

MT. DIABLO UNIFIED SCHOOL DISTRICT

Red Ribbon Week, October 23-31, 2017

Resolution #17/18-14

WHEREAS, the Mt. Diablo Unified School District and the Mt. Diablo Council of PTAs are co-sponsoring Red Ribbon Week, October 23 – 31, 2017; 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, 2017, 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:

Debra Mason, President

Cheryl Hanson, Vice President

Joanne Durkee, Board Member

Brian Lawrence, Board Member

Linda Mayo, Board Member

Date

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.

Red Ribbon Week eventually gained momentum throughout California and later 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 with President and Mrs. Reagan serving as honorary chairpersons. Today, the eight-day celebration is sponsored by the National Family Partnership (previously known as the Federation of Parents for Drug Free Youth), and has become the annual catalyst to show intolerance for drugs in our schools, work places, and communities. Each year, during the last week in October, more than 80 million young people and adults show their commitment to a healthy, drug-free life by wearing or displaying the Red Ribbon.