

Red Ribbon Anti-Drug Campaign



Red Ribbon Week is the nation's oldest and largest drug prevention program in the nation reaching millions of Americans during the last week of October every year. By wearing red ribbons and participating in community anti-drug events, young people pledge to live a drug-free life and pay tribute to DEA Special Agent Enrique "Kiki" Camarena.

Special Agent Kiki Camarena:

- Special Agent Camarena was an 11-year veteran of the DEA assigned to the Guadalajara, Mexico, office where he was on the trail of the country's biggest marijuana and cocaine traffickers. In 1985, he was extremely close to unlocking a multi-billion dollar drug pipeline.
- On February 7, 1985, he was kidnapped, brutally tortured, and murdered by Mexican drug traffickers. His tragic death opened the eyes of many Americans to the dangers of drugs and the international scope of the drug trade.

History of Red Ribbon Week:

- Shortly after Kiki's death, Congressman Duncan Hunter and Kiki's high school friend Henry Lozano launched "Camarena Clubs" in Kiki's hometown of Calexico, California. Hundreds of club members pledged to lead drug-free lives to honor the sacrifice made by Kiki Camarena.
- These pledges were delivered to First Lady Nancy Reagan at a national conference of parents combating youth drug use. Several state parent organizations then called on community groups to wear red ribbons during the last week of October as a symbol of their drug-free commitment.
- The first Red Ribbon Week celebrations were held in La Mirada and Norwalk, California.
- In 1988, the National Family Partnership (NFP) coordinated the first National Red Ribbon Week with President and Mrs. Reagan serving as honorary chairpersons.

How to Celebrate Red Ribbon Week:

- The NFP estimates that more than 80 million people participate in Red Ribbon events each year.
- The campaign is a unified way for communities to take a stand against drugs and show intolerance for illicit drug use and the consequences to all Americans.
- Schools, businesses, the faith community, media, families, and community coalitions join together to celebrate Red Ribbon Week in many ways, such as: sponsoring essay and poster contests; organizing drug-free races; decorating buildings in red; handing out red ribbons to customers; holding parades or community events; and by publicizing the value of a drug-free, healthy lifestyle.
- DEA joins with community coalitions and prevention groups to plan and carry out Red Ribbon activities, ranging from classroom events to stadium-sized rallies.

RED RIBBON WEEK INFORMATION SITES

National Family Partnership, which has provided national leadership in the Red Ribbon Campaign since 1988, offers suggested activities and background information about the celebration. www.nfp.org.

The Red Ribbon Coalition features an online planning guide. www.redribboncoalition.org.

Prevention Partners offers Red Ribbon merchandise, suggested activities and a list of ideas submitted by users of this Internet site.

Drug Enforcement Administration – Information on Red Ribbon history, with a downloadable 40-page booklet on 101 Ideas for Fun Activities. www.dea.gov

www.redribbonweek.com (has links to the other sites below.)

This site, which is the sponsor for imdrugfree.com and drugsr dumb.com, offers exciting and creative prevention messages and Red Ribbon Week materials, as well as valuable Red Ribbon ideas for schools, businesses, and religious institutions.

My Safe and Drug Free Schools

Our partner site that offers current prevention news, facts, funding and grant information, and links to even more resources. There are classroom activities available. They offer a free web-based email service for those on the front lines of prevention. There is even a legislative action center that provides access to your federal legislators. And, it is all free! Support this site by visiting it regularly.

National Clearing House for Alcohol and Drug Information

This site has an extensive listing of resources related to drug and alcohol abuse prevention. It contains an opportunity to look at current research and statistics as well as the resources available.

Keeping Your Kids Drug-Free: A how-to guide for parents and caregivers

A 45-page pocket size brochure that offers parents real-life solutions to the challenge of keeping kids healthy and drug-free. Written in collaboration with parents and parenting experts from across the country, the brochure includes a message to parents from National PTA and the American Academy of Pediatrics.

Keeping Your Kids Drug-Free includes opening lines for having conversations about drugs and how parents can use everyday opportunities as teachable moments. Research shows that kids who learn about drugs from their parents are much less likely to use drugs, and if they abstain from drugs until 21, they are unlikely to ever use drugs.

The brochure is available free of charge by calling the National Clearinghouse for Alcohol and Drug Information at 800-788-2800 or it can be downloaded by visiting the National Youth and Anti Drug Media Campaign's website.

