

Ronald Reagan Presidential Library Digital Library Collections

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

Collection: Turner, Carlton E.: Files
Folder Title: American Pharmaceutical Association
Box: 9

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/>



AMERICAN PHARMACEUTICAL ASSOCIATION

The National Professional Society of Pharmacists

WILLIAM S. APPLE, Ph.D.
President

December 14, 1983

Dr. Carlton E. Turner
Special Assistant to the
President for Drug Abuse Policy
The White House
Washington, D.C. 20500

15 DEC 1983

Dear Carlton:

Thanks for your comments. As the opportunity presents itself, I intend to encourage Squibb management to reconsider their position.

We share your enthusiasm for the PADA Program and will give it our complete support. As the year comes to a close, let me take this opportunity to congratulate you on the outstanding job you're doing at the White House.

With best wishes for a happy holiday season.

Sincerely,

Bill

WSA:ajb

File

THE WHITE HOUSE

WASHINGTON

December 8, 1983

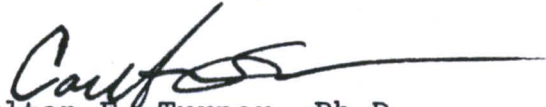
Dear Bill:

Thank you for providing me with a copy of your letter to Nicholas Fedorovich of Daytona Beach, FL. This office cannot get involved in the issue discussed in Mr. Fedorovich's letter to the Board of E.R. Squibb. The Chairman of any corporation has to make his/her decisions based on the information they have available to them. Squibb has been notified on numerous occasions regarding advertisements for the fragrance Opium. Based on a conversation I had with Dr. Keith Schuchard in Atlanta, GA, there is a fascinating connection between opium -- the fragrance, the drug, and the designer.

As Mr. Fedorovich mentioned, there comes a time when one must be counted and make a stand. Society is making that stand on the side of a drug-free generation of Americans. Their view is that either you are for us or against us. Squibb's intransigence regarding Opium, in my opinion, will have adverse repercussions on their ledger sheet in the years to come.

Bill, with the Pharmacists Against Drug Abuse (PADA) Program being sponsored by McNeil, I think the APhA has a golden opportunity to strongly support the concept of a generation free of drug use. We tend to forget that the Pharmacist has more knowledge than any other professional. The PADA program is generating a great deal of interest. I think there is a leadership role for APhA here. Best regards.

Sincerely,



Carlton E. Turner, Ph.D.
Special Assistant to the President
for Drug Abuse Policy

William S. Apple, Ph.D.
President
American Pharmaceutical Association
2215 Constitution Avenue, N.W.
Washington, D.C. 20037

17 NOV 1983

AMERICAN PHARMACEUTICAL ASSOCIATION

The National Professional Society of Pharmacists

WILLIAM S. APPLE, Ph.D.
President

November 14, 1983

Nicholas Fedorovich, President
Volusia County Pharmaceutical Association
129 Broadway
Daytona Beach, Florida 32018

Dear Pharmacist Fedorovich:

Thank you for the copy of your letter to the Chairman of the Board of E.R. Squibb. It is indeed unfortunate that, in so many areas of activity in the world today, the left hand counteracts the right hand. I personally know several Squibb officials who dedicate a lot of their time and energy in the campaigns against drug abuse.

As you know, Dr. Carlton E. Turner, Special Assistant to the President for Drug Abuse Policy, is a pharmacist. We are bringing your correspondence to his attention in the hope that his office can be of assistance in this matter.

Sincerely,



WSA:ajb

cc: Dr. Carlton E. Turner
James B. Powers, Pharmacist

Volusia County Pharmaceutical Association

November 6, 1983

Chairman of the Board
E.R. Squibb Pharmaceutical Company
P.O. Box 4000
Princeton, N.J. 08540

Dear Mr. Chairman:

Your company and retail pharmacists have shared a wonderful and spiritually rewarding relationship for many decades in promoting better physical and mental health to the people of this nation and in fact to the world.

