

# Keeping Kids Safe

A GUIDE TO DRUG AND ALCOHOL PREVENTION



# About Red Ribbon Week

In 1980, a handful of concerned parents banded together to fight drug addiction.

They became the National Federation of Parents for Drug Free Youth, now known as the National Family Partnership. In 1988, the organization started the National Red Ribbon Celebration.

## HISTORY

The Red Ribbon Campaign, known principally by Red Ribbon Week, celebrated by millions of schoolchildren from Oct. 23-31 every year.

Red Ribbon Week is a prime opportunity for communities to take a stand against drugs. National Family Partnership sponsors the week of celebration and sells items related to each year's theme. Proceeds from the sale of this merchandise helps support prevention programs across America. Available merchandise includes banners, posters, hand sanitizers, sunglasses, face masks and more.



MARYLAND NATIONAL GUARD

## VIRTUAL ACTIVITIES

Parents, teachers and campaign leaders can also download free planning guides, promotional materials and more at [RedRibbon.org](http://RedRibbon.org). The site is also full of virtual activities your campaign can lead. If your community is still social distancing, for instance, the National Family Partnership suggests a cruise

by parade. Make a car caravan – and ask local police and fire departments to join you – and have a drug-free parade through neighborhoods. Invite school mascots, teachers, cheerleaders and more. You can also plant red flower bulbs to bloom the next spring, reminding everyone of the importance and beauty of a drug-free life.

National Family Partnership also sponsors a social media challenge by snapping selfies and posting them to social media. You can either print out this year's Red Ribbon theme sign or use a digital download. Don't forget the hashtags #drugfreelookslikeme and #redribbonweek.

If you have a local landmark that lights up on holi-

days, contact them about turning red for Red Ribbon Week and then publicize it and have participants take pictures for the social media challenge and photo contests.

## FAMILY TABLE TIME

Teens who eat dinner with their families are less likely to use drugs and alcohol, the National Family Partnership

says. Family Table Time is a subscription, 52-week family activity kit that establishes lifelong family habits and traditions via weekly family meetings. The kit includes character and value topics, physical activities, and other things that will help your family create memories and stay organized. Learn more at [FamilyTableTime.com](http://FamilyTableTime.com).

# Enrique ‘Kiki’ Camarena

Enrique Camarena was an American intelligence officer for the U.S. Drug Enforcement Agency.

A native of Mexico, he and his family emigrated to Calexico, California, when Kiki was a child. His parents divorced, and his family was very poor. In 1965, his older brother Eduardo, a Marine,

was killed in Vietnam. The next year, Camarena graduated from Calexico High School and also joined the Marines.

## **POLICE CAREER**

After his discharge from

the Marines in 1970, Camarena returned to Calexico and joined the police department, eventually becoming an undercover narcotics officer on the Imperial County Narcotic Task Force. In 1973, the DEA was established and started a program hiring Spanish-speaking agent. Camarena joined the agency and worked in the Calexico office before being transferred to Fresno in 1977.

In Fresno, Camarena excelled in undercover work, battling drug smuggling in the San Joaquin Valley. A colleague suggested he apply for an opening in Guadalajara. By now, Camarena was married and had three sons, and a foreign assignment was an upward move in his career. He joined the Guadalajara office in 1980. In that office, he fought large-scale marijuana growing operations, including a 2,500-acre plantation known as Rancho Bufalo, busted in 1984.

