

# UPDATE

NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN



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OFFICE OF NATIONAL DRUG CONTROL POLICY

[www.mediacampaign.org](http://www.mediacampaign.org)

Summer 2002

## Putting Stock in Parents Campaign Rings in @Work Program at NYSE

Calling on the nation's employers and unions to help keep kids drug free, ONDCP Director John Walters officially launched the Campaign's "Parents. The Anti-Drug. @Work Program" on February 19 from the most visible symbol of American business—the New York Stock Exchange (NYSE). Walters capped the announcement by ringing the Closing Bell™.

Walters challenged every employer in America to educate employees about youth drug prevention. Substance abuse can have a tremendous effect on a



Greg TenEyck, director of public affairs, Eastern Division, Safeway, Inc., addresses the New York Stock Exchange at the launch of the Campaign's @Work Program. Safeway is one of the companies joining the effort.

company's bottom line due to absenteeism, turnover and decreased productivity. As part of a larger initiative to involve America's businesses in youth drug prevention, the @Work Program offers employers an easy way to provide free youth drug prevention resources to parents where they spend much of their time—at work.

"When family problems reach the workplace, someone pays the cost—often employers," said Walters. "Employers can make a difference in their businesses and in the lives of their employees by providing them with information on youth drug prevention. I encourage every employer to take

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## NASCAR Driver Jimmy Spencer Joins Campaign

### RACER STRESSES EFFECTIVE PARENT-CHILD COMMUNICATION

National Association for Stock Car Auto Racing (NASCAR) driver Jimmy Spencer and his family are joining the Campaign to demonstrate to America's youth the positive consequences of staying drug free and to remind parents of the importance of being involved in their children's lives.

Spencer's partnership with the Campaign was kicked off at an event before the Daytona 500 race in February.

With a fan base of 75 million, a number exceeded only by the National Football League, NASCAR racing is the fastest growing sport in the United States. Its fans include 3 million youth age 12-17—a primary target audience for the Campaign.

A NASCAR driver since 1988, Spencer is particularly supportive of the

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Safeway Leads  
Corporate  
Movement

Parents.  
The Anti-Drug.

With Youth,  
"Majority  
Rules"

## A MESSAGE FROM ONDCP



### President Unveils National Drug Control Strategy

In February, President George W. Bush and ONDCP Director John P. Walters announced the 2002 National Drug Control Strategy. "It is a plan that will lay out a comprehensive strategy for our nation. We're putting the fight against drugs in the center of our national agenda," said Bush.

"We understand we can't do it alone here in Washington. And that's why our approach is a community-based approach. That's why we recognize the true strength of the country is our people," said Bush.

The strategy mobilizes our nation's efforts along three major themes:

□ **Stopping Use Before it Starts.**

Through the Campaign, ONDCP engages parents, educational institutions, the media and community coalitions in actions to prevent young people from experimenting with drugs in the first instance and starting on the path that all too often leads to addiction, crime and personal and familial destruction.

□ **Healing America's Drug Users.** The Bush administration places a strong emphasis on drug treatment. The president has made an historic commitment of \$1.6 billion over five years to increase treatment funding. ONDCP will work to deploy these resources to areas and populations that need it most and provide more

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## Campaign Rings in @Work

advantage of the opportunity to share our resources with their employees."

Walters was joined at the NYSE by representatives of leading corporations, unions and businesses who have agreed to share youth drug prevention information with their employees and workers.

"The NYSE is proud to partner with the ONDCP and John Walters in support of programs that help keep kids drug free," said Dick Grasso, chairman and CEO of the NYSE.

The Campaign's new Web site, [www.TheAntiDrug.com/atwork](http://www.TheAntiDrug.com/atwork), offers materials designed for employers, unions and human resource professionals. The site includes newsletter articles, parent tips,

access to posters and other resources for employers to distribute in the workplace.

Companies that have committed to the workplace initiative include Capital One, Cellular One Group, DKNY, Safeway, Inc., TMP Worldwide and Warner Reprise.

"The Campaign already involves the nation's premier civic, government, volunteer, public health, youth-serving, multicultural and media organizations," said Walters. "Bringing in leading corporations and business organizations is a natural extension that will boost our efforts and effectiveness in reaching youth and families in innovative ways."

