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5.29.96

Friday Night Live

The FNL club on CKM campus was revived after several years of hiatus, thanks to Frank Withrow. When I asked Frank abt. organizing a S.A.D.D. (Students Against Drunk Driving) chapter, he directed me to the FNL organization.

The primary purpose of FNL is to offer support to the student body to stay off all drugs; tobacco, alcohol, etc. One of the goals for next year is to offer a lunch time game room ^{perhaps} with videos as well.

This year, the active members held 4 bake sales selling eggrolls and Rice Crispy marshmallow treats. The money raised will go to pay for the FNL overnight leadership conference next October.

We are looking forward to welcoming the middle schools that have a Club Live chapter into CKM's FNL next fall.

girls basketball
boys baseball

head is a teacher

champion in
b-ball & b-ball

MAY.29 '96 9:41AM PEOPLE REACHING OUT

916 971 1092 P.4

PEOPLE REACHING OUT
5433 El Camino Avenue, Suite 700
Carmichael, CA 95608

✓ **Students Reaching Out**
Youth Violence/Gang Prevention Program

Students Reaching Out - Youth Violence Gang Prevention Program trains high school students as role models to present a violence/gang prevention program to the 4th through 6th grades. The goal of the program is to help students understand how to make better personal decisions. The violence/gang prevention program is designed to present information in two sessions. The two visits creates a closer bond between the high school students and the elementary school students and is designed to expand and cover the following topics:

- **SESSION 1** **Friendship; Peer Pressure; Cultural Diversity; Assertiveness**
 Goals:
 - A.) To allow students to understand the many influences in their lives that encourage or discourage violence/gang participation.
 - B.) To allow students to process the information they have learned and to think about the long and short term consequences of gang involvement.
 - C.) To teach the value of assertive behavior while applying refusal skills and giving the student a sense of personal power.
- **SESSION 2** **Conflict Resolution; Communication Skills; Goal Setting**
 Goals:
 - A.) To help students identify and apply different approaches in resolving conflicts.
 - B.) To teach students how to communicate their feelings to another person in a way that will not escalate the conflict.
 - C.) To express wants and needs in an assertive, non threatening manner.
 - D.) To understand why setting goals is essential to raising self esteem and diminishing peer influence.

In 1982, the concept of the Students Reaching Out program evolved out of the experiences of high school students receiving counseling services at People Reaching Out. One student represented the views of others when he said he was strongly influenced at a young age about alcohol and other drug use by slightly older siblings and friends. He suggested that if other young people could have such a powerful negative effect, they could have an equally powerful positive effect. This concept of positive peer pressure was refined into what is now the Students Reaching Out program.

In 1992, Students Reaching Out - Youth Violence/Gang Prevention program was piloted in the Grant Joint Union High School District with great success. Due to the success of the program and the overwhelming support, we have expanded the SRO Violence/Gang Prevention program to the Elk Grove Unified School District, Roseville Joint Union High School District, and Sacramento City Unified School District. The participating high schools include Foothill, Grant, Highlands, Rio Linda, Elk Grove, Florin, Valley, Laguna Creek, Hiram Johnson, Oakmont, Roseville, and Woodcreek.

MAY.29 '96 9:42AM PEOPLE REACHING OUT

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P.5

The 4th through 6th grade students report that they learn this material because it is presented by teenagers who volunteer their time and who care about them. The high school students who choose to participate increase their self-esteem, their gang awareness, and their leadership skills. One 16-year-old Grant high school student wrote us, "It (being in the program) has allowed me to see how younger children view gangs - as their heroes - and that really disturbs me ... I'm glad I got a chance to make a difference by showing them another way. It was a great experience that I'll never forget."

ADVANTAGES

- **Successful means of reaching 4th - 6th graders:**

Elementary students experience role modeling and cross-age instruction.

High school students learn by doing and by making an alcohol and other drug-free commitment.

- **Improved high school environment:**

Healthier campuses are the result of creating a positive peer group alternative. Many students who enter high school join Students Reaching Out because they experienced the program in elementary and junior high and want to be part of the positive drug-free and gang prevention program.

- **Continuous evaluation:**

Classroom teachers, students, and program administrators assess the program ensuring improvements and responsiveness.

During the 1995-96 school year, nearly 3,000 4th - 6th graders in Sacramento County were reached through the Students Reaching Out - Youth Violence/Gang Prevention Program.

MAY.29 '96 9:40AM PEOPLE REACHING OUT

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PEOPLE REACHING OUT

FAMILY DRUG AND ALCOHOL COUNSELING AND INFORMATION CENTER
5433 El Camino Avenue, Suite 700 - Carmichael, California 95608 - (916) 971-3300 FAX (916) 971-1092

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A United Way
Affiliates Agency

People Reaching Out is a non-profit organization dedicated to addressing the problems of alcohol and other drug abuse among youth and families with a focus on prevention and early intervention. Services are provided free of charge due to generous community support through donations and volunteer involvement. Our programs include:

Paraprofessional Counseling provides a caring, confidential atmosphere in which youth and parents can take the first step toward resolving problems. Counselors provide referrals for professional services when appropriate.

Students Reaching Out trains high school students to present a prevention program to third through eighth grade students on information about alcohol and other drugs, peer pressure, decision-making, refusal skills and was recently expanded to include a youth gang prevention program. This cross-age education program reaches younger students and gives high school students an opportunity to strengthen their own skills while providing an important community service.

Athletes Reaching Out features professional and retired athletes who volunteer to speak with students and youth groups about self-esteem, the importance of being drug-free, and achieving personal goals through self-discipline.

Mentors for Achievement matches volunteer mentors from the business community with at risk high school students to encourage them in their academic, personal and career development.

Community Forum Series presents national and local experts who speak to parents and families on various issues relating to parent and child relationships, healthy lifestyles, personal growth, and substance abuse prevention.

Speakers Bureau provides speakers on substance abuse prevention and agency services to business, community and parent groups.

