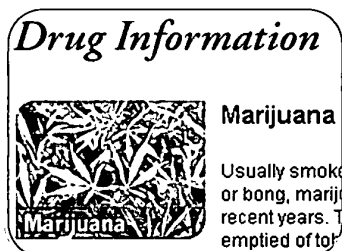
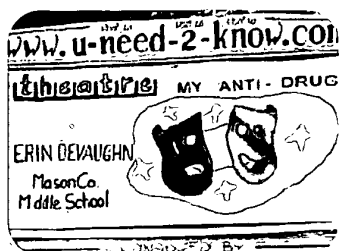


UPDATE

NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN



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OFFICE OF NATIONAL DRUG CONTROL POLICY www.mediacampaign.org Fall 2002

Weeding out the Truth CAMPAIGN INITIATIVE FOCUSES ON MARIJUANA

Marijuana is the most widely used illicit drug among America's youth. Twice as many 8th graders today have tried marijuana compared to a decade ago. And despite the growing scientific evidence of the harm it can cause, many kids—and their parents—see the drug as benign.

The Campaign is focusing on marijuana this fall, in an initiative that includes national advertising and media and community outreach designed to dispel popular myths and misconceptions about marijuana. Messages are targeted to youth, their parents and other influential adults, focusing on the specific dangers the drug poses to kids.

“Marijuana is far from ‘harmless’—it is pernicious. Together, in our communities, in our schools, and most of all, in our homes, we must work to dispel the folklore about this drug.”

— John P. Walters
Director, Office of National
Drug Control Policy

The Campaign message is that marijuana puts kids at risk. It's harmful to young bodies and minds that are still developing. Marijuana affects the brain and can impair mental health, leading to increased depression and anxiety.

Kids who use marijuana regularly also show a decrease in academic achievement. Even short-term marijuana use has been shown to cause problems with memory, learning,

Continued on page 3

Expert Insight American Indian Ads Reflect Research

After two years of extensive research on the best way to address the specific needs of the American Indian community, the Campaign recently unveiled a series of drug-prevention advertisements targeting American Indian audiences. The ads promote and model parenting skills and positive alternatives to drug use.

Research has shown the importance of cultural pride in keeping kids drug free. The ads, therefore, focus on the positive influence of parents and elders in the American Indian community and the critical role they play in drug prevention.

“This advertising reflects extensive research and broad input from American Indian public health experts. We are working with the American

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National Crime Prevention Service (NCJRS)
Box 6000
Rockville, MD 20849-6000

Inside:

Open Letter
to Parents

@Work
Employees Get
the Messages

Girl Scouts
Living in the
Zone

A MESSAGE FROM ONDCP



Communities Can Prevent Marijuana Use

Marijuana is the most popular illicit drug with today's youth. Among kids age 12-17 who use drugs, approximately 61 percent use marijuana only.¹ Moreover, the number of 8th graders who have used the drug has doubled in the last decade.²

It's no wonder that kids think marijuana is harmless—they're only getting one side of the story. Marijuana is in everything from jokes on late night television to summer teen blockbusters. Parents admit to being ambivalent and unaware of the risks to young users. And we're up against well-financed and organized campaigns to promote medical marijuana and legalization of the drug.

So what can we do about it?

We can start by working together to send kids—and parents—a new message about marijuana. We can use the best new science to educate the public about the significant health, social, learning and behavioral effects of the drug on teen users. And we can speak out and take a stand against marijuana in our communities.

While it's true that other drugs may be more addictive and cause more severe harm, the fact is that far more

Continued next column

Continued from page 1

American Indian Advertising

Indian community to help protect young people from the problems that result from illicit drug use and ensure that parents and youth have access to drug-prevention strategies and resources," said ONDCP Director John P. Walters.

ONDCP conducted qualitative research to identify the attitudes and beliefs that American Indian teens, parents and influential adults have toward drug use and prevention in their community. The messages focus on the positive consequences of avoiding illicit drug use because the research showed that such messages are more effective with American Indian youth.

Dr. Timothy Taylor, a member of the Kiowa Tribe, American Indian public health expert and senior research scientist at the University of New Mexico, noted that "much of our research demonstrated that general media portray American Indians in a simplistic, often negative and critical light. The new anti-drug advertisements are more culturally balanced, depicting communities and



One of the print ads featured in the Campaign's new American Indian outreach. Other ads may be viewed or downloaded at www.mediacampaign.org.

families in ways that empower rather than isolate them."

