

# RED RIBBON WEEK

## STARTER PACK:



### DRESS OUT DAYS:

**Too Bright For Drugs**  
(Wear Neon)

**Drugs Cannot Find Me**  
(Wear Camo)

**Take Down Drugs Together**  
(Twin Day)

**Team Up Against Drugs**  
(Wear Jerseys)

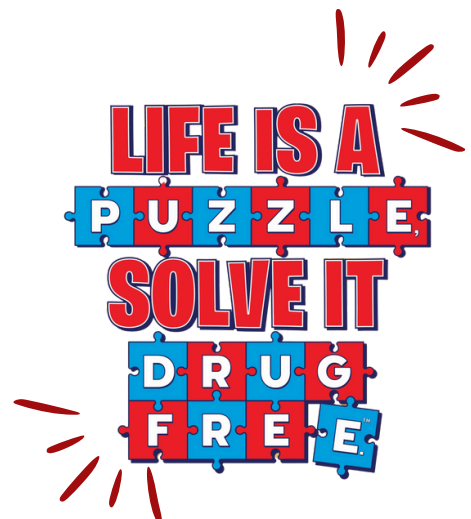
**Rally in Red**  
(Wear All Red)

### STUDENT ENGAGEMENT:

- Invite students and clubs to lead activities.
- Have a student read daily facts on morning announcements.
- Decorate halls and doors with positive and substance free facts and messages.
- Host a pep rally! Submit a video to the news about how your school supports RRW.
- Have a speaker come, or invite students to present information.
- Create a class/school contest.

### HOW CAN LRADAC SUPPORT?

- **Presentations & classes** for youth, adults, and the community about substances, positive coping skills, etc.
- **Information** and educational materials for classrooms, lunches, events.
- **Youth Contest:** "Why Do You Choose to Live Substance Free?"



[LRADAC.ORG/PREVENTION](https://LRADAC.ORG/PREVENTION)



[ENAYLOR@LRADAC.ORG](mailto:ENAYLOR@LRADAC.ORG)



# QUICK FACTS:



- **Mental health:** Using drugs makes mental health symptoms like depression and anxiety worse.
- **Not using is the norm:** Most youth don't use substances – 3 out of 4 choose not to.
- **You're not alone:** There is always someone that you can talk to if you are feeling overwhelmed or isolated.
- **Brain Development:** The brain keeps developing until about age 25, so using substances before then increases the risk of addiction.
- **Substance use disorder:** A medical condition when someone can't control use of alcohol, drugs, or other substances, even when it harms their health, school, work, or relationships.

## ADDITIONAL RESOURCES:

### Elementary:

- [Kids Health: What You Need to Know About Drugs](#)

### Middle & High:

- [What is Substance Use Disorder - SAMHSA](#)
- [Natural High: Videos & Lessons](#)
- [Stanford Tobacco Prevention Toolkit](#)
- [CDC Free Mind Campaign: Drugs and Mental Health Don't Mix](#)
- [NIDA Research](#)
- [Video: Understanding Addiction](#)
- [Open Conversations - Tips for Parents](#)



# Enrique “Kiki” Camarena and National Red Ribbon Campaign™



Enrique (Kiki) S. Camarena was born on July 26, 1947, in Mexicali, Mexico. He graduated from Calexico High School in Calexico, California in 1966, and in 1968 he joined the U.S. Marine Corps. After serving in the Marine Corps for two years, Kiki was a Calexico fireman, Calexico police officer, and an Imperial County Deputy Sheriff. Kiki joined the Drug Enforcement Administration in June of 1974. His first assignment as a Special Agent with DEA was in a familiar place - Calexico, California.

