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THE WHITE HOUSE

WASHINGTON

April 8, 1987

MEMORANDUM FOR THOMAS GRISCOM

FROM: DONALD IAN MACDONALD *DI Macdonald*

SUBJECT: Drug Abuse Policy Opportunities

Positive changes in national awareness, attitudes, and behavior in regard to illicit psychoactive drugs have been among the most significant accomplishments of the President, Mrs. Reagan, and the Reagan Administration (see Tab A). The continued high level of involvement of the President and the First Lady should produce continued positive change.

Within the next few months a number of activities will take place which might benefit from Presidential involvement. We specifically recommend the following basic core of highest priorities:

- o Signing ceremony for the Executive Order establishing the White House Conference for a Drug-Free America and announcement of the Conference Chairman, April 1987, Washington, DC (see Tab B).
- o Speaking engagement at the National Conference on Drug-Free Public Housing, May 1-2, Atlanta, GA (see Tab C).
- o Presidential proclamation or signing ceremony tied to "Just Say No" annual events (Mrs. Reagan participating in Just Say No day in Los Angeles, May 13).
- o Speaking engagement at the Third International Conference on AIDS, June 1-5, Washington, DC (see Tab D).
- o Presidential "kickoff" in Washington, DC, prior to departure of the US delegation to the United Nations International Conference on Drug Abuse and Illicit Trafficking in Vienna, Austria, June 17-26 (see Tab E).

*MAY 17-23
Nat'l Drug Awareness Week*

There are numerous other activities which can be enhanced by the President's involvement:

- o Scheduled drug related events (see Tab F).
- o Possible White House events (see Tab G).

Scheduled meetings where drug related topics could logically be addressed are presented in Tab H. Two actions of a longer term nature are also suggested, a Presidential Commission on Drug Free Workplaces and a Presidential Media Advisory Panel (see Tab I).

A

Recent Trends and Findings

Although drug use remains unacceptably high, positive changes in national awareness, attitudes, and behavior in regard to psychoactive drugs have occurred and are among the most significant accomplishments of the President, Mrs. Reagan, and the Reagan Administration. Some of the encouraging recent trends and findings on use and attitudes are listed below:

A. National Household Survey, 1985

- o The use of most drugs has leveled off or is decreasing, compared to the numbers found in the previous study in 1982.
- o The average age at first use of "gateway" drugs has increased:

	<u>1982</u>	<u>1985</u>
cigarettes	10.9	11.4
alcohol	12.3	12.8
marijuana	13.4	13.5

B. High School Senior Survey, 1986

- o The percentage of high school seniors engaged in illegal drug taking behavior has substantially decreased since the peak years of the late 1970s:

	<u>1979</u>	<u>1985</u>	<u>1986</u>
Drug use in past month	39	30	27
Marijuana use in past month	37	23	20
Daily marijuana use	11 ¹	5	4

- o The percentage of seniors who think there is "great risk of harm" associated with regular marijuana use has doubled: 35% in the late '70s to 71% in 1986.

¹1978 -- peak year

C. National Survey of Beliefs and Knowledge About Illegal Drug Use (Telephone Survey, August 1986)

- o Use of cocaine once or twice was called a "great risk" by 68% of respondents.
- o Regular cocaine use was called a "great risk" by 92% r respondents.

Similar improvement in awareness of cocaine risk has been noted among high school seniors.

American attitudes toward drugs have now reached a point where a full scale assault is possible.

The White House Conference For A Drug-Free America

The White House Conference will be a series of activities over the next two years, bringing together the Nation's best ideas and learning experiences from the private sector and all levels of government. The Conference will review our progress in fighting drug abuse, assess what works and why, and set the agenda for achieving a drug-free society.

The Conference will stress broad public participation. It will begin with a period of extensive preparation in the Spring and Summer of 1987. The appointed membership will convene in the early Fall. A full report will be prepared and provided to the President and the Congress.

The Director of the White House Drug Abuse Policy Office has been designated Acting Executive Director to facilitate planning and preparations for the Conference. A staff is being assembled, with the immediate task of establishing the Conference office facilities, equipment and administrative support. Plans will be finalized upon appointment of the Executive Director.

The President is expected in the near future to name the Executive Director and issue an executive order which will open the Conference. Conference members, who will be selected by the President, will represent a broad segment of society, including government leaders, chief executive officers, university presidents, and other distinguished experts and individuals committed to fighting drug abuse.

