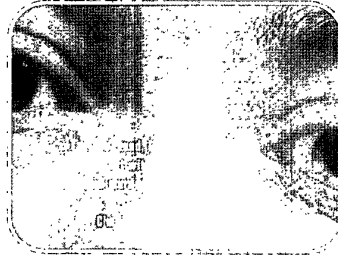
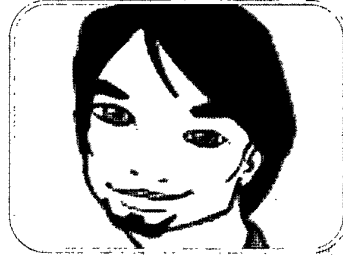


PROPERTY OF
National Criminal Justice Reference Service (NCJRS)
Box 9990
Flockville, MD 21045-6000
USA PA 701



192526
C-3

We Mean Business

A dad opens his credit card bill and finds it includes parenting tips and a reminder that he is an "Anti-Drug." A mom gets an e-mail from her employer, encouraging her to communicate with her kids and linking her to www.TheAntiDrug.com. A group of teenage girls shop at their favorite clothing store and see a poster promoting "Style. My Anti-Drug." These are just a few examples of the kinds of outreach Americans will experience through the Media Campaign's new corporate program.

On February 19 at the New York Stock Exchange, ONDCP Director John Walters announced that a formal effort is underway to recruit corporate participation in the Campaign. Walters noted that one of the easiest and most effective ways that companies can become involved in youth drug prevention is by tapping into the "@Work" program, developed to make it easy for employers and unions to share Campaign messages and materials with working parents.

The Campaign's corporate participation program seeks business involvement through in-kind donations of goods and communications services as well as through financial contributions to underwrite advertising, programs and materials. The goal is to leverage the resources of America's businesses to reach more people with Campaign



Continued on page 3

MONEY LINKS

The Campaign recently launched a new initiative to educate Americans about the link between illicit drug use in the U.S. and acts of terror around the world. The initiative combines a range of activities—print and broadcast advertising, in-school programming, online information and community and news media outreach—to raise awareness about the connection between drugs and terror and to engage youth and influential adults in drug prevention.

Law enforcement agencies have long recognized the link between drugs and terrorism. The bottom line is simple: terrorism and drug groups are linked in a mutually beneficial relationship by money, tactics, politics and geography. Drugs are important to the financial infrastructure of terror networks. Americans must understand that our individual choices about illicit drug use have the power to support

Continued on page 3

Inside:

**Youth, Stress
and Drug Use**

**Grants Aid
Community
Coalitions**

**"Ask About
Drugs" on
the Web**

A MESSAGE FROM ONDCP



NEW DRUG CZAR *emphasizes prevention*

John P. Walters was sworn in on December 7 as director of the Office of National Drug Control Policy, where he will lead the implementation of the president's comprehensive drug control strategy. President George W. Bush and Walters have affirmed the need for a balanced policy, including prevention and expanded access to effective drug treatment.

"Illicit drug use and its consequences exact a tremendous toll on our society," says Walters. "I look forward to working closely with leaders and activists from communities throughout the nation and countries around the world on this critical issue. The president shares this commitment and has demonstrated that the drug issue is of foremost concern for the public health and national security of the United States."

Walters made his debut address before 1,200 of the nation's leading community drug prevention activists at the Community Anti-Drug Coalitions of America's (CADCA) National Leadership Forum. He lauded the work of the men and women of community coalitions as "making important differences every day, where it matters most: the neighborhoods in which they live, work, learn, play, and pray." He also unveiled two new anti-drug ads, developed in conjunction with the Advertising Council. The ads, themed "You Get More When You Get Together,"

Continued next column

TALKING TO YOUNG PEOPLE About Stress and Drugs

Youth are more at risk of using drugs and alcohol during stressful times. But how do you help your child cope with stressful issues, like violence and terrorism, that you're not sure how to handle yourself?

