GEORGIA'S RED RIBBON WEEK

October 23 - 31, 2020

D·B·H·D·D

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

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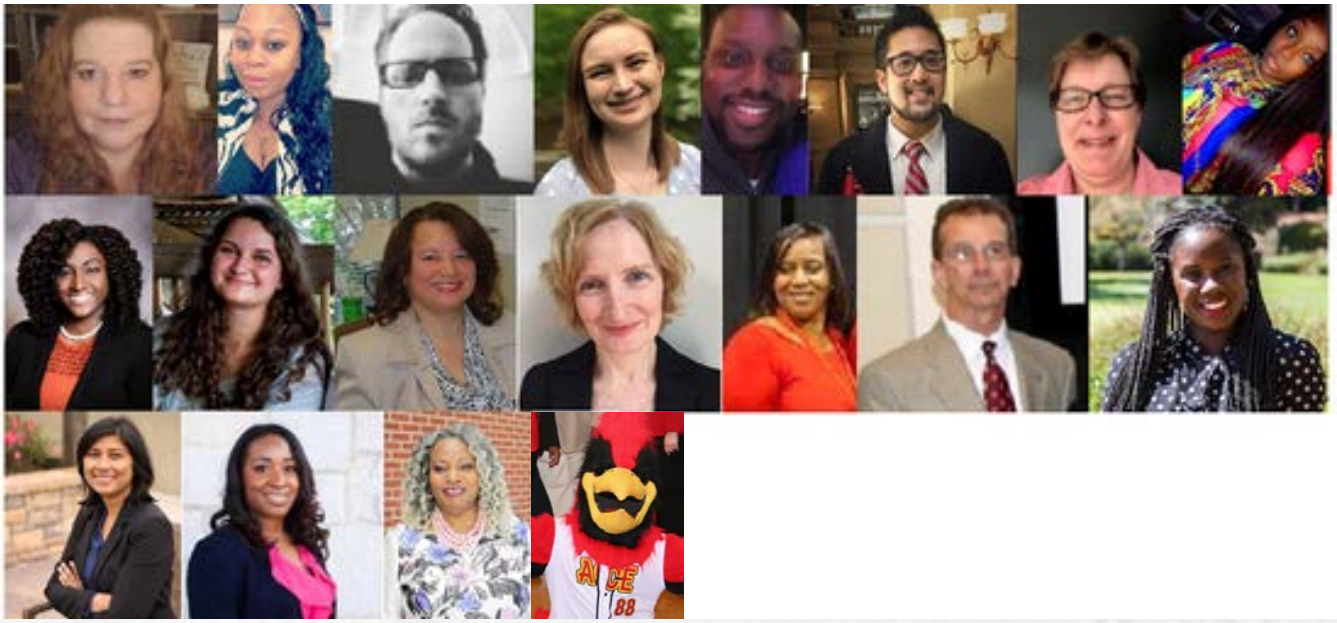
GREETINGS FROM THE OFFICE OF BEHAVIORAL HEALTH PREVENTION AND FEDERAL GRANTS



"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.

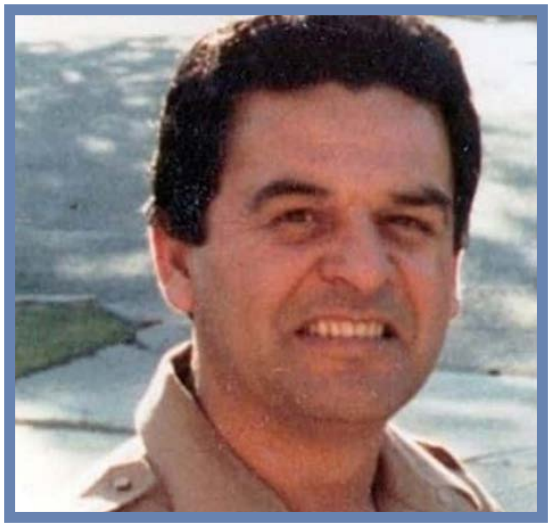
The theme for this year is Be happy Be Brave Be Drug Free. "Reaching people early in life is key, The impact that substance abuse has on families and communities is devastating. But the good news is that the longer we can keep a young person drug-free, the brighter their future" says the Office of Behavioral 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 22nd at the 2020, Virtual Governor's Red Ribbon Campaign kickoff!
Remember, Be happy B Brave Be DRUG FREE

