# The Trouble in Drug

By Mark R. Arnold
FROM WASHINGTON, D.C.

Everybody, it seems, believes in drug education.

But if a conference that took place here last week is any guide, no one can be quite sure what it means anymore.

Fifty state drug co-ordinators, educators, psychologists, and other people who concern themselves with illegal drugs met here to discuss the do's and don'ts of drug education. Their disagreements were enough to make a nondrinker run to the liquor cabinet; in fact, the participants repaired to the bar after each day's session.

The delegates agreed that most schools and most other groups are doing a bad job of teaching about drugs; that efforts aimed only at young people and not also their parents cannot be wholly successful; and that drugs are "a people problem, a communication problem" rather than simply a problem of the user.

Beyond that, they disagreed, sometimes heatedly, about what works and what doesn't work in drug education, and even about the purpose of drug education. Items:

- Mrs. Diana Clark, author of a drug program used in the Washington, D.C., area schools, said most education programs are based on "scare tactics or phony pharmacology," which exaggerate the dangers of occasional drug use. Today's kids, she said, know too much about drugs to be conned by "programs based on misinformation."

- Two Pennsylvania State University researchers suggested many conventional drug-education programs don't discourage drug use even by providing accurate information. Citing their own and others' studies among junior high school, senior high school, and college youth, they said short-range drug education may promote a "more pro-drug attitude" by removing misconceptions youths have about the adverse effects of drugs.

- Other conferees suggested if kids can't be scared off through misinformation and can't be discouraged through accurate information, maybe drug educators should lower their sights. "Perhaps one of the alternatives to drug abuse we ought to consider," suggested consultant Ronald D. Wynne, "is rational drug use."

Each of these points of view was criticized by one or more delegates. But the controversies are worth noting because the Federal Government is about to undertake a major expansion of its activities in the drug-education field.

President Nixon last month said he would ask Congress for $10,000,000 in new money for drug education—beyond the $14,000,000 or more that Washington is spending currently. Labeling drug abuse "America's Public Enemy Number One in the United States," Mr. Nixon established, by Executive Order, a Special Action Office of Drug Abuse Prevention in the White House. He named Dr. Jerome Jaffe, 37, director of drug-abuse programs for the state of Illinois, to head it.

Most of the publicity since has focused on Dr. Jaffe's views about treatment and rehabilitation of drug addicts. This is the Philadelphia-born psychiatrist's specialty. But Dr. Jaffe will also be charged with making some sense out of the Government's less well-known activities in drug-abuse education and prevention—for example, figuring out the best way to spend that $24,000,000. And if he looks to the impact of past drug-education programs for a guide, he's likely to be disappointed. Concedes Dr. James Spillane, director of drug-abuse education for the U.S. Office of Education: "Most drug-education programs are too new to have had much in the way of evaluation results."

**Make Their Own Judgments?**

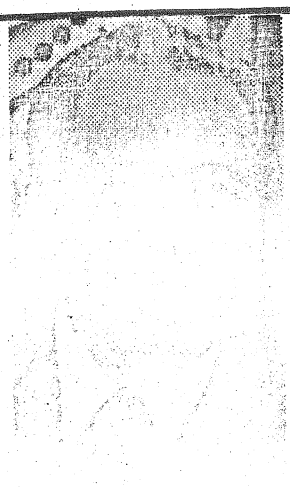
That raises some interesting questions, debated here last week at the conference sponsored by the National Coordinating Council on Drug Education. Is drug education, as currently taught, combating drug abuse or promoting it? Should it aim at turning kids off drugs or giving them a factual basis on which to make their own judgments? If the effects of current approaches to drug education are not known, is it sensible to mount a multimillion-dollar expansion effort?

The Government's current drug-education activities have grown with uncommon speed and no central direction. In 1969, a House Committee estimated total Federal outlays at less than $2,500,000. The total is now more than $14,000,000, and it is dispensed by at least nine agencies, several of which operate with no apparent awareness of what the others are doing.

For example, officials at the National Institute of Mental Health, which is spending $4,000,000 for drug education this year (mainly training films and materials), believe the leading Federal agency in the field is the Office of Education. The $6,000,000 outlays of that office go in part to support workshops, counseling centers, free clinics and other drug-abuse activities in two dozen communities and on 20 college campuses.