During the 1994-95 fiscal year, 69,123 youth and families were reached through our programs. This number illustrates the scope of our community effort, but cannot describe the changes made in individual lives. "I couldn't have gotten this far without your help and I hate to think what would have happened if it wasn't for you," wrote a 17 year old girl to her People Reaching Out counselor. This comment represents the experience of thousands who have benefitted from People Reaching Out's services.

SENT BY: MAY.29 '96 9:41AM PEOPLE REACHING OUT ;

916 971 1092
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816 871 1082;# 2THE WHITE HOUSE
WASHINGTON

April 25, 1996

It gives me great pleasure to congratulate the volunteers of Students Reaching Out as you are honored for your work in keeping your community drug and violence free.

You have worked with energy and dedication to provide solutions to the many problems that government alone cannot fix. With your active involvement, you have brought hope and help to countless people in need. I commend each of you for your commitment to the American ideal of service. Your work is going a long way toward healing and renewing your community, inspiring all who seek to improve our world.

Best wishes for every future success.

Bill Clinton

Adolescent Drug Use First Lady Talking Points

- For the first time in as long as anyone can remember, the crime and murder rates in this country are going down. But while we are making progress against crime overall, juvenile crime numbers are going up -- and kids are committing more violent crimes. The rate of youth homicide has nearly tripled since 1985.
- In addition, while we have seen progress in reducing drug use in this country -- cocaine consumption is down by 30% in the last three years -- we are also witnessing an increase in juvenile drug use. Beginning in 1991, Marijuana use by youth began to rise and has almost doubled in that period. Among our youth, we are witnessing a deterioration of the perceived risk and damage caused by drug abuse. It is "cool" again to do drugs.
- We each have a role to play in helping to turn these trends back around -- government, the media, schools, communities, parents and you. And all of us must recognize that we can make a difference in our communities -- both through individual action and by joining with others in comprehensive, collaborative initiatives.
- Efforts to reduce juvenile violence can be as basic as parents setting clear expectations and standards for children's behavior or as far reaching as a local government implementing community policing.
- This Administration is doing its part -- We are working to provide the Nation's youth the support they need to make a safe passage from childhood to adulthood and to strengthen America's families so they can help steer youth away from drugs and violence and toward healthful activities and positive futures.
- President Clinton is committed to continuing our progress in reducing drug use and to reversing the trend among youth. That is why he recently released the 1996 National Drug Control Strategy. And Goal Number 1 of that strategy is directed at you -- "Motivate America's Youth to reject illegal drugs and substance abuse."
- We are working daily to make that goal a reality. The White House Leadership Conference on Youth, Drug Use and Violence in March 1996 launched a national media literacy and drug deglamorization campaign aimed at youth. A Federal marijuana prevention initiative is resulting in the distribution of booklets, fact sheets, and audio/video products to help educate young people and their parents. The National Drunk and Drugged Driving Awareness Campaign complements this initiative. We have also encouraged States to adopt a "zero tolerance" standard for drivers under age 21 who use drugs or alcohol and drive.
- In the months ahead, our Nation's Drug Director, General Barry McCaffrey -- a four star general --- will be working with advertising agencies, the news media, and the entertainment industry to craft a credible anti-drug message for our young people to

maintain momentum generated by these and other initiatives.

- We are also trying to give kids something to say "yes" to. For example, the President has requested \$13.6 million for Fiscal Year 1997 to continue support for the Community Schools program that keeps school doors open after classes have ended and on weekends and holidays so that young people have a safe place to go and positive things to do.
- In his State of the Union last January, the President made a remark that we all need to keep in the back of our heads at all times. He said "it is hard to be a parent today; but it is even harder to be a kid. All of us - our businesses, our parents, our media, our schools, our teachers, our communities, and government -- have a responsibility to help children make it."
- You are all doing your part in that respect. Please keep up the good work and know that this President and his Administration are grateful and thankful for your efforts.

*THE CLINTON ADMINISTRATION'S ANTI-DRUG
AND ANTI-CRIME ACCOMPLISHMENTS:
MEETING THE CHALLENGE TO MAKE COMMUNITIES
AND SCHOOLS SAFE AND DRUG-FREE*

Over the past three years, the Clinton Administration has made tremendous progress in bringing crime and drug abuse under control. The violent crime and murder rates across the country are falling, thousands of criminals have been prevented from buying guns, and more police are on the street. Cocaine use -- the source of most of the drug related crime -- has dropped dramatically in recent years, and Americans' expenditures for illicit drugs have declined 23 percent in the last five years.

At the same time, however, we are witnessing both a troubling change in young people's attitudes toward drugs and an increase in violent juvenile offenses. President Clinton is committed to reversing these trends and continuing our progress. That's why the President is standing up for America's children, families and communities and leading the effort to :

- Break the vicious cycle of drugs and violence by getting hard-core drug users off the street and giving local communities the resources they need to fight drugs;
- Stop drugs at their source, before they get to our borders;
- Put more police on our streets, and keep guns out of the hands of kids;
- Ban deadly assault weapons and take career criminals off the streets;
- Prevent drug use by teaching our children about the dangers drugs pose and de-glamorizing drug use in the minds of every child;

Record of Accomplishment

Providing a Comprehensive Drug Strategy for our Nation

- Made the **National Drug Policy Director** a full Cabinet level position.
- **Refused full certification to Andean source countries**, which resulted in the arrest of six of the Cali Cartel's top leaders.
- Dedicated a **United Nations address** to solving the international drug crisis; announced a freeze on assets of companies cooperating with the Cali drug cartel, and called for worldwide cooperation in stopping money laundering and narcotics flow.

