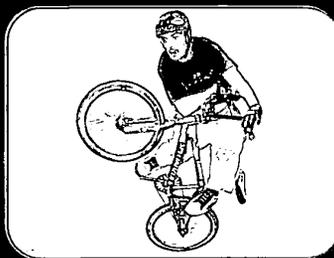


UPDATE

NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN



OFFICE OF NATIONAL DRUG CONTROL POLICY

www.mediacampaign.org

Fall 1999

GOING THE EXTRA! EXTRA! MILE WITH *THE NEW YORK TIMES*

Educators have a new and exciting tool to energize classroom discussion about substance abuse. The acclaimed Newspaper in Education program of *The New York Times* now offers an anti-drug education curriculum guide, created for middle-school educators, grades 6, 7, and 8.

Entitled "Anti-Drug Education With The New York Times," the guide has a wide selection of lesson plans on how to talk about drugs, deal with peer pressure, and more. The materials include engaging news articles and worksheets for students. Lessons also reinforce Campaign objectives, helping young people develop resistance skills, while supporting academic achievement in art, civics, mathematics, language arts, life skills, and behavioral studies.

Last year, ONDCP sponsored classroom subscriptions with the guide for more than 300 educators, and the *Times* provided the pro bono match for everything from curriculum guides to promotional activities. The program reached 48,000 students, and the evaluation by participating educators helped refine this year's initiative, which began November 8.

For more information, call (800) 631-1222, contact Stephanie Doba at (212) 556-1620, or go to www.nytimes.com/learning.

PRESIDENT, DIRECTOR McCaffrey UNVEIL NEW DIRECTION FOR MEDIA CAMPAIGN

Speaking at a White House ceremony on August 2, President Bill Clinton and Director Barry McCaffrey unveiled the broad outlines of a master strategy for Phase III of the Media Campaign. While creating new advertising with highly focused themes, Phase III will adopt branding and flighting strategies to maximize advertising impact on target audiences. (See *Phase III*, page 9).

"The fully integrated national Campaign is one of the biggest things we've ever done," said McCaffrey. "We're talking to young people and their adult mentors in 102 media markets, in 11 different languages, delivering a message that is credible and that, hopefully, will help shape their attitudes."

President Clinton praised the Campaign's national- and community-level partners, calling them "the heart and soul" of the Campaign, and saying the commitment of organizations like the YMCA of the USA and the National FFA Organization would ensure that the truth about drugs reaches young people.

Also unveiled at the White House ceremony was a new series of parent-focused ads, which debuted this September. Clinton said the new messages would be conveyed via TV, radio, and newspapers, as well as the Internet, video games, movies, in-classroom cable, after-school activities, sports, and special events. "Everywhere young people go, during every part of the day, they will see the message that drugs are wrong, they can kill, they are illegal."

Also celebrating the launch of the new ads was skateboarding star Andy Macdonald, who said he was pleased to "give back to the community" by participating in the Campaign. "To succeed in skateboarding, you have to fall down a lot," noted Macdonald. "You make mistakes. That's how you learn. But one mistake you don't have to make is drugs."

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By Director Barry R. McCaffrey

INVESTING IN OUR NATION'S YOUTH: A REPORT ON PHASE II

The number one goal of the National Drug Control Strategy is to educate and enable America's youth to reject illegal drugs as well as alcohol and tobacco." Using realistic portrayals of the consequences of drug use, the Media Campaign shows the harmful effects of drugs and the benefits of a drug-free lifestyle. It also "denormalizes" drug use by reminding people that most youth do not use drugs, and it empowers parents with information and strategies to keep their children drug-free.

Measuring the effectiveness of such a major undertaking is no simple task, but the evaluation process is nevertheless an invaluable tool that keeps the Campaign on course.

In June, our office released the final report of findings regarding the effectiveness of activities in the second phase of the Campaign. Phase II covered the initial nationwide advertising effort, begun in July 1998 and running into early 1999. It included advertising on television, radio, and the Internet, and in newspapers, magazines, and movie theatres. Television ads aired

(continued from column 1) on national network and cable stations, local stations, and in schools, too, through the classroom news medium, Channel One. (See *Students, Director Meet at Channel One's Town Hall Event*, page 8.)

As in Phase I, the Media Campaign purchased time slots for television and radio advertising and also worked to ensure that the ads reached their target audiences. Stations who participated in the Campaign agreed to provide pro bono, one-to-one matching in the form of additional advertising or in-kind programming.

The report for Phase II focuses on the effect of paid television advertising on awareness of anti-drug messages among youth, teens, and parents of school-age children. The findings—including the results of national school-based surveys of youth in grades 4 through 12, a national telephone survey of parents, and the results of site visits in 12 communities across the country—indicate that the Media Campaign is having a pronounced influence on our nation's youth and families. These findings, in fact, are similar to those from Phase I, demonstrating that the Campaign is meeting its goal of increasing awareness, which is the first step in changing attitudes and behaviors.

Among the major findings of the most recent evaluation:

- The paid placement of anti-drug advertisements brought significant increases in awareness of Campaign ads and messages among all age groups and key ethnic groups.
- The ads proved highly effective. The number of youth who agreed that the ads made them "stay away from drugs" increased a substantial 8 percentage points between baseline study and follow-up.

- The number of youth who agreed that the ads told them something they didn't know about drugs increased 8.2 percent.
- Data from teen questionnaires revealed that the advertisements were very successful at the national level. There was a dramatic 59.3 percent increase in the number of teens who "agree a lot" that the "Frying Pan" ad made them less likely to try or use drugs (rising from 23 to 36 percent).

