



You Can Be a Part of the 2010 Red Ribbon Campaign . . .

Suggested Activities:

EVERYONE

- Wear Red Ribbons.
- Distribute Red Ribbons to friends, family, neighbors, employees, colleagues, visitors, customers, athletic spectators, etc.
- Display Red Ribbons (with permission) on doors, desks, car antennas, bicycles, mailboxes, fences, buildings, light posts, parking meters, marquees, billboards, etc.
- Conduct a "Walk Against Drugs" parade.
- Sponsor special days, such as: "Wear Red Day," "Red Ribbon Decoration Day," "Make a Pledge Day," or "Say Boo to Drugs" Halloween Party Day.
- Sponsor a Red Ribbon Balloon launch of red balloons.
- Report your activities to the media. Don't know how? Contact PRIDE-Omaha, Inc., 397-3309 or www.pride.org for more information.
- Participate in your community's special events. In Nebraska, the Red Ribbon Walk & Rally will be held September 27, 2009 from 1 p.m. to 3 p.m. at Elmwood Park, 606 South Happy Hollow Boulevard, Omaha.

BUSINESSES

- Include Red Ribbons or drug prevention messages with invoices, receipts or paychecks.
- Publicize Red Ribbon education and events through in-house publications.
- Promote Red Ribbon Month on grocery bags, marquees, billboards, etc.

SCHOOLS AND COLLEGES

- Print a Red Ribbon message on all mail, such as PTA notices, report cards, menus, athletic rosters, scoreboards, etc.
- Encourage students to write letters-to-the-editor, to law makers, judges, or to younger students.
- Decorate every door in your school with a drug prevention message.
- Sponsor a Drug-Free Family Fun Night with food, games and drug-free messages.
- Encourage students to give speeches about the dangers of drugs.
- Form a human chain on the field or playground to spell "drug free" or other prevention messages.
- Encourage students to sign their own personal pledges to stay drug free.
- Have students lock arms and circle the building, united against drugs.
- Invite all students to sign Red Ribbons and send to community leaders.
- Sponsor a Red Ribbon Poster contest and send the best entries to PRIDE-Omaha, Inc.
- Have daily intercom drug prevention messages.
- Have a pep rally with awards for the best cheers.

FAITH-BASED GROUPS

- Print Red Ribbon drug prevention messages in church bulletins and on church signs.
- Address the illegal use of alcohol, tobacco and other drugs in sermons.
- Sponsor prayer vigils for victims of substance abuse.

INDIVIDUALS/FAMILIES/ NEIGHBORHOODS

- Distribute Red Ribbons to friends, family, neighbors.
- Volunteer to help mobilize your community into action through joining drug-prevention groups such as LiveWise, MOTAC, or those at schools or workplaces.
- Leave baskets of Red Ribbons in the library, doctor's office, church, etc.
- Help plan a neighborhood block party or a town hall meeting to support drug-free lifestyles.

MEDIA

- Donate air time and ad space to Red Ribbon events and PSA's
- Publish or broadcast editorials concerning the illegal use of alcohol, tobacco or other drugs.
- Include Red Ribbon activities in news stories

GOVERNMENT

- Issue proclamations in support of drug prevention.
- Promote Red Ribbon Drug Prevention Month in speeches and attend rallies and school special events.
- Decorate police cars and emergency vehicles with drug prevention messages.

Working for a Drug-Free World





Red Ribbon Campaign Activities

To help you plan your Red Ribbon Drug Prevention Activities (and make them as successful as possible), we have collected activity ideas for a variety of 'theme' days you can host all through the week. Use as many or as few of these activities as you need ... and don't be afraid to use your own creativity!

DECORATION DAY

- Attend a City Council Meeting prior to Red Ribbon Week to allow the Mayor to issue the Red Ribbon Week Proclamation to kick-off the drug awareness activities.
- Place **red ribbons** and bows all over your community - office buildings, posts, trees, billboards, mailboxes, bicycles, dogs, yourself, spouse, friends, boss, employees, buses, car antennas, front doors, fire trucks, police cars, hospitals, schools, etc.
- Decorate your neighborhood malls and recreation centers, churches or synagogues, doctor's offices, corner businesses, pharmacies, the bank, the movies, grocery stores.
- String a **banner** across the front of your school, main street, the entrance to the football field, etc.
- Hold Decoration Contests: doors, rooms, lockers, halls, bulletin boards, entry way, cafeteria, fences, trees at school; posters at all levels; houses; streets; blocks; cities.
- Encourage your local media to highlight the **Red Ribbon Week decorations**. Publicize the winners in the Decoration Contests.
- At school, utilize your Art class/club, Homeroom/Activity classes, Computer Graphics, Technical Drawing/Drafting.
- In the community, involve the City Government, Civic Clubs, such as Rotary, Lion's, and Junior League, your volunteer organizations such as the Senior Citizens, and youth organizations such as YMCA, Boy and Girl Scouts.

