



San Antonio Council on Alcohol & Drug Awareness



2024 Red Ribbon Presentation for Grades 3rd – 5th

Our Mission

EMPOWERING OUR COMMUNITY TO LIVE
HEALTHY LIVES; BY PROVIDING **PREVENTION,**
INTERVENTION AND **RECOVERY SUPPORT SERVICES**
FOR **CHILDREN** AND **ADULTS**



**San Antonio Council on
SACADA Alcohol & Drug Awareness**

Our Vision

A **SAFE & THRIVING** COMMUNITY

Our Values

EXCELLENCE | GROWTH | IMPACT | INTEGRITY | LEADERSHIP | RESPECT | WORK-LIFE BALANCE

PROGRAMS & SERVICES AT SACADA



Youth Prevention: Project Strong Life offers personalized case management for youth ages 12-19, focusing on social and emotional development and substance use prevention through evidence-based strategies. The Adolescent Substance Use Treatment (TREE Project) targets high school students (grades 9-12), providing early intervention, treatment, and recovery support for those with substance use and/or mental health disorders, including case management. Additionally, awareness presentations on topics such as tobacco/vaping, alcohol, marijuana, and other drug awareness. These services are at no cost to participants.



Coalitions: The Tobacco Prevention and Control Coalition (TPCC) and Breathe Clear Coalition focus on preventing and reducing tobacco use among adolescents in Bexar County through evidence-based community and environmental strategies. The Partnership for Success (PFS) and Circles of San Antonio Community Coalition aim to expand and strengthen the capacity of local prevention providers to implement evidence-based programs that reduce substance misuse and its related problems, as well as promote mental health through community-based services.



Intervention, Treatment & Recovery Support services are provided by Peer Recovery Support Specialists for adults struggling with a substance use disorder by promoting all pathways to recovery and partnering with community organizations across the region to enhance recovery-focused efforts. Recovery services are at **no cost** to participants.



Education & Training – Fee for court mandated classes for youth and adults including Driving While Intoxicated (DWI), DWI Intervention (2nd+ offenses), and Alcohol Awareness Court/Minor in Possession. SACADA is a certified provider of DWI and MIP by the Texas Department of Licensing and Regulation. Also available is Marijuana Awareness Course and Drug-Free Workplace Training.



Mental Health Awareness Training - SACADA offers Mental Health First Aid (MHFA) and Youth Mental Health First Aid (YMHFA) training to school personnel, emergency first responders, law enforcement, and other community members, enabling them to provide referrals to mental health services. There is **no cost**, but you must register as space is limited.



Prevention Resource Center – PRC serves as a vital data hub and training liaison for Region 8. Through its role, the PRC compiles and disseminates an annual Regional Needs Assessment, offering a valuable community reference tool. This assessment provides region-specific substance use and related information to support informed decision-making and prevention efforts.

2024 THEME



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The 2024 Red Ribbon Campaign Theme, "Life is A Movie, Film Drug Free." Submitted by Cheryl Holsapfel, Digital Art Teacher, and Devansh Aggarwal from Solon Middle School. The theme was selected because it inspires individuals to play their part in fostering safe, healthy, and drug-free communities.

WHAT IS RED RIBBON WEEK?

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After video

By a show of hands, how many of you knew the reason why Red Ribbon Week is celebrated?

Now that we have a better idea, we can share the story of Kiki Camarena and the sacrifice he made for our country in order to keep drugs out of the hands of youth.

<https://youtu.be/jSzaUkwumZ0>

ENRIQUE “KIKI” CAMARENA 1947-1985



- Grew up in Mexico, moved to the US
- Served in the Marine Corps
- Joined the Drug Enforcement Administration (DEA)
- Gave his life to keep drugs out of the hands of children

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Red Ribbon week honors the memory of Enrique “Kiki” Camarena . In 1956, Kiki moved from Mexico to California. * After he graduated from high school, he joined the Marine Corps. * He was a policeman before he became a Special Agent with the Drug Enforcement Administration (DEA) * in 1974.

He was very concerned about the drug problem in this country, * and wanted to make a difference by helping the people that he cared about.

