

# RED RIBBON WEEK 2016

## Don't Get Hooked

Monday, October 24 through Friday, October 28

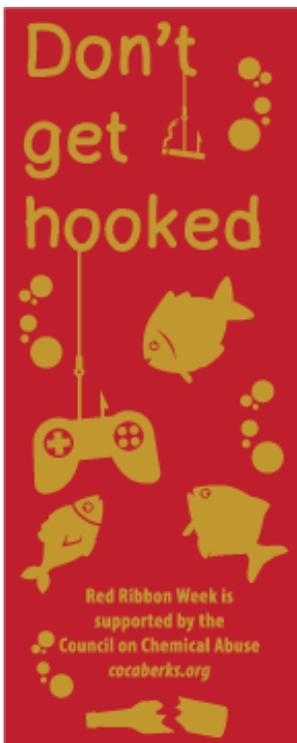
### This Year's Theme

Risky situations are all around us nowadays! Some current examples are the following:

1. Gambling is becoming more and more normalized in our society
2. Technology is becoming easier to access and use
3. E-cigarettes are rising in popularity
4. Societal attitudes towards marijuana are becoming more relaxed
5. Pennsylvania has recently lessened restrictions on alcohol sales
6. Our nation continues to struggle with the Opiate/Heroin Epidemic

Now, more than ever, our children are at risk of "getting hooked!"

The goal with this year's RRW theme, "Don't Get Hooked," is to warn students about the many different ways they can become "hooked" – or addicted – to gambling, technology, alcohol, tobacco, or other drugs. We also seek to empower our youth to take ownership of their lives by encouraging them to recognize their strengths and their value to themselves, their families, classrooms, and Berks County community as a whole.



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12. *About COCA*

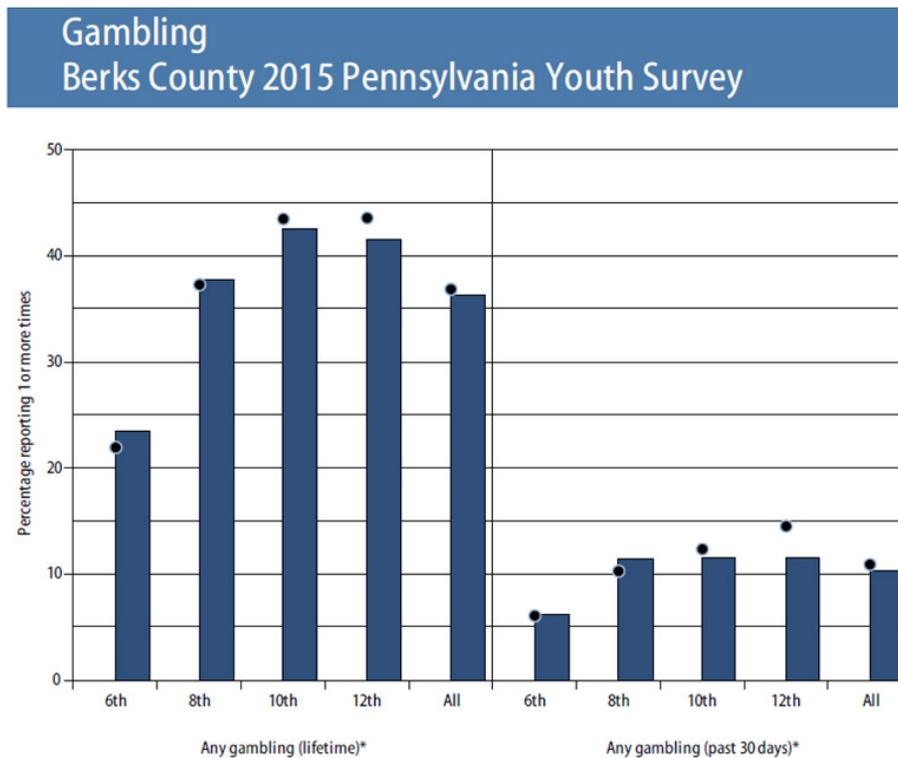
13... *Websites Resources*

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

# Getting Hooked - Making the Connection

There is a link between a youth's gambling behavior and their technology use. The definition of gambling that the Council on Chemical Abuse (COCA) uses in youth prevention activities is "Anytime you make a wager with the possibility of losing something of value," which leads to the question "What is valuable?" Beyond the obvious answers of money, cell phones, sneakers, video games, and jewelry, there are additional answers such as your personal freedom, relationships with those we care about, and our time.

When a youth struggles staying awake at school, has slipping grades, has poor hygiene, eats lazily, or is preoccupied with their video games, it may be as a result of wagering away their valuable time – time that kids will not be able to have back! According to the 2015 Pennsylvania Youth Survey (PAYS), 36.2% of Berks County students have engaged in lifetime gambling behavior and 10.2% have gambled in the past 30 days.