## FREE AIRTIME: Media Match Opportunity

Under the Campaign's distinctive pro bono matching strategy mandated by Congress, media outlets must donate time or space equal to the full value of purchased advertising, doubling the Campaign's investment.

National non-profit organizations and government agencies may submit public service announcements (PSAs) for consideration under the initiative. Eligible messages include those that

promote healthy activities and environments that can deter behaviors that may lead to substance abuse among youth.

The Campaign is actively seeking eligible PSAs for national media match placements. To learn more about the match program, contact Katie VanLangen at The Advertising Council, Inc. at (212) 984-1925, or visit [www.adcouncil.org/ondcp](http://www.adcouncil.org/ondcp).

### President unveils *Continued from column 1*

effective outreach to the chronically addicted drug-using population.

□ **Disrupting the Market.** ONDCP is adjusting the nation's efforts in supply reduction based on market principles and will identify and target strategic vulnerabilities in the business of drug trafficking. ONDCP will attack the drugs, money and corrupt financial institutions, precursor chemicals, key managers and individuals, crops, key transit routes and key communication links that facilitate drug trafficking.

The strategy focuses on results and providing accountability to the American people, to Congress and to America's partners around the globe. "We will measure our success against our national goals of a 10 percent reduction in teenage and adult current drug use over the next two years, and a 25 percent reduction in current drug use, nationally, over the next five years, measured by the National Household Survey on Drug Abuse (NHSDA)," said Walters.

# SAFEWAY LEADS *Corporate Movement*

"Because Safeway Cares" is not just a slogan for the national grocery store chain. It's words put into action as Safeway launches a corporate partnership with the Campaign, targeting parents and other adult influencers in its 1,500 stores.

Safeway's partnership is part of a larger effort to engage corporate America in delivering drug-prevention information through its communications channels to its employees and customers.

Also known to consumers under seven other brand names—Dominick's, Randalls, Tom Thumb, Vons, Pavilions, Pak'n Save Foods and Carrs—Safeway developed an integrated campaign featuring advertising and a proliferation of communication vehicles.

As a strong supporter of the Campaign's messages, Safeway invested advertising and marketing resources to reach millions of customers with parenting messages

and advice. "The Campaign and its issue are a perfect fit with the families that comprise our customer base," said Debra Lambert, director of corporate public relations. "We especially like the messages, because we are doing more than simply raising awareness—we're giving parents some specific things to do that should make a real difference."

Safeway is rolling out a national anti-drug communication effort that will reach customers through innovative channels. "Parents. The Anti-Drug." PSAs are featured as part of the company's radio advertising, in weekly newspaper advertising inserts and in coupon books.

Visit a local Safeway-owned store and find "Want to keep your child drug-free? ASK: Who? What? Where? When?" on paper grocery bags, milk cartons and cash register display screens. You'll also hear Campaign public service advertising broadcast throughout stores.

*Safeway, Inc. will include the advertisement at right in its coupon books as a part of its corporate partnership with the Campaign.*

**Want to keep your child drug-free?**

**ASK:  
Who?  
What?  
Where?  
When?**

It's not pestering,  
it's parenting.

**QUESTIONS.  
THE ANTI-DRUG.**

For a free copy of *Keeping Your Kids Drug-Free: A How-To Guide for Parents and Caregivers* please call 1-800-788-2800 or visit [www.TheAntiDrug.com](http://www.TheAntiDrug.com).

**SAFEWAY CARES**



Safeway is also using its video network and newsletter to bring parenting tips to its 190,000 employees.

Visit [www.Safeway.com](http://www.Safeway.com) to see more anti-drug messages featured online.

To get your company involved in Campaign activities, contact Harry Frazier, corporate partnerships manager, at Fleishman-Hillard, Inc., (202) 828-8897.

## JIMMY SPENCER JOINS CAMPAIGN

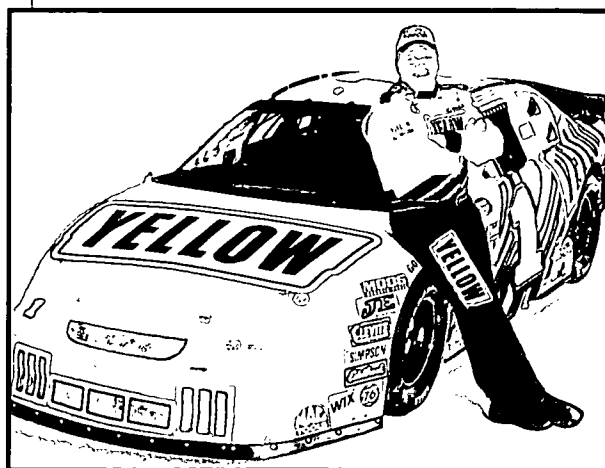
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Campaign's focus on family involvement, which he says is a natural fit for a NASCAR driver. "NASCAR racing has always been a sport that appeals to the entire family. More and more kids are coming to the track with their parents, or they are watching the races together on television. I can't think of a better way to use NASCAR's growing popularity than to keep our kids away from dangerous drugs."