Find additional information on the Campaign's American Indian outreach at www.mediacampaign.org.

Marijuana Use... *Continued from column 1*

youth use marijuana than all other illegal drugs. And as long as we focus only on the most severe drugs, we let marijuana "off the hook" and contribute to the mixed messages we're sending our kids.

Marijuana is addictive and can hurt young bodies and minds at a crucial time in teens' lives. Studies also show that young marijuana users are far more likely to end up taking risks, such as having sex or using other illicit drugs.

We've launched this initiative to tell kids the other side of the story. Marijuana can do great damage to

their futures, and they deserve to know the truth.

As leaders in the effort to raise healthy, drug-free youth, you can be key partners in this important effort. In our communities, in our schools, and in our homes, let's work together to dispel the myths about this drug.

For more information about how you can get involved with the Campaign's marijuana initiative, download a copy of the *Marijuana Awareness Kit* at www.mediacampaign.org.

¹ National Household Survey on Drug Abuse, 2001.

² Monitoring the Future, 2001.

cognitive development and problem solving.

Recent research also shows that kids who use marijuana weekly are more likely to get in trouble with the law, struggle in school, have delinquent friends, engage in sex and end up in dangerous situations.

Marijuana accounts for more treatment admissions than all other illicit drugs combined. Sixty percent of teens currently in drug treatment are there because of marijuana. According to the Substance Abuse and Mental Health Services Administration, among all treatment admissions for marijuana in 1999 more than half (57 percent) first used marijuana by age 14.

The Campaign also is reaching out to schools and communities to help with this effort. Partner kits will be available to those interested in planning marijuana prevention activities at the state and local level. Kits will include customizable materials for media outreach, community activities and local advertising. Kits will be available online at www.mediacampaign.org.

On the open letter at the right, you'll see that a number of influential organizations have joined the Campaign to get out this important message. Throughout the Fall, the Campaign will be sponsoring events encouraging Americans to "wake up" to the risks of marijuana use and to teach young people that the answer to marijuana question is, "I shouldn't and I won't."

Additional information for parents is available at www.TheAntiDrug.com; for youth at www.freevibe.com; for educators at www.teachersguide.org, or by calling the National Clearinghouse for Alcohol and Drug Information at (800) 788-2800.

An Open Letter to Parents ABOUT MARIJUANA

The following letter appeared in about 300 newspapers across the U.S. during the week of September 17 to help launch the Campaign's marijuana initiative. Learn more at www.mediacampaign.org.

Did You Know?

Marijuana puts kids at risk. It is the most widely used illicit drug among youth today and is more potent than ever. Marijuana use can lead to a host of significant health, social, learning and behavioral problems at a crucial time in a young person's development. Getting high also impairs judgment, which can wreak havoc on teens in high-pressure social situations, leading to risky decision making on issues like sex, criminal activity or riding with someone who is driving high.

And don't be fooled by popular beliefs. Kids can get hooked on pot. Research shows that marijuana use can lead to addiction. More teens enter treatment for marijuana abuse each year than for all other illicit drugs combined.

This fall, America's youth will hear a new message about marijuana, thanks to collaboration among federal agencies, public health organizations, educators and concerned parents. The initiative will inform young people that using marijuana has real consequences and can put their futures at risk. It will teach them that the dangers of marijuana are not overblown and must be taken seriously. Most of all, this campaign will dispel the myths about marijuana by concentrating on the facts.

Time and again, kids say their parents are the single most important influence when it comes to drugs. So this message needs to start with you. Kids need to hear how risky marijuana use can be. They need to know how damaging it can be to their lives. And they need to begin by listening to someone they trust.

To learn more about marijuana and how to keep your kids drug-free, please visit www.TheAntiDrug.com or call (800) 788-2800.

Then talk with your kids. Together, we can help them separate the myths from the facts.