But a spokesman for the Law Enforcement Assistance Administration (LEAA), part of the Department of Justice, told The National Observer his agency is spending $8,000,000 this year for drug

**HOAXER:**
**Mr. Buckley held out a few secrets. Some people looked. But they saw only snipes.**
**Page 5.**



**MAYOR**
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**Page 7.**

programs sponsored by schools, police departments, or community groups. Some of the local group activities supported by LEAA sound surprisingly like those funded by the Bureau of Narcotics and Dangerous Drugs, which runs a 12-city "community-organization" program, which in turn resembles some of the projects supported by the Office of Economic Opportunity.

The Defense Department's troop-information

*Please Turn to Page 16, Column 1*

... learn nothing about the period's cultural and artistic achievements, but instead hear that the delicate gold ornaments and priceless porcelain on display were acquired by the "cruel exploitation of the people."

Guides point out terra-cotta figurines showing peasants suffering under the whip of the tax collector, and children being torn from their mothers' arms. On the carved gates and graceful pavilions are painted slogans proclaiming the people to be the "force in the making of world history," urging them to "fear neither suffering nor death," and wishing long life to Chairman Mao's revolutionary teachings.

To a visitor from the West, allowed to roam

teaching ... presented ... power" that ... modern state.

Huge picture ... Mao dominate ... ing places. The ... is seen on a factory ... schoolrooms, in the waiting ... ses. Revolutionary slogans ... billboards and walls. The ... the "thoughts" crops up ... sations.

The Chinese don't confide ...

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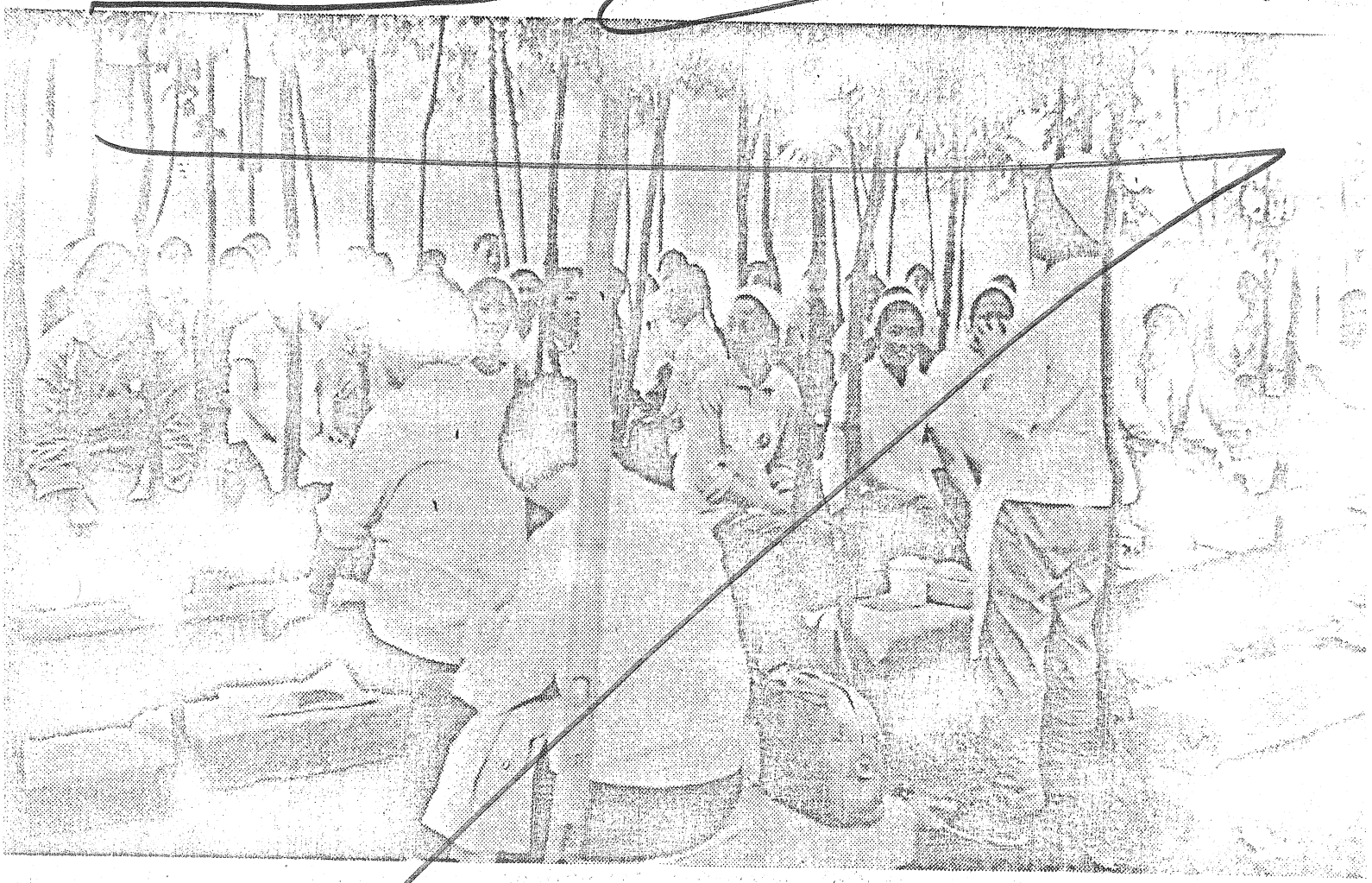

