



Red Ribbon Training Manual

For Schools, Faith Groups, Cities and Community Organizations

Written By

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www.wmadigital.com/cpc

“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead

Celebrate Red Ribbon Week - “No use of illegal drugs, no illegal use of legal drugs!”

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Welcome

Dear Red Ribbon Week Coordinator:

This Red Ribbon Training Manual was created as a tool to help you, the Red Ribbon Week Coordinator (parent, student, teacher, pastor or other volunteer responsible for coordinating Red Ribbon Week) understand the philosophy and nuts and bolts of prevention. This manual presents research based prevention strategies and other advice to help you develop a Red Ribbon campaign that makes a real difference at your school.

After reading the Red Ribbon Training Manual, we hope that you will:

- Understand the role of Red Ribbon in your community's prevention efforts.
- Share the history of Red Ribbon Week and the Red Ribbon Pledge as part of your campaign.
- Include youth in both the planning and implementation of your Red Ribbon activities and events.
- Provide parents and other adults with information needed to be involved in the prevention education of our community's children.
- Identify and use free and low cost resources whenever possible.
- Use the financial resources you do have in meaningful ways.
- Assess the value of each planned activity and make changes as needed.
- Share ideas and information with the other Prevention Coordinators in your community.
- Join the Community Prevention Council and help strengthen community based prevention efforts.

Our wish for you is that your school and community benefit from Red Ribbon Week and its related activities. Share your experience with others. Enjoy the journey and good feelings that come from choosing to be part of the solution!

Kind regards,

Will Moffitt

Chairman, Community Prevention Council

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Red Ribbon Week

“Few will have the greatness to bend history itself, but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation.

It is from numberless, diverse acts of courage and belief that human history is shaped. Each time a person stands up for an ideal, or acts to improve the lot of others, or strikes out against an injustice, s/he sends forth a tiny ripple of hope, and crossing each other from a million different centers of energy and daring, these ripples build a current that can sweep down the mightiest walls of oppression and resistance...

Our future may be beyond our vision but it is not completely beyond our control. It is the shaping impulse of America that neither fate nor nature nor the irresistible tides of history but the work of our own hands, matched to reason and principle, that will determine destiny.”

Robert F. Kennedy



Why We Celebrate Red Ribbon Week

Red Ribbon Week began after the kidnapping, torture and brutal murder of Drug Enforcement Administration (DEA) Agent Enrique “Kiki” Camarena in 1985. Agent Camarena had been working undercover in Guadalajara, Mexico for over four years. His efforts led to a tip that resulted in the discovery of a multimillion dollar narcotics manufacturing operation in Chihuahua, Mexico. The successful eradication of this and other drug production operations angered leaders of several drug cartels who sought revenge. As a result, they murdered key informants and then, on February 7, 1985, they kidnapped Agent Camarena and his pilot Captain Alfredo Zavala-Avelar (taken separately on the same day.)

After DEA Agent Camarena and Captain Zavala were kidnapped, the DEA launched a massive investigation. The agents found local law enforcement uncooperative at best. DEA Administrator Jack Lawn and US Attorney General Edwin Meese sought greater support from Mexican officials including the Mexican Attorney General but to no avail. Orders from US Customs Commissioner William von Raab effectively closed the US/Mexico border for days putting pressure on the Mexican government to assist.

Soon, representatives of the Mexican Federal Judicial Police (MFJP) presented a tip to DEA claiming that Agent Camarena had been mistakenly kidnapped by a man and his three sons. The MFJP informed the agents that a raid of the man’s ranch in Angostura would take place the following morning and invited them to come. However, the MFJP raided the ranch before DEA agents arrived. During the raid, they shot and killed five individuals. Not long after, a passerby discovered the bodies of both Agent Camarena and Captain Zavala by the side of the road not far from the ranch.

The DEA’s investigation revealed that Agent Camarena had been tortured extensively before he was murdered. Audiotapes of the torture showed that a medical doctor actually kept Agent Camarena alive in order to continue the interrogation. In addition, forensic evidence indicated that Agent Camarena and Captain Zavala were initially buried in one location and that their bodies were moved to the ranch where they were found.

The dramatic events that followed Agent Camarena’s disappearance were chronicled in national media in the United States. They exposed the dark world of drug trafficking including how far drug traffickers would go to maintain power and control.

The public grieved as they watched Agent Camarena’s coffin being carried from a military plane as his young widow and children watched. In Agent Camarena’s home town, Calexico, CA, the outpouring of support turned in to an organized community response in which citizens wore red ribbons. They became a voice for prevention in order to reduce the demand for illegal drugs and illegal use of legal drugs in America.

The following year the California State PTA adopted the Red Ribbon campaign. Then, in 1988 Red Ribbon Week was recognized nationally with President Ronald and First Lady Nancy Reagan serving as the Honorary Chairs. Today, the Red Ribbon Celebration brings millions

together to raise awareness regarding the need for alcohol, tobacco and other drugs and violence prevention, early intervention, and treatment services. It is the most visible prevention awareness campaign observed annually in the United States.

Remembering Kiki Camarena

Share the Kiki Camarena story with students, teachers and parents.

Elementary Students: The Kiki Camarena story is a scary one. When talking to younger students, keep it simple. Tell the students that a DEA Agent named Enrique “Kiki” Camarena was working to keep drugs out of America when he was killed.

Explain that what he wanted most of all was to keep children and families safe. Let them know that they can honor the memory of this American Hero and others like him by making healthy choices every day and helping their friends do the same.

Older Students and Adults: Sharing the Kiki Camarena story with older students, parents, teachers, and others in the community should be an important part of your Red Ribbon campaign.

Many versions of the events surrounding the kidnapping and murder of DEA Agent Enrique Camarena have been told over the years. Recently, representatives from the Enrique S. Camarena Foundation reviewed the information in our manual. They edited the content for accuracy. The information presented to you in the Red Ribbon Training Manual has been approved by the foundation.

The Enrique S. Camarena Foundation

The Enrique S. Camarena Foundation is an all volunteer nonprofit foundation. Mika Camarena, Kiki's widow and their son Enrique Jr. serve on the Board of Directors together with former DEA Agents, law enforcement personnel, family and friends of Agent Camarena, and others who share their commitment to alcohol, tobacco and other drug and violence prevention. The foundation is a collaborative effort supported by retired agents, members of the Fraternal Order of Border Agents, corporate sponsors, friends, and private citizens. The foundation supports:

- Scholarships for deserving high school seniors
- Participation in the Red Ribbon Campaign
- Placement of memorial bronze Camarena busts

The foundation offers ribbons and wristbands that honor the memory of Agent Camarena. They also sell a photo of the Empire State Building lit in red in celebration of Red Ribbon Week with Kiki's image and badge superimposed in the top right corner. If you plan to purchase red ribbons or wristbands, we encourage you to buy them from the Camarena Foundation. Since the foundation is an all volunteer organization, 100% of the proceeds support the foundation's programs.

A Message from Mika

These years without Kiki have been difficult for me and my children. He was a loving and courageous man whom we adored and we miss him every day. We are humbled by and grateful for the outpouring of support from all those who honor his memory through the National Red Ribbon campaign each year. Because of your unified voice and commitment to prevention, rates of drug use and violence are lower today. However, there is still so much to do.

Narcotics trafficking continues to threaten the lives of men, women and children. Drug traffickers are ruthless people who will do whatever it takes to make money and maintain power and control. An effective way to disarm these killers is to reduce demand for the drugs they sell here in the United States and abroad. That is why we Celebrate Red Ribbon Week. That is why we promote the need for ongoing prevention and early intervention programs and services. That is how we honor Kiki and all the men and women who have been wounded or killed while working to keep our communities safe.

Thank you for making the Kiki Camarena Story part of your Red Ribbon Celebration. I look forward to working with you and welcome letters and cards from your students. Finally, I would like to invite you to join me in supporting the Enrique S. Camarena Foundation.

Visit www.camarenafoundation.org

Support The Enrique S. Camarena Golf Tournament

Each year, the Enrique S. Camarena Foundation hosts a golf tournament. The proceeds support the foundation's educational scholarships and other meaningful prevention activities. Visit the foundation website to learn more.

The Enrique S. Camarena Foundation
P.O. Box 28691
San Diego, CA 92198-0691

Website: www.camarenafoundation.org
Telephone: (858) 592-8800

Email: info@camarenafoundation.org

Righteous Vendetta

This documentary film created by The History Channel (2005) tells the Enrique “Kiki” Camarena story. Includes interviews with those who were there including Mika Camarena, Enrique “Kiki” Camarena Jr., DEA Resident Agent in Charge James Kuykendall, DEA Administrator Jack Lawn and U.S. Attorney Robert Bonner.

¿O Plata O Plomo? www.silverorlead.com

The abduction and murder of DEA Agent Enrique Camarena

Written by DEA Resident Agent in Charge James H. Kuykendall (Retired)

James Kuykendall was the Resident Agent in Charge in Guadalajara, Mexico when Agent Enrique Camarena was kidnapped and murdered in 1985. He tells the story of the kidnappings of Agent Camarena and Captain Alfredo Zavala-Avelar, the failed attempts to rescue them and the investigation and prosecution of some who were responsible.

NOTE: ¿O Plata O Plomo? means “Silver or Lead.” This is the offer made to law enforcement and other government officials by drug traffickers in Mexico. “Either you take the money we are offering you to look the other way, or you take a bullet.”

Mexico in the News

Today, more than ever, drug trafficking is linked to corruption, mass murders and kidnappings throughout Mexico. Over 2,000 people have been killed so far this year (as of 8/18/08) in drug related events. Kidnappings take place at a staggering average of 65 per month.

For More Information, visit:

The San Diego Tribune -

www.signonsandiego.com/uniontrib

The San Diego Weekly Reader -

www.sandiegoreader.com

Using the Film and the Book

Many students and adults involved in Red Ribbon Week do not know why we celebrate Red Ribbon Week. The documentary created by the History Channel and the book written by DEA Agent Kuykendall are excellent tools that can help you share the Kiki Camarena story with older students and adults.

Step it Up!

Coordinate at least one activity that allows students to “do something” after they hear the Kiki Camarena story.

Organize a letter writing campaign or petition in support of the Camarena Stamp Project.

- Encourage students to write letters to Mika and send them to the Enrique S. Camarena Foundation.
- Host a fund-raiser and donate the proceeds to the Enrique S. Camarena Foundation.
- Collect gently used clothing, books, or other necessities for children in Mexico. Find a group in your community that is already providing aid and support their efforts.

Host a Community Forum

Host a forum for high school or college aged students entitled, “Why We Celebrate Red Ribbon Week” featuring the documentary, Righteous Vendetta by the History Channel. The film tells the Kiki Camarena Story. It also does an excellent job setting up a discussion about current events in Mexico.

Planning the Event:

- Decide on your target audience.
- If the event is for students, students should play a key role in planning and hosting the event.
- Identify committee members.
- If there is a youth led organization at school or in the community that works on prevention related issues, ask them to consider taking on this project. If not, recruit a group of students to coordinate and host the event.
- Reserve facilities.
- Do this early. Set aside two dates since flexibility may help you recruit a guest speaker.
- Check the master calendar to make sure the event does not conflict with major school or community events.
- Show the documentary to the committee.
- After, ask the students to write down their immediate thoughts about the film. What did they like? How did it make them feel? What surprised them?
- Review newspaper clippings and other media regarding current events in Mexico.
- Each member should read through the articles and extract interesting or surprising facts. Use this information to help create your promotional and presentation materials.

- Identify and invite a guest speaker.
- A representative from DEA would be ideal. Let the agent know your presentation format (video as background leading to current events) and ask him/her to focus on the same.
- Find out if the agent has anything else he/she would like to share with the audience.
- Publicize the event.
- Create promotional flyers and posters that address the issues. Include facts and statistics from newspapers and other credible sources. Let teachers know about the event, including the
- event format. Ask them to give extra credit to students who attend.
- Get organized.
- Create the tools you need for the event: agenda, PowerPoint presentation, registration/sign in sheets, handouts, name tags for guest speakers, 3x5 cards (for audience members to write questions on), etc.
- Check the audiovisual equipment ahead of time to make sure that it works.
- Host the event.

Sample Agenda:

Welcome

Documentary: Righteous Vendetta

Guest Speaker

Youth Presentation (include a pro-social statement “most do not use, but...”)

Action Item - End with something students can do to make a difference.

- Make a commitment not to use drugs!
- Participate in the Stamp Project.
- Support the Camarena Foundation.
- Help the poor in Mexico (partner with a faith community or local non profit).

Evaluation - Ask each participant to complete an evaluation survey.

Follow up.

- Tally the evaluation surveys and review the data with your committee. Send thank you letters to volunteers and the guest speaker(s)

Camarena Stamp Project

The Enrique Camarena Stamp Project began as an activity in Mrs. Diana Holly's fifth grade classroom at Lugonia Elementary School in Redlands, California ten years ago. Soon, school sites and service clubs throughout the U.S. heard about and joined the effort. Despite these visible and consistent efforts, the Citizens Stamp Advisory Committee continues to deny this request.

Make the Enrique Camarena Stamp Project one of your school or community projects. If we all join this effort, this goal can be achieved. Agent Camarena's widow, Mika Camarena, commented that "it will be very difficult to ignore this request if every school that participates in Red Ribbon Week organizes a letter writing campaign."