However, it appears that at this point in history, your company has decided to alter this relationship. The fact that you support Charles of the Ritz Company in their program of glorifying and romanticizing a very dangerous and death promoting drug, that being "Opium", leaves us shocked. The advertising propaganda that is aimed at impressionable young people associates this crippling substance with pleasurable experiences, when in reality it leads human beings to the lowest level of mental and physical state possible.

You must be aware that next to clergymen, pharmacists are held in the highest esteem of most of the professional groups in the opinion of the general public of this country. It therefore follows that your ploy of using us to pander your wares, while bringing disgrace to you, also taints our good reputation.

Therefore, the pharmacists of the Volusia County Pharmaceutical Association unanimously adopted a resolution, which runs parallel to one adopted and forwarded to you by the Florida Chapter of American Academy of Pediatrics, having changed only the last three paragraphs in order to conform to our identity and marketing position. It reads as follows:

WHEREAS, there is an epidemic of adolescent drug and alcohol use and experimentation in this Country, and

Whereas, such experimentation is associated with alarming rates of teenage chemical dependency and progressively increasing use with associated loss of potential and self esteem, and

Whereas, death rates of our 15-24 year old young people are rising while national mortality rates are dropping at all other ages, and

Whereas, the three leading causes of death in this extended pediatric age range are accidents, suicides and homicides all of which are alcohol and drug related, and

Whereas, one of the reasons for this epidemic is media popularization of drugs as exciting and acceptable, and

Whereas, Squibb Pharmaceuticals through it's Subsidiary, Charles of the Ritz, has continued to promote its cologne OPIUM in an advertising campaign aimed at young people which implies that illicit drug experience is exciting and desirable, and

Whereas, Squibb has not responded to numerous complaints about the name OPIUM and its advertising message, be it

RESOLVED that the Volusia County Pharmaceutical Association notify the management of Squibb of its disapproval of the OPIUM campaign, and

BE IT FURTHER RESOLVED that in the event of inadequate response from Squibb, the pharmacists of Florida be notified of this resolution in order that they may make purchasing and sales policies in conformity with their personal moral persuasions.

BE IT FURTHER RESOLVED that the Florida Pharmacy Association, the American Pharmaceutical Association, the National Association of Retail Druggists, the American Society of Consultant Pharmacists, the American Hospital Pharmacists Association, and the Pharmacists Against Drug Abuse be notified of this action and requested to also adopt this proposal.

Most sincerely,

Nicholas Fedorovich RPh

Nicholas Fedorovich, President

129 Broadway

Daytona Beach, Florida 32018

'83 NOV 14 AM 10 55

A. Ph. A.
EXECUTIVE DIRECTOR

from K. Davis *see 10*

PRIDE

© 1979

Volume 5, Number 2 — June, 1983
 PRIDE (National Parents' Resource Institute for Drug Education, Inc.)
 Robert W. Woodruff Building
 Volunteer Service Center, Suite 1216, 100 Edgewood Avenue
 Atlanta, Georgia 30303 (404) 658-2548

INTERNATIONALIZATION OF THE PARENT MOVEMENT



PRIDE Co-founder, Dr. Keith Manatt Schuchard, urges curtailment of pro-drug media messages.

The Message from America
 Addressing parents from 44 states and 17 countries, PRIDE co-founder Dr. Keith Manatt Schuchard warned that the international spread of the commercialized drug culture threatens to undermine the hard-won gains of the American parents' movement. The United Nations reports that worldwide drug trafficking is at an alltime high. Billions of dollars of unregulated drug money have become the financial underpinning of international terrorism, clandestine arms shipments, and the de-stabilization of many governments. The drug culture's exploitation of the language of civil rights and its collusion with mass entertainment media make a powerful appeal to youth, especially in developing countries. She urged participants to articulate a vision of human rights that appeals to the highest ideals of the young (as Gandhi, M. L. King, and J. Kenyatta once did) and to work to curtail media messages that equate personal and national liberation (UHURU) with drug-induced euphoria (Sinsemilla).

