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Q & AS FOR INTERVIEW WITH DICK STOCKTON

1. HOW DID YOU BECOME INVOLVED IN THE "JUST SAY NO" MOVEMENT?

-- I WAS VISITING AN ELEMENTARY SCHOOL IN OAKLAND, CALIFORNIA THE SUMMER OF 1984 AND WAS TALKING TO THE STUDENTS ABOUT DRUG ABUSE. ONE LITTLE BOY RAISED HIS HAND AND ASKED, "WHAT SHOULD I DO IF SOMEONE OFFERS ME DRUGS?" I TOLD HIM THE FIRST THING HE SHOULD DO IS JUST SAY NO.

-- THE YOUNG PEOPLE IN OAKLAND, THEN THE STATE OF CALIFORNIA, THEN IN THE WHOLE COUNTRY STARTED USING THAT PHRASE, "JUST SAY NO."

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THEN CAME THE "JUST SAY NO" CLUBS, AND NOW THERE ARE THOUSANDS OF THEM THROUGHOUT THE COUNTRY, AND THERE ARE EVEN CLUBS OVERSEAS.

2. WHAT ARE THE GOALS YOU WOULD LIKE TO SEE THE "JUST SAY NO" MOVEMENT ACCOMPLISH?

I THINK THE MOVEMENT HAS ALREADY ACCOMPLISHED A GREAT DEAL. IT'S CHANGING THE ATTITUDES OF OUR YOUNG PEOPLE. THEY'RE LEARNING THAT USING DRUGS ISN'T COOL, IT WON'T GET YOU ACCEPTED -- THAT DRUGS ARE HARMFUL AND CAN ONLY HURT YOU. THE "JUST SAY NO" CLUBS PROVIDE HEALTHY AND FUN ALTERNATIVES TO DRUGS SUCH AS SPORTS AND

HELPING OTHERS IN NEED. THEY PROVIDE YOUNG PEOPLE SUPPORT FOR EACH OTHER. IF THEY SEE THEIR PEERS SAY NO TO DRUGS, THEY'RE LIKELY TO DO THE SAME THING. THAT'S POSITIVE PEER PRESSURE. THESE ARE ALL GOALS OF THE "JUST SAY NO" MOVEMENT. HOWEVER, THE ULTIMATE GOAL IS TO EDUCATE OUR YOUNGER GENERATIONS ABOUT THE DANGERS OF DRUGS AND CREATE A WORLD THAT HAS NO DEMAND FOR DRUGS -- A DRUG-FREE WORLD.

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### 3. HOW CAN NBA HELP?

BY SUPPORTING OTHER EFFORTS AROUND THE COUNTRY AND COORDINATING THEIR OWN ACTIVITIES LIKE TONIGHT'S. HOSTING "JUST SAY NO" RALLIES IN 11 CITIES ACROSS THE NATION IS A TREMENDOUS PROJECT AND SHOWS GENUINE COMMITMENT FOR OUR YOUTH. I COULDN'T BE MORE GRATEFUL. THE NBA HAS ALSO ALREADY ESTABLISHED THEIR OWN PREVENTION PROGRAM CALLED "DON'T FOUL OUT."

ALL OF THESE THINGS SEND A VERY STRONG MESSAGE TO OUR YOUTH.

SEEING NBA PLAYERS SAYING NO WILL INFLUENCE YOUNG PEOPLE TO DO THE SAME. THEY LOOK UP TO SPORTS FIGURES AND EMULATE THEM. THEY'RE WONDERFUL ROLE MODELS.

4. LET'S GO BEYOND THE NBA. WHAT CAN INDIVIDUAL TEAMS TO DO HELP?

THE PLAYERS CAN HELP ORGANIZE PROJECTS IN THEIR COMMUNITIES. THEY CAN START THEIR OWN PROGRAMS, LIKE WAYMAN TISDALE HAS DONE IN INDIANAPOLIS. THEY CAN GO INTO THE SCHOOLS AND TALK TO STUDENTS AND SET UP BASKETBALL PROGRAMS OR CAMPS.

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EACH TEAM CAN TAKE ITS OWN PERSONAL STAND AGAINST DRUGS AND COME UP WITH THEIR OWN SLOGANS. THEY COULD INVITE STUDENTS TO THEIR GAMES ON A REGULAR BASIS. THERE'S SO MUCH THEY CAN DO, AND WHEN THEY DO IT, ITS VERY EFFECTIVE.

