

Newsletter of the Partnership for a Drug-Free America®

the NEWS

www.drugfree.org

Partnership to Honor NBC's Tom Brokaw

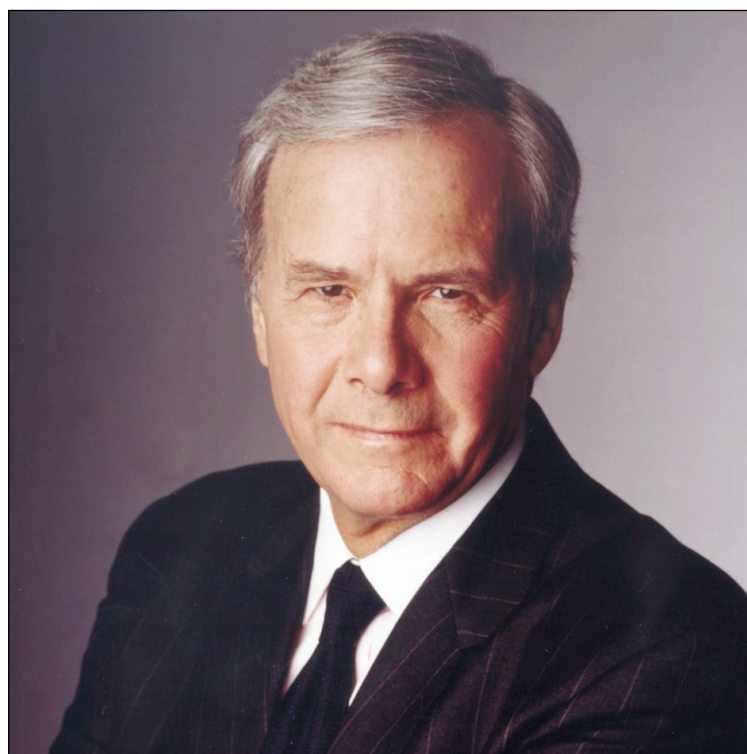
Tom Brokaw, one of the most trusted and respected figures in broadcast journalism, will be honored at the Partnership for a Drug-Free America's Making a Difference annual gala to be held on November 29. Brokaw, whose 38-year career at NBC News includes more than 20 years as the anchor and managing editor of "NBC Nightly News," will accept the honor only days before retiring from that position.

"We are thrilled to be honoring Tom this year," said Sir Howard Stringer, chairman and CEO of Sony Corporation of America and gala chairman. "He has done so much to highlight the far-reaching impact of substance abuse across America."

Brokaw's reporting has been recognized with both the prestigious Peabody Award and the Alfred I. duPont-Columbia University Award for Excellence in Broadcast Journalism. His numerous honors for journalistic excellence also include several Emmy, Overseas Press Club and National Headliner awards. In 2003, "NBC Nightly News" was honored with the Edward R. Murrow Award for Best Newscast, representing the program's fourth consecutive win in the category. In the late 1990s, Brokaw became a best-selling author with the publication of *The Greatest Generation*. He has written several follow-up books in addition to numerous articles and essays for a variety of prominent publications.

The Partnership's Making a Difference gala will be held in the grand ballroom of the Waldorf-Astoria hotel in New York City. James Burke, retired chairman, Johnson & Johnson and chairman emeritus, Partnership for a Drug-Free America, will serve as the event's honorary chairman.

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Tom Brokaw will be honored at the Partnership's annual gala

Emerging Storm: Misuse of Prescription Drugs



Prescription drug abuse is emerging

Preliminary data from the Partnership Attitude Tracking Study (PATS) suggest that adolescents may not consider pharmaceutical drug abuse to be very risky and therefore more teens might be willing to experiment with these types of drugs in the future. Other national tracking surveys indicate that the misuse of prescription drugs by teens is trending upward, especially the non-medical use of strong prescription painkillers.

"We need to better understand what teens think and feel about prescription drugs and analyze what risks and benefits they associate with prescription drug abuse," said Partnership President & CEO Steve Pasierb. "Until we gain a better sense of how teens view these medications, we won't be able to effectively help prevent teens from abusing them."

In 2003, 21 percent of teenagers – one in every five – reported having used prescription painkillers without a doctor's order, according to

PATS. One in 10 teens, or nine percent, reported that they had used the stimulants Ritalin or Adderall without a doctor's prescription.

More than 8.2 million Americans used prescription drugs for non-medical reasons in the past year, according to data from the National Survey on Drug Use and Health (NSDUH). The market for prescription drugs continues to grow rapidly with direct-to-consumer advertising increasing significantly from \$12 million spent in 1989 to \$2.38 billion spent in 2001.

The vast array of prescription drugs available from illegitimate internet sites may also be contributing to a larger pool of prescription drug abusers.