Dr. Carlton Turner, Director of White House Drug Policy, stressed that the time is ripe for greater international cooperation on supply reduction. In producer countries, drug abuse is beginning to spread among local youths as drug production for export accelerates. Visiting Colombia in 1981, Turner found growing support for local crop eradication programs, especially because the U. S. is finally moving seriously on its own illicit crops. "In 1979, only two states in the United States eradicated; in 1982, 26 states eradicated; in 1983, 40 states are participating." Turner praised the hard work of parents for helping to

continued on p. 9

PRIDE/ACM TO SPONSOR COLLEGE CONFERENCE, OCTOBER 3-4, 1983

Because of increasing requests from college students, news editors, faculty and counselors for up-dated drug and alcohol information, PRIDE and the American Council on Marijuana will hold a two-day symposium, "Drugs and the College Campus: New Perspectives for the Eighties," at Georgia State University, October 3-4. National experts will present the latest biomedical research on marijuana, cocaine, alcohol and other psychoactive drugs. Other speakers will examine the biological, historical, economic and ethical ramifications of the current American epidemic of drug and alcohol abuse. Student panelists will discuss the extent and patterns of usage on campus as well as suggestions for positive, constructive changes.

Workshops will feature practical and effective counseling, education

and intervention approaches, plus interesting service projects for campus clubs, honor societies, athletic associations and fraternal groups.

This intellectually challenging and provocative symposium is targeted at young adults who want to make an informed choice, and to the educators and administrators who work with them.

For further information on schedules, speakers, fees, etc., contact PRIDE at 1-800/241-9746.

PRIDE TENTH ANNUAL CONFERENCE ON YOUTH AND DRUGS and THE ANNUAL YOUNG PEOPLE'S CONFERENCE
 March 22, 23, 24, 1984
 Georgia World Congress Center
 Atlanta, Georgia
 (Registration form on page 10).

PRIDE EDITORIALS

William Pollin, M.D.
Director,
National Institute on Drug Abuse

NIDA Concern: Misleading Media Reports



Two types of news accounts concerning marijuana and drugs which have been widely reported in recent months can be dangerously misleading. We need to be on guard and to be prepared to combat their spread or misuse.

Time, *Newsweek*, and network news shows have featured recent accounts of domestic cultivation of marijuana as a huge and growing cash crop — the nation's third largest, it is claimed. Based on this supposedly 'uncontrolled' acceleration of domestic marijuana cultivation, the following argument is made: 'since we are unable to control its growth and supply, let's be realistic and legalize marijuana, tax it and thereby help deal with the national debt. Legalization won't cause any increase in its use — thus there is everything to gain and nothing to lose.' This is an inaccurate, misleading and dangerous position. Though marijuana may indeed be an important cash crop in one or two isolated counties in California, there is no part of the country, according to the Drug Enforcement Administration, in which it even approaches the dimensions described by these widely circulated stories. An increasing number of states, with technical assistance from appropriate federal agencies, are increasing their campaigns against domestic marijuana cultivation. Most importantly, demand for marijuana and its current level of use are clearly decreasing in all sectors of the American population. It would be tragic if at the very time we are making real progress in fighting drug abuse, misinformed nihilism about domestic cultivation were to be used as the rationale for making marijuana more available. It is important that all of us challenge such stories whenever they appear: by letters to the editor, calls to local TV stations and other appropriate initiatives.

