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OPINION

HIS



Crack Mothers II: No One Can Help You Unless You Want to Help Yourself

The "Hers" side of the His/Hers Opinion Page has been temporarily suspended while the Observer seeks a new writer

Letter from Nike Prez to Employees

Here is a letter from Philip Knight and Richard Donahue to Nike employees, that was sent out recently to employees. Let's hope they pull through with some of these promises, and that the letter wasn't just sent for the benefit of the press' eyes.

"THE NIKE COMMITMENT"
Each year for the past four years, every manager has received a memorandum from us outlining our affirmative action programs and reminding them of our corporate commitment to cultural diversity.

For the first two years (1987, 1988), we made slow but steady progress toward our goals. Slow because we were laying off employees during that time, not hiring. Steady because we know that our employees share the goal of sustaining Nike's open, diverse and untraditional environment.

In the past two years, we have been in ascendancy and our progress towards our affirmative action goals has been significant. We are hiring aggressively now and it has given us the opportunity to act on many of our plans.

Since January of this year, Nike has hired more than 1,039 new employees. Twenty-one percent of those have been minorities. Keep up the good work. In total, our domestic workforce if 14.4 percent minority. In Portland, where most of our employees are, we have a 7 percent available minority workforce and we employ 10 percent minority.

In order for Nike to be competitive around the world, we must seek out the best talent. Talent comes in every size, shape, race and sex. All should be represented at Nike.

Our business in the African-American community is important. We have increased the number of African-American executives we have and need to keep increasing it in finance, in production, in sales, in marketing, in every department at Nike. The same can be said of each minority group in this country. Hispanics, Asians, Native Americans: all should be represented at Nike and we have a commitment to that. Frankly, our biggest disagreement with PUSH is that they are focused exclusively on African-Americans and we have a broader vision of equal opportunity than they do. They have also specifically excluded women from their goals. We cannot do that. Our workforce is 51 percent female and we are as committed to helping women work their way into every part of this company as we are to minorities.

Cultural diversity is the key. We do not believe in quotas but we do believe in setting aggressive goals for every facet of our business, so let us share our own goals with you.

- 1) Within the next 12 months, we will name a minority to Nike's Board of Directors.
- 2) Within the next 24 months, we will name a minority Vice President.
- 3) Within the next 12 months, we will increase our minority representation at the department head level by 10 percent.

In order to monitor these goals, we will turn to two sources. The first will be internal. All employees should share these goals and help us meet them.

The second source will be an outside community board we are naming today to monitor our progress.

We have asked minority community leaders to help us assemble that board. We plan to include representatives of minority organizations in the communities in which we work. This board will review our progress each six months.

Those are our goals. As we review each department's business plans for our current year, we see that you have already set your own internal goals. Those include:
--The establishment of 10 minority internships to begin this winter in conjunction with the United Negro College Fund.

--An increase of 20 percent in minority candidates for professional, technical and managerial positions by naming a full-time Director of Minority Recruiting and doubling representation at minority job fairs, conventions and colleges.

--The creation of an internal committee of minority employees to advise on recruiting and training.

These are practical, achievable goals set out for our fiscal year which began on June 1, 1990. On December 1, 1990, we will review our six month progress internally with every department head and externally with our new Community Board. We are certain that we will see progress at that time.

We cannot close this memorandum without mentioning the current scrutiny we are under. We can only say this: Nike believes in the aggressive pursuit of affirmative action and economic development programs. We have many partners in the minority community who have let anyone tell you otherwise. Don't let anyone divert you from our shared goal of cultural diversity.

By Ullysses Tucker, Jr.

Though most advocates and experts would agree that education and prevention based programs are the best way to enlighten women giving birth to children born addicted to cocaine, some states are not taking heed. To date, there are cases pending in Ohio, South Carolina, and Massachusetts. Last summer, Jennifer Johnson, a 23 year old mother of two was the first mother convicted of delivering drugs to her babies through the umbilical cord. Johnson, who attempted to enter a drug treatment program and had two emergency room trips before authorities became aware of her, could have received up to seven years. She received only probation and treatment.

In the state of Illinois, Governor James Thompson signed a bill last summer that changed the legal definition of child neglect to include a newborn with any traces of controlled substances. The second part of the bill allows local prosecutors to ask juvenile courts to intervene in cases involving cocaine babies. Since most child abuse statutes don't cover fetuses, some district attorneys are attempting to use them against drug abusing mothers. Prosecution is necessary to inspire or motivate mothers to get into treatment, not to lock them up for long periods of time. The goal should be to get the mother into treatment, not scare her away or allow her to continue using drugs. The American Civil Liberties Union's Reproductive Freedom Project is on record suggesting that prosecution of crack abusing mothers open the door for new crimes that harm the child, including smoking, alcohol abuse, or standing too long.

