

**Young Marine Red Ribbon Week**

Although the wearing of the red ribbon is usually done during the month of October, ***the red ribbon can also be used as an identifying device during other events.*** Using the ribbon to identify those personnel that are working an event is a good way to promote drug demand reduction awareness through out the year. One organization has an annual 4<sup>th</sup> of July fireworks sale and the people working the fireworks stand wear the ribbon so that customers can identify them. This occasionally generates questions about the ribbon and provides the wearer an opportunity to tell the person about DDR and the Young Marines. Set aside some red ribbons for use during other events such as fund raisers, food drives, etc. Consider wearing the red ribbon at events where the Young Marine uniform is not authorized. *~ Young Marine 24/7 ~*



**Red Ribbon Week**  
***October 23–31***  
**Young Marine**  
**Information Guide<sup>©</sup>**

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[www.divisionsixyoungmarines.com](http://www.divisionsixyoungmarines.com)



[www.dea.gov](http://www.dea.gov)

**DEA** DEMAND  
**REDUCTION**  
 STREET SMART PREVENTION

**List of Demand Reduction Coordinators (DRCs) as of 03/11/2011**

DIVISION	Special Agent	Phone #
Atlanta	James A. Martinez	(404) 893-7124
Boston	Leo Ducey	(603) 225-1574
Chicago	John Spangenberg	(312) 353-7875
Dallas	Steve Laird	(214) 366-6967
Denver	Paul Roach	(720) 895-4157
Detroit	Richard Isaacson	(313) 234-4310
El Paso	Diana Apodaca	(915) 832-6074
Houston	Dawn Mathis	(713) 693-3152
Los Angeles	Michael D. Williams	(213) 621-6990
Miami	Oscar Negron	(954) 660-4594
Newark	Nicholas Calleo	(973) 776-1258
New Orleans	Treva Whitfield	(504) 840-1370
New York	Robert Michaelis	(212) 337-1266
Philadelphia	Michael Cannon	(215) 861-3477
Phoenix	Melissa Lee	(602) 664-5743
San Diego	Danielle Claude	(858) 616-4389
San Francisco	Jeanne Allen	(415) 436-7814
Seattle	Jodie Underwood	(206) 553-1162
St. Louis	Tiras Cunningham	(314) 538-4755
Washington	Melissa Bell	(202)616-4740

### Background

Drug demand reduction (DDR) is a major mission of the Young Marine program. Red Ribbon Week is an excellent opportunity to showcase the Young Marine emphasis on this mission. Red Ribbon Week should be a planned and scheduled annual event for every Young Marine unit.

Red Ribbon Week is the 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 Enrique "Kiki" Camarena.

### Special Agent Kiki 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.

The information contained in this pamphlet was prepared for planning and discussion purposes and as a guide to assist Young Marine units in preparing for and executing activities associated with annual Red Ribbon Week illicit drug awareness activities. The material is based on information obtained from internet research and other published sources. Readers are advised to conduct self-study and independent research in preparation for participation in Red Ribbon Week activities. Some contact information noted in this publication may have changed since this publication was printed. This material has been prepared solely by the author and has not received official endorsements or approval from the Young Marine National Headquarters or the National Young Marine Board of Directors. The National Young Marine organization is not responsible or accountable for the content of this publication and any errors in its content are the fault of the author. This publication is not to be sold or used for commercial purposes and is being provided free of charge in support of a Drug Free America. The Young Marines are a national IRC 501(c)3 not-for profit organization and all donations and contributions are tax deductible to the fullest extent of the law. The Young Marine National Headquarters (800-717-0060) is located in Washington, DC and is a federally chartered youth education and service organization with a Federal IRS Tax ID # 38-2346425. All support is appreciated!

### Enrique Camarena

1948 — 1985

Kiki never asked to be a hero. He did however have a dream and believed that he could make a difference and make our country a better place to live and work. On Thursday, February 7, 1985 at about 2:00 p.m. Kiki locked his badge and service revolver in his desk drawer and left to meet his wife for lunch.

According to the DEA's reconstruction of events, Kiki crossed the street to his pickup truck, turned off the truck's burglar alarm and unlocked his door. Before he could get into the cab and pickup the two-way radio to alert his partners, he was grabbed by five men. He was shoved into a waiting van and sped away. This was the last time anyone but his kidnappers would see him alive.

One month later, Kiki Camarena's body and that of his informant, Alfredo Zavala Avelar, were discovered in a shallow grave, 70 miles from Michoacan, Mexico. They had been tortured, beaten, and brutally murdered. Enrique Camarena was 37 years old and left behind a wife, three young sons, and a dream.