INFORMATION DAY

- Wear a **Red Ribbon**
- Invite a Speaker to talk to your school, organization, or business about current drug trends.
- Give a speech in your classroom, school, business, "Take a Stand", point out the harmful effects of tobacco, alcohol and other drugs on lives, families, brains, bodies, and futures.
- Distribute drug information photocopied from the 1997 Red Ribbon Week Planning Guide to your school, class, business, neighborhood, church or synagogue.
- Have a drawing each day of the Red Ribbon Week Campaign to give away a **T-shirt with a drug-free message**. Contestants must sign a drug-free pledge and receive some drug-free literature to be eligible.
- At school, involve English, Social Studies, Science, Health, Speech, Journalism, and Audio-Visual Communications classes in research and reports regarding the current use and harmful effects of tobacco, alcohol and other drugs. Mathematics, and Economics classes could examine the effect on our economy regarding the costs of drug use, law enforcement, and public health care.
- Critical thinking exercises include distinguishing between and evaluating fact and non-fact in advertising of tobacco and alcohol products. **Here are some classroom exercises.**
- Intercom messages, audio or video, can be made daily to highlight the campaign activities and deliver the message of the harmful effects of drug use.

FAITH DAY

- Wear a **Red Ribbon**
- Pass out **Red Ribbons** to members of your Congregation.
- Encourage your church to emphasize the Red Ribbon Week Campaign with special messages, sermons, and prayers.
- Provide information on substance abuse prevention, counseling and treatment resources available in your community.
- Plan FUN, drug-free youth group activities.

REACH OUT DAY

- Wear a **Red Ribbon**
- Make sure your neighbors, and classmates wear **Red Ribbons**.
- Ask your local mall to participate by passing out **Red Ribbons**.
- Visit local nursing homes to share with them your hopes of a drug-free future and how Red Ribbon Week helps to achieve that goal.
- Serve as a volunteer at a Red Ribbon Week event, give your time and energy to this cause.
- Say at least 3 positive things to someone. Reach out to a newcomer, involve them in the Red Ribbon Week campaign for their new community. Take 5 minutes to actively listen to your child.
- Take 5 minutes of your child's time to express clearly your stand on the use of tobacco, alcohol, and other drugs. Share drug prevention messages and encourage others to do the same.
- Give someone a bow, **lapel pin, ribbon, or button** to wear.

WEAR RED RALLY DAY

- Wear a **Red Ribbon**
- Wear Red face paint
- Have a crazy **red hat** contest
- Wear red socks to show you're socking it to alcohol, tobacco and other drugs, decorate white socks with **red ribbons**.
- Give an award to the class covered with the most red, award the class with the most people with red clothing, other than their **red ribbons** or **bracelets**, give them red candy as awards.
- Don't miss a chance to parade in your Red Attire. Plan a parade in the halls, in the street around your school, down Main Street in your town, around the football field, show people that you are down on drug use in our community.
- Have a rally at school, invite all the parents and neighbors.
- Have a block rally in your neighborhood, dress the block red.
- Have a rally at city hall, invite the entire community, include marching bands, cheerleaders, drill teams, and drug prevention speakers. Your Mayor can issue the Red Ribbon Week Proclamation for your town.
- Encourage the media to visit your Red Ribbon Week Activities and share the drug prevention message with the rest of the community and state.
- Dress your school in Red - make red construction paper window panes for all your windows.

PLEDGE DAY

- Wear a **Red Ribbon**
- Design your school's or class pledge card, make sure everyone has a chance to sign one.
- Make family pledge cards, send them home to be signed by a parent, collect them and send them to your State Representative or Senator. Take a stand against drugs.
- Put a **banner** on the walls in the halls at school or in the cafeteria, encourage everyone to sign a drug-free pledge and their names. Show the world that you are proud to be drug-free.
- Designate locations at schools and businesses for people to sign their pledges.
- Deliver the signed pledges cards and **banners** to your principal, mayor, legislator, and clergymen.
- Have a contest to see which class/school can sign the most pledges. Invite the media to help you judge and share the information in the news.
- Make pledges to be drug-free into links in a mile-long, block-long, hall-long chain, to demonstrate unity in your community against the harmful effects of tobacco, alcohol, and other drugs.
- Write essays, poems, letters to editors, and short stories explaining what being drug-free means to you and your future. Describe a drug-free world and the differences your own children could have.

- Have a contest to name as many drug-free activities as you can. **Healthy choices** are smart choices, "COME WITH ME AND BE DRUG FREE".

RECOGNITION DAY

- Wear a **Red Ribbon**
- Give special recognition awards to individuals and groups who have made outstanding contributions to **tobacco, alcohol** and other **drug use prevention** as a part of Red Ribbon Week and on-going in the community.
- Create a Red Ribbon Hall of Fame, designate a special wall or create a scrapbook, plaque or place to display pictures of individuals, groups, businesses, and agencies who have made significant contributions to prevention efforts.
- Recognize all the classes or individuals who have won the special Red Ribbon Week contests you have conducted during the campaign, even if they have already received their awards, include them in your list again.
- Do not forget your teachers and administrators, recognize the time and energy they spent making Red Ribbon Week a success, let the media know about your extra special staff.
- Moms and Dads need recognition too, take time to thank them for being drug-free, or pledging to be drug-free, and for making your home a safe place to live.
- Write thank you letters to businesses in your community for celebrating Red Ribbon Week and setting strong role models for students in your town.
- Give yourself a pat on the back for a job well done and make a commitment to get the drug prevention message out every day of the year.

