

REPORT TO THE WHITE HOUSE COUNCIL ON WOMEN AND GIRLS
Office of National Drug Control Policy



2010

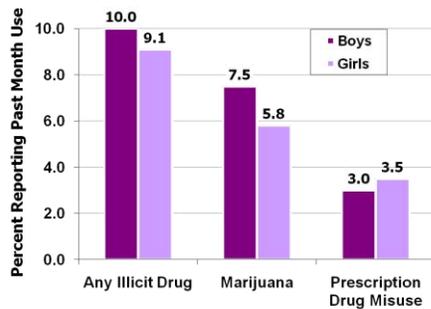


Office of National Drug Control Policy Report to the White House Council on Women and Girls

EXECUTIVE SUMMARY

The Office of National Drug Control Policy's (ONDCP) mission is to reduce overall drug use throughout the United States. There are an estimated 7.3 million adult women needing substance abuse treatment (drug and alcohol). Drug dependence or addiction significantly impacts women's health, ability to nurture and parent, and the financial stability of women and their families. Nationally, about 32% of clients in substance abuse treatment are female. Adolescence can be a stressful time, especially for girls, making them susceptible to a host of risky behaviors, including substance abuse. Teen girls face many challenges — peer pressure, conflicting social forces, issues concerning body image and sexuality, as well as intense expectations to excel in athletics and/or academics. ONDCP and its partner national drug control agencies throughout the Federal government implement a number of programs which address the unique risk and protective factors as well as challenges in preventing and treating substance abuse and addiction among women and girls.

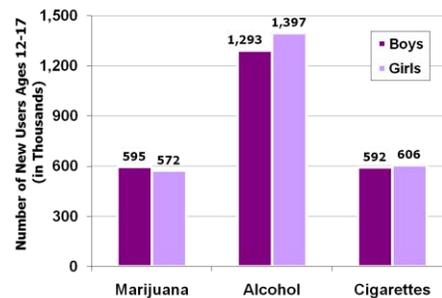
Current Drug Use Among Youth, By Gender, 2007



Source: SAMHSA, 2007 National Survey on Drug Use and Health (September 2008).

7/2009

Girls have caught up with boys on starting marijuana, alcohol, and cigarette use (2007)



Source: SAMHSA, 2007 National Survey on Drug Use and Health (September 2008).

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PROGRAMS WHICH IMPROVE THE LIVES OF THE FEDERAL WORKFORCE

Among ONDCP's current career Senior Executive Service (SES) corps, two are women and provide leadership in Agency management decisions. In addition, ONDCP has a comprehensive training program which provides job-related and career development opportunities.

ONDCP offers several options for its employees seeking to balance work/life responsibilities. Along with other EOP families, parents within the Agency receive priority placement and discounted tuition at a nearby (14th and H Streets) daycare facility. Additionally, ONDCP components have an opportunity to request participation in an alternate work schedule program, which includes a compressed work schedule program, enabling employees an alternative means of addressing complex family scheduling challenges and away-from work activities. As well, ONDCP has a wellness program which provides access to physical examinations, to include EKG, hearing,

vision, cervical, breast, and blood screens; access to health club facilities; a medical unit staffed with a full-time public health nurse; and privacy rooms available for lactation.

Relevant Statistics:

At present, women are well-represented within ONDCP’s general workforce and the two highest pay levels on the General Schedule. In order to attract highly qualified candidates, ONDCP advertises employment opportunities and recruits with 76 professional organizations, 4 of which serve women specifically.

Workforce Gender Balance and Pay Parity

	<u>Male</u>	<u>Female</u>
Number of Employees	54	49
GS-14	13	9
GS-15	16	11
SES	10	3

Professional Development

Over the past several years, ONDCP has been able to provide professional development opportunities to its general workforce.

