

**Kenosha Unified School District**

# **Kenosha County Red Ribbon Campaign**

**“I can be drug-free by just being me.”  
The theme was developed by a fourth grade student at  
Harvey Elementary School.**

## History

Red Ribbon Week is the nation’s oldest and largest drug prevention program in the country, reaching millions of Americans during 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 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. On February 7, 1985, he was kidnapped, brutally tortured and murdered by Mexican drug traffickers. His tragic death opened the eyes of many Americans as to the dangers of drugs and the international scope of the drug trade.

Shortly after Special Agent Camarena’s death, Congressman Duncan Hunter and high school friend Henry Lozano launched “Camarena Clubs” in his hometown of Calexico, California. 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 in October as a symbol of their support to live a drug-free lifestyle. The first Red Ribbon Week celebration was held in LaMirada and Norwalk, California. In 1988, the National Family Partnership (NFP) coordinated the first National Red Ribbon Week with President and Mrs. Reagan serving as honorary chairpersons.

Kenosha County has celebrated Red Ribbon week since 1988 through the efforts of the Concerned Citizens Coalition. This year, Patricia Demos is serving as honorary chairperson of Kenosha County Red Ribbon Campaign, celebrating 25 years, October 14 – 20, 2012. The campaign is supported by the Kenosha County Sheriff’s Department, City of Kenosha Police Department, Concerned Citizens Coalition and the Kenosha Unified School District’s Community School Relations Office.



## **Celebrating 25 Years Kenosha County Red Ribbon Campaign**

**October 14 - 20, 2012**

**“I can be drug free by just being me”**

- Monday, October 15      Opening Ceremony—Red Ribbon Week  
Harvey Elementary School  
2012 19th Avenue, Kenosha  
9:00 a.m.
- Tuesday, October 16      “911 for Parents”  
Presenters: Maria Berea, Kenosha Unified School District Parent Educator  
Bob Gwinnup, Kenosha Unified School District Psychologist  
Prairie Lane Elementary School—enter door #7 by playground  
10717 47th Avenue , Pleasant Prairie  
6:00 p.m. meal and 6:30 program  
Free child care and meal
- Wednesday, October 17      Kenosha County Wear Red Day  
Concerned Citizens Coalition Annual Meeting  
Presentation: *Celebrating 25 Years - Red Ribbon Campaign*  
Presenter: Jeff Wamboldt, Crime Prevention Specialist  
City of Kenosha Police Department  
Kenosha Public Museum  
5400 First Avenue, Kenosha  
Noon - 1:15 p.m. with free lunch included
- Friday, October 19      “The Important Role of Parenting”  
Presenter: Juan Torres  
Kenosha Unified School District Even Start Program/Community Liaison  
Urban Outreach Center  
2006 60th Street, Kenosha  
Noon - 1:15 pm. with free lunch included
- Saturday, October 20      Preparing Your Child for Education and Careers Workshop  
Bradford High School—enter door #1  
3700 Washington Road, Kenosha  
8:30—11:30 a.m.

To register for any of the programs or the Coalition meeting, please call 359-2256.

*The Annual Kenosha County Red Ribbon Campaign is sponsored by  
the Concerned Citizens Coalition, City of Kenosha Police Department, Kenosha County Sheriff's Department,  
and Kenosha Unified School District- Office of Community School Relations.*

**“911 for Parents”**  
**Presented by Maria Berea and Bob Gwinnup**  
**Prairie Lane Elementary School**  
**6:00 p.m. meal and 6:30 p.m. program**  
**10717 47th Avenue—enter door #7 by playground**

Sanity-Saving Skills To Take the Stress Out of Discipline  
Want the Secret to Being Kind, Firm, Fair & Consistent?

**Learn All This and More!**

How to Respond to Misbehavior –  
without being Angry or Mean.

How does Body Language Fuel the Fire  
which Rules Work; Which Rules Never Work!

How to Stop Arguments and Manipulative Behavior.

What is the Secret to Parents Working as a Team?

How can Single Parents Survive and Enjoy their Role?

How can I Manage my Child while on the Phone, in Public, at the Market, Restaurant or in the Car?



This program empowers parents with practical solutions for everyday problems as well as, the strategies and confidence to improve your child’s behavior anywhere (ages 1 to 35)!

To register for this program and free child care, please call (262) 359-2256. Be prepared to leave your name, how many children for child care and their ages.

Directions: Drive south on 39th Avenue to Springbrook Road. Turn right on Spring brook Road. At the roundabout take the second right turn to continue on Springbrook Road. Prairie Lane is on the east (left) side of the road.

## Preparing Your Child for Education and Careers October 20, 2012 Bradford High School



8:00—8:15 a.m.	Registration in the Library
8:15—8:30 a.m.	Welcome
8:35—9:45 a.m.	Session I
9:45—10:55 a.m.	Session II
11:00—11:30 a.m.	Panel—First Generation College Student

### Sessions

- Planning for Education and Careers Beyond High School*  
*Learn how to plan for education and careers.*  
Roberta Akalin, Bullen Middle School Counselor  
Dean Clark, Carthage College Admission Representative  
Cassandra Vosters, UW-Parkside Admissions Representative  
A.J. Laird, Gateway Technical College Admissions Representative.
- Advanced Studies Option*  
*Find out about Advanced Placement and Youth Options Courses.*  
David Tuttle, District Talent Development/YOP Coordinator
- Scholarships*  
*Learn how to find scholarship opportunities and how to apply.*  
Hansel Lugo, Bradford High School Counselor  
Bobby Nash, Kenosha Unified PTA Council President
- Financial Aid*  
*Learn how and when to apply for aid.*  
Chandar Robertson, College Access Advisor  
Great Lakes Higher Education Guarantee Corporation

First Generation College Student Panel Discussion, moderated by David Tuttle, will immediately follow the sessions. As a first generation college bound student, find about the how and what to do in applying and entering college. Panelists: Hansel Lugo, Dominique Pritchett, Kenosha Community Health Center Psychotherapist, and Paris Echoles, District Student Engagement and Equity Coordinator.

THIS WORKSHOP IS FREE!

Call 359-2256 to register. Be prepared to leave your name, phone number, and the two sessions you wish to attend. Sponsored by the Kenosha Unified School District's Family and Education Program, Kenosha Unified PTA Council, and Indian Trail High School and Academy PTSO.