Adults and kids are still trying to come to terms with the devastation and loss of life resulting from recent terrorist actions. For both parents and children, sadness and fear are normal and healing takes time.

It's important for parents to be alert and watch for reactions such as nightmares, social withdrawal, problems with friends or depression, any of which may occur weeks or months after a traumatic event.

Parents must be extra attentive during times that kids are feeling low. The notion that "drugs will make you feel better" can have a lot of appeal. Tell children how drug use might affect them. Let them know that there are positive alternatives—such as music, art, sports or dancing—and help them find one that interests them.

"Parents need to connect emotionally with their children," says Dr. Phillippe Cunningham, a research scientist at the

Medical University of South Carolina and a member of the Campaign's Behavioral Change Expert Panel.

He offers the following suggestions to keep the lines of communication open and to keep parents and their children connected:

- Eat together as a family as often as possible and use mealtime to discuss current events, school or something else of interest to children.
- Establish a regular weekly routine of doing something special that will allow time to talk with your child.
- Hold a regular family meeting, giving each person a chance to talk without interruption, and allowing only constructive feedback.
- Arrange for adult supervision for children after school—whether it's an organized after-school program or a neighbor dropping by to check in.

Visit www.TheAntiDrug.com, the Campaign's online resource for parents for more information. The site offers tips on what parents can do and say to help keep their children drug free. A brochure, "Keeping Your Kids Drug-Free: A How-to-Guide for Parents and Caregivers" is available through the Web site or by calling (800) 788-2800 and requesting document number PHD884.

Emphasis on prevention *Continued from column 1*

illustrate the power of community coalitions and promote greater grassroots involvement.

To close the CADCA conference, Walters joined the president as he signed the Community Anti-Drug Coalition Act. Expanding and extending the Drug-Free Communities Support Program, the legislation provides nearly \$400 million in matching funds to local anti-drug coalitions over the next five years.

There's still a lot of work to be done. The 2001 Monitoring the Future survey, released in December, shows that although drug use has leveled off since the explosion in use observed during the mid-1990s, sustained levels of use among students are still, according to Walters, "unacceptably high."

"We know that prevention efforts work," Walters said. "We have done better. We can do better. We will do better."

Continued from page 1

Extending the Message—We Mean Business

messages in more places, more often and more persuasively. The program is also designed to engage and benefit community groups, youth serving organizations and other partners that are instrumental in building sustainability for the Campaign's messages.

In addition to providing a valuable public service, businesses can build closer relationships with their customers, shareholders, employees and communities by promoting a cause that benefits families and will build a stronger future for America. Priorities for corporate participation identified by ONDCP include:

- **Materials Distribution.** America's businesses have extensive communications infrastructures in place to reach the same audiences the Campaign targets. Existing

newsletters, direct mail programs and in-store venues can provide expanded opportunities to reinforce Campaign advertising and outreach.

- **Co-Branding.** Linking the Media Campaign's highly visible youth and adult brands with consumer brands that have credibility and loyalty among target audiences can boost effectiveness. Activities can range from product labeling to packaging inserts, or even specialty advertising.
- **Employee Communications.** The @Work program includes custom materials and resources that employers and unions can distribute to help working parents raise drug-free kids.
- **National and Community Events.** Custom programs can be

crafted in conjunction with high-profile national events or community relations programs in multiple markets.

- **Multicultural Communications.** Corporations interested in growing their visibility with specific ethnic markets can help deliver cutting-edge in-language anti-drug advertising, materials and programs.

The addition of the corporate participation component completes the strategic social marketing model developed for the Campaign by a panel of prevention, communication and youth development experts.

To get your company involved, contact Harry Frazier of Fleishman-Hillard at (202) 828-8897.

