



Californians for Drug Free Youth

**VOLUME TWO**

## **CADFY's California Red Ribbon Coalition**

### **BTW...R U LIVIN UR NATRL HI?**

Translation: By The Way...Are You Living Your Natural High?

The Red Ribbon Week Celebration serves as a symbol of the drug and alcohol free lives and Communities that Kiki lived and died for us to have. This tragic event produced an immediate outpouring of grief that over time has evolved into a sense of hope and empowerment across America. The Nationwide Red Ribbon celebration has grown stronger and gained more recognition each year. Because of its growing impact more people, especially our Youth, are choosing to say "no" to drugs and alcohol and "yes" to leading a safe, healthy and productive life.

October 20, 2008-The California Red Ribbon Coalition which is comprised of members of various state and national agencies, along with thousands of Sacramento area students from Sutter Middle School celebrated living their lives drug free along with activities and displays including pararescue jumpers, helicopters, the Ghillie Low-Crawl Team, DEA lab truck, SWAT team, DOJ lab truck, K-9 units, police units, Airforce and DEA helicopters, mounted police and a local Sacramento radio station. Special guest speakers included Geneva 'Mika' Camarena (widow of Kiki Camarena), two time Olympian and gold medalist Deedee Trotter, Assemblyman Dave Jones, Dr. Jim Kooler Administrator of California Friday Night Live Partnership, MAJ GEN William Wade II, Adjutant General California National Guard, Kathy Moffat, Vice President for Community Concerns, California State PTA, and John Redman, Executive Director of CADFY, and many many more. The event was emceed by motivational speaker, trainer and entrepreneur Brian Sharp of Go Big Motivation.



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## **Forces United; Red Ribbon Edition** **Orange County Region**

To commence the countywide 2008 Red Ribbon campaign, *Rock 'N Road OC* was held at The Block of Orange. The event was held on Saturday, October 18, 2008 from 11 a.m. to 8 p.m. where over 20 exhibitors displayed information on teen driving safety and underage drinking prevention. A variety of speakers, including city and county officials, discussed their endorsement of the campaign's message of promoting drug free youth and communities. The day's activities also included a battle of the bands where 3 different youth bands competed for the crowd's favor through the volume of applause. While all the youth bands displayed incredible musical talent, *The Nicky Barot Band* won. KIIS FM's JoJo Radio Show, *Fat Daniel* emceed the day's events. He charismatically supported Red Ribbon's objective, introduced speakers, encouraged audience participation and facilitated the battle of the bands.

The main stage was covered with banners promoting of anti-drug and Red Ribbon Week messages that were decorated by middle and high school youth throughout the county. Some Orange County youth had the opportunity to prepare their banners the week before at the Red Ribbon Youth Training (hosted by the Orange County Health Care Agency Alcohol and Drug Education and Prevention Team, Whitten Community Center, and Valencia High School's Peer Assistance Leadership program) which was a huge success. Over 50 youth attended this training which consisted of a day of workshops on social norms, risk and protective factors, media literacy, art contests, and *SMASHED* video screenings. In addition, several Red Ribbon Trainings were implemented where over 165 adults from across the county were trained on planning and implementing effective and meaningful alcohol, tobacco, and other drug prevention activities for Red Ribbon Week and throughout the year.

The Prevention Coalitions of Orange County, in partnership with the County of Orange Health Care Agency's Alcohol and Drug Education and Prevention Team (ADEPT), is currently planning a Red Ribbon Recognition event on April 2, 2009 from 6:00 p.m. to 8:00 p.m. Individuals and youth from across the county will be recognized through a nomination process by their peers for their hard work, not only during Red Ribbon Week, but other alcohol and drug prevention activities throughout the year. A Red Ribbon Youth Toolkit is being developed by youth groups throughout the County and is anticipated to be ready for Red Ribbon Week 2009.

