

Drug abuse council for youth too slick

By BRIAN JOHNSON
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To listen to Nicholas Leluk, you'd think he was a born used-car salesman.

As executive secretary of the Council on Drug Abuse, he gets defensive when the public and press find bugs in what he's selling.

Critics charge the council is a front for drug companies and is becoming the laughing stock of the youth it's trying to reach through a barrage of poster, TV, and radio campaigns that ask "Do you know what you're doing?"

Pointing at a recent Time magazine article that criticized CODA, Leluk rasped: "It's a goddam smear campaign. But I don't give a shit if they call me a square and a member of the Establishment."

Leluk doesn't pretend to be hip. He's a 35-year-old pharmacist who joined CODA after spending 11 years working with Charlie Hammond, chief of the Narcotic Control Division of the federal government.

Unlike the new community relations policemen — dubbed Metro's Mod Squad — he doesn't wear any camouflage. He prefers natty business suits.

But then Leluk spends more time talking to businessmen, politicians, and parents than to young people. One of his major tasks is to find \$1,500,000 for CODA's ambitious campaign.

CODA's job is to provide public information on drugs, Leluk says. "We don't do any moralizing. It's just straight facts."

Yet, CODA's drive has veered away from pure facts into sloganeering and scare campaigns.

Its stark black-and-white posters are slick Madison Ave. morality tales with an explicit message: "Clean up mind pollution," "Sniff, smoke, pop, shoot, die," "You can hide drugs from everyone but yourself," and "Drugs are for the sick."

Leluk is quite proud of the posters, which were designed by Vickers and Benson, a large advertising agency that has done over \$20,000 worth of work for nothing.

The posters are intended to attract young people and parents into drug stores, where the council has set up racks of pamphlets containing information on drugs.

"If we turn off one kid through his own decision," Leluk says, "we think we're doing something."

Turning off kids

But the campaign may be turning off more kids from CODA than from drugs. When 200 young people previewed the promotional material last July, they said it was too slick to relate to youth. However, the

campaign has been a big hit with parents.

CODA's approach to the drug problem is often insulting to those who consider themselves "users" rather than "abusers" in their families:

"... Loss of interest in school or social relationships... development of furtive habits... wearing of sunglasses at inappropriate times to hide dilated or constricted pupils... long-sleeved shirts worn constantly to hide needle marks on the arms."

Although youth have charged CODA is out of touch, the business community doesn't seem to mind.

In fact, Leluk is relying on that sector to provide 1,000,000 for CODA's budget.

The largest donation so far — \$25,000 — has come from Koffler Stores Ltd., a drug manufacturer.

Murray B. Koffler, the firm's president, was CODA's principal founder in 1968 and is now chairman of the council's board of directors.

"But we're not a front for the drug industry at all," Leluk insists.

Seed capital

The drug industry provided the seed capital for CODA, which is now looking to a broader base of business for funds.

Seven of CODA's 15 directors are from drug companies.

CODA's board of directors also includes: Frederick Eaton, president of Eaton's of Canada; E.G. Burton, vice-president of Robert Simpson Co.; John F. Bassett, vice-president of The Toronto Telegram; J. Dean Muncaster, president of Canadian Tire Corp.; Michael Harrison, vice-president of Southam Press Ltd.; and Leon Weinstein, former president of Loblaw Groceries Ltd.

"Drugs are becoming a very big problem in companies," Leluk says.

CODA sends a special booklet to businesses, from which it hopes to raise money. It's entitled, "Take a look at what the competition is turning out."

The booklet says drug abuse is "an emergency situation."

"We have tough competition to beat and we can only do it if we all work together," it urges businessmen.

The council is also looking to the federal and provincial governments for \$300,000. He's optimistic he says, since he already received verbal promises of money from Prime Minister Pierre Trudeau and federal Health and Welfare Minister John Munro.

"Historically government has always been able to work well with the private sector," Leluk says, "and we are the private sector. We are a unique organization. Even the Americans have told us this."



Nicholas Leluk, executive secretary of the council on Drug Abuse, with his pamphlets.

Psych Services seen as irrelevant

By KAREN HOOD

Psychological services — what a forboding name that is.

When I first heard of its existence back in first year, I couldn't imagine what it was. If you look up psychological in the dictionary it says: "mental processes and feelings." It follows from here that this department must service your "mental processes and feelings."

But that sounds horrible. So mechanical. All kinds of visual pictures spring up. Men in white uniforms. Electrodes. Rats.

Anyway, it's pretty difficult to figure out just what psych services is and once you have figured out what it is, it's just as difficult to figure out why they are here.