QuitNet

This site focuses exclusively on helping smokers kick the habit, but you will be hard pressed to find a better tobacco related site. Includes chat, tobacco news, and an active online support group.

National Institutes of Health

Includes health resources related to substance abuse, including AIDS, and **HealthFinder**, a gateway consumer health and human services information web site from the United States government.

Center for Substance Abuse Prevention (CSAP)

Has extensive fact sheets on drugs and links to other useful online resources. Special attention is given to drugs in the workplace. **Mothers Against Drunk Driving (MADD)** In addition to definitive information on impaired driving, extensive information is available on alcohol (with a particular focus on underage drinking).

Students Against Destructive Decisions (SADD) National Web Site

Learn how about students (around the world) are helping make a difference in the fight for healthy lifestyles.

Youth In Action

Dedicated exclusively to the efforts of young people across the United States working in their communities to reduce underage drinking, as well as underage drinking and impaired driving.

National Center on Addiction and Substance Abuse at Columbia University

CASA provides a wealth of useful information on the dangers that drugs place on American society, including the financial costs of substance abuse to society, the impact of substance abuse, and information especially for youth and women.

The D.A.R.E. Homepage

This is the national page for the D.A.R.E. foundation that contains a listing of the D.A.R.E. pages from around the country. Among the pages there is opportunities to learn more about the group and to gain resources about being drug and alcohol free.

Partnership for a Drug Free America

This is the national homepage for the Partnership for a Drug-Free America.

Straight Facts About Drugs and Alcohol

As the title of this page states, this page has great resources for people interested in learning more about various different effects of drug and alcohol use. It gives educational material within these resources.

SOURCES FOR RED RIBBON WEEK PRODUCTS

NIMCO – Free freight on ribbons, bracelets, stickers, balls, t-shirts, etc.
www.drugpreventionresources.co

Positive Promotions – Hundreds of products & designs to celebrate red ribbon week. www.PositivePromotions.com

Red Ribbon Resources - offers Red Ribbon merchandise, event ideas and planning advice. www.RedRibbonResources.com.

Ebay – bid on charms, bracelets, t-shirts, car magnets, stickers, red ribbon and bows. Use the key words: Red Ribbon awareness, D.A.R.E., drug free.

RED RIBBON WEEK IDEAS

(FOUND ON GIRLPOWER.GOV)

What Can You Do? Ten Ways to Participate in National Red Ribbon Week

1. Sign a pledge card! Click [here](#) to download a whole page of cards to share with your family and friends.
2. Tie red ribbons around trees, flagpoles, or mailboxes in your community. Be sure to get permission from city officials or owners.
3. Weave plastic red ribbon or crepe paper through chain link fences.
4. Make posters about staying drug free and ask your school and local businesses to display them. Make an extra-cool poster for your own front door.
5. Plan a red meal for breakfast, lunch, or dinner. Serve red foods like watermelon, tomato juice, and apples. Ask an adult to help you dye foods red with food coloring.
6. Decorate every door in your school or neighborhood with messages that promote a drug-free lifestyle.
7. Hold a "Sock It To Drugs Day" and ask everyone to wear the craziest socks they can find.
8. Go national! Invite all your friends and neighbors to sign their names on red ribbons. Then send them to your Congressperson in Washington, DC. To find out who your representative is, [click here for the House of Representatives](#) or [here for the Senate](#).
9. Plant something red, like tulips, and remember your pledge to be drug free when they bloom in the spring.
10. Get a large roll of paper and write at the top, "Red Ribbon Week Pledge Banner--I promise to live a drug-free life." Tape the paper to a popular hallway wall in your school and have teachers and students sign as they pass by.

