

YOLO. BE DRUG FREE.

Georgia's Red Ribbon Week
October 23-31, 2016



DBHDD

Georgia Department of Behavioral Health & Developmental Disabilities
2 Peachtree Street, NW, 22-496
Atlanta, Georgia 30303

404.232.1251

dbhdd.georgia.gov



DBHDD

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

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OBHP Director Travis Fretwell, Silento',
Miss Georgia and DJ Grand



"Watch ME (Whip / Nae Nae)"
Rapper Silento'



2015 Poster Contest Winners and Silento'



OBHP ribbon display

GREETINGS FROM TRAVIS FRETWELL

DIRECTOR, OFFICE OF BEHAVIORAL HEALTH PREVENTION

"THE RED RIBBON CAMPAIGN IS A CELEBRATION OF DRUG-FREE LIFE," SAYS TRAVIS FRETWELL, DIRECTOR OF DBHDD'S OFFICE OF BEHAVIORAL HEALTH PREVENTION.

Preventing alcohol and other drug abuse is central to the mission of DBHDD's Office of Behavioral Health Prevention (OBHP). The Red Ribbon Campaign Kickoff in October, attended by 1500 people in 2015, raises awareness about the dangers of drugs and alcohol in a way that engages youth. The theme for this year is YOLO. Be Drug Free. Reaching people early in life is key, says Fretwell. "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."

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

Atlanta-based rapper Silento', who rose to national fame in 2015, lent his star power to the event. "We were proud to have Silento' involved," says Fretwell. "He has a tremendous fan base among youth and he was extremely gracious, posing for photos with all the young people. He gave them a very special experience."

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 20th at the 2016 Governor's Red Ribbon Campaign kickoff! Remember, **YOLO. Be Drug Free!!!**



CELEBRATING A HERO'S LIFE



Enrique S. Camarena
July 26, 1947 - March 5, 1985

Hero's Life

Born on July 26, 1947 in the small town of Mexicali in Baja California, Mexico, Enrique "Kiki" Camarena and his family moved to Calexico, California in 1956. Enrique graduated from Calexico Union High School in 1966. He joined the U.S. Marine Corps in February 1968 and was stationed in San Diego. During his two year tour with the Marine Corps, Camarena served as a Legal Clerk and received the National Defense Service Medal.

Following his discharge from the Marine Corps in 1970, Enrique worked as a fireman for the City of Calexico and attended Imperial Valley College where he earned an Associate's degree in 1972. He joined the Calexico, California Police Department in 1970. In May 1973, he was assigned to El Centro, California, where he served for 13 months as a Narcotics Investigator for Imperial County.

Enrique married Geneva "Mika" Alvarado and together they had three sons, Enrique, Daniel and Eric.

Enrique joined the Drug Enforcement Administration (DEA) in June 1974. During his time with DEA, Special Agent Camarena served in Calexico, California. He was sent to the Fresno, California office in September 1977 and then to the Guadalajara, Mexico office in July 1981.

"What's gonna have to happen? Does somebody have to die before anything is done? Is somebody going to have to get killed?" These words spoken by Kiki Camarena about the grave drug problem he saw from his vantage point in DEA's Guadalajara, Mexico office would prove prophetic.

Hero's Death

On Thursday, February 7, 1985, at 2:00 p.m. Special Agent Camarena left the American Consulate in Guadalajara to meet his wife, Mika, for lunch. Kiki had been in Mexico for four and one-half years on the trail of Mexico's marijuana and cocaine barons. He was due to be reassigned in three weeks, having come dangerously close to unlocking a multi-billion dollar drug pipeline.

As Kiki neared his truck, he was approached by five men who shoved him into a beige Volkswagen Atlantic. One of the men threw a jacket over Kiki's head and the driver sped away.

On March 5, the body of Kiki Camarena was found on a ranch outside of the town of Zamora, Mexico, approximately 60 miles outside of Guadalajara along with the body of a slain Mexican pilot. Autopsy reports indicated that Special Agent Camarena had been tortured and beaten. Three days after his body was discovered he was returned to the United States for burial.

