

# REAL *Life* is *drug* FREE

Governor's  
Red Ribbon  
Campaign

Planning  
& Resource  
Guide



“Step-Off” for Georgia’s *Red Ribbon Week* October 23-31



The Georgia Red Ribbon Campaign is a program of the Georgia Department of Human Resources, Division of Public Health Substance Abuse Prevention & Behavioral Development Section, funded by the U.S. Department of Health and Human Services



# 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://health.state.ga.us/programs/prevention/>.*

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*Children from the Clinica for Education, Treatment & Prevention of Addictions (CETPA) pledging to remain drug-free on the first day of Red Ribbon Week 2007.*



*Real Life is Drug Free*

## 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 Use Prevention

*Tobacco use is the number one preventable cause of death, killing more Americans each year than alcohol, cocaine, crack, heroin, homicide, suicide, car accidents, fires, and AIDS combined. Over 10,000 Georgians die every year from tobacco-related illnesses – that is one out of every six adult Georgians who die. Adult smokers lose an average of 16.4 years of life compared to adult non-smokers.*



Approximately 80% of adult smokers began smoking before their 18th birthday and 4,000 of youth in the U.S. try smoking for the first time today. It is extremely important not to start using tobacco because of the highly addictive nature of tobacco products. According to *Tobacco Control*, published in 2002, signs of nicotine dependence often start within two months after the onset of smoking, and two-thirds of teens report loss of autonomy over tobacco prior to becoming daily smokers.

The Georgia Department of Human Resources (DHR), Division of Public Health (DPH) works to prevent and reduce the burden of tobacco use. An important and growing initiative is the implementation of 100% Tobacco Free School districts; DHR has funded the Georgia Tobacco Quit Line since 2001; Georgia's Smokefree Air Act became law July 1, 2005; and the DPH, Office of Healthy Behaviors Substance Abuse Prevention Section actively monitors compliance with Synar Legislation.

Georgia is one of the states demonstrating its commitment to reducing youth access to tobacco by solidly enforcing the Synar Act as well as implementing other tobacco use prevention efforts. Data provided by the National Survey on Drug Use & Health (NSDUH) shows that the percentage of those reporting smoking cigarettes during the past 30 days actually declined from the baseline year (2002-2003) to the most recent year data available (2004-2005). Twelve to 17 year-olds reported smoking cigarettes in the last 30 days was down (-2.5), and among the same age-group those using other tobacco products in the last 30 days also decreased (-2.8). Those 18 and up reporting smoking cigarettes decreased (-1.4), and the same age group reporting using other tobacco products decreased by 1.2 percent.

### Synar Legislation

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. This year Georgia achieved an 8.7 percent non-compliance rate, the lowest of the last three years. After a recent

CSAP System Review, one of Georgia's strengths was reported as a low RVR. The Office of Healthy Behaviors Substance Abuse Prevention Section of DPH manages this effort for Georgia.

### 100% Tobacco Free Schools

Reducing teen tobacco use is the goal of the 100% Tobacco Free Schools initiative. To date, 28 school districts in Georgia have instituted 100% Tobacco Free Schools policies. Schools implementing this policy must prohibit tobacco use in schools 24 hours a day, seven days a week, by students, faculty, staff, and visitors. The policy applies to buildings, grounds, property, and vehicles used to transport students, and at off-campus school-sponsored events. Prevention and cessation programs for youth and adults, signage, and peer education are vital components of reducing teen tobacco use. For more information about becoming a 100% Tobacco Free School please visit: <http://health.state.ga.us/programs/tobacco/index.asp>.

### Georgia's Smokefree Air Act

July 1 marked the second anniversary of Georgia's Smokefree Air Act. The primary reason for the enactment of the Smokefree Air Act of 2005 was to reduce secondhand smoke exposure for employees and patrons, particularly children. Smokefree environments make restaurants and public establishments safer, cleaner, and more enjoyable. Smoking is prohibited in all public buildings and restaurants where children under the age of 18 are allowed. For more information about the Georgia Smokefree Air Act of 2005, call the Georgia Smoke Free Air Act Call Center at 1.800.343.3340 or 404.657.3378. Send e-mail inquiries to [gasmokefreeair@dhr.state.ga.us](mailto:gasmokefreeair@dhr.state.ga.us).

### Georgia Tobacco Quit Line

Approximately 25,000 (7%) of middle school students and 73,000 (17%) of high school students in Georgia smoke cigarettes. If you or someone you care about smoke, you can call the Georgia Tobacco Quit Line, a toll-free resource that offers free counseling, screening, support and referrals to local cessation services. Trained "youth coaches" are available to assist youth callers 13-17 in creating a personalized quit plan. Follow-up counseling sessions can be scheduled to help youth callers reach their goal to quit. The Georgia Tobacco Quit Line is open 8 a.m. to midnight daily, serving Georgians 13 years old and older. Simply call Georgia Tobacco Quit Line at 1-877-270-STOP or 1-877-2NO-FUME (*Spanish Language Line*) or TTY 1-877-777-6534 (*Hearing Impaired Line*).



