



“THE BIRTHPLACE OF THE STATE OF NEW YORK”
OFFICE OF THE MAYOR

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FOR IMMEDIATE RELEASE:

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RED RIBBONS CELEBRATE DRUG PREVENTION DURING OCTOBER IN WHITE PLAINS

White Plains, NY – October 10, 2019. The City of White Plains Youth Bureau’s Institute for Health & Wellness, along with the White Plains Cares Coalition, will be celebrating National Red Ribbon Week during the week of Oct 21 – Oct 27, 2019. Red Ribbon Week focuses on teaching kids to say no to drugs and tobacco and promoting positive youth development.

In partnership with the El Centro Hispano Girl Scouts, red ribbons will be placed at City Hall and other select neighborhoods to commemorate this event. Additionally, children in the White Plains Youth Bureau’s after school programs will be engaged in a variety of informative and fun prevention activities.

About Red Ribbon Week

Red Ribbon Week is a national event celebrated during the 4th week of October. The White Plains Cares Coalition celebrates Red Ribbon Week in White Plains to promote a drug free life and to encourage positive youth development with a variety of activities. By wearing red ribbons and participating in community anti-drug events, people pledge to live a drug-free life and pay tribute to DEA Special Agent Enrique “Kiki” Camarena who was killed in 1985 by drug traffickers. Several state parent organizations called on community groups to wear red ribbons during the last week of October as a symbol of their drug-free commitment in honor of Special Agent “Kiki” Camerana’s sacrifice. 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 the President and Mrs. Reagan as chairpersons.

According to the Center for Disease Control (CDC), although the use of cigarettes among teens has declined, the use of e-cigarettes has increased dramatically. More than 37% of 12th graders



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report using e-cigarettes (called vaping) as compared to only 8% using cigarettes. According to the National Institute of Health (NIH), vaping of each substance that was asked about increased. This includes nicotine, flavored liquids, marijuana, and hash oil.

“Teens are clearly attracted to the marketable technology and flavorings seen in vaping devices,” explains Dr. Nora D. Volkow, director of NIH’s National Institute on Drug Abuse. “However, it is urgent that teens understand the possible effects of vaping on overall health, the development of the teen brain, and the potential for addiction.” Exposure to media promotions encouraging use of e-cigarettes and flavoring targeted to attract young people, further supports use. More than 7 out of 10 teens report being exposed to e-cigarette ads.

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Be a
star.
Say NO
to drugs!

Red Ribbon Week is supported by the Council on Chemical Abuse cocaberks.org

GO RED! RED RIBBON WEEK 2019



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Sober
today,
HERE
tomorrow

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