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THE WHITE HOUSE
WASHINGTON

10/6/86

Carlton:

Good memo!

Today's event seemed to go well --
as soon as we get Iceland behind us
we need to regroup and put
additional events on the schedule.

Dennis

THE WHITE HOUSE
WASHINGTON

October 3, 1986

MEMORANDUM FOR DENNIS W. THOMAS
FROM: CARLTON E. TURNER
Subject: Update on Drug Activities

*Carlton -
Good memo!
Today's event seemed
to go well - as soon
as we get feedback
we'll be in a good
to report on we need
additional events
on school.
JL*

MEDIA

The focus of national media attention on illegal drug use following The President and First Lady's address to the nation has peaked and is settling into a constant, solid flow of coverage of drug-related issues. Local press attention is building to a second peak at the community level as smaller newspapers, radio stations, and television stations follow the lead of the national press. If my impressions are correct, this wave should peak between October 30 and November 3.

PUBLIC SERVICE ANNOUNCEMENTS

Public Service Announcements (PSAs), a secondary phase in the public awareness and education crusade, have begun to surface:

- o ABC has started airing PSAs featuring its best-known actors and is working on a series geared towards the very young.
- o Other networks will follow suit with a drug education campaign which will begin on or before October 31.
- o "Team Up Against Drugs," a program developed by the National Association of Broadcasters which features anti-drug messages by athletes, has been launched.
- o Radio stations and television stations are producing their own public service programming. This is general around the country.
- o According to Harv Presnel, his "Bald Eagle" series will begin on the 12th during "This Week With David Brinkley" and will be sponsored by McDonnell-Douglas.

SCHEDULED UP-COMING EVENTS FOR WEEK OF OCTOBER 5 - 11, 1986

MONDAY, OCTOBER 6

A Kick-off Event for National Drug Abuse Education and Prevention Week (October 5 - 11) and National Drug Abuse Education Day (October 6) is scheduled for 10:45am in The Rose Garden with The President and Mrs. Reagan. The President will also release his personal communication to each Federal employee and memorandum to the heads of Executive departments and agencies.

WEDNESDAY, OCTOBER 8

White House Briefing for National Broadcast Association for Community Affairs representatives on drug-related issues will be addressed by Secretary Bennett and myself.

THURSDAY, OCTOBER 9

The National Federation of Parents for Drug-Free Youth will feature Mrs. Reagan as speaker at its annual convention in Washington, D.C. Mrs. Reagan is Honorary Chairman of the 9,000-group grass-roots organization.

POSSIBLE FUTURE EVENTS

Presidential Certificates of Appreciation ceremony for contributions to reducing drug and alcohol abuse. (Scheduling proposal submitted by Drug Abuse Policy Office on September 10.)

Chamber of Commerce Address by The President regarding drugs in the workplace. (Scheduling proposal submitted on August 18 by The Office of Public Liaison.)

National School Safety Week (October 19 - 25) Possible Event.

United Nations Day, October 24, provides opportunity for comments regarding international cooperation in area of illegal drug use.

Rescheduling of Meeting with Ambassadors From Drug Trafficking and Source Countries has yet to be set.

Public Service Announcements by The First Lady are scheduled to be released later in the Fall. Also possibility for The President to do the same.

IMPLEMENTATION OF DRUG ABUSE POLICY WORKING GROUP

The only two recommendations of the Working Group, approved by The President, yet to be implemented, relate to the Private Sector. One is to establish a Media Advisory Board and the other a Private Sector Group (Commission or Business Alliance or Blue Ribbon Group) composed of Chief Executive Officers, etc. These should present the opportunity for a good event for late October or November. We are working on structures, staffing and recommendations.

THE WHITE HOUSE
WASHINGTON

Date: 9/2/86

TO: **Dennis Thomas**

FROM: **FREDERICK J. RYAN, JR.**
*Director
Presidential Appointments and
Scheduling*

- Information
- Action
- Let's Discuss

THE WHITE HOUSE
WASHINGTON

Drugs

8/24

TO: Fred

FROM: DONALD T. REGAN
CHIEF OF STAFF

Try to work this idea
in with the work being
done by Jack Swahn
and Carlton Turner -
discuss with them
I like a p time #1

DTR

THE WHITE HOUSE

WASHINGTON

August 13, 1986

MEMORANDUM FOR: DONALD T. REGAN
FROM: FREDERICK J. RYAN, JR. *FJR*
SUBJECT: Private Sector Involvement in Drug Initiative

As the press and public await the unveiling of the President's Drug Initiative, the big question appears to be that of cost. His dedication to the issue and perceived likelihood of success are going to be judged in part by the eventual "price tag" of the Drug Initiative.

We must shift the debate from the cost that the federal government is willing to pay, to an emphasis on the role that all Americans must play. To do this, I feel that a very strong element in the program should be an organized private sector effort. I suggest the following two options:

OPTION I

Presidential Commission for a Drug Free America

The President could appoint a group of approximately twenty-five high visibility leaders from a cross section of the Private Sector. He would challenge this commission with leading the private sector in creating a Drug Free America.

The following are potential members of the Commission (although there may not be the specific individuals we want to pursue, they are the types I am suggesting):

<u>Chairman</u>	-James Burke
<u>Media</u>	-The heads of all four networks -Publishers of the <u>New York Times</u> , <u>Washington Post</u> , <u>L.A. Times</u>
<u>Advertising Industry</u>	-Ed Ney, Harold Burson
<u>Business</u>	-David Rockefeller, etc -John Phelan
<u>Entertainment Industry</u>	-Steven Spielberg -Jack Valenti
<u>Education</u>	-Derek Bok -Principal from a "Drug Free School"

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

September 14, 1986

REMARKS BY THE PRESIDENT
AND THE FIRST LADY
IN A NATIONAL TELEVISION ADDRESS ON
DRUG ABUSE AND PREVENTION

The West Hall
The Residence

8:00 P.M. EDT

THE PRESIDENT: Good evening. Usually, I talk with you from my office in the West Wing of the White House. But tonight, there's something special to talk about, and I've asked someone very special to join me.

Nancy and I are here in the West Hall of the White House, and around us are the rooms in which we live. It's the home you have provided for us, of which we merely have temporary custody.

Nancy's joining me because the message this evening is not my message, but ours. And we speak to you not simply as fellow citizens -- but as fellow parents and grandparents and as concerned neighbors.

It's back to school time for America's children, and while drug and alcohol abuse cuts across all generations, it's especially damaging to the young people on whom our future depends. So tonight, from our family to yours -- from our home to yours, thank you for joining us.

America has accomplished so much in these last few years, whether it's been rebuilding our economy or serving the cause of freedom in the world. What we've been able to achieve has been done with your help -- with us working together as a nation united.

Now, we need your support again. Drugs are menacing our society. They're threatening our values and undercutting our institutions. They're killing our children.

From the beginning of our administration, we've taken strong steps to do something about this horror.

Tonight, I can report to you that we've made much progress. Thirty-seven federal agencies are working together in a vigorous national effort, and by next year our spending for drug law enforcement will have more than tripled from its 1981 levels.

We have increased seizures of illegal drugs. Shortages of marijuana are now being reported. Last year alone, over 10,000 drug criminals were convicted, and nearly \$250 million of their assets were seized by the DEA, the Drug Enforcement Administration.

And in the most important area -- individual use -- we see progress. In four years, the number of high school seniors using marijuana on a daily basis has dropped from 1 in 14 to 1 in 20.

The U.S. military has cut the use of illegal drugs among its personnel by 67 percent since 1980.

These are a measure of our commitment and emerging signs that we can defeat this enemy. But we still have much to do.

MORE

Despite our best efforts, illegal cocaine is coming into our country at alarming levels, and four to five million people regularly use it. Five hundred thousand Americans are hooked on heroin. One in twelve persons smokes marijuana regularly.

Regular drug use is even higher among the age group 18 to 25 -- most likely just entering the work force.

Today, there's a new epidemic -- smokable cocaine -- otherwise known as "crack." It is an explosively destructive and often lethal substance which is crushing its users. It is an uncontrolled fire.

And drug abuse is not a so-called "victimless crime." Everyone's safety is at stake when drugs and excessive alcohol are used by people on the highways or by those transporting our citizens or operating industrial equipment. Drug abuse costs you and your fellow Americans at least \$60 billion a year.