The Conference provides an excellent opportunity to stimulate other supporting activities which will contribute directly to the purpose of the Conference. For example, regional conferences are planned to address public safety, and a national conference is scheduled on drug-free public housing.

Although government will be actively involved, the most significant participant will be the private sector. In addition to formal membership and participation in preliminary activities, the Conference will design a mechanism to allow anyone who wishes to contribute ideas and information to do so.

National Conference on Drug-Free Public Housing

The Secretary of Housing and Urban Development, in a directive included in a Presidential memorandum of October 4, 1986, was asked by the President to take the lead in a cooperative national effort to reduce the level of illegal drug activity in Public Housing Authorities. HUD formed a partnership with DOJ, HHS, and DOL to work with local Public Housing Authorities, law enforcement officials, and appropriate local authorities to achieve drug-free public housing.

On November 18, 1986, the Secretary of Housing and Urban Development, the Attorney General, the Secretary of Labor, and the Secretary of Health and Human Services jointly sent a letter to all Public Housing Agency Executive Directors. The Cabinet Members announced their partnership to achieve drug-free public housing and encouraged the Public Housing Executive Directors to take an active role in eliminating illegal drugs from public housing developments.

The National Association of Housing and Redevelopment Officials (NAHRO) and HUD are jointly sponsoring a National Conference on Drug-Free Public Housing, which will be held on May 1-2, 1987 in Atlanta, Georgia. HUD estimates between 500-1,000 participants, representing Public Housing Authorities and resident leaders. The objective will be to present to the attenders the appropriate information from which they can form action plans for their own housing developments. Every Department in the Partnership (HUD, DOJ, HHS, and DOL) and ACTION will be represented by high-level officials. Also, all of the private sector organizations involved in the effort will actively participate.

The President's commitment to drug-free public housing is a major new dimension in the national crusade against illegal drugs. His personal participation would be a strong signal that the public/private sector partnership that is needed to ensure a drug-free America is being established.

Third International Conference on AIDS

The Third International Conference on AIDS will be held June 1-5 in Washington, DC. This is a major conference, similar to but larger than the previous conferences, also co-sponsored by the Department of Health and Human Services and the World Health Organization, in Atlanta in 1985 and in Paris in 1986. Some 5,000 people are expected to attend.

The purpose of the Conference is to review and exchange information on a broad range of AIDS-related matters, including epidemiology, virology, immunology, neurological implications, neuropsychiatric aspects, behavioral and addiction aspects, public health, ethical and psychosocial implications, and prevention and control strategies.

Aside from the importance of the President's attention to the AIDS issue in general, there are significant drug-related AIDS issues that could be addressed. The second and third largest groups at risk for AIDS, after homosexual and bisexual males, are heterosexual intravenous (IV) drug users (17%) and homosexual and bisexual males with a history of IV drug use (8%). Further, there is tremendous concern that IV drug users will be the pathway for transmission of AIDS to increasingly larger sectors of the public. To date, more than three-fourths of babies infected with the AIDS virus have mothers who have used IV drugs or had sexual relations with drug users; and more than two-thirds of the AIDS cases which have been transmitted heterosexually are traced to an IV drug using sex partner.

US Delegation to the United Nations International Conference on Drug Abuse and Illicit Trafficking -- Presidential Kickoff Event

In May 1985, in response to growing, worldwide concern about illicit traffic in, and abuse of, illegal drugs, United Nations Secretary-General Perez de Cuellar proposed the International Conference on Drug Abuse and Illicit Trafficking (ICDAIT) to increase international awareness of the dangers of drugs and to generate action to combat the problem. The Conference, to be held in Vienna, Austria, from June 17-26, will deal with all aspects of drug abuse, including treatment and rehabilitation, prevention, trafficking, and production.

Among expected outcome are a series of actions that can be taken at the national, regional, and international levels and a declaration of political will, to be signed by the heads of delegations (most will be ministers).

The United States delegation will be comprised of a large number of individuals, perhaps forty, to include top level Government officials from all involved agencies, members of Congress, and representatives of the private sector. Attorney General Meese will head the delegation and General Vernon Walters, United States Ambassador to the UN, and Deputy Secretary of State John Whitehead will serve as alternate United States representatives.

