

- 1 Youths Develop Character, Leadership and Confidence
- 3 Just the Facts
- 5 Multimedia Gets the DUI Prevention Message Across
- 6 Mobilizing Youth Through Friday Night Live
- 8 Rock for Red Ribbon

The Orange County edition of *Prevention File* is published in cooperation with the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT). Please address all comments to ADEPT, Santa Ana Transit Tower, 405 W. Fifth St., Suite 211, Santa Ana, CA 92701; or call ADEPT at 714/834-4058; or e-mail [csecrist@ochca.com](mailto:csecrist@ochca.com).

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**Orange County On Track, a multi-faceted nonprofit organization, is the lead agency for a Drug Free Communities grant, of which DEFY is one component.**

# Youths Develop Character, Leadership and Confidence

IMAGINE THAT YOU ARE A 9-, 10- OR 11-YEAR-OLD CHILD LIVING IN SANTA ANA. The federal government, through its "weed and seed" program, has designated your neighborhood a high crime area. But you know very little about life outside your community. In fact, you have never spent the night outside of your neighborhood.

Now imagine that you are transported to a Marine Corps base. There, you sleep in the barracks and eat in the mess hall. Your world expands. So do your possibilities.

That is what happened to 60 boys and girls last July. Thanks to Orange County On Track who was funded by a federal Drug Free Communities grant, they spent five days at The Marine Corps Base Camp Pendleton, where they participated in the Drug Education for Youth (DEFY) Camp. The camp helps these youth develop character, leadership and confidence so that they can live healthy lives as drug-free citizens.

Orange County On Track, a multi-faceted nonprofit organization, is the lead agency for a Drug Free Communities grant, of which DEFY is one component. On Track works with disadvantaged families to promote academic success for children and to keep them from drug use and gang involvement. For the DEFY camp, On Track collaborates with several community partners, including the Southeast Partners in Revitalization Improvement Team (S.P.I.R.I.T.) coalition, the Santa Ana Police

Department, the Santa Ana School Police, the Santa Ana Parks and Recreation Department, the U.S. Marine Corps and the U.S. Navy.

A major impetus of DEFY is to surround young people with positive role models and expand their horizons.

For Terry Thompson, CEO and co-founder of Orange County On Track, this means that for five continuous days, the youth are in a controlled environment where they see "successful adults who have made the right choices."

The Marines themselves serve as important role models. In some instances, the young people are required to act like their military hosts. They walk in single-file lines and remove their hats when they enter a building. They watch the United States flag come down every evening.



"They see how the Marines operate," Thompson says. "They learn respect for their country and they understand the importance of caring for other people."

In addition to the Camp Pendleton Marines, there are 22 trainers who stay on the base with the young people and interact with them on a daily basis. These role models include On Track staff members, police officers, recreation department personnel and several college-age mentors who work with Orange County On Track during the school year.

Those who are chosen for the DEFY camp are boys and girls who have shown leadership abilities.

They can be strong in either a positive or negative direction," says Thompson. "We want them to identify with positive role models at a young age."

The age of the participants is key. Claire Braeburn, Executive Director of Orange County On Track, knows that many of the campers already have been exposed to gangs and drugs.

"We want to catch them before they get involved in delinquent behavior," she says. "They need positive experiences that reinforce the rewards of making good choices."

As part of DEFY, the boys and girls attend classes where they learn about the dangers of drug use and the benefits of staying drug-free. The curriculum is adapted from Orange County On Track's youth-to-youth curriculum, which emphasizes character development, conflict resolution and life skills training. Students learn the impact of their choices and they see the positive consequences that can result from positive choices. They watch videos in which popular skateboarders and surfers talk about the harm that can be caused by drug use. Instruction is interactive and relies heavily on visual aids.

"We build up their self-esteem so they have the resiliency to resist drugs and gangs," says Braeburn. "We tell them they are special. They know that only 60 kids can attend DEFY Camp, so it's a privilege to be part of the program."

