

2026 RED RIBBON WEEK

THEME:

MAKE A DIFFERENCE.

BE A HERO.

DRUG FREE.

Engagement Days:

October 23 – Crazy Sock Day!

Wear crazy socks to
your journey!

October 26 – Outrageous Hair Day!

Fix your hair in an outrageous way
for the journey ahead!

October 27 – Wear Red Out!

Dress in Red to Show your
commitment to being tobacco
drug free on your journey!

October 28 – Tourist Day!

Dress like a tourist on your
journey be sure to stand out!

October 29 – Back to the 60s and 70s

Wear your best tie-dye
or hippie clothes on our journey
back in Time!

October 30 – Team Up with Others

Wear your favorite team gear
to represent them!

October 31 – Drug-Free I Can Be Anything!

Happy Halloween!

Remember to celebrate Drug- and Tobacco-Free!

7 Warning Signs for Underage Drinking

MOOD CHANGES

temper flare-ups, irritability, and defensiveness



SCHOOL PROBLEMS

poor attendance, low grades, and/or recent disciplinary action



REBELLION

rebeling and not following family rules



CHANGE OF FRIENDS

switching friends and a reluctance
to let you get to know the new ones



"NOTHING MATTERS" ATTITUDE

sloppy appearance, a lack of involvement in
former interests, and general low energy



ALCOHOL PRESENCE

finding it in your child's room or backpack
or smelling alcohol on his or her breath



PHYSICAL OR MENTAL PROBLEMS

memory lapses, poor concentration, bloodshot eyes,
lack of coordination, or slurred speech



For more information, visit



**Be
Tobacco
Free!**

Text "Quit Smoking"
or "Quit Vaping"
to
66819



Lassen County Office of Education
Supporting Students for the Future



2026

RED RIBBON WEEK

TOOL KIT

TUPE

Tobacco Use
Prevention Education

Lassen County Office of Education

WHY RED RIBBON WEEK?

Since its beginning in 1985, the Red Ribbon has touched the lives of millions of people around the world. In response to the murder of DEA Agent Enrique Camarena, angered parents and youth in communities across the country began wearing Red Ribbons as a symbol of their commitment to raise awareness of the killing and destruction cause by drugs in America.

Enrique (Kiki) Camarena was a Drug Enforcement Administration Agent who was tortured and killed in Mexico in 1985. When he decided to join the US Drug Enforcement Administration, his mother tried to talk him out of it. "I'm only one person", he told her, "but I want to make a difference."

On Feb. 7, 1985, the 37-year-old Camarena left his office to meet his wife for lunch. Five men appeared at the agent's side and shoved him in a car. One month later, Camarena's body was found. He had been tortured to death.

In honor of Camarena's memory and his battle against illegal drugs, friends and neighbors began to wear red badges of satin. Parents, sick of the destruction of alcohol and other drugs, had begun forming coalitions. Some of these new coalitions took Camarena as their model and embraced his belief that one person can make a difference. These coalitions also adopted the symbol of Camarena's memory, the red ribbon.

IDEAS FOR CLASSROOMS

CLASSROOMS — K-3

- Hold classroom discussions about drugs.
- Define prescription drugs and street or illegal drugs.
- Discuss healthy lifestyles.
- Discuss peer pressure and how to make healthy choices.

CLASSROOMS — 4-6

- Discuss the reason for Red Ribbon Week.
- Discuss legal and illegal drugs.
- Discuss the harmful effects of drugs, alcohol, and tobacco.
- Have students bring in newspaper and magazine articles related to drug use or healthy lifestyles.
- Have students produce bulletin boards, banners or posters.
- Have students incorporate facts in a play or puppet show. Perform for younger students.

MIDDLE/HIGH SCHOOLS

ENGLISH:

- Write essays about alcohol and other drugs.
- Publish your own yellow pages ... list community organizations that provide assistance with drug and alcohol problems ... include hotline numbers.

MATH:

- Calculate the cost of cigarettes for 35 years.
- Calculate the costs to society of drug treatment and the cost of apprehending and incarcerating drug criminals.
- Have students interview or survey other students to determine how many of them have received peer pressure to use various drugs. Have students graph the results.

HEALTH AND PHYSICAL EDUCATION:

- Discuss the effects of alcohol and drugs on the body. Include steroid abuse.

SCIENCE:

- Discuss fetal alcohol syndrome and the effects of other drugs on the fetus.
- Diagram the brain. Show which parts alcohol affects first and what functions it impairs.

MIDDLE/HIGH SCHOOLS

HISTORY

- Discuss the origin of drugs and their use historically for medical and religious purposes.
- Have students develop proposed legislation related to drug abuse.
- Discuss the effects of alcohol and other drugs on society.

ART:

- Create drug-free bumper sticker slogans.
- Create a mural of activities that are fun alternatives to using drugs.
- Create a display of "I CAN'S" - Cut out the shape of cans from paper. Have students create the labels using their names and skills or activities in which they excel.

FOREIGN LANGUAGE:

- Write drug-free messages in foreign language.
- Research the drug and alcohol problems of a foreign country.

MUSIC:

- Discuss what alcohol and other drugs can do to the vocal cords.
- Have students incorporate facts about drugs or anti-drug slogans into music.

Free Lesson Plans for Red Ribbon Week '26



bit.ly/naturalhighlessons