



# City of Carson

## Report to Mayor and City Council

September 18, 2012  
New Business Consent

**SUBJECT: CONSIDERATION OF RESOLUTION 12-096 RECOGNIZING THE COLLABORATIVE RELATIONSHIP BETWEEN THE CITY OF CARSON AND THE CARSON INITIATIVE FOR SUBSTANCE ABUSE AWARENESS AND PREVENTION**

Submitted by David C. Biggs  
City Manager

Approved by David C. Biggs  
City Manager

### **I. SUMMARY**

This item is on the agenda at the request of Councilmember Santarina.

The Carson Initiative for Substance Abuse Awareness and Prevention (CISAAP) was formed after the City Council approved Resolution 07-133 (Exhibit No. 1). Resolution 07-133 declared the 4<sup>th</sup> week of October as "Red Ribbon Week" conveying Carson's stand against underage drinking and substance abuse (Exhibit No. 2).

### **II. RECOMMENDATION**

TAKE the following actions:

1. WAIVE further reading and ADOPT Resolution No. 12-096, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, RECOGNIZING THE COLLABORATIVE RELATIONSHIP BETWEEN THE CITY OF CARSON AND THE CARSON INITIATIVE FOR SUBSTANCE ABUSE AWARENESS AND PREVENTION"
2. INSTRUCT staff to transmit a copy of the executed resolution to Richard Bis, Asian American Drug Abuse Program, Inc., 2900 S. Crenshaw Blvd, L.A., CA 90016 or rbis@adaap.org.

### **III. ALTERNATIVES**

TAKE another action the City Council deems appropriate.

### **IV. BACKGROUND**

Since Resolution 07-133 was adopted, Red Ribbon Week has been celebrated in Carson coordinated by members of the Asian American Drug Abuse Program (AADAP). Since then members of AADAP have created CISAAP which is a local Carson based collaborative charged with raising awareness of the dangers of drug use and underage drinking in the community (Exhibit No. 3). The City has been participating in CISAAP. The collaborative has been meeting weekly to plan the events for Red Ribbon Week 2012, and plan to expand additional education and awareness activities year round. Councilmember Santarina requests that the City

and CISAAP partnership be recognized. Mr. Richard Bis remains Carson's contact person for both organizations. Attached for the City Council's review is Resolution 12-096 which explains the transition from ADAAP to CISAAP as the City's "collaborative" partner for Red Ribbon Week (Exhibit No. 4).

**V. FISCAL IMPACT**

None.

**VI. EXHIBITS**

1. Resolution No. 07-133. (pgs. 3-5)
2. Minutes, October 16, 2007 City Council Meeting Item No. 37. (pg. 6-7)
3. CISSAP Mission and Goals. (pg. 8)
4. Resolution No. 12-096. (pgs. 9-10)

Document3

Prepared by: Lisa Berglund, Principal Administrative Analyst

TO: Rev09-04-2012

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Public Works
Community Development	Community Services

**Action taken by City Council**

Date\_\_\_\_\_ Action\_\_\_\_\_

RESOLUTION NO. 07-133

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, DECLARING OCTOBER 23-31, 2007, AS "RED RIBBON WEEK" AND EVERY FOURTH WEEK OF THE MONTH OF OCTOBER OF EACH YEAR THEREAFTER WITH THE UNDERLYING PURPOSE OF CONVEYING CARSON'S STAND AGAINST UNDERAGE DRINKING AND SUBSTANCE ABUSE

**WHEREAS**, in 2005, about 10.8 million persons ages 12-20 (28.2 percent of this age group) reported drinking alcohol in the past month. Nearly 7.2 million (18.8 percent) were binge drinkers, and 2.3 million (6 percent) were heavy drinkers; and

**WHEREAS**, three out of every four students (75 percent) have consumed alcohol (more than just a few sips) by the end of high school; and

**WHEREAS**, in 2006, 9.8 percent of youths aged 12-17 were current drug users: 6.7 percent smoked marijuana, 3.3 percent abused prescription drugs, 1.3 percent misused inhalants, 0.7 percent took hallucinogens, and 0.4 percent used cocaine; and