Red Ribbon

Following the death of Special Agent Enrique "Kiki" Camarena and the press attention that the killing generated, U.S. Congressman Duncan Hunter, member of the House Select Committee on Narcotics Abuse and Control, and Henry Lozano, a high school friend of Kiki's and Director of Teen Challenge, a drug abuse prevention and counseling organization, met to discuss plans to develop "Camarena Clubs" throughout their El Cajon, California area. These "Camarena Clubs" were formed to unite students, teachers and others in the community against drug abuse.

The first "Camarena Club" was started on April 20, 1985, at Calexico Union High School in Calexico, California, the same high school from which Camarena graduated in 1968. The following week, members of that club, along with Congressman Hunter's wife, Lynne, presented First Lady Nancy Reagan with the "Camarena Club Proclamation."

The summer of 1985 saw a surge in national interest in the memory of Kiki and the problems of drug abuse. The Virginia Federation of Parents and the Illinois Drug Education Alliance called on every American to wear red ribbons to symbolize their commitment to help reduce the demand for drugs in their communities. In 1988, the National Family Partnership coordinated the first National Red Ribbon Week, with President and Mrs. Reagan serving as honorary chairpersons. Since then, the Red Ribbon campaign has taken on national significance.

Today, Red Ribbon Week is celebrated annually October 23rd-31st in cities across the country. During Red Ribbon Week, young people in communities across the nation pledge to live a drug-free lifestyle by wearing red ribbons and participating in community-wide anti-drug events. Red Ribbon Week is also a time to pay tribute to DEA Special Agent Enrique "Kiki" Camarena, whose death led to the creation of the Red Ribbon program.

Red Ribbon Week is a unified way for communities to take a stand against drugs and show intolerance for illicit drug use. Schools, businesses, the faith community, media, families, and community coalitions, join together to celebrate Red Ribbon Week in many ways, such as sponsoring poster and essay contests; organizing drug-free races; decorating buildings in red; handing out red ribbons to customers; holding parades, or community events; and by promoting the value of a drug-free healthy lifestyle.

For more information about Red Ribbon Week, go to... www.getsmartaboutdrugs.com

Celebrate Red Ribbon ~ October 23 - 31

GOVERNOR DEAL'S PROCLAMATION



BY THE GOVERNOR OF THE STATE OF GEORGIA

A PROCLAMATION RED RIBBON WEEK

- WHEREAS: Alcohol and other drug abuse in this nation has reached epidemic proportions; and
- WHEREAS: It is imperative that visible, unified prevention education efforts by community members be launched to eliminate the demand for drugs; and
- WHEREAS: The National Red Ribbon Campaign will be celebrated in every community in America during Red Ribbon Week, October 23-31; and
- WHEREAS: Reducing drug and alcohol abuse is a high priority in Georgia, and we are proud to recognize our Red Ribbon Campaign, which has received national recognition as one of the most visible and effective drug awareness programs; and
- WHEREAS: Various citizens in all areas, including business, government, law enforcement, media, medical professionals, religious institutions, schools, and service organizations will demonstrate their commitment to healthy, drug-free lifestyles by wearing and displaying red ribbons during this week-long campaign; now
- THEREFORE: I, NATHAN DEAL, Governor of the State of Georgia, do hereby proclaim October 23-31, 2016, as RED RIBBON WEEK in Georgia and encourage our citizens to show their support and commitment to a drug-free state.

In witness thereof, I have hereunto set my hand and caused the Seal of the Executive Department to be affixed this 9th day of September in the year of our Lord two thousand sixteen.



Nathan Deal
GOVERNOR

ATTEST
Chris W. Riley
CHIEF OF STAFF

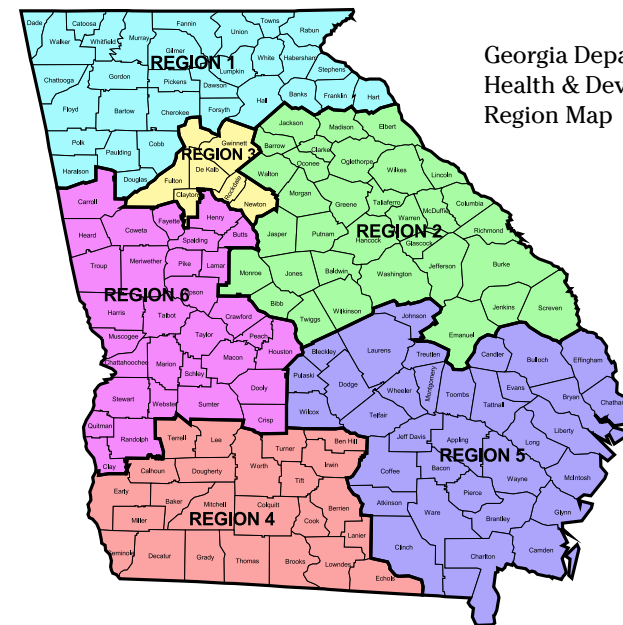
COLLAGE OF RED RIBBON POSTERS



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. See "Key Resources" on page 23 for contact information.



