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AMERICAN  LUNG ASSOCIATION  
The Christmas Seal People®

Edward M. Sewell, M.D., *President*  
Jeanne Malchon, *President-Elect*  
Conrad M. Fowler, *Past-President*  
Melvin H. Rodman, M.D., *Vice-President*  
Caroline J. Hobson, ACSW, *Vice-President*  
Lois T. Ellison, M.D., *Secretary*  
Thomas B. Jackson, Jr., *Treasurer*  
James A. Swomley, *Managing Director*

1740 Broadway · New York, N.Y. 10019 · (212)245-8000

February 9, 1984

Carlton E. Turner, Ph.D.  
Special Assistant to the President  
The White House  
Washington, D.C. 20500

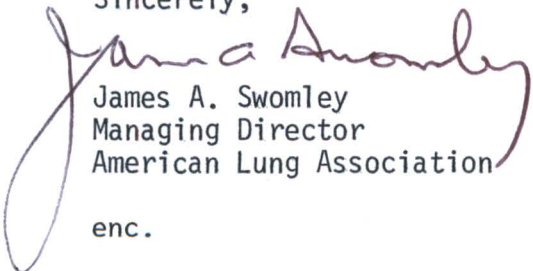
Dear Dr. Turner,

As we continue to follow up on our very positive meetings with you and Ms. Wrobleski regarding the American Lung Association's new marijuana education program, we want to be sure we keep you apprised of various details as they develop or are suggested. Enclosed is a copy of the letter which was sent to Ms. Wrobleski with the specific and detailed requests we are presently making. I will see that you are copied fully on all further correspondence with Ms. Wrobleski's office.

I would add that since Ms. Davis' letter was sent, the producers of the TV show FAME! have committed the full cast to do a stage performance at the Keynote session, as part of this program kickoff.

We appreciate your gracious remarks about our program plans and we look forward to great cooperative opportunities as we launch "Marijuana: A Second Look."

Sincerely,

  
James A. Swomley  
Managing Director  
American Lung Association

enc.

/cc

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AMERICAN  LUNG ASSOCIATION  
The Christmas Seal People®

1740 Broadway • New York, N.Y. 10019 • (212)245-8000  
February 2, 1984

Ms. Ann Wroblewski  
Director of Projects  
Office of the First Lady  
The White House  
Washington, D.C. 20500

Dear Ms. Wroblewski,

To follow up regarding the American Lung Association's request for Mrs. Reagan's support of our new marijuana education program, "Marijuana: A Second Look," I am listing here details of some of the activities we discussed and some alternative suggestions, where indicated.

1. Our main request is that Mrs. Reagan be part of the official introduction of our new program. This introduction is scheduled for the Keynote Session of the Annual Meeting, Sunday, May 20, 1984, in Miami Beach, hence our primary proposal is that Mrs. Reagan be with us at that time. In the event her travel schedule prohibits attending on Sunday, I have made some alternative suggestions other days during the meeting. However, if she can be with us, I would also like to discuss a private photo session with some of our volunteers.
2. Our second request is that Mrs. Reagan lend her name and support to this program through the use of her name, an honorary designation, signature on letters, etc. (see below), to the extent that is possible.

Regarding the Keynote Session of our Annual Meeting, I wanted to reiterate that the U.S. Surgeon General, C. Everett Koop, M.D., will be our Keynote speaker and will be mentioning the marijuana project; the celebrity teen spokespeople—the cast of the hit TV show, FAME!—will be on hand to perform on stage, and one item I forgot to mention: usually at the Keynote Session we introduce our new Christmas Seal Chairman. For 1984 this will be Pearl Bailey.

