

Students, professors, alumni and trustees of the University of North Carolina at Chapel Hill, and have focused attention on the campus party atmosphere. One constructive development in the wake of the tragedy was seen last week in a meeting where trustees sent a message that they intend to curb drug and alcohol use on campus and off campus.

Final decisions will be up to Chancellor Michael Hooker. But early ideas are solid: a course for freshmen focusing on drug and alcohol abuse; intensifying the overall attention given to freshmen, something Chapel Hill has needed to do for a long time; making mandatory some training about the problems with drugs and alcohol for all those who pledge fraternities and sororities.

More can be done, including delaying fraternity and sorority rush until sophomore years and shortening it, and asking community leaders in Chapel Hill and Carrboro to strengthen alcohol law enforcement as it relates to students. There are other possibilities, including

ing with this problem.

Additional brainstorming might break if UNC-CH joined with Duke, N.C. State, N.C. Central and other universities in the area to develop guidelines to curb student substance abuse. Such collaborative efforts are all too rare, but two heads, or four, or six, might help in the search for solutions.

It's true, of course, that parents have a role in teaching youngsters about drug and alcohol abuse, and about the exercise of good judgment in general. But the new-found freedom of college presents often-immature youngsters with decisions for which it is difficult to fully prepare them. Universities can have a role in maturation as well as education.

Substance abuse isn't confined to one segment of the campus community. It existed long before the fire of May 12, and it may be that it had little or nothing to do with that disaster. But this effort might be a step toward helping future generations of college students avoid harm's way. It's an appropriate step for trustees.

Marlboro children

Bringing terrible news to everyone but the tobacco industry, the U.S. Centers for Disease Control report that increasing numbers of high school students are smoking. It proves the failure of past efforts to keep cigarettes out of the hands and mouths of teens — and justifies the Food and Drug Administration's plan to regulate tobacco. With state and local agencies doing a poor job of control, it is time for the FDA to have a say over sales and marketing.

The FDA wisely advocates an end to vending machine and mail-order sales, and crackdowns on retailers. But these steps alone are not going to solve the problem. As long as tobacco remains legal, kids who are determined to smoke are going to acquire cigarettes.

Even restrictions on advertisements, another good idea from the FDA, are not likely to keep all children from smoking. Companies do need to be prohibited from playing directly to kids with characters like Joe Camel, and it makes sense to allow text-only advertising where children are likely to see it. But short of an ad ban, the Marlboro man

and the Virginia Slims woman will hang around, making smoking attractive to prospective puffers of all ages.

The answer must be to encourage teens to decide for themselves not to smoke. In the least attention-getting part of its plan, the FDA calls for tobacco companies to spend \$150 million annually for educational ads. While that wouldn't match the billions of dollars put into marketing, it could launch an effective counter-advertising campaign.

The goal should be to make cigarettes as unacceptable among adolescents as they are in many adult circles. It would help to remind kids not only of the health risks (perhaps the messages could feature diseased lungs and wheezing narrators) but also of how reeking hair, clothes and breath are a social turnoff.

Any attempt to keep teens from taking up a practice that is legal for adults is bound to be complicated. But every day, 3,000 children start using cigarettes, and a third of them eventually die of smoking-related illness. A nation that cares about future generations cannot be deterred by the difficulty of the task.

Fields of poppies

Papaver, as the poppy is known in Latin, is a romantic weed with pow-

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As it turns

file tobacco clips

Raleigh N.C. News and Observer May 26, 1996

old quotes
frm. POTUS

re: quitting smoking

ME Glynn said she didn't
hear him say anything
on NJ trip

Pediatric disease

NEWS CONFERENCE WITH PRESIDENT BILL CLINTON SUBJECT: EXECUTIVE
ACTION ON
TOBACCO RELATED TO TEENAGERS EAST ROOM, THE WHITE HOUSE
WASHINGTON, DC

1:33 P.M. EDT THURSDAY, AUGUST 10, 1995

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dest=welfare, usag, tobacco, hlth, france, europe, fda, computer, swh, wh
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But I don't think anybody can know what's going to happen a year and a half from now.

