

UPDATE

NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN



MY CHILD IS NOT AN HONOR STUDENT.
HE SMOKES POT AND CAN'T CONCENTRATE
OR REMEMBER WHAT HE STUDIES.



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OFFICE OF NATIONAL DRUG CONTROL POLICY

www.mediacampaign.org

Winter 2003

YOUTH URGE PARENTS "WAKE UP" TO MARIJUANA RISKS

With old-fashioned alarm clocks and noisemakers in hand, teen activists from local chapters of Students Against Destructive Decisions (SADD) and PRIDE Youth Programs staged events in seven cities in October and November to raise awareness and convey the risks of youth marijuana use to parents and other adults.



Members of PRIDE Youth Program's Indianapolis chapter took to the streets in October urging adults to "Wake Up" to the risks of youth marijuana use. It was the first of seven events around the country.

"Some parents today are working from outdated perceptions about marijuana—it's not the same drug it was when they were growing up," said Ashley Conners, SADD national student of the year. "We're trying to make a difference by getting parents to realize they can influence a teenager's decision to use drugs just by telling them that it's not okay."

Amid the clanging clocks in high-profile, high-traffic public areas, large signs alerted parents: "Wake up—Marijuana is riskier than you think!" and "Wake up—Why do you think it's called DOPE?" Teens wore t-

Continued on page 4

Marijuana Initiative: *Dispelling Popular Misconceptions*

The message bears repeating: Parents are the most influential factor in kids' decisions not to use marijuana and the best way to know where kids are and what they're doing is to ask.

Marijuana is the most widely used illicit drug among today's youth. Ambivalence about marijuana exists among parents and youth. The fact is that marijuana use can lead to a host of health, social and behavioral problems for teens.

Recently, the Campaign issued a wake-up call to parents, launching an initiative to warn them that marijuana has serious consequences for young users. At a press conference, ONDCP Director John P. Walters was joined by leaders in public health, parenting and drug prevention urging parents to learn about the risks of marijuana use, talk to their kids about the drug and become more involved in the lives of their children.

The initiative targets youth, their parents and other influential adults such as student assistance professionals,

Continued on page 3

Inside:

Parenting Help
in Spanish

Oregon Youth
Create Mural

Mark Your
"Anti-Drug"
Calendars

A MESSAGE FROM ONDCP



AGENCIES BOOST Marijuana Focus

Marijuana use puts youth at risk for a number of significant health, social, learning and behavioral effects. The Campaign, its national partner organizations and a number of other federal agencies are encouraging parents to be more aware of the risks and to talk to their kids about those risks. Some of the agencies offering materials and programs on marijuana include:

- The National Institute on Drug Abuse (NIDA) recently launched a Web site, www.marijuana-info.org, to provide general information, research reports and brochures with marijuana information for teens and parents. The site also features *Mind Over Matter*, a seven-part series with downloadable teacher's guide, designed to encourage young people in grades five through nine to learn about the effects of drug abuse on the body and the brain.
- NIDA has also teamed up with Scholastic, Inc., the largest publisher and distributor of children's books in the world, to develop *Heads Up: Real News About Drugs and Your Body*, an education series for teens that offers hard evidence about how drug abuse can damage the brain and body. The online version is available at www.scholastic.com/headsup.
- The U.S. Department of Education ran an article to help subscribers to

Continued next column

"Marijuana & Kids" ROUNDTABLE SERIES

Entertainment and the media have major influences in the lives of young people. That's why the Campaign is hosting a marijuana roundtable series to educate the entertainment industry and the media about the dangers of adolescent marijuana use.

The first "Marijuana and Kids" roundtable convened more than 40 entertainment industry writers and executives at the 20th Century Fox studios in Los Angeles. Attendees included writers from *Judging Amy*, *Mad TV* and *Boston Public*, as well as executives from ABC, ABC Family, Disney Channel, MTV, Fox, the WB, the Writers Guild and the Academy of Television Arts and Sciences.

Betty Ann Bowser, education correspondent for PBS' *The NewsHour with Jim Lehrer*, moderated the discussion. Panelists included Dr. Alan Budney, associate professor of psychiatry and psychology at the University of Vermont and Dr. Karen Miotto, assistant clinical professor in the Department of Psychiatry and Biobehavioral Sciences at the UCLA School of Medicine. Also joining the discussion were two teens in treatment for marijuana use and a

mother of three children who are in treatment for marijuana use.