- Provided states and localities resources to make treatment and prevention available with expanded **drug courts, boot camps, and treatment in our criminal justice system.**
- Expanded **Drug Treatment** for hard-core users to help end the cycle of violence and drug abuse.
- Issued a Presidential Directive to develop a **Comprehensive Drug Testing** program for the Federal criminal justice system and urged states and localities to adopt a similar program.
- Initiated a **National Drug Media Literacy Campaign** for parents, youth and communities.
- Developed a **Comprehensive Marijuana Strategy** targeting youth.
- Issued first **Heroin Strategy** to develop international cooperation against heroin.
- Strengthened U.S. Borders by increasing the number of **Border Patrol Agents** and initiating **Operation Hard Line** through the Customs Service.

Making our Streets and Communities Safer through Effective Anti-Crime Measures

- Broke six years of Congressional gridlock by signing the **toughest and smartest Crime Bill** ever with bipartisan support and endorsements from every major law enforcement organization. This historic legislation:
 - Created the **COPS** program, which is putting **100,000 new community police officers** in cities, towns, and rural areas. In just over one year, funding for over 31,000 new police officers was provided;
 - Banned **19 of the deadliest assault weapons** and their copies, but specifically protects more than 650 legitimate sporting weapons;
 - Provided the **death penalty for drug kingpins and the murder of law enforcement officers**;
 - Increased penalties for **sex offenders** and imposed a registration requirement for violent sexual offenders;
 - Included the **Violence Against Women Act**; the first national effort to reduce violence against women ever. The Act triples funding for **battered women's shelters**, and has already provided **\$26 million in state grants** to bolster law enforcement, prosecution and victims services;
 - Created a nationwide **24-hour Domestic Violence Hotline** that provides immediate crisis intervention, counseling and referrals;
 - Targeted career violent offenders with a **"Three Strikes and You're Out"** policy that keeps them behind bars for life;
 - Provides **\$7.9 billion in funding for more prison cells** to help states ensure that violent offenders serve their full sentences;
 - Created the **Community Schools Program**, which promotes constructive alternatives for young people after school, in the evening, on weekends and during the summer to prevent involvement in and the victimization by crime.
- Fought for and signed the **Brady Bill**, which has prevented over 60,000 convicted felons, fugitives, stalkers and other prohibited purchasers from buying a handgun.
- Granted awards totalling **\$88 million to assist states in automating and updating their criminal history record systems** to prevent the sale of firearms to prohibited purchasers.
- Launched the **Anti-Violent Crime Initiative** that has led to the arrest and conviction of many of our most violent criminals.
- Provided grants to fight gang activity and youth violence through the **HHS Youth Gang Initiative Program**.
- Provided up to \$1 million to each of 10 urban police departments, through the **COPS Youth Handgun Initiative**, to expand or enhance community policing and enforcement efforts to comprehensively address the rise of youth firearms violence.

- Initiated a **"One Strike and You're Out"** program for public housing so that drug dealers and violent offenders can no longer terrorize residents in their homes.
- Initiated **Operation Safe Home** in which federal law enforcement agencies are working with public housing residents and managers to increase the arrest and conviction of violent and drug-related suspects so that public housing can be a safer place to live.
- Initiated the **SafeFutures Program**, which will demonstrate the importance of public private partnerships in providing a continuum of services and sanctions for juveniles.
- Implemented **Tribal Strategies Against Violence**, a federal/tribal partnership initiative designed to empower Native American communities to develop strategies to reduce the incidence of family violence, child abuse, and juvenile delinquency.

Making our Schools Safe, Disciplined, and Drug-Free

- Strengthened and expanded the **Safe and Drug-Free Schools and Communities Act** which enables schools and school districts to develop and implement violence and drug programs; over 97 percent of the school districts in the country utilize these funds to keep violence and drugs and alcohol away from students and out of schools.
- Issued a Presidential Directive to enforce the **"zero tolerance"** measures outlined in the Gun-Free Schools Act.
- Supported **School Athlete Drug Testing** before the Supreme Court, sending the message to parents and students that drug use will not be tolerated in our schools.
- Pushed for passage of the **Safe Schools Act** -- the first federal legislation to assist schools in their efforts to create safe schools.
- Encouraged schools to adopt **School Uniform Policies**, which promote discipline and respect, and developed a manual for schools to assist them in establishing these policies, which will be distributed to 16,000 school districts.
- Won passage of the **Improving America's Schools Act**, which gives schools more flexibility and opportunity to provide activities geared toward violence and drug prevention.

Providing Opportunity and Hope for Our Communities

- Enlisted all federal agencies in supporting American values and fighting drugs by creating **9 Empowerment Zones and 95 Enterprise Communities** that will revitalize and strengthen distressed neighborhoods and fight drugs.
- Signed the **National Service Act**, creating the Americorps program, which has already permitted nearly 50,000 young people to serve their community and finance their

education.

- Launched the **Safe Neighborhood Action Plan** in 14 cities to work with local law enforcement property owners, residents and local governments to develop a unified strategy to reduce crime and enhance safety and social services in urban neighborhoods.

THE CLINTON ANTI-DRUG RECORD: AN OVERVIEW

"To reduce crime and violence we have to reduce the drug problem. The challenge begins in our homes, with parents talking to their children openly and firmly. It embraces our churches and synagogues, our youth groups and our schools."

President Clinton
State of the Union Address
January 23, 1996

Overview: Over the last three years, tremendous progress has been achieved in reducing overall drug use and related crime in the nation as a whole. We have dealt serious blows to international criminal networks -- such as the notorious Cali Cartel of Colombia -- that import drugs into our country. We have targeted hardcore users who consume the majority of drugs in this country, expanded drug treatment, and provided prevention programs that work. Despite the significant headway in many areas of drug control, national attention must now focus on the alarming trend of increased adolescent drug use. President Clinton is committed to continuing our progress in reducing drug use and to reversing the trend among youth through expanded drug treatment, and prevention programs that make a difference, and a national effort to target youth gangs that deal in illicit drugs.

