U.S. Department of Justice

Drug Enforcement Administration

Red Ribbon Patch Program

2015 Implementation Guide

Revised July 2015

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RED RIBBON WEEK

Background

On February 7, 1985, at 2:00 p.m., Drug Enforcement Administration (DEA) Special Agent Enrique "Kiki" Camarena left the American Consulate in Guadalajara to meet his wife for lunch. Kiki had been in Mexico for four and a half years on the trail of Mexico's marijuana and cocaine barons. He was due to be reassigned in three weeks, having come dangerously close to unlocking a multi-billion drug dollar pipeline.

As Kiki neared his truck, he was approached by five men, who shoved him into a beige Volkswagen. One of the men threw a jacket over Kiki's head and the driver sped away.

Almost a month later, on March 5, Kiki's body was found on a ranch outside of the town of Zamora, Mexico, approximately 60 miles outside of Guadalajara. Autopsy reports indicated that Special Agent Camarena had been tortured and beaten. Three days after his body was discovered, he was returned to the United States for burial

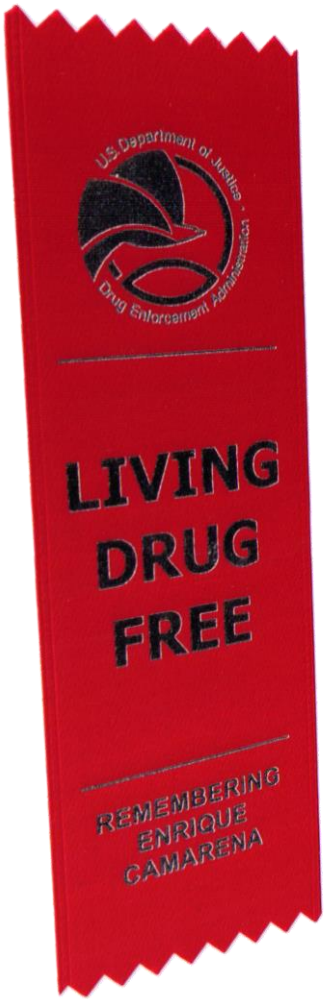
Following the death of Special Agent Camarena and the press attention that the killing generated, U.S. Congressman Duncan Hunter, member of the House Select Committee on Narcotics Abuse and Control, and Henry Lozano, a high school friend of Kiki's and director of Teen Challenge, a drug abuse prevention and counseling organization, met to discuss plans to develop "Camarena Clubs" throughout the El Cajon, California, area. These "Camarena Clubs" were formed to unite students, teachers, and others in the community against drug abuse.

The first "Camarena Club" was started on April 20, 1985, at Calexico Union High School, the same high school from which Kiki graduated in 1968. The following week, members of that club, along with Congressman Hunter's wife, Lynne, presented First Lady Nancy Reagan with the "Camarena Club Proclamation."

The summer of 1985 saw a surge in national interest in the memory of Kiki Camarena and the problems of drug abuse. The Virginia Federation of Parents and the Illinois Drug Education Alliance called on every American to wear red ribbons to symbolize their commitment to help

reduce the demand for drugs in their communities. Since then, the Red Ribbon campaign has taken on national significance.

The Celebration Continues



Today, Red Ribbon Week is celebrated annually October 23–31 in cities across the country. During Red Ribbon Week, young people in communities across the nation pledge to live a drug-free lifestyle by wearing red ribbons and participating in community-wide anti-drug events.

The meaning of Special Agent Kiki Camarena's sacrifice continues to galvanize communities through Red Ribbon Week, which calls upon organizations, parents, and educators to reinforce the dangers of drug abuse with children. "Red Ribbon Week honors Kiki Camarena, who made the ultimate sacrifice fighting drugs. The news of his death touched the nation, and today, millions of young people born well after Kiki's death wear red ribbons and sign pledges to remain drug-free," said former DEA Administrator Michele M. Leonhart.

Red Ribbon Week presents a critical opportunity for parents, educators, and communities to fight the constant battle against drugs by talking with children about the real issues around drug use and abuse. "Each year, Red Ribbon Week reinvigorates the message that drug abuse remains with us, and that we must stay vigilant in the fight," says Jack Lawn, the DEA Administrator at the time of Kiki's death.

Former Administrator Leonhart agrees, noting, "DEA will continue to take drug traffickers out of our communities as part of a comprehensive drug control strategy that includes effective enforcement, prevention, and treatment. All those who put their lives on the line enforcing our

nation's drug laws pay tribute to the young Americans who stand with them by wearing a red ribbon during Red Ribbon Week."

