

# REAL *Life* is drug FREE

## GEORGIA RED RIBBON CAMPAIGN

Georgia's *Red Ribbon Week*

October 23-31

*"A Celebration of Talents"*



This Year Featuring  
The New  
**ART WALK**



Governor's *Red Ribbon Campaign* Planning & Resource Guide

Georgia Department of Behavioral Health & Developmental Disabilities, Office of Prevention Services and Programs.

# Contents

*This booklet contains information to assist in planning Red Ribbon Week campaigns and activities in communities throughout Georgia. For more information visit the Red Ribbon page at <http://dbhdd.georgia.gov>*

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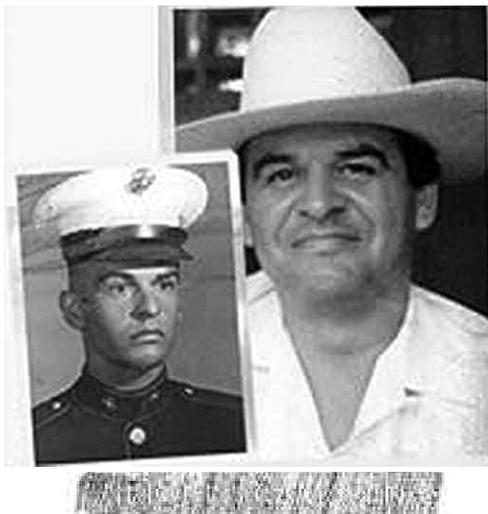
*Flat Shoals elementary school captured the Overall Award at the 2011 Red Ribbon Awards ceremony, held at The Atlanta History Center in April 2012. Flat Shoals elementary students shown proudly holding on to the Perpetual Trophy. Each year different schools and organizations have a chance to win the Perpetual Trophy.*





## Red Ribbon Week History

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.



Kiki 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. Agent Camarena was a believer that one person CAN make a difference and he sacrificed his life to prevent drugs from entering the United States.

The events surrounding Agent Camarena's murder sparked a grass roots campaign to reduce the demand for drugs and encourage a healthy, violence free lifestyle across the United States. Saddened by Agent Camarena's death, his

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 all 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 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 be drug free.

## What's the Point?

The Red Ribbon Celebration is not an isolated week of prevention activities or a prevention program. Rather, Red Ribbon Celebration is an Awareness Campaign, which is an integral part of a year-round focus on providing safe activities in communities that are 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. Environmental prevention activities focus on changing social and physical environments that allow substance abuse. By focusing on limiting youth access to, and availability of alcohol, tobacco and other drugs in the school's community 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 many other ways.



# Tobacco Prevention Through Reduced Access

About 10% (20,000) of high school students in Georgia who have ever smoked admit to smoking their first whole cigarette before they were 11 years old.<sup>1</sup>

Approximately 80% of adult smokers began smoking before their 18th birthday and 4,000 of youth in the U.S. will try smoking for the first time today.

Those who choose to smoke need to be aware that smoking is an expensive, highly addictive habit that leaves you standing outside of buildings just to get that intake of nicotine. Tobacco stains fingers, nails, and teeth. Second hand tobacco smoke is offensive to many and also causes serious health problems.

The ingredients of tobacco smoke are chemically active. They can start dramatic and fatal changes in the body. There are over 4,000 chemicals, which can damage the smoker's body. They include tar, carbon monoxide, nitrogen oxides, hydrogen cyanide, metals, ammonia, and radioactive compounds. Knowing this, why would anyone expose themselves to such dangers?

## Major Public Health Problem Continues

Tobacco use among youth still is a major public health concern. The overall cigarette smoking prevalence among high school and middle school students has remained fairly stable since 2005.<sup>2,3</sup> However, the use of smokeless tobacco on school property is increasing. About 10% (20,000) of high school Georgia students indicate smoking their first cigarette before the age of 11 years old.<sup>2</sup> Approximately 11% (38,000) Georgia middle school students and 23% (93,000) of high school students currently use some type of tobacco products.<sup>3</sup> The use of cigars/cigarillos increased significantly among high school and slightly among middle school students since 2009.<sup>3,4</sup> Current smoking prevalence among males is 7% (12,000) and 6% (11,000) females. Male high school students (19%; 39,000) were more likely to smoke than high school female students (15%; 31,000). Non Hispanic white (24%; 46,000) high school students had the highest smoking prevalence, followed by Hispanic (17%; 6,000) and non-Hispanic black (8%; 13,000).<sup>4</sup>

Figure 1. Percentage of youth who currently use tobacco, Georgia, 2011

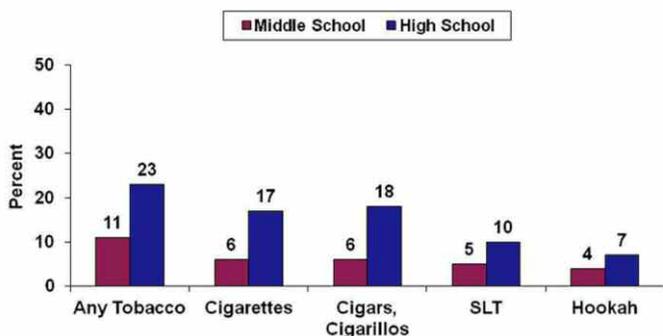
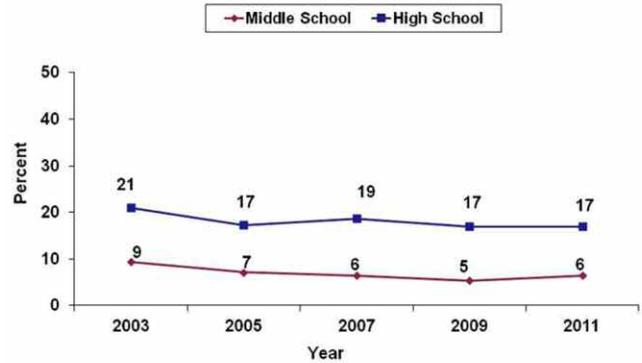


Figure 2. Percent of students who currently smoke cigarettes, Georgia, 2003-2011



## Synar Amendment

Georgia continues to be one of the states demonstrating its commitment to reducing youth access to tobacco by solidly enforcing the Synar Act. The federal Center for Substance Abuse and Prevention (CSAP) oversees implementation of the Synar Amendment, which requires states to have laws in place prohibiting the sale and distribution of tobacco products to youth under the age of 18. CSAP requires each state to conduct annual random, unannounced inspections to ensure compliance with the law and to submit an annual Synar Report detailing the State's activities to enforce the law. All states must maintain an inspection failure rate (or retailer violation rate (RVR) of less than 20 percent of outlets checked that are accessible to youth, or face possible reduction in the funding provided under the Substance Abuse Prevention & Treatment Block Grant. Georgia remains well under this mandated rate.

