

The Council on Chemical Abuse presents...
this year's elementary school Teacher Guide

Red Ribbon Week 2014

"Be a star. Say no to drugs!"

Monday, October 27 through Friday, October 31



This Year's Theme

Prevention starts before students are even confronted with the opportunity to try drugs. Through prevention education, we hope young students will make the decision now to say "no" to drugs.

The "Be a Star. Say no to drugs!" Red Ribbon Week campaign theme is just one way to share with students the importance to living a drug-free life. They will be a star and good role model to others by making healthy choices for themselves and encouraging others to do the same.

Just like stars shine bright in the night, students will shine in their schools when they are making good choices for their health.

In this year's Teacher Guide, you will find the story behind Red Ribbon Week, ideas on how to bring the theme to your school and classroom, along with additional resources.

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 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.

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.

School or Classroom Theme Days

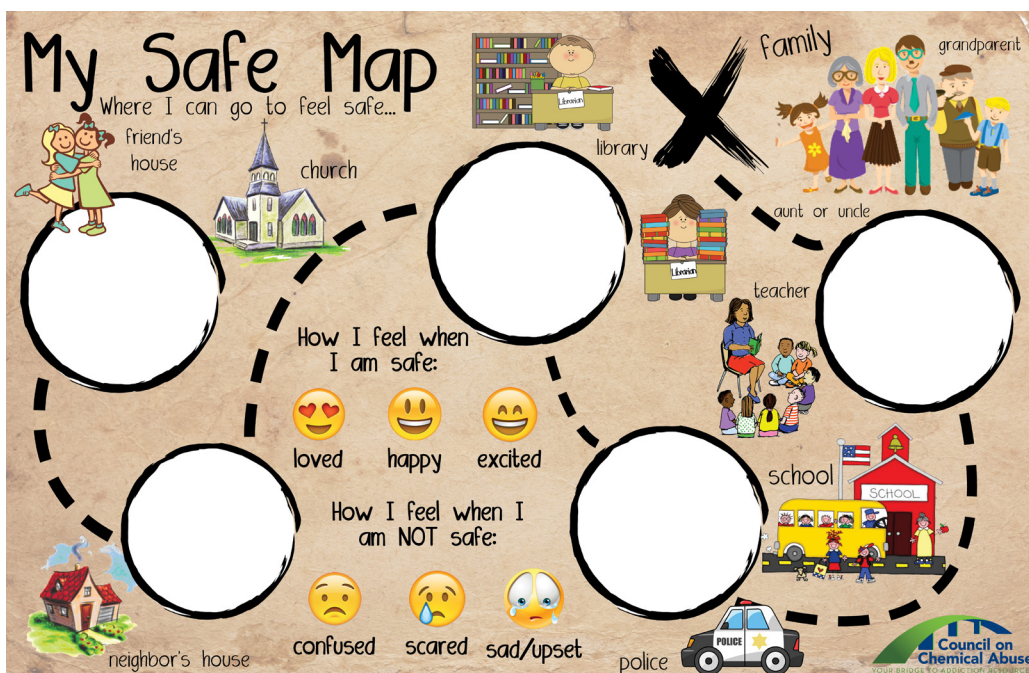
Your class or the entire school could have a theme week in which each day relates to a different piece of clothing. Here are some examples:

- **SHINE BRIGHT** Students wear metallic or neon colored clothing
- **GO RED DAY** Wear red from head to toe
- **WILD ABOUT BEING DRUG FREE** Students wear animal print or camouflage
- **THE "STAR" IN YOUR LIFE** Ask students to dress up like the "star" or role model in their life. Examples include: a parent, teacher, sports figure, musician, firefighter, police officer, etc.
- **SOCK OUT DRUGS!** Students wear their favorite crazy pair of socks to school
- **DRUGS CAN MIX YOU UP** Wear clothes that don't match today
- **MY SCHOOL IS DRUG FREE!** Wear your school colors



School & Classroom Activity Suggestions

- **DOOR DECORATION CONTEST** Have homeroom classrooms compete with each other to see who can show the most Red Ribbon spirit. Winning classroom receives extra recess time.
- **POSTERS** Students could create a poster around the topic of being drug free. Display the posters around the classroom or in the hallway.
- **NATURAL HIGH** Have a conversation with students about their natural high, and ways that they can have fun with friends without using alcohol or drugs. Create a poster or worksheet where students write down all the ways they have fun and get their natural high.
- **ROLE MODELS** Talk with students about the role models in their life. If you'd like COCA staff to come talk about role models and the influence they have on drug and alcohol use, please contact The Council.
- **BE A STAR** Have high school prevention club students (SODA/SADD/Project PEACE) hand out Red Ribbons to your classroom. High School students can talk to elementary students on the importance of staying drug free and how they are staying drug free today!
- **PLEDGE** Students can sign a pledge to say "no" to drugs and then it can be posted in the classroom or in the hallway. You can find an example on page 5.
- **MY SAFE MAP** Work with students on creating their own "Safe Map" showing places and people that make them feel safe. The Council has maps already designed that can be given to you upon request. A parent piece is also available to go along with the map.



Role Model Star Activity

Print a big star, like the one below, and have students write the name of the role model, aka "star" in their life, or have them pledge to making healthy choices!





I

pledge to make healthy
choices and

say no to drugs!



2014 Campaign Support

Council staff is available to assist with your Red Ribbon Week events and can provide prevention presentations upon request. The Council thanks 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 jkaucher@councilonchemicalabuse.org or placed on our Facebook page: www.facebook.com/COCABerks.

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.

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