Yes, go ahead.

Q Mr. President, are you sure you wouldn't like to pledge today not to smoke cigars anymore to set an example? (Laughter.)

PRESIDENT CLINTON: (Chuckles.) Well, you mean should I go from five or six down to zero a year? Maybe so, but I don't think that's the point. The point I want to make is -- (laughter) -- the point I want to make is, number one, cigars and pipes were not found by the FDA to be part of this. Did you know that? Number two, the issue is for me, I try to set a good example, I try never to do it where people see. I admitted that I did -- I did do it when Captain O'Grady was found because I was so happy. It was a form of celebration. But I don't think that you should let that become the issue. The issue is whether the children are smoking cigarettes in this country.

Q Mr. President?

PRESIDENT CLINTON: Yes?

Q Sir, on the French nuclear testing, the French are now saying they will agree to a zero threshold for nuclear tests in the nuclear test ban treaty. Will the U.S. concur? Do you think the French should cancel their tests? And very importantly, has the U.S. agreed to share technology with the French so that they can develop their own computer simulations and not have to test?

PRESIDENT CLINTON: I applaud the French statement today. It will make it much easier for us to get a comprehensive test ban. I do not think they should resume testing, but they know that. That's the difference between us and them and most of the rest of the world and them. And we will have a statement about our own policy in the very near future, but I don't want to make it today.

Yes?

STAFF: Let's make this the last question.

Q The steps that you outlined today are tailored very carefully to curb the sale of tobacco to young people. My question is, if they're implemented, will the FDA retain power that would allow them at a future date to ban or curb the sale of tobacco to adults?

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PRESIDENT CLINTON: Well of course that's what the tobacco companies are worried about, I guess. Our belief is that this is a ~~pediatric disease~~, this is a problem for children; that when tobacco is ~~lawful~~ it would be wrong for a government agency to try to in any way restrict the access of adults to it, if it is lawful. So the answer is, I don't know what the law would be because I -- in this case, I'm not the lawyer for the agency. I can't give you a lawful answer.

I can tell you that the policy of this government is that the focus should be on our children, their health and their welfare. That is the focus. If the -- if there is a worry underlying the question you ask, there is an answer to that worry: put it in the law.

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political campaign. You know, when we have a presidential race there's a lot of ads out there. You have to get your message out. And if you want to sell any product, you have to advertise it. And the more you advertise it, the more you'll sell. So they're in the business of selling cigarettes, and advertising is a good way to do it, so people will think about the brand that -- first of all, they'll decide to smoke, and secondly, they'll choose the brand that's being advertised.

You know, one thing I'd like to say just for a minute is that you wrote that letter to the New England Journal of Medicine, and it caused the big comic book company to change the whole way they were advertising their cards. I think that you should not, any of you, underestimate the ability of people at the grass-roots level to change the behavior of America when it comes to smoking.

You know, if you have young people signing up to pledge to be smoke-free; if you do reports at school and spread information about why people shouldn't smoke; if you get your schools to be smoke-free environments -- if you do those basic things, and then look for opportunities, like Sammy's opportunity, to reach into the larger society and get them to change practices, I think that will make a big difference. If you go in and highlight the fact that people who are selling cigarettes over the counter aren't checking as closely as they should for whether young people are old enough to buy cigarettes, all these things can change our country just as much, sometimes even more than changing laws can.

MS. ELLERBEE: Michael, are you back there?
You have a question?

Q Yes. As a child, did you smoke? And what influenced you? *

THE PRESIDENT: I didn't smoke. And I didn't, when I was a child. And my mother was a heavy smoker, but I didn't smoke. Interestingly, my mother and my father both smoked, but I didn't like it and I didn't smoke. And I'm one of those statistics -- when I was older, actually I smoked a pipe for about four years in the wintertime, and I smoked cigars occasionally for a few years. And then I developed kind of an allergic reaction to it and decided I shouldn't do it anymore. But I didn't when I was a child.

