



## What is Red Ribbon Week?

Red Ribbon Week is a way for individuals, schools, and communities to show their stand against drugs and alcohol and increase awareness of the dangers of drug abuse. The Red Ribbon Celebration was ignited to commemorate the kidnapping and brutal death of Drug Enforcement Agent Enrique (Kiki) Camarena who was killed by a drug cartel in the line of duty. In that way, Red Ribbon week is not only a stand against drugs, but also a stand against violence. In 1988 the National Federation of Parents for Drug Free Youth (NFP) sponsored the first National Red Ribbon Celebration. Once a year in October Sunset celebrates Red Ribbon Week.

## How We Celebrate Red Ribbon Week at Sunset

Each year we pick a different theme with a drug free message. Last year's theme was *"Drug Free-The Key to Success!"*. Each day during that week we have a educational or recreational activity to reinforce the drug free message. Some of the activities include;

- ⌘ Kick Off Assembly
- ⌘ Guest Speakers such as law enforcement talk with students about the dangers of drugs
- ⌘ Student Pledge to be Drug Free
- ⌘ Contests such as essay or poster contests where students can think
- ⌘ Daily Red Ribbon Drawings for prizes
- ⌘ Wear Red Day
- ⌘ Classroom Learning Activities

## Ways Parents Can Support Red Ribbon Week and Support Drug Free Youth all Year Long

Talk to your children about the dangers of drugs and alcohol

Get to know your child's friends and the parents of your children's friends

Set limits on unsupervised time with your child's friends/peers

Get involved in your child's activities

Get involved in Red Ribbon Week activities at Sunset

Form a Neighborhood Watch to support suspicious drug activity

Keep prescription drugs out of the hands of children to prevent prescription drug abuse