Georgia Department of Behavioral Health & Developmental Disabilities Region Map

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

REGION 6



REGION 5



REGION 1



REGION 2



REGION 3



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 important traits 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 schools, the 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 type of event you want to have, 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 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 all of your arrangements are written down in detail. 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, the American Legion, Elks Clubs, 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 does not endorse vendors; they are simply listed as potential resources.

Nimco, Inc.

drugpreventionresources.com | 800.962.6662

Positive Promotions

positivepromotions.com | 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 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, and 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)*

Name: *(Name of contact person)*

Date:

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, 2016.

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 Nathan Deal 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, and 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 email them information early on Saturday morning, if necessary.

PROVIDE CONTACT INFORMATION AT THE TOP OF ALL MEDIA MATERIALS (INCLUDING EMAIL 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 remarks.

MAKE A PHONE CALL 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 email about two days before the event. Use your letterhead, and follow the standard format for press releases and public service announcements.

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.
- 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 and ribbons for the 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 for tips about talking with children about substance use and abuse, helpful hints about setting rules, and fun activities.



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SUGGESTED ACTIVITIES CONT.

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 between 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 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 number 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.

SOCK IT TO DRUGS BY HAVING STUDENTS WEAR THEIR WILDEST, MOST COLORFUL SOCKS TO SCHOOL, OR ORGANIZE A SOCK HOP!



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 create 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 the Dawson County 4-H Program 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 resources, including hotline information, 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 press-on 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 live band. Each team was charged a fee to participate, and winners received cash prizes. During the tournament, the organizers set up different stations for students to learn about the dangers of drinking and driving. Refreshments were provided to all participants.

COLLEGES/UNIVERSITIES

- Participate in the statewide Red Ribbon kickoff.
- Hold 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 organizations 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 without alcohol.



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.

- (a) (1) It shall be unlawful for any person knowingly to:
- (A) Sell or barter, directly or indirectly, any cigarettes, tobacco products, tobacco related objects, alternative nicotine products, or vapor products to a minor;
- (B) Purchase any cigarettes, tobacco products, tobacco related objects, alternative nicotine products, or vapor products for any minor unless the minor for whom the purchase is made is the child of the purchaser; or
- (C) Advise, counsel, or compel any minor to smoke, inhale, chew, or use cigarettes, tobacco products, tobacco related objects, alternative nicotine products, or vapor products.

O.C.G.A. § 3-3-23.

- (a) Except as otherwise authorized by law:
- (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.

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

Howard Tyler

Georgia Department of Revenue
Alcohol and Tobacco Division
404.417.4900

Travis Fretwell

Georgia Department of Behavioral
Health and Developmental
Disabilities Director
Travis.Fretwell@DBHDD.ga.gov
404.232.1251