(Presenter’s) please read more about his life and his story there is information on Wikipedia and these other sources below.

https://en.wikipedia.org/wiki/Kiki_Camarena

DEA <https://www.getsmartaboutdrugs.gov/get-involved/red-ribbon-week>,
and here, <https://www.dea.gov/redribbon>



Officer Camarena gave his life in the fight against drugs, and the public wanted to do something to remember the ultimate sacrifice that he made.

Red Ribbon Week started in 1985 in Kiki's hometown of Calexico, California, and soon spread to the rest of the country.

Red Ribbon Week * is the nation's oldest and largest **Drug Prevention Awareness Program.**

WE WILL ANSWER THESE QUESTIONS:

- **WHAT IS A DRUG?**
- **ARE MEDICINES SAFE?**
- **ALCOHOL, THE BRAIN AND GOALS**
- **TOBACCO & VAPING**
- **WAYS TO SAY "NO"**

ARE YOU READY?

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Today we will be talking about Drugs, including Medicine, Alcohol, and Tobacco. I'm hoping that if you have the facts, you will make healthy choices.

WHAT IS A DRUG?

A drug is anything that changes the way your mind and body work.



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click A drug is anything that changes the way your mind and body work.
Examples of drugs are: * Medicine * Alcohol and Tobacco



Medicines can be very helpful when given to you by a trusted adult like your parent or a doctor.

There are two different types of medicine. Over the counter medicine and prescription medication. Does anyone know the difference?

You may have been given Tylenol for a headache or Pepto-Bismol for an upset stomach. Those are examples of over-the-counter medications - which are *helpful drugs*.

Prescription medications are prescribed specifically for you by a Dr to prevent, treat, or relive symptoms of an injury or disease.

REMEMBER: Only take medicine from a trusted adult, like a parent, grandparent, doctor or nurse. And we are only taking prescription medication that was prescribed to you, not prescribed to a friend, your sibling, or another family member.

The infographic features three green circular icons: a beer mug, a martini glass, and a wine glass. A plus sign is positioned between the beer and martini icons, and a small circle is between the martini and wine icons. To the right, the word "Alcohol" is written in large white letters on a dark green background. Below it, a list includes "BEER", "WINE", and "SPIRITS". At the bottom right, the text "San Antonio Council on Alcohol and Drug Awareness - www.sacada.org" is visible.

