

Partnership for a Drug-Free America

Illegal Drugs in America
Good News
and
Bad News

In 1962

**Fewer than 4 million Americans had
ever tried illegal drugs**

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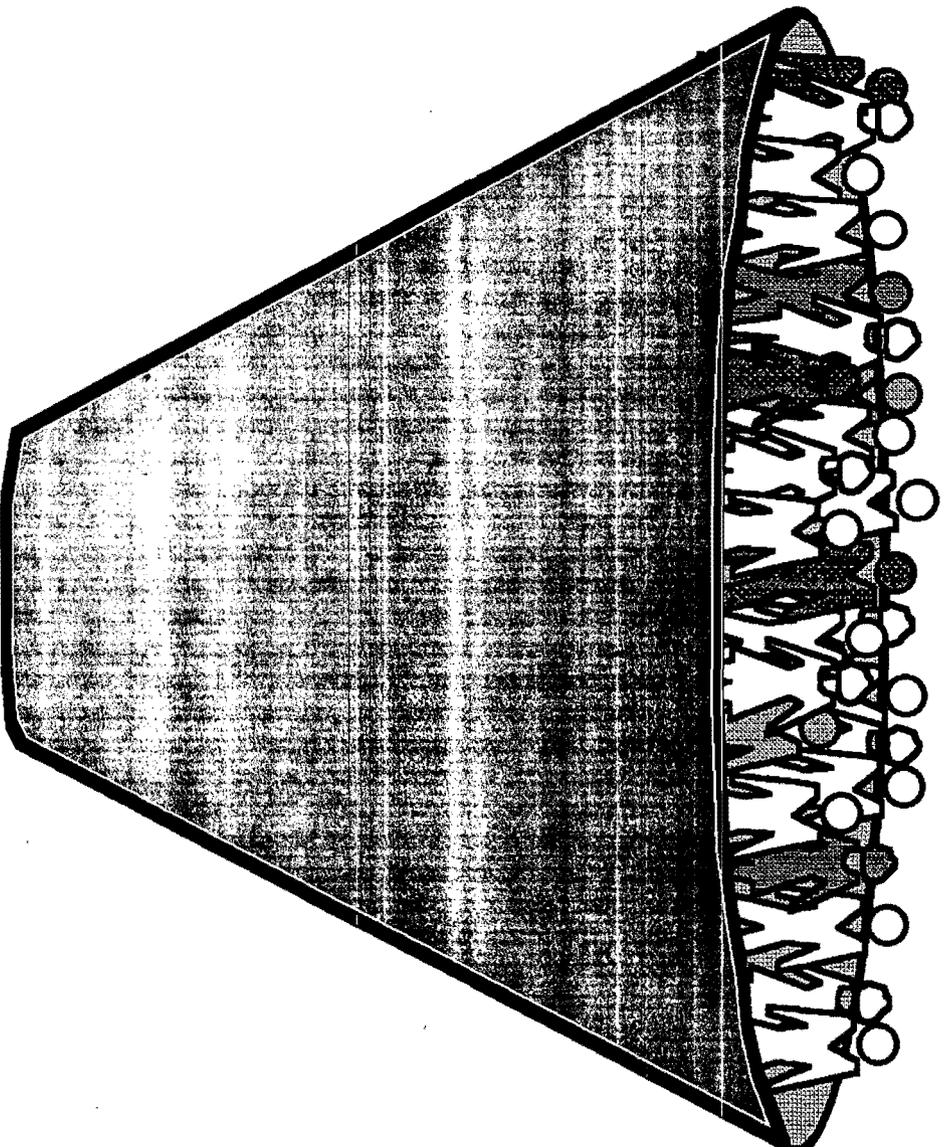
By 1993

**Almost 80 million Americans had
tried illegal drugs**

Source: 1993 SAMHSA Household Survey

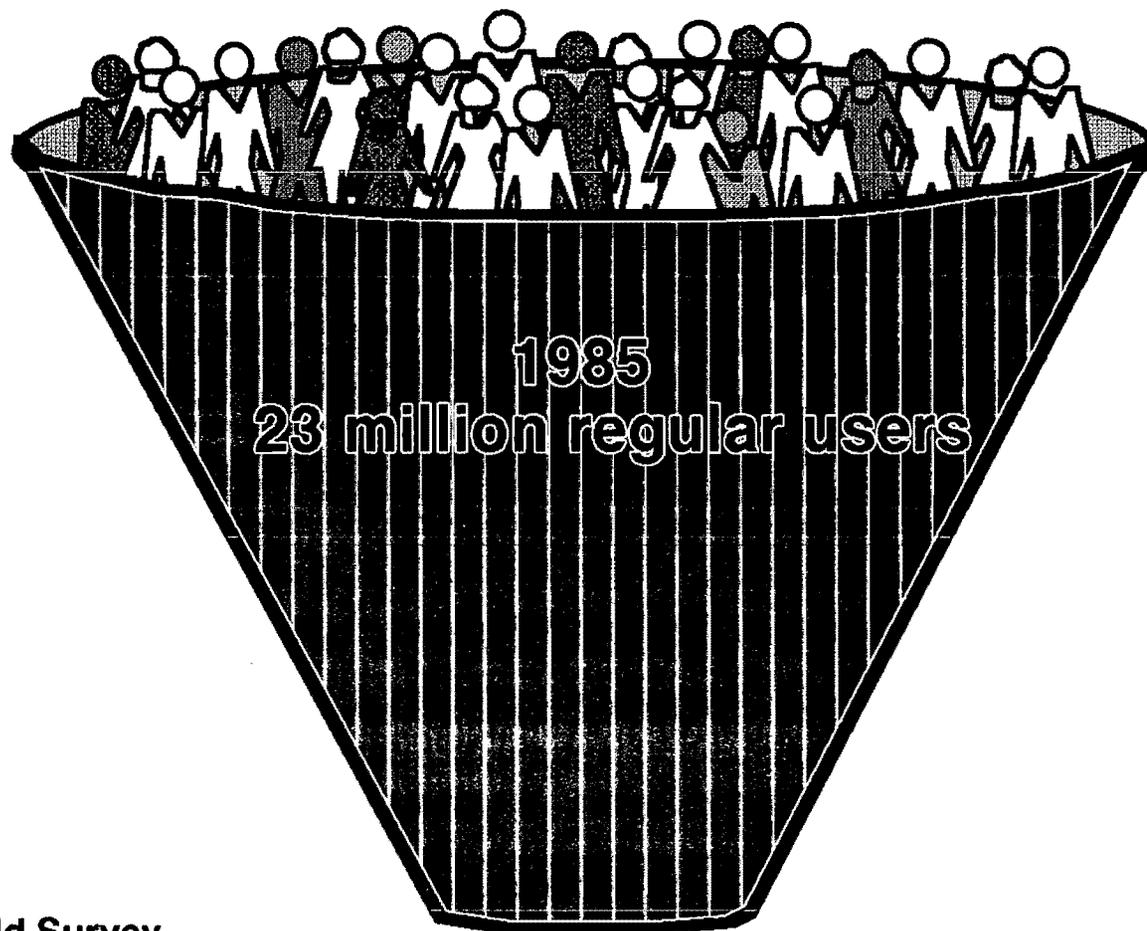
**As a nation we "normalized" the
use of illegal drugs**

Almost 80 million Americans have used illegal drugs



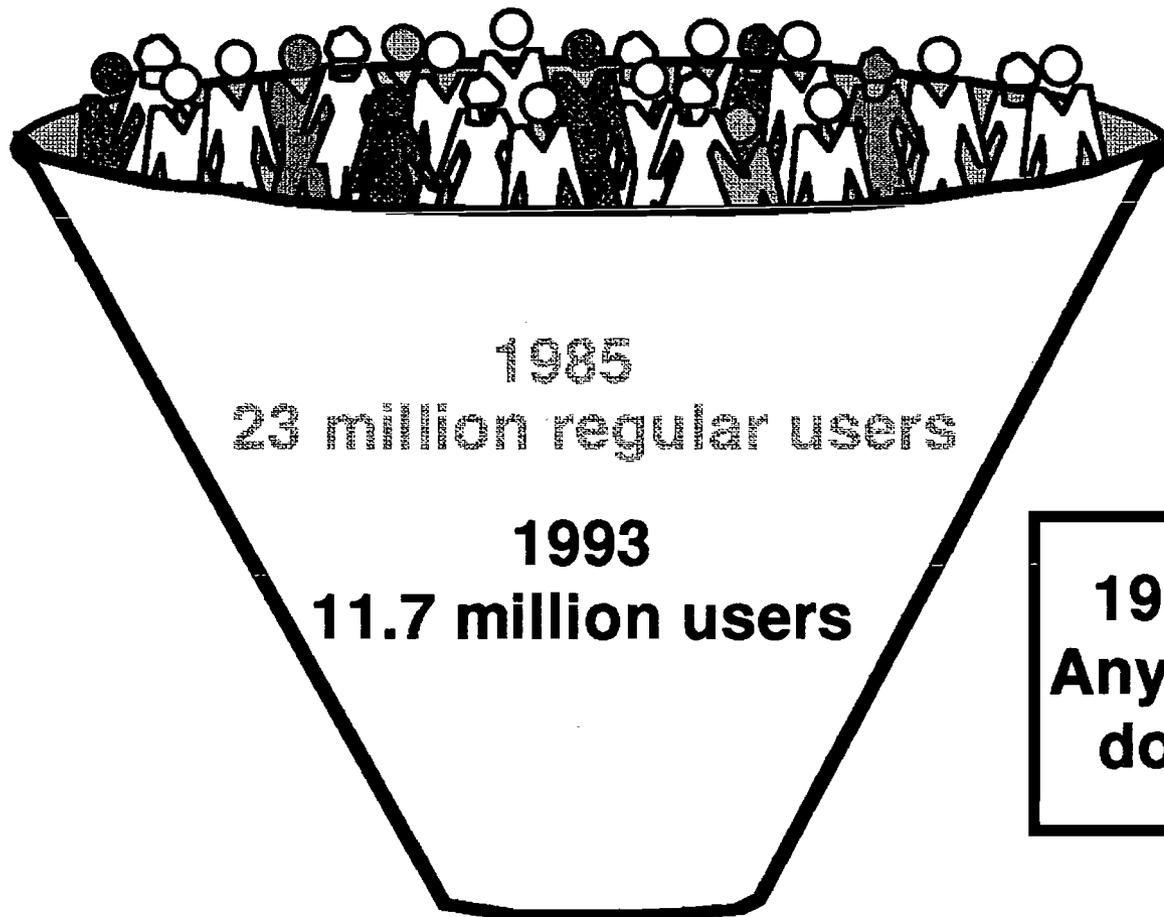
**Sources:
SAMHSA Household Survey
Institute of Medicine Study**