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(2015 Pennsylvania Youth Survey)

# 18.4% of Berks County 6th graders have drunk alcohol in their lifetime.

(2015 Pennsylvania Youth Survey)

## Getting Hooked - Making the Connection, Cont.

With increased access to technology, students have also reported an increase in the amount of cyberbullying, where the percentage of Berks County students experiencing cyberbullying increased from 2013 (14.8%), to 2015 (15.6%). With respect to peer pressure and favorable attitudes towards drug use, 26.1% of Berks County students believe it is “not at all wrong for someone their age to try marijuana.”

Finally, the highest scoring risk factor for Berks County Youth in the 2015 PAYS is “peer and individual perceived risk of drug use.” COCA recognizes the importance of interpersonal relationships as a primary preventative tool. The more proactive and pro-socially involved youth are, the less likely it is for them to become “hooked.”

According to Berks County PAYS (2015), 6.5% of Berks County youth report lifetime use of narcotic prescription drugs, with 1.9% reporting use in the past 30 days. Also, 4.0% of Berks County youth report using over-the-counter drugs to get high in their lifetime, with 1.3% reporting this behavior in the past 30 days. According to a study funded by Substance Abuse and Mental Health Services Administration (SAMHSA), 4 out of 5 recent initiators of heroin reported using non-medical pain relievers prior to use. COCA has developed a 2-part learning series for our youth that discusses the link between Rx medication and heroin. Contact COCA for more information about bringing this program in to your school.

According to Berks County PAYS (2015), 33.3% of Berks County 6th graders who have drunk alcohol in the past year, have received it from their parents or parents’ friends. According to Berks County PAYS (2015), 18.4% of Berks County 6th graders have drunk alcohol in their lifetime. Alcohol remains a prevalent drug amongst youth and with relaxed policies for purchasing it throughout PA, the ease of access has increased.



# 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.

## The Story Behind Red Ribbon Week



Enrique “Kiki” Camarena grew up in Mexico in a dirt-floored house. He moved to the United States when he was nine years old and began attending school. Kiki was a good student who played sports, with hopes and dreams 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 the drug dealers, collecting 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.

To honor Kiki’s memory and his battle against illegal drugs, Kiki’s friends and neighbors began to wear badges of red ribbon. Parents became tired of dangers related to drugs and began forming partnerships. These new groups used Kiki as their role model and embraced his belief that one person can really make a difference. These partnerships also adopted the symbol of Kiki’s memory, the red ribbon.

The first Nationwide Red Ribbon Campaign was in 1988. Every year since, millions of U.S. children celebrated Red Ribbon Week to remember Kiki and to take a stand against illegal drugs. By wearing a red ribbon, you can honor Kiki and proudly support the fight against drugs.

Kids who believe their parents will be upset if they try drugs are 43% less likely to do so.

(The Partnership for Drug-Free Kids)

## School & Classroom Theme Days

Your class or the entire school can have a theme week. Here are some examples:

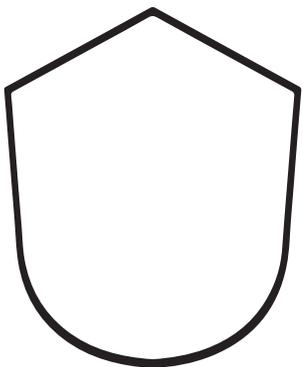
- **TURN YOUR BACK ON DRUGS** Wear your shirt backwards
- **DRUGS WILL TRICK YOU** Wear black and orange
- **IT'S GAME OVER FOR DRUGS** Wear your favorite sports team shirt or jersey
- **USING DRUGS IS WACKY!** Wear your shirt inside out
- **WHAT DO YOU LOVE?** Wear your favorite outfit to school
- **WE CHEER FOR HEALTHY CHOICES** Wear your school colors
- **GO RED DAY** Wear red from head to toe
- **WILD ABOUT BEING DRUG FREE** Students wear animal print or camouflage
- **SOCK OUT DRUGS!** Students wear their favorite crazy pair of socks to school
- **DRUGS CAN MIX YOU UP** Wear clothes that don't match



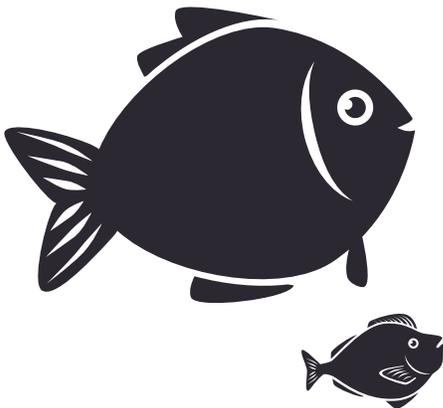
# School & Classroom Activity Suggestions

These activities related to Red Ribbon Week can be done in the classroom or participated by the whole school. If you would like more information regarding prevention education, please contact COCA.

