

In The Know

A monthly newsletter keeping you current on topics related to the Prevention of Substance Abuse

Steuben Council on Addictions

A program of Substance Free Living

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October 2019

October 23-31, National Red Ribbon Week

Each October, during Red Ribbon Week (RRW), there is a focus on alcohol, tobacco and other drug and violence prevention. Since its beginning in 1985, the Red Ribbon Week Celebration has touched the lives of millions of students and their families throughout the country. It is the oldest and largest awareness campaign in the United States. Red Ribbon Week represents the nationwide commitment to raising drug awareness in our schools. By honoring the history of DEA agent Enrique "Kiki" Camarena's sacrifice, students wear red ribbons with drug free life slogans, decorate doors, and school hallways.

Red Ribbon Week (RRW) is a time to promote having a drug free life in. Getting clear messages to youth about the dangers of drugs is an important educational piece that is reinforced during RRW. Positive activities help reinforce the important message that can help mold better choices for the growing child. Steuben Council on Addictions helps promote RRW campaigns in local schools.

- The National Family Partnership estimates that more than 80 million people participate in Red Ribbon events each year.
- Red Ribbon Week educates individuals, families, and communities on the destructive effects of alcohol and drugs and encourages the adoption of healthy lifestyle choices.
- The campaign is a unified way for communities to take a stand against drugs and show intolerance for illicit drug use and the consequences to all Americans.
- Wearing a red ribbon during the last week of October has come to

symbolize zero tolerance for alcohol, drug, and tobacco use and a commitment to substance abuse prevention.

- DEA joins with community coalitions and prevention groups to plan and carry out Red Ribbon Week activities, ranging from classroom events to stadium-sized rallies.

During this week we will be partnering with the Addison Middle School and the Dayna Lyons Middle School to provide programming, poster contests, giveaways and more during the celebration. The Addison Middle School's celebration is generously supported by Armstrong Telephone and Katie's Koncrete and the Dayan Lyons celebration is funded by Five Star Bank of Bath. Thank you to these generous donors for recognizing the importance of drug prevention for our children.

It is important to talk to children early and often about the dangers of drugs, alcohol, and tobacco. For information about drug prevention or how to talk to your children about drugs please contact a Prevention Educator at Steuben Council on Addictions (607) 776-6441.



The graphic features a light blue background with a group of diverse cartoon children holding a large blue ribbon. Above them are two speech bubbles: one saying "SEND A MESSAGE." and another saying "STAY DRUG FREE." Below the children, the text "RED RIBBON WEEK® OCT. 23-31" is displayed, along with the website "WWW.REDRIBBON.ORG" and the NFP logo.

**We Celebrate
Red Ribbon Week®
(October 23-31)**

www.redribbon.org

SEND A MESSAGE. STAY DRUG FREE.

RED RIBBON WEEK® OCT. 23-31
© NFP - WWW.REDRIBBON.ORG

Knowledge is Power—Let us help you learn more

Steuben Council on Addictions is available to provide community presentations on a myriad of topics relating to substance abuse, prevention, parent information, information for schools and their employees, churches, youth groups and more within Steuben County. We are capable of customizing presentations to the area of interest, timeframe requested and makeup of the audience. For further information or to schedule a presentation, please contact Prevention Educator Stacey O'Dell at Stacey.O'Dell@dor.org or (607) 776-6441 x205.

Topics include but are not limited to: Current adolescent drug trends, Societal drug trends, Vaping and eCigs, The Opioid Epidemic, Underage Drinking; Gambling and its effect on families and society, Substance abuse and employment, Impact of substance use on children and education, etc.

Bath Hope for Youth Prevention Counselors



Sherry Sutton, Campbell-Savona Elementary School

"This school year I aim to help students improve their resiliency, by improving their coping skills and emotional competency so they can be their most successful self in school."



Tara Chapman, Hammondsport Central School

"This school year I am to help students improve their relationships with themselves, their peers and the adults in their lives, by educating them on conflict resolution, and how to have a healthy self-image."

Jen Beaty, Haverling Middle and High School

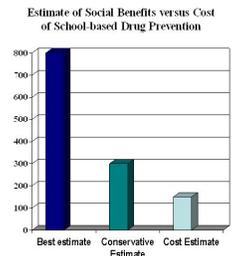
"This school year I aim to improve my students' emotional IQ's and assertiveness skills so they can be happy and successful both in school and life."