In 1977, after three years in Calexico, 37-year-old Kiki was reassigned to the Fresno District Office in Northern California. Four years later, Kiki received transfer orders to Mexico, where he would work out of the Guadalajara Resident Office. For more than four years in Mexico, Kiki remained on the trail of the

country's biggest marijuana and cocaine traffickers. In early 1985, he was extremely close to unlocking a multi-billion-dollar drug pipeline. However, before he was able to expose the drug trafficking operations to the public, he was kidnapped on February 7, 1985. On that fateful day, while headed to a luncheon with his wife, Mika, Kiki was surrounded by five armed men who threw him into a car and sped away. That was the last time anyone, but his kidnappers would see him alive.

In honor of Camarena's memory and his battle against illegal drugs, friends and neighbors began to wear red badges of satin. Parents, sick of the destruction of alcohol and other drugs, had begun forming coalitions. Some of these new coalitions embraced Camarena's belief that one person can make a difference. These coalitions also adopted the symbol of Camarena's memory, the red ribbon. During his 11 years with DEA, Kiki received two Sustained Superior Performance Awards, a Special Achievement Award and, posthumously, the Administrator's Award of Honor, the highest award granted by DEA.

In 1988, NFP sponsored the first National Red Ribbon Celebration. Today, the Red Ribbon serves as a catalyst to mobilize communities to educate youth and encourage participation in drug prevention activities. Since that time, the campaign has reached millions of U.S. children and families. The National Family Partnership (NFP) and its network of individuals and organizations continue to deliver his message of hope to millions of people every year, through the National Red Ribbon Campaign™.





# Red Ribbon Week®

## MORNING ANNOUNCEMENT SCRIPT

Good morning students:

*(Each day, read one of the following and then read the paragraphs below.)*

**Day 1** – This year’s Red Ribbon Week theme is *“Life Is A Puzzle, Solve It Drug Free™.”* Think of life as a giant puzzle – each choice you make is a piece that fits into the bigger picture of your future. By making healthy choices and staying drug-free, you’re building a picture full of positivity, bravery, and strength. Together, we can create a beautiful, connected community where everyone thrives. Let’s start solving this puzzle – one healthy choice at a time!

**Day 2** – Happy Red Ribbon Week! This year’s theme is *“Life Is A Puzzle, Solve It Drug Free™.”* Each healthy choice you make is like a perfect puzzle piece that strengthens your future. By staying drug-free, you’re showing yourself and the world how much you value your health, community, and dreams. When you choose health and positivity, you’re putting together a masterpiece where you can aim for the stars and achieve your goals. Keep adding those bright pieces to your puzzle – we believe in you!

**Day 3** – Good morning, and happy Red Ribbon Week! Remember this year’s theme: *“Life Is A Puzzle, Solve It Drug Free™.”* Just like every puzzle piece is unique, so are you! Staying drug-free means protecting your health and embracing what makes you special. You don’t need drugs to fit in – the best puzzles are made when all the pieces are unique yet work together beautifully. Celebrate your uniqueness today and add another positive piece to your life’s big picture.

