



NEWS

COMMUNITY DEVELOPMENT COMMISSION • County of Los Angeles
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For Immediate Release

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LOS ANGELES COUNTY HOUSING AUTHORITY CELEBRATES RED RIBBON WEEK, EDUCATES PUBLIC HOUSING YOUTH ON THE DANGERS OF ILLEGAL DRUGS

The Housing Authority and the Los Angeles County Sheriff's Department join together to raise awareness of alcohol, tobacco, and other drug issues, and promote a healthy lifestyle

Lomita - On October 27, 2011, the Harbor Hills Public Housing Development (Harbor Hills) partnered with the Los Angeles County Sheriff's Department to participate in Red Ribbon Week, an annual campaign that brings millions of people together to raise awareness of the need for alcohol, tobacco, and other drug and violence prevention, early intervention, and immediate treatment services. Red Ribbon Week occurs nationwide during the last week of October of each year, and is the most recognized drug prevention awareness campaign in the United States.

Harbor Hills, which is owned and operated by the Housing Authority of the County of Los Angeles (Housing Authority), currently houses 301 families, with over 300 youth ages 0 to 17. Sheriff's Officers visited Harbor Hills and engaged youth in activities and discussions focusing on the Red Ribbon Week Pledge: *No use of illegal drugs. No illegal use of legal drugs!* Youth were encouraged to focus on their goals and given tips on how to make a personal commitment to live drug free.



In a national survey conducted in 2010, about half (48.6 %) of youth aged 12 to 17 reported that it would be "fairly easy" or "very easy" for them to obtain marijuana if they wanted some.¹ With such easy access to drugs, it is essential for youth to join the community in activities like Red Ribbon Week to take a visible stand against drugs, alcohol, and other forms of substance abuse.

Sean Rogan, Executive Director of the Housing Authority proudly stated, "The Housing Authority is dedicated to providing substance abuse prevention and intervention programs year-round. Events like Red Ribbon Week serve as a reminder that there is a nationwide coalition of supporters eager to help keep the country's youth stay drug-free, healthy, and focused on success. The Housing Authority is happy to bring this message to our public housing community."

For more information on the Housing Authority, please contact Elisa Vásquez, Public Information Officer, at (323) 890-7415.

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¹ Source: Substance Abuse and Mental Health Services Administration, "Results from the 2010 National Survey on Drug Use and Health: Summary of National Findings," NSDUH Series H-41, HHS Publication No. (SMA) 11-4658. Rockville, MD: Substance Abuse and Mental Health Services Administration, 2011. p. 63. <http://oas.samhsa.gov/NSDUH/2k10NSDUH/2k10Results.pdf>