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.[1]

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.[2]

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.[3] According to the 2014 *Surgeon General's Report*, nearly 9 out of 10 adult smokers first tried smoking before age 18.[4]

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

? 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.[7]

Q. DO MOST TEENS SMOKE?

A. NO. Although the majority of teens don't smoke,[8] 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.[9]

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**.

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
store.samhsa.gov

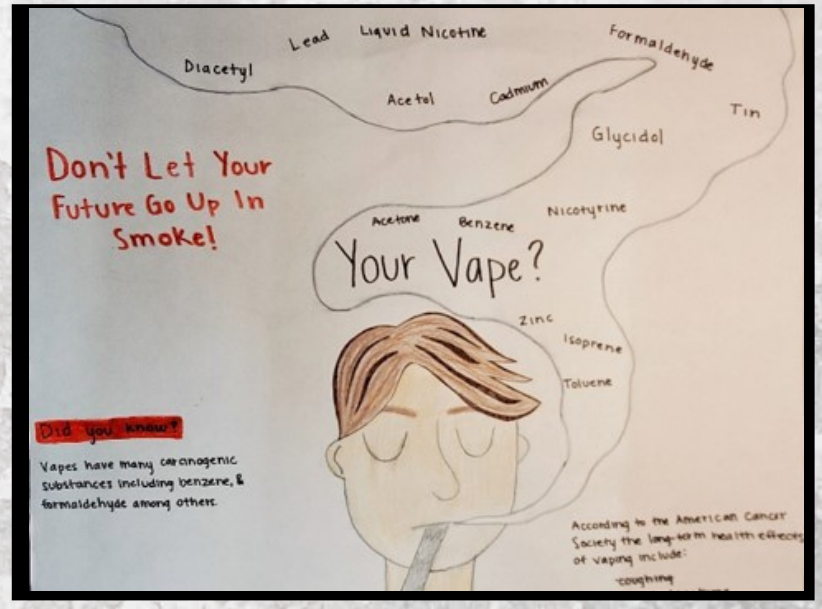
SAMHSA
Substance Abuse and Mental Health Services Administration

