

**Appendix 3: Examples of Educational Interventions on Inhalants and Ecstasy**

**Perception of risk and social disapproval are the two attitudes that have the greatest impact on drug use.** (Monitoring the Future.) Analysis of Monitoring the Future survey results for inhalants and Ecstasy support this statement.

Examples of successful educational interventions that targeted these attitudes follow. The inhalants campaign focused on “advertising” the risks of inhalant use, largely to parents. The Ecstasy campaign targeted teens with messages highlighting risks and countering alleged perceived benefits of abuse. Both examples are provided by the Partnership for a Drug-Free America (the Partnership).

*Inhalant Campaign (1995)*

The Partnership for a Drug-Free America’s anti-inhalants media campaign, introduced in 1995, reversed a sustained increase in inhalant use, and led to consistent year-to-year reductions in use between 1995 and 2001. At the time, the Partnership’s were the only anti-inhalant messages on air.

Inhalant abuse (or “huffing” household products such as paint thinner, gasoline, or aerosol propellant to get high) is a behavior that skews young, peaking generally in 8<sup>th</sup> grade and declining thereafter.

Campaign messaging, which was almost entirely targeted to parents, emphasized the potentially fatal consequences of even one use of inhalants. The Partnership estimates that roughly one-fourth of its media rotation was dedicated to inhalants over the 1995-2001 period.

**Appendix 3, Table 1. Monitoring the Future**

	Annual Use of Inhalants (%)										
	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
8 <sup>th</sup> Graders	9.0	9.5	11.0	11.7	12.8	12.2	11.8	11.1	10.3	9.4	9.1
10 <sup>th</sup> Graders	7.1	7.5	8.4	9.1	9.6	9.5	8.7	8.0	7.2	7.3	6.6
12 <sup>th</sup> Graders	6.6	6.2	7.0	7.7	8.0	7.6	6.7	6.2	5.6	5.9	4.5

▲  
 Campaign began

About the Partnership’s inhalants campaign, Dr. Lloyd Johnston, principal investigator for the University of Michigan’s annual Monitoring the Future survey of high school drug use, said, “The turnaround in inhalant use and beliefs about its harmfulness corresponds exactly with the start of the Partnership for a Drug-Free America’s anti-

inhalant ad campaign... We are inclined to credit much of the improvement in inhalant use to that intervention.”

*Ecstasy Campaign (2001)*

When 12<sup>th</sup> graders’ use of the club drug Ecstasy increased significantly in 2000 and again in 2001, the Partnership introduced its anti-Ecstasy campaign, leading to a reversal of the increase and a dramatic downturn in teen consumption of Ecstasy. Again, Partnership messages were the only anti-Ecstasy warnings carried in the media.

**Appendix 3, Table 2. Monitoring the Future**

	Annual Use of Ecstasy (%)									
	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
8 <sup>th</sup> Graders	2.3	2.3	1.8	1.7	3.1	3.5	2.9	2.1	1.7	1.7
10 <sup>th</sup> Graders	4.6	3.9	3.3	4.4	5.4	6.2	4.9	3.0	2.4	2.6
12 <sup>th</sup> Graders	4.6	4.0	3.6	5.6	8.2	9.2	7.4	4.5	4.0	3.0

▲  
 Campaign began

The campaign’s message strategy focused on the possible negative consequences of Ecstasy use (up to and including death), and contrasted these with the widespread perception of Ecstasy as a benign (indeed, life enhancing) drug. Messages targeted both older teens and parents, and were accompanied by an extensive public relations initiative as well as brochures and other collateral material. Between 2001 and 2005, the Partnership estimates that approximately \$150 million in *pro bono* media support was placed behind Ecstasy messaging.