With that preamble, then, let me put together the pieces for these requests:

Request #1. That Mrs. Reagan participate at our Annual Meeting in the "Marijuana: A Second Look" kickoff:

Option A. Mrs. Reagan attend the Keynote Session of the ALA/ATS Annual Meeting, Sunday, May 20, 1984, at the Miami Beach Convention Center with 1,500 to 2,500 in attendance. We would ask her to make a few remarks about her anti-drug program, our new program, then introduce the teen spokespeople, FAME! This session starts at 4:30 pm, includes a dais. A reception line follows. We would want to have a press conference either that afternoon or first thing Monday morning. Press conference could include kids, etc., depending on details you wish to pursue.

(more)



Ms. Ann Wrobleski—2  
February 2, 1984

Option B. An alternative, again with an audience of 1,500 to 2,500, would be to have Mrs. Reagan appear at our Awards session, Tuesday afternoon, May 22, also at the Miami Beach Convention Center. This session starts at 4:45 pm and includes a reception line following. We could schedule a press conference (details to be discussed) preceding the session. We would have announced the program as described above on Sunday. Should this option be selected, we would like to have a pre-taped video of Mrs. Reagan (and Pearl Bailey?) for showing at the Sunday session.

Option C. If there is no way Mrs. Reagan can be in Miami Beach, I propose that our next best option would be to bring selected members of the cast of FAME! to Washington at another time, for a White House kickoff of "Marijuana: A Second Look" with Mrs. Reagan. Again, in the event this option is chosen, we would like to have a video tape for the Sunday night Keynote session.

Request #2. That Mrs. Reagan generally support "Marijuana: A Second Look"

- A. Accept the designation as "Honorary Chairman" of our marijuana education project, and authorize use of Mrs. Reagan's name on special project promotion letterhead. (This project will be a useful resource for community groups which have formed through Mrs. Reagan's efforts with "The Chemical People.")
- B. Provide a letter to the President of the American Lung Association offering encouragement and support for our new program.
- C. Authorize a letter in her name to the Presidents of our 144 local American Lung Associations encouraging and thanking them for their participation of the program.
- D. Authorize press statements and releases in connection with Mrs. Reagan's association with our program.
- E. Authorize use of her signature on letters addressed to various school, youth and parents' organizations as the programs spreads.

I look forward to hearing from you and working on this in further detail.

Thank you again from all of us at ALA!

Sincerely,

Kathleen M. Davis, Director  
Division of Communications

cc: James A. Swomley, Managing Director, ALA  
Richard P. Grimes, Director of Educational Development, ALA  
Carolyn Bacon, Executive Director, O'Donnell Foundation

/ab

## SAMPLE KEYNOTE SESSION ACTIVITIES

Sunday, May 20, 1984

4:30—Welcome	American Lung Association President, Edward M. Sewell, M.D.
4:35—Greetings from the Governor	(written or in person, where appropriate)
4:40—Greetings from the Mayor	(written or in person, where appropriate)
4:45—Ethelene Crockett Award	(recipient won't be there)
4:50—Presentation of the President's Award	TBA; may be deleted
5:00—Presentation of the Dalsemer Scholar	(our premiere fellowship award)
5:10—Introduction of the Keynote Speaker	(introducer TBA)
5:15—Keynote Speaker	C. Everett Koop, M.D., U.S. Surgeon General
5:35—Introduction of Christmas Seal Chairman	(probably video-taped)
5:40—Presentation of First Lady	
5:50—Stage show by <u>Fame!</u>	
6:15—Adjourn to reception line	(in convention hall, exhibit area)
6:15-7:30—Wine Party and Prize Raffle	(will occur in the exhibit area)

NOTE: FIRST LADY'S APPEARANCE COULD BE AT YOUR SPECIFICATION.

