



Red Ribbon Story



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.

The National Family Partnership organized the first Nationwide Red Ribbon Campaign in 1988. Since that time, the campaign has reached millions of U.S. children. In 1997, the Texas Commission on Alcohol and Drug Abuse began committing resources to ensure the continuation of the Red Ribbon Campaign in Texas, as well as the hopes and beliefs behind this grass roots effort to protect children from the dangers of alcohol and other drugs.

Recovery Month

This year's theme-
"Join the Voices of
Recovery:
A Call to Action."

During the month of September, communities nationwide helped people recognize that alcohol and substance abuse and addiction are treatable diseases and that treatment is as effective as treatments for other chronic medical conditions, such as diabetes and high blood pressure.

A

NOTEWORTHY

QUOTE

Some people succeed because they are destined to, but most people succeed because they are determined to.

unknown



GREAT AMERICAN SMOKEOUT KICK THE HABIT

NOVEMBER IS "GREAT AMERICAN SMOKEOUT"
TIPS TO QUIT SMOKING

- Start smoking a brand of cigarettes you don't like.
- Smoke half of your cigarette instead of the whole thing.
- Try to cut back by one cigarette a day.
- But cigarettes in single packs.
- Make cigarettes less accessible.
- Catch yourself before you have a cigarette out of habit.
- Every day postpone lighting your first cigarette.
- Dump all your cigarette butts into a clear container to remind yourself how disgusting they are.



Call us for other tips

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SUPPORT CENTER NEWS

Marijuana Update

! To dispel the myths and misconceptions about marijuana, the Office of National Drug Control Policy's (ONDCP) National Youth Anti-Drug Media Campaign has launched a comprehensive marijuana prevention initiative, targeting parents, youth, and key influences, including physicians, educators, community leaders, social service providers, journalists and the entertainment industry.



! Check out the Office of National Drug Control Policy, Partnership for Drug-Free Communities and America campaign advertisement with our support center information included in the Southeast Missourian newspaper. Look for 3/4 page ads in Sunday papers about marijuana.

! Free information on marijuana (including a marijuana quiz) is available online at www.mediacampaign.org

The Support Center has a new ATOD 'BINGO' game we will be using at several area school classrooms this month to celebrate Red Ribbon Month- Call us to schedule a classroom/ group presentation (all ages)!

(573) 651-5153



C2000 UPDATE

The communities we live in are so fortunate to have such dedicated volunteers addressing substance abuse prevention and issues.

THANK YOU AGAIN FOR ALL YOU DO !!!

"NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD. INDEED, IT'S THE ONLY THING THAT EVER HAS."

Margaret Mead



Congratulations to the Bollinger County Children and Youth/ C2000 Team on receiving Missouri Dept. of Mental Health ADA Division Prevention Funding!

PREVENTION RESOURCES ON THE WEB

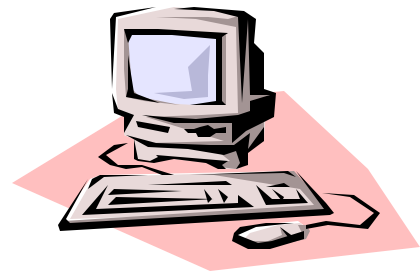
S. E. Regional Support Center has teamed up with JOIN TOGETHER (JTO) to reduce substance abuse by adding their current substance abuse prevention news, funding articles, grant announcements and alerts to our website.

JTO is a national resource for communities fighting substance abuse and gun violence. A project of the Boston University School of Public Health, it is funded by grants from the Robert Wood Johnson and Joyce Foundations.

Their purpose is to highlight effective, community-based strategies and activities aimed at reducing substance abuse and gun violence.

For JTO's latest news visit our website at www5.semo.edu/community2000

(click "news" link)



**Prevention Information
at your fingertips**

SUPPORT CENTER RESOURCES AVAILABLE

The Support Center offers a variety of materials including activities and presentations about prevention.

Information currently available in information, education, or presentation form:

**“An Ounce of
Prevention Is Worth
A Pound of Cure”**

- *Effects of Alcohol, Tobacco and Other Drugs*
- *Drinking and Driving*
- *Understanding Drug Abuse and Addiction: What Science Says*
- *Interactive ATOD games including Jeopardy & Tic Tac Toe*
- *Parents as Preventions*
- *Teen Smoking Cessation Program*
- *Tobacco Vendor Compliance Law*
- ... *And many more including model prevention curriculums!*

Midwest Community Transformation Institute

(6 Sessions in 6 Months)

Transform Your Community Coalition Into A High Performance Work Group

1. Fundamentals of Sustainability
2. Know Your Community
3. Funding Opportunities
4. Planning: The Key to Success
5. Funding Strategies
6. How to Write a Competitive Grant

Free Training!

Call us at 651-5153 for more info.

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Our Mission

The mission of Southeast Regional Support Center is to promote and facilitate the development of community prevention initiatives concerning the use and abuse of alcohol, tobacco and other drugs by serving as a catalyst for mobilization and change in the communities of Service Area 21.

LOOK FOR OUR NEWSLETTERS
QUARTERLY NOW!

Please call Leah or Cassie at
(573) 651-5153 if you would like
to add information about your team
and/or community events to
our newsletter. ?



Feel free to look around our web site. It is full of useful information, links, and other resources. If you have any questions, please contact us. (Our contact information is listed at the bottom of each page).

Vote "Yes" on Proposition A **Officially on the November 5th Ballot**

What is Proposition A?

Proposition A is about making Missouri a healthier place, for all of us. Proposition A is an initiative that will appear on the November ballot, requesting voter approval to increase Missouri's tax on tobacco products and invest the funding in healthcare-related efforts. If approved, Proposition A would become the law in Missouri.

Proposition A will generate approximately \$342 million annually through a :

- 55 cent increase in the excise tax on a pack of cigarettes
- 20 percent increase in the tax on other tobacco products, like cigars, pipe tobacco, and chewing tobacco.



www.dhss.state.mo.us.com

Moms Support Proposition A

Moms wear a lot of hats today. We're focused on raising our kids in the right environment, nurturing our families and in many cases, caring for our own parents as they age.

One way each of us can help make Missouri a healthier place is by adding our names to "Moms for Proposition A", a coalition of mothers from every corner of Missouri who support this initiative. Adding your name to the list is simple. Please take a few seconds now to help make Missouri healthier for our kids. And once you have, spread the word to other Moms so that they, too can support our effort.

Go to www.healthymissouri.org
& SIGN-UP TODAY TO MAKE
MISSOURI A HEALTHIER PLACE!