One of the highlights of the week was a ride on a large Marine Corps tank that can operate on both land and sea. The boys and girls also enjoyed the Santa Ana Police Department's demonstration of their K-9 unit where "the dog always gets the bad guy," according to Thompson. The young people poked their

heads into a bulletproof car and talked to a genuine secret service agent. A Santa Ana police officer from the department's gang unit gave a dynamic talk on dangers of gang activity.

Structured recreation was a daily activity for the campers. Personnel from Orange County On Track and the Santa Ana Recreation Department led them in a variety of activities, and they required the youth to follow rules and exercise discipline.

"They learn to relate to each other and to be polite," notes Braeburn. "But through it all, they are having a great time. They learn

that following rules is not so bad after all."

On the final day of the camp, the young people took a trip to Sea World with the DEFY staff. This trip is a reward for their hard work—they have risen at 6 a.m. every day—but it also provides an opportunity for the boys and girls to bond with their role models.

"Children can learn a lot from being in a structured environment that incorporates fun activities," says Thompson.

About half of the young people who spent the five days at Camp Pendleton are part of Orange County On Track's ongoing mentoring and youth development program. These students continue in the mentoring program during the school year, where the lessons learned at DEFY camp are repeated and reinforced.

**In addition to the Camp Pendleton Marines, there are 22 trainers who stay on the base with the young people and interact with them on a daily basis.**

"DEFY has solidified everything we are teaching, especially responsibility," says Thompson. "We are seeing better behavior. We are seeing more respect for their parents. The parents are still thanking us."

Thompson is grateful to Orange County On Track's many partners in the DEFY camp. The Santa Ana Police Department donates sleeping bags, other agencies donate toothpaste and toothbrushes and the Marine Corps provides the facilities.

"With the ongoing war, it wasn't an easy time for the Marines to have us there, but they were very gracious," says Thompson. "And they have invited us back for next year."

If all goes as planned, DEFY will continue for the next four years.

That is good news for the Santa Ana community. Simply put, DEFY works. A similar camp run by the Santa Ana Police Department served 247 children from 1998 to 2002. Of these, only five have been in trouble with the police.

But the community is not the only beneficiary of DEFY. The young people who attend the camp receive a "life-changing experience they wouldn't get anywhere else," according to Thompson.

"We expose them to worlds they haven't seen before," adds Braeburn. "We help them set goals and give them the hope that they can achieve those goals. Goals and hope are things we all need."

Especially if you are a child whose first night away from your neighborhood is spent in a sleeping bag on a Marine Corps base.

Orange County On Track has been operating for approximately 10 years. It has received many awards, including a President's Service Award at a White House ceremony in 1999. It emphasizes evidence-based programs, which are consistently given high marks by the outside evaluation agency, EMT (Evaluation, Management & Training) Associates, Inc.

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*For more information contact Terry Thompson at (714) 531-7144.*

# JUST THE FACTS

**WHAT ARE THE FACTS ABOUT THE PREVALENCE OF ALCOHOL, TOBACCO AND OTHER DRUG USE among teenagers in Orange County? How do Orange County youth compare with their peers across California? Two 2003-2004 surveys provide the answers to these questions.**

The first survey, called the California Healthy Kids Survey (CHKS), gathered data from more than 43,000 Orange County students in 7th, 9th and 11th grades. Although this survey has been administered in many county schools over the past several years, beginning with the 2003-04 school year, CHKS data collection has been required by the State Department of Education as a means of complying with the No Child Left Behind Act. As part of this federal legislation, all school districts must assess alcohol, tobacco and other drug use and related risk behaviors.

The second survey is the California Student Survey. This is a statewide survey, which is designed to go hand-in-hand with the CHKS so that data from the two instruments can be readily compared. It surveyed a representative sample of approximately 10,000 students in the 7th, 9th and 11th grades throughout California.

The tables below show that the overall prevalence of alcohol, tobacco and other drug

use among Orange County youth is generally comparable to statewide rates. Richard Kite, PhD, research analyst with Orange County Health Care Agency's Alcohol and Drug Education and Prevention Team (ADEPT), says that although the numbers in the county are slightly lower than they are throughout California, the differences are not significant.