Signed:

- | | |
|---|--|
| ■ American Academy of Family Physicians | ■ National Center for School Health Nursing |
| ■ American Academy of Pediatrics | ■ National Crime Prevention Council |
| ■ American College of Emergency Physicians | ■ National Families in Action |
| ■ American Medical Association | ■ National Family Partnership |
| ■ American Society of Addiction Medicine | ■ National Indian Health Board |
| ■ Child Welfare League of America | ■ National Medical Association |
| ■ Community Anti-Drug Coalitions of America/Drug-Free Kids Campaign | ■ National PTA |
| ■ National Asian Pacific American Families Against Substance Abuse | ■ Office of National Drug Control Policy |
| ■ National Association of State Alcohol and Drug Abuse Directors | ■ The National Center on Addiction and Substance Abuse (CASA) at Columbia University |

@Work Program

Offers Tailored Tool Kits

Youth drug-prevention resources and information are available to employers, employee assistance program (EAP) professionals and unions through a specialized tool kit offered on the Campaign's workplace-focused Web area, www.TheAntiDrug.com/atwork.

The tool kit offers a variety of specialized materials for these groups to distribute anti-drug messages and information to their employees and members:

- a sample e-mail message alerting parents and other adults to the drug-prevention resources;
- parenting and drug-prevention articles for employee and member communications and newsletters;
- Spanish language tips for parents;
- subscriptions to @Work News, an e-mail newsletter alerting subscribers to new tools for working parents; and
- success stories from employers, unions and EAPs already participating in the @Work Program.

"When family problems reach the workplace, someone pays the cost—often employers," said ONDCP Director John P. 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."

Bring the anti-drug materials—available at www.TheAntiDrug.com/atwork—to the attention of employers, employee assistance professionals or union representatives so they can share them with working parents.

AT&T Employees Get the Messages @Work

Communications giant AT&T is bringing parenting information to its 70,000 employees by incorporating the Campaign's @Work program into a variety of its internal communication channels.

"A company that supports its people reaps the benefits far beyond its efforts or investments," said AT&T Chairman Mike Armstrong. The company has a history of providing important health-related information to all employees.

AT&T communicates the Campaign's parenting messages to its employees through e-mail messages, Intranet links, articles in publications, displays



AT&T

in lunch and break rooms, handouts in fitness centers and at health fairs.

Sharing such information can benefit employees and their families. Teens who learn about the dangers of drugs from their parents are 42 percent less likely to use drugs, according to the 2000 Monitoring the Future study.

AT&T's partnership with the Campaign is part of the larger effort to offer employers easy ways to provide free youth drug-prevention resources to parents where they spend much of their time—at work.

Get employers involved in the Campaign's @Work program by logging on to www.TheAntiDrug.com/atwork.

Capital One Credits Parents as Key to Drug-Free Kids

Approximately 20 million Capital One customers will receive drug-prevention messages in their credit card bills to remind them of parents' critical role in keeping kids drug free. Billing statements will include the Campaign's "Parents. The Anti-Drug." message, encouraging parent-child interaction and promoting free resources.

"Capital One is proud to be the first financial services company to partner with ONDCP to educate parents about their vital role in keeping their children drug free," said Chairman and CEO Richard D. Fairbank. "This new partnership is a great example of how the public and private sectors can work together on an issue of importance to the entire nation."

Capital One also will disseminate the Campaign's youth drug-prevention

information to its employees online and through a variety of communication channels.

Campaign materials also will be distributed through the company's community partners.

The partnership is part of the Campaign's larger effort to enlist corporate America in youth drug prevention, encouraging in-kind donations of goods and communication services and financial contributions to underwrite advertising, programs and materials.

Order the Campaign's parenting booklet (number PHD884) by calling (800) 788-2800, or download it at www.TheAntiDrug.com. Sign up to receive the Campaign's Parenting Tips E-mail at www.TheAntiDrug.com. To get your company involved in Campaign activities, contact Harry Frazier at (202) 828-8897.

ROUNDTABLE HIGHLIGHTS

Drugs, Terror Link

Law enforcement officials around the world have long recognized the close connection between acts of terror and illicit drugs. The Campaign recently brought together federal intelligence and international relations experts and entertainment writers and producers to discuss how the link is relevant in the daily lives of all Americans.

The roundtable discussion emphasized that demand for illegal drugs supports drug trafficking, which in turn supports terrorism. "There is no question that violence is caused by drugs in my country," said Luis Alberto Moreno, Colombia's Ambassador to the U.S. Terrorists, he stressed, need transportation, safe houses and money—all of which drug trafficking can supply.

