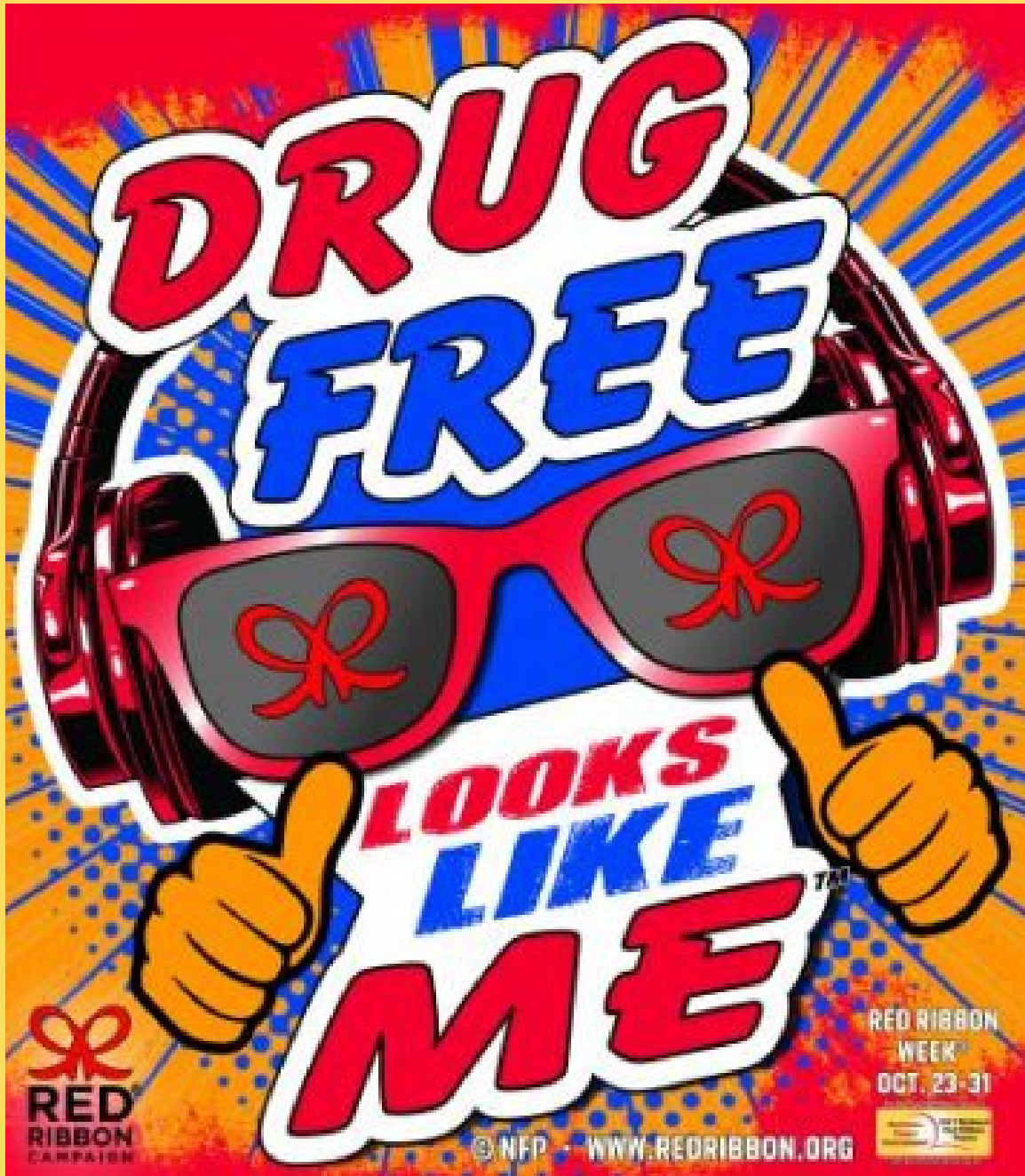


# GEORGIA'S RED RIBBON WEEK

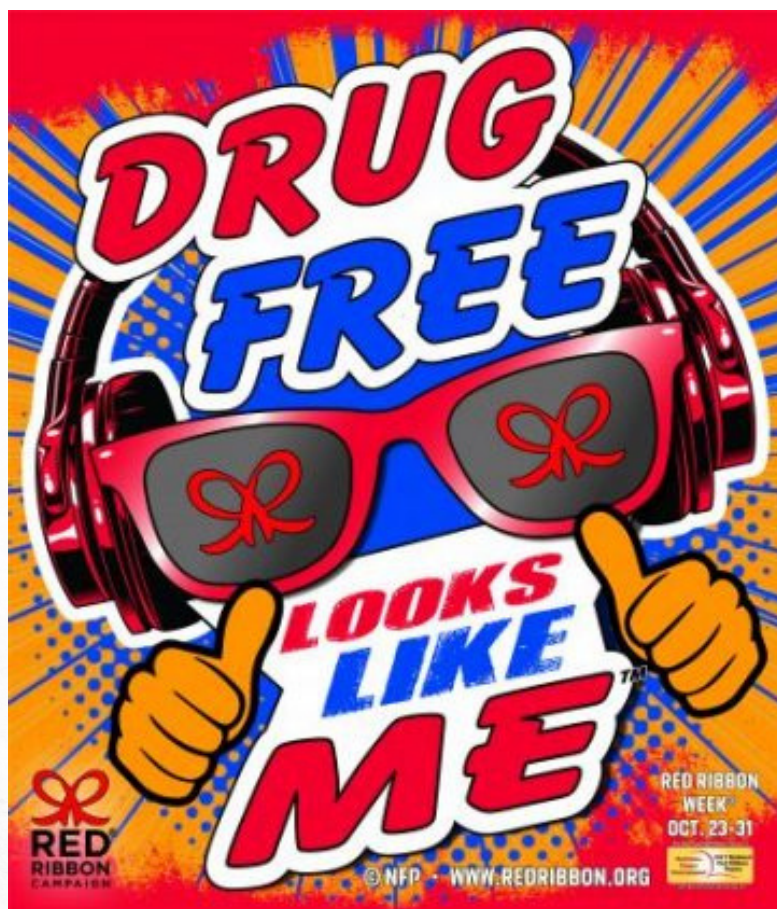
October 23 - 31, 2021



Georgia Department of Behavioral Health & Developmental Disabilities  
Office of Behavioral Health Prevention

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# GREETINGS FROM THE OFFICE OF BEHAVIORAL HEALTH PREVENTION AND FEDERAL GRANTS



"The Red Ribbon Campaign is a celebration of drug-free life," says DBHDD personnel at the Office of Behavioral Health Prevention and Federal Grants. Preventing alcohol, tobacco, and other drug abuse is central to the mission of DBHDD's Office of Behavioral Health Prevention and Federal Grants. The Red Ribbon Campaign Kickoff in October raises awareness about the dangers of drugs and alcohol in a way that engages youth.

The theme for this year is Be happy Be Brave Be Drug Free. "Reaching people early in life is key. The impact that substance abuse has on families and communities is devastating. But the good news is that the longer we can keep a young person drug-free, the brighter their future" says the Office of Behavioral Health Prevention and Federal Grants personnel.

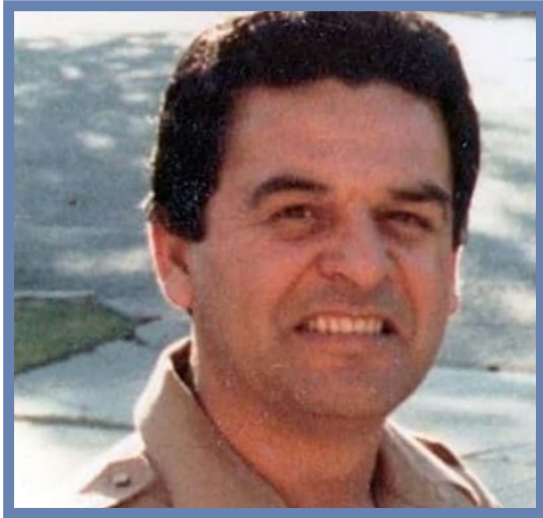
It's important that young people are encouraged to remain drug-free year round," and here at DBHDD, "We continue to offer that message throughout the year."

Founded in honor of slain Federal Drug Enforcement Agent Enrique "Kiki" Camarena, the Red Ribbon Campaign is the oldest and largest drug prevention program in the nation. As Georgia has been involved in the campaign since 1987, it is always rewarding to see students from Kindergarten all the way up through high school and college excited about demonstrating the drug-free theme with their talents including dancing, singing, stepping, poetry reading, artwork and so much more.