SPORTS DAY

- Wear a **Red Ribbon**
- Distribute **lapel pins** or **ribbons** to marching band members to wear at the football game.
- Put red **stickers** on the football helmets of each player and **ribbons** on the coaches and referees.
- Cheerleaders create original drug-free cheers, teach the fans, wear **red ribbons**, make huge "run-through" paper signs for the team.
- Decorate the grandstands with red crepe paper, display your winning contest posters on easels on the field during half-time.
- Have a parade before the game or during half-time, carry **drug prevention banners**, include your school's clubs and other organizations which have contributed and pledged to be drug-free.
- Invite your fellow school students to join you in the parade to demonstrate the strength of your commitment to be drug-free.
- Start your parade a mile from the stadium, for "I'd walk a mile to be drug-free", invite the media to cover the walk.
- Light candles at half-time, turn off the lights, and spend a moment of silence to remember those students who have lost their lives to drugs or the drug use of others, repeat your pledge to be drug-free,
- Include all fall sports, soccer, volleyball, cross-country track, and wrestling in your celebration of the Red Ribbon Week Campaign.

Working For a Drug-Free World

imdrugfree.com

drugsrdumb.com



Rev. August 2010

RED RIBBON ACTION IDEAS

INDIVIDUALS

- Wear a RED RIBBON each day.
- Distribute RED RIBBONS to friends, family, & neighbors.
- Display RED RIBBONS on doors, car antennas, mailboxes, desks, light posts, etc.
- Customize the RED RIBBONS campaign to fit your needs and those of your family, friends, neighbors, workplaces and organizations.-Share your ideas with others.
- Volunteer to help mobilize your community into action through joining drug-prevention groups, such as PRIDE-Omaha, Inc., or those at schools and work places.
- Leave baskets of RED RIBBONS in the library, doctor's office, church, etc.
- Help plan a neighborhood block party, town hall meeting, etc. during RED RIBBON week to support healthy, drug-free lifestyles.

SCHOOLS AND COLLEGES

- Print a RED RIBBON message on all mail, such as PTA notices, report cards, menus, athletic roster, scoreboards, etc.
- Designate a RED RIBBON Committee of students, parents and staff to plan activities for your school.
- Plan essay contests, poster contests, journalism competitions, etc.
- Sponsor contests for the best RED RIBBON activity idea—and then implement the idea.
- Distribute RED RIBBONS to students, teachers, visitors, athletic spectators, etc.
- Sponsor a special health fair or drug education program during the week.
- Encourage students to write letters to the editor, to lawmakers, judges, or to younger students.
- Contact media and report special planned activities.
- Develop chemical-free youth groups.
- Establish or expand "Safe Homes" Network for parents.

MEDIA

- Donate air time and ad space to RED RIBBON events and PSA's.
- Publish or broadcast editorials concerning the illegal use of alcohol, tobacco and other drugs.

TRANSPORTATION

- Decorate a bus, train, or taxi with side posters and RED RIBBONS.
- Wear RED RIBBONS on uniforms during the week.

BUSINESS

- Include RED RIBBONS with invoices, receipts and paychecks.
- Publicize RED RIBBON Campaign events through in-house publications.
- Distribute RED RIBBONS to employees and visitors.
- Display RED RIBBONS on doors, desks, walls, etc.
- Promote RED RIBBON Week on grocery bags, marquees, billboards, etc.
- Advertise RED RIBBON special discounts or sales for customers wearing RED RIBBONS.
- Sponsor a RED RIBBON activity such as a fun-run, bike-a-thon, lunch display, educational series. etc.

CIVIC ORGANIZATIONS

- Contact local RED RIBBON coordinators to assist in community efforts.
- Challenge members to share creative ideas – and implement them.

LAW ENFORCEMENT

- Decorate station house and squad cars with RED RIBBONS.
- Wear RED RIBBONS on uniforms.
- Tie RED RIBBONS on parking meters.

RELIGIOUS INSTITUTIONS

- Wear RED RIBBONS on clerical garments and choir robes.
- Print RED RIBBON message in church bulletins.
- Address the illegal use of alcohol, tobacco and other drugs in sermons.
- Hold in-service educational programs for clergy, teachers, families, etc.
- Encourage youth groups to plan RED RIBBON activities.
- Sponsor prayer vigils for those affected by substance use.

GOVERNMENT

- Issue proclamations to your community in support of RED RIBBON Week, indicating a clear, "no illegal use" drug message.
- Distribute RED RIBBONS to employees and visitors.
- Decorate City Hall, County Courthouse, and all offices with RED RIBBONS.
- Promote RED RIBBON Week in speeches, & attend rallies.

Revised August 2010