

# Orange County Red Ribbon Week Planner



County of Orange Health Care Agency  
Public Health Services  
Alcohol and Drug Education and Prevention Team (ADEPT)



# What is the Red Ribbon Planner?

The Red Ribbon Week Planner was designed to be utilized by youth and parents who choose to be involved in raising awareness of alcohol, tobacco and other drug (ATOD) abuse during Red Ribbon Week and all year-long.

The Red Ribbon Planner contains:

- **Red Ribbon Week 101**
  - Purpose
  - History of Red Ribbon Week
  - Dates
  - Themes
  - What about those Bracelets?
- **Daily Schedule** – A seven day log to help plan and keep track of your Red Ribbon Week.
- **Menu of Activities** – A collection of the most popular and/or creative Red Ribbon Week activities that have taken place in Orange County along with tips and/or steps to replicate the activity. The activities range from easy to difficult and can be done throughout the year
- **Orange County Red Ribbon Resource Directory** – The Agencies included in this directory provide a variety of services and resources to help further participation in Red Ribbon Week throughout the Orange County.

## Using the Red Ribbon Planner

When planning for ANY prevention related activities, i.e., Red Ribbon Week, use the seven steps below as a guide to assist you in planning and conducting your activities.

1. **Community Readiness and Mobilization**- Gather a committee of partners who can help you plan. INVOLVE YOUTH!! Youth bring so much creativity, energy and insight to what works and doesn't work.
2. **Needs Assessment**- What are your community's greatest needs?
3. **Prioritizing**- Think of what factors that contribute to the problem and what factors can decrease the problem? Then prioritize! Build your Red Ribbon Week activities that decrease the problem!
4. **Resource Assessment**- What resources already exist in your communities that address Red Ribbon Week and/or are in line with what you have planned?
5. **Targeting Efforts**- Think of who is your audience and don't forget to target those who could benefit from participating.
6. **Best Practices**- What worked and hasn't worked in past Red Ribbon Week activities?
7. **Evaluation**- How will you evaluate your Red Ribbon program? How can you tell what worked and didn't work? Record it... this will help the planner for next year in figuring what are the best practices.

*--Based on the Center for Substance Abuse Prevention Strategies--*

# Red Ribbon 101

## Purpose

The purpose of the Red Ribbon Campaign is to increase awareness about alcohol, tobacco, and other drug (ATOD) prevention and to promote healthy lifestyles within schools and communities.

## The History of Red Ribbon Week

Red Ribbon Week is an important tradition for schools, the drug prevention community, and more specifically for the Drug Enforcement Administration (DEA) because of Agent Enrique “Kiki” Camarena’s untimely and tragic death:

*“It was a warm afternoon on February 7, 1985 in Guadalajara, Mexico, when U.S. DEA agent Enrique (Kiki) Camarena locked his badge and revolver in his desk drawer and left to meet his wife for lunch. Kiki 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. Kiki and his informant, Alfredo Zavala Avelar, had been murdered.”*

Today, millions of young people and adults across the United States celebrate Red Ribbon Week, an eight day celebration taking place in the last week of October, helping to preserve Special Agent Camarena’s memory and to further the cause for which he gave his life. His passing has become the annual catalyst to a year-long campaign that promotes intolerance for the use of illegal drugs and illegal use of legal drugs. Red Ribbon has been designed to be an awareness campaign that increases citizen participation in community and school based prevention programs.

The Red Ribbon Campaign has become a symbol of support for the DEA’s efforts to reduce the demand for drugs through prevention, education and awareness, and is also a way for people and communities to unite and take a visible stand against drugs.

Wearing a red ribbon during the last week in October signifies an individual’s or community’s opposition to drugs.



## Dates

The Red Ribbon Campaign is one of the oldest and largest drug prevention awareness campaigns in the nation, and celebrated from October 23-31 or on the last full consecutive week of October. Celebrate Red Ribbon during the time that works best for your school and/or community!

## Themes

Each year, new Red Ribbon Week themes are developed at the national, state, county, city and school levels. The themes are developed to broadcast the messages for Red Ribbon Week and vary. Just use whatever theme works best for your community or try creating your own!

Visit the sites provided below to access the most current themes:

- National: <http://www.nfp.org/>  
National Family Partnership
- California: <http://www.cadfy.org.php5-13.websitetestlink.com/test/>  
The Californians for Drug Free Youth (CADFY)
- Orange County: <http://ohealthinfo.com/adept/red-ribbon/>  
County of Orange Health Care Agency, ADEPT

## What about the Bracelets?

Each year, every student in Orange County is provided a Red Ribbon Week bracelet that exclaims “Drug Use is Life Abuse,” courtesy of the Orange County Sheriff’s Department Drug Use is Life Abuse Program.