The survey results also indicated that parent audiences found the advertising informative. Parents stated that the ads gave them a better understanding of the problems of drug use in young people.

The lessons learned from the evaluation of Phases I and II are already being applied to strengthen the design and implementation of Phase III of the Media Campaign. For example, we are increasing the inventory of new anti-drug advertisements to reach different racial and ethnic groups across the country. In conjunction with these efforts, we have approved the development of new advertisements in English as well as 11 other languages.

In Phase III, too, target audiences are being further refined to focus more on middle-school-age children who are known to be at very high risk.

The evaluation report on Phase II of the Campaign, "Testing the Anti-Drug Message in 12 American Cities: National Youth Anti-Drug Media Campaign, Phase II, Report No. 2," was published in June 1999. The full 337-page document is available on the Internet at the ONDCP Web site www.whitehousedrugpolicy.gov.

CONGRESS AND ONDCP JOIN FORCES IN CYBERSPACE

ONDCP recently launched two new anti-drug interactive areas at a Congressional Open House on Capitol Hill. The first—www.Freevibe.com—is designed for “tweens and teens,” specifically, youngsters between 11 and 13 years of age. The second—the America Online Parents’ Drug Resource Center (AOL keyword “Drug Help”)—offers valuable advice for ONDCP’s adult target group.

Rep. Jim Kolbe (R-Ariz.) said the programs “will expand our efforts in the war on drugs by entering a relatively new and ever-changing battleground—the virtual battleground of ideas and images that has come flooding through the World Wide Web. . . . The Internet is an amazing asset to our society. It provides a wealth of information at our fingertips. However, we must ensure that this medium of distributing information works for us and not against us. . . . What better way to accomplish this goal than by creating Web sites that help keep our kids off drugs.”

As part of the launch, members of Congress were given the opportunity to preview the sites and were asked to deliver information about these resources to parents and educators in their districts. Representatives responded enthusiastically. In addition to letting constituents know about the sites, many provided other information to help keep America’s children drug-free.

Reps. Frank Wolf (R-Va.), Joe Barton (R-Texas), and Nancy Johnson (R-Conn.) posted information about the new resources on their congressional Web sites. Visitors to Rep. Wolf’s site find a live link to Freevibe. Rep. Barton stated



UNITY '99: Journalists of Color Conference attracted more than 8,000 media professionals.

online that fighting drugs is one of his top priorities. Rep. Johnson told her constituents to expect a visit from Director McCaffrey, who was planning to tour local drug treatment centers.

Reps. Silvestre Reyes (D-Texas), Mike McIntyre (D-N.C.), William Luther (D-Minn.), Ruben Hinojosa (D-Texas), and Pete Sessions (R-Texas) also reported the launch and provided other relevant information, using their Web sites or constituent newsletters. Rep. Bill McCollum (R-Fla.) wrote about the site launches in his newsletter and included a direct link to the ONDCP Web site on his Internet page. Rep. John Baldacci (D-Maine) issued a press release describing the value of the new Web areas, offering tips for keeping America’s kids away from drugs, and also providing referral advice for parents.

ONDCP applauds the many members of Congress and others who are working to spread the news about the Freevibe and Parents’ Drug Resource Center sites. Their efforts are invaluable in delivering important anti-drug information to people across the country.

JOURNALISTS CHALLENGED TO EXAMINE THE “YOU” IN YOUTH

ONDCP challenged journalists to examine their role in influencing youth behavior during the UNITY '99: Journalists of Color Conference, which took place July 7-11 in Seattle, Washington. The conference, held every five years, drew more than 8,000 African American, Asian American, Native American, and Hispanic journalists and broadcasters from most of the country’s major national and community newspapers, magazines, radio and TV stations, and networks.

ONDCP hosted a panel titled “News, Entertainment and Advertising: Your Role in Influencing Youth Behavior.” ABC’s Carole Simpson moderated the panel, which included special guests Dr. Donald Vereen, deputy director, ONDCP; Teresa Rodriguez, senior correspondent, *Univision*; Tom Arviso, Jr., editor, *Navajo Times*; Beverly Schwartz, senior vice president, Fleishman-Hillard; Lily Pu, partner, Ogilvy & Mather; and Gary Fields, national reporter, *USA Today*.

The session highlighted Campaign strategies. It also explored the impact of drug use on different ethnic groups and media representation of minority drug use. Panelists addressed the normalization of drug use in the media and ways to reverse the trend. They also explored the importance of parents and adult role models in changing youth behavior.

Members of Congress who are interested in learning more about the Campaign’s Internet links and resources are invited to contact Jason Goldman at (202) 828-8849 or by e-mail at goldmanj@fleishman.com.

FOR CHILDREN, A DRUG-FREE TIME ALL THE TIME

A necessary part of daily planning for parents is making sure their teenagers are involved in structured activities. Yet many parents mistakenly interpret their children's demands for independence as a signal to become less involved in what they do. In reality, young people need on-going, year-round parental guidance to help put their time to constructive use.

Research has taught us that a strong relationship exists between a lack of adult-supervised "free" time and a young person's susceptibility to substance abuse. When parents engage in positive activities with their teenager, they are able to strengthen their teen's resolve to avoid using drugs and alcohol. In addition to resistance skills, parents are able to teach their child how to achieve self-discipline, a positive self-image, and a healthy outlook on life.

Activities need not be elaborate or expensive, but they should be structured and have adult supervision. Many opportunities are available through year-round programs offered by traditional youth, civic, and religious organizations, such as the YMCA, Boys & Girls Clubs, and local faith communities. Local departments of parks and recreation offer a wide range of options. Also, volunteerism provides many worthwhile activities that parents and kids can do together.