2019 RED RIBBON POSTER WINNERS

OVERALL & MIDDLE SCHOOL

Jaidah Bienaime
Ronald McNair Middle School

1ST PLACE HIGH SCHOOL

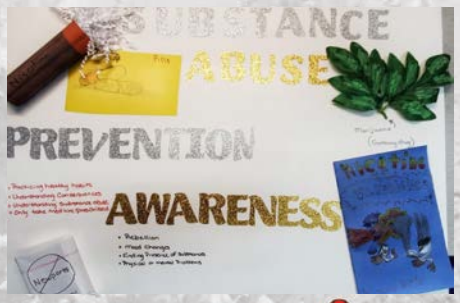


Kasandra Garcia Wheeler High School

1ST PLACE ELEMENTARY

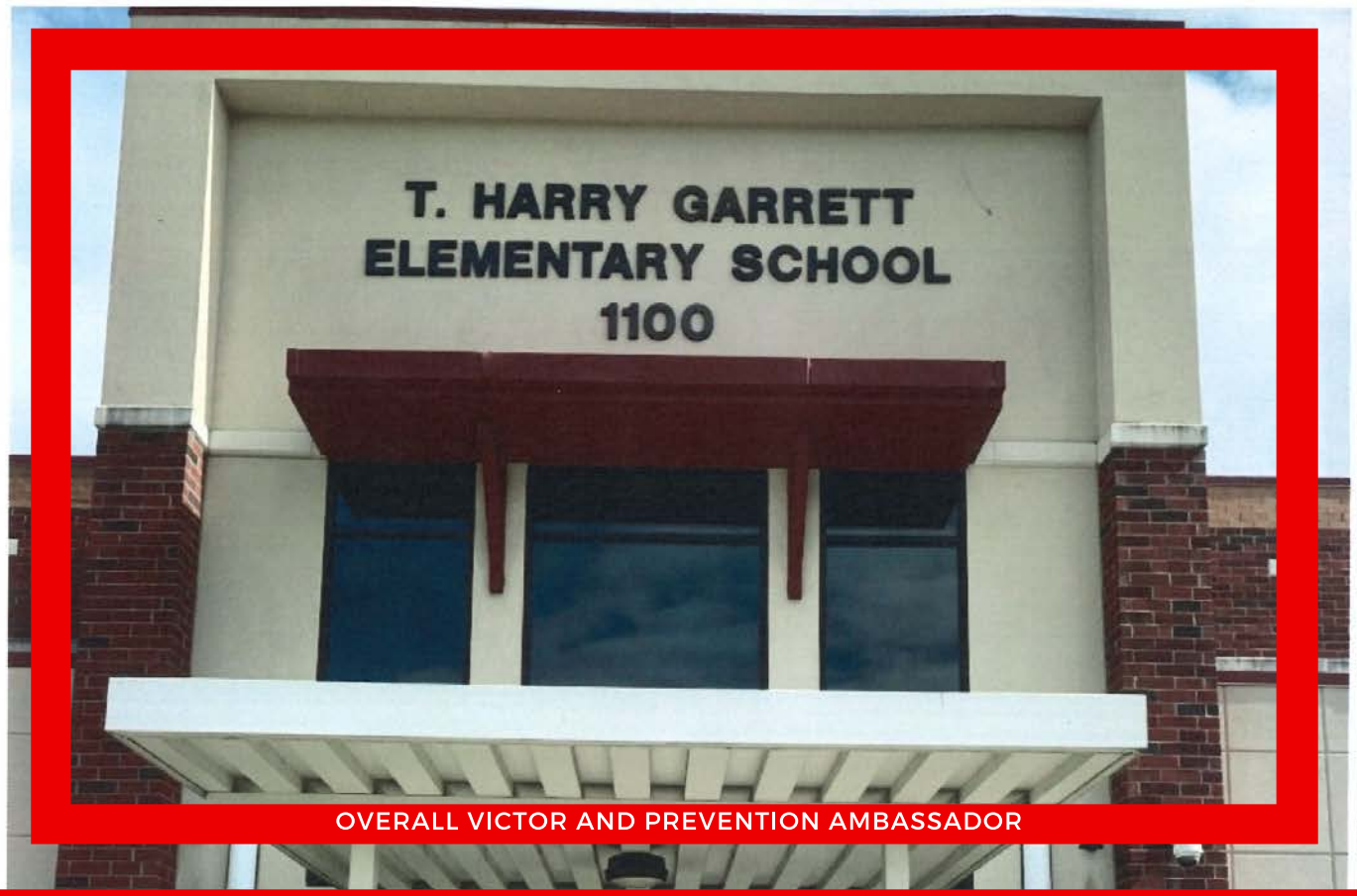
Jah'misha Carnegie
Stone Mountain Elementary School