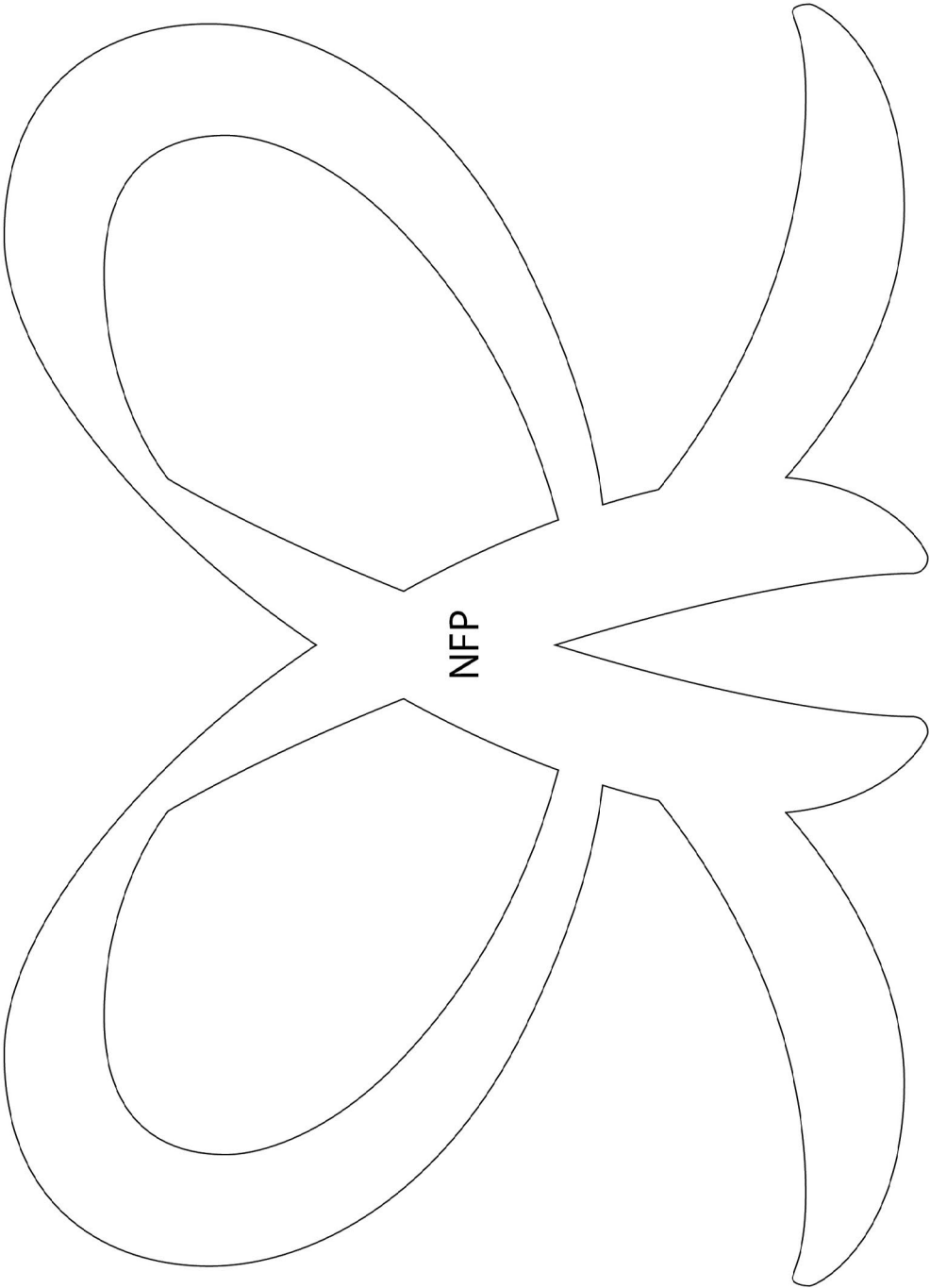
**Day 4** – Good morning! *“Life Is A Puzzle, Solve It Drug Free™”* is this year’s Red Ribbon Week theme. Here at [INSERT SCHOOL NAME], we care about every single one of you and want to see you live happy, healthy, and fulfilled lives. By making healthy choices and staying drug-free, you’re creating a brighter, more complete puzzle for your future. Take a moment today to commit to yourself and your future – you’re shaping a masterpiece, and we can’t wait to see it come together!

**Day 5** – It’s the final day of Red Ribbon Week! Thank you for being a part of this week’s focus on healthy, drug-free lifestyles. This year’s theme, *“Life Is A Puzzle, Solve It Drug Free™,”* reminds us that every choice we make is a piece of our future. By making healthy decisions, you’re building a puzzle filled with success, happiness, and purpose. We are so proud of you and excited to see the incredible picture you’re creating for yourself. Keep adding those positive pieces – the best is yet to come!

