



Cinco de Mayo Action Kit

Building Partnerships for
Healthy Communities through
Cinco de Mayo

September 2002

Contents

Invitation Letter	3
Project Background	4
The True Meaning of Cinco de Mayo	6
By Eduardo Hernández, PhD	
Case Study-Los Angeles	7
Case Study-San Bernardino	11
Case Study-San Joaquin	20
Case Study-Ventura	24
Reflections and Recommendations	32
Appendixes A-H	35



Myel Jenkins, Administrator

2637 W. Burrell Avenue
P.O. Box 5091
Visalia, CA 93278-5091
559 733-6496
Fax: 559 737-4231
calfnlk@cooe.org

**California Youth
Council** ★

Laura Purcella-Buzo,
Project Coordinator



FNL Mentoring

559 733-6429
Fax: 559 737-4544



**Tulare County
Office of Education**
Jim Vidak, Superintendent

Teenwork, Inc.
Bob Albino, President

**Youth Leadership
Institute**

Maura Sedoron,
Executive Director

Friday Night Live builds
partnerships for positive
and healthy youth
development which engage
youth as active leaders
and resources
in their communities.



www.fridaynightlive.org



Builing Partnerships for Heal thy Communities through Cinco de Mayo

September 30, 2002

With great enthusiasm, the California Friday Night Live Partnership presents the Friday Night Live Cinco de Mayo Action Kit!

This action kit captures the experience of the four Friday Night Live counties that participated in the pilot project as members of the *Cinco de Mayo con Orgullo* statewide campaign. The four counties were: Los Angeles, San Bernardino, San Joaquin, and Ventura. Their experiences have been summarized in four case studies which detail the scope of work in each respective county, and the lessons gained from the challenges and successes they faced. Following the case studies is an Appendix section, which contains useful and practical tools the pilot counties used to achieve their objectives. Since this action kit is also available on a CD-ROM, you may copy the document to your computer's hard disk and modify the tools to be specific with your county information or project needs. Please remember to attribute the sources if you use the tools.

We invite you to use this action kit to develop a similar project in your community, whether the focus be Cinco de Mayo, or another holiday or event. The lessons and tools in this action kit can be applied to other environmental prevention efforts in your local community. We anticipate that this document will prove useful as you engage youth and adult partners in reclaiming different holidays and events in your community from the tobacco and alcohol industries.

May you experience much success as you continue to change your local community through your collaborations and partnerships! And may your advocacy for new policies and practices result in a community that is healthier and safer for everyone!

With anticipation of your success,

Myel Jenkins, Administrator

Van Do-Reynoso, Project Coordinator

PROJECT BACKGROUND

In the fall of 2000, the California Friday Night Live Partnership was invited by the California Department of Alcohol and Drug Programs to coordinate a culturally specific prevention project with the Latino community through the implementation of alcohol free Cinco de Mayo related efforts. This project was designed to demonstrate and test youth development principles in conducting an environmental prevention effort. Activities in the scope of work were designed to be youth led-and driven and conducted in partnership with existing community efforts.

Cinco de Mayo is an important holiday for many Mexican Americans throughout the Southwestern United States. However, past celebrations in California communities have been infested with violence, crime, underage drinking, increased DUI citations, and other problems caused, in part, by heavy alcohol consumption and inappropriate advertising targeted toward Latinos.

Over the past two years, the *Latinos and Latinas for Health Justice (LLHC)*, formerly known as, *California Leadership United for Healthy Communities (CAL-LLUHC)* and numerous local organizations have been spearheading a state-wide campaign called *Cinco de Mayo Con Orgullo*, with the intent to reduce the instances of alcohol related problems and promote the true meaning of the Cinco de Mayo holiday. The campaign's vision is that Cinco de Mayo celebrations throughout the State of California to be safe, alcohol-free, family-oriented, and culturally appropriate.

ENVIRONMENTAL PREVENTION

“A method of prevention that addresses the social, economic, physical, and political factors that contribute to alcohol, tobacco, and other drug use, abuse, and problems. Environmental prevention also seeks to address the social norms that affect the way alcohol and tobacco (the two legal substances) are viewed, used, served, and/or consumed in communities, workplaces, organizations, homes, etc.”

- California Friday Night Live Partnership, *Components Action Guide**

The goals of the annual campaign include:

- Promote a greater awareness of the negative impacts of alcohol upon California's Latino population.
- Promote the true meaning of the Cinco de Mayo holiday.
- Support alcohol and tobacco-free Cinco de Mayo celebrations.
- Promote safe and responsible Cinco de Mayo celebration.
- Stop promotions that include messages that encourage heavy consumption and underage drinking.
- Prevent advertisements designed by alcohol manufacturers, retailers or restaurants that demean Latino culture and use Latinas as sex objects.
- Encourage policy changes to reduce the availability of alcohol, especially to underage youth.
- Reduce the instances of driving under influence (DUI) resulting from alcohol abuse at Cinco de Mayo events.

With a vision of what goals we wanted the pilot project to achieve, the California Friday Night Live Partnership began by engaging in comprehensive planning with key members from ADP and CAL-LLUHC. From these discussions, three Friday Night Live counties were selected to participate in the pilot project based on the presence of an existing local community coalition that is active in the *Cinco de Mayo con Orgullo* campaign effort, and the availability of a county infrastructure to support the activities of the pilot project. CFNLP also distilled the goals for the pilot project from discussions with these stakeholders.

Goals for the Friday Night Live Cinco de Mayo pilot project:

- To support the goals of the *Cinco de Mayo con Orgullo* campaign.
- To apply the FNL standards of practice in developing the work plan for the project.
- To engage Friday Night Live youth in the *Cinco de Mayo con Orgullo* campaign.
- To engage local community leaders already working at the grass roots level on *Cinco de Mayo con Orgullo* issues in their community.
- To convene a diverse group of youth, made up of at least 50% Latinos to work in partnership with existing community organization's Cinco de Mayo efforts.
- To provide youth with the skills to educate themselves about the issues related to the alcohol and tobacco industries' impact on Cinco de Mayo.
- To develop a plan to educate others, e.g., families, neighborhoods, schools, policy makers, community leaders, business leaders about issues related to the holiday.
- To train youth, adult allies, project stakeholders and collaborators on conducting a youth driven process, engaging young people and adults in shared power and leadership for a community initiative and integrating cultural inclusiveness and sensibility into an environmental alcohol policy campaign.
- To extend the FNL Cinco de Mayo project beyond the initial three counties.
- To accomplish goals of the project within established budget.

Three contracts were awarded to the Friday Night Live Partnerships in Los Angeles, San Joaquin, and Ventura counties to participate in the pilot. The pilot expanded in the second year to include San Bernardino County Friday Night Live Partnership.

To facilitate a successful completion of the above goals, it was necessary to include training as an integral component of the pilot project. Thus, the project counties scheduled training sessions with the Youth Leadership Institute to build and strengthen capacity of all participants on the principles of youth development and CAL-LLUHC on planning and implementing a local *Cinco de Mayo con Orgullo* campaign. CFNLP secured funding in the second year of the pilot project to support additional CAL-LLUHC trainings to counties on specific local efforts.

The True Meaning of Cinco de Mayo

By Eduardo Hernández, PhD

Children today rarely learn the true meaning of Cinco the Mayo.

Instead, they see ads selling "El Drinko de Cinco" and learn to equate the holiday with alcohol. The alcohol industry also promotes Cinco de Mayo as a drinking holiday to mainstream America when everyone can put on a *sombrero* and drink a *cerveza* and be Mexican for a day.

Many people wrongly believe Cinco de Mayo to be Mexico's Independence Day.

Actually, Mexico achieved its independence from Spain on September 16, 1821, after three long centuries of exploitative colonial rule. In the early 1860s, the French, led by Napoleon III, invaded the country. The French felt that the Mexicans would not resist their imperialistic goals. Nonetheless, Mexican President Benito Juarez rallied his countrymen and declared that Mexico would resist until death.

In 1862 the Mexican forces surprised the highly trained and well-equipped French forces in the city of Puebla (east of Mexico City) with a resounding victory, which occurred on May 5th. This battle symbolized the Mexican resistance and determination to retain their hard-fought independence.

For people of Mexican heritage in the U.S., the "Batalla de Puebla" -known as Cinco de Mayo, has come to symbolize a commitment to fight even when the odds seem insurmountable. Community celebrations emerged in California during the turbulent decade of the 1960s as young students of Mexican ancestry sought to reaffirm their roots.

Interestingly, Cinco de Mayo has become more of a Chicano/Mexican American holiday than a Mexican one and it is celebrated on a much larger scale here in the United States than it is in Mexico.

March 1999

Case Study: Los Angeles County Friday Night Live Partnership

by Barbara Bloomberg

What Did We Do?

We joined the statewide *Cinco de Mayo con Orgullo* campaign as part of our scope of work for the Friday Night Live Cinco de Mayo pilot project through the California Friday Night Live Partnership office.

Our involvement in the campaign began in December 2000, with a *California Latino Leadership United for Healthy Communities (CAL-LLUHC)* conference at Glendale Adventist Medical Center. Like many others, we responded to the call for action to reclaim Cinco de Mayo from the alcohol industry. We accepted the invitation by the keynote speaker and director of the statewide campaign, Dr. Eduardo Hernandez-Alarcon, to join the Southern California Cinco de Mayo con Orgullo coalition in Los Angeles.

The Los Angeles area coalition held monthly meetings and was headed by Bernardo Rosa and Albert Melena. The coalition became an important meeting place where all voices could be heard. The membership consisted of community-based organizations, public health officials, school representatives, social service agencies and tobacco control advocates.

Being part of this coalition gave us the opportunity to become Cinco de Mayo *activistas!* The battle cry “*¡Si se puede!*”, which means “Yes, we can!”, kept us motivated to do the work that was ahead, which was guided by our mission and goal statements.

The mission statement of the Southern California Cinco de Mayo coalition:

“It is the mission of the Cinco de Mayo campaign to promote healthy, positive, alcohol and tobacco free communities and lifestyles, and to prevent commercialization of culture by the alcohol and tobacco industries...”

The goals of the Southern California Cinco de Mayo Coalition:

- Build critical mass
- Reclaim the Cinco de Mayo holiday from the alcohol industry
- Change public policy
- Educate and train local activists, project stakeholders, and collaborators on conducting a youth driven process
- Engage young people and adults in shared power and leadership for a community initiative
- Integrate cultural inclusiveness and sensibility into an environmental alcohol policy campaign

Goals of the LAFNLP Year One

- Join the local Cinco de Mayo coalition
- Engage FNL in the statewide campaign
- Use youth development principles throughout the project
- Include all stakeholders in developing the scope of work

How Did We Do It?

We kicked off our campaign in 2000 with a series of trainings. CAL-LLUHC provided training on the Cinco de Mayo campaign using educational, public policy, and advocacy tools. The training content included the history and significance of the holiday, along with an overview of the shocking advertising and marketing campaign by the alcohol industry. The sexual symbols, innuendos, distortion and degrading of the Latino culture in the ads catapulted our youth into action. *The Youth Leadership Institute (YLI)* provided training on how to outline our scope of work using a youth development framework, and helped us connect our pilot to other environmental prevention efforts. Both YLI and CAL-LLUHC gave youth an overview of community organizing, mobilizing and strategic planning.

Our involvement in these trainings led to an increased awareness among our *Alcohol Tobacco and Other Drugs (ATOD) Youth Council* members. Youth had a rare opportunity to explore their perceptions and deepen their understanding of Cinco de Mayo issues. They were able to expand that understanding and apply it to other environmental prevention issues. They were motivated to become advocates for new policies in their communities. Part of that advocacy work was presenting their PowerPoint presentation to various audiences such as their schools, community groups, and Teenwork 2002.

From the start, the *Los Angeles County Friday Night Live Partnership (LACFNLP)* was committed to active participation in the campaign, as well as, using the campaign as an opportunity to apply youth development principles. I drafted a work plan with youth and our coalition partners. We planned culturally-specific prevention outreach within our local schools and communities. These activities were all youth-led and youth-driven. After several workshops, youth developed talking points and a PowerPoint presentation that delivered a powerful punch. Youth council members determined which classes and community members they wanted to target with their message. They decided to present to their *Achievement via Individual Determination (AVID)* classes and Hispanic clubs on campus. The Youth Council members also chose to meet with several local City Council members to talk to them about this project and appeal for sponsorship to Teenwork 2002. In addition, they spoke before several parent community groups.

Before we knew it, we had created a scope of work with our local community partners that could be replicated in other communities, true to the guidelines of our pilot project.

Challenges and Obstacles:

There were several challenges in Los Angeles county when we first started:

- Motivating schools and community-based organizations to join our work was more difficult than we thought, in part due to unforeseen circumstances. Introducing the project in the fall did not work because it was too far ahead of time. It was equally important not to begin the project too late. Creating and then maintaining interest became a challenge. It was important to mediate between 1) creating enough interest to lay the groundwork for the campaign by January at the latest, and 2) the difficulties of starting projects early – in particular, the task of sustaining long-term participation. In the beginning there was strong commitment from everyone. As time passed, people began to drift away.

