



AGENDA REPORT

Mayor's Office

DATE:	October 18, 2022
TO:	Members of the City Council
FROM:	Tom Butt, Mayor
Subject:	Red Ribbon Week – October 23-31, 2022
FINANCIAL IMPACT:	N/A
PREVIOUS COUNCIL ACTION:	N/A
STATEMENT OF THE ISSUE:	In October of 1988, the National Federation of Parents for Drug Free Youth, now the National Family Partnership, recognized Red Ribbon Week to mobilize communities to educate youth and encourage participation in drug prevention activities.
RECOMMENDED ACTION:	PROCLAMATION declaring October 23-31, 2022, as Red Ribbon Week in the City of Richmond – Mayor's Office (Mayor Tom Butt 510-620-6503).

DISCUSSION:

Underage cannabis, alcohol, and prescription drug use is a contributing factor in the three leading causes of death for teenagers: accidents, homicides, and suicides, the

former of which accounts for nearly half of all teenage deaths, and all of which are preventable.

The City of Richmond is grateful to the Pride & Purpose Project, whose mission is to foster a friendly and safe environment in West Contra Costa County to help prevent and create awareness of underage marijuana use, for bringing this proclamation to our attention and committing its resources to ensure the success of Richmond's Red Ribbon Campaign. The goal of Richmond's Red Ribbon Campaign is to involve families, schools, businesses, churches, law enforcement agencies, and service organizations and establish an atmosphere that supports awareness, education, and on-going initiatives to prevent illegal drug use, showcased by wearing and displaying red ribbons throughout the week.

The 2022 National Red Ribbon Week Theme, "Celebrate Life, Live Drug Free," was created by Emily King, Chelsea Abbott, and Celise Wicker, 7th graders at Wayland-Cohocton Middle School in Wayland, New York, and serves as a reminder that everyday Americans across the country make significant daily contributions to their communities by being the best they can be because they live Drug-Free!

DOCUMENTS ATTACHED:

Attachment 1 – Proclamation