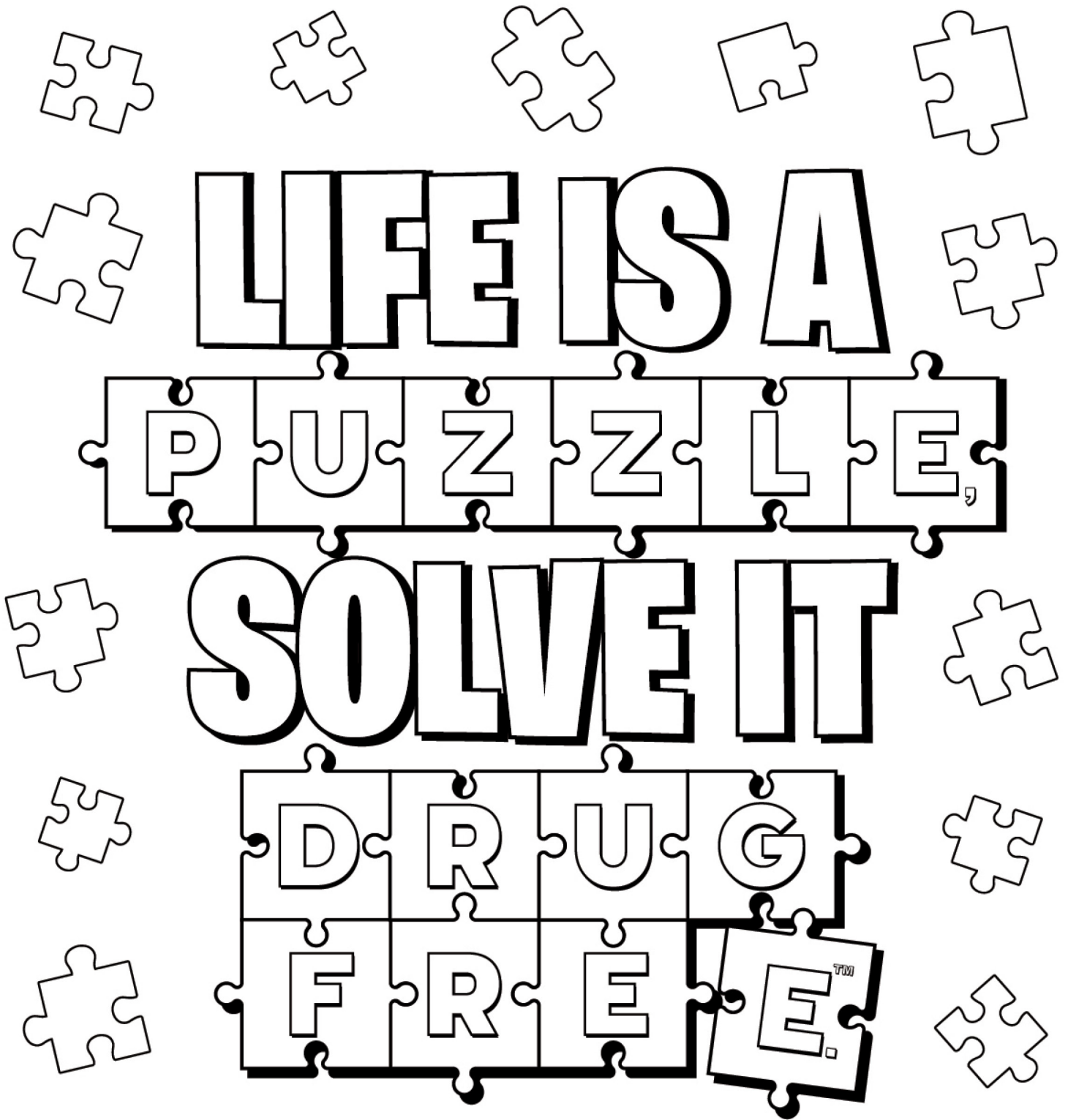
**School Personnel:** Insert any other activities, announcements, schedules, speakers, etc.



