RELATES TO THE PRESIDENT'S STRATEGY:

The President's 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking called for grassroots involvement and stressed the need for volunteerism. Mrs. Wenger's actions epitomize this principle. She has translated the principle into effective action both within the United States and internationally.

RECOMMENDATION:

Loretta "Sis" Wenger is recommended by Carlton E. Turner for award of a Drug Abuse Certificate of Appreciation from President Reagan in recognition of her significant contribution to the National drug abuse prevention program.

DRUG ABUSE PROGRAM
CERTIFICATES OF APPRECIATION

Nomination

CANDIDATE: DC Comics, Inc.
FROM: New York, New York
CONTRIBUTION:

DC Comics, a division of Warner Communications, has made major contributions to the President's Drug Awareness Campaign. DC Comics, its officers and employees, researched, wrote, designed and produced the three Teen Titans Drug Awareness Comic Books, an Activity Book and donated the use of the Teen Titans characters for drug awareness public service announcements. All the work by the writers, designers, etc., and the commercial royalties they would have earned were donated for this project. A commercial version of the comic books was published and the proceeds from the sales were donated to further the cause of drug abuse awareness.

Through their established credibility and the strength of their characters, DC Comics provided an excellent mechanism through which the dangers of drug abuse could be effectively communicated to young people from grades K through 6. Previous drug education efforts directed at this age group had been unsuccessful. The concept of using commercial adventure comic characters has proven highly successful in gaining the attention and interest of these young people.

HOW IT RELATES TO THE PRESIDENT'S STRATEGY:

The President's 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking called for involvement by private sector and established a high priority for education and prevention efforts directed at school age children, seeking credible materials which they would understand and accept.

RECOMMENDATION:

DC Comics is recommended by Carlton E. Turner for award of a Drug Abuse Certificate of Appreciation from President Reagan in recognition of their significant contribution to the National drug abuse prevention program.

DRUG ABUSE PROGRAM
CERTIFICATES OF APPRECIATION

Nomination

CANDIDATE: The Keebler Company

FROM: Elmhurst, Illinois

CONTRIBUTION:

The Keebler Company was the first to respond to the need for providing drug abuse educational materials to young people in a manner in which they understand and accept. Keebler underwrote the cost of the production and research in DC Comics preparation of the first drug awareness adventure comic book in the President's Drug Awareness Campaign. They initially sponsored the production of one million copies which were distributed by the Federal government to fourth grade classes in 35,000 elementary schools across the country. Another one million copies were printed for use in drug awareness programs held in shopping centers in the Western United States and made unlimited copies available to all of the Federal government for additional distribution.

Keebler identified an opportunity to contribute to improving the future of the United States and, in cooperation with the Federal government, made a significant effort in national drug abuse awareness.

HOW IT RELATES TO THE PRESIDENT'S STRATEGY:

The President's 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking called for the involvement of the private sector in drug abuse education and prevention activities. It also called for the preparation and dissemination of credible materials for young people in a manner in which they understand and accept.

Keebler's sponsorship and significant financial commitment provided timely effective educational materials on drug abuse to young people across the nation and led the way for other companies and organizations to join in the awareness effort.

RECOMMENDATION:

The Keebler Company is recommended by Carlton E. Turner for award of a Drug Abuse Certificate of Appreciation from President Reagan in recognition of their significant contribution to the National drug abuse prevention program.

DRUG ABUSE PROGRAM
CERTIFICATES OF APPRECIATION

Nomination

CANDIDATE: McNeil Pharmaceutical
FROM: Springhouse, Pennsylvania
CONTRIBUTION:

McNeil Pharmaceutical, using the credibility of pharmacists among the general public, made a special effort to educate them in drug abuse awareness and encourage them to serve as a community resource center for information. McNeil developed "Pharmacists Against Drug Abuse" (PADA), a drug abuse educational program, which is now in 85% of the Nation's retail pharmacies and funded solely by McNeil Pharmaceutical. As part of the program, the pharmacists interact with other professionals to educate parents and other community members about drug abuse and how to deal with it.

McNeil Pharmaceutical is also working with Kiwanis International in preparing 10,000 billboards displaying drug awareness messages.

HOW IT RELATES TO THE PRESIDENT'S STRATEGY:

The President's 1982 Federal Strategy for Prevention of Drug Abuse and Drug Trafficking called for the involvement of the pharmaceutical community in drug abuse education and prevention activities. The Pharmacists Against Drug Abuse Program establishes the nation's pharmacists as a source of credible information and technical assistance concerning drug abuse to parents and communities.