The other current danger is the danger of good news. The recently released national surveys show a definite and substantial downturn in American drug use, particularly among young people. The reduction in High School senior daily marijuana use — from 11% in 1978 to 6.3% — is typical. Here we must be prepared to point out that though there has indeed been an encouraging change in trend lines, we are still left with a problem which is tragically severe. It still remains true that as best as we can tell, drug use by American young people is at the highest level of any developed country in the world. It is still true that though only 6.3% of our high school seniors are currently using marijuana daily, the same 1982 class reported that over 20% of them had been daily users sometime in the past; that more than a quarter of these had used daily for two years or more, and had started daily use when they were in elementary or junior high school. There are essentially as many high school seniors who are current smokers of pot as there are current smokers of cigarettes. While drug use levels remain at this unacceptably high level, they always

have the potential to once again resume their upward surge.

Thus, the bad news is not as bad as the media had painted it, and the good news, while real, does not mean that the country's drug abuse problem is less urgent or important. The need for all of us to continue to dedicate ourselves to turning this situation around is as great as ever.

Florida Pediatricians To Boycott Squibb Products

Message from Iain Macdonald, M.D.

President, Florida Chapter of American Academy of Pediatrics: A resolution passed at our spring meeting recommends that you no longer prescribe Squibb Pharmaceutical products when reasonable substitutes are available (see below). The vote was unanimous and followed a similar vote by the executive committee in January which deferred final judgment until Squibb had an opportunity to respond. The Chairman of Squibb did reply and his letter was distributed to all members of the executive committee prior to the final vote as was an earlier letter from the President of Yves Saint Laurent Parfums Corporation, a Squibb subsidiary.

The question in point was: should a pharmaceutical house which claimed to be 'ethical' allow itself to be associated with the distribution of a perfume called *Opium*? The Squibb Chairman asked wouldn't we rather have the product advertised in a sophisticated and responsible fashion rather than have less reputable interests promote it? He did not comment on fact that the financial success of *Opium* has prompted the introduction of fragrances named *Stash*, *Sinsarella* and *Cocaine* by the 'less ethical' companies he hoped to keep out of the business. He also neglected comment on the *Opium* advertising budget which has underwritten ads in widely read magazines such as *Glamour* and *Vogue*, which are usually beyond the financial means of the more sleazy companies.

The content of the *Opium* ads has been at least as offensive as their slickness and wide distribution. The earlier ads pictured a girl, apparently intoxicated in a stage of euphoric recline, above a caption inviting the reader 'to share with us the sensuous embrace of *Opium*.'

Even more offensive was ad copy which announced the perfume 'as a tribute to the poetic imagery of the Orient.' An article by Gabriel Nahas, Professor of Anesthesiology at Columbia, was abstracted for our meeting to show that opium, then and now, is less related to 'poetic imagery' than to commercial exploitation. The opium poppy is not indigenous to the Orient. In the late 1880's, 50 million Chinese people were addicted to a drug spawned first by the Portuguese and then by the British East India Company. Opium was imported by these merchants to pay for its highly profitable exports of tea, silk, and cotton. As early as 1729, Chinese governments knew opium was bad for their people and have through a dynasty, a republic, and a communist government opposed its import. These efforts to halt import led to two opium wars, a war with Japan, and the Boxer Rebellion, all of which were won by armies instructed to protect their national commercial interests. Wars and addiction are hardly 'poetic imagery.'

Continued on p. 6

National Overview

PRIDE'S NATIONAL YOUTH CONFERENCE (1983)

by Marc Jaccard

Students from around the country discussed three basic questions that often arise among their peers: (1) How can someone know enough about drugs to make a decision regarding their use, much less to speak to others on the subject, without ever having used them personally? (2) How can someone say NO to drugs or alcohol when everyone seems to use them? (3) What else is there to do?

In a world of open keg parties and rock concerts, it may be a challenge to hold fun and inviting alternative parties. The student consensus was that in order to have fun without drugs or drinking, more structure and participation are needed than at the typical party. It's not reasonable to expect 50 or 100 kids to get together (keg party style) and sit around staring at one another and have the time of their lives. Suggested activities ranged from in-home parties with games and contests to group outings involving skating, sports, hiking, dancing, etc.