From the early days of our administration, Nancy has been intensely involved in the effort to fight drug abuse. She has since traveled over 100,000 miles to 55 cities in 23 states and six foreign countries to fight school-age drug and alcohol abuse. She's given dozens of speeches and scores of interviews and has participated in 24 special radio and TV tapings to create greater awareness of this crisis.

Her personal observations and efforts have given her such dramatic insights that I wanted her to share them with you this evening. Nancy.

THE FIRST LADY: Thank you. As a mother, I've always thought of September as a special month -- a time when we bundled our children off to school, to the warmth of an environment in which they could fulfill the promise and hope in those restless minds.

But so much has happened over these last years -- so much to shake the foundations of all that we know and all that we believe in.

Today, there's a drug and alcohol abuse epidemic in this country, and no one is safe from it -- not you, not me, and certainly not our children, because this epidemic has their names written on it.

Many of you may be thinking: "Well, drugs don't concern me." But it does concern you -- it concerns us all because of the way it tears at our lives and because it's aimed at destroying the brightness and life of the sons and daughters of the United States.

For five years, I've been traveling across the country -- learning and listening. And one of the most hopeful signs I've seen is the building of an essential new awareness of how terrible and threatening drug abuse is to our society. This was one of the main purposes when I started, so of course it makes me happy that that's been accomplished.

But each time I meet with someone new or receive another letter from a troubled person on drugs, I yearn to find a way to help share the message that cries out from them.

As a parent, I'm especially concerned about what drugs are doing to young mothers and their newborn children. Listen to this news account from a hospital in Florida of a child born to a mother with a cocaine habit:

"Nearby, a baby named Paul lies motionless in an incubator, feeding tubes riddling his tiny body. He needs a respirator to breathe and a daily spinal tap to relieve fluid buildup on his brain. Only one month old, he's already suffered two strokes."

Now, you can see why drug abuse concerns every one of us -- all the American family. Drugs steal away so much. They take and take, until finally every time a drug goes into a child, something else is forced out -- like love and hope and trust and confidence. Drugs take away the dream from every child's heart and replace it with a nightmare. And it's time we in America stand up and replace those dreams.

Each of us has to put our principles and consciences on the line -- whether in social settings or in the workplace -- to set forth solid standards and stick to them.

There's no moral middle ground. Indifference is not an option. We want you to help us create an outspoken intolerance for drug use. For the sake of our children, I implore each of you to be unyielding and inflexible in your opposition to drugs.

Our young people are helping us lead the way. Not long ago, in Oakland, California, I was asked by a group of children what to do if they were offered drugs. And I answered: "Just say no." Soon after that, those children in Oakland formed a "Just Say No" club, and now there are over 10,000 such clubs all over the country.

Well, their participation and their courage in saying no needs our encouragement. We can help by using every opportunity to force the issue of not using drugs to the point of making others uncomfortable -- even if it makes -- means making ourselves unpopular.

Our job is never easy because drug criminals are ingenious. They work everyday to plot a new and better way to steal our children's lives -- just as they've done by developing this new drug, "crack." For every door that we close, they open a new door to death. They prosper on our unwillingness to act. So we must be smarter and stronger and tougher than they are. It's up to us to change attitudes and just simply dry up their markets.

And finally, to young people watching or listening -- I have a very personal message for you:

There's a big, wonderful world out there for you. It belongs to you. It's exciting and stimulating and rewarding. Don't cheat yourselves out of this promise. Our country need you. But it needs you to be clear-eyed and clear-minded.

I recently read one teenager's story -- she's now determined to stay clean, but was once strung out on several drugs. What she remembered most clearly about her recovery was that during the time she was on drugs, everything appeared to her in shades of black and gray. And after her treatment, she was able to see colors again.

So to my young friends out there -- life can be great, but not when you can't see it. So open your eyes to life -- to see it in the vivid colors that God gave us as a precious gift to His children -- to enjoy life to the fullest and to make it count.

Say yes to your life. And when it comes to drugs and alcohol: Just say no.

THE PRESIDENT: I think you can see why Nancy has been such a positive influence on all that we're trying to do.

The job ahead of us is very clear. Nancy's personal crusade -- like that of so many other wonderful individuals -- should become out national crusade. It must include a combination of government and private efforts which complement one another. Last month I announced six initiatives which we believe will do just that.

First, we seek a drug-free workplace -- at all levels of government and in the private sector.

Second, we'll work toward drug-free schools.

Third, we want to ensure that the public is protected and that treatment is available to substance abusers and the chemically dependent.

Our fourth goal is to expand international cooperation while treating drug trafficking as a threat to our national security. In October, I will be meeting with key U.S. Ambassadors to discuss what can be done to support our friends abroad.

Fifth, we must move to strengthen law enforcement activities such as those initiated by Vice President Bush and Attorney General Meese.

And finally, we seek to expand public awareness and prevention.

In order to further implement these six goals, I will announce tomorrow a series of new proposals for a drug-free America. Taken as a whole, these proposals will toughen our laws against drug criminals, encourage more research and treatment and ensure that illegal drugs will not be tolerated in our schools or in our work places. Together with our ongoing efforts, these proposals will bring the federal commitment to fighting drugs to \$3 billion.

As much financing as we commit, however, we would be fooling ourselves if we thought that massive new amounts of money alone will provide the solution. Let us not forget that in America people solve problems and no national crusade has ever succeeded without human investment. Winning the crusade against drugs will not be achieved by just throwing money at the problem.

Your government will continue to act aggressively, but nothing would be more effective than for Americans simply to quit using illegal drugs. We seek to create a massive change in national attitudes which ultimately will separate the drugs from the customer -- to take the user away from the supply. I believe, quite simply, that we can help them quit.

And that's where you come in.

My generation will remember how America swung into action when we were attacked in World War II. The war was not just fought by the fellows flying the planes or driving the tanks. It was fought at home by a mobilized nation -- men and women alike -- building planes and ships, clothing sailors and soldiers, feeding Marines and airmen. And it was fought by children planting victory gardens and collecting cans.

Well, now we're in another war for our freedom, and it's time for all of us to pull together again. So, for example, if your friend or neighbor or a family member has a drug or alcohol problem, don't turn the other way. Go to his help or to hers. Get others involved with you -- clubs, service groups, and community organizations -- and provide support and strength.

And, of course, many of you have been cured through treatment and self-help. Well, you are the combat veterans, and you have a critical role to play. You can help others by telling your story and providing a willing hand to those in need.

Being friends to others is the best way of being friends to ourselves.

It's time, as Nancy said, for America to "just say no" to drugs.

Those of you in union halls and workplaces everywhere -- please make this challenge a part of your job every day. Help us preserve the health and dignity of all workers.

To businesses large and small -- we need the creativity of your enterprise applied directly to this national problem. Help us.

And those of you who are educators -- your wisdom and leadership are indispensable to this cause.

From the pulpits of this spirit-filled land -- we would welcome your reassuring message of redemption and forgiveness and of helping one another.

On the athletic fields -- you men and women are among the most beloved citizens of our country. A child's eyes fill with your heroic achievements. Few of us can give youngsters something as special and strong to look up to as you. Please don't let them down.

And this camera in front of us -- it's a reminder that in Nancy's and my former profession, and in the newsrooms and production rooms of our media centers -- you have a special opportunity with your enormous influence to send alarm signals across the nation.

To our friends in foreign countries, we know many of you are involved in this battle with us. We need your success as well as ours.

When we all come together, united -- striving for this cause -- then those who are killing America and terrorizing it with slow but sure chemical destruction will see that they are up against the mightiest force for good that we know. Then, they will have no dark alleyways to hide in.

In this crusade, let us not forget who we are. Drug abuse is a repudiation of everything America is. The destructiveness and human wreckage mock our heritage.

Think for a moment how special it is to be an American. Can we doubt that only a Divine Providence placed this land, this island of freedom, here as a refuge for all those people in the world who yearn to breathe free?

The revolution out of which our liberty was conceived signaled an historical call to an entire world seeking hope. Each new arrival of immigrants rode the crest of that hope. They came -- millions seeking a safe harbor from the oppression of cruel regimes. They came -- to escape starvation and disease. They came -- those surviving the Holocaust and the Soviet gulags. They came -- the boat people, chancing death for even a glimmer of hope that they could have a new life. They all came to taste the air redolent and rich with the freedom that is ours.

