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<http://www.KPFP.org>

Site Sponsor: Kings County behavioral health

## Welcome to KPFP.ORG's Newsletter, Issue #4

**Red Ribbon Week** is an alcohol, tobacco and other drug and violence prevention *awareness campaign* observed annually, every October. The National dates have just been announced and they are October 17- 25, 2009. Its time to start planning! The dates are flexible and local schools and communities often choose to celebrate Red Ribbon Week the last or next to the last full week of October.

Red Ribbon week *is not* a prevention program, nor is it an early intervention program. Rather, it is meant to bring awareness to the community the importance of promoting drug free lifestyles. There is a wealth of information available on the web to help you plan your school or your agency's Red Ribbon Week activities. I recommend starting with the Red Ribbon Coalition at [www.redribboncoalition.com](http://www.redribboncoalition.com). There you can find the accurate history of Red Ribbon Week and ideas for activities. Their tab on "Make it Meaningful" is excellent. I encourage everyone to participate in this tradition and use this week as a kick-off for a year of focused Prevention.



If you are needing supplies, try [www.preventionpartners.com](http://www.preventionpartners.com). The **National theme** this year is "*Drug Free is the Key*". But remember, every child wearing a red ribbon is not going to stop drug abuse. Put your funding in the on-going programming and services for prevention. Children can make and wear red ribbons cut from plain ribbon, or just wear red all week! It is more important for youth and the community to understand what Red Ribbon week stands for, who Kiki Camarena was and what they can do to promote drug free lifestyles.

Kings Partnership for Prevention will not be selling red-ribbon t-shirts this year. We encourage you to pull out one from years past, and recycle it. Even if it says 2006 or 1997, the message hasn't changed. And if you really want to make an impact on drug abuse in our communities, join the Kings Partnership for Prevention at one of its upcoming meetings.

Go to [www.kpfp.org](http://www.kpfp.org) and click on the calendar for more information.

[Nell Lobdell](#), KPFP Coordinator

## June Events

### Central Valley Regional Tobacco Coalition Meeting

Kings County Tobacco Control will be hosting the next Central Valley Regional Tobacco Coalition Meeting

**When:** Wednesday, June 3rd, 2009

**Time:** 10:00 AM to 2:00 PM

**Where:** The Health Department Annex, 310 Campus Drive, Hanford.

Regional partners will be welcomed, as well as a special announcement-- another step forward for Tobacco in Kings County.

For more information please contact [Oralia Vallejo](#) Kings County Tobacco Control



### Big Brothers / Big Sisters 40th

## Thank You



Or visit [KingsView.org](http://KingsView.org)

## Kings County Help



Substance and Alcohol Abuse Resources - May 2009

## At a Glance Calendar

**Wednesday, June 3**  
Central Valley Regional Tobacco Coalition Meeting  
10 am - 2 pm

**Friday, June 5**  
CYAN Youth Board & Scholarship Applications Due

**Friday, June 5**  
Big Brothers / Big Sisters 40th Birthday Event  
6 pm

**Tuesday, June 9**  
Soberfest 2009 Planning Meeting  
1 pm

## Anniversary Celebration

**Date:** Friday, June 5th

**Location:** St. Paul Newman Center, 1572 E. Barstow, Fresno, CA

**Time:** 6:00 PM

**Price:** \$40 per couple, \$25 per individual, \$10 per child

To purchase your tickets, [click here](#).

For more information, [click here](#).

Questions? Call Shauna Goodman at (559) 268-2447 or e-mail at [sgoodman@bigs.org](mailto:sgoodman@bigs.org)



**Thursday, June 11**  
Parenting Network's 2nd Annual Support and Information Conference  
8:30 - 4:00 pm

**Thursday, June 25**  
Terrorism and Its Connections To Drug Trafficking Video Program  
10 - 11 am

**November 5**  
Project Homeless Connect

## CYAN Youth Board of Directors and Scholarship Applications Due

Application for the California Youth Advocacy Network's 2009-2010 Youth Board of Directors and the 2009 Erich Jenkins Memorial Youth Advocate of the Year Scholarship are due Friday, June 5, 2009.

