



# RIBBON T•I•M•E•S

## 2009

Coordinated by DREAM, Inc.  
Funded by Mississippi Department of Mental Health,  
Division of Alcohol & Drug Abuse

### This year's theme for Red Ribbon Week is "Drug Free is the Key."

This is a simple phrase, yet it says so much. Red Ribbon Week is an alcohol, tobacco and other drug and violence prevention awareness campaign observed annually, every October 23rd-31st. Red Ribbon Week began in remembrance of Drug Enforcement Administration (DEA) agent Enrique "Kiki" Camarena who was kidnapped while working undercover in Mexico. After he was found murdered, citizens in his hometown wore red ribbons in his honor. The red ribbon became their symbol for prevention in order to reduce the demand of illegal drugs. Red Ribbon Week owes its success and national recognition to the thousands of parents, teachers, and individuals, schools and grass roots organizations that worked tirelessly at a local level to educate children and prevent drug use. Today,



the annual Red Ribbon Week celebration is the most far-reaching and well-known drug prevention awareness campaign. This year's theme recognizes that being drug-free is the key to success and a myriad of opportunities. In order for Red Ribbon Week to continue to have a great impact, it is crucial that everyone become involved in Red Ribbon Week activities and gain community support for preventing drug use. DREAM, Inc. and the Mississippi Department of Mental Health, Bureau of Alcohol and Drug Abuse encourage you to join in our efforts to promote healthy living for our children, our families, and our communities. For more

information about Red Ribbon events and activities or to request additional copies of *Red Ribbon Times* please contact DREAM, Inc. at 601-933-9199.

## WHY is Red Ribbon Week IMPORTANT?

**N**ational Red Ribbon Week is celebrated every year October 23-31 and is one of the oldest and largest drug prevention campaigns in the country. It provides a time to pledge to live a safe and drug-free life, celebrate those who do not use drugs, remember those whom we have lost in the fight against drugs, and honor those who work to promote living a life free from drug use and addiction. Red Ribbon Week allows individuals and communities to take a stand against drug use through a commitment to drug prevention and education and a personal commitment to live life drug-free.

Red Ribbon Week is a special time to focus on drug prevention. The week is not the only time when individuals, schools, businesses, organizations and communities should focus on prevention. It is intended to assess and increase current efforts. The observance of Red Ribbon Week focuses on educating individuals, families, and communities on not only the destructive effects of drugs but also positive alternative life choices available to our youth and adults. The red ribbon, a symbol of zero tolerance for drug use and commitment to drug prevention, is worn by hundreds of Americans as an act of unity.



IS THE  
**DRUG-FREE  
KEY**

# RED RIBBON PLEDGE CERTIFICATE



I pledge allegiance to myself and who I want to be  
Because I can make my dreams come true if I believe in me  
I pledge to stay in school and learn the things I need to know  
To make the world a better place for kids like me to grow  
I pledge to keep my dreams alive and be all that I can be  
I know I can, be what I want to be  
Because I pledge to be drug-free



Student Name \_\_\_\_\_

School Name \_\_\_\_\_



## WHAT DOES IT MEAN TO LIVE DRUG FREE?

Living drug-free is...

- Refusing to try or use illegal drugs of any kind
- Using prescription and over the counter medications only as the doctor has prescribed and as intended
- Not using tobacco at all: no cigarettes, no pipes, no cigars, no snuff, no smokeless tobacco products of any type
- Knowing that there is no such thing as responsible use of alcohol when you are under 21 years of age

## SUGGESTIONS FOR USING THE PLEDGE

- Set up an information booth or exhibit at a local health fair or conference complete with a large copy of the pledge on display and get those who visit your booth to sign the pledge.
- Make a banner or mural to display on a wall at school and have kids sign the banner or mural.
- Take pictures as kids sign the pledge and post these in a prominent spot, display on your website, or give the kids their pictures as a reminder that they signed a pledge to always be drug-free.
- Present signed pledge to community leaders as part of events to raise public awareness; or proposals to gain civic support for drug education actions, events or concerts, etc



## The Story Behind the Ribbon



Enrique "Kiki" Camarena had dreams of making a difference. When he decided to join the U.S. Drug Enforcement Administration (DEA), his mother tried to talk him out of it. "I can't not do this," he told his mom. "I'm only one person, but I want to make a difference."