"WHAT CAN I DO NOW, MOM, DAD?"

The Department of Health and Human Services Web area "Your Time—Their Future," at www.health.org/yourtime, offers advice for steering young people toward fun, healthy, structured activities. Also helpful are www.freevibe.com (for youth), AOL's Parents' Drug Resource Center (AOL Keyword, "Drug Help"), www.projectkNOw.com, and www.mediacampaign.org—and the following sites:

The YMCA at www.ymca.net

Benton Foundation's Connect for Kids project at www.connectforkids.org

Boys & Girls Clubs of America at www.bgca.org

The Fellowship of Christian Athletes at www.fca.org

Big Brothers Big Sisters of America at www.bbbsa.org

America's Promise at www.americaspromise.org

The Boy Scouts and Girl Scouts of America at www.bsa.scouting.org and www.girlscouts.org

ONE-STOP SHOPPING FOR EVERYTHING "PR"

A new public relations resource, the *Media Tool Kit for Community Action*, promises to deliver ideas, advice, and quick relief for just about every PR need. The user-friendly Tool Kit offers background information about the Anti-Drug Media Campaign and public relations in general. It also contains samples of some of the most successful PR products the Campaign has developed to date.

The Tool Kit collection includes templates and other materials concerning PR events, press releases, pitch

letters, Op-Ed pieces, news stories, fact sheets, flyers, ad slicks, and copy from TV and radio public service announcements. Also featured are ideas for multicultural communications activities for the Campaign. Both PR novices and seasoned pros will appreciate the Tool Kit's practical tips for building relations with national, state, and local constituencies, public and private organizations, and the media.

The Tool Kit is available this winter on the Web at www.mediacampaign.org. For a single hard copy, please e-mail your request to nyac@aed.org or call Robin Pearson at (202) 884-8827.

THE SEARCH CONTINUES FOR THE BEST PRODUCTS

The *Media Tool Kit for Community Action* will be updated periodically. Organizations that have carried out effective public relations programs involving campaign messages are encouraged to submit materials for possible inclusion in the Tool Kit.

Send your success stories and sample products to Cate Cowan, Academy for Educational Development, 1825 Connecticut Ave., NW, Washington, DC 20009-5721. Please note that materials cannot be returned.

PDFA STUDY SAYS PARENTS' ROLE KEY IN LOWERING DRUG USE

A national study released on April 26, 1999, by the Partnership for a Drug-Free America (PDFA) reveals that drug use is significantly lower among children whose parents discuss the subject with them on a regular basis. According to the latest Partnership Attitude Tracking Study (PATS), teens who receive anti-drug messages at home were 42 percent less likely to use drugs.

The study also revealed that while virtually all parents say they've talked with their children about drugs, only 27 percent of teens—about one in four—say they are learning a lot at home about drug-related risks. "This percentage can and should be much higher," says PDFA Chairman James E. Burke. "Increasing the number of teens who learn at home about the dangers of drugs...could help break the back of the drug problem."

Parents believe they are doing their job, but the data suggest otherwise. While 98 percent of parents say they have talked with their children about drugs at least once, only 65 percent of teens recall such a conversation. Only 48 percent of parents of teenagers, and just 53 percent of parents with children in grades 4 through 6, reported talking with their children about drugs regularly (at least four times) in the past year.

Researchers believe several variables influence these outcomes, the most obvious being parents' willingness to broach the subject frequently. Other factors include parents' full engagement in every aspect of their children's lives, and parents' abilities to speak persuasively and credibly about drugs.

Roughly 57 percent of African-American parents surveyed said they talk with their children about drugs regularly. For Hispanic parents, the figure was 45 percent, and for whites, 44 percent. But only 31 percent of African-American teens, 29 percent of Hispanic

teens, and 19 percent of white teens remembered these conversations.

Burke noted, "It's critical to understand that children's perceptions about drugs and their exposure to drugs evolve dramatically from year to year, and kids need ongoing guidance each step of the way. Many parents simply don't believe drugs are a problem [for] their family."

According to the PATS, just 14 percent of parents say it's possible their teen may have used marijuana; yet 42 percent of teens report that they have tried the drug. Thirty-seven percent of

parents say it's likely their teen has been offered marijuana; but 53 percent of teens say they have been offered the drug.

The latest survey also confirms an earlier PATS finding that the most critical period for children concerning exposure to drugs comes between 6th and 7th grades. Marijuana experimentation rates jump from 8 percent to 22 percent during this time.