*Real Life is Drug Free*

## Underage Drinking Prevention Initiative



*While it's not easy to think about friends and loved ones being badly hurt or killed while driving or being driven by someone who's drinking it does happen.*

*Motivational Speaker and author of *The Ultimate Learning Experience*, Chris Skimmer, shown here with Michelle Zelaya and her son Isaac Zelaya, spoke at the Capitol during the statewide kick-off of Red Ribbon week last fall.*

*Chris spoke about the challenges he faces because of a poor decision he made to ride only two miles as an unbuckled passenger in a car with an alcohol-impaired driver. Because of this split-second decision Chris has very little use of his body from the shoulders down. He brought his inspirational message to an audience of spellbound prevention providers, students, and policy makers.*

Underage drinking and its associated consequences represent a serious and growing threat to the health and well-being of youth. In recognition of this crisis and in response to the U.S. Surgeon General's National Call to Action on Underage Drinking a multi-year, multi-pronged Underage Drinking (UAD) initiative was launched in 2006. **The UAD initiative** is beginning its third year of helping to educate young people and caring adults about the risks associated with underage drinking through a multi-pronged initiative including a Prevention Education Campaign.

Among other things, the UAD prevention initiative works with local community coalitions to convene town hall meetings about underage drinking prevention, and held 46 town hall meetings in the spring of 2008. The Coalition also holds Responsible Sales and Service (RASS) Training for owners and managers of alcohol-licensed establishments. RASS Training provides owners and staff of alcohol-licensed establishments with valuable resources and information to prevent sales to underage youth.

Similar to the Synar initiative, UAD has a focused effort to reduce youth access to alcohol through increased retailer compliance with 'no sale to minors' laws.

A number of community information sessions were held over the last year, particularly in the ten counties identified by a 2007 UAD Needs Assessment as having high risk factors for underage drinking.

Highlights of the findings and a review of the literature on underage drinking reveal the following:

- Georgia is ranked lowest in the nation for binge alcohol use in the past month (NSDUH, 2005-2006.)
- Annual costs associated with underage drinking in Georgia are estimated to be \$1.5 billion, which includes annual costs of medical care and loss of work estimated at \$524 million (PIRE, 2004).
- More than one-fourth (27%) of Georgia high school students had their first drink (other than a few sips) before age 13. Nearly as many rode in a vehicle driven by someone who had been drinking in the past 30 days, and nine percent of Georgia high school students drove a vehicle when they had been drinking in the past 30 days (CDC, 2006).

Because of the problem, The Council on Alcohol & Drugs and the Underage Drinking Prevention Initiative announced ***A Call to Action: The Georgia Summit to Prevent Underage Drinking***. This two day Summit will showcase proven examples of evidence-based, collaborative strategies and activities needed to prevent and reduce youth access to and use of alcohol in Georgia.

## SAVE THE DATE!

### October 1 & 2, 2008

A Call to Action:

#### The Georgia Summit To Prevent Underage Drinking

"Approximately 364,000 underage youth in Georgia drink each year". Receive practical tools and strategies needed to combat underage drinking.

**Who Should Attend:** Prevention, Treatment & Health Professionals, Law Enforcement Officers, Family Connection Staff and Membership, the Faith Community, Educators, Health Professionals, Policy Makers, Youth Leaders, Social Workers, Community Activists, Parents & Other Adults.

**Areas of Focus:** Community, Education & Schools, Policy & Government, Parents & Caregivers, Youth Leadership and Law Enforcement

**Keynotes by:** Penny Norton, CEO of FACE  
Jim Mosher, former Director of The Marin Institute

Ramada Plaza Hotel  
108 First Street  
Macon, GA 31201

#### Summit Registration:

Online registration begins August 1, 2008  
Register online at [www.livedrugfree.org](http://www.livedrugfree.org)  
\$100 Early Bird by September 1  
\$125 full attendance after September 1  
\$75 one day attendance

Call or email for more information:  
C.J. Hall, Event Planner  
GASummit2008@creationsinc.us  
(770) 577-2690

Tentative workshops and exhibitor information will be online in August.

#### UNDERAGE DRINKING SUMMIT SPONSORS



Underage Drinking is everybody's problem and its solution is everyone's responsibility.

\*Continuing Education Credits and GA POST Credits will be provided.





## Prescription Drug Abuse

*While illicit drug use among teens ages 12-17 is at a five year low, according to a large and comprehensive study of drug use in the United States released in early September of this year, teen abuse of prescription drugs is on the rise. When it comes to youth, non-medical use of painkillers continues to be an area of concern, with more recent initiates (2.2 million) than any illicit drug, according to the study released by the National Survey on Drug Use and Health (NSDUH).*

Unfortunately, many of our youth mistakenly believe that popping prescription pills is a painless high. A recent White House analysis shows alarming trends in teen abuse of prescription drugs and cough and cold medicines to get high. It is simply not true that prescription drugs are safer than street drugs. Trends in teen prescription drug abuse reported by the White House Office of National Drug Control Policy (ONDCP) include the following:

- Prescription drugs are the drug of choice among 12- and 13-year olds;
- One third of all new abusers of prescription drugs in 2005 were 12-17-year olds;
- Girls are more likely than boys to intentionally abuse prescription drugs to get high;
- Adolescents are more likely than young adults to become dependent on prescription medication; and
- The majority of teens (57%), who use these products, say they get prescription drugs for free from a relative or friend (47%), or take them from a relative or friend (10%) without asking. An additional 10 percent buy pain reliever from a friend or relative.