For any questions regarding your bracelets, contact:

**Orange County Sheriff’s Department, DUIA (Drug Use Is Life Abuse)**  
**Marilyn MacDougall**  
**(714) 647-4135**

DUIA only provides red ribbon bracelets to Public and Private schools in OC. If not a public or private school, bracelets can be ordered directly from DUIA for ~ \$0.06 per bracelet and payment for shipping and handling is required.

## Daily Schedule

Day 1

Day 2

Day 3

Day 4

Day 5

Day 6

Day 7

Day 8

# Menu of Activities

## Art Contest

- Tips for a successful art contest.

## Art on a Bag

- Partner with a local grocery store and have your entire school site decorate their brown bags to raise awareness of your chosen issue to the people who buy their groceries. If no bags are available, try making posters instead or get creative! The point is to get your message to the community.

## Drug Puzzle

- A larger than life size anti-drug message is turned into a jigsaw puzzle. A scavenger hunt is held to put the puzzle back together again. A fun activity that engages participation from all.

## Community Service

- One of the best ways to reach out to the community is through community service, a hands on activity that benefits the public.

## "Town Hall" Meeting

- A gathering of people to provide information around a problem in your neighborhood and talk together to try to come up with solutions.

## Fundraiser

- Ways to promote fundraising and how to make it happen.

## Role-Playing Skits

- Tips to plan an activity that provides opportunities to teach situational skills to youth and have them act it out.

## Parent Involvement

- Focuses on how to get more parent participation in your community. Research has shown that the more involved a parent is in their child's life and community, the more likely the child will succeed academically, socially, and emotionally.

## Mentor Program

- A mentoring program that focuses on the 40 Developmental Assets. To find out more information on the Developmental Assets, please visit [www.search-institute.org/assets](http://www.search-institute.org/assets).

## Red Ribbon Bracelets

- In Orange County, every school and each of their students is provided a Red Ribbon Bracelet, courtesy of the OC Sheriff's Department. This activity will give you ideas to put the bracelets to greater use.

## Photo Project

- Ten pictures will be taken that highlight a problem in your community. Three pictures will then be chosen that best expresses the problem and explains why or how. The pictures can then be shared and used to raise awareness on the issue in your community.

## Walk to School Days

- International Walk to School Day is primarily held in early October, but encourages safe walking and bicycling throughout the year. The goal is to create and maintain safe places for the community to walk and ride their bikes.

# Art Contest

When doing an art contest, use the activity and theme of the contest to do the following:

**TIP #1** - Educate the artists on alcohol and other drug facts using the following themes:

- Social Norms- This is described as a person’s viewpoint of what is considered normal behavior, attitude, and atmosphere. This can influence their behavior and that of others. Educate them that most youth do not do drugs or drink
- Health Awareness Dates- i.e. Youth Suicide Prevention Month

Whatever theme you decide to use, take the time to explain your theme and educate them about the purpose for the event. Talk about some risk factors that you may be able to reduce

**TIP #2** - Build their artistic skills by trying to get a local artist or art teacher to come and share techniques. Also, offer free art classes before or after the event!

**TIP #3** - Develop their sense of self worth by turning it into a contest but recognize ALL of the artistic works.

**TIP #4** - Here are some ways you can involve your community:

- Have an open exhibit after school or at a local community center and invited public officials (i.e. city mayors, police department, parents and youth.)
- Approach local newspapers to print artwork
- Invite local community leaders to act as judges

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# Art on a Bag

Partner with a local grocery store and have your entire school or site decorate their brown bags to raise awareness of your chosen issue to the people who buy their groceries. If no bags are available, try making posters instead or think of other ways to be creative. The point is to get your message to the community.

**STEP 1** - Let your faculty know what you want to do and get them on board to participate. Offer to help them out with planning.

**STEP 2** - Decide what message you want to use. Try to tailor the message to decrease a risk factor or promote a protective factor. TIP: Check with group leaders and store managers to see what is most appropriate.

**STEP 3** - Develop a plan of action. Don't forget to include the following details:

## ACTIVITY CHECKLIST

- What is the stores part? *They will want to know.*
- When will you need the bags?
- When will you bring the bags back?
- How many bags do you need? Usually, one bag per person.
- How long will you keep the bags?
- How will the bags be screened?

**STEP 4** - Pick at least two or more stores to approach by phone or in person and ask to speak to a manager. Don't forget to bring your advisor.