Panelists agreed that the high demand for drugs is at the root of the problem and emphasized the need to educate young people on how personal drug consumption

contributes to a multi-billion dollar industry that helps spread terror around the world.

Maureen Orth, feature writer for *Vanity Fair* and author of a recent article about the drug trade in Afghanistan, moderated the discussion at 20th Century Fox Studios in Los Angeles. Speakers included Moreno, former undercover agents from the CIA and DEA and a Mexican official who spoke about the impact of the drug trade on the Mexican community at the U.S./Mexico border.

The roundtable discussion was part of the Campaign's ongoing effort to educate entertainment writers and producers about issues related to substance abuse. The Campaign will host additional roundtables on marijuana and youth, treatment and counterdrug technology.

Learn more about drugs and terror by visiting the Campaign's adult-focused Web site, www.TheAntiDrug.com.

Dynamic Resource for Writers

The Campaign offers entertainment writers and feature journalists comprehensive, online resources about substance abuse and related issues through www.DrugStory.org.

Developed to help writers quickly locate and research information about drugs, DrugStory.org focuses on issues ranging from the physical and mental effects of drugs like ecstasy and heroin, to drug smuggling techniques and international drug trafficking.

The site offers direct access to experts in a variety of drug-related fields and features first-hand accounts of substance abuse from drug users, their friends and relatives and the professionals who treat them. DrugStory.org also incorporates detailed sections on drug statistics, drugs and crime, treatment and prevention and global drug trafficking.

Retailers Promote Anti-Drug Theme

During Back-To-School Season

If shopping's your "Anti-Drug," the TJX Companies have a place for you. The Campaign and TJX—including T.J.

Maxx, Marshalls, HomeGoods and A.J. Wright stores—are

working together to focus the back-to-school season on youth drug prevention.

TJX is gearing in-store displays and online information to both parents and teens. Posters promote youth drug prevention and direct parents to

the Campaign's adult-focused Web site, www.TheAntiDrug.com.

Additionally, T.J. Maxx stores are implementing a national essay contest for young people age 13-19. By submitting a 500-word

essay about their Anti-Drugs—the things that keep them from using illicit drugs—teens can win a \$1,000 shopping spree at TJX stores. Registration information is available by clicking on "What's Your Anti-Drug?" at www.tjmaxx.com.

TJX also has committed to the Campaign's @Work program, emphasizing preventing drug use among youth for 54,000 employees in its corporate headquarters and 1,505 stores across the country.

Encourage youth to enter T.J. Maxx's national "What's Your Anti-Drug?" contest by logging on at www.tjmaxx.com. Youth can also register their Anti-Drugs and get additional information on drug-prevention activities at the Campaign's youth Web site, www.freevibe.com. Parents can get additional information on youth drug prevention at www.TheAntiDrug.com.



Tips for Adults

Following are a few examples of tips included in the leader guide for the *In the Zone: Living Drug Free* workbooks:

- ☐ Include activities that help to instill anti-drug attitudes and demonstrate that these attitudes also are held by family members, peers and the community. Young people need to understand that using drugs is not the norm—being drug free is.
- ☐ Provide an atmosphere of openness, freedom and trust so girls will feel comfortable expressing themselves and seeking advice from you. Listen seriously to what girls have to say. Give girls responsibility, praise and recognition. Let them know you value and care about them.
- ☐ Emphasize positive lifestyles and healthy choices to help girls become resilient and stay healthy. Provide activities that are purely fun.
- ☐ Provide activities that help girls build prevention skills. Include group discussions, decision-making and problem-solving exercises.
- ☐ Ensure that activities are age appropriate.
- ☐ Reinforce the importance of parents and other adult caregivers as the primary teachers of their children.
- ☐ Be a caring, trustworthy, consistent, principled and positive role model.

GIRL SCOUTS ARE LIVING "In the Zone"

NEW WORKBOOKS HIGHLIGHT DRUG PREVENTION

The Girl Scouts of the USA (GSUSA) and the Campaign are finding ways to teach America's girls and young women how to lead healthy, drug-free lives.

In the Zone: Living Drug Free, a set of drug-prevention workbooks in the Issues for Girl Scouts series, offers creative activities to teach kids to reject illicit drugs. The set includes four youth workbooks—Daisy/Brownie, Junior, Girls 11-14 and Teens 14-17—and an accompanying guide for adult leaders. Spanish versions of the workbooks will be available next year.

