

UPDATE

NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN



186176

OFFICE OF NATIONAL DRUG CONTROL POLICY

www.mediacampaign.org

Winter 2001

6.1

Campaign, Educators Join Forces PARTNERSHIP TO PREVENT DRUG USE AMONG NATION'S SCHOOLCHILDREN

September's "Safer Schools: Helping Students Resist Drugs" teleconference marked the kick-off of an exciting multi-faceted partnership between the Campaign and the National Education Association (NEA), the nation's largest organization for educators and school personnel.

The Campaign and NEA's Health Information Network are collaborating to develop tools and resources to communicate prevention messages to students, educators, school employees and their families. NEA is using its print, satellite and Internet communication channels to deliver Campaign messages to its members.

"Youth spend the better part of their waking hours in the school setting," said ONDCP Director Barry R. McCaffrey. "It's critical that teachers, coaches and other educators who have such a strong influence on kids' lives have the information and tools they need to help kids stay drug-free."

"Everyone has a role to play in keeping children safe and drug-free," said NEA President Bob Chase. "The key is communication and connection among teachers, students and parents. This partnership will help educators provide positive alternatives to risky behavior."



NEA President Bob Chase

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Out in Front Addressing ECSTASY

The Campaign has launched a \$5 million advertising and public communications effort to combat the use of the drug MDMA, commonly known as "ecstasy," a dangerous hallucinogen that is surging in popularity among young people.

According to the 1999 *Monitoring the Future* study's data on MDMA use among 12th graders from 1998 to 1999, lifetime MDMA use increased by 38 percent; annual use increased by 56 percent; and past-month use increased by a staggering 67 percent.

"Ecstasy is not a safe drug. It is a powerful and destructive substance that can wreck mind and body," said ONDCP Director Barry R. McCaffrey in announcing the launch of this significant effort.

The Campaign initiative places ecstasy ads on national networks and spot radio in 14 markets where usage is high. Internet banner ads also are placed on Web sites frequently visited by young people and adults.

In addition, the Campaign has purchased "key words" on several leading

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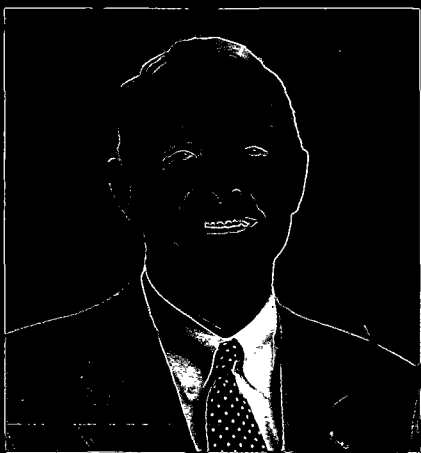
PROPERTY OF
National Criminal Justice Reference Service (NCJRS)
Box 6000
Rockville, MD 20849-6000

Inside:

Neighborhood
Heroes
Volunteer

New Badge
for Girl Scouts

Sex, Drugs
and Teens



ONDCP Director Barry R. McCaffrey

Collaboration + Commitment = Success

While no one can solve our nation's drug problem singlehandedly, the combined and collaborative efforts of each community's local drug-prevention coalitions, educators, parents and countless others can create an anti-drug environment and keep young people drug-free.

According to findings of the U.S. Department of Health and Human Services' 1999 National Household Survey on Drug Abuse (www.samhsa.gov/oas/household99.htm), there is a dramatic, continued reduction in rates of drug use among youth. The rate of past-month use of any illicit drug among kids ages 12-17 declined significantly – by 21 percent from 1997 to 1999. All of us can share the credit for this good news.

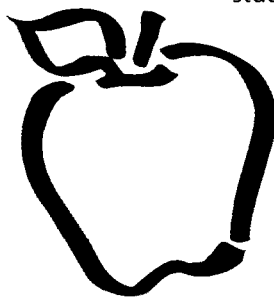
However, for young adults ages 18-25, the upward trend is alarming, with current use of any illicit drug in this subgroup showing a disappointing increase of 28 percent during the same period. This older group includes many of those who experienced increased drug use in the early 1990's, indicating that preventing drug use in the critical tween and teen years is key.

