

U.S. DEPARTMENT OF JUSTICE
DRUG ENFORCEMENT ADMINISTRATION



DEA RED RIBBON PATCH PROGRAM

Implementation Guide

(Revised June 2019)



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RED RIBBON PATCH PROGRAM

Program Overview

The DEA Red Ribbon Patch Program is designed to provide Boy Scouts and Girl Scouts the opportunity to earn a patch from the Drug Enforcement Administration (DEA) by performing antidrug activities in commemoration of Red Ribbon Week. Furthermore, this initiative seeks to empower young people to create, embrace, and strengthen their drug-free beliefs.



Scouts taking the DEA Drug-Free Pledge

DEA will award a Red Ribbon Patch to qualifying Boy Scouts and Girl Scouts!

Guiding Principles

- The DEA Red Ribbon Patch Program promotes the delivery of drug-free messages by Boy Scouts and Girls Scouts within local communities.
- The DEA Red Ribbon Patch Program incorporates input and direct participation from drug use prevention experts as speakers and presenters in local Red Ribbon Week campaigns.
- The DEA Red Ribbon Patch Program inspires grassroots community outreach strategies to reduce prescription drug misuse and illicit drug use among youth.
- The DEA Red Ribbon Patch Program keeps the dangers of prescription drug misuse and illicit drug use prominent in the public's mind.

Program Requirements

All Boy Scouts and Girl Scouts are eligible to participate in the program. All activities should be completed between *July 1 and November 30*.

To earn the DEA Red Ribbon Week Patch, complete the following:

1. Each scouting unit or troop **must coordinate** a Red Ribbon Week activity in the community or school.
2. Each scout **must attend** a drug use prevention education session.
3. Each scout **must take** the DEA Drug-Free Pledge.
4. The scout leader **must submit** the “**Activity Report**” upon completion of program requirements, no later than **November 30**. This form is located on www.getsmartaboutdrugs.com, DEA’s website for parents, caregivers, and educators.



Please do not use a P.O. Box or APO. Mailing address should be a physical location where troops and units can receive patches.

PLANNING YOUR RED RIBBON EVENT

The Role of the Scout Leader

The scout leader provides guidance and direction to their respective Boy Scout or Girl Scout unit or troop. The coordinating activities for the scout leader may include but are not limited to:

- Identify community promotional opportunities to promote the Scout's Red Ribbon Week activity.
- Ensure that scouts take and sign the "Drug Free Pledge."
- Identify a drug use prevention education session for their scout unit or troop to attend.
- Complete and submit the "Activity Report" and request patches for the scouting unit or troop.
- Disseminate patches to the scouts.

The Role of the Scout

As peer leaders in the community, the Boy Scouts and Girl Scouts encourage their peers and local community to promote a lifelong campaign of living drug free. The coordinating activities for the scouts may include but are not limited to:

- Serve as advocates for living free of drugs.
- Inspire other scouts and peers to live healthy lives through their own example.
- Coordinate a Red Ribbon Week activity.
- Participate in a drug use prevention education session.
- Promote a sense of pride in being physically and mentally strong.
- Foster team building by working with peers to successfully organize and promote a Red Ribbon Week activity.

The Role of Partner Organizations

Scouts are encouraged to look within their community for partnerships that may assist with coordination of Red Ribbon Week activities and leverage other potential resources. Partners may include schools, law enforcement, faith-based organizations, rotary clubs, businesses, nonprofit organizations, and community groups. The coordinating activities for partners may include but are not limited to:

- Serve as advocates for living drug free.
- Assist scouting troops to organize Red Ribbon activities.
- Conduct outreach for attendance to Red Ribbon activities as appropriate.
- Provide in-kind contributions such as printing, promotion, and supplies.
- Purchase ribbons and other giveaways for Red Ribbon activities.

- Foster other relationships and partnerships to broker other resources such as media coverage, prizes, and other resources.
- Coordinate volunteers and speakers for activities and other future ventures.

Potential Partnership Opportunities

- Faith-based organizations
- Community-based organizations
- Local food banks
- Local government
- Boys and Girls Clubs
- Other Boy Scout and Girl Scout troops
- Civic organizations
- YMCAs
- Police Athletic/Activities Leagues
- Young Marines
- Local community centers
- Schools
- Neighborhood associations
- Drug use prevention coalitions
- Local DEA offices

Drug Use Prevention Activity Ideas

Below are some ideas for coordinating Red Ribbon activities.