## Grass Roots Efforts

Be part of a state-wide grass-roots effort, and tear out page 9, the "Did you know... Against the Law" page. Take it to a retail or convenience store that sells tobacco or alcohol; give it to the manager, owner, or clerk; and ask them to enforce the law prohibiting smoking among those under age 18 years.

### Data sources

1. Georgia Vital Statistics, 2003-2007; CDC SAMMEC web application (<http://apps.nccd.cdc.gov/sammecc/>).
2. 2011 Georgia Youth Tobacco Survey (YTS)
3. 2011 Georgia Youth Risk Behavior Survey (YRBSS)
4. 2003, 2005, 2007, 2009 Georgia Youth Risk Behavior Survey (YRBSS)



# The Georgia Alcohol Initiative

DBHDD, Division of Addictive Diseases launched *The Georgia Alcohol Initiative* in 2011. This initiative aims to implement evidence-based programs, practices, and policies that are consistent with needs as identified by data with the following goals:

1. Reduce the early onset of alcohol use among youth;
2. Prevent and reduce youth (age 21) access to alcohol, and binge drinking;
3. Reduce binge and heavy drinking among youth and adults.

- 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.
- Death from alcohol poisoning.



DBHDD decided to launch this data driven campaign primarily because underage drinking and alcohol abuse among young adults is a widespread public health and safety problem. It has serious personal, social, and economic consequences.

Alcohol is the most widely used substance among youth in the U.S. and in

Georgia; most youth between the ages of nine and 20 use alcohol more than tobacco or any other substance.

According to the Youth Risk Behavior Surveillance System (YRBS) (2005-2009), alcohol is the most frequently used

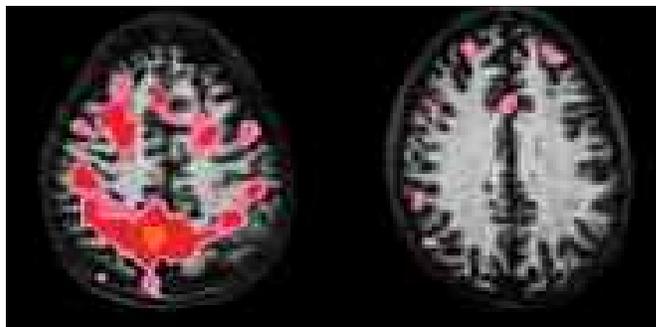
substance before the age of 13 by Georgia High School students and before age 11 by Georgia Middle School students.

Youth who drink alcohol are more likely to experience:

- School problems, such as higher absence 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.

Adolescence is a transition time when the body is undergoing many significant changes, such as hormonal alterations and brain development. It is also a time when teens start to associate more with friends and associates beyond childhood contacts. The need to 'fit in' or 'go along with the crowd' in order to be accepted socially becomes acutely important. These new circumstances can be confusing and difficult for to understand and deal with. Often the ability to make correct or safe decisions is also at a stage of immaturity. Exposing the brain to alcohol during this period may interrupt key processes of brain development, possibly leading to mild cognitive impairment. In fact, the brain continues developing well into the twenties.

Delaying the use of alcohol until reaching adulthood is a sound way of thinking. Indeed, it is the law.



Dr. Susan Tapert, at the University of California - San Diego invited local high school students (non-drinkers and drinkers) to have an MRI done on their brains. She gave the volunteers (who were all sober at the time) identical thinking tests which appeared on an overhead screen during the MRI. Teens who admitted to heavy drinking showed much less brain activity (visible by the absence of red color) than the non-drinkers. More of Dr. Tapert's teen brain scans can be seen in two videos: "Don't Drain Your Brain" and "Brain Scans" from Human Relations Media. Your local library or school district substance abuse specialist will likely have a copy of the videos for viewing.



# Prescription Drug Abuse Prevention

*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, so much so that the Department of Behavioral Health & Developmental Disabilities launched a Prescription Drug Abuse Prevention Initiative last fall.*

*As always, it is crucial that we all remember to never take prescription drugs that were prescribed to someone else. Simply because it is a drug ordered by a doctor does not make it safer than other illicit drugs. Prescription drugs are powerful drugs that when used as intended (prescribed) can be helpful to the person the drug was prescribed for. Any other use of such drugs is dangerous misuse that constitutes substance abuse. It's not something that can be taken lightly, and it can cause significant harm to users.*

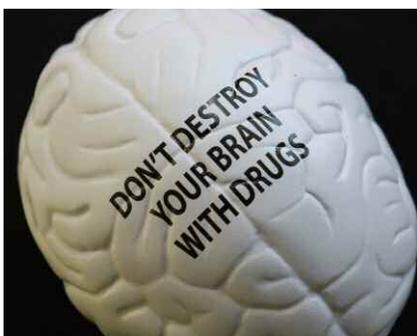
Prescription drug abuse is a more common problem than many parents and teachers think. More teens are abusing prescription drugs than any illicit drug except marijuana. In 2008, more than 2.1 million teens ages 12 to 17 reported abusing prescription drugs. And among 12- and 13-year-olds, prescription drugs are the drugs of choice. Keep in mind that youth who abuse prescription medications are also more likely to report use of other drugs.

Painkillers like OxyContin and Vicodin are the prescription drugs most commonly abused by teens. In fact, within the past year nearly one in 10 high school seniors has abused Vicodin and more than five percent of seniors have abused OxyContin.

Painkillers are also the most abused type of prescription drugs by 16- to 17-year-olds, followed by stimulants, tranquilizers, and sedatives. Almost two out of five teens report having friends that abuse prescription painkillers and nearly three out of 10 report having friends that abuse prescription stimulants.

Because these drugs are so readily available, and many teens believe they are a safe way to get high, teens that wouldn't otherwise touch illicit drugs might abuse prescription drugs. And not many parents or teachers are talking to them about it, even though teens report that parental disapproval is a powerful way to keep them away from drugs.

