

## Overview

The Office of National Drug Control Policy (ONDCP) was created by Congress with passage of the Anti-Drug Abuse Act of 1988. A component of the Executive Office of the President, ONDCP is responsible for setting and monitoring Federal Government policies regarding efforts to reduce the demand for illegal drugs, prevent the initiation of substance use by young people, combat drug production and trafficking, and reduce drug-related crime, violence, and disease. Each year, the comprehensive response to the drug problem is articulated in the *National Drug Control Strategy (Strategy)*.

In addition to its leadership role in developing and coordinating drug control policies, ONDCP also functions as a central organizing body, managing the anti-drug efforts and certifying the drug control budgets of other government agencies.



**Director  
Gil Kerlikowske**



**Deputy Director  
Thomas McLellan**

## Purpose and Mission

A key role of ONDCP is to evaluate and coordinate the international and domestic anti-drug efforts of other Federal agencies and to ensure such efforts sustain and complement State and local anti-drug activities. The Director advises the President regarding changes in the organization, management, budgeting, and personnel of Federal agencies that affect the Nation's anti-drug efforts.

In an example of collaboration across the Federal spectrum, ONDCP has reinvigorated the Demand Reduction Interagency Working Group (IWG), bringing together 150 leaders representing 34 government agencies and departments to develop innovative and cost-effective approaches to the Nation's drug control challenges. Subcommittees of the Demand Reduction IWG meet monthly and submit quarterly reports to the full group, which then makes recommendations on a variety of drug-control issues to help ONDCP shape the *National Drug Control Strategy* and formulate long-term policy goals.

The Office of Supply Reduction (OSR) works in concert with government counterparts, partner nations, and multinational organizations to address threats posed by the global drug trade and to develop policies for reducing drug availability in the United States. Through the National Interdiction Command and Control Plan, OSR coordinates the drug-interdiction activities of all relevant agencies to ensure consistency with the *Strategy*.

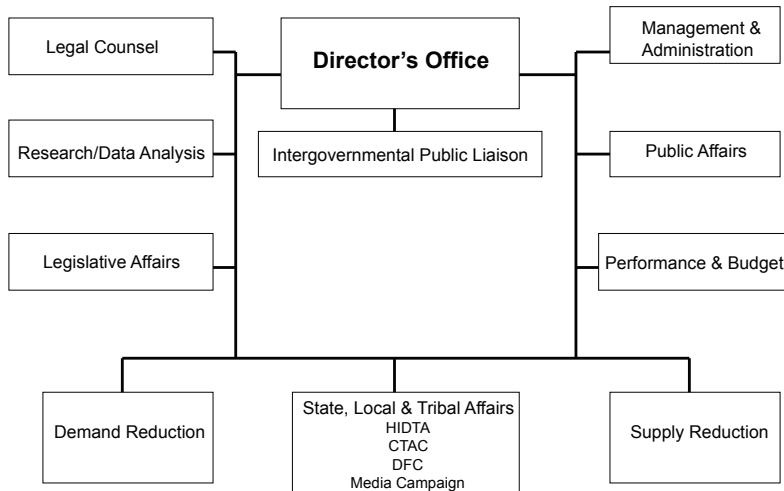
In June 2009, ONDCP and interagency partners released the National Southwest Border Counternarcotics Strategy. This Strategy, an integral component of the Obama Administration's national drug control policy, complements and bolsters the Administration's effort to reduce the flow of illicit drugs north-bound, the proceeds from drug sales and weapons south-bound, and drug-related violence across the Southwest border.

Other examples of intergovernmental cooperation include ONDCP's close working relationship with other executive-branch agencies, including the Office of Management and Budget and the White House Office of Administration.

### Demand Reduction Interagency Working Group



## ONDCP Organization



## Agency Structure

The Office of National Drug Control Policy is made up of 11 components that address cross-cutting issues related to prevention, treatment, recovery, domestic law enforcement, international relations, and data and research analysis. The President appoints, and the Senate confirms, the ONDCP Director, Deputy Director, the Deputy Director for Demand Reduction, the Deputy Director for Supply Reduction, and the Deputy Director for State, Local, and Tribal Affairs. A full-time staff of about 100 comprises experts from a variety of backgrounds and disciplines, including prevention, treatment, recovery, research, and law enforcement. Analysts and advisors examine the full range of issues related to substance abuse, focusing on ways to reduce both the availability and the use of these harmful substances.