"Drug use prevention is the best treatment and it costs less in lives and dollars."
~ Frank Kelly

Why Prevention Is Important?

According to a recently published RAND study, the cost benefits of Model Prevention Programs far outweigh the actual cost of the programs.



Find help and hope
for alcoholism, drug abuse or problem gambling

Call or Text
1-877-8-HOPENY
1-877-846-7369

Available 24 hours / 7 days

 Office of Alcoholism and Substance Abuse Services

 **Substance Free Living**
A service priority for Catholic Charities of Steuben

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Colleen Banik

Bath Hope for Youth Counselors:
Sherry Sutton—Campbell-Savona
Tara Chapman—Hammondsport
Jennifer Beaty—Haverling

PARENTS WHO HOST LOSE THE MOST! 

Don't be a party to **teenage drinking.**
It's against the law.

Youth who drink alcohol are more likely to experience: School problems, such as higher absence and poor or failing grades. Social problems, such as fighting and lack of participation in youth activities. Legal problems, such as arrest for driving or physically hurting someone while drunk.

Steuben County Underage Party & Drug Information Tip Line

Anyone with information relating to underage drinking such as parties, underage sales, etc. or information relating to illegal drugs, such as sales, dealers, or other suspicious activities are encouraged to use the tip line.

The tip line will be monitored seven days a week, 24 hours a day, all calls are kept anonymous.

Do your part to help make our communities safe for everyone!

1-844-378-4847

Kiki and the history of Red Ribbon Week

Enrique (Kiki) S. Camarena was born on July 26, 1947, in Mexicali, Mexico. He graduated from Calexico High School in Calexico, California in 1966, and in 1968 he joined the U.S. Marine Corps. After serving in the Marine Corps for two years, Kiki was a Calexico fireman, Calexico police officer, and an Imperial County Deputy Sheriff. Kiki joined the Drug Enforcement Administration in June of 1974. His first assignment as a Special Agent with DEA was in a familiar place - Calexico, California.

In 1977, after three years in Calexico, he was reassigned to the Fresno District Office in Northern California. Four years later, Kiki received transfer orders to Mexico, where he would work out of the Guadalajara Resident Office. For more than four years in Mexico, Kiki remained on the trail of the country's biggest marijuana and cocaine traffickers. In early 1985, he was extremely close to unlocking a multi-billion dollar drug pipeline. However, before he was able to expose the drug trafficking operations to the public, he was kidnapped on February 7, 1985. On that fateful day, while headed to a luncheon with his wife, Mika, Kiki was surrounded by five armed men who threw him into a car and sped away. That was the last time anyone but his kidnappers would see him alive.

It is believed that Special Agent Camarena's death actually occurred two days later, but his body was not discovered until March 5, 1985. He was 37 years old and was survived by his wife Mika and their three children—Enrique, Daniel,

and Erik. During his 11 years with DEA, Kiki received two Sustained Superior Performance Awards, a Special Achievement Award and, posthumously, the Administrator's Award of Honor, the highest award granted by DEA.

Shortly after Kiki's death, Congressman Duncan Hunter and high school friend Henry Lozano launched *Camarena Clubs* in Kiki's hometown of Calexico, California. Hundreds of club members including Calexico High School teacher David Dhillon wore red ribbons and pledged to lead drug-free lives to honor the sacrifices made by Kiki Camarena and others on behalf of all Americans.



Red Ribbon Week eventually gained momentum throughout California and later across the United States. 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. The campaign was then formalized in 1988 by the National Family Partnership, with President and Mrs. Reagan serving as honorary chairpersons. Today, the eight-day celebration is an annual catalyst to show intolerance for drugs in our schools, workplaces, and communities. Each year, on October 23-31, more than 80 million young people and adults show their commitment to a healthy, drug-free lifestyle by wearing or displaying the red ribbon.

<https://www.dea.gov/kiki-and-history-red-ribbon-week>

October is National Bullying Prevention Month

1 out of **5**
students is bullied

5 out of **5**
can help prevent that

Steuben Council on Addictions (SCA) is a program of Substance Free Living, a service priority for Catholic Charities of Steuben. In The Know is a regular monthly update about alcohol, tobacco and other drugs to help in the prevention of substance use and abuse.

For more information please contact Stacey O'Dell, Prevention Educator at sodell@dor.org or (607) 776-6441, ext. 205.