The series is based on and incorporates Campaign research and messages and is designed to address GSUSA's recent research about contemporary issues facing girls today. Each of the workbooks contains facts about illegal drug use and a variety of age-appropriate activities to encourage girls to stay healthy and drug free. The activities include decision-making, problem-solving, communication and critical-thinking skills.

In the Zone: Living Drug Free patches also have been created for each age level for Girl Scouts. After the girls have participated in the workbook activities appropriate for their age level, they may receive the patch.

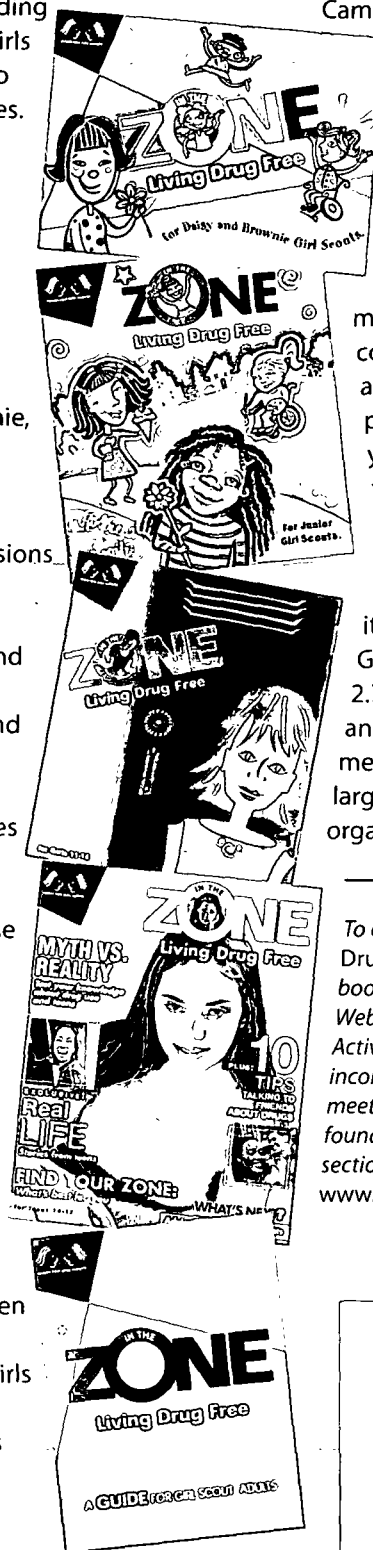
The GSUSA partnership with the Campaign also includes the

"High on Life" badge, which has proven extremely popular among girls since its launch in mid-2001. To earn this official badge, Junior Girl Scouts

must satisfactorily complete a series of activities related to drug prevention. In its first year of availability, the badge was earned by almost 62,000 Girl Scouts.

Currently celebrating its 90th Anniversary, GSUSA has more than 2.7 million girl members and 860,000 adult members and is the largest girl-serving organization in the world.

To order *In the Zone: Living Drug Free* workbooks, visit the bookstore at the Girl Scouts' Web site, www.girlscouts.org. Activities that you can incorporate into youth meetings and events can be found in the *Get Involved* section on www.mediacampaign.org.



Covers of the new *In the Zone: Living Drug Free* workbooks include, from top, Daisy/Brownie, Junior, Girls 11-14, Teens 14-17 and adult leader guide.

INTERFAITH ORGANIZATIONS

● Help Get Anti-Drug Messages Out

The role of faith in preventing substance abuse has been demonstrated repeatedly. A number of faith-based organizations are working with the Campaign to reinforce that role and keep young people from using illicit substances.

Two interfaith groups, Faith Partners and One Church-One Addict (OCA), have been instrumental in getting

Campaign messages out to congregations throughout the U.S.

Faith Partners and the Campaign have collaborated on two regional conferences. At these meetings, Campaign representatives briefed staff and volunteers on the goals of the Campaign and offered suggestions and assistance to infuse current and new ministries with the Campaign's

prevention activities and messages.