—Photographs by ...

*Under the trees for a lunch break, a Sian textile-factory worker offers employes some thoughts of Mao.*

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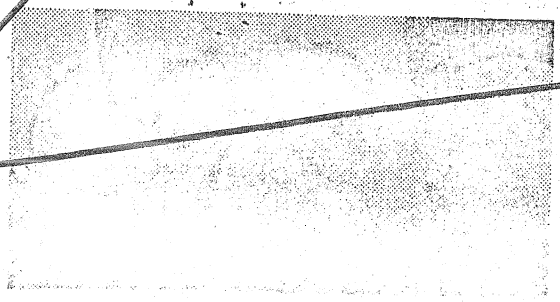
**NEGOTIATOR:**

**He gets more calls than a baby doctor. He settles strikes. Page 8.**



**KING:**

**Pete Rozelle was to be temporary. But nobody fires Santa Claus. Everybody loves Pete but wives. Page 20.**

## *A Bad Rap on Dope Can Backfire*

# Conference Seeks an Effective Antidru

*Continued From Page One*

program, which includes special drug-education films and lectures, may well be the largest of the lot, but figures are unavailable.

In addition to the Federal activity, almost every state, according to the National Education Association, now has "some state-level activity" in the field of drug education, and probably a majority of the 17,000 school districts in the country offer some course in the subject, sometimes little more than a physician's lecture or a film and discussion moderated by a gym instructor. To meet the swelling demand for drug-education programs, a new industry has come into being. Says Peter G. Hammond, executive director of the National Coordinating Council on Drug Education, "Some of these companies are hustling anything they can to unsuspecting communities."

Mr. Hammond's group is the one organization in the country that screens for factual content all the educational materials it can obtain. Last week, the council announced its panel of experts had reviewed more than 100 films, filmstrips, records, and slide programs on drugs and found only 14 of them to be "scientifically acceptable." The others all contained "major scientific errors of fact," said Mr. Hammond.

The council, which represents 105 national organizations as diverse as the AFL-CIO and the National Association of Manufacturers, the Boy Scouts of America and the National Student Association, operates on the assumption that in Mr. Hammond's words, "if it's not factual, it's not good."

### A Complex Emotional Issue

In other fields this might be an unexceptionable basis for discriminating among educational materials, but the issue of drug education is seriously clouded by a strong noneducational objective. Society doesn't approve of illegal drugs. It expects the schools to indoctrinate youth against them. Hence last week's discussion divided over the central issue of the purpose of drug education.

Some participants at the conference, for example, argued that scare tactics are all right—if they can do the job. Col. Walter Allen, a wiry, slow-speaking former state policeman who is now Alabama's director of public safety, argued:

"I'm not sure just because a film might be of a scare nature it's necessarily wrong. It depends on the audience, whether it will make them not want to use drugs." In a similar vein was the comment of Texas' state drug co-ordinator, Walter H. Richter.