MONEY LINKS DRUGS, TERRORISM

Continued from page 1

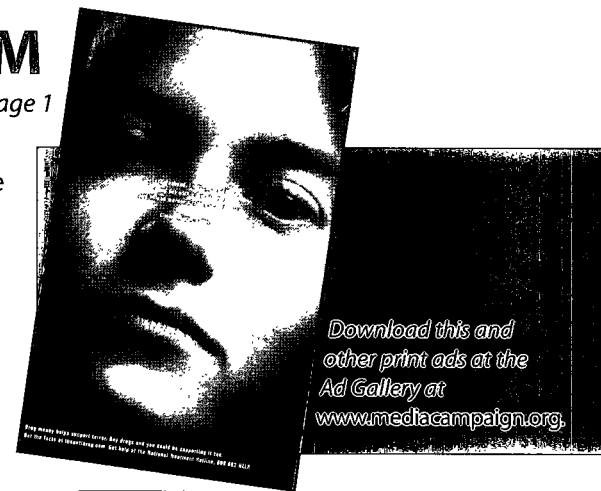
or undermine our nation's war on terrorism.

The initiative—launched in February with ads that aired during the Super Bowl telecast—includes ads airing on prime-time network television, Channel One and Armed Forces television. Print advertising is appearing in national magazines and more than 290 newspapers across the country.

The initiative's online component includes banner and key word advertising to complement the new educational features on the Campaign's Web sites for parents, www.TheAntiDrug.com; educators, www.TeachersGuide.org and entertainment writers, www.DrugStory.org. In addition, a special lesson for high school teachers

to use in their classrooms focuses on the drugs and terror connection. The lesson is available at www.TeachersGuide.org.

The ads underwent rigorous focus group testing and were found to be effective in influencing youth not to do drugs. And, according to a survey conducted for the Partnership for a Drug-Free America, 59 percent of children age 12-17 said knowing that illegal drug use helps finance terrorist attacks against America would make them less likely to use drugs. The same survey showed that 62 percent of parents said knowing that use of illegal drugs supports terrorist activities would be helpful to them in talking to their kids about drugs.



Visit www.TheAntiDrug.com for fact sheets and other materials outlining the link between drugs and terror, as well as tips that adults can use in talking to children about drugs. In addition to these materials, the Web site includes a downloadable brochure, "Keeping Your Kids Drug-Free: A How-To Guide for Parents and Caregivers." Free copies of the brochure are available by calling (800) 788-2800 and requesting document number PHD884.

Community Coalitions: Making the Difference

A new initiative sponsored by ONCDP and the Ad Council illustrates the power of community coalitions and shows what multiple sectors of the community can accomplish when they work together.

Two sets of public service advertising (PSA) materials—"Jokes" and



"Do You See"—encourage individuals

to involve their social, business and community groups in coalitions.

The PSAs communicate that community-based solutions can have a positive effect on reducing and preventing drug use. The community initiative features television, radio, print, out-of-home and Web elements created pro bono

by Avrett, Free & Ginsberg.

The initiative's Web site, www.helpyourcommunity.org, offers information on how coalitions work, ways individuals and organizations can get involved and a search engine that uses zip codes to link visitors to information on local coalitions.

To find and contact a coalition in your area or to learn how to start a coalition or improve an existing one, call (877) KIDS-313, or log onto www.helpyourcommunity.org.

Drug-Free Communities Grants SUPPORT LOCAL ANTI-DRUG EFFORTS

Community coalitions around the country got a boost recently when ONDCP awarded \$14.6 million through the Drug-Free Communities Support Program (DFCSP).

The funding will bolster the local anti-drug effort of 157 community coalitions from all 50 states and the District of Columbia. An additional \$24.1 million extends funding for 307 existing programs. The list of grantees and their projects is available at www.ojjdp.ncjrs.org.

At the Community Anti-Drug Coalitions of America's National Leadership Forum in December, President George W. Bush signed legislation extending and expanding the Drug-Free Communities Support Program through 2007.

"The bill I sign today increases the total amount of funds ... from more than \$50 million a year in the current fiscal year to nearly \$100 million by the year 2007... The reauthorization bill creates a new class of grants that

will help established coalitions assist new ones," Bush said.

