

FIRST DISTRICT REGIONAL EDUCATIONAL SERVICE AGENCY  
Safe and Drug Free Schools and Communities Program  
<http://sdfs.fdresa.org>

# RED RIBBON WEEK IDEAS



**Red** Ribbon Week is an ideal way for people and communities to take a visible stand against drugs and to show their personal commitment to a drug free lifestyle through the symbol of the **red** ribbon. The **Red** Ribbon Campaign was started when drug traffickers in Mexico City murdered Enrique “Kiki” Camarena, a DEA agent, in 1985. This began the continuing tradition of wearing and displaying **red** ribbons as a symbol of intolerance toward the use of drugs. It starts with the smallest gesture: a child pinning a **red** ribbon to his shirt, a girl wearing a **red** ribbon wristband, a classroom planting **red** tulips, a business displaying a **red** ribbon banner, or a community hosting a **red** ribbon family event. Though these acts are simple, their significance is tremendous. The **red** ribbon is a symbol for millions of Americans who show that ribbon by ribbon, neighbor by neighbor, or school by school, they are unified for drug free communities. This special week of celebration brings local, state, and national attention to the ongoing drug prevention education efforts. The **Red** Ribbon Week celebration on October 23-31 is part of each school’s comprehensive approach to drug prevention education.



## HOW YOU CAN GET INVOLVED



Designate a **Red Ribbon Week** Coordinator ~ Involve youth in your planning process

Select a theme

Plan your day-by-day **Red Ribbon Week** schedule

Connect your **Red Ribbon Week** activities to your drug prevention curriculum

Include the community

Plan essay, poster, or other competitions

## POSSIBLE THEMES

“I Elect to be Drug Free” ~ “Freedom is Drug Free” ~ “I’ve Got Better Things To Do Than Drugs” ~ “Count on Me to be Drug Free”  
~ “Heroes Stand Up Against Drugs” ~ “Too Cool to do Drugs” ~ “United We Stand for a Drug Free Land” ~ “The Key is to be Drug Free” ~ “Drug Free: the Healthy Way to Be” ~ “Real Life is Drug Free!”

## CLOTHING THEMES

Give Drugs the Slip Day ~ with everyone wearing slippers

Sock It to Drugs Day ~ with everyone wearing the craziest socks they can find

Tie Down Drugs ~ with everyone wearing the craziest ties

Living Drug Free is No Sweat ~ with everyone wearing sweat clothes

Shade Out Drugs Day ~ with everyone wearing sunglasses

Boot Out Drugs Day ~ with everyone wearing boots

Lasso Drugs Day ~ with everyone wearing their favorite western outfit

Rockin’ to a Drug Free Beat ~ with everyone wearing fifties attire

Put a Cap on Drugs ~ with everyone wearing their favorite cap

Don’t Be Tricked ... Drugs are No Treat ~ with everyone wearing storybook costumes to school

Super Heroes Day ~ with everyone wearing a super hero costume

More **Red Ribbon Week** Ideas follow.

For additional information, please contact Beverly Tuttle at 912-537-8361 or [bstuttle@bellsouth.net](mailto:bstuttle@bellsouth.net).

## 100 RED RIBBON WEEK IDEAS

1. Have daily intercom messages that highlight the campaign activities for the day or deliver a message about the harmful effects of drug use.
2. Encourage the library to hand out **red** ribbons with each book checkout.
3. Sponsor a window/door decorating contest.
4. Display **red** ribbons on bikes, cars, etc.
5. Plan special **Red** Ribbon Week activities for any organization to which you belong, i.e., Boy Scouts, Girls Club, Just Say No Club, 4-H, Key Club, etc.
6. Ask a local civic club to adopt your school for the week.
7. Organize a most creative **red** outfit contest.
8. Invite speakers to present information about tobacco, alcohol, and other drugs. Set up a table to give away free information.
9. Print **Red** Ribbon history and campus activities in the football program.
10. Place **red** dots or stickers on football helmets.
11. Invite the band to wear **red** ribbons at the game.
12. Invite the cheerleaders to lead drug free cheers.
13. Print **red** ribbon drug free pledges in student newspaper or newsletter.
14. Recognize a community business or organization that did the most to promote drug free lifestyles in connection with your school.
15. Make paper bricks and have each student put his/her name on one as a pledge to be drug free. Build a wall to “join together to be drug free.”
16. Have a student sponsor a teacher and check to see that the teacher wears his/her **red** ribbon everyday.
17. Hand out **red** suckers to students, faculty, and staff. Use the slogan “Lick the Drug and Alcohol Problem.”
18. Host a special **Red** Ribbon Food Day in the school cafeteria, serving as many **red** foods as possible.
19. Use your school mascot or choose a special **Red** Ribbon Campaign mascot to dress up and spread your message throughout the school. Mendez teachers could use the K-2 puppets.
20. Have a contest to name as many drug free activities as you can.
21. Schedule a “Band Against Drugs” musical assembly.
22. Have your school resource officer paint his/her face **red**.
23. Have clothing stores display **red** outfits in their display windows.
24. Encourage your church to emphasize the **Red** Ribbon Campaign with special messages, sermons, etc.
25. Display drug free posters created by youth.
26. Involve the whole family in your **Red** Ribbon Celebration with a Family Fun Night.
27. Make a banner entitled “Take a Stand on Drugs” with signed **red** student footprints.
28. Organize a contest for the best decorated school in your district.
29. Use student baby pictures for a giant collage entitled, “Born to be Drug Free.”