What is significant, however, is the degree to which alcohol remains the drug of choice for young people. By the time they reach 11th grade, a majority of Orange County youths have used this substance at least once in their lifetimes. Nearly one-third are current users.

"Alcohol has always been the most used and abused drug across all population segments," says Kite. "It's legal and there is a long tradition of alcohol use in the culture. Adults tend to think that's what kids do."

But, according to Kite, alcohol is a dangerous drug. It creates many problems for young people, from driving under the influence to alcohol poisoning to risky sexual behavior. It is a gateway drug that can lead teenagers to use other drugs. It also tends to be overlooked.

"Club drugs get the publicity," says Kite, "but many more young people are harmed by alcohol. We need to focus prevention efforts on alcohol first."

For drugs other than alcohol, the CHKS shows that marijuana is the most prevalent. Lifetime experimentation with marijuana, at 30 percent of the county's 11th graders, exceeds the rate for experimentation with cigarettes, which is at 26 percent. Similarly, more 7th and 9th graders have experimented with marijuana than with cigarettes. And, at all three grade levels, current use of marijuana is virtually identical to that of cigarettes.

Younger students are the primary users of inhalants. These drugs, which are chemicals found in common household products such as cleaning solvents and

aerosols, are sniffed to give the user an immediate high. Whereas 4 percent of the 7th graders are current users of inhalants, only 2 percent of the 11th graders have used this drug in the past 30 days. It is interesting to note that the percentage of students who have experimented with inhalants in Orange County is the same

**The first survey, called the California Healthy Kids Survey (CHKS), gathered data from more than 43,000 Orange County students in 7th, 9th and 11th grades.**

## Lifetime Use Among Orange County Youth Compared to Statewide Rates

	7 <sup>th</sup> Grade		9 <sup>th</sup> Grade		11 <sup>th</sup> Grade	
	State <sup>1</sup>	County <sup>2</sup>	State <sup>1</sup>	County <sup>2</sup>	State <sup>1</sup>	County <sup>2</sup>
Alcohol	16%	17%	42%	39%	63%	60%
Cigarettes	6	5	18	13	28	26
Marijuana	8	5	23	15	39	30
Inhalants	6	10	9	10	9	10

## Current (Past 30 days) Use Among Orange County Youth Compared to Statewide Rates

	7 <sup>th</sup> Grade		9 <sup>th</sup> Grade		11 <sup>th</sup> Grade	
	State <sup>1</sup>	County <sup>2</sup>	State <sup>1</sup>	County <sup>2</sup>	State <sup>1</sup>	County <sup>2</sup>
Alcohol	10%	10%	25%	21%	37%	34%
Cigarettes	5	4	10	8	15	14
Marijuana	4	3	12	7	20	13
Inhalants	3	4	4	3	5	2

Sources: 1 California Student Survey, 2003-04, 2 California Healthy Kids Survey, 2003-04

**Aggregate data can mask the fact that some schools have a very high alcohol, tobacco and other drug use.**

for 7th, 9th and 11th graders. Experimentation with inhalants generally occurs at an early age, presumably due to the ready availability of these chemical products.

In addition to surveying the prevalence of alcohol, tobacco and other drug use in the schools, the CHKS looks at student protective factors or "assets" in the school environment. Research has identified three environmental factors as critical for creating a positive school climate for youth development and resilience: caring relationships with adults, high expectations from a teacher or other adult and opportunities for meaningful involvement in school. The table that follows summarizes the data for these assets.

says. "We need to ask what kinds of things they would like to do, give them control. Students need to feel connected to school, like they do to their families."

While the CHKS provides a general county-wide overview of adolescent use of alcohol, tobacco and other drugs, data is also collected for individual school districts and school sites. This is where the information becomes most useful.

