



Motivational Madness E-Newsletter

Red Ribbon Week Began With a Bang



Kirksey Middle School - Rogers

Paul recently visited seven Benton County middle schools to present his dynamic program, **"It's Your Life - Dominate It,"** to a total of 3,500 students. The two-day tour kicked off Red Ribbon Week, part of a broader, month-long effort by the Benton County Methamphetamine Task Force to increase awareness of methamphetamine use.

Paul entertained and informed pupils with anecdotes and stories. He then asked pupils about school, professional aspirations and current concerns.

Zach Venable, a sixth-grader at Kirksey said Paul's presentation helped him understand how to make better decisions. "If someone offered me drugs, I would say 'no!'" he said, adding "If it was a friend, I'd probably have to no longer hang out with them."

Paul's presentation included four principles -- *The Power of Choice*, *All You Have is Your Name*, *Perception is Reality* and *You Only Live Once* -- to demonstrate that pupils have choices and to help them understand how to make responsible decisions. "When it comes to drugs and alcohol, it's up to you," Paul said. "You are the one who has to be responsible."

"Paul's interaction with the kids was a delight," stated Debbie Pursley. "I'm just sorry that we were not able to include every student in Benton County. My goal is to make that happen soon."

Added Pursley, "As a member of the Benton County Arkansas Methamphetamine Community Task Force I was privileged to help bring Paul in to speak. His message, **'It's Your Life - Dominate It,'** was dynamic. From the feedback I've received from teachers and administrators, this was exactly what they wanted the students exposed to. I think I was most impressed, not only by his message about drugs, (and on the level that our kids could understand), but by the positive, motivational message he gave to our kids about themselves and how they had the power to choose what direction their lives might take."



Bentonville Police Officer Tom Boyle

Tobacco Prevention Saves Lives



BEAT Tobacco Prevention Retreat

Paul was recently privileged to work with the University of Arkansas for Medical Sciences Area Health Education Center - Southwest. During the two-day youth tobacco prevention retreat, students participated in workshops that reinforced key points in awareness and prevention. Paul's message of motivation and encouragement helped strengthen the students' ability and skill-set to be leaders among their peers.

BEAT Tobacco Control Organizational Specialist Gary Miller was instrumental in providing Paul with the opportunity to work with a group of outstanding student leaders in Texarkana and the surrounding areas.

Over the past 10 years, Paul has had the honor of working with a number of community leaders and students focusing on drug awareness and prevention. In addition to facilitating several methamphetamine trainings, he has had the privilege of working with the Scott County Youth Summit, Coalition for a Tobacco Free Arkansas, Arkansas Youth Council Against Drugs, Arkansas Stamp Out Smoking, BEAT Tobacco Control and Youth Extinguishing Smoking (Y.E.S.).

Vital Information

What is Red Ribbon Week?

- A time for gratitude for all the lives that remain drug free
- A time to pledge to live a safe and drug-free life
- A time to remember those we have lost in the fight against drugs

A Hero's Legacy

National Red Ribbon week serves as a tribute to DEA Special Agent Enrique "Kiki" Camarena, who was kidnapped, brutally tortured & murdered by drug traffickers in Mexico. Kiki's ultimate sacrifice produced an immediate outpouring of grief, but over time generated a sense of hope across America.

Red Ribbon week is a great opportunity for all of us to send a clear and unequivocal message that drugs damage lives-whether it is through lost productivity, unfulfilled dreams, drugged driving incidents or addiction. By wearing a red ribbon, Americans demonstrate their ardent opposition to drugs. They pay homage not only to Special Agent Camarena, but to all men and women who have given their lives in support of our nation's struggle against drug trafficking and abuse. It's a chance for us to show that Kiki Camarena's spirit--and hope for a drug-free America--can never be extinguished.

Did You Know?

- *Over 80 million Americans participate in Red Ribbon events.
- *Red Ribbon Week is the most far-reaching and well-known drug prevention event in America.