Parents, watch your medicine cabinet. "The world of children and teens is awash in prescription drugs and some parents can become inadvertent drug



*A bulletin board from Spring Place Elementary School, located in Murray County, entitled "Born to be Drug Free" was up during October 2007 for Red Ribbon Week. It features staff members who brought in their baby pictures. Staff and faculty had fun guessing the identity of those whose photos were posted.*



*There is a lot of information on the use of drugs in popular culture, on the Internet, and in daily conversation with friends and peers. Some of the information is accurate, but much of it is not. Find out as much as you can about illegal, legal, prescription drugs, and even over-the-counter drugs, and their effects on your body and your brain. Although prescription drugs are legal, selling and using drugs that you did not obtain through a legitimate medical prescription are illegal acts.*

pushers by leaving their prescription opioids, stimulants and depressants in places where their kids can get them," said Joseph A. Califano, Jr., Chairman and President, the National Center on Addiction and Substance Abuse at Columbia University.

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;
- Keep track of quantities of prescription drugs in your own home, and the homes of relatives;
- Talk to the parents of your teen's friends and ensure they have the same policy in their home;
- Discard old and unused prescriptions; and
- Set and enforce clear rules about drug use, including prescription drug abuse, and establish consequences.





# Governor Perdue's Proclamation



BY THE GOVERNOR OF THE STATE OF GEORGIA

## A PROCLAMATION RED RIBBON WEEK

- WHEREAS: The social consequences of drug and alcohol abuse affect every sector of society, with our children suffering the most severely; and
- WHEREAS: Red Ribbon Week is a time when communities embark on campaigns to empower their citizens to fight alcohol and drug abuse in their homes and neighborhoods; and
- WHEREAS: The Georgia Red Ribbon Campaign, coordinated by the Department of Human Resources' Division of Mental Health, Developmental Disabilities and Addictive Diseases, is dedicated to creating a drug-free environment for all children; and
- WHEREAS: The National Red Ribbon Campaign, held each October, calls attention to the devastating effects of drug and alcohol abuse on individuals, families and communities; and
- WHEREAS: Businesses, schools, law enforcement officials, service organizations, religious institutions, governments, sports teams and individual citizens will demonstrate their commitment to drug-free, healthy lifestyles by wearing and displaying red ribbons during Red Ribbon Week; and
- WHEREAS: The State of Georgia is 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, SONNY PERDUE, Governor of the State of Georgia, do hereby proclaim October 23-31, 2008 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 26<sup>th</sup> day of March in the year of our Lord two thousand eight.



*Sonny Perdue*  
GOVERNOR

ATTEST  
*Ed F. Holcombe*  
CHIEF OF STAFF





# Evidence-Based Prevention Programs

The programs featured below are a few of the 43 evidence based programs being implemented in communities, schools, social service organizations and workplaces across Georgia, and have provided solid proof that they have prevented or reduced substance abuse and other related high-risk behaviors. Visit <http://nrepp.samhsa.gov/> for more information on these programs and others.

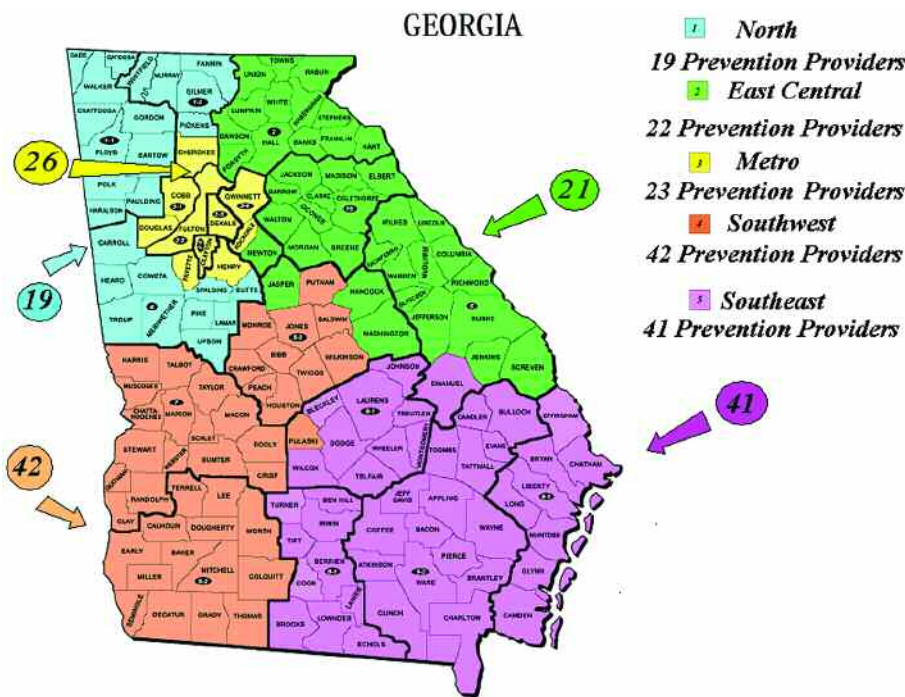
**Al's Pals: Kids Making Healthy Choices** is a resiliency-based early childhood curriculum and teacher training program that develops personal, social, and emotional skills in children 3 to 8 years old.