There are serious health risks related to abuse of prescription drugs. A single large dose of prescription



or over-the-counter painkillers or depressants can cause breathing difficulty that can lead to death. Stimulant abuse can lead to hostility or paranoia, or the potential for heart system failure or fatal seizures. Even in small doses,

depressants and painkillers have subtle effects on motor skills, judgment, and ability to learn. Let's not forget, prescription drug abuse is addictive. Between 1995 and 2005, treatment admissions for prescription painkillers increased more than 300 percent.

So where are teens getting the prescription drugs? The majority of both teens and young adults obtain prescription drugs they abuse from friends and relatives, sometimes without their knowledge.

Approximately 70% of non-medical use prescription drugs are obtained from friends or relatives. One national survey found that 51% of high school seniors said that opioid drugs other than heroin (e.g., Vicodin) would be fairly or very easy to get.

Parents and teachers need to educate themselves

about the dangers of prescription drug abuse and talk with their teens about the risks. Some concrete steps to protect teens from prescription drug abuse include:

- Be observant and look for indications that your child or that students may be abusing prescription drugs;
- Safeguard all drugs at home. Keep track of quantities of prescription drugs in your own home, and ask friends and family to safeguard their prescription drugs as well;
- Set clear rules and consequences for teens about all drug use, including not sharing medicine and always following the medical provider's advice and dosages.
- Discard old unused prescriptions, preferably through take back programs at your local pharmacy or police station.

To find a prescription drug take back program in your area or learn about properly disposing of prescription drugs at home, visit these resources:

American Medicine Chest Challenge: [www.americanmedicinechest.com](http://www.americanmedicinechest.com)

Smart Disposal: [www.smarxtdisposal.net](http://www.smarxtdisposal.net)

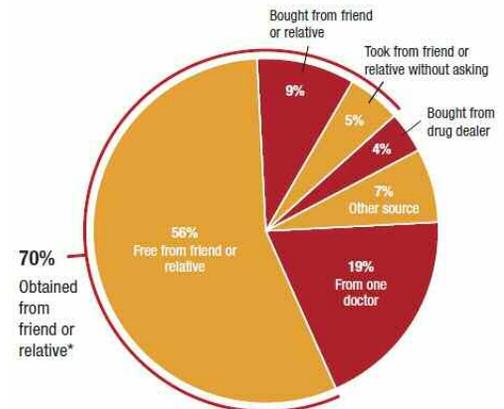
Dispose My Meds: [www.disposemymeds.com](http://www.disposemymeds.com)

Drug Enforcement Administration:

[www.deadiversion.usdoj.gov/drug\\_disposal/takeback/index.html](http://www.deadiversion.usdoj.gov/drug_disposal/takeback/index.html)

To learn more about prescription drug abuse and what we are doing here in Georgia to combat this issue, please visit the Georgia Prescription Drug Abuse Prevention Initiative website at [www.stoprxabuseingorgia.org](http://www.stoprxabuseingorgia.org)

**Source of Pain Relievers for Most Recent Nonmedical Use Among Past Year Users 12 and Older**





# 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: Business, government, parents, law enforcement, media, medical professionals, religious institutions, schools, senior citizens, service organizations and youth will demonstrate their commitment to healthy, drug-free lifestyles by wearing and displaying red ribbons during this week-long campaign; 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; now
- THEREFORE: I, NATHAN DEAL, Governor of the State of Georgia, do hereby proclaim October 23-31, 2012, 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 14<sup>th</sup> day of September in the year of our Lord two thousand twelve.



Nathan Deal  
GOVERNOR

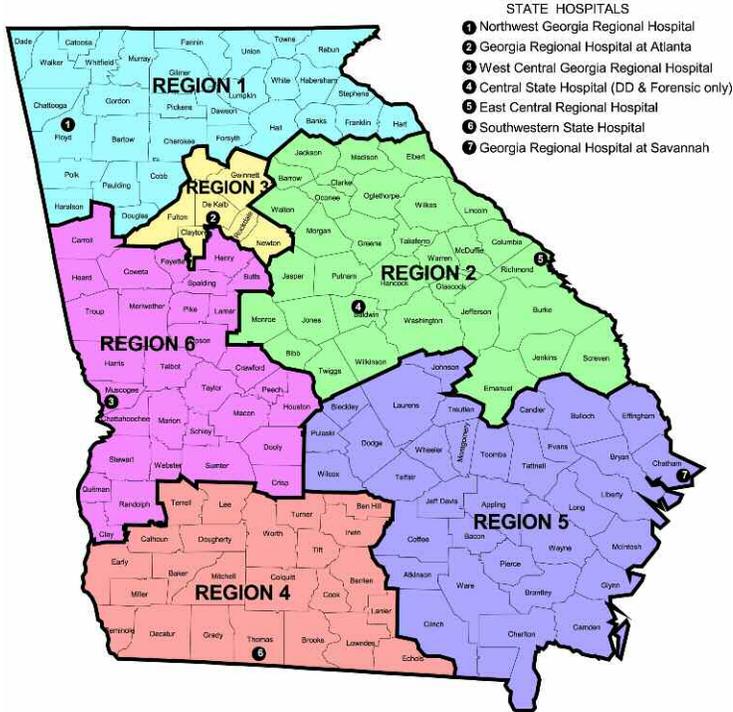
ATTEST

Cl. v. R.  
CHIEF OF STAFF



# Red Ribbon Across the State

Georgia Department of Behavioral Health & Developmental Disabilities  
**REGIONAL MAP**  
 (Effective July 1, 2010)



*Above: Glascock County Head Start's RRW Puppet Show "Learning to Make Good Choices"*



*Above: Glascock County High School Student Helena Holbrook - Running of the Torch for a Drug Free School*

## Red Ribbon Events 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 of the state, or to share what your school or organization is doing for Red Ribbon Week, October 23 – 31, 2012, call your Regional Prevention Specialist and get plugged in!

### Regional Prevention Specialists

- Region 1 (NW) Becky Croft – 706-295-6290
- Region 2 (East Central) Sheena Berry – 404-657-2259
- Region 3 (Metro) – TBD
- Region 4 Amber Watts – 229-227-2726
- Region 5 (SE) Deanne Bergen – 912-303-1868
- Region 6 (SW) Tamika Jonas – 706-321-6168



*Left: Cans of food collected during 2011 RRW Food Drive in support of local food bank serving over 65 families in Glascock County.*



*Above: Dawson County Family Connection Red Ribbon event*



## Hosting Your Event & Getting Involved

*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 special 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 folks 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 look for.

