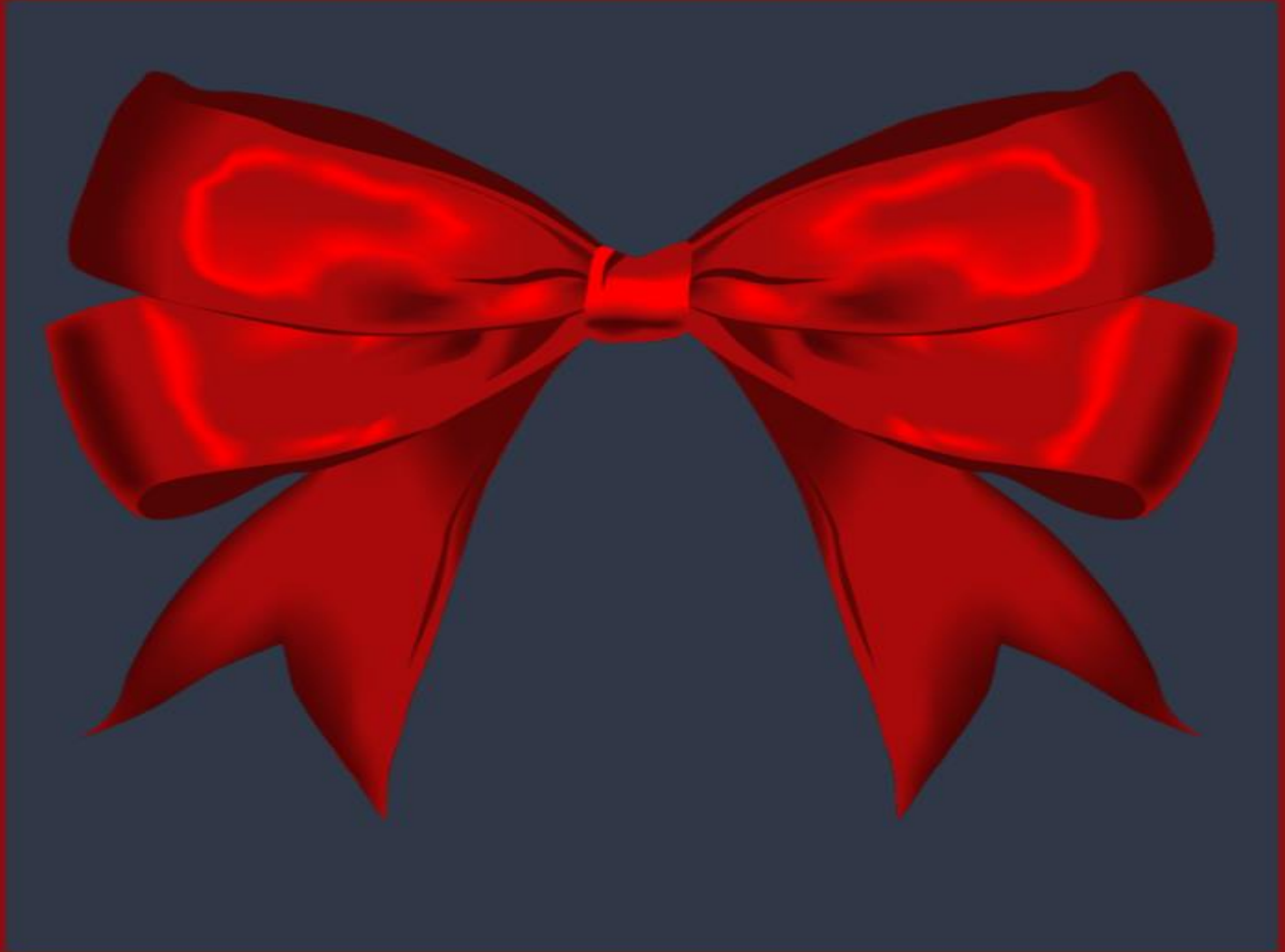


JUST SAY
SOMETHING



RED RIBBON
NOTEBOOK 2022

It started with one man...

Why do we celebrate Red Ribbon every year? Where did it come from?

Help us make Red Ribbon Week extra special this year in honor of the man whose life's work inspired the movement. 2022 makes this the 37th anniversary of the death of DEA Agent Enrique "Kiki" Camarena, the hero behind the Red Ribbon. Let us all – parents, educators, leaders – continue his legacy and make a difference in the lives of Greenville's youth by encouraging them to be drug-free while protecting themselves from the COVID-19 and other mutating viruses!



