

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

528A



FROM: Department of Mental Health

SUBMITTAL DATE:
October 13, 2011

SUBJECT: Riverside County Red Ribbon Week Proclamation

RECOMMENDED MOTION: Move that the Riverside County Board of Supervisors support the National and State recognized "Red Ribbon" Campaign"; and proclaim the week of October 23 thru October 31, 2011 as Riverside County Red Ribbon Week.

BACKGROUND: On October 19, 2010, Agenda Item 2.26, the Riverside County Board of Supervisors approved October 23 through October 31, 2010 as Riverside County's 25th year celebration of Red Ribbon Week. The Red Ribbon Week Celebration began when drug traffickers in Mexico murdered the Drug Enforcement Administration (DEA) Agent Enrique Camarena, in 1985. Now in its twenty-sixth year, the Red Ribbon Campaign enables communities to reinforce 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." (Continued on page 2)

JW:CW:SL

Jerry Wengerd, Director
Department of Mental Health

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	N/A
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	N/A
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2011/12

SOURCE OF FUNDS: N/A

Positions To Be Deleted Per A-30	<input type="checkbox"/>
Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION:

APPROVE

County Executive Office Signature

BY:
Debra Cournoyer

- Policy
- Policy
- Consent
- Consent
-

Dep't Recomm.:
Exec. Ofc.:

Prev. Agn. Ref.: 2.26 of 10/19/2010

District: All

Agenda Number:

2.8

SUBJECT: Riverside County Red Ribbon Week Proclamation

BACKGROUND: (continued)

Annually, California's Red Ribbon Campaign is coordinated by Californians for Drug Free Youth, Inc. State Co-Sponsors of the campaign include: the California Department of Alcohol and Drug Programs, the California Department of Education, the California Parent Teacher Association (PTA), and the California Office of the Attorney General Crime Prevention Center.

The slogan for the FY 2011/2012 campaign is, "It's Up to Me to be Drug Free!" During the last full week of October 2011, as a demonstration of support of this monumental recognition, 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. Therefore, the Riverside County Department of Mental Health is requesting that the Board of Supervisors proclaim the week of October 23 thru October 31, 2011 as Riverside County Red Ribbon Week.

**RIVERSIDE COUNTY SUBSTANCE ABUSE PROGRAM
RED RIBBON WEEK 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, 2011 with the theme for this year, **“It’s Up to Me to be Drug Free!”** 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 **2011 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, 2011, 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,

“It’s Up to Me to be Drug Free!”