The President has, for previous major conferences (e.g., the UN Conference on Women, in Nairobi), hosted a luncheon or reception prior to departure to recognize the delegation, their commitment, and the importance of their work. In the case of the UN Conference on Women, the reception was very warmly received by the delegates, and many Cabinet Secretaries were in attendance. This was also a good media event. A luncheon or reception/meeting of the President with the United States delegation to ICDAIT to provide final instructions and to wish them well would be of similar value, and would also help heighten public awareness of drug abuse and highlight the importance of both our international efforts and our domestic agenda.

An appropriate time for a reception might be following Mrs. Reagan's visit to United Nations headquarters in late May or early June to preview, with Secretary-General and Mrs. Perez de Cuellar, the anti-drug film Mrs. Reagan has made to be shown in Vienna. A screening of the film for the delegation at the reception would be a nice touch.

**Drug-Related Events Presenting Opportunities
For
Possible Presidential Participation
Over the Next 90 Days**

In addition to those highest priority activities described in Tabs B-E, there are a number of other major scheduled events which present opportunities for possible Presidential participation.

- o A cluster of these activities relate to "Just Say No" anniversary events and to National Drug Education and Awareness Week:
 - MAY 4, BOSTON, MA. (date flexible, pending White House participation). **1-YEAR ANNIVERSARY OF BOSTON'S 'SAY NO' CAMPAIGN.** Focal event will be address to key business and political leaders from Boston area.
 - MAY 9, CHICAGO, IL. **SAY NO! PARADE** with expected participation of up to 40,000 people will highlight Chicago's anti-drug campaign which involves media, businesses and parent groups.
 - MAY 13. **JUST SAY NO DAY,** featuring marches and events nation-wide. Mrs. Reagan will be participating in Los Angeles.
 - MAY 17-23. **NATIONAL DRUG EDUCATION AND AWARENESS WEEK.** Opportunity for White House signing ceremony with participation by President and Mrs. Reagan.

o Other main events which could be heightened by Presidential participation include the following:

-- APRIL 22, WASHINGTON, D.C. Address **ANNUAL MEETING OF U.S. CHAMBER OF COMMERCE**, currently on calendar. Opportunity for the President to further drug-free workplace initiative._

-- MAY 22; 22-24, WASHINGTON, D.C. **NATIONAL CONFERENCE ON PREVENTING ALCOHOL AND DRUG ABUSE IN BLACK COMMUNITIES**. Health and Human Services-sponsored in cooperation with a network of major black organizations.

-- JUNE 2-4, WASHINGTON, D.C. **INTERNATIONAL DRUGS: THREAT AND RESPONSE**. Defense Intelligence Agency-hosted conference. The Vice President is scheduled as key note speaker.

-- JULY 4 (tentative). **AMERICAN CONNECTION**. Consortium of parent groups devoted to a drug-free America.

Possible White House Events

Spring - Summer 1987

In addition to those activities highlighted in Tabs B-E, above, and already scheduled events which can be enhanced by Presidential participation (Tab F), a variety of possible White House events would serve to highlight the national drug abuse agenda. Some strong possibilities are listed:

Presentation of PRESIDENTIAL CERTIFICATES OF APPRECIATION to INDIVIDUALS AND CORPORATIONS who have made significant contributions to DRUG EDUCATION AND AWARENESS.

White House Briefing for CEOs AND BUSINESS LEADERS on BENEFITS TO AMERICA OF DRUG-FREE WORKPLACE initiative.

White House Meeting with LEADERS IN EDUCATION to discuss DRUG-FREE SCHOOLS (e.g., selected University Presidents, High School Principals, Association leaders).

White House Meeting of MEDIA, ADVERTISING, BROADCASTING LEADERS to SCREEN SELECTED "SAY NO" EFFORTS and issue CHALLENGE TO RELATED INDUSTRIES TO GET INVOLVED AND MAINTAIN MOMENTUM.

White House Briefing for STATE LEGISLATORS to issue challenge to IMPROVE LAWS IN DRUG AREA.

White House Briefing for COMMUNITY RELIGIOUS LEADERS emphasizing importance of community church influence in BUILDING A DRUG-FREE AMERICA.

White House Press Conference to RELEASE SECOND WEEKLY READER SURVEY and PREVIEW KEEBLER PROGRAM.

White House Announcement of the President's representative on the NATIONAL TRUST FOR DRUG-FREE YOUTH. The Trust was established by the Anti-Drug Abuse Act of 1986. It will have three members. Already designated by the Majority Leader and the Speaker of the House are Senator Paula Hawkins and Mr. James Shannon, respectively.