Enrique "Kiki" Camarena never asked to be a hero. All he ever wanted was a chance to make a difference and help others. Growing up poor in Mexico, he must have wondered if he would get that chance.

When he was 9 years old, his family moved to the United States. Kiki worked with his family in the field. As he picked fruit, he watched other kids head for school and often wondered what it would be like to sit on the bus or in a real classroom.

Kiki finally got the chance to go to school and he became a good student. In high school, he played on the football and basketball team. He worked on the yearbook and was voted Best All Around.

When Kiki graduated from high school, he worked his way through college and earned a degree in criminal justice.

Kiki was a marine, a fireman, and finally a policeman, his dream. He saw many of his friends get involved in drugs, but he joined the Drug Enforcement Administration, which works to keep drugs from coming into this country.

Kiki knew something had to be done to stop drugs and help his friends. His mother knew his work could be dangerous, and she tried to talk him out of it. "No," he told her, "even if I'm only one person, I can make a difference."

His mother was right. Kiki's work was often dangerous, and lonely. Old friends turned against him. But Kiki kept on with the fight against drugs.

He was such a good agent that he was sent to work undercover in Mexico. For weeks, Kiki lived among the drug lords to gather information and evidence. Just when his work was almost done, they found out who he really was. They kidnapped, tortured, and killed him. After a month, his body was discovered and returned home to his family.

Kiki gave his life in the fight against drugs. He gave his life trying to help others. To honor him, his family and friends wore red ribbons. As his story spread across the country, others began to wear ribbons, too. Now, every year millions of Americans celebrate Red Ribbon Week (October 23rd-31st) to remember Kiki and to take a stand - just as he did - against illegal drugs.

Kiki set an example for all of us. He showed us how one person can change things. And he became a hero. All he wanted to do was make a difference. We hope somewhere, somehow, he can see what a difference he's still making today.

The "The Red Ribbon, A Story of Hope" Storybook is dedicated to Kiki. It's about people who learned that they can solve problems when they work together, and that one by one they can make a difference. Kiki would have liked that.



REGISTER HERE!



JUST SAY SOMETHING'S

RED RIBBON 5K @ SUGAR CREEK

SUNDAY, OCTOBER 9th 2022

RACE BEGINS AT 4:00 PM

SCAN QR CODE FOR MORE INFORMATION!



DONATE HERE!



Program Requests

Our organization offers programs on many topics. To schedule a socially distant program for schools, parents, churches or communities, call (864) 467-4099 or fill out a [Program Request Form](#).

Red Ribbon Themes

Every year, Just Say Something tries come up with a trendy theme for the Red Ribbons provided to Upstate schools and this year is no different. Hopefully, we have been successful in coming up with some catchy, appealing, kid-friendly 2022 themes for elementary, middle, and high school students. It is our hope that despite the pandemic, these themes will excite and encourage students of all ages to participate in Red Ribbon Week activities.

Red wristbands will be provided only to Greenville County Schools on a first come, first serve basis. However, a minimum \$50 donations would be greatly appreciated as we continue to assist schools to the best of our ability in this socially distant time.

Red wristbands will be provided to elementary, middle, and high schools. To request ribbons or wristbands for your school, click <https://forms.gle/r78KrZ8nyXrJ6AnQ7>. If your school requires an invoice, please let us know. Wristbands may be picked up after Thursday, October 7, 2022.

If you don't have a theme for Red Ribbon Week, consider using a theme from the list below. For more Red Ribbon ideas & activities, visit our [Pinterest page](#).

SUGGESTED THEMES BY GRADE

ELEMENTARY

Celebrate Life. Live Drug Free. (2022)
Drug Free Looks Like Me
Bee the Best You Can Bee, United and Free!
Be Happy. Be Brave. Be Drug Free.
If You See Something. Say Something.
Drugs Bug Me
Live Life Drug Free
No Bullies No Drugs
Drug Free & Proud
Make a Difference. Live Drug Free.
I Mustache You Not to Use Drugs
The Best Me Is Drug Free
Heroes Are Drug Free
Hugs Not Drugs
I'd Rather Eat Bugs
Drugs Bug Me
Smoking Bugs Me
Say "Boo" to Drugs
Owl Never Do Drugs
Keep Calm and Bee Drug Free
We Don't Monkey Around with Drugs
Slam Dunk, Drugs are Junk
Painting a Drug Free Future

