

RESOLUTION NO. 015-24/25

Red Ribbon Week – October 23-October 31, 2024

WHEREAS, alcohol, tobacco, and drug abuse, both illegal and prescription has been identified as one of the greatest threats to the future of our Nation, particularly in the 15-24 year-old age group; and

WHEREAS, tobacco use is the leading preventable cause of over 480,000 deaths annually in the United States (U.S.) and results in chronic smoking-related illness for approximately 8,600,000 Americans; and

WHEREAS, flavored tobacco products present significant public health threats to children, adolescents and young adults, who do not fully perceive the health risks of electronic smoking devices (ESDs) and flavored tobacco products, threatening the progress California has achieved in tobacco control; and

WHEREAS, a purpose of the *Red Ribbon Week Campaign* is to commemorate the service of Enrique “Kiki” Camarena, a Drug Enforcement Special Agent who died in the line of duty in 1985 while engaged in the battle against illicit drugs; and

WHEREAS, the *Red Ribbon Week Campaign* is nationally recognized and celebrated since 1988, helping to preserve Special Agent Camarena’s memory and further the cause for which he gave his life; and

WHEREAS, it is imperative that school districts and communities launch visible substance abuse prevention education efforts to reduce the demand for drugs and tobacco, and teach students to make healthy choices; and

WHEREAS, the Livermore Valley Joint Unified School District is sponsoring the *Red Ribbon Week Campaign*, offering students, parents, and community members the opportunity to demonstrate their commitment to drug-free and tobacco-free lifestyles; and

WHEREAS, the *Red Ribbon Week Campaign*, and this year’s theme “*Life is a Movie, Film Drug Free,*” will be celebrated in communities across America during “*RED RIBBON WEEK,*” October 23-31, 2024; and

WHEREAS, schools, service organizations, businesses, government, law enforcement, youth, physicians, senior organizations, religious institutions, military, sports teams, and individuals will demonstrate their commitment to drug-free and tobacco/vape-free, healthy lifestyles by displaying red ribbons during this campaign; and

WHEREAS, in support of tobacco-free and vaping-free schools and communities, the Livermore Valley Joint Unified School District Board of Trustees and the Livermore Valley Joint Unified School District adopted the Student Health Initiative on February 19, 2019, and will take all practical and necessary steps to discourage students from smoking, including forbidding the use of tobacco products and vaping devices on campuses and during school-related activities, and providing student education and family information on the dangers of tobacco and vaping use; and

WHEREAS, our District and City have been awarded competitive federal and State grants to address mental health awareness, school violence prevention, and anti-vaping education and enforcement; and

WHEREAS, the Livermore Valley Joint Unified School District further commits its resources to ensure the success of the *Red Ribbon Week Campaign*; and

NOW, THEREFORE, BE IT RESOLVED, the Livermore Valley Joint Unified School District of the Counties of Alameda and Contra Costa, does hereby support October 23-31, 2024, as *RED RIBBON WEEK*, and encourages all community members to participate in drug prevention education activities, making a visible statement that we are strongly committed to a healthy drug-free community, as well as eliminating the use of ESDs and flavored tobacco products among our students; and

BE IT FURTHER RESOLVED, the Livermore Valley Joint Unified School District of the Counties of Alameda and Contra Costa, encourages all community members to pledge the following: *Help kids grow up safe, healthy, and drug free.*

PASSED AND ADOPTED BY the Governing Board of the Livermore Valley Joint Unified School District on this 15th day of October, 2024, by the following vote:

AYES:	Prusso _____	Wang _____	Bueno _____	Drouin _____	Guzmán _____
NOES:	Prusso _____	Wang _____	Bueno _____	Drouin _____	Guzmán _____
ABSTENTIONS:	Prusso _____	Wang _____	Bueno _____	Drouin _____	Guzmán _____
ABSENT:	Prusso _____	Wang _____	Bueno _____	Drouin _____	Guzmán _____

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Clerk of the Board of Education Livermore Valley  
Joint Unified School District of Alameda County  
and Contra Costa County, State of California