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DT, FYI

8/24

**TO:** *Carlton*  
**FROM:** **DONALD T. REGAN**  
**CHIEF OF STAFF**

Re "Issues"  
Check with Fred  
Ryan and Miss re  
private sector. There  
are many resources  
we can use -

*DTR*  
Also check Pat and Larry  
re Media Board

THE WHITE HOUSE

WASHINGTON

August 18, 1986

MEMORANDUM FOR DONALD T. REGAN

FROM:  CARLTON TURNER

SUBJECT: Drug Abuse Policy Update and Projections

At a Senior Staff meeting, you asked about the scheduling of drug staffing activities leading up to September 9th.

On August 11, 1986, the Domestic Policy Council Working Group on Drug Abuse Policy held its first meeting. Following the demand reduction goals outlined by the President on August 4, 1986, we formed five task forces to develop recommendations for action:

- Legislative Review, chaired by Justice
- Drug-Free Workplace, chaired by Labor
- Drug-Free Schools, chaired by Education
- Treatment, chaired by HHS
- Private Sector Initiatives, chaired by ACTION

The task forces will present their preliminary reports at the Working Group meeting scheduled today. Tomorrow, the 19th, we will have a separate meeting with the Legislative Review Task Force to discuss status and follow-up action in that area. Meetings will be held with the other task forces throughout the week as the reports are reviewed and decisions are made concerning further actions.

On Friday, August 22, 1986, we will have a preliminary draft of recommendations together for review. Included will be a description of legislation, the probable cost, and recommendations for Administration support.

On August 22nd, we also expect to have the final draft of the Executive Order on a drug-free Federal workplace. There is opposition from certain staff members at Justice over substance and procedures surrounding drug testing. They want the Executive Order to be so rigid and air-tight that there would be little flexibility for department or agency heads. In addition, they are resistant to any actions which are not subject to full DPC debate. However, there is little time available for lengthy discussions.

During the week of August 25-29, 1986, the following will also be done:

- Updated Administration Accomplishments Report (draft for clearance and general distribution);

- Revised Administration Talking Points (for clearance and general distribution); and
- A compendium of drug-related events scheduled and proposed through January 1987 and recommendations for possible Presidential participation.

During the week of September 2-5, 1986, the following will be available:

- The final recommendations of the DPC Working Group on Drug Abuse Policy;
- A thematic communications approach to take us through the end of the Administration and make the President's program a self-sustaining effort that will continue into the 1990's.

We expect the DPC to meet during the week of September 8-12, 1986 to review the Working Group recommendations.

We sent a package of materials to the speechwriters last week. The package included issue and background papers, selected letters of support for the President's initiatives, selected articles and editorials representative of the recent change in public attitudes, and previous statements on drug abuse by the President and Mrs. Reagan. Updated materials will be provided to the speechwriters this Friday.

#### Issues:

We will receive some criticism from the departments and agencies because we do not have the time to run issues through the normal staff deliberations.

The initial reaction to the President's initiatives has generated a large number of suggestions and offers from the private sector. In the past we had a private consultant who was paid for by Customs and handled these projects for the West and East Wings. We no longer have this resource and, to be candid, it is going to be very hard for the Office to handle this level of activity without special assistance. Unless you have other ideas, I plan to ask Customs to restore this consultant for 180 days.

Earlier this summer, I had intended to appoint a 15-member Media Advisory Board to the Drug Abuse Policy Office. We have received support for this from the National Association of Broadcasters and others. Perhaps now it would be desirable for the President to establish this board -- a Media Advisory Board to the President? -- as an event during the break.

TO: *Suites*

FROM: DONALD T. REGAN  
CHIEF OF STAFF

*Talk to Jack Leahy  
Carlton Turner -  
I like the idea in  
general*

*DRK  
8-24-86*

THE WHITE HOUSE

WASHINGTON

August 15, 1986

MEMORANDUM FOR DONALD T. REGAN

FROM: MITCHELL E. DANIELS, JR.<sup>MC</sup>

SUBJECT: IGA PLAN OF ACTION FOR ANTI-DRUG CAMPAIGN

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The following is a proposed plan of action for the Office of Intergovernmental Affairs to involve governors, mayors, state legislators, attorneys general and other elected officials in the President's anti-drug efforts:

- A. President writes to governors, mayors, state legislators asking them to join in with the federal effort to achieve a drug-free America, and soliciting their help in identifying corporate, educational, or community-based programs in their state with outstanding anti-drug efforts, as well as noteworthy legislative initiatives undertaken.
- B. President meets with select group of governors to enlist their commitment to achieve drug-free state workplaces and drug-free college campuses, and to ask their help with state resources to heighten public awareness of drug abuse.
- C. President meets with leadership of mayors' organizations to seek commitment of drug-free municipal workplaces, elementary, junior and senior high schools, and to seek their cooperation in improving information sharing among law enforcement personnel.
- D. President drops by briefing for 200 state legislators and all attorneys general to ask their continued help in enacting tough state laws aimed at drug dealers, eliminating illegal drug trafficking, while developing airtight cases against offenders. President encourages lawmakers to speak out publicly against drug abuse and to use unobligated DOJ grants for drug abuse efforts.
- E. The WH Intergovernmental Affairs will receive responses on model anti-drug programs and develop appropriate recognition to encourage continued local efforts; follow-up with public interest groups and report back to the President on progress made; conduct mass mailing of President's goals to all remaining elected officials and compile suggestions received; organize outreach speaking group with at least one elected official from each state; seek opportunities for WH spokespersons at IGA regional conferences throughout the fall; and report on a "State-A-Week" to summarize noteworthy anti-drug events or activities.