Here's How You Can Help:

Elementary School: Make copies of the "I Support the Camarena Stamp Project" cards (in the Copy & Use section). During lunch, ask students to sign the cards. Older students may include a personal note on the back. Send all of the cards, together with one letter from your school or PTA to the Citizen Stamp Advisory Committee.

High School and Older: Ask students, parents, teachers and staff to write their own letters. You may want to collect them and send them together. Mail them to the Citizen Stamp Advisory Committee. See our sample letter to help you get started.

Sample Letter

On your letterhead:

October 20, 2009

Citizens Stamp Advisory Committee
C/o Stamp Management
U.S. Postal Service
475 L'Enfant Plaza, SW Room 4474EB
Washington, D.C. 20260-6756

RE: Stamp Selection Candidate

Dear Citizen Stamp Advisory Committee Members:

My name is _____. I recommend Drug Enforcement Administration (DEA) Agent Enrique "Kiki" Camarena as a stamp selection candidate.

Agent Camarena was working undercover when he was kidnapped and murdered on February 7, 1985 by drug traffickers in Mexico. His death ignited a public response that led to the first National Red Ribbon Week in 1988. Today, the Red Ribbon Celebration is the largest, most visible alcohol, tobacco and other drug and violence prevention awareness campaign in the United States. More than 80 million men, women, and children participate in Red Ribbon activities during the last full week of October each year. Few men or women in our nation's history have impacted so many the way Agent Camarena has.

Share your personal thoughts here.

For the more than ten years, Mrs. Diana Holly and her students have requested that the Citizen Stamp Advisory Committee honor Agent Camarena with a Commemorative Stamp. I would like to join Mrs. Holly and the countless others who believe that a Commemorative Stamp in DEA Agent Enrique Camarena's Honor is long overdue.

Sincerely,

Your Name

“It is not the critic who counts, not the man who points out how the strong man stumbled or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena; whose face is marred by dust and sweat and blood; who strives valiantly; who errs and comes short again and again...who knows the great enthusiasms, the great devotions, and spends himself in a worthy cause; who at the least knows in the end the triumph of high achievement; and who, at the worst, if he fails, at least fails while doing greatly, so that his place shall never be with those cold timid souls who know neither victory or defeat.”

Theodore Roosevelt

Red Ribbon Basics

The Role of Red Ribbon Week

As the volunteer prevention coordinator, it is important for you to understand that Red Ribbon Week will not - nor is it intended to - fix the drug problem in America. There is no single approach to prevention that can eliminate a problem so complex.

The Red Ribbon Celebration is not a prevention or early intervention program. It is an awareness campaign observed annually the last full week in October. We regard Red Ribbon Week as the kick off to a year of prevention in our schools and in our communities. The best Red Ribbon Celebration efforts highlight and support continuing prevention, early intervention and treatment programs and services occurring on and off campus throughout the year.

The Red Ribbon campaign is also a Call to Action. This week-long campaign provides multiple opportunities for students, parents, teachers and others to join together to address the alcohol, tobacco, other drug and violence related issues or concerns in their community.

Your School's Programs

In order to raise awareness about the existing programs and services at school, you will need to do a little research.

- Identify curricula used in your school district (every district is different)
- Look over the lessons already taught in the classroom. Ask teachers to teach at least one health or prevention lesson during Red Ribbon Week.
- Identify programs and services that exist in your school or community that support children and families. Then share this information with parents, teachers and students at your school.
- If you discover a need for additional services, meet with your district Title IV Coordinator, principal, school site council and others to see how you can support the development of programs that will compliment those already in place.

How Your Parent or Student Organization Can Help

Your organization may want to support the development and implementation of programs at school or in the community. After-school homework clubs, mentoring programs, community service clubs, and prevention forums are relatively inexpensive when run by volunteers and supported by teachers and staff. Some groups may want to support early intervention services. These services require funding to pay for professional staff, so the best way to help is through fundraising.

Raise Awareness About...

- Your school district's health or prevention curricula.
- A tobacco cessation, alternative to suspension, or other diversion program.
- A parent education program.
- A youth development program.
- Mentoring programs, or an after-school homework clubs.
- Early intervention programs and services at school or in the community.
- Problems like youth access to alcohol, tobacco, prescription and over the counter drug abuse, and strategies that can help make a difference.

What are You Doing?

We would love to hear what parent, teacher and student organizations are doing to support prevention and early intervention at their schools and in their communities. Send an email to will@wmadigital.com

The Red Ribbon Pledge

After Kiki Camarena was murdered by drug traffickers, the Red Ribbon campaign began as a visible way to increase community awareness regarding the need for early and continued prevention efforts. The founders believed that the best way to make a difference was to reduce the demand for illegal drugs and the illegal use of legal drugs.

The Red Ribbon Pledge is “No Use of Illegal Drugs, No Illegal Use of Legal Drugs.” This pledge represents a no-nonsense, clear and consistent promise that students, parents, teachers and community leaders should be willing to make - and more importantly - expected to keep!

The Red Ribbon Coalition encourages you to carefully consider the words you use when designing Red Ribbon pledges, slogans and themes. “Drug free”, for example, is a rhetorical term spoken often without consideration of its literal meaning.

Consider the following:

- There are students and teachers at your school who are not “drug free” - even though they are obeying the law. You need to include - rather than exclude - them in your prevention efforts.
- Our society uses medicine for physical and mental illnesses.
- Caffeine is so commonly used that some may not consider it a drug.
- Prescription and over the counter drugs are advertised more than ever in the media. Young people cannot turn on the television or the internet without being inundated with these messages.

Remember, young men and women often interpret the statements adults make quite literally. Some students may be suspicious of what adults tell them and are quick to notice inconsistencies in the messages we convey.

Develop prevention messages that are seamless, timeless and consistent for students of all ages. Failure to do so may jeopardize the legitimacy and credibility of your prevention efforts at a time when young people need legitimate and credible information the most!

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The Red Ribbon Theme

While the Red Ribbon Pledge never changes, there is a new Red Ribbon Theme each year.

Our 2009 Red Ribbon Theme is “Dream, Believe, Achieve, Succeed.”

Dates of Red Ribbon Week

We receive many inquiries regarding the dates of Red Ribbon Week.

When the National Red Ribbon Week began in 1988, the guidelines stated that it was to be observed the last full week of October for nine days. The celebration began on a Saturday and ended a week later on Sunday. This format has two benefits:

1. Red Ribbon Week activities at school are consistently spread over a one week, Monday through Friday format;
2. It was designed to engage faith communities, athletics organizations and other recreational groups in Red Ribbon campaign (the weekend before and after).

In the mid-1990’s, some organizers decided to change the dates to a standardized October 23rd to 31st format. For many of us working in school settings, this was not ideal and we did not make the change.

For us, the original guidelines made more sense! We favored a Monday through Friday format because it works better for our schools. Plus, our teachers and administrators expressed concern about combining Red Ribbon and Halloween.

We encourage YOU to consider both options and decide what works best for your school or community.

If you are at a year round school you may need to choose an entirely different week. Just be sure to host Red Ribbon Week in the fall as your school or community kick off to a year of prevention.

Step it Up!

Make Your Red Ribbon Daily Themes Meaningful!

We suggest using external “protective factors” as daily themes and have created some resources to help. We also support the idea of using the “Five Promises” from America’s Promise or “Six Pillars” from Character Counts.

Monday = Caring Relationships (home, school, community, peers)

Tuesday = High Expectations (home, school, community, peers)

Wednesday = Meaningful Participation (home, school, community)

Thursday = Safe Places (home, school, community, peers)

Friday = Positive Activities (home, school, community, peers)

The weekend before Red Ribbon Week is for sports, recreation, and faith based activities. The weekend following Red Ribbon Week includes “Make a Difference Day,” a national day of service.

Appropriate Terminology

The expression “alcohol, tobacco and other drugs” emphasizes the fact that alcohol and tobacco are drugs.

The term “use” should be used when making statements about people who should not drink alcohol like youth, pregnant women, recovering alcoholics, or operators of motor vehicles or other machinery.

Otherwise the terms “misuse” and “abuse” are appropriate.

Concerning illicit drugs, the term “use” is more descriptive and may connote less of a judgment than the term “abuse,” which may imply that “use” is permissible but “abuse” is not.

Since drug use should not be considered recreational, avoid the term “recreational use of drugs,” which trivializes drug-taking behavior.

“Drug use” is also preferred to the term “responsible use,” because there is always risk (health, social, and/or legal) associated with all alcohol, tobacco and other drug use.

Avoid using derogatory terms when talking about individuals who are struggling with these issues. These expressions show a lack of respect for individuals with problems and may alienate the very people toward whom prevention efforts are aimed.

Because a person’s driving can be impaired before the person reaches a drunken state, the term “alcohol-impaired driving” or “drinking and driving” is preferable to “drunk driving.”

Adapted from CSAP Editorial Style Guidelines: Suggested Terminology for Developing Materials About Alcohol and Other Drug Problems.

Important!

Do not use scare tactics.

Do not invite recovering addicts to speak to general populations of youth.

Do not use images of alcohol, tobacco or other drugs in your posters and other prevention materials.

Avoid strategies that teach the behavior you are trying to prevent.

Avoid Labeling Youth

As the School Site Prevention Coordinator, you may identify students at school who are in immediate need of intervention and prevention services. When this happens, you must be careful not to label the students with titles such as “at risk.” There are many reasons to avoid using this language including the fact that negative labels may actually influence the expectations of the student, his or her peers, parents, teachers and staff.

It is important to note that some children who are not considered to be at high risk for alcohol, tobacco and other drug use will go on to have serious problems while others considered at high risk for use will grow up to be resilient, capable people. The Center for Substance Abuse Prevention (CSAP) suggests that the term “youth in high-risk environments” be used because it avoids stigmatizing young people and emphasizes the critical role environmental factors play in the development of alcohol, tobacco, and other drug problems among youth.

Adapted From: Office of Inspector General Report on Youth and Alcohol (1991),
Prevention Resource Guide: Elementary Youth (1991), Prevention Resource Guide:
Secondary School Students (1991).

“You must be the change you want to see in the world.”

-Mahatma Gandhi

“A child is a person who is going to carry on what you have started. (S)he is going to sit where you are sitting, and when you are gone, attend to those things you think are important. You may adopt all of the policies you please, but how they are carried out depends on (her) him. (S)he will assume control of your cities, states, and nations. (S)he is going to move in and take over your churches, schools, universities and corporations...The fate of humanity is in (her) his hands.”

Abraham Lincoln

Make Red Ribbon Meaningful

The challenge for those who have accepted the responsibility of coordinating Red Ribbon Week at their school site is how to host an awareness campaign that is meaningful. Since Red Ribbon is often coordinated by volunteers with little training in alcohol, tobacco, other drug or violence prevention, this challenge may seem particularly daunting. After all, the expectations are high.

We want to assure those who may be feeling a bit overwhelmed. We developed the Red Ribbon Training Manual to help you coordinate and host a Red Ribbon campaign that you can feel good about. Our position is that you should do a few things well rather than a lot of activities that are superficial or done just for the sake of doing them (we call these “random acts of red.”)

Red Ribbon activities should be age appropriate, engaging and informative. They should include strategies supported by research and avoid those that are not.

In this section, we will introduce you to some key concepts. Our focus is on what CSAP calls the “Six Primary Prevention Strategies,” identified as effective in preventing alcohol, tobacco and other drug use and violence. After, we will introduce “Protective Factors” as an effective prevention strategy that fits very nicely with Red Ribbon. We will also look at ways to include “Social Marketing,” including “Social Norms Marketing” in your campaign.

These are just a few prevention strategies for your consideration. We believe that if you develop an understanding of and are able to apply them, you will be able to create a Red Ribbon campaign that is truly meaningful. If you already have a plan, these tools will help you evaluate your activities and make changes or improvements as needed.

Three Levels of Prevention

Universal Strategies - Target the general population (national, local, school, neighborhood), with messages and programs aimed at preventing or delaying the abuse of alcohol, tobacco and other drugs.

Selective Strategies - Target a portion of the population identified as being in need of additional support. An individual’s personal risk is not assessed at this level.

Indicated Strategies - Identify individuals who are exhibiting early signs of substance abuse and other problem behaviors, targeting them with special programs. Individuals may be referred to these programs by parents, teachers, school counselors, school nurses, youth workers, friends, or the courts. Or, they may volunteer to participate.

Model Program

Great strides have been made in identifying effective programs, strategies, and principles that focus on preventing and reducing substance abuse and related risky behaviors. Using multiple strategies in multiple settings and working toward a few common goals offers the best chance to prevent young people from using alcohol, tobacco, and other drugs.

Source: Wisconsin Clearinghouse for Prevention Resources

The federal government has identified Six Primary Prevention Strategies as effective in terms of preventing alcohol, tobacco and other drug use, violence and other unhealthy behaviors. The Red Ribbon Training Manual focuses on these six strategies as the fundamentals you need to know to transform your Red Ribbon Celebration in to an awareness campaign that really makes a difference.

The Six Primary Prevention Strategies:

Strategy 1: Dissemination of Information

Strategy 2: Prevention Education

Strategy 3: Alternatives

Strategy 4: Problem Identification & Referral

Strategy 5: Community Based Process

Strategy 6: Environmental Prevention

Strive to include at least three of the six Primary Prevention Strategies in each activity or event!