The DEA sent Camarena to work undercover in Mexico investigating a major drug cartel. It was believed to include officers in the Mexican army, police and government. On Feb. 7, 1985, 37-year-old Camarena left his office to meet his wife for lunch. Five men appeared at the agent's side and shoved him in a car. One month later, Camarena's body was found in a shallow grave- he had been tortured to death. Within weeks of his death in March of 1985,

Camarena's Congressman, Duncan Hunter, and high school friend Henry Lozano launched Camarena Clubs in Camarena's hometown of Imperial Valley, California. Hundreds of club members pledged

**I'm only one person, but I want to make a difference.**

to lead drug-free lives to honor the sacrifices made by Camarena and others for the protection of all Americans. These coalitions started wearing red ribbons in memory of Camarena. The Red Ribbon Week campaign emerged from the efforts of these clubs and coalitions.

Today, Red Ribbon Week is nationally recognized and celebrated. It helps to preserve Special Agent Camarena's memory and further the cause for which he gave his life. The Red Ribbon Campaign also became a symbol of support for the DEA's drug prevention and education programs. During the last week of October, Americans can wear a red ribbon to demonstrate their opposition to drugs. The ribbons honor not only Special Agent Camarena, but also all men and women who have made the ultimate sacrifice in support of our nation's struggle against drug trafficking and abuse.

*-excerpted from the U.S. Drug Enforcement Administration, [www.dea.gov](http://www.dea.gov)*

# RED RIBBON *Times*

## RED RIBBON WEEK SCHEDULE:

### Saturday and Sunday: Red Ribbon Weekend

If you begin your Red Ribbon Week celebration on Sunday, invite local faith-based organizations to participate in special events

### Monday: Red Ribbon Decoration Day

Start the week off by wearing Red Ribbons and decorating your school or community with red ribbons or posters. Decorate classroom doors with a drug prevention message or hold a door decorating contest.

### Tuesday: Reach Out to Others

Use this day to connect with others by--those who have already committed to a drug-free lifestyle and those who have not. Share information about the harms of drugs such as alcohol, tobacco, inhalants, marijuana, and other illicit drugs.

### Wednesday: Rally In Red Day

Add energy to your Red Ribbon Celebration by holding a rally and inviting everyone who attends to wear red.

### Thursday: Make A Pledge Day

Set aside time for students to make or renew their pledge to live drug-free. Use plenty of posters and other announcements to create excitement and increase participation.

### Friday: Red Ribbon Recognition Day and Sporting Event

Hold a special ceremony, program or assembly to recognize those who have made a special commitment to live drug-free. Recognize students and adults who helped make your Red Ribbon Week Celebration an exciting and meaningful event for your school and community. During football game or other sporting event have everyone wear their ribbons. Develop drug-free cheers and make announcements reminding participants to be drug-free over the loudspeaker.

### Saturday: Say "Boo To Drugs" with a Drug-free Halloween

Finish off your Red Ribbon Celebration with a drug-free Halloween. Attach drug prevention messages to candy or drop reminders printed on small cards in Halloween treat bags. Attach red ribbons to kid's Halloween costumes.

## IDEAS FOR RED RIBBON WEEK ACTIVITIES

What can schools, parents, businesses, churches, and community leaders do to help the Red Ribbon Campaign? Plenty! The point is to be creative and have fun. The possibilities are endless. Use these fun and creative suggestions when planning your Red Ribbon Week activities. Remember, drug prevention IS everybody's business!

### Bulletin Board or Door Decorating

#### United Are We to Live Drug-Free

Draw a picture of the Earth in the center. Students then draw, color and cut out pictures of themselves to paste on and

around the Earth. Students can use pictures of themselves as well.

#### Say No to Drugs, Say Yes to \_\_\_\_

Students draw illustrations for activities they could be doing instead of involving themselves in drugs.