See you on October 21st at the 2021, Governor's Red Ribbon Campaign kickoff!  
Remember, **DRUG FREE LOOKS LIKE ME!**



# THE HISTORY OF RED RIBBON WEEK



On the afternoon of February 7, 1985 in Guadalajara, Mexico, U.S. Drug Enforcement Administration (DEA) agent Enrique "Kiki" Camarena locked his badge and revolver in his desk drawer and left to meet his wife for lunch. He unsuspectingly crossed the street to his pickup truck. While unlocking the doors to his vehicle, he was grabbed by five men who shoved him into a beige Volkswagen. One month later, his body was discovered in a shallow grave. Agent Camarena and his informant, Alfredo Zavala Avelar, were savagely and grotesquely murdered.

Camarena joined the DEA in 1974 and asked to be transferred to Guadalajara, Mexico, the center of the drug trafficking empire. While investigating a multi-billion dollar drug scam, he confiscated thousands of pounds of cocaine and hundreds of thousands of pounds of marijuana. He suspected the drug scam involved officers in the Mexican army, police and government.

The events surrounding Agent Camarena's murder sparked a grassroots campaign to reduce the demand for drugs and encourage healthy, violence-free lifestyles across the United States. Saddened by Agent Camarena's death, friends, family and young people in his hometown of Calexico, California began wearing red ribbons in his honor.

Congressman Duncan Hunter and high school teacher David Dhillon launched "Camarena Clubs" in California high schools. Club members pledged to lead drug-free lives to honor the sacrifices made by Agent Camarena and others on behalf of Americans. In 1985, club members presented the "Camarena Club Proclamation" to then First Lady Nancy Reagan, bringing it national attention.

Later that summer, parent groups in California, Illinois, and Virginia began promoting the wearing of red ribbons nationwide during late October. In 1988, the National Family Partnership organized the first National Red Ribbon Week, an eight-day event proclaimed by the U.S. Congress and chaired by President and Mrs. Reagan.

Today, National Red Ribbon Week is celebrated every year on October 23-31. During this time, thousands of schools, communities and drug abuse prevention organizations throughout the country distribute red ribbons to honor Special Agent Enrique "Kiki" Camarena's memory and visibly show a dedication to living drug-free.

## WHAT'S THE POINT?

The Red Ribbon celebration is not an isolated week of prevention activities or a prevention program. Red Ribbon is an awareness campaign, which is an integral part of a year-round focus on providing safe activities as alternatives to drinking and using other drugs. The Red Ribbon Celebration transforms awareness into action.

The Red Ribbon celebration is not about wearing red ribbons. The purpose is to involve students, parents and teachers in fun and meaningful environmental prevention activities that focus on the changing social and physical environments that allow substance abuse. By limiting access to and availability of alcohol, tobacco and other drugs and changing social norms (real & perceived), students are more likely to choose not to use alcohol, tobacco and other drugs. Environmental change can be achieved through school and family policies, community and merchant education, enforcement of laws and in many other ways.



# HEALTHY KIDS ARE TOBACCO FREE

## TIPS for TEENS

### TOBACCO USE

#### THE TRUTH ABOUT TOBACCO USE

**SLANG FOR CIGARETTES:**  
**SMOKES/CIGS/BUTTS**

**SLANG FOR SMOKELESS TOBACCO:**  
**CHEW/DIP/SPIT TOBACCO/SNUFF**

## GET THE FACTS

**TOBACCO USE DAMAGES YOUR HEALTH.** Smoking, which is the most common cause of lung cancer, is also a leading cause of cancer of the mouth, throat, bladder, pancreas, and kidneys.<sup>1</sup>

**TOBACCO USE AFFECTS YOUR BODY'S DEVELOPMENT.** Smoking—including vaping, cigars, and hookah use—is particularly harmful for teens because your body is still growing and changing. Evidence shows that smoking has an impact on nearly every organ in a person's body.<sup>2</sup>

**TOBACCO CONTAINS ADDICTIVE INGREDIENTS.** Tobacco is a plant grown for its leaves, which are dried and fermented to put in tobacco products. It contains nicotine, an ingredient that can lead to addiction. The younger you are when you begin to smoke, the more likely you are to become addicted to nicotine.<sup>3</sup> According to the 2014 *Surgeon General's Report*, nearly 9 out of 10 adult smokers first tried smoking before age 18.<sup>4</sup>

**TOBACCO USE CAN KILL YOU.** Cigarette smoking is responsible for about 480,000 deaths per year in the U.S.<sup>5</sup> Worldwide, tobacco smoking and secondhand smoke combined cause nearly 7 million deaths per year.<sup>6</sup>

## ? Q&A

**Q. ISN'T SMOKING COOL?**

**A.** Advertisements often portray smoking as glamorous and sophisticated, but these ads are created to sell products and use youth-oriented themes.

**Q. IS SMOKELESS TOBACCO SAFE?**

**A. NO.** No form of smokeless tobacco is safe. It contains at least 30 chemicals that are known to cause cancer.<sup>7</sup>

**Q. DO MOST TEENS SMOKE?**

**A. NO.** Although the majority of teens don't smoke,<sup>8</sup> it's important to remember that cigarette use among teens is still harmful and should be prevented from becoming more popular.

**Q. DOESN'T SMOKING HELP YOU RELAX?**

**A. NO.** Use strategies such as exercise or talking to your friends to help calm your nerves.<sup>9</sup>

### THE BOTTOM LINE:

Tobacco use is dangerous and can be deadly. Talk to your parents, a doctor, a counselor, a teacher, or another adult you trust if you have questions.

### LEARN MORE:

Get the latest information on how drugs affect the brain and body at [teens.drugabuse.gov](https://teens.drugabuse.gov).

### TO LEARN MORE ABOUT TOBACCO, CONTACT:

**SAMHSA**

**1-877-SAMHSA-7 (1-877-726-4727)**

(English and Español)

**TTY 1-800-487-4889**

**[www.samhsa.gov](https://www.samhsa.gov)**

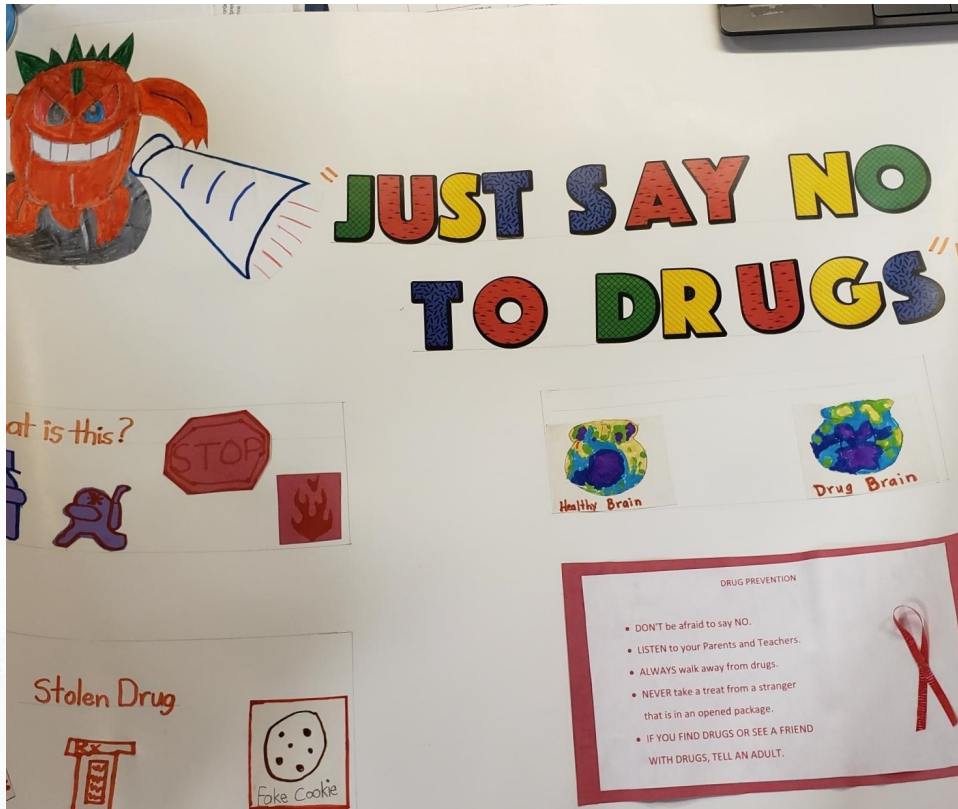
**[store.samhsa.gov](https://store.samhsa.gov)**