When he was murdered by drug dealers in Mexico they ended his life but not his dream. As long as we continue to remember him, wear the Red Ribbon, and fight illegal drug use — his dream is still alive!

### The Red Ribbon

Attached to this card you will find a **Red Ribbon**. The ribbon is free, please wear this ribbon every day from now through the month of October to show your visible commitment in our war against illegal drugs and those that promote their use. Whenever you are asked about your **Red Ribbon**, please tell the story of Enrique "Kiki" Camarena (see other side of this card). Kiki was a Marine and Drug Enforcement Administration (DEA) agent that was abducted, tortured, and murdered by drug lords in 1985. Kiki had a vision of a drug-free America and by wearing the **Red Ribbon** you can show your support for this vision.

The last week in October is known as **Red Ribbon Week** and celebrates Kiki's life and vision. Please join with the **Young Marines** ([www.youngmarines.com](http://www.youngmarines.com)) and encourage everyone you know to join in this celebration of Kiki Camarena's life and wear a **Red Ribbon**.

Anti-drug education is a vital and key element in the Young Marine's fight against illegal drug use in our communities. **Red Ribbon Week** provides you an excellent opportunity to help educated our youth. If you can't help us in this fight — then who will?

**Please, wear your Red Ribbon, do your part—show your support, and let's work to rid our communities of illegal drugs and those that deal in them.**

**Training**

Prior to Red Ribbon Week each Young Marine should have a clear understanding of the following:

1. Purpose of Red Ribbon Week
2. History of Red Ribbon Week

**Objective:** Young Marines should be able to articulate:

- a. the significance of Red Ribbon Week,
- b. the story of Enrique "Kiki" Camarena,
- c. how Red Ribbon Week is significant to the Young Marine program.

Unit Commanders and Training Officers should incorporate this training in the unit schedule and record its accomplishment as a part of the unit's quarterly DDR training requirement.

**Fulcrum Shield Award**

Participation in Red Ribbon Week is an absolute requirement for consideration for the prestigious Fulcrum Shield Award. Every Young Marine unit should aspire to receive this award. The award epitomizes the DDR mission of the Young Marine program and because the criteria for the award requires that Young Marines lead in the execution of the DDR program it demonstrates the leadership development being conducted in the Young Marine unit.

**Resources and Additional Information**

Young Marine Registered Adult Manual (RAM)

<http://www.nfp.org/>

<http://www.cadca.org>

<http://ohealthinfo.com/adept/red-ribbon/>

*(excellent free toolkit can be downloaded)*

Local Sheriff and Police Departments

For information on entering the contest to select the Red Ribbon Week Theme contact **Director of Sales & Marketing Informed Families/T.F.F.P.**  
**2490 Coral Way, Miami, FL 33145**  
**Phone: 305-856-4886 [www.informedfamilies.org](http://www.informedfamilies.org)**

**Short Biography on Enrique Camarena**

In 1972, Camarena joined the United States Marine Corps, where he served for two years. He then joined the Drug Enforcement Administration (DEA) at their Calexico, California office. In 1977, Camarena moved to their Fresno office, and in 1981 he was assigned to the agency's Guadalajara, Jalisco office in Mexico. Camarena had also worked as a firefighter and police investigator before joining the DEA in Calexico.



Camarena's work became famous all over the United States and Latin America before he died. He infiltrated drug trafficking bands and successfully helped break up many of them. He managed to keep his face off the newspapers and other media despite the fact his name was well known.

One of the drug trafficking groups he was trying to break up was able to identify him as an undercover agent. On February 7, 1985, he was kidnapped in broad daylight on a street in Guadalajara, and was tortured and bludgeoned to death soon after. Although his body was found on March 5<sup>th</sup>, he may have been killed about one month before that: pathologists who examined his body believed the actual date of death was more likely around February 9<sup>th</sup>.

The United States government pursued a lengthy investigation of Camarena's murder. Due to the difficulty of extraditing Mexican citizens, the DEA went as far as to have two suspects, Humberto Álvarez Machaín, the physician who allegedly prolonged Camarena's life so the torture could continue, and Javier Vásquez Velasco, kidnapped and taken into the United States. Despite vigorous protests from the Mexican government, Álvarez was tried in United States District Court in Los Angeles. The trial resulted in an acquittal. Vásquez was arrested for his alleged involvement in the murder and sentenced to three life sentences.

