

NLWJC - Kagan

DPC - Box 015 - Folder 008

Drugs - General Policy

Drugs-general policy

Personnel

#259178



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF NATIONAL DRUG CONTROL POLICY
Washington, D.C. 20503

March 31, 1998

Dear Mr. President:

Since joining your Cabinet two years ago, we have made substantial progress in combating the threat of illegal drugs to the United States and its citizens. Your overall support, guidance, and personal presence on this issue has played a major role in these achievements.

In the coming months, ONDCP has four significant initiatives that we believe would benefit greatly from your participation, namely:


- **The National "Rollout of the Youth Media Campaign:** In early July, we will move from the 12 city pilot phase of the Youth Anti-Drug Media Campaign into a national campaign (phase II). This expansion will bring our ads to every city and town across the nation. Already, the 12 city phase is showing results: anti-drug coalitions, whose phone numbers appear on the ads, report two to three times as many calls as received prior to the campaign; and, our buying service reports an unprecedented 100 percent match ratio of ad time to PSA time from media outlets. We expect to see the same types of results -- this time nationwide -- come July. Your participation in a national rollout event would increase the campaign's visibility, helping it to get off to a strong start.
- **United Nations General Assembly Special Session (UNGASS):** This June's UNGASS will concern efforts to address illegal drug use. The political declaration and other deliverables being developed for the UNGASS make substantial steps forward in reinforcing the international commitment against drugs. A number of heads of state (including France, Brazil, South Africa, and Mexico) have already committed to attend the session. Your involvement would greatly increase the level of participation and the magnitude of the session. A speech at UNGASS would afford you the opportunity to give a major policy address establishing a broad vision and setting a strong agenda for how the international community must work together to reduce the transnational threat of drugs.
- **The Drug-Free Communities Program Rollout:** The membership of the Commission on Drug-Free Communities is being vetted and will soon be set for release to the public (a decision memo has been prepared for your signature). This program, which over the next five years will create 10,000 new community anti-drug coalitions across the nation, while strengthening the existing 4,000 coalitions, will empower countless Americans to fight drug use at the grassroots level. Your participation in announcing the members and at the inaugural meeting of the commission would send a strong signal to the American people to get involved in this effort.

- **President's Drug Policy Cabinet (PDPC) Meeting:** There are a number of key drug policy issues now percolating that would substantially benefit from discussion within the PDPC. One of the most pressing issues deals with focusing on real results and measuring our success. In keeping with the Vice President's reinventing government initiative, the *1998 Strategy* sets out a performance measurement system to track the ten-year *Strategy*. However, substantial Congressional pressure exists for more immediate interim markers, which could cause a legislative response. ONDCP believes that we must proactively craft annual markers that are realistic, achievable, and flexible. Your leadership is necessary to help the PDPC address this need for greater efficacy and accountability. Similarly, a series of other issues, including UNGASS, the Southwest border, and restructuring the counter-drug intelligence system, also would benefit from discussions within the PDPC. We are at a critical juncture involving major drug policy initiatives that promise breakthroughs in bringing down drug use in America. A PDPC meeting is vital to ensure unity of effort as we move ahead.

These events offer an important opportunity to show your hands-on commitment and leadership in the fight against drugs. Each of these events highlights substantive progress with respect to an important counter-drug initiative. By your involvement we can continue to raise the awareness of the American people that drugs present a serious threat to the nation, and that this Administration is working hard under your leadership to reduce that threat by half. Imagine, by way of comparison, the impact to the nation of halving the number of auto or cancer fatalities, or teen pregnancy or illiteracy rates.

We will coordinate these events closely with your staff and do whatever possible in order to facilitate your participation in these four initiatives. Look forward to your thoughts and guidance.

Very respectfully,


Barry R. McCaffrey
Director

The President of the United States
The White House
Washington, D.C.



Jose Cerda III

05/04/98 08:43:39 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP
cc: Laura Emmett/WHO/EOP, Leanne A. Shimabukuro/OPD/EOP, Michelle Crisci/WHO/EOP
Subject: McCaffrey Memo

BR/EK/Rahm:

I spoke to Staff Sec. about the McCaffrey scheduling memo. All they need is a reaction from us -- e-mail would be fine -- so they can incorporate it in a quick cover note. They'd like to send it in to the President during his office time tomorrow. If the following is okay w/you, I'll cc staff sec. and tell them to work from this...jc3

----- Forwarded by Jose Cerda III/OPD/EOP on 05/04/98 08:41 PM -----



Jose Cerda III

05/04/98 07:27:24 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP
cc: Michelle Crisci/WHO/EOP, Leanne A. Shimabukuro/OPD/EOP
bcc:
Subject: McCaffrey Memo

BR/EK:

Here are my comment/recs on McCaffrey's scheduling memo to the President:

1. National Rollout of the Youth Media Campaign. We should support a roll-out of this signature anti-drug initiative. However, for the President not to be disappointed, we need to make sure Rahm takes the lead in getting ONDCP to come up with some specific announcements -- i.e., new anti-drug ads, additional private sector partners and commitments, results from the 6-month/12-city pilot, etc.