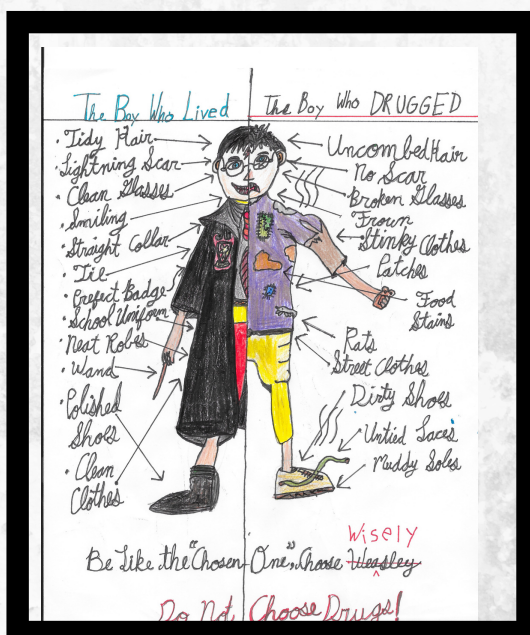
**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration



# A FEW 2020 RED RIBBON POSTER SUBMISSIONS



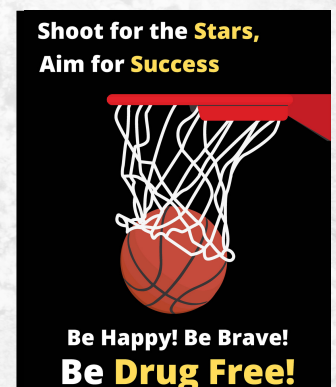
**Trace Stone**  
**Perkerson Elementary School**



**Sheeham Banka**  
**Findley Oaks Elementary School**



**Justice Hammonds**  
**BEST Academy**



**Larrison Jackson**  
**BEST Academy**



**Jonathan Gibbson**  
**BEST Academy**





# 2020 GOVERNOR'S RED RIBBON AWARD WINNERS



OVERALL VICTOR AND PREVENTION AMBASSADOR

GWINNETT UNITED IN DRUG EDUCATION, INC

## Category 1: Elementary School

1st Place

Garrett Elementary

## Category 2: Middle School

No Entries Received

## Category 3: High School

1st Place

Chapel Hill High

## Category 4: Higher Education/Non-School

1st Place

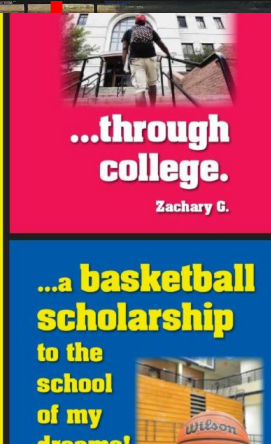
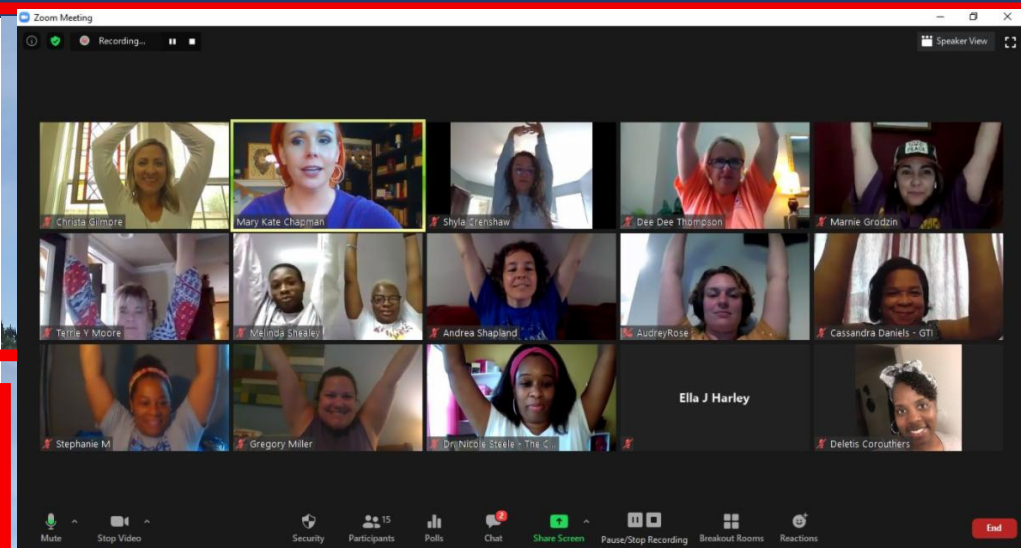
Gwinnett United in Drug Education, Inc (GUIDE,)





# 2020 GOVERNOR'S RED RIBBON CAMPAIGN AWARD

## OVERALL VICTOR: GUIDE, INC



Submit your application for 2021 Georgia Governor's Red Ribbon Award. See page 25 for details.





# AWARDS CEREMONY THROUGH THE YEARS



Want your school or organization to be pictured in next year's Red Ribbon Planning & Resource Guide?  
Email us electronic photos (preferably JPG) with descriptions of the activities to  
[Barbara.Dorman@dbhdd.ga.gov](mailto:Barbara.Dorman@dbhdd.ga.gov).





# AWARDS CEREMONY THROUGH THE YEARS



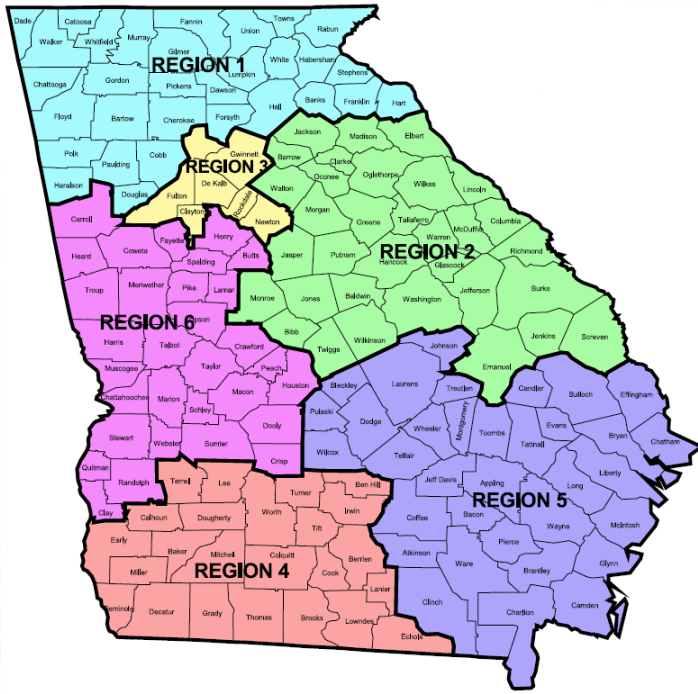
Want your school or organization to be pictured in next year's Red Ribbon Planning & Resource Guide?  
Email us electronic photos (preferably JPG) with descriptions of the activities to  
[Barbara.Dorman@dbhdd.ga.gov](mailto:Barbara.Dorman@dbhdd.ga.gov).



# RED RIBBON ACROSS THE STATE

A host of colorful, fun and meaningful Red Ribbon events will be held across the state of Georgia.

To find out what's going on in your region, or to share what your school or organization is doing for Red Ribbon Week, call your regional prevention specialist and get plugged in. See "Key Resources" on page 28 for contact information.



Regions across Georgia continue to be active participants in annual Red Ribbon activities and initiatives. Each region develops activities to meet the particular needs of their communities through a variety of awareness campaigns. Past activities have included:

- Pledges signed by students & displayed throughout the school
- Drug & alcohol-free themes with designated "dress-up days" to encourage participation & school spirit
- Nutritious, red-colored food served at lunch
- School banners, billboards, and T-shirts
- School parades



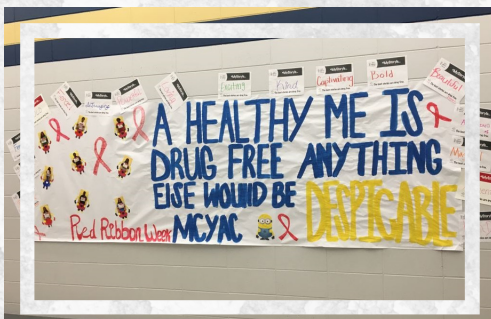
REGION 1



REGION 2



REGION 3



REGION 6



REGION 5



REGION 4



# HOSTING YOUR EVENT

Whether your event is for ten people or ten thousand, what makes a Red Ribbon Campaign event truly special is the ability of the planners to make it appear effortless for those who attend. Holding a successful event does not happen by accident. While there are no fool-proof strategies, following certain basic steps can help you make your event the best it can be.

