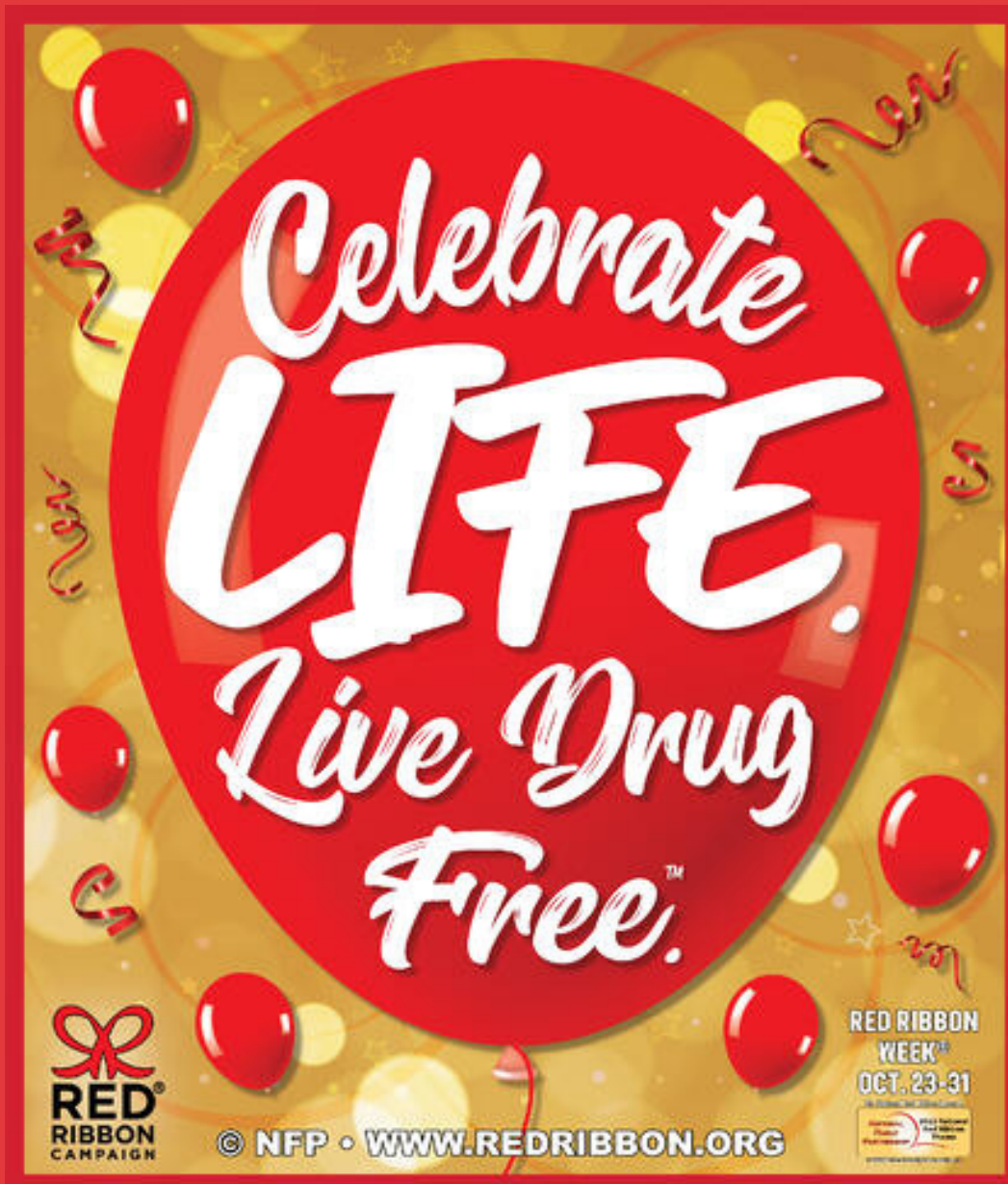


MIDDLE AND HIGH SCHOOL PACKET



Join SCUSD as we celebrate Red Ribbon Week (October 23rd-31st) and being alcohol, tobacco and drug free.