**WHEREAS**, Asian American Drug Abuse Program, Inc. (AADAP) is a city, county and state-recognized, non-profit organization whose mission and purpose are in line with Carson's desire for a drug-free city. AADAP's goals and objectives are:

1. To create a comprehensive program to counteract substance abuse problems in the Asian Pacific American community.
2. To establish a substance abuse treatment and rehabilitation center.
3. To prevent substance abuse problems through primary and community prevention activities.
4. To educate the substance abuse community on what we learn.
5. To assess changing community needs, develop comprehensive services, and promote services to Asian Pacific American communities.
6. To facilitate economic development for the purpose of sustaining and expanding services as well as increasing the skills and employability of local residents and clients; and

**WHEREAS**, Carson is host to not only a large Asian American population, but also a diverse mix of races and peoples all of whom have, in one way or another, experienced the pain and damaging effects of substance abuse and/or underage drinking; and

**WHEREAS**, there is a need to raise awareness of the dangers of drug abuse and underage drinking which should be spearheaded by not only non-profit organizations and churches but also by the city government itself.

**NOW, THEREFORE**, be it determined by the City Council of the city of Carson, California, that:

- Section 1. October 23–31, 2007 is designated as “Red Ribbon Week” in the city of Carson, California, and every fourth week of the month of October of each year thereafter.
- Section 2. The Red Ribbon shall symbolize Carson’s strong stand against substance abuse and underage drinking as well as the city’s commitment to making all residents aware of the dangers of these social ills.
- Section 3. Carson shall partner with AADAP and other like-purposed organizations, churches, ministries and groups to remember “Red Ribbon Week” and the purpose for its existence.
- Section 4. City staff shall ensure the visibility of red ribbons throughout the city and inform the public of the ribbons’ symbolism during this particular week. Printed materials such as flyers, mailers or brochures shall be disseminated to raise the awareness of all residents of the dangers and effects of underage drinking and substance abuse.
- Section 5. In view of the continuing impact and importance of this program, Carson shall celebrate “Red Ribbon Week” as an annual event every year thereafter.
- Section 6. Since “Red Ribbon Week” will entail a very minimal fiscal impact, Carson will allocate resources out of the General Fund for this purpose. City staff shall coordinate closely with AADAP and other organizations to ensure that “Red Ribbon Week” is successful each year.

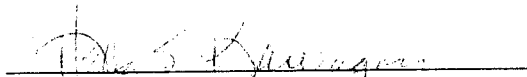


**PASSED, APPROVED and ADOPTED** this 16<sup>th</sup> day of October, 2007.

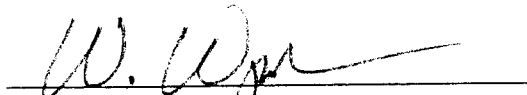


Mayor Jim Dear

ATTEST:

  
City Clerk Helen S. Kawagoe

APPROVED AS TO FORM:

  
City Attorney

STATE OF CALIFORNIA           )  
COUNTY OF LOS ANGELES    ) ss.  
CITY OF CARSON                )

I, Helen S. Kawagoe, City Clerk of the City of Carson, California, do hereby certify that the whole number of members of the City Council is five; that the foregoing resolution, being Resolution No. 07-133 was duly and regularly adopted by said Council at a regular meeting duly and regularly held on the 16th day of October, 2007, and that the same was passed and adopted by the following vote:

AYES:	COUNCIL MEMBERS:	Mayor Dear, Santarina, Williams, Gipson and Davis-Holmes
NOES:	COUNCIL MEMBERS:	None
ABSTAIN:	COUNCIL MEMBERS:	None
ABSENT:	COUNCIL MEMBERS:	None

  
City Clerk Helen S. Kawagoe

**ITEM NO. (37) SUPPORT FOR RESOLUTION NO. 07-133 DECLARING OCTOBER 23-31, 2007, AS "RED RIBBON WEEK" IN THE CITY OF CARSON AND EVERY FOURTH WEEK OF THE MONTH OF OCTOBER OF EACH YEAR THEREAFTER WITH THE UNDERLYING PURPOSE OF CONVEYING THE CITY OF CARSON'S STAND AGAINST UNDERAGE DRINKING AND SUBSTANCE ABUSE (CITY MANAGER)**

(Mayor Dear exited the meeting at 9:59 P.M., and Mayor Pro Tem Santarina assumed the Chair.)