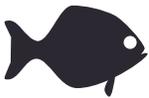
- **WHAT IS VALUABLE?** Classroom discussion about what is valuable (i.e. money, sneakers, jewelry, cell phone, Xbox, etc); include personal freedom, relationships, and time. Provide definition of gambling – “Anytime you make a wager with the possibility of losing something of value.” How do we value our time? Hand out picture of a clock to be colored/decorated with ways youth prefer to use their time AWAY from technology. *The image for this activity can be found on [page 7](#).*



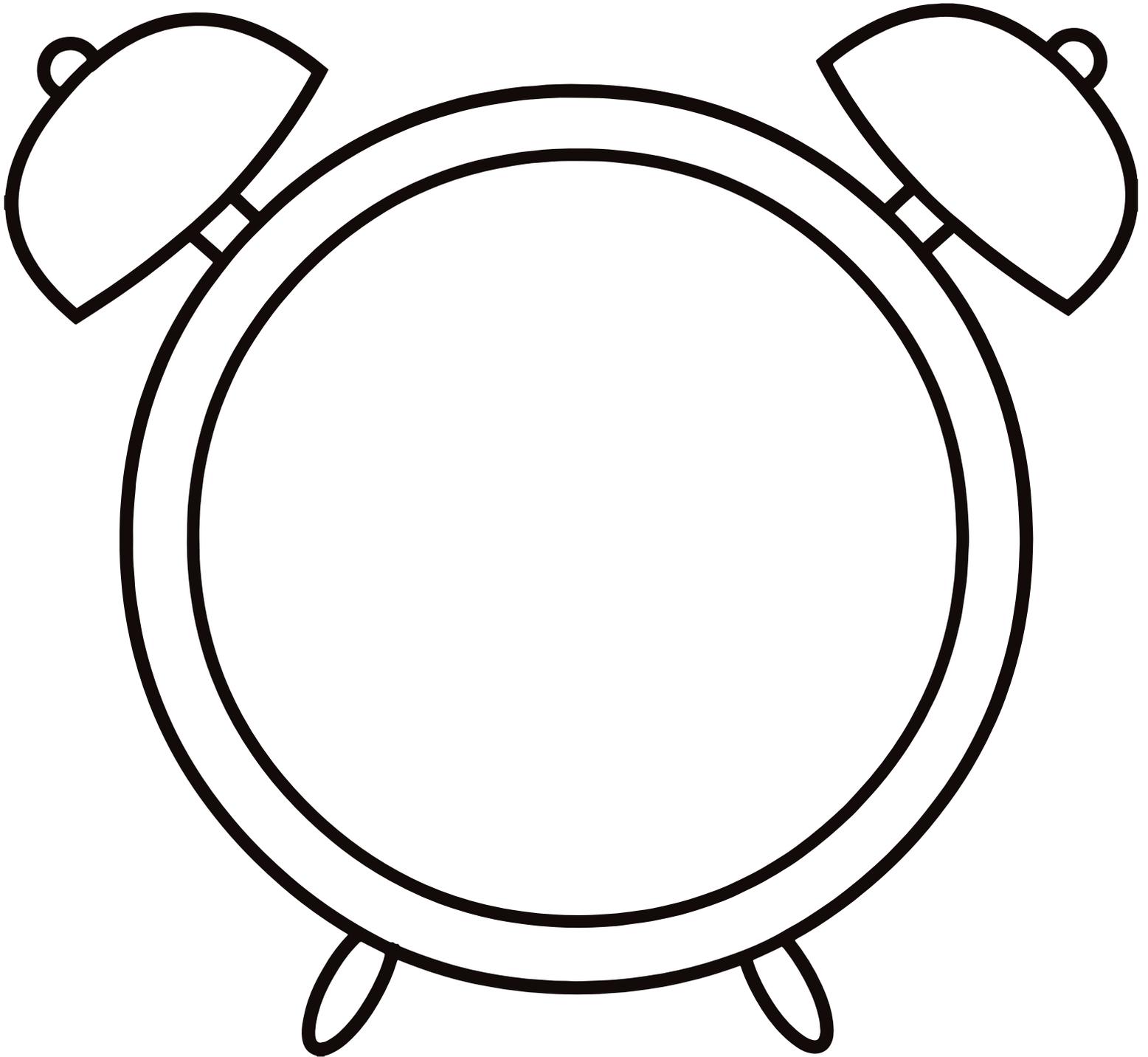
- **SHIELD OF STRENGTHS** Every student has worth and value as a human being. Addiction interrupts a person’s ability to pursue their strengths and goals in life. Not getting hooked means getting involved in activities and passions without the use of substances. These passions “shield” us from addiction. Encourage students to draw their “strengths” in the shield and present to the class. *The image for this activity can be found on [page 8](#).*