"The Partnership has a dedicated research study underway to better understand how teens' relate to prescription drugs," Pasierb said. We are just beginning to scratch the surface of this issue.

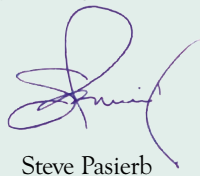
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As we've reported on the front cover, dark clouds appear to be gathering into a storm. Illicit drug use is changing from one that is primarily agricultural based – cannabis, poppies, and coca – to one that includes a new array of chemically based substances – methamphetamine, Ecstasy and a host of over-the-counter and prescription medications, along with the return of inhalants. Essentially the drug issue is moving from “farming” to “pharming.” This trend threatens the overall progress we've seen on teen substance abuse over the past few years and must be met head on.

At this stage, we need insight into what is motivating teens to experiment with prescription drugs. What benefits and/or risks do teens associate with this form of substance abuse and where are they getting these medications? How sophisticated is their understanding of prescription drugs? We are now conducting dedicated research designed to answer these questions. With data in hand, the Partnership will determine what must be developed to help parents effectively respond to this new teen behavior.

Even more immediate is a drug that's been around for a long time – methamphetamine, or speed. Meth production is creeping steadily across our nation leaving damage to both communities and individual lives in its wake. The meth problem demands a local response as abuse crosses out of rural areas and into suburban and urban settings. More states are finding labs in their own communities and we're preparing to offer meth-specific communications tools tailored to their needs. Building on the work we've done with our colleagues at the Consumer Healthcare Products Association, we've learned a great deal about the meth threat and diversion issues.

Finally, we too are changing. As our back page story reports, the Partnership will soon embark on a branding effort to connect our messages – that research confirms parents and teens trust and value so much – to the organization behind those messages, as these same parents and teens report knowing very little about the actual Partnership. One of our objectives is to become the primary fact, information and motivational resource for parents on the issue of substance abuse. Most parents report not knowing where to turn for actionable information. Our goal is to both change that and help get parents one step ahead of any coming storm.



Steve Pasierb

Emerging Storm: Misuse of Prescription Drugs

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The research study is being funded by an unrestricted education grant from Purdue Pharma.

The NSDUH study found that the lifetime use of pain relievers for non-medical purposes among youths aged 12-17 increased from 9.6 percent in 2001 to 11.2 percent in 2002, continuing an increasing trend from 1.2 percent in 1989 – an 833 percent increase overall, according to the NSDUH study.

The Monitoring the Future study (MTF), one of the nation's most relied-upon sources of

data reported some increases in prescription drug abuse in all three grades in 2003.

“Because of the considerable addictive potential of these drugs, these absolute levels are of some concern, and the fact that the trends seem to be upward is of additional concern,” said Lloyd Johnston, lead research scientist on the study. The nationally projectable study was conducted by the University of Michigan's Institute for Social Research, under grants from the National Institute on Drug Abuse.



The increases in prescription drug abuse are evident across the board. The Drug Abuse Warning Network (DAWN) is an ongoing, national data system that collects information on drug-related visits to emergency departments from a national sample of hospitals. Emergency department mentions for acetaminophen-hydrocodone (Vicodin) increased significantly from 1995 to 2002 from 8,362 to over 22,000. Emergency department mentions for oxycodone (OxyContin) increased significantly from 2000 to 2002 from under 4,000 to almost 15,000 mentions.

information on changes in legal and illicit drug use among American teens, gathered data on the painkillers Vicodin and OxyContin for the first time in 2002. The study's findings also point to the emerging threat that the abuse of prescription drugs represents to American teens. In 2003, 4.5 percent of American 12th graders reported having abused OxyContin in the past year, while 10.5 percent of 12th graders reported using the prescription painkiller Vicodin in the past year without a doctor's order. MTF conducts in-school surveys of nationally representative samples of 8th-, 10th-, and 12th-graders; the MTF

“Through this new wave of research, the Partnership is exploring how teens think and feel about prescription drugs,” said Pasierb. “With this knowledge we will be able to better educate teens about the dangers of abusing these substances.”

The 2003 PATS study, conducted for the Partnership by Roper Public Affairs & Media, under grants from The Robert Wood Johnson Foundation, interviewed 7,270 adolescents nationwide. Data are nationally projectable with a +/- 1.5 percent margin of error.

Partnership to Honor NBC's Tom Brokaw

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Confirmed co-chairs, at press time, include Herbert M. Allison, chairman, President & CEO, TIAA-CREF; Roy Bostock, chairman, Partnership for a Drug-Free America; Timothy Brosnan, executive vice president, Major League Baseball; Stephen B. Burke, president, Comcast Cable Communications; Daniel B. Burke, president and CEO (retired), Capital Cities/ABC, Inc.; Vernon E. Jordan, Jr., senior managing partner, Lazard Frères & Company; Thomas S. Murphy, retired chairman & CEO, ABC; Henry M. Paulson Jr., chairman & CEO, The Goldman, Sachs Group, Inc.; Brian Roberts, president & CEO, Comcast Corporation; Allen Rosenshine, chairman & CEO, BBDO Worldwide, Inc.; Ivan G. Seidenberg, chairman & CEO, Verizon Communications, Inc.; David J. Stern, commis-

sioner, National Basketball Association; William Weldon, chairman & CEO, Johnson & Johnson and Robert Wright, chairman & CEO, NBC.