	<u>Male</u>	<u>Female</u>
FY 2010 (to date)	1	2
FY 2009	16	32
FY 2008	20	18
FY 2007	26	15

Programs Which Promote Work/Life Balance

Currently, there are 21 employees participating in the compressed work schedule program, of which 13 are women. Further, a substantial majority of ONDCP employees work one or more days per pay period outside of the traditional 9:00am-5:30pm schedule. As well, on average, of the employees participating in the physical examination program (30-40 each year) half are women.

Future Efforts:

Over the next three years, ONDCP will work to remove any barriers to employment or professional development among the Agency's components, within pay grades, and in positions of leadership and significant responsibility. The Agency will also strive to promote improved work/life balance and a robust internal communications program

Leadership and Promotion

Three-year goal: **Increase the number of women who qualify for SES/advanced leadership positions**

- Year 1: Conduct internal equity review and report results;
Create and implement Individual Development Plans;
- Year 2: Expand recruiting efforts among women-serving organizations and associations;
Increase percentage of female ONDCP employees participating in professional development

Three-year goal: **Provide job experience and references for women and others in recovery from substance abuse, as well as mentoring opportunities for ONDCP employees via a targeted internship program**

- Year 1: Develop implementation plan, including identification of target audience and outreach strategy, and plans to address logistical challenges and access/linkages to recovery support, e.g. access to appropriate counseling, housing, and required security clearances
Recruit and develop mentoring capacity of ONDCP staff through training opportunities
- Year 2: Implement targeted internship/mentoring program with at least two participants and two ONDCP mentors
- Year 3: Conduct follow-up interviews to determine employment outcomes for internship graduates

Programs That Promote Work/Life Balance

Three-year goal: **Increase flexible schedule and telework options for all ONDCP employees**

- Year 1: Conduct an intra-agency feasibility review of possible telework programs
- Year 2: Conduct pilot tests of selected telework programs

Year 3: Report results of pilot programs and recommend relevant changes to ONDCP policy

Enhance Employee Engagement / Personal Development Opportunities

Three-year goal: **Engage majority of ONDCP female employees, as well as their male counterparts, in quarterly meetings of an internal Coordinating Council to plan, implement, achieve, and evaluate objectives outlines in this Report.**

Year 1: Recruit and form ONDCP Coordinating Council to collaboratively develop priorities and implementation strategies.

Year 2: Increase participation and retention in Coordinating Council.

Three-year goal: **Achieve participation by majority of ONDCP staff in ongoing, as well as periodic volunteer and service projects which serve women, girls, or others in the substance abuse field.**

Year 1: Establish organizational framework for soliciting, evaluating, and selecting Agency-sponsored volunteer and/or service opportunities for ONDCP staff

Year 2: Implement at least two volunteer/service opportunities, from nomination, to consideration, to service delivery.

Three-year goal: **Improve ONDCP employee assessment of internal communications**

Year 1: Conduct baseline survey of all ONDCP employees concerning quantity, quality, and type of internal communications;

Develop internal, two-way communications plan which factors in employee suggestions elicited from baseline survey

Year 2: Implement regular schedule of internal briefings, seminars on topics of interest to Agency employees;