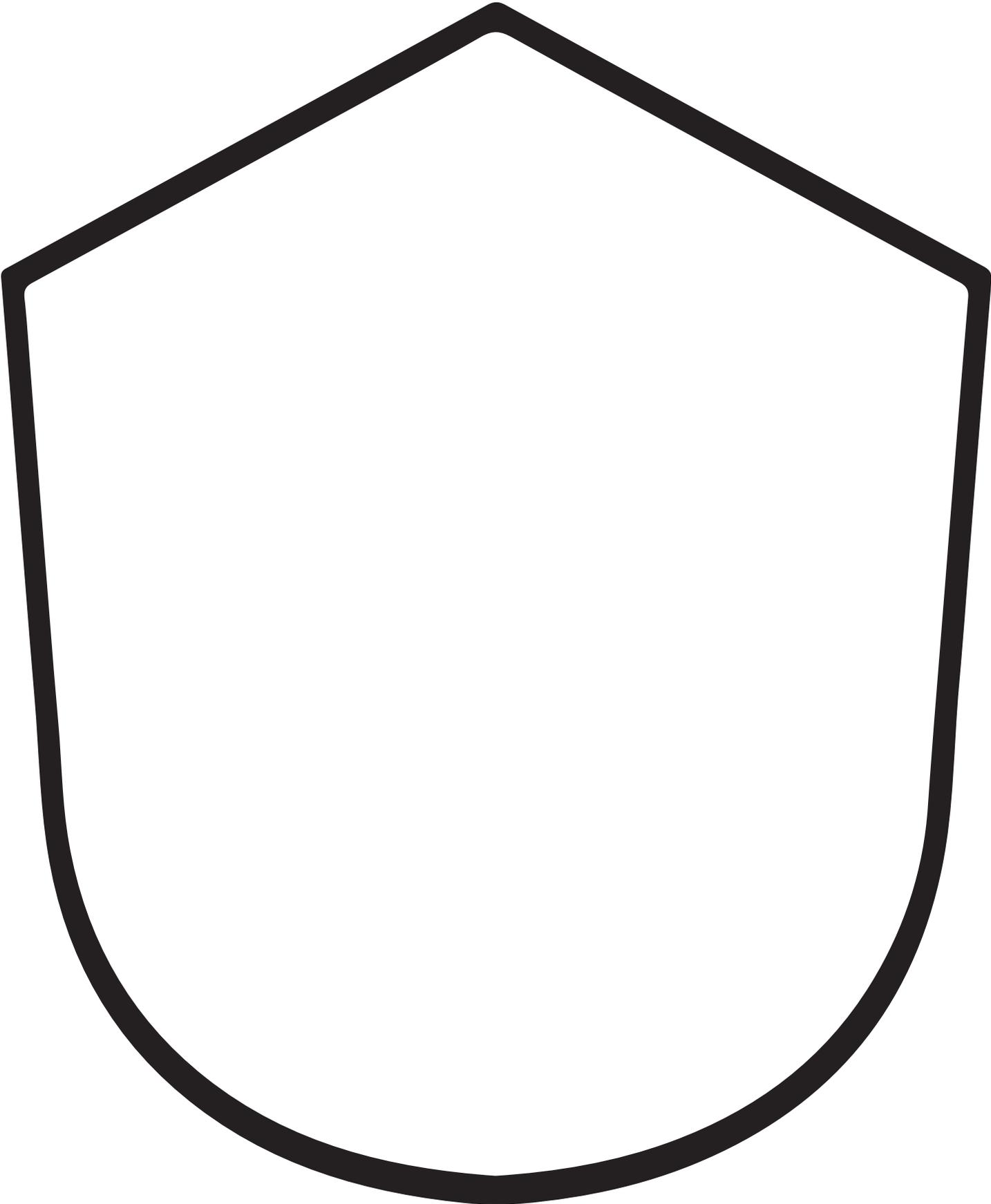
- **STRENGTH IN NUMBERS** Keeping with the “fish” theme, have students color in a fish from [page 9](#), then post all the fishes on the chalkboard to create the class’s “School of Fish.” Meanwhile, the Teacher colors in the larger fish on [page 10](#). This larger fish represents drugs, alcohol, gambling, etc. Show how one student’s fish by itself is smaller than the larger fish and may be susceptible to getting “eaten up” by the larger fish, REGARDLESS of who the smaller fish is; however, if the group of smaller fish is tight-knit and swims close together, they are collectively bigger than the large fish, thus protected from danger. This activity can be expanded to the entire school, by hanging fish in the cafeteria or gymnasium.