Corporate sponsors at press time include News Corporation, Verizon Communications, CNN News Group and Bristol-Myers Squibb.

“We are gratified to see the number of individuals and businesses coming forward to support the Partnership,” said Bostock. “Their contributions will ensure the Partnership's efforts to reduce and prevent drug abuse across the country remain supported through the coming year.”

For more information on ticket sales and table availability, please contact Ellen Muglia at the Partnership at (212) 973-3533 or via e-mail at ellen_muglia@drugfree.org.

Partnership Receives Discovery Health Medical Honor

The Discovery Health Channel honored the Partnership's drug education campaigns with its first-ever medical honors at a recent gala event. The Partnership was acknowledged for its work helping families prevent substance abuse among America's youth. The Consumer Healthcare Products Association, one of 11 partner organizations in the awards, nominated the Partnership to receive the honor.

"We are honored to accept this award on behalf of the thousands of volunteers, partners and supporters who make possible our drug education campaigns," said Steve Pasierb, president and CEO of the Partnership.

Dr. Drew Pinsky, a well-known addiction medicine specialist and TV personality, presented the award to Pasierb on behalf of the Partnership for education campaigns addressing teen Ecstasy and methamphetamine abuse. In the last two years, teen Ecstasy use has declined 25 percent.



Partnership President & CEO Steve Pasierb and Dr. Drew Pinsky

"The progress we're making is further proof of the power of media-based education. Many thanks are due to the Consumer Healthcare Products Association and all of our partners for their continuing contributions to this important cause," Pasierb said.

The Discovery Health Channel Medical Honors recognizes pre-eminent achievements in the medical community by honoring the nation's best physicians, medical institutions, educators, researchers and the organizations supporting them. Selected by elite health and medical organizations, honorees are recognized for bringing awareness to the challenging health and medical

issues of our time. The event, hosted by TV personality Regis Philbin, was televised on the Discovery Health Channel on July 8, 2004.

The 13 recipients honored by the Discovery Health Channel Medical Honors included medical and health-related professionals, all of whom were featured in *US News & World Report's* July 12th issue.

Meth Labs Spread Across United States

Methamphetamine – a dangerous stimulant that activates certain parts of the brain – continues its slow, steady creep across the country.

"Domestic production of methamphetamine, once limited to the west coast, is now happening in virtually every state in the country," said Steve Pasierb, president & CEO of the Partnership. "Meth labs are cropping up everywhere, and creating nightmares for state and local law enforcement agencies."

In 1991, the Drug Enforcement Administration (DEA) reported domestic production of methamphetamine in two states. Last year, DEA reported meth labs in some 47 states.

A powerful, dangerous and highly-addictive stimulant, meth unleashes the chemical dopamine in the brain, creating an intense high for users. Meth can be smoked, snorted, injected or taken orally. In powder form, the drug is commonly known as "speed" or "meth;" in its crystallized, smokeable form, "ice," "crystal," "crank" or "glass." "Yabba," a pill-based form of methamphetamine, is now being produced in the Far East for importation to the United States and other parts of the world.

Federal agencies report that meth production and meth use remains more common in rural, economically-depressed regions. But the drug appears to be crossing into urban centers, like New York and Los Angeles, according to press reports. A number of states – like California, Oregon and Washington, as well as Missouri, Oklahoma and others – have been dealing with the methamphetamine problem for years, while a handful – like the Carolinas, Arkansas and Virginia – are only recently discovering

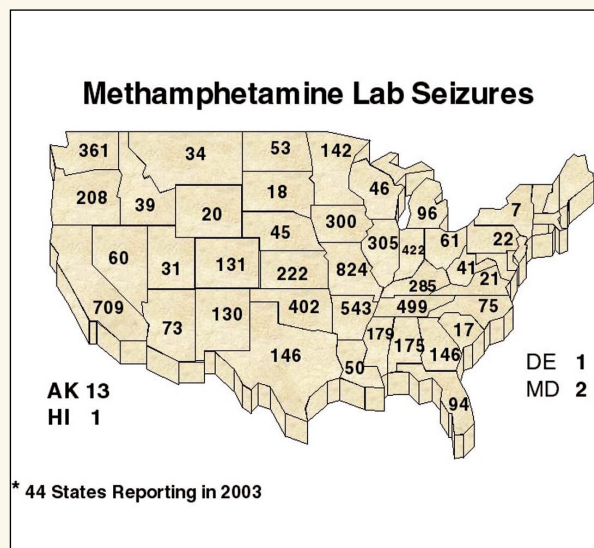
the enormous problems caused by and associated with meth labs and distribution of the drug.

