

Red Ribbon Week Activities for SADD Chapters or Youth Groups

National Red Ribbon Week™ is the last week of October. SADD chapters are encouraged to celebrate Red Ribbon Week™ to symbolize their commitment to a healthy, drug-free lifestyle and to create awareness of the problems related to the use of tobacco, alcohol and other drugs.

The following is a list of a variety of activities your chapter may conduct in conjunction with Red Ribbon Week.

- Participate in ACT Missouri's [#ShowMeRedRibbonRocks](#) social media campaign.
- Paint the Town Red - Erect banners and exhibits in your school and in other community locations explaining the symbolism of the red ribbon.
- Encourage your city's mayor to officially proclaim Red Ribbon Week™ (sample proclamations can be found at www.redribbon.org). Plan a community-wide celebration that includes fun activities, live music, games and food. Emphasize that everyone can have fun without drugs.
- Decorate your community with red ribbons. Tie them on parking meters, tree branches and park benches.
- Distribute red ribbons to students and school personnel and ask them to wear the ribbons all week.
- Give out small prizes, such as Hershey's Kisses or Smarties, to people caught wearing red ribbons later in the week.
- Show a video at your school about the danger of tobacco, alcohol and other drug use.
- Invite a member of the DEA in your area to speak to the students about the dangerous consequences of using drugs and the legal implications.
- Visit your middle school and elementary schools and speak to the students about the symbol of the red ribbon and ask them to wear them as a commitment to be drug-free.
- Give out red ribbons and lollipops during your city's Halloween celebration.
- Conduct a red ribbon poster contest in the elementary school depicting dangerous drugs and their consequences.
- Host a family Strides for Safety Walk. Present everyone with a red ribbon to wear. Ask kids to write songs or chants they can sing during the walk.
- Set up a health fair in your school. Invite local agencies to set up displays and exhibits with hands-on activities emphasizing the consequences of using tobacco, alcohol and other drugs.
- Place red ribbons on all school lockers and in teachers' mailboxes as a reminder to remain drug-free.
- Enter the [National Red Ribbon Photo Contest](#) for a chance to win an iPad and \$1,000 for your school.

Remember to share your activities, stories and photos with us on social media!