**Challenging College Alcohol Abuse (CCAA)** is a social norms and environmental management program that reduces high-risk drinking and related negative consequences in college students (18 to 24 years old).

**Communities Mobilizing for Change on Alcohol (CMCA)** is a community-organizing program designed to reduce adolescent (13 to 20 years old) access to alcohol by changing community policies and practices.

**Families and Schools Together (FAST)** is a multi-family group intervention aimed at reducing anxiety and aggression, while increasing social skills and attention spans, in children 5 to 14 years of age.

**LifeSkills Training (LST)** is a program that seeks to influence major social and psychological factors that promote the initiation and early use of substances. LifeSkills has distinct elementary (8 to 11 years old) and middle school (11 to 14 years old) curricula that are delivered in a series of classroom sessions over 3 years.



**Parenting Wisely** is a self-administered, computer-based program that teaches parents and their 9- to 18-year-old children important skills for combating risk factors for substance use and abuse.

**Project ACHIEVE** is a school-based, school reform/improvement program that focuses on the academic, school safety and positive climate, and parent involvement outcomes consistent with the No Child Left Behind legislation. Project ACHIEVE is used primarily in preschool, elementary, and middle schools, with students 3 to 14 years of age.

**Project ALERT** is a school-based prevention program for middle or junior high school students that focuses on alcohol, tobacco, and marijuana use.

**Protecting You/Protecting Me® (PY/PM)** is a 5-year, classroom-based alcohol-use prevention curriculum for elementary students in grades one through five (6 to 11 years old) and high school students in 11th and 12th grade (16-18 years).

**The Strengthening Families Program I (SFP-I)** involves elementary school aged children (6 to 12 years old) and their families in family skills training sessions.

**Too Good For Drugs (TGFD)** is a school-based prevention program designed to reduce the intention to use alcohol, tobacco, and illegal drugs in middle and high school students.

Model Program	Region						
	North	Metro	West Central	Central	East Central	Southwest	Southeast
Across Ages							X
All Stars		X	X			X	X
Communities Mobilizing for Change on Alcohol (CMCA)		X					
Creating Lasting Family Connections (CLFC)					X		X
Dare To Be You (DTBY)				X			X
Families and Schools Together (FAST)	X	X					
High/Scope Perry Preschool Program	X						
Keep A Clear Mind (KACM)			X				
LifeSkills Training (LST)*	X	X	X	X	X	X	X
Lions-Quest Skills for Adolescents		X					
Olweus Bullying Prevention	X		X				X
Parenting Wisely			X		X		X
Positive Action (PA)			X		X		
Project ACHIEVE						X	
Project ALERT*		X	X	X	X		
Project SUCCESS		X	X				
Project Toward No Drug Abuse (TND)							X
Promoting Alternative Thinking Strategies (PATHS)			X		X		X
Second Step*	X	X	X		X	X	X
Strengthening Families Program (SFP)*		X	X			X	X
Too Good For Drugs (TGFD)	X	X	X	X	X	X	X

\*US Department of Education Exemplary Program







*Real Life is Drug Free*

# 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.

Tilson Elementary School Red Ribbon Activities 2007:		
DATE	THEME DAYS/TIME	DRESS/ACTIVITIES
<b>Saturday</b> October 20, 2007	McNair HS Homecoming Parade	Tilson's Homecoming King and Queen passed out candy and drug free brochures during the parade.
<b>Monday</b> October 22, 2007	I can, you can, and we can be drug free!	Students will bring a canned food good in celebration of Red Ribbon Week! Class banner contest begins
<b>Tuesday</b> October 23, 2007	"Hugs Not Drugs"	Students will bring in their favorite stuffed animal. Red Ribbon proclamation w/ CEO Vernon Jones
<b>Wednesday</b> October 24, 2007	"Team up Against Drugs"	Students will wear team jerseys. (Free Throw contest) Atlanta Hawks/Thrashers School Assembly @ 1:00 p.m. (PreK- 5 <sup>th</sup> )
<b>Thursday</b> October 25, 2007	"BAND together against drugs"	Students will be given red bands to wear all day!
<b>Friday</b> October 26, 2007	Wear RED day!	Students will wear red clothing. Red Ribbon parade will begin at 10:15 a.m. St. Peter Claver Cedar Grove H.S. Band McNair H.S. Band

October 25, 2007 CrossRoadsNews

**YOUTH**

*"Making good decisions is a 24-hour-a-day, seven-day-a-week job. One wrong decision can adversely affect you for the rest of your life."*

**DeKalb students observe Red Ribbon Week with varied activities**

By Sharpe Adams

DeKalb students will be tying red ribbons around trees on their school campuses and releasing red balloons in the sky to celebrate National Red Ribbon Week which is being observed nationwide this week.