On Feb. 7, 1985, Camarena,

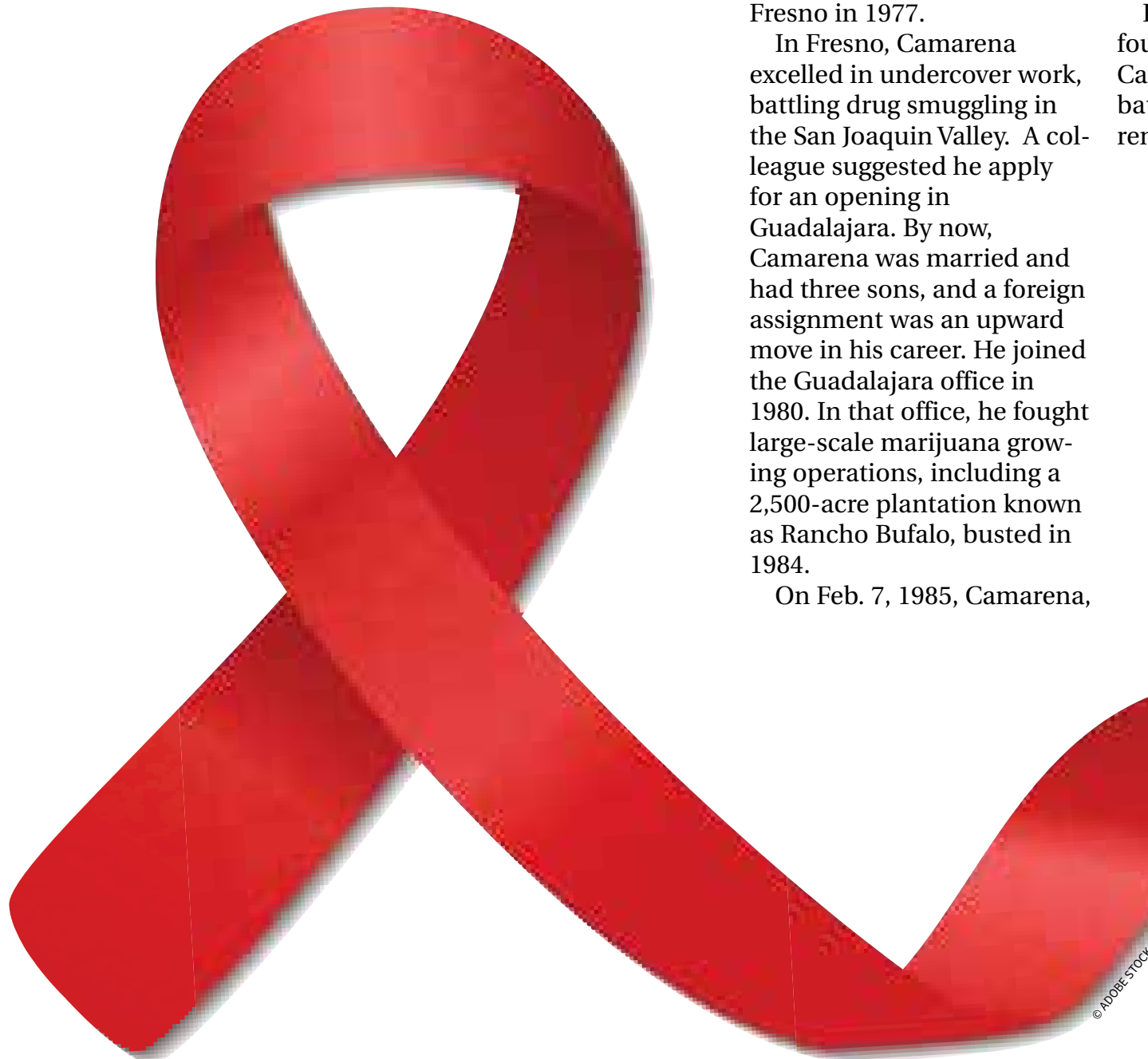
who was suspected of being the source of information in the Rancho Bufalo operation, was abducted by Mexican officials working for drug traffickers. He was taken to a home where he was tortured for 30 hours and then murdered. His body was wrapped in plastic and dumped outside of La Angostura, Mexico.

## **CAMARENA AND RED RIBBON WEEK**

Red Ribbon Week was founded in honor of Camarena’s memory and his battle against illegal drugs. To remember Camarena, friends

and family began to wear red satin ribbons. At the same time, anti-drug coalitions such as the National Federation of Parents for Drug Free Youth, adopted Camarena and his mission – and the red ribbons.

Today, the Red Ribbon Campaign educates youth and encourages participation in drug prevention activities. Since 1988, it has reached millions of U.S. children and families, the National Family Partnership says, and continues to be a leader in drug prevention education and advocacy.



UNITED STATES DRUG ENFORCEMENT ADMINISTRATION



RED RIBBON CAMPAIGN

# Youth Leader Awarded

The Enrique Camarena Red Ribbon Award honors people who make significant contributions to drug prevention, embodying the slain DEA agent's belief that one person can make a difference.

This year's winner is J. Keagan Miller, a unit commander for the Miami Valley Young Marines of Ohio, based in Dayton, Ohio.

"I was surprised and very honored to even be considered for such a prestigious award," Miller said in a news release. Miller joined the Young Marines after enlisting as a Marine himself in 2000. He's worked on drug prevention with the group since 2016.

Miller was nominated by Kaylyn Lonergan, the drug demand reduction coordinator for the Young Marines.

"It's exciting to win an award like that, and I guess I'm even more excited because I was nominated by our head-

quarters at Young Marines," Miller told Miami Valley Today. "Making a difference in the lives of others is a tough thing to gauge. I stick to my rule of doing what I think is right and hope for the best outcome from it."