**STEP 5** - Get materials that you will need. Example: bags, markers, crayons, and any other items that you might need depending on what you are doing.

**STEP 6** - Distribute the bags to participants. Make sure to explain what the message/theme is, and why they are doing the activity. **Explain the goal of trying to reduce one or more risk factors in the community.** (Usually, it should take an hour). This activity should be done in a classroom style setting.

**STEP 7** - Screen the bags. Get other youth volunteers to help screen.

**STEP 8** - Drop the bags off.

**STEP 9** - Evaluate. Keep the following in mind when planning your evaluation:

- How are you going to evaluate?
- What are you evaluating?
- How can you tell whether your activity made a difference?

Ex: Follow up with the grocery store and get feedback. What were some responses received/noticed from customers.

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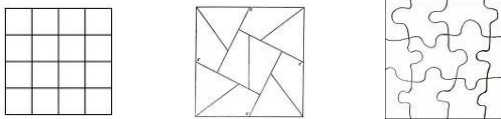
# Drug Puzzle

Turn an anti-drug message into a jigsaw puzzle! A scavenger hunt is held to put the puzzle back together again. A fun activity that engages participation from all.

**STEP 1** - Brainstorm to create your anti-drug message. Find out what problems are in your community and ways to reduce them. Then figure out what would be the best visual aid to get your message across (i.e. animated/real pictures of negative side effects and/or consequences, media messages, etc.).

**STEP 2** - Research to find facts that support your message. These facts can be placed on the back of each puzzle piece to make the message stronger.

**STEP 3** - Turn the message into the puzzle. You can keep it simple or complicated:



**STEP 4** - Schedule a time and place to have the scavenger hunt and an area for participants to put the puzzles together (i.e. during the lunch hour, classroom activity, assembly, etc.)

**STEP 5** - Make sure there is an opportunity to explain the activity and your message. The stronger you reinforce it, the more it will stick (i.e. having speakers, other youth speakers, presentations, power points, etc. to educate other about your message).

**STEP 6** - Promote your activity by making announcements, create posters, offer incentives to get people to participate.

**STEP 7** - Have the scavenger hunt and put puzzle together

**STEP 8** - Get the message out into the community

**STEP 9** - Evaluate. Keep the following in mind when planning your evaluation:

- How are you going to evaluate?
- What are you evaluating?
- How can you tell whether your activity made a difference?

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# Community Service

One of the best ways to reach out to the community is through community service, a hands on activity that benefits the public.

**STEP 1** - Figure out what people are interested in because they are more likely to get involved if it is something that they like. Do this by surveying your target volunteers and talking to people. Once you have found some options, try to match it up to the community needs. Keep in mind that you are trying to reduce one or more of the risks.

**STEP 2** - Call up the place of choice to see if they volunteer opportunities. Have a backup choice just in case the first choice does not work out. Questions to consider asking volunteer organizations are:

- How many people do they need and what is needed?
- What will be the duties/responsibilities involved?
- What day and time will suit the organization the best- to help coordinate and plan accordingly?

**STEP 3** - Recruit volunteers!

- ASB, choir, clubs, sports, theatre, etc.
- Offer community service hours to those who may need them. Talk to local principles at schools.
- Decide how involved you want to be in the project you choose – how much time do you have after completing schoolwork, chores, etc. Whatever questions you have or your potential volunteers will have, try to have answers ready.

**STEP 4** - Volunteer!

**STEP 5** - After finishing with your volunteer project, or after each week of volunteering, evaluate the impact you are having on the community. An option is to meet as a group and discuss the following:

- How does volunteering make you feel?
- Is there anything you can improve on with your volunteer efforts?
- What kind of impact or difference are you making on society?
- How do people react when they see you volunteer?
- Would you like to continue your volunteer project or start other?

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# Town Hall Meeting

A gathering of people to provide information about a drug or alcohol related problem in your neighborhood and an open forum to talk together to try and come up with solutions.

**STEP 1** - Pick a problem in your neighborhood and focus on improving it by eliminating risk factors. If you don't know what the problems are, find out by:

- Looking online to find your local schools data at [www.wested.org/cs/chks/search](http://www.wested.org/cs/chks/search)
- Check local newspapers
- Talk to people at a local school (Principles, campus officers, counselors)
- What have you been seeing?

**STEP 2** - Invite key leaders to help plan, attend, and lead the town hall. Depending on the topic of the town hall, try to include people for the following:

- Police department
- Experts on the topic
- City officials (i.e. Mayor, etc.)
- School officials (Principles, teachers, school board, etc.)
- Parent or community leaders
- Youth

**STEP 3** - Decide if you want a small town hall, like during a PTA meeting or a large town hall all on its own. Then, map out your event!