## ONDCP Programs

In addition to its role as a policy maker, ONDCP manages a number of anti-drug programs, including these key initiatives:

- National Youth Anti-Drug Media Campaign
- High Intensity Drug Trafficking Areas (HIDTA) program
- Drug Free Communities Support program

### National Youth Anti-Drug Media Campaign

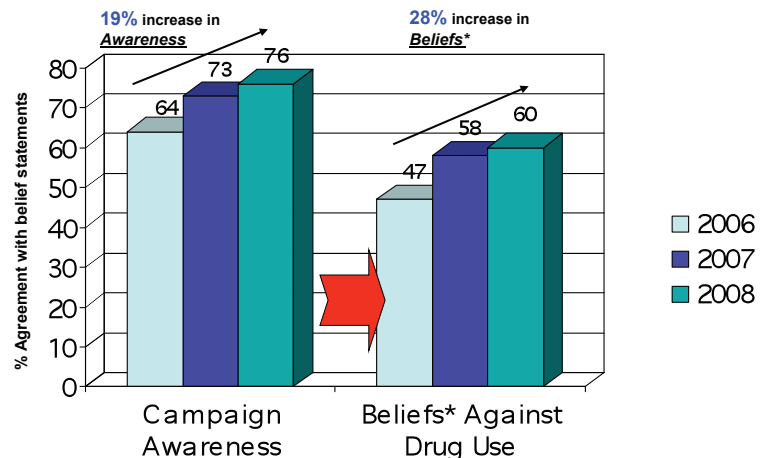
In 1998, the U.S. Congress created ONDCP's National Youth Anti-Drug Media Campaign with the goal of preventing and reducing youth drug abuse across the Nation. Through paid media and public communications outreach, the Campaign delivers anti-drug messages to America's youth, their parents, and community organizations that are important influences in the lives of teens.

*Above the Influence*, the Campaign's teen brand, speaks with a message and voice relevant to today's teens. Through advertising and online outreach, the Campaign supports a teen's ability to make healthy decisions and avoid drug use. Tracking study analysis has shown that as awareness of the *Above the Influence* advertising has grown, so have beliefs among young people about the risks of drug use and the importance of staying drug free (see chart, above right).

In 2008, the Campaign launched a national effort to alert parents to the rising trend of teen prescription drug abuse in America.