Spencer, his wife, Pat, and their children, Jimmy and Katrina, are using media interviews and appearances throughout the 2002 race season to spread Campaign messages to youth

and parents, with an emphasis on encouraging families to spend more time together.

Look for more information on the Spencers' involvement with the Campaign at Jimmy Spencer's Web site, [www.jimmyspencer.net](http://www.jimmyspencer.net). Anti-drug information for parents is available at [www.TheAntiDrug.com](http://www.TheAntiDrug.com), and information and activities for youth are available at [www.freevibe.com](http://www.freevibe.com).



NASCAR driver Jimmy Spencer, shown with his race car, and his family are spreading Campaign messages through personal appearances and media interviews.

# GOOD HOUSEKEEPING ROUNDTABLE

## Addresses Talking to Kids About Drugs

**"I'd rather be wrong and deal with my child being mad at me, than be right, do nothing, and allow something bad to happen."**

**Patrick Connors, West Hartford, CT**

**"Listen to what your kids have to say. Instead of reacting right away, ask them what THEY think about the issue or situation."**

**Stephanie Sosnowski, Central Valley, NY**

Most parents know how important it is to talk to their kids about drugs. But finding the right words and approach can pose a challenge.

The Campaign and *Good Housekeeping* magazine launched an initiative last fall to share parents' best tips and strategies for broaching this difficult subject. In January, *Good Housekeeping* hosted a parents' roundtable, bringing parents together to discuss the challenges they face in raising drug-free children.

Held at the Good Housekeeping Institute in New York, the roundtable

panel included Dr. Joyce Brothers, well-known psychologist and syndicated columnist, and members of the Campaign's Behavior Change Expert Panel, Dr. Phillippe Cunningham, a clinical psychologist and father, and Dr. Randy Turner, fatherhood program specialist and father.

The discussion validated much of the Campaign's existing outreach to parents and caregivers. The parents said they know they have an impact on their children's decision to use drugs and they expressed a desire to get more parents to hear and understand this. They agreed that the following are among the most

important things parents can do to help keep their children drug free:

- Be involved in your kids' lives;
- Listen rather than lecture;
- Model good behavior; and
- Get involved in your community.

Information from the roundtable is featured in a special advertorial in the May issue of *Good Housekeeping* magazine.

Order the Campaign publication "Keeping Your Kids Drug-Free," brochure number PHD884, by calling (800) 788-2800, or download the brochure at [www.TheAntiDrug.com](http://www.TheAntiDrug.com). Sign up to receive the Campaign's Parenting Tips E-Mail at [www.TheAntiDrug.com](http://www.TheAntiDrug.com).

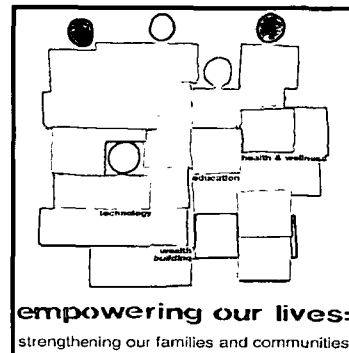
## Today's Child Asserts Parents Have the Power

Parents are the most important role models in keeping young people drug free. That was the message resonating at the second annual conference of *Today's Child*, the only national magazine dedicated to addressing parenting

from the perspective of African Americans and families of color.

The Campaign co-sponsored the conference which brought together health care providers, educators, community leaders and parents, and provided information and advice on substance abuse prevention and parenting skills.

Dr. Jeffrey Gardere, noted psychologist and author, spoke about



parents' roles in prevention. "The things you say and do leave a remarkable impression on your child's self-image," said Dr. Gardere. "A strong sense of 'self' can give a child the confidence and discipline to resist drugs."

