

*The Board of Supervisors of
Contra Costa County, California*

In the matter of:

Resolution No. 2021/339

DECLARING OCTOBER 23rd - 31ST, 2021 "RED RIBBON WEEK" IN CONTRA COSTA COUNTY

WHEREAS, Red Ribbon Week offers citizens the opportunity to demonstrate their commitment to lifestyles free of alcohol and drug abuse and misuse; and

WHEREAS, on the occasion of the proclamation of "National Red Ribbon Week", Contra Costa County joins schools and communities across California including the Community Alliance for Drug Free Youth (CADFY), parent-community organizations, the office of National Drug Policy, the Governor, the office of the Attorney general, the State Department of Education, the California Parent Teacher Association, and over 100 other statewide agencies, departments, and other organizations to demonstrate their commitment to lifestyles free of alcohol and drug abuse and misuse; and

WHEREAS, the National Family Partnership, Inc., initiated the Red Ribbon Campaign after Drug Enforcement Administration Agent Enrique "Kiki" Camarena was killed in Mexico by drug traffickers in 1985; and

WHEREAS, drug and alcohol abuse create staggering societal costs and prevent millions of people from reaching their full potential at school, on the job, and in their communities. At a time when overdoses have reached an all-time high, it is imperative that visible, unified efforts by community members be launched to prevent drug use and alcohol abuse; and

WHEREAS, in 2020, more than 93,000 Americans died from drug overdoses, marking the largest one-year increase in overdose deaths ever recorded, according to provisional data from the U.S. Centers for Disease Control and Prevention. This increase has largely been driven by rising overdoses involving synthetic opioids, primarily fentanyl. Overdose deaths involving psychostimulants, and particularly methamphetamine, have also risen steeply in recent years, and many of these deaths involved use of an opioid at the same time; and

WHEREAS, delaying substance use until after adolescence significantly reduces the likelihood of developing a substance use disorder and that every dollar spent on effective school-based prevention programs returns \$18 in averted medical costs and improved productivity. By investing in evidence-based and promising strategies like Pride and Purpose Project which contribute to the development of our youth's full potential, we can continue to make progress and protect our future; and

WHEREAS, with drug overdose deaths rising at an unprecedented rate, it is critically important that we take action to prevent substance use among youth and continue to invest in the expansion of youth specific substance use disorder treatment programs in Contra Costa; and

WHEREAS, this year Pride and Purpose in partnership with the Alcohol and Other Drugs Advisory Board, schools and other community based organizations, coordinate Red Ribbon Week activities to offer residents an opportunity to demonstrate their commitment to healthy lifestyles free of alcohol and drug abuse and misuse, by wearing and displaying Red Ribbons and participating in prevention activities during this week-long celebration.

NOW, THEREFORE, BE IT RESOLVED that the County Board of Supervisors does hereby support October 23rd – 31st, 2021 as RED RIBBON WEEK, and encourages all citizens to participate in tobacco, alcohol and other drug prevention programs and activities. Be it also resolved that the County Board of Supervisors encourages all community members to pledge support to communities free of alcohol and drug abuse and misuse.

DIANE BURGIS
Chair, District III Supervisor

JOHN GIOIA
District I Supervisor

CANDACE ANDERSEN
District II Supervisor

KAREN MITCHOFF
District IV Supervisor

FEDERAL D. GLOVER
District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: October 19, 2021

Monica Nino, County Administrator

By: _____, Deputy