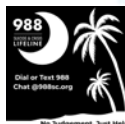


RED RIBBON RESOURCE KIT 2025



POWER COLLECTIVE PARTNERS



Welcome to The Power Collective: Empowering Our Community Together – Red Ribbon Week Resource Guide

The Power Collective is a dynamic and transformative partnership designed to uplift and empower youth, families, and communities through various educational, social, and emotional development programs. Our mission is to foster resilience, leadership, and life skills in our youth, preparing them for successful futures.

WHO WE ARE

The Power Collective is a collaborative initiative bringing together key organizations that are deeply invested in the well-being of our community. Our partners include:

- **Just Say Something:** Focused on empowering youth and parents/caregivers to make healthy decisions, Just Say Something provides Red Ribbon programs resources to build leadership, resilience, and social-emotional skills while educating on the dangers of tobacco/vaping.
- **RIZE Prevention:** RIZE Prevention's mission is to stop addiction before it starts by offering relationship based support, and education resources to help teens live healthier drug-free lives. We offer addiction prevention for teens built on our evidence-informed "Break Through - Follow Through" methodology implemented through our signature mentorship model.
- **NAMI Greenville SC:** A local chapter of the National Alliance on Mental Illness, NAMI Greenville SC offers support, education, and advocacy for individuals affected by mental health challenges.
- **Mental Health America Greenville County:** This organization provides crisis intervention and referrals through the 988 Crisis Line.
- **Unity Health on Main:** A community healthcare provider focused on holistic health services, Unity Health offers medical, mental health, and preventative care to underserved populations.
- **Compass of Carolina** serves people of the Upstate who are seeking hope and help to improve their lives and relationships by providing counseling services, family violence intervention services and acting as a representative payee.

Each of these partners plays a unique and essential role in offering a comprehensive support system for our youth and families, ensuring every participant has the tools and resources they need to thrive.

At The Power Collective, we believe in the power of community, collaboration, and commitment to create lasting change. By working together, we are building programs and a more robust, healthier future for all. We invite you to join us on this journey of empowerment, whether as a student, parent, educator, or community supporter.

Together, we can make a difference!

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. 2025 makes this the 40th 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!



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.

Program Requests

Our organization offers programs on many topics. To schedule a program for schools, parents, businesses, churches, law enforcement or communities, call (864) 467-4099 or fill out a Program Request Form.

Red Ribbon Themes

Every year, Just Say Something has tried to come up with a trendy theme for the Red Ribbon materials provided to Upstate schools. Hopefully, we have been successful in coming up with some catchy, appealing, kid-friendly 2025 themes for elementary, middle, and high school students and the community. It is our hope that these themes will excite and encourage participation in Red Ribbon Week activities.

To request a Red Ribbon Resource Kit for your school or organization, visit this page on our website <https://justsaysomethingsc.org/red-ribbon-week/>. If your school / organization requires an invoice, please let us know. Red Ribbon Resource Kits may be picked up Thursday-Friday, October 16-17, 2025 from 9:00AM to 6:00PM at our office located at 850 S. Pleasantburg Drive, Suite 202 Greenville, SC 29607

If you don't have a theme for Red Ribbon Week, consider using a theme from the list below. Geno, what do you think we should do about this? I would like to leave out the list of themes and drop in the copy you created to keep everyone on the same page:

Here are the two themes we created for 2025:

Elementary Students

Little Me.

Even the smallest voices matter when they show up. This campaign proves that agent size don't determine impact – courage and commitment to. Perfect for elementary students who need to say that their participation in drug prevention matters just as much as any adult's.

Middle School/High School/Community

The Switch.

Showing up is about taking control and turning on positive changing in your community. This campaign empowers people to see themselves as having the power to flip the switch from apathy to action, from problems to solutions. You don't wait for change – you switch it.



**BE the
SWITCH**



YOU DON'T WAIT FOR CHANGE YOU SWITCH IT ON!

PowerCollectiveSC.com

Red Ribbon Week Activity Suggestions

FOR SCHOOLS

Below are suggestions for Red Ribbon Week activities. We encourage you to be creative and use what works best for you and your students. Please take photos or videos of your activities and the students involved and share them with us by **posting them on social media and tagging Just Say Something by October 31st**. We love to see the activities going on in our schools and classrooms!

Red Ribbon 5K – Sunday, October 5, 2025 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: <https://bit.ly/3MDWEAv>

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 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.

- 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!
- 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 **“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 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 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 **“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 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 “End of Red Ribbon Week” rally or dance to tie all of the knowledge gained throughout the week together!

OTHER RESOURCES:

- 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
- National Institute on Drugs Abuse Lesson Plans and Activities
- The Real Cost
- Ways to Celebrate Red Ribbon Week

For Business

The workplace is a powerful resource. By wearing Red Wristbands and displaying other Red Ribbon materials, businesses proclaim their dedication and support for healthy drug-free youth in their community.

- Adopt a school by donating custom Red Wristbands or other materials with your company logo.
- Display Red Ribbon bows on trees, buildings, and company vehicles.
- Hang Red Ribbon posters or banners in lobbies, break rooms, and meeting rooms.
- Distribute custom Red Ribbon wristbands and other materials to customers, employees and business associates.
- Dedicate a bulletin board to list prevention information and treatment resources in the local community.
- Encourage your employees to volunteer at a school during Red Ribbon Week.
- Highlight the Red Ribbon Celebration in your company newsletter. Let other businesses know what your company is doing to support keeping kids drug-free.
- Support local organizations in their prevention and education efforts.
- Establish a drug-free workplace policy. Make provisions for prevention, intervention, and treatment referrals.
- Present Health Awareness Programs about alcohol, tobacco / e-cigarette, marijuana, opioid and other substance use.
- Present awareness programs for employees about how to keep their kids drug-free.
- Support Just Say Something, a non-profit organization, which gives back to the community when you purchase Red Wristbands and other substance prevention materials.

