

***Target America* Frequently Asked Questions About the Exhibit**

What is the exhibit?

Target America: Opening Eyes to the Damage Drugs Cause

What are the exhibit dates and location? March 2010 through November 2010.

What is this exhibit about?

A historic and contemporary overview of the costs and consequences of illegal drugs and drug abuse on society.

What is in the exhibit?

Artifacts, photographs, videos and interactive kiosks that provide a learning environment to explore the global and local issues surrounding the costs and consequences of drugs on society. More than 500 images and over 150 objects help tell the stories that make up this exhibit. A section has been added with content specific to Louisiana.

Why this exhibit?

The traveling exhibit began in 2002 as an opportunity to explore and educate the public about the connections between drug trafficking and terrorism in the months following September 11, 2001. Expanded in 2004, the exhibit provides a place for students, teachers and parents to explore physical displays on these issues and start conversations about what each person can do to address the drug problem. Americans need to know how drugs threaten families, communities, and society as a whole and what they can do to be part of the solution.

What are the messages of the exhibit?

1. Drug abuse and addiction harms individuals, society and the environment in many ways.
2. Science knowledge and innovation play important roles in understanding and breaking the cycle of drug abuse and addiction.
3. Drug prevention, treatment and enforcement are all needed to stop drug abuse and addiction.

What are your goals for this exhibit?

- To educate exhibit visitors about the costs and consequences of drug trafficking and drug abuse on every American regardless of whether they are involved directly or not.
- To give visitors a greater appreciation for the “big picture” on the drug issue and to give visitors opportunities to relate to the big picture on a personal level, be it the impact on their own bodies, their family, their community, or the greater world in which they live.
- That there is something that everyone can do to make a difference in this struggle – by getting involved in their families, their workplace and their communities. By saying no to drugs they lessen the costs of drugs on society.

How much did it cost?

Target America was developed over a 3-year period between 2002 and 2004. The total DEA cost of the project is approximately \$1 million.

Who helped develop this exhibit?

Target America: Opening Eyes to the Damage Drugs Cause is the result of collaboration between a number of federal government agencies including: The Center for Substance Abuse Prevention, The National Guard, The Office of National Drug Control Policy, The National Institute on Drug Abuse, and the Drug Enforcement Administration.

What is the DEA Museum?

An institution founded by the Drug Enforcement Administration in 1999 whose mission is to educate the American public about the history of drugs, drug abuse and drug law enforcement in the United States.

What is the DEA Educational Foundation?

A 501(c)3 not-for-profit/non-profit foundation launched in 2001 to support the educational work of the DEA Museum through fundraising, advocacy and outreach. The all-volunteer Board of Directors is comprised of a mix of corporate executives, former government leaders, scientists, and philanthropists who are committed to helping America learn about the history of drug abuse and DEA.

Where else is it scheduled to go?

Future cities that will host this exhibit tentatively include: Philadelphia, Boston and Miami. Exact tour locations and dates are still being finalized.

Where else has the exhibit been?

September 11, 2002 - August 30, 2003: DEA Museum, Arlington, VA	April 2, 2005 - October 2, 2005: New Detroit Science Center, Detroit, MI
September 11, 2003 - March 23, 2004: Museum of Nature & Science, Dallas, Texas	August 11, 2006 - December 3, 2006: Museum of Science and Industry, Chicago, IL
April 10, 2004 - August 22, 2004: Air and Space Museum, Omaha, NE	December 15, 2006 – Present: Navy Pier, Chicago, IL
Sept. 10, 2004 - March 19, 2005: One Times Square, New York, NY	October 2, 2008 – May 3, 2009 California Science Center, Los Angeles, CA

Why a traveling exhibit?

Not all Americans come to visit Washington, D.C. and not all visitors to Washington are able to come to the DEA Museum. Traveling this exhibit around the country will allow more people to explore the exhibit and its many opportunities for learning.

How can I find out more?

By visiting: www.targetamerica.org

By contacting the DEA Office of Public Affairs at (202) 307-7977.