



# Be The Resistance

## North Coastal Prevention Coalition Meeting



Thursday, July 14, 2022



# Youth Development Institute

Sunday, April 3 | Camp Cuyamaca







Presentation from Rockwell ('Rocky' -31 year DEA veteran )  
Herron, from the San Diego County Office of Education.













# BTR Received a Mini-Grant from Friday Night Live





The background is a solid green color. In the top-left corner, there is a yellow abstract shape. In the top-right corner, there is a blue abstract shape. In the bottom-left corner, there is an orange abstract shape. In the bottom-right corner, there is a light blue abstract shape. The word "Purpose:" is written in white, bold, serif font.

# Purpose:

Highlight youth making healthy choices

Elevate and highlight young people, show how they are change agents in their community



Create hope and positive change





# Why?

What we **think** our peers are doing influences our behaviors. Even if what we think our peers are doing is not what they are actually doing.



# Requirements:

- Develop & distribute multiple youth-targeted poster designs
- Develop & distribute at least 1-adult targeted flyer or other educational material
- Develop & distribute 1 social norms campaign-related radio or video PSA.
- Share campaign-related social media posts on a consistent basis
- Utilizing pre-approved press release templates, customize & disseminate 2 press releases





# Mini-Grant Poster Contest



# Positive Social Norms Poster Contest

BROUGHT TO YOU BY  
BE THE RESISTANCE CLUB

## Prizes

**1st Place: Apple AirPods**

**2nd Place: Anker Portable Charger**

**3rd Place: Giftcard Basket**



## Open to all

### OHS students:

Our purpose is to highlight youth making healthy choices. There is a stereotype that many teens partake in alcohol use, when in fact, most do not. Our purpose is to spread that message.

Make your best underage drinking prevention poster that must include:

- Slogan/Rhyme/Attention Getter
- One of the following statistics:
  - "70% of Oceanside 11th graders have never consumed alcohol."
  - "82% of Oceanside 9th graders have never consumed alcohol."
- Colorful Graphic showing the statistic

**POSTERS ARE DUE MARCH 30TH!**

**One entry per student**

**Entries must be in PNG, JPG, or PDF**

**Submit to Carmela Muñoz by email:**

**cmunoz@vcc.org**

**With your full name, grade, email and phone number**

For more  
information/questions

Contact:

Carmela Muñoz:

