



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 10/21/2014

Agenda Placement: 4A

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors

FROM: Shelli Brobst for HOWARD HIMES - Director
Health & Human Services Administration

REPORT BY: Shelli Brobst, Contracts Analyst - 253-4720

SUBJECT: Proclamation declaring October 23-31, 2013 as "National Red Ribbon Week" in Napa County

RECOMMENDATION

Presentation of a proclamation to Laura Van Waardenburg, Project Manager, Alcohol and Drug Programs, and Nancy Wynne de Rivera, Health Education Specialist, declaring October 23-31, 2014 as "National Red Ribbon Week" in Napa County.

EXECUTIVE SUMMARY

The National Red Ribbon Campaign originated to honor Drug Enforcement Administration Agent Enrique Camarena, who was murdered by drug traffickers in 1985. Californians for Drug-Free Youth, Inc. (CADFY) sponsored the first statewide Red Ribbon Campaign in 1986, and the National Federation of Parents, Inc. (NFP) sponsored the first national campaign in 1988. Citizens are invited to wear and display Red Ribbons to demonstrate their commitment to a healthy, drug-free lifestyle.

FISCAL IMPACT

Is there a Fiscal Impact? No

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

The observation of National Red Ribbon Week is a collaborative effort of private citizens, organizations, counties, and the National Family Partnership. The Red Ribbon Campaign was started when drug traffickers in Mexico City murdered DEA agent Enrique Camarena in 1985. This began the continuing tradition of displaying Red Ribbons as a symbol of intolerance towards the use of drugs. This endeavor aims to increase understanding and awareness of the importance of drug free communities. This year's theme is "Love Yourself, Be Drug Free."

This nationwide event 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 place, and communities.

SUPPORTING DOCUMENTS

A . Proclamation

CEO Recommendation: Approve

Reviewed By: Karen Collins