

---

# **CONTENTS**

---

<b>FOREWORD</b>	<b>ix</b>
Mathea Falco	
<b>PREFACE</b>	<b>xiii</b>
Robert H. Coombs and Douglas M. Ziedonis	
 <b>PART ONE</b>	
<b>INTRODUCTION</b>	<b>1</b>
<b>CHAPTER 1</b>	<b>PREVENTION: THE (LAUDED) ORPHAN OF DRUG POLICY 3</b>
John G. Haaga & Peter H. Reuter	
<b>CHAPTER 2</b>	<b>PRINCIPLES OF PREVENTION 19</b>
Gilbert J. Botvin	
 <b>PART TWO</b>	
<b>SYSTEMS-ORIENTED PREVENTION STRATEGIES AND PROGRAMS 45</b>	
<b>CHAPTER 3</b>	<b>LAW ENFORCEMENT AND REGULATORY AGENCIES 47</b>
Roger L. Conner & Patrick Burns	
<b>CHAPTER 4</b>	<b>LOCAL GOVERNMENT AND COMMUNITY ORGANIZATION 69</b>
Mary Ann Pentz	
<b>CHAPTER 5</b>	<b>SCHOOLS 73</b>
Phyllis L. Ellickson	
<b>CHAPTER 6</b>	<b>HEALTH CARE PROVIDERS 121</b>
J. Thomas Ungerleider, Naomi J. Siegel & Bernard B. Virshup	
<b>CHAPTER 7</b>	<b>EMPLOYERS 139</b>
Paul M. Roman & Terry C. Blum	
<b>CHAPTER 8</b>	<b>RELIGIOUS ORGANIZATIONS 159</b>
Stephen J. Bahr & Ricky D. Hawks	

<b>CHAPTER 9</b>	<b>VOLUNTARY ORGANIZATIONS</b>	<b>181</b>
	Sue Rusche	
<b>CHAPTER 10</b>	<b>SPORTS ORGANIZATIONS</b>	<b>197</b>
	Gary I. Wadler & Eric D. Zemper	
<b>CHAPTER 11</b>	<b>ADVERTISING INDUSTRY</b>	<b>217</b>
	Roger G. Pisani	
<b>CHAPTER 12</b>	<b>MASS MEDIA</b>	<b>249</b>
	Thomas E. Backer	

**PART THREE**  
**CLIENT-ORIENTED PREVENTION STRATEGIES**  
**AND PROGRAMS** **265**

<b>CHAPTER 13</b>	<b>COLLEGE STUDENTS</b>	<b>267</b>
	Lewis D. Eigen	
<b>CHAPTER 14</b>	<b>HELPING PROFESSIONALS</b>	<b>299</b>
	Robert H. Coombs & Bernard B. Virshup	
<b>CHAPTER 15</b>	<b>CHILDREN AND ADOLESCENTS</b>	<b>321</b>
	Christoph M. Heinicke & Shirah Vollmer	
<b>CHAPTER 16</b>	<b>PREGNANT WOMEN AND THEIR NEWBORNS</b>	<b>337</b>
	Judy Howard	
<b>CHAPTER 17</b>	<b>OFFSPRING OF ALCOHOLICS AND OTHER ADDICTS</b>	<b>361</b>
	Timmen Lee Cermak & Walter Beckman	
<b>CHAPTER 18</b>	<b>ETHNIC MINORITIES</b>	<b>379</b>
	Joseph E. Trimble	
<b>CHAPTER 19</b>	<b>INNER-CITY YOUTH</b>	<b>411</b>
	Amado M. Padilla, David Duran, & Wade W. Nobles	
<b>CHAPTER 20</b>	<b>THE ELDERLY</b>	<b>429</b>
	Meyer D. Glantz & Zili Sloboda	
<b>CHAPTER 21</b>	<b>PSYCHIATRIC PATIENTS</b>	<b>445</b>
	Douglas M. Ziedonis	

**PART FOUR**  
**CONTROVERSIAL PREVENTION ISSUES 471**

**CHAPTER 22 DRUG TESTING 473**  
Deborah L. Ackerman

**CHAPTER 23 USER ACCOUNTABILITY 491**  
John R. Hepburn

**CHAPTER 24 LEGALIZING/DECRIMINALIZING  
DRUG USE 509**  
Richard S. Sandor

**EPILOGUE 527**  
Herbert D. Kleber