Almost 80 million Americans have used illegal drugs



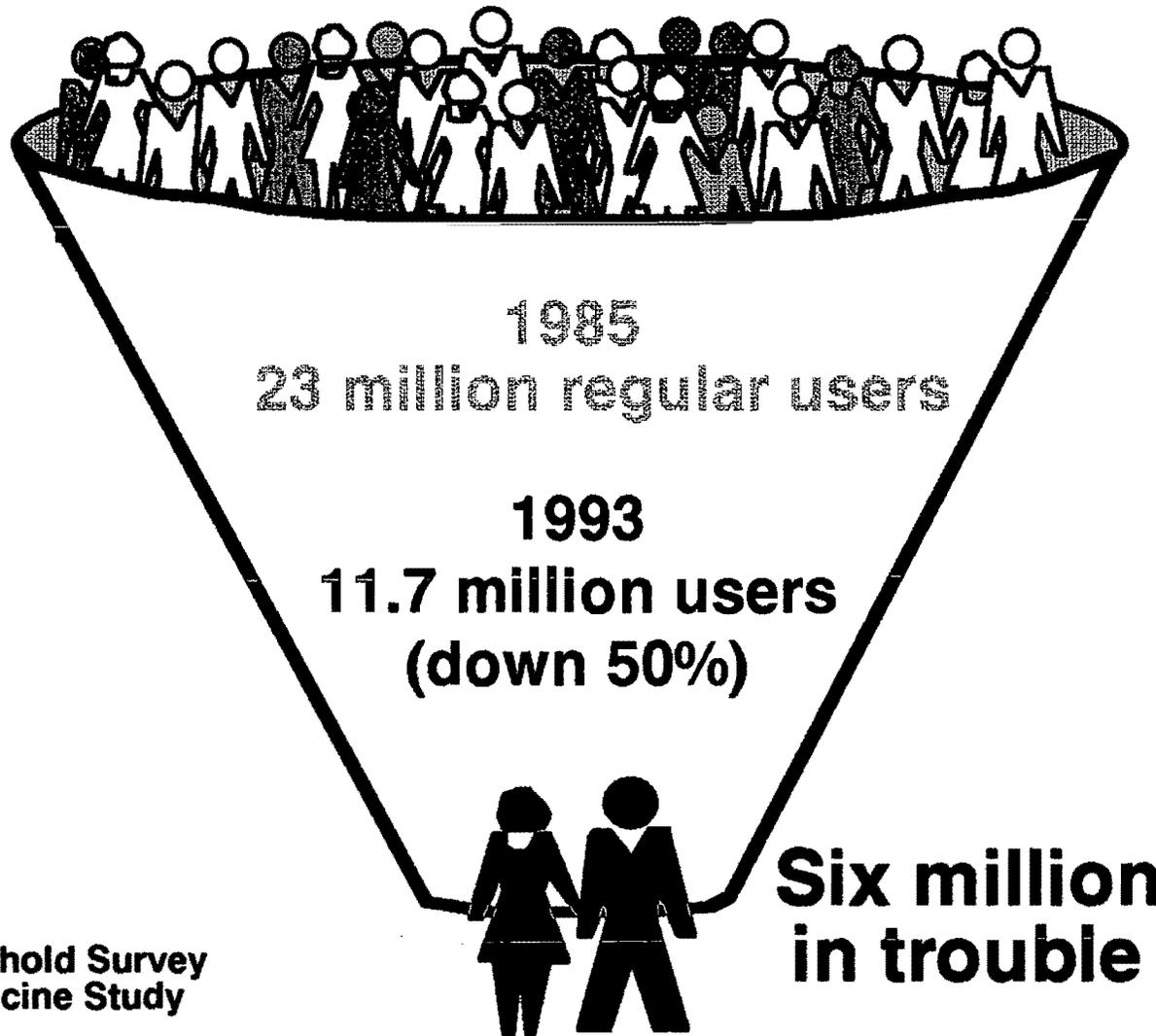
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Almost 80 million Americans have used illegal drugs



