

**IS
ROCKIN'
DRUG
FREE!**

Enrique "Kiki" Camarena

Enrique "Kiki" Camarena grew up in Mexico, then moved to the United States when he was nine years old and began attending school. Kiki was a good student and dreamed of making a difference. Kiki worked his way through college, served in the Marines, and became a police officer. When he saw the serious trouble that drugs caused, Kiki decided to join the U.S. Drug Enforcement Administration (DEA).

The DEA sent Kiki to work undercover in Mexico to investigate a very large group of drug dealers, believed to include the Mexican army, police, and government. For weeks, Kiki lived with this group and collected information that would lead to their arrest. A week before Kiki completed his work in Mexico, the drug dealers found out that Kiki was really a government agent. The drug dealers kidnapped Kiki and eventually killed him.

The efforts and sacrifice made by Kiki is recognized each year during Red Ribbon Week. Activities surrounding this special week support efforts to reduce drug use through prevention and education programs.

2011 Red Ribbon Week

supported by



About the Council

Since 1972, the Council on Chemical Abuse has served in a lead role, offering the resources necessary to respond to the complex problems of addiction and substance abuse. The Council has consistently served as the coordinating agency for publicly supported drug and alcohol programming in Berks County.

Prevention and Resource Services

The Council provides a variety of prevention services that can be tailored to any age group, topic, or setting in Berks County. Prevention services range from single session education to multi-session evidence-based curriculum. All services are provided free of charge.

Providing addiction resources to Berks County is a main priority for the Council. The Council is home to the Berks County Addiction Resource Library, which holds videos, books, brochures, and educational aids. All of these resources are available to assist educators in meeting state curriculum standards.

To request prevention services or other resources, please contact the Council and ask to speak with a Prevention Specialist.

www.councilonchemicalabuse.org

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2011 Red Ribbon Week

Why Celebrate Red Ribbon Week?

Red Ribbon Week is nationally recognized and celebrated as a symbol of support for efforts to reduce drug use through prevention and education programs. By wearing a red ribbon during the last week in October, people demonstrate their opposition to drugs and illustrate their dedication to living drug free.

Campaign Information

Red ribbons and adhesive stickers are available, by request, through the Council on Chemical Abuse. Please place red ribbon requests with your principal or your Red Ribbon Week coordinator.

Council staff may be available to assist with your Red Ribbon Week events. Prevention presentations may also be available upon request. Please contact the Council on Chemical Abuse at (610) 376-8669 to place ribbon orders or inquire about prevention services.

A Drug Free Life... *ROCKS!*

Classroom Activities

Parts of a Song - Classroom Discussion

TITLE: A Drug Free Life Rocks

Lead a discussion on why we celebrate Red Ribbon Week. Tell the history of Kiki, the DEA agent who lost his life battling illegal drugs. Ask students what other professions and people make our communities safe by getting drugs off the streets or educating people about the dangers of drugs. Discuss how students can help these efforts.

INTRO: Healthy Choices

Ask students to brainstorm ways they keep their mind and body healthy. Discuss the importance of eating a variety of healthy foods, as well as keeping their bodies free of harmful substances. Give students the opportunity to make a healthy choice by giving a few food choices and having them pick the best choice. Also discuss healthy practices, such as being kind and helping others.

VERSE: Drug Discussion

Facilitate a discussion about various drugs, such as alcohol and tobacco. Ask the students to explain the difference between medicine and these drugs. As the students volunteer information in this discussion, they increase their awareness of the dangers of drugs.

CHORUS: Peer Pressure & Refusal Skills

There are many different ways to refuse peer pressure. Make sure students have a clear understanding of the definition of peer pressure. Discuss these four strategies and how they would be used: walk away, suggest an alternative, say no, and state the facts. Have the students practice these strategies through role play in various peer pressure situations.

BRIDGE: Healthy Alternatives

Ask students to brainstorm healthy activities they would consider alternatives to drug use. Tell students to consider a wide range of activities from sports to music or art. Suggest that they use one of these activities as part of the refusal strategies discussed earlier. Stress the importance of finding something they feel passionate about and continue to stay involved in this activity.

OUTRO: Support People/Role Models

Discuss how important it is to have positive and supportive people in their life. Have students list qualities that person needs to be a role model. Stress that at times we need many supportive people in our life. Have students stand in a circle and toss a large ball of yarn or fabric to each other. As the student catches the ball have them name a positive role model in their life. Once your web is large and strong, gently throw a large beach ball into the center. Remind students by surrounding themselves with positive role models they will make healthier choices.

School or Classroom Theme Days

Your class or school could have a theme week in which each day relates to a different clothing article. Examples include:

- **Drug Free & Proud** Students wear red to symbolize they are drug free
- **Spot Me Being Drug Free** Students wear spots or polka dots
- **Drugs Don't Make Cents** Students bring in loose change to donate to a local charity of your school's choice
- **Dare to be Different** Students wear mismatched shoes or clothing
- **Say Peace to Drugs** Students wear tie-dye clothes and peace signs

Sing it LOUD - Drug Free and Proud!

As a music or creative writing class, have students write a drug free song or rap. Student can perform their songs as part of a drug free talent show.

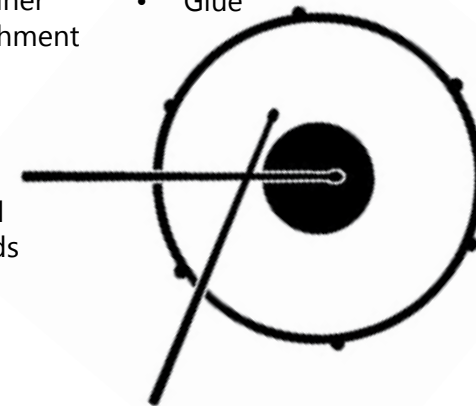
Rockin' the Doors Off

Decorate each classroom door with butcher paper. Photocopy the pledge cards located on the back of this booklet. Each student should cut, decorate, and sign the pledge. Pledges can be hung on the butcher paper.

Pound it Out - Make a Drum

SUPPLIES

- 1 large empty coffee tin/oatmeal container
- Piece of red paper, sized to fit around container
- Baking paper (parchment paper)
- Straws
- Safety scissors
- Tape
- 1 large elastic band
- 2 small elastic bands
- 2 blunt pencils
- Modelling clay
- Polenta (or rice, beans, lentils, etc.)
- Glue



INSTRUCTIONS

- Write or draw drug free messages on a piece of red paper.
- Wrap red paper around the container and secure with tape.
- Place the container on a piece of baking paper and draw a circle on it about 1 inch bigger than the container.
- Place the baking paper on top of 3 other pieces of baking paper and cut out the circle (this should leave you with 4 circles all together).
- Glue the circles on top of each other, leaving a 1-inch gap around the sides. Allow to dry.
- To make the beaters, roll two small balls of modelling clay and push a blunt pencil into each.
- Wrap a small piece of baking paper around each ball of modelling clay and secure using a small elastic band or tape.
- Pour some polenta (or dry rice, lentils, beans, etc) into the container.
- When your circles of baking paper are dry, they should feel hard in the middle. Place the circle on top of the container and wrap a big elastic band around the paper, folding it down the side of the coffee tin.

The Council on Chemical Abuse serves as the coordinating agency for publicly supported drug and alcohol programming in Berks County. These services are made possible through the United Way of Berks County, private monies received from client fees and private/corporate contributions, tax dollars received from federal, state, and local governments through the Bureau of Drug and Alcohol Programs (Pennsylvania Department of Health) and the Berks County Board of Commissioners.