How Coalition Grants Work for One Community

Teens in Broward County, Fla., are taking the lead in helping others to stay drug free.

The Broward County Commission on Substance Abuse, a division of the United Way of Broward County, was one of the first programs to receive funding through the DFCSP. The grant money was used to expand the D-FY-IT (Drug Free Youth In Town) program which trains teen leaders to conduct peer-to-peer education and take action in their communities to create a drug-free youth population.

D-FY-IT staff incorporate the Campaign's "What's Your Anti-Drug?" initiative in almost all of their activities including club meetings, mini-institutes, sponsor/teacher training, parent training sessions and holiday events.



Teen leaders from Broward County, Fla., worked with more than 100 middle school students at the annual D-FY-IT Leadership Institute to illustrate their "Anti-Drugs." The drawings, poetry and prose were attached to a makeshift Anti-Drug mural on a fence outside the school where the training was held.

Learn how your coalition can qualify for the Drug-Free Communities Support Program grants at www.whitehousedrugpolicy.gov, www.ojjdp.ncjrs.org or www.samhsa.gov/csap. For information about the Broward County program contact Pat Castillo, director of youth programs, at (954) 760-7007, ext. 203, or by e-mail, pcastillo@unitedwaybroward.org.



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF NATIONAL DRUG CONTROL POLICY
Washington, D. C. 20503

February 2002

On December 7, 2001, I was honored to become the new Director of National Drug Control Policy. The Office of National Drug Control Policy (ONCDP) has many important responsibilities, but none more important than educating and enabling America's youth to reject illegal drugs. I am pleased to take this opportunity to share some encouraging news about our efforts.

The National Youth Anti-Drug Media Campaign is reaching its target audience. During the past year, the Campaign reached 90 percent of America's youth at least four times a week through advertising. We project that by September 2002, our pro bono match program will have contributed over \$655 million in broadcast time and print space to over 60 non-profit organizations and government agencies. Our award winning flagship websites theantidrug.com and freevibe.com – have received more than 13 million visitors since their inception. Over 210,000 young people have declared their “anti-drug” and have expressed themselves on community murals and the world's longest graffiti scroll. Parents from across the country have shared tips on how they keep their kids drug free and corporate America has joined the campaign to extend drug prevention messages to employees.

New research data show a positive change in the behavior of America's young people when it comes to using illicit drugs, particularly among the Media Campaign's target “tween” audience. According to the results of the National Household Survey on Drug Abuse, youth aged 12-13 reported significantly lower rates of current (past month) use of any illicit drug, from 3.9 percent in 1999 to 3.0 percent in 2000.

The October 2001 Westat/Annenberg report, the official evaluation of the Campaign, found that in addition to young people, substantial numbers of parents recognize the Campaign's anti-drug messages. The survey found more parents are talking to their kids about drugs, one of the main goals of the campaign.

Your work has been critical to the success of the Campaign. As a result of our collective effort, young people across the country tell us in increasing numbers that they and their friends have better things to do than drugs. Thank you for your dedication and support. I look forward to our continued collaboration as we work to build a safer and healthier future and a drug-free legacy for our nation's youth.

Sincerely,

A handwritten signature in black ink that reads "John P. Walters". The signature is written in a cursive style with a large initial "J".

John P. Walters
Director



Brochures Help Asian American Parents Keep Kids Drug Free

It is important for all parents to understand the dangers of drug use and to know that their children are at risk for using illicit drugs.

Accordingly, the Campaign developed two brochures that provide Asian American and Pacific Islander (API) parents with culturally relevant information about marijuana and inhalants. The brochures are available in five Asian languages and English.

