



Connecting People... Changing Communities

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California Red Ribbon Committee Kicks Off The "Friday Night Playbook" Game Of The Week

The observance of Red Ribbon Week started in 1985 after DEA Special Agent Enrique "Kiki" Camarena was kidnapped and murdered by drug traffickers in Mexico. This tragic event produced an immediate outpouring of grief, but over time has generated a sense of hope across America through the observance of Red Ribbon Week during the last week of October each year.

Throughout the month of October, children are educated about the deadly effects of drug abuse, with the hope that they will reject these pitfalls and choose to live a healthy, drug-free life. This hope is being kept alive through the hard work of thousands of Americans – particularly our young people – who participate in various Red Ribbon events and programs each year.

To support the Red Ribbon Week Celebration, a group of state and federal government agencies, education, private and non-profit anti-drug organizations have come together as **The California Red Ribbon Committee** to prepare various programs and resources for use by educators and families.

For more information, contact Aimee Hendle, Community Development Coordinator for CADFY, by email at hendlea@cbag.hidta.org.

This year during the 25th Anniversary of Red Ribbon Week, **The California Red Ribbon Committee** held a Statewide Red Ribbon kickoff celebration with Sacramento and its surrounding communities' during the half-time presentation at the KCRA "Friday Night Playbook" game of the week on October 29th, 2010. Partnering with local, state, and federal partners, Hot 103.5, and school officials, we were able to bring the students activities and speakers including Geneva "Mika" Camarena throughout their school day heightening and raising awareness. The game time festivities included booths and exhibits, special guest speakers, special demonstrations, and delivery of the game ball by the Placer County Sheriffs K-9 unit via helicopter. By engaging in this unique partnership and featuring the kickoff celebration during the game our Committee is able to promote the message of drug-free living to thousands of children and families. Voting results were close, but the winning school was Roseville High school.

For more information, please contact Lisa Borrego at 916-576-3300 x314 or lisab@peoplereachingout.org.

Forces United Community Convening in Fresno

A community convening was held in Fresno on October 6, 2010. The convening was attended by Forces United partners including CV HIDTA, CADFY, People Reaching Out, National Guard, Fresno Sheriff, and DEA.

The purpose of the meeting was to introduce the Forces United Initiative to local community partners involved in prevention work throughout Fresno County.

Much is being done in the community including a Lock It Up program funded by Fresno County. Town hall meetings are being

coordinated throughout the County to highlight the increased abuse of prescription drugs and the impact it is having on area youth.

Additional events are being developed and will be supported by the Forces United Initiative in the upcoming months.

For more information please contact Lisa Borrego at 916-576-3300 x314 or lisab@peoplereachingout.org.

OUR MISSION:

WORKING IN COLLABORATION WITH INDIVIDUALS, AGENCIES AND ORGANIZATIONS TO BRING ALL SECTORS OF THE COMMUNITY TOGETHER TO FOSTER SAFE AND HEALTHY ENVIRONMENTS.

*UPCOMING CALENDAR

- **January 19**
Forces United Meeting in Sacramento
- **January 27**
Tierrasanta Neighborhood Exchange

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Californians Oppose Legalizing Marijuana

Proposition 19– Would have changed California Law to Legalize Marijuana and Allow It to be Regulated and Taxed. Initiative Statute: Would have allowed people 21 years old or older to possess, cultivate, or transport marijuana for personal use. Permits local governments to regulate and tax commercial production and sale of marijuana to people 21 years old or older.

**PROP 19—
DEFEATED!**

NO: 53.7%

(5,061,119)

YES: 46.3%

(4,366,381)

A NO vote would have meant: The possession and cultivation of marijuana for personal use and commercial marijuana-related activities would remain illegal under state law, unless allowed under the state's existing medical marijuana law.

A YES vote would have meant: Individuals age 21 or older could, under state law, possess and cultivate limited amounts of marijuana for personal use.

CADFY participated in many informational discussions on the harmful effects of marijuana and the permissive drug policy challenges that faced California. John Redman, Executive Director for CADFY spent most of his own time traveling across the State debating Judges, Attorneys and community members, all proponents of the legalization of marijuana. Proposition 19 had gaps and flaws that may have had serious consequences on the youth, public safety, workplaces, and federal funding. His message was loud and clear, and it was evident on election day when Californians defeated Proposition 19.

Two Countries Working Together To Stop The Illicit Drug Trade

The Bi-National Exchange is a bilateral initiative to effectively reduce the consumption of drugs along the Baja California and California border region. Both countries are to work jointly to reduce the demand of drugs through awareness programs and public education, of prevention, treatment, and policy development and they are to cooperate to stop the illicit drug trade. Baja California and California accept the fact that both countries are, simultaneously, consumers of illicit drugs.

“Both countries are to work jointly to reduce the demand of drugs...”

Centros de Integración Juvenil invited the

Executive Director for CADFY John Redman through the Bi-national Exchange, to attend the 53rd annual International Congress on Addictions in which Redman was a key speaker in the main event. The Congress took place early November 2010 in Cancun, Quintana Roo, México. Redman was a member of the main panel to speak on the Marijuana block of speech and his participation was vital due to the recent defeat on the ballot initiative Prop 19. Redman explained thoroughly what Prop 19 was about and how voters responded.

For more information, contact Jorge Prince, Bi-National Exchange Program Director, princej@cbag.hidta.org.

Forces United Community Convening in Sacramento

The Forces United Initiative will be presented to the Sacramento region on Wednesday, January 19, 2011 at the Rocklin Library. This presentation will provide current Drug Free Community Coalitions and their partners with an introduction to the initiative by local community agency People Reaching Out, CADFY, CV HIDTA, Sacramento Sheriff, Sacramento Police Chief, the National Guard, and the International Faith Based Coalition.

Local prevention coalitions have already begun to discuss regional efforts to address youth substance abuse, which has created a platform and potential collaborative opportunities for the Forces United project. Additional meetings and events will be scheduled throughout the year to engage more members of the large prevention community in the Sacramento region. For more information please contact Lisa Borrego at 916-576-3300 x314 or lisab@peoplereachingout.org.

CADFY Offers Resources to Military Families in Tierrasanta

Californians for Drug Free Youth (CADFY) has started up a Community Awareness Coalition in Tierrasanta (San Diego, CA) where concerned community members can gather to discuss the issues and needs in this area, specifically surrounding their youth. The coalition meets monthly and anyone in the area is welcome to join.

The coalition brought to light the need for clothes, toys, and books for military children and adults in this area. As a result, CADFY has partnered with the San Diego Armed Services YMCA, located in Tierrasanta, for their Neighborhood Exchanges that take place once a month. CADFY has been collecting donated clothes, toys, and books at these events since October and items will continue to be collected through January 26, 2011. All items will then be

distributed at the Neighborhood Exchange Food Bank Event on January 27th. If you'd like to give a donation, then please call (619) 557-6847.

The coalition also brought up the need for youth activities to be provided in this area. CADFY has partnered with Friday Night Live and is in the process of starting up a Youth Group for middle school students to come together to enhance the community in which they live.

For more information about CADFY's efforts in Tierrasanta, please contact Cheri Fleming, Youth Development Coordinator for CADFY, by email at flemingc@cbag.hidta.org.