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

YOUTH TOBACCO USE IN GEORGIA: 2014 DATA SUMMARY

Approximately 90 percent of smokers begin smoking before age 18 years.¹

Current Tobacco Use

- Approximately 14,000 (4%) middle school students and 53,000 (13%) high school students in Georgia smoke cigarettes.
- Approximately 34,000 (67%) high school smokers buy their cigarettes at gas stations or convenience stores.
- Approximately 39 percent (22,800) of MS and 16 percent (24,000) of HS students first tried smoking cigarettes before the age of 11 years.
- About 8 percent (27,000) of middle school students and 19 percent (79,000) of high school students in Georgia currently use tobacco (cigarettes, smokeless tobacco or cigars).²
- The prevalence of current cigarette (4 percent; 14,000), cigar / cigarillo (5 percent; 18,000) and smokeless tobacco (4 percent; 13,000) use among Georgia middle school students was similar.²
- Georgia high school (HS) students were more likely to smoke cigars/cigarillos (14 percent; 61,000), followed by cigarettes (13 percent; 53,000) and smokeless tobacco (9 percent; 42,000).^{2,3}
- The use of cigarettes, cigars, smokeless tobacco and bidis decreased from 2011 to 2013 among Georgia middle school (MS) and HS students, while the use of pipes and hookahs increased 1 percent among HS students from 2011 (5 percent for pipes and 7 percent for hookahs) to 2013 (6 percent for pipes and 8 percent for hookahs).^{2,3}
- Use of pipes and hookahs decreased among MS students from 2011 (4 percent for pipes and 4 percent for hookahs) to 2013 (3 percent for pipes and 3 percent for hookahs).^{2,3}
- Georgia HS students are as likely to smoke e-cigarettes as smokeless tobacco at 9 percent.^{2,3}
- Approximately 39 percent (22,800) of MS and 16 percent (24,000) of HS students first tried smoking cigarettes before the age of 11 years.³
- Among HS students, the overall cigarette smoking prevalence decreased by 4 percent (from 17 percent to 13 percent) between 2011 and 2013, while it decreased by 2 percent points for MS students (from 6 percent to 4 percent) between 2011 and 2013.^{2,3}
- The use of cigar/cigarillos increased to a peak of 18 percent for HS and 6 percent for MS students in 2011 and then decreased in 2013 to 14 percent for HS and 5 percent for MS students in Georgia.^{2,3}

DATA SOURCES

1. U.S. Department of Health and Human Services. Preventing Tobacco Use among Youth and Young Adults: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.
2. 2011 and 2013 Georgia Youth Risk Behavior Surveillance System (YRBS)
3. 2011 and 2013 Georgia Youth Tobacco Survey (YTS)



ALCOHOL & SUBSTANCE ABUSE PREVENTION PROJECT (ASAPP)

Georgia's Alcohol & Substance Abuse Prevention Project uses the Strategic Prevention Framework (SPF) and a public health approach to tackle Georgia's leading substances of abuse and misuse issues. The ASAPP grew out of the Alcohol Prevention Project (APP) which began in 2011. The APP used the SPF process as a systematic evidence based approach to successfully address alcohol prevention in Georgia. The ASAPP allows communities in this project to expand their efforts beyond alcohol prevention to address a second substance of abuse and misuse identified through assessment data.

The statewide initiative's assessment data continues to identify early onset of alcohol use and abuse and binge drinking as major public health issues in Georgia. And based on Georgia's data, three primary alcohol use and abuse statewide goals are targeted with this initiative:

- 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.

In addition to addressing the state identified alcohol goal, the ASAPP assist local communities that have data to support addressing a second substance of abuse as a high priority need in their communities.

This approach will result in and centers on communities developing and implementing sustainable outcome-based prevention strategies.

YOUTH WHO DRINK ALCOHOL ARE MORE LIKELY TO EXPERIENCE:

- ⊗ School problems, such as increased absences and poor or failing grades.
- ⊗ Social problems, such as fighting and lack of participation in youth activities.
- ⊗ Legal problems, such as arrest for driving or physically hurting someone while drunk.
- ⊗ Physical problems, such as hangovers or illnesses.
- ⊗ Unwanted, unplanned, and unprotected sexual activity.
- ⊗ Disruption of normal growth and sexual development.
- ⊗ Physical and sexual assault.
- ⊗ Higher risk for suicide and homicide.
- ⊗ Alcohol-related car crashes and other unintentional injuries, such as burns, falls, and drowning.
- ⊗ Memory problems.
- ⊗ Abuse of other drugs.
- ⊗ Changes in brain development that may have life-long effects.

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 didiyouknowfacts.net.

Every day, almost 30 people in the United States die in motor vehicle crashes that involve an alcohol-impaired driver. This amounts to one death every 51 minutes (CDC).

100,000 people die each year from alcohol-related causes: automobile and other accidents, falls, fires, and alcohol-related homicides and suicides (NCAAD).

696,000 students between the ages of 18 and 24 are assaulted by another student who has been drinking (NIAAA).

Excessive alcohol consumption costs the United States \$223.5 billion in 2006. This amounts to about \$1.90 per drink, or about \$746 per person (CDC).

PRESCRIPTION DRUG ABUSE

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 a prescription drug abuse initiative in 2012.

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-to-25 year olds in Georgia within the targeted areas of Catoosa, Early, and Gwinnett counties.