THE WHITE HOUSE  
WASHINGTON

TO: *Fred*

*8/24*

FROM: DONALD T. REGAN  
CHIEF OF STAFF

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

*DJR*

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 Speilberg -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).

OK 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

P-24-86

THE WHITE HOUSE

WASHINGTON


August 7, 1986

MEMORANDUM FOR: DONALD T. REGAN  
FROM: WILLIAM HENKEL   
SUBJECT: Drug Events -- Post August Options

I have reviewed, as you requested, the Tom Gibson/Pat Buchanan memorandum on drug event options and I share your observation - some of the ideas look good. There is, however, a need to coordinate the efforts of Jack Svahn/Carlton Turner, Jack Courtemanche, Al Kingon, Pat Buchanan, Mari Maseng, et al. in order to produce for you an integrated post August drug campaign proposal. On Tuesday Dennis Thomas chaired a meeting attended by most of the above and, in my judgement, we made a good start producing a credible drug campaign proposal. Fred Ryan will need to carefully integrate the drug event proposals into an already tight fall schedule.

Regarding some of Pat's specific recommendations, I offer the following:

- o RR address University of Maryland
  - I believe it would be premature to visit the University of Maryland until the initial phase of the criminal investigation is completed.
  - Per Jack Svahn, the University of Maryland has not been in a leadership position in the drug-free campus movement and is currently in a reactive mode. We should closely monitor their progress.
- o South Florida/Southwest Border Interdiction Event
  - Non-political, out-of-town travel time in September and October is probably very difficult to schedule.
  - In 1982 we successfully did both events suggested in the Gibson memo. I believe repeating the events would be redundant.
  - The emphasis of the President's current program is on demand, not supply and our focus should be in that direction.



 cc: Dennis Thomas

THE WHITE HOUSE  
WASHINGTON

NOTED BY DTR

August 5, 1986

MEMORANDUM FOR DONALD T. REGAN

THROUGH: PAT BUCHANAN   
FROM: THOMAS F. GIBSON   
SUBJECT: Drug Events -- Post August Options

Per your request, attached is a list of opportunities to sustain the President's anti-drug campaign during September and October. There are a number of activities listed here that are parallel to events already scheduled for the First Lady, the Vice President, the Attorney General, and the Secretaries of HHS and Education. Events involving the First Lady are noted with an asterisk.

- o\* Major Prime-time televised Presidential Speech (possible joint effort with First Lady)

Date: Week of Sept. 8

The speech would include graphics and other visuals and lay out many of the policy initiatives of the President's anti-drug campaign.

- o RR addresses University of Maryland student assembly during first week of classes.

An invitation has been received for the President to deliver remarks. The remarks would be high drama. The President could challenge the students of the University to become a model for colleges nation-wide to become drug-free, and thereby redeem the tragic death of Len Bias.

- o\* Joint RR/First Lady Satellite Conversation with Six High School Students

Using same prenotification of the heads of secondary schools and satellite technology, feature the President (and First Lady) in half an hour conversation (with moderator) with current and former drug users from three prominent Washington area drug treatment centers. This format has proven very successful in the First Lady's work.

- o Morning News Show Interview -- ABC Good Morning America;

- o\* Receive Education's "Schools Without Drugs" Booklet;  
Date: Sept. 15/16  
Secretary Bennett's Fall anti-drug promotion is built around the concepts in this booklet.
- o Drop By/Meeting with National Law Enforcement Council;  
Date: Sept. 15  
The Council is an umbrella group for Chiefs of Police, Sheriffs Assn., District Attorneys, and is in town for a periodic meeting. RR met with this group two years ago. The Vice President is scheduled to meet with them this year.
- o RR Drop-by to Specialty Press briefing for law enforcement press.
- o High School Visit  
Date: Mid/Late September  
President visits a select high school in conjunction with the Attorney General's tough demand-side program that involves all 93 U.S. Attorneys.
- o Address to Capital Cities/ABC Conference: Drugs in the U.S.A. (could be done in conjunction with Hartman/GMA interview request)  
Date: Sept. 18, Washington, D.C.
- o South Florida/Southwest Border Interdiction Event;  
Date: Mid/Late September  
Options/Backdrops
  - RR tours sites that demonstrate success in interdiction efforts. There are several dozen seized aircraft stored at Homestead Airforce base, south of Miami. There are numerous (secure) warehouses in the Miami area where contraband is being held in evidence prior to disposal.
  - RR reviews the vehicular hardware used in interdiction and border surveillance (radar balloons, aircraft etc.) and enforcement pulse operations. The high season of drug traffic north from Latin America begins in October.
- o RR Regional Press Luncheon, (Fla, SW border states).

- o Address American Academy of Family Physicians on drug issue,  
Date: 9/29-10/2; Washington D.C.
- o Drop-by Remarks to Briefing for Conservative College Editors  
Date: Oct. 10
- o\* RR Addresses Convention of National Federation of Parents  
for Drug Free Youth

Date: Oct. 9, 10; Washington, D.C.