- Because of our compact timeline and the newness of the campaign, sometimes deadlines were not met. Learning to handle missed deadlines was difficult and sometimes frustrating. Youth and adult partners learned to prepare for these situations by working together. In our case, youth assumed a leadership role by developing the presentation materials themselves.
- Changes in leadership in the local coalition throughout the campaign made it difficult to maintain cohesiveness among the group and consistency over time. Since the coalition was new, it created some challenges. In Los Angeles, we had no practice or framework from which to draw from.

If you encounter similar challenges in your area, we suggest that you:

- Ensure everyone understands the history, purpose and goal of the campaign, the role responsibilities of the project partners and ensure that everyone shares in the decision –making process. This will create buy-in from everyone.
- Create a timeline with concrete action steps, lead names and due dates.
- Ask for volunteers to help with action steps and to lead committees.
- Encourage and remind everyone as to their commitment to the project.
- If challenges occur, do not get too frustrated. Use problems as learning opportunities for youth and adults to work in partnership toward solutions.

Goals of the LAFNLP Year Two

- Understand the true significance of the Cinco de Mayo holiday and its importance to persons of Mexican ancestry.
- Learn how the alcohol industry has manipulated this cultural holiday to increase profits and curry favor among this fast-growing population.
- Develop a critical analysis of marketing techniques commonly used by the alcohol and tobacco industries to target specific cultural groups.
- Learn about the efforts of statewide community based organizations throughout the state to counter alcohol/tobacco industries targeting their culture.
- Understand what strategies/efforts are being used by other community based prevention/public policy organizations which can be used to coordinate with the Cinco de Mayo holiday.
- Plan media outreach – this is to be developed by a media committee to specifically target certain radio, TV, and newspapers in communities that could deliver the message of Cinco de Mayo con Orgullo.

Despite the above challenges, the LAFNLP ATOD Youth Council members were greatly impacted by their experience and exposure to this campaign. In this regard, our campaign was a success. Youth became enlightened and impassioned by their knowledge of the problem in their communities and then eagerly dedicated themselves to addressing these concerns via the campaign. Many of the students who were camera-shy are now becoming more confident and poised and are willing to speak out. This was especially true of those who presented at Teenwork 2002. A deeper knowledge of their community, their own vulnerability and their future has given youth new insights into themselves and their capabilities! Wow! Isn't that what the Friday Night Live is all about? ***This is why YOUR YOUTH should be involved!***

Continuing on this journey is critical. Cinco de Mayo is NOT the only holiday the industry is after. They're going for every cultural holiday. It is imperative that we spread the word as quickly as possible and recruit, educate, train, motivate as many youth/adult allies as we can in order to strengthen our communities and leaders and create positive change.

ACKNOWLEDGEMENTS

We must acknowledge first and foremost those students who committed themselves to this campaign and stuck with it from *day one!* Secondly, we acknowledge the California Friday Night Live Partnership for their extraordinary support throughout the past two years. In addition, we thank the Youth Leadership Institute for their outstanding trainers and materials. We appreciate the California Latino Leadership United for Healthy Communities for their determination and steadfastness in attempting to keep us focused. Finally, we thank the California Department of Alcohol and Drug Programs for their vision, sustenance and confidence in our pilot counties. Thank you!



Ehsan Toolami, LAFNLP Youth Council Member
Van Nuys High School
May 2, 2002

Case Study: San Bernardino County FNL Partnership

By Marie Soria

What did we do?

Working in partnership with the statewide *Cinco de Mayo con Orgullo* campaign, the *San Bernardino County Friday Night Live Partnership (SBCFNLP)*, the *Alcohol Drug Abuse Prevention Program (ADAPP)*, and a group of *Friday Night Live (FNL)* youth successfully influenced two of San Bernardino's established Cinco de Mayo event planners. The coalition was able to convince the event planners of the risks to the community from high-visibility alcohol sponsorship in their events. In the end, the event planners committed to holding their events without taking alcohol monies, either through monetary contributions or in-kind services such as flyers, banners, etc.

The youth who participated in our Cinco de Mayo campaign benefited in many ways. They grew from the experience as leaders and advocates in environmental prevention. They learned to affect change within their communities by assessing, observing, documenting and reporting on the dangers that the Latinos face on a daily basis.

How did we do it?

San Bernardino County did not have a Cinco de Mayo coalition, so it was therefore beneficial to collaborate with an established coalition. In March 2001, The *San Bernardino County Department of Public Health (SBCDPH)*, through the ADAPP and SBCFNLP, officially aligned itself with the *Southern California Cinco de Mayo Con Orgullo Coalition*. San Bernardino representatives gained much insight from working with the coalition, including organizational structure, committee work, and effective use of the media, youth involvement, community outreach, and community organizing. Our contribution to the coalition included hosting a strategic planning meeting, redesigning and updating the *Cinco de Mayo con Orgullo* statewide brochure for the past two years, co-sponsoring a youth Cinco de Mayo t-shirt design contest and the development of our own Cinco de Mayo youth t-shirt.

At around the same time, the *Los Angeles County Friday Night Live Partnership (LACFNLP)* invited the SBCFNLP to attend a variety of youth trainings expressly geared towards the *Cinco de Mayo con Orgullo* campaign and the role youth could play in getting the message out to the community. Our youth were self-selected on a volunteer basis after the SBCFNLP and ADAPP staff made Cinco de Mayo presentations at FNL chapters. The youth represented a varied group from Cajon High School in the City of San Bernardino, FNL members from Redlands East Valley High School in Redlands and Victor Valley High School in Victorville. The youth were predominately Latino. Our staff members included Dori Baeza, ADAPP Health Education Specialist and myself. Staff and youth attended the LACFNLP trainings, which focused on youth development, the history of Cinco de Mayo, and the roots of the *Cinco de Mayo Con Orgullo* campaign.

With skills and knowledge from the Los Angeles county trainings, we decided to hold a local youth training in San Bernardino county, focusing on alcohol-marketing techniques. Since most of our youth had very little experience with campaign work and the marketing techniques utilized by the alcohol industry, we felt it would be most beneficial to provide training in this area. We also wanted to raise awareness concerning the exploitation of the Latino culture by the alcohol industry and the *Cinco de Mayo Con Orgullo* campaign. The training

also focused on the marketing techniques the alcohol industry specifically aims at youth and Latinos.

The training was held at California State University San Bernardino and technical assistance was provided by the Statewide *Cinco de Mayo con Orgullo* Campaign. Albert Melena, Executive Director of the *San Fernando Valley Partnership (SFVP)*, and the chair of the Los Angeles County Cinco de Mayo Coalition, had been contracted through the *California Latino Leadership United for Healthy Communities (CAL-LLUHC)* to facilitate the training. The training focused on the methods used by the alcohol industry in marketing their products to youth, including the four P's – Product, Placement, Price and Promotion. Two youth trainers affiliated with SFVP helped to facilitate. After learning marketing basics and viewing a Cinco de Mayo PowerPoint presentation, the youth were given an assignment to create their own alcohol products, priced them, found an audience for their new product as well as an easily recognizable spokesperson, and then presented a sales pitch to the rest of the group.

GOAL
Facilitation and the promotion of two alcohol-free Cinco de Mayo celebrations in San Bernardino County

The results were astonishing. This exercise showed that the youth had already learned the lesson well – so well that they themselves were able to convincingly produce and advertise alcohol products to a youth market. Now able to identify the factors, strategies, and tools that the alcohol industry uses to market to youth and specific ethnic groups, the youth became outraged. Many felt that they were being targeted and manipulated. Some said that as youth they had so many other things to contend with – they did not need the added pressure brought on by the alcohol industry. Several shared stories about friends that had begun to use alcohol and the negative affect it had on their lives.

After the marketing exercise, we loaded the entire group into vans and took them to complete a visual assessment of the local neighborhoods. We started in the area surrounding California State University San Bernardino, with beautiful well-kept homes and relatively few alcohol outlets; passed through the recently developed business area and continued on the freeway to cross the railroad tracks into the Muscoy area.

Before long, as we traveled through these different areas of San Bernardino, the youth excitedly began to talk, observe, and point out liquor stores, bars, and billboards. They quickly pinpointed the differences between the various neighborhoods. It was amazing to see how, after only a few hours of training, the youth could identify the socio-economic disparities between the area surrounding our meeting location (Cal State San Bernardino) and Muscoy, the area “across the tracks.”

It was amazing to see how, after only a few hours of training, the youth could identify the socio-economic disparities between the area surrounding our meeting location (Cal State San Bernardino) and Muscoy, the area “across the tracks.”

The youth participants began to question why liquor stores are allowed to have so much advertising on their storefront windows, and why there is such a visible concentration of alcohol outlets in the Muscoy area and not in the California State University area. Albert pointed out that many of the liquor store outlets were out of compliance with the local Lee Law, which states that only one third of the store front windows could be used for alcohol advertising. Youth were shocked at the abundance and unfairness of the advertising aimed toward the local Muscoy community, which is predominately Black and Latino. This particular training was one of the most successful because of the powerful impact it had on our youth. Their awareness of their community and the impact that the alcohol industry has on it increased. They learned the cultural significance of the holiday and the familial nature of the celebration and recognized that the dignity of the holiday had to be rescued from the alcohol industry.

After the joint trainings in Los Angeles, we returned to do research into the background of our local Cinco de Mayo events. In late March 2001, Dori and I met with our supervisor and discussed the local Cinco de Mayo events promoted in the area. We established that there were at least three or four Cinco de Mayo events in the Eastern and Central sections of the county, as well as, several in the West and the High Desert. Since San Bernardino is the largest county in the United States, it would have been impossible to cover the entire county. We made the decision to concentrate on the East and Central Valley areas for logistical reasons and because there were both large and small events.



We made no initial contact with the event organizers in part because we wanted to familiarize ourselves with their current practices in planning events.

Dori and I decided to do several types of assessments of these events. We agreed that youth would gather the initial information. Dori developed an event assessment observation sheet (see Appendix B) that we gave to each young person. Each young person also received a disposable camera to photograph any alcohol related marketing at the events. Each youth was provided lunch and transportation. Before the event, we held a short briefing meeting to familiarize youth with the observation sheet and the proper way to frame a picture and to give them an idea of what to look for throughout the event.

They took great photographs that included beer gardens located next to play areas, children in beer gardens, two beer gardens at both ends of an event, and alcohol containers littered around the area.

On the day of the Cinco de Mayo events, several locations were visited. It was remarkable the way youth handled themselves. They took great photographs that included beer gardens located next to play areas, children in beer gardens, two beer gardens at both ends of an event, and alcohol containers littered around the area. The observation sheets were an efficient way to document observation made. The photographs and observations taken by the youth and the staff proved to be invaluable to us as we entered into our second year of the *Cinco de Mayo con Orgullo* campaign.

In January 2002, Dori and I resumed our attendance at the Southern California Cinco de Mayo Coalition meetings to continue our collaboration. In March, we met to begin our strategic planning for this year's Cinco de Mayo events. Dori and I prepared two PowerPoint presentations using the photographs and observations from the previous year, as well as, the action packet that we had received through *CalPartners* on the history and goals of the *Cinco de Mayo con Orgullo* campaign.

The first PowerPoint was aimed at the event organizers regarding alcohol sponsorship and the second one was directed toward youth recruitment to be presented at Friday Night Live chapters throughout the county. We decided to approach the two City of San Bernardino event organizers that we had documented in 2001, and make the alcohol sponsorship PowerPoint presentation. In addition, we would continue monitoring the other Cinco de Mayo events from the previous year and any new events.

In March 2002, Dori requested to be put on the agenda for the next general meeting of one of the event organizers, but was immediately met with opposition from the secretary. Dori asked to speak to the president of the organization, but was denied access to him.

Very upset at the treatment she had received, Dori drafted a letter directed to the president of the organization. It was a very strong letter outlining the points she had planned to cover in the presentation. Within two weeks, Dori received a call from the president, inviting her to make a 20-minute presentation at the next general meeting.

Dori began her presentation and had only covered half of the PowerPoint presentation when the president gruffly asked her to "wrap it up". Startled, Dori hurriedly completed her presentation. She quickly passed around some of the photographs the youth had taken at previous Cinco de Mayo events held by the organization. There were general rumblings from the membership and a few comments made in hushed voices. Dori gathered the pictures and thanked them for their attention and then left.

As Dori was leaving she heard someone call out her name and turned to see the president of a second community organization approaching her. He spoke to her excitedly, and in a rushed voice said that he wanted her to make a brief presentation the following day at *their* general meeting. He shared that he had decided that the his organization's Cinco de Mayo celebration would be "alcohol-free".

When Dori arrived at the meeting the next day there was palatable tension in the room. The president made the announcement that they had unanimously voted to have an alcohol-free Cinco de Mayo celebration. Taken aback, Dori began a brief summary of the alcohol sponsorship presentation and passed around the photographs from the previous day, including

the pictures of their celebration, which blatantly demonstrated that Budweiser was a major sponsor of their event.