NATIONAL RED RIBBON WEEK  
(OCTOBER 23-31)



RED RIBBON CAMPAIGN™

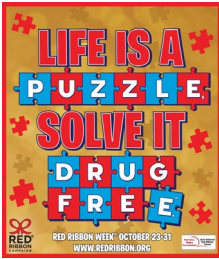


**RED RIBBON WEEK® OCTOBER 23-31**

**WWW.REDRIBBON.ORG**







# RED RIBBON WORD SEARCH

F D I P B Q X L K K J A T K W N P S I H  
 Y S I N D L T L Y Z U W C J P U O E S A  
 S T P L B D Q I G A B A C V G R T D C W  
 P R K E I C N Z O B K R H U Z T E U J D  
 R E Q U N F M U V F G E O D P U N C J K  
 E N F S U R E I C W W N I E B R T A R H  
 V G Q O K E I I N R J E C A O I I T E E  
 E T L L X S K Q S D J S E M G N A I D A  
 N H E V P P F J U A F S S L F G L O R L  
 T C A E M O W E E E P U U I H I L N I T  
 I C D I M N N E M U C U L U N P E H B H  
 O O E T S S W C L P S A Z N D B X J B Y  
 N M R D Q I S O U L O T M Z E X N H O Q  
 J M S R O B G U J T N W Z A L S A W N X  
 K U H U I I B R P X Z E E A R E S R W S  
 M N I G N L T A Y P K Z S R H E T F E S  
 A I P F Z I V G S J O B Y S M T N B E E  
 N T I E X T W E S J T R K R C E D A K T  
 F Y L E T Y O F J K F G T N E I N V H U  
 P G R A S S R O O T M S J H J B G T F W

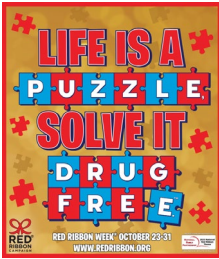
AWARENESS  
 CHOICES  
 COMMUNITY  
 COURAGE  
 DEA  
 EDUCATION

EMPOWERMENT  
 ENRIQUE CAMARENA  
 GRASSROOT  
 HEALTHY  
 LEADERSHIP  
 LIFE IS A PUZZLE

MINDFULNESS  
 NFP  
 NURTURING  
 POTENTIAL  
 PREVENTION  
 RED RIBBON WEEK

RESPONSIBILITY  
 SOLVE IT DRUG FEE  
 STRENGTH  
 SUPPORT  
 WELLNESS





# RED RIBBON WORD SEARCH

## ANSWER KEY

F D I P B Q X L K K J A T K W N P S I H  
 Y S I N D L T L Y Z U W C J P U O E S A  
 S T P L B D Q I G A B A C V G R T D C W  
 P R K E I C N Z O B K R H U Z T E U J D  
 R E Q U N F M U V F G E O D P U N C J K  
 E N F S U R E I C W W N I E B R T A R H  
 V G Q O K E I I N R J E C A O I I T E E  
 E T L L X S K Q S D J S E M G N A I D A  
 N H E V P P F J U A F S S L F G L O R L  
 T C A E M O W E E E P U U I H I L N I T  
 I C D I M N N E M U C U L U N P E H B H  
 O O E T S S W C L P S A Z N D B X J B Y  
 N M R D Q I S O U L O T M Z E X N H O Q  
 J M S R O B G U J T N W Z A L S A W N X  
 K U H U I I B R P X Z E E A R E S R W S  
 M N I G N L T A Y P K Z S R H E T F E S  
 A I P F Z I V G S J O B Y S M T N B E E  
 N T I E X T W E S J T R K R C E D A K T  
 F Y L E T Y O F J K F G T N E I N V H U  
 P G R A S S R O O T M S J H J B G T F W

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