Convention to be held in Washington and is one of the largest parent/educator anti-drug groups in the U.S. HHS Secretary Bowen is scheduled to address the group.

- o RR Hosts Drug Awareness Week Event, 10/6
- o Family Ties Telephone Call

Date: October

President participates in show with pre-planned drug theme with "a phone call appearance" during the taping of the show. "Family Ties" is the number two show in television and reaches as many as 50 million viewers. The President is on record as saying "Family Ties" is one of his favorite shows.

- o Interview for the American Association of Retired Persons  
(AARP) Television Program/Modern Maturity Magazine

Senior citizens are among the strongest supporters of a drug-free society. The age group offers a major resource in terms of volunteer services and should not be overlooked in the anti-drug campaign. AARP has targeted programming to 22 million members.

Date: October

TO: *Bill Henkel*

FROM: DONALD T. REGAN  
CHIEF OF STAFF

*What say?  
Some look good -*

*Don*  
8-7-86



XC: ~~Dennis Thomas, fyi~~  
Fred Ryan, fyi

THE WHITE HOUSE  
WASHINGTON

NOTED BY DTR

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Date: October

Good  
One of our  
favourite shows

THE WHITE HOUSE

WASHINGTON

August 8, 1986

MEMORANDUM FOR DONALD T. REGAN

THROUGH: ALFRED H. KINGON

FROM: RICHARD H. DAVIS, RALPH C. BLEDSOE

SUBJECT: Drug Abuse Policy Coordination Plan

This notebook contains a plan for coordinating the President's drug abuse policy program. It includes vital background information, current status, unresolved issues and appropriate recommendations for your consideration on each of the following:

1. The President's Drug Abuse Policy
2. Organizational Entities and Key Individuals
3. Communications Planning and Execution
4. Legislative Coordination
5. Funding Control

It is our view that each of these is important to effective management of the effort on behalf of the President.

DRUG ABUSE POLICY

COORDINATION PLAN

THE PRESIDENT'S DRUG ABUSE POLICY

Table of Contents

TAB I	The President's Drug Abuse Policy
TAB II	Organizational Entities and Key People
TAB III	Communications Planning and Execution
TAB IV	Legislative Coordination
TAB V	Funding Control

I. THE PRESIDENT'S DRUG  
ABUSE POLICY

I. The President's Drug Abuse Policy

- o The basic document describing the President's policy is the 1984 National Strategy for Prevention of Drug Abuse and Drug Trafficking. It was the culmination of efforts since 1981, and is still the viable policy document.
- o The President's policy is sufficiently comprehensive. All major aspects of the drug abuse problem have been covered.
- o In drug abuse, the two major problem areas are supply and demand. The acknowledged tactics used to combat each are enforcement (for supply) and health treatment, prevention and awareness (for demand).
- o The recently announced six goals are consistent with the 1984 National Strategy document, and four of the goals are aimed at attacking the demand side of the problem. They represent new or enhanced directions under the national strategy.
- o The President's policy goal of total elimination of drug abuse is not in question. He and Mrs. Reagan are seen as the leaders toward achieving this goal.
- o Congress will, through legislation, add content to the drug abuse program, but this should not present a challenge to the President's fundamental policy.
- o Executive Branch departments and agencies also will add to the program through legislative proposals, departmental initiatives, and interaction with private and other groups active in drug abuse prevention and treatment. Executive Orders will similarly add to the basic policy.

Issues for your consideration:

1. How should changes to the basic policy be coordinated? The recommended option is through the Domestic Policy Council.
2. How should challenges to and clarification of the policy be evaluated and addressed? The recommended option is through a Working Group chaired by Carlton Turner under the Domestic Policy Council. The Working Group will propose other organizational options for approval by the Domestic Policy Council in September, 1986.
3. Should a new version of the national strategy be published? One argument is that the document is dated 1984, and we may be asked how the 1986 goals relate to this older document? However, the extra time, effort and costs may not be worth it, and we are still formulating the details of the program initiatives. The recommendation is that it is not worth the extra effort.

The President's program against drug abuse

o The President's program is a national program to:

- Prevent drug abuse through awareness and action;
- Enforce drug laws;
- Cooperate with other countries to control narcotics flow;
- Develop and administer medical detoxification and treatment;
- Undertake and encourage research directed at causes, treatments, and understanding.

o The program is aimed at the widespread social and health problems created by the abuse of a number of illegal drugs.

o The focus of the program is to change public attitudes to make illegal drugs and their use truly unacceptable.

The Federal part of the program is based on strong law enforcement to raise the risk to the criminals involved, and health-related activities to encourage availability of treatment services and prevention. It features personal leadership by the President, the First Lady, the Vice President, Cabinet officers, and all Federal employees.

o Program leadership is also sought from leaders in all segments of American society and throughout the world, so that drug abuse can be eliminated.

o The prevention aspect of the program is based on getting every segment of society to accept the view that real success is achieved when those people most affected by drug abuse directly involved in solving their own problems.



