



RED ^{week} RIBBON

October 23-31, 2011

paint illinois red



DEFA

ILLINOIS DRUG
EDUCATION ALLIANCE

HISTORY OF RED RIBBON

The Red Ribbon Campaign began in 1985 after the death of Special Agent Enrique “Kiki” Camarena of the U.S. Drug Enforcement Administration (DEA). While working undercover in Mexico, Kiki was caught, tortured and murdered by drug traffickers. IDEA, along with the Virginia Federation of Parents, organized the first national Red Ribbon Campaign to recognize Kiki’s fight.

The Red Ribbon became a symbol of zero tolerance of illegal drug use and a commitment to a drug-free lifestyle. It also serves to recognize volunteers and professionals working in the field of drug prevention, drug demand reduction, law enforcement, and treatment.



Alone, a red ribbon cannot change the world. However, the red ribbon can be a reminder that year-round prevention must be a priority of every community and a message given in every family.

LET’S TAKE THE THEME OF THIS YEAR’S CAMPAIGN &

Paint Illinois Red is a way to raise awareness for Red Ribbon Week. It is a simple and inexpensive activity for any group to participate, no matter its size or budget.

The basic idea is, on Wednesday October 26th, you paint one index fingernail red. This should generate discussion when someone asks you about it. It will be your opportunity to share the story of Red Ribbon and your commitment to a healthy lifestyle.



LOOKING FOR IDEAS? SET UP A PLACE, DURING LUNCH, WHERE NAILS CAN BE PAINTED AND USE IT AS A FUNDRAISER AS FOR A DONATION . IT COULD BE USED AS PRICE OF ADMISSION TO AN EVENT (SHOW YOUR NAIL AND GET IN FREE!) . PAINT A NAIL OF THE MAYOR, BUSINESS OWNER, ATHLETE, LAW ENFORCEMENT . BE CREATIVE!

THIS YEARS CONTEST

Be creative in painting your school or community **RED**. Send in a video or photo(s) showing how you painted your school or community **RED** to raise awareness about the Red Ribbon Campaign. The most creative and unique “paint job” will be recognized by IDEA with a certificate. There will be a winner in the school category, as well as, community category. Attach the following to your entry:

{ Send entries by November 15, 2011 to:
Paul Perrone 4000 St. Francis Drive,
Rockford, IL 61103 }

Category (circle): SCHOOL / COMMUNITY

Contact Person: _____

Address: _____

City: _____ / IL / Zip: _____

Email: _____ @ _____

Phone: (____) _____

School Name: _____

Community/ City: _____



- Conduct a Red Ribbon program for parents, nursing homes and others with skits, songs, and other student performances.
- Distribute red ribbons throughout the community making sure everyone knows what the red ribbon represents.
- Offer half-price admission to all home sporting events to anyone wearing a red ribbon.
- Plan a “Walk Away from Drugs” walk-a-thon and donate the money to a local prevention organization.
- Host a local poster and local newspaper essay contest based on a red ribbon theme.
- Have students support red ribbon and prevention by writing letters to the editor.
- Host a Red Ribbon “Family Night” filled with a variety of prevention messages through the use of games.
- Sponsor a Red Ribbon event emphasizing the importance of promoting individual wellness.
- Invite students to write and sign their own personal pledge cards.
- Invite local businesses to give a 2 for 1 special to anyone wearing red on Wednesday of Red Ribbon Week.
- Use student or community leader’s baby pictures for a giant collage entitled, “Born to be Drug Free.” Make it a contest by matching faces to names.
- Have students write a testimonial, a sort of celebrity endorsement, telling younger students in your district the reason they choose a drug free life.
- Have your city council offer a Red Ribbon Proclamation urging community support of Red Ribbon Week.



A NEW RED RIBBON

Listed below are samples of ways you can integrate drug education / red ribbon activities into your school curriculum. Develop your own creative and unique way to integrate drug education / red ribbon material into your daily teaching. Awards will be given to the teacher and school submitting the entry.

