

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Tuck, John C.: Files
Folder Title: Drugs II [June 1988 - December 1988] (6)
Box: 2

To see more digitized collections visit:

<https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:

<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>

THE WHITE HOUSE
WASHINGTON

Drug Abuse

July 25, 1988

MEMORANDUM FOR MEMBERS OF THE DRUG ADVOCACY WORKING GROUP

FROM: MARION C. BLAKEY *MCB*
SPECIAL ASSISTANT TO THE PRESIDENT
AND DIRECTOR OF PUBLIC AFFAIRS

SUBJECT: Partnership for a Drug-Free America Report on
The Attitudinal Basis of Drug Use

At the last Drug Advocacy Working Group meeting, we agreed to send you a copy of the report on The Attitudinal Basis of Drug Use from the Media-Advertising Partnership for a Drug-Free America, Inc. Attached to the report is a copy of a New York Times article on the report.

More People Found Opposing Drugs

By PETER KERR

The attitudes of many Americans appear to have shifted sharply against the use of illegal drugs in the last year, according to a study released yesterday.

The findings also suggested that public advertising can be highly effective in accelerating such attitude changes and in convincing young people that experimenting with drugs is a bad idea.

Several drug abuse experts said they regarded the findings as highly significant, for they tended to confirm narrower Federal studies that suggested the peak has been passed in America's 25-year affair with illegal drugs.

In addition, they said, the findings provided evidence that at least one form of drug prevention campaign — advertising on television and radio and in newspapers and magazines — could bring fairly dramatic results.

'Really Quite Remarkable'

The study of more than 7,000 people in early 1987 and again in early 1988 was part of a national anti-drug campaign by members of the American advertising industry with the assistance of Federal officials and academic experts.

"It is really quite remarkable," said Dr. Edgar Adams, the research director of the division of epidemiology of the National Institute on Drug Abuse. "I don't think anybody expected this kind of change to be occurring."

As part of the program, the partnership conducted an anonymous study of 7,000 people at 89 shopping malls or

Advertising can shift attitudes, study shows.

central sites around the United States and on 130 college campuses. The study was conducted in February and March 1987 and repeated in February and March 1988. It asked different questions of four groups: children 9 to 12 years old, teen-agers, college students and adults.

The people sampled were selected to generally approximate the nation as a whole. But the study was not a strictly random survey of Americans and cannot be regarded as scientifically precise as many public opinion polls conducted before elections.

Supply Still Plentiful

Nonetheless, the study, conducted by the Media-Advertising Partnership for a Drug Free America, found that nearly one in five children are being approached to use drugs, a spokesman for the advertising group said. He said the findings indicated that while the study offered hope of reduced demand for drugs in the United States, the supply is still plentiful.

The non-profit group was formed in 1985 by executives of dozens of large advertising agencies and media companies to begin an advertising campaign designed to shift public accept-

ance away from the use of illegal drug as normal.

So far, 28 advertising agencies have donated 32 television commercials, 80 print advertisements and 25 radio commercials to the campaign, the group said, and television, radio, magazine and newspaper companies have donated the equivalent of \$150 million in advertising time and space.

College Students Lead Change

While the study found an increase in anti-drug attitudes in all groups, it was most pronounced among college students. It was the same group, college students, who were leaders in the change to pro-drug attitudes in the 1960's.

The study found a slower change among the attitudes of teen-agers and a disturbing tendency among parents to underestimate the exposure of their children to the offers of drugs, said Gordon S. Black, the president of the Gordon S. Black Corporation, a private research concern that conducted the study.

But the study found a far greater rise in anti-drug attitudes in the 10 markets where the anti-drug advertising campaign had been particularly heavy.

Mr. Black cautioned however, that to reduce the massive problems of drug abuse in the nation, public attitudes would have to change for many years to come.

"It took us 25 years to get where we are," Mr. Black said. "We are not going to turn this around in a single year."



Gordon S. Black Corporation

1661 Penfield Road
Rochester, New York 14625
(716) 248-2805

THE ATTITUDINAL BASIS OF DRUG USE

**A Report From the Media-Advertising Partnership
for a Drug-Free America, Inc.**

Prepared by:

Dr. Gordon S. Black

The Gordon S. Black Corporation

1987 BASE WAVE SUMMARY

The Attitudinal Basis of Drug Use

I. INTRODUCTION

1.1 Unselling Drugs:

The Partnership for a Drug Free America has an ambitious mission; the objective of reducing demand by unselling any illegal drug use in the United States. Unlike most advertising, which is directed at selling a product or service, the Partnership is directed at discouraging the purchase and consumption of its three target products -- marijuana, cocaine, and crack. The Partnership's task is to marshal the resources of the advertising and media industries to produce advertising that encourages non-users not to start and encourages users to decrease or terminate their use.

This objective underscores the direction and intent of this research. This research project was commissioned by the Partnership for two purposes: (1) to provide information that might be useful in the design of advertising aimed at discouraging drug use, and (2) to track the effectiveness of the advertising effort itself, over time.

The first objective is the one toward which this report is directed. The results that are reported here are based on the first wave of the research which was conducted in February, 1987. The wave involved interviews with 7,325 respondents across the United States. These anonymous respondents were

recruited at shopping malls and other central locations. They were asked to fill out a questionnaire concerning their attitudes toward, and their use of, illegal drugs.

The Partnership's objective of unselling drugs poses a somewhat different task than is customary for this type of research. Normally, a research study is directed toward the objective of identifying those attitudes or factors which are instrumental in facilitating the sale of a particular product. In normal research, one looks for attitudes, values, and orientations that appear to increase the likelihood that a product will be purchased.

In this instance, by contrast, the research must be directed at identifying attitudes and factors that could be instrumental in inducing consumers not to use the illegal drugs at all, or to reduce the use of these drugs if they are current users.

1.2 The Partnership for a Drug Free America:

The Partnership for a Drug-Free America is a volunteer, private sector coalition of the advertising communities -- all of those who work together in the fields of advertising, media, and public communication. The coalition brings together a number of national associations:

- The American Association of Advertising Agencies
- The Association of National Advertisers

- The National Association of Broadcasters
- The American Advertising Federation
- The Outdoor Advertising Association of America
- The Station Representatives Association
- The Magazine Publishers Association
- The Advertising Council
- The Association of Independent Television Stations
- The Television Bureau of Advertising
- The Radio Advertising Bureau
- The Newspaper Advertising Bureau.

Although this is an impressive list of national associations, the **Partnership** is in reality the thousands of individuals in media who are providing free air time and space and thousands more who are creating, producing, directing, acting in, and editing the advertising without charge. They are creating the television, radio, newspaper, and magazine advertisements that have appeared across the United States. The supporting cast includes the people in agencies all across the country who have solicited stations, magazines, and newspapers on behalf of the Partnership, and the thousands of people who feel this effort is so important that they have intervened to make it possible for the ads to be placed in the media without cost.

To understand the breadth of the Partnership, the effort constitutes the largest single advertising effort ever undertaken in the United States, and it is entirely a volunteer enterprise.

Finally, those of us who have conducted the research are indebted to three people for their support: Richard T. O'Reilly, the very gifted National Director who guided our efforts until his untimely death in August of 1987, Thomas Hedrick, the Partnership's Marketing Director who very ably stepped in to to keep the momentum going, and Fred Poser, of NW Ayer, who managed to understand that research companies also have to work for paying clients when they do volunteer work.

1.3 Objectives Of The Partnership:

The objectives of the Partnership are ambitious, but they are consistent with our best understanding of the communication task we face with drug abuse. They are:

- Decreased acceptance of drug use
- Increased social disapproval of use
- Increased awareness of risks
- Increased communication by parents
- Decreased demand over time

The Partnership's task is to create a multi-faceted, multi-dimensional, multi-targeted, multi-media campaign aimed at supporting the objectives above.

1.4 The Research Objectives:

The research is a three to four wave tracking study, where the first wave is essentially a base line measurement of the attitudinal basis of drug abuse. The objectives of this research are easy to state:

- To provide information useful to the design of advertising.
- To obtain some specific recall measures of the advertising.
- To track attitudinal changes over the course of at least the first three years of this advertising effort.

The first wave analysis was completed in November of 1987. That information has been provided to the Creative Review Committee and Management Board.

1.5 The Research Committees/Experts:

THE BASIC RESEARCH DESIGN EVOLVED FROM THE RESEARCH AND STRATEGY TASK FORCE

Fred Posner
NW Ayer

Jim Donius
NW Ayer

Jackie Silver
Backer Spielvogel Bates

Jim Crimmons
DDB Needham

Leonard Bayer
Gordon S. Black Corporation

David Clemm
Gordon S. Black Corporation

Laurie Robertson
NW Ayer

Stuart Agres
Lowe Marschalk

Lew Pringle
BBDO

Gordon S. Black
Gordon S. Black Corporation

Tony Adams
Campbell Soup Company

Joy Jones
NW Ayer

John Brodsky
NW Ayer

THE DESIGN OF THE QUESTIONNAIRE WAS AIDED BY
A DISTINGUISHED PANEL OF EXPERTS

Charles Schuster
Director
NIDA

Dr. Edgar Adams
Research Director
NIDA

Dr. Beatrice Rouse
NIDA

Dan Langdon
Director of Public Information
Phoenix House

Lloyd Johnston
Program Director
Institute of Social Research
University of Michigan

Douglas Lipton
Deputy Director
Substance Abuse
State of New York

The research design was prepared originally by the Research and Strategy Committee, under the direction of Mr. Fred Posner. The first draft of the questionnaire was prepared by Dr. Gordon S. Black, who also supervised two large pre-tests. The final draft of the adult questionnaire involved the support and generous involvement of the people on the committee and the experts above. Ms. Jackie Silver was primarily responsible for the children's (9-12 year old) questionnaire.

1.6 The Contributions of the Research Companies:

The **GORDON S. BLACK CORPORATION** volunteered its services to take the lead in developing the questionnaire and directing the research. Its activities on behalf of the Partnership were contributed at direct cost, with all professional and managerial time given at no cost. The overall direction of the study, and the analysis, was provided by Dr. Black, with support by Mr.

Leonard Bayer, Mr. David Clemm, Ms. Bernice Stillings, Ms. Debra Hutchinson, and others within the firm.

This study has a number of unusual characteristics that are worth noting:

- The largest mall intercept study ever conducted.
- The largest attitudinal study of drug abuse.
- The analysis involves four separate studies, with 16 different primary models, and more than 140 possible explanatory variables for each model.

The actual administration of the research was carried out by over 100 research firms who specialize in mall intercept research. They contributed the more than 7,000 interviews. All of the shipping to and from the more than 250 locations, both research firms and colleges, was contributed by Federal Express, resulting in a substantial savings to the entire effort.

This research could not have been completed without the enthusiastic support of hundreds of very dedicated men and women, who gave willingly of their weekends and evenings to complete this project. A full list of the firms involved is contained in the next page, which is a reproduction of an ad that appeared in the Marketing News. Even the "thank you" ad was a contribution.

THANKS TO SOME BIG HEARTS, FOR A VERY BIG EFFORT

MARKETING RESEARCH ASSOCIATION PARTICIPANTS

Advanced Research, Cincinnati, OH
Arkansas Answers Inc., Little Rock, AK
Barbara Nolan Research, Altamont Springs, FL
Bartels Research, Fresno, CA
Bennett Opinion Centers, N. Charleston, SC
Bernett Research, Allston, MA
Cagle Research, Macon, GA
Central Surveys, Shenandoah, IA
Colorado Market Research, Denver, CO
Consumer Opinion Services, Inc., Seattle, WA
Consumer Pulse of
Baltimore, MD
Charlotte, NC
Cleveland, OH
Colorado Springs, CO
Detroit, MI
Houston, TX
Los Angeles, CA
Milwaukee, WI
Philadelphia, PA
Washington, DC
Datatrack Inc., Grand Rapids, MI
Detroit Marketing Services, Southfield, MI
E.S. Field Services, Boise, ID
Field Facts
Schenectady, NY
Stratton Island, NY
Hampton, VA
Durham, NC
Trumbull, CT
The Field House, Overland Park, KS
Ford Research Services, Rochester, NY

Friedman Marketing Research
Boulder, CO
Tallahassee, FL
Jackson, MS
Memphis, TN
Marrero, LA
Des Moines, IA
Council Bluffs, IA
Phoenix, AZ
Pine Bluff, AK
Seattle, WA
Detroit, MI
Middletown, NY
Gayle's Force, Tulsa, OK
Herron Associates, Greenwood, IN
I.D. Dunn Interviewing, Tampa, FL
Irwin Research, Jacksonville, FL
J.J. & L. Research, Philadelphia, PA
Jean M. Light Interviewing, Miami, FL
Key Research, Houston, TX
L.C.N. Field Service, Kearns, UT
L & E Research, Raleigh, NC
Las Vegas Surveys, Las Vegas, NV
Leibowitz Market Research, Charlotte, NC
Marketteam Associates, St. Louis, MO
Market Research of Toledo, OH
Maryanne Marketing, Roanoke, VA
Mid-America Research, Mt. Prospect, IL
Nichols Research, Newark, CA
North Cal Inquiries, Redding, CA
Performance Plus
Framingham, MA
Danbury, CT
Personal Opinion, Louisville, KY

Polly Graham & Associates
Birmingham, AL
Gadston, AL
Probe Research, Dallas, TX
Quick Test Opinion Centers
San Antonio, TX
Clearwater, FL
Vernon Hills, IL
Massapequa, NY
Moorestown, NJ
Atlanta, GA
Nashville, TN
Burnsville, MN
Oklahoma City, OK
Houston, TX
Rosen Research, Cleveland, OH
Ruth Diamond Market Research, Buffalo, NY
Ruth Elliott Market Research, Dayton OH
Santell Market Research, Pittsburgh, PA
South Coast Research, Anaheim, CA
T.I.M.E.
St. Clairsville, OH
Erie, PA
Taylor Research, San Diego, CA
Teresa McCarthy Associates, Syracuse, NY
Trends, Chicopee, MA
Utah Market Research, Salt Lake City, UT
Vaga Field Services, Flint MI
Wade West
Greensboro, NC
Bellevue, WA
Long Beach, CA
Daly City, CA
Corpus Christi, TX
St. Louis, MO

Because of these firms, the Media-Advertising Partnership for a Drug-Free America, Inc. was able, in February, to complete the benchmark phase of one of the largest advertising tracking studies ever undertaken in the United States, involving nearly 7500 mall-intercept interviews.

And they did it for nothing; providing their best skill, professionalism, and commitment to one of the most important causes in America—reducing the use of illegal drugs.

And a special thanks to the Board and members of the Market Research Association, which endorsed the effort and encouraged member firms to participate.