One member of the organization began to shake her head and said she was offended and insulted by the pictures taken of their event. Dori began to agree with her, thinking the woman was speaking of the blatant alcohol sponsorship. But the woman continued, saying that she was offended and added, "how dare you come to our event and take these pictures and then use them against us. You don't even know what our organization is about." Several other members made similar comments. The general consensus was that the organization was being blackmailed into making their event alcohol-free. At one point they began to display loyalty to Budweiser saying that it would be insulting to Budweiser to turn down their support. They also pointed out that their organization used the money from this event to fund Latino scholarships, and asked what, if anything, was the Department of Public Health prepared to do to replace that money. After trying to field these questions in this hostile environment, Dori quickly left feeling as if she had been blind-sided.

Several days later, Dori and I attended another community planning meeting of another event, totally unrelated to the Cinco de Mayo project. At the end of the meeting a woman confronted us. She was a bit hostile as she asked what we were doing there since their event did not serve alcohol. She introduced herself as the vice-president of the organization, we presented to the previous evening, and noted that she had not been present at the meeting to vote for an alcohol-free event, but that she had received many irate phone calls from members present. The general consensus was that they had felt "blackmailed" because of the photographs and the pressure from the president of their organization.

We apologized for the misunderstanding, and explained the purpose of the presentation and photographs was not to create a problem or blackmail, but rather to raise awareness around Cinco de Mayo and the negative affects of alcohol sponsorship on the Latino community. I'm not sure we convinced her, but she said that she had done some research and had found out that we were part of a statewide campaign, and not working alone. That seemed to ease her mind that we were not targeting their events in particular, but that this was a statewide concerted effort.

Soon after, we received a call informing us that an additional community organization had decided to hold an alcohol-free event on the condition that we agree not to use the incriminating photographs in any future presentations.

All these concessions had come within a week of each other, so it had our heads spinning to say the least. We were greatly pleased at this outcome, but we were apprehensive as to what had made them change their minds seemingly overnight.



We attended the planning committee meetings for one of the Cinco de Mayo celebrations, which had garnered alternative sponsorship from local hospitals, tobacco prevention programs, and several radio stations. The event was, in fact, being expanded to a two-day event and would include carnival rides and a parade. The planning committee requested support from the San Bernardino County

Department of Public Health for newspaper advertisement, posters and fliers to distribute in the community advertising the event. The San Bernardino County Department of Public Health was able to accommodate their request stipulating that the advertising indicate the event was alcohol- and tobacco- free, as well as, mention support from the San Bernardino County *Cinco de Mayo con Orgullo* campaign.

“...respect and dignify
Cinco de Mayo and its
celebrations, by not
drinking or smoking
cigarettes...”

We also rented a booth for the *Cinco de Mayo con Orgullo* campaign where we disseminated the Cinco de Mayo brochure we had produced and had attendees of the event voluntarily sign a Cinco de Mayo pledge agreeing to “respect and dignify Cinco de Mayo and its celebrations, by not drinking or smoking cigarettes.” The pledge drive and the dissemination of materials were very successful. In fact, the Mayor of San Bernardino, Judith Valles signed the pledge, and congratulated our efforts in ensuring the Cinco de Mayo celebration be a family event free from alcohol and tobacco use.

The efforts of the celebration were notable, because there was no signs whatsoever of alcohol sponsorship – and that contrasted greatly with the previous year’s celebration. They however, did serve a small amount of wine with the dinner, limiting its service and restricted the amount available. The only thing that marred the event is that a sponsorship advertisement from Budweiser was accepted for the event brochure.

In recognition of their efforts, the Department of Public Health drafted a resolution to both organizations which were presented by the San Bernardino Board of Supervisors.

What were our challenges and obstacles and how did we overcome them? One of the challenges that San Bernardino County FNL Partnership staff had was that this was the first exposure staff had concerning the *Cinco de Mayo con Orgullo* campaign, and we really didn’t know where to begin. Joining the Southern California *Cinco de Mayo con Orgullo* Coalition helped us greatly. We were welcomed into the coalition with open arms. Many of the coalition members expressed their appreciation that San Bernardino County was taking an active role in the *Cinco de Mayo con Orgullo* campaign. In the beginning, we were observers, but gradually we took on an active role in the coalition.

Much of the work regarding the *Cinco de Mayo con Orgullo* campaign being done in and around Los Angeles was much more advanced than the work San Bernardino County was doing. We were starting from the ground level, in turn they had an active campaign in which they had been targeting the second largest Cinco de Mayo celebration in California at Whittier Narrows. They were already mobilizing and implementing their local environmental prevention strategies. Los Angeles also has a long history of social activism, staging protests and media events. That was a challenge because while it was exciting to see the plans unfold as the coalition approached their specific campaign issues, we had to take a step back and take an honest look at San Bernardino County and determine how best we could translate what we were learning from the coalition meetings and apply it to our specific issues and needs. We realized that an aggressive approach to alcohol sponsorship at our Cinco de Mayo events would not necessarily be the best use of our efforts.

...we had to take
a step back and
take an honest
look at
San Bernardino
County...

Many times we had coalition members tell us not to worry that we would “get there”, meaning that we would somehow “catch-up to Los Angeles” and their strategies. But after working on our campaign for a year and studying our event evaluations, we came to the conclusion that we needed to take a different approach. We recognized that our goal was not to turn San Bernardino into an extension of Los Angeles, but to be successful in accomplishing the *Cinco de Mayo con Orgullo* campaign goals.

Despite efforts made to recruit youth and because of continued roadblocks, such as transportation, geographic span of the county, time conflicts, and overall logistics, we did not achieve a cohesive core group of youth in the first year of the campaign. Bridging these challenges, applying youth development principles and maintaining youth involvement remains one of the primary goals for next year. At the time we became involved with the state-wide campaign, we began recruiting youth volunteers who would work alongside our staff and would be trained to promote the *Cinco de Mayo con Orgullo* campaign. It would have been easier to train the youth if we had had an existing youth coalition. But once we made our FNL Chapter presentations, we were able to attract a small group of dedicated youth that were ready to take the lead and do the work on the campaign.

Lessons learned:

Assessment matters!

The beauty of this campaign is that it can be tailored to the challenges in each community/county based on the assessments done. Use of visuals is powerful. A picture is worth a thousand words! Allow the community/organizers to take the lead and support from the background...**whose event is it anyway?**

Do your homework!

Know who you are working with...our approach might have been different had we known the ties that some community organizations have with each other. We believe that the readiness to make a change was not so much because their awareness had been raised as much as the repercussions they might have felt from the community and the bad light it would put on the member of the Board of Supervisors they work for. Find out the goals of the organization and purpose of their Cinco de Mayo event.

Our results

San Bernardino County was successful in influencing two major established Cinco de Mayo event planners to not accept money from alcohol companies, either through monetary contributions or in-kind services such as flyers, banners, etc.

- Our program has been approached to broaden our work with similar involvement in other community events and cultural celebrations, such as a car show and health fair held to commemorate the historical route 66. Community leaders have indicated an acceptance towards rejecting of alcohol industry involvement in other local events.

- We submitted an abstract to present at the 2002 California Prevention Summit of the challenges and lessons learned.
- We purchased photographic equipment to enable us to continue documenting current and future projects. Our youth are now looking at future campaigns such as the Chinese New Year, and St. Patrick's Day.
- We have made connections with a few members of the media who are very interested in reporting on the work that we are doing. They have asked to continue keeping them updated on the work and they will continue to report on it.
- The Riverside County Friday Night Live Partnership contacted us to obtain information regarding starting their Cinco de Mayo campaign.
- Dori and I have been invited by CAL-LLUHC to be trained as certified trainers for the statewide *Cinco de Mayo con Orgullo* campaign. We will be available to provide technical assistance to other organizations in our area that want to begin their own Cinco de Mayo campaign.

Our efforts in the campaign have not gone unnoticed. Because of the work we have begun in San Bernardino County, the Friday Night Live Cinco de Mayo pilot project through the California Friday Night Live Partnership office was expanded to include us. Most of the work accomplished in San Bernardino County in the first two years was without any funding from ADP or CFNLP. From our experiences, advances in this campaign can be made from a grassroots level, without the need for funding as long as you have the community and the youth to support the efforts. However, with the additional support from CFNLP, we were able to expand our efforts. Our Youth Coalition developed a brochure, a fact sheet, a lesson plan and a PowerPoint presentation directed to youth. The work that our Youth Coalition produced has been nothing short of phenomenal. They designed, researched and produced each of these projects over the course of seven weeks in the summer of 2002, while their peers were at the beach or sleeping in. We owe them a debt of gratitude for demonstrating that "Sí, se puede" (We CAN do it!) attitude and a "Nuestra cultura no se vende" (Our culture is not for sale!). Some of youth involved with the San Bernardino Cinco de Mayo efforts were selected to take part in recording public service announcements that will be broadcast throughout the state in English and Spanish about the Cinco de Mayo Project.

Through participation in the Cinco de Mayo campaign, youth learned the effects the alcohol and tobacco industries have on the Latino community. They also became aware of the socio-economic discrepancies of alcohol advertising, the use of cultural symbols and Latinas as sexual objects for alcohol marketing, and the increased health risks affecting Latinos. Youth also learned how to engage in long-term projects aimed at social change, and how organization can have concrete results. Youth became active in alcohol-related prevention issues in their communities, and also gained greater knowledge of their community. They contributed through an investment in the campaign and its goals, they became active in their involvement to further the campaign and they had a willingness to speak out. By contributing to the campaign, the youth were instrumental in furthering and expanding the campaign.

We have also succeeded in beginning to educate the public about the campaign. Many

members of the community expressed their support of the alcohol and tobacco-free events. They are aware of the detrimental affect that alcohol plays in our community.

Another success is that we were able to incorporate the environmental prevention approach in our project through the following steps:

Identification of the problem of alcohol promotion, consumption, and availability at local San Bernardino County Cinco de Mayo events,

Assessment of Environment by assessing local Cinco de Mayo celebrations through picture taking and visual observations, which included documenting alcohol advertising, accessibility, use of cultural symbols events and any other questionable practices,

Raise community awareness of the environmental impact of the alcohol industry sponsorship of cultural community events, and

Translate that awareness into action resulting in decisions to hold events without alcohol industry sponsorship even though alternative sponsorship had to be hastily arranged.

Acknowledgments:

Dori Baeza, Alcohol and Drug Abuse Prevention Program San Bernardino County
Barbara Bloomberg, Los Angeles County California Friday Night Live Partnership
California Friday Night Live Partnership
California Department of Alcohol and Drug Programs
The Cinco de Mayo Con Orgullo Youth Coalition
Debbie Don, Media Design Studio, San Bernardino County Public Health Department
Dr. Eduardo Hernandez-Alarcón, Center for Substance Abuse Prevention
Alberto Melena and Bernardo Rosa, Jr., the Southern California Cinco de Mayo Con Orgullo Coalition

CASE STUDY:**San Joaquin County Friday Night Live Partnership**

by Martha Cisneros Munoz

What Did We Do and How Did We Do It?

We began our Friday Night Live Cinco de Mayo pilot in 2001 with a series of trainings from the *Youth Leadership Institute (YLI)* and the *California Latino Leadership United for Healthy Communities (CAL-LLUHC)*. YLI provided our first training in February, and then LLHC followed with additional trainings later in February and March.

Meanwhile our local *San Joaquin County Friday Night Live Youth Council (SJFNLYC)* began to meet with our local Latino community group, the *Latino Partnership for a Healthy Tomorrow (LPHT)*, every Wednesday to begin planning for our Alcohol-Free and Drug Free Cinco de Mayo Celebration. As the *Friday Night Live (FNL)* Coordinator for San Joaquin County, it was advantageous for me to be a part of the leadership in LPHT coalition. I was able to facilitate the work of the FNL Cinco de Mayo pilot in collaboration and in partnership with a community coalition. This made it possible to link the *Live Youth Council (LYC)* and the LPHT members. Collaboration was instrumental in developing rapport with community allies.

Members of the LPHT included:

- substance abuse counselors
- public health case managers for adolescent youth
- representatives from the state assembly
- representatives from the Latino dual diagnosis program
- representatives from the local health plan
- community members

These adult allies provided the connection and opportunity for youth to work directly with members in their communities and be part of the decision-making process. Without these connections the youth may have had other opportunities to work with their communities. Throughout the process the LPHT members formed subcommittees with the LYC members. The LPHT members were required to have two or more youth on each subcommittee and vice versa. This process ensured that youth and adults have equal decision-making power.

Unfortunately, our event was in competition with another Cinco de Mayo celebration, which was sponsored, in part, by another group called *El Concilio*. Instead of having the San Joaquin County FNL Cinco de Mayo event at the larger event center in San Joaquin County, we chose to have our event on the corner park, next to the McLeod Lake event center. *El Concilio*, better known as the *Council for the Spanish Speaking*, has been organizing a Cinco de Mayo Parade and celebration every year. But like so many other non-profit organizations, *El Concilio* has chosen to receive funding from the alcohol industry. In fact, *El Concilio* has two board members representing the alcohol industry. The LPHT used to have several representatives from *El Concilio*, but through the years their participation has declined.