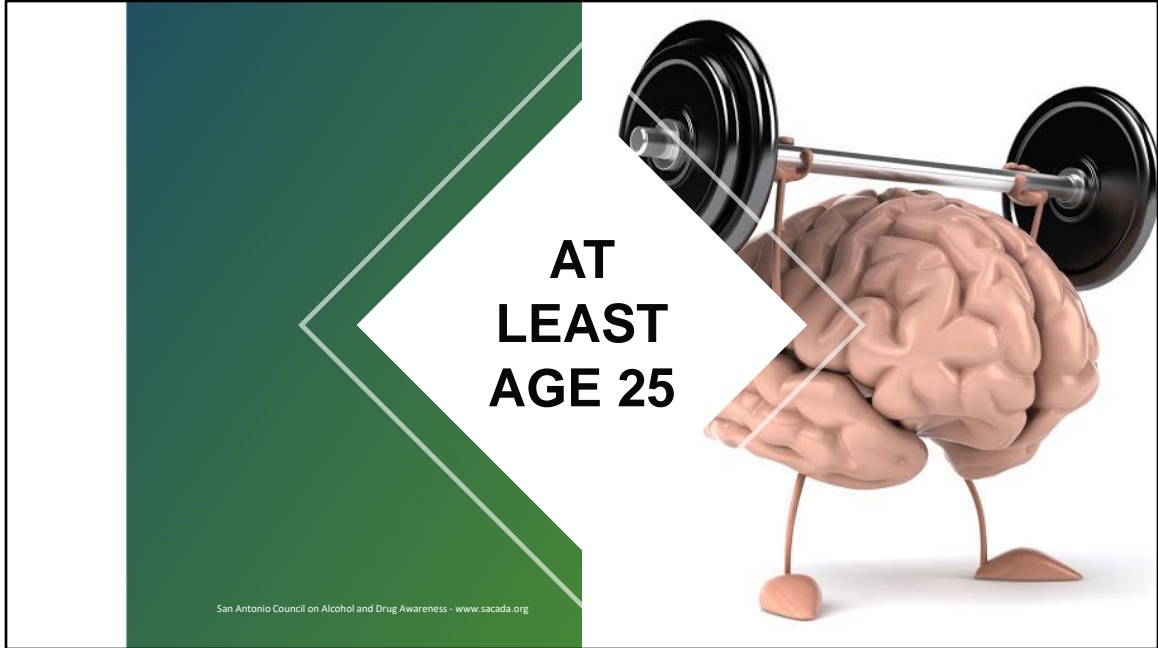
Alcohol

- BEER
- WINE
- SPIRITS

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Another type of drug is **Alcohol** – a liquid that **some** adults drink. There are **three types of Alcohol**: *Beer , Wine and Spirits (Hard liquor)*

It is legal for adults **21 and over** to drink alcohol. We are now going to talk about how alcohol is not healthy for a young person's brain.

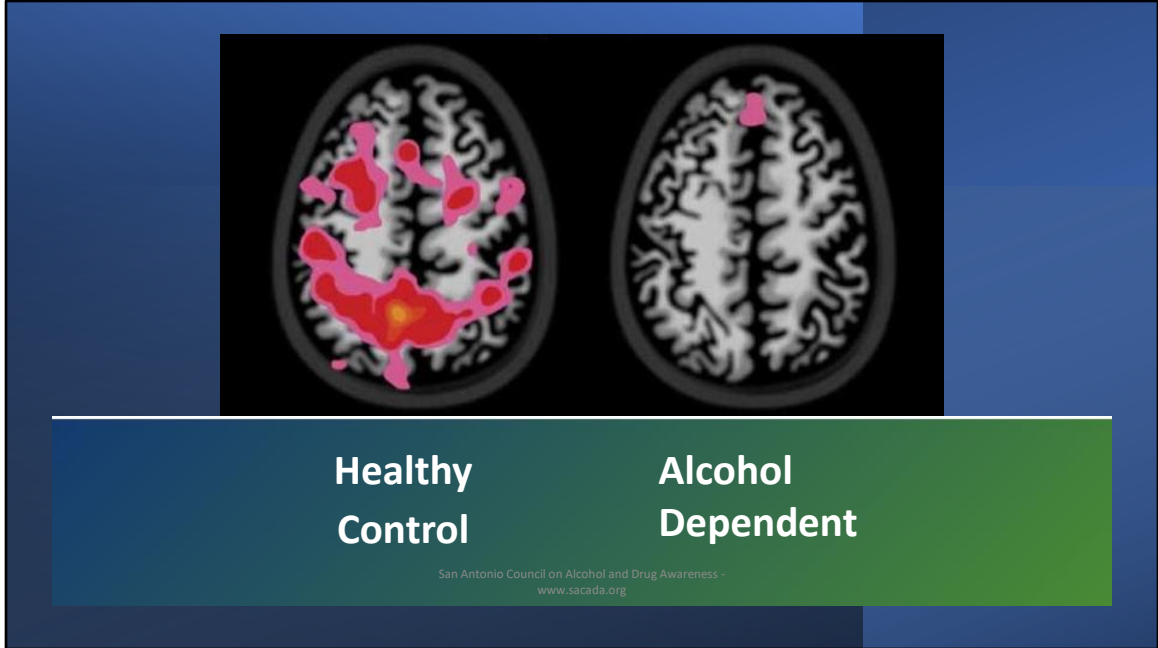


Did you know your brain is not fully developed until about the age of 25? *

The impact of alcohol on a developing brain is far more damaging than it is to the adult brain.

Drinking alcohol during this growth period can lead to lifelong damage in brain function, particularly **memory**, **motor skills** (ability to move) and **coordination**. Additionally, When a young person, whose brain is still developing, tries any drug, **the risk of addiction is great !**

(Addiction means someone wants to do something over and over even though it may be unhealthy for them.)



As I mentioned earlier, Alcohol effects the brain.

Look at the picture on the left. See all the bright colors in the healthy brain - that is a **lot of healthy brain activity.** *

But you can see on the right, here, that there is very little brain activity in an alcohol drinker's brain.