"Aggregate data can mask the fact that some schools have a very high alcohol, tobacco and other drug use," says Kite. "For data-driven prevention to be effective, we need to put our limited prevention resources where the need

### Percent of Students Scoring High in Assets in the School Environment

	7 <sup>th</sup> Grade		9 <sup>th</sup> Grade		11 <sup>th</sup> Grade	
	State <sup>1</sup>	County <sup>2</sup>	State <sup>1</sup>	County <sup>2</sup>	State <sup>1</sup>	County <sup>2</sup>
Caring Relationships	35%	36%	26%	28%	32%	33%
High Expectations	49	51	38	41	40	40
Meaningful Involvement	18	18	13	14	14	15

Sources: 1 California Student Survey, 2003-04; 2 California Healthy Kids Survey, 2003-04

Assets are key in preventing the abuse of alcohol, tobacco and other drugs. Research shows that students who identify themselves as having high levels of assets are less likely to engage in risky behaviors, including the abuse of these substances. In addition, students with high levels of assets do well academically.

Linda Kearns, program coordinator for the Orange County Department of Education, encourages schools to promote assets.

"Schools must know that working to strengthen assets is just as important as disciplining students who exhibit problem behaviors," she says. Kearns is particularly concerned that so many Orange County students do not believe that they have an opportunity to be involved in school in a meaningful way.

"A ninth grader can do lots of things—not just stay after school and clean the blackboards," she

is greatest, to the extent that we can." Kearns calls the countywide data a "jumping-off point."

"Data only gives us so much information," she says. "We need to look beyond the data to make it more meaningful. We need to find out why the problems are what they are."

To this end, the County Department of Education is working to set up focus groups to "flesh out the data" with anecdotal evidence from students, parents and teachers. Then individual schools and districts can initiate targeted prevention strategies.

Both the CHKS survey and the California Student Survey will be given in the 2005-2006 school year. In the meantime, Kearns is heartened by the results of the surveys for 2003-2004.

"The numbers look good," she says. And then she adds, "but they can always be better." □

# Multimedia Gets the DUI Prevention Message Across

SANTA ANA POLICE LIEUTENANT TONY LEVATINO has participated in his share of drunk driving assemblies for underage youths and found they all have one thing in common: They're boring.

"Generally, you have a movie with a bunch of talking heads and a car wreck, but there's nothing to draw the kids in," Levatino said. "They can't relate. Kids today want a multi-media experience."

As someone who has also worked as a consultant to the computer gaming industry, Levatino speaks with some expertise. Recently, he was able to put that expertise to work when his department received a grant from the Office of Traffic Safety to develop a new Driving Under the Influence (DUI) education program.

The initial sketch Levatino drew to win the grant has now materialized into a 40-foot long, mobile multimedia DUI classroom, packed with eight state-of-the-art driving simulators, eight 20-inch color TVs, one 82-inch color TV and a mammoth set of speakers that would do any DJ proud.

The fifth-wheel, or "gooseneck" trailer/classroom is designed to attract youth outside with blaring music and screens showing motocross and skateboard videos, then engage them inside with the driving simulators, fatal vision goggles—which simulate eyesight that has been blurred by drinking and effect equilibrium—and a movie. Unlike any previous DUI education movies, this one was created by a local youth-run company specifically for this classroom. It stars real Santa Ana high-schoolers who end up in a very real-looking car wreck at a well-known Santa Ana intersection.

"This isn't just a movie; it's home," Levatino said.

The goal of the department is to present the program, one-on-one, to 200 Santa Ana teenagers a month.

"We'll roll up to a school, and just the way this thing looks, we'll suck kids in," said Sgt. Dan McDermott, a traffic officer who will work full-time running the program. "Once we have them, they'll see for themselves that you really can't control a vehicle when you've been drinking."

McDermott said Santa Ana has seen a small increase in underage drinking and driving in recent years, but that those statistics weren't necessarily the impetus for the new program. Rather, he said, police have been trying for years to solve this ongoing problem, continually trying to break through to youth who seem oblivious to the dangers of drinking and driving.

Levatino said the Santa Ana Police Department felt they had had some success with a former DUI education program—one in which young people donned fatal vision goggles and drove golf carts through a pre-set course. However, that program required trucks to haul the golf carts around and was able to accommodate only a handful of students at a time.