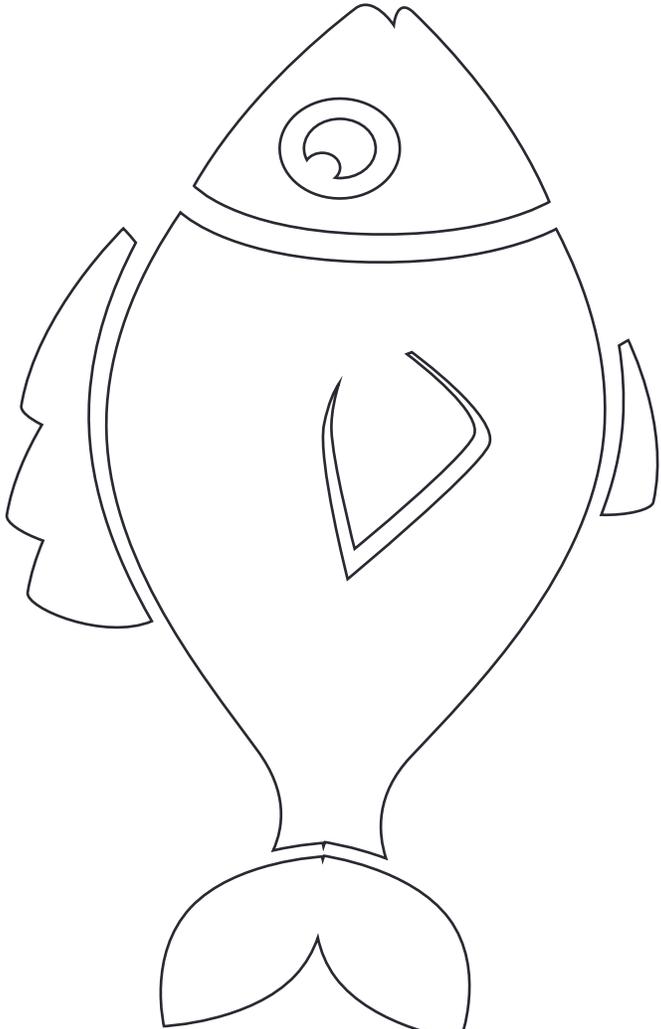
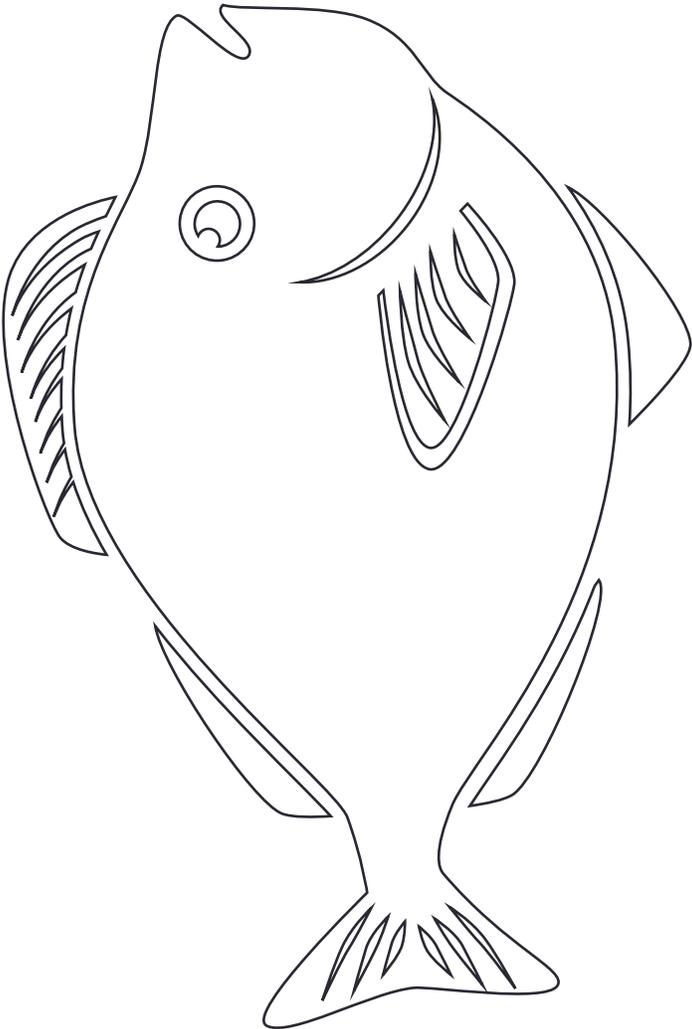