MIDDLE & HIGH

Celebrate Life. Live Drug Free. (2022)
Drug Free Looks Like Me
Bee the Best You Can Bee, United and Free!
Be Happy. Be Brave. Be Drug Free.
If You See Something. Say Something.
Using Is Losing Live Life Drug Free
No Bullies No Drugs
Drug Free & Proud
Make a Difference. Live Drug Free.
I Am Drug Free
One Way 2 Play – Drug Free
Heroes Are Drug Free
Drugs Bug Me
iTune Out Drugs
We're Voting for a Drug Free Future
Hands Off Drugs

Get Customized School Red Ribbon Supplies!

This year, [National Family Partnership \(NFP\)](#), the organization that started Red Ribbon Week in 1985 in honor of the tragic death of Enrique “Kiki” Camarena, is offering every school the opportunity to become an affiliate of NFP/Red Ribbon and/or Lock Your Meds so that they may have access to new, official, Red Ribbon Week materials in support of their Red Ribbon Week events and activities.

To become an affiliate, your school would have to pay a \$100 annual membership fee to receive the following benefits:

1. Your school’s logo printed on marketing materials.
2. Your school’s name listed on NFP’s main and Red Ribbon websites.
3. Your school’s name mentioned on NFP’s Social Media accounts
4. Use of NFP’s Official Red Ribbon Campaign or [Lock Your Meds Logo](#)
5. 10% off your order of Red Ribbon theme merchandise at [Nimcoinc.com](#) with a \$100 maximum.

If your school is interested in becoming an affiliate, please complete and submit this form: <https://www.redribbon.org/affiliates/join>

For more information, contact Elizabeth Golshteyn, National Family Partnership, at (305) 856-4886 or egolshteyn@informedfamilies.org

Red Ribbon Week Activities

Below are suggestions for Red Ribbon Week activities. We encourage you to be creative when it comes to finding ways to practice social distancing while using what works best for you and your students. Please take pictures of your activities and the students involved and email them to us at virginia@justsaysomethingsc.org and we will make sure they are posted on our Facebook page or in our newsletter. We love to see the activities going on in our schools and classrooms.

Red Ribbon 5K – Sunday, October 9, 3:00pm in the Sugar Creek Community. There will be a regular race and a Kids’ Fun Run. Join us at Sugar Creek Club House #3, 119 Stonecrest Road in Greer, SC!

- [Register Today!](#)

All Schools

- Display a Red Ribbon Banner at the front of your school, or in the cafeteria or gym. Encourage students to sign it, pledging to lead a healthy and drug-free lifestyle.
- Decorate your school, inside and outside. Decorate bulletin boards, windows and hallways with Red Ribbon Posters.
- Schedule socially distant assemblies or lunchtime activities with local speakers and radio station remotes, along with social services & other prevention groups so students can learn about the dangers of vaping, marijuana, opioids, and other substance use.
- Sponsor one of the following clothing themes or use your own if you like:
 - “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 head.
 - “Living Free is No Sweat” – everyone wears sweatpants or something similar.
- Plan activities using *The Red Ribbon, A Story of Hope*; *Robbie Rabbit*; *Stinky the Skunk*; *Doodle Bug*; or *Brothers: A Tale about Choices* books. Have older students read the storybooks or act out a socially distant play based on one of the storybooks for younger students. If you don’t already have our books, you can purchase all five storybooks with lesson plans.
- Invite parents to a special, drug education, health fair for adults.
- 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 while social distancing.
- Hold a “Red Ribbon Week Car Drive B Celebration” in which students and their families wear red clothing, hats, coats, gloves, and wristbands while riding in a car decorated with red streamers, ribbons, balloons, letters, and other festive decorations while social distancing and blowing their

horns and cheering in support of living a substance-free life. Every family can participate and it will make following social distancing rules easier.

- Take the “Red Ribbon Week Display Challenge” to create a display exemplifying the meaning of the Week. Displays may include door decorations; a bulletin board; a three-dimensional creation; or a digital display board, etc. More information regarding this challenge can be found later in this notebook.