You can use Primary Prevention Strategies to make most Red Ribbon activities better. As you develop your Red Ribbon campaign, strive to include at least three of the six in each activity or event. If you are new to prevention, do not be intimidated. We are here to help!
will@wmadigital.com

Why Focus on Prevention?

The goal of prevention is to make a positive difference in the lives of children, families and communities. Studies have shown that \$1 spent on effective prevention saves \$4-\$5 in treatment and law enforcement costs, so time and money put into effective prevention programming is well spent.

Source: Wisconsin Clearinghouse for Prevention Resources

Strategy #1: Dissemination of Information

Definition: Dissemination of Information is the strategy that changes or increases individual and community awareness regarding alcohol, tobacco, other drug use and violence, as well as the prevention and intervention programs available to address these issues. This strategy is characterized by one-way communication from the source to the audience, with limited contact between the two.

To disseminate information means that you give or send information to a particular audience. This strategy is one of the easiest to include in your Red Ribbon Campaign however, it requires some planning.

- Identify the target audience. Make sure the information is age appropriate.
- When you disseminate information about a particular issue or problem, be sure to include ways to prevent the problem as well as resources for those who may need help.
- Before you disseminate information regarding community based programs or services, make sure you follow your school district's policies.

Step it Up!

The best Red Ribbon campaign initiates conversations at home. If parents do not know it is Red Ribbon Week or what it all means, those conversations are not likely to occur. Informing parents should be one of your top priorities. Send Red Ribbon information home the week before Red Ribbon begins.

Include:

- The History of RRW
- The Red Ribbon Pledge
- The Dates of RRW
- The Red Ribbon Theme
- Your school's Red Ribbon Calendar of Events.
- Information regarding local, community Red Ribbon activities and events.
- Resources designed to help parents talk to their children about drugs.

Free Resources to Share

Many parents, teachers and other adults are unaware of current trends, available resources, or effective prevention strategies to keep kids safe. Fortunately, there are plenty of free resources that you can share with them.

The National Clearinghouse for Alcohol and Drug Information (NCADI) provides free resources developed by multiple federal agencies. Visit their website - www.health.org - to order brochures, pamphlets, posters and more (allow six weeks for delivery).

- Send home to parents together with your Red Ribbon Agenda.
- Hand out during back to school night.
- Create a resource area in the office or other common area.

NOTE: Most of the resources on NCADI's website are available to download as PDF files. You may post links on your website or send home via email.

Step it Up!

Continue to share prevention information with parents, teachers and others throughout the year. Post short articles in your parent newsletter or online. On the next page, we have listed some great websites that will help make this task relatively easy. Be sure to sign up on their listservers or to receive their E-newsletters so you will receive current, well written articles, fact sheets, updates, and more to share. Talk to your school principal, webmaster and PTA to coordinate.

Online Resources

The websites below were developed to help parents and other adults get involved in prevention. Share these resources by highlighting them in your school or PTA newsletter and by posting them on your website.

The Anti-Drug* - www.theantidrug.com

Supports parents and other adults who want to help young people avoid alcohol, tobacco and other drugs. Information, advice for parents, and more available in English, Chinese, Filipino, Korean, Spanish, and Vietnamese. The “Anti-Drug Update” will let you when new resources are available.

Building Blocks for a Healthy Future* - www.bblocks.samhsa.gov

An early childhood substance abuse prevention program developed by SAMHSA that educates parents and caregivers of children ages 3 to 6 about the basics of prevention in order to promote a healthy lifestyle.

Caring for Every Child’s Mental Health Campaign - <http://mentalhealth.samhsa.gov/child/>

This campaign helps families, educators, health care providers, and young people recognize mental health problems and seek or recommend appropriate services. It also strives to reduce the stigma associated with mental health problems.

College Drinking: Changing the Culture - www.collegedrinkingprevention.gov

The College Drinking: Changing the Culture website was created by the NIAAA as a one-stop resource for comprehensive research-based information on issues related to alcohol abuse and binge drinking among college students.

A Family Guide* - <http://family.samhsa.gov/>

SAMHSA created this resource for parents and other adults involved in the lives of 7- to 18-year-olds. The site emphasizes the importance of family, promotes mental health, and helps prevent underage use of alcohol, tobacco, and illegal drugs.

Parents Resource Center* - www.drugfree.org/Parent

Brain based research has provided many new and amazing insights in to youth development. The Partnership for a Drug Free America and their partners created “The Parent’s Guide to the Teenage Brain” - a fun, interactive, interesting and thought provoking website. The Partnership also created the “Parent Toolkit” provides practical advice for parents.

Stop Alcohol Abuse - www.stopalcoholabuse.gov

Federal resources for people interested in underage drinking prevention including parents, educators, community-based organizations, and youth. The site features three action guides based on The Surgeon General's Call to Action To Prevent and Reduce Underage Drinking.

Take Time to Listen... Take Time to Talk: About Bullying -
<http://mentalhealth.samhsa.gov/15plus/parent>

An initiative designed to provide parents and caregivers with information about bullying and methods for communicating with children about the climate of fear created by bullying. Includes tips and resources to help parents and other adults recognize and prevent bullying by and against children.

Tips for Talking to Children After a Disaster
<http://mentalhealth.samhsa.gov/publications/allpubs/KEN-01-0093/>

Children respond to trauma in many different ways. Some may have reactions very soon after the event; others may seem to be doing fine for weeks or months and then begin to show worrisome behavior. Knowing the signs that are common at different ages can help parents and teachers to recognize problems and respond appropriately.

Too Smart To Start - www.toosmarttostart.samhsa.gov

A public education initiative providing research-based strategies and materials to those working at the community level to help them conduct an underage alcohol use prevention initiative. Materials are designed to educate 9- to 13-year-olds about the harms of alcohol use and to support parents and caregivers participation in their children's activities.

“They might not need me; but they might.

I'll let my head be just in sight.

A smile as small as mine might be,

Precisely their necessity.”

-Emily Dickenson

Strategy #2: Prevention Education

Definition: This strategy involves two-way communication and is distinguished from merely disseminating information by the fact that it's based on an interaction between the educator and the participants. Activities under this strategy aim to affect critical life and social skills, including decision-making, refusal skills and critical analysis (e.g. of media messages).

Prevention education occurs naturally in the classroom through those disciplines that teach critical life and social skills including decision making, refusal skills and critical analysis. Specific lessons that teach stress reduction and peer relationships skills (including peer resistance and conflict management) are important components of a prevention program.

Then & Now

When Red Ribbon began, we tried a lot of different strategies to help us raise awareness about the dangers of alcohol, tobacco and other drug use. Below are some of the things we did then and what we know now:

Drug Education:

Then, we thought that if we educated our students about drugs and their harmful effects we would persuade them not to give them a try.

What we learned was that knowledge alone does not change behavior. In fact, some information may teach students how to do what we hope to prevent.

Scare Tactics:

Then, we used scare tactics thinking that would "really get their attention."

Now we know that scare tactics are not only ineffective, they can be counterproductive.

Testimonials:

Then, we invited people in recovery to speak to general populations of students. As adults, we found the stories compelling and believed our kids would learn from the mistakes of these speakers.

What we found out is that student's perception of harm actually decrease when they hear these testimonials.

Assemblies:

Then, we hosted assemblies featuring magicians & other performers who tried to blend prevention messages in to their performances.

What we know now is that assemblies are not an effective prevention strategy.

School Based Prevention

When Red Ribbon began in the late 1980's, school based prevention programs were still mostly innovative. Educators, nonprofit agencies and others were trying different strategies hoping to find ways to positively influence behavior. Some ideas showed real promise while others, we later learned, were not such a great idea.

Since millions of dollars were being spent on prevention, evaluating prevention programs was important. Fortunately, there was plenty of interest amongst researchers. As a result, we learned a lot and today, the field of prevention is guided by the research.

Today, school districts are required to use curricula that meet certain standards. These programs are called evidence-based. The National Registry of Evidence-based Programs and Practices hosted by SAMHSA describes evidence-based as “approaches to prevention or treatment that are based in theory and have undergone scientific evaluation.”

Since Red Ribbon began, researchers have learned a lot about what works and what does not work in prevention education. When our Red Ribbon campaign efforts are guided by the research, we are better able to support prevention in ways that are meaningful.

Minimize the Impact on Instructional Time

Red Ribbon Week comes during a particularly hectic time of the school year. Schools following traditional calendars have just resumed. Teachers have barely had an opportunity to settle in and get to know their class. Mandated curriculum requirements, which are ever increasing, are priority one. To sum it up, teachers are just plain busy.

Sometimes as volunteers we get so excited about our projects and we expect everyone else will be too. Why wouldn't they? Our intentions are honest and good. But the truth is, our enthusiasm can sometimes cloud our vision and make us appear somewhat insensitive to the needs of others.

Since staff support is vital to both the short and long term success of your school based prevention efforts, you should focus attention on building that base of support. We believe that by demonstrating your respect for the preventative work teachers are already doing, you will gain their support and respect in return.

More About Evidence Based Programs

The National Registry of Evidence-based Programs and Practices

Hosted by SAMHSA, is a searchable database of interventions for the prevention and treatment of mental and substance use disorders.

Visit <http://nrepp.samhsa.gov/>

Model Program Guide Hosted by OJJDP, highlights evidence-based prevention and intervention programs across a continuum of youth services from prevention through sanctions to reentry.

Visit www.dsgonline.com/

Tips for Building Teacher Support

Below are some more tips for building teacher support:

- Plan to host the majority of your Red Ribbon activities before school, at lunch, or after school.
- Meet with your principal in advance. Prepare a draft of your campaign plan, including how each activity is supported by the research. Ask for input and make changes as needed.
- Once the principal approves your plan, create a packet for each teacher and deliver it to them at least one week before Red Ribbon Week. Include a summary page highlighting

the activities for the week. Provide instructions for handing out items during the week (ribbons, bookmarks, etc.) Include enough copies of everything they need for their students.

- Ask teachers to teach a lesson from their required health curriculum.
- Create a Teacher Resource Binder with current, age appropriate lesson plans and activities. This is a tool that teachers can use to supplement their curriculum throughout the school year.
- If you are going to ask teachers to host a classroom activity, make sure it makes sense and that teachers have all the tools they need to complete the task.
- Say thank you often!
- Host a Red Ribbon Teacher Breakfast. Ask your committee members to bake muffins, bring in juice, etc. Decorate the teacher lounge including a giant homemade banner from the kids thanking them for all they do every day. This is a great way to start or finish the week!

More Online Resources

Chances are your school already has health curricula that the teachers are required to use in the classroom. During Red Ribbon, ask them to teach a lesson that reinforces one of your daily themes or an alcohol, tobacco or other drug specific topic. Create a Teacher Resource Binder for those who want to supplement their existing program. Put the binder in the workroom or some other common space for teachers.

Building Blocks for a Healthy Future - www.bbblocks.samhsa.gov/educators/default.aspx

Building Blocks for a Healthy Future is an early childhood substance abuse prevention program developed by SAMHSA that educates parents and caregivers of children ages 3 to 6 about the basics of prevention in order to promote a healthy lifestyle. The site features tools to use with preschool through kindergarten or first grade including educational classroom games, school activities, and other useful teaching resources.

Brain Power: The NIDA Junior Scientist Program

Designed to take students step by step through an exploration of the processes of science and how to use these processes to learn about the brain, the nervous system, and the effects of drugs on the nervous system and the body. Students with different learning styles and strengths are given numerous opportunities to grasp the material.

Grades K-1 = <http://www.drugabuse.gov/JSP2/JSP.html>

Grades 2-3 = <http://www.drugabuse.gov/JSP/JSP.html>

Grades 4-5 = <http://www.drugabuse.gov/JSP3/JSP.html>

Brain Power: Challenge Program Grades 6-9 - <http://www.drugabuse.gov/JSP4/JSP.html>

Brain Power! Challenge continues the exploration of scientific processes and how to use them to learn about the brain, nervous system, and effects of drugs on the nervous system and body. The program involves a series of Challenge activities, one presented per module. Students will form Brain Power! Challenge groups and remain in those groups for these challenges throughout the program. Each Challenge is a competitive, interactive, and educational activity based on the information presented in the module.

Character Counts - <http://charactercounts.org/>

Promotes the development of six core ethical values they call the “Six Pillars of Character Education” - Trustworthiness, Respect, Responsibility, Fairness, Caring and Citizenship. Register to access their free lesson plans.

Discovery School - <http://school.discoveryeducation.com/>

Discovery Education provides resources to schools including a puzzle maker, a lesson plan library, and other tools that you may find helpful.

The Gateway to Educational Materials (GEM) - www.thegateway.org

GEM is a nonprofit consortium membership organization serving educators and trainers at all levels in the USA and around the world. The site features a searchable database allowing the user to access a variety lesson plans, instructional units and other educational materials.

Mind Over Matter - http://teens.drugabuse.gov/mom/tg_intro.asp

This series is designed to encourage young people in grades five through nine to learn about the effects of drug abuse on the body and the brain. The free materials include posters and a teacher's guide.

IMPORTANT! Use discretion when selecting lesson plans from online sources. Some may be submitted by individuals who are unfamiliar with the principals of effectiveness. When in doubt, talk to your principal or your school district's Title IV Safe & Drug Free Schools Coordinator.

Effective Prevention Strategies...

...Reinforce healthy norms.

...Support the development of protective factors.

...Help students develop social skills.

...Help students develop critical thinking skills.

...Teach decision making and refusal skills.