**2 Determine your objectives.** What do you hope to achieve? Hold a kick off 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, prizes and items

for prizes are some of the items you may need to purchase or have donated. Are there individuals, businesses or organization that would be willing to donate money or 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, accessibility for people with physical disabilities.

**5 Plan publicity.** How will you publicize the campaign? Issue press releases. Send flyers home. 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 campaign.

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

**HOW CAN YOU 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 are schools, churches, chambers of commerce, local law enforcement agencies, hospitals, libraries, recreation centers, businesses, government officials, the American Legion, the Elks Clubs, the Telephone Pioneers, the Georgia Parent Teachers Association, local Parent Teacher Associations, and other civic organizations.

*Below: Red Ribbon committee member and Communication Outreach Specialist Kristie Swink with the "Ants"*



*Left: Red Ribbon volunteer and GETPA staffer Diana Plazas*





## Against the Law

**Did you know...**  
it is **UNLAWFUL** to sell tobacco and alcohol  
to minors in the State of Georgia?

*Please detach and pass along to your neighborhood merchants*



### **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;

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

It shall be unlawful for any person knowingly to:

- 1** Sell or barter, directly or indirectly, any cigarettes or tobacco related objects to a minor;
- 2** Purchase any cigarettes or tobacco related objects for any minor;
- 3** Advise, counsel, or compel any minor to smoke, inhale, chew, or use cigarettes or tobacco related objects.

*For more information about staying in compliance with the Georgia laws, contact David Dyal,  
The GA Department of Revenue, Alcohol and Tobacco Division at 404-417-4900; or  
Lisa Shockley Moery, Synar/Special Initiatives Administrator lsmoery@dbbdd.ga.gov, or call 404-657-2165.*

*The Georgia Red Ribbon Campaign promotes a DRUG FREE Lifestyle!*

**"A Celebration of Talents"  
for Georgia's  
Red Ribbon Week  
October 23-31**





# Tear Off This Page...

to spread the word on the other side.

Deliver this page to a retail store that sells alcohol and/or cigarettes and give it to the manager, owner or associate.

## Photo Scrapbook



*Above: DBHDD Addictive Disease Staff*



*Above: Travis Fretwell announcing a moment of silence for DEA Special Agent Camarena and other fallen drug enforcement heroes*



*Left: Former Commissioner Frank Shelp holds up perpetual trophy, which is awarded to the overall winner of the Red Ribbon Awards competition each year. The winner of this prestigious award is expected to recruit new participants to the Red Ribbon Campaign*



*Right: Drug Enforcement Administration Special Agent Theodore Golden talks with the crowd about the history and purpose of the National Red Ribbon Campaign*

*Left: Bright Star Elementary School students and faculty accepting their plaque*



# Photo Scrapbook

Right: Division of Addictive Disease Executive Director Cassandra Price



Above: Lithonia Middle School Show Stoppers



Above: Travis Fretwell, Cassandra Price, Chris Wood and other addictive disease staff listen to Ted Golden describing Red Ribbon history

Right: Former Commissioner Frank Shelp addresses the crowd at the Red Ribbon awards ceremony



Left: 'Homer' of the Atlanta Braves sits with the crowd and raises his hand to answer one of the prevention questions

Right: Prevention manager and Red Ribbon Emcee Christopher Wood shown introducing Red Ribbon Slide Show



Right: Ronald G. McNair DLA students and faculty.



# Photo Scrapbook, continued



## Suggested Activities

### Lower Elementary School

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



Left: Winner with her prize

### Upper Elementary School

- Plant tulips with kids; planting flower bulbs has always been a symbol of hope.
- Distribute red lollipops with “no to drugs” symbol on it to all students during lunch.
- Display Red Ribbon messages on both the Marquis (at the front of the school) and the electronic board in the cafeteria.
- 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 put groceries in.
- 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.
- Glascock County Board of Education encouraged students and teachers to bring a canned good to school. All food was distributed to less fortunate families.

### Middle School

- “Rock for Red Ribbon” gives youth an opportunity to recognize it’s cool to party without alcohol, tobacco, or other drugs.
- Conduct a Red Ribbon Run/Walk for kids where 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 where they can feel a sense of accomplishment. At the end of the race give each child a 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 commissioner meeting and allow your students to make a 5 minute presentation about why they choose to live drug free.
- Glascock County Board of Education had students and teachers write a positive statement on a red chain link about how they will say no to drugs; the chain links were linked 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, craziest socks to school.

### High School

- Drama students can write, produce, and perform a play or musical that promotes drug free lifestyles; perform the play/musical at various community events during the entire month of October (or once a month for a year); perform for lower elementary and middle school students, youth groups at local churches; boys and girls clubs, girls inc. girls and boy scouts. Can also use event as a fundraiser and donate the proceeds to a local school.
- Cheerleaders can create a cheer with a drug free message that can be performed during a pep rally or half time show during a sporting event (basketball or football).
- Conduct a media contest where students can 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 get it aired. It could also be broadcast through the school.
- In conjunction with SGA, students in Dawson County 4-H Program in Dawsonville, GA built a brick wall stating “**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 candies with anti-drug slogans.
- 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 also handed out local resources (hot-lines, counseling, rehab, etc.) information for alcohol, drugs, and tobacco addiction. They also distributed warning signs information sheets to parents.
- Have your entire town go red (i.e. have all the car dealerships park all of their red cars up front for a week; have stores dress their windows in red, etc.)
- Parkview High School’s **Students Against Violence Everywhere/ Students Against Destructive Decisions** in Lilburn, GA got pledges from the student body and handed out little mementos (i.e. tattoos, comic



## Suggested Activities

books, pencils, etc.) to those who signed up. They tracked the number of pledges on a thermometer.

- Daily update (school announcements): have a different message each day; PTSA arranged to have celebrity figure, Principal, well-known athlete, Mayor, favorite teacher to give a brief service announcement each day. The message is pre-taped.
- Gwinnett County brought youth together by having a basketball tournament (for boys and girls) at a local school; representatives from Gwinnett County's Sheriff's Dept. 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 affects of drinking and driving. Refreshments were provided to all participants.