- How long is your town hall?
- How many people do you want to attend?
- What information do you want to pass out?
- Are you going to provide food?
- Who is in charge of what responsibilities?
- Find a location and find out how much it will cost, if any. Do they provide tables and chairs? Does it have enough room? Does it have parking?

**STEP 4** - Advertise! Here are different options:

- Fliers and posters
- Send letters, e-mails and phone calls to parents
- Have schools give extra credit for promoting the program in the community

**STEP 5** - Prepare for your event by developing a program. Get help for set up and clean up (use signup sheets). Do not forget to find resources to pass out or have a question/information booth.

**STEP 6** - Develop an evaluation. Keep the following in mind when planning your evaluation:

- How are you going to evaluate?
- What are you evaluating and did it make a difference?

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# Fundraisers

Here are some methods by which to promote fundraising and how to make it happen:

**STEP 1** - Brainstorm about who or what you want to fundraise for. Find out what is needed in your community, school, or non-profit organization. Try to focus on a risk factor that needs to be eliminated.

**STEP 2** - Decide on the type of fundraiser you want to do. Make sure it relates to what you're fundraising for.

**STEP 3** - Set up a budget and find out how much it will cost. Create a sign-up sheet and assign responsibilities:

- Leader
- Spokesperson
- Treasurer, etc.

**STEP 4** - Will you need volunteers and how many? You may want to set up a schedule of who is working, when and for how long.

**STEP 5** - Set the date and establish a time line to get everything ready.

**STEP 6** - Find a location. Think of where it will take place and contact the person in charge and get their approval and support. If it is being held in a public place will you need a permit?

**STEP 7** - Spread the word! Be sure to promote ahead of time what your fundraiser is and why you are doing it. Try making and using posters, fliers, and announcements at school. Be sure it has a good message that relates directly to your event.

**STEP 8** - You will need to figure out what resources you will need and how you plan on getting them. This will likely come in the form of monies in the budget or through donations.

**STEP 9** - Remind people the day before and hold a meeting to go over the schedule for the day of the event.

**STEP 10** - Hold the "Fun-Raiser." Remember to remind people of what the fundraiser is for, as you really want to raise awareness for your particular community issue.

**STEP 11** - After completion of the event make sure to clean up after yourself, your participants and/or volunteers, as you do not want to risk them not letting you hold your event again in coming years.

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## Role Playing Skits

This activity gives the opportunity to teach situational skills to youth and have them act it out rather than just talking about it. When planning and putting on your skits, try to keep the following tips in mind:

**TIP #1** - Think of what message you would like to send. Remember to make sure the message addresses a problem in your community and focus on improving it by eliminating risk factors. Keep the plays short and straightforward with key points.

**TIP #2** - Make sure your skit has the following components:

- Practice keeping calm in a problem situation
- Act out the solutions in an effective way
- Observe consequences of choices/actions
- Practice not giving up and/or overcoming obstacles

**TIP #3** - Have an adult advisor be an actor in the first skit in order to get off to a good start. Start with 2-3 actors for your first skits.

**TIP #4** - The skits can be written or improved depending on what is best. Either way, there needs to be:

- A student agreement on the topic
- A clear problem, goal and solution in the skit. Use solutions that would work in real life and that the "Hero" is able to solve the problem.
- Discussion on the situation and the roles played.

**TIP #5** - Reenact the skits more than once, reverse actors, and ask for new volunteers. No one should be forced to act and don not give roles that are similar to the person's personality (i.e., do not have the school bully play a bully!)

**TIP #6** - Have the adult advisor/teacher be the director in order to provide support and feedback to make improvements during the skit.

**TIP #7** - Be supportive and appreciative of everyone's efforts.

**TIP #8** - Make the skit interactive by assigning audience members to catch specific points in the play (i.e. the problem, the solution, body language, etc.) and discuss.

**TIP #9** - Evaluate!

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# Parent Involvement

This focuses on how to get more parent participation in your community. Research has shown that the more involved a parent is in their child's life and community, the more likely the child will succeed academically, socially, and emotionally.

**STEP 1** - Assess the parents and find out if they are involved. If they are not, ask why not and what would make them participate? This will help gauge your audience.

