



Why only the possibility  
of a health ed'n film - I  
should have thought  
it one of the  
most important  
things.

DEPARTMENT OF HEALTH AND SOCIAL SECURITY  
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From the Parliamentary Under Secretary of State for Health

David Barclay Esq  
Private Secretary  
10 Downing Street  
Whitehall  
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Prime Minister (4)

To be aware.

DHB  
18/2  
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Dear David,

PREVENTION OF DRUG MISUSE

As it is likely to attract substantial publicity in the next few weeks, you may find it useful to have a notice on preventive activities on which DHSS is taking the lead under the auspices of the Ministerial Group on the Misuse of Drugs (MGMD). John Patten is the Minister in the lead on drugs issues in this Department.

As you will know, MGMD was established in July last year and meets more or less monthly with Mr David Mellor MP as Chairman. Mr Patten regularly attends with junior Ministers from DES and SHHD and officials from the Welsh and Northern Ireland Offices.

In his speech to Party Conference last October, the Minister for Health, Mr Kenneth Clarke MP announced that this Department would be mounting a campaign of information and education directed at young people and parents. On 27 February at a press launch in Admiralty House, likely to be attended by the Home Secretary and the Secretaries of State for Education and Science and for Scotland, our Secretary of State will announce the first fruits of that campaign in England and Wales -

i. Leaflets for parents

DHSS has produced 3 leaflets for parents: a short one for all parents; a rather longer one for those who may be anxious their children are taking drugs; and a factual leaflet for those who need more detailed information.

ii. TV fillers

Two TV 'filler' films have been produced and will be given their first public airing at the 27 February launch.

iii. Information and education campaign

The campaign proper will start in mid-March with newspaper advertisements to publicise the availability of the leaflets and to alert professions. This



will be preliminary to the launch in the second half of April of the campaign targetted at young people. In order to be effective in a very sensitive area the campaign has had to be very carefully researched at each stage. The Yellowhammer Co Ltd are handling the campaign for the Department on the basis of qualitative research by Andrew Irving Associates at the end of last year and further research and evaluation this year.

iv. Related DHSS initiatives

Other DHSS initiatives which may also receive a mention at the 27 February launch - though not directly related to the information campaign - are the production of a video training package for professionals (along the lines of the Department's award winning solvent misuse film, "Illusions") and the possibility of a health education film for young people for exhibition in venues such as schools and youth clubs.

Treatment and Rehabilitation

The notes above have concentrated on DHSS led preventive activities but Mr Patten is continuing to encourage improvements in treatment and rehabilitation by for example -

- vigorously following up with health authorities our request for all districts to plan appropriate services based on a realistic survey the scale of the problem in their areas.
- continuing the £10 million "pump priming" programme for services
- issuing guidance on treatment which has been sent to all doctors in the country by the Chief Medical Officer.

In summary then, our immediate timetable looks like this:

<u>27 February:</u>	press launch
<u>mid-March:</u>	newspaper advertisements to publicise the Department's leaflets for parents and to alert professionals to the forthcoming campaign for young people
<u>end of April:</u>	start of DHSS education and information campaign for young people.

I hope you will find this information useful. If you require anything further please do not hesitate to get in touch.

Yours ever  
Jane

JANE MCKESSACK  
Private Secretary





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10 DOWNING STREET

*From the Private Secretary*

22 February 1985

**PREVENTION OF DRUG MISUSE**

Thank you for your letter of 18 February, which the Prime Minister saw on her return from Washington.

The Prime Minister has taken note of the arrangements you are making for a campaign of information and education about drug abuse. She is generally content with these, although she was surprised to see that a health education film for young people is described as only a "possibility". She would have thought that such a film would be one of the main ingredients of a preventive campaign.

(David Barclay)

Ms. Jane McKessack,  
Department of Health & Social Security.