### Colleges/Universities

- Mocktails (An activity that replaces Cocktails and promotes all the great drinks you can have that don't contain alcohol. A great activity to do before a dance or a party because it promotes smart decisions)
- Sororities and Fraternities can mentor students during Red Ribbon month by sponsoring tours of the campus and demonstrate positive alternatives to drinking; commit to mentor an at risk youth for one year.
- 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 and donate all or a portion of the proceeds to a school in need so they can utilize the money to purchase Red Ribbon materials for their students.



*Bethune Middle School chorus sings "Heal the World"*

- Volunteer to speak at a school during Red Ribbon Month; read to a classroom; deliver a drug free message.
- Resident Advisors can utilize billboards to display drug free messages
- Display pamphlets and fact sheets about Alcohol, Tobacco, and Other Drugs in the lobby and common areas.
- Sponsor underage drinking events to target peers, especially regarding alcohol poisoning.
- Conduct forums or summits to address underage drinking.
- Distribute drug use surveys to students on campus.

### Community

- Conduct a Town Hall meeting or Community Forum about any drug related issue, including Underage Drinking, Methamphetamines, the dangers of second hand smoke, etc. Invite youth to play an active role in the process, include them in the panel discussion, allow them to serve on the planning committee, etc.
- Create flyers promoting drug free lifestyles and distribute throughout the community at various events (i.e. school board meetings, city council meetings, festivals, football games, basketball games, etc.)
- Invite everyone to wear red for the day.
- Display Red Ribbon Week or Drug Free Slogans on Marquis in public setting (i.e. schools, businesses, shopping plazas, etc.)
- Display Red Ribbon banners on outside of buildings
- Help plan and participate in Red Ribbon Activities
- Start a task force or coalition in your community that will focus on the prevention of alcohol, tobacco, and other drug use. For more information on how to form a drug free community coalition email: [Impatrick@dhr.state.ga.us](mailto:Impatrick@dhr.state.ga.us).
- Contact a Drug Free Community Coalition in your area (refer to Drug Free Community Coalition list on page 19).

### Faith-Based Institutions

- Distribute Red Ribbons at services
- Display Drug Free Messages on church marquis and billboards
- 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 Prevention Specialist to come to your church and make a presentation to your youth groups.
- 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.



# Suggested Activities

## Businesses & Corporations

- Sponsor a scholarship for a drug free youth; conduct an essay contest to determine a winner. Scholarship could pay for one year tuition, one semester tuition, books, etc.
- Become a certified drug free workplace by contacting your local chamber of commerce, or visit [www.livedrugfree.org](http://www.livedrugfree.org) for more information.
- Encourage your employees to volunteer at a local school during Red Ribbon Week or any time during the month of October to participate in the 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 activity. Make a difference in their life.
- Sponsor one classroom or an entire school by purchasing Red Ribbon Materials for them; purchase red ribbons for them to distribute to students.
- Sponsor a school who wants to implement a substance abuse prevention curriculum by purchasing the curriculum and/or paying the costs to have the staff trained to facilitate a specific curriculum.
- Initiate drug education programs for employees.

- 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.

## Parents

- Talk to your kids about the dangers of alcohol, tobacco, and other drugs; allow them to have honest dialogue with you and don't penalize them for honesty.
- Participate in Red Ribbon activities at your child's school.
- Celebrate 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 of them (bake a cake, make their favorite dinner, buy them a gift, etc.)
- Visit [www.family.samhsa.gov](http://www.family.samhsa.gov) for tips for talking with children about substance use, helpful hints about setting rules, and fun activities.



Left: Students with Georgia Peaches

## Government

- Issue a proclamation declaring the last week on 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.

# Red Ribbon All Year

... Suggestions for when to implement prevention activities

<p><i>fall</i> </p> <p>Before Homecoming Dance</p> <p>Before Big Football Games</p> <p>October – Red Ribbon Month</p> <p>November – Alcohol Education Month</p>	<p><i>winter</i> </p> <p>December – Drunk &amp; Drugged Driving Prevention Month</p> <p>Hands Off Holidays</p> <p>Before Winter Formal Dance</p> <p>Before Winter Break</p>	<p><i>spring</i> </p> <p>March – Parenting is Prevention Month</p> <p>April – Alcohol Awareness Month</p> <p>Before Prom and Spring Break</p> <p>Cinco De Mayo</p> <p>Before Senior Class Trips</p>	<p><i>summer</i></p> <p>May 31st – World No Tobacco Day</p> <p>Before Graduation/ Grad Night</p> <p>Summer Parties</p> <p>Summer School</p> 
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# 2011 Red Ribbon Awardees

## 2011 Georgia Red Ribbon Contest Winners

Recognize the following schools for outstanding promotion of drug free activities during Red Ribbon Week 2011

**Overall Winner and Prevention Ambassador**  
**– Perpetual Trophy Recipient**  
**Flat Shoals Elementary School**

**Category 1: Elementary School**  
**Flat Shoals Elementary School**  
 Ronald G. McNair Discovery Learning Academy  
 Bright Star Elementary School

**Category 2: Middle School**  
**Bethune Middle School**

**Category 3: Other**  
**The Council on Alcohol & Drugs**  
 Live Healthy Douglas Coalition



*Above: Flat Shoals elementary school students and staff accepting award for winning in the elementary school category*



*Above: Live Healthy Douglas Coalition members shown with "Big Red", OPSP Director Travis Fretwell and Former Commissioner Frank E. Shelp*



*Above: Bethune Middle School accepting the middle school category award.*



*Above: Ronald G. McNair elementary staff and students accepting plaque from DBHDD Commissioner and OPSP Director Travis Fretwell*



*Above: The Council on Alcohol & Drugs accepting award for winning the outstanding organization award*



## 2012 Red Ribbon Award Competition

*Governor Nathan Deal and the Department of Behavioral Health and Developmental Disabilities, Office of Prevention Services and Programs, along with the Georgia Red Ribbon Committee would like to recognize groups and communities who have done an exemplary job in promoting and educating others about drug awareness, drug free living, and healthy lifestyle choices during the Georgia Red Ribbon Campaign*

### Eligibility & Criteria

The awards will be divided into four categories per region. Go to <http://dbhdd.georgia.gov> to view the regional maps. Click on 'About MHDDAD', then click on 'Regional Offices' to view the regional maps. In each of DHR's five regions, a winner will be selected from each of the following categories:

**Category 1:** Elementary/Middle School

**Category 2:** 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 4 winners from each DHR Prevention region, 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 they will keep for one year. The following year the trophy will be transferred to the new winner.