Several important points were raised during the discussion, including:

- More kids are using marijuana at younger ages, increasing their risk for health and behavior problems.
- Marijuana use has serious educational and developmental effects on youth.
- Marijuana is, in fact, addictive.
- Parents must be responsible for recognizing and reacting to early signs of marijuana use.

The series continued throughout the Fall with roundtables in New York, Chicago, Denver, Miami and Houston.

The writers' roundtables have been successful in educating entertainment writers and executives and feature journalists about the most prevalent substance abuse issues affecting kids today, providing up-to-date research and connecting writers with experts, educators and parents and teens for personal stories.

Journalists and entertainment writers can get information and statistics on specific illicit drugs at www.drugstory.org or by calling (800) 850-8077. Information on the Campaign is available at www.mediacampaign.org.

Agencies boost marijuana focus *Continued from column 1*

its *Challenge* newsletter better understand the risks of youth marijuana use. The newsletter reaches out to adults involved and interested in creating drug-free schools—educators, school administrators, safe and drug free school coordinators, counselors and prevention practitioners.

- The National Highway Transportation Safety Administration is implementing its *You Drink & Drive. You Lose.* campaign aimed at reducing impaired driving deaths to no more than 11,000 by the year 2005. The campaign's message is a

simple one: Make the right choice—don't drive after drinking alcohol or using drugs. Information on the campaign can be found at www.nhtsa.dot.gov.

- The Substance Abuse and Mental Health Services Administration's National Clearinghouse for Alcohol and Drug Information is one of the largest federal clearinghouses, offering more than 500 items to the public, many of which are free. For information, call 800-788-2800 or log on to www.health.org.

Initiative Dispels Misconceptions

Continued from page 1

prevention practitioners, health care providers and teachers. It includes print and broadcast advertising for parents and teens, as well as community outreach programs, online resources, news media outreach and educational materials which focus on using scientific evidence to depict the real dangers of marijuana for young users.

Surgeon General Richard Carmona, M.D., said, "Young marijuana users face serious risks. Marijuana can harm the brain, lungs and mental health. Research also shows that marijuana is addictive. More teens enter drug treatment each year for marijuana than for all other illicit drugs combined. Marijuana use is also three times more likely to lead to dependence among adolescents than among adults."

Research within the last decade has revealed that marijuana is more potent than ever. According to the National

Institute on Drug Abuse, its use leads to changes in the brain similar to those caused by cocaine, heroin and alcohol. Heavy marijuana use impairs the ability of young people to concentrate and retain information during their peak learning years, when their brains are still developing.

"There are many popular myths about the so-called harmlessness of marijuana, but we know from research that marijuana use is risky for teens at a crucial time in their lives," said Walters.

Research also shows that parents are the most powerful influence on their kids when it comes to the decision not to use marijuana. One of the new initiative's key messages reminds parents that they can help their kids stay drug free by asking questions, staying involved in their children's lives and monitoring their activities.



PHOTO BY REBECCA D'ANGELO

Shirley Igo, National PTA president, addresses the media at the launch of the Campaign's marijuana initiative, which shows youth the risks of marijuana use.

For the Campaign's new marijuana resource for parents—Wake Up to the Risks of Marijuana: A Guide for Parents—log on to www.TheAntiDrug.com or call (800) 788-2800. To get your group or coalition involved, use the materials found in the Marijuana Awareness Kit available at www.mediacampaign.org.

NATIONAL GROUPS SUPPORT INITIATIVE

In September, the Campaign advertised in nearly 300 newspapers around the country featuring an "Open Letter" urging parents to learn more about marijuana and to talk to their kids about the harm it poses to young users.

The letter, available at www.mediacampaign.org, is signed by ONDCP and the American Academy of Family Physicians; American Academy of Pediatrics (AAP); American College of Emergency Physicians; American Medical Association (AMA); American Society of Addiction Medicine; Child Welfare League of America; Community Anti-Drug Coalitions of America/Drug-Free Kids Campaign; National Asian Pacific American Families Against Substance Abuse; National Association of State Alcohol and Drug Abuse Directors; National Center for School Health Nursing; National Crime

Prevention Council; National Families in Action; National Family Partnership; National Indian Health Board; National Medical Association (NMA); National PTA; and National Center on Addiction and Substance Abuse at Columbia University.