Accomplishments:

- Made the **National Drug Policy Director** a full Cabinet level position.
- **Refused full certification to Andean source countries**, which resulted in the arrest of six of the Cali Cartel's top leaders.
- Convened **first White House Conference ever** that exclusively addressed the issues of adolescent drug use and violence.
- Expanded **drug treatment** for hard-core users to help end the cycle of violence and drug abuse.
- Issued a Presidential Directive to develop a **comprehensive drug testing** program for the Federal criminal justice system and urged states and localities to adopt a similar program.
- Strengthened and expanded the **Safe and Drug-Free Schools and Communities Act** which enables schools and school districts to develop and implement violence and drug programs; over 97 percent of the school districts in the country utilize these funds to keep violence and drugs and alcohol away from students and out of schools.
- Issued a Presidential Directive to enforce the **"zero tolerance"** measures outlined in the Gun-Free Schools Act.
- Supported **school athlete drug testing** before the Supreme Court, sending the message to parents and students that drug use will not be tolerated in our schools.
- Provided states and localities resources to make treatment and prevention available with expanded **drug courts, boot camps, and treatment in our criminal justice system.**

- Initiated a **National Drug Media Literacy Campaign** for parents, youth and communities.
- Proposed **restricting youth access to tobacco products** and reducing the advertising and promotional activities that make these products appealing to young persons.
- Issued first **Heroin Strategy** to develop international cooperation against heroin.
- Strengthened U.S. Borders by increasing the number of **Border Patrol Agents** and initiating **Operation Hard Line** through the Customs Service.
- Dedicated a **United Nations** address to solving the international drug crisis; announced a freeze on assets of companies cooperating with the Cali drug cartel, and called for worldwide cooperation in stopping money laundering and narcotics flow.

Statistical Backup:

- Proposed the largest Drug Budget ever to Congress for Fiscal Year 1996.
- Overall number of drug users in the United States has decreased dramatically. In 1979 there were 24 million users of illicit drugs and 5 million cocaine users. By 1994, there were only 11 million -- a decrease of more than 50 percent -- and the number of cocaine users has dropped 30 percent in the past 3 years.
- Dismantled the Cali Drug Cartel with the arrest of 6 of its top leaders.
- First President to decertify Colombia for failure to make progress in halting drug production.

Agenda: Under the leadership of General Barry McCaffrey (Ret.), the Clinton Administration will continue to implement its concise and action-oriented approach to the drug problem as outlined in the *1996 National Drug Control Strategy* --

- (1) Motivating America's youth to reject illegal drugs and substance abuse;
- (2) Increasing the safety of America's citizens by substantially reducing drug-related crime and violence;
- (3) Reducing health, welfare and crime costs resulting from illegal drug use;
- (4) Shielding the country's air, land and sea frontiers from the drug threat; and
- (5) Working to eliminate foreign and domestic drug trafficking at the source.

5/29/96
Draft

**PRESIDENT CLINTON AND AMERICA'S COMMUNITIES:
MEETING THE CHALLENGE OF KEEPING OUR KIDS SAFE**
May 30, 1996

A long record of hard work, executive action and real success. President Clinton believes that the best way to ensure a safe, strong and secure America is to help our children grow up in an environment that lets them have every chance to enjoy this age of possibility. The President has taken a number of specific steps to provide our children with a safe passage from childhood to adulthood, such as:

- * **Supporting school uniforms.** President Clinton has encouraged schools to adopt school uniform policies, which promote discipline and respect. The Administration has developed a guide for schools to assist them in establishing these policies, which will be distributed to 16,000 school districts.
- * **Drug testing.** The Clinton Administration supported high school athlete drug testing before the Supreme Court, sending the message to parents and students that drug use will not be tolerated in our schools. [DATE]
- * **Fewer guns in the hands of our children.** President Clinton signed into law a youth handgun ban in his 1994 Crime Bill. The Administration has provided up to \$1 million to each of ten urban police departments, through the COPS Youth Handgun Initiative, to expand and enhance community policing efforts to address the rise of youth firearms violence.
- * **Making our schools safer and drug-free.** President Clinton expanded the Drug Free Schools Act into the Safe and Drug Free Schools Act in 1994, making violence prevention a key part of that program. The President has fought throughout his term for full funding of the program, fighting back a \$266 million cut by the House in 1996. Over 97 percent of the school districts in the country use these funds to keep violence and drugs away from students and our schools.
- * **Keeping guns out of our schools.** In October 1994, President Clinton signed into law the Gun-Free Schools Act, and issued a Presidential Directive to enforce those measures later that month -- you bring a gun to school, you don't come back for a year.
- * **A strong legislative package to stop juvenile violence and gangs.** President Clinton sent his Anti-gang and Youth Violence Control Act of 1996 to Congress to help stop the rise of youth violence and drug use.
- * **Making schools a part of the community.** President Clinton is also trying to give kids something to say "Yes" to. The President has requested \$13.6 million for FY 1997, to continue support for the Community Schools program that keeps school doors open after classes have ended and on weekends and holidays so that young people have a safe place to go and positive things to do.
- * **Working to end teen tobacco use.** President Clinton has proposed restricting youth access to tobacco products, and reducing the advertising and promotional activities that make these products appealing to young people.
- * **Combatting drunk driving.** The Clinton Administration has encouraged states to adopt a "zero tolerance" standard for drivers under the age of 21 who drive while intoxicated.
- * **Combatting youth drug use.** The number one goal of President Clinton's 1996 National Drug Control strategy is to motivate America's youth to reject illegal drugs and substance abuse. The first ever White House Conference on Youth, Drug Use and Violence in March 1996 launched a national media literacy and drug deglamorization campaign aimed at youth.
- * **Creating public / private partnerships.** President Clinton initiated the SafeFutures Program, which will demonstrate the importance of public/private partnerships in providing a continuum of services and sanctions for juveniles.

AMERICA'S CHALLENGE IN AN AGE OF POSSIBILITY: FIGHTING TOBACCO USE BY OUR CHILDREN

May 7, 1996

Protecting our children from tobacco. Today, the President will travel to New Jersey to participate in a "Kick Butts Day" program. The day is a multi-city effort in which children and adults in their communities survey and discuss the tobacco companies' marketing which appeals to young people. The President will hear about their findings and reiterate his commitment to protect children from the early use of cigarettes and smokeless tobacco, and to ensure them the healthy future they deserve.