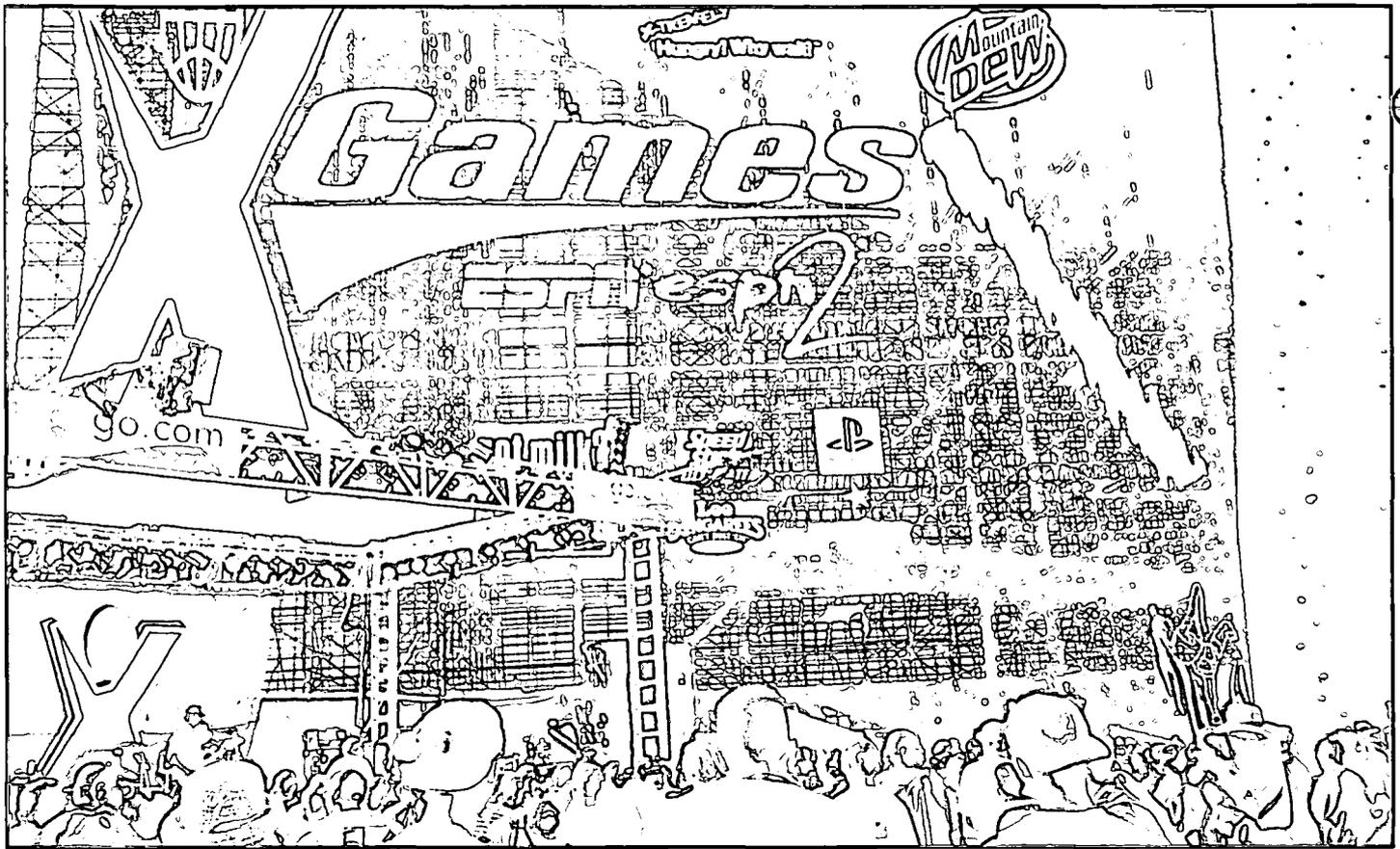
For more information, the full report is available on the PDFA Web site at www.drugfreeamerica.org.

"How Much Have You Learned at Home About Drug Risks?"	Percentage of Teens Who Have Used			
	Marijuana	Inhalants	LSD	Crack/Cocaine
Nothing	45%	28%	20%	16%
A Little	33%	22%	11%	9%
A lot	26%	14%	7%	7%

*Source: 1998 Partnership Attitude Tracking Study**



**The Partnership Attitude Tracking Study (PATS), conducted annually since 1986, monitors drug-related behaviors and attitudes among children, teens, and parents. It is the largest study on drug-related attitudes in the United States and the only long-standing drug survey to collect data on children as young as eight and nine years of age. The 1998 PATS, conducted for the PDFA by Audits & Surveys Worldwide Inc., surveyed 2,258 pre-teens, 6,852 teenagers, and 809 parents.*



THOUSANDS GET THE MESSAGE AT X-GAMES: GET VERTICAL. NOT HIGH.

The 1999 ESPN X-Games provided an exciting venue for anti-drug messages this summer and enabled Campaign representatives to reach out to more than 200,000 attendees. Held June 25 to July 3 in San Francisco, the acclaimed "extreme sports" competition featured more than 450 of the world's top athletes in bicycle stunt riding, sky surfing, skateboarding, street luge, motorcross, wakeboarding, big-air snowboarding, in-line skating, and sport climbing.

Young people and parents who attended the games were exposed to Campaign messages in various forms, including on-site signage, print ads, an electronic billboard, and autographed *Freevibe.com* stickers that read, "Get Vertical. Not High."

An interactive booth gave young people a chance to surf the Campaign Web site *www.Freevibe.com*, the first Internet site with a drug prevention theme aimed directly at young people. The booth also featured the Campaign Web site *www.ProjectkNOw.com*, a drug education area designed for both middle- and high-school-age youth.

In a demonstration of corporate citizenship, athletic-wear company Adidas approached ONDCP with a plan to collaborate on a bicycle stunt demonstration, featuring some of the stars from the famous Haro Bikes Team. The demonstration (available on the Web site *www.ProjectkNOw.com*) featured daring tricks and a drug-free athlete serving as emcee, who interspersed

information about X-Games feats with Campaign-related messages promoting healthy lifestyles.

In addition to those who attended the games, an estimated one million teens were exposed to the Campaign's anti-drug messages through the Web, and millions more through television coverage of the games.

QUOTES FROM THE EXTREME EDGE

Many athletes who participated in the X-Games have chosen to live a drug-free life. They share their thoughts about that decision in *UPDATE*.

Andy Macdonald (Skateboarding)

"Successful skateboarders aren't afraid to fall down. You're not going to be a failure unless you refuse to get up. Drugs hinder getting back up."