**1 Create a planning committee.** Since the dedication, enthusiasm and abilities of the people who work on the campaign contribute significantly to its success, consider carefully who will be involved and select the best people possible. Flexibility, imagination, organization and reliability are some of the qualities to keep in mind.

**2 Determine your objectives.** What do you hope to achieve? Hold a kickoff for the Red Ribbon Campaign? Make a statement that "Real Life Is Drug-free,"? Get publicity? Involve the schools, community, businesses, local government, civic associations and others? Solicit volunteers and donations. Keep your objectives in mind throughout the planning process.

**3 Establish your budget.** No matter how small or large the campaign, it will cost some money. Red ribbons and prizes are some of the items you may need to purchase or have donated. Are there individuals, businesses or organizations that would be willing to donate money, goods or manpower?

**4 Plan the activities and the program.** In addition to deciding what your event will be, make sure there will be adequate space, manpower and whatever else you need to handle the campaign, including decorations, audio visual equipment, restrooms, parking facilities and accessibility for people with physical disabilities.

**5 Plan publicity.** How will you publicize the campaign? Issue press releases? Send flyers home with kids? Invite the press to attend? Arrange for a photographer to capture the activities in photos or on video?

**6 Create a timetable and checklist.** Set up a step-by- step timetable listing absolutely everything that needs to be done, when and by whom. Make sure you have all your arrangements in detail and in writing. Confirm and reconfirm all your arrangements as you get close to the event.

**7 Start planning for next year.** Explore new activities, and improve the ones that were successful this year.

## GET INVOLVED!

More than 80 million people across the country are expected to take part in Red Ribbon Week. Participation can range from simply wearing a red ribbon to becoming involved in community activities. Groups that have been active in the Red Ribbon Campaign include schools, churches, chambers of commerce, local law enforcement agencies, hospitals, libraries, recreation centers, businesses, government officials, American Legion, Elks Clubs, Telephone Pioneers, Georgia Parent Teachers Association, local parent teacher associations and other civic organizations, Telephone Pioneers, Georgia Parent Teachers Association, local parent teacher associations and other civic organizations.



# RED RIBBON MATERIALS

## ORDERING RED RIBBON REGALIA

If you need to order Red Ribbon materials, the following is a list of resources. DBHDD Office of Behavioral Health Prevention is not endorsing either of these vendors; they are simply listed as potential resources.

**Nimco, Inc.**

drugpreventionresources.com | 1-800-962-6662

**Positive Promotions**

positivepromotions.com | 1-800-635-2666

### SAMPLE RADIO OR PUBLIC ADDRESS ANNOUNCEMENT

"October 23-31 is Georgia Red Ribbon Week. Join the celebration of drug-free living. Wear a Red Ribbon as you pledge to live without alcohol, tobacco and illegal drugs. For more information about substance abuse, call (LOCAL NAME and NUMBER) or Helpline Georgia at 1-800-338-6745.

### SAMPLE TEXT FOR STADIUM BOARDS OR BUSINESS MARQUEES

Real Life is Drug-free: Celebrate Red Ribbon Week October 23-31. Celebrate Drug-free Living: Support Red Ribbon Week October 23-31.

### SAMPLE PRESS RELEASE

Print on your business or agency letterhead, and send to the local newspapers, radio and TV stations. Include a copy of your local Red Ribbon Fact Sheet, along with a list of the local groups who are participating.

## FOR IMMEDIATE RELEASE

**Contact:** (Your organization's name)

**Date:**

**Name:** (Name of contact person)

**Phone Number:**

(Name of City, County, Community, or Organization)

Participates in National Drug Awareness Campaign

The (name of coalition, organization, or group) will celebrate the Georgia Red Ribbon Week, October 23-31, 2021.

Red Ribbon Week is a week-long drug awareness campaign that provides an opportunity to bring parents, schools, businesses and others together to help create drug-free communities.

Our communities will sponsor events to raise awareness and to show our commitment to reducing the demand for drugs. (Briefly describe your local Red Ribbon activities)

The National Red Ribbon Campaign began as an effort to honor a Federal Drug Enforcement Agent, Enrique "Kiki" Camarena, who was killed in the line of duty. Agent Camarena was kidnapped and killed in 1985 while working undercover investigating drug traffickers. In honor of his memory, friends and neighbors began to wear red satin badges. In 1988, the National Family Partnership organized the first Red Ribbon Campaign. Georgia has participated since 1987, and Governor Brian Kemp is the Honorary Chair of Georgia's Red Ribbon Campaign.



## STRATEGIES FOR A SUCCESSFUL EVENT

## KNOW THE MEDIA IN YOUR AREA.

Determine who writes the local columns in the newspapers, which radio hosts discuss local issues, what parents and kids read, who has covered this issue before. These are some of the most important people for you to “pitch” with a phone call.

## ARRANGE COVERAGE FOR WEEKEND EVENTS.

If your event is on a weekend, try pitching weekend staff to get them interested in providing coverage. Radio and TV media typically have different staff working on the weekends. Get their names and phone numbers ahead of time. Be prepared to call or fax them information early on Saturday morning, if necessary.

**PROVIDE CONTACT INFORMATION  
AT THE TOP OF ALL MEDIA  
MATERIALS (INCLUDING E-MAIL  
ADDRESSES AND FAX NUMBERS).**

Preferably use the name of the person making the phone calls. Provide a “day of” number so that the contact person can be reached at the event via cell phone.

**INVITE A KNOWLEDGEABLE SPOKESPERSON TO AN EVENT TO DISCUSS YOUTH DRUG ABUSE PREVENTION.**

Provide him or her with a card that lists the toll-free numbers where listeners/viewers/readers can get free prevention information; the names of important sponsors; and the name, location, and date of the event so this basic information gets included in his or her answers.

**FOLLOW THROUGH WITH PHONE CALLS BEFORE AND AFTER YOU SEND MATERIALS.**

Don't give up. If the first person is not interested, try another contact at that media outlet. Some news is more appropriate for one show or section than another.

## TIME YOUR CONTACTS.

Mail and call well in advance, and send a reminder with any updates by fax or e-mail about two days before the event. Use your letterhead and follow the standard format for press releases and public service announcements.



# Kemp Primary School Celebrates Red Ribbon Week



**Our future is key...WE will stay drug Free!! KPS Super Hero's have better things to do then drugs!**

Professional School Counselor- Annette McCraw

**Principal – Dr. Brenda Cloud & Asst. Principal- Dr. Sullivan-Whitlow**



**LIKE US ON FACEBOOK!**

**FACEBOOK.COM/GEORGIADBHDD**





# SUGGESTED ACTIVITIES

## BUSINESSES & CORPORATIONS

- Participate in the statewide Red Ribbon kickoff.
- Sponsor a scholarship for a drug-free youth; hold an essay contest to determine a winner. The scholarship could pay for a variety of needs including one year of tuition, one semester's tuition, books, etc.
- Become a certified drug-free workplace by contacting your local chamber of commerce. For more information, visit [www.livedrugfree.org](http://www.livedrugfree.org).
- Encourage your employees to volunteer at a local school during Red Ribbon Week or any time during the month of October to participate in activities.
- Invite students to your place of business to show them their career options if they make healthy choices and decide to live a drug-free lifestyle.
- Use Red Ribbon Week as an opportunity to start mentoring a child who may be at risk for drug use. Make a difference in his/her life.
- Sponsor one classroom or an entire school by purchasing Red Ribbon materials for them; purchase red ribbons for them to distribute to students.
- Initiate drug education programs for employees.
- Sponsor a school that wants to implement a substance abuse prevention curriculum by purchasing the curriculum and/or paying for staff training to facilitate a specific curriculum.

## GOVERNMENT

- Participate in the statewide Red Ribbon kickoff.
- Issue a proclamation declaring the last week in October 'Red Ribbon Week' in your community.
- Plan a parade down the main street of your town, in front of the county courthouse, or anywhere else that community members get involved.
- Invite an elementary school to bring students to the monthly city council or county commission meeting to make a presentation about Red Ribbon.
- Promote Red Ribbon Week and activities on your government access channel or website.

