



# RBUSD • RED RIBBON WEEK



## WHAT IS RED RIBBON WEEK?

Red Ribbon week started as a way to pay tribute to a Drug Enforcement Administration Agent named Enrique “Kiki” Camarena, who died while investigating drug traffickers in Mexico. In memory of his hard work fighting against drugs and his commitment to keeping kids safe and drug-free, his community of friends and family started this tradition of wearing red ribbons as a way of showing their love of Kiki and respect for his hard work.

The Red Ribbon has now become a symbol for the drug free movement. Over 100,000 schools and organizations nationwide celebrate Red Ribbon Week, making it the most successful drug prevention event ever held.

It is our hope that together, we can make all of our students aware that a healthy lifestyle and drug free future is available to each and every one of them.

## Drug Prevention Begins with Building Character – Making Healthy Choices Every Day!

- **Self-Esteem** - it is important to your child no matter what age. Be sure to tell them when they do a great job and when you are proud of them. This promotes having the confidence to make good decisions.
- **Encourage and model healthy habits** – Help them find healthy ways to cope with stress (sports, art, music, mindfulness or yoga). Encourage eating right, staying active and getting enough sleep.
- **Build strong decision-making skills** – discuss ways to say no to peer pressure; encourage them to think for themselves. Start by letting them pick their own clothes, shoes, and school supplies. Let them express themselves freely.
- **Positive role modeling** – Did you know children of parents who talk to their kids regularly about drugs are 42% less likely to use drugs? Do not be afraid to talk to your child about the dangers of drugs.
- **Setting rules** - be warm but firm. Let your children know exactly what you expect from them while reminding them that they can make good decisions about their health.

### Parent Resources

<http://www.abovetheinfluence.com/>  
<http://www.nida.nih.gov/parent-teacher.html>  
<https://www.southbayfamiliesconnected.org/high>



**Red  
Ribbon  
Week**  
Drug-Free America



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SCHEDULE OF EVENTS ~ OCT. 27 - 31

MONDAY, OCTOBER 27



## TURN AWAY FROM POOR CHOICES

Kick off Red Ribbon Week by wearing your t-shirt backwards!



TUESDAY, OCTOBER 28

## TEAM UP AGAINST MISTREATMENT

Wear your favorite team or sports jersey!



WEDNESDAY,  
OCTOBER 29

*Love yourself*

Show yourself  
some love by  
wearing **RED**!



THURSDAY, OCTOBER 30

## WE VOTE TO BE **HEALTHY**

Celebrate healthy choices by wearing **RED**, **WHITE**, and **BLUE**!



FRIDAY, OCTOBER 31

## SAY "BOO" TO UNHEALTHY CHOICES

Dress in your Halloween costume for our parade.