Representatives of all finalists will be invited to Atlanta for a Red Ribbon Recognition Luncheon to acknowledge statewide exemplary efforts. The awards program is open to any group/organization who 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.

### Rules

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



*Left: Michelle Zelaya greets arriving kickoff participants, as they sign the drug-free pledge*



*Crowd gathers around 'The Ants' at the entrance to Centennial Park's amphitheater.*

- Caution: emails with photos may not go through our server so please send a CD-Rom, Travel Drive or DVD with your photos, JPG format preferred. These can be returned upon your request.
- All submissions should be typed, double-spaced with a 12-point font (Times New Roman or Arial).
- No more than five to eight typed, double-spaced pages. More pages or hand-written applications will decrease your score.
- There is no entry fee.
- All submissions must be mailed to DBHDD offices at the address listed on the next page. Faxed or emailed submissions will not be accepted.

### Judging

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

- Activities are focused on the prevention of Alcohol, Tobacco, & Other Drug Use.
- Level of collaboration with multiple community sectors
- Demonstration of how Red Ribbon activities are incorporated into ongoing prevention strategies
- Comprehensiveness of involvement
- Adherence to contest rules

### Certificates

It is no longer necessary to submit an application to receive a certificate. Any group/organization that would like to obtain a certificate for their participation in the Georgia Red Ribbon Campaign can download the certificate from the prevention website at <http://dbhdd.georgia.gov/prevention>. Two versions of the certificate are available: one for schools and community organizations, and another to be presented to business sponsors.





# Make it Count!

## Georgia Red Ribbon Award Application

Applications must be received by December 3, 2012 by close of business

- Answer questions as specifically and in as few words as possible.
- Attach extra pages as needed. No more than five to eight pages total, typed and double-spaced.
  - Use Arial or Times New Roman font 12.

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

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Region (1,2,3,4,5,6 –see map on page 6): \_\_\_\_\_

Phone Number (include area code); \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### PARTNERING ORGANIZATIONS (check all that apply)

Business/Corporation    Civic Organization    School    College or University    Faith-based organization

Coalition    Government Agency    City    County    State    Federal    Other

Applications must be received by December 3, 2012 by close of business at:

Georgia Department of Behavioral Health & Developmental Disabilities  
 Division of Addictive Diseases  
 Office of Prevention Services & Programs  
 Lisa Moery – Red Ribbon Coordinator  
 2 Peachtree Street, Suite 22-483, Atlanta, GA 30303

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

1. What were your Goals & Objectives for Red Ribbon activities?
2. Describe your activities and the number of people who attended.
3. Describe the impact your activities had on the community or intended target audience.
4. How many community members or students were directly impacted by your activities?
5. Describe the role of each community sector that participated in your activities. (Be specific)
6. How did the collaboration with other community groups/organizations benefit the community?
7. How does your Red Ribbon Campaign support healthy, drug-free lifestyles?
8. How will your Red Ribbon Campaign be a part of your ongoing community prevention planning and/or activities?  
Describe your year-round prevention, Red Ribbon related activities.

*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.*



# Key Resources

For additional information, please visit <http://dbhdd.georgia.gov/prevention>

## State Agency

### Georgia Department of Behavioral Health and Developmental Disabilities

Frank Berry, Commissioner 404-463-0097

### Division of Addictive Diseases

Cassandra Price, MBA, Director  
Division of Addictive Diseases 404-657-2331

### Prevention

Travis Fretwell, MAC, NCAC II Director 404-657-2315  
Christopher Wood  
Team Leader 404-657-2176  
Lisa S. Moery, Special Projects Administrator 404-657-2165  
<http://dbhdd.georgia.gov/prevention>

### Regional Prevention Specialists

Region 1 (NW) Becky Croft 706-295-6290  
Region 2 (East Central) 404-657-2259  
Region 3 (Metro) TBD  
Region 4 Amber Watts 229-227-2726  
Region 5 (SE) Deanne Bergen 912-303-1868  
Region 6 (SW) Tamika Jonas 706-321-6168



*Above Left: Student being interviewed by television media  
Above Right: Atlanta Falcons cheerleader stops to talk with Telfair County students at the Red Ribbon Kickoff celebration*

## Drug Free Community Coalitions

DFCC 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 promoting the factors that minimize the risk of substance abuse.



### Bryan County Drug Free Coalition

William Collins  
116 Lanier Street  
Pembroke, GA 31321  
Voice: 912-653-5258  
[bcdcf@bryancounty.org](mailto:bcdcf@bryancounty.org)

### Bulloch County Alcohol and Drug Council

Joyce Stubbs  
419 Fair Rd, Statesboro, GA 30458  
Voice: 912-764-6405 Fax: 912-489-1173  
Email: [badc@nctv.com](mailto:badc@nctv.com)

### Cook County Commission for Children and Youth

Zoe Taylor  
303 South College Street, P.O. Box 92,  
Sparks, GA 31647  
Voice : 229-549-7976 Fax: 229-549-8780  
Email: [cookcyc@plantel.net](mailto:cookcyc@plantel.net)



*Above: Flat Shoals Elementary School students, winner of the 2011 Overall Red Ribbon Award*



## Key Resources (cont.)



*Above: Glascock Action Partners, Inc. Sherry Key, Lisa Manniello, and Catherine Hunnicutt receiving food donations from Glascock County students during RRW*



*Above: Students at Red Ribbon Kickoff with their Red Ribbon backpacks*

### **Drug Free Coalition of Hall County**

711 Green Street  
Gainesville, GA 30501  
Voice: 770-534-1080 x277 Fax: 770-533-4015  
Email: jpbanks@faceitpeople.org

### **Forsyth Youth Enrichment Coalition/ Georgia Martial Arts Foundation**

Jessica Regas  
Voice: 770-312-0963 Fax: 770-205-4357  
Email: jregas@bellsouth.net

### **Gwinnett Coalition for Health & Human Services**

750 South Perry Street Suite 312, Lawrenceville, GA 30045  
Voice: 770-995-3339 Fax: 770-995-1832  
Email: info@gwinnettcoalition.org

### **Learn to Grow/The H.E.A.R.T. Coalition, Inc.**

Vincent Vandiegriff  
859 Cascade Ave  
Atlanta, GA 30311  
Voice: 404-755-8788 Fax: 404-753-3779  
Email: griff@bellsouth.net

### **Troup County Prevention Coalition**

Jack Eatman  
1220 Hogansville Rd  
Lagrange, GA 30241-6600  
Voice: 706-298-7230  
Email: TFCA\_GA@yahoo.com



*Above: Lamar County High School Step Team performing at the kickoff*



*Above: Bethune Middle School students at awards ceremony*



# Red Ribbon Regalia

## Ordering Red Ribbon Regalia

If you need to order Red Ribbon materials, the following is a list of resources. DBHDD Office of Prevention Services and Programs is not endorsing any of these vendors; they are only being listed as potential resources.