Find out more about what works in prevention - visit www.gettingresults.org

Parents Teach Prevention

Ideally, your Red Ribbon campaign will initiate conversations at home. Therefore, you should provide parents with information, resources and support needed to educate their children. Fortunately, there are plenty of free resources online (see Strategy #1). Send information home at least one week before Red Ribbon Week. We created a draft letter to help you get started.

Step it Up!

A Red Ribbon Scenario

It is Monday of Red Ribbon Week and school has ended for the day. Little Angela heads to the spot where mom waits to pick her up. They greet each other with a smile and a hug. There is a lot of activity so they move quickly to their car, get in and buckle up. As they head out of the area, mom notices Angela's Red Ribbon (or wristband) and asks, "Why are you wearing a Red Ribbon?" Little Angela was not paying a lot of attention when the teacher handed out the ribbons, so she is not really sure. Her answer is, "I don't know, but if I wear it tomorrow I get a piece of licorice."

What Happens Next? That's Up to YOU!

This is the moment of truth for your campaign. If you sent information home in advance, then this moment is an opportunity. If not (and the parent does not know from their own past experience) then the conversation is over.

Let Parents Know...

Make sure parents know that it is Red Ribbon Week and what that means. Send information home at least one week in advance. Our sample letter can help you get started.

Your Letterhead:

Sample Letter

October 20, 2009

Dear Parents and Guardians:

Next week our school and community will participate in the annual Red Ribbon Celebration. Red Ribbon began after DEA Agent Enrique Camarena was kidnapped and murdered while working undercover in Guadalajara, Mexico in 1985. Citizens in his hometown of Calexico, California responded by wearing Red Ribbons symbolizing the need to reduce the demand for drugs through prevention and early intervention.

Today, the Red Ribbon Celebration is observed annually the last full week in October. This awareness campaign is the kick off to a year of prevention in our schools and in our

communities. The Red Ribbon Pledge is “No use of illegal drugs, no illegal use of legal drugs!” This year, Red Ribbon will be observed October 18th to 26th.

We have planned a fun week that incorporates research based prevention strategies in to each activity. We have five themes for the week and each one is intended to support the development of “protective factors” which help young people develop the skills and competencies they need to make healthy choices every day.

Our Red Ribbon Themes for the week are:

Monday, October 26 = Caring Relationships

Tuesday, October 27 = High Expectations

Wednesday, October 28 = Meaningful Participation

Thursday, October 29 = Safe Places

Friday, October 30 = Positive Activities

Research has shown that when these external protective factors are present in children’s lives across multiple domains (at home, at school, in the community, and among their peers), they make healthier choices and do better in school.

We created a Red Ribbon Family Packet that features activities that correspond with each theme. Please take a moment to review the packet and find several activities to do with your child during Red Ribbon Week. Your participation will reinforce the positive, healthy messages that your student is hearing at school all week.

We included a Red Ribbon Calendar that lists all of the Red Ribbon activities taking place at school and in the community. We also created a Red Ribbon Resource & Referral Directory that features phone numbers of local service providers should you or someone you know need information or support in the future.

Finally, you are invited to participate in our Red Ribbon activities; in fact your help would be greatly appreciated. Please contact me if you are available to help during the week.

Kind regards,

Your Name, School Site Prevention Coordinator

(XXX) 555-1212

To learn more about the annual Red Ribbon Celebration, visit www.wmadigital.com/cpc

Prevention Education in the Community

Community Forums, Town Hall Meetings, Parent Nights, Faith Group meetings and Teen Summits are great ways to educate members in your community about alcohol, tobacco and other drug related issues. These events may be held at individual school sites, as a collaborative effort between neighboring schools, or as a city-wide event.

Pick a Topic

Once you decide to host an event, pick one topic to address. Sometimes folks try to “do it all” and this can be overwhelming for the audience.

Identify Your Audience

Is your target audience parents, high school students, or both? If students are the audience, then students must play a key role in planning and implementing the event.

Identify a Guest Speaker

This person should be an expert or very knowledgeable about the topic. Your local college or university may have a professor interested in sharing his or her research. Local prevention agencies have staff who can speak about specific topics. Your school district, Sheriff department, city and other local agencies may be another great source.

Make Sure Information is Age Appropriate & Research Based

If you do not know your guest speaker, take time to learn more about him or her before you extend an invitation. One of the worst moments is when a guest speaker says something to the audience that is inappropriate or harmful. Do not hesitate to ask questions and express the needs of your school or agency. Use the information in this manual to guide that conversation.

Create Interesting Handouts

Be sure to give the audience a fact sheet, brochure, or flyer to take home. Create something they will want to put on their refrigerator or keep in their binder. You may even want to suggest this to them.

Plan to Survey the Audience

A forum is a great opportunity to conduct a brief survey to learn more about the needs of your target audience. At the very least, you should get feedback regarding the event.

Include Red Ribbon Information.

Begin the event with a brief introduction that includes the History of Red Ribbon Week. Highlight school and community Red Ribbon activities and events.

Promote Healthy Norms

Don't forget to include information about the true norms of positive, healthy behavior. The truth is most students do not use alcohol, tobacco or other drugs. Use local data to support this statement. Talk to your Title IV Safe & Drug Free Schools Coordinator for more information.

Provide Resource Information

Hand out a resource guide that features local service providers.

Be Prepared to Offer Support

Some presentations may provoke an emotional response in those whose lives have been touched by the issue you are addressing. It is important to have a counselor present who can stay after and talk to those who need support. Some topics will indicate the need for multiple counselors.

Talk to your principal and school psychologist before hand for advice.

Focus on Action!

Do not just tell the audience what the problem is. Give them something to do that will make a difference.

Step it Up!

Take advantage of the teachable moments Red Ribbon activities and events create by planning for them in advance. Train your volunteers and inform your teachers and school staff before Red Ribbon Week begins.

Prepare a "Why We Celebrate Red Ribbon Week" information sheet that includes talking points. Make sure the information is age appropriate. Ask teachers to share this information with their students on Monday morning of Red Ribbon Week when they hand out the ribbons or wristbands. Volunteers should give a brief presentation at the beginning of each activity to help students understand the point.

Strategy #3: Alternatives

Definition: This strategy calls for Alcohol, Tobacco and Other Drug (ATOD) free activities for groups, especially youth. Examples include constructive activities such as neighborhood clean-up campaigns, development of community youth centers, or social and recreational activities such as ATOD free dances or organized after-school sports events.

Young people need opportunities for leisure activities that are free of alcohol, tobacco and other drug use. They need adult supervised safe places to hang out. Ideally, these environments offer social or educational support, positive activities, athletic programs, mentoring, or other positive alternatives. After school mentoring, tutoring, or leadership programs are positive alternatives that help nurture the development of protective factors. Activities that provide young people, adults, and families with opportunities to experience healthy behaviors and life-styles.

While alternative activities are important for all children in all environments, children growing up in high risk environments benefit greatly from having safe places to spend time after school. If the only peers a child interacts with use alcohol, tobacco, and other drugs, they need opportunities to meet and develop relationships with friends who do not.

It is important for you to know that many young men and women would rather believe (or have others believe) that they are participating in a community program or a recreation league instead of a prevention program, since they don't want to be labeled as having a problem. Therefore, you may not want to publicize alternative activities as such. Adapted from "Turning Awareness into Action: What Your Community Can Do About Drug Use in America"

Step it Up!

There are service providers (like the YMCA) in your community that are in need of support. These agencies provide positive alternatives for youth all year long.

Parents, students and other adults could get together on a Saturday to give the facility a face-lift. A fresh coat of paint, newly planted flower beds, and some minor handyman projects can really make a difference.

A project like this lets the service provider, and the children they serve, know that they are a valued community resource.

Alternative activities reinforce the "No use of illegal drugs, no illegal use of legal drugs!" message while helping young people feel connected to their school or community.

Step it Up!

Identify and promote existing programs in the community that provide positive alternatives for youth. These include programs at local YMCA, and LCF Community Center, Scouting, churches, temples and others.

Contact these service providers to learn more about their programs. Talk to your principal to discuss ways to help get the word out about these community resources.

“Early adolescence is the most vulnerable age for youth to begin substance abuse and related high-risk behaviors. It is also the perfect time to get involved. The perfect time to make a world of difference.”

Positive Youth Development

Step it Up!

Organize a youth committee to help you coordinate your Red Ribbon Celebration. Host the committee meetings before school, at lunch, or after school. Strive to include a diverse representation of your student body. One way to do this is to ask teachers to recommend a student or two to serve on the committee. Ideally, the teacher will select a student who has leadership potential, but who has not had an opportunity to shine.

Positive Youth Development (PYD) is a prevention approach that focuses on helping young people develop the skills and competencies they need throughout their lifetime.

PYD is not a single activity or event in which students show up to complete the assignments or tasks that adults have organized. Rather, it is a process in which students organize and host programs, activities and events for themselves and their peers. The ideas of these young leaders are valued and nurtured through positive interactions and relationships with adults who offer guidance and support.

Through PYD, young people gain self confidence as they realize how valued their voice is within their community. Their efforts are strategic, following the Strategic Prevention Framework (Assessment, Capacity Building, Planning, Implementation, and Evaluation) or a similar process. As a result, these young people become local experts who can speak to the issues - before a group of their peers or at a city council meeting.

A Role for Everyone

Source: National Clearinghouse on Families & Youth - <http://ncfy.acf.hhs.gov>

Community members can involve young people in measuring how well they support youth, and then work together to improve services.

- Policy makers can engage youth in discussions about policies that affect them.
- Business leaders can teach young people the skills they will need for successful employment.
- Youth service organizations can encourage youth participation in every aspect of their work.
- Members of the media can help give young people outlets for expressing their views.
- Treatment providers can engage adolescent treatment recipients in service to others.
- Teachers and school administrators can ensure that school policies, procedures, and teaching methods engage young people fully.
- Faith-based institutions can involve young people in community activities.
- Parents can strive to engage their children in positive activities that nurture their talents, skills, and interests.

Eight Features of PYD

The White House launched “Helping America’s Youth” (HAY) at www.helpingamericasyouth.gov, an initiative that promotes caring relationships as an effective prevention strategy. The site features information for adults who want to make a difference in the lives of kids and ideas for those who want to include PYD in their prevention efforts. They identified eight elements of PYD.

1. Promote a sense of safety.
2. Provide appropriate structure.
3. Create supportive relationships.
4. Provide opportunities to belong.
5. Provide positive social norms, such as rules for behavior.
6. Give youth responsibilities and meaningful challenges.
7. Provide opportunities for skill building.
8. Coordinate family, school, and community programming.

Online Resources

Creating opportunities that engage young people in positive alternatives should be an important part of your prevention efforts. Helping young people get involved in community service is one way to achieve this goal. Plus, participating in community service nurtures the development of protective factors needed for healthy development.

ACT for Youth - www.actforyouth.net/?ydManual

Assets Coming Together (ACT) provides free online training materials to educate community groups about Positive Youth Development.

Do Something - <http://dosomething.org>

Inspires, supports and celebrates the ability of young people to get things done. Provides tools and resources to help them convert ideas and energy into positive action.

Environmental Prevention in Communities (EPIC) - www.youthepic.org

A youth driven environmental prevention and advocacy project of the Alcohol Policy Network. Trains youth in Alameda County, CA to identify problems around alcohol and to develop and implement campaigns, research-based projects, and policy development to address those issues.

Family Cares - www.familycares.org

Promotes service through hands-on family projects that help others in need. The ideas are simple and could be adapted to use for your school Community Service Club (CSC).

Kids Care Clubs - www.kidscare.org

Provides ideas to engage young people in hands-on volunteer opportunities to help others in their local and global communities. They celebrate “KIDS CARE WEEK” October 19 to 25 and their activities should tie in nicely with our daily themes. Registration is required, but the resources are free.

Kids Health - <http://kidshealth.org/parent/positive/family/volunteer.html>

Promotes community service as a way to connect as a family. The site features tips for parents as well as links to service organizations.

MyGoodDeed - www.mygooddeed.org

Created by 9/11 families and friends shortly after the terrorist attacks on America. This initiative honors those who were killed and injured on 9/11, and pays tribute to those who aided

in the rescue and recovery efforts. Their mission is to transform 9/11 into a national day of voluntary service.

The President's Volunteer Service Award -
<http://www.presidentialserviceawards.gov/yes/tools.html>

Awards are given to youth and families or groups based on hours served. The website features tools to help organize service opportunities for young people including planning and training tools, examples of service projects, and sample forms.

The Resource Center - <http://nationalserviceresources.org/topics/service-activities>

A one-stop shop for online tools and training resources to help you strengthen your volunteer or service programs. Includes free online courses.

ServeNet - <http://servenet.org>

Integrates advanced web-based social networking tools to link service agencies and volunteers. The site features a searchable database of service opportunities and agencies.

Volunteering in America - www.volunteeringinamerica.gov

This comprehensive website provides access to tools and information related to service.

Step it Up!

October 25 is "Make a Difference Day." This National Day of Service takes place every year on the fourth Saturday in October. The event website features a searchable database of local community service events taking place. If there are kid friendly service projects planned in your neighborhood, help get the word out to your families. If not, consider working with your youth committee to host a project. Tie the project in with your Red Ribbon Celebration. Example: Organize a food drive at school during the week. On Saturday, the committee and parent volunteers could deliver the collected food to the recipient pantry or shelter.