When we received the FNL Cinco de Mayo pilot project grant, many former LPHT members renewed their membership to LPHT. The scope of work in our pilot project facilitated

and motivated adults in the LPHT coalition to work with young people. Everyone was invited to youth development trainings so that they could build their understanding of youth and adult partnership. Although many of the adults from the LPHT left the coalition after the trainings due to other commitments, the ones that stayed have maintained their involvement with youth in a positive partnership. It is not clear why some left. I wondered if it was a struggle for them to be part of a project that wants to preserve the Latino culture in such a non-traditional way as the sharing of power between youth and adults.

During the first year of the project, youth really had to work with the adults to get things done. I noticed that the adults relied heavily on the youth to provide ideas and make phone calls. Since the Cinco de Mayo event was quickly approaching it was critical for youth and adults to work as a team to ensure timelines were met.

All of our work was put to the test on the day of the event. We were ready with our health booths, kids fair, art show, and talent/entertainment. Overall, our planning proved a success. Our alcohol and tobacco free event attracted 300-500 people in the community. After the event, the LPHT and the Live Youth Council went through a debriefing process to discuss the successes and challenges of our event. We then proceeded to plan the Dia de Los Muertos Art Show. Committees were formed in the same fashion as they were for the Cinco de Mayo event. The Art Show was scheduled for November 3rd to continue the efforts established through the Cinco de Mayo project and to remember the fallen heroes and families of September 11th, the lives touched by this tragic event, just like the battle of Puebla. Again, this event proved to be a success because of our commitment to the planning process. Following this event the LPHT and the LYC went through another debriefing session and proceeded on marking a calendar of events for Cinco de Mayo 2002, and the rest of the year.

In 2002, building from our trainings and previous year's experience, we knew that we had to set guidelines for the different tasks and determine how the work was to be distributed.

The young people met in the LYC meetings and decided to do three major projects for the 2002 pilot year:

- Organize an alcohol and tobacco-free Cinco de Mayo event
- Attend the Alcohol Beverage Control training
- Organize a theater project to outreach to various communities

These ideas were brought to the LPHT and everyone from both groups decided to work on each one, to make sure there was time for training, debriefing, and assessment on each project. These projects were then incorporated in the pilot's official scope of work so that everyone had a clear understanding of the objectives.

It is important to note that youth and adults were informed at all times of any changes via e-mail or phone. A formal decision was not made without at least three adults and three young people involved. Who the final decision makers were was determined by who answered the phone or who responded first (being that there are several youth and LPHT members).

Because of the roles that young people have in both groups, it was decided that after graduating from high school, youth would have the opportunity to come back as LYC alumni and LPHT members. It was easy to implement this new policy because LPHT membership

forms were passed out in April and everyone, youth and adults, filled them out. This honored all members, allowing each member to feel that the relationships they developed were meaningful and significant.

Our 2002 Cinco de Mayo celebration, held on May 4th, was viewed by both the event attendees and the planners as a positive experience because it was held at the main McLeod Lake event center. We were able to reserve the location because we started the process earlier. More importantly, we experienced minimal challenges primarily because the key personnel at the Parks and Recreation department were supportive of our goals. The location was central and attracted many people. **Like the previous year, the activities at the celebration included:**

- educational, cultural, and health booths
- kids fair
- art displays
- entertainment by youth groups

Our event differed much from the traditional event that was taking place the next day at the same location. Ours was considered more family oriented and safe, since there was no alcohol served. People were surprised that it had been planned and orchestrated with a lot of youth energy and involvement. Those who attended both events were able to articulate these differences.

This event was symbolic for us all because it successfully demonstrated a high rate of youth involvement with adult support in a positive and safe environment. Again, it is important to note that we were successful in reserving the main event center because we had found an ally within the city's Parks and Recreation department when it transitioned to new management. The new partners reflected our increased efforts on every level to recruit allies to join our work.

Our second project this year is to create a theatre presentation on Cinco de Mayo. The planning for this project started in spring 2002. We recruited a very diverse group of people from San Joaquin County Delta College to lead this process: Carlos Chiavarria is a Latino scriptwriter and drama professor; Charlie Kirby is a Caucasian scene shop professor; and Alex Aguilera is a Latino student. All three are partners in creating the script for this theatre presentation. The FNL LYC felt that in order to achieve their goal of having youth and adult partnerships throughout the process, it was necessary to make sure that all three-script writers provide monthly drafts of the script. This was to ensure that the LPHT and LYC could review it, and make necessary comments and changes.

At our second combined training in late June with YLI and CAL-LLUHC, we were able to develop a timeline for the actual implementation of the script and define what everyone's role would be. The meetings continued throughout the summer and since then the LYC has met with the scriptwriters to develop a character description sheet and what the theater portion should look like to ensure that we achieved the outcome intended. The LYC members have also outreached to several FNL chapters in the county for final casting. Final casting was held in late September 2002. Once the cast was selected, sub committees were formed for general logistics of the play and to develop a calendar of scheduled performances. We hope to premiere this play around Day of the Dead, a traditional Mexican holiday, in November 2002.

CHALLENGES EXPERIENCED AND LESSONS LEARNED

YOUTH AND ADULT PARTNERSHIPS: One of the biggest lessons learned for the 2001 year was that in order for us to be successful in doing this type of project, both youth and adults have to be committed to working in partnership. When many of the adult LPHT members left the coalition, the LYC members realized that this was going to be an obstacle. They were counting on the adults to be available as allies and partners in doing the work. As a result, in January 2002, the youth and remaining adults in LPHT decided to change the mission statement to aide the continuous efforts of implementing youth and adult partnerships. The new mission reflected the vital role of young people in the organizing and planning events.



TRAINING: To schedule a training of both adults and youth was challenging at first because we had set a date but we had it rescheduled several times. Because of the changing dates, we had low youth attendance at the trainings. We regrouped and decided that we needed to review our progress and goals. Because of our experience and knowledge of both YLI and CAL-LLUHC trainings, my supervisor Daniel Torres and I decided it would be more convenient and expedient for us to offer another training to our coalition and youth on the cultural context of the Cinco de Mayo work, as well as, strategies in doing the work in youth and adult partnerships. Throughout our trainings, Daniel and I illustrated a positive youth and adult partnership since we have trained together for over nine years, since I was thirteen. Thus we modeled a true youth and adult partnership with me conducting the training as a “youth presenter” and Daniel as the “adult ally.” This training was very successful not only for the young people, but for the adults as well. Given the trainings were attended by SJCFNL members, everyone seemed to be comfortable with the content and delivery. At the conclusion of the trainings, a group evaluation was conducted to assess where we saw our efforts at the time and where we wanted to see them in the future.

Another challenge was that another community group was not very supportive about a positive movement taking place in their community. Our pilot project goal was to plan and coordinate an alcohol and tobacco free Cinco de Mayo event. By accepting alcohol sponsorship at their event fostered division between joint members in their group and our coalition. Had this community group supported our efforts it would have strengthened local partnerships, and resulted in greater community mobilization to ensure Cinco de Mayo events in San Joaquin County are alcohol-free and safe for youth and adults alike.

ACKNOWLEDGMENTS

We want to thank all of our youth and adult partners for their passion, creativity, and endless hours of hard work. We will continue to expand outreach efforts on every level as part of our strategic plan.

Case Study:

Ventura County Friday Night Live Partnership

By Annette Preciado

What Did We Do?

Year One

The *California Friday Night Live Partnership (CFNLP)* approached the *Ventura County Friday Night Live Partnership (VCFNLP)* in December 2000 to do participate in a Cinco de Mayo pilot project. I had just been hired as the new *Friday Night Live (FNL)* coordinator. Like the other coordinators in this pilot, I attended the *Cinco de Mayo con Orgullo* campaign kick-off meeting in Glendale. I was able to connect with others, as well as and get more information on the statewide campaign at the meeting.

After this kick-off meeting, I joined the Los Angeles area coalition so that I could stay connected with the statewide campaign and get the support I needed.

Also at this time, the Ventura County FNL program was starting to re-structure and to switch to a youth development framework. The Cinco de Mayo project was seen as an avenue through which youth development could be introduced and easily integrated to the county FNL program.

How Did We Do It?

Our FNL *Cinco de Mayo con Orgullo* planning didn't really get under way until February/March of 2001, after the contract and work plan were approved. At this time, VCFNLP did not have many FNL chapters. VCFNLP had the history of being the "fun" school club whose main activity was to go to Magic Mountain, the program was pretty much extinct; nobody knew anything about it. There were about five chapters scattered throughout the county, all mainly Club Live. Most of these clubs did not have regularly scheduled meetings.

One of those chapters was a junior high group—E.O. Green Club Live. They, along with newly recruited youth from Buena High School and Hueneme High School, were the core of our Cinco de Mayo project.

Unlike the other three pilots, we were not able to participate in a *California Latino Leadership United for Healthy Communities (CAL-LLUHC)* Cinco de Mayo training prior to the *Youth Leadership Institute (YLI)* youth development training due to conflicting schedules prior to this YLI training. To fill in the gap, prior to the YLI training I shared the information that I had gained from the LA area coalition meetings with youth who were interested in participating in the pilot. In March 2001, Eddie Kaufman from YLI trained youth on the history of the campaign, and the power structure in their communities. In attendance were about 12 youth, ten in junior high, and two from Buena High School. Interestingly, one of the advisors at the training had visited the site of the battle of Puebla in Mexico. She was able to share a bit of Cinco de Mayo history with us

YEAR ONE GOALS

- Rebuild FNL program in County
- Use the Cinco de Mayo project to integrate youth development framework into county FNL program
- Celebrate the holiday at- school sites
- Conduct media a advocacy project

through the detailed descriptions of the battle. It was great to have her share with us how the Mexican people outsmarted the French army.

As a result of my presentations and the YLI training, three chapters decided to coordinate Cinco de Mayo activities that year. E.O. Green Junior High had a small celebration at their school site, inviting the local high school mariachi to perform. Hueneme High School and Buena High School also planned celebrations at their school site, but they themselves learned a few folklórico dances and performed during lunchtime. They also made a presentation discussing the true meaning of Cinco de Mayo and gave information about the campaign.

When a group of non-ASB youth submitted a proposal for a Cinco de Mayo activity, it was not accepted with open arms.

Although it was a great event, Buena High School youth met some resistance during their celebration. There had not been a Cinco de Mayo celebration at Buena in more than nine years, and it was customary for the *Associated Student Body (ASB)* students to coordinate activities during lunch in the quad. When a group of non-ASB youth submitted a proposal for a Cinco de Mayo activity, it was not accepted with open arms. Besides not being ASB students, these youth were also migrant students. Most of them usually do not get involved with clubs at their school and many lived in Cabrillo Village, a migrant community located in the east end of Ventura. Youth know it as “the camp” and for the most part everyone who lives there works in the lemon groves and/or are monolingual Spanish speaking families. Regardless of the ASB’s reluctance, since there was nothing being planned for that week, the activity was approved. Youth were happy and immediately started organizing their event. But, the posters and flyers announcing their event were ripped off the walls or defaced with markers. Although youth were saddened by this, they continued with their plans.

For their noontime event, youth decided to focus on the cultural pride and history of the campaign. Part of their celebration was to have some Ballet Folklórico dances to represent the Mexican culture. They were also going to have someone talk about the true meaning of Cinco de Mayo. About six to eight girls learned and practiced regional dances from the states of Durango and Jalisco. Two girls had dancing experience, and they taught the others the dances.

Not everything went as planned on the day of the event. The ASB students did not want to allow these youth to use the school system public announcement after all. Finally the program started and the youth speaker went out and talked about Cinco de Mayo. When she was done, she introduced the dancers and they came on stage ready to dance. Unfortunately, no one from the ASB could remember how to operate the sound equipment to play the music. The dancers waited in the hot sun, smiling, and never losing their calm, as everyone in the audience wondered what was going on. After 20 minutes, right before the principal arrived, someone suddenly remembered they needed to flip one of the switches in order for the sound equipment to work properly. By this time, lunch was almost over. They played the music and the girls danced. All the teachers and staff enjoyed the performance. All the youth from Cabrillo Village were also very happy and excited to have some of their culture being shown on stage. However, you also heard some “boos” coming from some of the students in the audience and many were making fun of the event.

As they went back into the bathroom to change, everyone was upset at what had happened. They had prepared hard for this, and had even met with the ASB days before the event to have a sound check. These youth told me that other students gave them weird looks and comments after the event. Despite the challenges, the response was less than supportive, youth were still very happy with their performance. They said if they could do it again, they would. This sentiment totally captures the courage, strength, and resiliency of these youth. It also captures the spirit of Cinco de Mayo!

Along with the school site activities, we also decided to join forces and support the local efforts underway by the Coalition for Community Development. I joined a community advisory group and participated in the last leg of planning for the celebration. The Coalition for Community Development has been promoting *Alcohol, Tobacco and Other Drugs (ATOD)*-free Cinco de Mayo celebrations in the Colonial neighborhood in the city of Oxnard long before the statewide campaign existed (about 10 years), and they are considered pioneers in the movement. They, along with a number of organizations and agencies in Oxnard, collaborate every year to have an alcohol-free Cinco de Mayo celebration. Since FNL didn't join this local coalition until April, so our youth were not able to join the planning committees.