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AND

**Drugs have become embedded
in most of our serious
social problems --
particularly in our inner cities**

Crime and Violence

**Half of all homicides and
violent crimes are
drug related**

**Source: National Institute of Justice;
1992 DUF Report**

AIDS

**Majority of new AIDS cases
are drug related**

Source: Nat'l Commission on AIDS; Report 4

Children and Families

**Half of all family violence
is drug related**

Source: Child Welfare League
Nat'l Committee for Prevention of Child Abuse

Education

**Drug-using teens are twice
as likely to be dropouts**

**Sources: Journal of Drug Education
Sociology of Education**

Homeless

**Majority of homeless need
treatment for addiction**

Source: Institute of Medicine

Economic Competitiveness

**Two-thirds of drug-users
are employed**

Source: 1993 SAMSHA Household Survey

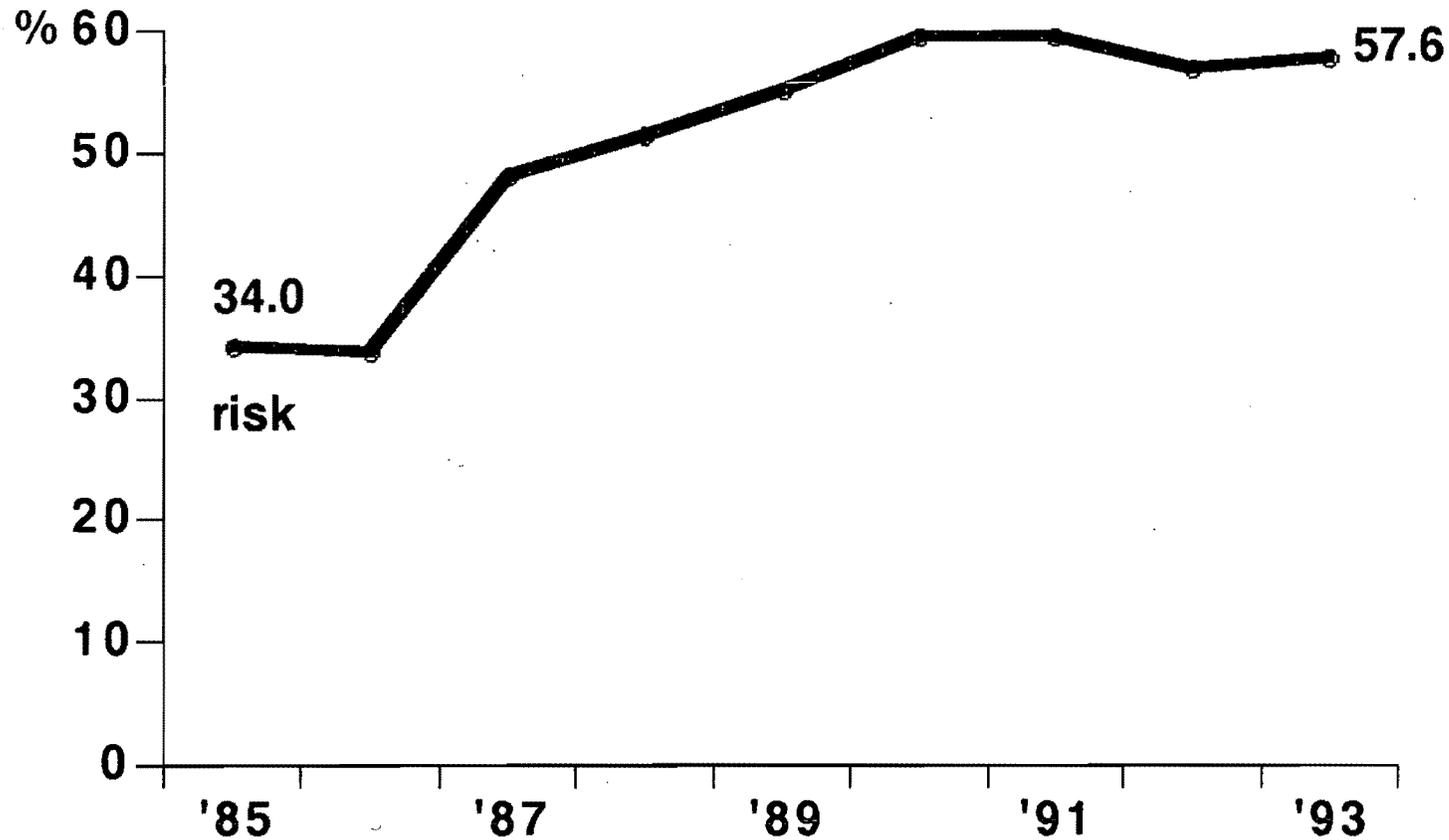
GOOD NEWS

A profound cultural shift has occurred --

- Attitudes are significantly more anti-drug**
- Usage declines are dramatic**

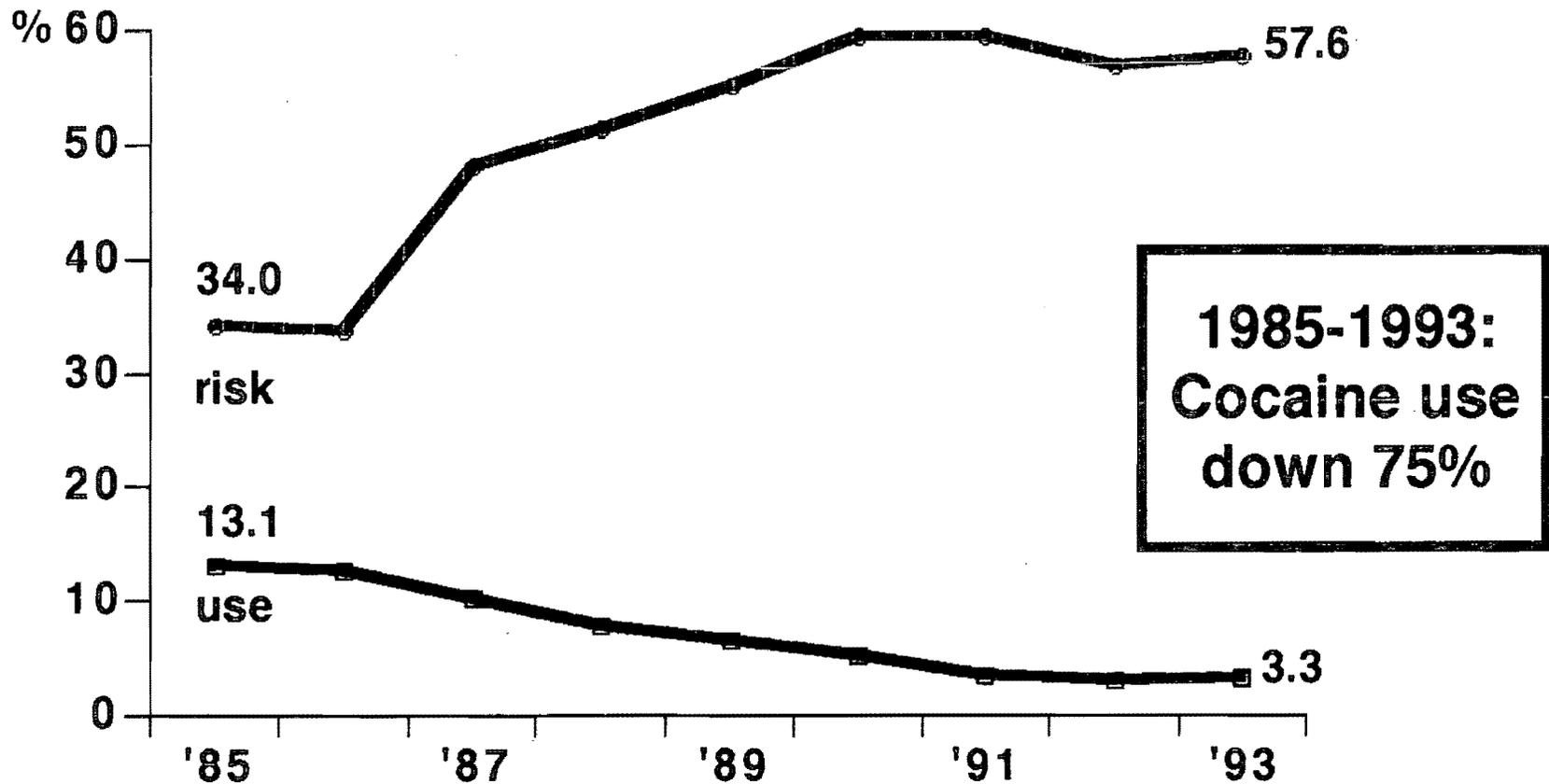
**We are in
the process of
"denormalizing"
illegal drugs**

Cocaine: Perception of risk vs. use in past year



Source: Univ. Michigan H.S. Senior Study
12th Graders

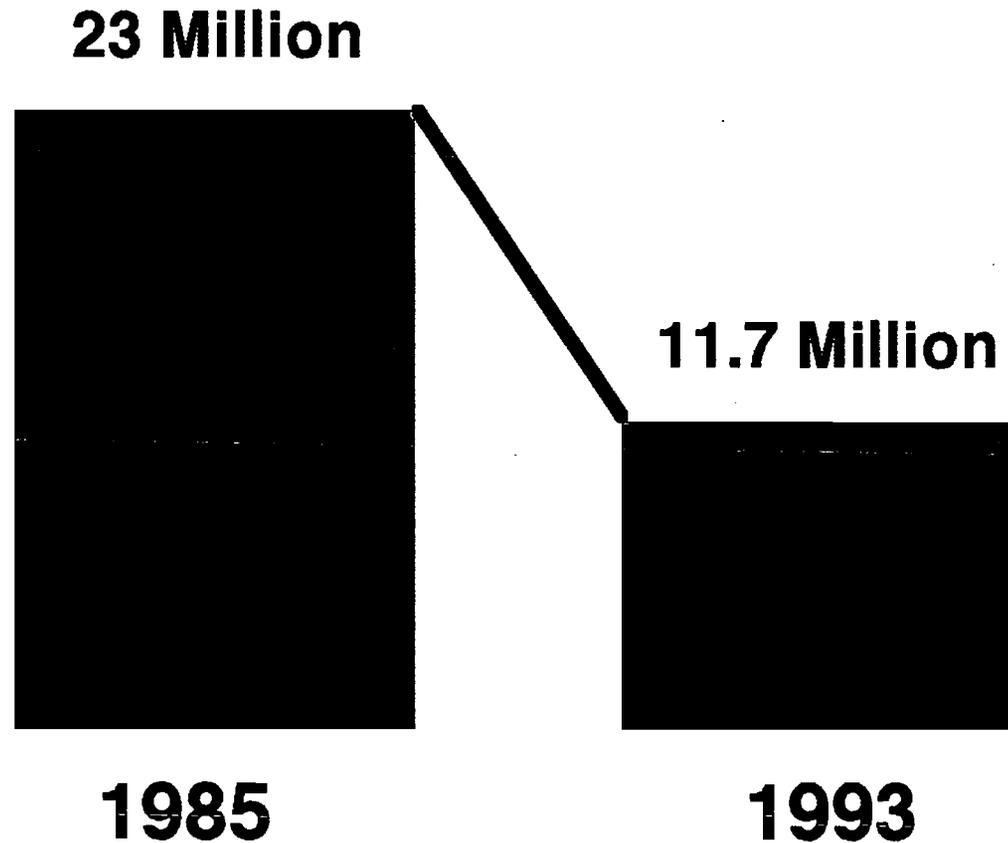
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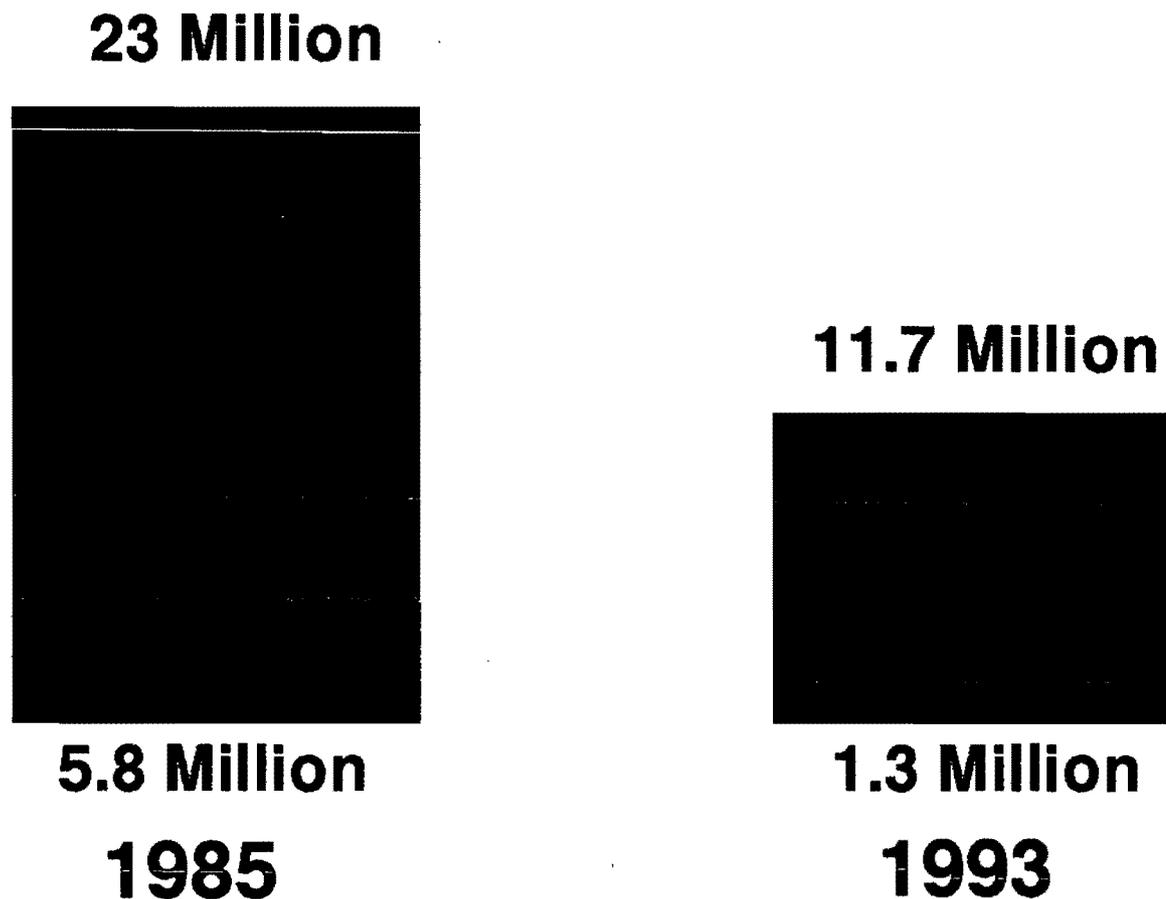
↖ II

