



**The Partnership**  
for a Drug-Free  
America®

# BULLETIN OF THE PARTNERSHIP

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October 4 Cover of *New York*

## ***Coming Soon In Substance Abuse: Misuse of Prescription Drugs***

Physicians and substance abuse prevention advocates are concerned about the growing number of teenagers and young adults abusing over-the-counter and prescription medicines, *The Washington Post* reported October 8. One in five teens has used a painkiller with out a doctor's order, according to Partnership research. "It's clearly a serious problem that we are working hard to correct," said Michael Maves, chief executive of the American Medical Association. "And it's a difficult problem, honestly. Some of this can go on and not be noticed by parents and peers because it doesn't have the same connotation of purchasing and using drugs like heroin." In a similar story, *New York* magazine published an expose on teenagers who regularly use prescription drugs to either self medicate or get high. According to the 2003 National Survey on Drug Use and Health, misuse of prescription drugs by teens was second only to marijuana use. (*New York*, October 4, 2004 or *The Washington Post*, October 8, 2004. For more information visit [www.drugfree.org](http://www.drugfree.org) and click on "The Misuse of Medicine" section)

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## ***The Partnership to Honor NBC's Tom Brokaw November 29***

Tom Brokaw, one of the most respected figures in broadcast journalism, will be honored next month at the Partnership for a Drug-Free America's *Making a Difference* annual gala. Brokaw, whose 38-year career at NBC News includes more than 20 years as the anchor and managing editor of "NBC Nightly News," will accept the honor only days before retiring from that position. Sir Howard Stringer, chairman and CEO of Sony Corporation of America, is this year's gala chairman and Campbell Brown, co-anchor of NBC's "Today, Weekend Edition," will serve as the master of ceremonies. The *Making a Difference* gala will take place November 29 at the Waldorf-Astoria hotel in New York City. (For more information on ticket sales, table availability and gala journal ads, please contact Ellen Muglia at the Partnership @ (212) 973-3533 or [ellen\\_muglia@drugfree.org](mailto:ellen_muglia@drugfree.org))

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## ***Foote Cone & Belding Wins Anti-Drug Assignment***

The White House Office of National Drug Control Policy (ONDCP) announced this month that New York advertising agency Foote Cone & Belding has been named its new agency of record. "We look forward to a fresh perspective and continuing our relentless efforts to reduce teen drug use," said ONDCP's Robert Denniston, director of the National Youth Anti-Drug Media Campaign (NYADMC). "We are all focused on driving this campaign forward in the future and accelerating the results," said Steve Pasierb, president & CEO of the Partnership for a Drug-Free America. Through the generosity of numerous advertising agencies, the Partnership donates most of the advertising used in the NYADMC. In addition to account management and media buys, Foote Cone & Belding will work on Web ads and some anti-drug messages not created by the Partnership. The current budget for the campaign is \$145 million. (*Adweek*, October 4, 2004)

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### ***Prestigious Annual Drug Study Turns 30***

The country's largest, ongoing study on drug use among youths, Monitoring the Future (MTF), is celebrating its 30<sup>th</sup> anniversary. Started in 1974, MTF studies behaviors, attitudes, and values of American secondary school students, college students and young adults. Each year, a total of some 50,000 8th, 10th and 12th grade students are surveyed (12th graders since 1975, and 8th and 10th graders since 1991.) "The Partnership and probably every one of us in the field of substance abuse and prevention is grateful for this invaluable research tool," said the Partnership's Director and Founding Member, Tom Hedrick. "I don't know where we would be without the insights Monitoring the Future provides to us." (For press inquiries, Monitoring the Future @ (734) 647-1083 or [www.monitoringthefuture.org](http://www.monitoringthefuture.org))

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### ***NIDA Research Identifies Factors Related to Inhalant Abuse, Addiction***

New research shows that young people who have a history of mental health problems, who have lived in foster care or who already abuse other drugs have an increased risk of abusing inhalants. The study, which was published in the October 2004 issue of the *Journal of the American Academy of Child and Adolescent Psychiatry*, also found that adolescents who first begin using inhalants at an early age are more likely to become addicted. "These findings suggest inhalant abuse and addiction in young people are associated with a host of co-occurring problems that may be influenced by family and other social factors," said Dr. Nora D. Volkow, director of the National Institute on Drug Abuse. Analysis of the data showed that adolescents who reported their first use of inhalants between the ages of 13 and 14 were six times more likely to be dependent on inhalants than those who started using at 15 to 17. (NIDA @ (301) 443-6245 or @ [www.drugabuse.gov](http://www.drugabuse.gov) or visit [drugfree.org](http://drugfree.org) and click on "Parent's Guide To Inhalant Prevention")

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### ***Coalitions Receive Drug-Free Communities Grant***

The Office of National Drug Control Policy (ONDCP) awarded \$21.9 million in new Drug-Free Communities matching grants to community coalitions in 46 states. The Drug-Free Communities Program now supports some 714 community coalitions nationwide. An additional \$41 million will support existing community coalition projects currently operating around the country. "This announcement by ONDCP is a testament to the success and effectiveness of community anti-drug coalitions, which are helping communities in all parts of the country reduce drug and alcohol abuse," said General Arthur T. Dean, chairman and CEO of Community Anti-Drug Coalitions of America. "We are proud to support the Drug-Free Communities Program, one of the most important federal initiatives for the development of community coalitions throughout the country." The Drug-Free Communities Program provides grants of up to \$100,000 to community organizations that promote citizen participation in local drug prevention efforts. (ONDCP @ (202) 395-5744 or [www.whitehousedrugpolicy.gov](http://www.whitehousedrugpolicy.gov) or [www.drugfreecommunities.samhsa.gov/](http://www.drugfreecommunities.samhsa.gov/))

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### ***Join Together Creates Voter Guide***

Join Together, a project of the Boston University School of Public Health, recently published a guide designed to educate both voters and candidates for public office about alcohol and drug policy in the United States. "Ten Drug and Alcohol Policies That Will Save Lives" draws upon scientific research to make the case for such policy measures as restricting alcohol advertising targeted toward children and favoring treatment over jail for non-violent alcoholics and drug users. The organization is sending the guide to candidates across the nation. "The guide is intended to help voters and candidates for public office in 2004 learn about practical policies that, if adopted, can help save lives and restore families," said David Rosenbloom, director of Join Together. (Join Together @ (617) 437-1500 or view the full guide at [www.jointogether.org/sa/action/tenpolicies/](http://www.jointogether.org/sa/action/tenpolicies/))

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The Partnership for a Drug-Free America® is a private, non-profit coalition of professionals from the communications industry. Best known for its national, drug-education advertising campaign, the Partnership's mission is to reduce illicit drug use in America. The Partnership's State/City Alliance Program supports the Partnership's mission at the local level. The Partnership receives major funding from The Robert Wood Johnson Foundation and financial support from more than 200 private sector corporations. The Partnership accepts no money from alcohol or tobacco manufacturers. All actors in the Partnership's ads appear pro bono through the generosity of the Screen Actors Guild and the American Federation of Television and Radio Artists.