RED RIBBON WEEK

PURPOSE

Red Ribbon Week is an opportunity to promote drug, alcohol, tobacco, and violence prevention and awareness. This campaign aims to provide youth and their families with information and tools to help them make positive decisions that will impact their future by encouraging a safe and healthy lifestyle.

HISTORY

Red Ribbon Week came about after Drug Enforcement Administration Special Agent Enrique "Kiki" Camarena lost his life in the fight to stop a group of drug traffickers in Mexico in 1985. Since then, one week in October has been dedicated each year as an opportunity to share Kiki's story and promote drug prevention and education.

ACTION

Demonstrate your commitment to a drug-free life by wearing and displaying red ribbons during Red Ribbon Week and help tell the story behind the ribbons. Encourage student participation by engaging them in educational Red Ribbon Week activities and programs at your school.

RESOURCES

If you have identified student(s) on your campus that would benefit from additional services and ATOD support please submit an online referral to the link below.

<https://www.youthdevelopmentscusd.org/tpi-referral-form>



The Story Behind Red Ribbon Week

ENRIQUE CAMARENA

Enrique (Kiki) S. Camarena was born on July 26, 1947, in Mexicali, Mexico. He graduated from Calexico High School in Calexico, California in 1966, and in 1968 he joined the U.S. Marine Corps. After serving in the Marine Corps for two years, Kiki was a Calexico fireman, Calexico police officer, and an Imperial County Deputy Sheriff. Kiki joined the Drug Enforcement Administration in June of 1974. His first assignment as a Special Agent with DEA was in a familiar place - Calexico, California.

In 1977, after three years in Calexico, he was reassigned to the Fresno District Office in Northern California. Four years later, Kiki received transfer orders to Mexico, where he would work out of the Guadalajara Resident Office. For more than four years in Mexico, Kiki remained on the trail of the country's biggest drug traffickers. In early 1985, he was extremely close to unlocking a multi-billion dollar drug pipeline. However, before he was able to expose the drug trafficking operations to the public, he was kidnapped, tortured, and killed.

During his 11 years with DEA, Kiki received two Sustained Superior Performance Awards, a Special Achievement Award, and posthumously, the Administrator's Award of Honor, the highest award granted by DEA.

Shortly after Kiki's death, Congressman Duncan Hunter and high school friend Henry Lozano launched Camarena Clubs in Kiki's hometown of Calexico, California. Hundreds of club members including Calexico High School teacher David Dhillon wore red ribbons and pledged to lead drug-free lives to honor the sacrifices made by Kiki Camarena and others on behalf of all Americans.

Camarena sacrificed his life in the fight against drugs, and members of his community wanted to do something to remember him. So, Red Ribbon Week was born. It started in Camarena's hometown, Calexico, but soon gained momentum across California.

The first National Red Ribbon Week was created by the National Family Partnership in 1988, and NFP continues to coordinate the campaign for families, schools, and communities across the nation each year.

Today, people in communities all across the country continue to celebrate Red Ribbon Week.

WHY I DON'T

CHALLENGE

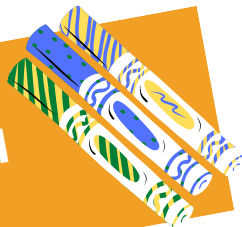
CREATE 1 OF THE 3

A 30-60 SECOND VIDEO EXPLAINING WHY YOU DON'T MESS WITH TOBACCO



A POEM, VERSE, OR RHYME TELLING US WHY YOU DON'T MESS WITH TOBACCO

A POSTER THAT EXPRESSES WHY YOU DON'T MESS WITH TOBACCO



SUBMISSION

- Post it on Instagram and tag @weviben or
- Send it to @weviben on Instagram

SUBMISSION DATE:
10/28/22

GUIDELINES

- No tobacco props
- No inappropriate language
- Follow @weviben
- Tag @weviben and 3 friends

