

National Red Ribbon Week Toolbox

School Activity Ideas

Schools are a powerful resource. The success of the Red Ribbon Celebration is due to the tremendous faculty, administration, and parental involvement.

Here are some ideas that can be implemented in your local school.

- Designate a Red Ribbon Coordinator to chair a committee of students, parents, and staff.
- Encourage juniors and seniors to plan prevention activities for elementary and middle school students.
- For Middle and High School students, utilize the national campaign created and implemented by the National Youth Anti-Drug Media Campaign: "[Above the Influence](#)" and their [Activities Toolkit](#).
- Have students make a Red Ribbon banner and display it at the front of your facility or in the cafeteria or gym.
- Decorate your school (inside and outside), bulletin boards, windows, and hallways with Red Ribbon posters.
- Decorate your homeroom door with a Red Ribbon Theme
- Plan poetry contest, essay contests, poster contests, and journalism contests.
 - Participate in the Red Ribbon Poster Contest (See suggested guidelines at ncprc.org)
- Invite parents and families to a special health fair or education program
- Organize a Red Ribbon Parade/Rally with prizes for best banner, best spirit, best theme.
- Organize a Miles of Quarters Campaign (Place a long Red Ribbon and encourage students to cover the whole ribbon with quarters.)
- Schedule assemblies or lunchtime activities with local speakers, radio station remotes, along with social services and other prevention groups to allow your students to hear information regarding the dangers of tobacco, alcohol and other illicit drug abuse.

Sponsor a clothing theme:

- *"Wear Red Shirt Day"* – everyone wears a red shirt
- *"Sock it to Drugs"* – everyone wears the craziest socks they can find
- *"Boot out Drugs"* – everyone wears boots that day
- *"Red Head Day"* – everyone wears something red on their heads
- *"Living Free is No Sweat"* – everyone wears sweatpants or something similar

Kickoff Day!

- Decorate your school for Red Ribbon Week.
- Have a door decoration contest (select winners by grade and/or class).
- School PTA's can determine and solicit prizes (movie passes, etc.).

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Talk the Talk Day!

- Make this the education day. Talk to your students about the effects of drug use.
- Have students bring in tobacco/alcohol magazine ads and discuss media literacy.
- Focus on the financial aspect of drug use (how buying 1 pack of cigarettes every day adds up very fast over a month, year, etc.).

Walk the Walk Day!

- Have a “Walk all over Drugs” contest; students can perform as step teams or in a talent show.
- Walk laps around your school’s playground or track to celebrate the number of years students remain healthy and drug free.

Trash Drugs Day!

- Have students clean up cigarettes, bottles and cans in their local area.
- Discuss the importance of keeping a clean, litter-free environment.
- Drug-Free Pledge Day!
- To end the week, have students sign pledge cards to remain safe and drug free.
- Talk to students about commitment and Kiki Camarena’s commitment that ultimately cost him his life.

Pull Together Day (elementary, middle schools)

- Hold a field day centering on team games that emphasize teamwork (relay races, tug-of-war, etc.).
- Classrooms can hold a Red Ribbon rally and include drug-free cheer contests.
- Communities can also hold drug-free tournaments (hoop shoots, putt-putt, go-carts, walk-a-thons).

Better Things to Do Day (elementary, middle, high schools)

- Celebrate the many wonderful things that are better to do than drugs.
- Youth can perform skills related to a hobby (music, karate, etc.) to show the ‘better things’ they can do.
- Invite local artists, TV personalities, and others to demonstrate their own hobbies and talents.

Friendship Day (elementary schools)

- Read *Stinky the Skunk* and discuss what made the characters friends. You can purchase this book from Greenville Family Partnership (<http://store.greenvillefamilypartnership.org/>) or other sources you are aware of.
- Talk about how students can help other students stay away from drugs.
- Have the students sign a drug-free poster to remind them of their pledge to help others and remain drug-free.

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“Heroes are Drug Free” Day (middle, high schools)

- Lead discussions about Kiki Camarena; have students write essays about a hero in their lives.
- Invite businesses to either sponsor local heroes (athletes, firemen, nurses, etc.) to speak about and demonstrate their skills, or donate red ribbon supplies.
- Students can create a time capsule in which they write down what their future holds (profession they’ll choose, being drug-free in the future).

“Say Boo to Drugs” Day

- Hold a Halloween Festival with themed activities (scariest face, etc.).
- You can purchase Say Boo to Drugs supplies from Greenville Family Partnership (<http://store.greenvillefamilypartnership.org/>) or other sources you are aware of.

Additional Ideas/activities:

- Plan activities using *The Red Ribbon, A Story of Hope*. This book can be purchased from Greenville Family Partnership (<http://store.greenvillefamilypartnership.org/>) or other sources you are aware of.
- Participate in “[Plant the Promise](http://redribbon.org/blog/plantthepromise/)” <http://redribbon.org/blog/plantthepromise/>
- For Middle and High School students, utilize the national campaign created and implemented by the National Youth Anti-Drug Media Campaign: “[Above the Influence](#)” and their [Activities Toolkit](#).
- Encourage students to sign drug-free pledges and “wallpaper” the school with pledges.
- Spell “Drug Free” on the school football field, using students to form the words.
- Set up mock cemetery headstones with the names of celebrities and community members who have died as a result of others’ personal substance abuse.
- Make A Difference Day (See additional document for more information)