RECOMMENDATION:

McNeil Pharmaceutical is recommended by Carlton E. Turner for award of a Drug Abuse Certificate of Appreciation from President Reagan in recognition of their significant contribution to the National drug abuse prevention program.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

September 21, 1984

REMARKS OF THE PRESIDENT
AT SIGNING CEREMONY FOR NATIONAL DRUG ABUSE
EDUCATION AND PREVENTION WEEK

The East Room

10:50 A.M. EDT

THE PRESIDENT: Thank you very much. And now that we have Nancy properly placed, she and I welcome you all to -- here to the White House. Senator Chiles and Congressman Bennett, our distinguished guests, and ladies and gentlemen. Good morning, and again, a welcome.

We're here to thank the -- to mark the progress, I should say, of the fight against drug abuse, and to commit ourselves to an even greater national effort in the months ahead. Within the last several years, I think America has come to its senses about drug abuse. We raised a battle flag and declared war on one of the gravest problems that I think is facing our nation. Action replaced debate. We knew the fight wouldn't be easy, but we also knew the -- we couldn't afford to lose. We're fighting for the health of our children and the future of America.

Well, we've made a lot of progress during these past 3 years. Permissive attitudes are giving way to a new sense of responsibility. Hopelessness and helplessness are being replaced with optimism and a willingness to join together in the fight. Concerned parents are banding together, and hundreds of community and business organizations have joined the ranks.

Education programs are erasing 20 years of wrong-headed attitudes about drug use. And we're taking aim where it counts the most: teaching the drug users and potential drug users to say "No" to drugs.

At the federal level, we've taken strong measures to crack down on big-money drug traffickers and to catch drug smugglers in the act. Yet we all know that we have a long way to go. About one-fourth of our nation's young people continue to abuse drugs or alcohol, and too many children are still getting into drugs every day. And thousands of teenagers are killed every year in auto accidents due to drunk and drugged driving.

As you know, Nancy has traveled across America visiting schools and treatment facilities, seeking every opportunity to promote an anti-drug, pro-achievement generation. In her travels she's come home to me with stories of heartbreak that she's seen, and broken dreams and families, and lost lives. But she's convinced, and she's convinced me, that all of us, if we work together, become more involved, more knowledgeable, and step up the fight, can save a generation and help preserve its promise and hope.

MORE

And doing just that is the heart of our 1984 national strategy for prevention of drug abuse and drug trafficking. The 1984 strategy will be released next week during National Drug Abuse, Education, and Prevention Week. But let me tell you that we'll be striving to reinforce the program that is now in place. We're on the right track, we don't need to change direction. But we do need to step up the pace.

The federal government will redouble its efforts to stop drug trafficking, punishing drug traffickers, and increase international cooperation to control narcotics. But ultimately, victory can only come from the dedication and commitment of private industry, public organizations, local government, and citizen volunteers. We need to get more people involved, particularly in prevention programs. And we'll be calling on the American people to help us.

To win this fight, we're going to need the kind of help that those of you here have given to your communities and to all of us. And I know that for each of you here today there are thousands of other caring Americans who are also giving of themselves.

None of you ever expected any reward for what you did. That's the way it's always been in America. But, believe me, I'm delighted that we have the opportunity to recognize you today. As Chairman of the Texans' War on Drug committees, Mr. Ross Perot is helping to make Texas one of the worst places in the world for drug users, pushers, dealers, and traffickers. And his committee is now a model for many other states.

Mrs. Marsha Menatt Schuchard and Mrs. Loretta "Sis" Wenger have contributed unsparingly of their time, energy, and talents to make lasting contributions to the National Drug Abuse Prevention Program. Mrs. Schuchard was the inspiration behind an acclaimed TV documentary and is the author of two important books on the dangers of marijuana. Mrs. Wenger's drug abuse education program is reaching communities all across America. The unselfish efforts of these two ladies are changing attitudes and saving lives. D.C. Comics, a division of Warner Communications represented by William Sarnoff, and the Keebler Company, represented by Thomas Garvin, have worked together to produce and distribute 3 million drug awareness comic books. And the popularity of their comic book characters is helping to educate our young people about the dangers of drugs and the reasons for them to say, no.