"Our first challenge is to cherish our children and strengthen America's families. . . Our administration has taken steps to stop the massive marketing campaigns that appeal to our children. We are simply saying: Market your products to adults, if you wish, but draw the line on children."

- President Clinton, State of the Union Address, January 23, 1996

Taking positive steps as partners. National Kick Butts Day highlights the growing consensus in America that tobacco advertising should not be targeted to our young people. The private sector, the public sector and ordinary citizens are demanding that tobacco companies come on board to meet their moral and legal responsibility to prevent the sale of cigarettes to minors. President Clinton cited the following examples of this growing national movement:

- * Companies like 3M, who have decided to voluntarily end their billboard business with tobacco companies;
- * Supermarket chains like A&P, whose CEO is going to ask his board to eliminate vending machines;
- * Prominent athletes, churches, parents and young people across America are also joining the effort.

Giving parents and communities the tools they need. On August 10, 1995, President Clinton announced FDA's proposed comprehensive and coordinated plan to reduce smoking by children and adolescents by 50 percent. The initiative has been published as a proposed rule of the Food and Drug Administration. If adopted, it would:

Reduce access by children.

- * Require face-to-face sales and age verification with photo identification;
- * Eliminate free samples and impersonal sales like vending machines and mail orders.

Limit the appeal of cigarettes to children.

- * Ban outdoor advertising within 1,000 feet of schools and playgrounds;
- * Restrict all other outdoor advertising to black-and-white text only;
- * Ban non-tobacco products such as t-shirts and caps that have cigarette or smokeless tobacco product brand names, logos or symbols;
- * Allow the sponsorship of events only in the corporate name.

The Synar Regulation. On January 18, 1996, the Administration issued a final rule, named for its author, the late Mike Synar, designed to ensure that states and territories adopt and enforce laws prohibiting the sale or distribution of tobacco products to children.

Too many users, too many costs.

- * Every year, one million children take up smoking, even though it is against the law. Between 1991 and 1994, the percentage of eighth graders who smoke increased 30 percent.
- * Of the 3,000 young people who start smoking every day, 1,000 of them will die as a result.
- * In 1993, the estimated health care costs from smoking-related disease and death was \$50 billion.
- * Smoking is the leading cause of preventable death in the United States. Tobacco products are responsible for more than 400,000 deaths each year due to cancer, respiratory illness, heart disease, and other health problems. Cigarettes kill more Americans each year than AIDS, alcohol, car accidents, murders, suicides, illegal drugs and fires combined.

May 28, 1996

Memorandum

TO: MRS. CLINTON

FROM: RICK SIMPSON
STAFF DIRECTOR, CALIFORNIA SENATE EDUCATION COMMITTEE
[PHONE NUMBERS: (OFFICE: 916-445-2522; HOME: 916-363-7171)]

RE: BACKGROUND INFORMATION FOR THURSDAY EVENT
AT MC CLATCHY HIGH SCHOOL, SACRAMENTO, CA

THE DISTRICT:

- McCLATCHY HIGH SCHOOL IS ONE OF FIVE COMPREHENSIVE HIGH SCHOOLS IN THE SACRAMENTO CITY UNIFIED SCHOOL DISTRICT, A DISTRICT OF APPROXIMATELY 50,000 STUDENTS.
- SACRAMENTO CITY UNIFIED IS A TYPICAL LARGE, URBAN DISTRICT. A LARGE PERCENTAGE OF ITS STUDENTS ARE ON AFDC, IT HAS A HIGHER THAN AVERAGE DROPOUT RATE, AND THERE ARE LITERALLY DOZENS OF DIFFERENT LANGUAGES SPOKEN BY ITS STUDENTS.
- THE DISTRICT IS GOVERNED BY AN ELECTED 7-MEMBER BOARD.

Students Reaching Out



PEOPLE REACHING OUT

People Reaching Out trains high school student volunteers to make drug abuse prevention presentations to 4th through 8th grade classes. During a one-hour SRC presentation the trained student volunteers teach facts about alcohol, tobacco, and other drugs; awareness of peer pressure; decision making skills; and refusal skills. We refer to the concepts we teach as "life skills."

Furthermore, each student who receives training makes a commitment to be free of alcohol, tobacco, and other drugs while involved in SRC. Research has shown that if a young person remains free of drugs until they graduate from high school, the risk of that person becoming a drug abuser is dramatically reduced.

With this in mind, SRC provides students an opportunity to not only serve their community, but to develop positive skills, habits, and friendships that will last beyond their high school years.

Approximately 1,200 high school students join SRC each year.

People Reaching Out

Students Reaching Out trains high school students to present a substance abuse prevention program to 3rd through 8th graders.

Athletes Reaching Out speaks to youth on self esteem and being drug free.

Mentors For Achievement matches volunteer mentors with at-risk high school students to encourage them in their development.

Community Forums Series presents national and local speakers on issues related to parent and child relationships, and substance abuse prevention.

Paraprofessional Counseling for youth and parents in a caring confidential atmosphere.

Speakers Bureau gives presentations on parenting, drug prevention, and agency services.

All services provided by
People Reaching Out
are free-of-charge.

For more information about the dynamic programs offered by People Reaching Out call us at 971-3300 for a brochure.

The following groups helped sponsor the Students Reaching Out program during the 1994-95 school year. For sponsorship information please call 971-3300.