CONTEST

Submit your plan with the registration form on or before November 15, 2011 to:

Send entries by November 15, 2011 to:
Paul Perrone 4000 St. Francis Drive,
Rockford, IL 61103

INTEGRATED CURRICULUM ACTIVITIES

Listed below are samples of activities that can be integrated into the general classroom curriculum. We encourage teachers, who wish to become actively involved in the Illinois Red Ribbon Program, to include these in their weekly lessons. Adapt as you see appropriate for your grade level - use your imagination and creativity.

art

- Encourage participation in the Red Ribbon Poster Contest.
- Have student PAINT what they consider is a healthy community.

- Encourage participation in the Red Ribbon Essay Contest.
- Have students write a report on a specific drug after researching articles.
- Have students watch weekend sports on T.V. and have them report on what they believe is the impact of commercialization of alcohol to promote sporting events.

English

math

- Have students determine the cost of tobacco use for a day, month, year and ten year period.
- Have students do computations on the health care costs related to drug use.

music

- Have students create a "rap" or song with a prevention message.
- Students can look at the lyrics in songs and write a position paper on censorship.



A NEW RED RIBBON

CONTENT

cont.

science

- Discuss and/ or trace the effects of chemicals on the brain or body in general.

- Discuss current events from the newspaper relating to drug use.
- Have students do research on neighboring countries who serve as a direct supply line of illegal drugs into our country.

social studies

physical education

- Discuss the effects of drugs on motor performance.
- Research the topic of Performance Enhancing Drugs and their effect on the body.



REGISTRATION FORM

Name: _____

School: _____

Address: _____

City: _____ / IL / Zip: _____

Email (teacher) : _____ @ _____

Phone: (_____) _____

List the entry subject area: _____

governmental PROCLAMATION

WHEREAS, the theme of Red Ribbon 2011 is PAINT ILLINOIS RED; and

WHEREAS, drug and alcohol abuse has a devastating effect not only on the individual but also the family and entire community; and

WHEREAS, research indicates that young people who avoid the early use of alcohol, tobacco, and other drugs are less likely to engage in self-destructive behaviors and actions that place individuals and community property in harms way; and

WHEREAS, the Illinois Drug Education Alliance is promoting the Red Ribbon Campaign throughout the state to raise awareness and constantly remind us of the dangers of illegal drug use; and

WHEREAS, the 2011 observance of Red Ribbon week provides residents of (name your city) the opportunity to demonstrate their commitment to healthy, drug-free lifestyles by actively participating in PAINT ILLINOIS RED.

NOW, THEREFORE, I (name your mayor), mayor of (City) do hereby proclaim October 23-31, 2011 as RED RIBBON WEEK throughout the city of (name your city) and encourage all citizens to work together in making our community a healthy and safe place to live.

board of education PROCLAMATION

WHEREAS, children face decisions about using alcohol, tobacco and other drugs as early as their elementary school years; and

WHEREAS, illegal drug use has a negative impact on student attendance and all academic areas; and

WHEREAS, it is critical to reach youth, at an early age, with anti-drug messages and encourage them to choose healthy lifestyles; and

WHEREAS, parents, teachers, and community leaders play an important role in providing positive activities which give youth the opportunity to channel their creative energies in positive directions; and

WHEREAS, (name your school district) is taking a leadership and active role in the Red Ribbon Program by promoting the PAINT ILLINOIS RED theme; and

WHEREAS, the most precious resource we have, our future leaders, are the children we see daily in our classrooms.

NOW, THEREFORE, the Board of Education of (name your district) does hereby proclaim October 23-31, 2011 as Red Ribbon Week in our school district and urges all citizens to assist our youth in making a commitment to a drug-free life.

Superintendent

Board of Education President

RED RIBBON WEEK

IDEAS

TO HELP YOU GET STARTED!

DECLARATION DAY

- Place red ribbons and bows all over your school!
- 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.
- Decorate your recreation centers, churches or synagogues, government building or other areas.
- String a banner across the front of your school, your main street, the entrance to your football field, etc. proclaiming Red Ribbon Week.
- Hold Declaration Contests: turn red the doors, rooms, lockers, halls, bulletin boards, entry way, cafeteria, fences, and trees in front of your school.

