

# Red Ribbon Week

Did you know that **Red Ribbon Week** started in California in honor and remembrance of a DEA undercover narcotics officer who was tortured and murdered in the line of duty in 1985? This tragic happening would become the catalyst in a call for action in communities around the country for drug awareness and prevention.

Soon after, in 1988, the National Family Partnership (NFP) would launch the first nationally held **Red Ribbon Week** campaign that spanned all across the nation. NFP's national **Red Ribbon Week** has been going strong for over 30 years.

**Red Ribbon Week** encourages and allows communities and individuals to collectively take a stand in protecting the hopes and dreams of our children through a commitment to drug prevention and education and a personal commitment to live drug free lives.

Each year, the NFP holds a contest that individuals, schools and communities can enter to help determine what the national **Red Ribbon Week's** theme will be. There were thousands of Red Ribbon theme ideas submitted by students, parents, school personnel and communities all across the country for the 2019 **Red Ribbon Week**. The winning theme for 2019 National Red Ribbon Week is: **Send a Message. Stay Drug Free!** A student from a middle school in Griswold, CT, designed the winning theme pictured below.

Schools can choose to center their Red Ribbon Week around the national theme or they can simply choose to develop their own themes for **Red Ribbon Week**. Some schools hold their own contests among staff and students that has helped build enthusiasm for the week-long event.

Some schools and communities use the week as a launching pad for a cause or project they feel is important in helping and supporting a healthy school and community environment.



As we know, there are a multitude of reasons and circumstances that may lead someone down the path of drug use and addiction. Poverty, boredom, bullying, grief, depression, other mental health concerns are only just a few.

Here are some examples of what schools and communities can do to help take a more active role in drug prevention efforts:

- Hold a Food and/or Clothing Drive. Go a step further and write a positive note or message on each donated item.
- Volunteer to clean up a park or a neighborhood/community center. Go a step further and raise money to purchase new equipment and games to be used at these parks and centers.
- Host a weekly game night at your school or community center at no cost to families. Go a step further and raise money to pay for food, prizes and giveaways each week.
- Start and/or enhance a mentoring program in your school or community. Go a step further and hold a ceremony recognizing the accomplishments of the mentors and mentees.
- Start a Mentoring Program in your school or community

### **Red Week Contest information:**

Enter the 2020 Red Ribbon Theme Contest today for a chance to win \$500 in Red Ribbon Themed Merchandise in 2020. <https://redribbon.org/enter/>

### **2019 Red Ribbon Photo Contest**

The entry period for the 2019 Red Ribbon Photo Contest is October 1st through November 1st.

### **Win An iPad & \$1,000 For Your School**

#### **Two ways to enter:**

1. Families may submit a photo of a home decoration.
2. Schools may submit a photo of a school decoration.

#### **Snap A Photo & Upload**

Take a picture of your Red Ribbon decoration (preferably with people in it!) and upload to [www.redribbon.org](http://www.redribbon.org). You must be 18 years old to enter, so parents (or for school entries, school staff or PTA members) must submit the photos.

<https://redribbon.org/contest/>