So, when he brainstormed the idea for the new program, Levatino sought to create something that was

easily mobile and could accommodate larger numbers of youth.

The police took the idea of a trailer to an art instructor at Chapman University to get an artist rendering so that they would have something to show prospective sponsors.

"He made the artwork for the trailer a class assignment after I gave him some input on what I was looking for. One side of the trailer features pictures of motorcycle officers administering field sobriety tests and facts about DUI arrests. Among those facts: DUI fines may be greater than \$10,000 and probation may last up to three years. The other side is a picture modified from a fatal collision that occurred in Santa Ana," said Sgt. McDermott.



"One of the big problems is that young people don't understand what the consequences really are," Levatino said. "When we asked a test group of kids what they thought the consequences would be (for a DUI arrest), they said maybe six months probation."

The Office of Traffic Safety (OTS) provided a \$275,000 grant and Volvo donated \$25,000. A local ReMax real estate office also kicked in another \$4,000.

With funding in hand the police chose a local, youth-run film company to create the video for the trailer in the hope that they would be most likely to reach the target audience. The 14-minute film they produced is called ".08" and features student actors from Century High School in Santa Ana.

At the beginning of the film, students are at an old-style DUI education assembly at the high school, but don't seem at all interested in the information being provided concerning the perils of drunk driving. Rather than paying attention to the police officer leading the assembly, the girls apply make-up and the boys read magazines.

Once school is out, one of the students, "Danny," pays someone he meets outside a store to buy a case of beer for him. "Danny" brings the beer to a house party, where he, his girlfriend and some friends drink it and listen to rap music. "Danny," who doesn't believe he has had enough to drink to impair his driving, offers to take home his girlfriend and two obviously intoxicated friends.

Because his driving ability really has been impaired, "Danny" ends up causing a spectacular wreck in which three people, including his girlfriend, are killed and he is severely injured. The final scene shows him, minus his legs, in a Santa Ana Jail wheelchair, being taken to a youth detention facility.

"Danny lost his legs, his girlfriend and his freedom," reads the message at the end. "He was sentenced to 29 years and eight months in prison. His blood alcohol level was just .03 percent."

Chilling as the video is, police know it will only reach a percentage of the young people

who see it. Those who aren't influenced by the movie may succumb to the driving simulators.

Eight students at a time can use the simulators, which come complete with steering wheels and gas and brake pedals. Sitting together, they drive through the same streets and participate in a video game called "Midtown Madness." In the beginning, the students drive with normal settings. Later, the settings are altered so that students experience what it would be like to drive while drunk.

McDermott said that even the simulators might not persuade the very cockiest teens. But even those teens falter when they are asked to don the fatal vision goggles and undergo a field sobriety test. There are no passers.

"We try to hit them from several angles and get through to them wherever we can," Levatino said.

Besides using different approaches, the program personalizes the experience, McDermott said. Students may pass anonymously through large DUI assemblies, but in the DUI trailer, they receive one-on-one contact from a police officer. Four officers staff the trailer when it is in operation, working hands-on with 16 students per hour.

McDermott said the trailer will make regular visits to Santa Ana's six high schools and will probably be used at the Orange County Fair. It may also be used for alcohol awareness weeks at local colleges.

Word about the mobile DUI program has spread, and the Santa Ana Police Department has been receiving calls from other police departments and even the U.S. Marines Corps. McDermott said he was invited to bring the program to the Marine base at 29 Palms. However, he may have as much work as he can handle in Orange County.

For now, Levatino and McDermott are eager to get the program into full swing with local youth.

"This is something kids can really connect with," McDermott said. "It's not boring." □

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*For more information about the mobile DUI program contact Sgt. Dan McDermott at (714) 245-8211.*

# MOBILIZING

**ELEVEN-YEAR-OLD ERIC NOEL ENJOYS PARTICIPATING IN CLUB LIVE ACTIVITIES** at TeWinkle Middle School in Costa Mesa because, "I feel like we're making our community a better, safer place."