And there's another thing you can do. My daughter, who is this -- and my wife are both very strong in the anti-smoking crusade -- but my daughter was on my mother, her grandmother, so much from the time she was old enough to talk about it that my mother quit smoking for my daughter as a present for her eighth birthday.

So I think children can have a big influence on their parents, their grandparents, their relatives just by talking to them about it.

Q Do you still smoke a cigar from time to time? *

THE PRESIDENT: The last one I did was I smoked a cigar symbolically when Captain O'Grady was liberated from Bosnia. But basically, I don't anymore because I have -- you can hear from my voice here, in the wintertime I have an allergic reaction to it. And I don't think that I -- I think it does not set the kind of example I should set, since I'm President I shouldn't do it.

MS. ELLERBEE: You brought up something

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interesting. We were talking about the parents. What if you or your parents do smoke? Can you quit? How hard is it to quit? What can you do to help somebody else quit? More stuff to talk about when we come to "Clearing the Air."

* * * * *

MS. ELLERBEE: We're back talking to the President and kids about smoking.

Sammy.

Q What do you think is the most effective way to teach kids not to smoke?

THE PRESIDENT: I think to talk honestly with them about what the problems are. I think to tell them that it's not a cool thing to do, it's not a good thing to do, and the risks of something bad happening are very high. I mean, if you think about 3,000 young people a day start smoking, and a thousand of them will die sooner because of it, that's not a very good thing to do. Why would anybody take that kind of risk?

So I think in terms of teaching, we should just talk to people honestly about what -- that it's a problem, it's not a neat or a cool thing to do. And then I think that we need to, as I said, change the environment. We need to take a lot of these advertisements that are bombarding children, directed clearly at children out of the atmosphere. And then we need to make it harder to young people to get cigarettes. We don't need to make it so convenient. I mean, the vending machines just make it easy, and it's too easy.

MS. ELLERBEE: Jana has a very interesting question. Jana, are you there? Are you back there?

THE PRESIDENT: I think you ought to do with that what Sammy did on the cards. I think that young people should say, hey -- should write to these companies, in large numbers, you should write to the companies that produce them and say we like your bubble gum; and we don't think you mean to do this, but you're giving out an image or an impression that this ought to go from here to smoking. And we don't think you mean that, so why don't you stop it? Put a different shape on your bubble gum. That's what I think you ought to do.

I think that a lot of these things companies will do -- you know, when we were on the break, Jana asked me why is Santa Claus always pictured or so often pictured with a pipe. And the answer is Santa Claus is a very old idea. Santa Claus has been around for a long time, and the idea of an old man with a pipe was not considered to be any kind of a bad image 100 years ago or 50 years ago, before people had any notion about what the harmful impact of smoke was.

MS. ELLERBEE: How can a kid ask a grownup to stop smoking? *

THE PRESIDENT: Oh, I think directly. I think children should not be self-conscious about that. I can tell you, you know, Chelsea did some very blunt things to her grandmother. She said, you ever seen a picture of a lung where people have smoked for years, as against the picture of a lung where people haven't? I mean, very straightforward stuff.

MS. ELLERBEE: Did it work? *

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File
Tobacco-
Kick Butts
Day

May 20, 1996

Mr. Mark Green
Public Advocate for the
City of New York
15th Floor
One Centre Street
New York, New York 10007

Dear Mark:

Thanks so much for your kind letter and for passing along the Queens students' questions. I am deeply grateful for all you've done to make the "Kick Butts" campaign a success. Because of your leadership and longstanding commitment, students from New Jersey to Florida to Colorado are educating each other about the dangers of tobacco use and looking forward to better, healthier lives.

I agree that if we keep speaking out and working together, we can do even more. Hillary and I hope we'll see you soon, and we wish you much continued success.

Sincerely, **BILL CLINTON**

BC/JFB/pw-emu (Corres. #2916655)
(5.green.m)

cc: Jennifer O'Connor
cc: Harold Ickes

Approved - Cheryl Mills, Counsel's Office

Xeroxed copy of personally signed original to NH through Todd Stern

CLEAR THRU TODD STERN

PRESIDENT TO SIGN