Granted, some of the people in psych services like Peter Waxer and Bill Whitehouse are good — they are really trying to do something with it. However, too many of them are too busy justifying the existence of the department to make it a relevant thing.

Rap about suicide

About a year and a half ago, I had a talk with Sandra Pyke of psych services. One of the things that we talked about was suicide.

I wanted to know whether they had any way to handle crisis calls of that sort and whether there were very many of them. She said that as far as they knew, there had not been any suicides. I thought that that was pretty good.

Well, after that, I kept hearing about people who had committed or had tried to commit suicide. Although I could never find out whether these things really happened, it left a rather disquieting feeling about Pyke's words.

I asked other kids about this and they said the fact that psych services didn't know about any attempted suicides just epitomized how much they knew about what was really happening on campus. But then, psych services is only open from 9 a.m. to 5 p.m. during the week and not much happens during those times except classes.

A new idea

This was a very discouraging experience. If you were around last year, you probably heard of Road — the student-run drug centre and the Birth Control Centre. Some of the people who worked in these centres and some people from the Alcohol and Drug Addiction Research Foundation met a few times over the summer to think of new ways to handle these things.

We came up with the idea of having just one centre where people could come for birth control counselling or information, for sex education, drug analysis, drug information, drug crisis situations, pregnancy tests, abortion referral or for a talk if you just wanted to rap. We wanted to get a modern library together on birth control, drugs and sex. We wanted to compile information about the services on and off campus for referral if we come up with things we couldn't handle. We had lots of good ideas and lots of good people to work with.

We needed money. We also wanted ideas. I asked John Becker, the assistant vice-president in charge of student services, if we could meet with some people from health services, psych services and the administration. Niven Thompson from health services, Becker, Dr. Pyke from psych services, and three of us met late one afternoon. Archie, a really good person from the Addiction Research Foundation came along to help us out.

We had a paper drawn up with all the details of the centre and its financial needs. Becker seemed to think that our plans were pretty good. Dr. Thompson was really enthusiastic — kept coming up with suggestions and said he would help us in any way he could.

Been done before

Becker asked Miss Pyke what she thought of it all. She started with the birth control part.

"Psych services had done all this before. Duplication of effort. Psych services plays an active role in conception control."

I was surprised. I had never heard of psych services doing this sort of thing before. I asked why this service was never mentioned in their pamphlets.

"Personal counselling! This was all part of their personal counselling program." Oh?

I asked her whether she thought people who wanted birth control information would think of going in to psych services for personal counselling.

Her reply? I only remember that it didn't answer my question.

Before I go on with this, I want to make it clear that we had no intention of cutting up psych services. All we wanted was to exchange ideas and receive some help.

She moved on to talk about crisis situations. "Psych services had this well in hand. Emergency numbers were given to the switchboard and printed in Excalibur."

I asked her whether she knew the switchboard closed at

10 p.m. and whether she thought people freaking out would have their newspapers handy.

Her reply — I don't remember. It all sounded the same. Then she launched into the drug situation.

"Although there was nothing last year, there is going to be a program this year." Our centre? "Duplication."

Duplication good

Bill Whitehouse who was quite involved in the psych services drug program spoke. He said essentially the services would be different and that any duplication that existed would be a good thing. He thought our idea was good and that the programs would compliment one another very nicely. Again, I don't remember her reply but she didn't look too happy.

Dr. Pyke left the meeting. After all, it was past five o'clock. I really didn't mind — she had not once offered an encouraging word or a suggestion.

The rest of us stayed for quite a while. As it turned out, the others at the meeting were going to try to scrounge up some money and come up with some more ideas. In terms of the future existence of our plan, things were looking O.K. In terms of psych services, things were looking rather depressing.

Doesn't service feelings

All of this has caused me to do a lot of thinking about psych services. Their general approach seems best epitomized by their desensitization programs. "Do exams bug you? Well, come right in and we'll help you to train your head and body so they won't bother you anymore."

Psych services doesn't service your mental processes and feelings. It services a production-oriented society. Our society wants people who won't get too bothered about ugly things like pollution or poverty. People who will help show a profit on the companies books. The training for this role begins in the school system. Psych services wants to help get you through it all. They want you to "fit in," even if they have to chop your beliefs up so you can fit into a slot. If you think exams are dehumanizing and anti-intellectual, don't blame it on the system. Blame it on yourself. You haven't adjusted properly.

Unless psych services begins to question the things in our society that are causing people to get screwed up and tries to change them for the betterment of the people in our society or university, it will never be more than the irrelevant department that it is now.