Year Two Goals

- Increase youth involvement
- Expand scope of work from year one
- Pilot two chapters in Radius Assessment project
- Conduct county wide media event

Instead, youth from Green Club Live and Buena FNL organized a booth for the Cinco de Mayo celebration in Oxnard that year. It was held at Ramona School, an elementary school. They decided that, in addition to handing out brochures about the FNL programs and giving out campaign information, they would also host a “fun” games booth for the younger kids in attendance. They came up with a variety of activities and games, including a lip-synching contest, and gave out FNL, CL, and FNL Kids prizes. The Coalition for Community Development also donated a couple of skateboards and helmets, which were used as the final grand prizes for a “guess how many beans in the jar” and the lip-synching contests. Youth involved had a lot of fun being part of this celebration. They also really enjoyed the fact that they were able to plan activities and make it a fun way to get the word out about Friday Night Live programs and the Cinco de Mayo campaign.

An additional activity during our first year was a small media advocacy project conducted by youth from Buena. About two days before Cinco de Mayo, we had a discussion about advertising and using cultural symbols to sell alcohol. Youth started to think about the types of ads they see in their neighborhoods and decided to take some pictures. We gave them disposable cameras. The next day they returned with great shots of advertisements in window space, samples of Cinco de Mayo ads, inflatables outside the store, litter around the stores, and piñatas in the shape of a beer bottle. Without realizing it, these youth had documented Lee Law violations and had visuals of what they were exposed to every day. This was the inspiration to what would become the Radius Assessment project for the following year.

Year Two

As planning began for year two of the Cinco de Mayo project, the main goal for VCFNLP was to increase youth participation from all over the county and expand on the previous years efforts.

This year's Cinco de Mayo pilot project included youth from the cities of Oxnard, Santa Paula, Ventura, Fillmore, Port Hueneme, and Ojai. There were 22 core youth who came to all the trainings and countywide events, in addition to planning their own site-specific activities. The chapters involved were Santa Paula High School, Buena High School, Fillmore Future Leaders of America (FLA) Live, Breakthrough Live, and Matilija Junior High.

As part of the project, youth attended at least 6 different trainings and meetings to educate them on the Cinco de Mayo campaign, strategize on county activities, as well as, planned a countywide media event. Albert Melena from CAL-LLUHC and Felipe Barragan from the YLI were the facilitators at the trainings and meetings, which were held in February, March, April, May, and June. The June meeting was a debriefing and celebration day for all youth and adults who participated in the project. In addition, Santa Paula and Buena FNL, the two groups who were involved in a Radius Assessment Project, also received additional training from Dan Hicks of the Institute for Public Strategies on media advocacy, assessment strategies, and merchant education.

Although we did not have an existing youth council in Ventura County, the core group met regularly. These youth were from four chapters and they represented the cities of Oxnard, Santa Paula, Fillmore, Ventura, and Port Hueneme. Each chapter came up with their own plan for their site. They also planned and participated in our countywide media event.

Listed below is a breakdown of each chapter and their Cinco de Mayo activities:

- **Breakthrough/El Concilio:** Originally, this group wanted to sponsor a counter billboard showing an opposite perspective of the ads used by the alcohol industry during the Cinco de Mayo holidays. However, they started this project in March. When they started calling to get more information from the billboard companies, they realized that there was insufficient time or money to be able to move forward. Instead, they decided to do public service announcements and contact the local public TV station to promote the campaign and educate the community on a program called "StreetBeat Live," which aired live every week on a local channel. On this show, people can call in to ask questions or make comments. This show is sponsored by the Oxnard Police Department and always featured different guests. Two Breakthrough youth came on the show, talked about the campaign, showed some slides/pictures, and took calls from the audience. Most people were not aware of the campaign and/or had never really realized how much advertising is targeted to the Latino community. One woman who called into the show supported our ascertains on how alcohol is really ingrained in the Latino culture, and she was happy to see young people trying to do something about it. Although there were technical difficulties during the live telecast, and instead of having an hour, they only had a half-hour, youth were very happy and proud to have had the opportunity to educate others. The two youth later shared that their neighbors and school friends said they saw them on TV and discussed the slides they saw. The youth were happy to see the impact the show had in conveying their message to the community.

- **Fillmore FLA Live:** This group also joined the project late in the year, which did not allow them sufficient time to realize their project to have a community alcohol, tobacco-free Cinco de Mayo celebration. Instead, they decided to hold a small media event in front of Fillmore City Hall on Friday, May 3, 2002. Seventeen youth participated in this event, which turned out to be a small rally/protest, and which was covered by two local Fillmore papers. They borrowed many of the props we used the previous day during our countywide event, and held signs and posters for the drivers to see. Their event was held right during peak traffic hour when everyone was getting off work because they wanted to make sure they had an audience. Youth involved in the event really enjoyed it since the local event gave them all the opportunity to impact their community. At the countywide event held the day before, only 7 of them were able to participate.
- **Buena FNL:** This group was one of two groups involved in the radius assessment project. Although they only had three members (+ 1 honorary member from Port Hueneme who joined halfway), these youth decided to map the area around their school within a half-mile radius. On the map, they plotted all the alcohol outlets (whether on sale or off sale locations) as well as all schools, playgrounds, parks, and any other place where there are young people. They also recorded the establishments that were in the process of obtaining an alcohol license. They presented a workshop at the Teenwork 2002 conference on how to conduct radius assessments. Although they did not get to present their project to their school board before the school year ended, they were able to present July 2002, at a community forum. Their presentation was successful. The audience was not only impressed with their project, but even more with the genuine interest and dedication that they showed. It was obvious that these youth were invested in their project, and were happy to have been able to share their findings and complete their project.
- **Santa Paula FNL:** This chapter had 11 committed members who really put a lot of time and dedication to their project. The first part of their project involved the radius assessment. They mapped all the alcohol outlets around the elementary schools and the junior high in the city of Santa Paula. They took pictures at these stores and documented the amount of advertising, placement, and any Lee Law violations (in Santa Paula no more than 20% of the window can be covered with advertising.) Once they gathered all their information, they presented it to their city council and asked for enforcement. The City Council responded positively and was very impressed with the youth. They asked to borrow their map and promised to follow up with their enforcement department. Youth were happy with the results. It made them feel like all their hard work had been worth it. The second part of the project was to teach younger kids about the meaning of Cinco de Mayo. The week prior to Cinco de Mayo, FNL youth went to all the after-school programs at the elementary schools and taught the kids about the holiday and the campaign. They wanted them to be exposed to the meaning of Cinco de Mayo early on, since often times students were not exposed to Cinco de Mayo until their involvement with this project in high school. The third part of their project was to have a mini Cinco de Mayo celebration at their school site to promote the true meaning of Cinco de Mayo, educate their peers about the campaign, and celebrate Mexican American culture in an alcohol-free manner. They had guest speakers, music, singing, dancing, and food. It was a great success and the students as well as the school staff were very pleased with the outcomes. It was a lot of hard work, but the youth were happy with all that they accomplished.

- **Ojai Action Club Live:** This group also decided to do an assessment of nearby alcohol outlets, but they did it in a different way. Youth went to all the alcohol outlets in their neighborhoods and documented how many ads there were, how many were Cinco de Mayo related, and if they demeaned women and/or the Mexican culture. They did this before Cinco de Mayo and then sent letters to the store owners/managers discussing the campaign. The letters asked them not to put up any advertising that was offensive and demeaned the true meaning of Cinco de Mayo. They went back to the stores throughout the weeks before and days after the holiday to assess how many complied with the request. The youth found that 68% of stores did not put up any advertising promoting drinking and Cinco de Mayo. Next year, the youth are going to focus their energy on the 32% who did not comply and do some merchant education. Everyone was happy with what they found; however, they are not sure whether it was their letter that made the difference or the merchants simply don't put them up anyway. Since this was their first year involved in the project, the youth are looking forward to continuing their efforts next year.
- **Media Event 5/2/02:** all youth from the previous chapters, except Ojai, participated in the countywide media event held at Plaza Park on May 2. There were student speakers from each of the chapters, who talked about the campaign, the true meaning of Cinco de Mayo, and the reasons why they were personally involved with the project. In addition to the "*Nuestra Cultura No Se Vende*" (Our Culture Is Not For Sale), youth added a "*Ya Basta!*" (Enough!) slogan to make it more powerful. Every speaker on the podium started and ended their comments with "*Ya Basta*", and then hit a bottle-shaped piñata. When we were planning the program for the media event, we had decided to break the piñata at the end to show that we were defeating the alcohol industry. However, during our practice run, one of youth asked why we were breaking the piñata, when we were not winning yet. The youth further added that in order to break the piñata, defeat alcohol Cinco de Mayo promotion that we need more help and more people involved in order to break it. Everyone agreed, and we decided we were not going to break it completely. It was successful and the youth really enjoyed putting that together. The local bilingual paper, VIDA, covered the media event. The audience included people from different community based organizations, Alcohol Drugs Program, Ventura County Superintendent of Schools Office, Oxnard Police, parents, and friends.

Our Successes and Challenges

This project had many successes as well as challenges. Our goal to expand and outreach to more youth was definitely met, beyond our expectations. Having youth involved from the different cities and communities was an incredible experience for all.

By working with the different community organizations and outreaching to these different cities, we were able to tap into a "new" set of youth who do not normally get involved due to differences in geography and culture. Many of youth involved also were migrant students whose parents work in the fields or orchards. They live in migrant camps and the majority are in bilingual education classes. Although there are a few who are involved in extracurricular activities in their school, for the most part, a lot of them do not feel connected to their school and/or feel out of place when surrounded by other youth.

Our county ranges from strawberry fields, to orchards, to mountains, and beaches. Because they are so separated geographically, it is always a challenge to get youth from all these places together. In Ventura County, it is not often that you hear that youth from

Santa Paula are working with youth from Oxnard and Ventura. Besides the geography, potential gang violence was also a barrier in organizing. Some of these cities are rivals. To have youth come together for positive reasons really made a huge impact on everyone. Even though each chapter had their separate projects, the one overall project tied them together.

Connecting these youth despite the obstacles was one of our major successes, but the fact that youth were all from different cities was also one of the biggest challenges. The county is really spread out and there is no “central” place for everybody to meet. We had most of our trainings in Camarillo, which is pretty central to the county, although a 45 minutes to an hour drive for youth coming from Fillmore and Ojai. Fortunately we had very committed youth AND advisors who did not mind the drive and were dedicated to their project. Once they were committed and with a genuine interest in the campaign, it did not seem like a burden to anyone. In fact, they looked forward to coming together with the different groups, and the excitement grew as we got closer to the actual day of Cinco de Mayo.

It was also hard to coordinate days/times for the trainings. As with any big group, it was always hard to find one “perfect” time that worked for everybody. Besides trying to find something that would work for most, we also had to keep in mind that some were going to have to drive a longer distance. We had meetings both during the week and on Saturdays. The weekdays worked really well, but this was also during the last part of the project when youth were already committed and they themselves decided to meet on Wednesday and Friday. The Saturday worked better when we had it later in the day (Nobody wants to get up early on a weekend). Being flexible with times/days and adjusting to the travel times really worked for us. Together we made the decision on when to meet. It helped the project because no one felt imposed upon.

Our Results

Our involvement with the Cinco de Mayo project had a tremendous impact in our county. Not only did youth and communities who participated feel the impact, but the Friday Night Live program felt it as well. This project has been instrumental in giving FNL a new, credible reputation in prevention, especially because of our Radius Assessment project. Schools, agencies, and community based organizations are learning about Friday Night Live and getting concrete examples of what youth are capable of doing. In terms of the Cinco de Mayo campaign, we have been able to broaden the level of awareness, in many different levels: youth, their families, merchants, community groups, and schools. Youth involved learned many valuable leadership and advocacy skills, such as public speaking, community organizing, event planning, merchant education, and media advocacy.

Along with these skills, youth also gained opportunities to work in partnership with adults. All chapters involved worked closely with their advisors to plan and execute their activities. Teamwork was something they lived and breathed throughout the project. They worked together, as a group, and became connected as a group. As all the chapters came together for a training or meeting, they shared with each other their progress on their chapters' projects, and planned together the countywide media event.

It is also important to note that besides the advisor being a key adult ally, the county coordinator and the trainers also played a huge role. As the county coordinator, it was

important that I be as involved as possible in what each chapter was doing. It was necessary and strategic for me to be actively involved and present to offer support throughout the planning process and at the actual events. My presence at the city council presentation, school celebrations, trainings, chapter meetings, etc., made a difference to youth. It showed them that I cared about what they do and I really am here to support them, whether it is moral support or logistical. It is also important to the advisors to have another adult ally who can be there as well, for anything that may come up. *This on-going commitment shows you are someone they can count on.*

Albert Melena, our CAL-LLUHC trainer, became a significant adult ally to youth involved, especially since he was the one who first introduced the campaign to them. In his initial presentation by showing them the different alcohol-related ads, he helped them realize what is happening to their culture and the indifference of the alcohol industry. He connected with them on a personal level and offered support. At each training, he would touch base with the different chapters and make sure they were on track with their projects. He also helped us plan our media event. With Felipe Barragan, our YLI trainer, they participated in various exercises during his trainings infusing personal experiences. Everyone shared, including Felipe, and they felt connected to him because they had shared with him. When it was time to practice for our media event, everything they learned with Felipe came back to them and they incorporated many of his techniques into the program.

