

Red Ribbon 2020

DEA San Diego



While our in-person activities will not occur due to COVID-19 restrictions, below are some ways to bring awareness to [Red Ribbon Week](#) and living a drug-free life.

You can also request more information or presentations [HERE](#).

National Contests and Programs:

[Photo Contest](#): Open during the month of October. Families and schools submit a photo of home or school decoration around the Red Ribbon theme.

[Patch Program](#): Open to Boy Scouts and Girl Scouts now through Nov 30th.

[2021 Theme Contest](#): Due Dec 4.

[2020 Campus Video PSA Contest](#): ONLY open to college students (no high school entries will be accepted.) Due Nov. 9th. The winning campus will receive \$3,000 to support their drug prevention efforts.

Ideas for Schools—get creative with virtual ideas!

- Wear red ribbons and distribute them to your friends, family, volunteers, staff, and employees.
- Create a Red Ribbon virtual background for your school and use it during October.
- Sponsor a Red Ribbon Week activity (e.g., fun run; bike-a-thon; bookmark, poster, or essay contest).
- Incorporate drug prevention facts and tips in your school-wide announcements and websites.
- Have a (virtual) Red Ribbon Rally with performances by local talent or school groups.
- Have a presentation about the dangers of drug abuse. ([Schedule a virtual presentation by DEA here.](#))
- Do a drug prevention and refusal skills presentation for your classmates.
- Have parents and students take a [drug-free pledge](#).
- Provide information about [Kiki Camarena and the history of Red Ribbon week](#).
- Sponsor an in-service training on drug prevention education for school administrators, teachers, counselors, nurses, and other staff.
- Bring [drug prevention curriculum](#) into your classroom.
- Virtually attend the [National Red Ribbon Rally](#).
- Virtual Field Trip: A Day in the Life of a DEA Special Agent ([coming soon—sign up to receive info](#))

Ideas for Communities—get creative with virtual ideas!

- Contact your elected officials about issuing a [proclamation](#) declaring Red Ribbon Week in your community and invite them to participate in Red Ribbon Week activities.
- Display red ribbons on the interior and exterior surfaces of your organization's building—or [GO RED!](#)
- Sponsor a special drug abuse prevention seminar for the community. Invite a speaker who is an expert on drug prevention and invite the community to attend. ([Schedule a virtual presentation by DEA here.](#))
- Submit a public service announcement about Red Ribbon Week activities to your local radio station.
- Sponsor an in-service educational program for your employees and community leaders.
- Post fact sheets and Red Ribbon Week event notices and other materials on community webpages, and on bulletin boards in libraries, hospitals, local churches, synagogues, gymnasiums, grocery stores, parks and recreation departments, health clinics, universities, and other public places.