The key seems to be to have enough structure to keep people busy when they want to be, enough variety or flexibility to suit different interests, and only one real and enforced rule: that everyone comes to and leaves from this activity straight (sober). This last rule can be enforced by some willing parent chaperones or some persuasively big guys positioned near the door.

Finally, students discussed ways of helping others to become or to stay drug-free. Some teens choose to emphasize positive alternatives like the drug-free parties and trips described. Some groups are developing peer counseling groups in their schools with students helping students. Still others are developing shows or programs to take to the younger kids in their areas. As long as the members of the group and at least one outside individual benefit from the effort, it can be considered a huge success.

The underlying message from the students at this conference was that kids who use drugs are not bad people. They simply lack perspective, and the best way to gain this is through the eyes of each other.

PHARMACISTS AGAINST DRUG ABUSE PROGRAM ANNOUNCED IN WASHINGTON

WHITE HOUSE, ACTION, AND McNEIL
PHARMACEUTICAL SUPPORT PROGRAM

Representatives of the White House, other Federal agencies, the pharmaceutical industry and parent groups gathered on May 11, 1983, in Washington in support of a unique new drug abuse program, Pharmacists Against Drug Abuse (PADA).

Following a luncheon with First Lady Nancy Reagan as the guest of honor, actor Michael Landon, the National Spokesman for PADA, Dr. Carlton Turner, Special Assistant to the President for Drug Abuse Policy, Thomas Pauken, Director of ACTION, Francis Mullen, Administrator, U. S. Drug Enforcement Administration, and Jack O'Brien, President of McNeil Pharmaceutical, held a briefing at the Washington Hilton on the initial success of the PADA program during its pilot launch in New England. The program will be launched nationally later this year.

Speaking at the press conference, Michael Landon emphasized his involvement with one of his own children and



Helen Moore, Associate Director, presents PRIDE's first National Youth award to Marc Jaccard at the PRIDE Awards Banquet.

drug abuse. "My daughter was one of the lucky ones. She came back and now leads a full productive life. But, for a time, I didn't think she would make it. While I was struggling to help her overcome her problem of drug abuse, I found there was very little believable and easily accessible information on drug abuse. That's why I believe that the PADA program is so effective. It provides parents and kids with good accurate information on the dangers of drug use."

The PADA program is built around a free brochure "The Kinds of Drugs Kids are Getting Into," which will be available at participating pharmacies. PADA focuses on alcohol, marijuana and cocaine, the so-called "gateway drugs" which are the ones kids are most likely to experiment with initially.

Dr. Carlton Turner emphasized that "over one-third of all kids in America use illegal drugs and one out of every fourteen high school seniors use marijuana every day." Dr. Turner added "Parents and kids need to know that using these drugs is not harmless. For example, marijuana can have a marked impact on a child's ability to learn and remember. What we're really talking about is an epidemic of drug abuse which is a threat, a real danger to a generation of young people."

Jack O'Brien observed that McNeil developed the Pharmacists Against Drug Abuse (PADA) program "because local pharmacists, by academic training and professional experience are experts on drugs and an excellent source of information on drug abuse." He added, "Our expectations were greatly exceeded in our pilot launch in the New England area last fall. We have seen the formation of a number of parent groups formed as a result of the program, and have received thousands of requests for brochures. In fact, we ran through almost our entire stockpile of 600,000 in the first six months of the program. One of the most unique features of this program is the involvement and interaction of the parent groups and the community pharmacist."

Thomas Pauken, who represents the Federal agency that supports volunteer programs, said that ACTION was "enthusiastic about cooperating with McNeil Pharmaceutical in designing the PADA program because of its active volunteer and private sector participation. The programs represent more than a year's examination of ways to improve drug abuse program education by ACTION and McNeil."

In addition to the free brochure available at participating pharmacies, the PADA program also includes posters announcing, "This is the place where parents can learn about drug abuse."

For information in obtaining brochures contact Greg Andrews, (617) 536-3003, Ext. 203.