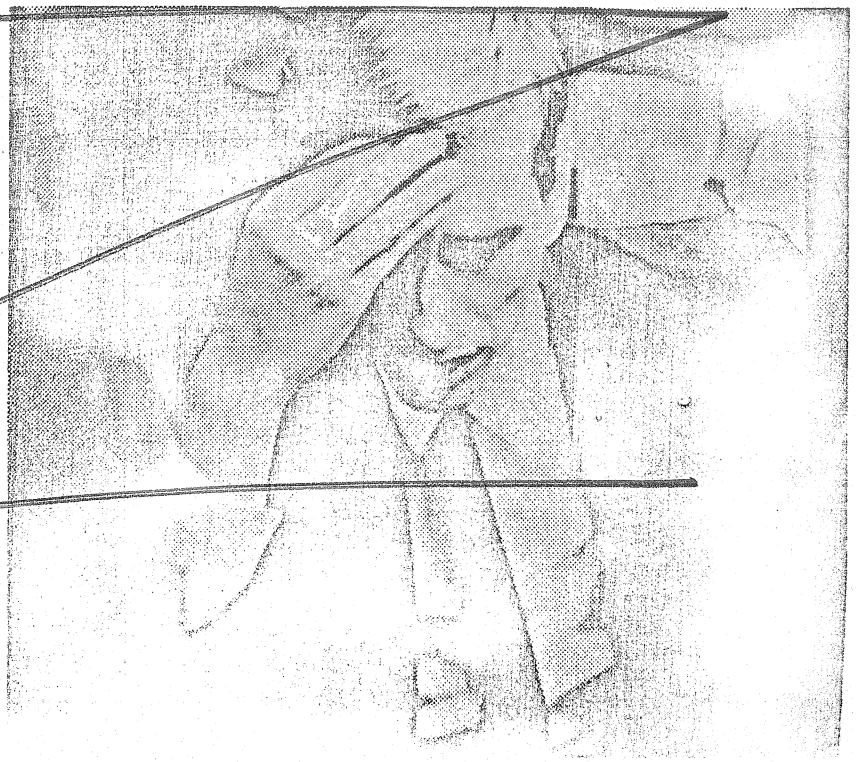
### The Wrong Approach

Expressing skepticism about those facts about drug effects that are known with scientific accuracy and those that are not, he said: "A lot of young people in my state are not going to use drugs if you tell them what the Establishment expects of them. If you tell them it's wrong, they'll get hurt or get into trouble, then that will be enough [to keep them off drugs]."

The psychologists and other "academic" types at the conference, however, argued almost to a man that a program based on misinformation may be worse than no drug education at all. Psychologist Ron Grognet, co-director of Washington, D.C.'s RAP, Inc., a private, community-based addict-rehabilitation program, said, "It's reinforcing the illness to treat drug abuse as an isolated problem, apart from the ills of the society, of which it's a symptom."

A few drug educators have been arguing for years that programs must do more than merely give students informa-

## Speaking of People



In Toronto, artist Max Epstein was unartistically hacking his paintings into little pieces with a hatchet. He said the paintings were worth only $100,000 anyway. Two years ago Mr. Epstein borrowed $46,000 from the Bank of Montreal to finance his usual artistic endeavors. He paid no attention to a court summons and a judgment the bank obtained against him ordering the loan repaid. When the bank repossessed his house and car and started making noises about latching onto his paintings, Mr. Epstein got to work. "They had some idea of peddling my paintings like a used car," he explained.

# Campaign

on on which to base a decision. They ıust also, say these educators, explore ıe problems between young people and ıeir elders, and what sociologist Diana lark said was "society's hangup with ome lugs and not with others. We re," she argued, "a drug-oriented so-iety."

Accordingly, these people were not ırprised by the findings presented at ıe conference by two Pennsylvania tate University psychologists, who eighed the impact of four information-entered drug-education programs on 100 8th graders, 11th graders, and col-ge students in University Park, Pa. Op-rating under contract with the U.S. Of-ce of Education, John Swisher and Rich-rd Warner, Jr., surveyed drug informa-on, attitude toward use, and drug hab-s among the students before the course egan and several weeks after it was ompleted.

### 'A More Liberal Attitude'

They reported that all four programs ıcreased knowledge and also were re-ponsible for the students' developing "a ıore liberal attitude" toward drug use. aradoxically, they found the course adn't altered the students' drug habits, ither among those who indulged in drugs : those who didn't.