If you have questions about either of these opportunities, please contact me at (916) 339-3424 ext. 21 or [karen@cyanonline.org](mailto:karen@cyanonline.org).

### 2009-2010 Youth Board of Directors

The California Youth Advocacy Network (CYAN) is currently accepting applications for our 2009-2010 Youth Board of Directors. We encourage all qualified advocates to apply.



### What does CYAN's Youth Board of Directors (YBOD) do?

- Empower California teens to fight big tobacco
- Work closely with CYAN staff to provide direction for California's statewide youth tobacco-control campaigns
- Plan statewide activities, days of action, and trainings
- Represent CYAN at various conferences and events
- Have the opportunity to facilitate workshops at these conferences, trainings, and events

### Applicants must be:

- California residents
- Entering the 9th-12th grades during the 2009-2010 school year
- Able to serve a 1-year term (July 1, 2009 – June 30, 2010)
- Able to check email at least once a week
- Hard working, enthusiastic, team players
- Expresses confidence in sharing their ideas and a willingness to speak up
- Committed to fighting the tobacco industry and spreading the truth about tobacco
- Willing and able to travel to in-person YBOD meetings, trainings, and conferences
  - Although every effort will be made to have nearby YBOD members travel together to CYAN sponsored events, there is a possibility that YBOD members may need to travel to an event by themselves.

Application forms are also available for download at [www.cyanonline.org](http://www.cyanonline.org). All materials must be

## KPFP Board

**Nell Lobdell**  
Coordinator

**Karen Gomez Barrera**  
Chairperson

**Kathy Cruz**  
Vice Chairperson

**Peggy Gregory**  
Treasurer

**Danette Welch-Hughes**  
Secretary

postmarked by Friday, June 5th.

### 2009 Erich Jenkins Memorial Youth Advocate of the Year Scholarship

The California Youth Advocacy Network along with the Erich Jenkins Change a Life Foundation are now accepting applications for their 2009 Erich Jenkins Memorial Youth Advocate of the Year Scholarship. This award is given out every year to three outstanding high school students for their accomplishments and leadership in California's tobacco control movement. Applicants must be California residents and must currently be in their junior or senior year of high school. Award recipients will receive a \$2000 scholarship.

Application forms are also available for download at [www.cyanonline.org](http://www.cyanonline.org). All materials must be postmarked by Friday, June 5th.

Karen Strach  
California Youth Advocacy Network  
4811 Chippendale Dr. Suite 300  
Sacramento CA, 95841  
Phone: (916) 339-3424, Ext. 21  
Fax: (916) 339-3425

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### Soberfest 2009 Planning Meeting

**Date:** Tuesday, June 9, 2009  
**Time:** 1pm  
**Location:** Cornerstone Administration Office, 801 W. Seventh Street (trailer in the back)



For more information contact: Tom Doyle 583-2036

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### Parenting Network's 2nd Annual Support and Information Conference

**When:** June 11, 2009  
**Time:** 8:30- 4:00 pm  
**Where:** Visalia Marriott Hotel

Keynote speakers will be Sharon and Mia Behrens of Kings County who were just recently featured on the CBS Evening Show with Katie Couric and made an appearance on " The Early Show".

Tickets are \$50.00 per person and will include a fantastic lunch and a full day of resource, rejuvenation and renewal. Sponsorship opportunities and limited booth space is available. This event will be widely publicized and our sponsorship partners will have an opportunity to reap the benefit of this countywide exposure.

For more information, please contact Sherri Frazer, Development Director, Marketing Consultant 559-799-8493 Cell, 559-625-0384 Office

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### The Final Meth Recovery Project Meeting

Local Solutions to Regional  
Issues Methamphetamine  
Recovery Project, Recovery  
and Reintegration Community  
Action in Tough Times



California Partnership for the  
San Joaquin Valley



Central California  
Social Welfare Evaluation,  
Research and Training Center  
California State University, Fresno