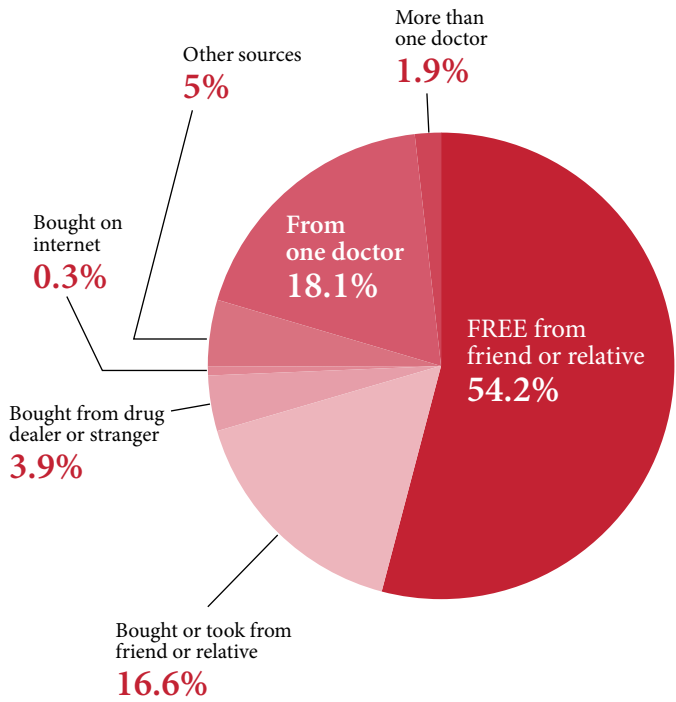


STRATEGIES/APPROACH:

- ➔ **Education** – Educate Georgia's parents, youth, the general public, physicians, pharmacists, caretakers, etc. about the dangers of prescription drug abuse and the 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 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 activities.

STATISTICS:

- Prescription drugs are abused more than heroin, cocaine, ecstasy, and meth combined.
- Prescription drug overdose deaths in Georgia continue to rise, accounting for 76% of the accidental drug-related deaths in the state (GBI, 2011).
- Among 12-to-17 year olds in Georgia, the current average age to start abusing both alcohol and mind-altering prescription drugs is 13.2 years old (NSDUH, 2012).
- Nearly 55% of 12th grade students strongly agreed that it was easy to obtain prescription drugs not prescribed to them (GSHS 2.0, 2014).
- Ease of access to prescription drugs increases as grade level increases (GSHS 2.0, 2014).



To learn more about prescription drug abuse and what we are doing in Georgia to combat this epidemic, and to find a drop box location near you to safely dispose of unused medications, please visit the Generation Rx Project (GEN Rx) website at www.genrx.us. You can also visit the Georgia Prescription Drug Abuse Prevention Initiative website at www.stoprxabuseinga.org.



2016 RED RIBBON AWARD COMPETITION

Governor Nathan Deal, DBHDD's Office of Behavioral Health Prevention, and the Georgia Red Ribbon Committee want to recognize schools 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/High school
- Category 3:** Higher education (including colleges, universities, technical schools, etc.)
- Category 4:** Non-school (including 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 from all finalist groups will be invited to Atlanta for a special Red Ribbon recognition celebration to acknowledge their model efforts. The awards program is open to any group/organization that participates in Georgia's Red Ribbon Campaign. The activities and plans for which nominations are solicited during 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 (including number 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, etc. help to tell your story and are encouraged.
- Caution: emails with photos may not go through our server so please send a CD, 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 MAILED OR DELIVERED TO DBHDD OFFICES AT THE ADDRESS LISTED ON THE NEXT PAGE.

2016 GEORGIA RED RIBBON AWARD APPLICATION



DBHDD

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

Applications MUST be received by 5:00 p.m. on Friday, December 16, 2016.

- Answer questions as specifically and in as few words as possible. Attach extra pages as needed. No more than eight pages total.
- Times New Roman or Arial, 12-point font, double-spaced
- Applications MUST be received by 5:00 p.m. on Friday, December 16, 2016.**
- 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, NW, 22-496, Atlanta, Georgia 30303

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

- What were your goals & objectives for Red Ribbon activities?
- Describe your activities and the number of people who attended.
- 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.)
- How does your Red Ribbon Campaign support healthy, drug-free lifestyles?