Elementary Schools

- Hold a socially distant “**Stay Drug-Free and Boogie Dance Competition**” to show students drugs can affect their bodies so that they won’t be able to do fun things like dancing to their favorite songs.
- Have a “**Be Drug-Free Drawing/Photo Challenge**” so students can express themselves about the reasons they want to be drug-free.
- **Create a banner** with a catchy slogan for students to sign and hang up in school to serve as a reminder of their pledge to be drug-free throughout the week! Take the opportunity to show students that when they sign their names, it really means something.
- **Have students write a pledge** on a small piece of paper, insert it into a balloon, and fill the balloon with helium. Then have students release the balloons all at once while social distancing to show they are in control of their future and - just like a balloon - the possibilities of where they can go are endless.
- Host a school-wide **Red Ribbon Spirit Week**. Each day of Red Ribbon Week, schedule fun ways in which students can learn about the dangers of drugs:
 - Monday: “Wear Red Day”
 - Tuesday: “Put a Cap on Drugs Day” (Hat Day)
 - Wednesday: “Sock It to Drugs Day” (Wear crazy socks or red socks.)
 - Thursday: “Drugs Are Backwards” (Inside out Day)
 - Friday: “Drug-free Team Day” (Wear a favorite team jersey or t-shirt.)
- Hold a fun socially distant, Red Ribbon Week **rally or dance** to tie all of the knowledge gained throughout the week together!

Middle Schools

- Encourage students to **sign drug-free pledges and “wallpaper”** the school with pledges.
- Sponsor a socially distant “**Say Boo to Drugs**” **Halloween Festival** for students and their families.
- **Spell “Drug-Free”** on the school football field, using students to form the words while social distancing or spell it with red tissue paper in a fence around the school.

- Have students decorate the classroom door in a “Red Ribbon Door Decoration Competition”. Ask administrators to judge 1st, 2nd, and 3rd place winners who will receive a prize or party.
- Have students **research celebrities** who died as a result of substance abuse. Have students set up mock headstones showing why each celebrity died to demonstrate that anyone can suffer the dangerous effects of substance abuse.

High Schools

- Encourage juniors and seniors to **plan prevention activities for elementary and middle school students.**
- Set up mock cemetery headstones with the names of celebrities and community members who have died as a result of substance abuse.
- Alert the media about your school’s plans to celebrate Red Ribbon Week! Show the community how your school keeps kids and communities safe, healthy & drug-free!
- Have high school students create drug-free messages on strips of red construction paper to encourage middle schoolers to be drug-free. Have 9th and 10th graders write to 6th graders; 11th graders to 7th graders; and 12th graders to 8th graders. Then send the messages to a local middle school so students can see that high school students are looking out for them.
- Have students pay 25 cents for a red strip of paper on which they can sign their name or create a drug-free message. Then have students turn the strips into a chain of drug-free messages & names and hang it up in the classroom or hallway as a reminder that they shouldn’t use drugs. Expand this activity by having students write the name of someone who lost their life to drug use - whether a celebrity, a family member or friend. This shows that even the people you know can lose their lives to drug addiction.
- Host a school-wide “Red Ribbon Spirit Week”. Each day of “Red Ribbon Week”, schedule fun ways in which students can learn about the dangers of drugs:
 - Monday: “Wear Red Day”
 - Tuesday: “Put a Cap on Drugs Day” (Hat Day)
 - Wednesday: “Sock It to Drugs Day” (Wear crazy socks or red socks.)
 - Thursday: “Drugs Are Backwards” (Inside out Day)
 - Friday: “Drug-free Team Day” (Wear a favorite team jersey or t-shirt.)
- Hold a fun, socially distant, “End of Red Ribbon Week” rally or dance to tie all of the knowledge gained throughout the week together!

Other Resources:

- [BrainPOP Educators Coronavirus Lesson Plan](#)
- [DEA Red Ribbon Week Patch Program](#)
- [Google Map's Follow Special Agent, Enrique "Kiki" Camarena's Trail](#)
- [Just Say Something Prevention Resources Pinterest Page](#)
- [Know the Risks: E-cigarettes and Young People](#)
- [Mind Matters Teachers Guide and Student Handouts](#)
- [National Drug and Alcohol Facts Week®](#)
- [National Red Ribbon Week Photo Contest](#)
- [NIDA for Teens](#)
- [Parents Against Vaping](#)
- [Scholastic Heads Up: Real News About Drugs and Your Body](#)
- [The Real Cost](#)
- [Ways to Celebrate Red Ribbon Week](#)

Beyond Red Ribbon Week

Red Ribbon shouldn't stop at just one week! Messages about making safe and healthy decisions to stay healthy, substance, and COVID-free should continue all year long and JSS can help you with events throughout the year. There are many dates beyond what is listed below.

