

October 23-31

Red Ribbon Week

Resource Guide



What is Red Ribbon Week?

Red Ribbon Week is the nation's oldest and largest drug prevention awareness campaign. Today, millions of people celebrate.

How did Red Ribbon Week start?

Red Ribbon Week started after the death of Drug Enforcement Administration Special Agent Enrique "Kiki" Camarena, who in 1985 was brutally murdered by drug traffickers he was investigating in Mexico. After his death, people wanted to honor his sacrifice. Local celebrations began in California – where Camarena grew up – in 1985, and in 1988 the National Family Partnership started the first National Red Ribbon Week.

Why the red ribbons?

As a tribute to Camarena during the initial local celebrations, high school friend Henry Lozano and Congressman Duncan Hunter, created "Camarena Clubs" and the wearing of a red ribbon to show their oppositions to drugs.



Enrique (Kiki) Camarena was a Drug Enforcement Administration Agent

IDAHO & NATIONAL RED RIBBON WEEK RESOURCES

Idaho's Virtual Red Ribbon Week Campaign:

DrugFree Idaho discusses: What is a "Natural High"? on their website they highlight 5 modules for each day of Red Ribbon Week. The modules include:

- A short video that highlights well-known Idahoans
- Discussion topics and an activity
- Each module concludes with a central theme

Visit Drug Free Idaho's website: www.drugfreeidaho.org/virtual-red-ribbon-rally

National Red Ribbon Week Campaign:

Celebrate Red Ribbon Week with a variety of resources to help you plan impactful activities. The website includes:

- Parent/ School Planning Guide
- 1 minute Red Ribbon Week History YouTube video
- Red Ribbon Blog
- Campaign Logos
- Morning Announcements
- Word Search, Crossword, & Coloring Pages

Visit Redribbon.org for these free resources



Other Resources

Social Media Tools

The National Family Partnership shared the following examples to share your support for Red Ribbon Week on social media platforms. See the examples below, copy the language you want to use on your blog or social networking site. Share pictures that show what makes you happy like hobbies and use hashtags such as #redribbonweek and #BeHappyBeBraveBeDrugFree.

Sample Facebook, Instagram, & Twitter Posts



For Twitter tweets include the recommended hashtags: #redribbonweek and #BeHappyBeBraveBeDrugFree.

- Be Happy. Be Brave. Be Drug Free. – Celebrate Red Ribbon Week (October 23-31).
- It's Red Ribbon Week and I am taking a stand against drugs. Join me. Take the pledge: www.redribbon.org/pledge
- Today, I'm honoring Kiki Camarena, a DEA agent who died while fighting substance abuse. Join me in celebrating Red Ribbon Week 2021. Take the pledge: www.redribbon.org/pledge
- Today, I'm joining teens, parents, teachers, and other citizens across America in celebrating Red Ribbon Week (October 23-31), the oldest and largest drug prevention program in the nation.
- Join me in celebrating Red Ribbon Week. Our children have the right to grow up drug free – and we have the responsibility to make that happen. Take the pledge: www.redribbon.org/pledge

Contests

- Enter the 2021 National Red Ribbon Week Photo Contest and get a chance to win an iPad & \$1,000 for your school. Visit redribbon.org/contest for more details.
- As part of the Drug Enforcement Administration's (DEA) Red Ribbon Week, the DEA and CSAP are co-sponsoring the annual Campus Video PSA Contest. The contest is designed to support colleges and universities in promoting the importance of preventing alcohol and drug misuse among college students. It's a great way to tap the talents of your college students! Visit campusdrugprevention.gov/psacontest for more details.

Want more ideas?

Here is a list of where you can find more information about Red Ribbon Week.

- **Community Anti-Drug Coalitions of America**
cadca.org
- **Utah PTA**
utahpta.org/substance-abuse-prevention
- **Just Think Twice**
justthinktwice.gov/red-ribbon-week
- **Education World**
educationworld.com/a_lesson/red_ribbon_week_substance.shtml