Underage drinking increases the risk of developing an alcohol use disorder later in life.

Alcohol

It can interfere with, or prevent you from reaching your goals and dreams



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The main thing I would like you to remember about alcohol is it is not good for young people, it interferes with growing up healthy, And it can interfere with or prevent you from reaching your goals.



Next, we are going to look at is TOBACCO and vaping

TOBACCO IS A DRUG



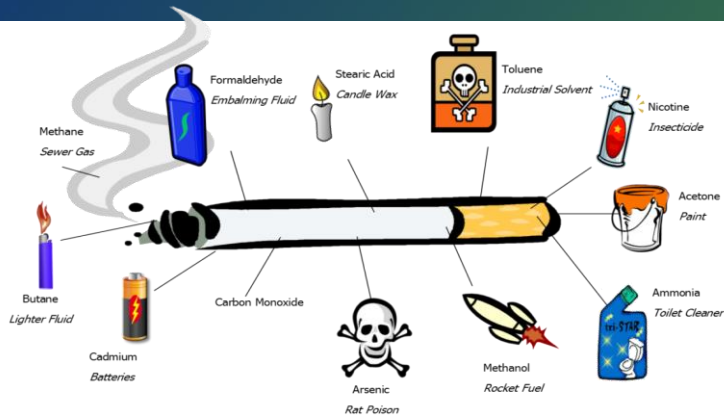
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Did you know that TOBACCO is a **drug**.

It comes many forms: **Smokeless or Chewing Tobacco, Cigarettes and Cigars. AND E-Cigarettes or JUULS**

There is a chemical found in tobacco called nicotine, which is addictive and harmful for youth and young adults no matter how it's delivered,

What's in a Cigarette?



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There are over 4000 chemicals in a cigarette – over 70 of which are known to cause cancer.

(Go over each chemical)

Ask students “Why do you think they would put lighter fluid in a cigarette?”

(They put lighter fluid in cigarettes so that they light, burn smoothly – but most importantly they add it because it makes the cigarette burn more quickly – the faster a person finishes a cigarette, the sooner they must go buy another pack...)

SHORT-TERM EFFECTS



**BAD
BREATH**



**YELLOW
TEETH**



**STINKY
CLOTHING**



RED EYES

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I know you have probably been taught the long-term negative health consequences of smoking, but I want you to know that some of the negative health consequences start from the very first puff....

Immediate effects are:
Stinky hair and clothing

* Bad Breath
* Red Eyes

*Yellow Teeth

*



**LONG
TERM
EFFECTS**

- LUNG CANCER
- HEART DISEASE
- STROKE
- BREATHING PROBLEMS

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Remember, there are severe long - term consequences of smoking:

- LUNG CANCER
- HEART DISEASE
- STROKE
- BREATHING PROBLEMS



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This video gives an inside look into how tobacco addiction changes your brain, and what happens every time you smoke a cigarette.

<https://youtu.be/uFX9F-KD7co?si=QZCtDzrTzGCnQr5a>

E-CIGARETTES AND VAPING



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E-cigarettes are the most commonly used tobacco product among U.S. youth, and they **are not harmless** like most people believe.

The Chemicals in e-cigarettes, and JUULS's can damage the lungs
That damage can reduce the ability of the lungs to keep out germs and other harmful substances and can lead to **permanent lung damage**.

In addition, these products contain nicotine, and we know that **Nicotine is harmful to the developing brain**.

Nearly **9 in 10** U.S. youth **who report current use of e-cigarettes use flavored e-cigarettes.**



Source: National Youth Tobacco Survey, 2023

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[CDC.gov/Vaping](https://www.cdc.gov/vaping)



The CDC (Center for Disease Control and Prevention) reported that most youth who use e-cigarettes first start with a flavored product

A young person who is used to the taste of candy is more likely to be interested in vaping than a conventional cigarette.

For example, a young person who is naïve to nicotine and tobacco would probably be more likely to begin by experimenting with a mango flavored electronic cigarette, as opposed to a traditional non-flavored cigarette.

The liquid in the e-cigarette, called e-liquid, or e-juice, is not just flavoring; it also contains toxic chemicals like nicotine, propylene glycol, and glycerin.