Make A Difference Day - www.usaweekend.com/diffday/

Strategy #4: Problem Identification and Referral

Definition: This strategy calls for identification, education, and counseling for those youth who have indulged in age-inappropriate use of tobacco products or alcohol, or who have used illicit drugs. Activities under this strategy would include screening for tendencies toward substance abuse and referral for preventive treatment for curbing such tendencies.

Protect the Developing Brain

Scientific evidence reveals that the brain is fully mature at about age 25 - much later than previously believed. One of the last areas of the brain to develop is the Prefrontal Cortex responsible for processing information, making judgments, controlling impulses, and foreseeing consequences. In addition, teenage substance use may cause permanent neurological damage to the developing brain. Parents need to know this!

The Parent's Guide to the Teenage Brain is an interactive website that shares the research in a way that parents and other adults understand and can apply in real life. The website is also easy to navigate.

www.drugfree.org/TeenBrain

When a Young Person Needs Help

Even before brain based research shed enormous light on youth development and why young people are so vulnerable, we knew that early onset of use was predictive of addiction later in life. We also knew that those who use were at greater risk of violence including sexual violence, academic failure, premature and unprotected sex, HIV/AIDS and other STD's, accidental injuries and death.

Today, brain research is so compelling because it helps us understand what is happening in the developing brain and why young people are so much more susceptible to these dangerous outcomes.

We know that there is no safe level of use for young people and that we must communicate a resounding "no use" message to youth. In addition, when parents, teachers, counselors or friends suspect that a young person they know is using, they must understand how important it is to intervene early. They also need to know where to turn to for help. As the School Site Prevention Coordinator you can make a real difference by helping them find the resources and services they need.

Step it Up!

While our focus is prevention, we know that some of our children will need additional support. Learn more about school and community based early intervention programs. These are essential programs that need support.

“A 1998 study by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) revealed that a child who begins to drink alcohol at age 15 has a 40 percent chance of suffering from alcoholism or dependence in his or her lifetime. Early action from friends, parents, or loved-ones of teens who have started using drugs could help a teen stop before treatment may be needed.”

Source: Suspect Your Teen Is Using Drugs or Drinking?

DO NO HARM

Prevention Coordinators - Do No Harm

Even when alcohol, tobacco, other drug and violence issues are addressed in caring ways, very painful feelings may be brought to the surface for some of the students you are trying to serve. We want you, the School Site Prevention Coordinator, to feel a sense of responsibility to “DO NO HARM!”

Plan ahead in order to prevent or manage these situations. Be sure to:

- Consider how the proposed activities might stir uncomfortable or stressful feelings.
- Consult with qualified school staff regarding potential issues prior to hosting an activity or event that could have negative implications.
- Let teachers, staff and parents know in advance about topics or issues that may make some students feel anxious or stressed.

In addition, you should:

- Have appropriate resource and referral information available for students, parents, teachers or others who may need support. Talk to your school psychologist or Title IV Safe and Drug Free Schools Coordinator for guidance.
- Provide opportunities for students to talk about their feelings and concerns with their teacher, school counselor or other qualified staff after the presentation.

- Develop talking points for teachers to use in the classroom, or for parents to use at home. Communication may help adults recognize a student who needs additional support and/or referrals.
- Have resource materials available, including telephone numbers and web sites, for those who need them.
- Send information home in advance to let parents know about issues that will be discussed. Share resource information with them as well.

Step it Up!

Create a Red Ribbon Resource Directory that it features your local resources. Send the directory, together with your Red Ribbon Packet, home to parents at least one week before Red Ribbon Week. Create a PDF version to send home via email and post it on your school or PTA website.

Create a Red Ribbon Resource Card for high school students. This business size card features a list of local service providers and their phone numbers on one side (the back). You can put any other information on the other side (the front). Create a different card each year and put something different on the “front” of the card. You might featured the Kiki Camarena Story, Warning Signs of Alcohol Poisoning, the Red Ribbon Theme, and an inspirational quote.

Distribute the cards is through a common school class like homeroom. Ask teachers to tell their students to put the card in their wallet, pocketbook, in their binder or in a place where they can easily find it. Explain that while they may never need the information, it will be good to have if a friend ever needs help.

Create an 11x17 inch Red Ribbon Resource Poster that lists local resources. The text on these posters should be large enough to see from the back of the class. Ask teachers to place the posters in the front of their classrooms. Students will see the posters every day and, if they need to, they will be able to write down the phone numbers. Use the following introduction on our referral items:

“If you need help, or if you have a friend who does, there are many caring people in our community who can assist you. Speak with a teacher, counselor or other adult you trust. Or, give us a call and we will help you find the help you need.”

We list local service providers who we know will “help them find the help they need.” We also list the National Suicide Prevention Lifeline, 1-800-273-TALK on all of our resource and referral materials.

Online Resources

These websites were developed for parents, other adults and teens who know someone who is using drugs.

Suspect Your Teen Is Using Drugs or Drinking?

A Brief Guide to Action for Parents (PDF)

http://www.mediacampaign.org/early_intv/parent_broch.pdf

For parents and other adults to help them take action if they suspect or know that their teen is using drugs.

When it's Not Your Kid, How Do You Deal With Drug Use and Drinking? (PDF)

www.mediacampaign.org/early_intv/adult_influencer_broch.pdf

Focuses on non-parental role models and the powerful positive influences they have on teen lives.

The Anti-Drug - www.theantidrug.com

For parents and other adults who suspect a teen is using drugs or drinking and want to help. Includes signs and symptoms to look for and more.

Step Up: A Guide for Teens (PDF)

www.mediacampaign.org/early_intv/youth_broch.pdf

Designed to empower teens to step up and help a friend or sibling who uses drugs or drinks by providing tips, signs and symptoms to look for, and suggestions on how to broach the difficult conversation with a friend.

Freevibe - www.freevibe.com

Encourages teens to play an active role in helping a peer with a substance abuse problem.

Substance Abuse Treatment Facility Locator - <http://findtreatment.samhsa.gov>

SAMHSA provides this on-line resource for locating drug and alcohol abuse treatment programs.

Myths about Adolescent Treatment for Chemical Dependency

Myths...

- Adolescents who use drugs need to detox prior to treatment.
- Adolescents need to “hit a bottom” before treatment can be successful.
- Adolescents must want help first.
- Parents are powerless over a strong willed child.

The Truth is...

- Adolescents rarely need to detox prior to treatment
- You cannot wait for an adolescent to “hit a bottom.” They may become depressed and commit suicide. They may accidentally overdose. They may be sexually assaulted while under the influence. They may have unprotected sex and contract HIV/AIDS, an STD or become pregnant. You must intervene if an adolescent is drinking, drugging, or doing any other self-destructive behavior.
- Adolescents rarely want to stop the undesirable behavior (drinking alcohol, using drugs, and staying out all night). They are having fun! If you wait until they ask for help, it can be too late. Adolescents get addicted rapidly. The younger they are when they begin to drink alcohol or use chemicals, the more quickly they become addicted.
- Parents have more power than they think. A good treatment program empowers parents and helps them with strategies that help the “balance of power” shift back to the parents.

Debbi Lipps -The Hope Institute: www.hopeinstitute.org

Why Do Adolescents Use Drugs?

There are many reasons why young people try drugs, from boredom to an older sibling offering it. One reason they continue to use is to self medicate emotional pain, such as:

- Death of a family member or friend
- The loss of a parent through divorce or abandonment
- Victim of sexual abuse or rape
- Embarrassment and shame from a learning disability

- Parents' drug/alcohol addiction
- Clinical depression
- Fear of loss (a parent very ill)
- Fear of non acceptance by peers
- Loss of a relationship

Strategy #5: Community Based Process

Definition: This strategy enhances the ability of the community to effectively plan and implement prevention services for ATOD problems. This strategy also provides the platform where environmental change strategies are planned and developed. Activities in this strategy include organizing, planning, and enhancing the efficiency and effectiveness of campaigns implemented, inter-agency collaboration, coalition building, and networking.

Step it Up!

Is there a training for School Site Prevention Coordinators in your community? If there is, be sure to participate. If not, consider organizing and hosting the first meeting yourself. Contact each school and invite the coordinators to attend. Include representatives from the police department, school district, the city, and prevention agencies.

If you are a School District Title IV Safe & Drug Free Schools Coordinator or a School Site Prevention Coordinator (a parent, teacher or student volunteer) and you would like to host the first training in your community, we would like to help. Write to will@wmadigital.com

Red Ribbon in the Community

In the early 1990's, in some communities, School Site Prevention Coordinators were asked to minimize Red Ribbon's impact on instructional time by hosting activities before school, at lunch and after school. At the same time, these communities worked to make Red Ribbon more visible. As a result, in these communities there is a nice blend of school and community based Red Ribbon activities and events taking place.

As your schools Prevention Coordinator, you should recognize the value of community based Red Ribbon activities and events. These programs strengthen your campaign because they provide more opportunities for your students and their families to get involved.

Take time to find out what is happening in your community. When you create your school's Red Ribbon Calendar of Events, highlight the community activities too.

“A sense of humor is part of the art of leadership, of getting along with people, of getting things done.”

Dwight D. Eisenhower

A Community Based Funding Source

You might start a Pennies for Prevention to support both our school and community based prevention programs, activities and events. Pennies for Prevention can grow into a successful fund raising effort, bringing in valuable funds each year to support local schools and collaborative efforts.

Here's how P4P can work:

During Red Ribbon Week, schools collect pennies. On the Friday of Red Ribbon Week, they bring their pennies to our central drop off site at City Hall. Once there, the pennies are weighed and tallied. Participating schools earn \$1.00 for every pound of pennies they collect to support their prevention efforts. The remaining funds support community prevention efforts.

A pound of pennies is worth about \$1.55, so approximately $\frac{2}{3}$ of the funds raised go directly back to the school and $\frac{1}{3}$ supports community programs. We encourage school districts and coalitions to work together to host their own Pennies for Prevention Campaign.

Ongoing Community Based Prevention Efforts

Many communities across the United States have established coalitions whose partners work together to prevent alcohol, tobacco, other drug use and violence. The Community Prevention Council is such a coalition. Join us today.

Help us with:

- **Assessment:** Collect data in order to define community issues, identify existing programs and resources as well as gaps in service, and determine community readiness.
- **Capacity Building:** Bring together community stakeholders, service providers, and others who agree to work together to address the needs identified through the strategic planning process.
- **Planning:** During Focus on developing policies, programs, and services to address the identified needs. Specific goals, objectives and performance indicators are established as well as a Logic Model, an Action Plan, and an Evaluation Plan.
- **Implementation:** Work together to put the plan in to action, making sure to collect both quantitative and qualitative data for the evaluation.
- **Evaluation:** Review the action plan together with the evaluation data to measure the impact or effectiveness of the strategies used. The group determines what worked and where improvement is needed. This step leads back to the first step - Assessment - and the process begins again.

Who is the Community Prevention Council?

The CPC is a coming together of people, representative of the community, who agree to work together to promote a safe and healthy community. We are a network attempting to connect the following community sectors:

1. Youth
2. Parents
3. Business Community
4. Media
5. Schools
6. Youth-serving organizations
7. Law enforcement agencies

8. Religious or Fraternal Organizations
9. Civic and Volunteer Groups
10. Healthcare Professionals
11. State, Local Agencies
12. Other Organizations

Online Resources

Below are tools to help develop community Red Ribbon events that can make a difference.

Host a Town Hall Meeting to Prevent Underage Drinking

www.stopalcoholabuse.gov/townhall/2008materials.aspx

The toolkit was developed to help communities plan a Town Hall Meeting in April. But this is also a great Red Ribbon event. The toolkit includes checklists and information for coordinating and promoting activities before and after the event, a facilitator's guide for moderators, and sample materials for gaining media coverage. Members of your coalition can facilitate and host this presentation.

Host a Teens and Technology Parent Night

www.theantidrug.com/resources/teens-technology.aspx

This toolkit features information to help parents understand the trends – and risks – associated with their teen's digital communication habits. Work with local law enforcement personnel to host this important training.

Host an Rx and OTC Parent Night

www.theantidrug.com/resources/teen-rx.aspx

Prescription and OTC drug abuse is on the rise. Researchers believe availability combined with the misconception that these drugs are a safe way to get high may be why. Parents and other adults need to know about this important trend. TheAntiDrug has great tools to help you host a community forum. A DEA Agent or local law enforcement officer (SRO) would be a guest speaker.

Forum: Debunking the Myths about Marijuana

www.theantidrug.com/pdfs/resources/marijuana/Marijuana_Strategizer.pdf

This toolkit will help you host a community forum to address the myths about marijuana. An expert in brain research or addiction would be an appropriate guest speaker. A representative from DEA or BNE could also assist.

CADCA's National Coalition Academy

www.coalitioninstitute.org/Training/NationalCoalitionAcademy/NationalCoalitionAcademyHome.asp

A year-long training program to teach your community what it needs to know to start or sustain an effective coalition.

CADCA's Support 21 Community Toolkit
www.coalitioninstitute.org

In the summer of 2008, 100 college presidents voiced support for lowering the drinking age. CADCA responded by creating the Support 21 Toolkit to assist coalitions present research based evidence regarding the 21 year drinking age.

Strengthening Partnerships Toolkit
[www.coalitioninstitute.org/StrengtheningPartnerships/
StrengtheningPartnershipsHome.asp](http://www.coalitioninstitute.org/StrengtheningPartnerships/StrengtheningPartnershipsHome.asp)

The Strengthening Partnerships Toolkit is designed to help community coalitions make connections with representatives from local organizations and associations.