The nine-day observations have been underway since Oct. 23 and will end Oct. 31 at schools, churches and community organizations turned the spotlight on drug education, awareness and intolerance. A range of activities will highlight the effects of drugs and alcohol use and teach children to "Just Say No."

Gov. Sonny Perdue kicked off the Red Ribbon Campaign at the state Capitol on Oct. 15 with motivational speaker and author Chris Skinner giving a vivid account of his struggle with alcohol, which left him paralyzed from the collarbone down from drinking and driving drunk when he was 20 years old.

"Making good decisions is

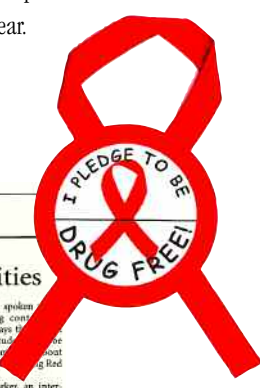
Poetry and spoken word were the focus of some of the ways that High School students are expressing their thoughts about drugs and alcohol during Red Ribbon Week.

Wallace Coriker, an intervention specialist at Medlan, said because of the influx of drugs into the communities and schools, it is imperative to take part in this week.

"It's important to let students know what affects drugs will have not just now, but later on in life," he said. "Also, there are a lot of kids out there doing positive things and staying away from drugs and alcohol and we want to celebrate that."

On Oct. 26 there will be a balloon lift, while the Red Ribbon Marching Blue Thunder Band performs. At the 2 p.m. lunch, drug free notes will be put into the balloons to travel throughout the community and spread the word wherever they land.

Barbara Jones, a director of



*Left: Students at Rainbow Elementary work on red ribbons that will be used during Red Ribbon Week.*



## Media Tips

### 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, 2008*

*Celebrate Drug Free Living: Support Red Ribbon Week  
October 23-31, 2008*

**Time your contacts.** Mail and call well in advance and send a reminder with any updates by fax or e-mail about 2 days before the event. Use your letterhead and follow the standard format for press releases and PSAs.

**Think visually.** Take lots of pictures and video record your activities and events. A great article is always accompanied by expressive photos. Also, visually appealing images are more likely to attract coverage by television stations.

**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 and which media personalities have a personal connection to drug abuse. 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.

**Always 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.

**Provide food.** Any reporter or producer will tell you themselves: If their colleagues think they can get a meal or even a snack at your event, they're much more likely to attend. Offer food, and let the media know it'll be there.

**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. Different shows and departments do not usually coordinate. Some news is more appropriate for one show or section than another.

### SAMPLE PRESS RELEASE

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

For Immediate Release      Contact: Your Organization  
Date      Your Name  
Your Phone Number

**(Name of City, County, Community, or Organization)  
Participates in National Drug Awareness Campaign**  
(Your community; date)

The (name of coalition, organization, or group) will celebrate the Georgia Red Ribbon Week, October 23-31, 2008.

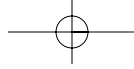
Red Ribbon Week is a week long drug awareness campaign that provides an opportunity to bring parents, schools, businesses, and others together to help create drug free communities.

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 Sonny Perdue is the Honorary Chair.





*Real Life is Drug Free*



## 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)**

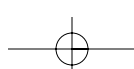
It shall be unlawful for any person knowingly to:

- 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 Moery, Synar/Special Initiatives Coordinator [lmoery@dlr.ga.gov](mailto:lmoery@dlr.ga.gov) or call 404-657-7735.*

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

**“Step-Off”  
for Georgia’s  
Red Ribbon Week  
October 23-31**



# Look at me... I'm a RED RIBBON WEEK



## Good

## Bad

SUPER HEALTHY KID

DRUG USER



LOOK  
A I'M  
DRUG  
FREE

Drug free!

100%  
Drug  
Free



Drug Free World



DRUG  
FREE  
FAMILY





Look at me... I'm Drug Free!

Avoid candy with Drugs.

DON'T Do Drugs

Bad stuff

So remember do not do drugs

DO NOT SPOKE it is not good for you it will make you ~~that~~ those

I'm Drug Free

I'm Drug Free

Drugs are very very bad

Drugs in bag



## 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.



*Gordon County Chamber of Commerce members accepting "Honorable Mention" plaque. L to R: Brenda Rowe, PhD; Committee members Gene Kostreba, Edith Kilgore, Darlene Dempsey; then-state-health director Stuart Brown, M.D. Mr. Kostreba encouraged businesses and organizations to become involved in Red Ribbon Week.*

### 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.



*The award-winning Cedar Grove Middle School Step Team performs a special number for Red Ribbon winners and runners-up at Zoo Atlanta. Cedar Grove received an honorable mention plaque for their Red Ribbon campaign activities.*





## Suggested Activities

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 (hotlines, 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 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.
- 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 15).