Phil Davis, creator and developer of a drug-prevention game, led participants through scenarios used in the board game to help them experience the feelings and emotions associated with making good and bad decisions about drugs.

*Today's Child* featured parenting tips and highlights of the conference in its April issue.



Dr. Joyce Brothers, left, makes a point during a recent roundtable discussion sponsored by the Campaign and *Good Housekeeping* magazine.

# PARENTAL INFLUENCE: A WRITERS' ROUNDTABLE

Parents, not peers or pop culture, have the greatest impact when it comes to deterring kids from substance abuse. Parental influence was the basis for a recent roundtable sponsored by the Campaign and the Centers for Disease Control and Prevention (CDC).

Held at ABC television studios in New York City, the roundtable was part of a series aimed at educating media professionals about substance abuse issues. Creative executives from ABC, HBO, ESPN and *Good Morning America*, journalists from *Teen People*, *Seventeen*, *Woman's Day* and *Newsday*, and parent magazines attended.

Supermodel Christy Turlington, a CDC spokesperson, discussed her father's influence on her decision to start smoking. She said smoking was appealing not because it might keep her thin, but because her father, a man she admired, smoked. Now an ex-smoker, Turlington serves as an anti-smoking activist, working to educate teens about the dangers of smoking.

Other panelists included clinical/social psychologist Dr. Anthony Biglan, three parents and four teens.

Ruth Wooden, a social marketing expert, led the panelists into a discussion about the influence of parents. By the end of the event, several key points emerged:

- Parents should find ways to communicate and spend time with their child—even if it means participating in activities the parent won't enjoy.
- Parents should not "give up" trying to communicate with and discipline them, even though

teens may fight their parents for more independence.

- Parents need to talk to their kids about the dangers of drugs. The teens said that, while their parents had talked with them about sex, none had a conversation explicitly about drugs.

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*Learn more about the Campaign's media outreach at [www.mediacampaign.org](http://www.mediacampaign.org). For copies of roundtable materials, contact Lisa Allen at (818) 508-2080.*

## TONY BROWN SPEAKS OUT

Tony Brown, renowned African American journalist and host of Public Broadcasting Service longest running public affairs series, *Tony Brown's Journal*, lends his voice to the Campaign as part of the effort to reach African American parents and adult influencers. Known for his push toward economic empowerment, Brown views drug abuse as the fastest way to tear a community apart.

At the National Newspaper Publishers Association's Mid-Winter

Conference, Brown challenged publishers to increase coverage of public health news, specifically as it relates to substance abuse and related illnesses. "AIDS, diabetes and heart disease are key health issues affecting African Americans, however, a culprit that is often linked to many of these health risks is drugs," said Brown.

Brown will also speak at Black Expo events encouraging parents and community leaders to take action in preventing substance abuse.

## KEEPING KIDS BUSY helps keep them drug free

With the summer months just around the corner, families are starting to think about warm weather, family vacations and a break from busy school and after-school schedules.

With so much time to plan, it's important to have some activities at the ready. Research shows that children and adolescents who are involved in constructive, adult-supervised activities outside school are less likely to use drugs. Plan ahead!

The Campaign's Behavior Change Expert Panel suggests these examples of positive activities that parents should consider this summer:

- Encourage kids to get a job—from mowing lawns to scooping ice cream, it's a great way for kids to keep busy, learn new skills and build self-esteem.
- Encourage volunteerism—from reading for blind people to shopping for the elderly, volunteering is a

rewarding activity that parents and their children can do together.

- Involve kids in programs offered by traditional youth, civic and religious organizations.

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*To find out about activities sponsored by community anti-drug coalitions, call The Advertising Council's coalition hotline at (877) KIDS-313 or log onto [www.helpyourcommunity.org](http://www.helpyourcommunity.org). Encourage tweens and teens to visit [www.freevibe.com](http://www.freevibe.com) to learn about drug-free activities they can initiate or participate in.*

# America's Newspapers Ask "What's Your ANTI-DRUG?"

Daily newspapers asked and youth across the nation answered. The question? "What's Your Anti-Drug?"

"Majority Rules" supplements brought drug prevention messages directly into schools and homes. The supplement materials were created, distributed and promoted in partnership with the Newspaper Association of America Foundation's Newspaper in Education (NIE) program, the Community Anti-Drug Coalitions of America, the National Association of Student Assistance Professionals and the National Middle School Association.

