

# National Red Ribbon Campaign

**What:** The National Red Ribbon Campaign is a drug prevention program. It is an ideal way for people and communities to unite and take a visible stand against drugs.

**Why:** The Red Ribbon Campaign® was started when drug traffickers in Mexico City murdered DEA agent Kiki Camarena in 1985. This began the continuing tradition of displaying Red Ribbons as a symbol of intolerance towards the use of drugs. The mission of the Red Ribbon Campaign® is to present a unified and visible commitment towards the creation of a DRUG - FREE AMERICA

**When:** This year at Westwood, we would like to show our commitment to being drug-free by celebrating the Red Ribbon Campaign during the entire month of October. Instead of solely focusing on the main theme of staying drug-free, we have decided to also encourage an entirely healthy way of living.

**Themes:** A theme unifies each year's campaign and helps to broadcast one message, creating a tipping point to change behavior. This year, each week during October will have a certain theme regarding healthy living.

## **Week 1: (Oct.7-11) "Stay in the Game - Play Drug-Free"**

We encourage you to spend some time being active this week. Examples: take a walk, play tag, go rollerblading, play a sport, or go on a bike ride!

## **Week 2: (Oct.14-18) "Be Mindful - Keep Calm and Stay Drug-Free"**

Be mindful of your five senses. They can remind you to stay in the present and help you in tough or stressful situations. Below you will find a "Grounding Technique" to help!

Take a deep belly breath to begin.

1. Taste- say one thing you can taste. It may be the toothpaste from brushing your teeth, or a mint from after lunch. If you can't taste anything, then say your favorite thing to taste.
2. Smell- say two things you can smell. If you're allowed to, it's okay to move to another spot and sniff something. If you can't smell anything, then name your 2 favorite smells.
3. Listen- Listen for 3 sounds. It could be the traffic outside, the sound of typing or the sound of your tummy rumbling. Say the 3 things out loud.
4. Feel- Pay attention to your body and think of 4 things that you can feel, and say them out loud. For example, you could say, I feel my feet warm in my socks, I can feel the couch I am sitting on, or I can feel my hair on my neck.

5. Look - Look around for 5 things that you can see and say them out loud. For example, you could say, I see the computer, I see the cup, I see the picture frame.

**Week 3: (Oct 21-25) "Too Smart to Start"**

Try something new this week that takes you out of your comfort zone!

Example: read a new book, try a new food, listening to new music or try a new board game!

**Week 4: (Oct. 28- Nov. 1) "Be a Buddy-My Friends and Me are all**

**Drug-Free!"**

Meet/play with someone new this week. You might make a new friend and bring a smile to someone's face! :)