Any Drug Use in the Past Month Down 50%



Source: SAMHSA Household Survey

Cocaine Use in the Past Month Down 78%



Source: SAMHSA Household Survey

Regular drug use among ethnic groups

	<u>1985</u>	<u>1993</u>	<u>change</u>
	%	%	%
White	11.7	5.5	-53
Black	15.7	6.8	-57
Hispanic	10.7	6.2	-42

Source: SAMHSA Household Survey

Ethnic Drug Use Comparison Among Youth in School

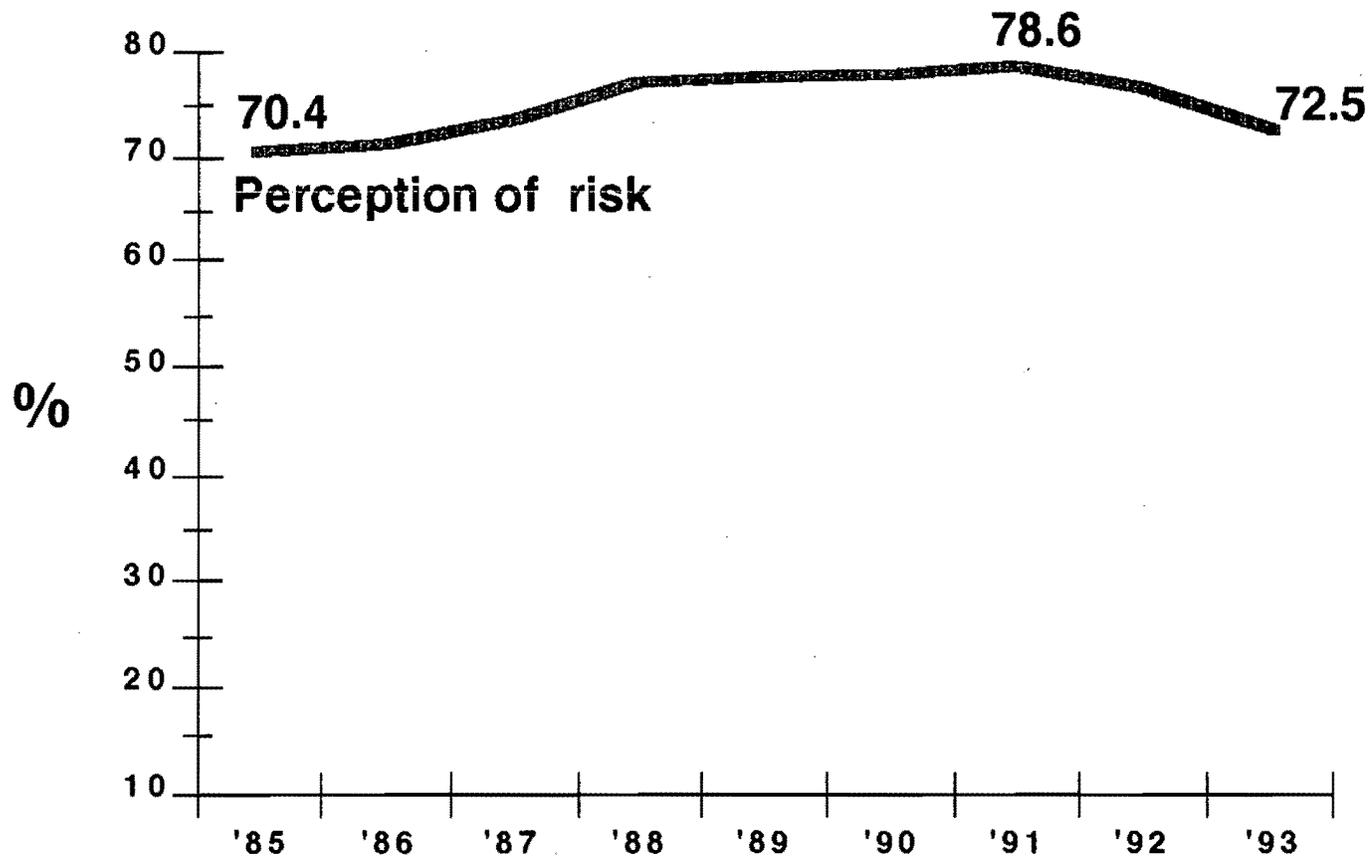
	<u>Marijuana</u>		<u>Cocaine</u>	
	<u>8th</u>	<u>12th</u>	<u>8th</u>	<u>12th</u>
White	9.9	36.3	2.3	7.0
Black	7.4	23.3	1.0	2.4

Source: 1992 ISR/Univ. of Michigan
Lifetime use

BAD NEWS

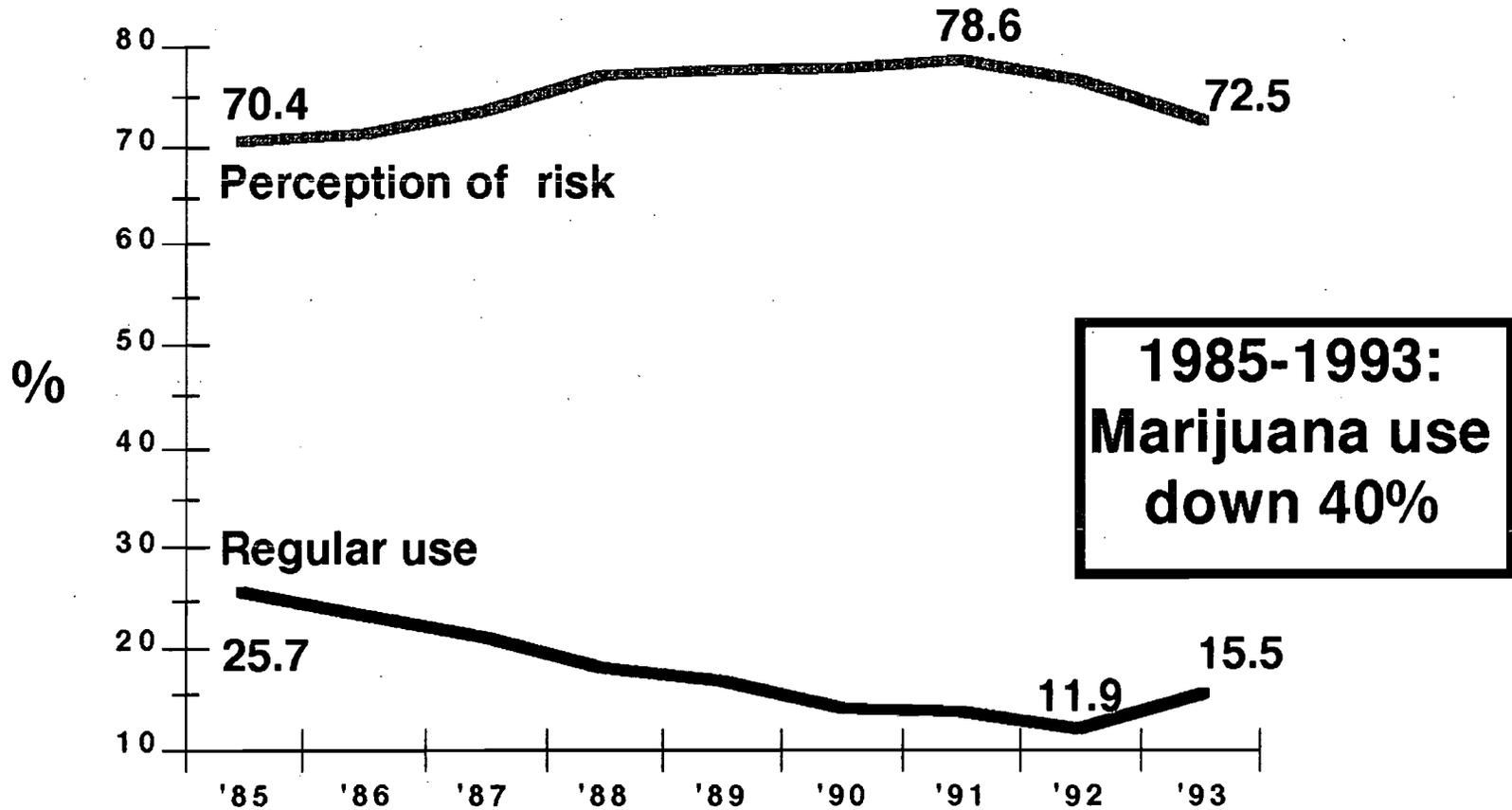
- **Among our children attitude and usage trends are reversing**
- **6 million "in trouble" need treatment**
- **Crisis still exists in many urban areas**