Each year millions of Americans participate in Red Ribbon week as a way of saying, "We want America to be free of drugs". This year, Scouts across America will have the opportunity to earn the right to wear the Red Ribbon Patch. The program consists of a Scout Unit agreeing to participate in this campaign. The Scouts in the unit will be required sponsor a Red Ribbon campaign in their school or community and participate in a drug-free activity to receive their DEA Red Ribbon Patch.

RED RIBBON PATCH PROGRAM

Program Overview

The DEA Red Ribbon Patch is an initiative designed to provide Boy Scouts and Girl Scouts the opportunity to earn a patch from the Drug Enforcement Administration (DEA) by performing anti-drug 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 and Certificate of Participation to the first qualifying 15,000 Boy Scouts and Girl Scouts!

Program Coordination

The DEA Red Ribbon Patch Program initiative is led by the DEA. The agency has dedicated in-kind resources to include program coordination, website development, website hosting, marketing, postage, graphic design, and other resources as appropriate.

Guiding Principles

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

Program Requirements

All Boy Scouts and Girl Scouts are eligible to participate in the program!

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 prevention education session.

3. Each Scout **must take** the DEA Drug Free Pledge.

4. Upon the Scout's completion of program requirements, the Scout leader **must submit** the online **'Activity Report'** no later than **Monday November 30, 2015.**

NOTE: The campaign starts on July 13, 2015 and the online Activity Report will be available starting October 1, 2015 on www.JustThinkTwice.com.

Please make sure the MAILING ADDRESS entered on the form is the location where the patches are to be sent.

Reporting

Upon completing the program, the Scout Leader or contact person must complete the online '**Activity Report'** form by Monday November 30, 2015. The form is located on the DEA website, www.JustThinkTwice.com.

Photographs, Newspaper Articles, Handouts and/or Posters

You are encouraged to submit photos, newspaper articles, handouts, and posters, describing your Red Ribbon activities for use in future program promotional items.

***Please note attachments and photos will not be returned.**

1) All photos must include a copy of a signed 'Media Waiver Agreement' available at www.JustThinkTwice.com , under Resources or in the Red Ribbon Patch Program toolkit.

2) Scanned and signed media wavers may be e-mailed to Demand.Reduction@usdoj.gov or mailed to the address below. If mailing pictures, please include the Media Waiver Agreement along with the pictures.

3) Mailing Address: DEA Headquarters
Demand Reduction Section (E-9049)
ATTN: Red Ribbon Patch Program
8701 Morrissette Drive
Springfield, VA 22152

Certificate of Participation

The Scout leader may download and sign the 'Certificate of Participation' upon completion of all program requirements.

The certificate is available for download at www.JustThinkTwice.com, in the Red Ribbon Patch Program Marketing Toolkit

The online certificate has been formatted to enable the typing of each Boy Scout and Girl Scout's individual name before printing.

PLANNING YOUR RED RIBBON EVENT

The Role of the DEA

The DEA will provide leadership and technical assistance in the development and implementation of your Red Ribbon Week activity as appropriate.

The coordinating activities for the DEA may include but are not limited to:

- Develop an Implementation Guide and forms.
- Conduct direct outreach to Boy Scout and Girl Scout Councils.
- Collaborate with other partners to include the National Alpha Phi Omega Fraternity.
- Design and host the DEA Red Ribbon Patch Program website pages.
- Develop materials for a marketing tool kit available to the public for downloading.
- Disseminate patches to the Boy Scouts and Girl Scouts.
- Compile a resource list of sample Red Ribbon activities as information is available.

At the conclusion of the initiative, the DEA will compile and summarize information on the current Red Ribbon Patch Program.

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 the Scouts take and sign the 'Drug Free Pledge.'
- Identify a drug prevention education session for their Scout unit or troop to attend.
- Complete and submit the 'Activity Report' and request the 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 prevention education session of choice.
- 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 the Red Ribbon Week activities and leverage other potential resources. Partners may include schools, law enforcement, faith-based organizations, rotary clubs, businesses, not-for-profit organizations, and community groups.

The coordinating activities for partners may include, but are not limited, to:

- Serve as advocates for living free of drugs.
- 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 the activity and other future ventures.

Partnerships

- Faith based organizations
- Community based organizations
- Local food banks
- Local government
- Boys and Girls Clubs
- Other Boy Scout and Girl Scout troops
- Civic organizations
- YMCA's
- Local Community Centers
- Schools
- Neighborhood Associations
- Drug Prevention Coalitions
- Local DEA Offices

Pledging to live a healthy and drug free

Drug 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 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. Co-sponsor 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 Red Ribbon one-two mile 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 announcing your Red Ribbon Event.