The Miami Valley Young Marines was founded in 1998 as the Dayton Young Marines. The group promotes the mental, moral and physical development of its members while also teaching the values of leadership, teamwork and self-discipline. These skills allow the Young Marines to live and promote a drug-free lifestyle, the Red Ribbon Campaign says. The Young Marines is not a program with youth

for disciplinary problems or histories in juvenile court, the organization says, but is open to any child from age 8 to graduation.

The Department of Defense awarded the Miami Valley Young Marines twice with the Fulcrum Shield Award for excellence in youth anti-drug programs.

Miller completed nearly 500 education hours on drug demand reduction. His Young Marines unit is a member of the Montgomery County Drug Free Coalition, and that group regularly collaborates with Young Marines to enhance drug prevention efforts. Miller's Young Marines also work with

the Families of Addicts, a local Ohio group that focuses on recovery.

He also spearheaded the development of drug prevention education videos that are used throughout the Young Marines organization. Miller's youth members lead virtual classes and have developed and hosted a virtual Healthy Drug-Free Lifestyle Challenge.

Miller is married and has three children.

"There are many ways to make yourself happy in life," Miller says. "Drugs shouldn't be one of them. Surround yourself with good people and good things happen."

# Lock Up Your Meds

The National Family Partnership, sponsors of Red Ribbon Week, also runs Lock Your Meds, a national campaign designed to reduce prescription drug abuse.

The majority of kids who experiment with prescription drugs get the drugs from family members or friends' families without consent, National Family Partnership says, saying that every day more than 1,700 children and young adults begin experimenting with prescription drugs.

## MYTHBUSTING PRESCRIPTION DRUG ABUSE

Some teens and children believe that because medicines were prescribed by a doctor, they're safer than illegal street drugs, the National Family Partnership says. For over-the-counter drugs, kids may think they're safe because they've been given safe doses by their parents for common illnesses and because they see pharmaceutical ads.

National Family Partnership says 40% of teens believe prescription and over-the-counter medicines are less addictive and dangerous than street drugs. More than 7 million young people say there's nothing wrong with using non-prescribed medicines



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periodically and that parents don't care as much if you get caught.

## SAFE DISPOSAL OF PRESCRIPTION DRUGS

More often than not, our medicine cabinets are full of seemingly innocent prescription drugs that can lead curious kids and teens down the path to addiction. These include prescription pain pills from a past surgery, cough

medicine from last year's cold and flu season and more. Here are some tips for safely disposing of prescription drugs:

- Remove drugs from your medicine cabinet and hide them, lock them up or take them out of your house completely.
- Safeguard medications that have to remain at home by monitoring quantities and controlling access to them. Take inventory of your medi-

cations by writing down the names and amounts you have left and checking to see if anything is missing.

- Set clear rules with your children regarding prescription drugs. Always monitor their dosages and refills and tell your children not to share their medications.
- Tell your children that taking prescription or over the counter drugs without supervision can be just as dangerous

as taking illegal street drugs.

- Supervise your children on the Internet. Some pharmacy sites will sell drugs without a prescription.
- Properly dispose of old, expired or unused medicines in the trash. Hide or mix them in with cat litter or coffee grounds before throwing them away. Do not flush medications down the toilet unless the label indicates it's safe to do so.

# How to Get Involved

## It's easier than ever to join the Red Ribbon Campaign.

Slain DEA agent Enrique Camarena believed one person could make a difference and, this year, that one person can be you. Keep reading for tips on how to get involved.

### STUDENTS

- Make a drug-free pact with your friends and hold each other accountable to it.
- Plan a school-wide Red Ribbon rally.
- Join Students Against Destructive Decisions or start a chapter for your school.
- Contact your local government about declaring Oct. 23-31 Red Ribbon Week in your community.
- Enter the Red Ribbon photo contest for a chance to win an iPad for you and your family and \$1,000 for your school.
- Participate in the Red Ribbon Week social media challenge.
- Plan fun celebration days during Red Ribbon Week. Some ideas are Wear Read Day, Put a Cap on Drugs Day, Pot a Sock on Drugs Day, Shade Out Drugs Day (wearing sunglasses), Be on a Drug Free Team (wear sports gear) and more.
- Write the them for the 2022 Red Ribbon Week. The winning student gets \$500 in Red Ribbon theme merchandise for your school. This year's theme, "Drug Free Looks Like Me," was created by Marin

Wurst, a 7th-grader at Solon Middle School in Solon, Ohio.

- Write an article about Red Ribbon Week for your school newspaper.