**STEP 2** - Here are 3 key elements to help increase parent participation:

- Communicate - Be clear, consistent and regularly provide information to parents. This will help build a relationship over time. Also, communicate with them in a variety of ways such as schools/teachers, phone calls, e-mail/websites, newsletters sent home, etc.
- Be Flexible and open – Take the parents needs into consideration when planning events (language, times, places, transportation, etc.) Also, get their feedback; include them in planning and decision making.
- Be a Resource – Provide information that parents need and a permanent place where they can get it (resource center or table/shelf, parent section online, parent hotline).

**STEP 3** - Take inventory. To help, make a table of what is being done in the 3 areas and what can be done.

For example:

**Category:** Resources

**What is being done:** —Nothing—

**What can be done:** Parent information pamphlets are available at front desk.

**STEP 4** - Based on what you find, put into action of what can be done at your site.

**STEP 5** - Develop an on-going evaluation (every 3 months) to see if there has been an increase of parent participation. Keep the following in mind when planning your evaluation:

How are you going to evaluate?

What are you evaluating?

How can you tell whether your activity made a difference?

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# Mentor Program

(Based on the 40 Developmental Assets <http://www.search-institute.org/assets/forty.htm>)

A freshman mentoring program that focuses on the 40 Developmental Assets. To find out more information on the Developmental Assets, please visit the website above.

**STEP 1** - Talk to principals and teachers to find a freshman class that is willing to participate.

**STEP 2** - Determine when you will be meeting with the class and how often. (Ex: every Monday, two times a week, etc.)

**STEP 3** - Before you begin meeting, check out your local school district's California Healthy Kids data online at <http://www.wested.org/cs/chks/search>.

This will help you figure out which assets categories to focus on. Remember, always address the needs in your community.

**STEP 4** - Find different activities/topics you can do with the students and combine it with building on the chosen assets. See example below:

**Low asset category:** Empowerment

**Activity/Topic:** Having freshman participate in school fundraiser

**Asset promoting:** Service to others (#9 in Empowerment Category)

(Other sample activities/topics to remember: Social groups on campus, Decision making, Rewards for quarter grades, Red Ribbon Week, Campus Scavenger Hunts, etc.)

**STEP 5** - Plan ahead of time before each meeting and choose focus topics and activities. Don't forget to practice whatever is planned.

**STEP 6** - For your first meeting, try introductions and Icebreakers/Games – no more than four. For some ideas, visit [www.thesource4ym.com/games](http://www.thesource4ym.com/games).

**STEP 7** - Start a mentoring program and make any changes if needed to as time passes.

**STEP 8** - Develop an on-going evaluation (after every session/activity). Keep the following in mind when planning your evaluation:

How are you going to evaluate?

What are you evaluating?

How can you tell whether your activity made a difference?

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## Red Ribbon Bracelets

In Orange County, every school and each of its students is provided with a Red Ribbon Bracelet, courtesy of the OC Sheriff's Department. This activity will help give you ideas and put the bracelets to greater use.

**STEP 1** - Begin by getting a hold of the original Red Ribbon wristband.

GO FURTHER!!! ...

Have students make their own Red Ribbon bracelets and donate their bracelets to a local community agency for adults and youth to wear. (Ex: local elementary school, youth center, shelter, etc.).

**STEP 2** - In order for any student to get the original wristbands, they must sign a pledge. You can create a pledge booth before and after school or during lunch.

For students to make their own, schedule a time and place for them to come together and make the bracelets. This can be done also during lunch or after school. Whichever work best for your site.

**STEP 3** - Get people to participate by offering community service, food, licorice, etc. Use creative resources at your school to announce or encourage participation in the activity

Ex: local school band to incorporate message, morning announcements, pep squad, etc.

**STEP 4** - Have them come and make their bracelets. Offer a set list of possible anti-drug messages or let people create personal messages. "Resist with the wrist!"

**STEP 5** - Donate your bracelets! This will help raise awareness of Red Ribbon Week in your community and get them involved.

**STEP 6** - Evaluate! How did the activity make students feel? What kind of impact or difference was there at your site?

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# Photo Project

Ten pictures will be taken that highlight a problem in your community. Three pictures will then be chosen that best expresses the problem and explains why or how. The pictures will then be shared and used to raise awareness on the issue in your community.

**STEP 1** - Pick a problem in your neighborhood and focus on improving it by eliminating risk factors. If you don't know what the problems are, find out by:

- Looking on online top find your local school data at <http://www.wested.org/cs/chks/search>.
- Checking local newspapers.
- Talking to people at your school (Principles, Campus officers, school counselors).
- What have been seeing?

**STEP 2** - Distribute cameras to individuals or groups, depending on how many are available. Then set aside a time to go out and take pictures. Before taking pictures think about what the problem is and what it looks like? But be careful, the pictures must be yours, appropriate, and not show any substances or activities that are prohibited in school. And they should not be intimidating.