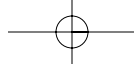
*Military Working/Drug Dog Demonstration at Mary Lee Clark Elementary School.*

### Faith-Based Institutions

- Distribute Red Ribbons at services
- Display Drug Free Messages on church marquis and billboards







*Real Life is Drug Free*



## Suggested Activities

- 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.

### 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.ddwga.org](http://www.ddwga.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.

### Government

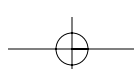
- Issue a proclamation declaring the last week on October “Red Ribbon Week” in your community.
- Plan a parade down the main street of your town, in front of the county courthouse, or anywhere else that community members get involved.
- Invite an elementary school to bring students to the monthly city 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.

## Red Ribbon All Year ... *Suggestions for when to implement prevention activities*

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





# 2007 Red Ribbon Awardees

## 2007 Georgia Red Ribbon Contest Winners Governor Sonny Perdue *and the* Georgia Red Ribbon Campaign

Recognize the following schools for outstanding promotion of drug free activities during Red Ribbon Week 2007

### Category 1: Elementary School

#### Tilson Elementary School

Flat Rock Elementary

(Honorable Mention)

Leslie J. Steele/Terry Mill Elementary

(Honorable Mention)

Spring Place Elementary

(Honorable Mention)

### Category 2: Middle School

#### Champion Theme Middle School

Cedar Grove Middle School

(Honorable Mention)



*Above: Students and faculty from Tilson Elementary School along with some of their partner schools receive the overall award for Georgia's Red Ribbon Campaign after winning in the elementary school category. Student near center holds up the Perpetual Trophy.*



### Overall Winner and Prevention Ambassador – Perpetual Trophy Recipient

#### Tilson Elementary School

### Category 3: High School

#### McNair High School

### Category 4: Non-School

#### Naval Submarine Base Kings Bay

Gordon County Chamber of Commerce (Honorable Mention)

Bulloch Alcohol & Drug Council (Honorable Mention)

Cedartown Housing Authority (Honorable Mention)

Fulton County Prevention Resource Collaborative (Honorable Mention)

Clinica for Education, Treatment & Prevention of Addiction (CETPA)

(Honorable Mention)



*Top Left: Neil Guillebeau accepts award on behalf of Naval Submarine Base Kings Bay in the non-school category from Stuart Brown, M.D. and Brenda Rowe, PhD.*

*Bottom left: Champion Theme Middle School students receive award in the Middle School category.*



*Real Life is Drug Free*

## 2008 Red Ribbon Award Competition



*Governor Sonny Perdue and the Department of Human Resources, Division of Public Health, 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://health.state.ga.us/programs/prevention/> 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.

A representative of each winning entry 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

- All applications must be **RECEIVED** by 5:00 PM November 30, 2007. Any entries received after the deadline will not be accepted or reviewed.



*McNair High School students and faculty accepting High School award*



*Naval Submarine Base (NSB) Kings Bay won the award in the non-school category. The NSB partnered with a number of schools and organizations to expand the reach of Red Ribbon activities. NSB Kings Bay Commanding Officer Captain Ward E. Stevens, USN poses with students from Camden County schools proudly holding up their certificates.*

- All submissions must be typed, double-spaced with a 12-point font (Times New Roman or Arial).
- No more than 5 double spaced pages.
- Photos, newspaper clippings, handouts, posters, scrapbooks, etc. describing the campaign can be included with application as an attachment, and will be returned upon request. Photos may be used in future publications of the Red Ribbon Resource Planning Guide or Red Ribbon newsletters.
- There is no entry fee
- All submissions must be mailed to DHR offices. Fax or email 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 [www.gaprevention.org](http://www.gaprevention.org) or <http://health.state.ga.us/programs/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 5:00 PM, December 1, 2008

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

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

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

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

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

### PARTNERING ORGANIZATIONS (list all that apply)

Business/Corporation: \_\_\_\_\_ Civic Organization: \_\_\_\_\_

School, School System, College or University: \_\_\_\_\_ Faith-based organization: \_\_\_\_\_

Government Agency (city, county, state or federal): \_\_\_\_\_ Coalition: \_\_\_\_\_

Other: \_\_\_\_\_

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

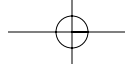
1. What were your Goals & Objectives for Red Ribbon activities?
2. Describe your activities and the number of people who attended.
3. Describe the impact your activities had on the community or intended target audience
4. How many community members or students were directly impacted by your activities?
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?