Please detach form and mail application to the address shown.

2015 GOVERNOR'S RED RIBBON CONTEST WINNERS

PHOTO SCRAPBOOK



Overall Winner

The Partnership for Families, Children & Youth

Category 1

Elementary School

**Factory Shoals
Elementary**

Runners-Up

McNair Discovery
Learning Academy
Hambrick Elementary

Category 2

Middle/High School

**Carver
Middle School**

Runners-Up

Bunche Middle School
P.B. Ritch Middle School

Category 4

Organization (non-school)

**The Partnership for
Families, Children & Youth**

Runners-Up

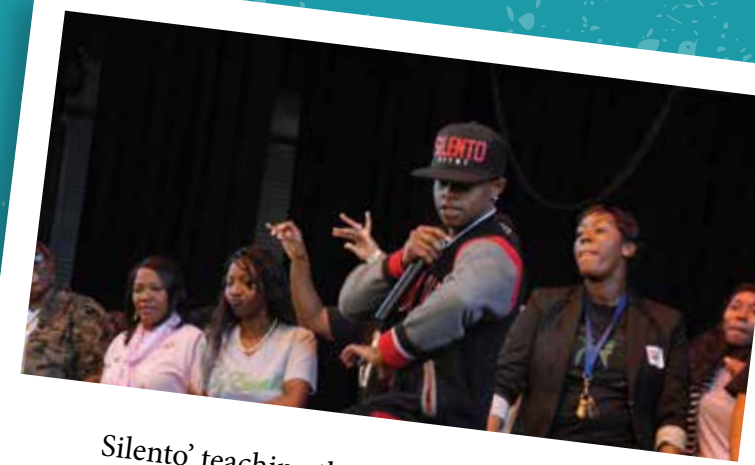
Guide, Inc.
Bulloch Alcohol and Drug
Council



PHOTO SCRAPBOOK CONT.



Braves' Relief Pitcher Peter Moylan, DBHDD Commissioner Frank Berry and "Watch ME (Whip / Nae Nae)" Rapper Silento'



Silento' teaching the teachers how to Whip



Silento' teaches more teachers



Silento' and a few of Georgia's best teachers



Whipping and Nae Naeing with the best of them



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.

Cook County Commission for Children & Youth

Zoe Myers, Executive Director
303 South College Street, P.O. Box 92
Sparks, Georgia 31647
Phone: 229.549.7976
Fax: 229.549.7976
zmyers@cookcountyfamilyconnection.org

Drug-free Coalition of Hall County

711 Green Street
Gainesville, Georgia 30501
Phone: 770.534.1080 X277
Fax: 770.533.4015
jpbanks@faceitpeople.org

Gwinnett Coalition for Health & Human Services

770 South Perry Street – Suite 312
Lawrenceville, Georgia 30045
Phone: 770.995.3339
Fax: 770.995.1832

Learn to Grow/The H.E.A.R.T. Coalition

Vincent Vandiegrieff, Executive Director
859 Cascade Avenue
Atlanta, Georgia 30311
Phone: 404.755.8788
Fax: 404.753.3779
griff@bellsouth.net

Center for Pan Asian Community Services Georgia API Empowerment Team

3510 Shallowford Rd NE
Chamblee, Georgia 30341
Phone: 770.936.0969
Fax: 770.458.9377

Troup County Prevention Coalition

99 Johnson Street
Lagrange, Georgia 30240
Phone: 706.302.8081
Fax: 706.298.2148

STATE AGENCY

Georgia Department of Behavioral Health
and Developmental Disabilities

Frank Berry
Commissioner
404.657.7945

Division of Behavioral Health

Monica Johnson
Director
404.657.2136

Office of Behavioral Health Prevention

Travis Fretwell, MAC, NCAC II
Director
404.232.1251

Barbara Dorman
Red Ribbon Coordinator (Interim)
404.232.1251

Nykia Greene-Young
State Prevention Supervisor
404.463.6441

dbhdd.georgia.gov/prevention
Fax: 404.232.1252

REGIONAL PREVENTION SPECIALISTS

See page 6 for the regional map.