(Mayor Dear reentered the meeting at 10:03 P.M., and resumed the Chair.)

**Public Comments**

Carol J. Almeda, 2147 Gale Avenue, 90810, representing Asian American Drug Abuse Program, Inc., provided background comments and urged the City Council to support Resolution No. 07-133.

Richard Bis, 2900 S. Crenshaw Boulevard, Los Angeles, California 90016, representing Asian American Drug Abuse Program, Inc.

Ada Espianola, 12150 E. 213<sup>th</sup> Street, Carson, California 90745, representing Carson Student Movement (CSM), discussed facts about youth substance in Carson.

Ricardo A. Pulido, 22106 Gulf Avenue, Carson, California 90745, representing Filipino Student Forum (FSF).

Robert Kamiyama, 389 E. 232<sup>nd</sup> Street, Carson, California 90745, representing Carson Student Movement (CSM),

Jaime Ulloa, 18119 Cairo Avenue, Carson, California 90746, urged the City Council to support Resolution No. 07-133.

RECOMMENDATION for the City Council:

TAKE the following actions:

1. WAIVE further reading and ADOPT Resolution No. 07-133, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, DECLARING OCTOBER 23-31, 2007, AS 'RED RIBBON WEEK' IN THE CITY OF CARSON AND EVERY FOURTH WEEK OF THE MONTH OF OCTOBER OF EACH YEAR THEREAFTER WITH THE UNDERLYING PURPOSE OF CONVEYING THE CITY OF CARSON'S STAND AGAINST UNDERAGE DRINKING AND SUBSTANCE ABUSE."
2. INSTRUCT staff to transmit a copy of the executed resolution to the National Family Partnership and the Asian American Drug Abuse Program, Inc.
3. TRANSFER \$3,000.00 from the contingency account to cover the cost of promotion and publicity.

EXHIBIT NO. 2



ACTION: WITH FURTHER READING WAIVED, it was moved to PASS, APPROVE, and ADOPT Resolution No. 07-133, as read by title only, and approve staff recommendation Nos. 2 and 3, on motion of Dear and seconded by Santarina.

Mayor Pro Tem Santarina thanked Mayor Dear for making the motion, read an excerpt from the resolution, and urged his colleagues to approve the resolution.

The motion was unanimously carried by the following vote:

Ayes:	Mayor Dear, Mayor Pro Tem Santarina, Council Member Williams, Council Member Gipson, and Council Member Davis-Holmes
Noes:	None
Abstain:	None
Absent:	None



# CARSON NATIONAL RED RIBBON WEEK CELEBRATION 2012 INFO SHEET

**Red Ribbon Week** is the oldest and largest drug prevention campaign in the country. Red Ribbon Week serves as a vehicle for communities and individuals to take a stand for the hopes and dreams of our children through a commitment to drug prevention and education and a personal commitment to live drug free lives with the ultimate goal being the creation of drug free America. Red Ribbon Week is nationally recognized and celebrated, helping to preserve the memory of Special Agent Enrique Camarena's life and further the cause for which he gave his life. By wearing a red ribbon, Americans demonstrate their ardent opposition to drugs.

**What is CISAAP?** The Carson Initiative for Substance Abuse Awareness and Prevention is a collaborative organization created after the October 16, 2007 City Council resolution making Red Ribbon Week an annual celebration in Carson. It is a partnership between the City of Carson, AADAP, Inc., CISAAP member organizations, and concerned Carson citizens. CISAAP is charged to address the need to raise awareness of the dangers of drug use and underage drinking in the City of Carson. It is our goal to designate Red Ribbon Week as a symbol and awareness campaign of the City's strong stand against the risks and dangers of substance abuse.