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TALKING POINTS FOR "JUST SAY NO" BOARD MEETING

-- I WOULD LIKE TO THANK WALLY AND ALL OF YOU FOR YOUR WILLINGNESS TO SERVE ON THE BOARD OF "JUST SAY NO." YOUR LEADERSHIP WILL GIVE THIS ORGANIZATION THE DIRECTION NEEDED IN THE FIGHT AGAINST DRUGS.

-- I WOULD LIKE TO GIVE YOU A LITTLE BACKGROUND ON HOW "JUST SAY NO" STARTED. I WAS VISITING AN ELEMENTARY SCHOOL IN OAKLAND AND WE WERE HAVING A DISCUSSION ABOUT DRUGS. ONE OF THE CHILDREN ASKED ME WHAT SHE SHOULD DO IF SOMEONE OFFERED HER DRUGS. I SAID JUST SAY NO.

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-- FROM THERE, THE IDEA OF JUST SAYING NO SNOWBALLED. JUST SAY NO CLUBS WERE FORMED IN OAKLAND AND THROUGHOUT THE STATE OF CALIFORNIA. IT WASN'T LONG BEFORE THEY SPREAD FROM COAST TO COAST AND EVEN OVERSEAS. THE FOUNDATION WAS CREATED AND HAS BEEN GOING STRONG EVER SINCE.

-- FOR THE PAST FOUR YEARS, I'VE PARTICIPATED IN EACH ANNUAL "JUST SAY NO" WALK. THIS PAST MAY, WE HAD OVER 10,000 YOUNG PEOPLE MARCHING AGAINST DRUGS ON THE MALL RIGHT HERE IN WASHINGTON. THOUSANDS OF OTHERS WERE DOING THE SAME THING ALL OVER THE COUNTRY.

-- I'VE ALSO BEEN INVOLVED IN NUMEROUS "JUST SAY NO" EVENTS OVER THE YEARS. I'VE SEEN "JUST SAY NO" GROW FROM ONE SMALL CLUB IN OAKLAND TO AN INTERNATIONAL MOVEMENT RECEIVING SUPPORT FROM BUSINESSES, SERVICE ORGANIZATIONS, CELEBRITIES, FIRST LADIES AND POLITICAL FIGURES AROUND THE GLOBE. MOST IMPORTANTLY, IT IS SOMETHING PARENTS AND CHILDREN BELIEVE IN. "JUST SAY NO" HAS BECOME A HOUSEHOLD PHRASE AND SOCIETY'S ATTITUDE ABOUT DRUGS ARE CHANGING.

-- I PLAN TO CONTINUE MY INVOLVEMENT WITH THIS PROGRAM AFTER LEAVING WASHINGTON AND LOOK FORWARD TO ITS PROGRESS. WITH YOUR HELP, BRIGHT DAYS LIE AHEAD FOR THE ORGANIZATION, AND, THEREFORE, FOR OUR CHILDREN.

-- I AM VERY HAPPY TO PRESENT A CHECK FOR \$250,000 FROM THE NANCY REAGAN DRUG ABUSE FUND TO THE "JUST SAY NO" CLUBS. I HOPE THIS WILL HELP FORM MORE "JUST SAY NO" CLUBS WHICH IN TURN WILL HELP MORE YOUNG PEOPLE TO SAY NO TO DRUGS.

-- I HOPE NOW TO HEAR SOME OF YOUR THOUGHTS ON HOW WE CAN  
CONTINUE TO EXPAND THE "JUST SAY NO" PROGRAM.

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-- YOU KNOW, OF ALL MY EXPERIENCES AS FIRST LADY, I THINK THE LEAST FAVORABLE ONE IS QUICKLY APPROACHING. I'M TALKING ABOUT THE FAREWELLS AND THANK-YOU'S THAT NEED TO BE SAID AS RONNIE AND MY LAST YEAR IN THE WHITE HOUSE COMES TO AN END. IT'S SOMETHING I HAVEN'T WANTED TO THINK ABOUT, AND I MUST ADMIT I HAVE MIXED EMOTIONS STANDING HERE TODAY.

-- BELIEVE ME, CONSENSING SEVEN YEARS OF THANK-YOU'S INTO ONE OR TWO MINUTES IS NOT AN EASY THING TO DO. THERE ARE SO MANY MEMORIES, SO MANY EVENTS, SO MANY FRIENDS AND SUPPORTERS.