Agent Camarena received numerous awards while with the DEA, and, after his death, he posthumously received the Administrator's Award of Honor, the highest award given by the organization. The Nationwide "Red Ribbon Campaign" which teaches youth to avoid drug use was started in his memory.

Enrique Camarena is survived by his wife Mika and their three sons.

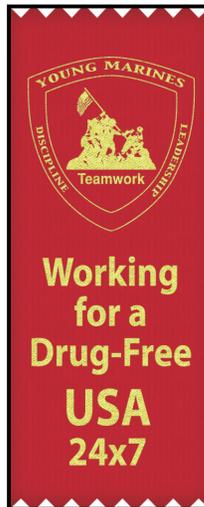
Several movies about Agent Camarena were produced in Mexico. In November 1988, *Time* magazine featured Agent Camarena on the cover. A 1990 U.S television mini-series about Camarena, starring Treat Williams and Steven Bauer, was produced (***Drug Wars: The Camarena Story***) an unofficial record of the events that occurred surrounding his death.

In 2005, the History Channel produced a documentary entitled ***Heroes Under Fire: Righteous Vendetta*** that chronicles the events. It also features interviews with family members, DEA agents and others involved in the investigation.

### **History of Red Ribbon Week**

Kiki gave his life in the fight against drugs, and the public wanted to do something to remember the ultimate sacrifice that he paid. Shortly after Kiki's death, Congressman Duncan Hunter and Kiki's high school friend Henry Lozano launched "Camarena Clubs" in Kiki's hometown of Calexico, California. People started wearing Red Ribbons to symbolize their commitment to help reduce the demand for drugs in their communities. Hundreds of club members pledged to lead drug-free lives to honor the sacrifice made by Kiki 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 act of wearing Red Ribbons took on national significance and grew into what is now known as the Red Ribbon Campaign.

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



### **Red Ribbon Week Suggested Time Line / Schedule**

#### **June**

- Contact government officials for correct procedures to follow in requesting proclamations.
- Confirm DEA, ELKS, etc. contacts and procedures to obtain materials, i.e. red ribbons, posters, handout literature, etc.

#### **July**

- Planning session on potential solicitation for media participation. Determine media contacts and strategies.
- Plan unit's Red Ribbon Week events and activities.

#### **August**

- Conduct initial training of Young Marine on Red Ribbon Week.
- Submit request for red ribbon materials to DEA.

#### **September**

- Phase 2 Red Ribbon Week training for Young Marines
- Final preparations and arrange logistics for Red Ribbon Week activities.
- Submit letters for proclamations on Red Ribbon Week to appropriate officials.
- Prepare any handout materials, i.e. attach ribbons to handouts, make posters, etc.

#### **October**

- Final Young Marine training on Red Ribbon Week
- Provide copies of officials proclamations to local media for publication.
- Confirm logistics for all Red Ribbon Week activities
- October 23-31 execute planned events

#### **November**

- Conduct after action meeting and prepare after action report with recommendations for next year's event
- Prepare and submit articles to Esprit Magazine

our communities; we are developing responsible citizenship in our youth.

Sincerely yours,

/s/ **Signature**

**Sample Proclamation**

**Whereas**, communities across America have been plagued by the numerous problems associated with illicit drug use and those that traffic in them; and

**Whereas**, there is hope in winning the war on drugs, and that hope lies in education and drug demand reduction, coupled with the hard work and determination of organizations such as the (***your unit name***) Young Marines of the Marine Corps League to foster a healthy, drug-free lifestyle; and

**Whereas**, governments and community leaders know that citizen support is one of the most effective tools in the effort to reduce the use of illicit drugs in our communities; and

**Whereas**, the red ribbon has been chosen as a symbol commemorating the work of Enrique "Kiki" Camarena, a Drug Enforcement Administration Special Agent who was murdered in the line of duty, and represents the belief that one person can make a difference; and

**Whereas**, the Red Ribbon Campaign was established by Congress in 1988 to encourage a drug-free lifestyle and involvement in drug prevention and reduction efforts; and

**Whereas**, October 23-31 has been designated National Red Ribbon Week, which encourages Americans to wear a red ribbon to show their support for a drug-free environment;

**Now, Therefore, I, (name of official), (title of official)** do hereby proclaim October 23-31 as

**RED RIBBON WEEK**

in (**municipality or state**), and urge all citizens to join me in this special observance.