/ab  
2/2/84

## SAMPLE AWARDS SESSION PROGRAM

Tuesday, May 22, 1984

- |                                                            |                                                                                                                            |
|------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| 4:45—Welcome                                               | American Lung Association President,<br>Edward M. Sewell, M.D.                                                             |
| 4:50—Presentation of Will Ross<br>Medalist                 | (introducer TBA)                                                                                                           |
| 4:55—Acceptance speech of Will<br>Ross Medalist            | (recipient TBA)                                                                                                            |
| 5:10—Presentation of Edward Livingston<br>Trudeau Medalist | (introducer TBA)                                                                                                           |
| 5:15—Acceptance speech of Trudeau<br>Medalist              | (recipient TBA)                                                                                                            |
| 5:40—Introduction of the Amberson<br>Lecturer              | (introducer TBA)                                                                                                           |
| 5:45—Amberson Lecture                                      | John B. West, Ph.D., D.Sc., FRCP,<br>FRACP—Professor of Medicine and<br>Physiology, University of California,<br>San Diego |
| 6:00—Presentation of First Lady                            |                                                                                                                            |
| 6:05—Remarks of First Lady                                 |                                                                                                                            |
| 6:15—Adjourn to reception line                             |                                                                                                                            |

**NOTE: FIRST LADY'S APPEARANCE COULD BE AT YOUR SPECIFICATION.**

/ab  
2/2/84



214-698-99152 Done  
742-7211 2-9-84  
e 10:45 AM

12 JAN 1984

THE HEALTH HAZARDS OF MARIJUANA

① Call Evelyn Bacon  
② See if March 6 is a Deb

SUMMARY

CI  
KJG - aw

In 1982, U.S. Surgeon General, Dr. C. Everett Koop, issued this alarm, . . . "I urge other physicians and professionals to advise parents and patients about the harmful effects of using marijuana and to urge discontinuation of its use." The problem of marijuana smoking, he felt, justified national concern, "especially . . . about the long-term developmental effects of marijuana use on children and adolescents, who are particularly vulnerable to the drug's behavioral and physiological effects."

The American Lung Association (ALA), the oldest voluntary health organization in the United States, is prepared to respond to the enormous challenges of the Surgeon General's warning. Established in 1904 to combat tuberculosis, we have had more than seventy-five years of experience in health education. Over the years, as tuberculosis became less of a threat, the Association has directed its energies and expertise to the larger issues of America's fastest growing, preventable health problem--lung disease.

We are about to undertake an ambitious project to inform the American public about the very serious health hazards of smoking marijuana. The ALA project is designed to have a twofold thrust: First, a massive national educational and publicity campaign aimed at the general public; and second, the creation of an educational program targeted specifically for youngsters ages 9-11 and their parents, teachers, and youth leaders. The latter project, tentatively entitled "Marijuana--The Inside Story", is currently under development through an \$80,000 grant from a private foundation.

We are seeking funds to support an unprecedented national educational and publicity campaign for implementation in conjunction with "Marijuana--The Inside Story" beginning on March 6, 1983. The following pages will present the need to

inform the public about the marijuana problem, the objectives of our educational and publicity campaign, the methods for national and local implementation, how we will evaluate our success, and the educational and promotional capabilities of the American Lung Association.



## BACKGROUND AND CAPABILITIES OF THE AMERICAN LUNG ASSOCIATION

Called "an exemplar of a model health agency" by the Center for Science in the Public Interest, ALA expends its resources nationwide on community programs and research directed toward the prevention and control of lung disease. Specifically, ALA concerns itself with five major areas: pediatric and adult lung disease (e.g., asthma, emphysema, and lung cancer), occupational lung health, clean air, the prevention of smoking, and community health education.

The American Lung Association is made up of 146 local organizations which, in aggregate, serve the entire country. The national office develops programs and provides a total spectrum of management and consulting services to the local organizations. Because ALA is essentially a grassroots organization, the local offices are able to implement programs in a manner that is directly related to needs in their own communities.

All scientific activities of ALA and its affiliated organizations are guided by the Association's medical section, the American Thoracic Society (ATS), which, with a membership of over 8,500 physicians and scientists, develops and monitors research and training and advises ALA on medical and scientific matters related to lung health. ALA's relationship with ATS, unique among voluntary health agencies, provides medical back-up and legitimacy to all our programs.

