

MT. DIABLO UNIFIED SCHOOL DISTRICT

Resolution #15/16- 14

WHEREAS, the Mt. Diablo Unified School District and the Mt. Diablo Council of PTAs are co-sponsoring Red Ribbon Week, October 23 – 31, 2015; and

WHEREAS, schools, businesses, law enforcement, churches, hospitals, service clubs, government agencies, and individuals in the State of California will demonstrate their commitment for a drug, alcohol, and tobacco-free society by wearing and displaying red ribbons during this week-long campaign; now, therefore,

BE IT RESOLVED that the Board of Education of the Mt. Diablo Unified School District declares October 23 – 31, 2015, as Red Ribbon Week and urges its students, parents, teachers, administrators and employees to participate by wearing a red ribbon.

BE IT FURTHER RESOLVED that the Mt. Diablo Unified School District will continue to promote programs that educate students and parents about the dangers of drugs, alcohol, and tobacco.

Signed:

Cheryl Hansen, President

Debra Mason, Vice President

Barbara Oaks, Board Member

Brian Lawrence, Board Member

Linda Mayo, Board Member

Date



**Mt. Diablo Unified School District
Student Services Department**

Every School Day Counts - Attend today, Achieve for a lifetime!!!

Red Ribbon Week

October 23 – 31, 2015

Red Ribbon Week is an alcohol, tobacco and other drug and violence prevention awareness campaign observed annually in October in the United States.

Red Ribbon Week began after the murder of DEA agent Enrique "Kiki" Camarena and his pilot, Captain Alfredo Zavala-Avelar in 1986. Camarena had been working undercover in Guadalajara, Mexico for over four years. His efforts led to a tip that resulted in the discovery of a multimillion dollar narcotics manufacturing operation in Chihuahua, Mexico. The events that followed Camarena's murder were chronicled in U.S. media, exposing the world of drug trafficking including how far drug traffickers would go to maintain power and control.

After the men were found murdered, citizens in Camarena's hometown of Calexico, California donned red ribbons in his honor. The red ribbon became their symbol for prevention in order to reduce the demand of illegal drugs. California Congressman Duncan Hunter and teacher David Dhillon launched "Camarena Clubs" in California high schools. In 1986, club members presented a proclamation to Nancy Reagan, First Lady of the United States, who had initiated nationwide anti-drug programs. The following year, parent teacher organizations in California, Illinois and Virginia wore the red ribbons in late October and November. In 1988, the first National Red Ribbon Week was organized by the National Family Partnership (NFP), proclaimed by the U.S. Congress and chaired by Nancy Reagan.

Henry Lozano, Deputy Assistant to the President and Director of USA Freedom Corps in 2007-2008, helped to launch Red Ribbon Week in 1985. In 1985, Lozano, along with the Californian's for Drug Free Youth Board of Directors, created the first Statewide Red Ribbon Campaign in memory of his High School friend, Enrique "Kiki" Camarena, a Drug Enforcement Administration special agent. With the support of Congressman Duncan Hunter and City Councilman David Dhillon, Lozano helped to promote "Camarena Clubs" in Imperial Valley, California, Camarena's home. From these clubs emerged the Red Ribbon Week campaign, and during the administration of President Bill Clinton it grew into a nationwide service effort.

Administrators are asked to work with their Leadership students to promote anti-bullying and drug free schools.

Sincerely,
MDUSD Student Services Dept.

The Story Behind the Symbol

Enrique "Kiki" Camarena grew up in a dirt-floored house with hopes and dreams of making a difference. Camarena worked his way through college, served in the Marines and became a police officer.

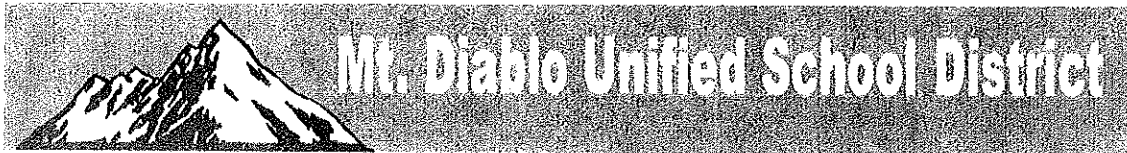
When he decided to join the U.S. Drug Enforcement Administration, his mother tried to talk him out of it. "I can't not do this," he told her. "I'm only one person, but I want to make a difference."

The DEA sent Camarena to work undercover in Mexico investigating a major drug cartel believed to include officers in the Mexican army, police and government. On Feb. 7, 1985, the 37-year-old Camarena left his office to meet his wife for lunch. Five men appeared at the agent's side and shoved him in a car. One month later, Camarena's body was found in a shallow grave. He had been tortured to death.



In honor of Camarena's memory and his battle against illegal drugs, friends and neighbors began to wear red badges of satin. Parents, sick of the destruction of alcohol and other drugs, had begun forming coalitions. Some of these new coalitions took Camarena as their model and embraced his belief that one person can make a difference. These coalitions also adopted the symbol of Camarena's memory the red ribbon.

The National Family Partnership organized the first Red Ribbon Campaign in 1988. Since that time, the campaign has reached millions of U.S. children.



Student Services
Anti-Bullying and Red Ribbon Week

School: _____

Administrator: _____

The following activities occurred to promote Anti-Bullying and Drug Free Schools:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Please complete and return to Student Services Department by November 13, 2015. Your information will be shared with the Mt. Diablo Community.