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30. Ask the high school art class to make “Drugs are Garbage” signs for trash cans at the school and around town.
31. Create class murals showing choices for healthy lifestyles and display them in prominent locations.
32. Sponsor debates on these topics: Do smokers have rights? Do non-smokers have rights?
33. Coordinate a **red** ribbon hunt.
34. Ask lunchroom personnel to wear **red** aprons.
35. Decorate brown bags with **red** ribbons and prevention messages for use in local grocery stores during **Red** Ribbon Week.
36. Put prevention messages on your webpage.
37. Sponsor a “Slam Dunk-Drugs are Junk” basketball game.
38. Invite local gym personnel to demonstrate exercise equipment during lunch sessions.
39. Sponsor a “Breath Olympics” which is designed to show students the power of strong healthy lungs.
40. Invite your school nurse to talk about the dangers of drugs.
41. Plant **red** tulips for “Plant the Promise Campaign.”
42. Have an Opening Ceremony for **Red** Ribbon Week.
43. Ask businesses to give discounts to customers wearing a **red** ribbon.
44. Tie **red** ribbons around school buses.
45. Show students educational videos on “Spit Tobacco.”
46. Put alcohol and other drug prevention materials in local paychecks for employees.
47. Encourage the media to visit your **red** ribbon activities and share the drug prevention message with the rest of the community.
48. Incorporate **red** ribbon week activities into your school’s character education program.
49. Include all fall sports: soccer, volleyball, cross country, track, softball, etc. in your celebration of **Red** Ribbon Week.
50. Have a Stand Up & Shout **Red** Ribbon Week Kick Off.
51. Hold an essay contest with prizes for the best prevention essays.
52. Request that participants donate one can of food each for your “We CAN All Say No to Drugs.”
53. Plan a “Walk Out on Drugs” walkathon and give the money you raise to your favorite prevention organization.
54. Distribute Pledge Cards that invite each participant to make a personal pledge to be drug free.
55. Use the theme “Drugs Are Unbearable!” and give out teddy bears or gummy bears.
56. Let each student write his/her own reasons for being drug free on a **red** ribbon.
57. Design **Red** Ribbon Celebration Banners to hang in front of your school or in a prominent place inside.
58. Write a theme song with drug prevention messages to use in your **Red** Ribbon Celebration.
59. Include youth in the planning process of **Red** Ribbon Week activities.
60. Make a Museum of Tobacco Risks. Exhibits can be posters, poems, songs, science experiments, charts, etc.
61. Sponsor a bookmark contest.

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62. Ask office staff to answer the phone: “**Red** Ribbon Week at \_\_\_\_\_ school.”
63. Organize a tree planting to call attention to the environmental aspects of a smoke-free environment.
64. Ask your local movie theater to offer a discount during **Red** Ribbon Week to students wearing anti-drug ribbons.
65. Have students design their own brand of cigarettes highlighting the negative aspects of smoking. Buy “Smoke and Choke” or “Virginia Slimes.”
66. Have 4-H clubs decorate bulletin boards with anti-drug messages.
67. Sponsor a health fair for students.
68. Do a human chain around school property.
69. Sponsor a drug free dance.
70. Sponsor a parent drug awareness program after morning drop-off and before afternoon pick-up and in the evening.
71. Print a **red** ribbon on all mail such as PTO notices, menus, etc. during the month of October.
72. Ask athletes and cheerleaders to wear **red** arm bands.
73. Organize a pep rally with contests between grades for the best anti-drug cheer.
74. Give prizes to students who still have their **red** ribbon on the Friday of **Red** Ribbon Week.
75. Plan a kick off breakfast.
76. Ask local officials to issue proclamations supporting **Red** Ribbon Week.
77. Weave plastic **red** ribbon, cups, crepe paper through chain link fences.
78. Sponsor a kick off parade.
79. Distribute **red** ribbons to fans at sports events.
80. Send information on steroids and other drug related problems to all coaches and ask them to discuss these issues with the athletes.
81. Invite community role models/mentors to eat lunch with students on **Red** Day.
82. Create a drug free puzzle and cut it apart. Send individual pieces to leaders of the community, asking them to sign their piece in support of a drug free community. Ask the leaders to bring their puzzle piece to an assembly program where the entire puzzle is put back together and displayed.
83. Ask carpool drivers to turn their lights on for “Lights on for **Red** Ribbon Week.”
84. At school, utilize your art class/club to help decorate.
85. Keep a scrapbook of the **Red** Ribbon Week activities.
86. Have a county-line ribbon tying ceremony with adjoining schools.
87. Create a book of drug free activities for local teens.
88. Ask the public librarian to establish a prevention center along with an information bulletin board.
89. Invite a lawyer or judge to conduct a mock trial dealing with alcohol or illegal drugs.
90. Create drug free screen savers for school computers.

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91. Fly a **red** ribbon flag throughout the week.
92. Produce a **red** ribbon message on the school cable network.
93. Use **red** ribbon logos to advertise drug free sports events.
94. Place a number on each **red** ribbon. At the end of each day during **Red** Ribbon Week, hold a drawing for a prize.
95. Hold a town parade.
96. Wear something **red** each day during **Red** Ribbon Week.
97. Don't forget to send thank you notes to everyone who helped.
98. Ask local car dealers to move all the **red** cars to the front lot.
99. Be a good role model.
100. Create a **Red** Ribbon Hall of Fame, designate a special wall or create a scrapbook, plaque, or place to display pictures of individuals, groups, businesses, and agencies that have made significant contributions to prevention efforts.

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