**Great Events Publishing** – [www.GreatEventsPublishing.com](http://www.GreatEventsPublishing.com),  
Call Toll Free @ 1-888-433-8368.

**Positive Promotions** – [www.positivepromotions.com](http://www.positivepromotions.com);  
Call Toll Free @ 1-800-635-2666.

**Nimco, Inc.** – [www.drugpreventionresources.com](http://www.drugpreventionresources.com) or  
[www.thecharacterrevolution.com](http://www.thecharacterrevolution.com). Call Toll Free @ 1-800-962-6662.

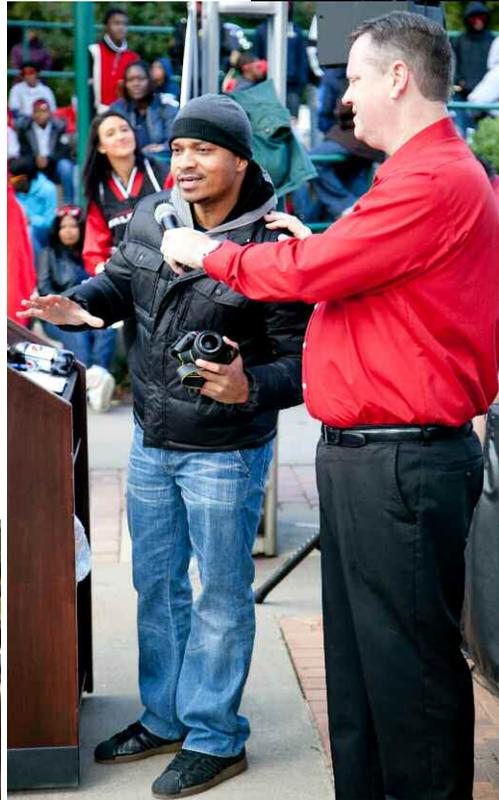
**Red Ribbon Works** – [www.redribbonworks.org](http://www.redribbonworks.org);  
Call Toll Free @ 1-800-732-4099.



Right: Crowd at the Kickoff spills out onto the Amphitheater lawn



Above: Middle School Dancers



Above: Chris Wood, MC, holds microphone for Dwayne Boyd, local actor and Red Ribbon committee member

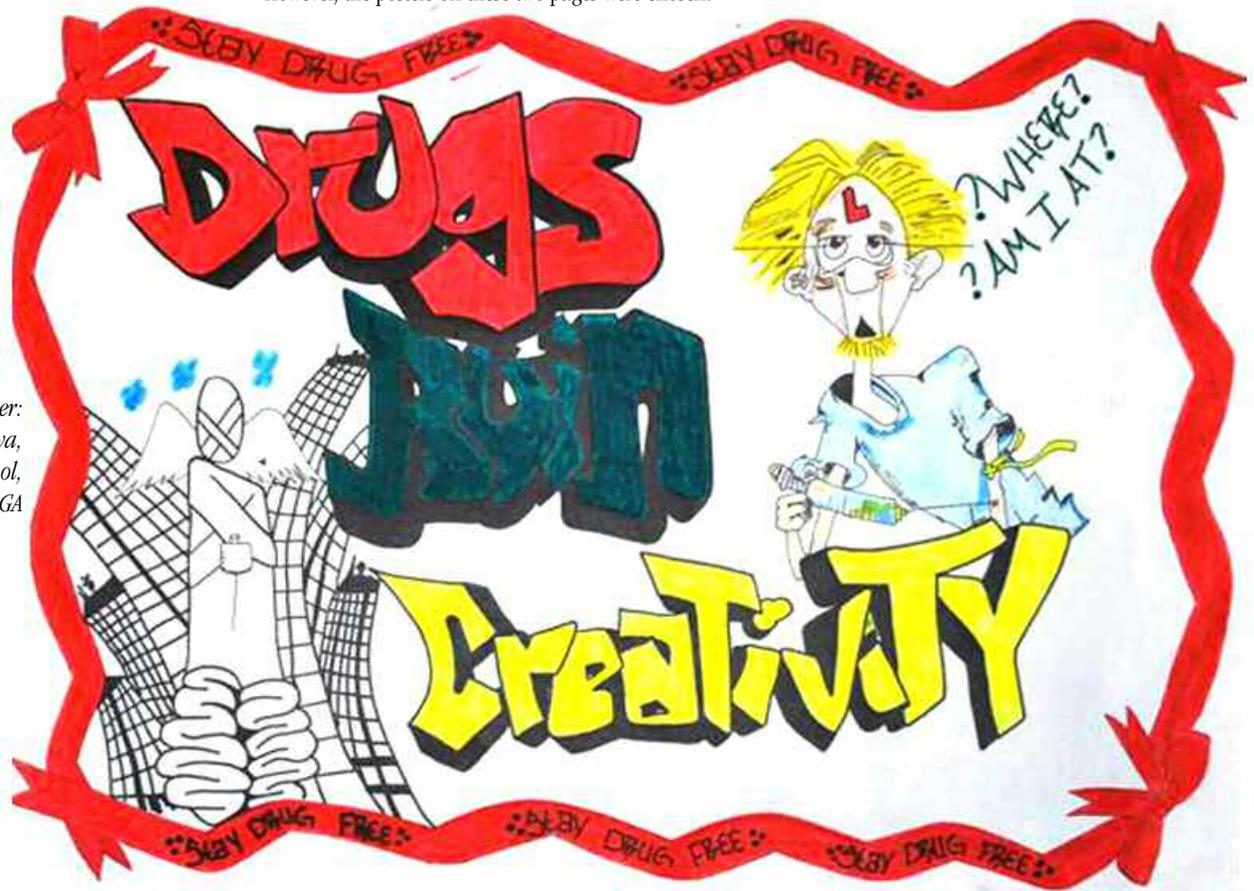
Below: Atlanta Falcons Cheerleader talks with the crowd



# This Year's Poster Winners

We received many beautifully drawn and creative posters this year that it was difficult for the committee to choose the winners. However, the posters on these two pages were chosen.