**When:** Friday, June 19, 2009  
**Time:** 10 a.m. to 2 p.m.  
**Where:** The Ramada Inn, Fresno, CA

### Schedule

**10 a.m.** Welcome and Overview by Dr. E. Jane Middleton

**10:05 a.m.** Opening Remarks, Ashley Swearingen, Mayor, City of Fresno (invited)

**10:15 a.m.** Ms. Kathryn Jett, Undersecretary, Programs CA Dept. of Corrections and Rehabilitation

**11:15 - 11:45 a.m.** Deborah Nankeville, CEO Fresno Business Council and Supporter, Human Investment Initiative

**12 p.m. - 1 p.m.** Lunch is provided\*

**12:15 p.m.** Ms. Nicole Parra, Director, Regional Development Initiatives, CA Partnership for the San Joaquin Valley

**12:30 p.m.** Life Lessons

**1 p.m.** Dr. Virginia Rondero Hernandez, The Effect of Stigma on Recovery and Reintegration

**1:45 p.m.** Summary and Next Steps

For more information or to register contact Juanita Fiorello, 559-294-9772 or [jfiorello@csufresno.edu](mailto:jfiorello@csufresno.edu).

\* advance registration is required.

## Terrorism and Its Connections To Drug Trafficking Webcast

**When:** Thursday, June 25, 2009

**Time:** 10:00AM-11:00 AM PT

**Target Audience:** Anyone with an interest in reducing illegal drug use, law enforcement.

**For more information contact:** Ed Kronholm/Amanda Chavez 877-820-0305 or 480-730-1388 [dlnets@aol.com](mailto:dlnets@aol.com) Availability: C-Band Satellite downlink and/or as a Webcast

**To register:** click [here](#) or call Ed Kronholm at DL Nets, at 877-820-0305 or 888-820-4898.

Terrorism & Its Connections to Drug Trafficking is an hour-long broadcast that focuses on counterfeit versions of finished drugs being manufactured and distributed by well-funded and elaborately organized criminal networks. Domestically, State, local, and tribal law enforcement cooperation are supported by Federal initiatives such as the High Intensity Drug Trafficking Area (HIDTA) and the Organized Crime Drug Enforcement Task Force (OCDETF) programs. These efforts are supplemented by the work of the DEA's Mobile Enforcement Team and U.S. Immigration and Customs Enforcement's (ICE) Border Enforcement Security Task Force (BEST) programs, as well as by the work of Federal Agents operating out of DEA and ICE field offices across the nation.

### Learning objectives:

- Understand the definition of counterfeit
- Learn about the fastest growing avenues of diversion through rogue internet pharmacy schemes
- Learn how countries such as Thailand, Hong Kong, China, Australia, Russia, Peru, Brazil, Japan, Mexico the Philippines and Afghanistan have utilized the proceeds in drug trafficking
- Find out the dangers of counterfeit drugs in the United States
- Learn about weapons-for-drugs exchanges and who this profitable business attracts
- See how the drug trade facilitates the activities of terrorists and organized criminals worldwide
- Understand the aspect of this "entrepreneurial" style of crime and the intricate manner in which drugs and terrorism may be intermingled
- Learn how the efforts to stop funding these groups and how international cooperative efforts between law enforcement authorities and intelligence organizations are critical to eliminating



terrorist funding, reducing the drug flow, and preventing future terrorist attacks

For viewers without satellite access, the program is available the day of the satellite feed via on-demand webcast. It will also be archived for on-demand access at a later date.

## On Going Announcements, Events & Resources

### A New Resource Shows Parents Where to Look for Drugs in Their Homes

A print version of "Danger Zones" House Tour is now available FREE of Charge, No Ordering Limits.

When parents think about keeping their teens safe from drugs, they don't usually think of drugs that could be found IN their homes. But today's teens are abusing prescription drugs more than any illicit drug except marijuana.

Teens, who often get prescription drugs from relatives or friends, overwhelmingly report that they didn't think these drugs were as dangerous as illicit drugs so they felt safe trying them. And many teens abuse over-the-counter (OTC) medications and inhalants because they are inexpensive, widely available, and legal.

Your organization can take advantage of this NEW Media Campaign resource to help educate parents about Rx drug danger zones in the home, customizing it with a simple label across the bottom.