Methamphetamine is relatively easy to manufacture with cheap ingredients. For approximately \$100 in materials, a "cook" can produce \$1,000 worth of methamphetamine, according to the DEA. Approximately 70 percent of methamphetamine used in the United States is imported in final form, usually from Mexico, or manufactured in "super labs" in California. A "super lab" can produce between 10 and 100 pounds of meth in a single batch. The remaining 20 to 30 percent of meth is made in towns and communities throughout the country. Small, clandestine labs are costly to decommission and clean up – a job left to state and local law enforcement agencies that often lack experience in dealing with the drug. Complicating matters, meth producers are establishing labs in non-traditional settings – like hotel rooms, or even in cars or trucks.

Some 12 million Americans, or 5.3 percent of the population, have reported using methamphetamine at least once in their lives.

Emergency room episodes related to methamphetamine have increased almost 70 percent, from 10,447 in 1999 to 17,696 in 2002. The Partnership Attitude Tracking Study indicates that eight percent of teenagers in the United States have tried meth at least once in their lives, yet only one in three (34 percent) see great risk in using the drug.

"Few teenagers understand the damage caused by this highly addictive drug in generations past," Pasierb said. "We've got to be sure that demand for this drug is diminished. If it increases, there's a real potential for problems, given the increased availability of meth."



New Partnership Campaigns Promote Family Time

A new campaign created by BBDO (New York) encourages parents to take time to watch a ballgame with their kids – and in doing so, they may just reduce the chances that their child will use drugs. The campaign was created for the Partnership in cooperation with Major League Baseball (MLB) Charities.

The campaign includes two television spots, “Stats” and “Talk.” “Stats” is comprised of six executions, each featuring a star player from MLB. In one execution, a boy and his father sit side-by-side at home watching a baseball game on television as New York Yankee Derek Jeter approaches the batter’s box. While they anxiously await the pitch, veteran announcer Vin Scully recites a series of statistics on Jeter including his on-base percentage, post-season hits and batting average. Suddenly, Scully addresses the father watching television saying, “Mr. Griffin – yeah, you – did you know that kids whose parents do things with them are 52 percent less likely to do drugs?” Jeter looks to the camera and also speaks to the somewhat bewildered father asking, “Got that Mr. Griffin?” to which the astonished father replies, “Uh huh...”

Other MLB players who donated time to participate in the “Stats” campaign include Jay Gibbons (Baltimore Orioles), Chipper Jones (Atlanta Braves), Mike Lowell (Florida Marlins) who filmed spots in both English and Spanish, Torii Hunter (Minnesota Twins), and Kevin Millwood (Philadelphia Phillies).

“It continues to be a pleasure to work with Major League Baseball and the Partnership on such a meaningful project,” said Kathleen Van Hoff, associate creative director for BBDO. “I’d also like to thank the MLB players for working so hard at getting into character to play themselves—I think they were really quite convincing.”

The second spot, “Talk,” shows a man and his daughter in the stands during a ballgame. As the dad describes the signals the third base coach makes to the batter, the voiceover says, “You know that talk you’ve been meaning to have with your kids about not doing drugs? Maybe you’re already having it.” The voiceover goes on to explain that getting involved with your kids is a proven way to keep them from getting involved with drugs.

Research has shown that parents and other caring adults play an important role in preventing drug use. Being involved with kids and taking advantage of everyday “teachable moments” to open a dialogue with kids about the issues they face in their lives helps parents better understand their kids, and lets kids know that their parents care.



MLB’s Derek Jeter addresses parents in new drug education message, “Stats.” (BBDO)

“This campaign reinforces the positive impact family time can have on a kid’s life, whether it’s a baseball game or some other activity,” said Doria Steedman, executive vice president and creative director at the Partnership. “BBDO and Major League Baseball really captured the idea that the most enjoyable moments between a parent and a child can also be the most meaningful.”

The campaign was produced for television and radio for national distribution through the Partnership’s State/City Alliance Program.

CREATIVE CREDITS:

Agency – BBDO, New York: Jimmy Siegel, vice chairman & senior executive creative director; Lisa Kang, account executive; Tony Lamonte, associate creative director & art director; Kathleen Van Hoff, associate creative director; Adam Isidore, VP & executive producer; Jennifer Barbagallo, account supervisor.

Production – Trio Films, Los Angeles: Joseph Tomczak, account contact; Eric Steinman, director.

Editing – Crew Cuts, New York: Craig Holzer, editor.

Music – Buzz, New York: Adam Barone, account contact.