McNeil Pharmaceutical, represented by Jack O'Brien, is the driving force behind a drug abuse education program that establishes our nation's pharmacists as a local source of credible information and technical assistance on drug use and abuse. And today their program, Pharmacists Against Drug Abuse, is in 85 percent of our nation's retail pharmacies.

Each of you is demonstrating the unique American spirit of volunteerism. In your own way, you're helping resolve the drug abuse problem in a more effective manner than we could ever do with large federal programs.

We're grateful for the people you've helped and the people -- whose lives that you've touched and whose burdens you've lifted because you cared enough to extend a helping hand and a warm heart.

And now I'm going to ask Nancy to help in the handing out of the awards. All right.

(The certificates are passed out.) (Applause.)

With all due respect for Attorney General Smith and the Justice Department and all the others in our drug abuse program here, in the attempt to intercept and keep drugs from crossing our borders and coming into the country, I think we all know that the real victory will only come not when we keep on trying -- just trying to take the drug away from the customer -- when we take the customers away from the drugs. And that's when we'll win this fight -- (Applause.)

Now before anyone leaves the room, there's one more piece of business. As part of our drug awareness campaign and our national strategy, I will now sign a proclamation designating the week of September 23rd through the 29th as National Drug Abuse Education and Prevention Week. And I want to thank Senator Chiles, who sponsored the proclamation in the Senate, and Congressman Bennett, who sponsored it in the House. And would they please come up here and join us?

I know that both of you have a strong personal interest in this proclamation, and we're grateful to you for it. (Applause.) Now it's time for me to stop talking and start writing. (Laughter.)

(The proclamation is signed.) There is now a National Drug Abuse Week. (Applause.)

REP. BENNETT: Thank you, sir.

THE PRESIDENT: -- thank you.

And now the deed is done. (Laughter.) I'll go back to work.

END

10:59 A.M. EDT



The President of the United States

presents this

Certificate of Appreciation

to

McNeil Pharmaceutical

*in recognition of their exemplary
service to the nation in the campaign
against drug and alcohol abuse.*

*The White House
Washington, D.C.
September 21, 1984*

Ronald Reagan



The President of the United States

presents this

Certificate of Appreciation

to

DG Comics, Incorporated

*in recognition of their exemplary
service to the nation in the campaign
against drug and alcohol abuse.*

Ronald Reagan



The President of the United States

presents this

Certificate of Appreciation

to

The Keebler Company

*in recognition of their exemplary
service to the nation in the campaign
against drug and alcohol abuse.*

Ronald Reagan



The President of the United States

presents this

Certificate of Appreciation

to

Loretta "Sis" Wenger

*in recognition of their exemplary
service to the nation in the campaign
against drug and alcohol abuse.*

Ronald Reagan



The President of the United States

presents this

Certificate of Appreciation

to

Marsha Manatt Schuchard

*in recognition of their exemplary
service to the nation in the campaign
against drug and alcohol abuse.*

Ronald Reagan



The President of the United States

presents this

Certificate of Appreciation

to

H. Ross Perot

*in recognition of their exemplary
service to the nation in the campaign
against drug and alcohol abuse.*

*The White House
Washington, D.C.*

September 21, 1984

Ronald Reagan

OFFICE OF THE EXECUTIVE CLERK
TRACKING SHEET FOR PRESIDENTIAL DOCUMENTS

TITLE: Certificates of Appreciation - Drug Abuse

TYPE DOCUMENT:

PROCLAMATION

MESSAGE TO THE CONGRESS/SENATE

EXECUTIVE ORDER

STATEMENT BY THE PRESIDENT

MEMORANDUM

SIGNING STATEMENT

LETTER (S)

OTHER: _____

RECEIVED: / /84 Time: a.m./p.m.

SENT TO CORRESPONDENCE FOR TYPING IN FINAL:

Date: / /84 Time: a.m./p.m.

TO RICHARD DARMAN'S OFFICE:

Date: / /84 Time: a.m./p.m.

INFO, INCLUDING STENCIL, TO PRESS OFFICE:

Date: / /84 Time: a.m./p.m.

NOTIFICATIONS:

 (initial) On any major transmittals to the Congress, and in every instance when draft legislation is sent, notify Linda Bennett (ext. 2230).

 (initial) N.S.C., when appropriate (Brian Merchant, ext. 2585).

OTHER INFORMATION:

6 certificates forthcoming from: Sue Daoulas
Signatures 9/20/84 & returned to Sue Daoulas this day
X 6554