

21 U.S. Code § 1708 - National youth anti-drug media campaign

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Abstract— The office of National Drug Control Policy has started a campaign in the United States named as the National youth Anti-Drug Media Campaign. The goal of this campaign is to influence the news media and attitudes of the people about the issue of drug abuse. This campaign is also started by the domestic government with the goal of preventing and reducing drug abuse mostly found in the youth of the country. This media campaign is making associations with public and private sector organizations for the drug free America.

1 INTRODUCTION

The National Narcotics Leadership Act of 1988 established ONDCP, which later started the campaign for drug abuse for young people of USA. It was considered that Federal government has made a strong efforts for the prevention of the drug in the country. The investment of almost seven million dollars has been made for evaluating the effectiveness of the campaign. The results concluded that the campaign is working effectively and efficiently for controlling the drug abuse in the youngsters and is successfully changing their intentions and attitudes to use drugs.

General Definition

The director is supposed to conduct this campaign with the intention of preventing and reducing use of drug among the young people in the America. It is also aimed to increase the level of awareness for drug abuse among the young people and the adults. Also it is aimed to create awareness among the parents about the drug abuse in youth and motivate them to make discussions with their children on such issues(R. Hornik & Yanovitzky, 2003)..

2 Effects on Youth

The August 2001 was the time period when the congressional committee presented its opinion about the prevention of youth from the drug and considers as a most visible symbol for the federal for the federal government and its officials. To measure the performance of the campaign that started to prevent the national youth from the anti-drug media campaign. The facts of the federal government clearly stated that “we believe there is a strong body of evidence that indicates

the campaign is working according to the specified plan, only to change the drug attitude, intension and use”(R. C. Hornik, 2002).

There are cognitive as well as behavioral impacts impose by the national youth anti-drug media campaign toward the youth that aged between the 12.5 to 18 years. Most of the analyses show there is no effects of the campaign toward the youth but leads to more ad exposure that predicted the less attention to avoid the use of marijuana. And the June 2004 report reveals that the national youth anti-drug media campaign is unlikely to have the favorable effects toward the youth as well as leads to delay the unfavorable effects. At the end we reveals that the evaluation challenges consider usefulness through the support of the campaign.

The basic purpose to file the National youth anti-drug media campaign is to prevent the drug abuse among the teenagers of 9 to 18 years in the United States. The awareness campaign also convey message toward the adult that leads to direct impacts of drug abuse toward the teenagers of the United States. The National youth anti-drug media campaign encourages the adults to discuss with the young people and tell them the negative effects of the marijuana use.

3 Personal opinion

21 U.S. Code § 1708 - National youth anti-drug media campaign should be included the activity of the demand reduction in which includes: education about the drug abuse, prevention about the drug abuse, treatment about the drug abuse, rehabilitation center for the drug abuse, and program for drug free workplace. To decriminalize the marijuana at a state and federal level while leaving the power of

the state for regulating the use of the marijuana (Longshore, Ghosh-Dastidar, & Ellickson, 2006).

The above suggestions helpful for generating the accurate results as the Federal government accept from the citizens of the United States. The increase in the amount of punishment as well as penalty lead to discourage the attitude of the young from the usage of the marijuana. The anti-drug campaign must include therapy sessions in which drug addicted young are invited to discourage the teenager about the use of the marijuana. There is another needs of the awareness sessions that are conducted at a school, university level to divert the attention of the young from the habit of the anti-drug activities (R. Hornik, Jacobsohn, Orwin, Piesse, & Kalton, 2008).

Amendment

The one of the goal of the National Youth anti-drug campaign is to educate and enable the youth about the effects of the marijuana use. One of another major objective of this campaign is to pursue the vigorous advertisement as well as other communication programs that designed to spread out the awareness about the negative use of the marijuana. I suggested to include the campaign to control the suppliers of the marijuana that continuously performing the activities to more addict more youth toward the addiction of the marijuana. Only starting the awareness campaign to prevent the youth from the negative use of the marijuana.

The National youth anti-drug campaign leads to purchase the media space and time and strategic planning and budget. The creative and talent cost are directly influence the budget of the United States that is collected to meet the needs of the citizen of the United States. This reason that ways at the time of allocating the budget in such types of campaign, the federal officials must keep in mind the welfare of the citizen of the United States (Chaudhry & Walsh, 1996).

We suggest to include the policy about the suppliers of the marijuana instead of spending huge budget to start the awareness campaign for the citizen of the United States. To reduce the percentage of the drug adductors, the federal government impose duties of the adults to talk about the negative impacts of marijuana through the awareness support of the awareness campaigns

4 CONCLUSION

The means of communication play a role of breach between the young and government. This is reason due to which the Federal government conduct activities in the social media only to gain the maximum participation of the young. There are number of channels are available to aware the government from the usage of the marijuana. While evaluating the different approaches of the communication means the government should select those mediums that have quality to convey the message within the large number of public but within the limited time period.

At the end we conclude that every law needs improve with the passage of time because there are vast changing display that leads to demand the need of change. The conduct of survey considers one of the option to collect the opinion of the young about the usage of the marijuana and its negatives and positive effects. No one thing is useless in the world that ways the government should impose the restriction on the trading of the marijuana within the United States

5 REFERENCE

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