II. ORGANIZATIONAL ENTITIES  
AND KEY PEOPLE

II. Organization

A. Internal

- o At present two organizations play major policy roles, 1) the National Drug Enforcement Policy Board, chaired by the Attorney General, and 2) the Drug Abuse Policy Office, headed by Carlton Turner and reporting through Jack Svahn, Assistant to the President for Policy Development.
- o Both have made presentations to the Domestic Policy Council on their respective efforts, thus a precedent is established for their reporting to the President.
- o Additional law enforcement organizations include The National Narcotics Border Interdiction System (NNBIS), chaired by the Vice President, and focused on interdiction efforts, and twelve Organized Crime/Drug Enforcement Task Forces. These have special limited charters.
- o Congress will likely demand some organizational focal point in the Administration for coordination of drug abuse policy. Despite major gains against drug abuse, some Members continue to allege lack of coordination in law enforcement, lack of coordination overall in drug abuse, not enough emphasis on drug law enforcement, lack of priority for health-related programs, etc.
- o The Domestic Policy Council can provide final policy determination, but some entity is needed to coordinate day to day policy interpretation and interactions with the many organizations that are employed in fighting drug abuse.

Issues for your consideration:

1. What organization should coordinate the President's drug abuse policy program? Options include:

1. Expand the Drug Enforcement Policy Board to make it responsible for the entire drug abuse program. This would remove coordination from the White House.
2. Establish a new Drug Abuse Health Policy Board, equivalent to the Drug Enforcement Policy Board. This would require new legislation.
3. Create a new board that would coordinate both health and law enforcement policies. This would require legislation.
4. Establish the Drug Abuse Policy Office as a separate agency within the EOP, to coordinate all drug abuse policy efforts, including the Drug Enforcement Policy Board. This would require legislation.
5. Establish a Working Group on Drug Abuse Policy under the Domestic Policy Council to temporarily coordinate drug abuse policy program efforts until it can recommend the longer term organizational options. Preliminary work has been done on this by the Domestic Policy Council.
6. Make no change.

Option #5 is recommended on the basis that it can be organized quickly, and the other options will require too much time to develop. August and September are important planning and coordination months. Option 6 is not recommended because of the need for a coordinating organization.

2. Who should be the principal White House coordinator of drug abuse policy? For the longer term, an expanded role for the White House Drug Abuse Policy Office and its current staff should be considered, including legislation. In the short term, Carlton Turner, head of the White House Drug Abuse Policy Office, will chair the Domestic Policy Council Working Group, and will be the principal coordinator of drug policy.

3. What organization should coordinate legislative activity? A Legislative Strategy Group might be convened when Congress' efforts in drug abuse legislation are clear. This is not likely to be until September, despite the current flurry of activity. In the interim, the Domestic Policy Council Working Group, working with White House Legislative Affairs and the normal OMB legislative clearance process can provide the detailed review of the numerous bills being introduced, and help coordinate Administration responses and legislative proposals.
  
4. What organization should coordinate communication of the President's drug abuse policy program? This will be coordinated by the White House planning group that has coordinated drug abuse policy planning to date, under Dennis Thomas. The chairman of the Domestic Policy Council Working Group will make recommendations to the planning group, and will ensure that the content of communications is accurate and timely.

B. External

- o The White House Office of Drug Abuse Policy has active contact with over fifty major national organizations engaged in fighting drug abuse.
- o They have also worked with numerous publications in producing materials used in drug abuse prevention and awareness.
- o This activity will likely increase, and Cabinet departments will expand their interactions with external organizations and groups. For example, Secretary Brock is scheduled to meet with Lane Kirkland of the AFL-CIO the week of August 18 to discuss labor's actions. The interagency Domestic Policy Council Working Group will coordinate these interactions.
- o Below are some of the types of organizations with which the White House has been in contact. They are categorized under the six goals, and will be important in the planning for communication of the President's program.

Drug-Free Workplaces

- o Business and Sports
- o Labor Unions

Drug-Free Schools

- o Communities and School Districts
- o Colleges and Universities

Improve Health Treatment

- o Hospitals and Medical Associations
- o State Governments

Expand International Cooperation

- o Foreign Governments
- o International Organizations

Strengthen Law Enforcement

- o Law Enforcement Agencies
- o Banks and Financial Institutions

Increase Prevention and Awareness

- o Media
  - o Churches and Volunteer Organizations
- o Mrs. Reagan's goal of expanding parents groups throughout the U.S. is sponsored by the National Federation of Parents. PRIDE, a prevention program at Georgia State University, has exported parents groups to over 60 countries, and is a resource in this area for the lay public.
- o Also as a part of the First Lady's program, special initiatives have been sponsored and funded by organizations and companies such as Lions International, Xerox, Keebler, the National Soft Drink Association, IBM, etc.

Issues for your consideration:

1. Should we organize a special Blue Ribbon Panel to coordinate private sector initiatives in the efforts against drug abuse?  
The President has expressed some support for a Blue Ribbon panel to coordinate private sector activities in fighting drug abuse. Several Cabinet members felt such a panel is not needed since there are numerous existing private associations and organizations that would be willing to join in. The recommendation is to not create a new panel, unless the President wishes otherwise.

2. How should the White House respond to the many offers to help that will come from outside organizations and individuals?

The recommendation is that the White House Drug Abuse Policy Office coordinate responses to these groups and individuals, in concert with White House Correspondence. Special offers will be brought to the attention of the Domestic Policy Council Working Group for referral to appropriate agencies, or to the White House planning group.





