Proclamation

Board of County Commissioners
Manatee County, Florida

WHEREAS, Red Ribbon Week, observed October 23–31, honors DEA Special Agent Enrique "Kiki" Camarena, whose death in 1985 inspired a national commitment to drug prevention and healthy, drug-free communities;

WHEREAS, the 2024 Florida Youth Substance Abuse Survey found that 15.9% of surveyed Manatee County middle and high school students reported past-month use of alcohol or any illicit drug;

WHEREAS, effective prevention strengthens families, positive adult relationships, youth leadership, and supportive schools and communities that help young people make healthy choices;

WHEREAS, the 2026 theme, "Make a Difference. Be a Hero. Stay Drug Free.", celebrates personal responsibility, positive peer influence, and everyday actions that support healthier communities;

WHEREAS, North River Prevention Partners, the North River Youth Coalition, and community partners work together to prevent youth substance use, elevate youth voices, and create opportunities for every young person to thrive;

NOW, THEREFORE, BE IT PROCLAIMED by the Board of County Commissioners of Manatee County, Florida, that October 23-31, 2026, shall be known, designated, and set aside as

RED RIBBON WEEK 2026

in Manatee County, Florida.

ADOPTED with a quorum present and voting this Tuesday, October 20, 2026.

BOARD OF COUNTY COMMISSIONERS
MANATEE COUNTY, FLORIDA

Tal Siddique

Tal Siddique, Chairperson

October 20, 2026 - Regular Meeting

Subject
Red Ribbon Week 2026 – No Presentation Scheduled

Category
AWARDS/PRESENTATIONS/PROCLAMATIONS

Briefings
None

Contact and/or Presenter Information
Board of County Commissioners

Action Requested
Adoption of Proclamation designating October 23-31, 2026, as “Red Ribbon Week 2026.”

Enabling/Regulating Authority
None

Background Discussion
DEA Special Agent Enrique “Kiki” Camarena dedicated his life to fighting drug trafficking and protecting communities. In February 1985, while investigating a major drug trafficking operation in Guadalajara, Mexico, he was kidnapped, tortured, and murdered. Following his death, friends, family, and community members began wearing red ribbons to honor his sacrifice and raise awareness about the devastating effects of drugs. Their efforts grew into the first National Red Ribbon Week in 1988. Today, Red Ribbon Week is observed annually from October 23–31, honoring Camarena's legacy by inspiring individuals, families, schools, and communities to work together to prevent substance use and encourage healthy, drug-free lives.

Attorney Review
Not Reviewed (No apparent legal issues)

Instructions to Board Records
None

Cost and Funds Source Account Number and Name
N/A

Amount and Frequency of Recurring Costs
N/A