So, prosecution is not the answer and opening more treatment centers will aid many of the mothers seeking help. Besides the immense suffering of the children born addicted to cocaine, there is still a very heavy financial burden that just won't go away

with treatment of the mother. The average stay for a newborn, normal one that is, runs about three days. On the flip side, babies born addicted to cocaine average stay is about 42 days,

"Illinois Governor James Thompson signed a bill last summer that changed the legal definition of child neglect to include a newborn with any traces of controlled substances."

most of it in the intensive care unit. According to the hospital surveyed, intensive care cost can run as low as \$367 per day to as much as \$1800 a day, depending on the services/treatment the child needs. During one stretch, a Washington, D.C. hospital reported more than \$500,000 in cost/services for 10 boarder babies housed there. Another D.C. hospital, Howard University, reported that one infant ran up a bill topping \$250,000 for a 245 day stay. Most of these boarder babies eventually go back to their biological mothers, but many of them end up in foster care or with drug abusing/insensitive relatives. The question still remains, who pays the cost for these babies?

In most cases, the cost of caring for the babies born addicted to cocaine falls on patients who are covered by health insurance and tax paying citizens who support public hospitals. Everyone suffers when babies are born addicted to cocaine. Children's Service Division (CSD) currently reports 25 cases monthly involving babies born addicted to cocaine; that's 300 on an annual basis. Though the numbers fall lower than ones reported in cities like New York, Washington, D.C., Los Angeles, and Chicago, the figures should be cause for alarm. Oregon politicians need to get busy. Last summer, the state of Washington increased the price of

drinks, liquor, and wine to help the state pay for its \$80 million war on drug/alcohol abuse.

Even if these babies survive the hell of withdrawing from their mother's drug abuse, they still have to be educated and understood by instructors. Are instructors being prepared to address the needs and problems of these children? Who more than likely will still live in poverty, be a part of a dysfunctional family, face being around crime, and drugs, and potentially become an abuser in the future. How is the cycle broken? Many of these crack babies will have serious health and development problems. The problems associated with these cocaine babies have been addressed and raised consistently over the last three years. Now the nation has a wave of these youngsters ready to enroll in school. Is the city and the nation a day late and \$1 billion+ short?

While Congress and state government can serve in a leadership capacity to rid society of this evil, especially as it relates to babies born on cocaine, the bottom line is the mother knowing right from wrong. Do these crack abusing mothers realize that they are destroying their child and their future? Do they really care? Is the drug that powerful? Mothers have to want help, stop denying the problem, and reach out to people that can help. Institutions like the black church, the Urban League, the NAACP, Coalition of Black Men, The Black Women's Gathering, and the Black United Front. If you need help, these groups will make sure you get help and not lose custody of your child. There are people, including the SAFE (Substance Abuse and Family Evaluation) program at the UOHC and SD, willing to help. If a woman is serious about getting some health care and treatment, she has to reach out also. If you do not want to help yourself or child, no one can help her...

CLASSIFIEDS

Advertising
Employment
Bids/Sub-Bids

NOTICE OF INTENT

The Oregon Department of Transportation, Highway Division, is seeking proposals from qualified consultants to develop and implement a more effective computer software package to perform computations involved in Cost Responsibility Studies for road user taxation. This contract will consist of two phases. The first phase involves an evaluation of existing software, an investigation of desirable changes, and the submission of a proposal identifying options and a recommended course of action. Upon the approval of the Division of the recommended course of action, the second phase will be initiated involving development and implementation of the software. The estimated cost for Phase 1 and 2 range from \$80,000 to \$100,000.

If you are interested in being considered, a Request for Proposal can be obtained by calling or writing Bob Thompson, Consultant Liaison Engineer, 307 Transportation Building, Salem, OR 97310; telephone (503) 378-6563. Proposals are due September 12, 1990.

SUB-BIDS REQUESTED

Remodel of Sally McCracken Building (Athens Hotel)
Low Income Housing--Portland, Oregon
Bids Due: August 23, 1990 5:00 P.M.
For Plans, Call Sue McGregor, (503) 228-7177
P.O. Box 3989 - Portland, OR 97209
(503) 228-7177, Fax (503) 224-3638



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Silco Construction Company
Portland Community College Skill Center
Bid Date: August 28, 1990 at 2:00 p.m.
Silco Construction Company
8614 N. Crawford St.
P.O. Box 83299
Portland, OR 97283-0299
Phone: 503/286-8155
Fax: 503/286-8079

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Oregon State Archives Building
Salem, Oregon
Bid Date: August 28, 1990 @ 3:00 p.m.
L.D. Mattson, Inc.
P. O. Box 12335
Salem, Oregon 97309
(503) 585-7671 FAX (503) 585-4364

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OREGON MUSEUM OF SCIENCE & INDUSTRY
Portland, Oregon
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ANDERSEN CONSTRUCTION CO., INC.
6712 N. Cutter Circle
Portland, OR 97217
(503) 283-6712
FAX: (503) 283-3607

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MARION CONSTRUCTION COMPANY
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1620 Oxford S.E., Salem, Oregon
PHONE:(503)581-1920 FAX:(503)399-0823
Construction Contractors Board Registration #48058

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Portland Community College Skills Center
Portland, Oregon
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DARRIT CONSTRUCTION INC.
7601-C. N.E. Hazel Dell Ave., Vancouver, WA 98661
(206) 694-7802 (503) 283-1187 FAX (503) 283-1696
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State of Oregon Archives Building
Salem, OR
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