**JOIN THE CHALLENGE AND WIN A SWAG BAG!
WINNER WILL BE ANNOUNCED ON 11/01/22**



STUDENT SUPPORT SERVICES

Foster Youth Services & Targeted Prevention/Intervention
5735 47th Avenue Sacramento, Ca 95824
Ph: (916) 643-7991
FAX: (916) 399-2060

*Victoria Flores, Director III
Aliya Holmes, Coordinator II*

SACRAMENTO CITY UNIFIED SCHOOL DISTRICT PRESENTS:

THE 6TH ANNUAL RED RIBBON WEEK SOCIAL MEDIA CHALLENGE "#WHYIDON'T"

Join us as we bring awareness to the dangers of tobacco use during Red Ribbon Week. Each SCUSD middle and high school student has the opportunity to participate in this challenge by creating a video, poem, or poster explaining why they don't mess with tobacco (cigarettes, electronic cigarettes and vaping).

Start Date: Monday, October 24, 2022

Submission Date: Thursday, October 27, 2022

Time: 5:00 pm

Step One: Create a video, poem, or poster explaining why you don't mess with tobacco products (cigarettes, electronic cigarettes and vapes).

Guidelines:

- Your video length is to be no longer than 60 seconds (1 minute).
- Your video or poster cannot show actual tobacco products or paraphernalia - make props.
- No inappropriate language in video, poem, or poster.

Step Two: Post your creation on Instagram or send it to @WeViben on Instagram.

Guidelines:

- Tag @SCUSD TUPE
- Tag at least 3 friends to also participate in the challenge.
- Include the hashtags: #SCUSD TUPE #WhyIDont #SCUSD RRW

Winners will be announced on Monday, November 1, 2022

For questions or concerns, please contact AJ Ekman at
AJ-Ekman@scusd.edu or (916) 643-2522

Red Ribbon Week

SPIRIT DAYS

The SCUSD Tobacco Use Prevention Education (TUPE) team would like to encourage each school site to participate in Red Ribbon Week (October 23rd-October 31st) by engaging students in discussions, activities, and events that raise awareness around the dangers of tobacco and other drug use.

On the following chart, you will find suggestions for the Red Ribbon Week Spirit Day dress. Participation in the Red Ribbon Week Spirit Week dress can be individual and unique to your class.

If you would like to show off your Red Ribbon Week spirit, please contact AJ Ekman, the TUPE Specialist at (916) 643-2522 or email your class photos to AJ-Ekman@scusd.edu.

Spirit Days

MON

"RED RIBBON WEEK SPIRIT"

Kick off the week by wearing red and a Red Ribbon Week wristband to show your Red Ribbon Week Spirit!

TUES

"TEAM UP AGAINST DRUGS"

Sports Team Day

Wear your favorite sports team apparel or jersey to show you are TEAM DRUG FREE!

WED

"DRUGS & I DO NOT MIX"

Mismatch Day

Wear mismatch clothing to show that you and drugs do not mix!

THURS

"FOLLOW YOUR DREAMS AND BE DRUG FREE"

Wear your favorite pajamas to show what you wear when dreaming to be DRUG FREE!

FRI

"KEEP MY SPACE DRUG FREE"

Wear neon clothing to show how you are bright like the stars in space because you're DRUG FREE!

Red Ribbon Week Morning Announcement Script

THURSDAY 10/20

Good morning (INSERT SCHOOL NAME)! Next week is Red Ribbon Week and this year's theme is Celebrate Life. Live Drug Free. The theme is a call to action to speak out in support of making healthy choices as well as the stand against alcohol, tobacco, and drugs! Red Ribbon Week officially begins on October 23rd to October 31st. Help us celebrate Red Ribbon Week by participating in the Red Ribbon Week Spirit Days, activities, events, and challenges! Next week, listen out for events and spirit day themes to show your Red Ribbon Week spirit.

FRIDAY 10/21

Good morning and Happy Friday! Red Ribbon Week is approaching and we are super excited to take a stand against alcohol, tobacco, and drugs. Join us next week by participating in the Red Ribbon Week Spirit Days. On Monday, let's kick off Red Ribbon Week by wearing red and a Red Ribbon Week wristband to show our pledge in being alcohol, tobacco and drug free! Because we Celebrate Life. Live Drug Free be sure to get a Red Ribbon Week wristband from your teacher and rock it for the whole Red Ribbon Week!