The majority of ALA's 117 member national board of directors is composed of representatives recommended by the constituent organizations. Roughly 40 percent are delegates-at-large who are nominated nationally. Three members are representatives of the American Thoracic Society. Almost half of the members are medical practitioners; the rest represent a cross section of occupations - business, law, education, social services, government, homemakers, etc. The full national board meets twice a year, but it has a very active system of committees related to the major program areas and functions of the American Lung Association. These committees meet often throughout the year and work closely with the staff to set policy and develop long and short range plans.

The American Lung Association's basic financial support for seventy-five years has been the annual Christmas Seal Campaign. This money is raised locally, with 90 percent remaining within the communities served by our local Lung Associations. Only 10 percent is allocated for national activities. As the cost of conducting the Christmas Seal Campaign has increased with a dramatic rise in mailing costs, ALA has begun to diversify its funding sources (both nationally and locally) so that it can maintain the flexibility to respond in a timely manner to pressing current problems--such as the health hazards of marijuana.

### Health Education Capabilities

One of the most important functions of the American Lung Association is health education; more specifically, keeping the American public informed about hazards to their lungs. ALA has considerable experience and expertise in this area. Of particular relevance to the marijuana project is ALA's notable experience with smoking cessation programs and health education for school-age children.

The development of "Freedom From Smoking" has given hundreds of thousands of smokers a systematic 20-day self-help approach to quitting and information on how to resist reverting to the dangerous habit. ALA's exciting new program "Smoking and Pregnancy", which addresses the dangers of smoking to the unborn, is equally innovative and has attracted ABC's "Good Morning, America" hostess, Joan Lunden, as chairman of the Smoking and Pregnancy Campaign. Ms. Lunden recently kicked off the campaign at a brunch attended by the editors of 15 major women's magazines and allocated time on national network television for a discussion of smoking issues.

Further, ALA administered the development of the Primary Grades Health Curriculum Project. This is a comprehensive school health education program for children in kindergarten to the third grade that is intended to nurture good health habits in childhood and throughout life. ALA and local Lung Associations are strong supporters of this project, as well as of the School Health Curriculum Project for grades four-seven. In many states Lung Associations have acted as



catalysts in setting up the programs and the needed collaboration among school systems, teachers, families, and communities. We are proud that these two health education projects were carefully reviewed, validated, and pronounced "exemplary" by the United States Department of Education.

### Public Relations Capabilities

As a national agency devoted to health education, communication is an essential part of all our activities. ALA coordinates nationwide publicity and promotional activities with our 146 affiliated Associations. Further, each individual Lung Association has its own public relations capability.

The national office operates a complete public relations service for nationwide promotion using a full spectrum of communication tools and techniques; ranging from national broadcast and print media to direct local informational exchanges. ALA develops and distributes publicity materials for use throughout the country. A national newsletter is published weekly to facilitate communication between the national and local organizations. We stimulate participation throughout the Lung Association family by providing materials which include news releases, art, photos, promotion samples, posters, and guidelines for their use.

Our major publicity event is the annual 13-week Christmas Seal Campaign, which is launched every year at the White House, where the Christmas Seal Chairman presents the new Christmas Seals to the President of the United States. Recent national Christmas Seal Chairmen have been Bob Hope, Jack Klugman, Ben Vereen, Dick Cavett, and Vicki Carr.

ALA has had 25 years of experience coordinating many celebrity activities, including the recruitment of the annual Christmas Seal Campaign Chairman, Special Ambassadors, Representatives, and Project Chairmen. Brooke Shields and Ricky Schroeder have both served as ALA "Youth Ambassadors". Currently, Placido Domingo is ALA's Media Awards Chairman; and as indicated above, Joan Lunden of ABC-TV is Chairman of our new Smoking and Pregnancy Campaign.