Marijuana: comparison of risk and use



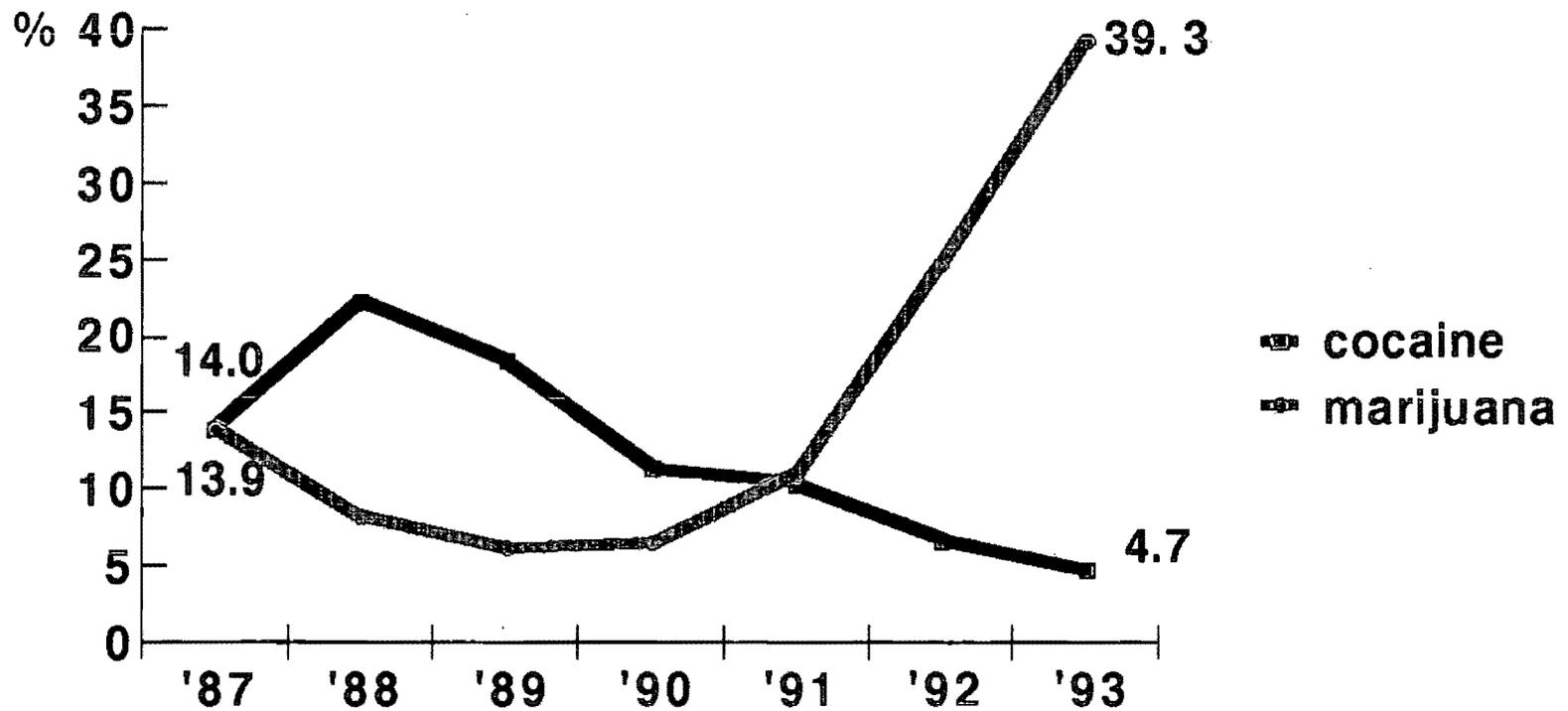
Source: Univ. of Michigan High School Senior Study - 12th graders

Marijuana: comparison of risk and use



Source: Univ. of Michigan High School Senior Study - 12th graders

Drug use among juvenile arrestees (District of Columbia)



Source: CESAR, Univ. of Maryland

1992 Drug Treatment Admissions in State-Supported Facilities

<u>Primary Drug of Abuse</u>	<u>% of Total Admissions</u>
Cocaine	44.8%
Heroin	19.7%
Marijuana/Hashish	15.0%

Source: NASADAD
State Alcohol and Drug Abuse Profile

Among our children anti-drug attitudes are weakening

Risk of trying:	<u>1991</u> %	<u>1993</u> %
Marijuana	40.4	36.2
Cocaine	55.5	50.7

Source: Univ. Michigan H.S. Senior Study - 8th Graders

Among our children drug use is increasing

	<u>1991</u> %	<u>1993</u> %
Marijuana	6.2	9.2
Cocaine	1.1	1.7
Hallucinogens	1.9	2.6

Source: Univ. Michigan H.S. Senior Study
Annual use among 8th graders

The Issue:

**Weakening anti-drug attitudes
of perceived
harm/risk and social disapproval**

Why are anti-drug attitudes weakening?

- **Declining media attention**
- **Baby-boomer parent conflict**
- **Insufficient in-school education**
- **Legalization discussion**
- **Glamorization**

What we need to do:

**Build anti-drug attitudes
to reduce demand**

We know what works

- **Media attention**
- **Comprehensive community efforts**

**Media is a primary,
and the most efficient,
source of drug information**

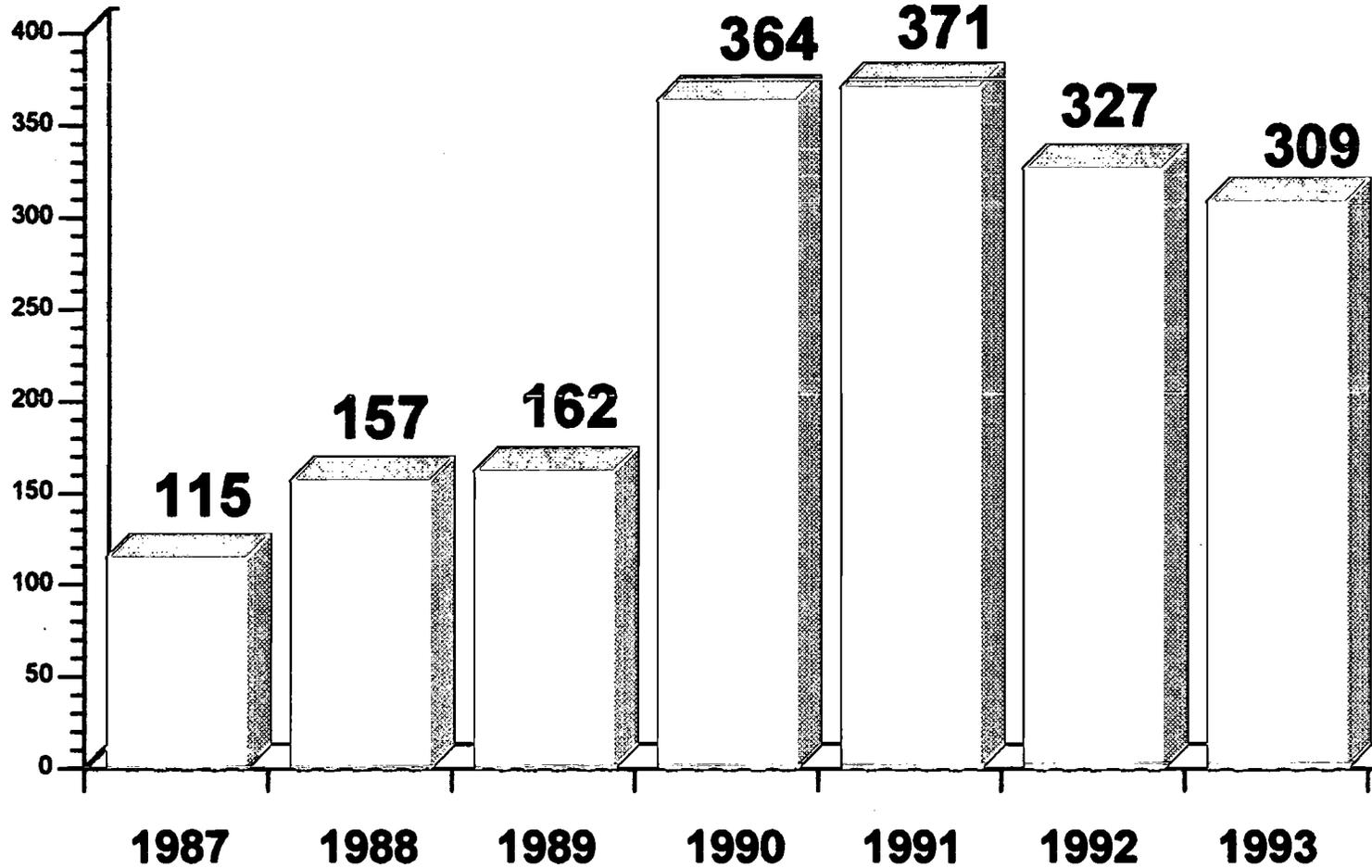
**Source: 1991 Roper Study
1989/1990 Texas A&M Study**