Establish vehicles for regular employee input and feedback

ONDCP PROGRAMS WHICH IMPROVE THE LIVES OF AMERICA'S WOMEN AND GIRLS

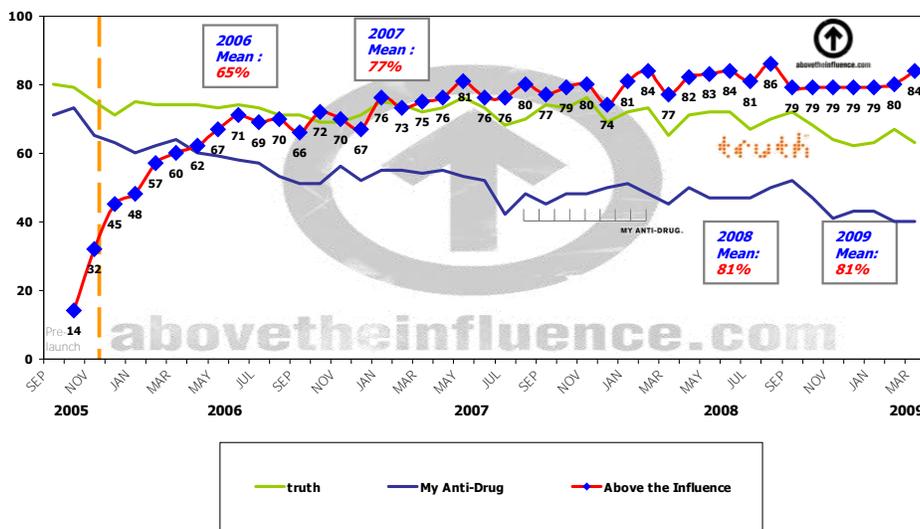
ONDCP manages and administers two significant programs which prevent substance abuse among girls and women.

National Youth Anti-Drug Media Campaign

ONDCP's National Youth Anti-Drug Media Campaign utilizes a blend of paid advertising and public communications/earned media outreach, and has developed a brand, *Above The Influence*, which empowers all teens to reject drugs and any other negative influence in their lives. By embracing teen girls' unique life stage and supporting their struggle with self-identity, the Media Campaign facilitates healthy decisions to reject drugs and other negative influences. The *Above the Influence* messaging, which highlights short- and long-term social and health consequences, is seen and heard in environments where teen girls chose to be. The Campaign's targeted media approach has national reach, involves multiple channels, and engages teen girls in the messaging.

Awareness of ATI Logo

- Awareness of the ATI Logo remained stable for 5 months at 79%, but began to move in an upward direction in Feb '09.
- ATI continues to lead all other campaigns by significant margins in logo awareness.



Awareness of Above the Influence logo

Print: The Media Campaign utilizes eight girl-targeted publications: *Cosmo Girl*, *Seventeen*, *J-14*, *Twist*, *Teen*, *Girls' Life*, *Justine* and *M*. In addition, girls are exposed to our messaging in print through a number of more “dual-reach” publications, such as *Lacrosse Magazine*, *Teen Ink*, *Smash* and *Shonen Jump*.

Television & Radio: The Media Campaign employs a number of networks, such as *The CW*, *The N*, and *MTV*, as well as specific programs which provide a strong reach to teen girls; from Primetime TV hits like *Gossip Girl*, *90210*, *One Tree Hill*, and *America's Next Top Model*, to popular Cable programs like *The Hills*, *The Secret Life Of The American Teenager*, *Gilmore Girls*, and *DeGrassi: The Next Generation*. Radio ads reach girls through national network of stations as well.

Online: The Campaign utilizes relevant online activities to engage teens. The Campaign runs on popular social networking Web sites, such as Facebook.com, MySpace.com, MyYearbook.com, Bebo.com, and on female-targeted entertainment Web sites, such as CosmoGirl.com and Seventeen.com.

A special online feature on the Campaign's teen site, www.abovetheinfluence.com posts stories and tips for teen girls *from* teen girls. This feature, "Girls' Journals," resembles a series of teen girls' diaries, and includes stories submitted by teen girls about how they handle pressure in their lives, including drugs, school, peer pressure, stress, and more. Users can read stories, hear audio clips from real teen girls sharing their experiences, and learn the facts about how girls are impacted by drugs and pressures. (View feature at: <http://www.abovetheinfluence.com/help/girls-journals.aspx#>)

Out-of-Home: The Media Campaign also has a presence in movie theaters, where many PG-13-rated movies attract large teen girl audiences. Examples of such movies include: *Twilight*, *The Sisterhood of the Traveling Pants 2*, *Mamma Mia*, *27 Dresses*, *Made Of Honor*, and *He's Just Not That Into You*. The Campaign also has a presence during the highly popular music concert series Jingleball, with events in markets such as Los Angeles, New York, Boston, Chicago, and Miami.