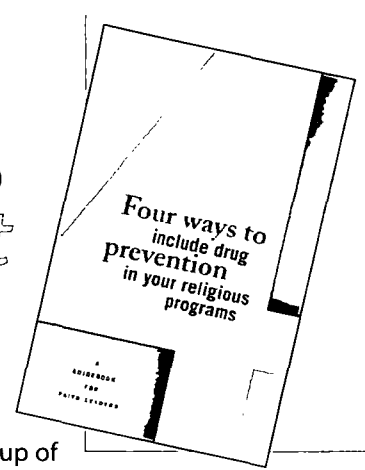
Founded in 1996 by a group of denominational leaders, Faith Partners is a national organization dedicated to equipping people of faith to prevent substance abuse. More information on Faith Partners' outreach is available at

web2.airmail.net/faithpts/home.html.

The Campaign and OCA have collaborated to develop the prevention capacity of OCA staff and volunteers through articles for its fax newsletter, Campaign materials and publications and training at local meetings.

OCA works with more than 1,000 churches, temples, synagogues, mosques and assemblies—encouraging each congregation to "adopt" at least one recovering addict, to assist and support that individual's recovery and reentry into the community. More information on OCA's outreach is available at www.onechurch-oneaddict.org/.

Order Campaign materials, including the new booklet, "Four ways to include drug prevention in your religious programs" (number PHD904), by calling (800) 788-2800. Materials are also available online at www.TheAntiDrug.com/faith.



FREEVIBE'S GOT A NEW LOOK

Freevibe's got a new look! Its improved homepage layout highlights healthy alternatives and factual prevention information to help keep tweens and teens drug free and focused on their goals and dreams.

The newly designed site offers easier access to popular content areas such as Heads Up (factual drug information), Shout Out (message boards), Hangtime (celebrity interviews and news) and "My Anti-Drug" (national anti-drug youth movement).

The site's popular *Summit High*, an animation series that follows the lives of five high school

students, is featured front and center and renewed monthly. *Summit High* focuses on issues that many tweens and teens face everyday—including smoking, illicit drug use, body image issues and plagiarism.

Young people continue to share their thoughts and opinions about drugs through moderated message boards and are able to submit and share their "Anti-Drugs"—the things that stand between them and illicit drugs—with their peers across the country.

Encourage youth to keep up with the happenings at Summit High or to add their Anti-Drugs to the national tally by visiting www.freevibe.com.

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.

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.

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

UPDATE

NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN

OFFICE OF NATIONAL DRUG CONTROL POLICY

www.mediacampaign.org

Fall 2002

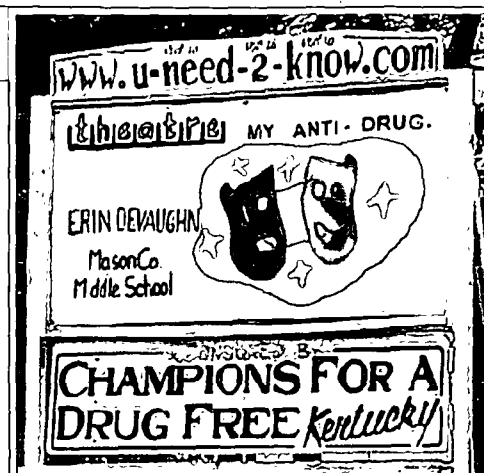
Kentucky Takes Anti-Drugs on the Road

In five Kentucky counties, 35 billboards promote the things that stand between young people and illicit drugs—their “Anti-Drugs”.

The billboards are the winning entries in a slogan contest sponsored by the Region VIII Champions for a Drug-Free Kentucky, a volunteer citizens’ coalition from Bracken, Fleming, Lewis, Mason and Robertson counties. More than 1,000 middle-school students in the five counties described or illustrated their Anti-Drugs and the top 35 were reproduced on small billboards.

The contest illustrates one of the many ways that local groups can team up with schools to keep kids drug free. Technical assistance to the coalition is provided by the Regional Prevention Center of Comprehend, Inc.

Encourage your local coalition to work with schools to get anti-drug messages out in your community. Campaign materials are available at www.mediacampaign.org or by calling (800) 788-2800. Let us know about your coalition’s activities by sending an e-mail message to nyac@aed.org—your group could be featured in an upcoming issue of Update.



One of the student-designed “My Anti-Drug.” billboards displayed throughout five counties in Kentucky.

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