More Media Attention

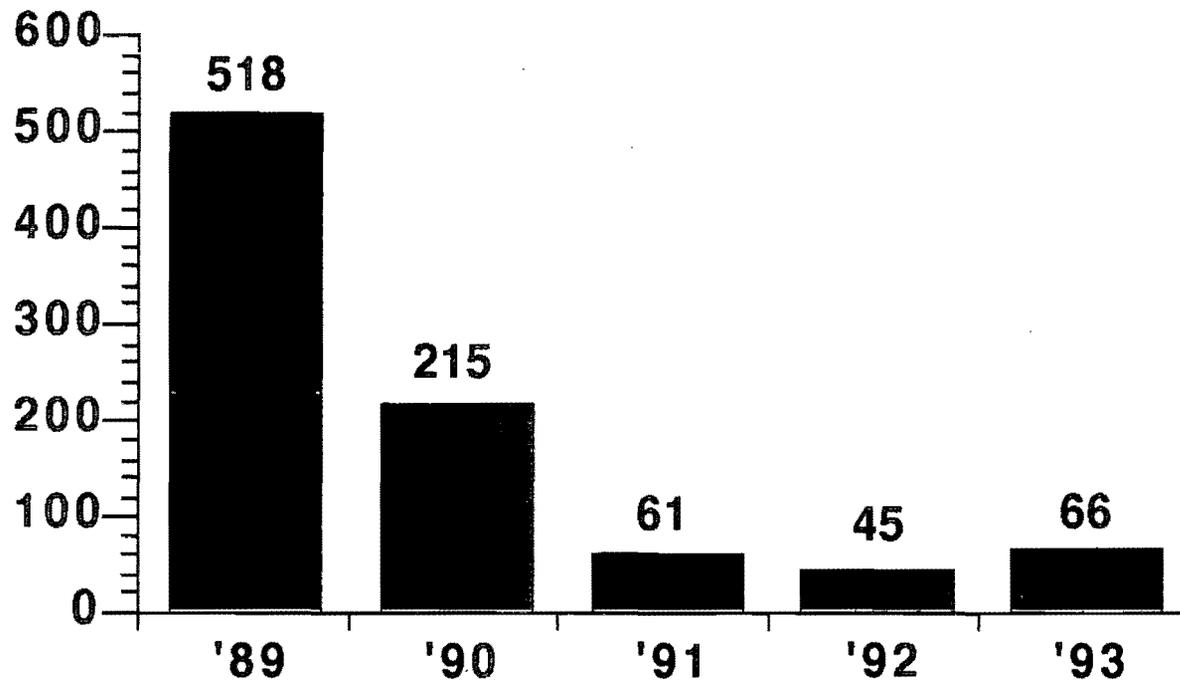
- **News**
- **Features**
- **Editorials**
- **Entertainment**
- **Advertising**

PDFA Media Support

(in millions of dollars)



Network News Drug Stories

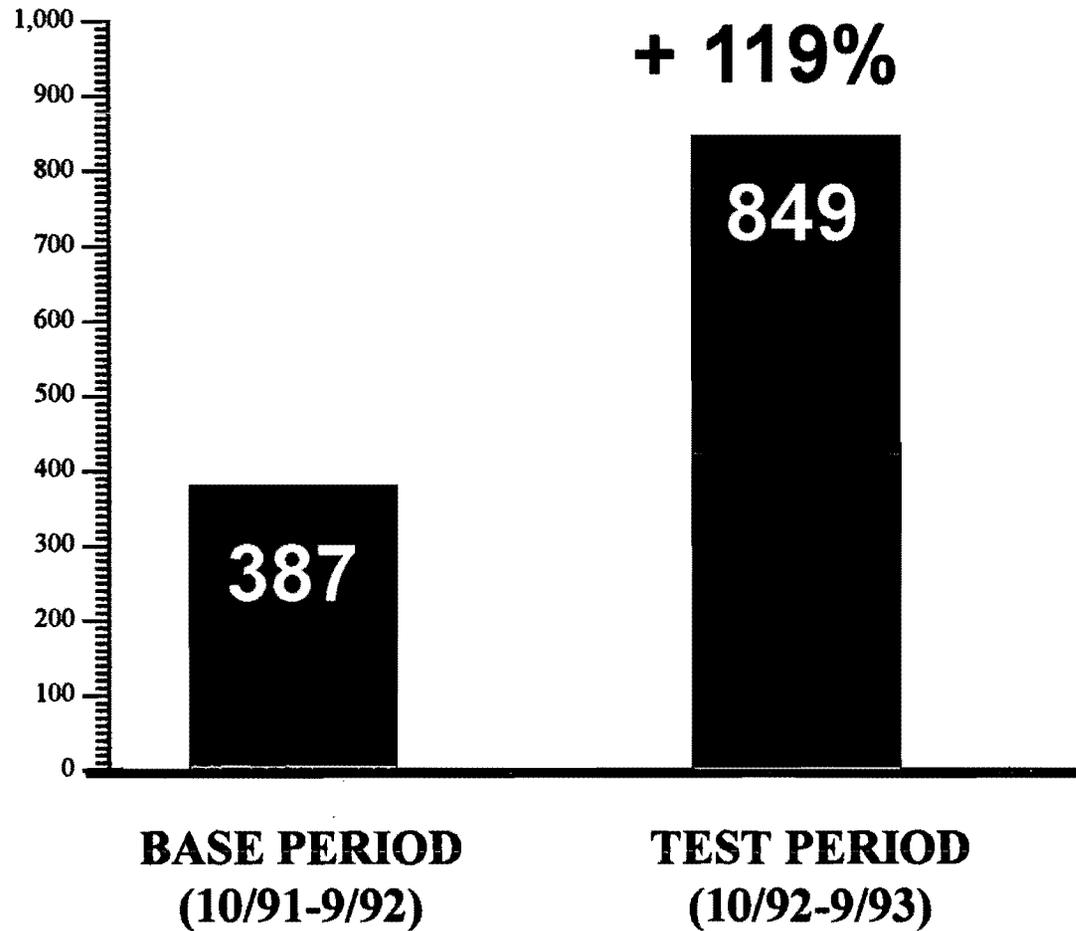


Source: Center for Media and Public Affairs

THE NEW YORK STORY

Media Support Changes

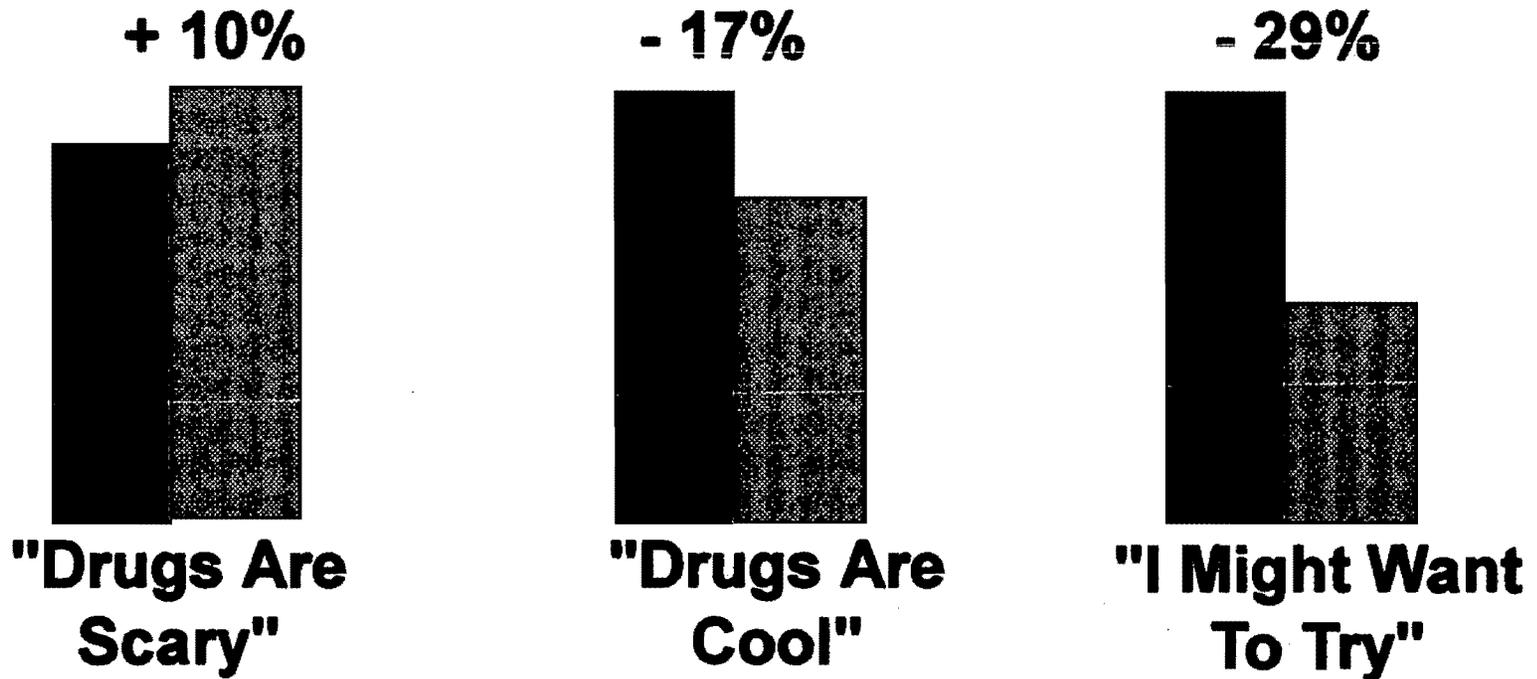
Media \$\$\$
(000)



Source: Monitored NYC Media
Average Monthly Support

The New York Story

CHILDREN*
1992 and 1993



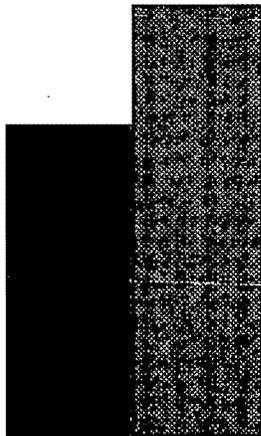
* Below Poverty Schools 2nd - 3rd graders
Source: 1993 NYC Grade School Study

The New York Story

PRETEENS*

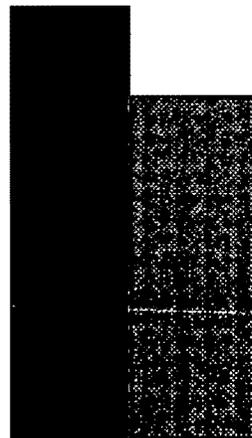
1992 and 1993

+ 30%



**"I Would Tell Others
Don't Use"**

- 22%



**"Dealer Is A Good
Friend"**

- 21%



**"Drug User
Is Popular"**

*** Below Poverty Schools 4th - 6th graders
Source: 1993 NYC Grade School Study**

Preteens* Learned "A Lot" About Drugs From ...