What an insult it will be to what we are -- and whence we came -- if we do not rise up together in defiance against this cancer of drugs.

And there's one more thing. The freedom that so many seek in our land has not been preserved without a price. Nancy and I shared that remembrance two years ago at the Normandy American Cemetery in France.

In the still of that June afternoon, we walked together among the soldiers of freedom -- past the hundreds of white markers which are monuments to courage and memorials to sacrifice.

Too many of these and other such graves are the final resting places of teenagers who became men in the roar of battle.

Look what they gave to us who live. Never would they see another sunlit day glistening off a lake or river back home, or miles of corn pushing up against the open sky of our plains. The pristine air of our mountains and the driving energy of our cities are theirs no more. Nor would they ever again be a son to their parents or a father to their own children.

They did this for you -- for me -- for a new generation to carry our democratic experiment proudly forward. Well, that's something I think we're obliged to honor, because what they did for us means that we owe as a simple act of civic stewardship to use our freedom wisely for the common good.

As we mobilize for this national crusade, I'm mindful that drugs are a constant temptation for millions. Please remember this when your courage is tested: You are Americans. You're the product of the freest society mankind has ever known. No one, ever, has the right to destroy your dreams and shatter your life.

Right down the end of this hall is the Lincoln Bedroom. But in the Civil War, that room was the one President Lincoln used as his office. Memory fills that room, and more than anything, that memory drives us to see vividly what President Lincoln sought to save. Above all, it is that America must stand for something. And that our heritage lets us stand with a strength of character made more steely by each layer of challenge pressed upon the nation.

We Americans have never been morally neutral against any form of tyranny. Tonight, we're asking no more than that we honor what we have been and what we are by standing together.

THE FIRST LADY: Now we go on to the next stop -- making a final commitment not to tolerate drugs by anyone, anytime, anyplace. So, won't you join us in this great new national crusade?

THE PRESIDENT: God bless you and good night.

END

8:23 P.M. EDT

THE WHITE HOUSE

Office of the Press Secretary

For Release at 8:00 P.M. EDT

September 14, 1986

**Address by the President and First Lady
On America's Crusade Against Drug Abuse**

Sunday, September 14, 1986

FACT SHEET

In a nationally-televised address from the Residence of the White House, the President and Mrs. Reagan called upon all Americans to join in a national crusade against drug abuse. The President said, "In this crusade, let us not forget who we are. Drug abuse is a repudiation of everything America is. The destructiveness and human wreckage mock our heritage." Mrs. Reagan stated, "Drugs take away the dream from every child's heart and replace it with a nightmare. And it's time we in America stand up and replace those dreams."

The President restated his six goals in the national crusade to lead us toward a drug-free America:

- **Drug-Free Workplaces** for all Americans;
- **Drug-Free Schools** from elementary to university level;
- **Expanded Drug Abuse Treatment and Research** to tackle the health dangers posed by drugs;
- **Improved International Cooperation** to achieve full involvement by every country in defeating international drug trafficking;
- **Strengthened Drug Law Enforcement** to take additional initiatives which will hit drug traffickers with renewed force; and
- **Increased Public Awareness and Prevention** -- the goal on which success ultimately depends -- to help every citizen understand the stakes and get involved in fighting the drug menace.

The President and Mrs. Reagan called for a relentless effort by every segment of society to free the drug user from drugs and prevent others from becoming users. The President stated, "Let us not forget that in America, people solve problems and no national crusade has ever succeeded without human investment." Recalling how America swung into action when we were attacked in World War II, the President said, "Now we're in another war for our freedom, and it's time for all of us to pull together again."

THE REAGAN COMMITMENT

The national crusade is the latest phase in the President's comprehensive strategy to stop drug abuse. Early in his Administration, the President implemented a tough foreign policy to cut off drugs at their source. Today, 14 countries are eradicating drug plants, compared to one in 1981. Vice President Bush is coordinating the massive interdiction effort at our borders, and the Attorney General is directing an aggressive attack on the drug traffickers.

In 1981, Mrs. Reagan began a personal campaign to increase public awareness of drug abuse and to get people involved in helping young people "Just Say No" to drugs. Since the First Lady became involved, the number of parent groups has increased from 1,000 to 9,000, and the Nation's children have formed over 10,000 "Just Say No" Clubs. Mrs. Reagan has hosted two international conferences and has become the national leader in the effort to stop drug abuse by young people.

ILLEGAL DRUG USE IN AMERICA

Despite gains in many areas, illegal drug use remains widespread -- an estimated 5 million people are cocaine users, roughly 19 million are marijuana users, and 500,000 are heroin users. In addition, millions of individuals try an illicit drug each year. The use of illegal drugs is becoming increasingly intensive and dangerous. There are new, more dangerous forms of illegal drugs, including crack cocaine, black tar heroin, and the deadly "designer drugs."

ILLEGAL DRUG USE CAN BE STOPPED

America is recognizing that success is possible when illegal drug use becomes unacceptable in our society. Public attitudes have strengthened against the use of illegal drugs. Employers are recognizing the tremendous cost of drugs in the workplace; parents and students are recognizing how illegal drugs in the schools erode the quality of education. Drug abuse poses an obvious threat to public safety and national security. A new understanding exists: Drug abuse is not a so-called "victimless crime" -- the costs are paid by all of society.

The First Lady set the tone of the national crusade when she stated, "There is no moral middle ground. Indifference is not an option. We want you to help us create an outspoken intolerance for drug use." The drug criminals "prosper on our unwillingness to act. So, we must be smarter and stronger and tougher than they are. It's up to us to change attitudes and just simply dry up their markets."

WORKING TOWARD A DRUG-FREE SOCIETY

President Reagan has asked all Americans to join the national crusade for a drug-free America, and he has committed the Federal Government to do all in its power to help. The initiatives stress leadership and cooperative action with state and local governments and grass-roots efforts to get everyone involved in working toward a drug-free society.

Goal #1 - Drug-Free Workplaces:

During the last 25 years, the escalation in illegal drug use has brought significant risks to workers, public safety, and the economy. The Department of Defense, in the forefront with their aggressive program of testing, education and rehabilitation, has reduced illegal drug use in the military by 67 percent since 1981. Also, many companies have established drug-free policies. Such measures have brought gains in productivity and reductions in health costs, on-the-job crime, and accidents.

The President's initiatives will accelerate work toward a drug-free Federal workplace, encourage state and local governments to develop drug free-workplaces, work with government contractors to establish drug-free policies, and mobilize the Nation to fight illegal drugs in the workplace.

Goal #2 - Drug-Free Schools:

Drug abuse has spread among American students, not only in secondary schools and universities, but in elementary schools as well. The use of drugs by students constitutes a grave threat to their well-being and significantly impedes the learning process. Prompt action by our Nation's schools, assisted by parents and the community, will bring us much closer to the goal of a drug-free generation.

The President's initiatives to encourage drug-free schools include communicating practical information on how to achieve a drug-free school and encouraging all schools to establish a policy of being drug free. President Reagan has called on all teachers to take a

pledge to be drug free and to do all within their capabilities to stop drugs on school campuses.

Goal #3 - Expanded Drug Treatment and Research:

A drug-free society requires not only that we prevent illegal drug use by potential users, but also that we do what is necessary to have current drug users stop using illegal drugs. While it may improve an individual workplace or school to force out an illegal drug user, effective treatment and rehabilitation could restore the individual to a productive role in society.

The President's initiatives will assist states and communities in providing appropriate treatment to illegal drug users who are experiencing health damage and addiction. In addition, drug-related rehabilitation and research at the Federal level will be expanded.

Goal #4 - Improved International Cooperation:

President Reagan has implemented a foreign policy that vigorously seeks to interdict and eradicate illegal drugs in foreign source and transshipment countries. Earlier this year, the President identified international trafficking of illegal drugs as a threat to national security.

The new initiatives will build on what has already been accomplished and move forward with drug enforcement and prevention programs. One such initiative, announced by the President on August 6, 1986, is a conference for U.S. Ambassadors in October 1986 to convey an international sense of urgency and to discuss increased regional cooperation.