On September 17, representatives of those partner organizations appeared at a press conference with ONDCP Director John P. Walters. Here are some of their comments:

- "For far too long, the message to our nation's young people has been that marijuana is harmless, when research has clearly proven that is not the case. Marijuana is mind altering, it can be addictive and it can lead to destructive behavior," said Richard F. Corlin, M.D., AMA immediate past president.
- "Make no mistake, marijuana is a harmful, addictive drug that is readily available to our children in

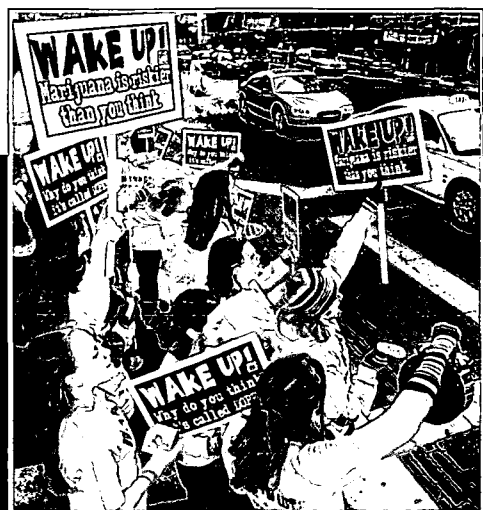
communities across the country," said Louis Z. Cooper, M.D., AAP president. "Teenagers who are smoking marijuana today are using a drug more potent than what was available in the 1960s."

- "Marijuana is a problem in our community," said L. Natalie Carroll, M.D., NMA president. "... marijuana negatively affects many aspects of a young person's life, including the ability to learn and think."
- "The solution to the problem of alcohol and drug abuse is not simple nor will it be accomplished quickly. It will take a sustained and collaborative effort on the part of all those who have a stake in building healthy communities, especially parents," said Shirley Igo, National PTA president.

Continued from page 1

"Wake Up" to Marijuana Risks

shirts emblazoned with "Today's To Do List" reminding parents to talk to their kids about the risks of marijuana. They



In Indianapolis, youth remind motorists, "Wake Up! Marijuana is riskier than you think."

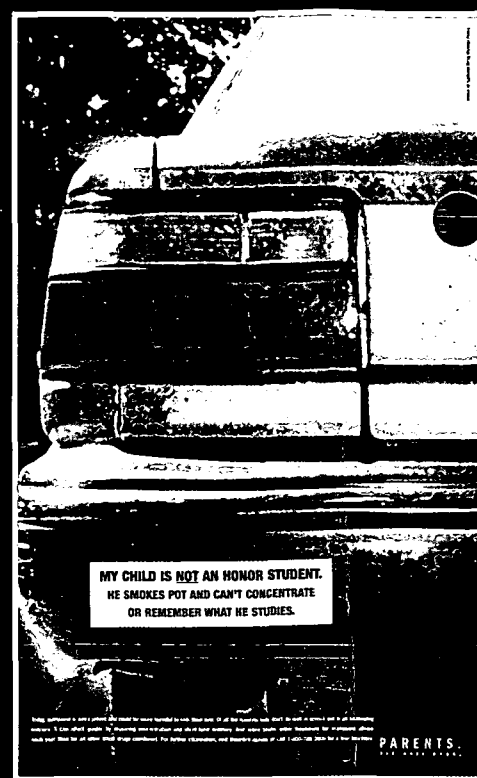
passed out materials encouraging parents to turn to TheAntiDrug.com, the Campaign's adult-focused Web site, for information.

The events weren't only about catchy phrases or cute handouts. These kids had the facts and they shared the information with thousands of adults.

"We hope these rallies will give parents the wake-up call that could save their children's lives," said Jay DeWispelaere, president and CEO of PRIDE.

Events were held in Boston, New Orleans, Orlando, Milwaukee, Indianapolis, Houston and Seattle.

Get more information on the risks of youth marijuana use at www.TheAntiDrug.com or by calling (800) 788-2800.



One of the Campaign's print advertisements running in media around the country shows some of the negative consequences of youth marijuana use. The marijuana ads can be viewed at www.mediacampaign.org. New ads are added to the site as they become available.