### PARENTS

- Secure and take inventory of your medicine cabinet to prevent prescription drug abuse.
- Bring Red Ribbons to your place of work.
- Work with your school's parent-teacher association to plan an Red Ribbon Rally.
- Use Red Ribbon Week to talk to your kids about drugs.
- Get your neighbors together and plan a neighborhood watch program to fight drug use in your neighborhood.

### EDUCATORS

- Use the Natural High free celebrity drug prevention program in your classroom. It comes with a Common Core Standards-based curriculum.
- Organize essay contests in your school.
- Decorate your school for Red Ribbon Week.
- Create a drug-free pledge banner and have all students and faculty sign it.

### GOVERNMENT OFFICIALS

- Sponsor a local school or school system with Red Ribbon merchandise.
- Add "Celebrating Red Ribbon Week" to your email signature.
- Proclaim Oct. 23-31 as Red Ribbon Week in your community.
- Raise money for local drug prevention organizations.



# Drug Free Looks Like Me

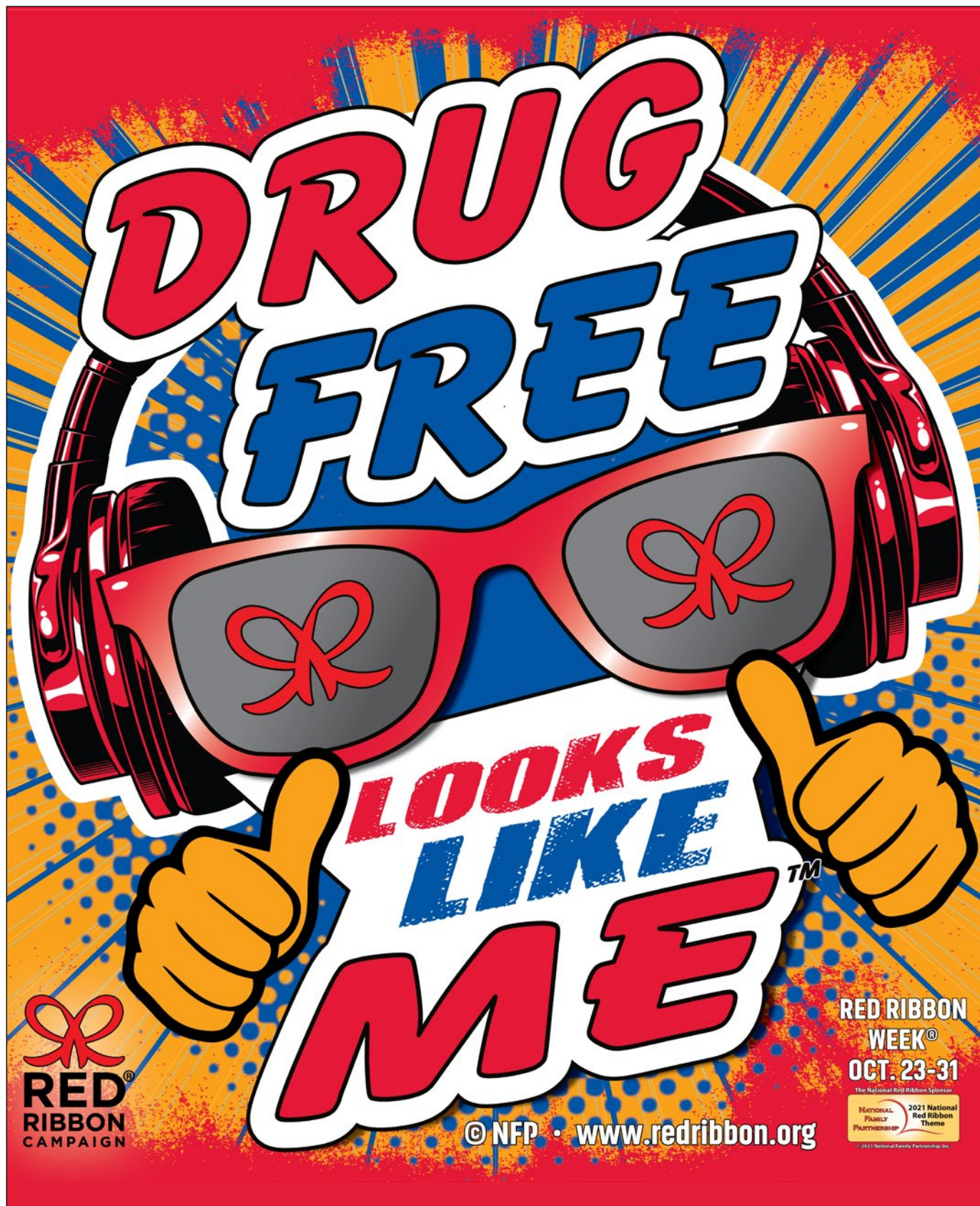
Marin Wurst, a seventh-grader at Solon Middle School in Solon, Ohio, penned this year's Red Ribbon Week theme, "Drug Free Looks Like Me."