ACKNOWLEDGMENTS

There were many people who made the various efforts happen and helped the project take flight in Ventura County. I would like to acknowledge the following and thank them for all their help and support.

First of all, to all youth and advisors involved from: Santa Paula FNL, Buena FNL, Fillmore FLA Live, Breakthrough Live, and Matilija Action Club Live
You made this happen, this is really about you. Thank you for all your dedication and hard work. And for all those evenings and Saturdays you spent on this project. You Rock!

To the trainers:

Albert Melena, CAL-LLUHC
Felipe Barragan, Youth Leadership Institute
Dan Hicks, Institute for Public Strategies

Thank you for giving us the tools we needed to craft our project.

In addition, I would like to also thank the following individuals for all the help and support as we agreed to take on this project:

Judy Seyle, Director, Health Programs, Ventura County Superintendent of Schools Office
Kathy Staples, Program Administrator, Alcohol and Drug Programs, Ventura County Behavioral Health
Millie Arnold, Program Assistant, Ventura County Friday Night Live Partnership

Last but not least...

To the other Cinco de Mayo counties and our coordinator Van Do-Reynoso, California Friday Night Live Partnership...thank you for your inspiration and continuous support throughout this journey!

REFLECTIONS AND RECOMMENDATIONS

By Van Do-Reynoso

The primary intent of the Friday Night Live Cinco de Mayo pilot was to demonstrate and test youth development principles in a culturally-specific environment prevention project. The secondary intent was to build relationships and collaborations with other community organizations active in prevention efforts.

The four counties were successful in accomplishing the principle goals. From the feedback of youth participants in the pilot, the four counties were successful in incorporating the Friday Night Live Standards of Practice in advocating for alcohol and tobacco-free Cinco de Mayo celebrations. Within the Friday Night Live setting, youth felt they were in a safe environment where there were opportunities to build skills and relationships, as well as to connect with their school and communities. They also felt they were given opportunities to build leadership and advocacy skills. In the course of the project, some youth participants did not experience the same opportunities apart from the FNL setting.

The four Cinco de Mayo Pilot Project counties were also successful in their secondary intent. They were able to build relationships and collaborations with different community organizations during the past two years, even though there were often challenges due to differences in goals, purposes, expectations, and limitations.

Following is a list of recommendations based on our collective experiences that will be helpful if you are conducting a similar project. The recommendations outline the elements that we feel contributed to our successes, or would strengthen them.

Scope of Work: While this project addresses a specific holiday, consider incorporating it as part of a year round environmental prevention focus to address other holidays and events. This strategy will enhance youth involvement through short-term goals. The initial trainings can be an overview on environmental prevention and youth development principles, with additional technical assistance focusing on strategies for specific holidays and events.

- Kick-off the focus on environmental prevention with a short meeting in the fall with the core group of youth and adult allies.
- Plan achievable short-term goals to build skills, confidence, excitement and momentum. For example, plan a merchant survey around Halloween and a media advocacy campaign around New Year.

Youth Development Principles

- Ensure that youth have a meaningful role in the planning of the project's scope of work.
- Ensure that everyone is committed to utilizing youth and adult partnerships to achieve the project's goals and objectives.
- Ensure that there is a concrete plan to recruit and maintain youth involvement.
- Ensure that youth receive stipends to validate their hard work and commitment.
- Ensure that youth involvement is meaningful and results in skill development.

Collaborations with other organizations

- Ensure that everyone shares their organizational boundaries for advocacy work from the beginning.
- Ensure that everyone is committed to meaningful youth participation.
- Ensure that members of the newly formed collaborative team establishes group expectations, norms, roles, and responsibilities.
- Ensure that everyone is clear about their time and commitment.

What Can You Do?

Whether you are a large county like Los Angeles or a small county like Yolo, your strategic plan should include:

Schedule the trainings

Our youth were astonished by their learning experiences at the *YLI* and *CAL-LLUHC* workshops. All of them were totally unaware of many of these environmental problems and now had the tools and confidence to take action. This is what youth development is all about!

Define the problem

With tools from your trainings in hand, check out the neighborhood. Select a specific problem you want to address (alcohol billboards, storefront ads, sponsorship, and statistics on underage drinking). Trust your judgment about what needs to be changed.

Know the facts

Know the facts about the alcohol and tobacco industries. Know your neighborhood and its history regarding the issue. Are there more alcohol commercials on Spanish networks than English networks? Are there more Spanish (or other language) alcohol/tobacco advertising billboards in specific ethnic communities? Look at statistics and information from other systems, e.g. juvenile arrest rates by neighborhood. This helps to identify potential alliances across the issues.

Set your goals

What do you want to do? What changes can you make in your community? Start with small, realistic goals and build from there. For example, our goal was to make our community aware of how the alcohol and tobacco industries use our culture to promote their products.

Identify your resources

Start with your immediate circle of friends and family. Look into your church or religious institution. Check out other local youth programs. Can you work with them to reach your goal? Are there ways other adults and youth can help? Success is dependent on youth-adult partnerships. Who are the key players? Develop a list of key policy makers, community leaders and organizations working on alcohol policy (allies and opponents).

Recognize who has the power

Who are the community leaders, organizations and businesses that can make change happen? Examine their interests: do they support or oppose your issue? Know the arguments of the opposition so you may counter them. Meet with as many stakeholders and decision makers as possible to educate them about this issue.

Mobilize and Organize

Determine what you have to do to reach your goal. Hold meetings, conduct a letter-writing campaign, or hand out informational packets. Set deadlines, a start and a finish date. Divide responsibilities: who will do what, when, where and how?

Drawing Attention

Present your project to your neighborhood, your school and even your local city council. Invite the media. Use them to promote your activities and recruit others to join your effort.

Create an action plan

Include activities such as community assessment projects in your plan. Activities should be both event- and policy-based. For example, after collecting advertisements from retail liquor outlets or photographs of billboards, be sure that you present a visual of your results to the city council or other decision-making groups. Not only are the data collected vital to policy changes in the community, but youth often become enthusiastic about concrete projects that have clear results. With clear action steps, youth can see the change they create.

Document your journey

Record all your activities. Take good notes, keep copies of all paperwork and correspondence, collect letter and newspaper clips, and take pictures.

Create Change

It is crucial to tie the activities to community change. Capture the results of your activities and engage others to create change through proclamations, letter writing campaigns, resolutions, and petition drives. Included in the Appendix section are some of the tools we used to advocate change.

Deal with Obstacles and Setbacks

Is a part of your plan not working? Evaluate why. Attempt to make the necessary changes. Start from the beginning if you have to. Successful people use their failures as feedback for trying again!

Evaluate your success

Were your goals met? Why or why not? What worked? What didn't? What will you do differently next time?

APPENDIX A

Tool : Engaging and Maintaining Youth Involvement

AUDIENCE: Project Coordinator, Chapter Advisor, Adult Ally

Probably one of the hardest things to do is to gather a group of committed folks and maintain a high interest level. So how do you do that? What are some ways that you can bring together a group of young people who are interested in the project and more importantly, how do you keep them? There are many ways to recruit and maintain chapters. Below are some ideas and tips that may help as you start forming a committee or core group of young people for this project.

A. Recruitment - The Who and the How

Before you start your outreach, consider who you want to include in your project.

Who?

Consider recruiting diverse youth who are not already involved in many other activities or who are not connecting with school life in general. In recruiting these youth, you might get more availability and fresh perspectives. You will also be providing a safe environment where youth will have opportunities to be involved with their school and community, engage in leadership and advocacy, build skills, and form friendships.

Consider recruiting youth who are;

- **Cultural/Ethnic groups** - Focus on gaining participation from a variety of Cultural/Ethnic groups, who might have a vested interest in your project, and who might bring fresh perspectives.
- **Geographic** - Recruit from cities or neighborhoods that do not provide youth any other opportunities to be involved in clubs or activities.

If at a school site, gather input from teachers, counselors, and/or other youth as to who these young people may be. Send “special invites” to these youth and ask them to bring a friend.

Recruit adult allies -

- Although your main focus will be to recruit youth, do not forget the adults. It is always good to have a number of adult allies to support the activities of the group. This is also another good opportunity for developing and strengthening youth and adult partnerships.
- Keep in mind that some adult allies may just want to be volunteers. They may not necessarily want to come to all the meetings and trainings, but want to help the day of event or on specific projects. Make sure that you ask them and keep track of the information so that you have additional resources on the day of the event or activity.

How?

- Plan a recruitment event—whether a meeting, social event, presentation, booth/table at an existing event, etc. Provide the following, if possible:
- Food. This element is a tried and true attention grabber!
- Interaction. A recruitment event that is interactive with the audience will grab their interest.

- Fun. People will more likely come back if the work is meaningful and the gathering is FUN!
- Reasons for involvement. Sell your audience on why they should spend time on this project.
- Incentives. People want to know how their involvement and commitment will be acknowledged.
- Flyer with information for next meeting/event!
- Rotate locations of these recruitment events.
- Do not limit yourself to schools or one recruitment activity, plan several, and hold them everywhere you can think of i.e. schools, community organizations, clubs, sports teams, community centers, faith based organizations, other youth organizations, etc.
- Recruit as often as you can and take advantage of existing events, such as:
 - At other club or chapter meetings.
 - Open house/back to school night.
 - Community events/health fair.
 - Anywhere and everywhere!

Why not partner with an existing group whom already has youth that want to get involved with different projects? For example, Future Leaders of America is a youth leadership program for Latino youth. They partnered with FNL, started a chapter, and became a part of the Cinco de Mayo project.

Youth must have an active role in recruiting other youth and adult allies. Once you have a few interested youth, even 1-2 youth, brainstorm with them about ideas on how to recruit more youth.

B. The Gathering - A Vehicle for Interaction

A lot is going to depend on how your FNL program works and what structures you already have in place. If you already have an established youth council, introduce this project as a possibility.

If you do not have a youth council, consider starting one -- and making this their first project or focus. In this case, you can use the outreach hints outlined above. You may also want to add an application process in forming the youth council. The application will formalize the function and purpose of the group. If you are excited about the notion of forming a youth council, and would like more assistance, please contact the California Friday Night Live Partnership.

If you are not ready to start a youth council, another possibility is that different chapters may be interested in the project. In that case, different chapters can develop their own action plan with their own site-specific activities. Remember to include these chapters in county-wide meetings/trainings on a monthly basis, and if applicable, invite them to participate in a county-wide event, such as a press conference or ATOD-free celebration.

Regardless of the type of gathering, plan to have lots of fun, team-building exercises at your first meeting. Do them *before* discussing campaign goals and then brainstorm group goals. If there's time, start strategizing on what the group wants to do.

C. Maintaining Members: A NECESSITY FOR SUCCESS

You've got them there. So how do you keep them coming?

- Keep your members interested and involved. People are always more dedicated to a project where they have input and the ability to organize it the way they envisioned it.
- Ensure that youth are a part of decision making. From as simple as choosing what type of identity items they would like, to food at the trainings, to planning/running meetings, to deciding and executing their chapter's action plan, etc, make sure you provide a space in which youth not only get to voice their ideas, but that their ideas guide action.
- Provide food. Everyone loves to eat! Provide favorite snacks or drinks as special treats.
- Incentives— this may include snacks, prizes, promo items, and stipends. Allow for these items in your budget.
- Don't forget the Advisors. They are instrumental in this project and their dedication is very important. Provide them with incentives as well. Stipends and cool promo items are winners!
- Incorporate fun in meetings and throughout project. Halfway through the project, perhaps in March or April, when things start getting really hectic, plan for a pure fun day where everyone can just hang out and relax...no business. For example, a day at the beach, a BBQ, the movies, etc.
- Develop personal connections. Allow for team building activities when you meet. Promote youth and adult connections. One strategy is to encourage advisors, coordinators, and trainers to interact with youth by sitting next to them during meal times or participate in team building activities.
- Don't forget the trainers. Trainers are key adult allies and should be incorporated into the project as much as possible. Invite them to come back after their presentation or training. If youth get to know them and see them regularly, the whole group will be strengthened due to increased trust and confidence in the trainers as credible and caring adult allies.
- When setting meetings/trainings, keep in mind time and days when everyone has a busy schedule, such as, evenings not working as well as Saturdays. Also keep in mind the time of the year. If there are holidays, some families may want to go on vacation. Or some months are harder on youth because of school-related activities i.e. testing, prom, sports, etc.
- Consider geography. The size of county can have an impact on attendance and participation. You may want to have a couple of different trainings at different sites to make it more accessible.
- BE FLEXIBLE!

