

## Interested in Learning More?

### What Can I Do?

**EDUCATE** yourself and others about the effects of violence/bullying, alcohol, tobacco and other drugs.

**TALK** with children and teens about the health, social and legal consequences of violence/bullying, alcohol, tobacco and other drug use.

**LEARN** how to give kids what they need to succeed to develop healthy behaviors, attitudes and lifestyles.

### Visit..

Office of National Drug Control Policy  
[www.mediacampaign.org](http://www.mediacampaign.org)

The American Academy of Pediatrics  
[www.aap.org](http://www.aap.org)

The Center on Alcohol Marketing and Youth  
[www.camy.org](http://www.camy.org)

Blue Print for Violence Prevention  
[www.colorado.edu/cspv/blueprints](http://www.colorado.edu/cspv/blueprints)

Substance Abuse Mental Health Services  
[www.samhsa.gov](http://www.samhsa.gov)

Leadership to Keep Children Alcohol Free  
[www.alcoholfreechildren.org](http://www.alcoholfreechildren.org)

National Institute on Drug Abuse  
[www.teens.drugabuse.gov](http://www.teens.drugabuse.gov)

### For More Information...

About resources, community-wide initiatives or how to get involved, please contact:

Northeast Community Challenge Coalition  
513.489.2587 • [necc@cinci.rr.com](mailto:necc@cinci.rr.com)

[www.necchealthycommunity.org](http://www.necchealthycommunity.org)

NECC, founded in 1983, is a community coalition funded by the White House Office of National Drug Control Policy (ONDCP) through a Substance Abuse and Mental Health Services Administration Drug-free Communities Grants and through in-kind support of the NECC Community Board.

### Northeast Community Challenge Coalition Mission

The **mission** of the NECC Coalition is to mobilize and coordinate all sectors of the community to work collaboratively in identifying and implementing strategies that promote Healthy Communities ~ Healthy Youth.

For comprehensive prevention education to be successful, it requires the coordination and collaboration of all members of the community.



*The NECC wheel symbolizes the importance of all community sectors working collaboratively toward a vision of fostering the development of*

*Healthy Communities ~ Healthy Youth.*

### Northeast Community Challenge Coalition

Adolescent Substance Abuse Programs, Inc	D.A.R.E.
Alcoholism Council	Faith Organizations
All Saints School	Girl Scouts of Western Ohio
Archbishop Moeller High School	Jewish Family Service
Area Health Professionals	MADD
Area Law Enforcement Agencies	Montgomery, City of
Area Preschools	Montgomery Kiwanis
Area Schools' Parent Associations	Montgomery Woman's Club Inc.
Best Buy, Fields Ertel	NECC Youth Coalition
Blue Ash Air National Guard	Ohio Investigative Unit
Blue Ash Business Association	Operation Give Back
Blue Ash, City of	Sycamore Community Schools
Blue Ash Lions	Sycamore Senior Center
Blue Ash / Montgomery Rotary	Sycamore Township
Blue Ash Woman's Club	Symmes Township
Blue Ash YMCA	TriHealth
Catholic Charities of Southwestern Ohio	UA Parent Connection
Cincinnati Hills Christian Academy	UC Raymond Walters College
Community Press Newspapers	Ursuline Academy
Dan Beard Council, B.S.A.	Youth Services

### NECC Youth Coalition

Archbishop Moeller High School  
Cincinnati Hills Christian Academy  
Sycamore High School  
Ursuline Academy

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## Northeast Community Challenge Coalition (NECC)

# Community-Wide Red Ribbon Campaign



Over 25 Years of  
Uniting to Create...  
*Healthy Communities*  
*~ Healthy Youth ~*

In the:

City of Blue Ash ♦ City of Montgomery  
Sycamore Township ♦ Symmes Township

## Community-Wide Red Ribbon Campaign

### The Merit of Red Ribbon Campaign

The Red Ribbon Celebration was established as a national awareness campaign in 1988 after the death of DEA Agent Enrique Camarena. The celebration was created to take a collective stand against underage use of alcohol and tobacco and all use of illegal drugs. One of the strengths of the Red Ribbon Campaign is the involvement of diverse sectors of the community coming together to promote a unified message of healthy, drug and violence free lifestyles.



### Local Campaign Goals

**TO MOBILIZE** every sector of the community to unite in changing our community's social norms. This will result in a society where violence, social cruelty and illegal use of drugs and alcohol are not acceptable and where positive values are promoted.

**TO EDUCATE** the community about the importance of sending clear, consistent messages about the health, social, safety, and legal consequences of violence, underage drinking and other illegal drug use.

## Assets: An Effective Strategy For Community-Wide Prevention

**Developmental Assets** are the building blocks of healthy child and adolescent development that people from all community sectors can nurture. © Search Institute

### 8 Ways to Build Healthy Youth:

- 1 Support.** Children and teens need care and love from their families, schools and community organizations.
- 2 Empowerment.** Children and teens need to be valued, feel safe and secure, and be given the opportunity to serve others.
- 3 Boundaries and Expectations.** Children and teens need clear boundaries and high expectations for appropriate behavior. ♦
- 4 Constructive Use of Time.** Children and teens need to be involved in enriching and structured activities.
- 5 Commitment to Learning.** Children and teens need to develop a lifelong commitment to education and learning.
- 6 Positive Values.** Children and teens need strong values that guide their behavior (caring for others, equality, social justice, integrity, honesty, responsibility, and restraint.)
- 7 Social Competencies.** Children and teens need skills to build positive relationships (decision-making skills, interpersonal skills, conflict management skills, resistance skills, and multicultural understanding).
- 8 Positive Identity.** Children and teens need a strong sense of their own purpose, power, worth, and optimism about the future.

**Developmental Assets** inoculate children and adolescents from engaging in risk-taking behaviors, such as, violence and the use of alcohol, tobacco and other illegal drugs (ATOD). Assets promote resiliency and help children and teens make healthy decisions.

♦The category of assets that is most consistently and strongly related to lower levels of ATOD use and violence is **Boundaries and Expectations**, which focuses on clear boundaries and high expectations for appropriate behavior.

## Principles for Keeping Youth Drug and Violence Free 24-7

### Children and Teens Need...

...All community sectors to send clear, consistent messages about our communities' norms.

...Opportunities to strengthen their problem-solving, social and resistance skills.

...Trusting, supportive relationships with parents and caring adults whom they can go to for advice.

...Clear boundaries and high expectations for appropriate behavior.

...Strong values to guide their choices and strategies to develop self-control.

...Support, monitoring and communication from parents and other adults.

...Instruction in how to analyze media messages about drugs, alcohol and tobacco.

...Guidance in how to choose friends wisely and resist negative peer influences.

...Encouragement and reinforcement about their abilities to make healthy decisions.

... Education about the health, social, safety and legal consequences of underage drinking and drug use.

...Multiple community sectors using multiple strategies to shape their beliefs, attitudes and behaviors.

Uniting to Create Healthy Communities ~ Healthy Youth