**Applications must be received by December 1, 2008 to:**

Georgia Department of Human Resources  
 DPH, Office of Healthy Behaviors, Substance Abuse Prevention & Behavioral Development  
 C/O Lisa Moery – Red Ribbon Coordinator  
 2 Peachtree Street, Suite 16.473, Atlanta, GA 30303

*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.*





*Real Life is Drug Free*



## Key Resources

For additional information, please visit <http://health.state.ga.us/programs/prevention/>

### State Agency

#### Georgia Department of Human Resources

B.J. Walker, Commissioner

#### Division of Public Health

Sandra E. Ford M.D. M.B.A., Acting Director 404-657-2700

#### Substance Abuse Prevention & Behavioral Development

Brenda J.D. Rowe, Ph.D., Director 404-657-6605

Lisa S. Moery, Special Projects Administrator 404-657-7735

<http://health.state.ga.us/programs/prevention>

#### Regional Prevention Specialists

Region 1 (NW) Becky Croft

Region 2 (East Central) Kristie Burchett

Region 3 (Metro) Kimberly Fluellen

Region 4 (SW) Tamika Sanders

Region 5 (SE) Deanne Bergen

### Regional Alcohol and Drug Awareness Resource (RADAR) Network Centers

The RADAR Network Centers gather and exchange information responding to both the immediate and long-term substance abuse prevention needs of their communities. The RADAR Network Centers maintain a wealth of information, materials, and resources for youth, parents, schools, churches, and other community members

#### Georgia Elks Association

405 Timber Ridge Trail, Ringgold, GA 30736

Voice: (706-861-3243

Email: [rcp5834@aol.com](mailto:rcp5834@aol.com)

#### Houston Drug Action Council (HODAC, Inc.)

2762 Watson Blvd., Warner Robins, GA 31093

Voice: 478-953-5675 Toll Free: 800-338-6745 Fax: 478-953-5674

Email: [d.bowman@hodac.org](mailto:d.bowman@hodac.org)

#### McDuffie County Partners for Success

P.O. Box 68, Thomson, GA 30824

Voice: 706-595-3112 Fax: 706-595-3113

Email: [mkotras@csranet.com](mailto:mkotras@csranet.com)

#### National Families in Action

2957 Clairmont Road, Suite 150, Atlanta, GA 30329

Voice: 404-248-9676 Fax: 404-248-1312

Email: [pkemp@nationalfamilies.org](mailto:pkemp@nationalfamilies.org)

#### River Edge Prevention Resource Center

653 Second Street, Suite 204, Macon, GA 31201

Voice: 478-751-4506 Fax: 478-752-1242

Email: [pstallworth@river-edge.org](mailto:pstallworth@river-edge.org)

#### Southeast Prevention Services Pineland CSB

P.O. Box 1038, Statesboro, GA 30459

Voice: 912-764-6906 Toll Free: 800-554-3252 Fax: 912-764-3352

Email: [cmallard75@hotmail.com](mailto:cmallard75@hotmail.com)



#### Inner City Advancement Network Resource Center-MSM

600 South Madison St, Albany, GA 31701

Voice: 229-435-3355 Toll Free: 800-955-3940 Fax: 229-435-4899

Email: [reecy@surfsouth.com](mailto:reecy@surfsouth.com)

#### The Council on Alcohol & Drugs

233 Peachtree St. NE, Suite 2000 Atlanta, GA 30303

Voice: 404-223-2484 Fax: 404-223-2481

Email: [lmulherin@livedrugfree.org](mailto:lmulherin@livedrugfree.org)

#### Camp Fire Boys & Girls, Inc.

100 Edgewood Ave. Suite 528, Atlanta, GA 30303-3030

Voice: 404-527-7125; Fax: 404-527-7139

Email: [info@campfirega.org](mailto:info@campfirega.org)

### 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.

#### Augusta-Richmond Community Partnership

353 Telfair Street, Augusta, GA 30901

Voice : 706-721-1040 Fax: 706-721-1048

Email: [Rmckenzie@augustapartnerships.org](mailto:Rmckenzie@augustapartnerships.org)

#### Berrien County Collaborative, Inc.

Matt Jensen

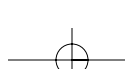
1015 Exum Road, P.O. Box 622, Nashville, GA 31639

Voice : 229-686-6576 Fax: 229-686-6580

Email: [mjensen@berrien.k12.ga.us](mailto:mjensen@berrien.k12.ga.us)

[www.yes2berrienkids.org](http://www.yes2berrienkids.org)

*Gunnery Sergeant Tim Caudill, Jared Russell and Kathy Koless sky dived from 5,000 feet to land in the Camden County High School football field, marking an end of the year's Red Ribbon activities for NSB Kings Bay, Camden County High School and surrounding area schools, businesses and organizations.*





## Key Resources (cont.)

### **Bibb County/Drug Prevention and Reduction Coalition of Central Georgia**

Laura Dunwoody  
195 Holt Avenue, Macon, GA  
Voice : 478-742-6677 Fax: 478-742-0430  
Email: laura\_volmacon@bellsouth.net

### **Bulloch County Alcohol and Drug Council**

Joyce Stubbs  
150 Williams Road, Suite A500, Northside Drive East, Statesboro, GA 30458  
Voice : 912-764-6405 Fax: 912-489-1173  
Email: badc@nctv.com



*Students from Flat Rock Elementary, one of the honorable mention plaque recipients, perform a drug-prevention themed dance for the audience seated in the amphitheater at Zoo Atlanta.*