2. U.N. Special Session on Drugs. I understand scheduling has already committed to do this, and that NSC is taking the lead. There is very little of our stuff here.

3. Drug-Free Communities Rollout. The President just signed off on the proposed candidates for the Drug-Free Communities board, and Personnel says that it will take another 4 to 6 weeks to fully vet these folks. I would not, however, recommend this as a stand-alone event. The board does not include any really big names, and the grants are so small (\$10 million). Moreover, the Hill Dems were not happy when we did a signing ceremony with the R's on this. They hate that the R's vote against funding for virtually every other community-based drug program -- to the tune of hundreds of millions of dollars -- and then turn around and support these tiny grants for community organizations. If anything, we should roll this into the media campaign announcement. It will allow us to say we're linking our national anti-drug message

with action at the grass roots.

4. President's Drug Advisory Council. This is a bit of a problem. As I've mentioned, OMB -- for themselves and on behalf of various agencies -- has expressed serious concerns about ONDCP wanting to discuss its performance measurement system at this meeting. I would defer to them on when it's appropriate to do this.

Jose'

Drugs - general policy



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF NATIONAL DRUG CONTROL POLICY
Washington, D.C. 20503

April 29, 1998

Dear Mr. Speaker:

Due to a scheduling conflict, am unable to attend your event tomorrow. Look forward to seeing the results of your efforts. Continue to believe that the key to our success in combating drugs remains a united, nonpartisan commitment.

Over the last two years, the Administration and the Congress have been able to work together to deliver a number of important victories against drugs.

- With Congress' help, we put in place a \$195 million Anti-Drug Youth Media Campaign that is producing real progress. Preliminary results from the Campaign's first pilot phase show that 97 percent of the people in these media markets say they have seen our ads. Eighty percent say that the ads encouraged conversations about drug use.
- Together, we also succeeded in establishing the Drug-Free Communities Program, which will soon empower community anti-drug groups in countless towns and cities across the nation.
- We have mobilized millions of Americans to fight youth drug abuse through our "Prevention Through Service Alliance."
- On the supply reduction front, we have also achieved real gains, including, for example, a 40 percent reduction in Peruvian cocaine production over the last two years.
- We have improved law enforcement, putting more cops on beats across the nation, establishing new strong measures to combat money laundering, and taking some of the deadliest weapons out of the hands of the dealers, gangs and druglords.

This sort of comprehensive approach, embodied in our National Drug Control Strategy, requires the unflinching support of all segments of the American people to succeed. For that very reason, we cannot allow partisanship to unbalance our counter-drug policies. The taint of partisanship would only cause us to lose vital ground in our efforts to reduce drug abuse and its consequences in America down to a historic new low. Your support, and that of all the members of Congress who take their leadership from you, in maintaining unity of purpose is essential. America can ill afford us to shift our attention from our real goals -- reducing the demand for drugs through education and prevention, and breaking the sources of supply through law enforcement and international cooperation.

The Administration's counter-drug agenda, much of which is reflected in your current thinking, will build upon these successes. It is imperative that we: expand programs to break the cycle of drugs and crime, particularly through increased treatment within the criminal justice system; strengthen prevention efforts, such as the Drug Free Schools Program, that target our nation's young people; reauthorize the Office of National Drug Control Policy; and,

sign into law a new juvenile justice bill. These are just four of the many areas where a nonpartisan commitment to progress over politics can make a real difference for the American people.

Respectfully,

Barry R. McCaffrey
Director

The Speaker of The House
United States House of Representatives
Washington, D.C. 20515



Jose Cerda III

01/06/98 01:14:47 PM

Record Type: Record

To: Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP

cc: Michelle Crisci/WHO/EOP, Leanne A. Shimabukuro/OPD/EOP

Subject: Drug Miscellany

Bruce/Elena:

I'm red dotting the Gingrich speech to you, in case you want to skim it (it's actually a pretty good speech, I think) and read the three paragraphs on drugs. Basically, he lists a drug-free America as his first out of four priorities (education, pensions/retirement and taxes are the other three), and he says that Congress will pass a bill this year to expand McCaffrey's authority so he can develop a "World War II-style victory plan." He also mentions "sealing up" the border and states that, generally, it will take us about 10 to 12 years to reach our goals on all of the four priority issues.