Another strategy to maintain youth involvement in your project is to keep in mind your role as the advisor and/or coordinator :

- Be there to provide whatever support is needed.
- Facilitate the meetings and activities using youth and adult partnerships.
- Be intentional about connecting with all the youth present.
- Be a true ally by seeing that the youth are not just warm bodies to get tasks done.
- Allow the youth to explore their interests and abilities.
- Allow youth to stumble, but be available to help them process the experience.
- Be a role model by making healthy choices.
- Be a partner by sharing your power with youth.
- Be a friend by taking personal interest in the other aspects of their lives.

The steps above have been useful, but it is not necessary to include them all in your outreach to be successful. Remember, the most important thing is to ALWAYS maintain meaningful youth involvement in every aspect of the project.

APPENDIX B

Tool: Event assessment

AUDIENCE: Project Coordinator, Chapter Advisor, Adult Ally

This assessment tool provides documentation of an alcohol-sponsored event in the community. It should be done at least once during the event.

Examples of events you might assess are:

- a community celebration for a cultural or historic event
- a county or district fair
- a rodeo or horse shows
- a motor sport or boating event
- an athletic competition
- a musical or artistic performance
- a museum exhibit

Directions:

What you'll need: Bring a clipboard or some firm surface to write on during the event observation and a camera.

One or two people should observe each event. During the observation, it is important to take notes on everything. This tool gives you some reminders on what to look for. Make sure you observe signs, buildings, vehicles, booths, people, and listen to the announcements.

Take photographs of the event and examples of the tobacco and alcohol sponsors' presence at the event. Whenever possible, take photos that include people attending the event. If children or families are present, remember to include them in the photographic documentation. After the photos are developed, label each photo with the name of the event, its location, the date of the photo and a brief explanation the photo.

Whenever possible get photos or copies of the different types of sponsorship you found at the event. You might see the sponsorship on banners by the entrance gate, entertainment stage, beer garden, or by booths. These sponsorship banners are usually quite large and noticeable. In most cases, alcohol sponsorship may be listed as a brand of alcohol (e.g. Coors, Budweiser, Corona, Tequiza, etc.). However you may find the sponsorship identified by company name (Anheuser-Busch, Miller Brewing, etc.).

Remember to fill in the comment section at the end of the form. Your comments and impressions are important and will be helpful as you develop intervention strategies.

EVENT OBSERVATION

Event Title _____

Event Site _____ City _____

Total # of days the event runs _____

Date of observation: SUN MON TUES WED THUR FRI SAT

Type of event: (circle one)

1-Community 2-County/District Fair 3-Exhibit/Museum
 4-Music/Performance 5-Rodeo/Horse 6-Sports/Car/Boat
 7-Other (describe) _____

Was there advertising or marketing of alcohol product at the event?

? No (**STOP!** Survey is complete)

? Yes - Name of alcohol sponsors or products _____

What types of alcohol ads and materials were at the event?

Remember to take photos of event and be sure to pickup copies of event materials and samples

A. Check All Present	B. Alcohol Brand or Company	C. Observations & Comments
Signs/Billboards		
Banners		
Booths		
Equipment or Teams w/Alcohol Logo		
Survey		
Name in Event Program		
Free Give-Aways (bags, caps, T-shirts, etc.)		
Computer Games/Videos/Rides		
Announcements on Speaker		
Other, please describe:		

Did you see any alcohol-sponsored activities during the event? These might include activities such as an entertainment act, a cartoonist, a contest, or a rock-climbing wall. ? No ? Yes –If yes, describe

List all alcohol sponsors _____

Did you see community leaders like the mayor, a city council member or other elected official at the event or on the program? ? Yes ? No ? Don't know

If yes, who? _____

Estimate the number of people attending on the day you visited (either by your count or by official records)

0-100 101-500 501-1000 1001-5,000

Estimate the number of people attending by these categories?

a) Age b) Gender c) Race/Ethnicity

Under 12 _____ Male _____ African American/Black _____
13 to 18 _____ Female _____ Hispanic/Latino _____
Over 18 _____ _____ Caucasian/White _____
_____ _____ Asian/Pacific Islander _____
_____ _____ Native American _____

OBSERVER COMMENTS: _____

Name of interviewer/surveyor _____

Phone # of interviewer/surveyor _____

APPENDIX C

Tool: Assessment of the Local Community*

AUDIENCE: Youth and Their Adult Allies

As part of your Cinco de Mayo project, you may want to do a community or neighborhood assessment in order to find out what problems or issues are affecting your community. This guide has been created to assist you in taking a close look at alcohol and other drug issues where you spend a lot of your time. Included are examples of tools you can use to “paint a picture” of your community, with step-by-step guidance to identify and change conditions that affect young people. But you don’t have to use every tool or example. After you read through this section, your team can decide what to do, how much to do, and what to do about your discoveries.

What is a “Radius Assessment”?

The word “radius” means a specified area from the center of a circle to its edge. In this case, we mean the land and everything on it in every direction up to one mile away, with your Chapter location as the center of the circle. An “assessment” is an evaluation based on a description. So the Radius Assessment project is a way to describe and evaluate the area around your school, club, or building. With concrete data from the radius assessment, your group can decide on your next steps for the project. Keep in mind that alcohol and drug problems affect everyone and some problems are bigger than others.

There are lots of problems teens face that are connected to alcohol and drug use, including:

- Injuries and deaths due to drinking and driving.
- Poor performance or school drop out.
- Unplanned pregnancy.
- Crime and violence, including vandalism, fights and date rape.

What does this project have to do with these problems? They all take place in settings. And YOU, working with others, can understand, and then change settings that contribute to these problems. This project works on a very important premise of FNL: that we need to create safe environments, including the places where we live, work and play. If you want to help reduce these problems, you may find you have to change the conditions that help to create them...and that’s not easy.

If You:

- Care about your community, family and friends;
- Want to change conditions that generate alcohol and drug problems;
- Are willing to learn new skills, like interviewing and public speaking; and
- Can see yourselves as leaders while working as part of a team,

Then this project might be right for you.

Getting Started...

You will need at least six (6) people to do this project. In addition, you will need one adult ally to accompany you for most of your assessment excursions. Usually this will mean adult/youth partnership with someone other than your advisor for team. You can start by dividing your group members into teams. People can be in more than one team, but should

*This tool is an excerpt from a document on radius assessment, available through the Ventura County Friday Night Live Partnership.

not try to do too many different things. At the beginning you will need:

- **The Interview Team**—these are people who will talk with key people in the community like a store manager, a school principal, or an ambulance crew.
- **The Survey Team**—these individuals go out to specific areas and document what they see in different settings, such as parking lots, playgrounds and store fronts.
- **The Mapping Team**—in charge of pulling all the information together into one place, these are the people who map the area and the findings of other teams.

Later in the process you will also need to identify:

- **Analysts**—the people who will work with your Advisor and others to make sense of information you've all collected, including any recommended changes; and
- **Reporters**—these young men and women are responsible for packaging and presenting the information from your assessment activities, and getting out to the newspaper, your school or club meetings, and other public gatherings; and
- **Advocates**—individuals, who will conduct merchant education activities, make recommendations to policy makers or who may be media spokespersons.

Things you will need

To begin, you will need the following:

- A large wall space or room where you can post a map
- Mapping push pins or colored markers
- A file cabinet or desk area where you can keep your work
- A good camera that can take both indoor and outdoor photos
- A tape recorder or recording device with microphone
- Clipboards for surveyors and interviewers
- Transparency paper
- Access to a computer with printer
- Regular weekly meeting times and places

Timeline

This is an assessment project, that means your primary job is to assess or describe the settings that contribute to alcohol and drug problems. If you all work together and help to “paint the picture” of the specific places where alcohol, tobacco and other drugs are promoted, used or resulted in problems, you may find that you want to recommend changes to some of those settings. And that could take quite a long time. You may want to give some thought to how much time you each can give to this project, and what you will do with your findings, *before you start*. Will it be okay if you never report your findings outside the group? If you want to share your findings, what groups should hear about them and when do they meet? Answers to these questions will help you plan.

A Step-By-Step Guide to Implementing the Radius Assessment

This section of the guide describes each of the steps you will need to go through to carry out your assessment. Each step is further broken down into activities. You, as a group of young people, will have to decide how far to go with each step, what activities you can take on, and who will be responsible for getting them done.

- A. Decide the location of your base and determine how big your radius is (this is also known as Establish Ground Zero).**
- i. Identify the exact address of your school or club.
 - ii. Produce and oversized copy of a “vicinity” map and post it on a foam board backing that can be mounted on a wall.
 - iii. Decide how big an area you want to map and describe it:
 1. As a group, look at a city or Thomas Bros map of the area.
 2. Look at the scale of the map to see distances, and then draw a circle about ½ mile around “ground zero”.
 3. Have at least eight people minimum for a ½ mile radius—fewer for smaller areas, more for larger areas.
 4. Make sure you make your circle big enough to include the places or settings that that most youth on foot, on bikes or in vehicles pass through every day.
- B. Get a Radius Map from your City Planning Department or local police department.**
- i. Have the address and the exact distance from the property you want to have mapped before you contact planning office.
 - ii. Call ahead to introduce yourselves and determine costs.
 - iii. Order/purchase the map, allowing time for it to be produced.
 - iv. Get an oversized (36” x 48” or larger) copy made for posting.
 - v. Get the map laminated or posted onto foam board. This will probably be your “presentation map,” so handle it carefully.
- C. Plot on the map all sensitive land uses, such as pre-schools and play grounds; recreation centers and teen clubs.**
- i. Look carefully and use your knowledge of the area to put mapping pin or color-coded mark at each address where there is a sensitive setting (see list of youth-oriented land uses).
 - ii. For residential areas, be sure to identify neighborhood parks or playing fields.
 - iii. As you learn more, update your map with additional pins.
- D. Establish a listing of all alcohol and tobacco sales locations, or areas known to have drug paraphernalia in the area and plot them.**
- i. Get a complete listing of alcohol outlets from the Alcohol Beverage Control office for your city, and plot them by license type.
 - ii. Conduct a “windshield survey” of the assessment area, making note of each business that sells alcohol or tobacco products, or which sells materials such as pipes, bong, rolling papers, etc.
 - iii. Have your Survey Team take digital photos of the locations where these locations are in close proximity to your “sensitive uses”.
- E. Make a list of key informants to be interviewed, such as, a police officer, a resident, a youth counselor and a business operator.**
- i. Working with your advisor and adult allies, brainstorm a list of people who may be able to accurately describe the settings that interest you most, especially regarding alcohol and drugs.
 - ii. Remember that people who spend the most time at or near a setting often have valuable information. Don’t leave out park maintenance personnel, next-door neighbors, and other youth.

F. Conduct at least six (6) key informant interviews

- i. Have your Interview Team prioritize the key informants.
- ii. Arrange to spend 15-20 minutes with the person you want to interview, and bring your tape recorder, ask your key informant permission first.
- iii. Before the meeting, ask them for any reports, photographs or records that might help your group understand problems that may be related to alcohol, tobacco or other drugs.
- iv. Remember that YOU lead the interview, and the focus is on the setting where alcohol, tobacco and other drugs are promoted, sold or used.

G. Make a list of public settings where alcohol, tobacco or drugs are promoted or used, especially if they are close to sensitive uses.

- i. Put together your Mapping, Surveying and Interviewing activities so far. Next create a list of places within your assessment area that should receive focused attention.
- ii. Remember to include areas where drug paraphernalia has been found or is sold, as an indicator of illegal drug use.
- iii. Create “blow outs” or expanded descriptions for each of these settings and post them on the wall with a line connecting them to their location on the map.

H. Record examples of pro-use messages or settings

- i. If you haven't already done so, get good visual or recorded descriptions of pro-drug messages in these particular settings.
- ii. Messages can include, but are not limited to, billboards, table signs, case displays, and event flyers; even radio ads, and the dialogue from movies can be counted, if within your target area.

I. Have the Survey Team assess at least four (4) sales locations in your radius area for in-store and storefront risk factors.

- i. Starting with those locations closest to ‘ground zero’, conduct a thorough assessment of the inside and outside of locations.
- ii. Outside the sales location, take a photo of the front of the store showing signage, to determine Lee Law compliance.
- iii. Inside the locations, with assistance of adult allies, conduct a comprehensive count of all ads, promotional materials and signs that are displayed.
- iv. Bring photos, and completed forms back to your base to be added to your descriptions.

J. Identify which ATOD “hot spots” are in sensitive settings

- i. If you list specific places that have many ATOD problems or excessive pro-use messages to youth in close proximity to sensitive land uses on your map, list them.
- ii. Now display a summary list of findings about these locations on the outside of the map area, creating new “blow outs”.

K. Assemble photographs and written findings on the radius map

Please refer to the Radius Assessment display suggestions handout.

Analyzing and Presenting Your Findings

Ok, so now you have all this information, what do you do with it? What can you do? As a group, once you have gathered all your data, photos, and finished your map, you must analyze your findings and figure out who would benefit from knowing what you found. Most likely, there are going to be plenty of people who are interested.

