



National Drug Control Strategy

**Strategic Goals
and Objectives**

2000 ANNUAL REPORT



Strategic Goals and Objectives

Goal 1: Educate and enable America's youth to reject illegal drugs as well as alcohol and tobacco.

- Objective 1: Educate parents and other care givers, teachers, coaches, clergy, health professionals, and business and community leaders to help youth reject illegal drugs and underage alcohol and tobacco use.
- Objective 2: Pursue a vigorous advertising and public communications program dealing with the dangers of illegal drugs, alcohol, and tobacco use by youth.
- Objective 3: Promote zero tolerance policies for youth regarding the use of illegal drugs, alcohol, and tobacco within the family, school, workplace, and community.
- Objective 4: Provide students in grades K–12 with alcohol, tobacco, and drug prevention programs and policies that are research based.
- Objective 5: Support parents and adult mentors in encouraging youth to engage in positive, healthy lifestyles and modeling behavior to be emulated by young people.
- Objective 6: Encourage and assist the development of community coalitions and programs in preventing drug abuse and underage alcohol and tobacco use.
- Objective 7: Create partnerships with the media, entertainment industry, and professional sports organizations to avoid the glamorization, condoning, or normalization of illegal drugs and the use of alcohol and tobacco by youth.
- Objective 8: Develop and implement a set of research-based principles upon which prevention programming can be based.
- Objective 9: Support and highlight research, including the development of scientific information, to inform drug, alcohol, and tobacco prevention programs targeting young Americans.

Goal 2: Increase the safety of America's citizens by substantially reducing drug-related crime and violence.

- Objective 1: Strengthen law enforcement—including federal, state, and local drug task forces—to combat drug-related violence, disrupt criminal organizations, and arrest and prosecute the leaders of illegal drug syndicates.
- Objective 2: Improve the ability of High Intensity Drug Trafficking Areas (HIDTAs) to counter drug trafficking.
- Objective 3: Help law enforcement to disrupt money laundering and seize and forfeit criminal assets.
- Objective 4: Break the cycle of drug abuse and crime.
- Objective 5: Support and highlight research, including the development of scientific information and data, to inform law enforcement, prosecution, incarceration, and treatment of offenders involved with illegal drugs.

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Goal 3: Reduce health and social costs to the public of illegal drug use.

- Objective 1: Support and promote effective, efficient, and accessible drug treatment, ensuring the development of a system that is responsive to emerging trends in drug abuse.
- Objective 2: Reduce drug-related health problems, with an emphasis on infectious diseases.
- Objective 3: Promote national adoption of drug-free workplace programs that emphasize a comprehensive program that includes: drug testing, education, prevention, and intervention.
- Objective 4: Support and promote the education, training, and credentialing of professionals who work with substance abusers.
- Objective 5: Support research into the development of medications and related protocols to prevent or reduce drug dependence and abuse.
- Objective 6: Support and highlight research and technology, including the acquisition and analysis of scientific data, to reduce the health and social costs of illegal drug use.
- Objective 7: Support and disseminate scientific research and data on the consequences of legalizing drugs.

Goal 4: Shield America's air, land, and sea frontiers from the drug threat.

- Objective 1: Conduct flexible operations to detect, disrupt, deter, and seize illegal drugs in transit to the United States and at U.S. borders.
- Objective 2: Improve the coordination and effectiveness of U.S. drug law enforcement programs with particular emphasis on the Southwest Border, Puerto Rico, and the U.S. Virgin Islands.
- Objective 3: Improve bilateral and regional cooperation with Mexico as well as other cocaine and heroin transit zone countries in order to reduce the flow of illegal drugs into the United States.
- Objective 4: Support and highlight research and technology—including the development of scientific information and data—to detect, disrupt, deter, and seize illegal drugs in transit to the United States and at U.S. borders.

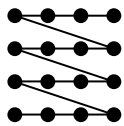
Goal 5: Break foreign and domestic drug sources of supply.

- Objective 1: Produce a net reduction in the worldwide cultivation of coca, opium, and marijuana and in the production of other illegal drugs, especially methamphetamine.
- Objective 2: Disrupt and dismantle major international drug trafficking organizations and arrest, prosecute, and incarcerate their leaders.
- Objective 3: Support and complement source country drug control efforts and strengthen source country political will and drug control capabilities.
- Objective 4: Develop and support bilateral, regional, and multilateral initiatives and mobilize international organizational efforts against all aspects of illegal drug production, trafficking, and abuse.
- Objective 5: Promote international policies and laws that deter money laundering and facilitate anti-money laundering investigations as well as seizure and forfeiture of associated assets.
- Objective 6: Support and highlight research and technology, including the development of scientific data, to reduce the worldwide supply of illegal drugs.

✳ COMMUNICATION.

THE ANTI-DRUG.

A positive relationship cannot exist without communication. Research shows that kids believe they have valuable things to say. When mentors ask them and listen genuinely, **it helps build self-esteem and confidence.**



Communication is connection. During their teenage years, kids are exposed to an ever widening variety of people and influences. Know their friends as well as their friends' parents. Know your kids' routines and set curfews. Tell your kids that you care about them. Praise them when they do well, no matter how small the accomplishment. Stay connected.