Signed (date)

Signature  
Official Title

**How to Celebrate Red Ribbon Week**

More than 80 million people participate in Red Ribbon events each year. The campaign is a unified way for Young Marines and communities to take a stand against drugs and show intolerance for illicit drug use and the consequences that these illegal substances cause 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.

The Drug Enforcement Administration (DEA) also joins with community coalitions and prevention groups to plan and carry out Red Ribbon activities, ranging from classroom events to stadium-sized rallies. **DEA coordinator contacts are listed in this handout and Young Marine units are encouraged to contact these resources early (August and September of each year) for information and materials to use in your Red Ribbon Week activities.** You can also contact the DEA Office of Public Affairs 202-307-7977, if you are experiencing difficulty in locating the DEA coordinator that supports your area.

**Some ideas to consider:**

- Distribute cards with information about Red Ribbon Week. Include a red ribbon and pin with your card at various business locations (grocery stores or shopping malls) and schools (obtain prior permission to conduct this activity). Use this opportunity to tell the person receiving the ribbon about Red Ribbon Week and the Young Marine program. Sample wording for the front and back of the card is included in this pamphlet.
- Get permission to tie red ribbons on trees and light poles in your city. You will need to make sure that you don't litter and you will also need to remove the ribbons and pick up any debris after the campaign is over.
- Make copies of any proclamations that you

are able to obtain from public officials and ask permission to post these copies in schools, businesses, etc. Make the public aware of Red Ribbon Week each and every year.

- Contact local organizations that may be holding haunted house events and request permission to distribute red ribbon handout cards at their location. You might even see about putting up posters that show the effects on a person from using drugs. Some of the posters are very graphic.
- Make contact with your local TV and radio stations and see if there is any opportunity for you to visit the station and advertise the Red Ribbon Week campaign on the air waves.
- Contact your local churches and synagogues and see if the pastors and rabbis will mention Red Ribbon Week in their services prior to and during Red Ribbon Week.
- Contact local fraternal organizations such as the Elks, Moose, Eagles, etc. and see if they will mention your efforts in their September / October newsletters and meetings. **These organizations may also contribute money or material to assist with events, so ask.**
- Find out if you can include or hand out Red Ribbon Week material at any local school sports events that might be being held during the last two weeks of October.
- Develop a "Drug-Free Pledge" program and sign up youngsters and their parents/ guardians.
- Contact your local hospitals and see if they are going to host any health fairs during the month of October and if they are see if you can setup a Red Ribbon Week booth and man it with Young Marines passing out red ribbons.
- Do some research on the internet and develop ideas that get the Red Ribbon Week message out and promote drug demand reduction awareness in your community.

### Proclamations

Young Marine units should submit requests for Red Ribbon Week proclamations from your town, city, and state officials supporting Red Ribbon Week activities and the campaign against illegal drugs and those that traffic in illicit drugs.

These proclamations, once received, need to be submitted to your local media outlets (newspapers, television, and radio stations) for publication and dissemination as public service announcements (PSA). Copies can also be posted in stores.

A sample letter requesting a proclamation has been included. This letter can be adapted and modified to fit the public official from whom you are soliciting your proclamation. Please feel free to adapt the letter to suit your needs. You will also find a sample proclamation that you can also adapt to fit your needs and it is recommended that you submit a draft proclamation with your letter requesting the official proclamation.

### Sample Letter Requesting a Proclamation

**Dear Governor \_\_\_\_\_:**

Red Ribbon Week will take place the last week of October and the Young Marine units located in our great state will be actively participating in this nationally recognized illicit drug awareness event. You can assist us in publicizing and promoting this week by issuing a statewide proclamation that boldly declares our state's support and commitment in the fight against illegal drugs and those that promote their use.

The mission of the Young Marine program is to develop good citizenship and promote a healthy, drug-free lifestyle in our youth. Drug awareness and education are vital and key elements in the Young Marine's fight against illicit drug use and trafficking in our communities. To win this war on drugs, we must reduce the demand for illicit drugs and one of the best ways to accomplish this mission is through education and awareness. Red Ribbon Week is an excellent opportunity to promote illicit drug awareness and we hope that you will join with us in this campaign. Young Marines will actively and aggressively participate in the Red Ribbon Week campaign. Having our governor's support in this Young Marine project will greatly assist us in getting our anti-drug message out.

In addition to showing your support with your proclamation, your participation by wearing a red ribbon is even more important. Enclosed you will find red ribbons for you and some of your staff. Please wear your ribbon, show your support, and let's work together to rid our communities of illicit drug use and those that traffic and profit from them

The Young Marine program is having a positive impact in our youth and