MARIJUANA RESEARCH UPDATE



FROM PRIDE CONFERENCES*

In his summary of the World Health Organization Report on Cannabis, **Dr. Juan Negrete from Canada** observed: "During light intoxication (two to four hours after a 1.5% joint), the individual's subjective feelings of inebriation may disappear and re-emerge spontaneously several times. The uneven course of the experience is due to the intermittent release of cannabinoids from the fatty tissue." This unpredictable recurrence of drug effect is especially significant for pilots and drivers who believe they are no longer intoxicated and thus may put themselves and others in danger without realizing it. Flashback reactions may be explained as 'cases of prolonged intoxication where the reactivation of symptoms results from the lingering presence of cannabinoids in the bodies of regular users.' The amotivational syndrome would be better termed the 'chronic lethargy syndrome' or 'chronic cannabis intoxication,' due to the cumulative neurotoxic effect of cannabis in frequent users."

Dr. Marietta Isidorides, from Greece, reported that cannabis causes a depletion of arginine, a vital protein in cells, which leads to repercussions in many metabolic pathways. Tracing the critical role of arginine in evolution, including the movement of animals from water to land, she described the impact of cannabis-induced arginine deficiency in the "old, primeval brain" in man: "Here resides all the automatic inherited behavior for self-preservation . . . breathing mechanisms, heat regulation, all the reactions of fear, flight, fight, and reproduction that maintain this species somatically." Cannabis impairs neurons that subserve vigilance, behavioral strategies in response to stress, memory consolidation, and sleep." She concludes, "America's 'favorite recreational drug' is biologically an uncoping drug since it dampens the defense and survival mechanisms of the organism."

Dr. Susan Dalterio, from the University of Texas at San Antonio, reported on cannabis effects on sexual and reproductive processes in male mice. When THC, CBN, and/or CBD were given briefly to pregnant or nursing females, hormonal abnormalities occurred in male offspring during puberty and adulthood. The mouse sons revealed deficient testosterone and testicular growth, which parallel the reports of "unevenly delayed sexual maturation" in human adolescents (sparse beard growth and/or small testes, etc.). At adulthood, many of the exposed males showed non-interest in mating, impotence, and infertility, which parallel reports from physicians in Colombia about their cannabis-using human patients. Most disturbing was evidence that marijuana-exposed parents pass on chromosomal abnormalities to succeeding generations. Dalterio concluded, "Before we allow a human population to go on contaminating the possible third or fourth generation, we need to do more research to identify the possibilities and even the way of correcting it before it goes any further."

At the San Francisco PRIDE conference, **Dr. Ethel Sassenrath, of the University of California at Davis**, reported on the changing effect of cannabis after long-term exposure in monkeys: "The brain appears to be altered in its control of personality and behavior, so that a prominent shift in social behavior is toward irritability rather than tranquility, especially to challenge or threat or stress and

this persists even when the 'high' is over." Dr. John McGahan, radiologist, examined the brains of long-term THC-exposed monkeys with CAT-scan techniques and found that ventricles in certain areas of the brain were significantly enlarged, indicating cerebral atrophy. Sassenrath concluded, "It is wishful thinking to assume these brain effects would be limited to monkey primates and not human primates or to assume there is some 'safe' lower level of chronic drug intake at which nothing detrimental happens." Given the extremely long persistence of this drug in fatty tissues of the brain, "Low level of exposure over long enough periods of time will have detrimental effects similar to those of higher levels of drug intake - it will just take longer."

PRESSURE TO TRY DRUGS STARTS IN EARLY GRADES

Grade school children report substantial peer pressure to try drugs and alcohol as early as fourth grade, according to a survey of U.S. school children by the classroom publication *Weekly Reader*.

The readership poll, said to be the first major national survey of young children on the subject of drugs and alcohol, was distributed to 3.7 million students in grades four through twelve. Five hundred thousand children responded.

