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(Parvin)
March 14, 1983
2:00 p.m.

MRS. REAGAN: THE CHEMICAL PEOPLE LUNCHEON
MONDAY, MARCH 21, 1983

-- Welcome to the White House. Thomas Fuller said, "Every heart hath its own ache." Well, more and more in recent years that ache has been caused by drugs. I've seen that aching in ghetto children in New York City and in farm kids in Iowa. It is an ache the whole Nation bears.

-- That's why I'm so grateful and encouraged by the launching today of THE CHEMICAL PEOPLE. You are a fresh horse in this race against drug abuse. You are bringing new vigor and energy to our cause. And I want you to know you are involved in one of the most exciting education and prevention programs we've had.

-- I'm confident that THE CHEMICAL PEOPLE will be a success because the program's cornerstone is the most essential element of a good drug program -- community involvement. This is the vital ingredient in any successful drug program. And through television, you have the potential to get the message out as few programs have been able to do.

-- I'd like to offer my thanks to WQED of Pittsburgh for creating this project. And I'd also like to thank the Richard King Mellon Foundation for ^{and I'd like to thank} ~~its~~ generous financial support. With all of your help and cooperation, I know this is going to be a well placed investment of time and money.

(LP edit)
March 14, 1983
2:00 p.m.

MRS. REAGAN: THE CHEMICAL PEOPLE BRIEFING
MONDAY, MARCH 21, 1983

-- First, let me say I'm delighted you could be here today. I'm looking forward to working with you, because I believe THE CHEMICAL PEOPLE represents one of the most innovative drug awareness programs to be found.

-- I've spent a good deal of time over the past 2 years listening to parents and young people in all parts of the country. And I know from these meetings that many, many families are suffering tremendously from the tragedies of drug abuse. The hard statistics, not to mention the touching personal stories I've heard, make it clear to me that we must educate ourselves and others about drug abuse -- its symptoms, its dangers, and its treatments.

-- One of the most reassuring things I've learned is that families are no longer alone when drugs strike a loved one. Parent groups throughout the country -- and we now have some 3000 such groups -- are there to provide comfort and assistance. The parent movement has grown so rapidly because it has filled a desperate need, the need for parents to understand what is happening to their children. It's this kind of successful community involvement that you here today represent.

-- As this project develops, you are going to hear stories that will move you deeply and you will feel helpless. Yet you will also start seeing results. These results may not seem like miracles at first, but believe me, to the kids and families torn apart by drug abuse, that's what they are.

-- In my meetings with young people, they often question me about the glamour and glitter television bestows on drugs. They wonder about the confusing signals they receive. That's why it's a special pleasure to work with THE CHEMICAL PEOPLE. Now I will be able to talk about a project that uses the television to counteract drug glamorization. Your emphasis on community involvement coupled with television reinforcement is a unique approach and a very potent combination.

-- I'd again like to offer my special congratulations to WQED of Pittsburgh for conceiving of THE CHEMICAL PEOPLE. It's a pioneering effort. I know you will all work hard to ensure that WQED's success is duplicated throughout the country. My best wishes to all of you and thank you for coming today.

(Parvin)
March 15, 1983
11:00 a.m.

MRS. REAGAN: THE CHEMICAL PEOPLE LUNCHEON
MONDAY, MARCH 21, 1983

-- Welcome to the White House. Thomas Fuller said, "Every heart hath its own ache." Well, more and more in recent years that ache has been caused by drugs. I've seen that aching in ghetto children in New York City and in farm kids in Iowa. It is an ache the whole Nation bears.

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-- I'd like to offer my thanks to WQED of Pittsburgh for creating this project. And I'd also like to thank the Richard King Mellon Foundation and Metropolitan Life for their generous financial support. With all of your help and cooperation, I know this is going to be a well placed investment of time and money.