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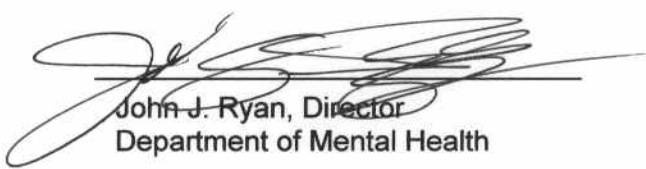
**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

FROM: Director of Mental Health, All Districts **SUBMITTAL DATE:** Sept. 2, 2003

SUBJECT: "RED RIBBON WEEK "

RECOMMENDED MOTION: Move that the Board of Supervisors support the National and State "Red Ribbon" Campaign, and proclaim the week of October 23 through 31, 2003, as **RIVERSIDE COUNTY RED RIBBON WEEK.**

BACKGROUND: The Red Ribbon Week Campaign enables communities to create positive peer pressure, by visibly encouraging drug-free choices and promoting the standards held by the majority of the people in our County, State and nation: "NO USE OF ILLEGAL DRUGS AND NO ILLEGAL USE OF LEGAL DRUGS." All citizens are encouraged to wear and/or display red ribbons, as well as participate in drug abuse prevention and awareness programs, in their communities, during Red Ribbon Week.


John J. Ryan, Director
Department of Mental Health

JJR: PLR

FINANCIAL DATA:	N/A	ANNUAL COST:	N/A
CURRENT YEAR COST:	N/A	IN CURRENT YEAR BUDGET:	N/A
NET COUNTY COST:	N/A	BUDGET ADJUSTMENT:	NO

SOURCE OF FUNDS: N/A

C.E.O. RECOMMENDATION:

APPROVE

County Executive Officer Signature



Department Recommendation: Consent Policy
Per Executive Office: Consent Policy

SEP 18 2003

BY *H. H. H. H.*

Prev. Agn. ref.
10/22/02, 2.36

Dist.

AGENDA NO.

2.15

COUNTY OF RIVERSIDE

COUNTY OF RIVERSIDE

SUBJECT: RED RIBBON WEEK, "DRUG FREE CELEBRATION," October 23 - 31, 2003
Department of Mental Health, (ALL DISTRICTS)

The Red Ribbon Week Celebration began when drug traffickers in Mexico murdered the Drug Enforcement Administration (DEA) Agent Enrique Camarena, in 1985. Red ribbons are worn during the last full week of October as a way for Californians to proclaim "no use of illegal drugs, and no illegal use of legal drugs".

California's Red Ribbon Campaign is coordinated by Californians for Drug Free Youth, Inc. State co-sponsors of the campaign include: the Department of Alcohol and Drug Programs, the Department of Education, the California PTA, and the Attorney General's Crime Prevention Center.

The Campaign is designed to reclaim the values of healthy drug-free living. Red Ribbon Week provides Riverside County and the nation with a framework in which to build visible support for the "Drug-Free Celebration." This is the 18th year that communities throughout the County will actively participate in the campaign. The slogan for this years campaign is, "Unite For A Drug Free World". Therefore, the Department of Mental Health request that the Board of Supervisor's proclaim the week of October 23 through 31, 2003 as Riverside County Red Ribbon Week.

**RIVERSIDE COUNTY DRUG ABUSE PROGRAM
RED RIBBON CELEBRATION**

PROCLAMATION

WHEREAS, Drug use and abuse has reached pandemic stages in California, and throughout the United States; and

WHEREAS, It is imperative that community members launch unified and visible tobacco, alcohol, and other drug prevention education programs and activities to eliminate the demand for these substances; and,

WHEREAS, The National **RED RIBBON CELEBRATION** will be celebrated October 23 - 31, 2003 with the theme for this year, "**UNITE FOR A DRUG FREE WORLD**"; and,

WHEREAS, Californians for Drug-Free Youth, Inc., the California Department of Alcohol and Drug Programs, the California Department of Education, the California Parent/Teacher Association, and the Attorney General's Crime Prevention Center are coordinating this grass roots effort in the State of California in a united effort with the National Federation of Parents; and,

WHEREAS, Schools, businesses, law enforcement agencies, churches and synagogues, hospitals, and service organizations, government agencies, and individuals will demonstrate their commitment to healthy, drug-free lifestyles by wearing and displaying red ribbons during this week-long campaign; and,

WHEREAS, The County of Riverside commits its resources to ensure the success of the 2003 **RED RIBBON WEEK CELEBRATION**;

NOW, THEREFORE, BE IT RESOLVED, that the Board of Supervisors for the County of Riverside does hereby support October 23 - 31, 2003, as the **RIVERSIDE COUNTY RED RIBBON WEEK**, and encourages its citizens to participate in drug awareness/education activities, making a visible statement that we are strongly committed to healthy lives.

BE IT FURTHER RESOLVED, that the Board of Supervisors of the County of Riverside encourages all its citizens to pledge and support,

"UNITE FOR A DRUG FREE WORLD"