Schoolmate Annette Mendoza, 12, loves being a member of Club Live because, "I feel like I'm doing something good for someone else in my neighborhood. Kids can be out drinking alcohol and taking drugs and doing crazy things, but this is better."

Bryan Malinis serves as president of the Friday Night Live (FNL) chapter at Ocean View High School in Huntington Beach because, "People my age who don't use alcohol and drugs are in the minority, and we need a place where we can stand up and speak out about what we believe."

They are just three of about 3,000 youth who actively participate in nearly 50 chapters of the Orange County Friday Night Live Partnership (OCFNLP), which started in Orange County in 1994. The primary focus of OCFNLP, which includes Friday Night Live (for high school-aged youth), Club Live (for middle school-aged youth) and FNL Kids (for elementary school-aged youth in grades 4-6), is to form youth/adult partnerships and provide opportunities and support to young people so that they will be less likely to engage in problem behaviors, be more likely to achieve in school, and be more likely to attend higher education or secure full-time jobs.

Pam Rima, program manager, said the group is strongly focused on environmental



# YOUTH Through Friday Night Live

prevention. "We look at the community and see what we can do to make positive changes," Rima said. "We tell youth that they don't have to change the world. They can do their part by making changes where they live and where they go to school."

The different chapters have been busy with a variety of activities in recent months. Details about some of those activities follow:

*TeWinkle Middle School in Costa Mesa, part of the Newport Mesa Unified School District.* Members of the group traveled to a nearby community park to do a clean-up and to assess the park's tot lot for safety. Though the park had a sign prohibiting smoking, students discovered cigarette butts on the ground, and they discarded the butts along with other trash. "We got rid of anything that wasn't supposed to be there," said Danny Martinez, 13, a member of the group. "It's supposed to be a place that's safe for little kids."

On further inspection, chapter members were surprised to find an open gate with a broken lock near the tot lot. The gate led outside to a homeless encampment and to the nearby freeway. "We found empty alcohol bottles and packages of tobacco in the camp and threw them away," Danny said. "That wasn't safe for kids, and it wasn't safe to have a gate to the freeway."

Back at school, chapter members drafted a letter to Costa Mesa city officials, asking that they repair the gate. At the time of this report, the city had not yet responded, but chapter members said they would write again if the repair was not made.

*Ocean View High School in Huntington Beach, part of the Huntington Beach Union High School District.* Chapter members identified low student morale and a lack of school spirit as risk factors at their school. They determined that better communication would improve conditions and received approval from school officials to start a student newsletter.

The first edition of FNL *Connections* featured an article on "Ocean View Teen Talk," a drop-in center on campus where teens can go to discuss their problems in a confidential forum. The center was started through a partnership of Friday Night Live, PAL® (Peer Assistance Leadership), Entre' Amigos and the Huntington Beach Health Care Clinic. The clinic provides professional staff for follow-up needs.

A second edition of the newsletter included information

on the OCFNLP and alcohol, tobacco, other drugs and violence prevention.

Chapter President Bryan Malinis said the newsletter has now been turned over to student clubs that will continue to produce it.

In addition to the newsletter, Malinis said some members of the group had recently



completed training with the California Department of Alcoholic Beverage Control to serve as decoys and will work with local police in an effort to determine if local

retailers are selling alcohol products to minors. The students will go to local stores and try to buy such products under the observation of police.

The group is also working with members of the Friday Night Live chapter at Huntington Beach High School in an effort to start an "Open Mic Night." The activity would allow teens to share poetry, songs and other talents in an alcohol, tobacco, and other drug-free environment. Malinis said they are looking for an appropriate venue.

*Foothill High School in Santa Ana, part of the Tustin Unified School District.* Chapter members chose to focus on the Tot Lot Law, which prohibits the smoking, or disposal



of cigarettes and other tobacco related products within a playground and/or tot-lot sandbox area. They assessed three local parks, checking for appropriate signage prohibiting smoking and looking for tobacco-related litter. Back at school, they drafted a letter to civic officials requesting the posting of appropriate signage where none was present. They also made a presentation at a Tustin City Council meeting, where they cited the Tot Lot Law, presented their assessment findings and requested signage.