Region 1	Brian K. Le	404.657.2165
Region 2	Sheena Berry	404.657.2259
Region 3 (Metro)	Arthur Cantu	404.657.2362
Region 4	Cathy Wendholt-McDade	404.232.1582
Region 5	Cathy Wendholt-McDade	404.232.1582
Region 6	Trese Flowers	404.657.5737

CREDITS

MANY THANKS TO THE GOVERNOR'S RED RIBBON CAMPAIGN COMMITTEE

Michelle Baroni
CETPA

Anne-Marie Coleman, MPH
*DPH Adolescent and School Health;
Chronic Disease Prevention*

Yolanda Dangerfield
Centers for Disease Control & Prevention

Angelyn Dionysatos
DBHDD Office of Communications

Nykia Greene-Young
*DBHDD Office of Behavioral
Health Prevention*

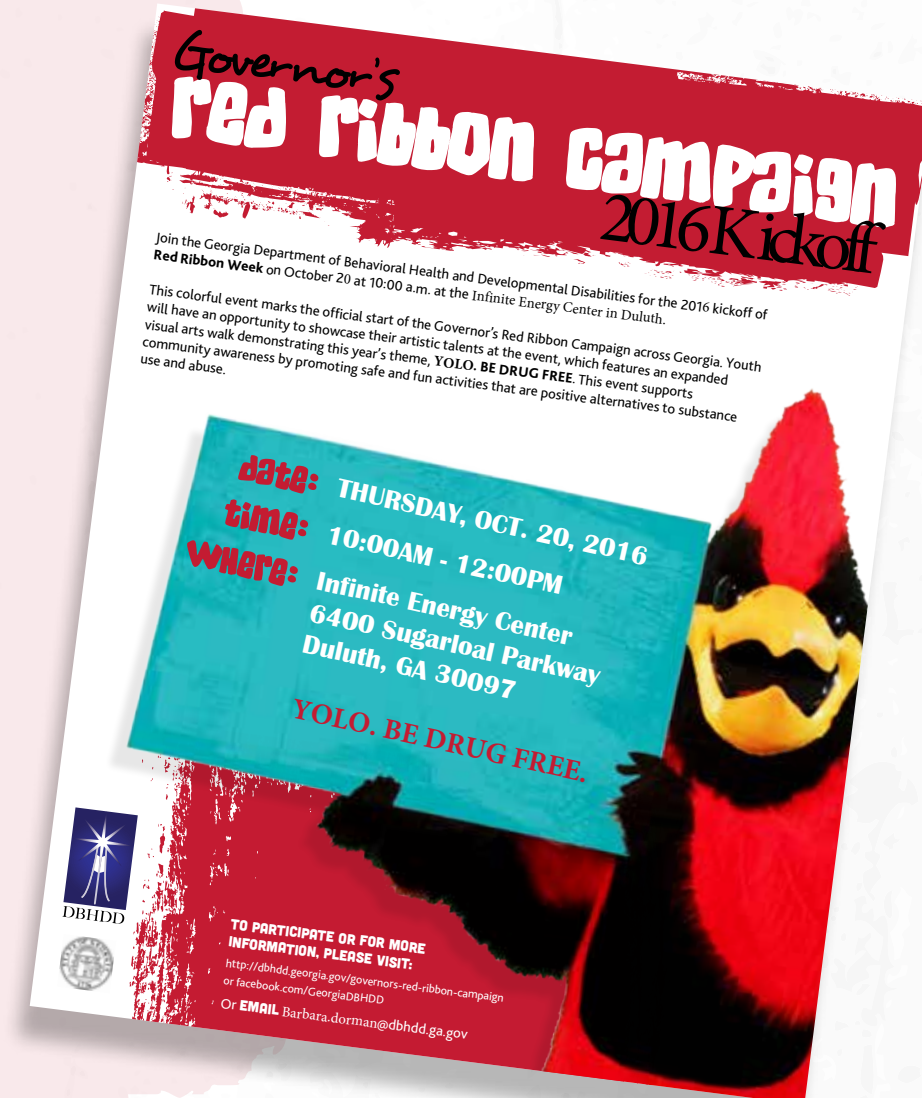
Mahuli Jakubek
GUIDE, Inc.

Lisa Moery
Community at Large Volunteer

Marilyn Watson
Georgia Department of Education

Georgia Department of Behavioral Health & Developmental Disabilities

Office of Behavioral Health Prevention
2 Peachtree Street, NW, Suite 22-496
Atlanta, Georgia 30303-3142



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