In addition to media support to greater affect your community,
Continued next column

NEA, *Continued from page 1*

The strategic partnership, an important component of the Campaign's array of school-based drug prevention programs, includes the September teleconference focusing on innovative after-school programs, a series of new standards-based drug prevention activities and drug prevention information for educators.

The NEA represents more than 2.5 million elementary and secondary school teachers, higher education faculty, education support personnel, school administrators, retired educators and students preparing to become teachers. As the non-profit health affiliate of the National Education Association, the Health Information Network provides health information to NEA members and the more than 30 million students they serve.



For more information about the "Safer Schools," and an archived version of the broadcast, visit www.safeschoolsnow.org. Additional information

about NEA's Health Information Network is available at www.neahin.org. Educators may access ONDCP-supported drug prevention curricula at www.teachersguide.org.

Continued from page 1

ECSTASY

Internet search engines, including the terms "ecstasy," "MDMA" and "club drugs." A user who types one of these terms into any of the selected search engines triggers the appearance of one of the Campaign's anti-ecstasy banners, which encourage learning more about ecstasy at one of the Campaign's Web sites, www.freevibe.com (for youth) or www.theantidrug.com (for adults).

Additional information about MDMA is available via the Web sites www.drugabuse.gov and www.health.org/pubs/qdocs/ecstasy.htm. For more information on the Monitoring the Future study, visit www.monitoringthefuture.org. Free downloadable versions of the Campaign's banner ads, as well as an array of electronic ads, are available at www.mediacampaign.org/mg/banners.html.

ECSTASY: DID YOU KNOW?

Ecstasy destroys serotonin-producing neurons and reduces serotonin, a neurotransmitter involved in controlling mood, sleep, pain and violent behavior.

Psychological effects may include an enhanced sense of pleasure, trust and self-confidence and increased energy and peacefulness, as well as confusion, depression, sleep problems, anxiety and paranoia during – and sometimes weeks after – its use.

Physical effects may include muscle tension, involuntary teeth clenching, nausea, blurred vision, faintness, and chills or sweating. Increases in heart rate and blood pressure are a special risk for users with circulatory or heart disease.

People who take MDMA, even just a few times, risk long-term – perhaps permanent – problems with learning and memory.

Collaboration + Commitment = Success, Continued from column one

the Campaign is offering another free resource for you to use in bolstering your efforts: *The Media Tool Kit for Anti-Drug Action*. This kit provides simple-to-use materials and shows how to connect your activities to specific Campaign message platforms, allowing your prevention group to take advantage of the extensive exposure

we have secured through paid and donated media. Your dedication, in collaboration with the commitment of your coalition, your community, your drug-prevention allies and the Campaign, will assure that we can enable our young people to live healthy, drug-free lives.

Turn to the last page for information about obtaining the Media Tool Kit for Anti-Drug Action.



PDFA Chairman Gar Presidential Honor

At a recent White House ceremony, James E. Burke, chairman of the Partnership for a Drug-Free America (PDFA), received the Presidential Medal of Freedom – the nation's highest civilian honor. In bestowing the medal, President Bill Clinton said, "There are clearly few challenges tougher and few more vital than teaching our young people about the dangers of drugs ... Last year, the teen drug use rate fell substantially, thanks in no small measure to years ... of passionate devotion by Jim Burke."

Under Burke's direction, PDFA has partnered with the Media Campaign, breaking new ground in changing societal attitudes on drug use as a result of the largest public service advertising campaign in history. As ONDCP's creative partner, PDFA works with more than 70 advertising agencies across the country to develop anti-drug messages that meet the Campaign's requirements for strategically sound creative

materials targeted at parents and youth, including American Indian, Asian-American, Hispanic and other multicultural audiences.