Violet Hutchins
West Jackson Elementary / Runner Up



Tavis Banks Jr
Early County Middle School / Runner Up

2019 GOVERNOR'S RED RIBBON AWARD WINNERS



OVERALL VICTOR AND PREVENTION AMBASSADOR

GARRETT ELEMENTARY SCHOOL

Category 1: Elementary School

1st Place	Garrett Elementary
2nd Place	Woodward Elementary

Category 2: Middle School

1st Place	Rise Prep Middle
2nd Place	Clifton Ridge Middle

Category 3: High School

1st Place	Northside High

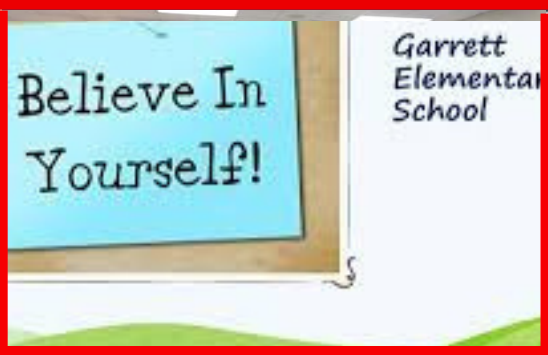
Category 4: Higher Education/Non-School

1st Place	GUIDE, Inc.
2nd Place	Bulloch Alcohol and Drug Council

See page 21 for award criteria

2019 GOVERNOR'S RED RIBBON CAMPAIGN AWARD

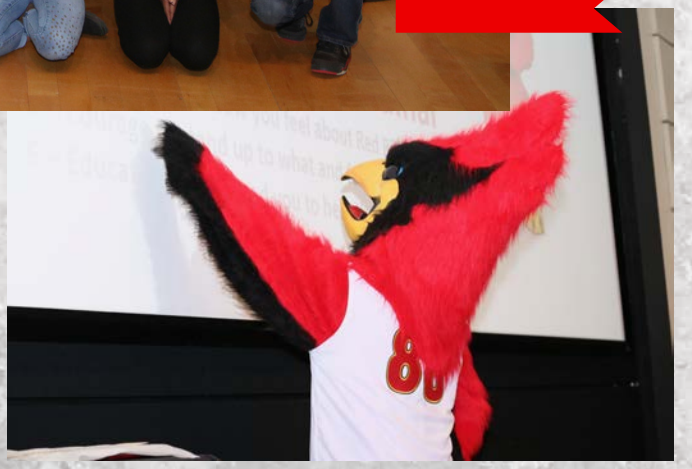
OVERALL VICTOR: GARRETT ELEMENTARY SCHOOL



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.

AWARDS CEREMONY THROUGH THE YEARS



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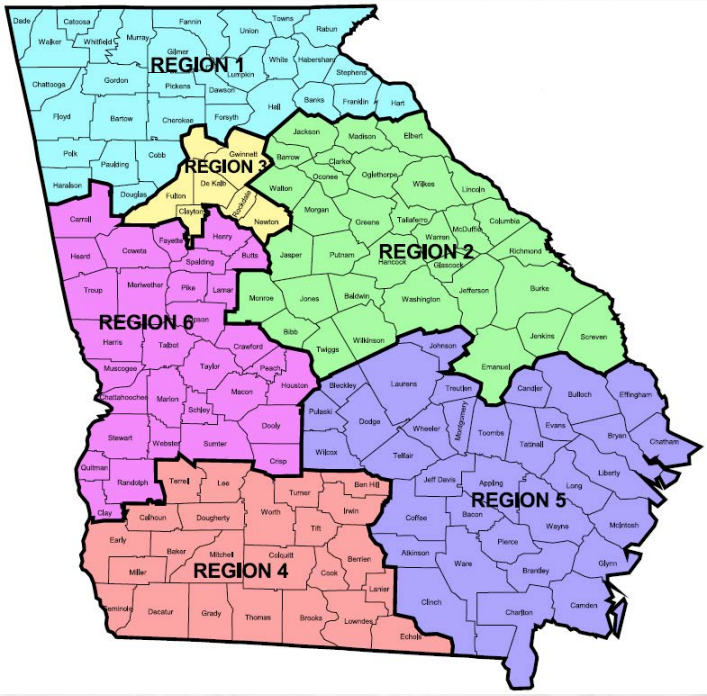
RED RIBBON ACROSS THE STATE

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.