## FAITH-BASED INSTITUTIONS

- Participate in the statewide Red Ribbon kickoff.
- Distribute red ribbons at services.
- Display drug-free messages on church marquee, billboards and bulletin boards.
- Conduct a health fair on site at your church and include promotion of healthy lifestyles by disseminating information about alcohol, tobacco and other drugs.
- Invite a substance abuse prevention specialist to come to your church and make a presentation to youth groups/classes.
- Partner with a local school or another community group to promote Red Ribbon activities.
- Include a Red Ribbon Week insert in your church bulletin.

Share a fact about drug awareness during

- church announcements.

## PARENTS

- Participate in the statewide Red Ribbon kickoff.
- Talk to your children about the dangers of alcohol, tobacco and other drugs. Allow them to have honest dialogue with you, and do not penalize them for honesty.
- Participate in Red Ribbon activities at your child's school.
- Reward your child for being informed about the dangers of drugs and for making the choice to live a drug-free lifestyle. Set aside a day of celebration to show your child how proud you are (bake a cake, make favorite dinner, buy a gift, etc.)
- Visit [www.family.samhsa.gov](http://www.family.samhsa.gov) for tips about talking with children about substance use and abuse, helpful hints about setting rules and fun activities.





# SUGGESTED ACTIVITIES

## LOWER ELEMENTARY SCHOOL

- Participate in the statewide Red Ribbon kickoff.
- Distribute red ribbons and bracelets to students and staff; have students recite the drug-free pledge.
- Decorate the inside and outside of the school building with Red Ribbon banners.
- Have a door decorating contest amongst the classrooms where all doors have a drug-free message; reward the winning classroom with a pizza party.
- The Glascock County Board of Education had students in pre-K through 4th grade participate in a coloring contest, and the winner of each grade won a prize.
- The Lincoln County Board of Commissioners held a 'Hugs Not Drugs' campaign; students were asked to bring their favorite stuffed animal to school.
- Have a balloon release to kick off the week, using red balloons.

## UPPER ELEMENTARY SCHOOL

- Participate in the statewide Red Ribbon kickoff.
- Plant red tulips with kids; planting flower bulbs is a symbol of hope.
- Distribute red lollipops with 'no to drugs' printed on them to students during/after lunch.
- Display Red Ribbon messages on both the marquee (at the front of the school) and the electronic board in the cafeteria.
- The City of Harlem in Columbia County had students color paper bags from grocery stores with Red Ribbon campaign slogans and returned them to the stores for them to use for groceries.
- The City of Harlem also had students create newspaper, radio, and television ads with a 'Don't Do Drugs' message, which was judged by media professionals.
- As a part of Red Ribbon Week activities, the Glascock County Board of Education encouraged students and teachers to bring canned goods to school. All food was distributed to less fortunate families or food banks.

## MIDDLE SCHOOL

- Participate in the statewide Red Ribbon kickoff.
- "Rock for Red Ribbon" gives youth an opportunity to see that it's cool to party without alcohol, tobacco or other drugs.
- Conduct a Red Ribbon Walk/Run for kids so that they have to complete a specific amount of miles during the month of October. Have them complete a certain amount towards the total mileage every day. Make it an attainable goal so that they can feel a sense of accomplishment. At the end of the race give each child a red ribbon. Ask local businesses to sponsor prizes (gift cards, t-shirts, games, etc.)
- Get on the October agenda of your local school board, city council, or county commission meeting and allow your students to make 5-minute presentations about why they choose to live drug-free.
- The Glascock County Board of Education had students and teachers write positive statements about how they will say no to drugs on strips of red paper. Then they linked the strips together to form a red drug-free chain that was displayed in the hallways around the school.





## HIGH SCHOOL

- Participate in the statewide Red Ribbon kickoff.
- Drama students can write, produce and perform a play or musical that promotes drug-free lifestyles; perform the play/musical at various community events or at the statewide Red Ribbon kickoff; perform for elementary and middle school students, youth groups at local churches; Boys and Girls Clubs, Girls Inc. or Girl and Boy scouts. (The event can also be a fundraiser for the school).
- Cheerleaders can create a cheer with a drug-free message that can be performed during a pep rally or half-time show at a basketball or football game.
- Conduct a media contest by having students creating a video, public service announcement, rap, song, poem, etc. that delivers a drug-free message. Get local businesses to donate prizes for winners. Partner with local radio and/or TV station to have it aired. Broadcast through the school.
- In conjunction with student government association, students in Dawson County 4-H Program in Dawsonville built a brick wall displaying the message, "We're Building a Drug-free School." High school students signed a brick as a pledge to stay drug-free, and in return they received red Mardi Gras beads to wear for the week. High school students also traveled to local elementary and middle schools to hand out candles with anti-drug slogans.
- Have your entire town go red during Red Ribbon Week. For example, ask dealerships to park all of their red cars up front for a week, and ask stores to dress their windows in red.
- Teens Against Substance Abuse (TASA) in Dawson County held a small festival; the girls prepared candies with anti-drug slogans to hand out, and printed out Red Ribbon Week dates and information with red ribbons attached for the older children and adults. They handed out local resource information hotline, counseling, rehab, etc. for alcohol, drugs and tobacco addiction. They also distributed warning sign information sheets to parents.
- Parkview High School's Students Against Violence Everywhere and Students Against Destructive Decisions in Lilburn asked for pledges from the student body and handed out prizes such as tattoos, comic books, and pencils to those who signed up. They tracked the number of pledges on a thermometer.

- Parent-teacher-student associations can arrange to have a celebrity figure, principal, well-known athlete, mayor or favorite teacher give a brief service announcement each day. The message can be pre-taped.
- Gwinnett County brought youth together by having a basketball tournament for boys and girls at a local school; representatives from the Gwinnett County Sheriff's Department, and firefighters came to share information with the students; they also had a band to play for entertainment. Winners received cash prizes, and each team was charged a fee to participate. During the tournament, they had different stations set up for students to learn about the effects of drinking and driving. Refreshments were provided to all participants.

## COLLEGES/UNIVERSITIES

- Participate in the statewide Red Ribbon kickoff.
- Conduct basketball, baseball or tennis tournaments in support of drug-free lifestyles; distribute red ribbons as people enter the facility; use half time shows to present a drug-free message through a skit, step show or any creative, fun activity.
- Use a sporting event as a fundraiser. Donate proceeds to a school so they can purchase Red Ribbon materials for their students.
- Volunteer to speak at a local school during October. Read to a class or an assembly. Deliver a drug-free message.
- Resident advisors can display drug-free messages in dorms.
- Display pamphlets and fact sheets about alcohol tobacco and other drugs in the lobby and common areas.
- Sponsor events, forums or summits to address the risks of underage drinking and alcohol poisoning.
- Distribute drug-use surveys to students on campus.
- Sororities, fraternities and other campus clubs can mentor students during Red Ribbon month by sponsoring tours of the campus and demonstrating positive alternatives to drinking; commit to mentor an "at risk" youth for one year.
- Mocktails – Host an activity that replaces cocktails and promotes all the great drinks you can have that don't contain alcohol.





# MY RED RIBBON ACTIVITY PLANS

MY GOAL FOR THIS ACTIVITY



OBJECTIVE # 1



OBJECTIVE #2



WHO IS MY TARGET AUDIENCE?



WHO WILL I COLLABORATE WITH?



WHAT WILL THEY DO TO HELP MEET MY GOALS?



# PARTNERS IN PREVENTION PROJECT (PIPP)

The Partners in Prevention Project (PIPP) is the Department of Behavioral Health and Developmental Disabilities' Office of Behavioral Health Prevention and Federal Grants (DBHDD-OBHPFG) substance abuse prevention initiative for the state. The 5-year implementation of this project will be done using SAMHSA's Strategic Prevention Framework (SPF).



SPF is a five-step methodology that emphasizes sustainability and cultural competence in the various steps of assessment, capacity building, planning, implementation, and evaluation. Using evidenced based individual and environmental strategies, a strategically developed workforce, and communal collaborative efforts, the contracted agencies will create lasting change in the communities they will serve.

Georgia's statewide initiative assessment data was used to identify early onset of alcohol use, abuse, and binge drinking as major public health issues in the state. Based on Georgia's data, PIPP will target three statewide goals:

- 1) Reduce the early onset of alcohol use among 9-20 year olds
- 2) Reduce access to alcohol and binge drinking among 9-20 year olds
- 3) Reduce binge & heavy drinking among 18-25 year olds

PIPP grew out of the Alcohol Prevention Project (APP) and the Alcohol and Substance Abuse Prevention Project (ASAPP), which began in 2011 and also used SPF. Expanding beyond alcohol prevention efforts in APP, ASAPP allows communities to also address a secondary high priority substance of abuse and misuse identified through assessment data. PIPP will also take this approach. This approach will result in, and centers on, communities developing and implementing sustainable outcome-based prevention strategies

## DID YOU KNOW...

Underage drinking is a serious problem in Georgia. More than 150 of Georgia's youth die each year from alcohol-related causes. For more information, visit [didyouknowfacts.net](http://didyouknowfacts.net).