**STEP 3** - Collect the pictures by e-mail, CD/USB, disposable cameras, or printed.

**STEP 4** - Review, discuss as a group and select the pictures (no more than 5) that best represent the problem and how it relates to your community. Create slogan/phrase for each or all of your pictures

**STEP 5** - Do Something with It! Post your pictures on a blog, e-mail nearby universities, host an exhibit, etc. The goal is to get it out to the community.

Steps of Action (*Optional*)

1. Write a letter to your local government explaining the problem and provide them with some possible solutions (But do a little research and make sure you are providing good solutions that would work).
2. Make five copies of the letter, one to go with each picture.
3. Identify five community leaders in your area (ex: Mayor, Police department, School Boards, etc.) and send them each a letter with a picture.

**STEP 6** - Discuss with your group.

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# Walk to School Day

International Walk to School Day is primarily held in early October, but encourages safe walking and bicycling throughout the year. Walk to school day can range from simple event, with a few kids and parents walking to school, to big events, such as Walk to School Week. Another goal is to create and maintain safe places for the community to walk and ride their bikes. Below are simple steps to help get you started and for getting organized.

**STEP 1** - Get approval from your site, Principal, and/or Director. Invite them to be a part of planning for the event. Also, invite member from the community (ex: parents, Police/Fire Dept., businesses, etc.).

**STEP 2** - Organize “Walk Team” meetings to share ideas and plan out the event.

**STEP 3** - Contact local businesses and service clubs to donate healthy breakfast foods and prizes for participants.

**STEP 4** - Promote Walk to School Day! Put a notice in the school newspaper with safe walking, nutrition and physical activity tips. Post flyers, yard signs, and posters at the school, local markets and churches. Make sure daily announcements are made at the school.

**STEP 5** - Send a parent letter and “Walkability” Checklist home with students. Ask your principal for a copy of a Suggested Routes to School Map designed for your school and send it home to parents. A “Walkability” Checklist can be downloaded at:

<http://ochealthinfo.com/public/cdip/w2s/resources.htm#checklists>

**STEP 6** - Walk to School Day! Make sure participants fill out the “Walkability” Checklists and collect them.

**STEP 7** - Evaluate! Schedule a meeting to review the “Walkability” Checklists and make priorities to be addressed based the results. Identify short-term and long term solutions for your priorities. Don’t forget to speak to your community, such as at a local city council meeting, to discuss pedestrian safety issues.

Based on the *Orange County Walk to School Day Toolkit*.  
For more information on Walk to School Day, contact  
Berenis Amezcua at (714) 667-8336 or [BAmezcua@ochca.com](mailto:BAmezcua@ochca.com).

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# Orange County **Red Ribbon** Resource Directory

## **Alcohol & Drug Education & Prevention Team (ADEPT) -**

Provides education, training, & technical assistance on alcohol & other drug prevention to schools, communities, & offers various promotional Red Ribbon items.

Website: <http://www.ochealthinfo.com/adept>  
(714) 834-4058

**Alcohol & Drug Prevention Team - The Alcohol & Drug Prevention Team** provides staff training, parent education, school-based curriculum, community education & outreach to increase awareness & prevent alcohol & drug use/abuse. English, Spanish, & Vietnamese (interpretation for other languages is available upon request).

Website: <http://ochealthinfo.com/bhs/about/pi>  
(714) 480-4678

**America On Track** - Seeks to improve the social conditions of disadvantaged children & families in order to create health equity & social justice. With extensive experience in the fields of mentoring, health & fitness, violence & drug use prevention, youth leadership development, & community collaboration, it provides a support system & life-transforming programs that focus on mentoring, youth asset building, academic enrichment, health & fitness, gang & drug use prevention, & leadership. America On Track staff members are available to provide interactive tobacco use prevention seminars to both youth (grades K-12) & adults.

Website: <http://www.ocontrack.org/>  
E-mail: [OnTrack@AmericaOnTrack.org](mailto:OnTrack@AmericaOnTrack.org)  
(714) 531-7144

**Automobile Club of Southern California** - Provides brochures, programs & other materials concerning drinking & driving, child passenger safety, school safety, senior mobility, distracted driving, bike & pedestrian safety & teen driving.