III. Communications Planning and Execution

- o The attached communications plan was developed in early July by Carlton Turner to support the President's program on drug abuse. Some events have already taken place. It should be a starting point in the overall communications effort.
  
- o The communication of the President's program has thus far been diffused.
  - the White House planning group has developed plans,
  - the Domestic Policy Council has framed issues around a Presidential announcement,
  - the White House Drug Abuse Policy Office has designed a communications plan, and
  - departments and agencies have begun to separately plan various events and announcements.

Issues for your consideration:

1. Who should finalize communications plans? The White House planning group chaired by Dennis Thomas will finalize all communications plans and requests.
  
2. Who should generate communications proposals and plans? The White House Drug Abuse Policy Office will take the lead in developing communications requests, proposals and strategies for the President's program. They will collect information from other White House offices such as cabinet affairs, public liaison, public affairs and others. The Domestic Policy Council Working Group will also generate and recommend activities in support of the communication program.
  
3. How should communication plans be implemented? Communication plans and events will be implemented by the White House Drug Abuse Policy Office in coordination with cabinet affairs and other appropriate White House offices.

DRAFT - July 8, 1986

NATIONAL INITIATIVE ON DRUG ABUSEOBJECTIVES

- Enhance President Reagan's leadership role in the national campaign to prevent drug abuse and drug trafficking.
- Garner public support for new initiatives working toward the Administration's goal of creating a drug-free generation by the 1990s.

STRATEGY

1. Stimulate action and broaden public awareness on drug abuse.
  - Move from uninformed to informed debate.
  - Direct sudden public outrage over drug abuse to support for government and private initiatives against drug use. Focus on drug user, not as victim but as irresponsible member of society.
2. Increase awareness of the successes of the President's national and international drug program.
3. Maintain Executive Branch leadership in undertaking major new initiatives.

THEMES

1. Administration has taken unprecedented actions to stop drug abuse.
2. Drug users are financing our Nation's suicide.
  - Drug abuse is a threat to national security and public safety.
  - Drug abuse costs the American public at least \$60 billion each year in terms of productivity, health care, accidents and crime.
  - Drug abuse is eroding the quality of education and the personal development of our young people.
3. Government must do all in its power to help, but the war on drugs will be won only by the action and commitment of private citizens -- businessmen and workers, students and teachers, parents and volunteers.

**TIMING:** July through October 1986

The window of opportunity is wide open. Public outrage and media attention about drug abuse are at an unprecedented high in the wake of the recent cocaine deaths of Len Bias and Don Rogers. Public focus has shifted from the drug traffickers to the drug users, from the drug user as victim to drug abuse being irresponsible behavior, and from government program to private initiative.

Strong leadership is required to maintain and direct the current momentum into effective public action. There has already been some dissipation in the current situation: the media has begun to refocus the burden of resolution on government and on drug law enforcement, both of which are limited without broad public commitment to stopping the use of drugs.

**Key dates:**

- July 15, 1986 - Congressional hearings on crack cocaine.
- July 16, 1986 - Tentative hearing by House Subcommittee on Crime on H.J. Res. 631, legislative initiative mandating a White House Conference on Drug Abuse.
- August 16-September 8, 1986 - Congressional Labor Day recess.
- September 1, 1986 - Labor Day and beginning of school year

DRAFT/July 8, 1986

PROPOSED DRUG ABUSE EVENTS

Major National Events

- RR nationally-televised address to American people/Joint Session of Congress

Purpose: To take full leadership role, heighten national awareness of the multi-faceted drug abuse issue, communicate progress made and outline new offensive against drug abuse.

- RR Signing Ceremony - possible Executive Orders  
(1) directing the Secretary of Education to withhold Federal funding from any educational institution which does not have a policy of no drug use; (2) requiring all DOD contractors to have a certified drug-free workplace; and (3) requiring Federal Government to adopt (a) preemployment screening for all positions and (b) screening of all employees -- beginning immediately with those in positions affecting public safety or national security and including all employees within next three years.

Purpose: To ensure the public trust by taking those actions which are the most difficult and the most effective in eliminating drug abuse.

- RR/NR Presentation Ceremony for Certificates of Achievement to six individual and corporate achievers.

Purpose: To highlight accomplishments of established national program against drug abuse and present model for upcoming initiatives.

Specialty Events

- RR/NR briefing for Chief Executive Officers of multi-national corporations. Event would be a dialogue on the subject of drug abuse in the workplace.

Purpose: To highlight priority of drug abuse prevention programs in the workplace, demonstrate support for established programs and encourage other corporations to establish programs of their own.

- RR/NR visit to a plant which has a drug-free environment.

Purpose: To focus on ability of management and labor to work together to eliminate drug abuse in the workplace.

- RR/NR visit to a school which has implemented an effective anti-drug program. Addresses student body, tours town, etc.

Purpose: To focus on ability of community to rid schools of drugs and the relationship of a drug-free school with the quality of education.

- RR/NR meeting with Congressional leaders. Event would be a "listening" session among conservative and liberal drug program spokesmen in Congress.

Purpose: To reaffirm the President's leadership on the issue, demonstrate a listening posture and break ground for new Administration initiatives.

#### Call to Action

- RR call on union and management to eliminate drug abuse in their ranks and to set an effective policy to deal with the drug users and their health needs.

Purpose: To build a consensus among labor and management for eliminating drug abuse in the workplace. Possible Labor Day speech.