*Tied for Winner:  
Diana Montoya,  
North Murray High School,  
Chatsworth, GA*

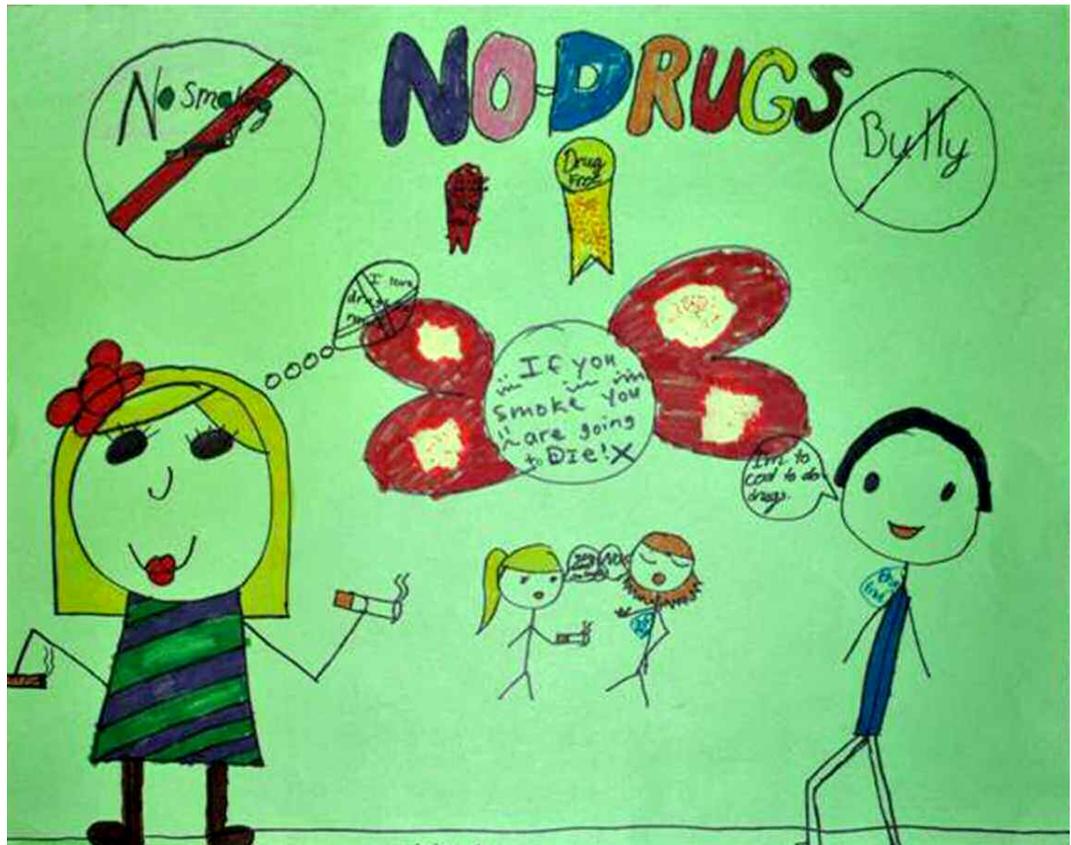


*Tied for Winner: Ivy  
Preparatory Academy's  
Visual Arts Club Seniors,  
Ms. Markovic, Club  
Sponsor of Norcross, GA*



# This Year's Poster Winners

Elementary School Winner:  
Amina Dasha,  
Hambrick Elementary School,  
DeKalb County, GA



1st Runner-up: Hannab Walker  
10th Grader at North Murray  
High School, Chatsworth, GA

All posters will be displayed at the art walk, which is part of the Governor's Red Ribbon Campaign Kickoff on **October 18 at 10 am in Centennial Olympic Park's Amphitheater.**

**Come join us for the art walk and the celebration in the park!**



Georgia Department of Behavioral Health  
& Developmental Disabilities,  
Division of Addictive Diseases  
Office of Prevention Services and Programs  
Two Peachtree Street, NW  
Suite 22.483  
Atlanta, Georgia 30303-3142



*Right: (Left to right) Atlanta Braves' 'Homer'; Cassandra Price, Addictive Diseases Executive Director; 'Big Red' the brand new mascot; and Travis Fretwell, Prevention Services Director*

Have a successful campaign and remember...

**REAL LIFE IS  
DRUG FREE!!!!**

Many thanks to the Governor's Red Ribbon Campaign Committee

Dwayne Boyd  
Premier Actors Network

Yolanda Dangerfield  
Centers for Disease Control & Prevention

Kimberly Fluellen  
Well Care of Georgia

Mahuli Jakubek  
GUIDE, Inc.

Afiya King  
The Council on Alcohol and Drugs

Kristie Swink  
DBHDD Office of Communications

Marilyn Watson  
Department of Education

Michelle Zelaya, 2009 Red Ribbon Prevention Ambassador  
Clinic for the Education, Treatment and Prevention of Addictions



**Governor's  
Red Ribbon Campaign  
Kickoff**

Date: Thursday, October 18, 2012  
Time: 10:00 am – 12:30 pm  
Where: Centennial Olympic Park

A colorful Red Ribbon event will begin at 10:00 am at Centennial Park's Southern Co. Amphitheater, across the street from the CNN Center and the Georgia World Congress Center MARTA station in downtown Atlanta.

The kick-off features an opportunity for elementary, middle and high school students, as well as Georgia colleges and community-based organizations to showcase their talents with the objective of bringing awareness to fun, safe activities that are positive alternatives to substance use and abuse.

Join in the fun as we observe the official start of the Governor's Red Ribbon Campaign in Georgia. Youth will showcase artistic talents in dance, singing, poetry reading, stepping, and an expanded visual arts walk demonstrating that real life is drug free.

To participate or for more information, please visit  
<http://dbhdd.georgia.gov/prevention>;  
<http://www.facebook.com/GeorgiaRedRibbon>;  
or e-mail [lsmoery@dbhdd.ga.gov](mailto:lsmoery@dbhdd.ga.gov)



**REAL LIFE IS  
DRUG  
FREE!!!**



STATE OF GEORGIA  
OFFICE OF THE  
GOVERNOR  
ATLANTA 30334-0900