AGN. NO._____

MOTION BY SUPERVISOR JANICE HAHN October 6, 2026

Proclaiming October 23-31, 2026 as Red Ribbon Week in the County of Los Angeles

Red Ribbon Week, held annually from October 23 to October 31, is the nation's largest drug prevention awareness campaign. It began in 1985 to honor the memory of DEA agent Enrique "Kiki" Camarena, who lost his life in the fight against drug trafficking. In response, communities across the United States came together to raise awareness about the dangers of substance abuse and the importance of making healthy, drug-free choices. Today, Red Ribbon Week serves as a reminder of the collective effort needed to educate and inspire young people to live safe, productive, and drug-free lives.

Schools, community organizations, and families participate in Red Ribbon Week through a variety of activities designed to engage and empower youth. These can include classroom lessons, assemblies, themed dress-up days, poster contests, and pledge campaigns where students commit to staying drug-free. Many communities also hold rallies, parades, or awareness events to spread the message beyond the classroom and involve parents, local leaders, and law enforcement. The unifying symbol of the campaign is the red ribbon, worn or displayed to demonstrate support for a drug-free lifestyle and solidarity in promoting healthier communities.

Beyond the week itself, Red Ribbon Week encourages lasting conversations about health, safety, and personal responsibility. It provides an opportunity for parents,

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teachers, and mentors to talk openly with children about peer pressure, decision-making, and the risks of drug and alcohol use. The campaign's reach extends beyond prevention — it inspires a culture of resilience, where young people feel supported in making positive choices for their future by reinforcing the values of respect, responsibility, and self-care. Red Ribbon Week continues to play a vital role in shaping stronger, drug-free communities nationwide.

I, THEREFORE, MOVE that the Board of Supervisors proclaim October 23 through October 31, 2026 as Red Ribbon Week in Los Angeles County and encourage all residents to participate in drug prevention education activities, making a visible statement that we are strongly committed to a drug-free lifestyle.

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