## **Shaq scores during Red Ribbon Week 2008 in the OC**

On Friday, October 24, 2008, former Lakers Center, now Phoenix Suns Center, Shaquille O'Neal took time on his day off from practice to fly into Orange County to address over 700 middle school students as part of a Don't Do Drugs (D3) event. Also known as the Drug Store program, a state Department of Justice program that sets up dramatizations of the negative consequences of abusing drugs, the event took place in Orange County at Tuffree Middle School, Placentia, CA as part of their Red Ribbon Week festivities.

O'Neal told students that the key to his success was listening to his parents and teachers. He urged the kids to do the same and to never give up. He added that whatever they put their minds to, they can accomplish.

O'Neal's keynote speech came midway through the all-day program. Students visited tents that dramatized seven stages of the negative consequences of drug abuse. Students started in the "pharmacy," landed in "jail," went through "court" with a real judge, eventually ending up in the "emergency room" with real E.R. professionals, and the "funeral" scene with a reverend and crying mother.



Shaquille O'Neal gives a student a lift to give him a feel for what it's like to be 7'2" tall.

The Drug Store is a comprehensive drug prevention program. This event brought together agencies in a community-wide effort to produce immediate and lasting change in the attitudes and actions of participating youth. Students heard from front-line anti-drug agencies to include law enforcement, county fire department, the National Guard, outreach programs, and the medical community. Although it is not the answer to all our problems, it is a good start to many of them. This program targets middle school students, exposing young minds to the insidious nature of illegal drug consumption and dealing.

The Drug Store program is designed to raise awareness of drug abuse and its consequences, and prevent further and/or future involvement in substance usage. The program illustrates a clear and concise enactment of the negative consequences of drug use and abuse. Telling youth to just say "no" is an excellent slogan, showing them what happens if they don't say "no" has proven effects. The saying, "tell me, I forget; Show me, I remember; Involve me, I understand," is an excellent description of the way the Drug Store is conducted.

MSgt Ruel Fuentesilla

Shaquille O'Neal takes a moment to pose with CA National Guard Counterdrug Task Force members who supported the Drug Store program. This photo was appropriately named, "Sha and the Seven Dwarfs."



## **San Diego/Imperial Region**

The San Diego Prevention Coalition (SDPC) hosted a luncheon on October 17<sup>th</sup>, attended by more than 300 civic and business leaders, educators, law enforcement, government officials, and youth to honor and award San Diego County individuals and organizations for their outstanding substance abuse prevention endeavors. Special guests included the Camarena family as well as Henry Lozano, Deputy Assistant to the President and Director of USA Freedom Corps for the Bush administration. Mr. Lozano awarded Rich Gorman, Director of CBAG/Southwest Border HIDTA, and Marsha Saben, CADFY's board chair with Lifetime service awards from the President of the United States.



Henry Lozano, Deputy Assistant to the President and Director of USA Freedom Corps and Rich Gorman, Director of CBAG/Southwest Border HIDTA

Other awards presented at the luncheon were as follows:

**The Frank Goldsmith Lifetime Achievement Award** was awarded to **Bill Crane**, who has been a leader in the field of drug prevention for the last 10 years and is known for his iconic work and success in the prevention field.

**The Enrique "Kiki" Camarena Award** was awarded to **Officer Todd "TC" Moore** of the El Cajon Police Department for working within his community to promote prevention, and exemplifies the spirit of fallen DEA Special Agent, Enrique "Kiki" Camarena.

**The Youth Prevention Champion Award** was presented to **Elisa Lizarraga**. Elisa also received the **"Natural High" Scholarship Award**, new in 2008, sponsored by the **Sundt Memorial Foundation**.

**The Outstanding Prevention Program Award** was given to **Safebeaches.org** is a successful collaboration that has made a positive difference for San Diego's beaches.

**The Debi Nixon Education Award** was bestowed to **Linda Jacoway**; an individual who has worked in the field of education and embodies the passion of prevention pioneer and educator Debi Nixon.

Commemorative bust of Enrique "Kiki" Camarena. For more information please go to [www.CamarenaFoundation.org](http://www.CamarenaFoundation.org)



If you are interested in more information please contact us at:

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