

materials have not been generally available to the teaching profession in a usable form in the past.

Senator NELSON. Could you supply a copy of the Smith Kline & French literature for the committee?

Dr. GODDARD. Yes; I would be happy to do so.²

So we are beginning to develop these kinds of materials. We have worked, for example, with the college administrators in an educational program. I think we held seven regional seminars, attended by deans and the administrators of colleges and universities, and have provided them with factual information that can be passed on to their students.

Now, it has to be a very broad approach to the problem, on a very broad understanding developed on the part of our population about the drugs we are abusing. And this is a spectrum of drugs.

And we think this is absolutely essential if we are going to check the marked increase in drug abuse of all types that has occurred in the past two decades.

Senator NELSON. Does the program that you are working on with the National Education Association and the Office of Education have any specific legislative funding for this purpose?

Dr. GODDARD. No. We are doing this out of existing funds. This is part of our general mandate, to provide information to the public. And then, also, under our Bureau of Drug Abuse control program we do have education as one of the major components, you see—enforcement, education, research of the major components of our drug abuse program.

Senator NELSON. I know you believe that education on this subject matter is fundamental to any controlled program.

Dr. GODDARD. Yes, sir.

Senator NELSON. I do not know what you contemplate in that field, but it would seem to me that at a minimum, at a very minimum, there are two things necessary. One is the presence of a teacher in each and every institution—every grade school and high school—who really knows the subject matter, and will develop and teach a course in it. And then, secondly, attractive, readable, interesting literature must be made available to everybody.

Are you tackling these two problems?

Dr. GODDARD. Yes. In fact, the thrust of the program I have already mentioned is to help the teacher have a detailed understanding of the problem and the approaches to be used, give her specific lesson material to use with the youngsters.

Beyond that, we are also working with other professional groups. The retail pharmacies, for example, represent a resource that the schools and the community in general can draw upon to help explain problems of drug abuse and our drug abuse program has effective working relationships with one of the professional organizations to do just this. We think the physicians in communities represent a unique resource that could be called upon. I know there are several community programs of this nature already developed.

We also have produced films—a specific film, for example, called “The Mind Benders,” on LSD, hallucinogens. We think this is an outstanding film that helps young people understand the risk involved.

² Retained in committee files.