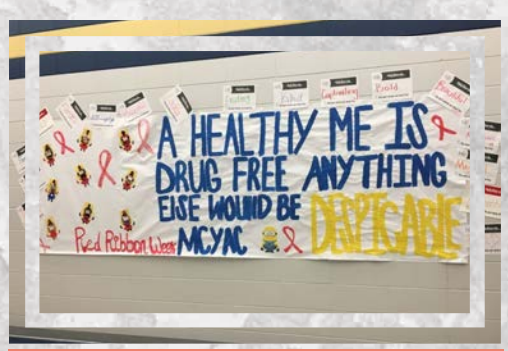
REGION 1

REGION 2

REGION 3

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 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, 2020.

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.

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 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 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 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?

_____

_____

_____

_____

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) TO REDUCE THE EARLY ONSET OF ALCOHOL USE AMONG 9-20 YEAR OLDS

2) TO REDUCE ACCESS TO ALCOHOL AND BINGE DRINKING AMONG 9-20 YEAR OLDS

3) TO 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 needs 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.

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.

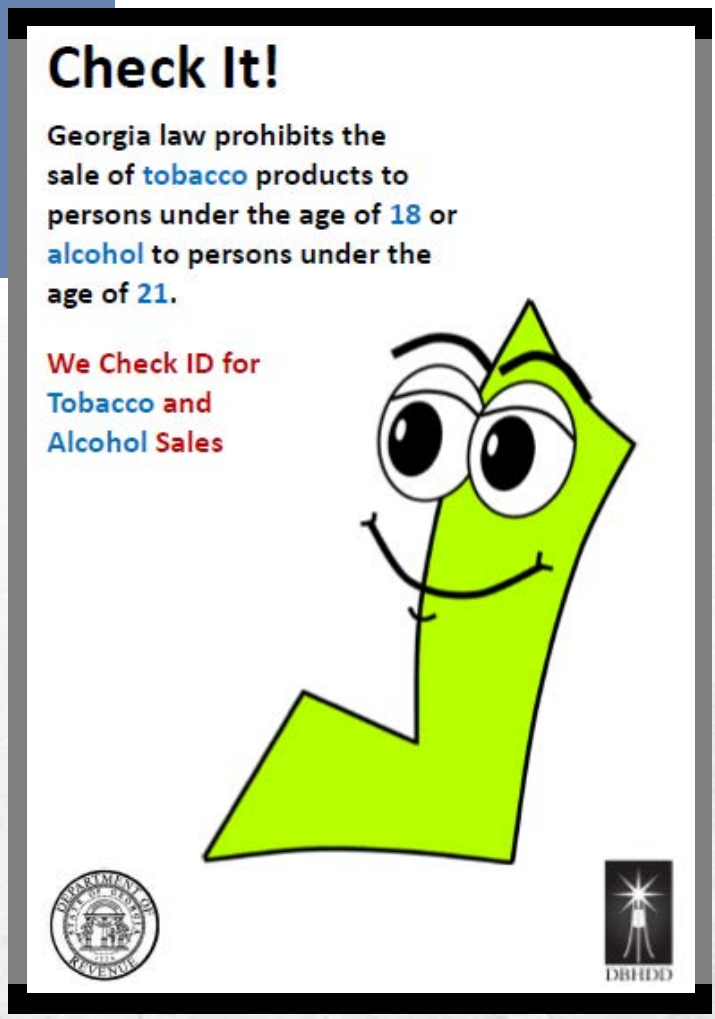
In 2017, nearly 12% of Georgia high school students reported having had at least 1 alcoholic drink in the past 30 days (Georgia Student Health Survey).

In 2015, 10,265 people died in alcohol-impaired driving crashes, accounting for nearly one-third (29%) of all traffic related deaths in the United States (CDC).

An estimated 88,000 people (approximately 62,000 men and 26,000 women) die from alcohol-related causes annually, making alcohol the fourth leading preventable cause of death in the United States (NIAAA) **Data from 2006-2010

Excessive alcohol consumption cost the United States $249 billion in 2010, as compared to $223.5 billion in 2006. This amounts to about $2.05 per drink or about $807 per person (CDC).

