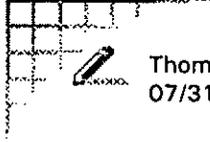


**NLWJC - Kagan**

**DPC - Box 015 - Folder 009**

**Drugs - Heroin Chic**

Drugs - heroin chic



Thomas L. Freedman  
07/31/97 02:15:43 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP

cc:

Subject: Possible Heroin chic event

Mary had an idea for an event on heroin and the fashion industry: in the wake of the President blasting them on heroin-chic ads, the industry put together a council to reform themselves, we thought we should publicize their response. You guys kind of liked the idea.

Now there is a report coming out that will show heroin use is up. Mary sent the event idea to Rahm who liked it (dovetailing with the report) and suggested DPC put together a scheduling request.

We're sending the memo over to Jose/Leanne for figuring out if this is a good idea. Options include having the fashion/entertainment people come to the WH to talk about reforming the images they use, a PSA campaign, etc.

Time -

So what is their response?

E.