#### "Only You Can Choose No"

Students write drug free messages. Red construction paper is used to make the red ribbons.

#### "Mrs./Mr. \_\_\_\_ Class Leaves Drugs Alone"

This Red Ribbon Week display is great for the fall season as well. Make a 3D tree using paper. Twist and turn your brown construction paper for the tree. You can also include small wires within the paper to make the branches come off of the door. Using poster paints, students paint their own leaf and add it to the tree.

#### "Hand in Hand We Make a Stand"

Students trace both a hand and foot on red construction paper to place on door.

#### Be a Star! Don't Do Drugs!"

An artistic door that is easy to create with metallic paints. Have students decorate star cut-outs with metallic paint and/or glitter. Make sure they write their name on their star and then post them on the door or bulletin board.

### Essay Contest

- Have students share their thoughts on what it means to be drug-free.
- Students complete the sentence..."I Won't Do Drugs Because..."
- Instead of doing drugs I like to..." Students finish this sentence with an activity they like to do.
- Have students write about why they feel it is important to stay in school and say no to drugs and alcohol.

## WHAT TO WEAR RED RIBBON WEEK:

Show your support for the Red Ribbon Campaign and the commitment to live a healthy life free from drugs. It doesn't matter who you are- dress up!

### Monday: Wear Red Day

Wear anything and everything red! Red shirts, red hat, red pants, red shoes, etc.

### Tuesday: Give Drugs the Slip

Wear a pair of slippers or house shoes.

### Wednesday: Don't Let Drugs Turn You

Wear clothing inside out.

### Thursday: Shade Out Drugs

Wear your coolest shades

### Friday: Say Boo to Drugs

Wear your Halloween costume or dress as ghosts

# WARNING SIGNS: WHAT TO WATCH FOR



- Change in school performance.
- Has a new set of friends.
- Withdrawing, isolating self, avoiding contact
- Change in physical appearance
- Exhibits emotional extremes
- Susceptibility to illness
- Becomes defiant
- Resistance to curfews and may be full of excuses
- Deliberate attempts to keep you in the dark about school and/or whereabouts
- New problems develop such as lying or stealing
- Fascination with or evidence of drug paraphernalia

Any of these signs could signal experimentation or a problem with drugs. Although these signs do not guarantee a definite drug problem, they are red flags that some type of problem exists. Education is your best defense. Talk to your child. Find out more. Seek support. Get help.

## DRUG-FREE IS THE KEY

**Drug-free is the key** to....a healthier me.

**Drug-free is the key** to....happiness.

**Drug-free is the key** to....staying in school.

**Drug-free is the key** to....keeping my job.

**Drug-free is the key** to....being there for my friends and family.

**Drug-free is the key** to....being an asset to my community.

**Drug-free is the key** to....being somebody.

**Drug-free is the key** to....opportunity.

**Drug-free is the key** to....success.

**Drug-free is the key** to....prosperity.

**Drug-free is the key** to... fulfilling my dreams.

**Drug-free is the key** to... reaching my goals.

**Drug-free is the key** to....making my own choices.

**Drug-free is the key** to....making good decisions.

**Drug-free is the key** to....knowing who I want to be.

**Drug-free is the key** to....to getting to where I want to be.

**Drug-free is the key** to....staying in control of my life.

**Drug-free is the key** to....a better quality of life at 20, 30, 40, 50...70..80..90..etc.



**Drug-free is the key** to unlocking your world. • **Drug-free is the key** to unlocking your future. • **Drug-free is the key** to unlocking your life.

Prevention is the key to being drug-free and leading a healthy, happy, productive and successful life. Each and every one of us has the power to make a difference. Imagine what we can all do together. Keep up the good work!

**Have a GREAT Red Ribbon Week!!**

SPONSORS FOR RED RIBBON 2009: Red Ribbon Week is funded by Mississippi Department of Mental Health, Division of Alcohol and Drug Abuse.

The Red Ribbon Times is a development of DREAM, Inc.

 **DREAM<sup>®</sup> INC.**  
Our vision is *changing lives*

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