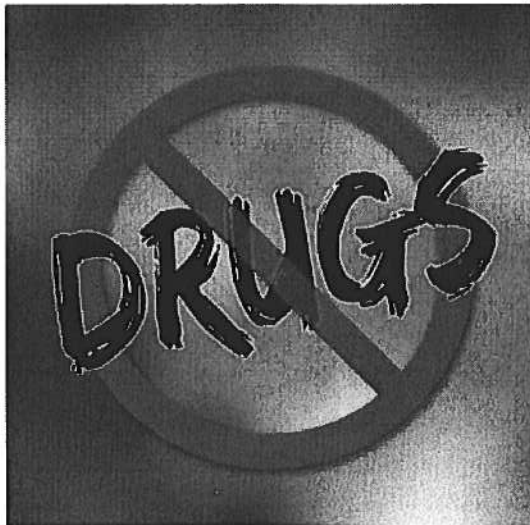




The History of Red Ribbon Week

National Family Partnership (NFP) is a nonprofit organization founded in 1980 by a small group of concerned parents. They were determined to play a leadership role in drug prevention. Nancy Reagan was an honorary Chair of NFP. Since its founding over thirty years ago, NFP has always been working towards the well-being of today's youth. The NFP is a national leader in both drug prevention education and advocacy. "Our mission is to lead and support our nation's families and communities in nurturing the full potential of healthy, drug free youth." One campaign that the NFP is well known for is the Red Ribbon Campaign.



About the Red Ribbon Campaign

The NFP organized the first Nationwide Red Ribbon Campaign to provide drug awareness. Since its beginning, the Red Ribbon campaign has reached millions of people around the world. It started when a DEA agent, Enrique Camarena, was kidnapped and tortured to death in Mexico. Camarena was quoted telling his mother, "I'm only one person, but I want to make a difference." The DEA sent Camarena to work undercover in Mexico to investigate a major drug cartel. In 1985, Camarena was found in a shallow grave having been tortured to death by members of the cartel. In response, people around the country wore red ribbons

as a symbol of their commitment to raise awareness of the negative effects caused by drugs in America. In 1988, NFP sponsored the first National Red Ribbon Celebration. Several coalitions were formed in Camarena's honor and embraced his belief that one person can make a difference.

About Red Ribbon Week

Red Ribbon Week itself is the oldest and largest drug prevention campaign in the country. It is always during the last full week in October. Red Ribbon Week serves as a method and opportunity for communities and individuals to take a stand against drug abuse and educate others on its destruction. In addition, lmdrugfree.com reports that Red Ribbon Week commemorates the sacrifice made by Camarena in his effort to create a drug free world.

TAKE-HOME CHALLENGE

My Dreams Are Too Big For Drugs!

1

"Letter to my Future Self"

Imagine your life in 10 to 15 years. What would it look like if you decided to use drugs? What would it look like if you decided to stay drug free?

2

"Personal Goals"

Share your personal goals with your family and friends. Post them somewhere that you can see them to remind yourself of the benefits of staying drug free.



Parents' Pledge

- ✓ We will talk to our children about the dangers of drug abuse.
- ✓ We will set clear rules for our children about not using drugs.
- ✓ We will monitor our children's behavior and enforce appropriate consequences, so that our rules are respected.
- ✓ We will encourage family and friends to follow the same guidelines to keep their children safe from drug abuse.

Students' Pledge

- ✓ I pledge to make the world a better place for adolescents like me to grow.
- ✓ I pledge to keep my dreams alive and be all that I can be.
- ✓ I pledge to help others and to keep myself drug free.

Student Name (Please print): _____

Student Signature: _____

Parent or Caregiver Signature: _____

Date: _____

10 TIPS

TO KEEP YOUR KIDS SAFE,
HEALTHY AND DRUG FREE

- 1 Start talking with your kids at an early age about drugs.**
 - 2 Listen carefully to your child and educate yourself so you can answer his or her questions.**
 - 3 Be a model of healthy behavior for your child.**
What they see is what they do. Kids learn best by example.
 - 4 Don't be afraid of setting rules.**
Parental disapproval of drug use plays a strong role in keeping kids drug free. Be in charge.
 - 5 Get to know your children's friends and their parents.**
Work together with the parents to set common boundaries and monitor behavior. There's strength in numbers.
 - 6 Keep your children engaged in after school activities.**
Children who engage in extracurricular activities, such as sports, gain confidence and life skills. But, don't overdo it. Give your kids some downtime to relax and recharge.
 - 7 Make sure your child's school has anti-drug policies.**
Learn your kid's schools policies and if they don't exist, work to create them.
 - 8 Get involved in your child's school.**
Parental involvement is a strong predictor of academic success. Your presence will make a difference.
 - 9 Lock your meds at home.**
Secure your medicine cabinet at home, take inventory regularly and safely dispose of unused medication.
 - 10 Eat dinner together regularly.**
Kids who eat dinner with their families 5 or more times a week are much less likely to experiment with and abuse drugs and alcohol.
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