Quantity copies are available, FREE of charge, by visiting [www.TheAntiDrug.com](http://www.TheAntiDrug.com) or by calling 1-800-788-2800 and requesting House Tour Print Insert: Where Are Drugs in Your House? [ONDCP09-FCINSERT].

**ANTI-DRUG UPDATES:** Would you like to know about other FREE materials? Would you like to get information about new data, available offerings, and grants? If your organization would like to receive Anti-Drug Update e-mail notifications from ONDCP's Media Campaign, please visit [www.TheAntiDrug.com/Resources](http://www.TheAntiDrug.com/Resources) to register!



### Movie Smoking Scorecard Campaign Launch

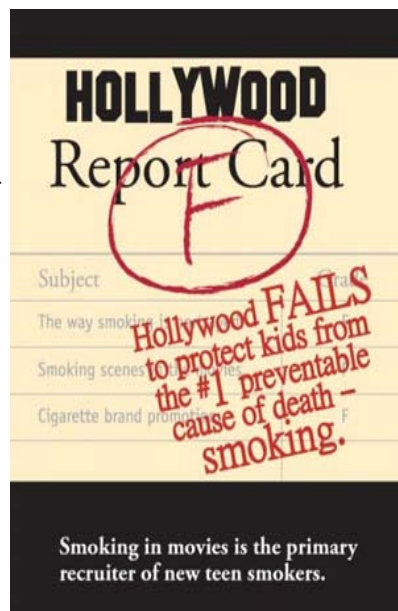
The American Medical Association Alliance, L.A. County Department of Public Health, and the California Youth Advocacy Network will be launching a summer long campaign to raise awareness about tobacco use in this summer's youth-rated films.

Join the [Movie Smoking Scorecard campaign](#) to document which studios will produce the most youth-rated films with tobacco imagery this summer. This summer's campaign will include:

- A scorecard that regularly tallies the number of tobacco impressions in this summer's youth-rated films.
- A public [Facebook page](#) that hosts the scorecard, a petition, [Twitter feed](#) and video messages from youth to the studios voicing their concern about tobacco use in youth-rated films.
- A letter-writing and petition drive.
- A strategically placed billboard located near – and naming – the studio with the worst summer record at the end of September.

Activities for California Teens:

In addition to the Movie Smoking Scorecard campaign, CYAN will be launching a youth-focused e-advocacy campaign called, Summer Movie Takeover. The purpose of this campaign is to provide a forum for teens to address the problem of tobacco use in this summer's youth-rated films. Our advocacy efforts will be based around [California's Chain Reaction facebook page](#). Check out the



page to see what you can do this summer and to see the latest videos from Youth Quest.

Together we can reduce the amount of smoking shown in youth-rated films. If you have any questions, please contact Karen Strach at (916) 339-3424 x.21 or [karen@cyanonline.org](mailto:karen@cyanonline.org).

As we approach Graduation time, the following links can be helpful to parents, teachers, schools, communities and youth leaders in planning their safe celebrations and campaigns.

[A Parent's Guide to the Teen Brain](#)

[Help Make Summer Safe: Don't Serve Alcohol to Teens](#)

[The Face Project](#): "Our mission to advocate for action to reduce alcohol problems so people everywhere can experience life to its full potential."

[Above the Influence](#)

[Please God, I'm Only 17 Brochure](#)

[What a Teen Should See When it Comes to Alcohol](#)



## About the New Drug Czar: Gil Kerlikowske Sworn in on May 7, 2009 as Director of National Drug Control Policy



Gil Kerlikowske, former chief of police for the Seattle Police Department brings nearly four decades of law enforcement and drug policy experience to the position.

The new Drug Czar will engage with Federal, State, and local partners to develop and implement a comprehensive strategy that reduces flow of drugs in our communities.

Director Kerlikowske's message is available [Here](#).

For additional information about the Director and his confirmation please see <http://www.whitehousedrugpolicy.gov/>

## Resources: A Guide to Effective Regulation of Alcohol Advertising

The Marin Institute has released a handy guide to effective regulation of alcohol advertising.

It includes: OOH, the First Amendment, public vs. private property, checklists, examples of effective laws, and tips on tricks to watch out for.

[Click Here](#) to get your copy.