E-mail: [lorz.anita@aaa-calif.com](mailto:lorz.anita@aaa-calif.com)  
[publicaffairs4@aaa-calif.com](mailto:publicaffairs4@aaa-calif.com)  
(714) 885-2311

## **Californians for Drug Free Youth (CADFY)**

Website: <http://www.cadfy.org>  
(619) 557-5753

## **Community Service Programs - Project Faith in Youth -**

Seeks to build the capacities of Orange County faith-based organizations to deliver alcohol & other drug prevention services to their youth members. The Project offers free interactive presentations, resources & technical assistance as well as mini-grants to Faith-Based Organizations with established youth groups annually.

E-mail: [lgutierrez@cspinc.org](mailto:lgutierrez@cspinc.org)  
(949) 757-1096 x 288

## **Community Service Programs - Project PATH -**

Community-based substance abuse prevention project whose mission is to collaborate with local residents to assist in the prevention & reduction of alcohol, tobacco & other drug (ATOD) problems. PATH staff provides materials, presentations & trainings to interested groups to increase awareness about the effects of ATOD use & effective prevention strategies.

Website: [www.cspinc.org](http://www.cspinc.org)  
(949) 757-1096

## **County of Orange Health Care Agency-Tobacco Use Prevention Program -**

TUPP provides free tobacco prevention, education, & cessation services throughout Orange County. It collaborates with high schools, colleges, community agencies, apartments, condominiums, hospitals, health care providers, law enforcement agencies, merchants, & businesses by offering free educational presentations & materials, free quitting tobacco services through the 1-866-NEW-LUNG line, & technical assistance to prevent tobacco use & lower exposure to second hand smoke. The free quitting tobacco services are available for teens & adults, with adult services offered in English, Spanish, & Vietnamese. (714) 541-1444

**DoctorS Nonprofit Consulting** - Drs. Dallas & Debra Stout specialize in the needs of Orange County non-profit agencies. Their combined background of over 30 years working in the OC non-profit, business, education, management & coalition-building environments at all levels gives them a unique perspective. Because of their visible commitment & involvement in the fields of troubled youth, prevention of violence, gang, substance abuse, & treatment, the Stouts are widely regarded as countywide leaders in these causes. COST ASSOCIATED.

Website: [www.doctorSconsulting.org](http://www.doctorSconsulting.org)  
E-mail: [Dallas@doctorSconsulting.org](mailto:Dallas@doctorSconsulting.org)  
(714) 356-2796

**Drug Use Is Life Abuse & Orange County Sheriff's**

**Department** - Provides Red Ribbon wristbands for every student in Orange County in both public & private schools. In addition, each school is provided with a list of businesses that support the Red Ribbon program by offering incentives to the participants during the month of October. It supports Red Ribbon activities such as parades & community events in several cities in Orange County & provides drug education programs for grades K-6 during the school year.

E-mail: [mmacdougall@ocsd.org](mailto:mmacdougall@ocsd.org)  
(714) 647-4135

**Mothers Against Drunk Driving (MADD)** - Provides a free 30 minute Power of Parent's; It's Your Influence workshop. This workshop helps educate parents on how to have intentional & ongoing conversations with their teens about the dangers of alcohol & underage drinking. MADD will come present the workshop on requested campus & each parent receives a handbook. MADD also has free Power of Youth booklets, red ribbons & other education materials available.

Website: [www.madd.org](http://www.madd.org)  
E-mail: [tiffany.townson@madd.org](mailto:tiffany.townson@madd.org)  
(714) 838-6199

**National Council on Alcoholism and Drug Dependence**

– **Orange County (NCADD-OC)** –through prevention efforts the NCADD-OC is dedicated to reducing alcohol, tobacco and other drugs by involving communities in collaboration and education to contribute to a healthy Orange County.

Website: [www.ncaddoc.org](http://www.ncaddoc.org)  
(949) 595-2288

**Orange County Department of Education Prevention**

**Programs** - The Tobacco Use Prevention Education Program provides technical assistance & training to school districts in the implementation of comprehensive tobacco use prevention programs.

Website: <http://atodv.ocde.us>  
(714) 327-1061

**Orange County Friday Night Live Partnership** - OCFNLP takes the form of a club on school campuses & in community-based organizations. OCFNLP consists of three programs: Friday Night Live (FNL) for high school-age youth, Club Live (CL) for middle school-age youth, & Friday Night Live Kids (FNL Kids) for upper elementary school-age youth. Operating under a youth development framework, the programs provide support & opportunities for young people to develop meaningful skills. This is done while addressing alcohol, tobacco, other drug & violence issues at their school & in their community.