For their efforts, this FNL chapter received a commendation from the Tustin Parks and Recreation Department. Today, all of the parks in the area are equipped with appropriate signage regarding the Tot Lot Law.

*After-School Program at Malabar Apartments in Garden Grove.* Chapter members of the Club Live group chose to assess their own apartment complex regarding safety issues,

with special concern about the number of people "hanging out" at the complex at night. They created a survey and administered it to apartment residents, asking them about safety problems, appropriate solutions and who would be interested in participating in a Neighborhood Watch group.

Chapter members also wrote a letter to the Garden Grove Police Department asking for additional officers to patrol the neighborhood. A second letter went to the complex manager, asking for collaboration with the police department in establishing a Neighborhood Watch group and for the hiring of a security guard to patrol the complex at night.

As a result of their actions, the Garden Grove Police Department has established a substation at the complex.

**Youth Advisory Council.** The Youth Advisory Council is made up of students from throughout Orange County who work in coordination with OCFNLP staff, local businesses, schools and community-based organizations to voice youth opinions, provide leadership opportunities for youth and to provide community education and awareness on issues important to youth, including alcohol, tobacco, other drugs, and violence. Currently, there are 13 students on the Youth Advisory Council.

Program Manager Rima said the organization will continue to focus on environmental prevention through 2005. "We will continue to focus on our communities and schools," she said. "We will ask the students to ask themselves, 'What kind of positive change can I make that will still be there when I finish school?'"

The Orange County Friday Night Live Partnership is sponsored by the Orange County Department of Education and partially funded by the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT). □

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For more information on the Friday Night Live Programs or Youth Advisory Council call (714) 966-4356 or (714) 966-4427 or visit [www.ocfnl.org](http://www.ocfnl.org).



# Rock for Red Ribbon

THE RED RIBBON CAMPAIGN is a school based education and prevention campaign that is working on Orange County campuses the entire year-round. One event that has taken place every year since 2000 as part of the Campaign is a *Rock for Red Ribbon* concert that draws thousands of young people for an evening of music, dancing and alcohol, tobacco and other drug prevention. The event, which is held each October at the Block at Orange is so popular that in 2003 and 2004 *Rock for Red Ribbon* concerts were also held in the Spring at the Irvine Spectrum.

The Block at Orange is an entertainment venue of restaurants, shopping, and a movie theatre that is a popular meeting place for Orange County youth. For the *Rock for Red Ribbon* concert, the Block at Orange sets up a stage in front of the theater where local bands perform and local agencies distribute prevention information about alcohol, tobacco, and other drugs.

Jennifer Corday, who's band Corday plays at *Rock For Red Ribbon*, also tours junior and senior high schools to present positive messages through music that it's okay not to smoke, drink or use drugs.

"I ask them what's your anti-drug? Music? Sports?" Corday says. "I want them to see they can still have fun without doing those things."

Other bands that performed at the 2004 concert include Off Limits, The Chris Anderson Group, The Reprise, Spooky Jones, Stulpigeon, Point Blank, The Moment, and Prizm.

"*Rock for Red Ribbon* is implemented in order to tie the community and the schools together and provide an alternative activity for youth, not only through campus and school activities but also in the community," says Deanna Carlson, Program Director of the Red Ribbon Celebration.

The Community Alliance Network (CAN), the prevention arm of the National Council on Alcoholism and Drug Dependence-Orange County (NCADD-OC) and the Red Ribbon Program put on the annual event. The County of Orange Health Care Agency's Alcohol & Drug Education & Prevention team provides funding to CAN and the Red Ribbon Program. □

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For additional information on *Rock for Red Ribbon* call Deanna Carlson at (949) 595-2288 or send an e-mail to [dcarlson@canoc.org](mailto:dcarlson@canoc.org). To learn about other Red Ribbon Campaign activities and how to get involved go to [www.redribbonoc.org](http://www.redribbonoc.org).



Participants in the Rock for Red Ribbon Campaign