Approximately half of Georgians who are aged 21 years old and older report using alcohol in the past month compared to nearly 20% of underaged Georgians.

124% of people aged 21 and older report binge drinking alcohol in the past month while only 9% of people younger than 21 report binge drinking

Less than 1 in 10 (8%) of Georgia middle and high school students reported drinking alcohol in the past month.

Nearly 4% of middle and high school students reported binge drinking in the past month.





# AGAINST THE LAW

It is unlawful to sell tobacco and alcohol to minors in the State of Georgia.

## O.C.G.A. (16-12-171)

It shall be unlawful for any person knowingly to:

- A Sell or barter, directly or indirectly, any cigarettes or tobacco related objects to a minor.
- B Purchase any cigarettes or tobacco related objects for any minor.
- C Advise, counsel, or compel any minor to smoke, inhale, chew, or use cigarettes or tobacco related objects.
- D [Provide] alternative nicotine products, or vapor products were added as prohibited items for sale to underage youth.

## O.C.G.A (3-3-23)

1. No person knowingly, directly or through another person, shall furnish, cause to be furnished, or permit any person in such person's employ to furnish any alcoholic beverage to any person under 21 years of age.
2. No person under 21 years of age shall purchase, attempt to purchase, or knowingly possess any alcoholic beverage.
3. No person under 21 years of age shall misrepresent such person's age in any manner whatever for the purpose of obtaining illegally any alcoholic beverage.



THE GEORGIA RED RIBBON CAMPAIGN  
PROMOTES A DRUG-FREE LIFESTYLE!

For more information about staying in  
compliance with the Georgia laws, contact:

### Georgia Department of Revenue

Alcohol and Tobacco Division  
404-417-4900  
ATDIV@dor.ga.gov

### Barbara Dorman

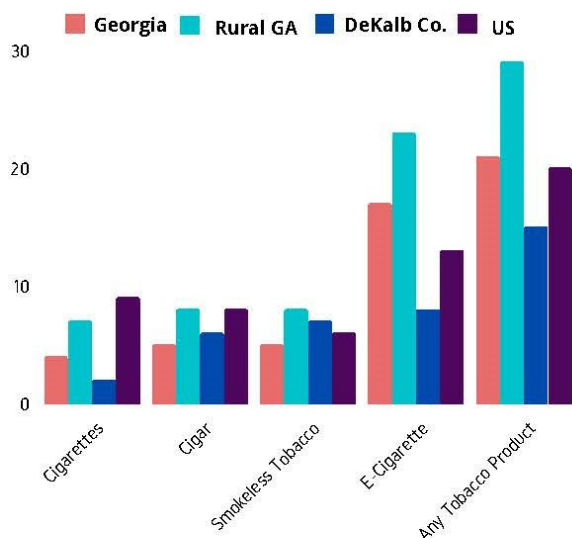
Georgia Department of Behavioral Health and  
Developmental Disabilities  
Synar/Special Programs Administrator  
Barbara.Dorman@dbhdd.ga.gov  
404-232-1251

## 2020 TOBACCO USE AMONG YOUTH IN GEORGIA

The **Georgia Youth Risk Behavior Survey (GA-YRBS)** is a state-wide surveillance system that collects information on health-related behaviors that contribute to the leading causes of death and disability among Georgia adolescents.

If cigarette smoking continues at the current rate among youth in this country, 5.6 million of today's Americans younger than 18 will die early from a smoking-related illness. That's about 1 of every 13 Americans aged 17 years or younger who are alive today.\* Preventing tobacco product use among youth is critical to ending the tobacco epidemic in Georgia and the United States.

**Percent of Current Tobacco Use among High School Students, by Tobacco Type, Georgia vs. US, 2019**



Almost 1 for every 5 high school students (21%) in Georgia were current tobacco users (i.e. cigarettes, electronic cigarettes, smokeless tobacco, hookah, or cigars).

More than 1 in every 4 (29%) high school students living in rural county stated current tobacco users that is higher than both Georgia (21%) and US (25%) prevalence.

High school students living in Dekalb county had the lowest prevalence across all types of tobacco products.

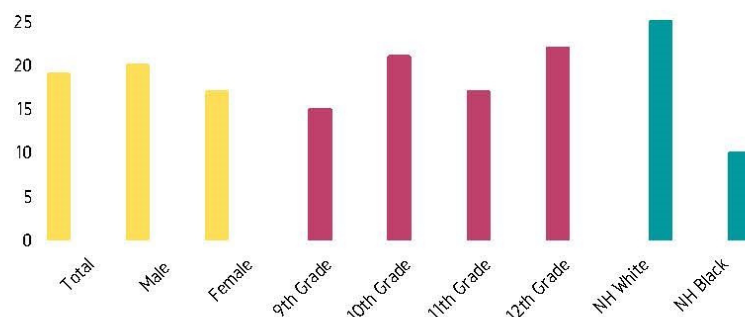
Almost 1 in 5 Georgia high school (HS) students (19%) said they ever tried cigarette smoking, even one of two puffs in their lifetime.

More male students (20%) than female students (17%) tended to ever try smoking cigarettes.

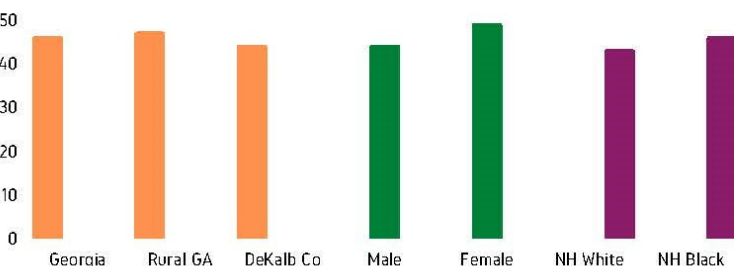
HS students in grades 10th and 12th have a higher ever try cigarettes prevalence than HS students in grades 9th and 11th.

Non-Hispanic (NH) white high school students (25%) were 2 times more likely to ever try cigarette smoking than NH black high school students (10%) in Georgia.

**Percent of Ever Using Cigarettes among High School Students, by Demographics, Georgia, 2019**



**Percent of Trying to Quit All Tobacco Products among High School Students, Georgia, 2019**



Similar number of current Georgia high school student smokers tried to quit tobacco products regardless where they lived.

Slightly more female high school students (49%) tried to quit tobacco products as compared to male high school students (44%).

A higher number of NH black students (46%) attempted to quit tobacco products than NH white students (43%).

For more information on GA-YRBS, please visit: [www.dph.georgia.gov/YRBS](http://www.dph.georgia.gov/YRBS)



# PRESCRIPTION DRUG ABUSE

## Strategies/Approach:

Prescription drug abuse is the nation's fastest-growing drug problem. In fact, it is such a problem that the White House Office of National Drug Control Policy has declared it an epidemic. It continues to be a major problem in Georgia. The Department of Behavioral Health & Developmental Disabilities launched the Georgia Prescription Drug Abuse Prevention Initiative in 2015.

## Generation Rx Project:

Generation Rx (GEN Rx) is a response to the growing epidemic of prescription drug abuse among youth and young adults in Georgia. The objective of GEN Rx is to reduce prescription drug misuse and abuse among 12-25 year olds in Georgia within the targeted areas of Catoosa, Early, and Gwinnett counties.


**Education** – Educate Georgia's parents, youth, the general public, physicians, pharmacists, caretakers, etc. about the dangers of prescription drug abuse and appropriate and safe use, proper storage, and safe disposal of prescription drugs.


**Monitoring** – Assist in the implementation of Georgia's Prescription Drug Monitoring Program (PDMP) by promoting its use by physicians and pharmacists.


**Proper Medication Disposal** – Encourage more convenient, environmentally responsible, and safe model prescription drug disposal programs to help decrease the supply of unused prescription drugs in the home.


**Enforcement** – Collaborate with law enforcement to help provide the necessary tools to eliminate improper prescribing practices, and to stop "pill mills," "doctor shoppers," and other similar drug-seeking behavior.


## STATISTICS


 Prescription drugs are abused more than heroin, cocaine, ecstasy, and meth combined (Monitoring the Future, 2019).