In a similar study, conducted by the alifornia Department of Education (and, ıid the two psychologists, "almost the ıly other decent evaluation of drug edu-ation so far"), a similar program roug increased drug knowledge and a ıore tolerant attitude toward drugs. In of the 11 schools surveyed in that study, owever, drug use also increased.

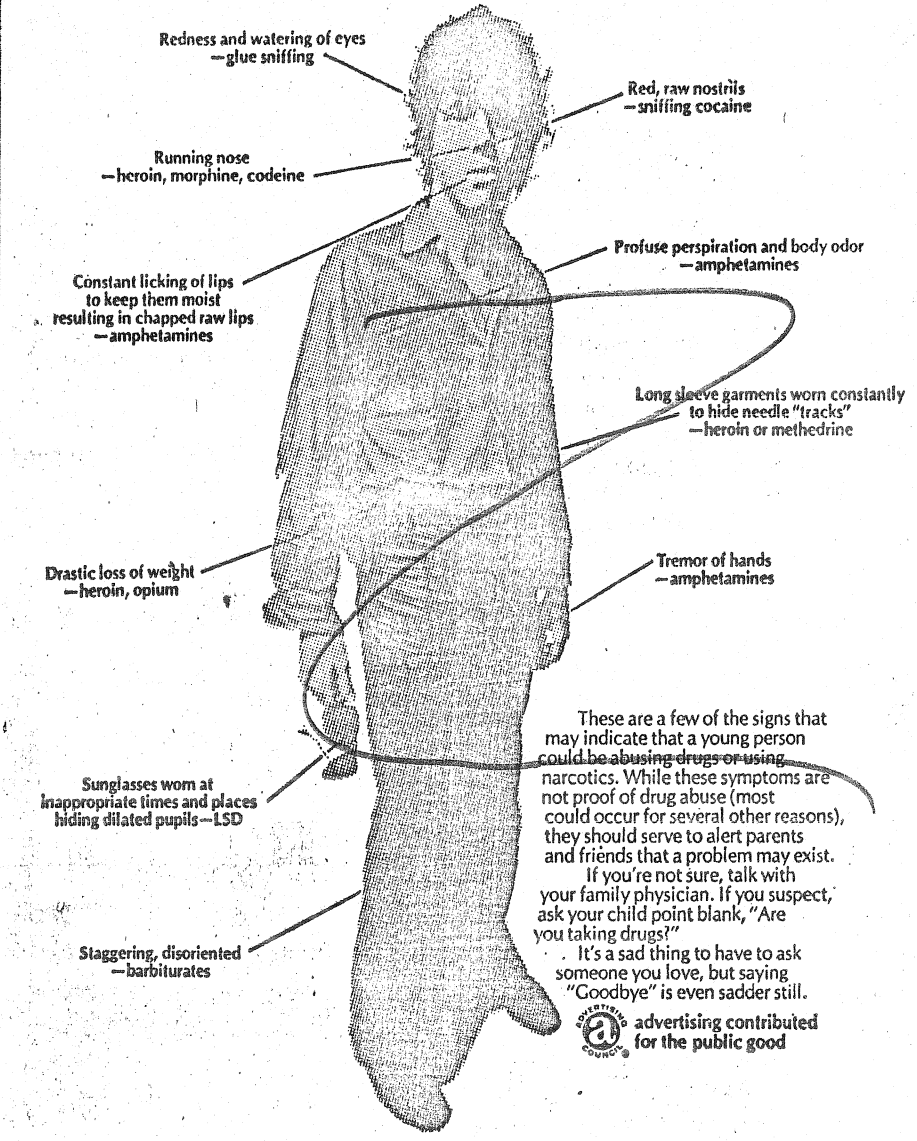
Explaining the findings, Dr. Warner ıid: "You're not going to stop kids from ıking drugs. If that's our goal we'd bet-r re-examine it. It's like a bottle of eer. They're going to want to try it, if 's available. All education can do is ıaybe make them examine their moti-ations, steer them away from bad drugs, t them know what the risks are, unless ou have a real alternative for them in rms of something to really absorb their ıergies."