For Law Enforcement

Law enforcement is a powerful resource. The success of Red Ribbon Week is due to tremendous law enforcement involvement.

- Distribute Red Wristbands and other materials to staff, fellow officers, and school children.
- Display Red Ribbons on official vehicles.
- Display Red Ribbon banners and posters inside and outside of facilities.
- Appoint local officers to the local Red Ribbon Week planning committee.
- Allow officers to go into local schools and talk to students about the dangers of alcohol, tobacco / e-cigarette, marijuana, opioid and other substance use and abuse.
- Support Just Say Something, a non-profit organization, which gives back to the community when you purchase Red Wristbands and other substance prevention materials.

LIMITED-EDITION POWER COLLECTIVE HOT ROD T-SHIRTS ORDER NOW FROM OUR BONFIRE STORE



www.bonfire.com/store/just-say-something/

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For Religious Institutions

Religious Communities are a powerful resource. By wearing Red Wristbands and displaying other Red Ribbon materials, religious organizations proclaim their support of and dedication to healthy, drug-free communities. For many substance abusers, spiritual guidance and support lead to the path of sustain recovery.

- Distribute Red Ribbon Wristbands and other materials to the congregation on Religious Day.
- Display Red Ribbons on trees, front doors, hallways, and bulletin boards.
- Display a Red Ribbon Week banner.
- Attach a Red Ribbon Wristband or other material to the church bulletin.
- Focus the sermon on the responsibility we all share in society to address the problems related to substance use and abuse.
- Publicize Red Ribbon Week in your newsletter, encouraging the congregation to participate in Red Ribbon Week activities.
- Encourage and invite youth to perform skits during your service.
- Promote a clear no use message for youth.
- Sponsor an alcohol, tobacco / e-cigarette, marijuana, opioid and other substance use prevention activity during Red Ribbon Week.
- Motivate your congregation to become involved in prevention programs in your community throughout the year.
- Establish a policy for prevention, intervention, and treatment referral.
- Support Just Say Something, a non-profit organization, which gives back to the community when you purchase Red Wristbands and other substance prevention materials.

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 stay healthy and substance 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 2025

- National Bullying Prevention Month
<https://www.pacer.org/bullying/nbpm/>
- Red Ribbon Week ~ October 23–31, 2025
<https://justsaysomethingsc.org/red-ribbon-week/>

November 2025

- Great American Smokeout ~ November 20, 2025
(Always the third Thursday in November)
<https://www.cancer.org/healthy/stay-away-from-tobacco/great-american-smokeout.html>

December 2025

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

January 2026

- Martin Luther King Jr. Day (MLK Day) ~ Jan 19, 2026
<https://www.americorps.gov/newsroom/events/mlk-day>
- National Mentoring Month
<http://www.nationalmentoringmonth.org/>

February

- National Children of Alcoholics Week ~ February 8-14, 2026
<https://nacoa.org/coa-awareness-week/>
- Teen Dating Violence Awareness Month
<https://www.loveisrespect.org/resources/teendvmonth/>

March

- National Drug and Alcohol Facts Week ~ March 16-22, 2026
<https://nida.nih.gov/research-topics/parents-educators/national-drug-alcohol-facts-week/learn-about-ndafw>
- National Inhalants and Poisons Awareness Week ~ March 15-21, 2026
<https://www.consumerred.org/learn/poison-prevention/nipaw>

April

- Take Down Tobacco Day ~ April 1, 2026
<https://www.takedowntobacco.org>
- Alcohol Awareness Month
<https://nationaltoday.com/national-alcohol-awareness-month/>
- National Fentanyl Awareness Day ~ April 29, 2026
<https://www.fentanylawarenessday.org/>

May

- National Prevention Week ~ May 17-23, 2026
<https://www.samhsa.gov/prevention-week>
- World No Tobacco Day ~ May 31, 2026
<https://www.who.int/campaigns/world-no-tobacco-day>

JUST SAY
SOMETHING

PRESENTS

RED RIBBON 5K AT SUGAR CREEK

OCTOBER 5TH, 2025 | GREER, SC



RUN WITH US FOR A GOOD CAUSE

SIGN UP HERE



Pennies for Prevention

Just Say Something is a non-profit 501(c) 3 community-based organization. Our staff is available to help you plan 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.

- 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?
- Do you suspect your child has friends who vape or use other substances?

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.

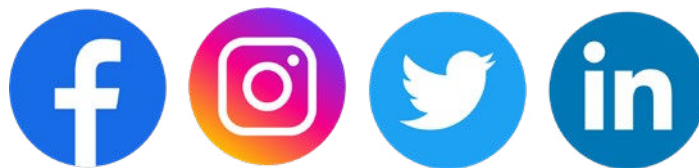
- Drugs and how they affect the adolescent brain.
- How drugs have changed.
- Conversations that count.
- Internet Safety
- Gang Awareness
- Prescription Drug Education
- Tobacco/Vaping Prevention/Cessation
- Alcohol, Marijuana, Opioid & Other Substance Prevention
- Others upon request

Parenting Classes Free to Greenville Co. Residents!

- Parenting Wisely Courses in English & Spanish – 5 Week course, Tuesday Evenings: 5:45pm- 7:45pm
- Back In Control Courses in English & Spanish – 6 Week course, Monday Evenings: 5:45pm- 7:45pm
- TransParenting – One Day class, Saturdays: 9:00am-1:00pm
- Strengthening Families Program – 11 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!