A father teaches his daughter about baseball in “Talk.” (BBDO)



A father watches TV with his son in “Stats.” (BBDO)

Finding the Courage To Speak After Losing A Son



The night before Ginger Katz had to face the grim reality of burying her 20-year-old son, Ian, she had a vision. She saw herself setting out on a life-long mission to speak out against the lurking danger that took her son at such an early age – drug abuse and the code of silence that surrounds it.

Ian was a typical American teenager. Young, vibrant and full of life, he was well-liked among his many friends. He was an outgoing, popular student with a bright future. Ian was also very athletic, had a black belt in karate and was a star sports player. He was an integral part of a close-knit family that gave him love and support.

But none of it was enough to keep Ian safe from the lure of drugs. He first experimented in high school with alcohol and marijuana. By his sophomore year in college, his drug use had escalated and Ian was snorting heroin.

Most attempts to get Ian into recovery for his heroin addiction ended in failure as Ian continued using drugs and deceiving his family. From stints in treatment centers, to family counseling, even to asking Ian to leave her home in an attempt to force him to save his own life, none of Ginger's attempts kept her son from using drugs.

Finally realizing that his drug use was a grave mistake and that the responsibility for it was his, Ian came to Ginger in tears asking her for help. He desperately wanted to see a doctor the next morning to finally break free from the hold heroin had on his life. Ginger hoped that all of the time she spent educating herself about drug abuse in an effort to reach out to Ian would finally pay off.

The next morning came and brought with it a parent's worst nightmare: Ginger found her son lying lifeless in his bed. Ian had died in his sleep just hours before he planned to enter a drug treatment facility. "Mom, I want to go see the doctor in the morning," were her son's poignant last words.

Shortly after Ian's funeral in September 1996, Ginger and her husband Larry, Ian's stepfather, embarked on their newfound mission.

They established The *Courage To Speak* Foundation, a nonprofit organization dedicated to saving lives by stressing the crucial importance of parent-child communication as a means to keep kids drug free. Through her presentations, Ginger reaches teens and their parents as few others can, touching them deeply with the compelling story of her family's tragic loss into which she weaves up-to-date prevention information.

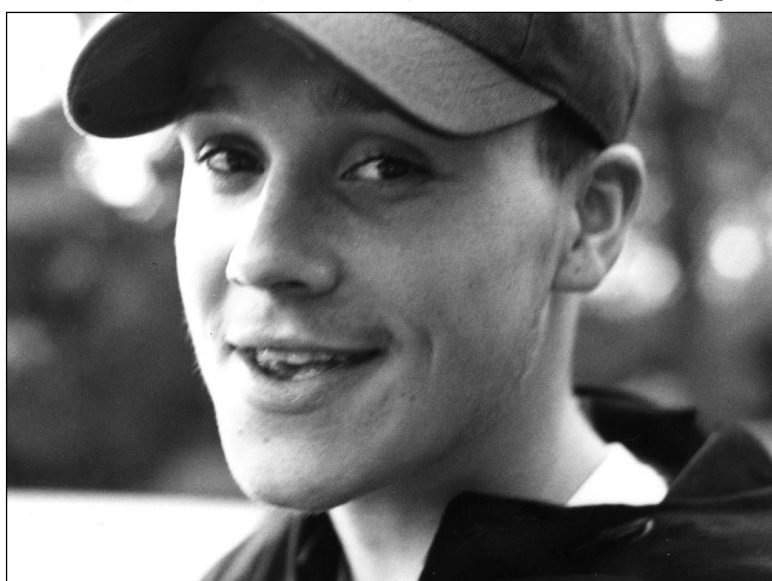
Ginger first appeared before teens with her message in 1997 during an assembly at Ian's former high school in Norwalk, Connecticut. Since then, Ginger and her husband have given more than 400 presentations in schools, parent groups, churches and civic organizations across the country and to national conventions of major prevention organizations.

"My son Ian died of a drug overdose. If this can happen to him, it could happen to anyone."

Ginger Katz

"I pass around pictures of Ian and talk about his life," said Ginger, "bringing them to the moment when I discovered that Ian had died in his sleep. Then, the silence in the room is deafening. After teens hear what it feels like to be a mother losing her child, they take it to heart."

Ginger's message to parents is to start talking to their children early and often about the difference between good medicines and harmful drugs before a drug dealer does. She emphasizes the importance of parents arming themselves with



information about all the substances their children are exposed to and the challenges they face at school and in social circumstances. "The worst situation you can have," Ginger said, "is an unsuspecting child and a naive parent who doesn't think drug addiction will ever happen to their child." She encourages parents and children to have the courage to speak to one another – about fears, drugs, or any other issue. When they

do, they create an opportunity for honesty and healing.