Goal #5 - Strengthened Law Enforcement:

Strong and visible drug law enforcement reduces the availability of illegal drugs and deters drug-related crime. The Administration is taking additional initiatives to pursue drug traffickers and expand border interdiction.

The National Narcotics Border Interdiction System, headed by Vice President Bush, has been successful in achieving unprecedented agency coordination in drug interdiction efforts, such as Hat Trick I and II, and in involving the Department of Defense and the intelligence community in supporting the offensive against the drug traffic.

Operation Alliance, a new initiative announced on August 14, 1986, is a major cooperative drug law enforcement effort along the 2,000-mile United States-Mexico border.

Goal #6 - Increased Public Awareness and Prevention:

Ultimately, the demand for illegal drugs will be stopped only when all Americans recognize the personal dangers and societal harms which result from the use of illegal drugs and take action. The answer to the drug problem is as simple as Mrs. Reagan's message to young people: "Say yes to your life. And when it comes to drugs and alcohol: Just say no."

As the President said in his address:

"...America must stand for something. And...our heritage lets us stand with a strength of character made more steely by each layer of challenge pressed upon the Nation. We Americans have never been morally neutral against any form of tyranny. Tonight, we are asking no more than that we honor what we have been and what we are by standing together."

(KHACHIGIAN)

SEPTEMBER 12, 1986

PRESIDENT'S BACKUP COPY
NATIONAL TELEVISION ADDRESS ON DRUG ABUSE & PREVENTION
SUNDAY, SEPTEMBER 14, 1986

GOOD EVENING.

USUALLY, I TALK WITH YOU FROM MY OFFICE IN THE WEST WING OF THE WHITE HOUSE. BUT TONIGHT, THERE IS SOMETHING SPECIAL TO TALK ABOUT, AND I'VE ASKED SOMEONE VERY SPECIAL TO JOIN ME.

NANCY AND I ARE HERE IN THE WEST HALL OF THE WHITE HOUSE, AND AROUND US ARE THE ROOMS IN WHICH WE LIVE. IT IS THE HOME YOU HAVE PROVIDED FOR US, OF WHICH WE MERELY HAVE TEMPORARY CUSTODY.

NANCY IS JOINING ME BECAUSE THE MESSAGE THIS EVENING IS NOT MY MESSAGE, BUT OURS. AND WE SPEAK TO YOU NOT SIMPLY AS FELLOW CITIZENS -- BUT AS FELLOW PARENTS AND GRANDPARENTS AND AS CONCERNED NEIGHBORS.

IT'S BACK TO SCHOOL TIME FOR AMERICA'S CHILDREN, AND WHILE DRUG AND ALCOHOL ABUSE CUTS ACROSS ALL GENERATIONS, IT IS ESPECIALLY DAMAGING TO THE YOUNG PEOPLE ON WHOM OUR FUTURE DEPENDS. SO TONIGHT, FROM OUR FAMILY TO YOURS -- FROM OUR HOME TO YOURS, WE HOPE YOU CAN JOIN US.

AMERICA HAS ACCOMPLISHED SO MUCH IN THESE LAST FEW YEARS, WHETHER IT HAS BEEN REBUILDING OUR ECONOMY OR SERVING THE CAUSE OF FREEDOM IN THE WORLD. WHAT WE'VE BEEN ABLE TO ACHIEVE HAS BEEN DONE WITH YOUR HELP -- WITH US WORKING TOGETHER AS A NATION UNITED.

NOW, WE NEED YOUR SUPPORT AGAIN. DRUGS ARE MENACING OUR SOCIETY. THEY'RE THREATENING OUR VALUES AND UNDERCUTTING OUR INSTITUTIONS. THEY'RE KILLING OUR CHILDREN.

FROM THE BEGINNING OF OUR ADMINISTRATION, WE HAVE TAKEN STRONG STEPS TO DO SOMETHING ABOUT THIS HORROR.

TONIGHT, I CAN REPORT TO YOU THAT WE'VE MADE MUCH PROGRESS. THIRTY-SEVEN FEDERAL AGENCIES ARE WORKING TOGETHER IN A VIGOROUS NATIONAL EFFORT, AND BY NEXT YEAR OUR SPENDING FOR DRUG LAW ENFORCEMENT WILL HAVE MORE THAN TRIPLED FROM ITS 1981 LEVELS.

WE HAVE INCREASED SEIZURES OF ILLEGAL DRUGS. SHORTAGES OF MARIJUANA ARE NOW BEING REPORTED. LAST YEAR ALONE, OVER 10,000 DRUG CRIMINALS WERE CONVICTED, AND NEARLY \$250 MILLION OF THEIR ASSETS WERE SEIZED BY THE D.E.A.

AND IN THE MOST IMPORTANT AREA -- INDIVIDUAL USE -- WE SEE PROGRESS. IN 4 YEARS, THE NUMBER OF HIGH SCHOOL SENIORS USING MARIJUANA ON A DAILY BASIS HAS DROPPED FROM 1 IN 14 TO 1 IN 20.

THE U.S. MILITARY HAS CUT THE USE OF ILLEGAL DRUGS AMONG ITS PERSONNEL BY 67 PERCENT SINCE 1980.

THESE ARE A MEASURE OF OUR COMMITMENT AND EMERGING SIGNS THAT WE CAN DEFEAT THIS ENEMY.

BUT WE STILL HAVE MUCH TO DO.

DESPITE OUR BEST EFFORTS, ILLEGAL COCAINE IS COMING INTO OUR COUNTRY AT ALARMING LEVELS, AND 4-TO-5 MILLION PEOPLE REGULARLY USE IT. FIVE HUNDRED THOUSAND AMERICANS ARE HOOKED ON HEROIN. ONE IN TWELVE PERSONS SMOKES MARIJUANA REGULARLY.

REGULAR DRUG USE IS EVEN HIGHER AMONG THE AGE GROUP 18-TO-25 -- MOST LIKELY JUST ENTERING THE WORK FORCE.

TODAY, THERE IS A NEW EPIDEMIC -- SMOKABLE COCAINE -- OTHERWISE KNOWN AS "CRACK." IT IS AN EXPLOSIVELY DESTRUCTIVE AND OFTEN LETHAL SUBSTANCE WHICH IS CRUSHING ITS USERS. IT IS AN UNCONTROLLED FIRE.

AND DRUG ABUSE IS NOT A SO-CALLED "VICTIMLESS CRIME." EVERYONE'S SAFETY IS AT STAKE WHEN DRUGS AND EXCESSIVE ALCOHOL ARE USED BY PEOPLE ON THE HIGHWAYS OR BY THOSE TRANSPORTING OUR CITIZENS OR OPERATING INDUSTRIAL EQUIPMENT. DRUG ABUSE COSTS YOU AND YOUR FELLOW AMERICANS AT LEAST \$60 BILLION A YEAR.

FROM THE EARLY DAYS OF OUR ADMINISTRATION, NANCY HAS BEEN INTENSELY INVOLVED IN THE EFFORT TO FIGHT DRUG ABUSE. SHE HAS SINCE TRAVELED OVER 100,000 MILES TO 55 CITIES IN 28 STATES AND 6 FOREIGN COUNTRIES TO FIGHT SCHOOL-AGE DRUG AND ALCOHOL ABUSE. SHE'S GIVEN DOZENS OF SPEECHES AND SCORES OF INTERVIEWS AND HAS PARTICIPATED IN 24 SPECIAL RADIO AND TV TAPINGS TO CREATE GREATER AWARENESS OF THIS CRISIS.

HER PERSONAL OBSERVATIONS AND EFFORTS HAVE GIVEN HER SUCH DRAMATIC INSIGHTS THAT I WANTED HER TO SHARE THEM WITH YOU THIS EVENING. NANCY

MRS. REAGAN:

THANK YOU.

AS A MOTHER, I'VE ALWAYS THOUGHT OF SEPTEMBER AS A SPECIAL MONTH -- A TIME WHEN WE BUNDLED OUR CHILDREN OFF TO SCHOOL, TO THE WARMTH OF AN ENVIRONMENT IN WHICH THEY COULD FULFILL THE PROMISE AND HOPE IN THOSE RESTLESS MINDS.