Gordon S. Black
President
GORDON S. BLACK CORPORATION

Although we could design the effort, it could never have been accomplished without your support. The tracking study, like the advertising effort against drugs, is designed to run for three years. Through the analysis of the tracking study data, we will learn more about what we need to say and how to say it to those people who need to hear it. The Media-Advertising Partnership is committed to soliciting \$1.5 Billion in media time and space over the next three years, and your effort is essential to making that program effective.

Thank you! We told them that you would come through, and you certainly did!

Richard T. O'Reilly
National Director
THE MEDIA-ADVERTISING PARTNERSHIP
FOR A DRUG-FREE AMERICA

II. REVIEW OF THE STUDY METHODOLOGY

2.1 Study Chronology:

The following is a brief review of the chronology of events in the generation of the data set from the first wave of research.

- January, 1987: Pretest of questionnaire (in Denver and Rochester).
- January, 1987: Questionnaire finalized by committee of expert consultants.
- February, 1987: Data collection.
- March, 1987: Data entry.
- April, 1987: Data cleaned, edited, and weighted.
- May, 1987: Data compared with SRC study on high school seniors.
- June, July, 1987: Data compared with NIDA data.
- August, 1987: Final adjustments in weighting.
- September - November: Analysis conducted.

2.2 Overview Of Sampling Methodology And Site Selection:

The study was conducted by screening prospective respondents at central mall locations and central college locations across the United States.

- Interviews were conducted by 98 field services at 150 malls and other central locations.

- These locations were chosen to approximate:
 - A correct regional distribution.
 - A correct central city/suburban/rural distribution.
- Throughout the United States, 122 colleges and universities participated.
- These were selected according to the following criteria:
 - Correct regional distribution.
 - Type of school:
 - 2 year/4 year
 - public/private
 - religious/secular
 - Size of school.

Although the study was not a full national probability study, every effort was made to obtain the closest possible approximation to a fully representative national sample. The Primary Sampling Units (PSU's), i.e., the mall locations and the colleges, were selected with the intent of replicating the overall population as closely as possible.

2.3 The Samples And The Weighting:

Overall, there were four discrete samples: children between the ages of 9 and 12, teenagers between the ages of 13 and 17, college students, and a national sample of adults. The sample sizes were as follows:

- Children 9 - 12: N = 884
- Teenagers 13 - 17: N = 798
- College Students: N = 942
- Adults: N = 4,737

Where necessary, the data were weighted to project the counts to the total population. These adjustments included the following variables:

- Region (All)
- Race within region (All)
- Age (By year) (All)
- Sex (Teenagers)
- Type of School (College)

On the whole, the largest weights were to compensate for sample imbalances by age. Because of the importance of age, each year was corrected to represent its true proportion.

2.4 A Comparison with NIDA Household/High School Seniors:

The primary purpose of this study was to establish the baseline for tracking attitudes as they changed during the Partnership's program. The research measured drug use as an important variable that was related to the respondent's basic attitudes, but the character of our sampling methodology can only approximate a national sample. Therefore, the findings in this research for the use of drugs are inherently less reliable than those found through the work of the National Institute of Drug Abuse (NIDA).

NIDA funds two major national tracking studies: the national household study and the national study of high school seniors and young adults. (Conducted by Dr. Lloyd Johnstone of the Survey Research Center at the University of Michigan)

One major task was to analyze the basic similarities and differences among these two invaluable data sources and the current one. Underlying comparable demographic factors in these studies were compared. Data from the current study were weighted to match them to the two NIDA studies. This effort was undertaken with the considerable cooperation of Dr. Beatrice Rouse of NIDA and Dr. Lloyd Johnstone of the Survey Research Center of the University of Michigan.

A comparison of these data and the two Federal studies reveal both similarities and differences:

- On the whole, differences with the high school data for 1986 are small, with the exception of cocaine use in the past 30 days, where the SRC has 6.2% and this study has 13.7%.
- The attitudes toward the "risk" of marijuana and cocaine use are very similar in the SRC and GSBC studies.
- The data on college students from the SRC sample are also quite similar to those found in the GSBC Study, and the data on young adults (18-27) in the two studies are virtually identical.
- The GSBC study consistently shows higher levels of marijuana and cocaine consumption than the data on use from the NIDA national household sample of teenagers.
 - The discrepancy is greatest for cocaine use, particularly cocaine use in the past 30 days and in the past year.
 - Marijuana use is also lower in the NIDA data, but the difference is not as great as with cocaine.
 - The NIDA data on young adults report lower consumption figures than for the GSBC data, but the differences are much closer than for teenagers.

Although these differences are of no particular importance for the purposes of the GSBC study, the pattern of discrepancy is interesting. For the

most part, the SRC drug use data on high school seniors, college students, and young adults are very similar to the GSBC data. Given the radically different sampling techniques and locations, the degree of similarity is surprising and striking, particularly on the comparable attitude measures.

Both of these studies use written questionnaires that are filled out under conditions that guarantee considerable confidentiality. In both instances, there is no practical way an interview can be associated with a specific individual in the study.

The other NIDA study was conducted within a household. There is a question of whether this environment constitutes a "threatening environment" for children who are asked to participate in the study, particular the younger children. Every effort was made in the household study to reassure the respondents that the information they impart to the interviewer is confidential. At the same time, will the users entrust that information to a stranger when the interview is conducted directly in the home, usually with the parents or spouses at home, if not present within the room?

The pattern of findings suggests the possibility that the interviewing circumstances were threatening, particularly to younger respondents.

- The discrepancy between the reported use is greater among the teenagers than among the young adults.
- The discrepancy is greater for cocaine (the more opposed drug by parents) than for marijuana.
- The discrepancy is greater for recent behavior on both drugs than for past behavior with both drugs.

The data in the GSBC study are derived from a different and less representative method of sampling respondents, and the differences reported above may be solely a product of the samples. At the same time, the pattern here is somewhat surprising and suggests the possibility of a different interpretation; i.e., that interviews in a household lead to under-reporting by vulnerable respondents. The tables showing these comparisons are in the appendix.

2.5 The Multivariate Design:

The fundamental dependent variables in this analysis are variables that measure reported drug use, present and future. These are the variables the analysis attempts to explain, and they include marijuana and cocaine use during the past twelve months as well as likely use of both drugs during the next twelve months. The analysis centers around these four variables.

The independent or predictor variables include over 100 factors, organized into different logical groups. These include the following:

- Attitudes and beliefs about the use of drugs: 37 items
- First use of drugs and substances: 8 items
- Risk of using substances under different conditions: 12 items
- Friends using substances: 8 items
- Difficulty of obtaining substances: 5 items
- Appeals of use: 17 items
- Reasons for not using drugs: 26 items

III. A SUMMARY OF PRINCIPLE FINDINGS

3.1 The Pattern of Drug Use:

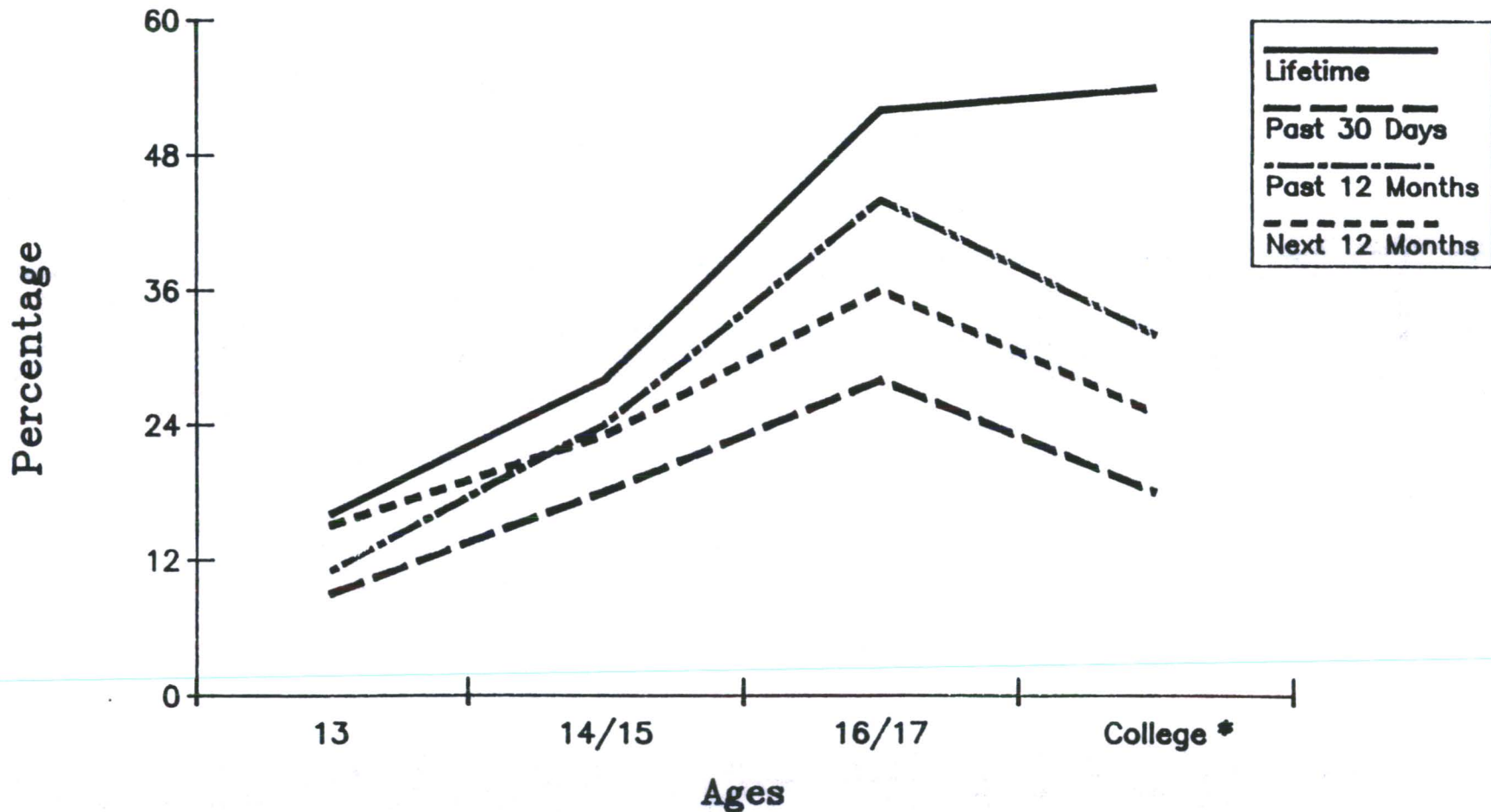
The actual pattern of drug abuse as disclosed in this research is very similar to the findings reported in other national studies. The incidence of marijuana, cocaine, and crack use by age are reported in the tables that follow these comments. Several observations are worth noting at this point, because they pertain to other parts of this report.

- Both marijuana and cocaine use are already established by age 13.
 - 16% of children aged 9 through 12 have already been approached to buy or use drugs.
 - 15% of the 9 to 12 year olds agree it's easy to get marijuana.
 - By age 13, 12% report having tried marijuana and 8% have tried cocaine.
- The incidence of all forms of use increases steadily into the late 20's, when it starts to decline.
 - Lifetime cocaine use peaks at 38% among those 26 to 30, and lifetime marijuana use peaks at over 70%.
 - College students report lower use patterns than their non-college counterparts.
 - "Lifetime use" reflects the pattern of exposure through experimentation over time, and the growth in "lifetime use" as one moves younger demonstrates the increasing penetration of drugs during the Sixties, Seventies, and early Eighties.

Although one might be optimistic about the future use of drugs based on the data that show that respondents intend to use less drugs during the next 12 months, this finding has been present in other studies during years in which no decline in drug use was apparent.

PATTERN OF MARIJUANA USE

Teens – College



* College Students all ages.



Gordon S. Black
Corporation

On the whole, these items are measured using a consistent scale for every item within a group. The purposes of the multivariate analysis are several:

1. To greatly reduce a list of 113 factors to those which have the best predictive power with regard to the four dependent variables that measure drug use, past and future.
2. To develop a series of models which show the relationships between these variables and drug use, identifying in the process, those variables which have the greatest predictive value.
3. To evaluate the relative importance of variables drawn from each of the different sets above, for the purpose of determining which variable category is the most powerful and predictive.
4. To eliminate variables that have little predictive merit, even to the point of eliminating them from subsequent waves of the research.

The method for conducting this analysis is through regression analysis. Although this method has some limitations for this type of data, it is by far the fastest and most efficient way to proceed. There is a vast amount of information contained in these four separate studies, and efficiency is a central criterion for getting the job accomplished.

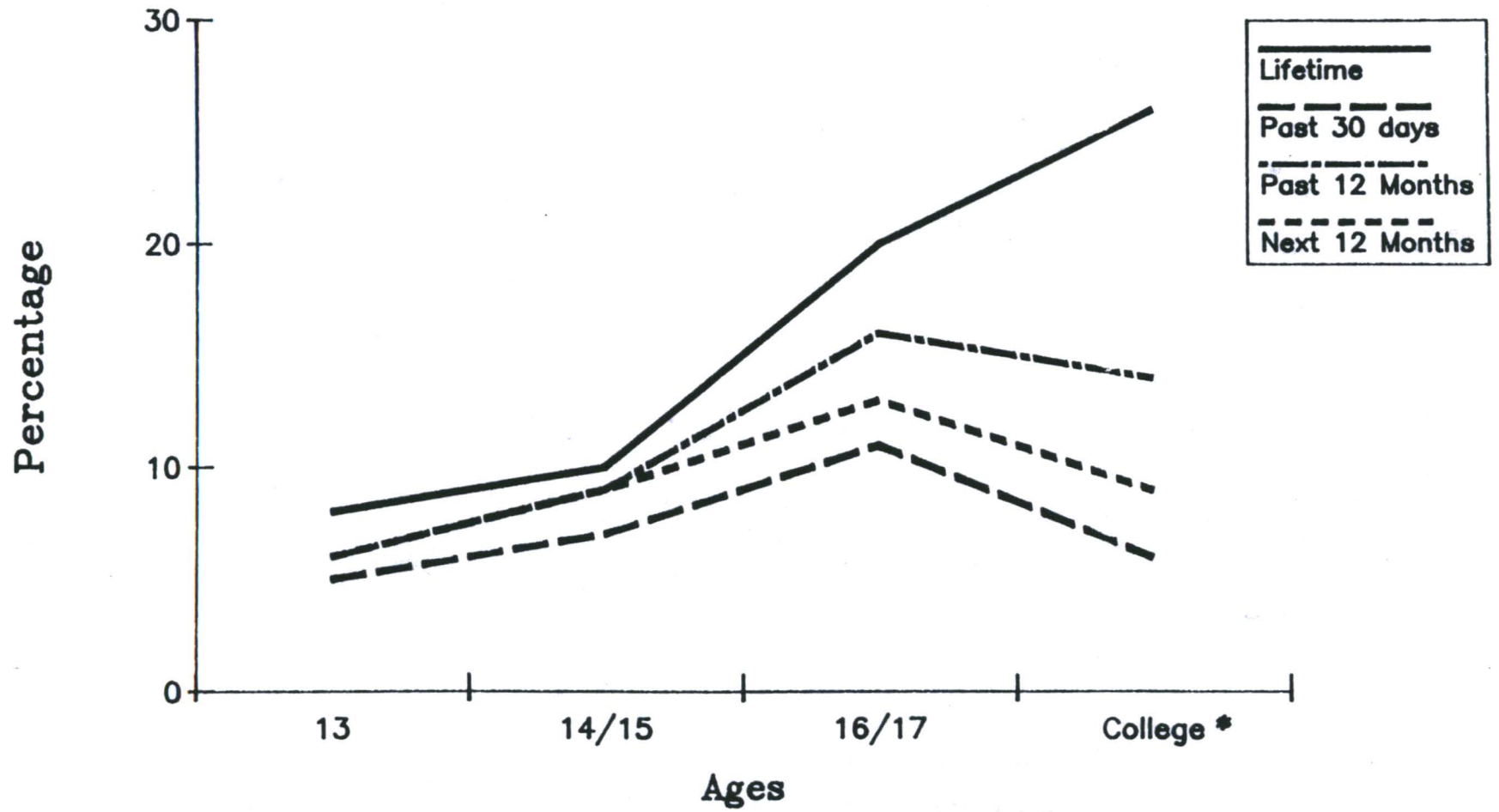
The problems of the analysis are compounded by the high degree of multicollinearity within particular variable sets. For example, nearly all of the attitudes and beliefs are correlated; i.e., people who agree with one item are likely to agree with a second, and so forth.