### **Camden Substance Abuse Prevention Coalition**

Celenda Perry  
P.O. Box 5087, St. Mary's GA 31558  
Voice: 912-882-7295 Fax: 912-882-9023  
Email: celenda@camdenfamilies.org  
[www.camdenfamilies.org](http://www.camdenfamilies.org)

### **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: cookccy@planttel.net

### **Community Values Inc. (CVI)/**

### **Mitchell County Children & Youth Collaborative**

Mike Tabb  
51 Hilliard Street, P.O. Box 247, Camilla, GA 31730  
Voice: 229-336-8243 Fax: 229-336-9505

### **Dekalb Prevention Alliance**

Thurya Wingate  
3576 Covington Hwy, Decatur, GA 30032  
Voice: 404-501-0722 Fax: 404-296-3070  
Email: twingate@bellsouth.net  
[www.dekalballiance.org](http://www.dekalballiance.org)

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

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

### **Genesis Prevention Coalition, Inc. /Operation RID**

Gwen Brown  
659 Auburn Avenue, NE, Atlanta, GA 30312  
Voice: 404-522-9690 Fax: 404-522-2999

### **Oconee Area Resource Council/ Georgia Council on Substance Abuse**

Ann Hester  
Voice: 706-769-7729  
Email: ann@gasubstanceabuse.org

### **Osborne Prevention Task Force, Inc.**

Christine Able  
2050 Austell Road, Apt. 0-1, Marietta, GA 30008  
Voice: 770-433-8810 Fax: 770-433-8810  
Email: christineable@comcast.net

### **Partners for Community Health**

4750 Waters Avenue, Suite 212, Savannah, GA 31404  
Voice: 912-350-6372

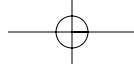
### **Wholistic Stress Control Institute/PAATH**

Jennie Trotter  
2545 Benjamin E. Mays Drive, SW, P.O. Box 42481, Atlanta, GA 30311  
Voice: 404-755-0068 Fax: 404-755-4333  
[www.wholistic1.com](http://www.wholistic1.com)



*Chicopee Woods submitted their first application to the statewide Red Ribbon Awards contest. While they did not win this time, their scrapbook depicted several interesting drug-awareness activities.*





Real Life is Drug Free



# Red Ribbon Regalia

## Ordering Red Ribbon Regalia

If you need to order Red Ribbon materials, the following are a list of resources. to DHR, Substance Abuse Prevention & Behavioral Development Section 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

**Med Tech Wristbands** – [www.vwebwristbands.com](http://www.vwebwristbands.com);  
Call Toll Free @ 1-866-748-3991

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

*Below: Crowd claps exuberantly for Tilson Elementary as they picked up the Perpetual Trophy for the Overall Red Ribbon award for 2007.*



### Drug-Free Pledge

*I pledge to lead a Healthy Drug-Free lifestyle*

*I will say No to Alcohol*

*I will say No to Tobacco*

*I will say No to other drugs*

*I will help my friends say No*

*I pledge to stand up for what*

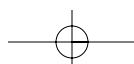
*I know is right*

*And remain Drug-Free*



*Right: One of several beautifully illustrated posters with drug-free messages that were submitted by Georgia school children. Two posters are available for use by simply detaching from the center of this publication.*

# Real Life is Drug Free!





Department of Human Resources  
Division of Public Health,  
Office of Healthy Behaviors, Substance Abuse Prevention &  
Behavioral Development  
Two Peachtree Street, NW  
Suite 16.473  
Atlanta, Georgia 30303-3142

Have a successful campaign and remember...

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

The Georgia Red Ribbon Campaign is coordinated by  
the Georgia Department of Human Resources,  
Division of Public Health,  
Office of Healthy Behaviors, Substance Abuse Prevention  
& Behavioral Development Section



**Please hold  
Tuesday, October 21  
as the  
"Step-Off"  
for Georgia's  
Red Ribbon Campaign**

**Date:** Tuesday, October 21, 2008  
**Time:** 10:00 AM  
**Where:** Centennial Olympic Park

A colorful Red Ribbon parade lead by elementary schools from around the state will begin at 10:00 am at Centennial Park's Southern Co. Amphitheater, across the street from the CNN Center and the Phillips Arena MARTA station.

The "Step-Off" contest between elementary, middle and high school students, as well as Georgia college step and dance teams will begin at 10:30 a.m.

Join in the fun as we observe the official start of the Governor's Red Ribbon Campaign in Georgia with a "Step-Off" celebration! To participate or for more information, please email: [lsmoery@dhrr.state.ga.us](mailto:lsmoery@dhrr.state.ga.us) or call 404.657.7735.

A lively video featuring our 2007 Red Ribbon Award Winners is now playing on YouTube. Check it out: [http://www.youtube.com/watch?v=pJkpp8\\_FdJc](http://www.youtube.com/watch?v=pJkpp8_FdJc)



**REAL LIFE IS  
DRUG**



STATE OF GEORGIA  
OFFICE OF THE GOVERNOR  
ATLANTA 30334-0900