

# **Red Ribbon Week** **October 23 – 31<sup>st</sup>, 2024**

This year's national theme is "**Life is a Movie, Film Drug Free**". You can use this theme or come up with a theme of your own. Think about incorporating healthy & positive lifestyle messages.

The National Red Ribbon Week website offers a comprehensive planning booklet, including activity sheets that can be downloaded and reproduced (or distributed digitally) for student use. You can access their planning guide at <http://www.redribbon.org>

After Red Ribbon Week is over, please submit the attached **Red Ribbon Week Activities Report** no later than December 6 to [docs@torrancecouncilofptas.org](mailto:docs@torrancecouncilofptas.org) and to [redribbonweek@torrancecouncilofptas.org](mailto:redribbonweek@torrancecouncilofptas.org)

Please feel free to contact me if you have any questions.

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# 2024 Red Ribbon Theme



## 2024 National Red Ribbon Week Theme

**The Red Ribbon Campaign is the oldest and largest drug prevention program in the nation, reaching millions of young people during Red Ribbon Week,**

**October 23<sup>rd</sup> – October 31<sup>st</sup> each year.**

**WHAT IS RED RIBBON WEEK?** It is an ideal way for people and communities to unite and take a visible stand against drugs. Show your personal commitment to a drug-free lifestyle through the symbol of Red Ribbon, Oct 23<sup>rd</sup> – 31<sup>st</sup>

**WHY?** The Red Ribbon Campaign was started when drug traffickers in Mexico City murdered DEA agent Kiki Camarena in 1985. This began the continuing tradition of displaying Red Ribbons as a symbol of intolerance towards the use of drugs. The mission of the Red Ribbon Campaign is to present a unified and visible commitment towards the creation of a DRUG-FREE AMERICA.

**WHO?** National Family Partnership is the sponsor of the National Red Ribbon Week Celebration. We are helping citizens across the country come together to keep children, families and communities safe, healthy and drug-free, through parent training, networking and sponsoring the National Red Ribbon Campaign.

**WHY SUPPORT?** A theme unifies each year's campaign and helps to broadcast one message, creating a tipping point to change behavior.

**HOW?** Plan a Red Ribbon Celebration

For More information on Red Ribbon Week visit: <http://www.redribbon.org>

# **TORRANCE COUNCIL OF PTAs**

## **RED RIBBON WEEK ACTIVITIES REPORT 2024**

**Theme for 2024: “Life is a Movie, Film Drug Free”**

Please email to ([redribbonweek@torrancecouncilofptas.org](mailto:redribbonweek@torrancecouncilofptas.org)) and [docs@torrancecouncilofptas.org](mailto:docs@torrancecouncilofptas.org) by Dec 6

School \_\_\_\_\_

Chairperson \_\_\_\_\_

What events or activities did your unit sponsor during Red Ribbon Week?

How was your school staff involved? Were students involved in the planning or execution?

Was the community involved in your activities? If so, please explain:

Do you feel your Red Ribbon Week activities assist students in making healthy choices in the future?

Do you have any recommendations for next year? What can Council do to help with next year's Red Ribbon Week?

# **TORRANCE COUNCIL OF PTAS – PAST ACTIVITY IDEAS**

## **Daily Dress Themes:**

- Wear Red
- Turn your back on drugs- backwards clothing
- Sock it to drugs – wear crazy socks day
- Crazy Hair day – because drugs can mess you up
- Day Boo to drugs – wear your Halloween costume
- Peace out to drugs – tie dye and bright colors
- You have the power to say NO – Superhero clothing
- Hands off drugs – pledge to be drug free by signing a hand cutout
- Give drugs the shades – wear shades
- Elect to be drug free – wear red, white and blue

## **Daily Activities:**

- Have parents/staff the week before dress up to announce the following weeks daily dress themes.
- Create a banner to display on campus for students to sign, glue a cutout with their names, add positive characters traits, acts of kindness, etc
- Class Competitions – lunch activities, door decorating
- Daily giveaways (bookmarks, bracelets, tattoos, dog tags, certificates)

## **Staff/Community Involvement:**

- Incorporate the theme/message into class assignments
- Guest Speaker at Assembly
- Provide prize items, funds, printing
- Local Scouts can help with decoration and clean up
- Local Police Officers and Medical related employees to discuss the dangers of a drug related lifestyle.