### And Still She Smokes

Dr. Helen Nowlis of the University of ochester, a pioneer in the field of drug ducation since the early 1950s, says she o has come to the conclusion that "im-arting information on drugs does not in-uence behavior." During a break in the nference she stamped out a half-smoked garet, and added: "See, I'm an exam-e. I know what smoking can do to me. nd I smoke."

Dr. Nowlis argues that drug educa-on should be factual but it must be ıore than that. It must, she says, involve udents and the community. As the chair-an of the Office of Education's drug-buse visory committee, she recalls ith satisfaction the office's $5,500,000 rogram, which began last summer. Un-r it, 100,000 students, teachers, and ımmunity leaders have attended joint orkshops to learn the fundamentals of rug abuse, exchange views, and begin imilar drug-action groups in their com-unities.


# drug abuser




These are a few of the signs that may indicate that a young person could be abusing drugs or using narcotics. While these symptoms are not proof of drug abuse (most could occur for several other reasons), they should serve to alert parents and friends that a problem may exist.

If you're not sure, talk with your family physician. If you suspect, ask your child point blank, "Are you taking drugs?"

It's a sad thing to have to ask someone you love, but saying "Goodbye" is even sadder still.

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*DDT Bootleggers?*

# Their Corn in Peril, Desperate Iowa Farmers Turn to Outlawed Pesticide

By Gerald J. Szumski
FROM DES MOINES

Reports of DDT being smuggled into Iowa are under investigation by state agriculture officials as farmers in this corn state prepare for another surge of damage by the European corn borer. The infestation is the worst here in two decades.

DDT's Federal registration was canceled in March by the Food and Drug Administration for field corn, and popcorn that is to be shipped interstate. Iowa's Chemical Technology Review Board has prohibited DDT use [illegible]

the short-lived chemicals for the borer." He says Toxaphene lasts 7 to 10 days.

Other effective chemicals include products called Diazinon, Sevin, EPN, and Gardona, but Mr. Gunderson says all these "require two treatments for best results."

The DDT ban has shifted demand to these other chemicals, and shortages are developing. One of Iowa's largest chemical and fertilizer outlets, the Garst Co., at Coon Rapids, 70 miles northwest of Des Moines, is advising farmers to order pesticides and aerial-spraying service without delay.

ctors were also mentioned as elements a good drug-education program. Some ggested a physiological approach, build- g respect among youngsters for the man body and understanding of the ef- cts of all drugs on its functioning. hers favored turning drug education to discussions of larger issues—family lationships, community problems, ra- al ustice, or the war in Vietnam. nother tack, increasingly popular, is use drugs as an exercise to teach oung people the techniques of rational ecision-making, allowing them to weigh sks of each drug under study against its ossible benefits.

### Money in Drug Firms

While the theories of drug-abuse edu- ation are argued, some producers of rug materials are growing fat. It is es- mated that one new drug-education film produced each day of the year. "Most them are trash," says Peter Ham- ond, who notes that of more than 80 ovies screened by the council last year, of them were deemed scientifically un- ceptable. Among them were all the tries used by the military services, and everal still being loaned out to commu- ity groups by the Bureau of Narcotics nd Dangerous Drugs.

Most of those rejected were found to ontain erroneous or misleading informa- on about drugs, or to present rare inci- ents involving the use of drugs as if ey were typical. (For example, smok- g a marijuana cigaret and driving a ar off a cliff.) Some better materials re now appearing, however, says Mr. ammond, including some films for ounger children that deal not with drugs ut h resisting peer pressure and aki. up one's own mind about what's mportant.

### One Puff and Poof!

The problem, says one industry source, "public officials keep talking about the eed for material that will turn kids off rugs. So industry responds with mater- als that make it look like one puff on a oint and a kid's on his way to being a unkie. That's what they want to buy, ut the kids know it's a cop-out."

President Nixon's statement announc- ng the new Federal antidrug effort is a ood illustration. It said Federal educa- ion efforts will "show that addiction is ll too often a one-way street beginning with innocent experimentation and end- ng in death." Says a participant in last veek's conference, "That's the kind of tatement the National Council on Drug Education might label scientifically un- cceptable."