	<u>1992</u>	<u>1993</u>	<u>Prop. Change</u>
School Class	84	83	
Parents / Grandparents	82	84	
TV Shows	71	71	
TV Commercials	66	70	+6%
On the Street	67	66	
Brother / Sister	58	60	
Friends	55	56	
After-School Activities	52	53	

*** Below Poverty Schools 4th - 6th graders**
Source: 1993 NYC Grade School Study

**More comprehensive
community efforts**

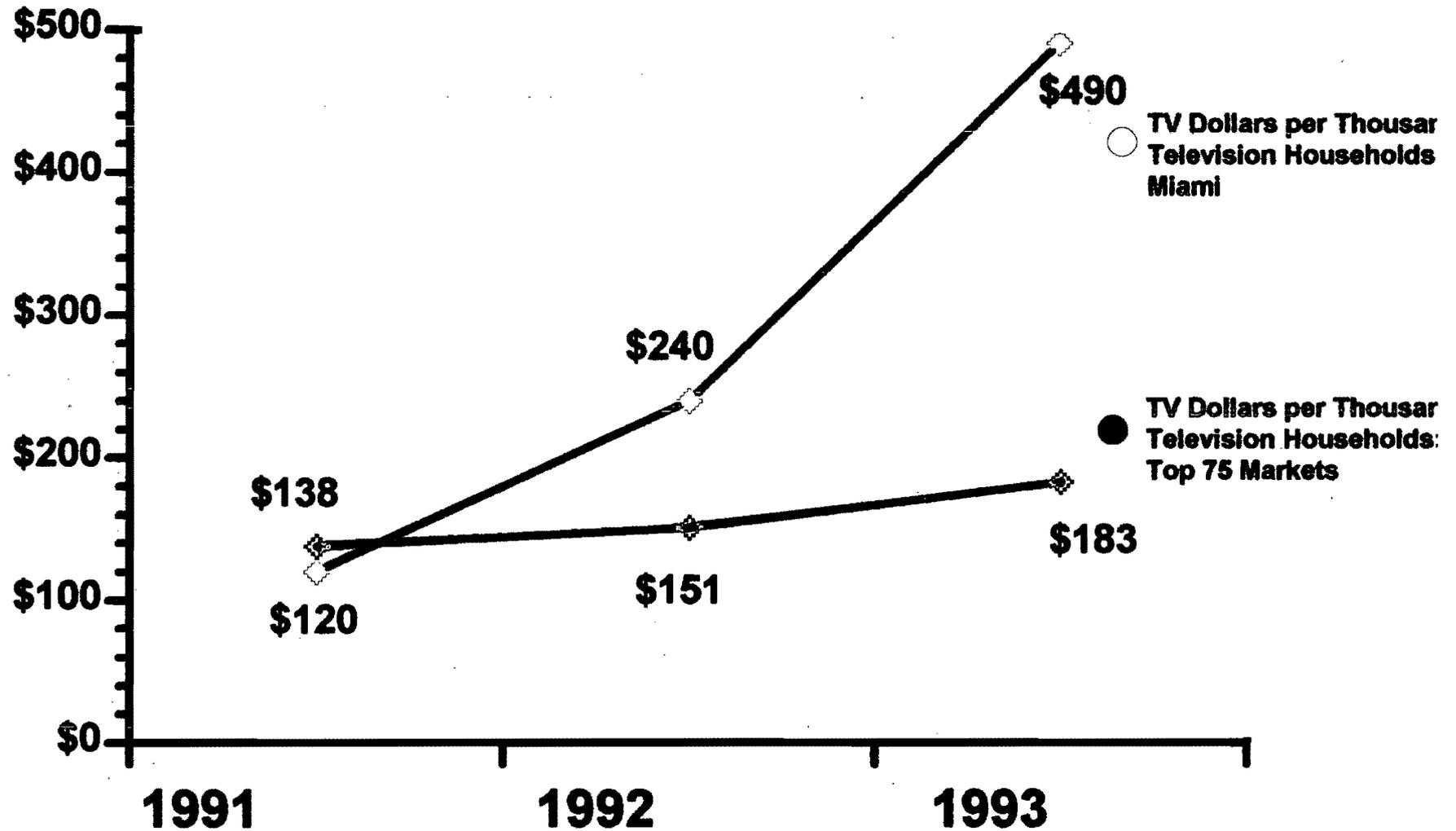
**Already over
2,500 community coalitions --
the backbone of national prevention**

Source: Join Together 1993 Survey

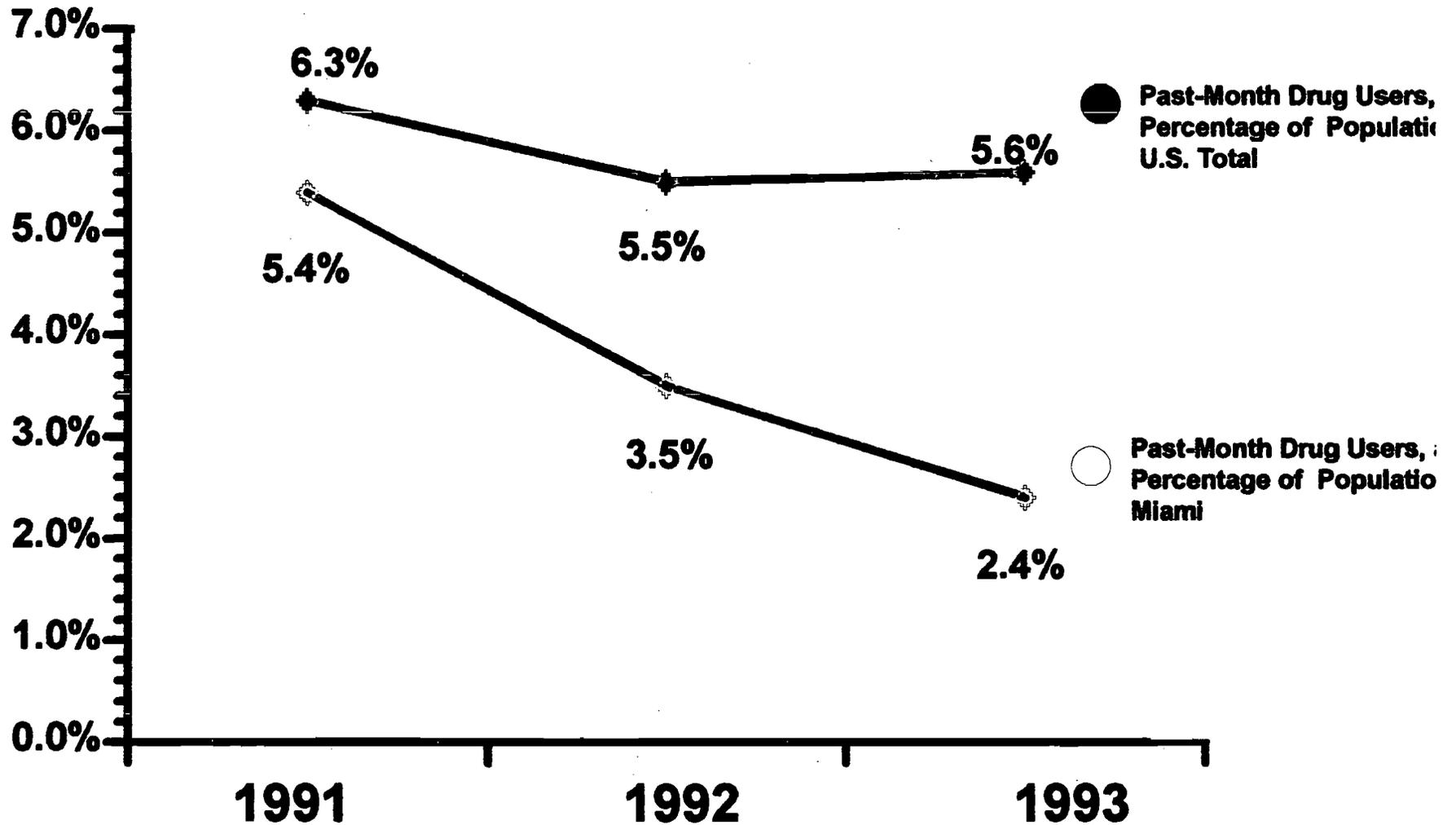
Comprehensive anti-drug community efforts

- **Local media**
- **Parents involvement**
- **In-school education**
- **Drug-free youth programs**
- **Early intervention**
- **Drug-free workplaces**