BUT SO MUCH HAS HAPPENED OVER THESE YEARS -- SO MUCH TO SHAKE THE FOUNDATIONS OF ALL THAT WE KNOW AND ALL THAT WE BELIEVED IN.

TODAY, THERE IS A DRUG AND ALCOHOL ABUSE EPIDEMIC IN THIS COUNTRY, AND NO ONE IS SAFE FROM IT -- NOT YOU, NOT ME, AND CERTAINLY NOT OUR CHILDREN, BECAUSE THIS EPIDEMIC HAS THEIR NAMES WRITTEN ON IT.

MANY OF YOU MAY BE THINKING: "WELL, DRUGS DON'T CONCERN ME." IT DOES CONCERN YOU -- IT CONCERNS US ALL BECAUSE OF THE WAY IT TEARS AT OUR LIVES AND BECAUSE IT IS AIMED AT DESTROYING THE BRIGHTNESS AND LIFE OF THE SONS AND DAUGHTERS OF THE UNITED STATES.

FOR 5 YEARS, I'VE BEEN TRAVELING ACROSS THE COUNTRY -- LEARNING AND LISTENING. ONE OF THE MOST HOPEFUL SIGNS I'VE SEEN IS THE BUILDING OF AN ESSENTIAL NEW AWARENESS OF HOW TERRIBLE AND THREATENING DRUG ABUSE IS TO OUR SOCIETY. THIS WAS ONE OF THE MAIN PURPOSES WHEN I STARTED, SO OF COURSE IT MAKES ME HAPPY THAT'S BEEN ACCOMPLISHED.

EACH TIME I MEET WITH SOMEONE NEW OR RECEIVE ANOTHER LETTER FROM A TROUBLED PERSON ON DRUGS, I YEARN TO FIND A WAY TO HELP SHARE THE MESSAGE THAT CRIES OUT FROM THEM.

AS A PARENT, I'M ESPECIALLY CONCERNED ABOUT WHAT DRUGS ARE DOING TO YOUNG MOTHERS AND THEIR NEWBORN CHILDREN. LISTEN TO THIS NEWS ACCOUNT FROM A HOSPITAL IN FLORIDA OF A CHILD BORN TO A MOTHER WITH A COCAINE HABIT.

"NEARBY, A BABY NAMED PAUL LIES MOTIONLESS IN AN INCUBATOR, FEEDING TUBES RIDDLING HIS TINY BODY. HE NEEDS A RESPIRATOR TO BREATHE AND A DAILY SPINAL TAP TO RELIEVE FLUID BUILDUP ON HIS BRAIN. ONLY ONE MONTH OLD, HE HAS ALREADY SUFFERED TWO STROKES."

NOW YOU CAN SEE WHY DRUG ABUSE CONCERNS EVERY ONE OF US -- ALL THE AMERICAN FAMILY. DRUGS STEAL AWAY SO MUCH. THEY TAKE AND TAKE, UNTIL FINALLY EVERY TIME A DRUG GOES INTO A CHILD, SOMETHING ELSE IS FORCED OUT -- LIKE LOVE AND HOPE AND TRUST AND CONFIDENCE. DRUGS TAKE AWAY THE DREAM FROM EVERY CHILD'S HEART AND REPLACE IT WITH A NIGHTMARE. AND IT'S TIME WE IN AMERICA STAND UP AND REPLACE THOSE DREAMS.

EACH OF US HAS TO PUT OUR PRINCIPLES AND CONSCIENCES ON THE LINE -- WHETHER IN SOCIAL SETTINGS OR IN THE WORK PLACE -- TO SET FORTH FIRM STANDARDS AND STICK TO THEM.

THERE IS NO MORAL MIDDLE GROUND. INDIFFERENCE IS NOT AN OPTION. WE WANT YOU TO HELP US CREATE AN OUTSPOKEN INTOLERANCE FOR DRUG USE. FOR THE SAKE OF OUR CHILDREN, I IMPLORE EACH OF YOU TO BE UNYIELDING AND INFLEXIBLE IN YOUR OPPOSITION TO DRUGS.

OUR YOUNG PEOPLE ARE HELPING US LEAD THE WAY. NOT LONG AGO, IN OAKLAND, CALIFORNIA, I WAS ASKED BY A GROUP OF CHILDREN WHAT TO DO IF THEY WERE OFFERED DRUGS. I ANSWERED: "JUST SAY NO." SOON AFTER THAT, THOSE CHILDREN IN OAKLAND FORMED A "JUST SAY NO" CLUB, AND NOW THERE ARE OVER 10,000 SUCH CLUBS ALL OVER THE COUNTRY.

WELL, THEIR PARTICIPATION AND THEIR COURAGE IN SAYING "NO" NEEDS OUR ENCOURAGEMENT. WE CAN HELP BY USING EVERY OPPORTUNITY TO FORCE THE ISSUE OF NOT USING DRUGS TO THE POINT OF MAKING OTHERS UNCOMFORTABLE -- EVEN IF IT MEANS MAKING OURSELVES UNPOPULAR.

OUR JOB IS NEVER EASY BECAUSE DRUG CRIMINALS ARE INGENIOUS. THEY WORK EVERY DAY TO PLOT A NEW AND BETTER WAY TO STEAL OUR CHILDREN'S LIVES -- JUST AS THEY HAVE DONE BY DEVELOPING THIS NEW DRUG, "CRACK." FOR EVERY DOOR WE CLOSE, THEY OPEN A NEW DOOR TO DEATH. THEY PROSPER ON OUR UNWILLINGNESS TO ACT. SO, WE MUST BE SMARTER AND STRONGER AND TOUGHER THAN THEY ARE. IT'S UP TO US TO CHANGE ATTITUDES AND JUST SIMPLY DRY UP THEIR MARKETS.

FINALLY, TO YOUNG PEOPLE WATCHING OR LISTENING --
I HAVE A VERY PERSONAL MESSAGE FOR YOU:

THERE'S A BIG, WONDERFUL WORLD OUT THERE FOR YOU,
IT BELONGS TO YOU. IT'S EXCITING, STIMULATING,
REWARDING. DON'T CHEAT YOURSELVES OUT OF THIS PROMISE.
OUR COUNTRY NEEDS YOU. BUT IT NEEDS YOU TO BE
CLEAR-EYED AND CLEAR-MINDED.

I RECENTLY READ ONE TEENAGER'S STORY -- SHE'S NOW
DETERMINED TO STAY CLEAN, BUT WAS ONCE STRUNG OUT ON
SEVERAL DRUGS. WHAT SHE REMEMBERED MOST CLEARLY ABOUT
HER RECOVERY WAS THAT DURING THE TIME SHE WAS ON DRUGS,
EVERYTHING APPEARED TO HER IN SHADES OF BLACK AND GRAY.
AND AFTER HER TREATMENT, SHE WAS ABLE TO SEE COLORS
AGAIN.

TO MY YOUNG FRIENDS OUT THERE . . . LIFE CAN BE
GREAT -- BUT NOT WHEN YOU CAN'T SEE IT. OPEN YOUR EYES
TO LIFE -- TO SEE IT IN THE VIVID COLORS THAT GOD GAVE
AS A PRECIOUS GIFT TO HIS CHILDREN -- TO ENJOY LIFE TO
THE FULLEST, AND TO MAKE IT COUNT.

SAY YES TO YOUR LIFE. AND WHEN IT COMES TO DRUGS
AND ALCOHOL: JUST SAY NO.

THE PRESIDENT:

I THINK YOU CAN SEE WHY NANCY HAS BEEN SUCH A POSITIVE INFLUENCE ON ALL THAT WE ARE TRYING TO DO.

THE JOB AHEAD OF US IS VERY CLEAR. NANCY'S PERSONAL CRUSADE -- LIKE THAT OF SO MANY OTHER WONDERFUL INDIVIDUALS -- SHOULD BECOME OUR NATIONAL CRUSADE. IT MUST INCLUDE A COMBINATION OF GOVERNMENT AND PRIVATE EFFORTS WHICH COMPLEMENT ONE ANOTHER. LAST MONTH I ANNOUNCED SIX INITIATIVES WHICH WE BELIEVE WILL DO JUST THAT.