Brian Howard (Skateboarding)

"Everyone thinks they can handle drugs, that they are different from everybody else. But we're really the same. The downfall just happens faster for some people."

Paul Zitzer (Skateboarding)

"I know many people who could have had it all but chose the path of drugs. I shake my head in wonder. How can they give up something they love so much for something that takes everything they have?"

Hans Florine (Rock Climbing)

"There's a natural high that comes with competing. I don't use drugs and I can't have climbing partners who are using drugs either. They just wouldn't have what it takes to compete at my level.... I have climbed the face of Yosemite's El Capitan three times in one day. Who needs drugs when you have El Capitan?"

Eitan Kramer (In-Line Skating)

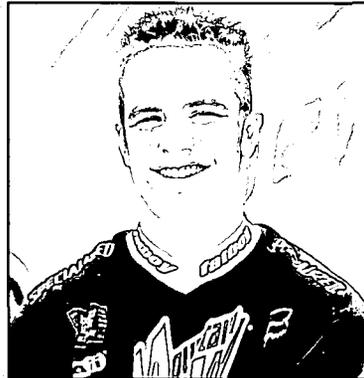
"It's important for me to maintain control of my senses. I spend most of my time going to college, studying and skating. I know how to manage my hectic life without drugs. If I used drugs, I would never know when they'd take control of me."

Colin Mackay (Bicycle Stunts)

"My goal at the X-Games was to place in the top ten, and I did that the first day. It is a better high than any drug could be, because it's real."

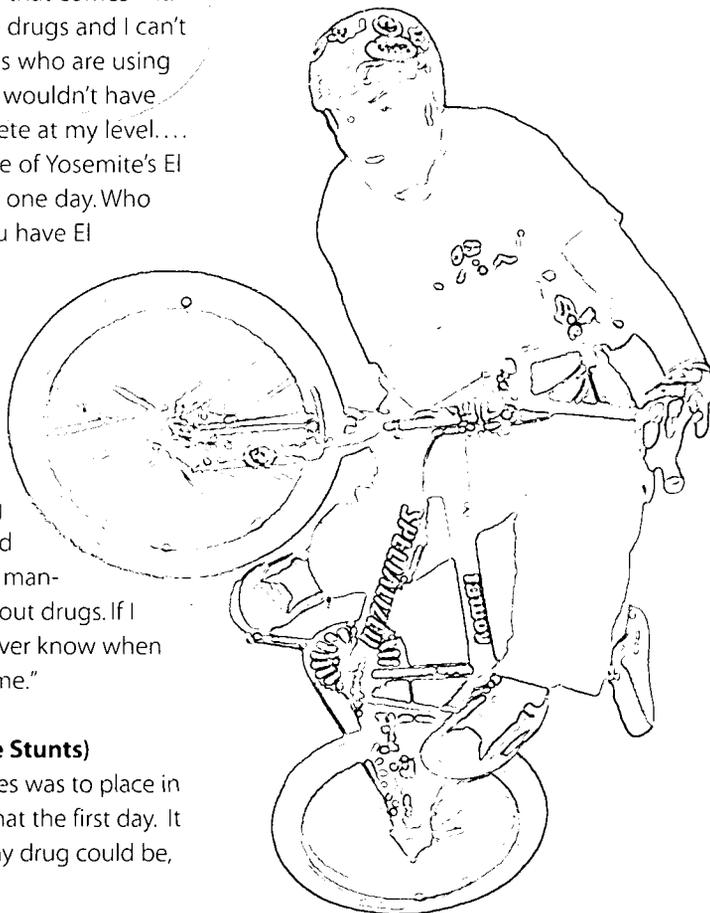
T.J. Lavin (Bicycle Stunts)

"When my friends and I go to a restaurant or bar, the person buying the drinks always comes back with a tall glass of ice water for me. They don't bother asking if I want a beer; the answer has always been, 'no.'"



Photos courtesy of Specialized (also cover, far right)

