
Know the Facts About Red Ribbon Week!

Red Ribbon Week is the oldest and largest drug prevention campaign in the country and serves as a vehicle for communities and individuals to take a stand for the hopes and dreams of our children through a commitment to drug prevention and education. Every year over 80 million schools, parents, families, youth, churches, and communities take part in celebrating **Red Ribbon Week** and raising awareness regarding alcohol, tobacco and other drug prevention.

Red Ribbon Week commemorates the ultimate sacrifice made by DEA Special Agent Enrique "Kiki" Camarena, who died at the hands of drug traffickers in Mexico while fighting the battle against illegal drugs to keep our country and children safe.

Every year over 80 million schools, churches, parents, families, youth and communities celebrate **Red Ribbon Week!**



Red Ribbon Week Campaign Activities for Elementary School



To help you plan your Red Ribbon Week Prevention Activities (and make them as successful as possible), we have collected activity ideas for a variety of theme days you can host all through the week, just like a **Spirit Week Competition!** Use as many or as few of these activities as you need... and don't be afraid to use your own **CREATIVITY!** Community Connections will be here as a resource to guide you and your school every step of the way!

Decoration Day

Hold Decoration Contests: doors, rooms, lockers, halls, bulletin boards, entry ways, cafeteria, fences, trees at school, and posters at all levels.
String a banner across the front of your school or entrance to the playground.
Launch the program with the release of red balloons – as many as possible.
Dress your school in Red – make red construction paper window panes for all your windows.

"Find the Facts" Day - Encourage Kids to Dress as Their Favorite Detective or Private Eye!

Intercom messages, audio or video messages, can be made daily to highlight the campaign activities and deliver the message of the harmful effects of drug use.

Invite a speaker to talk to your classes about current drug trends.

Analyze an Ad! Find four to five printed advertisements for alcohol or tobacco, and analyze the ads for the hidden messages they send out. How are they attempting to persuade people to use their products? What are the advertisers suggesting that you'll gain or have if you do as the people shown in their ads? What stereotypes are the ads exploiting (and why)? In what ways might their persuasive techniques apply to people your age? Are there aspects to the ads that seem younger kids? Show them the hidden messages and unravel the underlying "lies" that appear there.

Go Back in Time! Find an advertisement, newspaper story, magazine article, or similar resource that's 30 or more years old and that focuses attention on alcohol, drug or tobacco use. The article can talk about the issue positively or negatively. Either will do. Challenge students to find out what's different? What remains the same? In addition to pointing out the changes, draw any conclusions that you can about the reasons for the changes that you've identified.

Power of Pledges Day

Have Students Write Their Pledges to be Drug Free and Show They Have the Power to Stand Up to Alcohol, Tobacco, and Other Drugs!

Have each class design your schools' pledge card. Select a group of judges to determine the winning class. The pledge card will be used by all students while signing their pledge to be drug free.

Have a contest to see which class/school can sign the most pledges. Invite the media to help you judge and share the information in the news

Have each class write a paragraph or few sentences on why they choose to be alcohol, tobacco, and drug free. Begin with the sentence "I don't do drugs because..." Tell the students that their answers will be read on the radio at the end of the week!

Radical Red Day - Encourage Students to get "Radical" and Wear all RED!

Dress your school in Red – make red construction paper window panels for all your windows.

Give an award to the class covered with the most red, award the class with the most people with red clothing (other than red ribbons or bracelets), give them red candy as an award.

Have the students circle the school, locking hands to signify that they are banding together to keep the school drug-free.

"Recognizing the Leaders" Day

Write thank you letters to businesses in your community for celebrating Red Ribbon Week and setting a good example for strong role models for students in our town.

Give special recognition awards to individuals and groups who have made outstanding contributions to tobacco, alcohol, and other drug prevention as a part of Red Ribbon Week and on-going in the community.

Recognize all the classes or individuals who have won special Red Ribbon Week contests classes have conducted during the campaign, even if they have already received their awards, include them in the list again.

Create a Red Ribbon Week Hall of Fame, designate a special bulletin board, hallway, or special wall to display pictures of individuals, groups, businesses, and agencies that have made significant contribution to prevention efforts.

Since Red Ribbon Week is an awareness campaign, develop ways to promote awareness regarding alcohol, tobacco and other drug and violence prevention utilizing tools like your school website, parent newsletters, emails, that already exist at your school. Most importantly, HAVE FUN!!

Your own ideas: _____

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Red Ribbon Week Campaign Activities for High School



To help you plan your Red Ribbon Week Prevention Activities (and make them as successful as possible), we have collected activity ideas for a variety of theme days you can host all through the week, just like a Spirit Week Competition! Use as many or as few of these activities as you need... and don't be afraid to use your own CREATIVITY! Community Connections will be here as a resource to guide you and your school every step of the way!

Decoration Day

Hold Decoration Contests: doors, rooms, lockers, halls, bulletin boards, entry ways, cafeteria, fences, trees at school, and posters at all levels.

String a banner across the front of your school or entrance to the playground.

Launch the program with the release of red balloons – as many as possible!

Dress your school in Red – make red construction paper window panes for all your windows.

Information Day

Intercom messages, audio or video messages, can be made daily to highlight the campaign activities and deliver the message of the harmful effects of drug use.

Invite a speaker to talk to your classes about current drug trends.

Involve English, Social Studies, Science, Health, Speech Journalism, and Audio-Visual Communications class in research and reports regarding the current use and harmful effects of tobacco, alcohol and other drugs. Mathematics, Economics classes could examine the effect on our economy regarding the costs of drug use, law enforcement, and public health care.

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Either will do. Challenge students to find out what's different? What remains the same? In addition to pointing out the changes, draw any conclusions that you can about the reasons for the changes that you've identified.

Power of Pledges Day

Have Students Write Their Pledges to be Drug Free and Show They Have the Power to Stand Up to Alcohol, Tobacco, and Other Drugs!

Have each class design your schools' pledge card. Select a group of judges to determine the winning class. The pledge card will be used by all students while

signing their pledge to be drug free.

Have a contest to see which class/school can sign the most pledges. Invite the media to help you judge and share the information in the news

Have each class write a paragraph or few sentences on why they choose to be alcohol, tobacco, and drug free. Begin with the sentence "I don't do drugs because..." Tell the students that their answers will be submitted to the North Platte Telegraph and may appear in the paper at the end of the week!

Call Out to Your Community Day!

Dress your school in Red – make red construction paper window panels for all your windows.

Give an award to the class covered with the most red, award the class with the most people with red clothing (other than red ribbons or bracelets), give them red candy as an award.

Have the students circle the school, locking hands to signify that they are banding together to keep the school drug-free.

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Your own ideas: _____

Red Ribbon Week - More Ideas

Dress Up Days Ideas

Detective day - dress like a detective and investigate media messages that try to get youth to use alcohol, tobacco or other drugs (see the related activity in "Red Ribbon Campaign Activities for Elementary School").

Back away from drugs - dress backwards that day.

Run away from drugs - wear running shoes.

Get in the red zone - wear red.

Tackle drugs - wear your favorite sports team clothing.

We have character! - dress as a book, movie or television character.

Friends don't let friends do drugs - find a friend and dress like twins for the day.

Character is our super power - dress like a super hero.

Other

Organize a flash mob (see description available from Community Connections), or adapt the ideas listed for Through With Chew Week or Tobacco Awareness Day (Kick Butts Day)

Your own ideas: _____