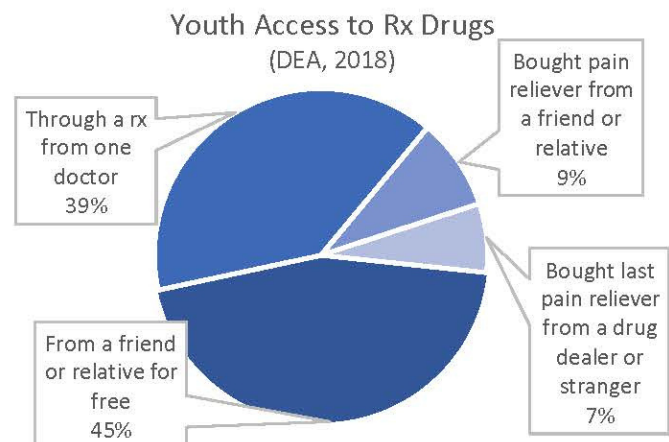
 Prescription drug overdose deaths in Georgia continue to rise, accounting for 61% of the drug overdose deaths in the state (DPH OASIS, 2019).

 Among middle and high school students in Georgia, the current average age of initiation to using prescription drugs not prescribed to them is between 11 and 12 years old (GSHS, 2020).

 23.4% of Georgia middle and high school students believe there is NO RISK in harming themselves if they take prescription drugs without a prescription from a doctor (GSHS, 2020).

 Ease of access to narcotics aside from heroin increases as a student's grade level increases (Monitoring the Future, 2019).

 Prescription drug abuse is highest among Georgians ages 18 to 25 years old at 12.3% using psychotherapeutics for nonmedical reasons (NSDUH, 2018).



To learn more about prescription drug abuse and what we are doing in Georgia to combat this issue, and to find a drop box location near you to safely dispose of unused medications, please visit [www.stoprxabuseinga.org](http://www.stoprxabuseinga.org).





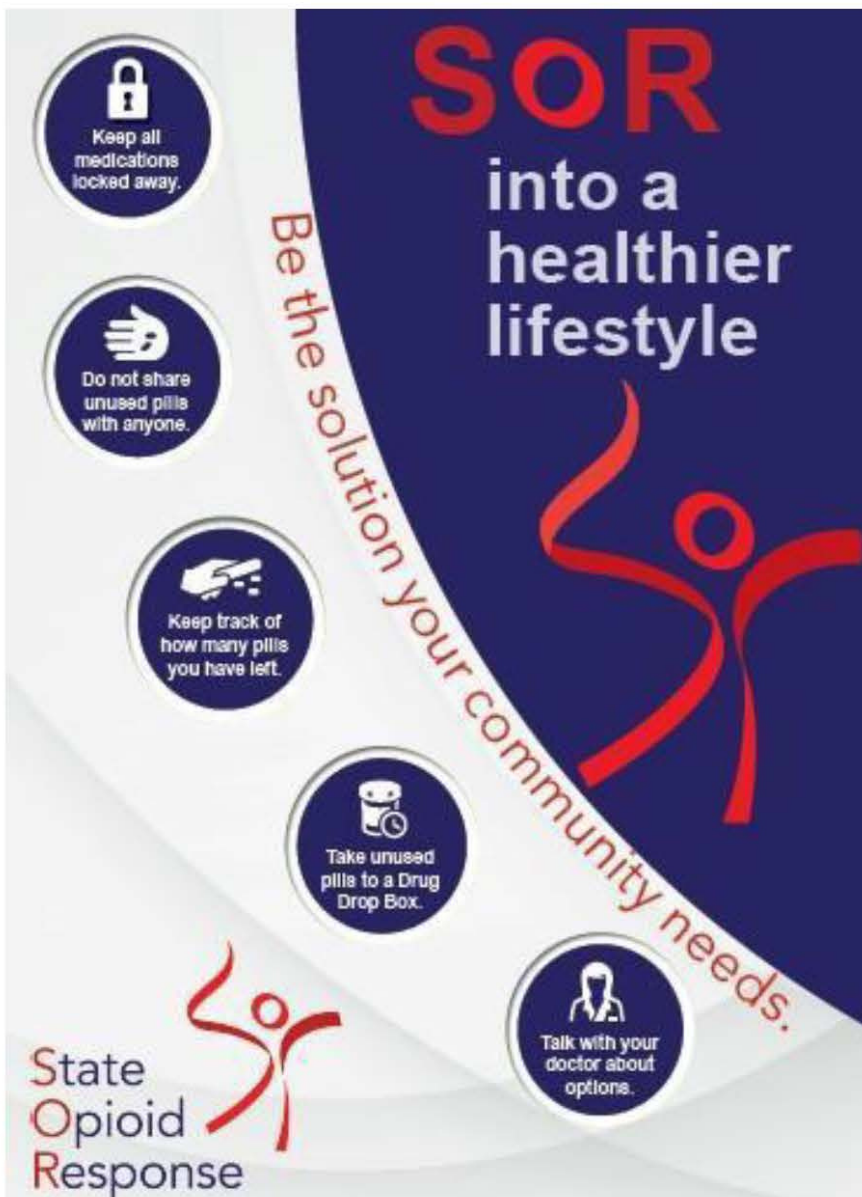
# STATE RESPONSE TO THE OPIOID CRISIS

## Overview

The Georgia State Opioid Response has developed a multi-faceted response to the opioid crisis in Georgia through prevention, treatment, and recovery initiatives.

## Project Goals

1. To provide education to Georgians about the importance of safely securing all medication by locking it away or safe disposing of medications at drop boxes locations to prevent accidents, theft, or misuse.
2. To inform and educate Georgians about how the Good Samaritan Law (Medical Amnesty) protects individuals when calling 911 in the cases of alcohol and drug overdoses. Also, to encourage individuals to call 911 and stay until help arrives.
3. To encourage Georgians to speak with their doctors about alternatives to opioid pain medication to prevent potential misuse.
4. To provide information to Georgians about the Georgia Crisis and Access Line (GCAL) to aid those in crisis and linkage to resources.
5. To provide information on Naloxone, used to reverse opioid overdoses, and to encourage those at risk of overdose or family/friends of someone at risk of overdose to obtain Naloxone to prevent death due to an opioid overdose.



- In 2019, 853 people died from an opioid-involved drug overdose in Georgia (DPH OASIS).
- Fentanyl deaths rose from 61 deaths from 2012 to 360 in 2019 (DPH OASIS).
- An estimated 44,000 Georgians abuse or have a dependence on opioids (NSDUH, 2018).
- 57% of youth find great risk in regularly taking narcotics other than heroin (Monitoring the Future, 2019).



For more information, visit [opioidresponse.info](https://opioidresponse.info)





# KICK-OFF THROUGH THE YEARS



Want your organization or school to be pictured in next year's Red Ribbon Planning & Resource Guide?  
Email us electronic photos (preferably JPG) with descriptions of the activities to  
[Barbara.Dorman@dbhdd.ga.gov](mailto:Barbara.Dorman@dbhdd.ga.gov).





# KICK-OFF THROUGH THE YEARS



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# 2021 RED RIBBON AWARD COMPETITION

Governor Brian Kemp and the Georgia Department of Behavioral Health and Developmental Disabilities, Office of Behavioral Health Prevention, along with the Georgia Red Ribbon Committee would like to recognize schools, groups and community-based organizations that have done an exemplary job in promoting and educating others about drug awareness, drug-free living and healthy lifestyle choices during the Red Ribbon Campaign.

## ELIGIBILITY & CRITERIA

The awards will be divided into four categories per region. See the map on page 6 to view each region.

**Category 1** Elementary

**Category 2** Middle School

**Category 3** High School





**Category 4** Higher education / Non-school (including colleges, universities, technical schools, businesses, community organizations, medical facilities, faith-based organizations, etc.)

There will be a total of four winners from which a grand prize winner will be selected. Each winner will receive an award. The grand prize winner will also receive a trophy, which will be kept for one year. The following year, the trophy will be transferred to the new grand prize winner.

Representatives of all finalists will be invited to Atlanta for a special Red Ribbon recognition celebration to acknowledge exemplary efforts statewide. The awards program is open to any group/organization that has participated in the Georgia Red Ribbon Campaign. The activities and plans for which nominations are solicited in this award cycle must have been initiated in the current year.

## JUDGING

Judging is conducted by individuals who are part of the Governor's Red Ribbon Campaign committee. Entries will be judged based on the following criteria:

-  Activities that are focused on the prevention of alcohol, tobacco and other drug use.
-  Descriptive and diverse list of Red Ribbon activities that include numbers of people who attended or were involved.
-  Description of how your Red Ribbon campaign supports healthy, drug-free lifestyles.
-  Adherence to contest rules.