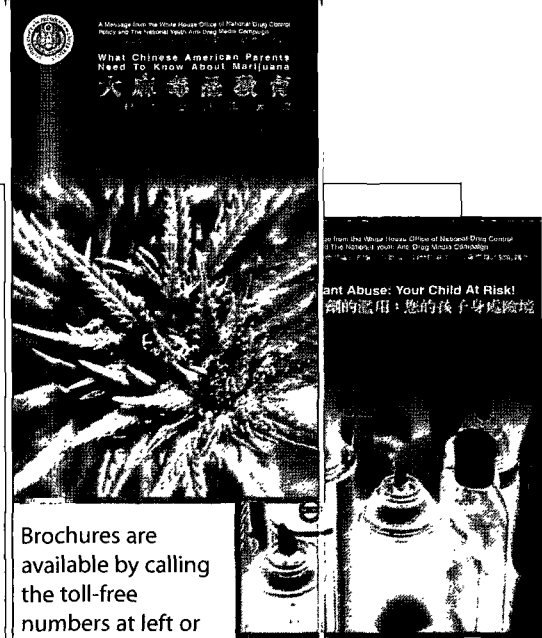
"*What Asian and Pacific Islander Parents Need to Know About Marijuana*" addresses barriers of denial common among Asian parents. It explains how immigration, language, acculturation and communication put Asian youth at risk for experimenting with marijuana. It also educates parents to the signs and symptoms of drug use that can

easily be ignored and to the street names for drugs.

"*Inhalants Abuse: Your Child At Risk*" addresses children's increasing use of household products as drugs. A national study conducted in 2000 by the Partnership for a Drug-Free America shows one in five API 8th graders has used an inhalant sometime in his/her life.

The brochures are available from regional community-based groups with outreach to Asian youth and families or through the Campaign clearinghouse.

For information or to order the brochures in Cantonese, call (888) 258-3139; Mandarin, (888) 258-3144; Korean, (888) 258-3137; Vietnamese, (888) 258-3138; Cambodian, (888) 258-3145 and English, (800) 788-2800. Language-specific information is also available on the Web at www.TheAntiDrug.com.



Brochures are available by calling the toll-free numbers at left or through the following regional community-based organizations:

- The Asian American Family Counseling Center;
- Asian Community Mental Health Services;
- Asian Counseling and Referral Service;
- Asian Human Services;
- Coalition for A Drug-Free Hawaii;
- National Asian Pacific American Families Against Substance Abuse; and
- State Alcohol and Drug Prevention Offices in communities with large API populations.

ROUNDTABLE HIGHLIGHTS

Mental Health, Substance Use Disorders

Substance abuse and mental health disorders often occur simultaneously, according to a study published in the "*American Journal of Orthopsychiatry*." In fact, the study shows that about one-half of adolescents receiving mental health services have a co-occurring substance use disorder.

Those startling statistics prompted the Campaign and the National Mental Health Awareness Campaign to co-sponsor a roundtable discussion for entertainment industry professionals titled "*What's Wrong with Me? Teens, Mental Health and Drug Abuse*."

The event was part of the Campaign's roundtable series designed to educate entertainment writers, producers and the general media about issues relating to substance abuse for use in future scripts and stories. Television writers and network executives from MTV, ABC, CBS, NBC, Fox, The WB and the Fox Family Channel participated in the discussion at Warner Brothers Studios.

The interactive session featured discussion and real-life accounts of two psychiatrists with expertise in co-occurring disorders; a teen with bipolar disorder, sometimes known as

manic depression, who abused drugs in an attempt to self-medicate; a teen whose undiagnosed depression contributed to her addiction to drugs and alcohol; and the mother of a teen with post-traumatic stress disorder.

Among the issues discussed were the dual stigma of drug addiction and mental illness, parental denial and the rarity of integrated treatment for drug addiction and mental illness.

Learn more about mental health and substance abuse at www.TheAntiDrug.com. Request copies of roundtable materials through Lisa Allen at (818) 508-2080.

FAITH COMMUNITY HELPS TEENS Learn About Drug Prevention

Research indicates that faith is an important factor in preventing drug use. Studies show that teens who regularly attend religious services are significantly less likely to smoke marijuana or try other drugs.