Strategy #6: Environmental Prevention

Definition: This strategy establishes or changes written and unwritten community standards, codes, and attitudes, thereby influencing the incidence and prevalence of ATOD problems.

Environmental prevention strategies strive to reduce the negative influences that directly and indirectly affect young people in their everyday lives. These strategies focus on changing those things in the environment that promote or normalize the use of alcohol, tobacco and other drugs or violence.

Environmental approaches:

- Change public perception and attitudes
- Improve and enforce laws and regulations
- Decrease the availability or access to harmful drugs
- Address other factors affecting public health and safety

Communities have used environmental prevention strategies to address a variety of alcohol, tobacco and other drug related problems.

Strategies include:

- Restricting the sale of alcohol and tobacco products (minimum age to purchase, hours alcohol may be sold, location of retail outlets, and eliminating tobacco vending machines.)
- Consistent enforcement of existing laws and regulations through compliance checks.
- Establishment and implementation of community policies, such as restrictions on alcohol availability at community events and training programs for people working in bars and restaurants that serve drinks.
- Community awareness and education, including media advocacy, counter-advertising efforts, and parent education efforts.
- Pricing of tobacco and alcohol products, such as increasing excise taxes.
- Mobilizing communities to support youth development, such as providing recreational and service opportunities.

Red Ribbon Environmental Prevention Activities

Work with your youth committee or parent group to develop Red Ribbon activities that promote environmental change. Continue these efforts throughout the year.

Letter Writing Campaigns: Write letters to legislators in support of policies that restrict access to alcohol, tobacco and other drugs (including perscription and over the counter.)

Local Policies: Work to establish policies like Social Host Ordinances or Smoke Free beaches or parks.

Merchant Education Campaigns:

Encourage local store owners and managers to remove (or significantly reduce) the number of alcohol and tobacco advertisements on display.

Also ask them to step up their employee training efforts to prevent alcohol and tobacco sales to minors. Provide tools to help them.

Eliminate Alcohol or Tobacco Sponsorships: Support community events that do not accept alcohol or tobacco sponsorship, especially those events that target families.

Media Literacy: Educate parents, teachers and students to look at advertisements and to critically analyze the images and messages presented to them via print media, television, radio, etc.

Promote Healthy Social Norms:

Develop a campaign to increase community awareness regarding healthy community norms.

Example:

promote the fact that most students do not drink alcohol or use tobacco or other drugs.

Online Resources

There are excellent environmental prevention campaigns that your group may want to taking on as part of your Red Ribbon Campaign. Here, we have listed a few:

Above the Influence - www.abovetheinfluence.com

A social marketing campaign developed by the National Youth Anti-Drug Media Campaign supports healthy lifestyles.

A Dose of Prevention: Fighting Cough Medicine Abuse
www.doseofprevention.org

Addresses OTC abuse of cough medicines that contain dextromethorphan (DXM). For parents, educators, retailers, health care providers, law enforcement, and others to use to address the problem of cough medicine abuse.

Campaign for Tobacco-Free Kids
www.tobaccofreekids.org

Strives to reduce tobacco use and its consequences by changing public attitudes and public policies on tobacco. The site promotes internet based action.

Smoke Free Movies Campaign -
www.americanlegacy.org/70.aspx

The American Legacy Foundation is urging the Motion Picture Association of America (MPAA) and major movie studios to adopt four evidence-based policies to help counter the impact of smoking in movies on youth starting to smoke.

Social Host Ordinances
www.alcoholpolicypanel.org/whatsnew.shtml

Ten San Diego, California communities passed Social Host Ordinances making it illegal for adults to provide alcohol to minors (other than their children) in their homes. Features a sample ordinance and PowerPoint presentation.

truth Campaign - www.thetruth.com/

truth® is the largest youth smoking prevention campaign in the country – and the only national campaign not directed by the tobacco industry. Students can “spread truth” by linking to their MySpace, Facebook, and other social networking sites.

Marin Institute: A Leader in California

The Marin Institute focuses on alcohol related issues in the State of California. Schools and community coalitions in California are encouraged to actively support these initiatives. If you are not from California, you will find their website very informative and empowering as you strive to take on these important issues in your community. Below are just a few campaigns you may support. Visit www.marininstitute.org

Alcoholic Energy Drinks

Pre-mixed energy drinks that contain alcohol are dangerous and look just like their non-alcoholic counter-parts. They also have a growing popularity among youth. Get the latest and learn how you can help Marin Institute keep them out of the hands of young people.

Alcohol Taxes - FAQ's

Alcohol taxes have not kept up with inflation. Instead, most states are subsidizing Big Alcohol and they make billions in profits. The Marin Institute's FAQ page helps learners understand the relationship between taxing alcohol and reducing alcohol consumption by youth.

Stop Alcopops

Alcopops are sweet, fruity, often bubbly alcoholic beverages designed for and marketed to youth. Learn about the products, the companies that make and market them, and the harm they cause. Then take action to help get them out of the hands of young people.

Take Back Transit

Our transit systems are public space used by millions of people. But the alcohol industry uses trains, platforms, bus shelters and subway cars to advertise alcohol all over the country. Learn more about what you can do to fight back.

What are Protective Factors?

Protective factors are a combination of external forces and internal competencies that are critical for healthy adolescent development. External Protective Factors are:

Caring Relationships s High Expectations s Meaningful Participation

Young people need to experience these external protective factors in four domains:

At Home s In School s In the Community s Among Peers

Research has shown that these external protective factors influence the development of internal protective factors - the skills and competencies that help young people succeed. Internal Protective Factors include:

Cooperation s Communication s Empathy s Problem Solving

Self-efficacy s Self awareness s Goals and Aspirations

These external and internal protective factors come together to form a shield of protection that helps young people make healthy choices.

Shield (noun): Protection or defense; somebody or something that serves as protection or acts as a defense.

Shield (verb): To prevent harm or damage to somebody or something by using a physical barrier or by intervening in a protective way.

Source: Encarta Dictionary

Protective Factors Focus on Strengths

For many years, researchers strived to understand problem behavior among youth. Early efforts focused primarily on risks factors that were predictive of problems.

During the early and mid-1990's, researchers began to shift their attention to the role protective factors play in decision making and behavior among youth. They discovered that the presence of protective factors help young people even when they are growing up in environments where there are multiple risks.

Today, nurturing the development of protective factors is regarded as an effective strategy to prevent alcohol, tobacco and other drug use and violence. This is a very positive approach!

“Resiliency describes that quality in a child who, regardless of exposure to significant risk factors, maintains well-being and lives a healthy lifestyle, free of alcohol, tobacco and other drug use, and other precarious behaviors. Families, schools, and community partnerships must develop programs to develop resilient children.”

- Bonnie Benard

Red Ribbon Daily Themes

We recommend that you develop daily themes that are meaningful. Here, external protective factors (caring relationships, high expectations, meaningful participation) in the four domains (home, school, community, peers) are the focus of our daily themes. We added safe places and positive activities since these external forces also play an important role in supporting a young person's healthy development.

Monday = Caring Relationships

Tuesday = High Expectations

Wednesday = Meaningful Participation

Thursday = Safe Places

Friday = Positive Activities

Again, these are external protective factors - meaning that the emphasis is on the role that we (anyone other than the child) play in creating environments that support healthy development.

America's Promise (www.americaspromise.org) promotes the Five Promises. These are also external protective factors. The Five Promises would be very suitable to use as Red Ribbon Daily Themes.

Monday = Caring Adults

Tuesday = Safe Places

Wednesday = A Healthy Start

Thursday = Effective Education

Friday = Opportunities to Help Others

Character Counts (<http://charactercounts.org>) promotes the Six Pillars of Character Education as the "core ethical values" of character education. Character education focuses on the development of internal protective factors (skills and competencies demonstrated by the child.) Character Counts Week and Red Ribbon Week both occur in October. Schools could easily use the pillars as their Red Ribbon Daily Themes.

Monday = Trustworthiness

Tuesday = Respect

Wednesday = Responsibility

Thursday = Fairness

Friday = Caring

Saturday/Sunday = Citizenship

Note: Character Counts website features lesson plans designed with Red Ribbon in mind.

External protective factors nurture the development of internal competencies needed for healthy development. Research supports this strategy and it is fun!

Social Marketing, Online Resources

The Community Toolbox - <http://ctb.ku.edu>

An excellent resource for prevention, leadership and youth development efforts. Search for topics you need help with. From the University of Kansas.

The National Training Collaborative for Social Marketing - www.ntcsm.org

The Online Social Marketing Lecture Series is another great resource to use as you learn how to develop and implement a social marketing campaign.

ORAU - www.orau.gov/cdcynergy/soc2web/

Oak Ridge Associated Universities (ORAU) is a university consortium leveraging the scientific strength of 99 research institutions to advance science and education by partnering with national laboratories, government agencies, and private industry.

Pink Book - Making Health Communication Programs Work
www.cancer.gov/pinkbook

The National Cancer Institute created this guide on designing and implementing health communication campaigns. The guide is suitable for any health communication campaign.

Social Marketing Skills Training
www.ccapt.org/sm_skills.html

Center for Substance Abuse Prevention's Central CAPT Social Marketing Skills Online Training, a free web based, self-paced training to help you use social marketing in your prevention efforts.

Social marketing utilizes concepts and strategies from marketing to tackle health and social issues. Social marketing is not a media campaign that addresses unhealthy behaviors by using scare tactics or threats of harm if one engages in the undesired behavior. Instead, a social marketing campaign promotes the desired positive behavior of the target audience.

Social Marketing Campaigns Promote a Change in Behavior

Social marketing campaigns:

- Have goals that are specific and achievable
- Begin with efforts to educate the target audience (those who may be unaware, those who may be considering change, or those who should continue the desired behavior.)
- Respond to the needs of the target audience.

- Are developed using data that is collected locally.
- Make it easy for the targeted audience to participate.
- Can be relatively inexpensive to develop and implement.

Source: Oak Ridge Associated Universities (ORAU) Introduction to Social Marketing: Is Social Marketing for You? ORAU has developed an easy to use, easy to implement online tool - Introduction to Social Marketing - to assist you in developing your Social Marketing campaign. See link in the resources column on this page.

Images & Messages Matter...

Social marketing campaigns that address alcohol, tobacco and other drug prevention should focus on positive outcomes. Images and messages should depict the desired behavior. You should not use images of alcohol, tobacco or other drugs or violence in your campaign materials. Sometimes, committee members will insist on this - but do not give in. Media literacy has taught us that images are more powerful than words. Find out who your community's "media literacy expert" is and ask him or her for guidance and support. It may be a good idea to host a training for your committee when you begin planning your campaign.

Social Norms

Be Sure To State the Norm

- Flip the data to present the positive. Example: 74% of high school students choose not to drink alcohol - versus - 26% of students drink alcohol
- Demonstrate the Healthy Behavior
- Images should promote the positive behavior you are trying to promote. Do not use images of alcohol or other drugs or violence.
- Be Honest
- Do not exaggerate the findings. Cite the source.
- At first, students (and adults) may not believe you. Expect that response. Prepare your team.
- Make it okay to talk about.

People are influenced by what they believe is expected of them in a particular social context. A person's perception of what is normal (a social norm) is often predictive of what that person will do. Social Norms Theory states that our behavior is influenced by what we think the social norms are AND that we tend to overestimate problem behavior of our peers. Believing that everyone else is "doing it" reinforces the idea that the unhealthy behavior is normal even when it is not.

Social norms theory states that if we move the perception of use (of alcohol, tobacco, other drugs) closer to the true norm (based on empirical data). we can actually reduce the level of use. Very cool!

Social Norms Marketing

Social marketing is the process used to correct misperceptions regarding alcohol and other drug use. The campaign should be developed by a team of students and advisors who are trained to develop the campaign.

Information on this page adapted from resources provided by the Center for Substance Abuse Prevention (CSAP) and from the Social Norms Institute.

Planning a Campaign? Eight Steps to Guide You

1. Collect Baseline Data

Use the data from your school district's survey. If your district does not conduct a survey, talk to your Title IV Safe & Drug Free Schools Coordinator for guidance.

2. Promote a No-Use Message

If the campaign targets students in middle or high school, your message must communicate a clear "no use" message.

3. Ensure Credibility of Message

Those developing the campaign must not be engaged in the behavior that you are trying to prevent.

4. Educate Those in Authority

Host presentations for staff, parents, student organizations on campus. Their support is important so you must take the time to educate them.

5. Develop Your Message

Develop one slogan to use throughout the campaign. Create multiple messages to accompany the slogan.

6. Test the Campaign

Get input from your target audience. Use the information collected to make changes to the campaign BEFORE you launch.

7. Make it Memorable

Use multiple strategies over time to deliver the message. Throwing up a few posters just won't do.

Create clever ways to promote the campaign. Develop "recall items" that feature the campaign logo or slogan. These help the audience "recall" the campaign message.

8. Evaluate

Conduct a pre & post survey.

Summarize and present the results.

Media Literacy is Prevention

To teach media literacy is to teach a person to critically analyze and evaluate the messages they are exposed to each and every day. Critical thinking skills are essential in this media saturated world. One cannot escape the media still some may doubt that the messages affect them.