FIRST, WE SEEK A DRUG-FREE WORKPLACE -- AT ALL LEVELS OF GOVERNMENT AND IN THE PRIVATE SECTOR.

SECOND, WE'LL WORK TOWARD DRUG-FREE SCHOOLS.

THIRD, WE WANT TO ENSURE THAT THE PUBLIC IS PROTECTED AND THAT TREATMENT IS AVAILABLE TO SUBSTANCE ABUSERS AND THE CHEMICALLY DEPENDENT.

OUR FOURTH GOAL IS TO EXPAND INTERNATIONAL COOPERATION WHILE TREATING DRUG TRAFFICKING AS A THREAT TO OUR NATIONAL SECURITY. IN OCTOBER, I WILL BE MEETING WITH KEY U.S. AMBASSADORS TO DISCUSS WHAT CAN BE DONE TO SUPPORT OUR FRIENDS ABROAD.

FIFTH, WE MUST MOVE TO STRENGTHEN LAW ENFORCEMENT ACTIVITIES SUCH AS THOSE INITIATED BY VICE PRESIDENT BUSH AND ATTORNEY GENERAL MEESE.

FINALLY, WE SEEK TO EXPAND PUBLIC AWARENESS AND PREVENTION.

IN ORDER TO FURTHER IMPLEMENT THESE SIX GOALS, I WILL ANNOUNCE TOMORROW A SERIES OF NEW PROPOSALS FOR A DRUG FREE AMERICA. TAKEN AS A WHOLE, THESE PROPOSALS WILL TOUGHEN OUR LAWS AGAINST DRUG CRIMINALS, ENCOURAGE MORE RESEARCH AND TREATMENT AND INSURE THAT ILLEGAL DRUGS WILL NOT BE TOLERATED IN OUR SCHOOLS OR IN OUR WORK PLACES. TOGETHER WITH OUR ONGOING EFFORTS, THESE PROPOSALS WILL BRING THE FEDERAL COMMITMENT TO FIGHTING DRUGS TO \$3 BILLION.

AS MUCH FINANCING AS WE COMMIT, HOWEVER, WE WOULD BE FOOLING OURSELVES IF WE THOUGHT THAT MASSIVE NEW AMOUNTS OF MONEY ALONE WILL PROVIDE THE SOLUTION. LET US NOT FORGET THAT IN AMERICA, PEOPLE SOLVE PROBLEMS AND NO NATIONAL CRUSADE HAS EVER SUCCEEDED WITHOUT HUMAN INVESTMENT. WINNING THE CRUSADE AGAINST DRUGS WILL NOT BE ACHIEVED BY JUST THROWING MONEY AT THE PROBLEM.

YOUR GOVERNMENT WILL CONTINUE TO ACT AGGRESSIVELY, BUT NOTHING WOULD BE MORE EFFECTIVE THAN FOR AMERICANS SIMPLY TO QUIT USING ILLEGAL DRUGS.

WE SEEK TO CREATE A MASSIVE CHANGE IN NATIONAL ATTITUDES WHICH ULTIMATELY WILL SEPARATE THE DRUGS FROM THE CUSTOMER . . . TO TAKE THE USER AWAY FROM THE SUPPLY. I BELIEVE, QUITE SIMPLY, THAT WE CAN HELP THEM QUIT.

THAT'S WHERE YOU COME IN.

MY GENERATION WILL REMEMBER HOW AMERICA SWUNG INTO ACTION WHEN WE WERE ATTACKED IN WORLD WAR II. THE WAR WAS NOT JUST FOUGHT BY THE FELLAS FLYING THE PLANES OR DRIVING THE TANKS. IT WAS FOUGHT AT HOME BY A MOBILIZED NATION -- MEN AND WOMEN ALIKE -- BUILDING PLANES AND SHIPS; CLOTHING SAILORS AND SOLDIERS; FEEDING MARINES AND AIRMEN. AND IT WAS FOUGHT BY CHILDREN PLANTING VICTORY GARDENS AND COLLECTING CANS.

NOW WE'RE IN ANOTHER WAR FOR OUR FREEDOM, AND IT'S TIME FOR ALL OF US TO PULL TOGETHER AGAIN. SO, FOR EXAMPLE, IF YOUR FRIEND OR NEIGHBOR OR A FAMILY MEMBER HAS A DRUG OR ALCOHOL PROBLEM, DON'T TURN THE OTHER WAY. GO TO HIS HELP OR TO HERS. GET OTHERS INVOLVED WITH YOU -- CLUBS, SERVICE GROUPS, AND COMMUNITY ORGANIZATIONS -- AND PROVIDE SUPPORT AND STRENGTH.

AND, OF COURSE, MANY OF YOU HAVE BEEN CURED THROUGH TREATMENT AND SELF-HELP. WELL, YOU ARE THE COMBAT VETERANS, AND YOU HAVE A CRITICAL ROLE TO PLAY. YOU CAN HELP OTHERS BY TELLING YOUR STORY AND PROVIDING A WILLING HAND TO THOSE IN NEED.

BEING FRIENDS TO OTHERS IS THE BEST WAY OF BEING FRIENDS TO OURSELVES.

IT'S TIME -- AS NANCY SAID -- FOR AMERICA TO "JUST SAY NO" TO DRUGS.

THOSE OF YOU IN UNION HALLS AND WORK PLACES EVERYWHERE -- PLEASE MAKE THIS CHALLENGE A PART OF YOUR JOB EVERY DAY. HELP US PRESERVE THE HEALTH AND DIGNITY OF ALL WORKERS.

TO BUSINESSES LARGE AND SMALL -- WE NEED THE CREATIVITY OF YOUR ENTERPRISE APPLIED DIRECTLY TO THIS NATIONAL PROBLEM. HELP US.

AND THOSE OF YOU WHO ARE EDUCATORS -- YOUR WISDOM AND LEADERSHIP ARE INDISPENSABLE TO THIS CAUSE.

FROM THE PULPITS OF THIS SPIRIT-FILLED LAND -- WE WOULD WELCOME YOUR REASSURING MESSAGE OF REDEMPTION AND FORGIVENESS AND OF HELPING ONE ANOTHER.

ON THE ATHLETIC FIELDS -- YOU MEN AND WOMEN ARE AMONG THE MOST BELOVED CITIZENS OF OUR COUNTRY. A CHILD'S EYES FILL WITH YOUR HEROIC ACHIEVEMENTS. FEW OF US CAN GIVE YOUNGSTERS SOMETHING AS SPECIAL AND STRONG TO LOOK UP TO AS YOU. PLEASE DON'T LET THEM DOWN.

AND THIS CAMERA IN FRONT OF US -- IT'S A REMINDER THAT IN NANCY'S AND MY FORMER PROFESSION, AND IN THE NEWSROOMS AND PRODUCTION ROOMS OF OUR MEDIA CENTERS -- YOU HAVE A SPECIAL OPPORTUNITY WITH YOUR ENORMOUS INFLUENCE TO SEND ALARM SIGNALS ACROSS THE NATION.

TO OUR FRIENDS IN FOREIGN COUNTRIES, WE KNOW MANY OF YOU ARE INVOLVED IN THIS BATTLE WITH US. WE NEED YOUR SUCCESS AS WELL AS OURS.

WHEN WE ALL COME TOGETHER, UNITED -- STRIVING FOR THIS CAUSE -- THEN THOSE WHO ARE KILLING AMERICA AND TERRORIZING IT WITH SLOW BUT SURE CHEMICAL DESTRUCTION WILL SEE THAT THEY ARE UP AGAINST THE MIGHTIEST FORCE FOR GOOD THAT WE KNOW. THEN, THEY WILL HAVE NO DARK ALLEYS TO HIDE IN.

IN THIS CRUSADE, LET US NOT FORGET WHO WE ARE. DRUG ABUSE IS A REPUDIATION OF EVERYTHING AMERICA IS. THE DESTRUCTIVENESS AND HUMAN WRECKAGE MOCK OUR HERITAGE.

THINK FOR A MOMENT HOW SPECIAL IT IS TO BE AN AMERICAN. CAN WE DOUBT THAT ONLY A DIVINE PROVIDENCE PLACED THIS LAND, THIS ISLAND OF FREEDOM, HERE AS A REFUGE FOR ALL THOSE PEOPLE IN THE WORLD WHO YEARN TO BREATHE FREE?

