



NATIONAL COUNCIL ON ALCOHOLISM AND
DRUG DEPENDENCE - ORANGE COUNTY

www.ncaddoc.org



Resolution

Red Ribbon Week
October 23-31, 2009

WHEREAS, Alcohol, tobacco, and other drug related problems are a major concern for communities in Orange County, California, and it is imperative that our communities band together in coordinated efforts to reduce the use and availability of alcohol, tobacco, and other drugs; and

WHEREAS, Children face decisions about using alcohol, tobacco, and other drugs as early as their elementary school years; and

WHEREAS, Nationally, young people (under 21) illegally consume almost 3.6 billion alcoholic drinks annually or 10 million drinks a day; and

WHEREAS, In California, when fatal crashes involve drivers under age 21, 20% of those underage drivers had been drinking; and

WHEREAS, In Orange County, 11% of 9th graders, 21% of 11th graders and 40% of students in a non-traditional educational setting have reported having had five or more drinks in a row at least once in the last month; and

WHEREAS, This year's Orange County Red Ribbon Campaign theme, "Get Up! Stand Up! Speak Out for a Healthy Life!" emphasizes the importance of avoiding the use of alcohol, tobacco and other drugs, as well as making healthy choices and engaging in healthy behaviors to contribute to overall wellness; and

WHEREAS, the goal of the prevention community is to expand and enhance Orange County's Red Ribbon Celebration from a single week to a year-round focus on prevention programs and activities in schools and communities;

NOW, THEREFORE, BE IT RESOLVED that the ORANGE COUNTY BOARD OF SUPERVISORS does hereby declare October 23-31, 2008 as Red Ribbon Week in Orange County and encourages residents, families, schools, businesses, faith-based organizations, law enforcement agencies and service organizations to join in the week's festivities and to work throughout the year to protect children and the community from the dangers of alcohol, tobacco and other drugs.

2009 Honorees:

**Trudy
Padobas**



*Orange
County
Red Ribbon Star*

**Mary
Pham &
Vickie
Williams**



*Rock 'N Road
Volunteers of the Year*

**Mission Viejo
Mayor Frank Ury &
Chief of Police
Services, Lt. Gavin**

Mission Viejo Walk

**Thank you to all the
2009 Honorees!**

Sponsors and Donors:

Auto Club of Southern California
Can Am Studios
Farmers Insurance
Gwen & Chuck Weiser Educational Inc.
JB 3 D
Knights of Columbus
Master Drive
Motorcycle Safety Foundation
Orange County Register
Tustin Cadillac
VAN\$

Special Thanks to those who helped:

B & V Productions/Bruce Neilson
Bethke Printing
Creations Unlimited
Freeman-McCue Public Relations
NCADI
Nick Dowling Design
National Highway Traffic Safety Administration
Orange County Health Care Agency
The Orange County Register
The Block at Orange

Judges:

DJ Fat Daniel
Samantha Jade
Stephan Lambert

Presenting Partners:

Caltrans
California Highway Patrol
California Office of Traffic Safety
Community Service Program Inc.
Department of Alcohol Beverage Control
Department of Motor Vehicles
Fourth District PTA
Mothers Against Drunk Driving- Orange county
National Council on Alcoholism &
Drug Dependence-Orange County
Orange County Department of Education
Orange County Friday Night Live Partnership
Orange County Sheriffs Department
Orange Police Department
RADD- Entertainment's Voice for Road Safety
University of California Irvine- Center for Trauma

WHAT IS ROCK 'N ROAD?

*Where music meets road
safety!*

Featuring a teen battle of the bands, a media event and youth fair at The Block At Orange, Rock 'N Road OC was designed to focus attention on the issues of teen driver safety and underage drinking prevention in conjunction with the County's own 2009 Red Ribbon Week activities. Led by its Board of Supervisors, Orange County's prevention community officially launched Red Ribbon Week by proclaiming that the kick-off event was only the beginning of Orange County's year-round commitment to protect its youth.

Rock 'N Road 2009 Highlights

featuring fat daniel of 102.7 KIIS FM

Red Ribbon Kick Off
October 17, 2009
2:00pm - 8:00pm
@ the block at orange

battle of the bands . battle of the banners
safety expo . free stuff
live music . fun

MSF MOTORCYCLE SAFETY FOUNDATION
DENRAM
Westlake Recording Studios
The Block at Orange
www.rocknroadoc.info

Fourth District PTA
NCADD-OC
RADD
MADD
Friday Night Live
Prevention Coalitions Orange County
MADD
SADD
CALYOC
Gibsons
OTC

Speakers & Presenters

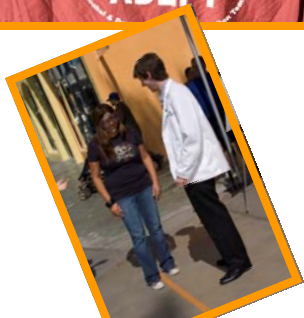
The media event included a few words from the speakers, the presentation of the Red Ribbon Proclamation and the MADD Century Awards.



Resource Tables



Diverse organizations provided resources tables of educational materials, goodies, activities, and more. Represented were MADD-OC, FNL, CHP, Auto Club of So. California, OCDE, Fourth District PTA, RADD, DMV, OTS, CSP, NCADD-OC and many others.



GIVEAWAYS

DJ Fat Daniel (KIIS-FM 102.7) pumped the crowd by tossing out giveaways



ACTIVITIES BATTLE OF THE BANDS & BANNERS



Colorful banners drawn by OC high schools brightened the site and delivered important messages



OC Bands featured positive messages and live performances by three high school band finalists: Doubting November, Transcend, and Impulse.