October

- **National Bullying Prevention Month**
 - <https://www.pacer.org/bullying/nbpm/>
- **Red Ribbon Week ~ October 23 – 31, 2022**
 - <https://justsaysomethingsc.org/redribbon>

November

- **Great American Smoke-out ~ November 18, 2022**
 - <https://www.cancer.org/healthy/stay-away-from-tobacco/great-american-smokeout.html>

December

- **National Drunk & Drugged Driving Prevention Month**
 - <https://www.madd.org/>

January

- **Martin Luther King Day (MLK) Day ~ January 16, 2023**
 - <https://www.americorps.gov/newsroom/events/mlk-day>
- **National Mentoring Month**
 - <http://www.nationalmentoringmonth.org/>

February

- **National Children of Alcoholics Week ~ February 13-19, 2023**
 - <https://nacoa.org/coa-awareness-week/>
- **Teen Dating Violence Prevention Month**
 - <https://www.loveisrespect.org/resources/teendvmonth/>

March

- **National Drug Facts Week ~ March 20-26, 2023**
 - <https://nida.nih.gov/research-topics/parents-educators/national-drug-alcohol-facts-week/learn-about-ndafw>
- **Take Down Tobacco Day ~ March 31, 2023**
 - <https://www.takedowntobacco.org>
- **National Inhalants and Poisons Awareness Week ~ Sunday-Saturday, March 12-18, 2023**
 - <https://www.consumered.org/learn/poison-prevention/nipaw>

April

- **Alcohol Awareness Month**
 - <https://www.samhsa.gov/underage-drinking>

May

- **National Prevention Week ~ May 7-13, 2023**
 - <https://www.samhsa.gov/prevention-week>
- **National Fentanyl Awareness Day ~ May 10, 2023**
 - <https://www.fentanylawareneseday.org/>
- **World No Tobacco Day ~ May 31, 2023**
 - <https://www.who.int/campaigns/world-no-tobacco-day>



Books that Teach

Just Say Something offers five inspirational books for youth, which encourage them to make good, positive decisions. Young readers will identify with the characters while learning. We encourage you to use these books in your Red Ribbon Week lessons. They may be purchased at our office, located at 850 S. Pleasantburg Drive, Suite 202. Call 467-4099 for more information.

***THE RED RIBBON STORYBOOK BUNDLE* includes copies of *THE RED RIBBON*, *STINKY THE SKUNK*, *DOODLE BUG*, *ROBBIE RABBIT*, AND *BROTHERS* storybooks. Special Price: \$20.00**

THE RED RIBBON, created by John Lasne and Brains On Fire, is the tale of a King who desperately seeks to end the sadness destroying his Kingdom. He calls the most trusted advisors to his castle. When neither the bravest of knights nor the most powerful of wizards can end the sadness, he turns to a simple village weaver. The King then discovers that the answer lies in the magic of the weaver's red ribbon, which restores the goodwill of neighbors, the laughter of children, and the reign of happiness. This is a story of Hope. **Special Price: \$10.00**

STINKY THE SKUNK, written by John Lasne, is a tale of a lonely skunk who uses his own special skill to come to the rescue of the other woodland animals. They, in turn, creatively find a way around the obstacle in their relationship with Stinky. This is a touching fable about friendship and about appreciating diversity. **Special Price: \$8.00**

DOODLE BUG, written by Greg Cordell, is a book about character education. One little doodle bug demonstrates through persistence, determination, goal-setting and goal accomplishment, hard work, belief in self and resistance to peer pressure that anything's possible. Young readers can identify with Doodle as he sets out to accomplish his goal. **Special Price: \$6.00**

ROBBIE RABBIT, written by John Lasne, is a story about obeying your parents & stranger danger. It is a sad tale of Robbie Rabbit who did not obey his mother & trusted the wrong character, a vulture. Robbie Rabbit teaches children the consequences of their actions. **Regular Price: \$1.00**

BROTHERS, written by C. Michael Forsyth, is a cautionary, animal fable about gangs. Canine brothers, Milo and Prince are German Shepherds who live and work on a farm. Their peaceful existence is disrupted when Prince rejects his upbringing and joins a pack of stray dogs that trouble the community. His involvement with the pack eventually leads to tragedy – and only his real brother can save him. **Special Price: \$5.00**

Take the Red Ribbon Week Display Challenge!