cmunoz@vcc.org

insta: @ohs\_btr\_club





1<sup>st</sup> Place



2<sup>nd</sup> Place

**YOU BOOZE,  
YOU CRUISE,  
YOU LOSE.**

**70% OF  
OCEANSIDE  
11TH  
GRADERS  
HAVE NEVER  
CONSUMED  
ALCOHOL**



**DON'T ENGAGE IF YOU'RE  
UNDERAGE**

**INSTEAD SURF  
SOME WAVES**





3<sup>rd</sup> Place

# ***Choose Not to Booze !!***



**The truth is...**

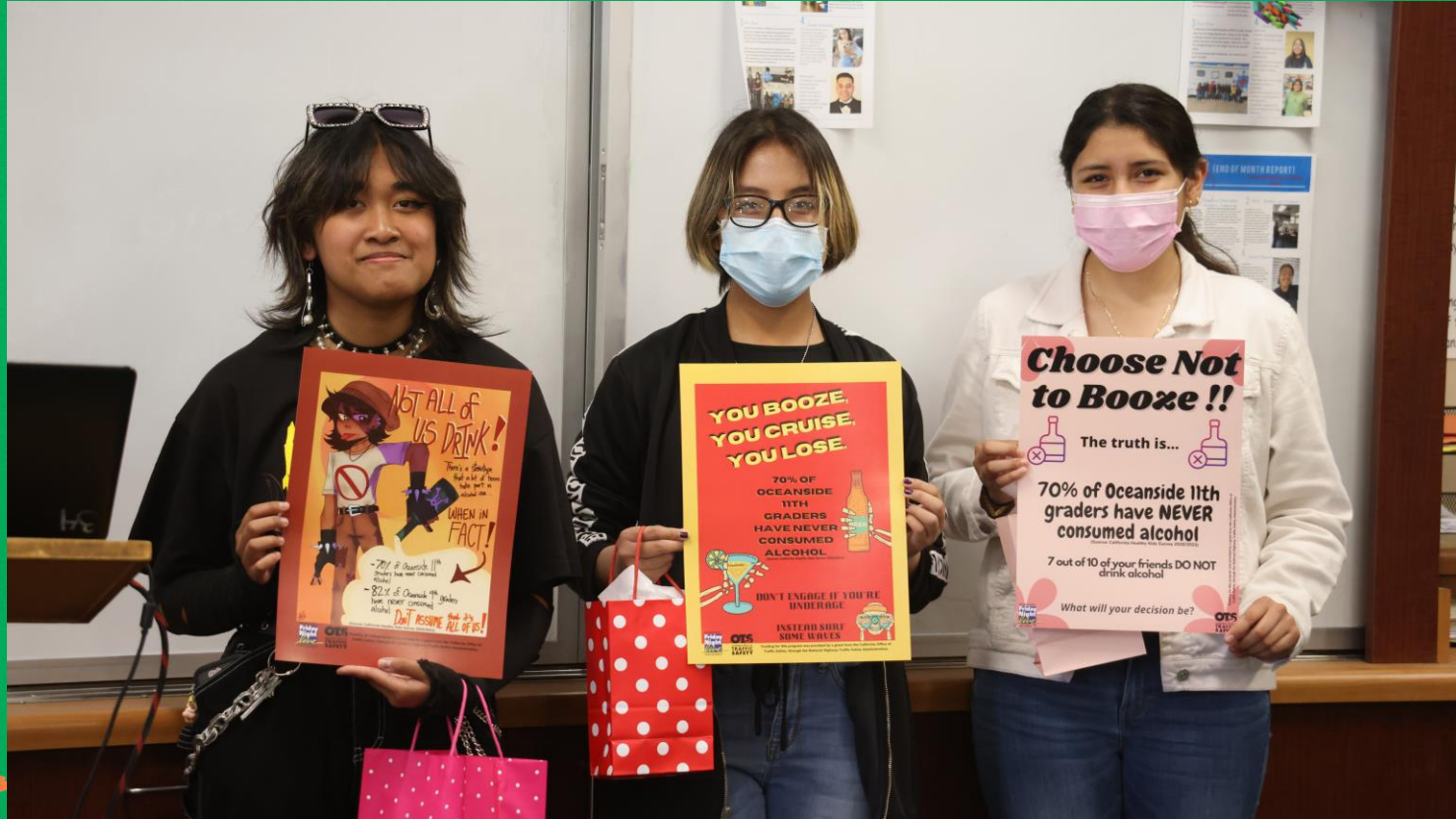


**70% of Oceanside 11th  
graders have NEVER  
consumed alcohol**

**7 out of 10 of your friends DO NOT  
drink alcohol**

***What will your decision be?***

# Contest Winners





# Field Trip Around OHS







## Two youth were interviewed by Channel 8





# Adult Targeted Flyer



100 flyers were distributed among adults



# K-1 Speed Event/PSA



[https://drive.google.com/file/d/1eEU8x6BW4cvRon4ksa\\_2IUQkS\\_y\\_0fYWw/view?usp=sharing](https://drive.google.com/file/d/1eEU8x6BW4cvRon4ksa_2IUQkS_y_0fYWw/view?usp=sharing)







# Thank You!

Have a great week!

Stay Healthy, Stay Safe

Thank You from  
Supervisor Desmond!

Certificates will be presented to:

- Arleth Garcia
- Cindy Luna
- Isrrael Sumano
- Jianna Mae Felix
- Laura Ramirez
- Mia Ramirez
- Paulina Vargas



COUNTY OF SAN DIEGO, FIFTH DISTRICT  
SUPERVISOR JIM DESMOND

## CERTIFICATE OF COMMENDATION

PRESENTED TO

***Cindy Luna***  
***North Coastal Prevention  
Youth Coalition***

*It is with great pleasure that I extend my congratulations to  
Cindy Luna for receiving the Youth Honorary Service Award through  
North Coastal Prevention Youth Coalition. Through your hard work and  
commitment to reducing harm to young people you have enriched the lives  
of many people in our community. I give you our best wishes for your  
continued leadership and success!*

JIM DESMOND  
SUPERVISOR, FIFTH DISTRICT

July 14, 2022

DATE