T.J. Lavin



NATIONAL FFA'S BODY & SOUL CHALLENGE

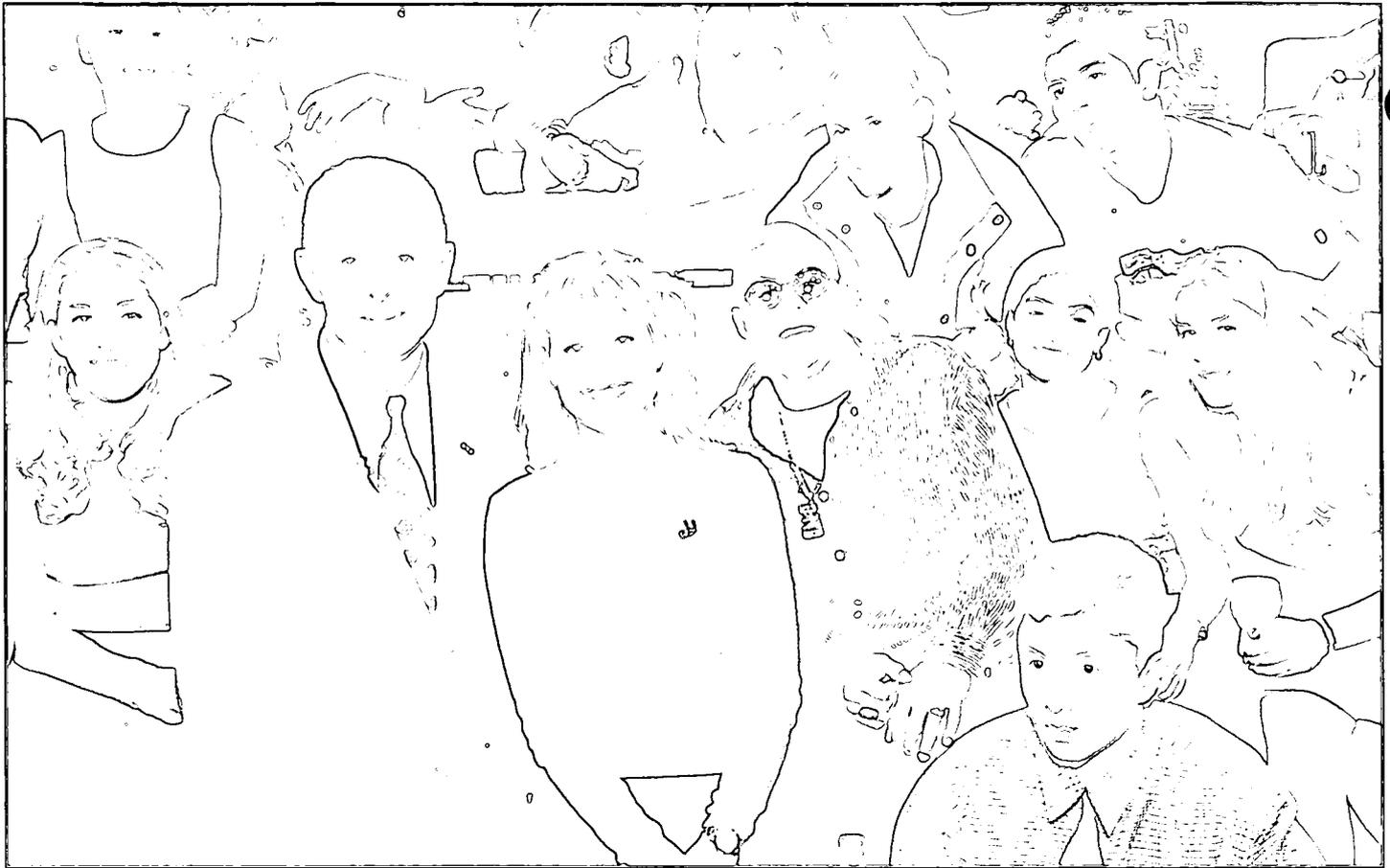
The National FFA Organization launched an exciting contest in October to promote substance abuse prevention and healthy lifestyles. The "Body and Soul" contest invites FFA members to create a Public Service Announcement concerning drug abuse among pre-teen youth and teenagers.

Participants in the FFA national convention, held October 27-30 in Louisville, Kentucky, gained an advantage by attending special workshops on "How to Develop a Winning Public Service Announcement."

The deadline for entries is February 15, 2000. An Award of Excellence will be given to national winning entries in each media type, including television, radio, Internet Web banners, outdoor billboards, and print, unless the judges should agree that no entry meets the message objectives and evaluation criteria.

For additional information concerning the contest, visit the Web site www.ffa.org.

Complete quotes from X-Games stars may be found at www.projectkNOw.com/xgames.



Director McCaffrey meets with anchor Tracey Smith and a gathering of young people at Channel One's Town Hall event.

STUDENTS, DIRECTOR MEET AT CHANNEL ONE'S TOWN HALL EVENT

An enthusiastic, energy-charged group of youngsters filled the Channel One taping studio in Los Angeles, California, on March 17. The occasion: a candid conversation with the nation's drug policy director, Barry R. McCaffrey. The Town Hall meeting, sponsored by Media Campaign partner Channel One and anchored by Channel One's Tracey Smith, gave 75 students of middle- and high-school age the chance to share their questions and concerns with Director McCaffrey about drugs and related topics.

Channel One Network is owned by Primedia and has been part of American school life for almost a decade. Every day, the station transmits 12 minutes of national and world news into the classrooms of 12,000 middle and senior

high schools—about 40 percent of the nation's secondary schools—reaching some 8 million youngsters in the Campaign's targeted age group of 11 to 18 years. This extraordinary access makes Channel One an invaluable partner in the Campaign.

The Town Hall event was produced by Channel One as part of its pro bono commitment to the Campaign. Youngsters asked Director McCaffrey a variety of questions on topics such as generational comparisons of drug use, the responsibility of sports and entertainment celebrities to serve as role models, drug use depictions in movies and television, marijuana and other "gateway" drugs, and definitions of "hard" and "soft" drugs.

The following day, Channel One's 12-minute newscast was devoted exclusively to the Town Hall event, benefiting students across the nation.

To obtain a videotape of the 12-minute broadcast featuring the Town Hall event, call Kim Johnson at Channel One in Los Angeles at (323) 860-1245. For more information about Channel One Network's classroom news project, contact Kathy Goodman at Channel One offices in Georgia at (770) 613-0444.



Photos courtesy of Channel One



DRUG PREVENTION SCHOOL NEWS BUREAU ESTABLISHED

The Media Campaign recently established the Straight Scoop News Bureau, online at www.straightcoop.org. A novel approach to increasing the frequency of drug-related information in school-based media, the program calls for the regular dissemination of related research, resources, story ideas, and other information to middle- and high-school students who are involved with school newspapers, Webzines, TV, and radio news programming.

ONDCP is encouraging school principals and journalism advisors to participate in this program. If you would like to provide input or be included on the distribution list, please send your name, organizational affiliation, occupation, and communication preferences (e-mail, fax, or regular mail) to Donna Hicks at hicksd@fleishman.com.