Papers were encouraged to put local emphasis on the Campaign's drug-prevention messages by tailoring template content to reflect the neighborhoods they reach. To date, more than 200 newspapers have included "Majority Rules" materials.

Following are just a few examples from around the country:

- *The Mining Journal* in Marquette, Mich., worked with a number of local organizations and anti-drug coalitions to produce a completely customized supplement. Youth input was gathered by one partner organization and funding was provided by two others. More than 20,000 copies were distributed to subscribers, single-copy purchasers and local youth groups.
- *The Chronicle-Telegram* in Elyria, Ohio, worked with

community groups and the local hospital to produce its supplement. It ran a contest for creative submissions from local youth. Winners were published in the supplement and the paper's regular NIE column. The

paper printed 40,000 copies—30,000 for subscribers and single-copy purchasers and 10,000 for area schools.

- *The St. Louis (Mo.) Post-Dispatch* took the template materials and put together a curriculum guide that went out

to 21 area schools. The *Post-Dispatch* has included the guide in its teaching materials catalog for the 2001-2002 school year.

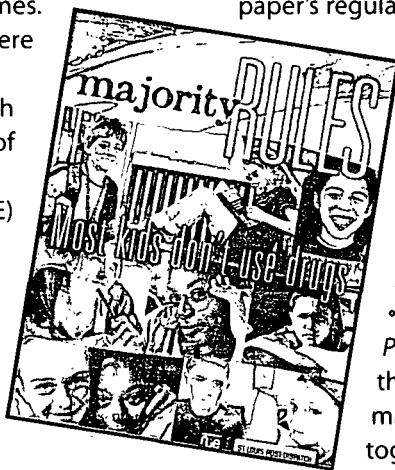
- *The Athens (Ga.) Banner-Herald* found local sponsors and distributed the supplement through its regular 27,000 run of

press and an additional 4,000 in local schools.

- *The Sweetwater (Texas) Reporter* also found local sponsors and distributed 4,000 supplements through its NIE program.
- A customized version of "Majority Rules" was developed by Kid Scoop®, a

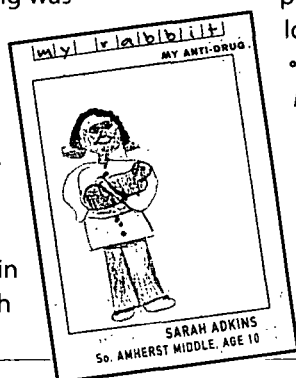
syndicated newspaper column distributed in English and Spanish to nearly 150 newspapers, for publication during Red Ribbon Week—a national drug-awareness event observed in schools and communities across the U.S.

- In Somerset, Pa., the *Daily American* highlighted Red Ribbon Week and held an EZ2B Drug Free/"What's Your Anti-Drug?" contest to solicit creative submissions from youth. More than 15,500 copies were distributed.



"Majority Rules" is being expanded to include community and multicultural publications, community coalitions and even more schools. If you haven't seen "Majority Rules" in your local paper, contact the newspaper. To learn more, visit [www.mediacampaign.org](http://www.mediacampaign.org) or send an e-mail request to [antidrug@aed.org](mailto:antidrug@aed.org).

Newspapers across the country adapted "Majority Rules" materials for local supplements. Some examples, clockwise from top: Skagit Valley Herald in Mount Vernon, Wash. included "Anti-Drugs" submitted by local youth; The Honolulu Advertiser in Honolulu, Hawaii developed its supplement for Drug-Free Hawaii Awareness Month; The Chronicle-Telegram in Elyria, Ohio, included this young woman's drawing in its supplement; and The St. Louis (Mo.) Post-Dispatch developed this curriculum guide.



# INHALANTS *Week*

Every year, young people are injured and some die after getting high by inhaling common household products. Many parents aren't even aware that their children are getting high with these potentially deadly products.

Sniffing or "huffing" inhalants can cause a number of health problems, from headaches or dizziness in the short term to long-term memory loss, organ or bone marrow damage. In some cases it can lead to death.

New research shows that prevention efforts are beginning to make an impact. But inhalant use among young people remains unacceptably high. The 2000 National Household Survey on Drug Abuse reveals a decrease in use among youth age 12-17, but finds that 9 percent of young people in that age range have tried inhalants.