### Awareness of *Above the Influence* Strengthens Beliefs

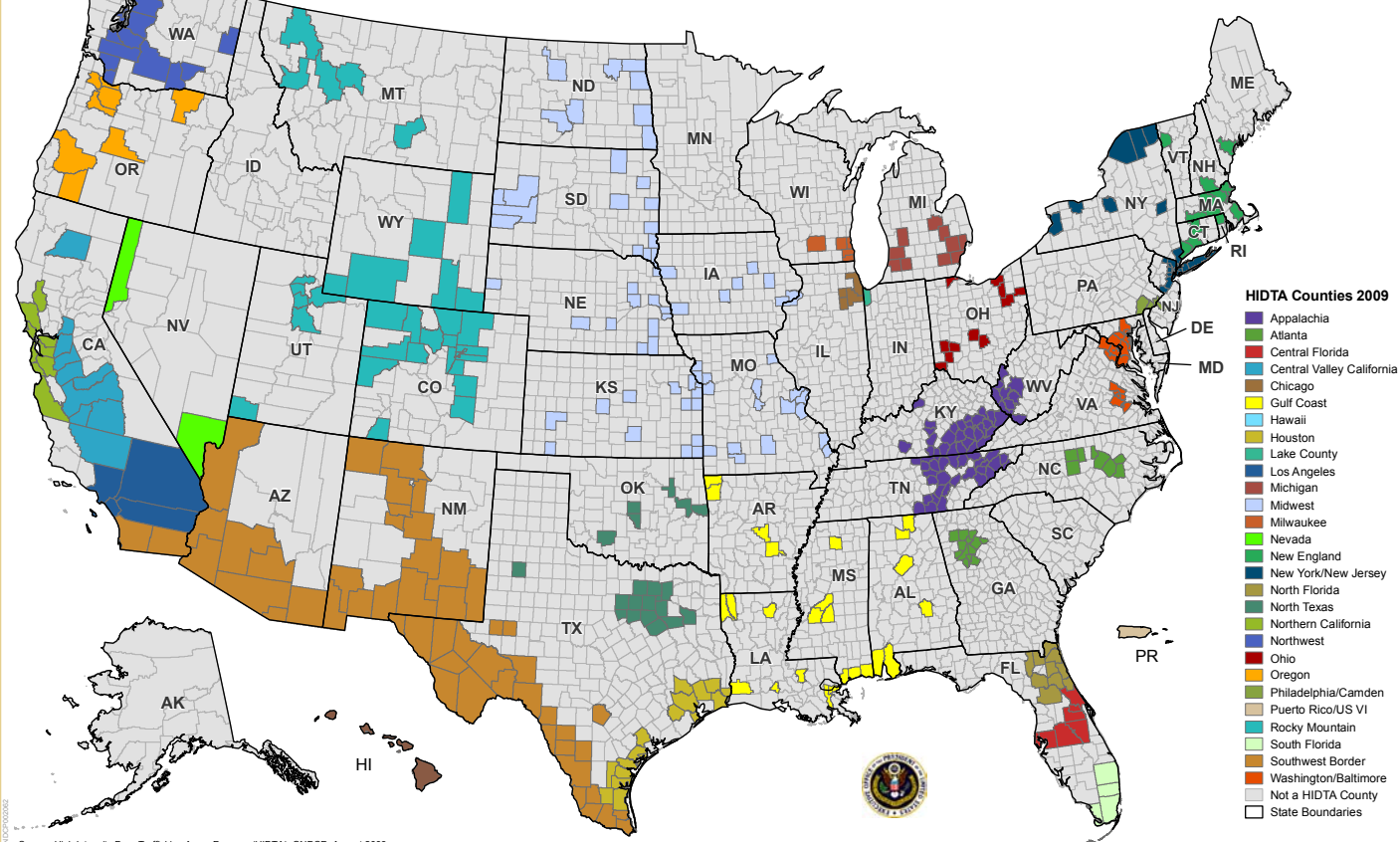
As awareness of *Above the Influence* advertising has grown, youth beliefs about the risks of drug use and the importance of staying drug free have strengthened as well.



\* Agreement score of 8, 9 or 10 on a 10 point scale applied to 19 belief statements

Parent awareness of teen prescription drug abuse more than doubled, and more than 75 percent of parents reported that they intended to take actions indicated in Campaign messages, such as securing medications. Another initiative, the Anti-Meth Campaign, highlights the dangers associated with methamphetamine use—for individuals, families, and communities—and provides a message of hope that people can and do recover from methamphetamine addiction.

## High Intensity Drug Trafficking Area Program Counties 2009



### High Intensity Drug Trafficking Areas (HIDTA)

The High Intensity Drug Trafficking Areas (HIDTA) program enhances and coordinates drug control efforts among Federal, State, and local law enforcement agencies. The program provides grant funds to assist agencies with coordination, equipment, technology, and resources to combat drug trafficking and its harmful consequences in critical regions of the United States. At present, there are 28 areas designated as HIDTAs.

The Anti-Drug Abuse Act of 1988, reauthorized by subsequent acts in 1998 and 2006, empowered ONDCP to designate areas in the United States that exhibit serious drug trafficking problems as HIDTAs. The HIDTA program provides additional Federal resources to those areas. Law enforcement organizations within each HIDTA assess drug trafficking problems and design specific

initiatives to reduce or eliminate the production, manufacture, transportation, distribution, financing, and use of illegal drugs. The ONDCP Director designates new HIDTAs in consultation with the Attorney General, the Secretary of the Treasury, the Secretary of Homeland Security, heads of the national drug control program agencies, and State governors.