"Faith. The Anti-Drug," a new Campaign brochure, presents four practical ways for faith leaders to bring substance-abuse prevention to the forefront and integrate prevention messages into faith-based programs.

The Campaign also has developed a new faith Web section at www.TheAntiDrug.com/faith. The site includes resources to help prevention programs get started in religious organizations including exercises for youth, adult and inter-generational groups; a summary of statistics and research; and links to other resources.

Media Education

Youth today spend more waking hours with television, movies, music, magazines and the Internet than they do with their parents and other adults and twice as much time as they spend

in school. Many of the subtle media messages they hear and see are pro-drug, pro-alcohol or pro-tobacco.

Given their influence with our teen audiences, faith organizations are uniquely poised to empower young people to think critically about how media messages influence their behavior, including their decisions about whether to use drugs.

In 2001, the Campaign convened two meetings with nationally recognized experts to promote media education and to solicit expertise from the faith community on building a media education initiative.

In 2002, the Campaign will expand its efforts to further educate leaders in the broader national faith community about the role of drug-focused media education messages in their ministries.

Encourage the leaders in your faith community to take advantage of the Campaign's faith-based materials. Information is available online at www.TheAntiDrug.com/faith. Brochures are available by calling (800) 788-2800.

750-Foot Graffiti Scroll Sets World Record

It's hard to imagine that adults would encourage young people to create graffiti, but easier to understand when the graffiti has a positive message.

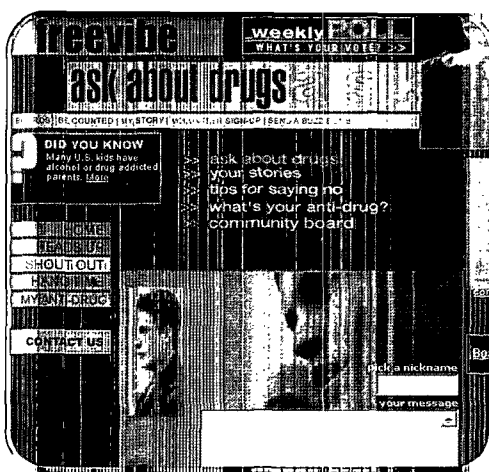
During the "Sound-Check" tour sponsored by Bolt, a popular teen Web site, and Freevibe.com, the Campaign's flagship teen Web site, youth were encouraged to write or draw their "Anti-Drugs"—the positive things that stand between them and drugs—on a traveling 750-foot mural.

At the end of the 18-city mall tour, the mural was certified by the *Guinness Book of World Records* as the world's longest graffiti scroll.

The "Sound Check" tour, which featured performances by recording artist Brooke Allison and the pop quartet Play, gave kids the opportunity to add their voices to the national "What's Your Anti-Drug?" initiative.

Tens of thousands of young people and celebrities including *NSYNC, Destiny's Child and Christina Aguilera, have submitted Anti-Drugs online and through the mail. To date, more than 140,000 Anti-Drugs have been collected.

Encourage youth to submit their Anti-Drugs at www.freevibe.com.



Ask About Drugs on Freevibe.com

Teen and tween visitors asked for it—Freevibe.com delivered.

Responding to requests from young people for more specific drug information, the Campaign designed "Ask About Drugs," a new online bulletin board on the "Shout Out" section of Freevibe.com, the Campaign's flagship teen Web site.

Quickly becoming the most popular board on the site, "Ask About Drugs" invites youth to ask their questions about drug rumors and specific drugs and their effects.

Young people submit their questions about drugs through the site, and then drug experts from the National Clearinghouse for Alcohol and Drug Information post responses on the board for everyone's information.

Encourage young people to get the facts about drugs at www.freevibe.com.

Example from Freevibe.com:

INHALANTS include all kinds of household goods and chemicals including amyl nitrite, butyl nitrite, nitrous oxide. May also be known as poppers, whippets, laughing gas, rush.

