



PAM SLATER-PRICE
 SUPERVISOR, THIRD DISTRICT
 SAN DIEGO COUNTY BOARD OF SUPERVISORS

COUNTY OF SAN DIEGO
 BOARD OF SUPERVISORS

2009 OCT 8 PM 2 15

THOMAS J. PASTUSZKA
 CLERK OF THE BOARD
 OF SUPERVISORS

DATE: October 13, 2009

TO: Board of Supervisors

SUBJECT: HONORING NATIONAL RED RIBBON WEEK (DISTRICTS: ALL)

*Serving the
 communities
 of ...*

Cardiff

*Carmel
 Mountain*

Carmel Valley

Del Mar

Del Mar Heights

Del Mar Mesa

Encinitas

Escondido

La Jolla

Leucadia

Mira Mesa

Navajo

Olivenhain

Pacific Beach

*Rancho
 Bernardo*

*Rancho
 Penasquitos*

Sabre Springs

San Carlos

Scripps Ranch

Solana Beach

Tierrasanta

Torrey Hills

Torrey Pines

Overview:

Drug Enforcement Agency (DEA) Agent Enrique Camarena was abducted, tortured, and killed by Mexican drug traffickers in Guadalajara, Mexico on February 7, 1985.

Unfortunately this is a painful reminder of the circumstances that still exist in neighborhoods south of our border. In Tijuana alone, there were 843 killings last year, compared with 337 in 2007. Most of these deaths were related to the cross-border drug trade.

As demand for drugs in the United States remains constant, we must continue to forge ahead with our proven efforts to encourage our youth to maintain a drug-free lifestyle. Since Agent Camarena's untimely death in 1985, the nation has turned this tragic experience into a motivational tool to promote drug and violence free awareness campaigns across the country. By using a red ribbon to signify a drug and violence-free lifestyle, schools, governments, non-profit organizations, media, community coalitions, and millions of individuals across the country have embraced this tradition to honor Agent Camarena's life and the drug-free lifestyle he and other law enforcement officials strive to protect in the United States.

The National Family Partnership estimates over 80 million people participate in Red Ribbon Week events each year. This year, Red Ribbon Week will take place between October 17-25, 2009. The County of San Diego should honor Agent Camarena by lighting up the County Administration Center red during this time period, and by flying all County flags at half-staff on Sunday, February 7, 2010, marking the 25th Anniversary of his ultimate sacrifice. I urge your support for these recommendations.

Recommendation(s)

VICE CHAIRWOMAN PAM SLATER-PRICE:

1. Direct the Chief Administrative Officer to ensure that the flag of the United States of America be flown at half-staff at all County facilities on February 7, 2010, marking the 25th anniversary of Drug Enforcement Administration Special Agent Enrique Camarena's ultimate sacrifice in the line of duty.

2. Direct the Chief Administrative Officer to work with the Clerk of the Board of Supervisors to ensure the County Administration Center is lit red at night during the week of October 17-25, 2009, in honor of National Red Ribbon Week, the annual drug and violence prevention awareness campaign.

Fiscal Impact:

There is no fiscal impact associated with these recommendations.

Background:

Every day our own deputy sheriffs face the dangers of drugs, gangs, violent addicts, and drug dealers. Their lives are in danger every moment our deputies wear their uniforms. Honoring Red Ribbon Week is for them, and those who died in the line of duty, as much as it is for Special Agent Enrique Camarena.

We owe a great deal of gratitude to our federal, state, and local law enforcement officials. The County of San Diego should actively support national Red Ribbon Week, and honor Special Agent Camarena's service to our country.

According to the United States Drug Enforcement Agency (DEA) website, Red Ribbon Week is the nation's oldest and largest drug prevention program in the nation reaching millions of Americans during the last week of October every year. By wearing red ribbons and participating in community anti-drug events, young people pledge to live a drug-free life and pay tribute to DEA Special Agent Camarena.

Special Agent Camarena was an 11-year veteran of the DEA assigned to the Guadalajara, Mexico, office where he was on the trail of the country's biggest marijuana and cocaine traffickers. In 1985, he was extremely close to unlocking a multi-billion dollar drug pipeline.

On February 7, 1985, he was kidnapped, brutally tortured, and murdered by Mexican drug traffickers. His tragic death opened the eyes of many Americans to the dangers of drugs and the international scope of the drug trade.

Shortly after Agent Camarena's death, Congressman Duncan Hunter and Agent Camarena's high school friend Henry Lozano launched "Camarena Clubs" in Agent Camarena's hometown of Calexico, California in Imperial County. Hundreds of club members pledged to lead drug-free lives to honor the sacrifice made by Agent Camarena. These pledges were delivered to First Lady Nancy Reagan at a national conference of parents combating youth drug use. Several state parent organizations then called on community groups to wear red ribbons during the last week of October as a symbol of their drug-free commitment.

The first Red Ribbon Week celebrations were held in La Mirada and Norwalk, California. In 1988, the National Family Partnership (NFP) coordinated the first National Red Ribbon Week with President and Mrs. Reagan serving as honorary chairpersons.

The NFP estimates that more than 80 million people participate in Red Ribbon events each year. The campaign is a unified way for communities to take a stand against drugs and show intolerance for illicit drug use and the consequences to all Americans. Schools, businesses, the faith community, media, families, and community coalitions join together to celebrate Red Ribbon Week in many ways, such as: sponsoring essay and poster contests; organizing drug-free races; decorating buildings in red; handing out red ribbons to customers; holding parades or community events; and by publicizing the value of a drug-free, healthy lifestyle.

Respectfully submitted,

A handwritten signature in black ink that reads "Pam Slater-Price". The signature is written in a cursive, flowing style.

PAM SLATER-PRICE
VICE CHAIRWOMAN,
THIRD DISTRICT

BOARD OF SUPERVISORS
AGENDA ITEM
INFORMATION SHEET

SUBJECT: HONORING NATIONAL RED RIBBON WEEK (DISTRICTS: ALL)

SUPV. DIST.: Three

COUNTY COUNSEL APPROVAL: Form and Legality () Yes () N/A
() Standard Form () Ordinance () Resolution
Review Board Letter Only: [] Yes [] No

CHIEF FINANCIAL OFFICER REVIEW: () Yes (X) No
4 VOTES: () Yes (X) No

DEPARTMENT OF HUMAN RESOURCES [] Yes [X] No

CONTRACT REVIEW PANEL: () Approved (X) N/A

PREVIOUS RELEVANT BOARD ACTION: N/A

BOARD POLICIES APPLICABLE: N/A

CITIZEN COMMITTEE STATEMENT: N/A

CONCURRENCES: N/A

ORIGINATING DEPARTMENT: District Three

CONTACT PERSON(S): Mark Olson 531-5533 MS A500

DEPARTMENT AUTHORIZED REPRESENTATIVE

MEETING DATE