Many of our local Lung Association affiliates also designate local celebrities as special chairman of specific events or programs. For example, Crystal Gayle, the popular Country and Western singer, is the current Christmas Seal Chairman for the State of Tennessee.

Recently, ALA negotiated the use of "Superman\*" to promote SUPERSTUFF--our self-help program for children with asthma. ALA's "Kick the Habit!" and "Yes, I Mind Very Much If You Smoke!" campaigns became familiar to the American public as part of our efforts to help people stop smoking and to discourage others from starting.

Our long standing expertise in coordinating the national and local components of major publicity campaigns has enabled us to develop national publicity with other organizations of up to 60,000 members and 275 chapters. Some of these organizations have won community service awards for their work with us in these projects. For example, ALA has recently worked with the national organization of Alpha Xi Delta sorority to create a coordinated national/local campaign to prevent the aspiration (inhalation) of small objects (peanuts, buttons, pins, etc.) by young children. As one of many activities generated by this project, the AXD sorority acquired 200 educational audiovisual programs from ALA and distributed them to their chapters. These programs are used to educate physicians on the latest techniques to diagnose and treat children who have aspirated "foreign" objects into their lungs. Many of the chapters hosted media events and presented the programs to teaching hospitals in their communities.

Thus, ALA's objectives, organizational structure, and experience in conducting successful health education programs and public relations activities make it the ideal agency to address the problems associated with the continuing use of marijuana by our nation's young people.

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\*Indicates trademark of D.C. Comics



## THE NEED FOR ACTION

We have just passed through a decade of ambivalence and permissiveness concerning the use of marijuana. After the turbulent counterculture of the sixties and the disturbing abuse of hard drugs, the seventies have been marked by an increasingly relaxed legal and social attitude toward marijuana. During the same period of time, the government made controlled amounts of marijuana available to the scientific community for study; and a good deal of scientific information has been amassed regarding its health effects. The result has been a communication gap between the public and the scientific community of astonishing proportions. This is a gap that ALA can begin to close.

What, indeed, are scientists telling us about marijuana use and lung health?

### Startling Results of Scientific Studies

The American public seems to believe that marijuana is a relatively harmless substance. Many believe that the smoking of marijuana is less harmful than the smoking of tobacco! However, long-term studies of marijuana smokers have revealed some distressing conclusions that have had little public attention.

For example, testimony on this subject before a Senate subcommittee was summarized in two major conclusions:

- 1) Chronic cannabis (marijuana) smoking can produce sinusitis, pharyngitis, bronchitis, emphysema and other respiratory difficulties in a year or less, as opposed to ten or twenty years of cigarette smoking to produce similar complications.
- 2) Cannabis smoke, or cannabis smoke mixed with tobacco (cigarette) smoke, is far more damaging to lung tissue than tobacco smoke alone.

Further, studies show that a single marijuana cigarette--compared with a single tobacco cigarette--contains even higher amounts of such irritants as ammonia, hydrocyanic acid, acrolein, and benzene. Cannabis smoke also contains 50 percent more of such carcinogenic (cancer-causing) substances as benzol(a)-pyrene and benz(a)anthracene.

A major difference between tobacco and marijuana is that tobacco contains nicotine, which has important pharmacologic effects but probably does not in itself lead to irritation of the respiratory tract. In contrast, cannabis smoke contains, in addition to many chemicals not found in tobacco, a psychoactive agent called delta-9 tetrahydrocannabinol (THC) and 60 other cannabinoid compounds, some of which are themselves respiratory irritants.

THC becomes concentrated in body fat and also in the lungs, liver, reproductive organs, and the brain. After five to seven days, half the original dosage of THC is still in the body. It can take weeks or as long as a month for the body to rid itself of THC.

Marijuana smokers also compound the potential for harm because the preferred smoking technique consists of deep puffs with retention of smoke in the lungs from 10 to 60 seconds. The widespread use of paraphernalia to blast high levels of smoke into the lungs significantly increases the danger.