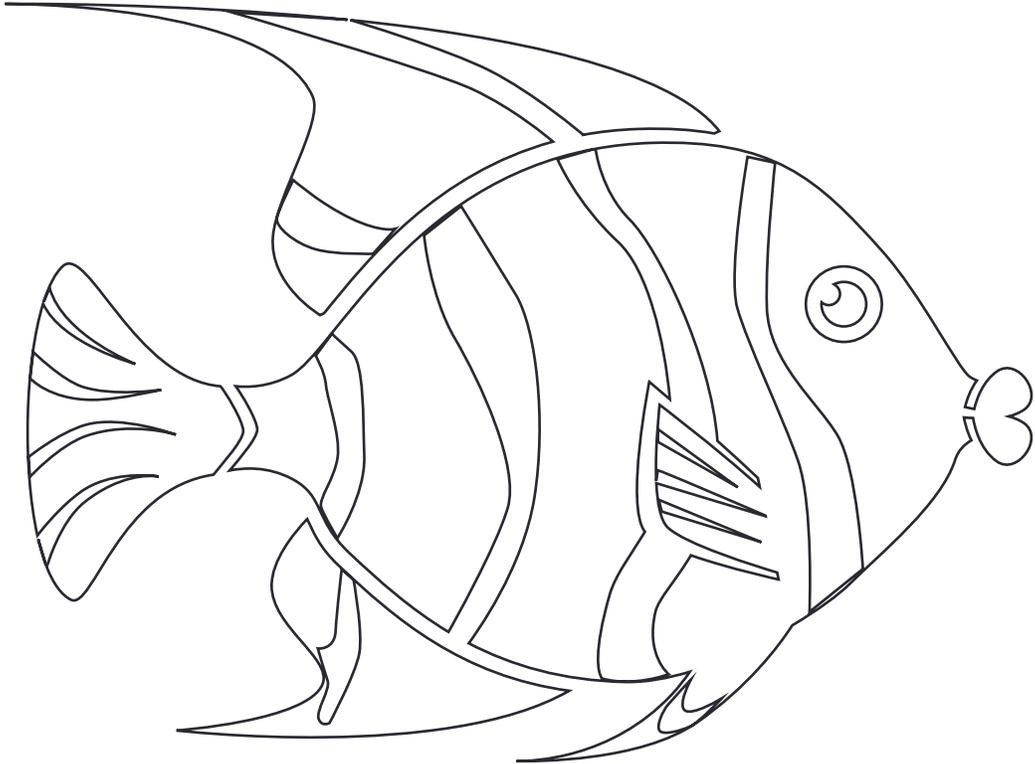
MY TIME IS VALUABLE!