## CERTIFICATE

It is no longer necessary to submit an application to receive a certificate. **Any group, school or organization that would like to obtain a certificate for its participation in the Georgia Red Ribbon Campaign** can download the certificate from the prevention website at <http://dbhdd.georgia.gov/governors-red-ribbon-campaign>.

## THE RULES

Newspaper clippings, handouts, posters, photos, PowerPoint presentations, scrapbooks and the like help to tell your story and are encouraged.

Caution: e-mails with photos may not go through our server so please send a CD-Rom, USB drive, or DVD with your photos. JPG files are greatly preferred. These photos can be returned upon your request.

- All submissions should be typed, double-spaced and in 12 point font (Times New Roman or Arial preferred).
- No more than eight typed, double-spaced pages. Additional pages or hand-written applications will automatically decrease your score.
- There is no entry fee.

ALL SUBMISSIONS MUST BE E-MAILED, POST-MARKED, OR DELIVERED TO THE DBHDD OFFICES AT THE ADDRESS LISTED ON THE NEXT PAGE.



# 2021 GEORGIA RED RIBBON AWARD APPLICATION



Applications **MUST** be received by 4:30 p.m. on Friday, December 17, 2021.

- Answer questions as specifically as possible. Attach extra pages of photos, handouts, newspaper clippings as needed. No more than eight pages total.
- Arial or Times New Roman, 12-point font, double-spaced
- **Applications MUST be received by 4:30 p.m. on Friday, December 17, 2021**
- **Return the completed Georgia Red Ribbon Award Application to:**

Georgia Department of Behavioral Health & Developmental Disabilities  
Office of Behavioral Health Prevention  
Attn: Barbara Dorman, Red Ribbon Coordinator  
2 Peachtree Street, Suite 22-266 Atlanta, Georgia 30303

Category: ☐ Elementary School ☐ Middle School ☐ High School ☐ Higher Education/Non-school

Name (Individual/Group): \_\_\_\_\_

Contact Person: \_\_\_\_\_ DBHDD Region (1-6): \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

## PARTNERING ORGANIZATIONS (please check all that apply)

- |  |   |                                      |
|--|---|--------------------------------------|
| <input type="checkbox"/> Business/Corporation  | <input type="checkbox"/> Civic Organization       | <input type="checkbox"/> School      |
| <input type="checkbox"/> College or University | <input type="checkbox"/> Faith-based organization | <input type="checkbox"/> Coalition   |
| <input type="checkbox"/> Government Agency     | <input type="checkbox"/> City                     | <input type="checkbox"/> County      |
| <input type="checkbox"/> State                 | <input type="checkbox"/> Federal                  | <input type="checkbox"/> Other _____ |

## ANSWER THE FOLLOWING QUESTIONS ON A SEPARATE SHEET OF PAPER

1. What were your goals and objectives for Red Ribbon activities?
2. Describe your activities and list the number of people who attended. Explain how each activity helps to meet the goals and objectives.
3. Who did you collaborate with in various community sectors? For example, "We worked with law enforcement to create a public safety campaign that focused on the dangers of substance abuse." (Be specific.) Explain what the partners did and how they contributed to the goals and objectives.
4. How does your Red Ribbon Campaign support healthy, drug-free lifestyles throughout the year?
5. How are Red Ribbon activities incorporated into ongoing prevention activities?





# KEY RESOURCES

## DRUG-FREE COMMUNITY COALITIONS (DFCC)

DFCCs are created to reduce substance abuse among youth, and over time among adults, by addressing the factors in a community that increase the risk of substance abuse, and by promoting behaviors that minimize the risk of substance abuse.

### Brooks County Drug Free Communities

P.O. Box 937  
Quitman, GA 31643  
Phone: 229.263.6642 Ext 3050  
bcfc@brooks.k12.ga.us

### Bryan County Drug Free Coalition

P.O. Box 130  
Pembroke, GA 31321  
Phone: 912.653.4413  
publicsafety@pembrokega.net

### Early County Family Connection (FACES)

40-A Harold Ragan Drive  
Blakely, GA 39823  
Phone: 229.723-5122  
info@earlychoices.org

### Fayette Alliance Connecting Together Our Resources

101 Devant Street Suite 502  
Fayetteville, GA 30214  
Phone: 770.716.2797  
fayettefactor@gmail.com

### Family Connection Communities in Schools / Athens

440 Dearing Ext  
Athens, GA 30606  
Phone: 706.254.8796  
kmanning@livedrugfree.org  
Kay Manning, Project Director

### Drug Free Coalition of Rockdale County

1430 Starcrest Drive  
Conyers, GA 30012  
Phone: 770.761.9244  
mona@rockdatecoalition.org

### DeKalb Community Promise Coalition

Beyond The Bell  
1500 Klondike Road Suite A-102  
Conyers, GA 30094  
Phone: 770.285.6037  
beyondthebell@comcast.net

### H.E.A.R.T. Coalition, Inc.

859 Cascade Avenue  
Atlanta, GA 30311

### Floyd Against Drugs

4 Government Plaza  
Rome, GA 30161  
Phone: 706.314.0729  
dfalcitelli@livedrugfree.org

### Family Connection Communities in Schools / Warren

1857 Mitchell Rd  
Warrenton, GA 30828  
Phone: 706.465.2460  
associationq@bellsouth.net

### Forsyth County Drug Awareness Council

PO Box 1350  
Cumming, GA 30028  
Phone: 770.887.1710

### Family Alliance of Paulding /Drug Free Paulding

P.O. Box 1088  
Hiram, GA 30141  
Phone: 770.778.5777  
visitation@familyallianceofpaulding.org

### Columbia County Community Connections

5915 Euchee Creek Drive  
Grovetown, GA 30813  
Phone: 706.650.5010  
jkmiller@connectcolumbia.org

### Families of Cherokee United in Service

100 Hickory Circle  
Holly Springs, GA 30115  
Phone: 770.345.5483  
helen@chrookeefocus.org

### Bulloch County Alcohol & Drug Council

419 Fair Road  
Statesboro, GA 30459  
Phone: 912.764.6405  
charlottes@nctv.com

### Cobb Community Alliance to Prevent Substance Abuse

3162 Johnson Ferry Road, Suite 260 #823  
Marietta, GA 30062  
Phone: 678.908.6655  
mcarpenter@ccapsa.org

# KEY RESOURCES CONTINUED

## STATE AGENCY

Georgia Department of Behavioral Health and  
Developmental Disabilities

### **JUDY FITZGERALD**

Commissioner  
404-657-7945

### **Division of Behavioral Health**

Monica Johnson  
Director  
404-657-2136

### **Office of Behavioral Health Prevention & Federal Grants**

Jill D. Mays, MS, LPC  
Director  
404-657-5681

Donna Dent  
Assistant Director  
404-463-9780

Barbara Dorman  
Project Administrator & Red Ribbon Coord.  
404-232-1251

Nykia Greene-Young  
Substance Abuse Prev & Mental Health Prom. Director  
404-463-6441

### **Regional Prevention Specialists**

See page 10 for the regional map.

Yanza Collins	706-825-8179	Region 1
Marissa Dancy	404-205-3347	Region 2
Lewis Ponzo	470-456-2850	Region 3
Latessa Pearson	470-540-1359	Region 4
Timberlyn Roby	404-430-1160	Region 5

## CREDITS

### **Many thanks to the Governor's Red Ribbon Campaign Committee**

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Joel Dworkin  
Jewish Family & Career Services

Kimberly Ellis  
Technical College System of Georgia

Jeffrey Hodges  
Georgia Department of Education

Nykita Howell  
Guide, Inc.

Joyce Jones  
University System of Georgia

Rahel Kaltiso  
Georgia Charter School Association

Kristen Lee  
Criminal Justice Coordinating Council

Sgt. Ericka Lewis  
Clark Atlanta University Police Department

Andria Beth McMichael  
Georgia Home Education Association

Lexi Parks  
Georgia Chamber

Timberlyn Roby  
DBHDD

Cathy Wendholt-McDade  
Public Citizen

Christopher Wood  
GA Department of Juvenile Justice

Alesha Wright  
GA Department of Public Health





DBHDD

Georgia Department of Behavioral Health & Developmental Disabilities  
Two Peachtree Street, N.W., 22-266  
Atlanta, Georgia 30303

[dbhdd.georgia.gov](http://dbhdd.georgia.gov)