

## Red Ribbon Activities for Communities

- Plan a kick-off breakfast, luncheon or dinner. Plan the menu to include red foods like red berry pancake syrup or spaghetti. Include community and civic leaders.
- Have an Opening Ceremony for Red Ribbon Week at your Courthouse or City Hall.
- Sponsor a parade as a kick off for *Red Ribbon Week*. Have law enforcement vehicles including a fire engine, police car and ambulance turn on their flashing red lights in honor of *Red Ribbon Week* using the slogan "Lights on for *Red Ribbon Week*."
- Get local politicians to issue proclamations supporting *Red Ribbon Week* and prevention efforts.
- Sponsor a luncheon and honor various people throughout the community for their outstanding work and support of youth and healthy lifestyles.
- Display drug-free posters created by youth.
- Tie red ribbons around trees, flagpoles, or street light poles in the city, business community, or city park using red plastic tablecloths cut in strips or larger red ribbon.
- Decorate bags with red ribbons and prevention messages for use in local stores.
- Weave plastic red ribbon or crepe paper through chain link fences.
- Coordinate *Red Ribbon Week* activities with crime prevention officers. Invite someone from law enforcement to give a drug and alcohol presentation. If they have a drug-sniffing dog, ask them to give a demonstration. Remember – October is National Crime Prevention month.
- Have children wear their red ribbons on their Halloween costumes and say "Boo To Drugs" when trick-or-treating.
- Sponsor a non-alcoholic mixer, serving hot dogs to family members wearing red ribbons or sponsor a sobriety dance for teens.
- Ask the Chamber of Commerce to issue a challenge to businesses to decorate for *Red Ribbon Week*. It could include a Storefront / Doorfront Decorating Contest or a Red All Over Day.
- Place a *Red Ribbon Week* banner on Main Street.
- Use a "Rockin' for Red Ribbon" theme to sponsor teen dances or a rocking chair marathon.
- Include information about Red Ribbon Week in school and church newsletters one month before the awareness week.

- Continued -

## **Red Ribbon Activities for Communities (cont.)**

- Ask your local newspaper to publish a banner or page with a drug free message in red for *Red Ribbon Week*. Ask if they will create a special supplement or section for *Red Ribbon Week*. This might include information on how to host safe parties for youth, facts about different drugs, scheduling for the week and locally written articles and testimony.
- Sponsor athletic events such as a walk-a-thon (“Walk Out On Drugs”), fun-run (“Red Ribbon Run for Fun”), slam dunk/shooting contest (“Put the Slam on Drugs”), etc. as a healthier life activity.
- Sponsor a “Say Boo To Drugs” carnival at the end of *Red Ribbon Week*.
- Sponsor a “Black Tie” event to raise money for drug-free community / youth organization. Recruit leaders in the community as waiters.

### **At the end of the week**

- Send thank-you notes / letters to everyone who helped make your *Red Ribbon Week* a success.
- Print a thank-you in the newspaper listing those who helped make *Red Ribbon Week* a success.
- Publish names of contest winners as well as the winning essays, poems, etc., in the newspaper.
- Recognize local business and service organizations that support your efforts in prevention and promoting *Red Ribbon Week* celebrations.

### **Activities for Businesses**

- Have employees wear, display, and handout red ribbons.
- Include stuffers on Red Ribbon Week in paychecks, billing statements, and other mailings.
- Give a discount, small prizes, or free merchandise to people wearing red ribbons during *Red Ribbon Week*.
- Adopt a school / classroom or sponsor a community / school *Red Ribbon Week* event.
- Provide T-shirts or hats for students who participate in Red Ribbon activities. Offer incentives for student / employee / school participation.
- Car dealers could move all the red cars to the front and tie red ribbons on all car antennas in their lots.
- Display drug free messages on your marquee or in your windows for the week.
- Sponsor an activity – such as a coloring contest, fun run, bike-a-thon, or essay contest.