PHASE III: NEW FLIGHTING STRATEGY LIFTS OFF

In the first two phases of the Media Campaign, awareness of specific anti-drug ads increased by as much as 14 percent. Campaign plans for Phase III include the production of fewer, highly effective advertisements, with a focus on specific themes and messages.

In addition, in September, the Campaign deployed a media strategy known as "flighting." With flighting, all Campaign advertising, as well as non-advertising outreach programs, highlight a single message platform. If the message platform is "Norm Education," and the message is "the coolest kids don't do drugs," this message appears across every media outlet and in non-advertising programs.

With flighting, a message platform appears for a specified time (from four to five weeks) before a different platform flight begins. A hiatus of one or two weeks separates the flights. Research shows that consistent flighting maximizes the impact of focused messages on target audiences.

Specific message platforms have been designed for youth and parents, based on the scientific counsel of

behavior change experts. For example, the "Resistance Skills" platform teaches young people how to refrain from trying drugs, while the platform called "Negative Consequences" conveys the message that trying drugs has harmful effects. Yet another, "Effective Parenting Strategies," teaches parents how to communicate persuasively with their youngsters about the negative consequences of using drugs and also provides advice to parents about keeping children drug-free.

By flighting each message platform over a four- to five-week period, the ONDCP Campaign ensures strong media exposure. The strategy also allows local and national organizations to organize their programs to coincide with Campaign flighting schedules, which reinforces the impact of their own prevention efforts.

For more information about the Media Campaign's flighting schedule, visit the Web site www.mediacampaign.org.

PHASE III FLIGHTING SCHEDULE

	Sept 1999	Oct	Nov	Dec	Jan 2000	Feb	Mar	Apr	May	Jun
YOUTH Television Print Radio Outdoor Internet	Norm Education	Positive Consequences	Resistance Skills	Negative Consequences	Norm Education	Positive Consequences	Resistance Skills	Negative Consequences		
ADULTS Television Print Radio Outdoor Internet	Personal Efficacy	Parenting Skills	Your Child at Risk	Perceptions of Harm	Personal Efficacy	Parenting Skills	Your Child at Risk	Perceptions of Harm		

NEW STUDY LOOKS AT DRUGS IN MOVIES AND SONGS

A new study, released jointly by ONDCP and the Substance Abuse and Mental Health Services Administration (SAMHSA) of the Department of Health and Human Services at a packed press conference on April 28, underscores the potential for the entertainment industry and parents to play important roles in protecting kids from the dangers of drugs. The report, titled *Substance Use in Popular Movies and Music*, examined the 200 most popular movie rentals and 1,000 of the most popular songs from 1996 and 1997.

Findings revealed that 98 percent of the movies depicted substance use, with 22 percent depicting illicit drugs. An analysis of popular songs revealed a dramatic difference among music categories, with substance use references most often found in Rap. Illicit drugs were mentioned in 63 percent of Rap songs, versus 10 percent in other categories. Overall, 27 percent of the 1,000 songs surveyed contained a clear reference to either alcohol or illicit drugs.

The first national research effort to quantify the frequency and nature of substance use messages in movies and

songs gives ONDCP a valuable tool for collaborating with the entertainment industry while also encouraging parental action.

In announcing the study findings, Director Barry McCaffrey stressed the importance of depicting the dangers of drugs more realistically in movies and music. "Drugs, alcohol, and tobacco are a reality of American life," said McCaffrey. "But they need to be tied to consequences that are realistic."

The study was prompted in part by the fact that America's teenagers are heavy consumers of motion pictures and popular music. ONDCP is presently engaged in similar research concerning television series, with completion anticipated by the end of the year.

Research for the study was carried out by Mediascope, a nonprofit organization concerned with responsible depictions of social and health issues in the media, particularly as they relate to youth. Lead researchers were Donald F. Roberts, Ph.D., and Lisa Henriksen, Ph.D., Stanford University, and Peter G. Christenson, Ph.D., Lewis and Clark College. The report is available at www.mediacampaign.org/inthenews/mediascope.html.

ARE YOU ON OUR LIST?

To inform and involve stakeholders, the Campaign sends out timely information via e-mail, fax, the Internet, and regular mail. If you are interested in receiving Campaign updates on program initiatives, resources, partnership opportunities, and other topics, please send an e-mail to nyac@aed.org or fax us at (202) 884-8448, Attn: Partner Database, to be added to the distribution list. Include the following information in your message:

Name
Organizational affiliation
Mailing address
Phone number
Fax number
E-mail address
Organization Web site

MISSING A BACK ISSUE?

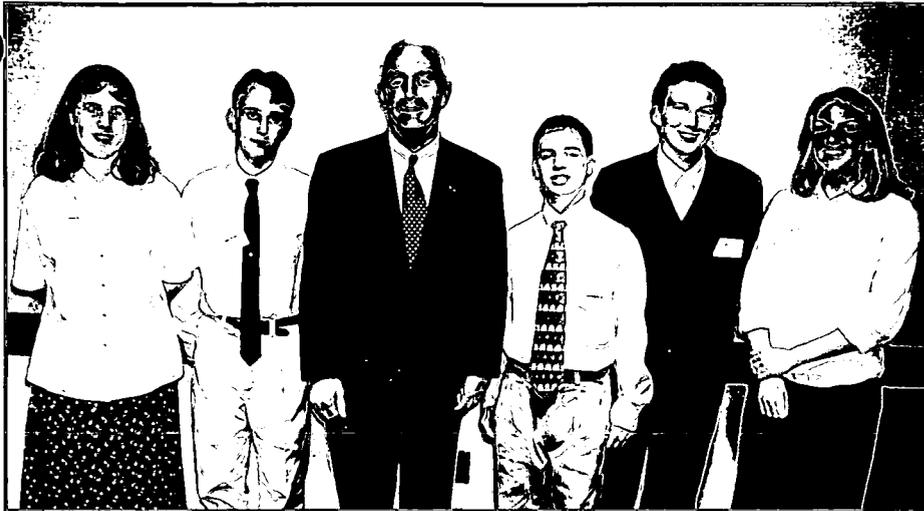
UPDATE is available online at www.mediacampaign.org.