- Because your brain is still developing, scientific studies show that it isn't safe for youth to use any tobacco product that contains nicotine.
- Some e-cigarette batteries have even exploded and hurt people.
- One pods can contain as much nicotine as a pack of cigarettes.
- Can still lead to serious lung illnesses and deaths.

Short term effects: chest pain, vomiting, shortness of breath, coughing.

Youth may turn to vaping to try and deal with stress or anxiety, creating a cycle of nicotine dependence. But nicotine addiction can be a source of stress. **Withdraws include irritability, restlessness, feeling anxious or depressed, trouble sleeping, problems concentrating etc.**

For more info: [Commonly Used Drugs Charts | National Institute on Drug Abuse \(NIDA\) \(nih.gov\)](#)

8 TIMES

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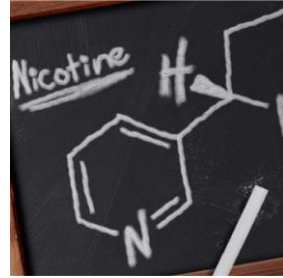
**Vaping increases
young people's
risk of **smoking**.**

Research has shown that vaping increases youth's risk of smoking. Which makes experts concerned that youth – who otherwise might not become smokers – could be lured into trying cigarettes by first vaping nicotine, **which as I mentioned earlier, is a highly addictive drug.**

The research also showed that young people who reported using e-cigarettes were more than * eight times as likely to start smoking conventional cigarettes as those who were not e-cigarette users.



WHY can't people stop?



Nicotine is a stimulant, which means it causes your heartrate and blood pressure to increase.

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People who smoke know what can happen if they continue to smoke, but they keep doing it anyway. If you ask them if they could go back and do it over, would they start smoking again, most of them would say **"NO"**

So, why do they continue to smoke? Because they are addicted **nicotine**.

Nicotine is a toxic oily liquid that is the **chief active ingredient of tobacco**.

NICOTINE IS A DRUG. It is a stimulant, which means it speeds up the processes of the body like breathing and heartrate.

Nicotine is highly addictive. (Do you know what addictive means?)

Using Nicotine at your age may make it harder for you to concentrate, learn, or control your impulses.



Tobacco 21

- On September 1st of 2019 it became illegal for anyone under the age of 21 to purchase tobacco or e-cigarette products
- This law is an important step toward reducing youth smoking and preventing a lifetime of dependency and disease

Read before In order to Reduce Smoking and Save Lives, Tobacco 21 came into effect

before 2nd point Due to the majority of tobacco users starting before age 18

House Bill 114

Effective September 1, 2023, students caught vaping or with e-cigarettes will be removed from class and placed in a Disciplinary Alternative Education Program, or DAEP

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MV

• NO VAPING - HB 114 •



• ENACTED BY STATE LEGISLATURE, 2023 •

STUDENTS WHO POSSESS OR USE A VAPE ON DISTRICT PROPERTY OR AT AN EVENT, BY LAW, WILL BE PLACED IN THE DISCIPLINARY ALTERNATIVE EDUCATION PROGRAM (DAEP)



There were many harmful effects of smoking and vaping that we went over but know that there is good news!

CLICK* As soon as someone quits smoking, the body will begin to heal. So, It's never too late to quit.

Additionally, Most young people make the healthy choice when it comes to smoking and vaping.

You have the power to be a good friend and to be a positive influence in the world. You have the knowledge, and knowledge is power!

PEER PRESSURE REFUSAL STRATEGIES

BROKEN RECORD	MAKE AN EXCUSE
STATE THE FACTS	WALK AWAY



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The best way to avoid problems with Tobacco, Alcohol and other drugs, is to make a promise to yourself to never try drugs.

If you are asked to try tobacco, alcohol or other drugs , or if you're feeling pressured by your friends, there are things you can do to **resist the pressure.**

We call these techniques **Peer Pressure Refusal Strategies.**

(Discuss and give examples of strategies and if time permits practice with the students)

Example: **Broken Record** "No, I don't smoke. No, I don't smoke; no I don't smoke. No, I don't smoke!"

Example: **Make an Excuse:** No, I can't do that, I have a dentist appointment.