By sharing with teens a very personal portrait of her son's life, Ginger wants Ian's story to illuminate their path when they are faced with the decision to use drugs. She wants them to remember the pain associated with drug abuse and how it took her son's life because he did not understand what could really happen to him if he used drugs.

Today, Ginger continues sharing Ian's story with those who need to hear it most – parents and teens. She has recently developed *Courage To Speak* Drug Prevention Curriculum for Middle Schools now being implemented in the seventh grade health classes of many local schools. The organization is adapting the program for elementary and high schools for implementation in the coming school year. In addition, Ginger's organization provides a support group for parents who have lost children to drugs and receives calls from all over the country. The *Courage To Speak* also offers a service referral line and an informative Web site for parents and children.

Ginger finds personal strength in her passions, such as writing in her journal. A lifelong athlete, she encourages children to find their own healthy passion as she participates and organizes local basketball and other sporting events in Connecticut. She says she never thought she would find the will to continue living after losing her beloved Ian, but she has found strength in these cherished passions in her life. She will continue to bring her "courage to speak" message to children and parents as long as they are willing to listen.

Ginger Katz will serve as a Partnership parent partner, reaching out to other parents through the Partnership's Web site, along with a group of about a dozen other parents who have also lost children to substance abuse.

To find out more about the *Courage To Speak* Foundation, contact Ginger Katz at www.couragetospeak.org or (877) 431-3295.

The 2004 Partnership Leadership Conference



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The Partnership welcomed home nearly 125 volunteers, coordinators, friends and staff for the organization's 2004 leadership conference held at the Grand Hyatt Hotel in the heart of New York City in April. Presentations and sessions included an overview of the Partnership's strategic plan, an introduction to the Partnership's new brandmark, a presentation on the initiative to form statewide chapters and highlights of alliance activities and programs.

Keynote speakers included Tony Placido, head of the Drug Enforcement Administration's New York office and Ginger Katz from the *Courage to Speak* Foundation. Guests also heard from Partnership President & CEO Steve Pasierb; Robert Denniston, director of the National Youth Anti-Drug Media Campaign; Abbie Fink, vice president of HMA Public Relations in Phoenix; and David Hessekiel, president of the Cause Marketing Forum.

Guide to Pictures: Left to Right

1. Mike Townsend, EVP & Chief Marketing Officer, Partnership for a Drug-Free America; Anthony Placido, Special Agent in Charge, New York Field Division, Drug Enforcement Administration; Catherine Harnett, Chief of Demand Reduction, Drug Enforcement Administration; Steve Pasierb, President & CEO, Partnership for a Drug-Free America.
2. Ginna Marston, EVP & Founding Member, Partnership for a Drug-Free America; Dwayne Proctor, Senior Communications Officer, The Robert Wood Johnson Foundation.
3. Greg Levenick, Supervisor, Alliance for Wisconsin Youth; Chris Sharman, State Alliance Coordinator, Partnership for a Drug-Free Texas; Roxanna De Soto, Executive Director and State Alliance Coordinator, Alianza Para Un Puerto Rico Sin Drogas; Bill Deiz, Communications Director, Oregon Partnership; Nancy Jackson-Reno, Regional Coordinator, Partnership for a Drug-Free New Hampshire; Jennifer Farrell, State Alliance Coordinator, Partnership for a Drug-Free New York State; Tari Marshall, State Alliance Coordinator, Partnership for a Drug-Free Illinois.
4. Teri Christensen, VP, Deputy Director of Alliances, Partnership for a Drug-Free America; Angelo Valente, Executive Director, Partnership for a Drug-Free New Jersey; Steve Cline, Deputy Director of Market Management, Partnership for a Drug-Free America; Leslie Bloom, SVP, Director of Chapter Development/Executive Director, Arizona Chapter, Partnership for a Drug-Free America.



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5. Mike Townsend, EVP & Chief Marketing Officer, Partnership for a Drug-Free America; John Hammond, Executive Director, Advertising Operations, The New York Times.
6. FRONT ROW: Carol Dodson, Key Market Coordinator, Dallas, Texas; Bernie Diaz, Regional Manager, The Miami Coalition for a Safe and Drug-Free Community; Sydney Hunsdale, Partnership Board Member and Key Market Coordinator, Seattle, Washington; Sue Tatge, Key Market Coordinator, North Carolina; BACK ROW: Peter Agiovlassitis, Key Market Coordinator, Raleigh, North Carolina; Julie Lundahl, Key Market Coordinator, Minneapolis, Minnesota; John Hannon, Key Market Coordinator, Nashville, Tennessee; Jim King, Key Market Coordinator, San Diego, California; Gary Zavoral, Key Market Coordinator, Sacramento, California.
7. Leslie Bloom, SVP, Director of Chapter Development/Executive Director, Arizona Chapter, Partnership for a Drug-Free America; Donna-Maria Harris, State Alliance Coordinator, Partnership for a Drug-Free North Carolina; Terri Hill, Regional Manager, State/City Alliances, Partnership for a Drug-Free America; Steve Cline, Deputy Director of Market Management, Partnership for a Drug-Free America.
8. Brother and sister Manny Medina and Joy Medina, winners of this year's Partnership for a Drug-Free New Jersey "Shouts Down Drugs" contest.