MOVIES, MUSIC, AND DRUGS: TEACHING CHILDREN TO SEPARATE FACT FROM FICTION

Research shows that parents need to help their children become alert, informed viewers. To support that goal, ONDCP and SAMHSA offer parents these simple tips:

- ✓ Monitor what children see and hear, including video and music rentals and purchases.
- ✓ Use movies and songs as catalysts for discussing alcohol, tobacco, and drugs with young people.
- ✓ Ensure that youngsters understand the negative consequences of drug use, which may not always be apparent in the media.



The Beaverton Together after-school program puts out the welcome mat for Director McCaffrey.

CAMPAIGN IN THE COMMUNITY: THE DIRECTOR COMES TO TOWN

It isn't every day that a recipient of one of the first Drug-Free Communities Act grants can share center stage with the nation's drug policy director. But on March 15, representatives of the Beaverton Together after-school program did just that, enjoying a memorable dinner and festivities with Barry McCaffrey, Director of the Office of National Drug Control Policy.

The dinner, celebrating drug prevention in Oregon, was hosted by the Oregon Partnership, a statewide, non-profit alcohol and drug prevention and treatment referral group. More than 200 people from state, county, and community groups attended the event, which featured a musical performance by a local high-school string quartet and a presentation of the colors by the Boy Scouts of America.

One of the youngest participants, Andrew Waller, delivered some of the most moving words. An 8th grader, Andrew takes part in the Beaverton Together after-school program. He spoke about the impact of the program on his life and how it has given him hope and confidence about the future.

"My school, Highland, is a pretty nice place to be," he said. "It's calm. Fights aren't breaking out. There aren't [any] drugs. Kids are pretty accepting of each other. We have things to do after school. We have a place where we know it will be safe."

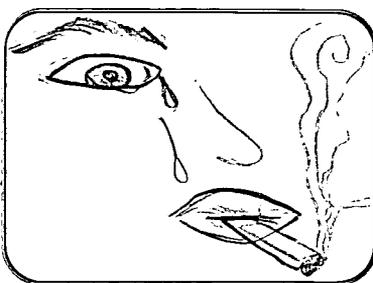
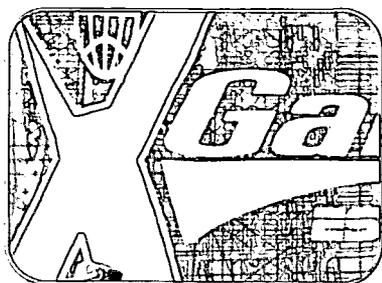
The Oregon Partnership offers a toll-free Helpline, an electronic youth advisory and peer-to-peer education network, policy advocacy, and a resource center with drug-related information in English and Spanish. To receive information, visit the Web site at www.orphnership.org, contact Judy Cushing, executive director, at (503) 244-5211, or send an e-mail to jcushing@orphnership.org.



CALENDAR

- Substance Abuse Prevention Month (October).
- Faith Night '99, a series of events for African American, Hispanic, and Asian youth in faith communities (October 8, 15, 22, and 29).
- National Red Ribbon Week (October 23-31) www.redribbonworks.org.
- FFA's "Body and Soul" PSA Contest Launch (October 27-30 in Louisville, Ky.) www.ffa.org.
- "Let's Kick Hepatitis Challenge," Hepatitis Foundation International (November 9 in Atlanta, Ga.) www.hepfi.org.
- CADCA National Leadership Forum (December 1-4 in Washington, D.C.) www.cadca.org.

For more information about these and other special national events, please visit the Campaign Web site at www.mediacampaign.org.



OFFICE OF NATIONAL DRUG CONTROL POLICY

www.mediacampaign.org

Fall 1999

MEDIA MATCH UPDATE

National Organizations

Local Organizations

The National Youth Anti-Drug Media Campaign is an unprecedented effort that leverages federal funding with a pro bono matching program. Pro bono opportunities are open to all. The organizations on the right are but a few of those participating recently.

If you represent a national organization and want to become involved in a media match, contact Lea Werbel at the Ad Council at (212) 984-1936, or at lwerbel@adcouncil.org. If you represent a local organization, please contact Zac Brousseau at the American Advertising Federation at (202) 898-0089, or visit www.aaf.org/ondcp.htm.

- 100 Black Men
- Do Good, Mentor a Child, Save the Children USA
- Mothers Against Drunk Driving
- President's Council on Physical Fitness and Sports
- National Council on Alcohol and Drug Dependency
- Recording Artists, Actors, and Athletes Against Drunk Driving
- National Council of Teachers of Mathematics
- National Crime Prevention Coalition
- National Fatherhood Initiative

- National Inhalant Prevention Coalition (Austin, Texas)
- GRASP (Gang Rescue and Support Project, Denver, Colorado)
- Big Brothers and Sisters (Evansville, Indiana)
- The Peers Influence Peers Partnership, Inc. (New York, New York)
- Partnership for a Drug-Free PA (Scranton, Pennsylvania)



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