Moreover, although most parents say they have talked to their children about drugs, only half have spoken with their kids specifically about inhalants, according to the 1999 Partnership Attitude Tracking Study.

During the tenth annual National Inhalants and Poisons Awareness Week (NIPAW) in March, the Campaign focused on educating parents and other adult-influencers about the dangers of inhalant abuse. In partnership with the National Inhalant Prevention Coalition, the Campaign developed special promotional materials and online resources with

general information on inhalants, signs of abuse and facts about the health dangers posed by inhalants.

*Tour the Campaign's virtual house and learn more about inhalants and their dangers at [www.TheAntiDrug.com](http://www.TheAntiDrug.com). Additional information on inhalants can be found at NIPAW's Web site, [www.inhalants.org](http://www.inhalants.org).*

## Quick Quiz

**Q: What do cooking spray, air freshener, nail polish remover and paint thinner have in common?**

**A: They're all common products found in many households that can be used as inhalants. Used this way—even once—they can kill.**

## Campaign Efforts *Take Center Stage at U.S.-Mexico Summit*

Several Campaign initiatives were highlighted at the fourth annual U.S.-Mexico Bi-National Drug Demand Reduction Conference in Mexico City. The summit brought together top-level anti-drug experts from the two countries to develop cooperative initiatives for confronting common drug threats.

One of the conference's key discussions centered on the essential use of public awareness campaigns to promote healthy lifestyles among youth. The Campaign presentations showed how effective outreach and education programs can help young people make healthy choices like rejecting use of illicit drugs.

One of the programs highlighted was the Campaign's media literacy initiative—aimed at teaching young people to understand how messages

from television, radio, advertising, newspapers and music influence them.

Media literacy experts demonstrated how they used workshops and conferences to successfully educate students in California to the dangers of tobacco and illicit drugs. They also showed how they engaged students in contests to evaluate messages.

The experts provided examples of training for community leaders, parent-teacher organizations, teachers and health educators to increase their awareness of how the media influences their communities.

*Learn more about media literacy, download "Helping Youth Navigate the Media Age: A New Approach to Drug Prevention," a white paper on findings from the Campaign's 2001 Media Literacy Summit in Washington, D.C., at [www.mediacampaign.org](http://www.mediacampaign.org).*

# Extra!

## READ ALL ABOUT IT!

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

*Update*, the Campaign's quarterly newsletter, is available by mail and on the Web at [www.mediacampaign.org](http://www.mediacampaign.org).

To submit comments or story ideas or to subscribe, please send your name, title, organizational affiliation, address, telephone and fax numbers and e-mail address to:

National Youth Anti-Drug Media Campaign  
c/o Academy for Educational Development  
1825 Connecticut Ave., NW  
Washington, DC 20009  
Fax: (202) 884-8448, Attn: Partner Database  
E-mail: [nyac@aed.org](mailto:nyac@aed.org).

To subscribe online, click on [www.mediacampaign.org/getinvolved/flashform.html](http://www.mediacampaign.org/getinvolved/flashform.html). To subscribe to the Anti-Drug Parenting Tips E-mail go to [www.TheAntiDrug.com](http://www.TheAntiDrug.com).

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Summer 2002

## PUTTING MURALS on the "MAP"

In 2002, the Campaign expands the reach of the "What's Your Anti-Drug?" mural program by partnering with the Philadelphia Mural Arts Program (MAP) to develop a "how-to" guide for producing community anti-drug themed murals.

The Campaign mural program, initiated in 2000, is designed to give youth an opportunity to "tell the world" what stands between them and drugs. "What's Your Anti-Drug?" murals, completed in 26 cities, proved an excellent way for youth to improve their neighborhoods and develop a strong sense of pride and confidence in their accomplishments.

MAP brings significant experience to the mural guide. Since its inception in 1984, MAP has created more than 2,000 murals in the city of Philadelphia.

"For many young people, painting a mural can be a life-changing experience," said Jane Golden, MAP director. "It gives kids the motivation to pursue other activities that develop their potential and interests."

The mural guide will be available in Fall 2002 online at [www.TheAntiDrug.com](http://www.TheAntiDrug.com) or by calling (800) 788-2800.



*The Philadelphia Mural Arts Program has created murals throughout the city, including this one featuring Herman Wrice, a grassroots anti-drug activist. To view more examples of MAP's work, visit [www.muralarts.org](http://www.muralarts.org).*

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