Parents Receive Anti-Drug Advice in Spanish LaAntiDroga.com Gets New Look, Fresh Content

The Campaign has expanded its outreach to Hispanic parents with a comprehensive redesign of its Spanish-language Web site, LaAntiDroga.com, incorporating more culturally appropriate and visually

appealing drug-prevention resources onto the site.

The redesign comes on the heels of a Nielsen/NetRatings survey showing that Hispanics now comprise more than 7 percent of all U.S. Internet users and that the number of Hispanics using the Web is increasing at a rate that is one of the fastest among ethnic groups.

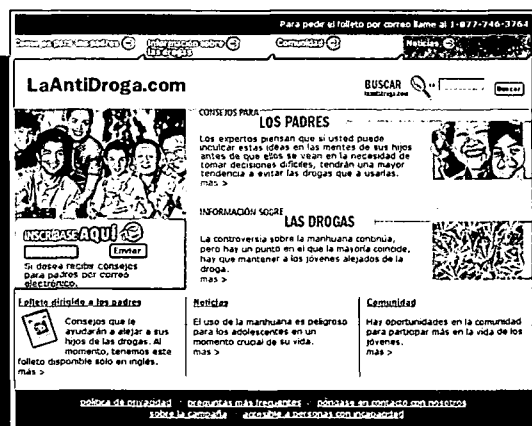
In developing the new design, the Campaign gathered information from focus groups in Miami and Los Angeles with parents and adult influencers, such as teachers and counselors.

Based on feedback from the sessions, LaAntiDroga.com now includes specific drug information; expert advice on how to handle youth drug use; tips for

extended family members, such as grandparents; and ways for communities to become more involved in keeping young people away from illicit drugs. The redesigned site includes an interactive feature through which parents can submit questions to a drug-prevention expert and have them answered online.

Information on TheAntiDrug.com is also available in Cambodian, Chinese, Vietnamese and Korean.

For the Campaign's latest parenting information in Spanish, visit www.LaAntiDroga.com. For parenting information in English and other languages, log on to www.TheAntiDrug.com and click on the specific language.



OREGON KIDS ● **SHOWCASE TALENTS** with "Anti-Drug" Mural

T-shirts in Newberg, Ore., offer the first clue: Sk8 Art. Skate Art? Add Chehalem Skate Park and the picture gets clearer.

For a week in July, young people came together at the park to create a colorful, expressive "Anti-Drug" mural and to hone their skateboarding skills.

The mural is the latest in a series developed over the last two years to allow young people across the U.S. to illustrate their Anti-Drugs—the things that stand between them and use of illicit drugs. Newberg's mural camp brought a range of community organizations together to empower kids to stay drug free.

The completed mural won first place in the Newberg Old Fashioned Festival and has been displayed throughout the state to help encourage other groups to participate in similar projects. Additionally, a photo of the kids painting their Anti-Drugs was awarded "Photo of the Week" by the Community Anti-Drug Coalitions of America Inc., a national organization dedicated to building and strengthening the capacity of

community coalitions to create safe, healthy and drug-free communities.

"The Anti-Drug mural project is helping build healthy kids and communities by inspiring youth to focus on what matters most to them," said Judy Cushing, president/CEO of the Oregon Partnership, a statewide substance abuse prevention group that helped organize the camp. "These young people will be the leaders of their generation—they have better things to do than drugs."

Other groups that collaborated on the mural included the Yamhill County Juvenile Crime & Substance Abuse Prevention Program, Yamhill County Youth Empowerment Squad, Newberg/Dundee Youth Outreach, Newberg/Dundee Oregon Together, Newberg Ministerial Association, Newberg High School Youth Advisory Board and local Boy and Girl Scout troops.

Get your community involved in a mural project. The Campaign's new mural planning guide (see box) is available online at www.TheAntiDrug.com or by calling (800) 788-2800.

RESOURCE AVAILABLE for Groups

A new resource to help community-based organizations develop "Anti-Drug" murals was introduced recently. *Five Steps to Planning an Anti-Drug Community Mural* offers instructional tips for developing permanent and temporary murals on various types of surfaces.

From developing the budget for a large permanent mural project to determining an Anti-Drug message/theme for a wall painting, the guide introduces ways to engage youth in decision-making skills while encouraging a healthy, drug-free lifestyle.

To launch the guide, the Mural Arts Program of Philadelphia (MAP) developed and unveiled a new mural entitled "Songs of Hope. My Anti-Drug." The mural celebrates the community coming together to battle drug issues.