Activities for Schools

- Designate a Red Ribbon coordinator and committee from students and staff to plan activities for the school.
- Distribute red ribbons to students, making sure they understand what the ribbon represents.
- Launch your program with the release of red balloons – as many as possible.
- Kick-off Red Ribbon Week in conjunction with homecoming, an important home football game or another popular community event.
- Form a people chain on the football field to spell the words "DRUG-FREE" and have it photographed from the air. Or have students circle the school, locking hands to signify that they are banding together to keep the school drug-free. Try to get local press coverage for either event.
- Schedule a "Band Against Drugs" musical assembly.
- Involve the whole family in your Red Ribbon celebration with a Family Fun Night, complete with games, booths and other activities.
- Host a special Red Ribbon Food Day in the school cafeteria, serving as many red foods as possible (for example, red apples, watermelon, pizza, spaghetti sauce, tomato juice, etc.).
- "Say Boo To Drugs" with a special Halloween Prevention Party.
- Sponsor "Hugs Not Drugs Day," by inviting younger students to bring in their favorite stuffed animal.
- Sponsor a contest (essay, poster, poem, theme song, etc.) for Red Ribbon Week.
- Stage a "Car Caravan" and decorate cars with red ribbons and caravan to the site of a rally, game, dance, etc.
- Sponsor a "Slam Dunk – Drugs Are Junk," basketball game during Red Ribbon Week.
- Encourage students to write and then sign their own personal pledges to live drug free.
- Design Red Ribbon Week banners to hang in front of the school or in a prominent place inside. Ideas for banners include: "Drug Free and Proud" imprinted with student signed hand prints, "Hand in Hand Let's Take a Stand" with red student signed hand prints or "Take a Stand on Drugs" with red student signed footprints.
- For younger students, have a coloring contest where they paint or color in a picture with a prevention theme. For older students, have them design and complete their own prevention painting.
- Invite all students to sign their names on red ribbons and send them to Washington as a symbol of unity and concern for others.
- Use your school mascot or choose a special Red Ribbon Campaign mascot to dress up and spread your message throughout the school.
- Conduct a Red Ribbon program for parents with skits, songs and other student performances.
- Decorate the hallways for the Red Ribbon theme; include things like red paper chains or student handprints cut from red paper.
- Set up mock cemetery headstones with the names of celebrities and community members who have died as result of personal substance abuse or the substance abuse of others.
- Organize a pep rally with contests between grades for the best anti-drug cheer.

- Organize drug education programs and integrate alcohol and other drug information into all curriculums during Red Ribbon Week.
- Offer half-price admission at a home ball game to anyone wearing a red ribbon.
- Light candles at half-time and spend a moment of silence to remember those students who have lost their lives to drugs and alcohol or the substance abuse of others, repeat the pledge to be drug-free.
- Hand out red suckers to students, faculty and staff. Use the slogan "Lick the Drug and Alcohol Problem."
- Host a Drug-Free Party at the end of Red Ribbon Week. Students can play volleyball and basketball, watch videos, participate in contests, have pizza and dance.
- Give prizes to students who still have their red ribbon on the Friday of Red Ribbon Week or have drawings throughout Red Ribbon Week requiring that to win students must be wearing their red ribbon. Prizes could be donated from local businesses.
- Have daily intercom messages that highlight the campaign activities for the day or deliver a message about the harmful effects of drug use.
- Make paper bricks, have each student put his or her name on one as a pledge to be drug free. Build a wall to "join together to be drug free."
- Ask the high school art class to make "Drugs are Garbage" signs for the trashcans at school and around town.
- Develop and play drug awareness games at school such as trivia contests, Jeopardy, bingo, scavenger hunt for "Red Ribbon Clues" or "Beat the Clock."
- Have a student sponsor a teacher and check to see that the teacher wears his or her red ribbon every day.

Clothing theme ideas:

- Sponsor a Red Day or Red Rally where everyone is encouraged to wear red – red socks, red hats, red shirts, maybe even red face paint. Give an award to the class with covered in the most red.
- Ask students to participate in "Give Drugs the Slip Day" with everyone wearing slippers.
- Hold a "Sock It To Drugs Day" and ask everyone to wear the craziest socks they can find.
- Make a "Boot Out Drugs Day" with everyone wearing boots.
- Invite students to wear headbands or bandannas for a "Band Against Drugs" theme.
- Ask students to wear the craziest ties they can find for a "Tie One On Against Drugs" event.
- Wear clothing inside out for a "Don't Let Drugs Turn You" Day.
- Have a "Living Drug-Free Is No Sweat" day with everyone wearing sweat clothes to school.
- Ask everyone to wear sneakers for "Don't Let Drugs Sneak Up On You" day.
- Wear clothes backward for "Turn Your Back On Drugs" day.
- On "Shade Out Drugs Day," suggest that everyone wear sunglasses.
- Have a "Red Head Day" and encourage students to wear something red on their heads.