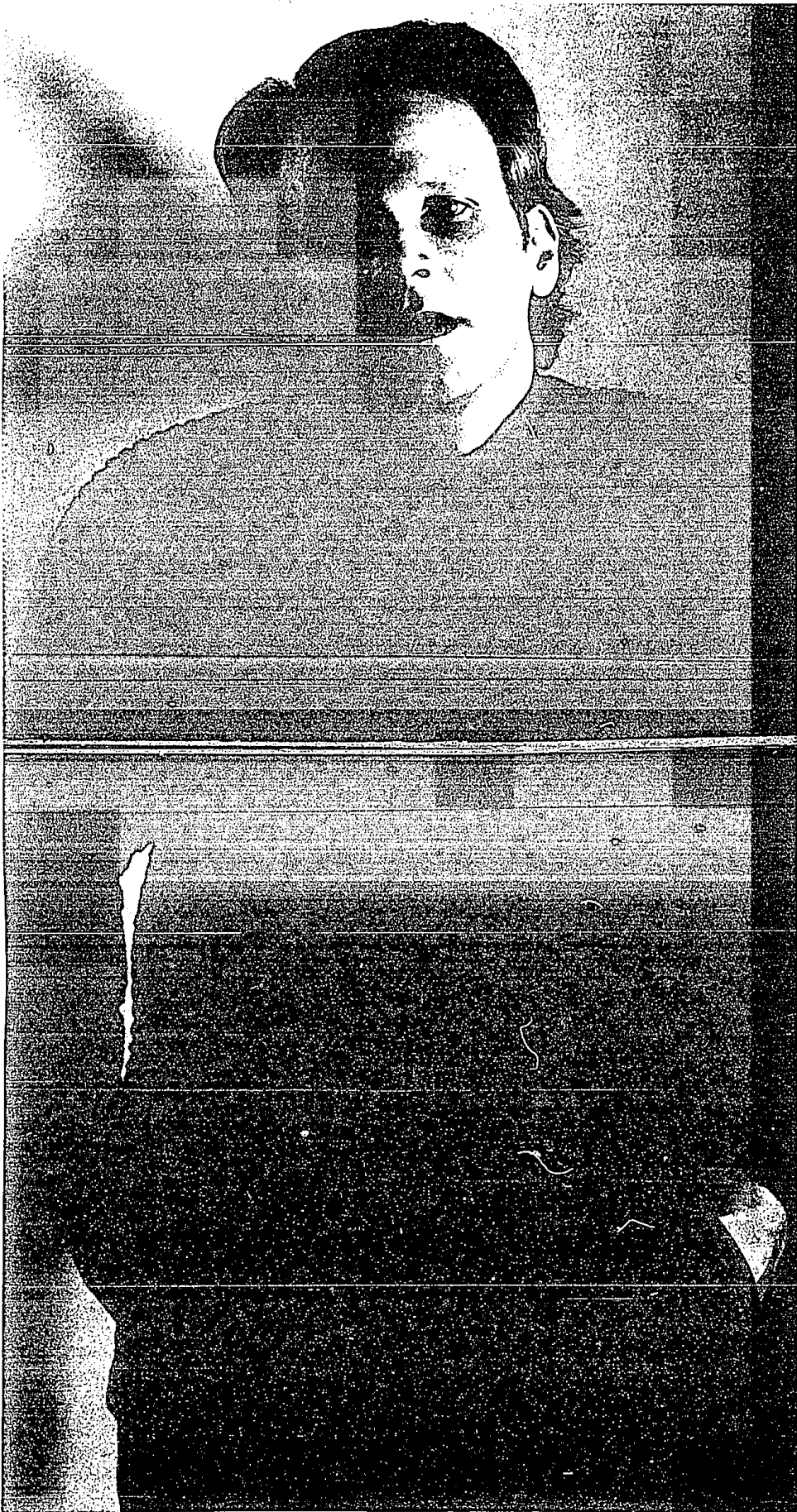




Help an addict. Threaten to fire him.

Addiction doesn't lend itself to halfway measures. Hard drugs lead to desperate situations.

People who deal with the problems of addiction say that one of the few shreds of hope for an addict is that a spouse or a boss will get tough.

Divorce. Dismissal. Prison. Those are the alternatives that get addicts into treatment.

If you want to help an addict in your company, don't be soft about it. Put the proposition in clear terms: Get well or get out.

It's no pleasure to threaten people. But if you don't care enough to get involved, who will?

And, if you do care, what should you do?

To find out how to set up a treatment program in your company, please call 1-800-343-4971. That's the National Institute on Drug Abuse hot line for managers and CEOs. It's manned by trained Employee Assistance Program planners and designers, from Monday through Friday, 9:00 a.m. to 8:00 p.m. Eastern Time. They won't tell you what to do, but they can outline the options. Then you can really help an addict.