As Burke approached retirement from Johnson & Johnson in 1989, he was deeply concerned about a national crisis: a raging epidemic of illegal drug use in the United States. He was urged to become chairman of PDFA, a fledgling organization that had sprung up in the advertising industry and was attempting to "unsell" drugs to Americans. Instead of taking a well-earned retirement, Burke became the full-time, unpaid chairman of PDFA; 12 years later, at age 75, he is still serving America in this capacity.

Under his leadership, PDFA has tapped the most creative talent in advertising and generated more than \$3 billion in pro bono media exposure for the Campaign.

Partnership for a Drug-Free America Chairman and Presidential Medal of Freedom recipient James E. Burke.



ONDCP Director Barry R. McCaffrey said of Burke, "Through his vision and leadership, Jim mobilized the ad industry and became instrumental in the decline of drug use in the 1990s. The important initiatives he helped create through ONDCP's Media Campaign have made a significant impact in helping our nation's kids reject illegal drugs."

GROUNDBREAKING CAMPAIGN TO SUPPORT ANTI-DRUG GROUPS Effort to Heighten Public Awareness, Bolster Coalitions

Volunteers are the driving force behind community drug-prevention efforts, and ONDCP has joined forces with the Ad Council to develop the first-ever national public service advertising (PSA) campaign to generate awareness about the work of local anti-drug coalitions, promote their effectiveness, and increase the number of people who volunteer to help these grassroots organizations.

With research indicating a substantial lack of public awareness about coalitions in general, the first step was to develop advertising that communicates these organizations' existence and the multitude of programs and activities they spearhead.

Since pre-campaign research also showed that people demonstrate high levels of interest in getting involved with young people, the first wave of ads features adults involved in youth-related activities of anti-drug coalitions.

The television, radio, print and Internet banner PSAs encourage the public to "find out more about drug-prevention organizations in your area." Available pro bono spots were released by advertising agency Foote, Cone & Belding Direct as part of ONDCP's pro bono media match program and through the Ad Council's established distribution network to thousands of media outlets nationwide.

Each PSA provides the toll-free telephone number (877) KIDS-313 and/or the dedicated Web site address www.youcanhelpkids.org for general information about drug prevention, anti-drug coalitions and how people can get involved, as well as information on local volunteer opportunities.

The next step in the campaign is to convey a broader picture of the type of work coalitions undertake and their successes. New PSAs that include these messages are a pro bono project of DiMassimo Brand Advertising, and will launch this year.

For information about the community volunteering campaign, contact Rebecca Roban at the Ad Council at (212) 984-1936.

HIGH ON *Life*: New Girl Scout Badge

The Campaign has launched an exciting collaboration with the Girl Scouts of the USA (GSUSA) – the largest girl-serving organization in the world, with more than 2.7 million girl members (and 860,000 adult members). GSUSA offers girls a plethora of opportunities to learn about the world around them, as well as about themselves, through a wide variety of enriching experiences and activities.

"The Girl Scouts of the USA is a committed partner who is working closely with us to encourage girls to remain drug free," said ONDCP Director Barry McCaffrey. "Together, we are developing an exciting prevention-awareness program that transcends all levels of the Girl Scout organization."

Initiatives resulting from this dynamic partnership include:

New Scout Badge. In early 2001, GSUSA will begin offering a "High on Life" badge for Juniors, which has been developed by representatives of the Campaign and programming staff of the Girl Scouts' national headquarters. To earn this official badge, which receives prominent placement on the front of the Junior uniform sash, the Girl Scout must satisfactorily complete a series of exercises related to drug prevention.

Satellite Broadcast. During National Girl Scout Week (March 11-17), GSUSA and the Campaign are planning a satellite program targeted to Girl Scout troops across the country that will focus on the myths and realities faced by girls today.