On a separate note: Joe Califano's group (CASA), with McCaffrey in tow, will be releasing a study at the Press Club on Thursday at 10 am showing that 80% of the nation's offenders have a link to alcohol or drug use. He will call for "opening a second front in the drug war" to treat and train these offenders. Thus, I think if Rahm wants to do the radio address on the directive (Leanne's working up a draft), we should think about leaking the directive on Thursday to get in the stories. In fact, even if we don't do the radio address on this, we should still consider leaking the directive for Thursday. I'll send a copy of CASA's draft press release.

Jose'

Drugs - general policy



Jose Cerda III

09/24/97 06:44:41 PM

**DETERMINED TO BE AN
ADMINISTRATIVE MARKING**

INITIALS: JGP DATE: 5/27/10
2009-1006-F

Record Type: Record

To: Michelle Crisci/WHO/EOP, Bruce N. Reed/OPD/EOP, Elena Kagan/OPD/EOP

cc:

Subject: Proposed Drug "Blueprint" and note to Speaker Gingrich

~~CONFIDENTIAL~~ --- ~~CONFIDENTIAL~~ --- ~~CONFIDENTIAL~~ --- ~~CONFIDENTIAL~~

Rahm/Bruce/Elena:

Met w/OMB today to go over General McCaffrey's proposed letter to Gingrich and "Blueprint" report to Hill. OMB, the agencies and I are very concerned about the lofty promises being made in the proposed document and letter (i.e., reducing drug use by 50%, cutting drug crime rates by 30%, etc.).

OMB is especially concerned about McCaffrey's report and letter forcing the Administration's hand on budget issues and conceivably violating the Balance Budget Agreement. They want McCaffrey's letter to Gingrich amended and the report held and coordinated w/the overall budget process. Raines intends to send a brief memo late tonight/early tomorrow (draft attached) to Erskine and Rahm suggesting as much.

McCaffrey is scheduled to meet w/Gingrich tomorrow afternoon and is sure to be b*llsh*t if he can't have his report/letter in hand. (Also, I heard he's trying to get on Raines' calendar first thing in the a.m.). Justice, Treasury and HHS are now only realizing what's in McCaffrey's report/letter and are likely to be b*llsh*t if they go to the Hill in their current form. I expect that you may all encounter this dilemma at tomorrow's senior staff meeting or soon thereafter. Call me if you have Q's.

Regard,
Jose'



ONDCP.W

MEMORANDUM TO THE CHIEF OF STAFF

FROM: Frank Raines

SUBJECT: ONDCP Document Entitled "Blueprint for a Drug Free America"

Last week ONDCP circulated a draft document entitled "Blueprint for a Drug Free America." The document lays out "performance targets" for the conduct of the anti-drug abuse program in the next five - ten years. The targets and dates are aggressive. For example, among the targets are the following: 1) 50 percent reduction in the overall rate of illicit drug use in the U.S. by 2007; and 2) 50 percent reduction in the available supply of drugs in the U.S. by 2007. The document indicates that the proposed performance targets must be supported by funding if they are to be realized.

We have no evidence that would suggest that the draft goals can be achieved without substantial increases in Federal drug budgets in 1999 and beyond. Several agencies have made similar complaints to ONDCP (e.g., Justice and Treasury). As such, release of the document would be problematic and would imply FY 1999 budgetary trade-offs not yet made in favor of anti-drug spending and against other domestic discretionary spending. **We suggest that the document be withheld until after submission of the 1999 President's Budget, when all agencies must submit their performance plans and targets to Congress. Those plans must be directly linked to multi-year Presidential budget request levels.**

General McCaffrey is likely to be upset if the document is not released. His likely arguments for release, beyond his desire to pursue a vigorous fight against drug abuse, will be:

- The 1997 President's Drug Strategy released by ONDCP this spring indicates that performance measures will be provided to Congress this fiscal year (FY 1997).
- General McCaffrey is supposed to meet with the Speaker tomorrow afternoon (Thursday), and would like to provide the Speaker with this document. (Apparently, the Speaker wants even more aggressive performance measures than those outlined by ONDCP).
- Without release of the document, the Speaker may decide to delay reauthorization of ONDCP. (Because ONDCP is due to receive 1998 appropriations anyway, the threat of a lack of reauthorization is not terribly significant.)