Spot TV Dollars per 1,000 TV Households by Year Miami and U.S. Top 75 Markets

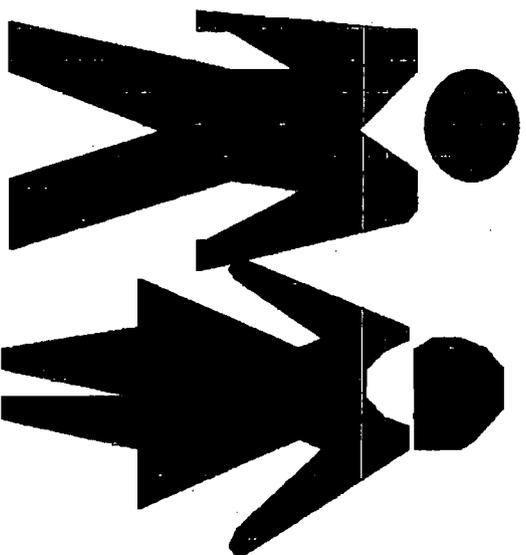


Reported Past-Month Drug Use By Year: Miami and U.S. Total



More Treatment

for the 6 million people in trouble



**Drug use
is a preventable behavior**

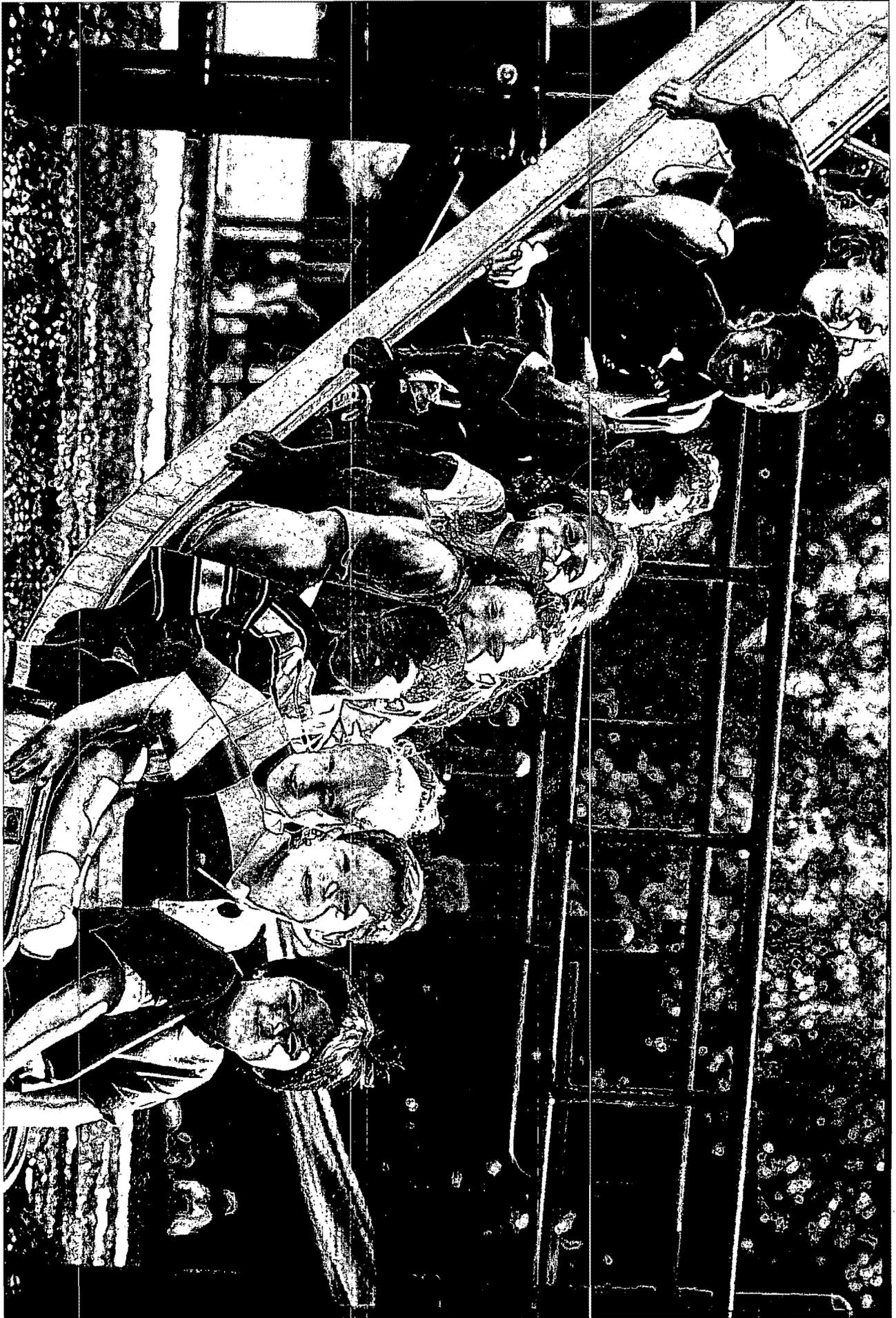
**Drug addiction
is a treatable disease**

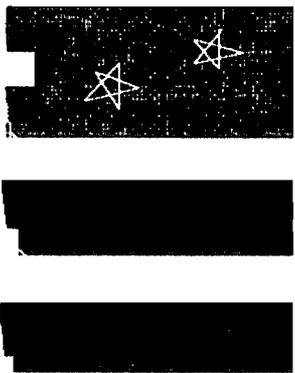
Drug prevention and treatment are also key to solving

- **Crime and violence**
- **AIDS**
- **School dropouts**
- **Child abuse**
- **Healthcare costs**
- **Homelessness**
- **Lost productivity**

**At its core, the drug problem
is not about cops or cartels,
policies or politics...**

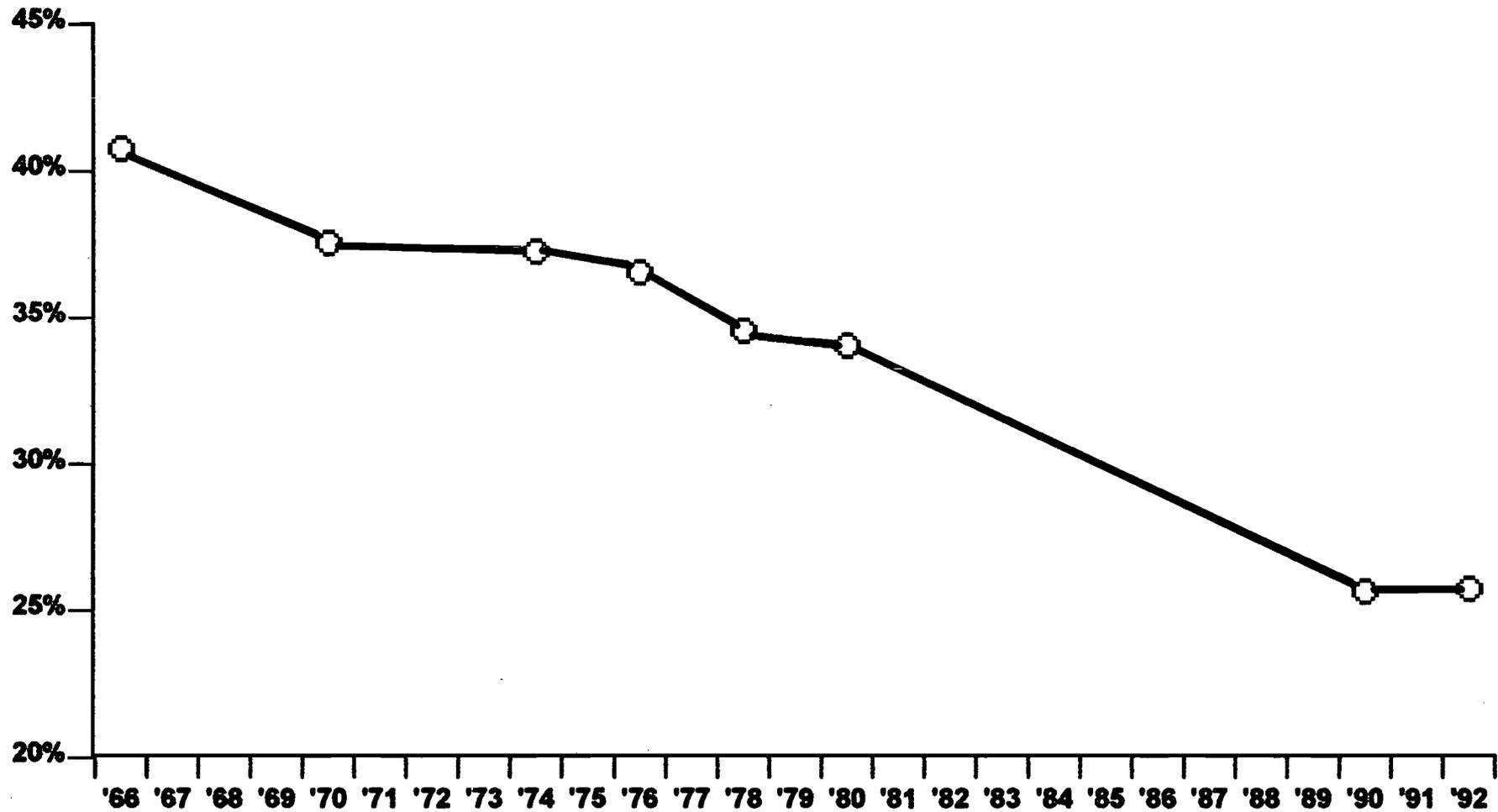
It's about our kids





Partnership for a Drug-Free America

Cigarette Smoking Adults



Drug use and smoking (Ages 12-17)

<u>Drug Use</u>	<u>Non-smokers</u>	<u>Smokers</u>
	%	%
Any illicit drug	7.2	67.7
Cocaine	2.5	57.5
Hallucinogens	0.3	15.4

Source: SAMHSA Household Survey 1992