

RAYSAC'S  
**RED  
RIBBON  
WEEK  
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.

This year we are providing cash prizes for school awards and for the Red Ribbon Week Contest for students.

**School/Community POD Awards:** These are open to schools and any youth serving organizations. Sign up at this link.

[https://docs.google.com/forms/d/e/1FAIpQLScWe8E4hcNCFenZqUjobyfymegZpO5aSm-tTjqhJgV5ukpIBw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScWe8E4hcNCFenZqUjobyfymegZpO5aSm-tTjqhJgV5ukpIBw/viewform?usp=sf_link)

**Red Ribbon Week Contest:** Teachers or parents may send entries to 301 Elm Ave SW, Roanoke, VA 24016, or email them to RAYSACORG@gmail.com.

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# COVID-19 FRIENDLY IDEAS

## SCHOOLS

- Zoom/In-School Spirit Week Ideas:
  - "Give Drugs the Slip" -Wear slippers.
  - "Sock It to Drugs Day" - Wear crazy socks.
  - "Team Up Against Drugs"- Wear your favorite sport attire.
  - "Boot Out Drugs" - Wear boots.
  - "Don't Let Drugs Turn You" - Wear clothes inside out.
  - "Shade Out Drugs" - Wear sunglasses.
  - "Put a Lid on Drugs" -Wear a hat.
  - "Drugs Are Old School"- Wear clothes from another decade.
  - "Band Together Against Drugs" - Wear a bandana.
  - "Dress for Success" - Dress up as your dream job.
  - "Red Out" - Wear red.
- Use a virtual RRW backdrop on Zoom class.
- Hold a pledge drive.
- Have a local celebrity record and send a message to students.
- Hold a RRW zoom scavenger hunt.
- Decorate classroom door to match the RRW theme or have students decorate their bedroom door.
- Have a RRW bookmark design contest.
- Post red ribbons on school doors/trees.
- Have students decorate a poster and hang it in their window.

## SCHOOLS CONT.

- Have students write/draw about what they want to be when they grow up.
- Show students educational videos or give worksheets about drugs.
- Have students participant in RAYSAC's Red Ribbon Week Contest.
- Teach a RRW themed song.

## PARENTS

- Host a family game night.
- Take time to talk to your children about drugs.
- 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.
- Encourage your children to sign the RRW pledge.
- 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 ruin lives.
- Tie a red ribbon on a tree on the front yard.

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## COMMUNITY

- Have a business show support of RRW (wear red ribbons, decorate the office, send encouraging cards to a local school, tie a red ribbon on the business door).
- Invite a police department to present to students or have the K9 department come.
- Ask a civic/volunteer group to be a part of the school celebration.
- Ask an area university's mascot or step team (or other groups) to send a message to students.
- Ask after-school programs to recognize RRW and incorporate the message.
- Ask community grocery stores if students can write RRW messages on paper bags to be given to customers during RRW.
- Ask community businesses for their support and donate items, such as a student poster, for business doors/windows.
- Put a message in the community newspaper.
- Send a letter to area churches to recognize RRW in their bulletins.
- Send student messages to local news programs.

## 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)

### National Red Ribbon Week Planning Guide

#### 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>

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