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

YOUTH TOBACCO USE IN GEORGIA

APPROXIMATELY 90% 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.
- 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 2011to 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 Georgia. 2,3

Georgia Department of Public Health

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)

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 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.

Strategies/Approach:

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.

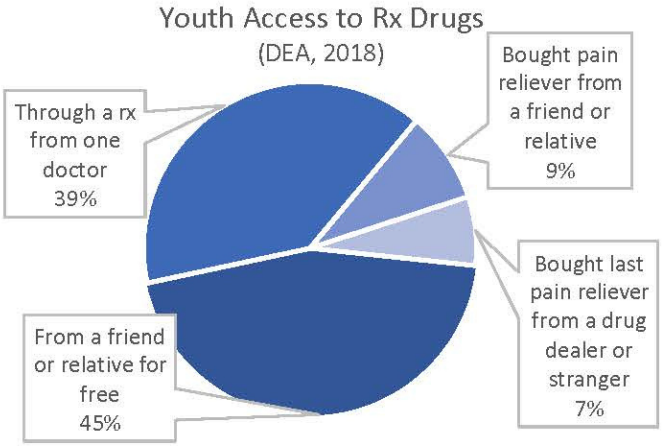
Monitoring – Assist in the implementation of Georgia's Prescription Drug Monitoring Program (PDMP) by promoting its use by physicians and pharmacists.

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.