Finally, there are other serious health effects of marijuana which have recently been documented. For example, recent studies have shown that marijuana may have serious effects on the fetus of a pregnant smoker. The complications arising from this seem to be similar to those in "Fetal Alcohol Syndrome" which includes mental retardation and other very serious birth defects. Marijuana affects the reproductive system of preadolescent children and it affects the body in other ways which lead to ill-health and even death. Marijuana is implicated in increasing accidents and deaths on the highway--especially when used in combination with other drugs or alcohol.

## A Cannabis Epidemic

"There can be no doubt that in the past few years the United States has been caught in a cannabis epidemic" writes Dr. George K. Russell in his book, Marijuana Today.

Given what is now known about the effects of marijuana, it is distressing to see the national surveys indicating that 16 million adult Americans and 4 million teenagers smoke marijuana regularly. It is alarming to see the figures on the use of marijuana by our young people. In recent surveys 60 percent of high school seniors had tried marijuana, and one out of nine was a daily user. Thirty-two percent of 14 and 15 year olds reported having tried it, and seventeen percent of that age group were still using it. Eight percent of 12 and 13 year olds reported smoking marijuana at least once, and half this group were still using it.

Marijuana habits begin early. Many of the teenagers in the 12-17 age group indicated that they had started smoking marijuana in grade school. According to the Surgeon General, more high school seniors smoke marijuana than smoke cigarettes. Patterns of marijuana smoking established in high school tend to continue for years. In the survey of high school seniors who smoked marijuana daily, 51 percent were still smoking daily four years later. Most of the remainder were smoking marijuana regularly, although not daily.

At the same time that marijuana use has burgeoned, the marijuana used has become more potent, and thus more toxic. A good deal of the marijuana used in the U.S. before 1970 contained less than 1 percent THC. Current marijuana comes from Jamaican, Mexican, and Columbian crops, with an estimated 3-4 percent THC, or an extremely powerful dosage.



## OBJECTIVES

No other major national health organization has taken a firm stand on this problem. The American Lung Association, however, is fully prepared to take a leadership role.

Our objectives are:

- 1) To increase public awareness, in both adults and children, about the health hazards of marijuana.
- 2) To increase the involvement of parents in the community and in efforts to teach their children about the hazards of marijuana.
- 3) To encourage schools throughout the country to implement the educational program on marijuana as part of their health curriculum.

## METHODS OF IMPLEMENTATION

National anti-cigarette smoking campaigns have shown that public service advertising can be very effective in changing unhealthy behavior. For example, measurable declines have occurred in cigarette consumption since the U.S. Government, the American Lung Association, and other voluntary agencies began public service advertising in the mid-1960s. Authoritative studies suggest that in the absence of this anti-smoking campaign, consumption would have exceeded its 1978 level by more than a third. Therefore, it is the intention of the American Lung Association, upon completion of the "Marijuana--The Inside Story" curriculum, to launch a major two-year public service advertising campaign. The major elements that are essential for the campaign include the following:



- A national slogan, title, logo, and musical theme will be created especially for use in all aspects of the campaign in order to generate instant public identification with the educational message about marijuana.
- A major public figure (e.g., Betty Ford or David Hartman) will be designated national chairman. Wherever possible, he or she will represent the American Lung Association in our efforts to bring this problem to the attention of the public.
- A "Youth Ambassador", appealing directly to school-age children, will be designated. We are considering Timmy Van Patten (of the "White Shadow" television series) who has worked with the American Lung Association in the recent past.
- The campaign will officially begin with a national "kick-off". If possible, this will take place at the White House on March 6, 1984. This will be supported by a major publicity effort to generate national concern about the marijuana problem.
- Press releases will be developed on a regular basis throughout the campaign for both national and local use.
- Television and radio public service announcements (30 and 60 second "spots") will be produced for use in the national and local media. Further, television features and news stories will be generated.
- An extended national magazine ad campaign will be launched on several levels to reach different audiences: e.g., using news and women's magazines to communicate with parents and using youth-oriented publications to reach children.
- Articles will be developed for professional journals specifically targeted to decision-makers in the nation's schools as well as for popular magazines reaching broad segments of the American public.

