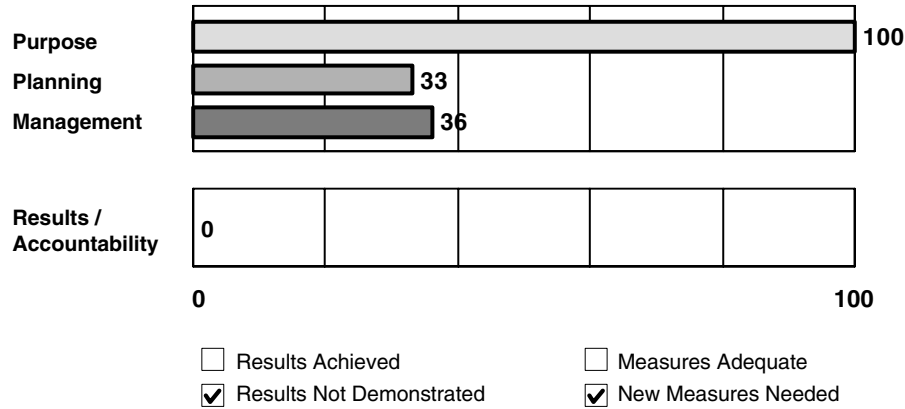


**Program:** Youth Anti-Drug Media Campaign

**Agency:** Office of National Drug Control Policy

**Bureau:**



**Key Performance Measures**

**Year Target Actual**

	Year	Target	Actual
Long-term Measure: Measures under development			
Annual Measure: Measures under development			

**Rating:** Results Not Demonstrated

**Program Type:** Capital Assets

**Program Summary:**

The National Youth Anti-Drug Media Campaign uses paid media messages (print and broadcast) to reduce drug abuse among the young..

The assessment found:

1. The overall purpose of the Campaign is clear and that it addresses a problem in a significant and unique fashion.
2. Although the most recent semi-annual report on the effects of the Campaign found that most youth and parents surveyed recalled seeing or hearing Campaign ads every week and the ads appear to be having a positive effect on parents, there is no evidence of direct effect on youth behavior.
3. Until recently, the Campaign has suffered from inadequate attention to performance planning and management. Program managers had neither established measurable, long term goals nor clear time frames for achieving the broadly-stated outcomes. Annual goals were typically output or process goals and were frequently changed without being used to assess the program's performance. For example, one measure was to ensure that sufficient advertisements were aired to reach 90 percent of the target audience with four anti-drug ads per week. The Office of National Drug Control Policy is devoting considerable attention to correcting these problems.

Recommended actions include:

1. Continued emphasis on developing acceptable performance measures and goals;
2. Allowing sufficient time for the effects of recent ONDCP actions to be realized before pursuing major changes to the program;
3. Seeking no funding increases for the program; and
4. Making 2005 funding contingent upon improved results.

**Program Funding Level (in millions of dollars)**

<u>2002 Actual</u>	<u>2003 Estimate</u>	<u>2004 Estimate</u>
180	180	170