Public Communications Outreach to Parents of Girls Girls & Drugs Initiative

ONDCP launched an initiative aimed at reducing drug use among teen girls by raising awareness among parents that teenage girls are particularly vulnerable to substance abuse and other risky behaviors. Data shows that, contrary to conventional wisdom, girls have caught up to boys with regard to the prevalence of illicit drug and alcohol use, and in some cases, such as prescription drug abuse and cigarette smoking, have surpassed them. ONDCP continues to reinforce the fact that girls have unique vulnerabilities which can lead to substance abuse, and that drug and alcohol use has a more profound impact on teen girls, both physically and psychologically. The Media Campaign created a special feature – "Girls and Drugs" – on its parent site, www.TheAntiDrug.com, to support the offline initiative. This online feature includes tips for parents about raising healthy girls, facts about teen girls' risk for drug abuse, tips and ideas about activities for parents to do with their teen daughters, and an e-card for parents to send to their teen daughters. (View feature at: http://www.theantidrug.com/drug_info/girls-and-drugs-index.aspx)

Parent Bloggers

Parent Bloggers – many of whom are moms – comprise a particularly influential category with the parent audience, and the list includes prominent self-publishing bloggers with large followings, as well as blogging reporters who write for traditional media outlets. Research shows that 36 million women read or write blogs on a monthly basis, and a majority of women in the 25-60 year-old age group regularly read or write blogs about parenting and health. Recognizing the important niche role these online influencers play in impacting family health decisions, the Media Campaign includes outreach to "mommy bloggers" in a range of media outreach initiatives. This spring, the Media Campaign kicked off a prescription drug abuse prevention campaign, with specific outreach to the "mommy bloggers."

Evaluation/Feedback Mechanism:

The National Youth Anti-Drug Media Campaign employs a rigorous research methodology to ensure that all Campaign advertising communicates intended message and does not have any unintended negative impact among the teen and

tween girl audience. This mechanism involves a three part process including testing of the advertising concepts within qualitative focus groups, quantitatively copytesting the finished TV spots, and a continuous Campaign tracking study to monitor the in-market performance of the NYADMC among teen girls. During all three stages, the research findings inform and effect the development of Campaign communications to assure the finest work is produced.

Relevant Statistics:

In FY'09, the Media Campaign will reach an estimated 97% of girls approximately 58 times. This roughly translates into the Campaign advertising reaching the vast majority of teen girls an average of once a week. On average, the AbovethelInfluence.com Web site receives 800,000 visitors a month. As we can not use cookies, we can not break that figure by gender. Since January 2008, the section of www.TheAntiDrug.com feature called "Girls and Drugs" has received almost 90,000 page views. Spring 2009 outreach to "mommy bloggers" delivered almost 30,000 online impressions of Campaign messages.

FY'09 NYADMC MEDIA IMPACT



Future Efforts:

The Media Campaign is in the process of advancing its approach for reaching and interacting with the teen girl target audience. The Campaign has begun to develop gender-specific print ads through the Above the Influence brand which are intended to speak to young women more clearly, in their own voice and style, while reaching them in the media environments where they are most comfortable. The ads and posters, which will feature an African American teen, will be widely available for local use and distribution.

The Media Campaign, through an initiative with Reader's Digest, is supporting the efforts of the Boys and Girls Club. In the September and October 2009 issues, the Media Campaign will run an ad alerting parents to the dangers of prescription drug abuse and an accompanying page which provides tips for parents, including encouraging parents to find positive environments for the teens, such as a local Boys and Girls Club. In addition, the Media Campaign will provide parenting information during the Boys and Girls Club's Youth of the Year Award held in Washington, DC this October (it is our understanding that President Obama will be at the ceremony) as well as provide Above The Influence resources to be distributed at local clubs in the top 15 markets.