## **What are the goals of CISAAP?**

- ❑ To increase the spirit of support for the National Red Ribbon Week Celebration
- ❑ To increase awareness against drug and alcohol abuse during events
- ❑ To have red ribbons and the theme visible throughout the City of Carson
- ❑ To have community members join the advocacy against drugs and alcohol abuse
- ❑ To increase referrals to and collaboration with supportive services that address substance abuse awareness and prevention

## **CARSON INITIATIVE FOR SUBSTANCE ABUSE AWARENESS AND PREVENTION**

**(CISAAP) voluntary membership, supporters, and sponsors include the following:** City of Carson, Carson City Council, City of Carson Parks and Recreation, City of Carson Sheriff's Station, Human Relations Commission, Waste Management Inc., Shell Company, Watson Land Company, South Bay Pavilion, West Water Basin, Expressions To Wear, Carson City Towing, Boys and Girls Club of Carson, Keystone Club, Confederation of Filipino American Associations (CONFAA), Victory Outreach Church of Carson, Behavioral Health Services, National Council on Alcoholism and Drug Dependence of South Bay (NCADD), Youth Family School and Community Partnership In Action (YFSC-PIA), Dominguez Area Property Owners Association, Hands Without Guns, Tongan Community Service Center, Carson Regional Library, People's CORE, Pacific American Student Services (PASS), Carson Christian Church, Philippine Independence Day Foundation (PIDF), Carson High School Heart Office, Carson High School Carson Health And Medical Partnerships, Carson High School Health Occupation Students of America, Carson Student Movement, Asian American Drug Abuse Program, Inc. (AADAP, Inc.) and many other concerned Carsonites.

For more info please call City of Carson @ 310-952-1705 or AADAP, Inc. Richard Bis @ 323-293-6284  
rbis@aadapinc.org

EXHIBIT NO. 03





RESOLUTION NO. 12-096

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, RECOGNIZING THE COLLABORATIVE RELATIONSHIP BETWEEN THE CITY OF CARSON AND THE CARSON INITIATIVE FOR SUBSTANCE ABUSE AWARENESS AND PREVENTION

WHEREAS, the Carson City Council approved Resolution 07-133 on October 16, 2007 embracing Red Ribbon Week in Carson – a drug abuse, awareness and prevention campaign; and

WHEREAS, members of Asian American Drug Awareness Program (AADAP) created the Carson Initiative for Substance Abuse Awareness and Prevention (CISAAP) which was formed after the City Council approved Resolution 07-133 embracing Red Ribbon Week; and

WHEREAS, CISSAP members meet and coordinate the Red Ribbon Week activities each year to be held in the City of Carson; and

WHEREAS, the City recognizes CISAAP as the lead community group to coordinate Red Ribbon Week and as a contributor in coordinating other Substance Abuse Awareness and Prevention programs in the City; and

WHEREAS, the City and CISAAP work as a collaborative to support the mutual goals to keep Carson a “Drug Free City”; and

WHEREAS, Carson is a host to not only a large Asian American population, but also a diverse mix of races and peoples all of whom have, in one way or another, experienced the pain and damaging effects of substance abuse and/or underage drinking; and

WHEREAS, there is no need to raise awareness of the dangers of drug abuse and underage drinking; and

NOW THEREFORE, the City Council of the City of Carson, recognizes the collaborative relationship between the City of Carson and the Carson Initiative for Substance Abuse Awareness and Prevention.

EXHIBIT NO. 04

[MORE]



**PASSED, APPROVED and ADOPTED** this \_\_\_\_\_ day of September, 2012.

ATTEST:

\_\_\_\_\_  
Mayor Jim Dear

\_\_\_\_\_  
City Clerk Donesia L. Gause, CMC

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney

