

RAYSAC'S  
**RED  
RIBBON  
WEEK  
PARENT  
RESOURCE  
GUIDE**

raysac.org  
@RAYSACVA

Roanoke Area Youth Substance Abuse  
Coalition | 2720 Liberty Rd, NW

**BE HAPPY.  
BE BRAVE.  
BE DRUG  
FREE.**

RAYSAC



ROANOKE AREA YOUTH  
SUBSTANCE ABUSE COALITION

OCTOBER 25 - 31, 2020

# ABOUT RED RIBBON WEEK

Red Ribbon Week honors Enrique (KiKi) Camarena, whose death 35 years ago at the hands of Mexican drug traffickers mobilized the public and raised awareness of drug use and prevention.

In 1988, The National Family Partnership coordinated the first National Red Ribbon Week, and the first Red Ribbon Week celebrations were held in La Mirada and Norwalk, California.

#### Relevant Facts:

- The human brain isn't fully developed until age 24 or 25. The prefrontal cortex is the last part of the brain to finish developing. This part of the brain deals with impulse control, responsibility and risk taking.
- Repeated drug use can reset the brain's pleasure meter so that without the drug, one feels hopeless and sad.
- Eventually, everyday fun activities that used to make drug users happy don't anymore.
- Youth who begin drinking before the age of 15 are 5 times more likely to develop alcohol problems as an adult.

## RAYSAC'S PART

During Red Ribbon Week, RAYSAC encourages parents, educators, and communities to be the "first line of defense" in the fight against drugs. Red Ribbon Week calls upon our community to reinforce the dangers of drug abuse with children.

RAYSAC uses this week as a chance to educate the community about substance abuse and to give back to the community by giving cash prizes to schools and students who participate.

We are providing cash prizes for winners in our Red Ribbon Week Contests and we need the help of parents and guardians to encourage participation.

**Red Ribbon Week Contest:** This Year's theme is "Be Happy. Be Brave. Be Drug Free." Teachers or parents may send entries to 301 Elm Ave SW, Roanoke, VA 24016 or email them to [RAYSACORG@gmail.com](mailto:RAYSACORG@gmail.com). These are open to every grade level K-12. More details about the contests can be found on our website at [raysac.org](http://raysac.org).

- **Red Ribbon Week Contest:** Entries can be anything relating to the theme in the form of a poem, a poster, a dance, etc.
- **United Family Contest:** This contest is to encourage families to work with their child on a project that relates to the RRW theme.

**BE HAPPY.  
BE BRAVE.  
BE DRUG  
FREE.**

OCTOBER 25-31, 2020

# COVID-19 FRIENDLY IDEAS FOR PARENTS

- Host a family game night.
- Watch Natural High's free celebrity drug prevention videos with your child and use their discussion questions to have a conversation with them about drugs and alcohol.
- Decorate a face mask/covering to match the RRW theme.
- Share/like RAYSAC's RRW Facebook posts.
- Encourage kids to participate in RAYSAC's Red Ribbon Week Contest.
- Encourage schools and PTA to participate in RRW.
- Get involved in RRW planning at school.
- Decorate your mailbox/front door to show your support of RRW.
- Help your child make a dream board and talk to your child about how drugs can negatively affect your life.
- Tie a red ribbon on a tree in your front yard
- Secure and take inventory of your medicine cabinet to secure any medications.
- Bring red ribbons to your place of work.
- Work together with the parents of your children's friends to set common boundaries and monitor behavior, so that rules are respected and reinforced.
- Post about RRW through your social media accounts and tag RAYSAC.
- Organize a neighborhood door decorating contest.

- Sign the RRW Pledge and encourage your children to do so as well.
- Take part in the National RRW Contest.
- Make a list of ways you can keep your body healthy and create a family pledge together to make healthy choices.
- Volunteer in your community as a family.
- Make all red food for dinner.
- Have your children to write encouraging notes to family members.
- Have a red out day: everyone wears red one day.
- As a family, make a list of your strengths.
- Teach your children to effectively deal with negative peer pressure.
- Discuss the importance of taking medication only from a trusted adult.
- Explain what addiction is and how it affects your brain.
- Silly sock day - everyone in the family wears silly socks for the day.
- Have a neighborhood Halloween costume contest.
- Lead by example and make healthy choices for your children.
- Team up against drugs -- wear a favorite sports jersey.

**BE HAPPY.  
BE BRAVE.  
BE DRUG  
FREE.**

**RAYSAC**



ROANOKE AREA YOUTH  
SUBSTANCE ABUSE COALITION

OCTOBER 25-31, 2020

# COVID-19 FRIENDLY IDEAS FOR PARENTS

## Pledges

Youth Pledge

Youth Pledge Spanish

Adult Pledge

Adult Pledge Spanish

## RESOURCES

### Places for FREE materials

Virginia ABC:

<https://www.abc.virginia.gov/education/publications>

NIDA:

<http://www.drugabuse.gov/publications>

DrugFree.org:

<http://www.drugfreeworld.org/home.html>

### Places to Purchase RRW Materials

[www.nimcoinc.com](http://www.nimcoinc.com)

[www.positivepromotions.com](http://www.positivepromotions.com)

### Educational Videos

Elementary

<https://www.youtube.com/watch?v=OOEzYgS36CI>

[https://www.youtube.com/watch?v=FN78E\\_iaITE](https://www.youtube.com/watch?v=FN78E_iaITE)

Middle/High School

<https://www.youtube.com/watch?v=6fmhLcYSn-Y>

<https://www.youtube.com/watch?v=Epfndijz2d8>

## Other Red Ribbon Week Resources

Red Ribbon Week Fact Sheet

Red Ribbon Week Photo Contest

Red Ribbon Week Coloring Pages

**BE HAPPY.  
BE BRAVE.  
BE DRUG  
FREE.**