Partnership News From Around The Nation

New Members Elected to Partnership Board of Directors

The Partnership for a Drug-Free America® is proud to welcome distinguished new members to its board of directors. **Michael Maves**, MD, MBA, is executive vice president and chief executive officer of the American Medical Association, the largest physician group in the nation and the leading advocate for physicians and their patients. **Nora McAniff** is executive vice president at Time, Inc., responsible for business and development for a group of prestigious women's publications that collectively reach over 45 million women in the United States. **Robert Matteucci** is president of Clairol's Color and Professional Products Division. Clairol is a subsidiary of Procter & Gamble (P&G), which markets almost 300 products to more than five billion consumers in 140 countries. **David Watson** is executive vice president of sales, marketing and customer service for Comcast Cable, the country's leading cable and broadband communications company. **Robert Liodice** is president and CEO of the Association of National Advertisers, representing more than 300 of the nation's largest companies with 8,000 brands. Finally, joining the Development Committee as a member is **Kaysie Uniacke**, managing director, Investment Management Division at Goldman Sachs & Co.

Upcoming PATS Research

Parent data from the 2004 Partnership Attitude Tracking Study (PATS) will be released by the Partnership before the end of the year. Teen data from PATS will be released in early 2005. Parents and teens from around the country were surveyed for this on-going, nationally projectable study.

Arizona Chapter Appoints Board, Executive Director

The Partnership has launched its first state-wide chapter in Arizona. The Arizona chapter begins with an exceptionally strong foundation and will carry out the Partnership's mission throughout the state, while meeting the unique needs of Arizona communities. Under the founding leadership of Arizona Chapter Chair **Tom Ambrose**, SVP, Phoenix Suns; **Rick Romley**, Maricopa County attorney; **Jerry Colangelo**, chairman and CEO of Major League Baseball's Arizona Diamondbacks and the National Basketball Association's Phoenix Suns; and **Robert D. Johnson**, president and CEO of Honeywell Aerospace, a local board of directors and advisors has been created. **Leslie Mihata Bloom**, former director of field operations and alliances for the Partnership, has taken on the role of executive director for the Arizona chapter with administrative support from **Diana Wallick**.



Tom Ambrose

The Partnership Recognizes Continued Support From Kodak

Since 1986, the Eastman Kodak Company has generously donated film for use by the Partnership's volunteer advertising agencies. This donation ensures that ads produced for the Partnership are of the highest production quality. To date, hundreds of Partnership public service announcements have been shot on Kodak film. "As a responsible corporate citizen, Kodak is committed to contributing to the well-being of communities wherever we do business," said **John Johnson**, Kodak's U.S. east regional sales & marketing manager. "We are particularly gratified to make this contribution knowing that our efforts assist the Partnership in keeping the youth of this country drug free."

Treatment: Hope, Help & Healing

With support from the Robert Wood Johnson Foundation, the Partnership is developing its first campaign focusing on treatment. Working with scientists, health practitioners and marketers from the Partnership's Advisory Board, the National Institute on Drug Abuse,

Boston University's Join Together and the Treatment Research Institute, the Partnership's "Hope, Help & Healing" initiative is designed to encourage people to seek treatment for drug, substance abuse or alcohol addiction. The initiative will include a multi-media advertising and public relations campaign and is expected to launch in two test markets in January 2005.

Foundation Grants Partnership Research Opportunity

The Annie E. Casey Foundation recently awarded the Partnership a \$50,000 grant to explore the many ways that substance abuse is linked to America's most serious domestic and social problems. "We are very grateful for the support of the Annie E. Casey Foundation and believe the results of this project will lend themselves well to the important task of educating the public on prevention initiatives and treatment options," said **Barbara Delaney**, director of research for the Partnership. The primary mission of the Annie E. Casey Foundation is to foster public policies, human service reforms, and community programs that meet the needs of today's vulnerable children and families.



Yahoo Partners with Partnership

The Partnership and Yahoo! Inc., one of the Internet's leading global consumer and business services companies, have joined together to bring the Partnership's public service announcements (PSA) to Yahoo's users. The Partnership's PSAs can be seen on Yahoo's music video web site, Launch (www.launch.yahoo.com) following a wide variety of music video streams made available there. "Yahoo's reach is significant," said **Joe Keenan**, director of new media at the Partnership. "With over 90 million hits a day on Yahoo's main portal page alone, the Partnership's messages are certain to be seen by an incredible number of people. This speaks to the importance of using the Internet to reach our audience."