Moreover, most of the variables in the questionnaire are related to one degree or another with drug use and the differences are in the degree of the association.

In this analysis, our primary objective is to reduce and simplify a complex set of associations into several relatively simple and straightforward models -- models that provide guidance for those directing the creation of advertising.

PATTERN OF COCAINE USE

Teens – College



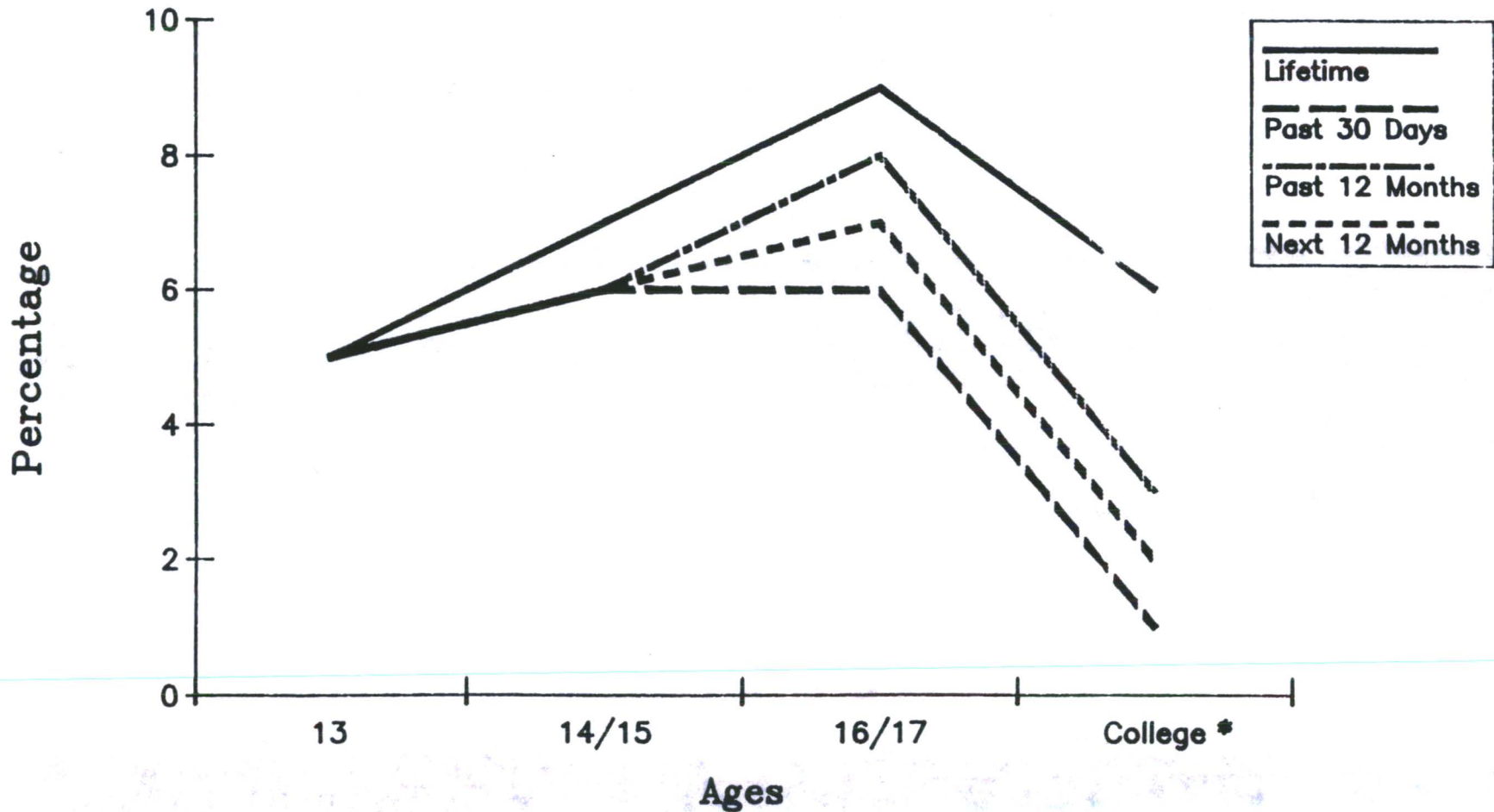
* College Students all ages.



Gordon S. Black Corporation

PATTERN OF CRACK USE

Teens – College



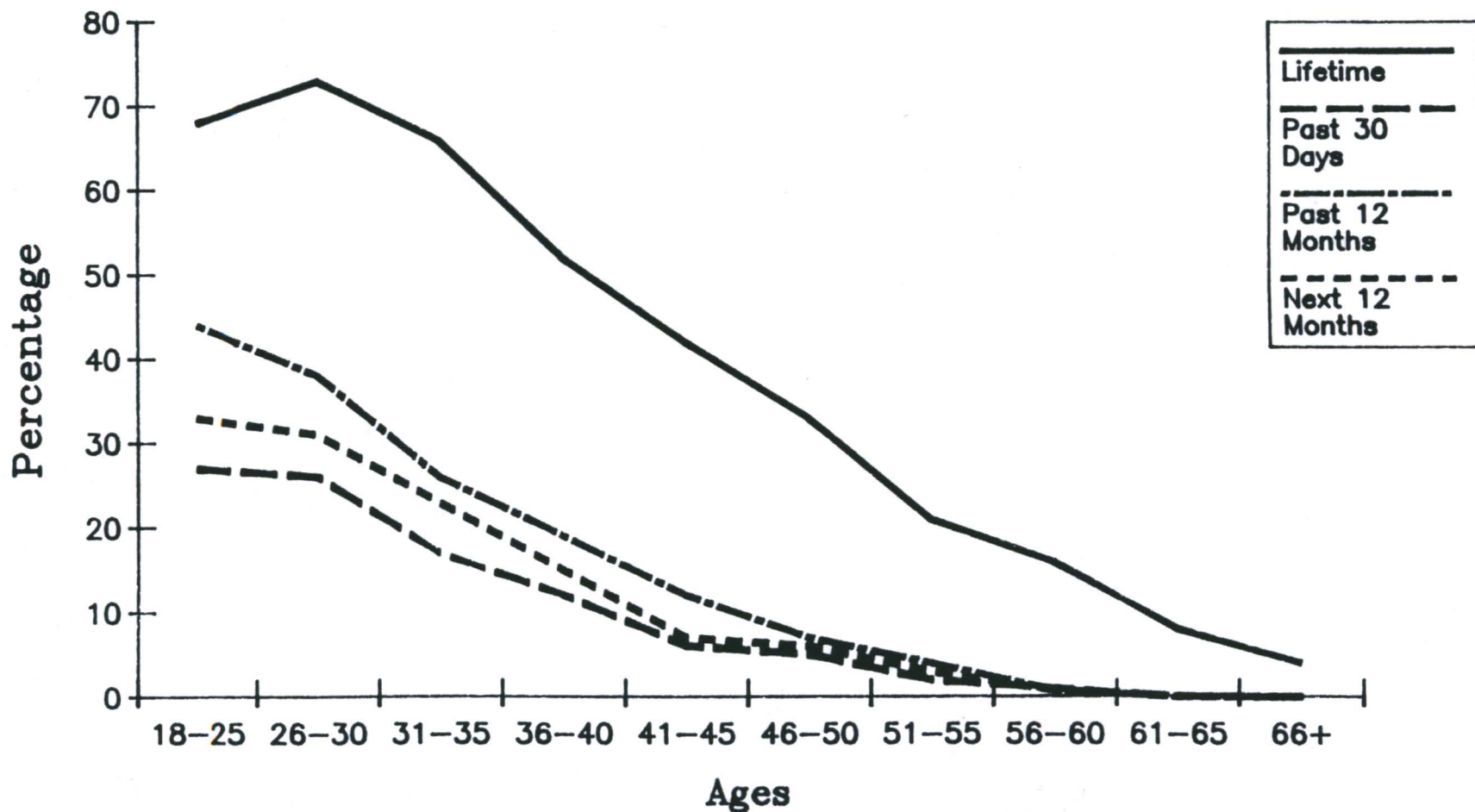
* College Students all ages.