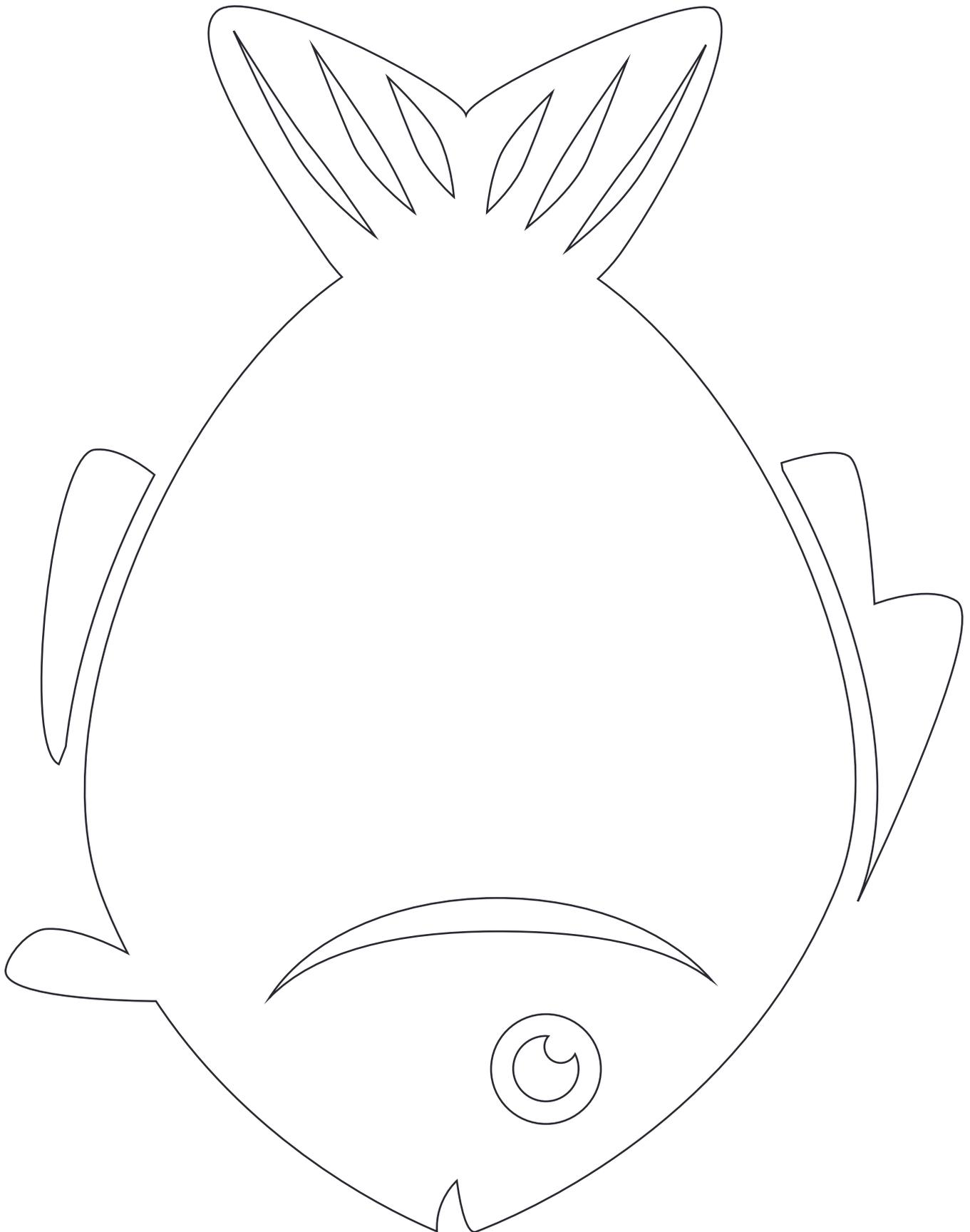
# SHIELD OF STRENGTHS



# STRENGTH IN NUMBERS



# STRENGTH IN NUMBERS



## School & Classroom Activity Suggestions, Cont.

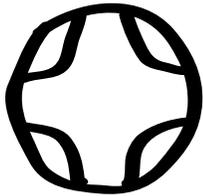
- **PILL OR CANDY** This is a game where your students have to guess which of the two pictures is the pill or the candy. Following the game, you can lead a classroom discussion about the importance of making sure that your students are taking medicine with adult supervision. COCA staff are available to present an in-depth lesson on Prescription Medication. Materials for this lesson can be found [HERE](#).
- **DISCONNECT PLEDGE** Discuss ways students can disconnect from their electronics and make a pledge to spend the remainder of the school day technology free. Students can decorate/sign one of the attached examples to be posted in the classroom or hallway. *Examples can be found on pages 12 and 13 of this guide.*
- **DOOR DECORATING** Each homeroom decorates their door with their “Don’t Get Hooked” RRW 2016 theme.
- **POSTER CONTEST** Students create a poster depicting positive alternatives to underage drinking. Display the posters around the classroom or in the hallway. See [page 15](#) for more information on an opportunity for students to enter a poster contest with the Pennsylvania Liquor Control Board.

The dangers of addictive behaviors can be prevented by providing consistent information and education that stress the importance of maintaining a healthy lifestyle and making proactive decisions to promote wellness.

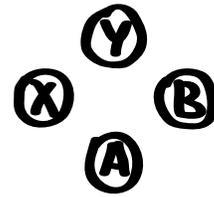
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pledge to make healthy choices  
and to be drug and alcohol free!