"Issues for Girls" Series. The Campaign and GSUSA are also co-cre-

"TOGETHER, WE ARE DEVELOPING AN EXCITING PREVENTION-AWARENESS PROGRAM THAT TRANSCENDS ALL LEVELS OF THE GIRL SCOUT ORGANIZATION."

ating a series of materials called "Issues for Girls," for all five age levels of Girl Scouts: Daisy, ages 5-6; Brownie, ages 6-8; Junior, ages 8-11; Cadette, ages 11-14; and Senior, ages 14-17.

Girl Scouting helps girls develop their full potential and contribute to the improvement of society through their abilities and leadership skills.

To learn more about the Girl Scouts of the USA, visit www.girlscouts.org.

LEGAL COMMUNITY JOINS EFFORT TO FIGHT SUBSTANCE ABUSE

– Publication Engages Lawyers as Agents of Social Change –

The first-ever informational publication for lawyers about substance abuse prevention is the result of a new partnership between

the American Bar Association (ABA), the American Medical Association and ONDCP.

Hot-off-

the-press, *Lawyers and Substance Abuse Prevention* is aimed at helping prevent and reduce substance abuse by providing tips attorneys can use to identify substance abuse in their roles as profes-

sionals in family law and other practice areas, as well as in their roles as parents. The publication provides facts about

the pervasiveness of the drug use problem, as well as its significant impact on our nation.

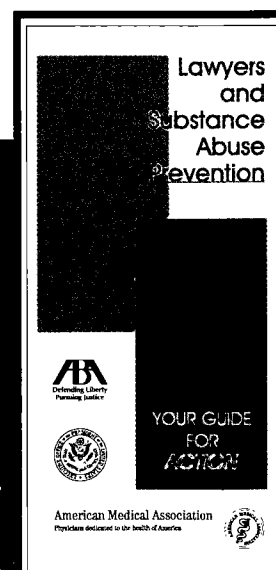
In addition to helping to engage and mobilize attorneys as agents of social change, the brochure acknowledges

their unique role as counselors and leaders, makes the case for ABA members' involvement in prevention, offers lawyers help in identifying substance abuse and provides information on how

the group's members can get involved in prevention within their bar association, community and family.

"ATTORNEYS ARE IN A UNIQUE POSITION TO HELP AMELIORATE ABUSE OF ILLICIT DRUGS AND ALCOHOL," SAID ABA PRESIDENT MARTHA BARNETT.

To request a free copy, call (800) 666-3332 and request document number NCJ184936.



Kids Express Their "Anti-Drugs" in USA Today Special Supplement

In words, photos and art, thousands of young people from coast-to-coast are expressing the things that are important enough to stand between them and drugs. Captured in an eight-page special supplement for youth in the *USA Today* newspaper is a diverse sample of "My Anti-Drug" entries.

Launched last fall, the groundbreaking prevention initiative began by asking young people to answer a



simple, provocative question: "What's Your Anti-Drug?" The colorful "My Anti-Drug" supplement



celebrates the good choices that America's kids are making to grow up healthy, happy and drug-free. The invitation to youth ages 10-17 to share their "anti-drugs" generated a groundswell of peer-to-peer communication – a powerful way to reach and influence the attitudes of this skeptical audience. Thousands of "Anti-Drug" submissions may be viewed online at www.WhatsYourAntiDrug.com.

The insert appeared in all 2.2 million copies of the November 27, 2000, edition of the national newspaper. Additional copies were distributed by the National Association of Student Assistance



Professionals and the National Middle School Association – both of which were involved with the conception of the initiative – as well as by numerous other Campaign partners.

The *USA Today* supplement, along with ideas for using it in classrooms and at home, is available online at www.medicampaign.org.

To request a free printed copy (while supplies last), call the ONDCP Drug Policy Clearinghouse at (800) 666-3332 or send an e-mail with your name, organization and mailing address to ondcp@ncjrs.org. Please reference USA Today and the document number NCJ185177 with your request.