Drug Free Communities Support Program

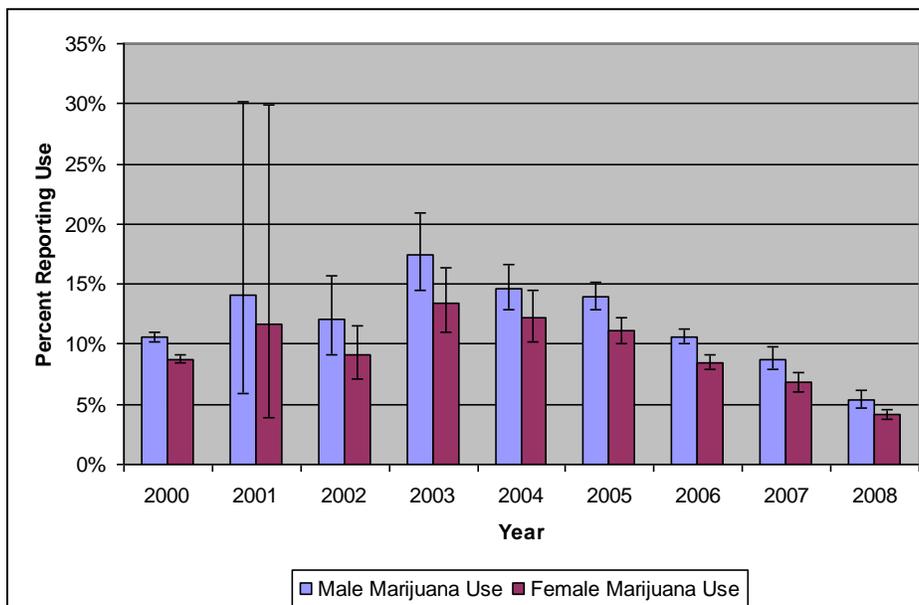
ONDCP administers the Drug Free Communities Support Program (DFC), a matching grant effort designed to help community coalitions identify and respond to local youth substance use problems. With 800 grants in 769 communities in all fifty states, DFC currently impacts nearly 1/3 of all U.S. youth between the ages of 12 and 17. Many DFC community coalitions employ strategies directed specifically and pre-teen and teen girls, including:

- 6,000 at-risk teen girls participating in an 8-week curriculum that is increasing the perception of risk of using drugs – Cape Coral, FL
- With a focus on teen girls in general, and Latina girls specifically, one coalition has not only reduced alcohol use among young girls, they are reducing dropout and teen pregnancy rates as well. Through youth clubs and youth media efforts they have cut 8th grade use of alcohol nearly in half – Hood River, OR
- 1,000 Latina girls have participated in “Soy Unica Soy Latina” and have shown a 90% increase in knowledge about those protective factors which can lead to reductions in substance use – Lawrenceville, GA

Relevant Statistics:

The National Interim Evaluation, conducted by Battelle Memorial Institute on behalf of ONDCP, examined trends in current use among communities with DFC coalitions, compared to reported use at the national level using data from the Youth Risk Behavior Surveillance System (YRBS). The analysis shows that between 2006 and 2007, current use rates for communities with DFC coalitions declined for all three substances measured (alcohol, tobacco and marijuana) in grades 9-12. The study found similar rates of use among girls and boys for tobacco and alcohol, but higher rates of use of marijuana for males than females.

DFC Communities: Change Over Time in Youth Marijuana Use by Gender and Year of Measurement



DFC Communities: Change Over Time in Youth Marijuana Use by Gender and Year of Measurement

Year	Gender	Number of Coalitions Reporting Data	Mean Percent Using Marijuana	-95%CI	+95%CI	Percent Change from Prior Year
2005	Male	241	14.0%	12.9%	15.1%	-0.7%
	Female	237	11.1%	10.0%	12.2%	-1.1%
2006	Male	233	10.6%	10.0%	11.3%	-3.3%
	Female	233	8.5%	7.9%	9.1%	-2.6%
2007	Male	191	8.8%	7.9%	9.8%	-1.9%
	Female	193	6.8%	6.0%	7.7%	-1.7%
2008	Male	136	5.3%	4.6%	6.1%	-3.5%
	Female	136	4.1%	3.7%	4.6%	-2.7%

Future Efforts:

Over the next three years, ONDCP’s DFC program will continue to encourage local anti-drug coalitions to address the risk and protective factors unique to women and girls in order to continue driving overall drug use down.