Also it demonstrates that you support their burgeoning independence as well as their ability to make intelligent decisions. The important thing to remember about drugs is that **it's not a five minute talk about sex. It's a dialogue.** As kids grow, they will need more information relevant to their exposure. In general, smoking marijuana is harmful. The younger a kid is, the more it may be. Research shows that people who smoke it before age 15 **are 7 times more likely to use other drugs.** It also

shows that people who didn't smoke marijuana by age 21 were more likely to never smoke it. For more information, visit www.theantidrug.com or call 800.788.2800.

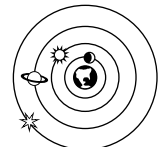
Getting to know kids and staying involved with them is one of the most effective drug deterrents. Through their teenage years, this is not always easy. Even still, research shows that kids still want this to happen, even as they are exploring and growing into their own individuality. One way to do this is to set dates to do things together and plan routine activities (Saturday lunches, Sunday afternoon drives) where you can catch up. This message is brought to you by the Office of National Drug Control Policy/Partnership for a Drug-Free America.

☉ TRUTH.

THE ANTI-DRUG.

The most effective deterrent to drug use among kids **isn't the police, or prisons, or politicians.** One of the most effective deterrents to drug use among kids is

their parents. Kids who learn about the risks of drugs from their parents are **36% less likely to smoke marijuana** than kids who learn nothing from them. They are 50% less likely to use inhalants. 56% less likely to use cocaine. 65% less likely to use LSD. So if you're a parent, talk to your kids about drugs. Research also shows that 74% of all fourth graders **wish their parents would talk to them about drugs.** If you don't know what to say, visit www.theantidrug.com or call 800-788-2800. We can help you.



The Geocentric System

Five hundred years ago, the sun was thought to revolve around the earth. People did not know then what we know now. Truths change. We now know smoking marijuana is harmful. The younger you are, the more harmful it may be. Research has shown that people who smoke marijuana before the age of 15 were over 7 times more likely to use other drugs than people who have never smoked marijuana.

Illegal drugs are estimated to cost America over \$110 billion each year in treatment, enforcement, incarceration and social damage. **But what else could you buy for \$110 billion?** Well, you could build 1,692 new hospitals. Or operate 632 new universities. Or 3,667 national parks. You could hire 2,955,956 new high school teachers. Or you could put 758,620 new buses on the road. This message is brought to you by the Office of National Drug Control Policy/Partnership for a Drug-Free America.

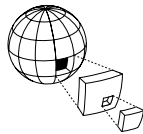


LOVE.

THE ANTI-DRUG.

Spending time with your kids is a proven deterrent to drug use. Listening to them. Talking about their friends, school, activities. **Asking what they think about anything.** Love. Music. Kosovo. Columbine.

Round World



We are all individual parts of a greater whole. Parents play a huge role in this interconnected social landscape. Research shows that kids view parents as their most influential role models. A study also shows that 74% of all fourth graders wish their parents would talk to them about drugs. Overwhelmingly, research demonstrates that kids want parents to be parents. And that is the best deterrent in the fight against drugs.

Dreams they may have. Research shows that knowing your kids, who they hang out with and their parents as well, dramatically reduces the likelihood that they will get into trouble with drugs. Another effective deterrent **is praising and rewarding them for good behavior. Tell your kids you love them.** Go out for pizza instead of watching TV. Get to know the music your kids like and talk to them about it. **Keeping kids drug-free is achieved in a series of small, personal ways.**

For more information, call 800.788.2800 or visit www.theantidrug.com

Between 4 and 6 p.m. is when kids are most likely to try drugs. So keep them busy. Encourage them to try out for the basketball team. Or the school play. Or band. What matters is your involvement. Teenagers want to explore their independence, and yet want the stability provided by routines. This message is brought to you by the Office of National Drug Control Policy/Partnership for a Drug-Free America.

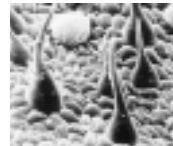


HONESTY.

THE ANTI-DRUG.

Your kids ask if you ever used drugs. What do you say? You want to be honest because you love them and respect their intelligence. It's a very difficult question. But remember, **the issue isn't your past. The issue is their present and future.**

How you respond is entirely up to you. (Perhaps tell them when they're older.) What's important now is that your kids understand that you don't want them to use drugs. Studies show that parents who give their kids **clear rules and reward them for good behavior** are far more effective in keeping their kids off drugs than those who don't. For more information, visit www.theantidrug.com or call 800.788.2800. We can help you.



This is where THC comes from. THC is the active ingredient in marijuana. It looks the same today as it did in 1960. The difference is how much of it is in marijuana today. Pot today is often grown hydroponically and can be genetically altered to produce more THC in each plant. The production of marijuana is a commercial industry that in many ways has created a drug much different than it was in the 70's.

Smoking marijuana is harmful. The younger you are, the more harmful it is. Research has shown that people who smoke marijuana before the age of 15 are 7 times more likely to use other drugs than people who don't smoke marijuana. Studies also show that people who did not smoke marijuana by the time they were 21 were more likely to never smoke marijuana. This message is brought to you by the Office of National Drug Control Policy/Partnership for a Drug-Free America.