Elk Grove Unified School District
Folsom Cordova Unified School District
Grant Joint Union High School District
Placer Union High School District
Roseville Joint Union High School District
Sacramento City Unified School District
Catholic Diocese of Sacramento
Air Touch Cellular
Arden-Arcade Rotary Club
Chevron
Downey Brand Seymour & Rohwer
EGUSD - Health Services
Electronic Data Systems, Inc.
Elk Grove Rotary Club
Granite Park Partners
Greenhaven Mothers Club
Hewlett-Packard
Intel Corporation
JCPenney
Mercy Healthcare Sacramento
NEC Electronics
North Sacramento Rotary Club
Pacific Bell
Pocket True Value Hardware
Proctor & Gamble
Sacramento Municipal Utilities District
Teichert Foundation
United Way Placer County

History

In 1982 the concept of Students Reaching Out was developed from the experiences of students receiving counseling at People Reaching Out. One student said that he was strongly influenced by friends to use drugs. He suggested that if young people could have such a powerful, negative effect, then they could have an equally powerful, positive effect. The concept of positive peer pressure was refined into what is now the Students Reaching Out program.

How Do We Get SRO To Come To My School?

Call People Reaching Out at 971-3300 to find out more information about the Students Reaching Out program and how our students can visit your school. During the 1994-95 school year, students from 24 high schools visited over 150 elementary and junior high schools in the Greater Sacramento area.

"In this day of increasing drug abuse, it is wonderful to see such dedicated students present a positive and enthusiastic viewpoint about alternatives to alcohol and other drugs."
Elementary School Assistant Principal

Each SRO Chapter visits elementary and junior high schools in their area. So, our students are making significant contributions in their neighborhoods.

SRO High School Chapters

Christian Brothers
Cordova
Elk Grove
Florin
Folsom
Foothill
Grant
Highlands
Hiram Johnson
Hiram Johnson West
Jesuit
Kennedy
Laguna Creek
Loretto
Luther Burbank
McClatchy
Oakmont
Placer
Rio Linda
Roseville
Sacramento
Saint Francis
Valley
Woodcreek



Numbers

During the 1994-95 school year the SRO program:

Trained 1,183 HHS students
Visited 157 area schools
Made 1,121 presentations
Reached 36,000 students

"The SRO presentation is more powerful coming from high school students than it would be coming from adults teaching the same material."
4th grade teacher

Is SRO Effective?

In an anonymous survey taken by SRO student volunteers during the 1994-95 school year, the rate of alcohol use went down from 60% before joining SRO to 10% after joining. The SRO program's effectiveness is constantly being measured.

"I have learned that you don't have to take drugs to be cool. Someday I'm going to be in SRO."
6th grade student

Students Reaching Out



A Program of
People Reaching Out, Inc.
5433 El Camino Avenue, Suite 700
Carmichael, CA 95608

"People acting together as a group can accomplish things which no individual acting alone can ever hope to bring about." Franklin Delano Roosevelt

C. K. MCCLATCHY HIGH SCHOOL**General Section**

C.K. McClatchy High School was constructed in 1937, the second high school in the city of Sacramento. It was completely renovated in 1980. The enrollment of the school is 2,014; the ethnic composition is 40% white, 23% Oriental, 23% Hispanic and 13% African-American. McClatchy is located in the middle of a fairly affluent socio-economic area. However, its student population is drawn from a diverse and extensive area. Approximately one-third of the student population come from families on AFDC. 17.6% of the student population are eligible for ESL services. Test scores are average. Students indicate some college after graduation; however, many indicate they will enter the job market upon graduation.

The school offers a complete comprehensive curriculum, one that is designed to prepare students to enter universities, colleges and specialized training schools. The school offers also a magnet for students who are interested in humanities and international relations. The Humanities and International Studies Program (HISP) offers an honors program in the fields of literature, geography, history, economics, humanities and the arts. The program attracts students from around the district as well as students from outside the district. In addition to the HISP program, the school also spend much effort in assisting the at-risk student through the Capital Links Program. This program combines the efforts of school staff, neighboring colleges and university and the business men associated with the Rotary Club of Sacramento. Participating students are guaranteed either a "job or college" indeed awaits them upon high school graduation. Other programs and opportunities include Air Force ROTC, Saturday School, ESL-Bilingual program, "Caring about Kids", and a full co/extra curricular program.

Brenda --

We always remind the President of the following before he talks about tobacco. This is very important because the proposed rule is under challenge in the courts and public statements by key administration spokespeople could be used as evidence in the court case. Please have the appropriate person highlight these issues for the First Lady before her remarks.

-- Jen

LEGAL ISSUES

Because the FDA proposal is still a "proposed rule," administration officials are careful to call it a "proposal" and to indicate that it is not complete. The FDA is currently reading and considering the comments and the final rule may look different from the proposed rule. We don't know when the FDA will be finished with the process of crafting the final rule -- it might be months away.

In addition, the FDA has not yet concluded that cigarettes are nicotine delivery devices or that tobacco is a drug. The FDA will likely make conclusions about these issues after considering the comments. So administration officials are careful not to suggest that the administration has made up its mind yet on these issues, and thus they do not refer to tobacco as a drug or cigarettes as devices to deliver nicotine.

Finally, the FDA has not yet concluded that tobacco manufacturers "target" kids. This means that it is appropriate to say the administration has proposed ways to "reduce the appeal of cigarettes" or "cut back on the advertising that appeals to our kids." But until the FDA reaches conclusions about the intent of the industry, administration officials are careful to refrain from saying that the industry is "targeting" kids or intentionally trying to lure them into smoking. What we do know for a fact is that the industry's ads are appealing to kids and that kids are more influenced by tobacco advertising than adults.