The results show that in grades four and five children receive their education about the dangers of drugs and drinking about equally from family and movies/television. Not until grade six does school become an equal source of information, and not until grade seven does school become the major source.

And yet, as early as fourth grade about 25 percent say that children in their age-group feel "some" to "a lot" of peer pressure to try beer, wine, liquor, or marijuana. By the time they are in seventh grade, about 60 percent feel pressure to try alcohol; and about 50 percent, to try marijuana.

The motivation for trying drugs and liquor in the lower grades appeared to be a desire to "feel older"; and then as the children progressed through the middle grades, to "fit in with other kids"; and finally in grades nine through twelve, "to have a good time."

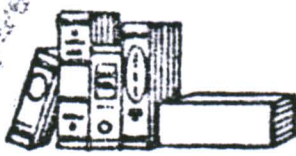
About 75 percent of children in fourth grade saw "some" or "great" risk posed to children their age who had one alcoholic drink or smoked one marijuana cigarette daily, while about 20 percent saw "no risk." The percentage seeing "some" or "great" risk for daily use of alcohol or marijuana rose slightly from fourth to seventh grade, and then dropped slightly in high school.

Another significant finding was the school children's beliefs concerning experiments with hard drugs by their peers. In grade four, about 50 percent of the students estimated that no "kids your age" in "your town or city" had tried cocaine, and about 60 percent said that no students had tried angel dust or LSD.

For Further Information:

Dr. Terry Borton, Editor in Chief
Xerox Education Publications
Middletown, CT 06457
(203) 347-7251, Ext. 2211

*Highlights from PRIDE Conferences February 14-15, 1983 and April 7-9, 1983. The full texts can be ordered from PRIDE.



Book Look

The Purposes of Pleasure. by Richard A. Hawley.

This is a book of philosophical bent, geared to the reader who wants to go beyond the obvious reasons of "why kids use drugs," or, indeed, why anyone would want to use drugs.

Hawley first explains the developmental processes of the adolescent mind: how the higher senses, including a sense of values, develop, and how drugs hinder the progress of "a truly elegant process." Drawing upon his background in classical philosophy, he explains what pleasure is, why we as human beings pursue it assiduously, why it is a positive force in human lives, and why drugs circumvent what is good in the drive for pleasure.

There are poignant examples of three teenagers who "had a lot going for them" until they fell into the trap of trying to solve their personal problems (problems common to many young people) of shyness, insecurity, the pains of adjustment to growing up by using drugs. Hawley chronicles these from his own experience as counselor, teacher, and friend to hundreds of students in the course of his career.

Hawley then dismantles some of the mythology surrounding drugs, and explains why drugs are especially dangerous to those who have not yet codified their moral philosophy, and why moral relativism, fashionable of late, is a dangerous pursuit for the young.

He makes excellent suggestions for what we can and must do in both personal and public spheres to counteract the force of the drug culture.

PRIDE recommends this thought-provoking book wholeheartedly to adults and older teens.

Pediatricians from p. 2

Several days after our vote, members of the executive committee received a letter from William Pollin, M.D., Director of the National Institute on Drug Abuse, a branch of the United States Department of Health and Human Services. Dr. Pollin made the point that Squibb, when previously criticized for their decision to market the product, pointed to an opinion survey they had run. On repeated occasions Squibb has failed to respond to concerns expressed about serious flaws in the methodology of their survey, from which they seek to justify continued promotion of **Opium**.

In concluding Dr. Pollin said, "I think your campaign with regard to **Opium** is an important one and more significant than might otherwise seem to be the case. There is substantial evidence to indicate that inadvertent choices made by various American communication media - the record industry, the movie industry, as well as other types of private enterprise - in the 1960's and early 1970's contributed to the popularization and acceptance of the notion of illicit drugs. I believe it is most important at this time that we not permit or encourage the reappearance of such legitimization by major American corporations. It is for that reason that I strongly support your proposed initiative."