Gordon S. Black
Corporation

PATTERN OF MARIJUANA USE

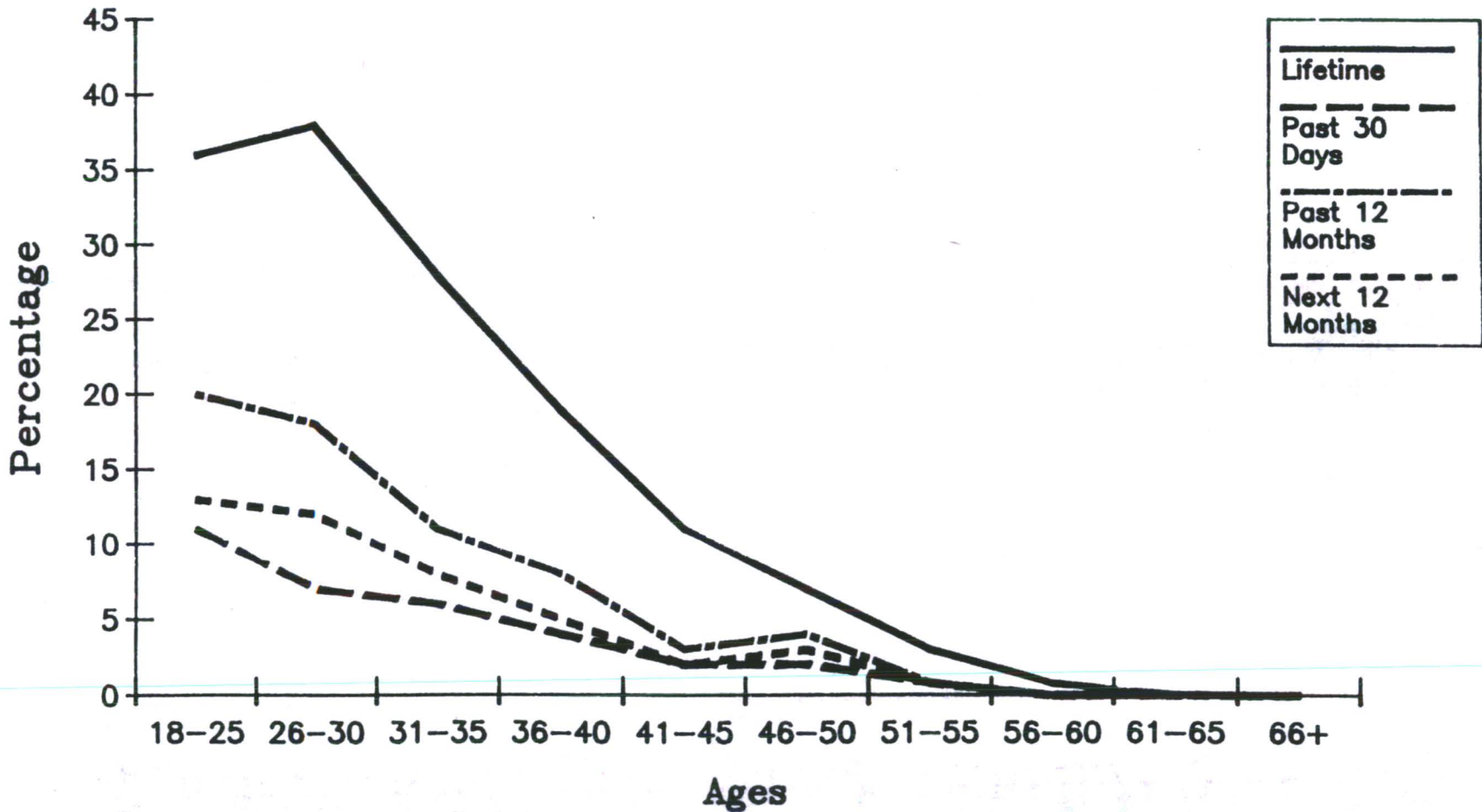
Adults



Gordon S. Black
Corporation

PATTERN OF COCAINE USE

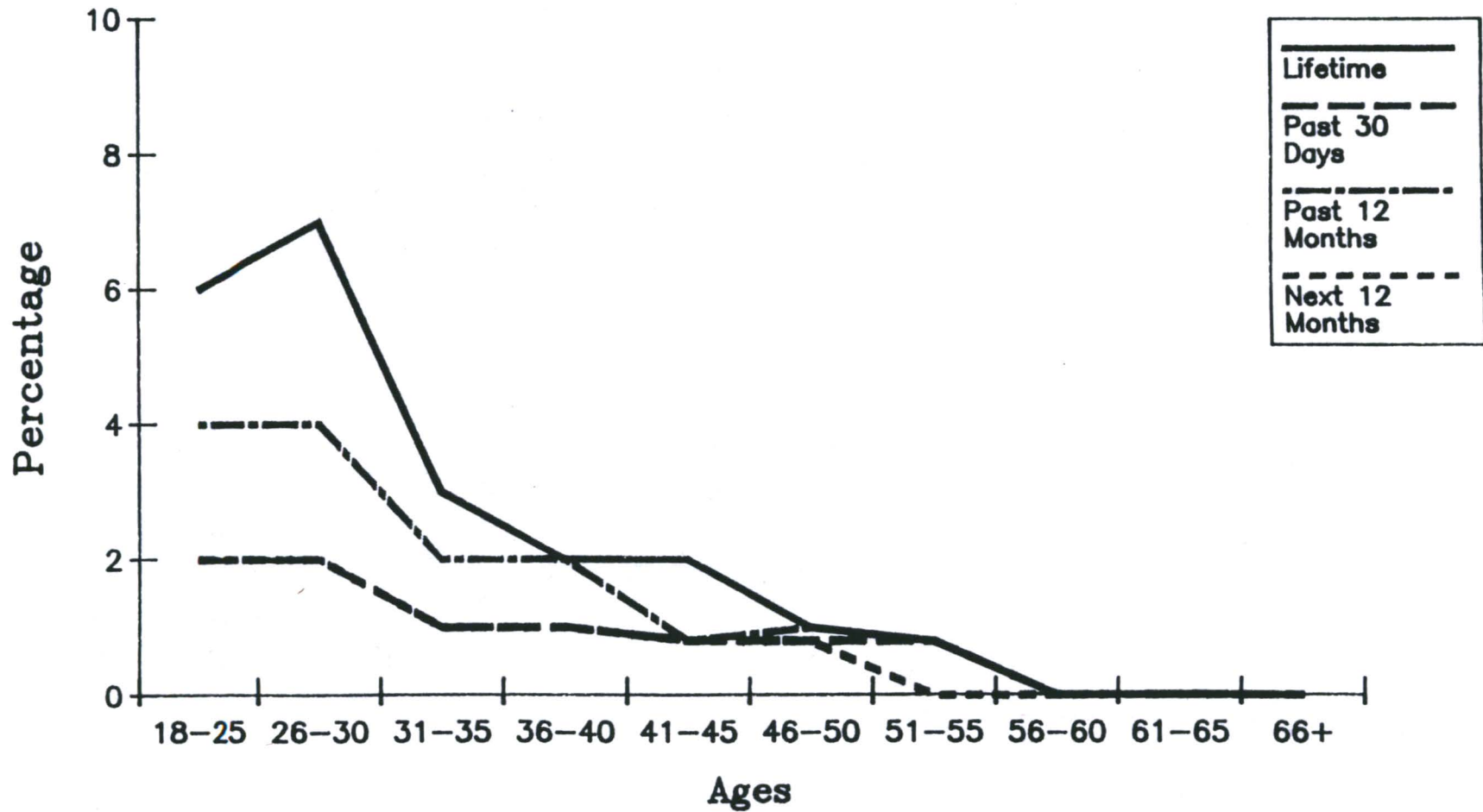
Adults



Gordon S. Black
Corporation

PATTERN OF CRACK USE

Adults



Gordon S. Black
Corporation

3.2 The Vulnerability of the 9 to 12 Year Olds:

A different questionnaire was administered to children ages nine through twelve. In this questionnaire, children were asked some of the questions posed to adults, but the questionnaire was specifically written for this age group. In particular, the children were not asked directly about drug use. They were, however, asked about a number of issues known to be related to a vulnerability to drug use.

Summary of Key Findings:

1. Exposure already has taken place for many in this group:
 - 16% have been approached to buy or to use drugs.
 - 15% agree it is easy to get marijuana, and 7% agree cocaine is easy to get.
 - 13% have friends who already use marijuana.

2. Social pressures and factors support drug use and abuse:
 - 39% say it's hard to say "no" to friends about drugs.
 - 37% say drug users are "popular."
 - 31% believe drug users have many "friends."
 - 26% believe people can easily stop if they want.

Key Factors Driving Vulnerability:

The purpose of the multivariate statistical analysis was to isolate and identify the key factors producing higher levels of vulnerability to drug

abuse. Among the 9 to 12 year olds, the key factors increasing vulnerability included the following, in order of their importance:

1. Talking to older siblings is the single strongest predictor of early vulnerability to drug abuse; i.e., those whose older siblings talk to them about drugs are more vulnerable.
2. Peer group influences are the second most influential factor predicting vulnerability to drug abuse:
 - Just talking with their friends about drugs;
 - They would do what their friends do, and it's hard to say no to their friends;
 - Positive images of drug users are a contributing factor to increased vulnerability;
 - The belief that drug users are not different contributes to vulnerability.
3. Fear is the major deterrent to drug use among this age group:
 - The fear is a fear of getting hooked, particularly to cocaine;
 - But 10% of the respondents would like to try crack just once, and this attitude increases vulnerability.

By far the most important finding is the extraordinarily important role that older siblings play in increasing the vulnerability of their younger brothers and sisters. This is not a role which the older siblings wish to play, but they play it none the less. 60% of teenagers greatly fear influencing their brothers and sisters with their use of pot and 66% greatly fear influencing them with their cocaine use.

3.3 The Vulnerability of Teenagers:

Although the pattern of drug abuse vulnerability is emerging quite clearly during pre-teenage years, the pattern of abuse rises sharply throughout the teenage years. That pattern is supported by a set of factors that shape the degree of teenagers' vulnerability. The incidence of some of these factors by age is shown in the tables that follow the findings.

The importance of various factors in promoting teenage vulnerability is a product of a multivariate analysis performed to isolate the individual contribution of the various attributes measured in the study. The following are some of these results:

Summary of Key Findings:

1. The age of first use is the single most powerful predictor of the current frequency of abuse; i.e., the earlier one begins the pattern of abuse, the greater the frequency of abuse today and the less likely the reduction in the future.
 - The average age of first use for marijuana and cocaine appears relatively constant for teenagers.
 - 15% to 20% of the teenage age cohort groups report trying marijuana by age 13.
 - 4% to 5% of the teenage age cohort groups report trying cocaine by age 13.
2. Among teenagers, all drug use - present and future - is related to having friends who use.
 - The relationship is so strong among teenagers that: If your child has friends who smoke marijuana and do coke, then your child probably does the same.

3. Teenagers' fear of marijuana overall is not a good predictor of their use of marijuana. To the extent that teenage users fear anything:
 - 48% of regular teenage users fear getting caught by the law.
 - 38% fear influencing siblings with their behavior.
 - 36% fear impure marijuana.
 - 29% fear the impact on school performance.

4. The approval of the use of drugs at parties drives drug use among teenagers:
 - 22% of teenagers agree that it's fun to have drugs at parties.
 - Only 53% agree that they don't like to hang around drug users.

5. Other attitudes that are strongly pro-drug use among teenagers:
 - 29% see drug users as popular.
 - 28% believe drugs are just part of growing up.
 - 25% believe pot increase creativity.
 - 24% don't know or believe coke not risky.
 - 22% report they like being high on drugs.
 - 11% say it's OK to sell coke to a friend.
 - 10% would like to try crack just once.

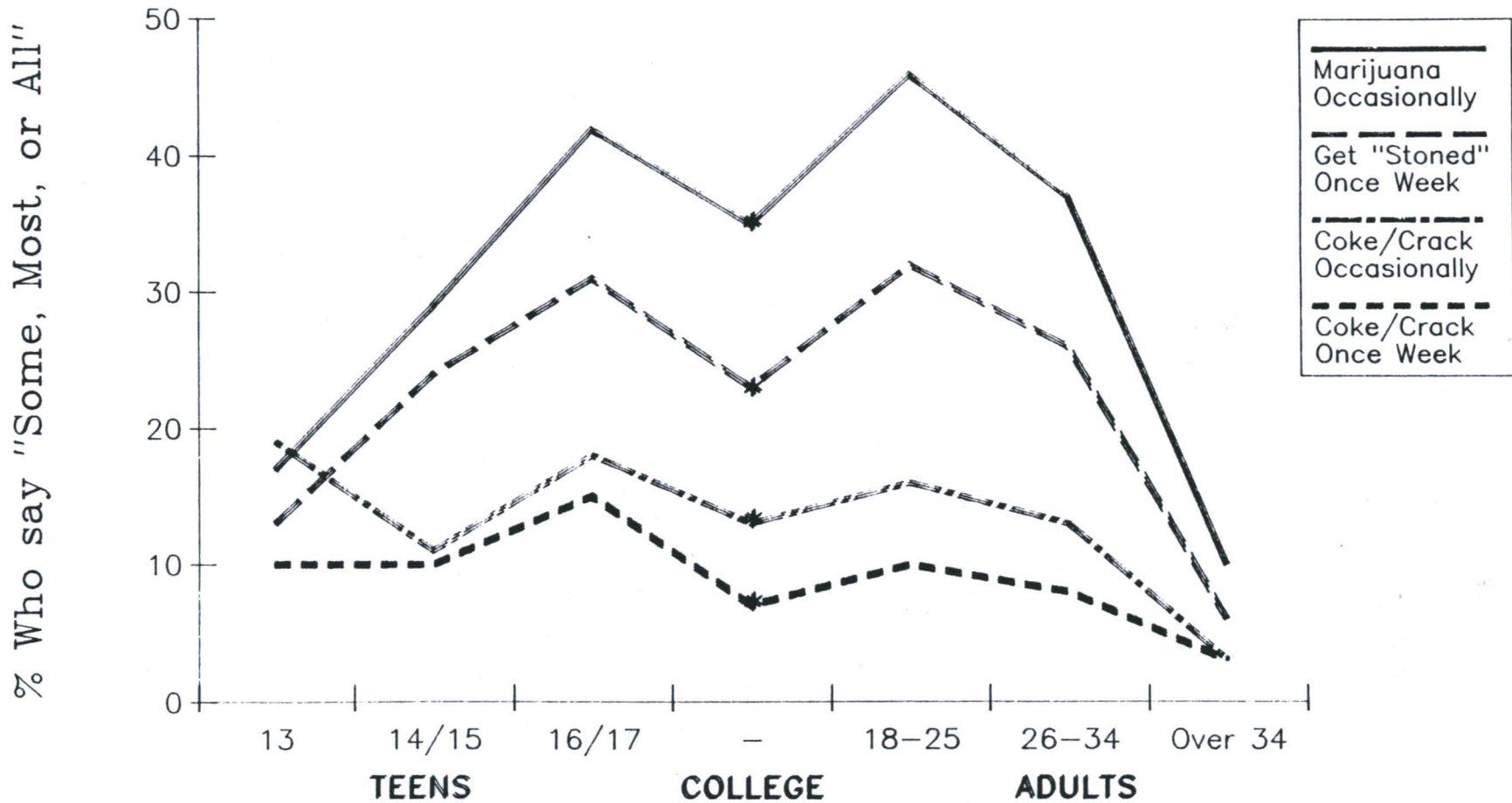
6. The reported ease of obtaining cocaine and crack increases dramatically during teenage years and is related to cocaine use.
 - 13% of the 13 year olds report that it's easy or fairly easy to obtain cocaine and crack.
 - 25% of the 14 and 15 year olds report that it's easy or fairly easy to obtain cocaine and crack.
 - 38% of the 16 and 17 year olds report that it's easy or fairly easy to obtain cocaine and 30% report that it's easy or fairly easy to obtain crack.

7. Teenage cocaine users report significant fears about drug use:

- 65% fear getting caught by parents.
- 59% fear impure cocaine or crack.
- 58% fear physical damage.
- 58% fear psychological damage.
- 51% fear reaction of school authorities.
- 51% fear becoming dependent upon the drug.

FRIENDS WHO USE DRUGS

(Some/Most/All)



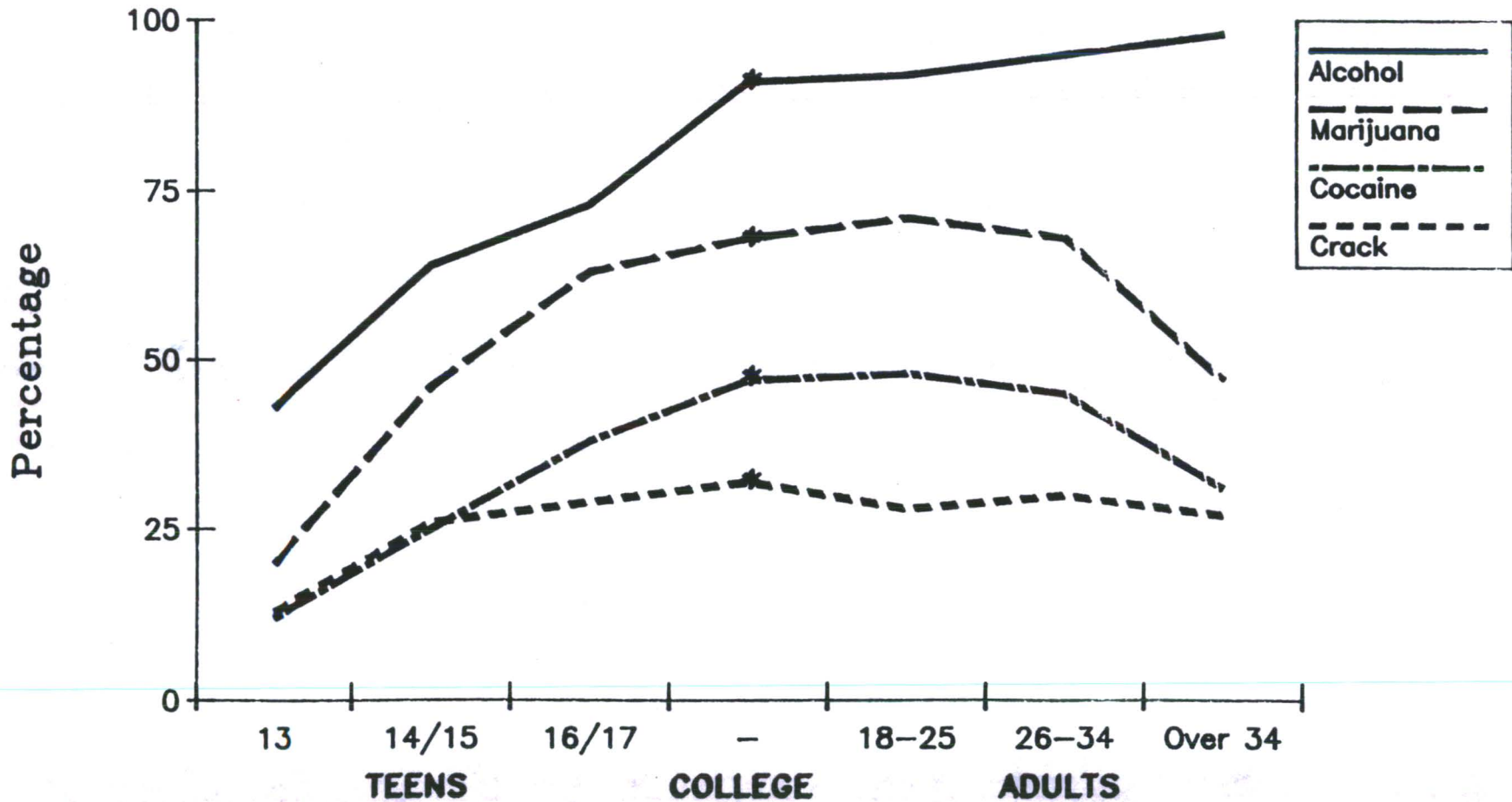
* College Students all ages.