1. Sponsor a Red Ribbon kickoff event releasing only red balloons.
2. Coordinate a “Living Drug Free” day at school where everyone wears red and receives a Red Ribbon after reciting the Drug-Free Pledge.
3. Create posters/banners with a message about being and staying drug free to hang around the school during Red Ribbon Week (October 23-31).
4. Decorate boxes in red paper with drug-free messages to collect food for local food banks.
5. Ask the school’s principal if you can address the school with a drug-free message or slogan created by you and your troop/scout members during Red Ribbon Week.
6. Cosponsor a community event and hand out information on being drug free.
7. Have a contest to see who can create the best poster, bookmark, or other work of art with a drug-free message.
8. Sponsor a run/walk during Red Ribbon Week; invite your family and friends to participate.
9. Have a pep rally promoting being and staying drug free.
10. Contact your local media to see if they will provide a free public announcement for your Red Ribbon Event.



Drug Use Prevention Education Requirement

To satisfy the drug use prevention education requirement for troop/scout units, suggested activities include, but are not limited to, the following:

1. Invite a speaker from your local law enforcement agencies, prevention organizations, or other community organizations to give a presentation regarding drug use prevention.
2. Attend a local drug use prevention presentation given in the community.
3. The specific drug use prevention topic is up to the scout leaders.

MARKETING TOOLS

As an unfunded initiative, the scouting units and troops must print or purchase their promotional materials. To offset costs, DEA has developed some graphic designs and marketing tools that are available at www.GetSmartAboutDrugs.com.

Red Ribbon Patch Program Image



Suggested Promotional Items

The following is a list of some cost efficient promotional items that may be used in promoting your Red Ribbon Patch Program campaign.

POSTER	This is a good way to promote your event and provide your audience with information on "Living Drug Free" and Red Ribbon Week. A flyer has been designed by DEA and is available for download in the Red Ribbon Patch Program Marketing Toolkit.
RIBBONS	Incorporate drug-free message and design. Hand out to participants at Red Ribbon rallies. You may use the patch or other designs provided and include a message such as "Living Drug Free" on the ribbon. The cost for this item may be relatively inexpensive in your local community.
STICKERS	Incorporate drug-free message. Hand out to participants at Red Ribbon rallies. You may use the patch or other designs and include a message such as "Living Drug Free" on the sticker. The cost for this item may be relatively inexpensive in your local community.
T-SHIRTS	Serves as an identifying element for the scouts during their Red Ribbon Week rallies. May be used as special giveaways at the rallies. You may use the patch or other designs and include a message such as "Living Drug Free" on the t-shirt. The cost for this item may be relatively inexpensive in your local community.

RESOURCES

- www.getsmartaboutdrugs.com is DEA's website that provides parents, caregivers, and educators with comprehensive and straightforward resources you can use to protect your family from drug abuse. From this website, you can download a variety of drug use prevention and education publications that have been designed for middle school/teens, parents/caregivers, and educators.
- www.justthinktwice.com is DEA's website that provides information that helps teens learn the facts about drugs. From this website, teens can hear from other teens about various drug-related topics in the *Teens To Teens* section. Teens can also download or view videos about the dangers of drug use.
- **Sample** Red Ribbon Patch Program Press Release
- **Sample** Red Ribbon Patch Program Public Service Announcement
- **Sample** Red Ribbon Patch Program Drug-Free Pledge
- **Sample** Red Ribbon Patch Program Certificate of Participation
- Media Waiver (if applicable)
- Red Ribbon History and Background

CONTACT INFORMATION

For more information or questions about the program, please contact the Drug Enforcement Administration's Community Outreach and Prevention Support Section at:

Phone: 202-307-7936

E-Mail: Community.Outreach@usdoj.gov

Mailing Address: DEA Headquarters
Community Outreach and Prevention and Support Section (W12116)
ATTN: Red Ribbon Patch Program
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Springfield, VA 22152

*Thank you for supporting the
DEA Red Ribbon Patch Program!*