The scare approach to drug education ppears to be on its way out. As socio- ogist Diana Clark says, perhaps today's ids are simply too sophisticated for it. The question now is what kind of drug education will take its place.

by conservationists because of its persis- tence and supposed damage to wildlife— is showing up in Iowa and no one seems to know who is smuggling it in.

### A Disturbing Report

The best information so far is a report from the Chemical Technology Review Board that unlabeled containers of DDT were sold to many farmers in June when the season's first generation of hungry corn borers emerged.

Borers feed on leaves and tunnel through stalks and ears. Stalks break, ears drop off, and the yield suffers. The voracious borer can devastate a field quickly.

Corn borers are the caterpillar (larva) stage of a moth, and they come out twice each summer. The second brood is due out late in July, and the corn pickings are great if they're not killed off.

Iowa farmers have planted their third largest corn acreage in history, 12,482,000 acres, the U.S. Department of Agriculture reports. Nationally, farmers have planted more than 64,000,000 acres of corn to be harvested as grain, the most since 1960. Corn is the nation's No. 1 raw material for meat and milk production.

DDT isn't the only insecticide that kills the borer, but it is considered the most effective. And because it is persistent—one treatment lasts months—it is cheaper to use than shorter-liced chemicals good for a few days or a week.

"DDT is still one of the best controls of the borer," says Winton Etchen, an executive of the Iowa Fertilizer and Chemical Association. "The corn grower knows that, and he wants DDT."

### An Anonymous Tip

Mr. Etchen says, however, that dealers who are members of his association are obeying the DDT ban and "certainly don't condone" any smuggling.

Iowa Secretary of Agriculture L. B. Liddy reports his agents are checking tips on smuggling. Early in June he says, his office may have missed a chance to stop illicit DDT sales by ignoring an anonymous tip that unlabeled barrels of DDT from Arkansas were brought in for a large seed-corn company.

The state's farm extension entomologist, Harold Gunderson, says he has heard of DDT "coming from Arkansas and Nebraska and going from Iowa to Nebraska."

Mr. Gunderson says a farmer who buys DDT illegally not only takes a chance with the law, but also risks getting a phony product. He said reports indicate some "DDT" compounds are weaker than they should be, and some actually may be other substances.

In his periodic memos to farmers, Mr. Gunderson recommends switching to Toxaphene, "the longest lasting of Textor of the Garst Co., which was one of the Iowa hosts during the 1959 visit of former Soviet Premier Nikita Khrushchev.

A round of aerial and surface spraying is due to start about midweek when mother moths begin laying their eggs in southern Iowa. A week later the attack will shift to the northern part of the state, Mr. Gunderson says.

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# Dead Fish, Tourists Don't Mix, 'Red Tide' Toxin Persists

By Robert H. Cloaninger, Jr.
FROM SARASOTA, FLA.

A "red tide" that is killing fish and running off tourists along the southwest coast of Florida is six weeks old, and no relief was in sight at week's end. In fact, huge new fish kills appeared just as workmen thought the mess was over.

The tide, caused by a small organism that rapidly multiplies and then dies, has contaminated beaches from Naples to Tampa Bay—a stretch of about 140 miles.

Millions of dead fish have washed up on beaches and into bays, sounds, and coastal streams and rivers. The stench, especially from Tampa to Sarasota, has driven tourists from their fancy hotels and motels fronting the Gulf of Mexico.

Innkeepers aren't the only ones who hate the red tide. Commercial fishermen have been idle too, and wholesale fish houses say sales have plummeted. One dealer said he was having trouble selling shrimp imported from South America. He said people in the area "just don't trust seafood right now."

The organisms that form the red tide produce an acid when they die and decompose in the water. This acid, which is reddish, is highly toxic to fish.

The red tide began in the Sarasota Bay in early June and slowly spread north and south. Each high tide left a deposit of dead fish on some section of beaches. Because of the tremendous volume of decaying fish, swimming was banned on the beaches in many areas around Tampa.

Scientists have been studying the red tide phenomenon for at least 10 years, but hardly anyone is certain how it is caused. The organisms are always present in the Gulf. Favorable conditions for producing a red tide appear to be a calm sea and high temperatures.

The red tide isn't one, continuous stretch of reddish water but isolated patches that range up to 25 square miles in size. The best hope for breaking up these red splotches is that summer storms will blow up and stir the water.

Conference Seeks an Effective Antidr