I was instructed by the membership in attendance to approach the Florida Academy of Family Practice urging them to take similar action. Bob Threlkel will take the resolution to the American Academy of Pediatrics. Copies of the correspondence from Squibb, Yves Saint Laurent, and Dr. Pollin, as well as Dr. Nahas' Chinese Opium abstract and other supporting documents may be obtained from Louis St. Petery at our Tallahassee office.

At our September meeting resolutions will be introduced dealing with child pornography and suicide. It is my hope that collectively we may act to improve the environment in which our children are raised.

Resolution

WHEREAS, there is an epidemic of adolescent drug and alcohol use and experimentation in this Country, and

WHEREAS, such experimentation is associated with alarming rates of teenage chemical dependency and progressively increasing use with associated loss of potential and self esteem, and

WHEREAS, death rates of our 15-24 year old young people are rising while national mortality rates are dropping at all other ages, and

WHEREAS, the three leading causes of death in this extended pediatric age range are accidents, suicides and homicide all of which are alcohol and drug related, and

WHEREAS, one of the reasons for this epidemic is media popularization of drugs as exciting and acceptable, and

*WHEREAS, Squibb Pharmaceuticals through its subsidiary, Charles of the Ritz, has continued to promote its clogne **OPIMUM** in an advertising campaign aimed at young people which implies that illicit drug experience is exciting and desirable, and*

*WHEREAS, Squibb has not responded to numerous complaints about the name **OPIMUM** and its advertising message. Be it*

*RESOLVED that the Florida Pediatric Society and the Florida Chapter of the American Academy of Pediatrics notify the management of Squibb of its disapproval of the **OPIMUM** campaign, and*

BE IT FURTHER RESOLVED that in the event of inadequate response from Squibb, the pediatricians of Florida be notified of this resolution and be requested to consider withdrawal of their support for such Squibb products as Kenalog, Mycolog, Mycostatin, Theragraf, and Velosef prescribing substitute drugs when available, and

BE IT FURTHER RESOLVED that the American Academy of Pediatrics be notified of this action and requested to also adopt this proposal.



ROBERT W. WOODRUFF BUILDING
VOLUNTEER SERVICE CENTER, SUITE 1216
100 EDGEWOOD AVENUE, ATLANTA, GEORGIA 30303
(404) 658-2548
(800) 241-9746

- Director Thomas Oleton, Ed.D.
- Associate Director Helen Moore
- Director of Research Keith Schuchard, Ph.D.
- Secretary Diane Wirth
- Program Coordinator Joyce Williams
- Parent Group Coordinator Pat Nichols
- AudioVisual Coordinator Carol Phillips
- Materials Coordinator Karen Nichols
- Bookkeeper Jean Alford
- Computer Technician Ernest Kendrick
- Curriculum Consultant Bob Cannon



**American
Pharmaceutical
Association**

2215 Constitution Avenue, NW
Washington, DC 20037
(202) 628-4410

APhA

John F. Schlegel, PharmD
President

James A. Main
Chairman of the Board

12 NOV 1985

2982

November 8, 1985

Dr. Carlton E. Turner
Deputy Assistant to the President
for Drug Abuse Policy
The White House
Washington, D.C. 20500

Dear Dr. Turner:

Carlton

It has come to my attention that the Drugs and Drug Abuse Education Newsletter of September 1985 reported that APhA had hired Michael Deaver to lobby the White House in support of another candidate for the Commissioner of FDA. I want you to know that this is not the case. We have spoken to staff of the Drugs and Drug Abuse Education Newsletter to clarify this matter and have been assured a retraction will be printed in the next issue.

APhA did send letters to the HHS and the White House in support of Ray Gosselin; however, this was done prior to your announcing your interest in filling the FDA Commissioner's job if it were vacated.

I hope this incident has not caused you any embarrassment or problem.

With best regards,

Jack

JFS/ajb

Called 11-12-85 + told Jack was

w/g TOUR