Gordon S. Black Corporation

EASE OF OBTAINING

(Easy/Fairly Easy)



* College Students all ages.



Gordon S. Black Corporation

The Factors Driving Teenager Vulnerability:

The following is the order of importance of the various factors in producing a higher degree of vulnerability and drug abuse among teenagers.

1. The age of the first use of marijuana and cocaine, and the age of first regular use strongly predicts future marijuana and cocaine use.
2. The number of friends who use marijuana predicts marijuana use, and the number of friends who use cocaine predicts cocaine use.
3. Fear of dying predicts lower cocaine use; fear of getting hooked predicts lower marijuana use. People who fear getting caught with cocaine are less likely users.
4. Those who think its fun to have cocaine at a party are more likely to be users.

3.4 The Vulnerability of College Students:

College students show a distinctly lower level of use of drugs than high school students in our data, and they are even more markedly lower than people their age not attending college. Also, the college students display a different patterns of fears and concerns about drugs and drug abuse.

Summary of Key Findings:

1. Among regular marijuana users in college:
 - 58% fear getting caught by the law.
 - 49% fear impure marijuana.
 - 47% fear reaction of parents.
 - 38% fear impact on school performance.

2. Regular cocaine users in college show markedly more concerns:
 - 75% fear reaction of parents.
 - 73% fear dying from crack use.
 - 67% fear getting caught by the law.
 - 65% fear impure cocaine or crack.
 - 61% fear dying from cocaine.
 - 60% fear reaction of school authorities.

3. Many college students have attitudes which are supportive of continued drug use:
 - 32% see drug users as no different from others.
 - 27% believe that using cocaine is a status symbol.
 - 22% report that cocaine makes the user feel powerful.
 - 22% feel that drugs help you forget your troubles.
 - 21% say parties are more fun with drugs.

Key Factors Driving Vulnerability:

1. Having friends who get stoned on pot is the best predictor of marijuana use, and age of first using marijuana is a good predictor of current use.
2. Age of first using cocaine is the best predictor of cocaine use.
3. Attitudes shape both marijuana and cocaine use, particularly the attraction of use at parties, attitudes toward drugs as stepping stones, the perceived riskiness of cocaine, and basic acceptance of use as a part of growing up.
4. Cocaine use is lower among those who think it's hard to get. This relationship is not true of marijuana use.
5. The more college students perceive cocaine as risky, the less they are using it. That is not true for high school students and teenagers, nor is it true for marijuana.

6. College students who fear feeling guilty are less likely users of marijuana and cocaine, and this is not true for teenagers or adults.

3.5 The Vulnerability of Adults:

When we speak of adults, we are really speaking about distinctly different groups. First, there are the young adults, mostly between 18 and 35, who are the worse abusers of drugs. Second, there are those between 35 and 50 who came of age during the generational excesses of the sixties and seventies. This group still has abusers, but a much lower overall use pattern. Finally, above the age of 50 drug abuse is relatively uncommon.

Summary of Key Findings:

1. Among regular adult users of marijuana:
 - 52% fear getting caught by the law.
 - 36% fear impure marijuana.
 - 34% fear negative influence on children or younger siblings.
 - 28% fear the reaction of their parents.
2. Regular adult users of cocaine are much more fearful than those who use marijuana:
 - 68% fear dying from crack use.
 - 65% fear getting caught by the law
 - 65% fear reaction of employers.
 - 62% fear impure cocaine or crack.
 - 61% fear physical damage.

3. Attitudes of parents that make it more difficult for them to prevent drug abuse among their children:
 - 51% think their kids will never take drugs.
 - 43% think their kids don't have the money to buy drugs.
 - 31% think their kids have never been exposed to drugs.

4. Some attitudes also support the use of drugs by adults:
 - 29% think cigarettes are worse than pot.
 - 26% think it's OK to smoke pot in private.
 - 20% feel that cocaine is a status symbol.
 - 11% feel that occasionally cocaine use is not risky.

The Key factors Driving Vulnerability Among Adults:

1. Age of first use of cocaine and age of first use of marijuana.
2. Fear of reaction of loved one or spouse.
3. Fear of psychological effects.
4. Friends who are using cocaine (not seen for marijuana).

3.6 The Vulnerability of Parents:

The data suggest that there is substantial uncertainty and perhaps misconception among parents about their children. Fully 25 to 35 percent consistently respond that "they are not sure" concerning their children's behavior concerning drugs. Moreover, substantial groups believe that their children are not at risk, even though drug usage reports suggest that majorities of children are likely to use marijuana and nearly four in ten will use cocaine.

- 51% believe their kids will not take drugs.
- Only 34% believe their kids will actually try drugs, with 30% who aren't sure.
- 50% believe their kids have never tried drugs.
- But 61% report that drugs have affected children they know.

The parents do report efforts to engage in behavior aimed at dealing with the possibility of drug use by their children:

- 70% have discussed the dangers of drug use with their children and 71% have expressed strong disapproval of drug use to them.
- 36% have discussed their concern with the parents of children who use drugs.
- Only 11% have complained to school officials about the use of drugs by other children at school, and only 8% have reported suspected drug use to the police.
- In all, only 6% have removed drugs from their children's possession.

3.7 The Demographics of Drug Use:

The demographics of drug use are important because they suggest the kinds of models and settings that are appropriate for targeting advertising as part of the program. Drug use is now so pervasive, however, that abuse is relatively common among every social group and in every part of the country. Therefore, while the differences described in the following summary are differences of degree, not of kind, they do provide some guidance.

Summary of Key Demographic Findings:

1. Women today are nearly identical to men in their use of marijuana and cocaine.
2. Blacks and Hispanics are more likely to be drug abusers than the general public.
3. Drug abuse is more common among the very affluent and the very poor, and is significantly less common among middle income groups.
4. Regular church attendance is strongly related to much lower levels of drug abuse among all populations.

3.8 The Vulnerability of Hispanics:

The Hispanic sample is not large enough to produce interpretable results for children, teenagers, or colleges students. Normally, we do not interpret a sample of less than 100, and these three have samples of between 50 and 60.

However, a review of these few cases showed a pattern where Hispanics were in most instances similar in their responses to non-Hispanic whites. The similarity between the Hispanics and non-Hispanic Whites would suggest that a separate campaign in terms of content is unnecessary, although it is obviously important to develop commercials that use Hispanic settings and individuals.

In the adult sample, there are nearly 300 Hispanics, which provides a confidence interval of plus or minus 5.7 percent. Within this group, it is possible to make comparisons between Blacks, Whites, and Hispanics on the full range of variables.

Summary of Key Findings:

1. Hispanics are much less inclined than Blacks or Whites to fear the effects of drugs.
 - 19% agree that they are not scared of drugs; 12% for others.
 - They are twice as likely to see slight or no risk to the cocaine use.
 - But, Hispanics are more likely to report becoming hooked on cocaine -- 6% for Hispanics compare with 3% for Blacks and 2% for Whites.

2. Hispanics appear to engage in more pro-active behavior aimed at discouraging drug use.
 - They are much more likely to report having attempted to discourage use among their friends or their children.
 - 19% report removing drugs from their kids, compared with 10% for Blacks and 5% for Whites.
 - But, Hispanics are much more likely to believe that their children will not use drugs, contrary to the evidence that their children use drugs equally with White children.

3.9 The Vulnerability of Blacks:

In every sample but the adults, Blacks show a pattern of greater vulnerability to drug use than Whites. Among children nine to twelve, the Black children are twice as likely to have been approached to buy or use drugs than White children -- 27% for Blacks to 13% for Whites. Among the teenagers, 18% of the Blacks have used cocaine in the past year and 35% have used marijuana, and that is contrasted with 11% for cocaine and 30% for marijuana in

the rest of the population. Even among adults, marijuana use is slightly higher for Blacks than for the rest of the sample, but the difference is small.

By any standard, Blacks are at greater risk for the use of marijuana and cocaine than Whites. Moreover, that use begins at a slightly earlier reported age for Blacks. Among Blacks, 23% of the teenagers tried marijuana by age 13 and 12% tried cocaine by that age; contrasted for Whites with 16% for marijuana and only 5% for cocaine.

The question, of course, is "why" and what role, if any, attitudinal differences play in these differences in use.

Before summarizing some of these differences between Whites and Blacks, it is important for the reader to know that the similarities between White and Black attitudes and behavior far exceed the differences. On the whole, there are many, many relatively small differences where Blacks are slightly more favorable toward drugs than Whites. Generally, the two demographic groups are quite alike in their views on most issues. The differences are differences of relatively small degree.

Summary of Key Findings:

1. The most profound differences between Blacks and Whites is found in the youngest group -- the nine to twelve year olds.
 - 27% of the Black children have been approached to buy or use drugs; 13% for Whites.
 - 39% of Black children say it's easy to obtain marijuana, and 16% say it's easy to obtain cocaine; with 11% and 6% respectively for Whites.

- Black children see the drug users as "popular" and having "lots of friends:"
 - As popular; 46% for Blacks and 29% for Whites.
 - As having lots of friends; 33% for Blacks and 16% for Whites.
 - 28% of the Black children think drug users are "no different"; with 13% for Whites.
 - Many Black children (27%) think drug users are good at sports; or are good students (20%), and these attitudes are not as shared by Whites (16% and 7% respectively).
2. Although Black teenagers tend to be exposed earlier and show a greater frequency of drug use, Black teenagers' attitudes are generally quite similar to those of Whites.
- By far the greatest and most important difference is in the variables that measured the perceived harmfulness of using both marijuana and cocaine.
 - 25% to 29% of the Black teenagers perceive no risk in using cocaine and/or marijuana, whether occasionally or regularly.
 - Only 6% to 12% of the White teenagers see no risk in using these drugs in the various situations.
 - Black teenagers rate drugs of nearly every type as "more attractive" than Whites.
3. The attitudes of Black college students are very similar to those of White college students, with some attitudes slightly more positive and others slightly more negative.
4. The largest difference between Black and White adults is that Blacks are more likely to find it easy to obtain marijuana, cocaine, and crack. The percentages of Black adults saying it is very easy to obtain marijuana, cocaine, and crack are 44%, 34%, and 31%, as contrasted with 27%, 17%, and 14% for Whites.
- Adult Blacks are less likely to see drug users as boring or stupid or foolish, and they are more likely to believe that occasional cocaine use is not risky, and that cigarettes are worse than marijuana.

- Black and White parents have similar expectations of their children's behavior with regard to drugs.
- Black adults show consistently less pro-active behavior than Whites, although the differences are small.
- Black and White adults have very similar fears as to the consequences that might come from drug use.

3.10 Major Recommendations:

9 to 12 year olds:

1. All efforts at educating children -- by schools, parents, and the advertising of the Partnership and others -- must push into these lower age groups!
2. The idea of the drug user as "popular", the local "hero", must be dispelled, using "negative" images of drug users as models.
3. The role of the older sibling provides an avenue for attacking the defenses of teenagers, who do not want the responsibility for negatively influencing their younger brothers and sisters.
4. The role of "friendship" needs to emphasize the pro-active aspect of discouraging drug use among friends.
5. Parents must become better aware of the risks that are already apparent for their pre-teens.

Teenagers:

1. Emphasize the need to delay the onset of the first use of drugs.
 - Arm parents with the knowledge of the risk of early use by children, and the likelihood of early use.
 - Aim educational programs at the early teenage years.
2. Evaluate ways to make friendship an asset against drug use, as opposed to a liability.
 - Responsibility inducing themes to emphasize what a real friend is.

- Give parents ways to detect drug use among children.
 - Emphasize the importance of expressing social disapproval of drug use, teaching them how to be a friend.
3. Point out the impact of older siblings on younger siblings.
 4. Attack the notion that it's fun to have drugs at parties by pointing out how stupid the behavior of the drug users is, a point which teenagers agree with.
 5. Avoid too many death and dying themes, but use the fears of getting caught, impure drugs, physical and psychological damage, etc.

College Students:

Many of the recommendations made concerning teenagers apply to college students. We obviously cannot push the age of first use up, but the data support the need to do that with the younger children. Also, all of the themes about responsible friendship hold for college students. Finally, the use of drugs at parties is as significant with college students as with teenagers.

College students have more fears than the teenagers about drug use in general. These fears constitute themes that can be emphasized without concern about the credibility of the advertising. They also have more realistic fears about death from cocaine and crack, and they are afraid of both impure cocaine and impure marijuana.

These elements provide thematic material which may prove useful in the development of advertising and other materials.

Adults:

The findings listed in section 3.5 provide many of the themes that can be developed as part of the campaign. Obviously, parental responsibility themes are already a part of the overall campaign, and these are valuable. In addition, many of these adults are amenable to "social responsibility" themes concerning the consequences of their behavior. Do they really want to support the violence, the terror abroad, and the corruption at home that are the necessary products of their "right to use" drugs?

Moreover, we have yet to develop themes that help adults understand what they can do when they confront drug abuse at parties, on the job, or elsewhere. What is their responsibility for their friends and families? And, how can parents, as influencers, deal more effectively with instilling a strong anti-drug ethic in their children?

Parents:

1. Continue the emphasis of "pro-active" behavior among the parents.
2. Encourage other forms of "pro-active" behavior such as working with school officials, neighborhood groups, local police, etc., to control the distribution of drugs.
3. Support parents with information about the probable behavior of children and how to detect it, particularly by noting the actual behavior of children, especially the risks for very young children.

Demographics of Drug Use:

1. Use more female, Black, and Hispanic actors and actresses, with appropriate themes and in appropriate settings.

2. Consider developing "social responsibility" themes directed to appeal to people who think of themselves as "liberal."
3. Focus greater emphasis on young adults not in college, particularly the ages of 18 to 30 where abuse is the most severe.

Hispanics:

1. On the whole, the message content designed for Whites is also appropriate for Hispanics.
2. Ads should be designed to appeal to Hispanics using Hispanic settings and characters, with the obvious caution that the Hispanic community is itself ethnically very diverse.
3. Attitudinally, Hispanics appear to fear the effects of drugs less than Whites, and fear may be a less viable tactic in this community.
4. Hispanic parents are more pro-active concerning drugs, but they underestimate significantly the likelihood that their children are vulnerable.

Blacks:

1. We must have a more frequent use of Black characters and situations involving Blacks in our commercials, because of the consistently greater incidence of use among Black young people.
 - This is particularly true for pre-teenage children, where Blacks are twice as vulnerable as Whites.
 - For Black teenagers, early exposure and "teen pressure" for exposure are factors that require attention.
 - If the ads could do anything for these children, it would be to dispell the view of drug users (and sellers) as popular and having many friends.
2. Blacks report a greater "ease of access" to drugs, suggesting that drug sellers can operate more in the open within the Black community than within the White.
 - Parents of Black children should be told how easily their children can obtain drugs.