The Center for Media Literacy lists Five Core Concepts of Media Literacy:

1. All media messages are constructed.
2. Media messages are constructed using a creative language with its own rules.
3. Different people experience the same media message differently.
4. Media have embedded values and points of view.
5. Most media messages are organized to gain profit and/or power.

The Center for Media Literacy “is committed to media education as an essential and empowering life-skill for the 21st Century.” They provide leadership, training and resources, including a free toolkit - www.medialit.org

Media Literacy Training Tools & Resources

The internet is a great source of tools to learn about and help promote media literacy. Here are just a few sites:

About Face - www.about-face.org

Mission is to equip women and girls with tools to understand and resist the harmful stereotypes of women in the media.

Center on Alcohol Marketing and Youth - www.camy.org

A project at Georgetown University, CAMY monitored the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America’s youth. In July 2008, the project ended, but the website features the resources of the project.

Jean Kilbourne, Ed.D. - www.jeankilbourne.com

An expert in the field, Dr. Kilbourne’s work focuses on alcohol and tobacco advertising and the image of women in advertising. She created several award-winning documentaries, “Killing Us Softly,” “Slim Hopes,” and “Calling the Shots.” She just released her latest book, “So Sexy So Soon: The New Sexualized Childhood and What Parents Can Do to Protect Their Kids.”

The Media Education Foundation - www.mediaed.org

Produces and distributes documentary films and other educational resources to inspire critical reflection on the social, political and cultural impact of American mass media.

The National Association for Media Literacy Education
www.amlainfo.org

The National Association for Media Literacy Education is a national membership organization dedicated to advancing the field of media literacy education in the United States.

New Moon Magazine - www.newmoon.org

“Is for every girl who wants her voice heard and her dreams taken seriously, and for every adult who cares about girls.” New Moon is an ad free magazine for girls, ages 8 to 14 years old. They provide resources for parents of girls as well as free curriculum for teachers and others who work with girls.

NY Times Media Literacy for Drug Prevention
www.nytimes.com/learning/teachers/NIE/medialiteracy/

Features a 64-page educator’s guide with ten lessons to use with middle school students.

Shaping Youth - www.shapingyouth.org/blog/?p=188

A forum about media and marketing’s influence on kids.

“Children need caring adults in their lives. They need safe places and constructive things to do in their after-school hours. They need a healthy start in life, as God and nature intended. They need a marketable skill through effective education, so that they will be self-supporting and contributing members of society when they grow up. Finally, they need a chance to give back through service to others so that they can take pride in knowing that the world needs them and their talents.”

- General Colin L. Powell

Getting Organized

Check Off List

1. Read the Red Ribbon Training Manual.
2. Create a Red Ribbon Planning Notebook. Keep all of your worksheets, notes, invoices and receipts in the notebook. This tool will help you stay organized and it will be the gift you give to the next coordinator.
3. Photocopy the Red Ribbon Planning Site Fact Sheet and put it in the notebook. Complete each section.
4. Determine what your budget is. Spending priorities should be based on what you cannot get for free!
5. If you plan to host an assembly consider hosting a small group presentations instead. Assemblies impact instructional time and generally, are not supported by the research. Ask your district Title IV Safe and Drug Free Schools Coordinator for guidance.
6. If you haven't already done so, form a volunteer committee. Use the Red Ribbon Planning Volunteer List to help you manage your human resources.
7. Use the Red Ribbon Sign In Sheets at every planning meeting and activity. Keep copies of all Sign In Sheets in your Red Ribbon Planning Notebook.
8. If you are a student, invite adults to help your committee. Adults are great allies!
9. If you are an adult, you absolutely must involve students in the planning and implementation of your activities. Research has shown that students involved in prevention programs benefit more than students who are merely observers or recipients of a program. It may be harder to delegate than to do it yourself, but do it anyway.
10. Host planning meetings with students before school, during lunch or after school. One way to recruit students would be to ask teachers to recommend one or two students for the committee.
11. Be inclusive - contact the youth clubs and organizations on campus. Ask if they would like to help with Red Ribbon. One way to include different groups would be to ask each to organize one activity. For example, student groups could develop and host lunchtime activities. PTA could organize a teacher appreciation breakfast or assemble parent packets. At one of our high schools, each club was given asked to create a banner that included the theme, the name of their club, and a prevention message.
12. Develop a Red Ribbon Agenda for your school that is well balanced. There are a lot of ideas in this manual and on the web. Do not attempt to do all of them. Instead, pick

three things and do them well. Host a Red Ribbon Campaign that is intelligent, thoughtful, fun - and that increases awareness.

13. Schedule a meeting with your principal. Before you finalize any plans (s)he needs an opportunity to review your proposed agenda, offer input and approve all of your program ideas and activities!
14. Let your principal know that you have created a Red Ribbon Planning Notebook to store your notes, volunteer lists, sign in sheets, agenda, etc. Ask where (s)he would like the notebook stored (these documents may be helpful later in the year).
15. Ask your youth committee to prepare morning announcements - brief prevention statements or facts. Remember to include messages that promote the fact that most students make healthy choices. Get permission from the principal for a member of the youth committee to make the announcements each morning. Make sure that the students have prepared for this assignment.
16. Create/host activities that can be done before school, during lunch, or after school to reduce the impact on instructional time.
17. Ask teachers to have their students sign the Red Ribbon Pledge Sheet. Hang the signed pledge sheets in a prominent place.
18. Send a copy of your final (and approved) Red Ribbon Agenda to the community paper in advance of Red Ribbon Week. Post a copy on your school's website.
19. Create a Parent Resource Directory (download ours to get started). Send home, together with a copy of your agenda, at least one week before Red Ribbon.
20. Contact (by phone, by mail or in person) at least 3 merchants per day and ask them to donate inexpensive prizes or materials you need. Create a sponsorship packet for merchants with the Kiki Camarena Story, a copy of your resource directory, and a donation form. Take the packet with you when you go out (keep in your car). Refer to our Tips for Seeking Merchant Support and the Business and Community Group Reply Form. Recruit a parent volunteer to pick up all donations. Send a thank you (with a photo) after Red Ribbon is over.
21. Call an insurance agent and ask if (s)he has prevention or safety resources to share.
22. Call the real estate agent that is known in your part of town. Ask him/her to include Red Ribbon information on his/her flyers that week. Ask him/her to sponsor a prize for your art/writing contest or other activity.
23. Take pictures of everything. Use these to create an 11x17 poster featuring photos, your theme or the Red Ribbon Pledge. Print a nice color copy for each teacher to display in their classroom.

24. Since Red Ribbon is an awareness campaign, you should take time to learn about the health and prevention curriculum taught in your school district as well as the prevention and intervention programs in your school district and in your community. Strive
25. to educate parents about these programs and resources. Contact your school districts Title IV Safe and Drug Free Schools Coordinator for information.
26. COLLABORATE!!! Get together with other School Site Prevention Coordinators in your area to share ideas and resources.
27. Say thank you to EVERYONE who helped!
28. Remember to put a copy of the Red Ribbon Training Manual in your Red Ribbon Planning Notebook for the next coordinator.
29. Develop a Red Ribbon awareness campaign that is meaningful! Remember to HAVE FUN and share the experience with your own children.

The Importance of Sign In Sheets

Schools are required to document their prevention efforts and your sign in sheets are evidence of the work you are doing. Be sure to use a sign in sheet every time your committee (adult and/or youth) meets to work on school prevention projects. Keep these in a file or in your planning notebook at school. Sign in sheets are also a must any time you host an activity before or after school. We created a copy and use form for you to use.

Red Ribbon Planning - Site Fact Sheet

This worksheet is an important pre-planning tool. Fill in the blanks and use the information as a reference sheet as you develop your program.

General Information

Number of students Number of classrooms Number of teachers

Sources of Potential Volunteers (complete the Volunteer List for each actual volunteer)

Room Moms/Dads Hospitality Parents Red Ribbon Committee

Scout Troops Student Council Other Youth Groups

Parents/Teachers Clubs on Campus

Red Ribbon Budget

How much money do you have? What is your funding source?

What can you get donated? What will you need to purchase?

Program Approved By

Principal Teachers PTA Board

Publicity

School newsletter Marquee Teacher bulletins

Local papers

Pennies for Prevention

What containers will you use?

You will need a scale for weighing/tallying pennies at school.

Pick up bank bags at:

Who will transport pennies to drop off site?

NOTES:

To learn more about the Red Ribbon Celebration, visit www.wmadigital.com/cpc

Red Ribbon Planning - Volunteer List

Name of Volunteer

Assignment

Date

Due

Phone Number & E-mail Address

Date

Completed

Thank You Sent

To learn more about the Red Ribbon Celebration, visit www.wmadigital.com/cpc

Red Ribbon Sign In Sheet

Date:

Time:

Location:

Type of Activity (circle): Planning Meeting Activity/Event Parent Meeting Other

Your Name

School/Agency/Club

Phone

Email Address

To learn more about the Red Ribbon Celebration, visit www.wmadigital.com/cpc

Tips for Seeking Merchant Support

“It’s not what you ask for, it’s how you ask for it!” By John Cleary

For the most part, business owners care about substance abuse prevention. There are many reasons for this. Perhaps it’s because they are parents themselves, or they have been witness to the harmful effects of substance abuse, or they realize the impact that substance use has on business. Whatever the reason, people generally care about helping youth make better decisions.

With that in mind, it is important to remember too that businesses generally support causes for one of two reasons - they are passionate about the cause - or, they want to promote their business. So your job is to help them become passionate about your cause and provide a way for them to promote their business through sponsoring your event.

It’s not really that hard. If you believe in what you are doing and provide an opportunity that offers options within their budget, you will have tremendous success. I always suggest that you ask for a lot of little things, rather than “grand” items.

Follow the guidelines below to help you achieve success when approaching a business owner.

Things To Do

- Dress appropriately.
- Bring an information packet that explains your program or event (make it interesting).
- Prepare a BRIEF oral description of your program to recite when you meet the manager (this will save the manager time. If your oral presentation is good, he/she may not even read your letter).
- Visit a business during the slowest period of the day. Most retail stores are slow in the afternoon between 2 to 5 PM. Weekends are generally too busy. A school holiday (like Veterans Day) when most retail stores/restaurants are open may be a good time.
- If this is an annual event, bring pictures from the past with you (just a couple or a simple one page collage).
- Let the business know how they will be recognized at your school or in the community.
- Make sure that the person seeking the sponsorship is connected to the program.
- Always send a thank you card and pictures if appropriate.

- Offer to do the leg work for the manager (i.e.: pick out your prizes from the sales floor, come by to pick up certificates when they are ready, etc.)
- Be specific about your needs/wants. Have an idea about how this particular merchant can help you and then ask for items on your list that that business readily has in stock (i.e.: Target can help with candy for warm fuzzies, a clothing store may provide gift certificates, a hairdresser may offer a free hair cut, Staples might assist with printing or even just paper, etc.)
- Be confident - look the person in the eye. Speak clearly. Practice at home before you go out.
- It's okay to solicit on the phone, but be sure to follow up with those who respond favorably by taking a packet of information in to their business or faxing it to them **RIGHT AWAY!** Follow through is vital to your success!

Things To Avoid

- Don't ask to speak to a manager when it is obviously very busy.
- Don't ask too seriously - be upbeat and excited - **THIS IS YOUR CAUSE!**
- Don't ask for requests that take a lot of time or follow through on the managers part.
- Don't ask a business to provide help to a school that is not in their geographical area.
- Don't chew gum!

To learn more about the Red Ribbon Celebration, visit www.wmadigital.com/cpc

Business & Community Group Reply Form

Name of Business/Organization:

Address:

Contact:

Telephone:

E-mail:

Please complete this form and return to:

Join Us & Make The Red Ribbon Pledge

No Use of Illegal Drugs, No Illegal Use Of Legal Drugs

Your Name and Contact Information Here

Yes, we would like to be a part of the Red Ribbon Celebration in our community.

Listed below are the ways that we would like to help.

We will sponsor Red Ribbon activities for a school(s) in our community by:

_____ Donating lots of little prizes (used as incentives for school activities throughout the week)

_____ Donating “grand prizes” for activities taking place.

_____ Donating prizes for the teacher drawing.

_____ Sponsoring the teacher Red Ribbon Breakfast

_____ Supplying healthy “treats” needed for the lunchtime Red Ribbon Activities.

_____ Collecting Pennies for Prevention for the school.

_____ Hosting an after school activity. Describe:

_____ Purchasing prevention related videos, books or other resources for the school.

_____ Sponsoring a tutoring or mentoring program at the school.

_____ Other:

We would like to help throughout the community by:

_____ Providing “free” item to students who wear their Red Wristbands or Red Ribbons into our place of business.

The “free” item is:

_____ Other:

Describe your support here:

To learn more about the Red Ribbon Celebration, visit www.wmadigital.com/cpc

Remembering Kiki Camarena

“In dwelling, live close to the ground. In thinking, keep to the simple. In conflict, be fair and generous. In governing, don’t try to control. In work, do what you enjoy. In family life, be completely present.”

Tao Te Ching

Sharing the Camarena Story - A Note to Coordinators

Elementary Students: The Kiki Camarena story is a scary one. When talking to younger students, keep it simple. Tell the students that a DEA Agent named Enrique “Kiki” Camarena was working to keep drugs out of America when he was killed. Explain that what he wanted most of all was to keep children and families safe. Let them know that they can honor the memory of this American Hero and others like him by making healthy choices every day and helping their friends do the same.