The guide was developed in partnership with MAP and made possible by the support of AT&T Wireless. It is available online at www.TheAntiDrug.com or by calling (800) 788-2800.



Two young women lend their creativity to a mural depicting the "Anti-Drugs" of dozens of youth in Newberg, Ore. The mural has been displayed at events around the state since it was completed in July.

It's a Date!

CELEBRITIES DECLARE "ANTI-DRUGS"●

The Campaign has teamed up with two powerful and popular brands—DKNY Jeans, the casual line of the popular Donna Karan New York (DKNY) brand, and *CosmoGIRL!*, one of the nation's leading teen fashion magazines—to bring anti-drug messages to teen girls.

The centerpiece of the partnership is a "What's Your Anti-Drug?" calendar featuring 14 popular young male celebrities and the hobbies, interests and goals that keep them away from illicit drugs. The calendar was designed by Donna Karan's creative team and photographed by Herb Ritts, an internationally renowned fashion photographer.

"We need to keep our kids safe and drug free," said Donna Karan. "I can't think of a better way to do that than to show them how great drug-free entertainment can be. These kids are our future, and this is an opportunity to really make a difference in their lives."

More than 750,000 *CosmoGIRL!* subscribers received the calendar in the mail in November and hundreds of thousands more were available on newsstands in New York, California and Florida.

Freevibe.com, the Campaign's pop-culture Web site, and www.cosmogirl.com will offer behind-the-scenes information and an Anti-Drug essay contest. Freevibe also will

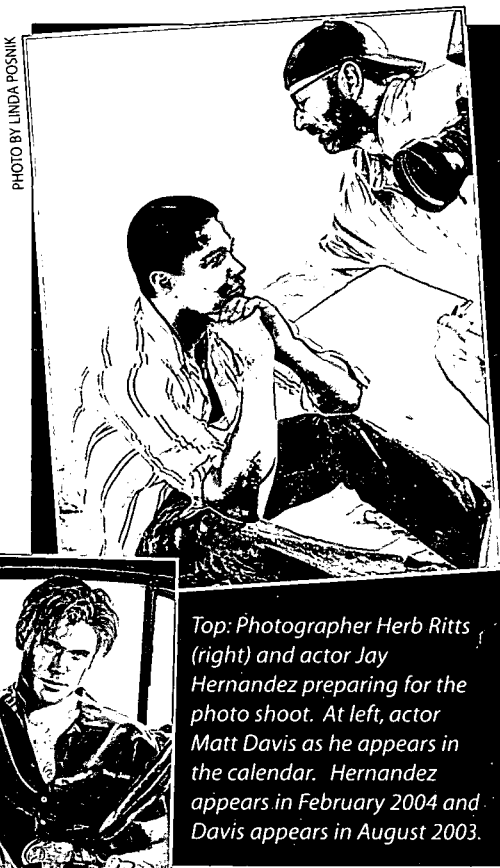


PHOTO BY LINDA POSNIK



PHOTO BY HERB RITTS

Top: Photographer Herb Ritts (right) and actor Jay Hernandez preparing for the photo shoot. At left, actor Matt Davis as he appears in the calendar. Hernandez appears in February 2004 and Davis appears in August 2003.

offer a downloadable monthly version of the calendar plus photos, video clips and interviews from the photo shoot.

The DKNY Jeans partnership is part of a larger effort to deliver drug-prevention messaging through corporate America's existing employee and customer communications.

Get more information on the "What's Your Anti-Drug?" celebrity calendar at www.freevibe.com or www.cosmogirl.com.

JANUARY
Enrique Iglesias
Anti-Drug: **Windsurfing**

"It kept me focused on the positive things in my life and it also helped me learn that you've got to be yourself to be cool."

FEBRUARY
Jonathan Jackson
Anti-Drug: **Faith**

"It's the thing that saved me. It's a high you never come down from."

MAY
Ethan Browne
Anti-Drug: **Music**

"Whether you're the one creating it or the one receiving it, it gives you the right kind of high."

JUNE
Rick Yune
Anti-Drug: **Life**

"There's nothing more wonderful in life than to be able to accomplish your goals. Drugs will hold you back, they threaten your foundations spiritually, mentally and physically."

SEPTEMBER
Alex Band
Anti-Drug: **Dreams**

"Focus on your goals and dreams. It's important to have a passion for something. Find out what it is and make it your own."