Community Town Hall Meetings Planned

This fall, the Partnership and Comcast, the nation's largest cable and broadband communications provider, are planning town hall meetings to speak to the drug problem in a handful of U.S. cities. The first town hall meeting took place in Detroit on August 26 and future meetings are planned for Miami and Boston. The town hall meeting series is part of a three-year commitment from Comcast to deliver anti-drug information in conjunction with the Partnership through programming, public service announcements, and special events.

Comcast Provides Assistance in Michigan

The Prevention Coalition of Southeast Michigan (PREVCO), a Partnership alliance, received some welcome support at its annual conference this January. Comcast representatives were on hand to announce the company's local commitment of \$3.9 million in advertising



Comcast/Partnership TV ad

time as part of its \$50 million nationwide commitment to the Partnership for a Drug-Free America. "We believe this promotional support through cross channel public service announcements is one of the most important keys to increasing awareness," said **Ana Gabriel**, Comcast regional vice president of corporate affairs. "We believe we can use our powerful advertising platform, and other resources to raise awareness and to deliver messages of hope, help and warning." For more information, contact PREVCO at (586) 466-5030 or via email at theprevco@aol.com.

Kodak

Branding the Partnership

For the first time in its history, the Partnership for a Drug-Free America® is undertaking a concerted effort to brand the organization, while preserving – and even enhancing – the power of its myriad communications campaigns.

Since the organization was created in 1985, the Partnership has had more visibility for its education campaigns than any other non-profit organization – an estimated \$5.1 billion in media exposure. While our partners in the advertising and media industries, drug-prevention organizations and the government know and understand what the Partnership is all about, research confirms that few in the general public know who is behind the actual Partnership. Parents, for example, are familiar with the advertising campaigns produced by the Partnership, but few know much about the organization that creates those campaigns.

“We embarked on this branding effort to connect our drug-education messages to the organization developing those campaigns,” said Roy Bostock, chairman of the Partnership. “We want to communicate with our core audiences in ways that better define our role as an information provider and partner in helping families live drug free.”

Through the generosity of the Interbrand Foundation, a full team of professionals from Omnicom’s Interbrand committed their time and talent to the Partnership’s branding project over the past two years.

They set out to research what parents and teens – the Partnership’s key target audiences – as well as advertising professionals, media partners, funders and others in the prevention field think and feel about the Partnership. With Interbrand’s help, the Partnership was able to gain insight into perceptions of its work, its mission and its role on the issue of substance abuse and garner a better understanding of consumer attitudes toward the Partnership, particularly those of parents and teens.

“What we found is that parents and teens trust and value our messages, but they also want to know more about the organization,” said Steve Pasierb, president & CEO of the Partnership. “We also found that they want more from the Partnership than advertising – they want someone to turn to for help and information.”

The Partnership’s campaigns going forward will position the organization as the primary resource for information and assistance on the issue of substance abuse. Campaigns will be consistently tagged and will carry a

new landmark for the organization – one that was created for the Partnership by the team at Interbrand. The new landmark – a combination of two punctuation marks that come together to form a “P” – epitomizes the foundation of the Partnership’s information-centric work. Importantly, it’s a symbol that will represent the Partnership’s very own identity.

“We got involved with this project to become more consistent with the way we present the organization publicly,” said Steve Dnistrian, EVP and director of public affairs, who headed the project for the Partnership. “But as the process unfolded, it was clear that we needed to do more to

communicate who we are and what we do. The Partnership’s new landmark captures the essence of our eye-opening communication and our unique role as a source of credible information about the impact of drugs on American lives.”

Beginning in the fourth quarter of 2004, the landmark will roll out across the organization’s publications and communications material, the Partnership’s flagship Web site, and in 2005, in most of its educational campaigns.

“Our objective is to become the primary informational and

motivational resource on the issue of substance abuse,” said Pasierb. “We want to provide facts and create understanding, while raising questions and offering solutions. Our goal is to partner with every child, parent, caregiver and community in America to promote healthy drug-free living.”

The brand-building effort also will include a marketing drive to potential Partnership funders and partners to promote the relevance of the drug issue to American families and the value the Partnership delivers through its social marketing programs and educational campaigns. “Over the next few years, we’re going to share more consistently who we are and what we’re accomplishing,” Pasierb said. “This is an essential part of our strategy to sustain and further build the Partnership.”

“In addition to providing extraordinary counsel and leading us through a unique experience, the professionals from Interbrand are simply exceptional people,” said Dnistrian. “Many thanks are due to Alvin Schecter, president of the Interbrand Foundation, and to core members of the team who coordinated the branding project, especially Rita Rodriguez, Karen Attyah, Gary Stilovich, Lola Tsetlin, Sofia Koussis and Kurt Munger.”

The Partnership for a Drug-Free America®



“Got That?”
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the **NEWS**

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