MONDAY 10/24

Good morning (INSERT SCHOOL NAME)! Today kicks off our annual celebration of Red Ribbon Week and this year's theme is Celebrate Life. Live Drug Free. Red Ribbon Week was organized in honor of Enrique Camarena also known as Kiki. Kiki was a former Marine Corps Veteran who later served as an undercover Drug Enforcement Agent. He gave his life in the fight against drugs. Every year millions of people celebrate Red Ribbon Week to remember Kiki and take a stand against drugs just as he did. Be sure to take a stand with all of SCUSD this week during Red Ribbon Week events. Tomorrow, we want everyone to Team up against Drugs by wearing your favorite sports team apparel or jersey!

TUESDAY 10/25

Good morning (INSERT SCHOOL NAME)! It's Red Ribbon Week and this year's theme is Celebrate Life. Live Drug Free. The theme is a call to action to speak out in support of healthy choices! We want to encourage you to make healthy choices. By making healthy choices like staying alcohol, tobacco and drug free, you are more likely to achieve your goals. Today, we are teaming up against drugs to show our Red Ribbon Week Spirit! We can't wait to see everyone in their favorite sports team apparel! Tomorrow is mismatch day! Wear mismatch apparel to show that you and drugs do not mix!

WEDNESDAY 10/26

Good morning (INSERT SCHOOL NAME)! Happy Red Ribbon Week! We can't wait to see you all in mismatch outfits to show that you and drugs do not mix! As we continue to celebrate Red Ribbon Week, we encourage you all to stay alcohol, tobacco and drug free! Staying alcohol, tobacco and drug free means investing in your current and future health. Tomorrow, we will show our Red Ribbon Week spirit by wearing pajamas to show that we are following our dreams to be drug free!

THURSDAY 10/27

Good morning (INSERT SCHOOL NAME)! As we approach the last few days of Red Ribbon Week, we want to continue to stand against alcohol, tobacco and drugs and make healthy choices. Take a moment to commit to yourself that you will continue to make healthy choices to ensure a brighter future. As we dream for a brighter future, we cannot wait to see you all in your pajamas! Tomorrow, we will show our Red Ribbon Week Spirit by wearing neon colors like the stars in space to show that we are keeping out "space" drug free!

FRIDAY 10/28

It's the last day of Red Ribbon Week! We have had a great week celebrating Red Ribbon Week and want to thank you for your participation in the stand against tobacco, alcohol and drugs! We hope that you've thought about the meaning of this year's theme: Celebrate Life. Live Drug Free and how making healthy choices will help you achieve your goals in life. If you or a friend would like help or more information about tobacco, alcohol or other drugs please be sure to contact a counselor, social worker or teacher. You can also visit www.youthdevelopmentscusd.org/copy-of-tupe for more resources and information. Have a great weekend and continue to make healthy choices!

School Personnel: Insert any activities, announcements, schedules, speakers, etc.

Red Ribbon Week Activities

RED RIBBON WEEK KICKOFF DAY

- Decorate your school with red ribbons to spread awareness of Red Ribbon Week.
- Have "wear red" day at school and/or participate in Spirit Days.

ORGANIZE A RED RIBBON WEEK RALLY

- Get permission from Admin and set up a rally that shares the importance of spreading the word on the dangers associated with ATOD use.

PLAN ESSAY AND POSTER CONTEST ABOUT DRUG PREVENTION & AWARENESS

- Come up with a theme and promote a contest at your school.
- Set up a time frame for the contest to take place.
- Decide the criteria for choosing a winner and whether or not there will be prizes offered.

MOTIVATIONAL QUOTE OF THE WEEK

- Research motivational quotes, have enough for each week of prevention month, and have them posted on the school marquee or read each morning during the morning announcements.

GAME DAY

- Host a ANTI-TOBACCO game (Family Feud, Jeopardy etc) on your campus and invite families and community members.