Media Campaign Forges Alliance with LYCOS

ONDCP has joined forces with Lycos, Inc. (www.lycos.com), a leading Internet network. Lycos is currently the fourth most-visited Web site on the Internet, receiving more than 30 million unique visitors per month. The partnership debut coincided with the Campaign's "What's Your Anti-Drug?" initiative for youth and the redesign of TheAntiDrug.com, an informational and interactive Web site parents can use to share their experiences in raising drug-free kids.

"Our collaboration with the Lycos Network provides the Campaign with a

powerful vehicle for informing kids, parents and teachers about our valuable online drug education resources," said ONDCP Director Barry McCaffrey. "We need to reach our kids with engaging drug prevention messages where they are spending an increasing amount of their time – online. To accomplish this goal, we must work with leading Internet companies like Lycos to capture the attention of today's tech-savvy audience."

As part of the Campaign's efforts, the Lycos Network is using its award-winning children's Web site Lycos Zone

(www.lycoszone.com) to promote a number of ONDCP's drug prevention resources to kids, parents and teachers. Through this unpaid alliance, Lycos Zone is assisting the Campaign with its goal of generating youth-to-youth dialogue about drug prevention by developing a page dedicated to the "What's Your Anti-Drug?" initiative, and by promoting TheAntiDrug.com.

For a week in October, Lycos featured the Campaign on its home page Lycos.com, which receives an average of 200 million daily page views.

Teen Advocates Help
Media Professionals
Learn About

SEX, DRUGS and Teens

Sex. Drugs. Teens. These attention-grabbing topics received top billing at events sponsored by the Campaign and partner, the National Campaign to Prevent Teen Pregnancy. Held in New York City and Los Angeles, the "Sex, Drugs & Teens" roundtable discussions focused on ties between substance abuse and teen pregnancy.

The centerpiece of each event was a discussion with students ages 13-20. Panelists spoke candidly about links between drugs and sex, and shared thoughts on what adults can do to improve communications with young people about these critical issues.

"Parents shouldn't assume that if kids ask about sex and drugs that they are doing it," said Jessica Rivera, 20, the senior member of the Teen Advocates program for Planned Parenthood New York City.

Participating were more than 50 media professionals from TV and cable networks (including CBS, MTV and FOX); television programs (including "Beverly Hills 90210," "Becker" and "One Life to Live"); and magazines (including Family Circle, Rolling Stone and Today's Child).

In addition, staff from the National Center for Alcohol and Substance Abuse at Columbia University distributed the report, "Dangerous Liaisons: Substance Abuse and Sex," which found that teens who drink or use drugs are more likely to have sex and initiate it at a younger age. The report is available at www.casacolumbia.org.

The teen panelists recommended that parents communicate with their children by the time they start junior high school. "That's when you are exposed to the real world," said one 17-year-old boy. "You want to experience new things out of curiosity. You are exposed to drugs, sex and alcohol."

RESOURCES HELP ASIAN-AMERICAN PARENTS UNDERSTAND DRUGS, KIDS

– In-Language Brochures, Toll-Free Phone Lines Debut –

The Media Campaign continues its substance abuse awareness and prevention outreach to Asian-American communities with in-language resources for parents and other adult influencers. One of the latest tools is a brochure, *What Parents Need to Know about Marijuana*, available in Chinese, Vietnamese, Korean and Cambodian.

In addition to a focus on facts about marijuana, the brochure emphasizes the important role parents play in influencing their children to reject illicit drugs, and of including drug education as a part of traditional parenting strategies. A future in-language brochure will focus on inhalant abuse.

The Campaign is working with Asian-American community-based organizations to place the brochures in the hands of as many parents as possible who speak an Asian language. These organizations include those that focus on health-related issues or work specifically with Asian-American youth, recent immigrants and families.

Toll-free telephone lines, operated by the National Clearinghouse on Alcohol and Drug Information, have been set up to respond to requests for brochures for callers who speak Cantonese, Mandarin, Cambodian, Korean and Vietnamese (see accompanying information).



New in-language brochures and toll-free service are helping Asian-American parents better understand youth drug-use issues.