Possible Events For President and Mrs. Reagan

The President to ACCOMPANY MRS. REAGAN TO TREATMENT CENTER.

The President to ACCOMPANY MRS. REAGAN TO PEDIATRIC AIDS WARD, perhaps participating in Public Service Announcement on site.

The President to ACCOMPANY MRS. REAGAN to SCHOOL or SCHOOL DISTRICT WHICH HAS SUCCESSFULLY IMPLEMENTED NO-DRUG POLICY.

The President and Mrs. Reagan to drop-by DRUG- and ALCOHOL-FREE HIGH SCHOOL PROM CELEBRATION.

Additional Possibilities for Presidential Events

The President to seek opportunities to VISIT DRUG-FREE WORKPLACES, SCHOOLS, UNIVERSITIES when traveling.

The President to ADDRESS OPENING OF NEXT SESSION OF THE UNITED NATIONS (Sept./Oct. 1986)

The President to seek opportunities to ADDRESS MAYORS/GOVERNORS ON PROGRESS OF CRUSADE AND TO CHALLENGE THEM TO CONTINUE THEIR EFFORTS.

Scheduled Meetings At Which Drug Related Topics Can Be Addressed

Numerous opportunities are presented at national meetings at which drug abuse is not the primary focus of attention for the infusion of drug-related and relevant matters. These themes include:

- o competitiveness/productivity
- o health
- o AIDS
- o the family
- o excellence in education
- o suicide
- o crime
- o public safety
- o national security

Following is a preliminary, illustrative listing of meetings with potential for some of these drug-related mentions to a variety of audiences -- medical, education, religious, parents, media, and business and industry groups. Meetings of organizations representing State, county, and city governments are also appropriate forums both for the President and the First Lady (e.g., with First Ladies of the States).

**PRELIMINARY LIST OF MEETINGS WITH
POTENTIAL FOR DRUG-RELATED MENTIONS**

1987

NATIONAL CONF. ON DRUG-FREE PUBLIC HOUSING	May 1-2	Atlanta, GA
ASSN. OF AMER. PHYSICIANS	May 1-4	San Diego, CA
NORTHEASTERN CONF. ON ALCOHOL & DRUG DEPENDENCE	May 3-6	Newport, RI
NATIONAL CONF. ON ALCOHOL, DRUGS & WOMEN	May 3-6	Denver, CO
AMER. LUNG ASSOCIATION	May 10-13	New Orleans, LA
PRIDE CANADA 3rd NATIONAL CONFERENCE ON YOUTH & DRUGS	May 14-16	Saskatchewan
AMER. NATIONAL RED CROSS	May 17-20	Denver, CO
NATIONAL CONF. ON PREVENTING ALCOHOL & DRUG ABUSE IN BLACK COMMUNITIES	May 22-24	Washington, D.C.
U.S. JAYCEES	June 15-18	Reno, NV
NATIONAL CLERGY COUNCIL ON ALCOHOLISM AND RELATED DRUG PROBLEMS ANNUAL MTG.	June 15-19	Augustine, FL
INTERNATIONAL CONFERENCE ON DRUG ABUSE & ILLICIT TRAFFICKING	June 17-26	Vienna, AUSTRIA
NATIONAL CONGRESS OF PARENTS AND TEACHERS	June 19-22	Tulsa, OK
AMER. MEDICAL ASSN.	June 21-25	Chicago, IL
AMER. SOC. FOR PERSONNEL ADMINISTRATION	June 28-July 1	Kansas City, KS
NATIONAL EDUCATION ASSN. OF THE U.S.	June 30-July 5	Los Angeles, CA
NATIONAL FEDERATION OF BUS. & PROF. WOMEN'S CLUBS	July 15-22	Oahu, HA