INFORMATION DAY

- Invite a speaker to talk to your school, organization, or business about current drug trends.
- Give a speech in your classroom on a drug related topic.
- 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.
- Intercom messages, audio or video, can be made daily to highlight activities and deliver the message of the harmful effects of drug use.
- Develop a Jeopardy or Wheel of Fortune Game with drug related information.
- Hold a debate on the topic of legalization.



FAITH DAY

- 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.
- Conduct a session on spirituality and substance abuse.
- Plan FUN, drug-free youth group activities.



REACH OUT DAY

- Make sure your neighbors and classmates wear Red Ribbons.
- Ask your local mall to participate by passing out Red Ribbons.
- Serve as a volunteer at a Red Ribbon Week event, give your time and energy to this cause.
- Reach out to someone who has been inactive in Red Ribbon and involve them in the Red Ribbon Week Campaign.

WEAR RED RALLY DAY

- Wear a Red Ribbon.
- Paint a finger nail red.
- Have a crazy red hat contest.
- Give an award to the classroom covered with the most red or present an award to the class with the most people with red clothing.
- Have a rally at school, invite all the parents and neighbors.
- Have a block rally in your neighborhood, decorate the block red.
- Have a rally at city hall by inviting the entire community, include school bands, cheerleaders, and drug prevention speakers.
- Encourage the media to visit your Red Ribbon Week activities and share the drug prevention message with the rest of the community and state.



PLEDGE DAY



- Design your school 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.
- Have a contest to see which class/ school can sign the most pledges.
- 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, letter to editors, and short stories explaining what being drug-free means to you and your future.

RECOGNITION DAY

- Give special recognition awards to individuals and groups who have made outstanding contributions to tobacco, alcohol, and other drug use prevention efforts 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 contest you have conducted during the campaign.
- Do not forget to recognize your teachers and administrators for the time and energy they spent making Red Ribbon Week a success.
- 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.



SPORTS DAY

- 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.
- Have cheerleaders create original drug-free cheers.
- 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 carrying drug prevention banners.
- Invite your fellow school students to join you in the parade to demonstrate the strength of your commitment to be drug-free.
- 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.
- Provide half price admission to anyone wearing a Red Ribbon.



DAILY RED RIBBON WEEK ACTIVITIES

Take the theme for each day listed below and choose an activity from the "IDEAS to Help You Get Started" and build it into the day.

OCTOBER 23:	PRAYER DAY
OCTOBER 24:	WEAR RED DAY
OCTOBER 25:	DECLARATION DAY
OCTOBER 26:	PAINT ILLINOIS RED CAMPAIGN
OCTOBER 27:	PLEDGE DAY
OCTOBER 28:	SPORTS DAY
OCTOBER 29:	RECOGNITION DAY



FOR PARENTS ONLY

Red Ribbon Quoteable Quotes

"Your children need your presence more than your presents." Jesse Jackson

"Don't worry that children never listen to you; worry that they are always watching you." Robert Fulghum

"If you want children to keep their feet on the ground, put some responsibility on their shoulders." Abigail Van Buren

"If there is anything that we wish to change in the child, we should first examine it and see whether it is not something that you could better be changed in ourselves." C.G. Jung

"Too often we give children answers to remember rather than problems to solve." Roger Lewin

"There are two lasting bequests we can give our children. One is roots. The other is wings." Hodding Carter, Jr.

"Do not ask that your kids live up to your expectations. Let your kid be who they are, and your expectations will be in breathless pursuit." Robert Brault

"Each day of our lives we make deposits in the memory banks of our children." Charles R. Swindoll

"There is only one pretty child in the world, and every mother has it." Chinese Proverb

"Good, honest, hardheaded character is a function of the home. If the proper seed is sown there and properly nourished for a few years, it will not be easy for that plant to be uprooted." George A. Dorsey

"Parents need to fill a child's bucket of self-esteem so high that the rest of the world can't poke enough holes to drain it dry." Alvin Price

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