Year 1: DFC will work with its partners to identify the Federal resources available to support community coalitions developing strategies to reduce youth drug use among girls and young women.

Year 2: Increase training and technical assistance to community coalitions by ten percent to support prevention programming to assist women in the transition from middle to high school and high school to college/workforce.

OTHER DRUG CONTROL PROGRAMS WHICH IMPROVE THE LIVES OF AMERICA’S WOMEN AND GIRLS

In addition to the programs ONDCP implements, several Federal drug control agencies operate programs which promote substance abuse prevention, treatment, and recovery among women and/or provide support for their dependent children.

Treatment Courts for Women and Their Dependent Children

Collaborations between the criminal justice system and substance abuse treatment providers have developed Treatment Courts, some of which focus on female substance abusers. Federal funds may be used to support treatment services and court infrastructure. There are three primary models of gender-specific treatment courts:

Family Dependency Treatment Court : According to the National Association of Drug Court Professionals, there are 328 Family Dependency Treatment Courts in

the U.S.. Family dependency treatment court is a juvenile or family court docket of which selected abuse, neglect, and dependency cases are identified where parental substance abuse (typically of the mother) is a primary factor. Judges, attorneys, child protection services, and treatment personnel unite with the goal of providing safe, nurturing, and permanent homes for children while simultaneously providing parents the necessary support and services to become drug and alcohol abstinent. Family dependency treatment courts aid parents in regaining control of their lives and promote long-term stabilized recovery to enhance the possibility of family reunification within mandatory legal timeframes.

Women's Drug Treatment Court: Created in 1992 as a demonstration project and administered through the Kalamazoo County Office of Community Corrections, this court diverts low-level, non-violent female offenders with substance abuse problems and uses the social service system to provide supervised treatment and critical recovery support programs. The Drug Treatment Court Foundation has funded the program in its entirety since 2005. As of January 2008, 230 women have successfully completed the program.

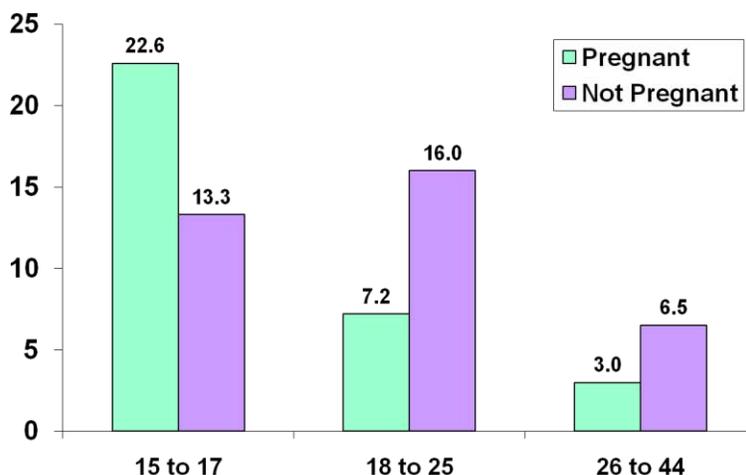
Prostitution Court: Prostitution courts represent a coordinated response between the judicial system, law enforcement, community service agencies, and treatment providers to address prostitution within different communities. Prostitution courts offer individuals convicted of prostitution an opportunity to recover and rebuild their lives through a variety of coordinated services, including health, mental health/substance abuse, education, and job training. To date, there are courts in Colorado (1), Louisiana (2), Michigan (1), Nevada (1), and Pennsylvania (1).