Older Students and Adults: Sharing the Kiki Camarena story with older students, parents, teachers, and others in the community should be an important part of your Red Ribbon campaign.

Celebrate Red Ribbon Week - “No use of illegal drugs, no illegal use of legal drugs!”

Why We Celebrate Red Ribbon Week

Red Ribbon Week began after the kidnapping, torture and brutal murder of Drug Enforcement Administration (DEA) Agent Enrique “Kiki” Camarena in 1985. Agent Camarena had been working undercover in Guadalajara, Mexico for over four years. His efforts led to a tip that resulted in the discovery of a multimillion dollar narcotics manufacturing operation in Chihuahua, Mexico. The successful eradication of this and other drug production operations angered leaders of several drug cartels who sought revenge. As a result, they murdered key informants and then, on February 7, 1985, they kidnapped Agent Camarena and his pilot Captain Alfredo Zavala-Avelar (taken the same day)

After DEA Agent Camarena and Captain Zavala were kidnapped, the DEA launched a massive investigation. The agents found local law enforcement uncooperative at best. DEA Administrator Jack Lawn and US Attorney General Edwin Meese sought greater support from Mexican officials including the Mexican Attorney General but to no avail. Orders from US Customs Commissioner William von Raab effectively closed the US/Mexico border for days putting pressure on the Mexican government to assist.

Soon, representatives of the Mexican Federal Judicial Police (MFJP) presented a tip to DEA

claiming that Agent Camarena had been mistakenly kidnapped by a man and his three sons. The MFJP informed the agents that a raid of the man's ranch in Angostura would take place the following morning and invited them to come. However, the MFJP raided the ranch before DEA agents arrived. During the raid, they shot and killed five individuals. Not long after, a passerby discovered the bodies of both Agent Camarena and Captain Zavala by the side of the road not far from the ranch.

The DEA's investigation revealed that Agent Camarena had been tortured extensively before he was murdered. Audiotapes of the torture showed that a medical doctor actually kept Agent Camarena alive in order to continue the interrogation. In addition, forensic evidence indicated that Agent Camarena and Captain Zavala were initially buried in one location and that their bodies were moved to the ranch where they were found.

The dramatic events that followed Agent Camarena's disappearance were chronicled in national media in the United States. They exposed the dark world of drug trafficking including how far drug traffickers would go to maintain power and control. The public grieved as they watched Agent Camarena's coffin being carried from a military plane as his young widow and children watched. In Agent Camarena's home town, Calexico, CA, the outpouring of support turned in to an organized community response in which citizens donned red ribbons. They became a voice for prevention in order to reduce the demand for illegal drugs and illegal use of legal drugs in America.

The following year the California State PTA adopted the Red Ribbon campaign. Then, in 1988 Red Ribbon Week was recognized nationally with President Ronald and First Lady Nancy Reagan serving as the Honorary Chairs. Today, the Red Ribbon Celebration brings millions together to raise awareness regarding the need for alcohol, tobacco and other drug and violence prevention, early intervention, and treatment services. It is the most visible prevention awareness campaign observed annually in the United States.

At 2:00 p.m. on Thursday, February 7, 1985, Enrique (Kiki) Camarena (37) stashed his DEA badge and his service revolver in his desk drawer and headed for a luncheon date with his wife, Mika (36). Kiki, a U.S. Drug Enforcement Administration (DEA) agent, had been in Mexico for four and one-half years on the trail of Mexico's marijuana and cocaine barons. He was due to be reassigned in three weeks, having come dangerously close to unlocking a multi-billion dollar drug pipeline which he suspected extended into the highest reaches of the Mexican army, police and government.

As he stepped through the consulate portal into the sunlight of the warm Guadalajara winter day, he moved to his pickup truck, turned off the truck's burglar alarm with his key and unlocked the door. According to the DEA's reconstruction of events, five men appeared at the agent's side and shoved him into a beige Volkswagen Atlantic, threw a jacket over his head and sped away. That was the last time anyone but his kidnapers would see him alive. Kiki Camarena's body was found one month later, 70 miles from Guadalajara, Mexico. He had been tortured, beaten and murdered.

News of the tragedy was hitting newspapers, radio station and television news broadcasts. The Red Ribbon became a symbol to eliminate the demand for drugs. The Red Ribbon Campaign became the annual catalyst to show intolerance for drugs in our schools, workplaces and communities. In 1988, the first National Red Ribbon Week was proclaimed by the Congress of the United States with President and Mrs. Reagan as honorary chairs.

The Red Ribbon Pledge, “No use of illegal drugs, no illegal use of legal drugs,” is one that each of us should be able to make and keep.

Kiki’s Biographical Data

July 26, 1947: Born in Mexicali, Mexico

June 13, 1968: Naturalized U.S. Citizen

1968 -1970: Non Commissioned Officer, U.S. Marine Corps

1970 - 1971: Fire Fighter, Calexico Fire Department, California

12/70 - 5/73: Criminal Investigator, Calexico P.D., California

5/73 - 6/74: Narcotics Investigator, Imperial County Sheriff, California

6/74 - 2/85: Special Agent, Drug Enforcement Administration

During his eleven years with DEA, Special Agent Camarena received two Sustained Superior Performance Awards, and a Special Achievement Award. Posthumously, he received the Administrator’s Award of Honor (the highest award granted by DEA) and the DEA Purple Heart. Agent Camarena is survived by his wife Geneva (Mika) and three children, Enrique, Daniel and Erik.

Chronological Order of Events

February 7, 1985: S/A Enrique Camarena and Mexican Pilot Alfredo Zavala-Avelar kidnapped in Guadalajara, Mexico.

February 9: The Mexican Federal Judicial Police (MFJP) assumed investigative jurisdiction over the case at the insistence of the U.S. Key suspect, Rafael Caro-Quintero, flew out of Guadalajara with the knowledge of both the MFJP and the Directorate of Federal Security (DFS).

Mid-February: Traffic jams accompanied several days of vehicle searching at the U.S./Mexico border as part of the Camarena investigation.

March 2: The MFJP made a controversial raid on a ranch near Angostura, Mexico 70 miles from Guadalajara, killing five alleged suspects.

March 6: Two bodies were found by the roadside, 900 meters from the ranch where the MFJP raid occurred.

March 7-8: The bodies identified by Deputy Chief of the Armed Forces Institute of Pathology and FBI forensic experts.

March 8: S/A Camarena's body flown to San Diego aboard a U.S. Air Force transport plane.

March 9: Special Agent Camarena's body was flown to Calexico, CA aboard a Customs Service helicopter for cremation, private service and burial.

March 11: Secretary of State Schultz and Mexican Foreign Secretary Bernardo Sepulveda met in Washington to discuss the war on drugs, including the Camarena case.

March 17: The Mexican media reported that 11 persons were arrested and interrogated, and two Jalisco state police officers were charged with the kidnapping. Arrest orders were reported issued for seven traffickers, including Caro-Quintero, on kidnap/murder charges.

March: Attorney General Meese and Mexican Attorney General Sergio Garcia-Ramirez met in Washington to further discuss the drug situation, including the Camarena case.

April 4: Caro-Quintero was arrested in San Jose by Costa Rican authorities acting on DEA information; Caro-Quintero was flown to Mexico the next day.

To learn more about the Red Ribbon Celebration, visit www.wmadigital.com/cpc

The Drug Enforcement Administration (DEA)

The DEA has a long and proud history, built in the successful tradition established by a number of federal drug agencies that preceded the DEA, which united in 1973.

The (Federal) Bureau of Narcotics (FBN) was established in July 1930 when President Herbert Hoover appointed Harry J. Anslinger as its first Commissioner of Narcotics, a position he held under four U.S. Presidents, over three decades. Mr. Anslinger believed that drug control in the United States was most effectively dealt with as close to the source as possible. He assigned FBN agents to various ports of entry, and personally reached agreements with the heads of 20 law enforcement agencies around the world to exchange drug intelligence, resulting in a dramatic rise in drug seizures in 1930.

The FBN's main priorities during this period were cocaine and opiate cases; because of limited resources and personnel, marijuana cases were not a high priority. The marijuana problem grew during the 1930s. As the gloom of the Great Depression spread across the United States, so did the use of marijuana. Politicians from states along the U.S.-Mexican border warned of a marijuana epidemic. By 1936, all 48 states had enacted legislation to control the cultivation of the cannabis plant, but its production and use were not prohibited by federal law until 1937, when Congress placed marijuana and hashish in the category of illegal, federally controlled drugs when it passed the Marijuana Tax Act.

With the advent of World War II, the Mediterranean Sea was effectively closed to drug traffic. International trafficking was suppressed to the point that heroin on the streets of the United States in 1940 was only five percent pure, and many addicts were reported to be in search of paregoric, an anti-diarrheal containing powdered opium. The heroin shortage resulted in a rise of thefts from pharmacies, hospitals, and other sources of legitimate drugs. Barbiturates became recognizable as a potential drug abuse problem.

The postwar years brought new drug problems to the United States. Cocaine had been virtually nonexistent since 1930, but began showing up at U.S. ports of entry, and was traced to clandestine factories in Peru. Until 1946, each new drug that came along, including synthetic drugs, required separate legislation before it could be controlled. Recognizing the inefficiency of this arrangement, the FBN was given blanket jurisdiction over all drugs.

In the 1950s, Mexican opium made its way to New York, where it was refined

History of the DEA - A Timeline

The DEA website features a timeline that is very interesting. This resource is a great tool for high school teachers to use in the classroom. Visit www.usdoj.gov/dea/history.htm

Wall of Honor

The site also features a “Wall of Honor” remembering those who lost their lives in the line of duty. Visit www.usdoj.gov/dea/agency/10.htm

DEA Museum’s Traveling Exhibit

“Target America: Opening Eyes to the Damage Drugs Cause,” is an exhibit that is available to travel to other museums in the country. This interactive exhibit explores the science behind the damaging effects of illegal drugs on the mind and body and the other tremendous costs associated with the production, sale and use of illegal drugs.

Visit www.targetamerica.org

DEA Museum Online

The DEA Museum website is very well done and interesting. This is a great tool to use in the classroom.

The site features three portals:

- Target America
- Illegal Drugs in America
- Good Medicine, Bad Behavior

Visit www.deamuseum.org

To learn more about the Red Ribbon Celebration, visit www.wmadigital.com/cpc

DEA History

America’s social upheaval and experimentation with drugs in the early 1960s dictated that a new, tougher approach to fighting drugs was warranted. Accordingly, in 1966 a new federal enforcement unit, the Bureau of Drug Abuse Control (BDAC), directed by John Finlator, was created within the Food and Drug Administration. Its responsibility was to control stimulants such as methamphetamine and various hallucinogens. In 1968, the Johnson Administration consolidated the FBN and BDAC by implementing Reorganization Plan Number 1 to establish, under the Department of Justice, the Bureau of Narcotics and Dangerous Drugs (BNDD). Following, Richard Nixon was elected President, partly on his promise to restore law and order to the nation.

On October 27, 1970, Congress passed the comprehensive Drug Abuse Prevention and Control Act, which replaced more than 50 pieces of drug legislation. Title II of the Act, known as

the Controlled Substances Act (CSA), gave Congress the authority to regulate interstate commerce for drugs. It also established five schedules that classify controlled substances according to their potential for abuse. Drugs were placed into categories according to how dangerous they were, how great their potential for abuse, and whether they have legitimate medical value.

During this period, BNDD's budget more than quadrupled. Its agent force grew to 1,361 by February 1972, and its foreign and domestic arrest totals doubled. In addition, BNDD had regulatory control over more than 500,000 registrants licensed to distribute licit drugs. It had six of the most complete forensic laboratories in the world. Moreover, BNDD was not alone in fighting drugs. The U.S. Customs Service had a Drug Investigations Unit to deal with drug smuggling. The FBI was being drawn deeper into the drug war as organized crime became increasingly more involved in drug trafficking.

Acknowledging the growth of cocaine processing in South America and heroin refining in Southeast Asia, President Nixon agreed with Congress to implement Reorganization Plan Number 2, which consolidated all federal antidrug forces under a single unified command within the Department of Justice. This elite drug-fighting organization, the Drug Enforcement Administration (DEA), was created on July 1, 1973. An Executive Order abolished the Bureau of Narcotic and Dangerous Drugs, the Office of Drug Abuse Law Enforcement, and the Office of National Narcotics Intelligence, and placed their combined functions in the new DEA. This consolidation was undertaken to unify drug investigations, create a single federal drug intelligence data base, and establish clear liaison between federal drug agents and their state and local, as well as foreign, counterparts. The DEA remains the only U.S. agency whose sole mission is to combat drug trafficking.

Not only is the DEA the lead agency for domestic enforcement of federal drug laws, but it also has sole responsibility for coordinating and pursuing U.S. drug investigations abroad. The DEA is dedicated to conceptualizing and implementing the most effective drug law enforcement strategy possible - one that complements and energizes our state and local counterparts, and one that charts the course for and harmonizes the efforts of all other federal agencies with drug enforcement or drug intelligence responsibilities. The DEA also plays a vital role in supporting useful demand reduction and user accountability programs.

Given the magnitude and pervasiveness of the illegal drug problem, one component of a successful drug enforcement strategy is crucial: the need to work closely with other law enforcement organizations - federal, state, local, and foreign. In the 1990s, this DEA strategy has formed the basis for multi-organizational and cooperative approaches to better address drug trafficking on a regional, national, and international scale. Source: DEA 2000