Additional in-language advice about marijuana and other drugs is available at www.theantidrug.com, which offers information in Chinese, Korean, Cambodian and Vietnamese, and provides an anonymous and confidential way to get drug-prevention information.

TOLL-FREE ORDERING

Single or multiple copies of the in-language brochure *What Parents Need to Know about Marijuana* may be requested via the following toll-free telephone numbers. All caller information is confidential.

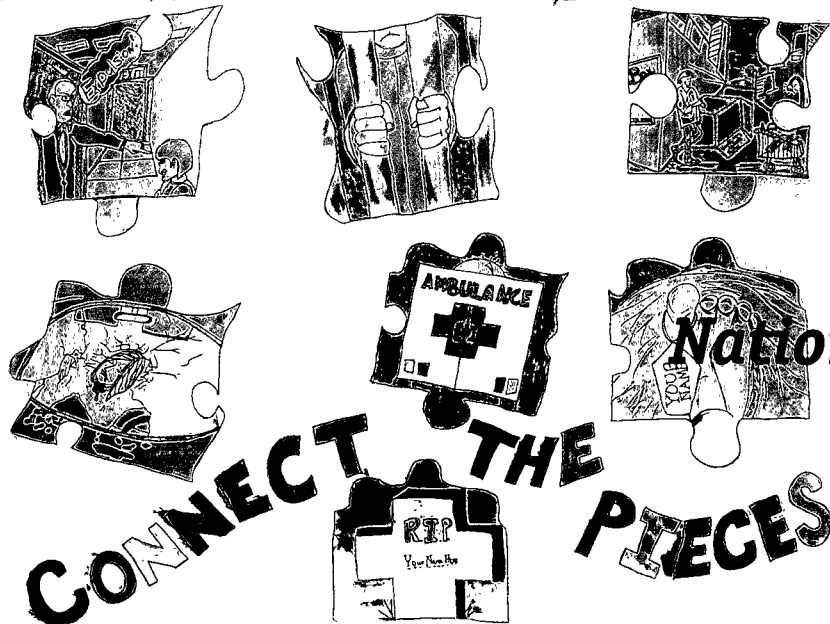
| | |
|------------|----------------|
| Cambodian | (888) 258-3145 |
| Cantonese | (888) 258-3139 |
| Korean | (888) 258-3137 |
| Mandarin | (888) 258-3144 |
| Vietnamese | (888) 258-3138 |

Sex, Drugs and Teens: Some Parenting Tips

1. Talk with your children early on and often about drugs and sex.
2. Know your children's friends and their friends' families.
3. Be clear when discussing your own values and attitudes about drugs and sex.
4. Help your teenagers create options for the future.
5. Let your kids know that you highly value education.
6. Know what your kids are watching, reading and listening to.

For more information, and to subscribe to free bi-monthly e-mail parenting tips, visit www.theantidrug.com. Additional parenting tips are available at www.teenpregnancy.org.

DRUGS TAKE YOU PLACES



The National FFA Organization's innovative "Body + Soul" contest, launched in October 1999, drew many outstanding entries promoting substance abuse prevention and healthy lifestyles. The contest invited members of the National FFA Organization, formerly known as the Future Farmers of America, to create public service announcements (PSAs) to promote positive activities and environments and to deter behavior leading to substance abuse by youth.

The winning chapters' creatively executed PSAs were showcased at FFA's annual convention, held in Louisville, Ky., October 25-27, 2000. National and regional awards were presented for the best entries in each of four media categories – television, radio, outdoor billboard and print.

Additionally, winning entries may be placed in appropriate national and local media outlets as part of the Media Campaign's pro bono match program.

For more information on FFA's healthy lifestyles initiative, visit www.ffa.org/activities/healthy/body.html.

National honors for Best Outdoor Billboard went to FFA's Beau Chene, La., chapter. "Drugs Take You Places" is the collaborative effort of four teens who put together a winning combination of creativity and teamwork to design and deliver this powerful message.