OCTOBER
Quddus
Anti-Drug: **Friends**

"You don't need to do drugs to have a good time. Good friends, positive vibes and enjoying the people I'm around are my anti-drugs."

"Books. The Anti-Drug."

BORDERS HELPS CAMPAIGN REACH PARENTS

Using its extensive nationwide retail presence, Borders Group, Inc., a leading global retailer of books, music and video, supported youth drug-prevention parenting practices through its national network of Borders and Waldenbooks stores.

Throughout October, Borders and Waldenbooks stores across America served as distribution points for the Campaign's parenting brochure, *Keeping Your Kids Drug-Free: A How-To Guide for Parents and Caregivers*. W.P. Carey, a real estate investment firm, underwrote the printing costs for the more than 200,000 brochures.

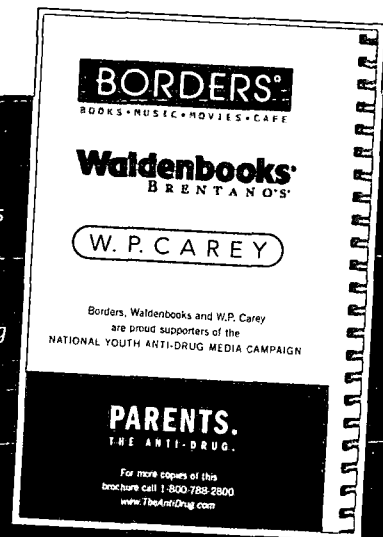
Borders and Waldenbooks reinforced the Campaign theme "Parents. The Anti-Drug." with in-store displays that featured selected parenting books and the brochures. In addition, Campaign messages were highlighted in the "monthly features" list produced by Borders' corporate office and sent to all stores.

"The network of more than 1,200 Borders and Waldenbooks stores is a valuable resource to get advice out to parents about how to talk to their kids about drugs," said Michael Spinozzi,

executive vice president and chief marketing officer for Borders Group. "Borders Groups' relationship with the Campaign seemed natural. After all, our stores are built and run to be community meeting places where customers discover ideas and information."

Get your company involved in the Campaign's corporate partnership initiative by calling Kim Betz at (202) 395-9966 or Martha Gagné at (202) 395-4622.

Logos for W.P. Carey, Borders and Waldenbooks appear on the back cover of more than 200,000 parenting brochures being distributed at stores owned by the Borders Group, Inc.



Campaign Ads Take Off

The Campaign's advertisements have taken to the air—literally! Three of the nation's leading airline carriers officially came "on board" helping communicate drug-prevention messages to their passengers and crew.

Since August, Northwest Airlines, United Air Lines and US Airways have included Campaign ads as part of their in-flight video entertainment programming.

The ads first appeared on 4,900 US Airways domestic flights reaching approximately 500,000 passengers. In addition, the ads were shown on 330 international flights with about 50,000 passengers. Northwest and United Air Lines aired the Campaign's popular new "talking baby" ads during October.

Overall, Campaign ads will air on more than 56,000 flights, reaching approximately 8 million passengers.

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:

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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.

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OFFICE OF NATIONAL DRUG CONTROL POLICY

www.mediacampaign.org

Winter 2003

PA GROUP SHARES GIFT OF "ANTI-DRUGS"

High school students in Lehigh Valley, Pa., know their "Anti-Drugs." For more than a year, students participating in the High School Advisory Board of Valley Youth House have touted the things that stand between them and illicit drugs on banners and through holiday gifts.

More than 1,200 students from 13 public and private high schools identified their Anti-Drugs. The board, representing Students Against Destructive Decisions chapters, then mounted the Anti-Drugs on banners and posted them in each of the schools. Sports took the top honors, with friends, music and family following.

The banners were paid for by the Allentown Rotary Club Foundation.

At its annual holiday party, the advisory board selected gifts based on Anti-Drugs and then members tried to guess what each Anti-Drug was as the gifts were opened.

Encourage local coalitions to get anti-drug messages out in your community. Materials are available at www.mediacampaign.org or by calling (800) 788-2800. Let the Campaign know about coalition activities by sending an e-mail message to nyac@aed.org—your group might be featured in Update.



Youth from the High School Advisory Board of the Valley Youth House wrap and prepare gifts for an "Anti-Drug" holiday gift exchange.

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