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Subject: Why I'm in Roanoke Today

Why I'm in Roanoke Today

Friend -

Today, we will unveil the latest update to President Obama's plan for reducing drug use and its consequences, the [2014 National Drug Control Strategy](#). This strategy, which continues to be shaped by the input of people across the country like you, rejects the notion that we can arrest and incarcerate our way out of the nation's drug problem. Instead, it builds on decades of research demonstrating that while law enforcement should always remain a vital piece to protecting public safety, addiction is a brain disorder—one that can be prevented and treated, and from which people recover.

We're releasing our plan in Roanoke, Virginia, a city – like so many other communities across America – that has been hit hard by heroin and prescription painkiller abuse. This is a community that serves as a powerful illustration of how we are not powerless against this challenge. Every day in Roanoke, public safety officials are working together - hand in hand - with public health experts to support innovative programs that are saving lives and making Roanoke stronger. From groundbreaking community policing reforms revitalizing neighborhoods while breaking the cycle of drug use and incarceration, to specialized drug treatment programs for pregnant women and mothers suffering from opioid addiction, in so many ways, Roanoke is a microcosm of the Strategy we are releasing today.

What's happening in Roanoke – nicknamed the “Star City of the South” - is vivid proof that the evidence based drug policy reforms outlined in President Obama's 2014 National Drug Control Strategy can make a real difference in making our communities healthier and safer. This is what drug policy reform in the 21st century looks like.

We are having a **call today at 3:15pm EST** to discuss the 2014 National Drug Control Strategy. **You can join us** by calling 1-855-845-4321 or 1-617-668-3700 and entering Event ID: 600307.

Visit this [link](#) to learn more about what's in the 2014 National Drug Control Strategy and sign up for email updates from my office.

Michael Botticelli

Acting Director, National Drug Control Policy

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