Website: [www.ocde.us/ocfnlp](http://www.ocde.us/ocfnlp)  
E-mail: [epetras@ocde.us](mailto:epetras@ocde.us)  
(714) 966-4356

**Orange County Sheriff's Dept. Crime Prevention Unit**

**(San Clemente)** - Organizes Red Ribbon Week Celebration with an Annual Parade, Contests for Students and Visits to the Schools. Blue Ribbon Week, San Clemente "Kindness Counts!" held in February. National Night Out Safety Fair – "America's Night Out Against Crime" on the first Tuesday in August. Parent Project classes, Neighborhood Watch, & safety programs for all ages.

E-mail: [dunfordj@san-clemente.org](mailto:dunfordj@san-clemente.org)  
(949) 361-8386

**Peer Assistance Leadership (PAL)** - A school-based program built upon a philosophy of students helping students. Activities include: peer helping/mentoring, positive alternatives, service learning/community service, tutoring/cross-age teaching, & prevention activities.

Website: [www.ocde.us/pal](http://www.ocde.us/pal)  
E-mail: [pal@ocde.us](mailto:pal@ocde.us)  
(714)966-4458

**Ryan's Cause (Reaching Youths Abusing Narcotics)**

- Mother who lost her son is a National speaker & does presentations for Middle Schools, High Schools, Colleges & parents of the devastating effects of drug abuse, internet pharmacies, & counterfeit prescription drugs. Also have parent meetings for those of us who have lost our children to drugs. Fee for speaking, honorarium, & donations varies.

Website: [www.ryanscause.org](http://www.ryanscause.org)  
E-mail: [ryanscause@aol.com](mailto:ryanscause@aol.com)  
(619) 850-9200

## DIRECT SERVICES

### **Adolescent Family Life Program**

Case management for pregnant & parenting teens 19 years old and younger. Assist with educational & vocational goals, accessing medical services & other resources.

(714) 567-6229

### **Precious Life Shelter, Inc.**

Provides residential services for the homeless pregnant adult woman (18 & over). Toll free number for INTAKE ONLY: (877) 880-5469; Tuesday-Saturday 10 a.m. -2 p.m.

E-mail: [plsinfo@preciouslifeshelter.org](mailto:plsinfo@preciouslifeshelter.org)

(562) 431- 5025

### **South County Safe Rides**

Peer-to-peer volunteer program that offers south county teenagers a free, safe, confidential ride home on Friday & Saturday nights from 10:00 p.m. to 1:15 a.m., October thru June. Our goal is provide our local teens a ride home if they find themselves in any "risky" situation. We do not condone underage use of alcohol or drugs, but accept the fact that many youths are actively trying or using these substances. Our goal is to provoke awareness and prevent tragedies or unwanted consequences. We especially focus on not getting in a car with anyone who is putting themselves or others at risk. We are a free service & do have boundaries within our geographical cities. We reserve the right to refuse service to anyone. We are always need adult volunteers to assist with program supervision & high school teenage drivers; please contact us if you are interested.

E-mail: [southcountysaferides@yahoo.com](mailto:southcountysaferides@yahoo.com)

1-800-273-7433 (RIDE)

## ONLINE RESOURCES

### **California for Drug-Free Youth, Inc.**

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

Training manuals, toolkits, and Red Ribbon Celebrations.

### **Drug Enforcement Agency (DEA)**

[www.justice.gov/dea/index.htm](http://www.justice.gov/dea/index.htm)

Red Ribbon information, activities, and resource materials.

### **Drug Free Wave-Sundt Memorial Foundation**

[www.drugfreewave.com](http://www.drugfreewave.com)

Natural High DVD's and related materials, such as activities and lesson plans for students, teachers, and parents.

### **National Clearinghouse for Alcohol and Drug Information**

<http://ncadi.samhsa.gov/>

One-stop resource for information and brochures about substance abuse prevention and addiction treatment.

### **National Family Partnership (NFP)**

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

Red Ribbon information, planning guide and resource materials.

### **Partnership for a Drug Free America – California Chapter**

<http://ca.drugfreeamerica.org>

Provides assistance with organizing & implementing educational campaigns, programs, & events to reduce illicit drug use.

### **Prevention Partners**

[www.preventionpartners.com](http://www.preventionpartners.com)

Offers free ideas for a successful Red Ribbon Week in both the classroom and community setting.

### **Red Ribbon Coalition**

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

Red Ribbon information, resources, free training materials on Red Ribbon are available for educational purposes.

### **Free Vibe**

[www.freevibe.com](http://www.freevibe.com)

Provides teens with knowledge and personal empowerment to reject drugs.

### **National Institute on Drug Abuse**

[www.nida.nih.org](http://www.nida.nih.org)

Provides the latest reports on drug research.