National FFA Announces Body + Soul PSA Winners

AND THE WINNERS ARE

National award-winning chapters:

Television: Conrad, Mont.

Radio: Lucas, Ohio

Outdoor Billboard: Beau Chene, La.

Print: Hendersonville, Tenn.

Regional award-winning chapters:

Television: Milton, Hershey, Pa.

(Eastern)

Hendersonville, Tenn. (Southern)

Prairie Farm, Wis. (Central)

Radio: Hendersonville, Tenn. (Southern)

South Central, Ill. (Central)

Willis, Texas (Western)

Outdoor Billboard: Pendleton, Ky.

(Central)

Fletcher, Okla. (Western)

Print: Tracy, Minn. (Central)

READ ALL ABOUT IT!

Media Campaign Flash, a periodic e-mail service, features the Campaign's latest initiatives, as well as breaking news, information resources and partnership opportunities.

Update, the Campaign's quarterly newsletter available through U.S. Mail, provides Campaign progress reports; highlights national, regional and local success stories; and offers resources, contacts and partnership opportunities to help tie your prevention efforts and programs to the

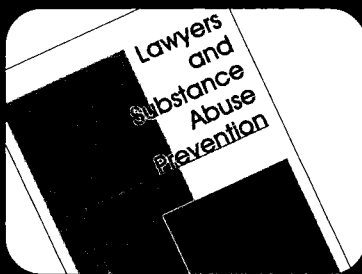
Campaign. *Update* is also available on the Web at www.mediacampaign.org.

For free subscriptions to *Media Campaign Flash* and *Update*, please fax your name, title, organizational affiliation, address, telephone and fax numbers and e-mail address to (202) 884-8448, Attn: Partner Database. To subscribe electronically, click on www.mediacampaign.org/flashform.html, or send an e-mail with the necessary information to nyac@aed.org.

Extra!

UPDATE

NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN



OFFICE OF NATIONAL DRUG CONTROL POLICY

www.mediacampaign.org

Winter 2001

FREE AIRTIME: Media Match Update

Under the Campaign's distinctive pro bono matching strategy, media outlets must donate time equal to the full value of the purchased advertising. This enables the Campaign to effectively double its investment and share public service announcement (PSA) opportunities with organizations that advocate Campaign goals.

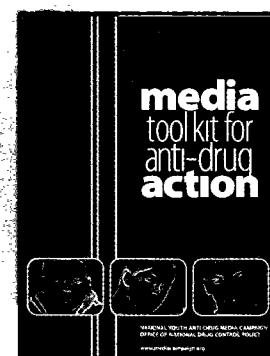
The Campaign is actively seeking eligible PSAs for national and local media match placements. If you represent a national organization and want to learn more about the match program, contact the Ad Council at (212) 984-1925 or visit www.adcouncil.org/ondcp. Local organizations should contact Jessica Chatham at the American Advertising Federation at (202) 371-2332, or at jchatham@aaf.org or visit www.aaf.org/ondcp.htm.

FREE TOOL KIT NOW AVAILABLE – Resource Helps Local Organizations with Nuts and Bolts of Drug Prevention –

A new comprehensive resource is available from the Campaign to help maximize the opportunity for your organization to stem the tide of youth substance abuse – whether you are already fighting against drug use by young people or have just joined the cause.

The Media Tool Kit for Anti-Drug Action offers simple-to-use materials, such as fact sheets on the signs and symptoms of specific drug use, camera-ready ads, flyers listing actions families can take to raise drug-free kids and much more. These materials will help you leverage the impact of your activities by connecting media relations, outreach efforts and programs to the Campaign's core prevention messages as they are advertised nationwide on TV and radio, in print and online.

The *Tool Kit* is available free of charge online at the Campaign's Web site www.mediacampaign.org. Updates for the *Tool Kit* will periodically be posted on this site. To request a free single hard copy, call (800) 666-3332, or send an email requesting the *Tool Kit*, along with your mailing address, to ondcp@njcrs.org. Reference document number NCJ18213 in your message.



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