- This greater ease of access is also a statement of how community standards and institutional constraints serve to restrict the openness of the drug dealers and sellers. Ads should be aimed at these institutional audiences, e.g., police, schools, neighborhood groups, churches, etc.
3. Media and education must be specifically developed for dealing with the greater vulnerability of Black children.
 4. The percentage of Black teenagers who perceive no risk in drug use is extremely high, and it is a point of ignorance that needs to be attacked with Black characters and situations.
 5. Among college students, the ads can be very similar for Blacks and Whites.

IV. DIRECTION OF ADDITIONAL TRACKING RESEARCH

4.1 Purpose of the Tracking Research:

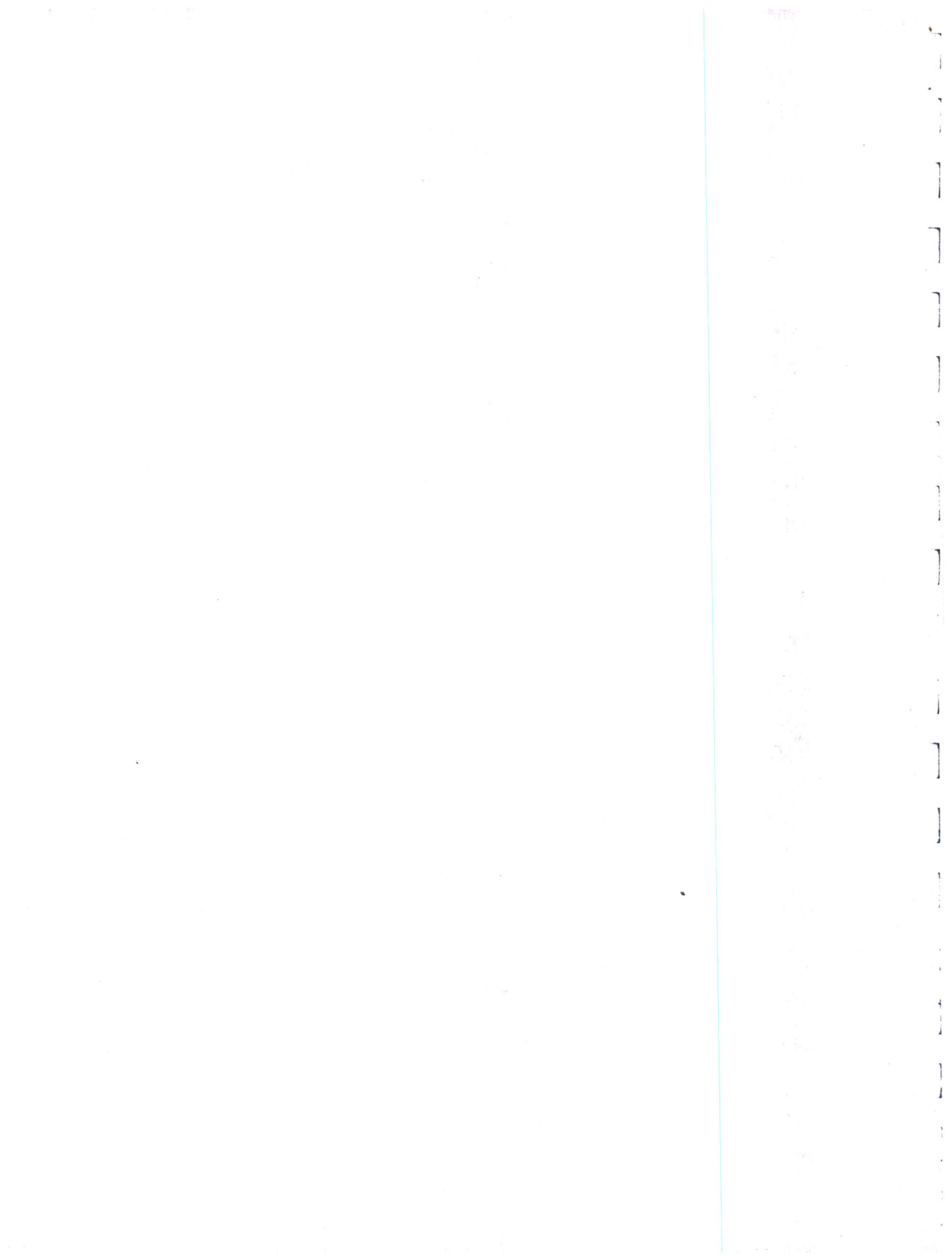
While it is impossible to precisely say what "causes" shifts in attitudes and values, one objective of this research is to measure whether such shifts are taking place during the course of this massive effort by the Partnership. The first wave of research was conducted in February of 1987, and the results are presented in this report. The second wave of the research is being done at approximately the same time in 1988.

If we are to change behavior concerning drugs, we must effect changes in the attitudinal underpinnings of drug abuse that have been so obvious in these data. The second wave of this study will allow us to measure if such changes are taking place, and to estimate what contribution the advertising is making toward those changes.

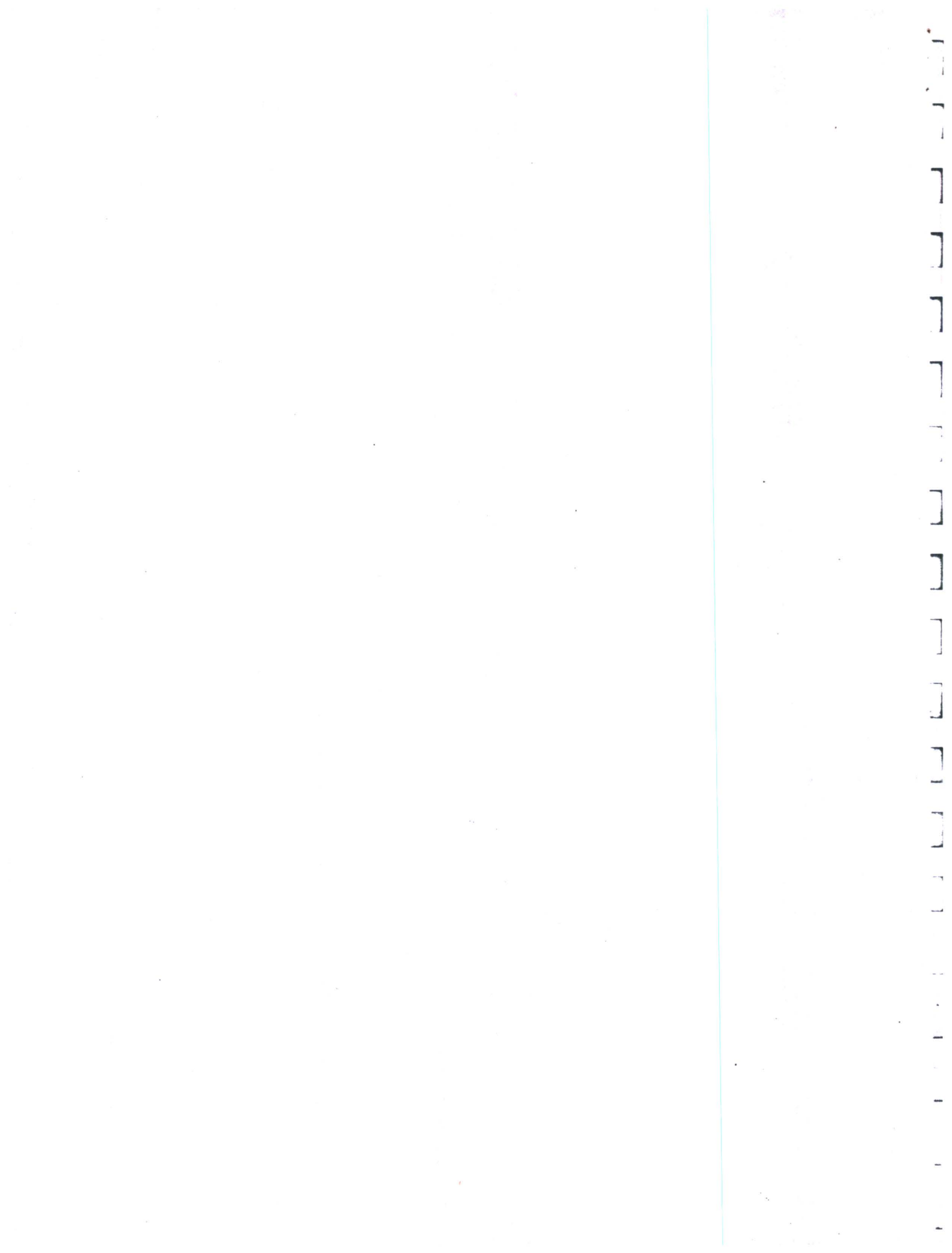
4.2 Schedule of the Second Wave of Research:

- Interviewing: February 20th through March 20th.
- Data Entry/Cleaning/Editing: March 1st through April 30th
- First available Data: May 15th.
- Final Reporting: June 30th.

Information on the second wave of the study will be released on a final schedule set by the research committee and the overall leadership of the Partnership. In total, over 8000 interviews should comprise the data base for the second wave.



