

24 Ways to Promote Red Ribbon Week in Tribal Communities

Red Ribbon Week: October 23-31

Red Ribbon Week honors the life of DEA Special Agent Enrique “Kiki” Camarena, who was murdered by drug traffickers. Red Ribbon Week can remind us of the importance of breaking intergenerational cycles of substance use disorders, and live free of drugs and alcohol. Substance use disorders disturb a person’s brain development and behavior, and disrupt the family, the home, and the community. Here are some ideas on how to celebrate Red Ribbon Week and promote drug-free Tribal communities:

1. Submit to Tribal elected officials a proclamation request to declare your Tribal nation as a drug-free community.
2. Host a community feast and prepare traditional foods to celebrate your Tribal nation’s healthy, drug-free lifestyle.
3. Offer workshops on gardening and traditional cooking that prepare for a Red Ribbon Week feast.
4. Host Tribal community marches, walks, fun runs, races, or bike-a-thons during Red Ribbon Week.
5. Invite Native artist(s) to create murals and art displays that promote drug-free messages that are visible in the community.
6. Light up Tribal buildings, schools, neighborhoods, businesses, landmarks, and bridges in red to show unity of a drug-free Tribal community.
7. Tribal law enforcement can promote Red Ribbon Week during National Night Out, usually on the first Tuesday in August.
8. Create student-led drug prevention clubs that promote drug-free activities in the community.
9. Schools can align Spirit Week with Red Ribbon Week and designate a day as “Wear Red Day” or “Be a Red Ribbon Hero.”
10. For Tribal parades, make a Red Ribbon parade float to promote living drug free.
11. Schools can amplify drug-free messages that are developed by students during halftime shows at sporting events.
12. Classrooms can create and display large hand-painted paper banners or door decorations with the Red Ribbon pledge along with students’ names or handprints.
13. The Boys and Girls Scout Troops can host drug use prevention seminars to earn a DEA Red Ribbon Week Scout Patch.
14. Display large Red Ribbon banners on the interior or exterior surfaces of buildings.
15. Host youth conferences that promote positive peer engagement, and cultural workshops for beadwork, basketry, pottery making, storytelling, drum making, or sewing ribbon skirts and shirts.
16. Host a Red Ribbon drug use prevention seminar for the Tribal community. Speakers can present on the cycle of addiction, and the negative impacts that drugs have on a person, the family, and the Tribal community.
17. Set up and staff a resource table at a public venue to distribute drug use prevention education materials.
18. Enter the National Family Partnership’s annual National Red Ribbon Week Photo Contest for a chance to win \$1,000 for your school. For more information, visit: www.redribbon.org/contest.
19. Encourage your Tribal college or university to enter the Campus Video PSA Contest for a chance to win up to \$5,000. For more information, visit: www.campusdrugprevention.gov/psacontest
20. Request to use DEA’s Red Ribbon public service announcements for Tribal radio stations.
21. Create your own public service announcements about Red Ribbon Week for your Tribal radio stations.
22. Post drug-free messages, drug refusal tips, and Red Ribbon Week event notices on Tribal newsletters and community webpages, on bulletin boards for the public.
23. Organize a “Plant the Promise” event where people can plant red flower bulbs that bloom in the spring. This carries the symbolic meaning of planting healthy habits that lead to beautiful outcomes.
24. Host a Red Ribbon Week rally that includes traditional and cultural performances.



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For more ideas, access the Red Ribbon toolkit at: www.dea.gov/redribbon