FACT SHEET ON CLINTON TOBACCO INITIATIVES

The Problem: Public health data shows:

- Smoking by young people is rising sharply. Between 1991 and 1994, the percentage of eighth graders who smoke increased 30 percent.
- More than 80 percent of adult smokers have tried smoking by 18, and more than half of them have already become regular smokers by that age. Studies show that if people do not begin to smoke as teenagers or children, it is unlikely they will ever do so.
- In 1993, the estimated health care costs from smoking-related disease and death was \$50 billion.
- Each and every day, another 3,000 young people become regular smokers, and nearly 1,000 of them will eventually die as a result of their smoking. Smokers who die as a result of smoking would have lived on average 12 to 15 years longer if they had not smoked.
- Children tend to vastly underestimate the likelihood that they will become addicted to tobacco. Although only 5 percent of daily smokers surveyed in high school said they would definitely be smoking five years later, close to 75 percent were smoking 7 to 9 years later. A survey conducted in 1992 found that approximately two-thirds of adolescents who smoked said they wanted to quit and 70 percent said they would not start smoking if they could make that choice again.
- Smoking is the leading cause of preventable death in the US. Tobacco products are responsible for more than 400,000 deaths each year due to cancer, respiratory illness, heart disease, and other health problems. Cigarettes kill more Americans each year than AIDS, alcohol, car accidents, murders, suicides, illegal drugs and fires combined.

The Children's Tobacco Initiative

On August 10, 1995, President Clinton announced the nation's first comprehensive campaign to reduce children's use of tobacco products. Under the children's tobacco initiative, children will not be able to buy cigarettes, and smokeless tobacco products and promotional and advertising gimmicks appealing to children will be limited. The President's goal is to reduce smoking by children by 50 percent within seven years after the plan goes into effect.

The measures are aimed at assuring that only adults have access to tobacco products, as under current law, and to limit the reach of advertisements and promotions that have encouraged children to begin using cigarettes and smokeless tobacco products. The ambitious initiative will allow parents who are already trying to teach their children the risks of smoking a better chance for success.

The proposals to reduce access by children include: prohibiting the sale of tobacco products

to anyone under age 18; requiring face to face sales; requiring age verification with photo identification; and eliminating free samples and impersonal sales like vending machines, mail order sales and self-service displays.

The proposals to limit the appeal of cigarettes and smokeless tobacco include: banning outdoor advertising within 1,000 feet of schools and playgrounds; restricting all other outdoor advertising to black-and-white text only; restricting advertising in publications with significant children readership to black-and-white text only; banning non-tobacco products such as t-shirts and caps that have cigarette or smokeless tobacco product brand names, logos, or symbols, and eliminating the exchange of non-tobacco products for proof of purchase of tobacco products; and allowing sponsorship of events only in the corporate name.

Also proposed is a new educational campaign aimed at countering the industry's multi-billion dollar annual promotional and advertising expenditures and at teaching children the real health risks of these products. This campaign will be funded by the industry.

The Administration's initiative has been published as a proposed rule of the Food and Drug Administration, and the FDA is currently reviewing public comments on the proposal.

The Synar Regulation

On January 18, 1996, the Administration issued a final rule designed to ensure that states and territories adopt and enforce laws prohibiting the sale or distribution of tobacco products to children.

The Synar regulation provides guidance to the states on how to comply with the Synar Amendment, named for its author, the late Mike Synar, former Congressman from Oklahoma. The amendment was enacted in 1992 as part of the Public Health Service Act and requires states to have and to enforce laws banning the sale and distribution of tobacco products to people under 18.

The Synar regulation requires states and territories to enforce their youth access laws through such methods as random spot checks of retail establishments. It would also require states to designate an office or agency for coordinating compliance activities. States would be required to file annual progress reports and could suffer financial penalties through reductions in substance-abuse block grants for failing to achieve agreed-upon goals.

While all states currently have such laws, enforcement has been inconsistent; in 1991, an estimated 255 million cigarette packs were sold illegally to minors, according to the American Journal of Public Health. And in the 1995 Monitoring the Future Survey, more than 90 percent of high school tenth graders surveyed said it was "fairly easy" or "very easy" to obtain cigarettes.

Together, the Synar regulation and the proposed FDA regulations would work to achieve President Clinton's goal of reducing children's use of tobacco products by 50 percent within seven years.

FOR RELEASE UPON DELIVERY
WEDNESDAY, MAY 29, 1996

*REMARKS BY
DONNA E. SHALALA
SECRETARY OF HEALTH AND HUMAN SERVICES

NATIONAL TOBACCO CONTROL CONFERENCE
CHICAGO, ILLINOIS

*THIS TEXT IS THE BASIS OF SECRETARY SHALALA'S ORAL REMARKS.
IT SHOULD BE USED WITH THE UNDERSTANDING THAT SOME MATERIAL MAY
BE ADDED OR OMITTED DURING PRESENTATION.

As I look out over this audience, I feel like the manager of a baseball All-Star team. We've got all the bases covered by the best in the business.

Many of you are long-time veterans. Some of you are rookies. But, all of you are heroes. Whether you're cracking down on youth smoking, or educating all our citizens about this deadly addiction, you are saving precious lives, precious resources, and precious futures.

And, I am honored to join you today.

Fifty years ago, an ad appeared in Life Magazine proclaiming, "More doctors smoke Camels than any other cigarette." That was then.

This is now: Television and radio airwaves no longer carry commercial jingles touting the "pleasures" of smoking and smokeless tobacco. And parents and children are now armed with powerful information in the battle to save their health and maybe even their lives.

Yes, we have "come a long way, baby." But our journey is not over.

Not when more than 90 percent of 6-year-olds can identify Joe Camel as a symbol of smoking.

Not when 77 percent of high school students who tried were able to buy cigarettes in stores -- without showing proof of age.

Not when smoking among high school students has climbed about 25 percent in four years.

Not when the smoking rates for African American males in high school have almost doubled in the past four years.

Not when 45 percent of white male high school students use smokeless tobacco or cigarettes.

And not when the average smoker starts at age 14 1/2 and becomes a daily smoker before age 18.

Smoking is a pediatric disease -- that must be stopped.

Just listen to what our young people have to say:

This from a 16 year-old girl: "I'd like to be a model. Smoking burns off a lot of calories."

A teenager says: "My nerves are bad. Smoking calms me down."

One girl started smoking at 14 because, "All these really cool girls were doing it. I thought they looked so cool."

Every time a child lights up a cigarette, the future of our country hangs in the balance.