NATIONAL ASSN. OF BROADCASTERS	Aug. 26-29	Atlanta, GA
NATIONAL FEDERATION OF PARENTS FOR DRUG-FREE YOUTH	Sept. ---	Washington, D.C.
NIAAA RECOVERY THROUGH RESEARCH AND PREVENTION CONFERENCE	Sept. ---	---
ASSOCIATED PRESS MANAGING EDITORS	Sept. 15-18	Seattle, WA
NATIONAL ASSN. OF COLLEGE ADMISSIONS COUNSELORS	Sept. 29-Oct. 2	---
AMER. ACADEMY OF PEDIATRICS	Oct. 17-22	New Orleans, LA
AMERICAN BUSINESS WOMEN'S ASSN.	Oct. 21-25	Los Angeles, CA
AMER. COUNCIL ON EDUCATION	Oct. 25-28	Washington, D.C.
PUBLIC RELATIONS SOC. OF AMERICA	Nov. 8-11	Los Angeles, CA
AMERICAN HEART ASSOCIATION	Nov. 16-19	Anaheim, CA
SOC. OF PROF. JOURNALISTS: SIGMA DELTA CHI	Nov. ---	Chicago, IL
AMER. ASSN. OF ST. HIGHWAY & TRANSPORTATION OFFICIALS	Dec. 5-8	San Diego
SOUTHERN ASSN. OF COLLEGES AND SCHOOLS	Dec. 9-12	New Orleans, LA
AMER. BUSINESS ASSN.	Dec. 14-17	Miami Beach, FL

1988

NATIONAL ASSN. OF TV PROGRAM EXECUTIVES	Feb. 15-18	San Francisco, CA
AMER. ASSN. OF SCHOOL ADMINISTRATORS	Feb. 19-22	Las Vegas, NV
NATIONAL ASSN. OF SECONDARY SCHOOL PRINCIPALS	Mar. 4-8	Anaheim, CA

NATIONAL NEWSPAPER ASSN.	Mar. 9-12	Washington, D.C.
AMER. ASSN. FOR HIGHER EDUCATION	Mar. 20-23	Washington, D.C.
AMER. SOC. OF NEWSPAPER EDITORS	Apr. 12-15	Washington, D.C.
ASSN. OF AMER. PHYSICIANS	Apr. 29-May 2	Washington, D.C.
AMERICAN NATIONAL RED CROSS	May 22-25	Cincinnati, OH
INT'L. COUNCIL OF COMMUNITY CHURCHES	July 17-23	Ft. Worth, TX
NATIONAL CONFERENCE OF EDITORIAL WRITERS	Sept.	Ft. Worth, TX
AMERICAN TRUCKING ASSN.	Oct. 25-29	New York, NY

Longer Term Opportunities

The President might also consider two actions of a longer-term nature. One is the convening of a commission or blue ribbon panel on drug-free workplaces, including public and private sector programs, as an adjunct to activities of the White House Conference for a Drug-Free America. This would serve to maintain the current momentum of this important issue. The second is the establishment of a Presidential media advisory board. This would help garner increased media attention to the dangers of illegal drug use.

o Commission on Drug-Free Workplaces

- The President, by Executive Order 12564, September 15, 1986, established a strong policy against illegal drug use by Federal employees and directed the head of each Executive agency to establish programs to increase drug abuse awareness and prevention, identify and rehabilitate illegal drug users, and improve the quality and accessibility of treatment services for employees.
- Major progress is being made by Federal agencies to develop a drug-free workplace. Most Departments are expected to implement programs by the end of the fiscal year.
- Ancillary initiatives include:
 - working with government contractors to establish a policy of drug-free work environments;
 - encouraging State and local governments and their contractors to develop drug-free workplaces; and
 - mobilizing management and labor leaders in the private sector to fight drug abuse in the workplace.
- Private sector programs are of varied quality. Their inconsistency has led to State and local legislative and court actions that could put a stop to the overall effort.
- A Commission on Drug-Free Workplaces, consisting of corporate executives with representatives from Federal, State, and local governments, could address the issue, maintain current momentum, and be a forum for sharing experiences and practices.

o Presidential Media Advisory Board

- The Administration's drug abuse initiatives approved in September 1986 included a possible media advisory board, to be established by the President to expand media activities in support of the goal of a drug-free society
- The Anti-Drug Abuse Act of 1986, signed by the President on October 27, 1986, calls for the establishment of a President's Media Commission on Alcohol and Drug Abuse Prevention to examine existing public education programs and coordinate the voluntary donation of resources from the media, private business and professional sports organizations to implement new public information programs for drug and alcohol abuse prevention.
- The prescribed membership of the Commission is 12 members appointed by the President, including representatives of advertising agencies; motion picture, television, radio, cable communications, and print media; the recording industry; other segments of the business sector of the United States; experts in the prevention of alcohol and drug abuse; professional sports organizations and associations; and other Federal agencies, including the Director of the Office of Substance Abuse Prevention.
- A Media Advisory Board could help encourage all media forms to revitalize efforts to increase public awareness and prevention by printing and airing accurate information about illegal drugs and spreading the message that their use is utterly unacceptable in our society.