THE REVOLUTION OUT OF WHICH OUR LIBERTY WAS CONCEIVED SIGNALLED AN HISTORICAL CALL TO AN ENTIRE WORLD SEEKING HOPE. EACH NEW ARRIVAL OF IMMIGRANTS RODE THE CREST OF THAT HOPE. THEY CAME . . . MILLIONS SEEKING A SAFE HARBOR FROM THE OPPRESSION OF CRUEL REGIMES. THEY CAME . . . TO ESCAPE STARVATION AND DISEASE. THEY CAME . . . THOSE SURVIVING THE HOLOCAUST AND THE SOVIET GULAGS. THEY CAME . . . THE BOAT PEOPLE, CHANCING DEATH FOR EVEN A GLIMMER OF HOPE THAT THEY COULD HAVE A NEW LIFE. THEY ALL CAME TO TASTE THE AIR REDOLENT AND RICH WITH THE FREEDOM THAT IS OURS.

WHAT AN INSULT IT WILL BE TO WHAT WE ARE -- AND WHENCE WE CAME -- IF WE DO NOT RISE UP TOGETHER IN DEFIANCE AGAINST THIS CANCER OF DRUGS.

AND THERE'S ONE MORE THING. THE FREEDOM THAT SO MANY SEEK IN OUR LAND HAS NOT BEEN PRESERVED WITHOUT A PRICE. NANCY AND I SHARED THAT REMEMBRANCE 2 YEARS AGO AT THE NORMANDY AMERICAN CEMETERY IN FRANCE.

IN THE STILL OF THAT JUNE AFTERNOON, WE WALKED TOGETHER AMONG THE SOLDIERS OF FREEDOM -- PAST THE HUNDREDS OF WHITE MARKERS WHICH ARE MONUMENTS TO COURAGE AND MEMORIALS TO SACRIFICE.

TOO MANY OF THESE AND OTHER SUCH GRAVES ARE THE FINAL RESTING PLACES OF TEENAGERS -- WHO BECAME MEN IN THE ROAR OF BATTLE.

LOOK WHAT THEY GAVE TO US WHO LIVE. NEVER WOULD THEY SEE ANOTHER SUNLIT DAY GLISTENING OFF A LAKE OR RIVER BACK HOME . . . OR MILES OF CORN PUSHING UP AGAINST THE OPEN SKY OF OUR PLAINS. THE PRISTINE AIR OF OUR MOUNTAINS AND THE DRIVING ENERGY OF OUR CITIES ARE THEIRS NO MORE. NOR WOULD THEY EVER AGAIN BE A SON TO THEIR PARENTS OR A FATHER TO THEIR OWN CHILDREN.

THEY DID THIS FOR YOU -- FOR ME -- FOR A NEW GENERATION TO CARRY OUR DEMOCRATIC EXPERIMENT PROUDLY FORWARD. WELL, THAT'S SOMETHING I THINK WE'RE OBLIGED TO HONOR, BECAUSE WHAT THEY DID FOR US MEANS THAT WE OWE AS A SIMPLE ACT OF CIVIC STEWARDSHIP TO USE OUR FREEDOM WISELY FOR THE COMMON GOOD.

AS WE MOBILIZE FOR THIS NATIONAL CRUSADE -- I'M MINDFUL THAT DRUGS ARE A CONSTANT TEMPTATION FOR MILLIONS. PLEASE REMEMBER THIS WHEN YOUR COURAGE IS TESTED: YOU ARE AMERICANS, YOU ARE THE PRODUCT OF THE FREEST SOCIETY MANKIND HAS EVER KNOWN. NO ONE -- EVER -- HAS THE RIGHT TO DESTROY YOUR DREAMS AND SHATTER YOUR LIFE.

RIGHT DOWN THE END OF THIS HALL IS THE LINCOLN BEDROOM. BUT IN THE CIVIL WAR, THAT ROOM WAS THE ONE PRESIDENT LINCOLN USED AS HIS OFFICE. MEMORY FILLS THAT ROOM -- AND MORE THAN ANYTHING, THAT MEMORY DRIVES US TO SEE VIVIDLY WHAT PRESIDENT LINCOLN SOUGHT TO SAVE. ABOVE ALL, IT IS THAT AMERICA MUST STAND FOR SOMETHING. AND THAT OUR HERITAGE LETS US STAND WITH A STRENGTH OF CHARACTER MADE MORE STEELY BY EACH LAYER OF CHALLENGE PRESSED UPON THE NATION.

WE AMERICANS HAVE NEVER BEEN MORALLY NEUTRAL AGAINST ANY FORM OF TYRANNY. TONIGHT, WE ARE ASKING NO MORE THAN THAT WE HONOR WHAT WE HAVE BEEN AND WHAT WE ARE BY STANDING TOGETHER.

JOIN US IN THIS GREAT NEW NATIONAL CRUSADE.

GOD BLESS YOU AND GOOD NIGHT.

#

THE WHITE HOUSE

WASHINGTON

September 5, 1986

MEMORANDUM FOR THE DOMESTIC POLICY COUNCIL

FROM:

RALPH C. BLEDSOE *Ralph C. Bledsoe*
Executive Secretary

SUBJECT:

Meeting of September 8, 1986

Attached are an agenda and materials for the Domestic Policy Council meeting scheduled for Monday, September 8, 1986, at 2:00 p.m. in the Roosevelt Room. The purpose of this meeting is to review the Report of the Council's Working Group on Drug Abuse Policy.

The meeting will include an overview of the Working Group Report with initial discussion focusing on Administration legislative proposals and an Executive Order on a drug-free Federal workplace prepared by the Working Group. Each title of the Administration legislative proposal and the House bill will be discussed. It will be important that we complete review of these, so the Administration package can be put through the normal clearance process, and the President can discuss them with members of the Congressional leadership on Tuesday, September 9.

The Working Group has identified five issues for which the guidance of the Council is needed prior to publication of their Report in final form:

- o Should the long or short version of Title I be part of the Administration's legislative proposal?
- o Should the military be excluded from the Executive Order on Drug Abuse?
- o Should convicted drug users and traffickers be barred from future Federal service?
- o Should observation be allowed when drug tests are given?
- o Should all job applicants be tested for drugs?

Pros and Cons on each of these issues will be presented at the meeting.

If time permits on September 8, we will discuss other initiatives contained in the Working Group Report. Otherwise, these will be taken up at the Council meeting on Wednesday, September 10.

THE WHITE HOUSE

WASHINGTON

DOMESTIC POLICY COUNCIL

Monday, August 8, 1986

2:00 p.m.

Roosevelt Room

AGENDA

1. Drug Abuse Policy -- Carlton Turner
Deputy Assistant to the President
for Drug Abuse Policy
Office of Policy Development

Richard Willard
Assistant Attorney General
Civil Division
Department of Justice

September 5, 1986

HOUSE DEMOCRAT DRUG ABUSE LEGISLATION

A Summary of the House Democrat Proposal

The House Democratic leadership is sponsoring an Omnibus Drug Package. It includes twelve titles representing smaller packages from each of the committees that had previously considered some aspect of the drug abuse problem. The proposed legislation authorizes funds in excess of \$3.6 billion over the next three years.

The following analysis reflects the best available understanding of the bill as of September 5, and includes preliminary Administration positions where available. Cost figures represent best estimates of new authorizations through FY 1989. Several Amendments are anticipated prior to consideration by the House in early September.

Title I (Foreign Affairs Committee) - \$48 Million

- o The International Narcotics Control Act - authorizes increased funds for foreign eradication efforts, and modifies the Mansfield Amendment which restricts foreign activities of U.S. law enforcement officials; withholds \$1 million from Mexico pending conclusion of the Camarera investigation.
--The Administration could support some provisions of this Title.

Title II (Armed Forces Committee) - \$228 Million

- o The Defense Narcotics Act of 1986 - Authorizes funds for the Army, Navy, and Air Force; continues funding for Navy deployment of Coast Guard law enforcement teams.
--The Administration could support with reservations regarding the specified combination of aircraft.

Title III (Ways and Means Committee) - \$239 Million

- o The International Drug Traffic Enforcement Act - Strengthens Customs' drug enforcement capability, including increased criminal and civil penalties and investigatory powers; certain trade benefits are denied to countries failing to cooperate in drug enforcement.
--The Administration could support most provisions, but should oppose trade restrictions.