This year, to further celebrate Red Ribbon Week, Just Say Something is challenging schools to create an activity or display that exemplifies the meaning of Red Ribbon Week!

The national theme for 2022 is “Celebrate Life. Live Drug Free”. You may incorporate this theme; use one of the many themes provided in this notebook; or create your own! School displays may include door decorations; a bulletin board; a three-dimensional creation; or a digital display board etc. Students and teachers are encouraged to collaborate and use their creativity!

But whatever you decide, we hope you will share them with Just Say Something by sending photos or a video explaining and showcasing your work by October 31, 2022 to V. Henderson at virginia@justsaysomethingsc.org. Participating schools will receive 20 copies of The Red Ribbon storybook.

If you have any questions, contact us at 864-467-4099 or virginia@justsaysomethingsc.org. We can't wait to see all your creativity! Have a great Red Ribbon Week!

For more inspiration, visit <https://www.redribbon.org>!

Pennies for Prevention

Just Say Something is a non-profit 501(c) 3 community based organization. Our staff is available to help you plan socially distant red ribbon week or year-long prevention activities at your school! We provide red wristbands and our services are FREE of charge, but we do accept and greatly appreciate any Red Ribbon donations and we will continue to provide services and resources to the best of our ability.

However if, as you plan for Red Ribbon Week, you should decide to make a donation to Just Say Something, you may want to consider sponsoring one of the following fundraisers while practicing the rules of social distancing:

- Pennies 4 Prevention - Collect change in your school. Have classroom or grade level competitions. Challenge a neighboring school and see who can raise the most money.
- It's a "Dance Off Drugs"! Donate entry fee to Just Say Something
- Have "Wear Red Day", but let students pay \$1, \$5 for the right to wear RED on that day. Donate funds raised to Just Say Something.
- Put the "Cap on Drugs"! Have students pay for the right to wear a cap on Friday of Red Ribbon Week. Donate that money to Just Say Something.
- Host a Silent Auction of student's artwork and donate proceeds to Just Say Something.
- Host a "Put Drugs to Sleep Day" and have students pay for the right to wear pajamas to school one day or to a specific event. Donate the money paid to Just Say Something.
- Host a "Family Picnic" and have families pay for a Picnic Meal with proceeds going to Just Say Something.

Invite us to host a Virtual Parent Café at your school and have parents donate to engage in a conversation meaningful for their family! Some of the topics could include...

- Is my child is being bullied?
- Do you know as much about Social Media as your child does?
- What is the right time to give my child a cell phone? What are the rules about using it?
- Is my child developing positive self-esteem?
- Does your child have temper tantrums and you don't know how to handle it?
- Do you have a hard time with your child being consistent with their actions?

Topics for PTA, Lunch/Learn & Church Meetings

We would love to come to one of your adult meetings to discuss/present any topics in which your parents are interested, while socially distancing. Below are some suggestions; if you have any questions, give us a call and we will be glad to assist you.

- Drugs and how they affect the adolescent brain.
- How drugs have changed.
- Conversations that count.
- Internet Safety
- Gang Awareness
- Prescription Drug Education
- Tobacco/E-cigarette Education/Cessation
- Others upon request

Parenting Classes

- Parenting Wisely – 5 Week course, Tuesday Evenings: 5:45pm-7:45pm
\$60 a parent; \$100 a couple
- Parenting Wisely **Spanish** – 5 Week course, Wednesday Evenings: 5:45pm-7:45pm
\$60 a parent; \$100 a couple
- Back In Control – 6 Week course, Monday Evenings: 5:45pm-7:45pm
\$70 a parent; \$100 a couple
- TransParenting – One Day class, Saturdays: 9:00am-1:00pm
\$50 a parent; \$90 a couple
- Strengthening Families Program – 14 Week course, Weekday Evenings: 6:00pm – 8:00pm

We are looking forward to another wonderful Red Ribbon Week! Don't hesitate to call, email, or visit us, if you have any questions or concerns.

Follow us on Social Media!



Visit our web site @ <https://justsaysomethingsc.org> to sign up for our newsletters and other alerts!