KAHOOT MOBILE GAME (6th - 12th grade)

- <https://create.kahoot.it/details/94142ebc-d8c3-4e28-b368-25286c3d3bf8>

MOVIE NIGHT

- Host a ANTI-TOBACCO movie night on your campus and invite families and community members.

CREATE YOUR OWN BILLBOARD

- Using plastic (red) cups, come up with a drug free slogan, or use this year's theme of "Celebrate Life. Live Dree Free," and create this slogan using a wire fence on your campus. (Spell out the words so that all that pass by can see and reflect on that slogan).

DRUG FREE PLEDGE DAY

- To end the week, have students sign pledge cards to remain safe and drug free.
- Talk to students about commitment and Kiki Camerena's commitment that ultimately cost him his life.

MON

Mind & Body

How tobacco use can harm the developing brain/mental health, lungs, and may cause many health consequences.

TUES

Game Day

Kahoot
Jeopardy
Family Feud
Two Truths & a Myth

WED

Art (Poster, Anti-tobacco AD)
Essay contest
Project
Science Day (harmful chemicals in tobacco products/vapes)

THURS

Physical Activity

Obstacle Relay
Race

FRI

Rally

Showcase
Health Fair
Movie Day

Positive Mental Health Challenge

INSTRUCTIONS: USE THIS TEMPLATE TO PRACTICE POSTIVE MENTAL HEALTH. IN ANY ORDER, COMPLETE ONE ACTIVITY A DAY.

Think of one thing you can do in your day to improve your mental health. Make this change everyday.

Create a playlist with your favorite songs for when you need something to lift you up.

Take a break from social media and try one of the activities below.

Watch a funny movie or your favorite movie

Do a deep breathing exercise.

Reflect on how far you've come and write down three things that make you proud.

Call or Facetime a friend/family

Work on a favorite hobby

Unfollow negative social media accounts

Try a guided meditation for 5 minutes

Practice gratitude writing. Write down things you are thankful for.

Listen to your favorite song! Dance and sing-along

Find a quote that motivates you. Write it down and hang it up in a place you can see it.

Read a book or something that will benefit your mental health.

Exercise for 15 minutes

Get in touch with your creative side. Paint, draw, write a poem, make a craft etc.

Try coloring a calming coloring sheet

Have a phone free evening and enjoy everything around you.

Try a 10 minute yoga session

Go for a walk and think about what you see, hear, feel and smell.

Identify one thing that you may be struggling with right now. Write down 3 ways you can work on that.

Focus on resting and relaxing. Take a break, take a nap, or go to bed early.

Clean up your space and/or your room. It will create a relaxing place for you.

Pick your favorite activity from the challenge and do it again.

TOBACCO USE AND PREVENTION EDUCATION (TUPE)

SERVICES

- Brief Intervention
- Cessation Services

CURRICULUM (6-8th)

- Stanford Medicine Toolkit
- Stanford Medicine Toolkit Cannabis Prevention

WORKSHOPS

- Tobacco Prevention
- E-Cigarette/Vaping Prevention
- Cannabis Prevention

YOUTH LEADERSHIP

- Youth Tobacco Advisory Committee (YTAC)

EVENTS

- Red Ribbon Week
- Anti-Vaping Town Hall
- Go B'nanas Health and Wellness Mobile Summer Camp
- Tobacco related activities and events

WHO ARE WE?

SCUSD Tobacco Use Prevention Education (TUPE) is a group of school professionals that provides tobacco and vaping prevention services to all eligible SCUSD students - with an intentional focus on grades 6th through 12th - creating a better understanding of the danger of tobacco, e-cigarettes/vape use and its impact on themselves and the community.

TUPE WEBSITE

www.scusd.edu/article/tobacco-use-prevention-education-tupe

STUDENT REFERRAL

www.youthdevelopmentscusd.org/t/pi-referral-form

CONTACT

TUPE Student Support Specialist
AJ Ekman

Phone: 916.643.2522

Email: AJ-Ekman@scusd.edu

**5735 47th Avenue
Sacramento, California 95824**