- RR call on media and private sector to seek every opportunity to assist Mrs. Reagan in publicizing the negative aspects of drug abuse and the positive aspects of saying no to drugs.

Purpose: To expand national prevention/education program and ensure that accurate information is presented in a credible way to all citizens.

- RR/NR Message to School Principals to coincide with Department of Education program kick-off and release of "Schools Without Drugs."

Purpose: To give high priority and visibility to leadership role of school principals in eliminating drug abuse in the schools.

- RR/NR Message to teachers to coincide with release of IBM-sponsored comic books.

Purpose: To emphasize important role of teachers in drug abuse prevention among children.

- RR/NR briefing to commissioners of major sports organizations calling on them as role models for Nation's youth to support drug abuse awareness programs and to be drug free.

Purpose: To recall 1982 RR/NR meeting with representatives of professional sports associations and direct current visibility of the problem of drugs and sports to a call for action in all segments of society.

### Enforcement

- RR message to all mayors calling for commitment of at least 10 percent of local police resources specifically to stopping the supply as close to the user as possible by arresting all known drug dealers and making public the names of dealers and users. Presidential call to all judges to hold these drug dealers for a minimum of seven days as a threat to the community.

Purpose: To disrupt the drug traffic as close to the user as possible; to hold drug dealers responsible for their criminal activity which can include murder, attempted murder and assault.

- RR call on all levels of government to aggressively enforce laws and regulations prohibiting possession, use, sale or transfer of any illicit drug in any public building. Direct immediate dismissal of any employee of the Federal government committing this criminal offense.

Purpose: To disrupt the drug traffic as close to the user as possible; to hold individuals involved in drug offenses responsible for their criminal activity.

### Press Events

- RR/NR informal chat with selected editorial writers.
- RR Op-ed for Wall Street Journal: the national cost of drug abuse.
- RR/NR exclusive interview with appropriate weekly news magazine.

- RR/NR Parade Magazine article.
- Regional press luncheon.
- Weekly briefing of regional press.
- Establish media action committee.

#### Legislative Events

- RR call on all states asking them to pass the model paraphernalia law within two years and asking Congress to remove 25 percent of the ADM block grant money from any state which does not comply with such requirement and make it illegal to manufacture or possess drug paraphernalia.
- Legislative package to Congress requesting rescheduling of butyl nitrite, and legislation requiring all IV drug users to enter treatment.

#### Government Events

- RR Signing Ceremony for Executive Order altering current policy board chaired by the Attorney General to include drug abuse health issues or creating Cabinet-level drug abuse health policy board.

Purpose: To enhance Cabinet-level drug abuse policy participation on the health side.

- RR directive to Secretary of HHS to develop ways to provide funding assistance to states which implement programs (a) making treatment mandatory for IV drug users, (b) meeting the treatment needs of indigent people, and (c) identifying other drug users and forcing them into treatment.
- Briefing for Cabinet on drug abuse issues and programs.
- Briefing for White House Senior Staff concerning drug abuse issues and programs. (ACTION: DAPO)
- RR/NR address to national meeting of drug abuse health care professionals.
- Distribution of materials to U.S. Attorneys, calling on each to promulgate the drug abuse issue and strategy in the local media and with community groups.

### International Events

- RR/NR discussion with other leaders.
- NR host briefing of the wives of foreign ambassadors assigned in Washington.
- Recall of U.S. Ambassadors for White House Briefing on drug abuse.
- Cabinet/Senior Staff briefing of Foreign Press.

### Cabinet/Senior Staff Events

- Briefing for national press with Regan, Weinberger, Meese, Bowen, Brock, Dole, Bennett, Turner on appropriate aspects of drug abuse problem and what must be done to solve it.
- Shultz major domestic address on international impact of drug abuse.
- Meese and appropriate Department of Justice officials visibility for domestic eradication program and other enforcement initiatives.
- Weinberger address on DOD initiatives to end drug abuse in the military and by the civilian workforce.
- Bowen major addresses on the drug abuse issue.
- Brock as spokesman on drug abuse in workplace.
- Bennett major addresses on drug abuse in the schools and spearhead major Department of Education initiative.

### Ongoing Events

- White House briefings for select business leaders, consumer groups, labor organizations, educational associations, etc. (ACTION: Public Liaison, DAPO)
- Fact sheets/speech inserts for surrogates. Mailings of supportive editorials and other advocacy materials. (ACTION: Public Affairs, DAPO)



DRAFT/July 8, 1986

SCHEDULE OF POSSIBLE DRUG ABUSE EVENT OPPORTUNITIES

<u>DATE</u>	<u>EVENT</u>	<u>LOCATION</u>
7/8-11/86	North American Christian Convention	Indiana
7/11-18/86	Association of Trial Lawyers of America	New York, NY
7/14-19/86	National Law Enforcement Explorer Conference	Seattle, WA
7/15/86	RR Address to Republican Fundraiser	Washington, DC
7/15/86	Fourth National Conference of Hospital-Medical Public Policy Issues	Washington, DC
7/16/86	Texans War on Drugs	Texas
7/18/86	NR meets with sports commissioners. (T)	Washington, DC
7/27-31/86	Youth to Youth National Conference	Ohio
8/3-6/86	First National Conference on Alcohol and Drug Abuse Prevention, "Sharing Knowledge for Action"	Washington, DC
8/22-26/86	American Psychological Association	Washington, DC
8/14/86	Congressional Picnic	Washington, DC
8/16-9/7/86	RR to Ranch/Congress recess	National
8/17-21/86	White House Conference On Small Business	Washington, DC
8/24-26/86	National Governors Conference	Hilton Head, NC
8/26-30/86	Toastmasters, International	Nevada
9/1/86	Labor Day & Beginning School Year	Nat'l Holiday
9/8/86	RR/Congress return	Washington, DC
9/11-13/86	Radio-Television News Directors Association	Texas