Example: **State the Facts:** No. "Did you know that smoking causes heart disease?" No; did you know that Nicotine is a poison that kills bugs?"

Example: **Walk Away:** Leave the situation. Leave quickly, as soon as you know that this is not safe, or healthy, leave. The quicker the better.

Tell the students to choose one of the strategies that is their favorite and use it the next time they feel pressured to do anything they don't want to do.



What kind of things can you do that are healthy?



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I KNOW I gave you a lot of information. If you can't remember all of it, Please Remember:

>A good way to avoid substance misuse is to **make a personal decision to never try drugs, and don't befriend people who use drugs.**

>When you're grown up, if you choose to try alcohol, wait until your mid-twenties when your brain is fully developed, and the risk of addiction is much lower.

Make your life goals your priority and don't let anything get in the way of you achieving those goals.

>Say **"YES" to being healthy.** There are many healthy choices like playing sports, reading, eating fruits and vegetables, playing music, exercising your brain and body.

We are all empowered with shaping the communities around us through positivity, bravery and strength.

QUESTIONS

1. What did Mr. Camarena give up his life to do?
2. How can alcohol harm a person?
3. Name a type of tobacco product?
4. Why is it not safe to take another person's medicine?
5. What is an ingredient in tobacco products?
6. How old does a person have to be to use or buy alcohol or tobacco?
7. How do tobacco companies get youth to use the vaping products?
8. What is a healthy activity that you can do instead of using alcohol or tobacco?
9. Name one of the 4 refusal skills that you can use if someone is pressuring you?

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- **What did Mr. Camarena give up his life to do?**

Officer Camarena gave his life in the fight against drugs, and the public wanted to do something to remember the ultimate sacrifice that he made. He was very concerned about the drug problem in this country and wanted to make a difference by helping the people that he cared about.

- **How can tobacco hurt a person's body?**

Remember the 480,000 deaths per year in the US? The short- and long-term effects (lung cancer, difficulty breathing, stroke)

What is the function of the front, middle back portion of

the brain?

Front (decision making), Portion by the ears (Balance and Coordination, Back of Brain (vision)

- **Name an ingredient inside tobacco?**

The same chemicals used in batteries, barbecue lighter, insecticide, toilet cleaner, poison, sewer gas, rocket fuel

- **Why is it not okay to take another person's medicine?**

It's important to only take medicine from a trusted adult because they know what's best for you and your body. If you take a friend's medicine you may not know the effect it may have on your body.

Resources

Recovery Services in Bexar County: 210-SAY-CARE

Recovery Coaching for Adults: www.sacada.org 210-225-4741

Recovery Coaching for young Adults: www.RiseRecovery.org 210-227-2634

TEXAS Mental Health Support Line: 1-833-986-1919 (24 Hour Hotline)

TEXAS HHSC Turn To Campaign

National Suicide Prevention Lifeline: 1-800-273-TALK (8255) or 988

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Here are some helpful resources: **Recovery Services in Bexar County: 210-SAY-CARE**

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National Suicide Prevention Lifeline: 1-800-273-TALK (8255)

Thank you.

Resources

<https://www.justthinktwice.gov/article/special-agent-enrique-kiki-camarena>

<https://tobacco21.org/>

[file:///C:/Users/edavis/Downloads/Youth-Vaping%20\(1\).pdf](file:///C:/Users/edavis/Downloads/Youth-Vaping%20(1).pdf)

<https://www.dshs.texas.gov/vaping/>

<https://teens.drugabuse.gov/teens/drug-facts>

<https://kidshealth.org/en/teens/prescription-drug-abuse.html>

<https://www.drugabuse.gov/publications/marijuana-facts-parents-need-to-know/want-to-know-more-some-faqs-about-marijuana>

[The Adolescent Brain \(Casey, Jones, & Hare, 2008\).](#)

<https://www.cdc.gov/tobacco/e-cigarettes/why-youth-vape.html>

<https://safesleepacademy.org/smoking/>

www.health.ny.gov/publications/1021

<https://potranco.mvisd.com/apps/news/article/1802112>

<https://nida.nih.gov/research-topics/parents-educators/lesson-plans/mind-matters/nicotine-tobacco-vaping>

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