So you need to decide the best way to release this information.

- Will you present and to whom?
- Will you make a display board?
- Will you put it up in your room?
- Forget about it?

Presentation

Deciding on who/where to present is going to depend on what you find, where you did your assessment, and what you want to happen afterwards.

- If you chose your school as your base, then perhaps the school board may be the ones you present to, as well as maybe the Parent Teacher Association or other parent group.
- If there were a lot of Lee Law violations, perhaps the police department, or your city council.
- Other groups you can present to are neighborhood groups, local business owners, the media (hold a press conference), drug and alcohol advisory board, etc.

Depending on what you find, there may be something that your group did not like and wants to change, so that may mean you want to advocate for a policy change, then you will need to present to your city council, board of supervisors, school board, and any other group who enact policies in your area.

This is only one way which you can assess your community. There are many variations and different terms used but they all do similar activities. Some of these terms are canvassing, surveying, and mapping. The radius assessment project described here actually incorporates all those tools into one big project.

One variation that other groups have done have been to give a “grade” to the stores, according to the criteria the youth decide beforehand. Another is to turn part of this project into a scavenger hunt, where groups went out into their community trying to find the items in their list. For example: *Find a sample of this year’s Corona Cinco de Mayo advertising campaign. Note location, placement, and amount of ads in store. Try to obtain one, or take a picture.*

Whatever way you choose to do your project, remember to have fun with it. Although this is a great project and you will learn a lot from it, it also needs time and dedication. Keep this in mind as you decide to do this, and don’t try to do too many other projects at the same time. Always take the necessary breaks you need and allow you enough time to care for yourself.

APPENDIX D

Tool : Sample Proclamation

Cinco de Mayo con Orgullo

“Nuestra Cultura no se Vende”

Whereas, the Cinco de Mayo holiday is an important day for Mexican Americans [in the city/country of] and is celebrated annually by people of all cultures on fifth of may; and

Whereas, Cinco de Mayo commemorates a Mexican Army victory over more powerful French invaders in 1862, a milestone in the fight for Mexican sovereignty, not Mexican Independence Day itself; and

Whereas, alcohol manufacturers, restaurants, retailers and others aggressively market alcoholic beverages to during the Cinco de Mayo holiday; and

Whereas, advertisements for alcoholic beverages, restaurants and public celebrations serving alcohol often use traditional Mexican symbols inappropriately, present Latinas as sex objects, and encourage over-consumption by offering lower prices and convincing consumers that drinking alcohol is necessary to celebrate Cinco de Mayo; and

Whereas, some Cinco de Mayo celebrations are marred by violence, crime and other problems due to over-consumption of alcohol; and

Whereas, the Latino community suffers disproportionately from the negative health effects of beer and other alcoholic beverages, which result in significant public costs; and

Whereas, [your organization], a member of the [Latinos and Latinas For Health Justice] coalition, has organized the *Cinco de Mayo con Orgullo* campaign to reduce the instances of alcohol abuse and related problems during the Cinco de Mayo holiday, promote tobacco and alcohol-free celebrations, make residents [of city/county] aware of the true historical meaning of Cinco de Mayo and take back the Cinco de mayo holiday from advertisers who create advertisements that are inappropriate, demeaning, or unsafe; and

Now, therefore, be it resolved, that the [name of organization] does endorse the *Cinco de Mayo con Orgullo* Campaign and encourages alcohol manufacturers, distributors, retailers, restaurant, promoters of celebrations, advertising outlets, families and individuals to celebrate Cinco de Mayo safely by reducing immoderate consumption by instituting responsible beverage service whenever alcohol is served, promoting tobacco-free celebrations, promoting the true historical meaning of Cinco de Mayo and eliminating alcohol advertisements that are culturally demeaning and encourage over-consumption of alcohol.

APPENDIX E

Tool: SAMPLE RESOLUTION

PURPOSE: To acknowledge the support and commitment of a Latino owned business to the Cinco de Mayo con Orgullo campaign

Whereas

Cinco de Mayo commemorates a Mexican Army victory in 1862 over more powerful and well-equipped French invaders, a milestone in the fight for Mexican sovereignty. The battle symbolized the Mexican determination to retain their hard-fought independence even when the odds appeared insurmountable; and

Whereas

Cinco de Mayo is an important patriotic day for Mexican Americans and is celebrated annually by people of all cultures on the fifth of May; and

Whereas

Event promotionals for alcoholic beverages often use traditional Mexican symbols and holidays inappropriately to encourage over-consumption of alcohol thus obscuring the true meaning of this celebration; and

Whereas

[name of community organization] is **[description of community organization]** in California and strives to strengthen the image and services of Latino owned businesses, and to remove demeaning associations with unhealthy practices from these establishments; and

Whereas

[your organization] supports alcohol free Cinco de Mayo activities that promote general awareness of the true meaning and familial nature of the Cinco de Mayo holiday and to reduce alcohol related problems among county residents; and

Now, therefore, be it resolved,

that the **[name of community organization]** be recognized as an exemplary organization that readily accepted the invitation of the **[your organization]** to restore the original pride of the Cinco de Mayo celebration by focusing on the true history and culture of the Mexican people, rather than allowing the association of Latino-owned business with alcohol promotion and consumption.

APPENDIX F

Tool: SAMPLE LETTER TO EVENT PLANNERS

February 7, 2002

[President' or Director's name]
[Organization Address]

Dear [President' or Director's name]:

As you and the members [event planning group's name] may know, alcohol use is a big and growing health problem threatening our communities today. Alcohol companies use the opportunity to sponsor as a means to promote alcohol and make a profit. [Your city or county] presently has a surmountable amount of existing health and social issues attributed to alcohol use and abuse. The [your program or coalition] is working to decrease the influence of the alcohol industry in our community and family events. One way we can do this is by eliminating alcohol sponsorship of these events. Alcohol sponsorship means more than just advertising. In the eyes of the public, it legitimizes a business practice that influences, promotes, deceives, and recruits new underage consumers.

[Your organization] would like to invite the [event planning organization] to take a positive lead by adopting a written policy stating that you will not allow alcohol sponsorship of any public family event that you **promote, organize, or participate in.**

Please, do not compromise the well being of your city for the benefit of accepting alcohol money.

We think a written statement of non-alcohol sponsorship is valuable to the [event planning organization] in planning future events. Time and energy will not be expended in debating costs and values in planning future events because you will already have a policy in place to guide you. When sponsorship is needed, the members can go directly to alternatives sources.

Having a non-alcohol sponsorship policy in place demonstrates a leadership action as well. It shows care and concern about the population and community your business serves. A written policy sets a gold standard for other organizations in our community and city.

If you would like to have someone meet with you or make a presentation to your group, please call the [your name and phone number]

We look forward to hearing from you. Thanks for your time and attention to this matter.

Sincerely,

[Your name & organization]

APPENDIX G

Tool: NEWS RELEASE**For Immediate Release**

Contact: Annette Preciado 805-388-4434
Dan Hicks 805-258-7880

May 2, 2002

¡YA BASTA! NUESTRA CULTURA NO SE VENDE
ADVOCACY: County teens unite to reclaim their culture

OXNARD – Growing tired of seeing Cinco de Mayo used to push alcohol to the Latino community while friends and neighbors suffer the consequences of alcohol abuse, Ventura County teens speak out today at Plaza Park to call for changes.

“Enough is enough!” says Jenny Martinez, who has documented “some of the ways the alcohol industry has gone too far” in using cultural symbols to sell their products.

Last year during Cinco de Mayo, youth from Buena High School photographed alcohol ads and collected marketing materials near their homes—including a beer-branded piñata—which, they said, distort their cultural traditions. This year, youth from Oxnard, Port Hueneme, Ventura, Santa Paula and Fillmore are holding a press event to expose the tactics used to take over Cinco de Mayo, and call on their peers and the community at large to learn the true meaning of the holiday.

The event, planned by youth from five different communities, provides vivid images of how Latinos are both used and targeted to push alcohol within the community, especially at Cinco de Mayo. As affiliates of Friday Night Live, the youth want to:

Decry the misuse of cultural holidays and sacred symbols to push alcohol, which has been shown to contribute to many problems plaguing Latinos in Ventura County, including violent assaults, drunk driving, domestic abuse and teen pregnancy;

Teach the community about the true meaning of Cinco de Mayo and to eliminate marketing practices by the alcohol industry that demean or distort Latinos and Mexican-American culture;

To promote a clean and sober lifestyle in the Latino community and to demonstrate that alcohol and other drugs are not necessary to have a good time or to show cultural pride.



The Ventura County Friday Night Live Partnership Programs are sponsored by the Ventura County Superintendent of Schools Office and funded by the Ventura County Behavioral Health, Alcohol and Drug Programs.



APPENDIX H

Tool: Media Advisory**For Immediate Release****Contact:**

Annette Preciado 805-388-4434

Dan Hicks 805-258-7880

May 1, 2002

¡YA BASTA! "OUR CULTURE IS NOT FOR SALE"

Youth from around Ventura County gather to protest alcohol ads that demean and distort Latino culture, call for changes

WHAT: The youth-led chapters of Friday Night Live and their partners will be gathering in Oxnard to focus attention on how Cinco De Mayo, an important holiday celebrating the battle of Puebla and Latino self-determination, has been taken over by the alcohol industry marketing machine to become a "drinking holiday" with images and campaigns that mock the true meaning of Cinco de Mayo.

Alcohol advertising campaigns, especially in ads targeting Latinos, link products with success, social acceptance, sexuality, friendship, youth, attractiveness, and physical vigor. To their families, young Latinos represent a future freed from prejudice and a better life. To the alcohol industry, young people represent the future of market share, and the potential for greater consumption and profits.

Last year during Cinco de Mayo, youth from Buena High School photographed alcohol ads and collected marketing materials in their community—including a beer-branded piñata—which, they said, distort their cultural traditions. This year, Friday Night Live youth from Oxnard, Port Hueneme, Ventura, Santa Paula and Fillmore aim to expose the tactics used by corporations to take over Cinco de Mayo, while calling on their peers and the community at large to understand and to observe the true meaning of the holiday.

WHERE: Plaza Park, Oxnard, corner of 5th and "C" Streets

WHEN: Thursday, May 2, 2002, news briefing begins at 4:30 p.m.

WHY: The purpose of this event is to decry the misuse of cultural holidays and sacred symbols to push alcohol, which has been shown to contribute to many problems plaguing Latinos in Ventura County, including violent assaults, drunk driving, domestic abuse and teen pregnancy;

Teach the community about the true meaning of Cinco de Mayo and to eliminate marketing practices by the alcohol industry that demean or distort Latinos and Mexican-American culture;

To promote a clean and sober lifestyle in the Latino community and to demonstrate that alcohol and other drugs are not necessary to have a good time or to show cultural pride.

WHO:

Adriana Almazan, Santa Paula HS FNL

Gabby Godinez, Santa Paula HS FNL

Jenny Martinez, Buena FNL

Teresa Valencia, Santa Paula HS FNL

Gabby Chavez, Fillmore HS FLA Live

Marlene Guido, Breakthrough FNL

Dalia Quintero, Breakthrough FNL

Annette Preciado, Ventura County FNL

VISUALS: Visual Information Boards with statistics; alcohol promotional items and images that demean the holiday, as well as personal speeches and interviews will be featured.

INFO: Press packets available by request at the event.



The Ventura County Friday Night Live Partnership Programs are sponsored by the Ventura County Superintendent of Schools Office and funded by the Ventura County Behavioral Health, Alcohol and Drug Programs.



ACKNOWLEDGEMENTS

The California Friday Night Live Partnership would like to thank the following individuals and organizations for their leadership and tireless efforts in the Friday Night Live Cinco de Mayo Pilot Project.

California Department of Alcohol and Drug Programs

In particular: David Monti, Carol Carter, and Jane Williams,
for coordinating funding and providing direction.

Tulare County Office of Education

In particular: Jim Vidak, Superintendent of Schools,
for continued support and resources.

Los Angeles County Friday Night Live Partnership

Barbara Bloomberg, for coordinating the county pilot project.

San Bernardino County Friday Night Live Partnership

Marie Soria, for for coordinating the county pilot project.

San Joaquin County Friday Night Live Partnership

Martha Cisneros Muñoz, for coordinating the county pilot project.

Ventura County Friday Night Live Partnership

Annette Preciado, for coordinating the county pilot project.

Youth participants of the Friday Night Live Cinco de Mayo Pilot Counties

for your focus, energy, and contribution.

Latinos and Latinas for Health Justice

(formerly California Latino Leadership United for Healthy Communities, CAL-LLUHC). In particular: Bernardo Rosa and Albert Melena
for coordinating and leading the trainings;
also for guidance and support of our efforts.

Youth Leadership Institute

In particular: Eric Rowles and Felipe Barragan,
for training, consultation, and support of our efforts.

Erin Davis, Consultant

for the editing of this document.

Kelly Lopez, CFNLP

for the design and layout of this document.

This Action Kit was coordinated by Van Do-Reynoso.