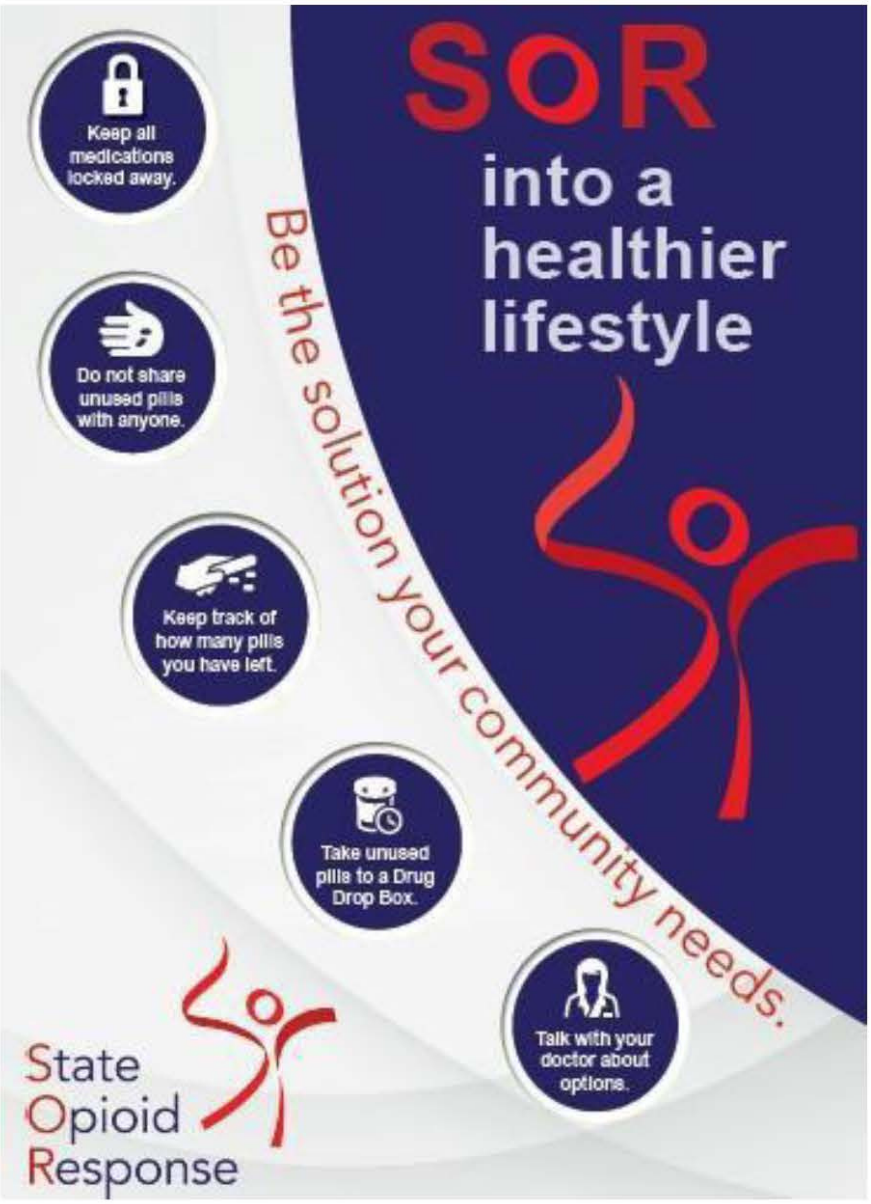
STATE RESPONSE TO THE OPIOID CRISIS

Overview

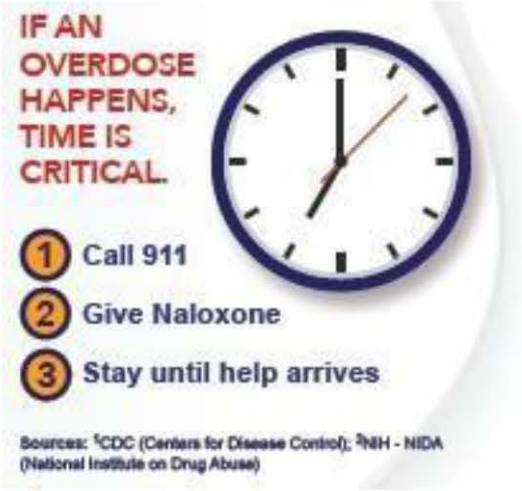
The Georgia State Opioid Response has developed a multi-faceted response to the opioid crisis in Georgia through prevention, treatment, and recovery initiatives.

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

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.

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2020 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 MAILED OR DELIVERED TO DBHDD OFFICES AT THE ADDRESS LISTED ON THE NEXT PAGE.

2020 GEORGIA RED RIBBON AWARD APPLICATION

D·B·H·D·D

Applications MUST be received by 4:30 p.m. on Friday, December 18, 2020.

- 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 18, 2020**
- **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)

☐ Business/Corporation ☐ Civic Organization ☐ School

☐ College or University ☐ Faith-based organization ☐ Coalition

☐ Government Agency ☐ City ☐ County ☐ State ☐ Federal ☐ 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@chrokeefocus.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
State Prevention Supervisor
404-463-6441

Regional Prevention Specialists
See page 10 for the regional map.

Katherine Cooper	404-651-5980	Region 1
Lewis Ponzo	404-443-0102	Region 2
Alexandria Hurt	404-657-2134	Region 3
Timberlyn Roby	404-657-5737	Region 5
Mikayla Charles	404-463-4111	Region 6

CREDITS

Many thanks to the Governor's Red Ribbon Campaign Committee

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Safe and Drug-Free Schools
Georgia Department of Education

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Centers for Disease Control & Prevention

Michael W. Davis, Ph.D., CP
Guide, Inc.

Nykia Greene-Young, MA
DBHDD - Office of Behavioral Health Prevention & Federal Grants

Jeff Hodges
Georgia Department of Education

Sgt. Ericka Lewis
Georgia State University Police Department

Special Agent Chuvalo Truesdell
Drug Enforcement Agency

Alesha Wright, DrPH
DPH Program Mgr, Program Tobacco Cessation

Georgia Department of Behavioral Health & Developmental Disabilities
Office of Behavioral Health Prevention
2 Peachtree Street, NW Suite 22-266
Atlanta, Georgia 30303-3142

DBHDD

Georgia Department of Behavioral Health & Developmental Disabilities
Two Peachtree Street, N.W., 22-498
Atlanta, Georgia 30303

dbhdd.georgia.gov