<u>DATE</u>	<u>EVENT</u>	<u>LOCATION</u>
ca. 9/15/86	Department of Education program kick-off and release of "Schools Without Drugs."	National
9/18/86	Capital Cities/ABC Conference: "Drugs in the U.S.A."	New York, NY
9/18-21/86	Concerned Women for America	Washington, DC
9/23-26/86	National Conference of Editorial Writers	South Carolina
9/29-10/2/86	American Academy of Family Physicians	Washington, DC
10/4/86	Congress recess/Campaign	National
10/22-26/86	American Business Women's Association	Kansas
11/23-24/86	Tennessee Statewide Law Enforcement Coordinating Committee (LECC) meeting on drug education and enforcement	Nashville, TN
11/2-6/86	American Pharmaceutical Association	Louisiana
11/2-6/86	National Association of Convenience Stores	Louisiana
11/4/86	Election Day	National
11/6-11/86	National Association of Realtors	New York, NY
11/16-19/86	American Heart Association	California
11/12-15/86	Society of Professional Journalists (Sigma Delta Chi)	Georgia
11/16-19/86	Southern Newspaper Publishers Association	Florida
11/17-19/86	TV Bureau of Advertising	California

Perennials

National Chamber of Commerce  
National Press Club



#### IV. Legislative Coordination

- o In recent months, more than twenty-five bills related to drug abuse have been introduced in Congress. (See attachment IV-A)
- o These bills have addressed a wide range of topics, from reorganizing the Executive Branch drug education and enforcement activities, to DOD enforcement assistance.
- o The Administration is also preparing draft legislation in support of selected goals of the President's program. (See attachment IV-B.) Where possible goals will be met with existing authorities, without the need for new legislation.
- o The far-reaching impact of this legislative activity, and the many bills now before Congress, indicates the need for careful attention to this task.

#### Issues for your consideration:

1. What organization should coordinate legislative strategy? As previously mentioned, a Legislative Strategy Group should be convened when Congress' legislative intent becomes clear. In the interim, the Domestic Policy Council Working Group, chaired by Carlton Turner, will review all Administration proposals and legislation introduced in Congress. They will coordinate with appropriate departments and with White House Legislative Affairs and OMB.
2. How will legislation be tracked? Legislation will be tracked and Administration positions developed using the normal processes now used for OMB clearance and monitoring by White House Legislative Affairs. The White House Drug Abuse Policy Office and the Domestic Policy Council Working Group will assist in ensuring that department and agency views are obtained.

Congressional Activity

Congressional activity in recent weeks has been brisk on this issue, listed below are some of the major legislative initiatives currently on the Hill.

1. The Drug Dependent Offenders Amendment of 1986. (H.R.5076) Federal offenders placed on probation or parole who have drug dependency problems may be required to undergo drug testing, counseling, and other treatment programs as a condition of probation or parole.
2. The Designer Drug Enforcement Act. (H.R.5246, S.1437) Makes designer drugs illegal and subjects traffickers of controlled substance analogs to the stiffest drug penalties.
3. Career Criminal Amendments. (H.R.4885) Expands the Armed Career Criminal Act to include violent crimes and drug crimes.
4. The Money Laundering Control Act. (H.R.5217, S.2683) Creates a new crime of money laundering; improves investigatory tools and reduces restrictions on law enforcement in the banking area.
5. Providing for a White House Conference on Drug Abuse and Control. (H.J.Res.631) The resolution calls for the President to convene a White House Conference on Drug Abuse and Control by April 1987.
6. Technical Amendments to Comprehensive Crime Control Act. (H.R.2774) Eliminates technical problems with and clarifies many new provisions of the Comprehensive Crime Control Act of 1984.
7. Judiciary and Judicial Procedure Amendment (H.R.1193) A bill to amend the United States Code, to provide amounts from the Department of Justice assets forfeiture fund for drug abuse prevention, treatment, and rehabilitation programs.
8. Readiness Enhancement of Air Force Reserve Special Operation Act. (H.R.1307) A bill to authorize the appropriation of funds for the operation and maintenance of a Special Operations Wing of the Air Force Reserve.