Women-Specific Substance Abuse Treatment Programming

Services specifically designed for women, such as child care, prenatal care, women-specific treatment, mental health services, and supplemental services and workshops addressing women-focused topics, are beneficial in improving treatment outcomes and supporting sustained recovery. Improved outcomes include changes in substance use, mental health symptoms, perinatal/birth outcomes, employment, self-reported health status, and HIV risk reduction. Consideration of gender in programming has been recommended by the Institute of Medicine (IOM) because the background characteristics, substance abuse patterns, and personal histories of female users may differ from those of males. As such, treatment should also their special needs and barriers to treatment.

Among females in their childbearing years, young pregnant teens have the highest rate of illicit drug use.

Percent Reporting Past Month Illicit Drug Use, Ages 15-44 (2006-2007)



7/2009

Source: SAMHSA, 2007 National Survey on Drug Use and Health (September 2008).

In September 2008, SAMHSA CSAT awarded 16 grants totaling \$22.9 million over three years to expand the availability of comprehensive residential treatment services for pregnant and postpartum women, their children and family members. Grants support linkages to primary care, mental health and social services for women in addiction treatment programs. Grantees are located in:

Frankfort, KY
 Memphis, TN
 Jacksonville, FL
 Lincoln, NE
 Lorrain, OH
 Baton Rouge, LA

Lexington, KY
 Milwaukee, WI
 Pinellas Park, FL
 Norristown, PA
 Fort Wayne, IN

Boston, MA
 Birmingham, AL
 Santa Barbara, CA
 Chicago, IL
 Talihina, OK

Indian Health Service

The Indian Health Service (IHS), an agency within the Department of Health and Human Services, is responsible for providing Federal health services to American Indians and Alaska Natives (AI/AN). IHS supports substance abuse treatment and prevention services as part of this mission. Tribes operate approximately 95 percent of alcohol and drug abuse programs under self-determination agreements, which allows for flexibility in designing programs.

FY 2009 funding includes funds for the Urban Indian Health Program, a portion of which is provided as grants to 34 urban Indian 501(c)3 non-profit organizations to carry out alcohol and substance abuse prevention and treatment activities in the communities they serve. All urban programs have active partnerships with their local Veteran’s Administration programs to identify joint program initiatives.

The percent of appropriate female patients screened for alcohol-use (Fetal Alcohol Syndrome prevention) increased from 28% in FY 2006 to 47% in FY 2008, which is a 68% increase in screening over two years.

Illegal Trafficking of Humans, Including Women and Girls

The Office to Monitor and Combat Trafficking in Persons (G/TIP) within the U.S. Department of State is focused on promoting human anti-trafficking measures worldwide and coordinating the efforts of domestic and international entities. Human trafficking is a crime that deprives people of their human rights and freedoms, increases global health risks, fuels networks of organized crime, and can impede economic and social development. An estimated 800,000 individuals, including women and children, are trafficked across international borders each year. Millions more are trafficked within their own national borders for a variety of purposes, including forced labor, bonded labor, sexual servitude, and involuntary servitude. G/TIP works with governments, international associations, and nongovernmental organizations to combat human trafficking, especially that of women and children.

Transnational organized crime networks are often at the root of the trafficking of women and children, and generate enormous profit from not only the trafficking of human beings, but also drug trafficking, trafficking in firearms, and money laundering.

In FY 2008, the U.S. Government obligated approximately \$76 million to 140 international anti-trafficking in persons (TIP) projects benefiting over 70 countries and approximately \$23 million to 82 domestic anti-TIP projects. These projects work to ensure the survivors are protected, the traffickers are put in jail and human trafficking is prevented.

CONCLUDING SUMMARY

The tremendous talent, expertise, energy, and enthusiasm resident in ONDCP's workforce is being leveraged to enrich the quality of professional and personal lives of the entire staff. Through the activities of the White House Council on Women and Girls and the corresponding Coordinating Council at ONDCP, the agency is facilitating opportunities for its staff which are unprecedented. Concurrently, the agency's experts in substance abuse prevention, treatment, enforcement, and supply reduction are working with their colleagues at the Federal, state, and local level to reduce drug production, trafficking, and abuse and its negative impacts on women, children, and all Americans.