Funding from HIDTA helps Federal, State and local law enforcement organizations invest in infrastructure and joint initiatives to dismantle and disrupt drug trafficking organizations. Funds are also used for demand reduction and drug treatment initiatives.

HIDTA-designated counties are present in 45 States, Puerto Rico, the U.S. Virgin Islands, and the District of Columbia.

### Drug Free Communities Support Program

Local leaders are in the best position to understand the drug problems affecting their communities. Directed by ONDCP in partnership with the Substance Abuse and Mental Health Services Administration (SAMHSA), the Drug Free Communities (DFC) program provides grants to local drug-free community coalitions to carry out their important education and prevention work around the Nation.

The DFC program began in 1997 with passage of the *Drug Free Communities Act*, which served as a catalyst for increased citizen participation in efforts to reduce youth substance use. To date, DFC has provided funding to more than 1,600 drug-free coalitions. With its current cohort of 746 ONDCP-funded coalitions, the DFC program has thousands of active volunteers around the country.

*continued on the next page*



## Drug Free Communities Support Program, *continued*

The mission of the Drug Free Communities program is to strengthen community collaboration and thereby reduce the use of alcohol, illicit drugs, and tobacco, and the non-medical use of prescription drugs among America's youth and, ultimately, its adults. Grants provided by the DFC program help coalitions mobilize a broad cross-section of representatives from throughout the community and leverage local drug-prevention efforts. The funding also helps foster public-private partnerships and facilitate development of long-term plans for combating youth substance abuse.

Community anti-drug coalitions can apply for grants of up to \$125,000 each year for up to five years, with the opportunity to receive funding for as many as ten years. The DFC program requires a one-to-one match in non-Federal funds or in-kind support, which, for DFC grant recipients, results in a doubling of the Federal investment.

### 746 Drug Free Communities Program Grantees for Fiscal Year 2009



## From the Director

My colleagues at ONDCP and I are committed to building partnerships among stakeholders at the Federal, State, local, and tribal levels. These partnerships will help ensure new voices and perspectives are taken into account as ONDCP establishes policies, priorities, and objectives for the Nation's drug control program.

If you or your organization are interested in collaborating with ONDCP, please contact the Office of Intergovernmental Public Liaison through the Drug Policy Information Clearinghouse at 1-800-666-3332 or online at [www.whitehousedrugpolicy.gov/utilities/contact\\_form.html](http://www.whitehousedrugpolicy.gov/utilities/contact_form.html). Together, we can create a partnership that will result in a safer and healthier Nation.

—Gil Kerlikowske

## The Strategy

The primary purpose of ONDCP is to establish policies, priorities, and objectives for the Nation's drug-control program. Using an approach that is flexible and responsive to current trends, the agency works to curb the use, manufacture, and trafficking of illicit drugs, reduce drug-related crime and violence, and minimize the health consequences of drug use. To achieve these goals, the ONDCP Director is charged with producing, on behalf of the President, the *National Drug Control Strategy*. The document directs the Nation's anti-drug efforts and establishes a program, a budget, and guidance for cooperation among Federal, State, and local partners.

### The 2010 Strategy

President Obama's 2010 *Strategy* will be comprehensive and research based. It will contain long-range goals and measurable objectives and will seek to reduce drug use and its consequences. Specifically, the *Strategy* will call for curbing drug abuse through community-based prevention, science-based treatment, and efforts to reduce drug availability.

Director Gil Kerlikowske has made it clear that the Obama Administration's 2010 *Strategy*, informed by scores of consultations with State and local leaders around the country, will reflect a new focus on efforts to reduce drug consumption in the United States. The ambitious *Strategy* will commit energy and resources where they are needed most, in the areas of prevention, intervention, treatment, recovery, criminal justice innovations, interdiction, and source country drug control.

Such efforts will result in a more balanced, community-oriented approach that encourages and empowers citizens at the ground level to find solutions to local drug problems. Central to this approach is an understanding that these efforts do not fit neatly within "demand" or "supply" reduction categories. Rather, they overlap and contain cross-cutting goals, all of which, working in tandem, constitute our Nation's best hope for reducing the public health and safety threats of substance abuse.