Every time a child lights up a cigarette, who knows what brilliant minds and bright dreams will fade into the bleak backdrop of disease and premature death: Future world-class athletes, future computer giants, future educators, and, maybe even future Presidents.

Every young person we can save today is another smoke-free adult tomorrow. And, that's why this conference is so important.

The tobacco culture has essentially functioned as a "third parent" for American children: Enticing them with attractive images; playing upon their desire to be glamorous; luring them with T-Shirts and trinkets; and, giving them easy ways to obtain cigarettes from vending machines and even free giveaways.

There is not a parent in America who wants their children to endure the suffocating death grip of emphysema or lung cancer.

That's why we're working with you to implement the Synar regulations -- and help states flash a red light on the sale of cigarettes to minors.

That's why we are helping support local community-based groups through the National Cancer Institute and the Centers for Disease Control and Prevention.

And that's why we're continuing to support research that sheds light on why children start smoking -- and what we can do to help stop them.

But now, we have an opportunity to stand with parents and do even more.

We have an opportunity to strike a big blow -- a winning blow -- against underage smoking in this country.

Never before in history. Let me repeat: Never before in history has a President had the courage and conviction to take on the fight against tobacco -- in the name of public health and the name of our children. I am proud of that -- and I know you are too.

Overall, our goal is to reduce smoking among children and adolescents by 50 percent within seven years. And, to do that, this President has offered some of the boldest public health proposals this country has ever seen.

To reduce the access and appeal of tobacco to children, we propose to limit all the easy ways that children get tobacco; keep tobacco billboards at least 1,000 feet from our children's schools; take the Marlboro Man and Joe Camel out of publications read by millions of children; and prohibit tobacco companies from using the allure of their name brands in sponsoring events.

Some might say: "Can't parents take care of their children?" The answer is, "Of course they can."

That's precisely the point of our proposal: To make sure that parents -- not the tobacco culture -- are in control when it comes to educating children about an addiction that could take years off their lives.

Our proposal is about putting power back into the hands of parents -- where it belongs. And, it's all part of our comprehensive strategy to help parents steer their precious children away from all the dangerous minefields like drugs, tobacco, pregnancy, AIDS and violence -- and towards healthy, productive futures.

Are these important steps? Absolutely.

With the Food and Drug Administration proposed rule, we would reduce kids' access to tobacco and the substantial appeal created by \$6 billion of advertising and promotion.

The President has put forth a comprehensive and effective proposal to reduce children's use of cigarettes and smokeless tobacco.

The President's mark is the right one.

I know some of you may be wondering about the possibility of finding a legislative solution to this problem.

Last August, in the East Room, the President said he would rather put these restrictions into law immediately through legislation than wait for a long regulatory proceeding.

And just recently, the President reiterated this point, by saying: "If the tobacco companies will voluntarily accept legislation containing limits that will be as effective as what we propose, I will say, again, we believe it's better to have the companies come forward and ask for legislation."

Let me be clear: When we are shown a bill that is as effective and meaningful as the measures the President has proposed, we will enthusiastically work with Congress.

But, Philip Morris and United States Tobacco's proposal falls short of that mark.

For example, under their proposal, the Marlboro Man would still ride the billboard prairies and rope our children in. Our children would still be able to walk into stores and grab a pack of cigarettes from a self-service display. And, Joe Camel would still pop up in magazines read by lots of children -- offering concert tickets in exchange for a lifetime of addiction.

That is not good enough.

If the companies seriously engage Congress, and Congress gets to work on legislation that meets the President's mark, he is ready. Meanwhile, we will continue to work on the President's initiative.

We will not -- let me repeat -- we will not retreat from our commitment to the health of our children. And, I know you won't either.

But government cannot do it alone -- and we shouldn't ever try. It's going to take leaders who speak to children every day -- from the family rooms to the classrooms, and from the televisions to the soccer fields.

We need to reach children where they live, where they learn, and where they hang out -- with words and images they understand.

That's why we're teaming up with leaders throughout the media and entertainment industries -- from daytime talk show hosts to TV producers to the editors of popular magazines.

Some people say that we're wasting our time trying to work with the entertainment industry. They say that the industry will never change and that the proper role for government is merely to shake a finger at them. But, I strongly disagree.

I don't have the luxury or the desire to give up on people who speak to millions of children each day.

You're looking at a huge movie fan -- and I know that this industry is savvy and talented enough to create characters who are cool enough not to smoke.

That's the challenge I brought to industry leaders when I visited California last month -- to use their enormous power the right way. And, that's the message we need to send to role models all over America: "Our children are watching your example." The question is, what lessons will they learn?

5

From the PTA, parents are learning how they can act today to help their children avoid tobacco and addiction tomorrow.

From Major League Baseball and Oral Health America, they're learning about the tragic effects of smokeless tobacco.

From the American Medical Association, the American Cancer Society, the American Lung Association, the American Heart Association, the American Academy of Pediatrics, and others, communities are learning how to protect children from tobacco -- school by school, block by block, home by home.

And, from the U.S National Women's Soccer team, they're learning that like oil and water, tobacco and fitness just don't mix.

Saving our children from a lifetime addiction is going to take all of us -- from parents to teachers, from coaches to clergy, from business to government at the Federal, State and local levels, to young people themselves.

Because, the battle against underage smoking will only be won at the community level by leaders like you; leaders who forge strong partnerships; and leaders who marry vision with action to stop smoking before it even starts.

I want you to know that our Administration remains 100 percent committed to the effective work you do at the State, local and community levels. And we must continue to support your community-based initiatives now and into the future.

With your leadership, we have an opportunity to return power to parents and communities.

We have an opportunity to change the course of deadly diseases.

We have an opportunity to help children avoid the shadow of nicotine addiction -- protecting our best and smartest investment for the future.

And, if we win this battle, we have an opportunity to fundamentally change the course of history -- and do something that historians will no doubt record as the most important public health triumph of our time.

It can be done. It must be done. And, working together, it will be done.

Thank you.