APPENDIX



COMPARISON TABLES

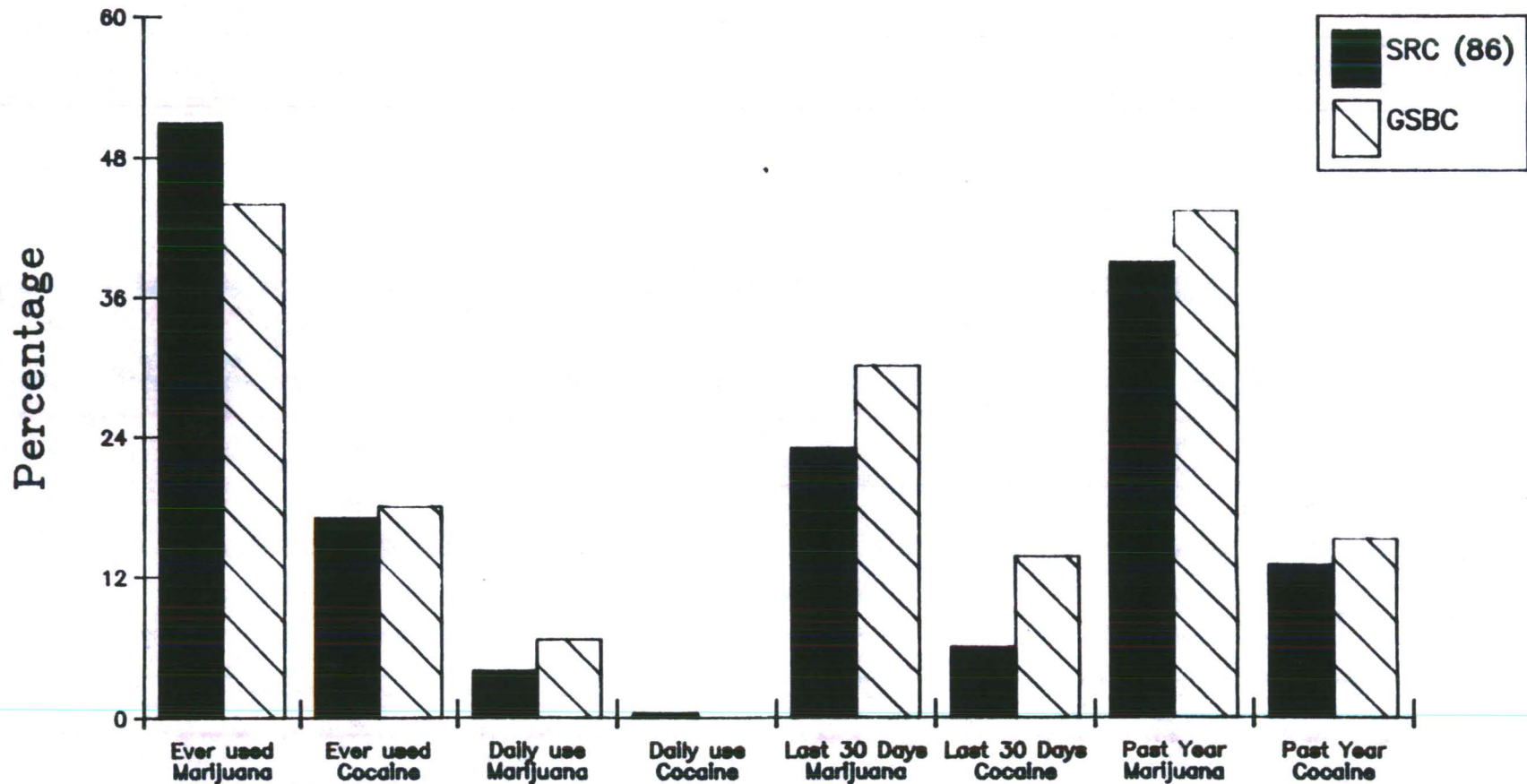
SRC - GSBC



Gordon S. Black Corporation

SRC — GSBC COMPARISON

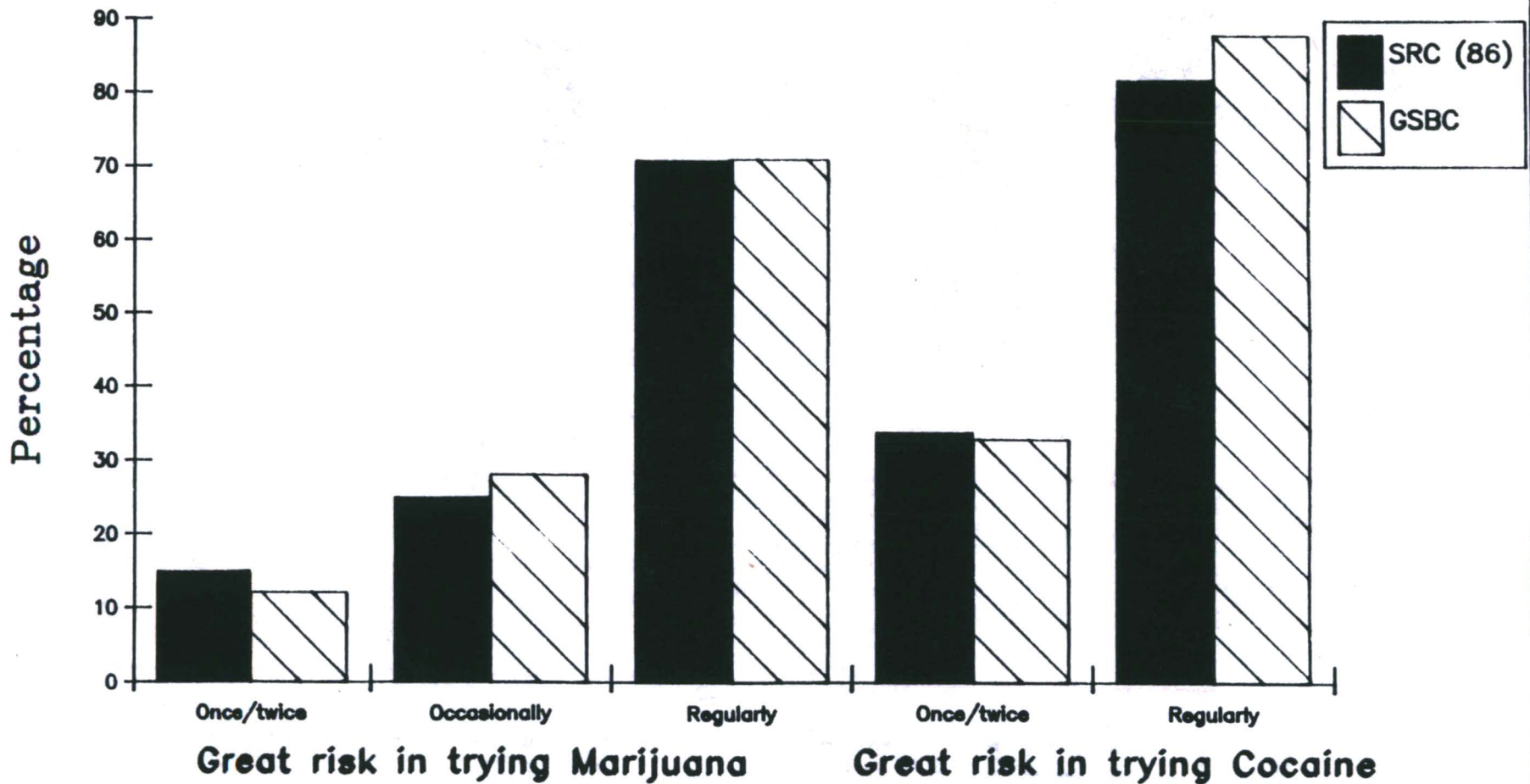
High School Seniors



Gordon S. Black
Corporation

SRC — GSBC COMPARISON

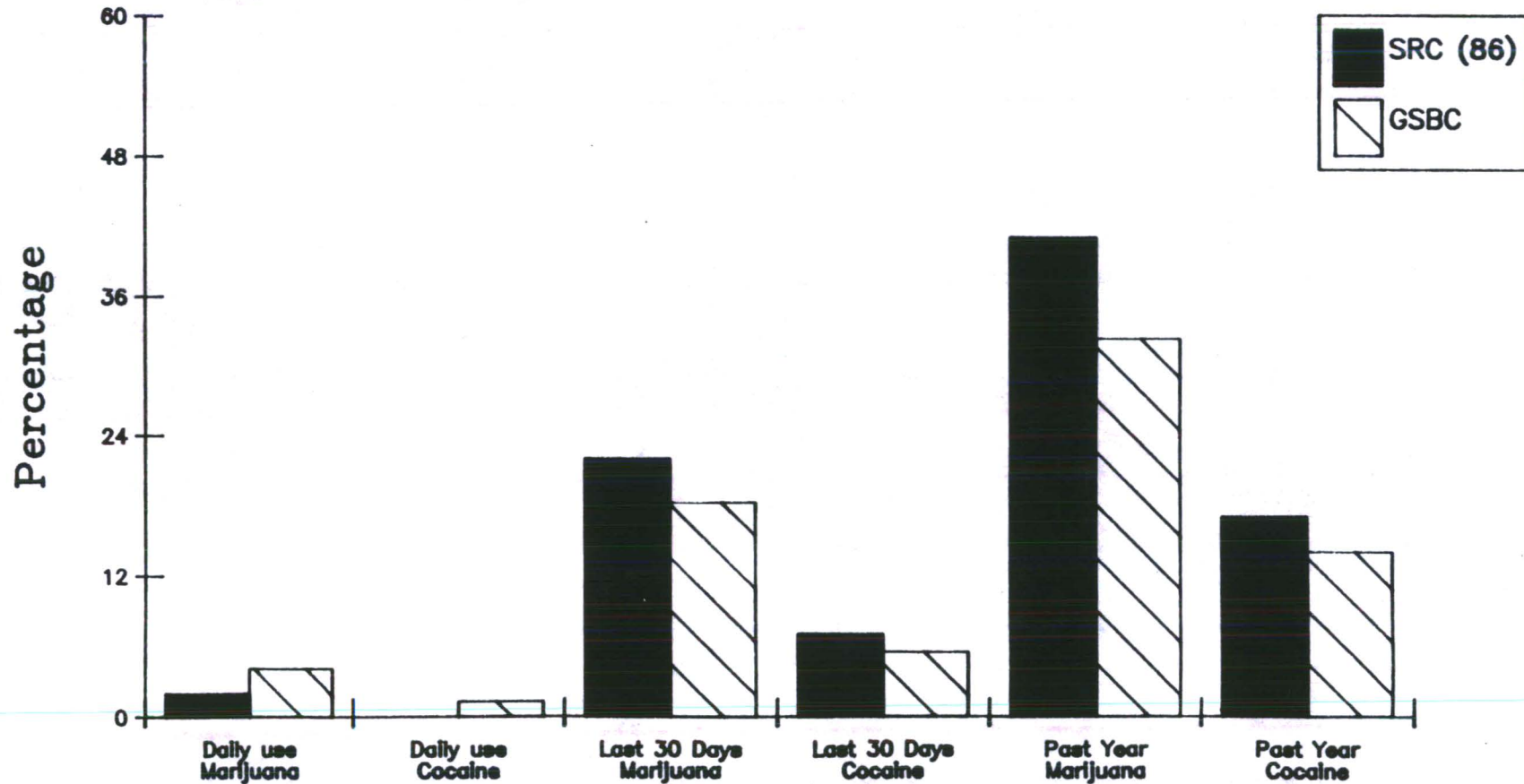
High School Seniors



Gordon S. Black
Corporation

SRC — GSBC COMPARISON

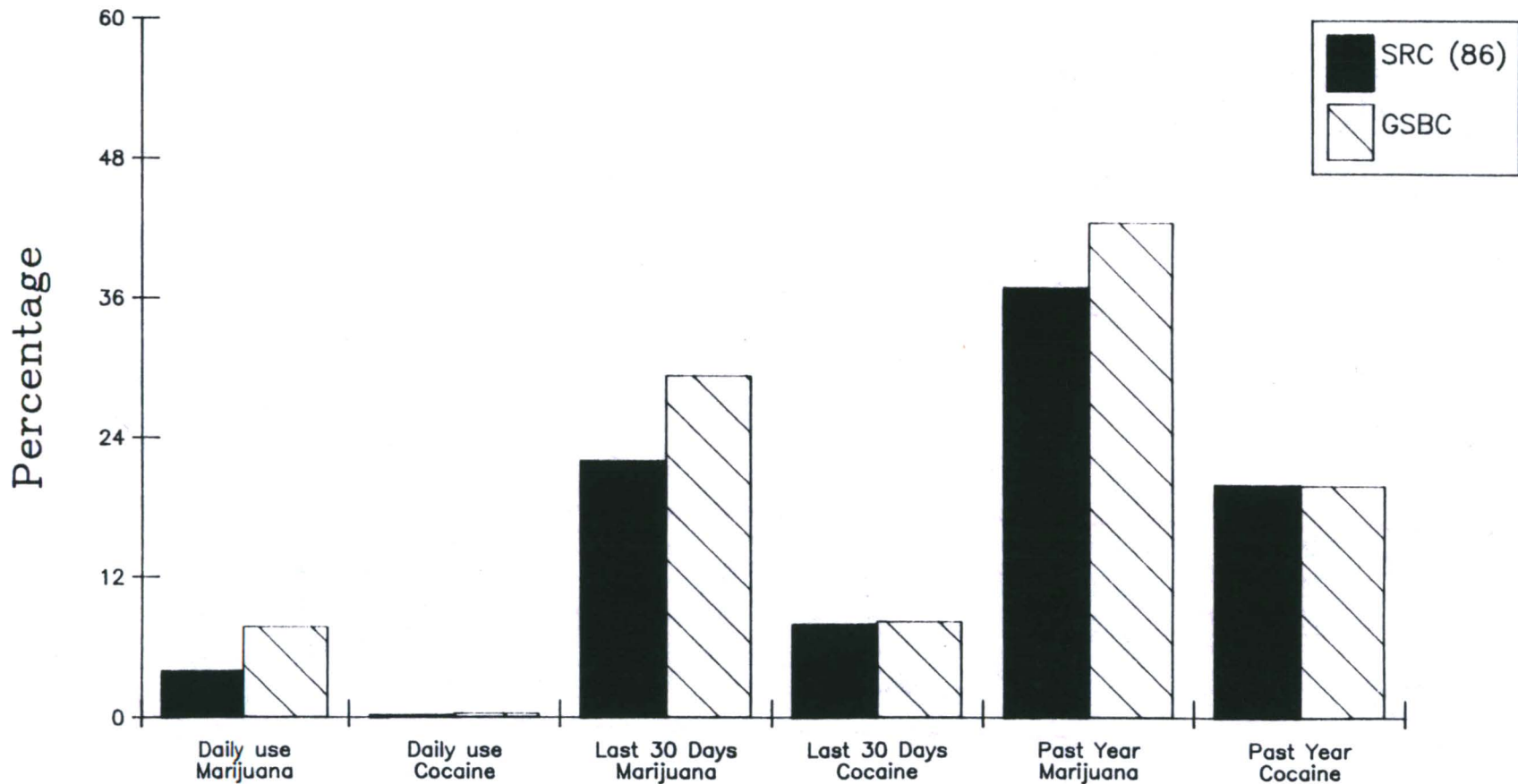
College Students



Gordon S. Black
Corporation

SRC — GSBC COMPARISON

Young Adults



* *Young Adults are defined as 18-27 years old*



Gordon S. Black Corporation

SRC - GSBC COMPARISON
HIGH SCHOOL SENIORS

	<u>SRC (85)</u>	<u>GSBC</u>
Ever used:		
Marijuana	54%	44%
Cocaine	17%	18%
Daily use of:		
Marijuana	4.9%	6.6%
Cocaine	0.4%	0.0%
Used in last 30 days:		
Marijuana	25.7%	30.1%
Cocaine	6.7%	13.7%
Used in past year:		
Marijuana	40.6%	43.4%
Cocaine	13.1%	15.2%



SRC - GSBC COMPARISON
HIGH SCHOOL SENIORS

	<u>SRC (85)</u>	<u>GSBC</u>
Great risk in trying marijuana:		
Once/twice	15%	12%
Occasionally	25%	28%
Regularly	70%	71%
Great risk in trying cocaine:		
Once/twice	34%	33%
Regularly	79%	88%



SRC - GSBC COMPARISON
COLLEGE STUDENTS *

	<u>SRC (85)</u>	<u>GSBC</u>
Daily use of:		
Marijuana	3.1%	4.1%
Cocaine	0.1%	1.3%
Used in last 30 days:		
Marijuana	23.6%	18.2%
Cocaine	6.9%	5.5%
Used in past year:		
Marijuana	41.7%	32.3%
Cocaine	17.3%	14.0%

* The age sample used in the GSBC data reflects the age groups used in the SRC study for comparison purposes.



Gordon S. Black Corporation

SRC - GSBC COMPARISON
YOUNG ADULTS *

	<u>SRC (85)</u>	<u>GSBC</u>
Daily use of:		
Marijuana	5.2%	7.7%
Cocaine	0.2%	0.3%
Use in last 30 days:		
Marijuana	24.9%	29.3%
Cocaine	8.7%	8.2%
Use in past year:		
Marijuana	40.6%	42.5%
Cocaine	19.9%	19.9%

* Young Adults are defined as 18-27 years old



Gordon S. Black Corporation

COMPARISON TABLES

NIDA - GSBC



Gordon S. Black Corporation

NIDA - GSBC COMPARISON
YOUNG ADULTS

	<u>NIDA (85)</u>	<u>GSBC</u>
USE IN PAST 30 DAYS:		
Marijuana	21.9%	29.3%
Cocaine	7.7%	8.2%
USE IN PAST YEAR:		
Marijuana	37.0%	42.5%
Cocaine	16.4%	19.9%
USE IN LIFETIME OF:	(1972 - 1985)	
Marijuana	60.5%	73.0%
Cocaine	25.2%	38.8%



NIDA - GSBC COMPARISON
TEENAGERS (13 - 17 YRS.)

	<u>NIDA (85)</u>	<u>GSBC</u>
Use in last 30 days:		
Marijuana	12.3%	20.5%
Cocaine	1.8%	8.4%
Use in past year:		
Marijuana	20.0%	29.7%
Cocaine	4.4%	11.1%
Use in lifetime of:		
Marijuana	23.7%	29.7%
Cocaine	5.2%	13.5%

* All GSBC percentages exclude 12 year olds, while NIDA percentages include them.



Gordon S. Black Corporation



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET

ASSOCIATE DIRECTOR
FOR ECONOMICS AND GOVERNMENT

7-27

John -

Clean draft of memo I
gave you earlier today.
I'll wait your further
guidance

Carol

Alan -

- Would you pls. give me
your views on the attached
both procedural and
substantive — ie. do you
send this memo to leg type
or the current listed senders.

Thanks, Tom

WHITE HOUSE LETTERS END

Approved
7-27
JFK/AK

DRAFT

MEMORANDUM FOR ASSISTANT SECRETARIES FOR LEGISLATION
NATIONAL DRUG POLICY BOARD MEMBERS

FROM: FRANK KEATING, IAN MACDONALD, CAROL CRAWFORD
NDPB BILL COORDINATORS

SUBJECT: Developing/Coordinating Administration's Position
on Drug Bill

The attached materials list, compare and summarize the major provisions in each of the five major proposed omnibus drug bills as well as the recommendations of the White House Conference for a Drug Free America and the National Drug Policy Board. For each issue or provision, a lead Department and list of other interested Departments has been identified. These materials are "working drafts." It is anticipated that additional issues and provisions or changes may be added to this list as a result of the ongoing Congressional drug bill development process. The absence of an entry under a bill or recommendation heading indicates that no related provision was identified on a given issue.

You have two tasks regarding each provision for which your Department is a "lead" or "interested" agency. The first, is to work with the other interested agencies to formulate a consensus Administration position on each provision for which your Department is listed as "lead" or "interested." A brief description of this consensus position should be sent via fax machine to OMB (Attn.: James Murr, Assistant Director for Legislative Reference, fax number: 395-3109). OMB will compile this position information in a book for the use of Administration policy officials.

Second, you will be responsible for working with the Hill to ensure that Administration concerns are understood and accommodated wherever possible. The status of your efforts should be added to the relevant two-pager and faxed to OMB. Alan Kranowitz and John Tuck will provide overall coordination of the legislative strategy.

