

BEFORE
THE BOARD OF SUPERVISORS
OF THE COUNTY OF MADERA
STATE OF CALIFORNIA

In the Matter of) Resolution No.: 2013 - 170
)
)
BEHAVIORAL HEALTH SERVICES) A RESOLUTION PROCLAIMING
) OCTOBER 23 THROUGH OCTOBER 31,
_____) 2013 AS RED RIBBON WEEK

WHEREAS, addiction disorders are medical conditions that lead to the debilitating use of tobacco, alcohol and other drugs, affecting citizens and communities throughout California and resulting tremendous loss to society, including employers and employees; and

WHEREAS, it is imperative that schools and community agencies launch unified and visible tobacco, alcohol and other drug prevention education programs and activities to eliminate the demand for these substances and increase students' resiliency and life skills; and

WHEREAS, comprehensive prevention programs involve the community and play a positive role and help people to know about the destructive effects of tobacco, alcohol and other drug use and how they can be negated; and

WHEREAS, the National Red Ribbon Campaign will be celebrated in every community in America during "Red Ribbon Week," October 23, 2013 through October 31, 2013; and

WHEREAS, Parents, Youth, Government, Business, Law Enforcement, Schools, Religious Institutions, Service Organizations, Social Services, Health Services, Media and the General Public will demonstrate their commitment to drug-free communities by wearing and displaying Red Ribbons during the week-long celebration.

///

NOW, THEREFORE, BE IT RESOLVED by the Board of Supervisors of the County of Madera, State of California, that:

1. The Board does hereby support October 23 through October 31, 2013 as "RED RIBBON WEEK" and encourages all citizens to participate in drug prevention education activities, making a visible statement that we are strongly committed to a drug-free community.

2. The Board encourages all citizens to pledge: "Drug-Free and Proud."

* * * * *

The foregoing Resolution was adopted this 8th day of OCTOBER, 2013, by the following vote:



Supervisor Nevarez voted: YES
Supervisor Rogers voted: YES
Supervisor Farinelli voted: YES
Supervisor Rodriguez voted: YES
Supervisor Wheeler voted: YES

Wayne Rogers
Chairman, Board of Supervisors

ATTEST:

Janna Boyd
Clerk, Board of Supervisors

Approved as to Legal Form:
COUNTY COUNSEL

By [Signature]

RED RIBBON WEEK

- 🎗 Celebrated the last full week of October, (OCTOBER 23-31, 2013)
- 🎗 2013 Theme: “A Healthy Me is Drug Free”

AWARENESS CAMPAIGN

- 🎗 Red Ribbon Campaign is the oldest and largest drug prevention campaign in the country.
- 🎗 The focus is in developing and supporting ways to PREVENT and maintain youth from drug use.
- 🎗 Efforts led by The National Family Partnership (NFP); they estimate about 80 million people nation-wide participate in Red Ribbon activities;
www.redribbon.org
- 🎗 Red Ribbon celebrations are a way to highlight community resources available.

HISTORY

- 🎗 In 1985, DEA agent Enrique “KIKI” Camarena was tortured and brutally murdered by drug traffickers as he served in an undercover operation in Mexico.
- 🎗 News of the killing hit home, friends and family in Imperial Valley, CA formed clubs and coalitions in his memory.
- 🎗 The Campaign became a way to honor Camarena and others fighting the war on drugs.
- 🎗 The Pledge became to live drug-free lives, in hopes of eliminating the need for drugs and lost lives.
- 🎗 Red Ribbons became the symbol of awareness.
- 🎗 In 1988, NFP coordinated the 1st National Red Ribbon Week
 - Ronald and Nancy Reagan were honorary chairpersons

PLEDGE

- 🎗 **“No use of illegal drugs, No illegal use of legal drugs.”**

awareness

ANTI-DRUG PLEDGE



I, _____ understand the dangers alcohol and drugs can have on my body and mind.

I value my life and pledge to be the healthiest me I can be, drug-free.

I will also take a stand against alcohol and drug abuse by sharing my knowledge with those I care about.

Signature _____



Date _____

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