Her theme was chosen, the National Family Partnership says, because it best describes how all of us must do our parts to keep our communities drug-free. Everyone in the community can serve as an example of what we can achieve through dedication, care and commitment, and this theme encourages everyone to use their voice to make a difference to matter who they are, where they're from or what they do.

"I was so surprised to hear the news that my theme won and I'm very excited," Wurst said. "Being drug-free is important to me because I want to stay healthy and have a good life. I'm proud that drug-free looks like me!"

Wurst spends her free time playing soccer, making clay figurines, sketching, painting and playing video games. She wants to be a doctor when she grows up.

Theme submissions for 2022 will be accepted through Dec. 4, 2021. Winners of the contest receive \$500 in Red Ribbon Week-themed merchandise. You can email submissions to [redribbon@nfp](mailto:redribbon@nfp).



## Submit a Theme Idea

Email submissions to [redribbon@nfp.org](mailto:redribbon@nfp.org) or by mail to National Family Partnership, 2490 Coral Way, Floor 3, Miami, FL, 33145. Please include your name, school, telephone number and email address.

zation reserves the right to select the theme or design from one submission and match it with another submitted theme or design. In those cases, there will be two contest winners.

Remember that Red Ribbon Week is celebrated across America. Banners and signs are often hung from mar-quees and fences, so your design should work well in those scenarios. Themes should be brief and catchy. Some examples are:

- Send a Message. Stay Drug Free.
- YOLO. Be Drug Free.
- Love Yourself. Be Drug Free.
- The Best Me is Drug Free.
- Drug Free is the Key.

Red ribbons should feature prominently in your design, but don't be afraid to use other colors, too. Entries can use a unique design or include the Red Ribbon Week's double-looped R logo, but no artwork is required.

org or by mail to National Family Partnership, 2490 Coral Way, Floor 3, Miami, FL,

33145. Please include your name, school, telephone number and email address.

All entries become property of National Family Partnership, and the organi-

# Red Ribbon Photo Contest

Anyone can enter the Red Ribbon Week Photo Contest, and it's really easy.

By entering, you can show your spirit for a drug-free community and to win an iPad for you and your family and \$1,000 for a K-12 school of your choice. There will be 20 winners in the U.S., two winners in each region of the country.

Here's how to enter.

## IN THE COMMUNITY

Start by decorating your home, front door, mailbox or fence with the double-looped Red Ribbon and decor that supports this year's theme, Drug Free Looks Like Me. The words "Drug Free Looks Like Me" must be featured.

Take a picture of your Red Ribbon decoration, preferably with people in it, and upload it to [RedRibbon.org/contest-2021](https://www.RedRibbon.org/contest-2021). You must be 18 years or older, so if you're a student, let parents or teachers send in your entry. Entries must be in a .jpg, .gif or .png format.

Last step! Ask your friends, family, colleagues and school contacts to vote for your photo on the Red Ribbon Campaign's website.

Home entry categories include:

- Most Creative Home.
- Best Use of Family and Community.
- Best Use of the Theme.
- Most Ambitious.
- Most Educational.



STEVEN HOOVER/ U.S. ARMY

## IN SCHOOLS

Schools can submit a photo of a school or virtual school decoration. Decorate your school with the double-looped Red Ribbon and decor to match the theme, including the words "Drug Free Looks Like Me." School decorates must include a highly visible decoration, such as the front of

the school or front-facing aspects of the virtual school. Only one entry per school will be accepted.

If you're in a virtual school environment, use your imagination. For the best virtual photo category, take photos while using Zoom, FaceTime, Microsoft Teams or any other online virtual tool.

Then, just like in the home contest, snap a photo and upload or mail it. Students, again, let teachers or school staff send in the pictures for you. Then turn out that vote!

School entry categories include:

- Most Creative School.
- Best Use of School and Community.

- Best Use of the Theme.
- Most Ambitious.
- Most Educational.

The National Red Ribbon Week Photo contest is co-sponsored by the Drug Enforcement Administration. The entry period ends Nov. 1. Voting runs from Nov. 2-16, and winners will be announced Dec. 2.