You will note on the summary sheet the designations "A-B-C". A ranking of "A" indicates the need for further guidance from the principals in order to develop an Administration position (example: drug czar). A "B" ranking indicates that the Administration's position on the provision can be settled between you and us (example: Forest Service authority to investigate drug crimes). A "C" ranking indicates that an Administration position already exists or can be developed at the staff level.

Your Department should have little difficulty arriving at a consensus position on the "C" provisions. It may be more difficult to reach consensus on the "A" and "B" provisions as they are more controversial. If you are unable to develop a consensus position, submit separate positions from every Department that has a strong view, identifying which view is held by which Department. These position statements must be brief (3-5 sentences) stating each Department's position and why it is held. All such unresolved "A" and "B" provisions will be addressed in an expedited policy context and your submission on the two-pagers will serve as the basis for resolving the Administration's position.

As action on the drug bills is occurring daily, your Department should begin work on this project immediately. The above requested responses should be sent to OMB no later than c.o.b. August 1, 1988. Procedural questions should be addressed to your normal OMB contact for budget matters.

THE WHITE HOUSE
WASHINGTON

Drug file

July 14, 1988

MEMORANDUM FOR RHETT DAWSON

FROM: REBECCA G. RANGE *Rebecca*

SUBJECT: Plans for July 17-24

In following up on the recommendation of the National Drug Policy Board, particularly the call for a drug-free workplace for all Americans, the President would meet with Secretary Verity in California to ask him to put together with private business an ambitious program to eradicate drugs in the workplace. The scope of the program would include all places of employment, large and small, factories; offices; retail stores; law firms; offices; etc.

A statement would be released following the meeting regarding the President's charge to Secretary Verity and outlining the annual cost to the U.S. economy, including such things as lost productivity, increased absenteeism and related health and social costs. The statement would also praise companies for what they have done but call for private sector involvement and commitment at the highest levels.

Secretary Verity has already been presented with a proposal from the private sector to organize such a program. Jesse Phillips, Founder and Chairman, Phillips Industries has put together a detailed organizational and substantive plan and agreed to put up a fair amount of funding. The plan would need some revising but is basically complete. So, within a couple of weeks, the Department could have a full fledged private sector plan to present to the President and/or announce to the world then, perhaps in mid-September, the President could meet with the group and receive a run-down of their plans.

I am attaching some of the packet from Jesse Phillips.

A PROGRAM TO ACHIEVE A DRUG FREE AMERICA
IN THE WORKPLACE

ASSUMPTIONS

1. Illegal drug use is the #1 problem in the United States. It is a higher priority than a balanced budget, education or a strong dollar. As a result, it will be given top priority attention. We assume that the President, the Congress, the media and other top movers and shakers support this view. If our top leadership, public and private, do not support this view, we can forget this program. However, I believe the country is ready.

2. A prerequisite to solving the drug problem is reducing the demand for drugs.

3. Zero tolerance -- the use, possession or distribution of illegal drugs whether on or off the job will not be tolerated.

4. Merely announcing the program plus peer pressure will deter a significant percentage of users -- thus decreasing the demand.

5. The President will be actively involved, especially welcoming and announcing appointments.

6. The involvement of an organization in this program must emanate from the top executive down -- no exceptions.

7. There will be full cooperation of the media to treat this as the #1 priority -- as their own program. This is nonpolitical.

SCOPE

All places of employment, large and small, will be included in the program. Included are not only factories, offices, retail stores, but also, for example, law firms, social service agencies, school administration, newspaper staffs, etc., etc., etc.

OBJECTIVE

All workplaces shall adopt a model drug program for zero tolerance. The program may vary to suit the circumstances, but no program can be successful without testing.

The commitment to adopt a program must be in writing from the top executive of the organization. There must be an interest to execute and enforce the program.

METHOD AND ORGANIZATION

To convince millions of workplaces to voluntarily adopt a drug program will require a vast organization and strong promotion. Getting the necessary influential people to join and support the effort will be very difficult. I doubt it can be done unless the President personally invites the desired appointees.

For the most part, the effort should be through existing organizations. For example, the National Chamber of Commerce or the National Association of Manufacturers would assume the responsibility to enlist all their members. The state chambers would work with and follow up the local chambers. The local chamber might well appoint a local chairman and committee to enlist the workplace.

Comparable methods could be directed through the national organizations of accountants, lawyers, doctors, hospitals, the Ad Council, newspaper publishers, broadcasting companies, churches, etc.

The United Way might undertake the enlistment of all the social service agencies.

The National Unions would urge their locals and members to get behind the effort. The teachers' unions would endorse the program.

The Association of Governing Boards of College and University trustees and presidents would commit their institutions to a drug-free program.

One of the difficult areas will be the enlistment of the millions of small workplaces, where few national organizations exist. Perhaps the Small Business Administration can help here.

All of these efforts would be coordinated through the Secretary of Commerce. The Secretary would appoint a chairman and a small (five people) executive action-oriented committee. Then there would be a large, prestigious Board of Directors. The individual national organization would report to a member of the Board of Directors. (See organizational chart.)

STAFF

A small central coordinating staff would work out of the Department of Commerce. Staff should be kept to a minimum. Most of the work would be done by already existing staff at the different organizations. Strong volunteer efforts should be expected.

Perhaps we can follow the lead of the Private Sector Initiative and the Alliance of Business and Industry.

FINANCE

Financing would be done through the private sector as much as possible. Each organization would cover its own expense as much as possible. Monies for core expense and mass printing would be raised by voluntary tax-free contributions.

REPORTING

A system of quarterly or semi-annual reporting would be adapted to measure the effectiveness of the program.

PROMOTION

The President would announce all major appointments with the proper publicity and fanfare. He would announce all major successes.

The President, the Cabinet and all their direct reports would take a highly publicized drug test.

The Supreme Court would take a drug test. All members of Congress would be invited to be tested. Taking a drug test could become a status symbol.

Promotion would include people signing a statement that they support the program. Local media would report daily workplaces which had adapted the program.

CONCLUSION

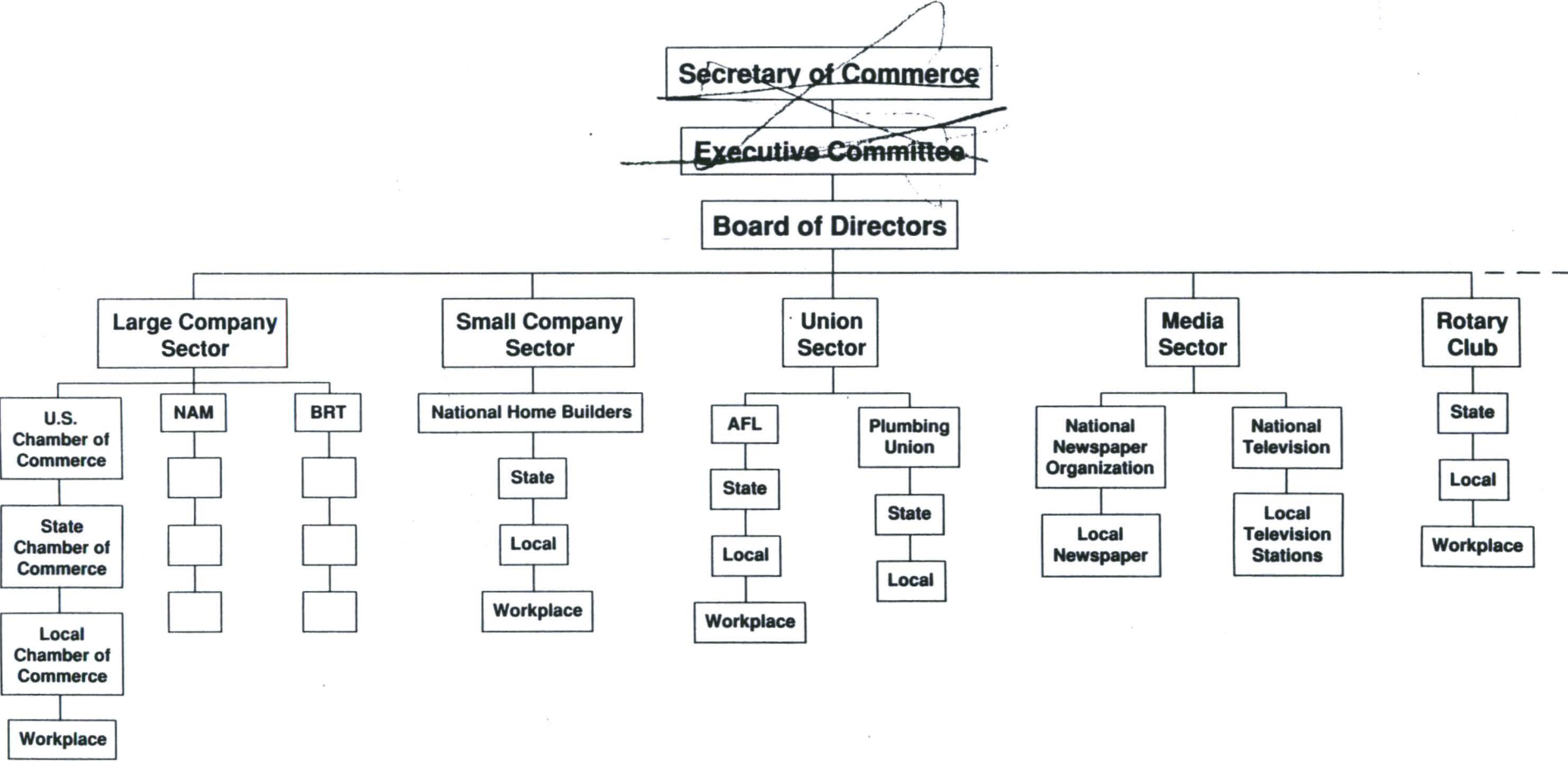
This is an ambitious program. If the illegal use of drugs is the insidious disease that will destroy our country and freedom, as we claim it is, then it has to be met with an ambitious program. Halfway measures will not work. We must have a united attack as we had in World War II.

Jesse Philips
Founder and Chairman
Philips Industries Inc.

July 12, 1988

Submitted to The Honorable C. William Verity

Organizational Chart for a Drug Free America In the Workplace



The sector titles and organizations mentioned
are only illustrative and should not be
construed as definitive.

May 25, 1988

JESSE PHILIPS

Mr. Jesse Philips, Founder and Chairman of Philips Industries Inc., is a pioneer in the development of a national model anti-drug program for industry. Philips Industries has the program in operation in its 53 plants and offices located in 20 states.

Mr. Philips was appointed by President Reagan as a member of the White House Conference for a Drug Free America. Mr. Philips is Chairman of the Workplace Committee of the Conference. He has also briefed Vice President Bush on the drug issues.

Mr. Philips has appeared on The Today Show and the MacNeil-Lehrer Report. His remarks have been circulated in over 200 newspapers. He has written on this subject for the Wall Street Journal and Random House Books. The American Management Association and others have reprinted and distributed the Philips Industries program.

July, 1988

JESSE PHILIPS

Jesse Philips, Chairman of Philips Industries, founded the company in 1957.

Mr. Philips was born in New York City. During his pre-school years his family relocated to Hartford, Connecticut. He graduated from Weaver High School in Hartford, graduated Magna Cum Laude from Oberlin College in 1937, and received his Master of Business Administration degree from Harvard Graduate School of Business Administration in 1939.

Hillsdale College awarded Mr. Philips an honorary Doctor of Business Administration degree in 1985. He received an honorary Doctor of Humane Letters degree from the University of Dayton in 1986. Oberlin College recognized Mr. Philips with an honorary Doctor of Humanities degree in 1988.

Prior to the founding of Philips Industries, Mr. Philips was one of the owners of the Johnson-Shelton Company "Home Store" in Dayton, Ohio, until 1956 when it was sold to a chain.

In addition to his business responsibilities, Mr. Philips is active in community affairs. In the past, he has served as a Director of many organizations and businesses including the Society Bank Corporation; the Third National Bank and Trust Company; the Dayton Chamber of Commerce; the Miami Valley Council of Boy Scouts of America; the Dayton Council of the Salvation Army; and the Jewish Community Council. He was Associate Chairman of the Dayton Community Chest Drive, the Dayton Chairman of the Ohio Foundation of Independent Colleges and a member of the Visiting Committee of the Harvard Graduate School of Business Administration.

Additionally, Mr. Philips was a Trustee of the Sinclair College Foundation, a member of the Board of Trustees of the Dayton Art Institute, a member of the Dayton Area Progress Council, and a Trustee of the Dayton Council on World Affairs. After nineteen years of service, Mr. Philips left the Board of Trustees and Executive Committee of Oberlin College in the fall of 1987.

Current affiliations include:

- ...Presidential appointment to the White House Conference for a Drug Free America -- Chairman, Drugs in the Workplace Committee
- ...Chairman of the Board of Trustees of the University of Dayton
- ...Trustee of the Dayton Foundation
- ...Wellington Cordier Fellow of Columbia University
- ...Board of Trustees of the Cincinnati Opera Association
- ...Board of Trustees of the American Music Scholarship Association
- ...President's Council, Purdue University
- ...Chairman of the Dayton Jewish Community Complex

Philanthropic activities include:

- ...Endowment of a Chair for Professorship of Manufacturing at the Harvard Graduate School of Business Administration
- ...Contribution of \$1,000,000 to Oberlin College for a new Physical Education Center which bears his name
- ...Chairman of the Building Committee for the Jewish Community Complex of Dayton, whose principal building is named after him
- ...Establishment of the Jesse Philips Scholars Program through a gift of \$1,000,000 Scholarship Fund to the Dayton and Montgomery County Schools
- ...Endowment of \$1,000,000 for a Chair in Child Psychiatry at Columbia Presbyterian Hospital in the name of Dr. Irving Philips
- ...Gift of \$1,000,000 to the University of Dayton, which has named a building the Jesse Philips Center
- ...Endowed scholarship, Notre Dame University

Awards and honors include:

- ...Distinguished Service Award, Harvard Business School
- ...Executive of the Year Award from the Dayton Executive Club, March 17, 1983
- ...Spirit of America Free Enterprise Award from the Junior Achievement and Free Enterprise Foundation, April 28, 1983
- ...Big Brothers and Big Sisters Award, November 21, 1983
- ...University of Dayton Beta Gamma Sigma National Honorary Business School Chapter Award
- ...Apostolic Blessing; Recognition by Pope Paul VI
- ...Jesse Philips Day, Dayton, Ohio, September 10, 1978
- ...Ohio Governor for a Day, October 29, 1982
- ...CEO Bronze Award, Financial World, March 1985; also March 1986
- ...Camp Fire National On Behalf of Youth Award, 1985
- ...Association of Governing Boards of University and College National Trustee of the Year Award, 1986
- ...International Ambassador's Award at U.S. Department of State, Sister Cities, 1986

Mr. Philips and his wife, Caryl, reside in Dayton, Ohio.