Q: What do inhalants do?

A: People who use inhalants get a quick, giddy head rush. They are cheap and/or readily available, making them an easy choice for those who use them. Users feel slightly stimulated and uninhibited, but within a minute or two, a major headache comes on (the first indication that this is a bad idea). Hallucinations and numb hands and feet are often part of the package. Suffocation and sudden death can occur even with first time use.

Freevibe Uses Innovation TO KEEP TEENS ENGAGED

ANIMATED STARS Shine on the Web

The divas on Freevibe.com may not be real, but their messages are.

Chantelle Steele, Destiny Devaras and Jayde are the rising stars of a new game found at "Hang Time" on Freevibe.com. The animated superstars project positive attitude as visitors to the site bring them to life.

Visitors can select a cartoon diva then add animation and mix background music while receiving positive-consequence messages

about staying drug free. Youth can add percussion, guitar slides, short phrases and dance moves to create a variety of musical interludes.

Fans also can get "vital statistics" as if the divas were real pop icons. Among those statistics are the divas' "Anti-Drugs"—the positive things that stand between them and drugs.

The diva characters will be incorporated into other Freevibe features, such as interviews with

real female music stars including teen pop star Brooke Allison and timeless diva Eartha Kitt.

Encourage youth to get the divas moving at www.freevibe.com/hangtime/index.shtml.



VITAL STATISTICS

Destiny Devaras

Age: 28

a/k/a: The Global Diva

Anti-Drug: The Spotlight

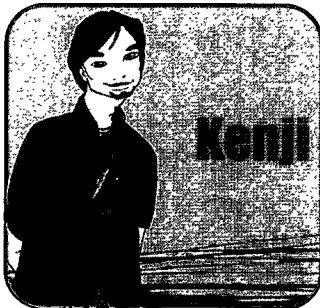
First Hit Single: "Will You Love

Me In Your Next Life?" (2001)

"WEBISODES" Personalities Come to Life

They're young...and sometimes restless, but these stars aren't found on television. They're found on "Webisodes" at Freevibe.com.

"Webisodes," a series of new flash animation pieces in the form of teen drama episodes, focus on five freshmen students at "Summit High" who, like all middle and high school students, are trying to find a sense of belonging and



acceptance. The characters are part of a band called "Bitter Hope" and represent different, typical teen personalities.

Casey, the bass player, keeps an online journal about issues she faces. Ferg, the hip trend setter, is a disc jockey who expresses himself through music. Kedma is the band's cool, earthy sax player who gives horoscope readings. Kenji, the quiet poet, plays the keyboard and writes a column in the school paper.

Ethan is a whiz kid who plays the drums and posts his thoughts on his bulletin board.

The site allows visitors access to the characters' journals and high school newspaper columns, and gives them a chance to react to the students' activities through online polls and bulletin boards. The "Webisode" drama series serves as a source of positive information and illustrates how teens can react to similar situations.

Encourage youth to follow the teen drama "Webisodes" at 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.

USA NA YOU
...
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HEALTH O D
/ D E

Tarrant County (Texas) Challenge, Inc. has taken the Campaign's messages to parents—where they shop.

Challenge's Tarrant Awareness Project is using Campaign materials including ads on kiosks in local malls and banner ads on its Web site, www.tcchallenge.org.

Challenge, Inc. was founded in 1984 as a catalyst for the reduction of alcohol, tobacco and drug abuse in Tarrant County. The organization is dedicated to confronting substance

abuse in the county by identifying needs, educating the community, mobilizing resources, promoting collaboration and advocating for sound public policy.

Enlist your local coalition to utilize Campaign materials including ads, posters, Web banners and articles. Materials are available at www.mediacampaign.org or by calling (800) 788-2800 or (800) 666-3332. Additional information is available by e-mail at nyac@aed.org or by fax at (202) 884-8448.



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