Title IV (Merchant Marine Committee) - \$256 Million

- o Proposes an at-sea drug interdiction and maritime air surveillance program for the Coast Guard.
--The Administration should oppose this Title pending completion of a Drug Policy Board study of the role of Customs and the Coast Guard in air interdiction.

Title V (Banking Committee) - No Funding Required

- o The Comprehensive Money Laundering Prevention Act - similar in major respects to a Treasury proposal; deals with regulatory aspects of money laundering.
--The Administration could support with qualifications; language modifications would be required.
- o The Drug Interdiction Act of 1986 - proposes using the U.S. vote in multilateral development banks to promote drug eradication programs in foreign countries; places inflexible restrictions on ability to support loans.
--The Administration should not support this provision.

Title VI (Judiciary Committee) - \$1,581 Million

- o Comprehensive Money Laundering Act - makes money laundering a criminal offense; based on original Administration proposal.
--The Administration could support this Act, but the Senate version is broader and more acceptable.
- o The Controlled Substance Analog Act of 1986.
--The Administration could support with reservations; the definition of "controlled substance analog" should be modified. The Senate bill is based on an Administration proposal and is more acceptable.
- o The Narcotics Penalty and Enforcement Act of 1986.
--The Administration could support with reservations; minimum sentence requirements should be modified and maximum sentences raised.
- o The White House Conference on Narcotics Abuse and Control Resolution of 1986.
--The Administration should oppose this unnecessary conference.
- o The Career Criminal Amendments Act of 1986.
--The Administration could support this Act which provides long sentences for firearm users with prior drug dealing or crime of violence convictions.

- o The Drug and Alcohol Dependent Offenders Treatment Act of 1986.
--The Administration should not oppose this new authority, but should not support excessive costs.

- o The Drug Enforcement Enhancement Act of 1986 - includes block grants to States for drug enforcement with a 50/50 match requirement; includes prison construction with a 3-year cost of over \$1 billion.
--The Administration should oppose the grant provisions, and excessive funding.

Title VII (Public Works Committee) - No Funding Required

- o Authorizes States to establish criminal penalties for the use of fraudulent aircraft registrations, establishes criminal penalties for transporting drugs, and calls for a study of drug use and highway safety.
--The Administration could support with minor reservations.

Title VIII (Education Committee) - \$1,053 Million

- o The Drug Abuse Education and Prevention Act of 1986 - emphasizes federally funded drug education programs.
--The Administration could support the concept of this Act, but major changes are required, including funding level.

Title IX (Energy and Commerce Committee) - \$181 Million

- o The Drug Abuse Prevention and Treatment Act of 1986 - provides Federal funds for State and local drug treatment and prevention programs; establishes an Agency for Substance Abuse Prevention; includes Designer Drugs in the Controlled Substances Act; establishes a demo project for Indian drug abuse rehabilitation; establishes an Advisory Commission on Intercollegiate Athletics.
--The Administration should oppose this Act; its "core" solution offers only more bureaucracy and its designer drug provisions conflict with the Judiciary Committee Title.

Title X (Post Office Committee) - Funding Undetermined

- o Requires OPM to establish employee assistance and education programs to combat drug abuse and to report the anticipated costs to Congress within six months.
--The Administration should oppose this Title based on its potentially excessive cost.

- o Classifies controlled substances as non-mailable matter.

Title XI (Interior Committee) - \$69 Million

- o The Indian Alcohol and Substance Abuse Prevention Act - provides assistance to Indians to improve law enforcement and to organize a drug treatment and prevention program.
- o Provides funding for equipment for Puerto Rico and the Virgin Islands.

--The Administration should oppose this unnecessary and restrictive Title.

Title XII (Government Operations Committee) - No Funding Required

- o Requires the President to propose legislation within six months to reorganize the Executive Branch to coordinate efforts to combat drug abuse.
-- The Administration should oppose any unnecessary reorganization.

UNCLAS

CLASSIFICATION

CIRCLE ONE BELOW

IMMEDIATE

PRIORITY

ROUTINE

MODE

SECURE FAX #

ADMIN FAX #

RECORD #

PAGES

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RELEASER

PAH

FROM/LOCATION

1. CARLTON TURNER

TO/LOCATION/TIME OF RECEIPT

1. DENNIS THOMAS / SANTA BARBARA / TOR:

2.

3.

4.

5.

6.

7.

INFORMATION ADDRESS/LOCATION/TIME OF RECEIPT

1.

2.

SPECIAL INSTRUCTIONS/REMARKS:

PRIVATE SECTOR INVOLVEMENT IN
DRUG INITIATIVE

UNCLAS

CLASSIFICATION

THE WHITE HOUSE
WASHINGTON

SEPTEMBER 4, 1986

NOTE TO DENNIS THOMAS
FROM: CARLTON TURNER

THIS IS WHAT I SPOKE TO YOU ABOUT YESTERDAY.
I AM PROCEEDING AS IF THIS IS JUST A SIGN OFF
ON THE BEST OF TWO PROPOSALS AND NOT
AUTHORIZATION TO ACTUALLY SET UP A COMMISSION.
I SPOKE WITH FRED AND WE ARE GOING TO MEET
WITH JACK. I DO NOT RECOMMEND A COMMISSION
UNDER ANY CIRCUMSTANCES.

ATTACHMENT

THE WHITE HOUSE

WASHINGTON

August 13, 1986

MEMORANDUM FOR: DONALD T. REGAN
FROM: FREDERICK J. RYAN, JR. *FJR*
SUBJECT: Private Sector Involvement in Drug Initiative

As the press and public await the unveiling of the President's Drug Initiative, the big question appears to be that of cost. His dedication to the issue and perceived likelihood of success are going to be judged in part by the eventual "price tag" of the Drug Initiative.

We must shift the debate from the cost that the federal government is willing to pay, to an emphasis on the role that all Americans must play. To do this, I feel that a very strong element in the program should be an organized private sector effort. I suggest the following two options:

OPTION I

Presidential Commission for a Drug Free America

The President could appoint a group of approximately twenty-five high visibility leaders from a cross section of the Private Sector. He would challenge this commission with leading the private sector in creating a Drug Free America.

The following are potential members of the Commission (although there may not be the specific individuals we want to pursue, they are the types I am suggesting):

<u>Chairman</u>	-James Burke
<u>Media</u>	-The heads of all four networks -Publishers of the <u>New York Times</u> , <u>Washington Post</u> , <u>L.A. Times</u>
<u>Advertising Industry</u>	-Ed Ney, Harold Burson
<u>Business</u>	-David Rockefeller, etc -John Phelan
<u>Entertainment Industry</u>	-Steven Spielberg -Jack Valenti
<u>Education</u>	-Derek Bok -Principal from a "Drug Free School"

Youth

-High school and college associations

Labor

-Lane Kirkland

Sports

-Peter Ueberroth
-Pete Rozelle (NFL)
-David Stern (NBA)

By establishing this private sector group, the President would be able to emphasize the critical role that all sectors of our society must play in fighting drug abuse.

Additionally, by appointing specific individuals to this commission, we would be able to create credible "surrogates" who could be speaking on the drug initiative at times and places where the President's schedule would not permit.

And, by creating this group, we would have an entity that could be called upon to meet at various locations across the country as forums for Presidential events.

The President could call upon each Governor to follow his example by establishing a similar commission at the state level (i.e. Commission for a Drug Free Ohio) and each Mayor to establish a commission at the local level (i.e. Commission for a Drug Free Cleveland).

P-24-86

_____ DJK Approve _____ Disapprove

OPTION II

Drug Initiative Committee of the President's Board of Advisors on Private Sector Initiatives

Our office works very closely with the Presidential Board of Advisors on Private Sector Initiatives headed by John Phelan. This influential group of twenty-five business and civic leaders from across the country has been involved in a wide variety of issues ranging from education to low income housing.

If you prefer not to establish a separate commission for a Drug Free America, we could establish a separate committee of the PSI Board of Advisors to focus on private sector involvement in the Drug Initiative. It could perform the same functions mentioned above, but obviously without the high visibility of a separate commission.

_____ Approve _____ Disapprove