- A series of "facts" leaflets will be created for mass distribution through health fairs, schools, PTAs, churches, teachers' conventions, Boys and Girls Club, public libraries, etc.
- A Publicity (or Press) Kit will be developed to facilitate local promotion and publicity for the campaign. This will include suggested formats for television and radio talk shows, press releases announcing the new campaign, sample television and radio story lines, guidelines for press conferences to announce the campaign, scripts for suggested television and radio public service announcements, and other supportive educational information about the problem of marijuana.
- Additional materials for use by local Lung Associations to promote the marijuana campaign will include posters for schools, radio spots, drop in "advertisements" for local newspapers and other circulars, prepared presentations (speeches and lectures) with supporting slides for use by Lung Association staff and volunteers with community groups.

Developing incentives for local participation by schools and youth organizations will also be an important consideration throughout all aspects of the campaign.

## EVALUATION

It is the intention of ALA to evaluate the success of the project and to measure how this campaign contributes to the fight against lung disease and the diminished use of marijuana. For example, data on how many schools use the educational program, how many newspapers carried advertisements or features, and the extent of television and radio coverage will be collected. A complete report on the course and effect of the campaign will be produced.

ALA will evaluate and appraise the quality of all materials developed for national use. The effectiveness of each event, as well as all materials, will be assessed on a continuing basis throughout the two-year campaign on the basis of criteria such as public response, media acceptance, local acceptance, and effectiveness, etc. Changes will be made where some elements seem to be working better than others.

ALA's national staff will work with local Lung Associations to monitor the effectiveness of their campaigns and suggest changes during the campaign. "Success stories" and problems will be shared with all the affiliated organizations through ALA's national weekly newsletter. Particular attention will be given to the level of participation among schools and youth organizations.

Finally, it is important to note that the use of marijuana by both children and adults in America today presents a number of moral, legal, and ethical questions. These questions will have to be decided by others. It is the intent of the American Lung Association to present a strong case against the use of marijuana based only on its known hazards to the health of Americans. The wide gap between what the American public thinks it knows about the hazards of marijuana and what is now known by physicians and scientists must be closed. ALA is assuming a leadership role at this time with the expectation that other groups and individuals will also have the vision to take a public stand on this very serious health problem.



PROPOSED BUDGET: ALA MARIJUANA CAMPAIGN 1984-86

	<u>1984-85</u>	<u>1985-86</u>
<u>ALA Staff Coordination and Implementation</u>	\$ 44,000	\$ 44,000
- Campaign Coordinator		
- Administrative Secretary		
<u>Celebrity Travel Costs</u>	6,000	9,000
- National and local promotional events		
- Appearances in TV and radio spots		
<u>Project Staff Travel</u>	2,500	3,500
- National and local promotional events		
<u>Creative Consultants</u>	25,000	
- Development of logo, theme, music		
- Creation of TV and radio spots, posters, magazine ad campaign		
<u>Production Costs</u>	78,000	
- Radio, TV, magazine ads		
<u>Scientific and Medical Writers</u>	1,500	2,500
- Write articles for professional journals and popular magazines		
<u>Educational Materials</u>	4,000	2,000
- Distribution of "Marijuana-The Inside Story" project through ALA affiliates		
- Distribution of campaign materials		
<u>Administrative Costs</u>	14,000	14,000
- Supervision, financial management, office supplies, general support		
- Personnel benefits for grant-supported employees		
	<u>\$175,000</u>	<u>\$ 75,000</u>
<b>1984-86 TOTAL</b>		<u>\$250,000</u>