9. Controlled Substances Importation, Increased Enforcement by Coast Guard Act. (H.R.2132) A bill to amend Public Law 96-350 to further define the Customs waters for the purposes of certain drug offenses.
10. Crimes and Criminal Procedure. (H.R.2774) A bill to amend Title 18 of the U.S.C. and other laws to make minor technical amendments of provisions enacted by the Comprehensive Crime Control Act of 1984.
11. Anti-Smuggling Act. (H.R.3479) A bill to amend the Tariff Act of 1930 to increase measures to combat smuggling by vessels, vehicles, and aircraft, and for other purposes.
12. Omnibus Diplomat. (H.R.4151) A bill to provide enhanced diplomatic security and combat international terrorism and for other purposes.
13. Readiness Enhancement of Air Force Reserve Special Operations Act. (S.531) A bill to authorize the appropriation of funds for the operation and maintenance of Special Operations Wing of the Air Force Reserve. To authorize the appropriation of funds for the operation and maintenance of the D of the Department of Defense Task Force on Drug Enforcement, and to require certain reports.
14. Drug Money Seizure. (S.571) A bill to amend Subchapter II of Chapter 53, of Title 31, United States Code, relating to currency reports.
15. Mail Order Drug Paraphernalia Act. (S.713) A bill to prohibit the interstate sale and transportation of drug paraphernalia.
16. Comprehensive Crime Control. (S.1236) A bill to prohibit the interstate sale and transportation of drug paraphernalia.
17. Controlled Substance Analogs Enforcement Act of 1985. (S.1437) A bill to amend the Controlled Substances Act to create new penalties for the manufacture with intent to distribute, the possession or the distribution of controlled substance analogs, and for other purposes.
18. Anti-Smuggling Act of 1985. (S.1694) A bill to amend the Tariff Act of 1930 to increase measures to combat smuggling by vessels, vehicles, and aircraft, and for other purposes.

19. Action Drug Prevention Program. (S.668) A bill to provide funding for the ACTION drug prevention program in HHS out of proceeds received by the Customs forfeiture fund and the Justice assets forfeiture fund.
20. State and Local Narcotics Control Assistance Act of 1985. (S.15) A bill to authorize HHS to make grants to States for drug abuse prevention, and other purposes, and to authorize the Attorney General to make grants to increase State and local enforcement of laws against drug abuse.
21. Student Chemical Abuse Prevention Act of 1985. (S.1820) A bill to provide assistance to State and local educational agencies for the development of and expansion of demonstration chemical substance prevention programs.
22. Department of the Treasury Appropriations. (H.R.5267) A bill to authorize additional appropriations for fiscal year 1987 for the United States Customs Service for drug enforcement capabilities.
23. Reorganization of Executive Branch Drug Trafficking and Abuse Functions. (H.R.5266) Requires the President to submit legislation for the reorganization of the Executive Branch in order to more effectively combat drug trafficking and drug abuse.
24. Department of Defense Narcotics Enforcement Assistance Act of 1986. (H.R.5270) A bill to authorize additional appropriations to the Department of Defense for armed forces assistance to civilian drug enforcement agencies.
25. Coast Guard Drug Interdiction Enhancement Act of 1986. (H.R.5268) A bill to authorize additional appropriations and personnel for the Coast Guard for drug interdiction.

Proposed Administration Legislative Initiatives

Through the Domestic Policy Council various Departments and Agencies have developed draft legislation that would support the President's Drug initiative.

Department of Justice

The National Drug Abuse Prevention Act of 1986. Establishment of a drug abuse prevention program which provides for a drug-free workplace and allows testing to identify and hold accountable users of illegal drugs in educational institutions, the private workforce and the Federal Government. This is not a budget item.

Department of Education

The Zero Tolerance Act. State set-asides for drug prevention activities at the state level. State discretionary grants to local school districts requiring each district to submit to the state agency a plan to achieve "Drug-Free Schools." Federal discretionary grants for development and dissemination of program models and materials on alcohol and drug prevention in schools. The estimated cost of this program is \$100 million.

Office of Personnel Management

Propose legislative changes to make current illegal drug use an absolute disqualifier for entry into Federal employment and a basis for termination, regardless of a claimed "handicapping" condition or effect on job performance. States, local governments, and government contractors would be encouraged to develop drug free workplaces.

Department of Health and Human Services

Restructuring the existing Title III of the Narcotics Addict Rehabilitation Act (NARA) to include all controlled substance abusers and to streamline the cumbersome regulatory and reporting requirements of the original Law.

Drafting a model statute to provide states with the basis for broader treatment authority for controlled substance abusers in their jurisdiction.

These are proposed legislative actions that would allow execution of those policies approved by the President and the Domestic Policy Council. They would cover activities beyond the limits the President has set; e.g., hiring in sensitive positions and any mandatory testing for sensitive positions. That is why this proposed legislation will need a reviewing body. (It is proposed that the Domestic Policy Council Working Group on Drug Policy be this body.)





V. Funding Control

- o Some initial estimates developed by OMB show the following funds are being spent, or have been proposed for spending in FY 1987 budget requests (\$ million):

	Current Level (1986)	Current Initiatives (1987)	Additional Options (1987)
Law Enforcement (Supply Side)	1,713	2,148	2,560
Health Treatment, Prevention (Demand Side)	377	400	500

- o OMB has informed departments and agencies that all new spending recommendations must identify appropriate offsets.

Issues for your consideration:

1. How should funding control be assured? OMB will control the funding and funding requests for drug abuse initiatives. The Domestic Policy Council Working Group will ensure that new programs and costs are reviewed by OMB (OMB is a member), and that priorities for offsets are discussed in terms of expected payoffs and benefits.
2. How can we counter Congress' expected large, and largely unnecessary spending proposals on drug abuse? The White House planning group chaired by Dennis Thomas will be provided with analyses of all funding bills, and will be able to determine Administration positions on these proposals.