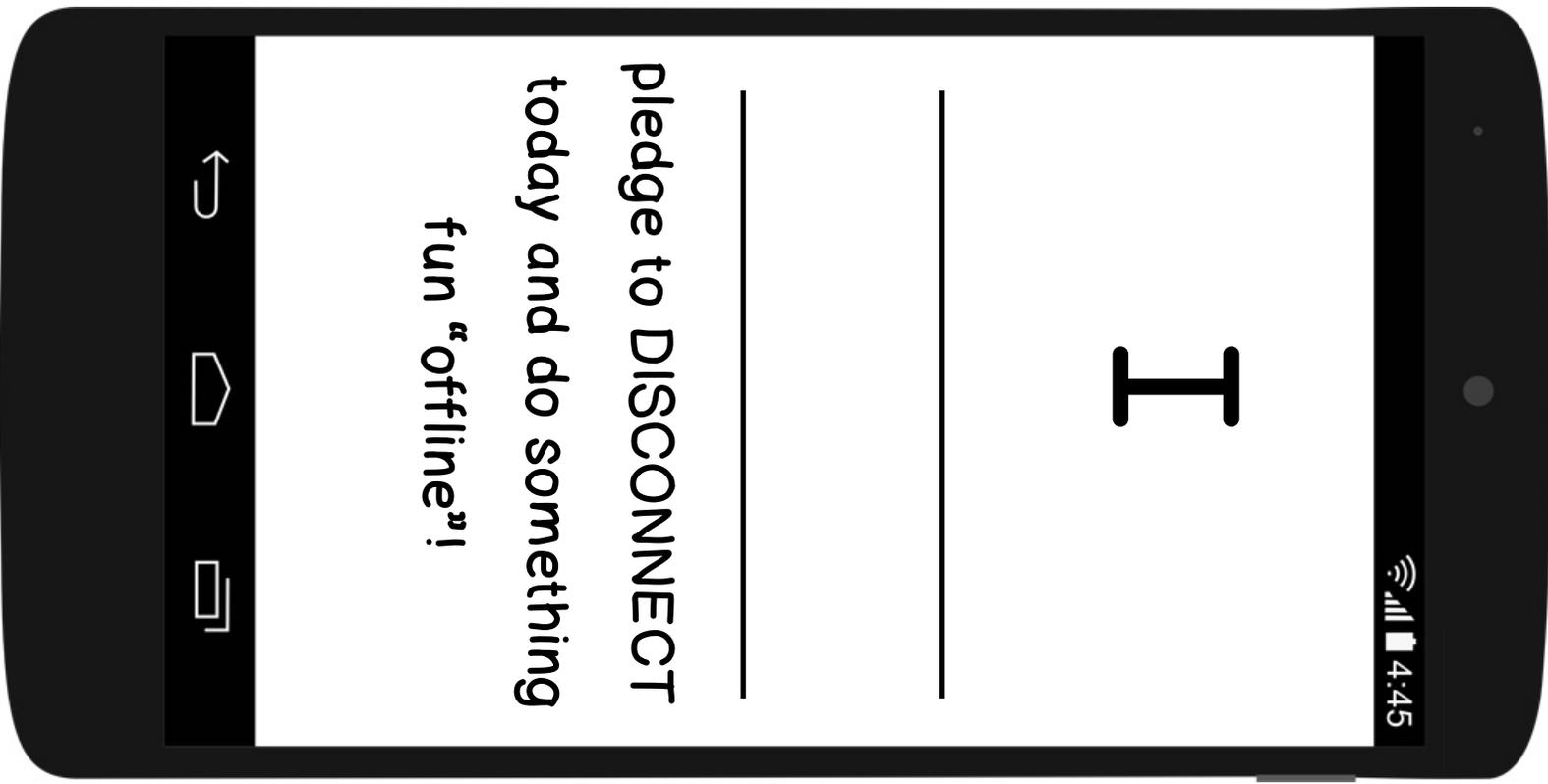


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pledge to DISCONNECT today  
and do something fun "offline"!



# About COCA

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

## 2016 Campaign Support

COCA staff is available to assist with your Red Ribbon Week events and can provide prevention presentations upon request. Thank you for your participation in demonstrating your opposition to drugs and dedication to living drug free! We encourage you to share how you celebrated your Red Ribbon Week. Pictures and activity descriptions can be e-mailed to [dpfost@cocaberks.org](mailto:dpfost@cocaberks.org) or posted to one of our social media accounts. If you will be sharing photos and posts about your Red Ribbon Week campaign, be sure to use the hashtags #RedRibbonWeek and #RRWBerks

## Prevention Services and Resources

COCA 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.

In collaboration with the Berks County Library System, COCA hosts an Addiction Resource Library that is free and open to the public. The library offers materials that address topics such as addictions, codependency, recovery, behavioral health, refusal skills and parenting. In order to borrow materials from the library, you must have a Berks County Library System library card.

*For additional information regarding prevention services or our resource library, please contact COCA and ask to speak with a Prevention Specialist.*



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[youtube.com/COCABerksvideo](https://youtube.com/COCABerksvideo) | [linkedin.com/company/council-on-chemical-abuse](https://linkedin.com/company/council-on-chemical-abuse)

601 Penn Street | Suite 600 | Reading, PA 19601  
Phone (610) 376-8669 | Fax (610) 376-8423 | [www.cocaberks.org](http://www.cocaberks.org)

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## Website Resources

- COCA Red Ribbon Week  
<http://www.cocaberks.org/rrw2016.html>
- COCA Educator Resources  
<http://www.cocaberks.org/resources-reading-pa/educators.html>
- Pennsylvania Liquor Control Board 2016-17 Alcohol Awareness Poster Contest  
Pennsylvania students (K-12) can enter the annual poster contest until November 18, 2016. Visit <http://www.lcb.state.pa.us/PLCB/Education/Programs/PosterContest/index.htm> for more information.
- Pennsylvania Commission on Crime and Delinquency. (2016) 2015 Pennsylvania Youth Survey: Berks County. Retrieved from  
<http://www.pccd.pa.gov/Juvenile-Justice/Documents/PAYS/2015%20County%20Reports/Berks%20County%20Profile%20Report.pdf>
- Substance Abuse and Mental Health Services Administration (SAMHSA)  
<http://www.samhsa.gov/>

Thank you for celebrating  
Red Ribbon Week with us!