Drug Prevention Education Requirement

To satisfy the Drug Prevention Education requirement troop/scout units we suggest the following. (Scout troop/units are not limited to these suggestions):

1. Invite a speaker from your local law enforcement agencies, prevention organizations, or other community organizations to give a presentation regarding drug prevention.
2. Attend a local drug prevention presentation given in the community, in the library, at school, etc.
3. The specific drug prevention topic is up to the Scout Leaders.

MARKETING TOOL KIT

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.JustThinkTwice.com or www.GetSmartAboutDrugs.com.

Red Ribbon Patch Program Image

Suggested Promotional Items

The following is a list of some ideal 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 downloading under 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 for purchase by the respective Boy Scout unit or Girl Scout troop.
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 for purchase by the respective Boy Scout unit or Girl Scout troop.
T-SHIRTS	Serves as an identifying element for the Scouts during their Red Ribbon Week rallies. May be used as special larger giveaways at the rallies. You may use the patch or other designs and include a message such as "Living Drug Free" on the t-shirts. The cost for this item may be relatively inexpensive in your local community for purchase by the respective Boy Scout unit or Girl Scout troop.

Press Release

A sample press release is included in this Guide and may also be found on the website. Scout troops/units may utilize and modify the press release sample as appropriate.

Publicizing Your Event

To publicize your event in your community, it is important to know the media in your area.

Here are some ideas:

- Contact the local newspapers, identify the person(s) who writes community events.
- Mail and call your local radio and TV stations well in advance and send reminders with any updates two days before your event.
- Radio and television media have may have different staff working on the weekend. If your event is on the weekend, pitch your event to the weekend staff.
- Find out if your community has an online newsletter or webpage to post information about the event.
- Make sure to include your contact information at the top of all media materials, including e-mail address and phone numbers.
- Follow through with phone calls before and after your send materials.
- Make sure to take pictures of your event. Visually appealing images are a good way to attract coverage and are a great compliment to newspaper or online articles.
- A sample public service announcement is included in this manual and may be found on the website as well. Scouting troops/units may utilize and modify the public service announcement script as appropriate.

Note: Don't give up.

If the first person is not interested or not available, try another contact at the newspaper, radio or television station.

RESOURCES

JustThinkTwice (www.JustThinkTwice.com) is a website, which provides information that helps teens, learn the facts about drugs. Teens can also download or view videos about drug use and abuse.

J GetSmartAboutDrugs (www.GetSmartAboutDrugs.com) is a website that provides parents, caregivers and educators with comprehensive and straightforward resources about sustance abuse. From this website, you can download a variety of drug prevention and education publications.

The following sample documents can be downloaded from www.JustThinkTwice.com.

- **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 Activity Report

Red Ribbon Patch Program

Press Release

Contact:
[Your Organization]
[Your Name]
[Your Phone Number]

[YOUR ORGANIZATION] CELEBRATES RED RIBBON WEEK

[Your organization] invites the community to take a visible stand against drugs by celebrating Red Ribbon Week from October 23-31.

Red Ribbon Week raises awareness of drug use and the problems related to drugs facing our community, and encourages parents, educators, business owners, and other community organizations to promote drug-free lifestyles. This year's celebration will kick off on [DATE] with [include kick-off event or activity here] at [location]. Activities scheduled throughout the week include [include list of activities here].

"Red Ribbon Week encourages our entire community to adopt healthy, drug-free lifestyles," said [Contact Name, Leader of Your Organization]. "The campaign brings together parents, schools, and businesses as we look for innovative ways to keep kids and communities drug free."
The red ribbon now symbolizes a continuing commitment to reducing the demand for illicit drugs in our communities. In 1985, Drug Enforcement Administration (DEA) Special Agent Enrique S. "Kiki" Camarena was killed by drug traffickers. Shortly after Camarena's death, citizens from his hometown of Calexico, California, began wearing red ribbons to remember him and commemorate his sacrifice. Congress established Red Ribbon Week in 1988.

"Red Ribbon Week gives us the opportunity to be vocal and visible in our efforts to achieve a drug-free community," said [representative of your organization]. "Research shows that children are less likely to use alcohol and other drugs when parents and other role models are clear and consistent in their opposition to substance use and abuse."

Visit www.justthinktwice.com for more information about Red Ribbon Week or contact [add the name and phone number of your organization here].

Created August 2014

SAMPLE

Red Ribbon Patch Program

Public Service Announcement

Join the Boy Scouts in celebrating Red Ribbon Week from October 23-31, 2014. During Red Ribbon Week, young people in communities across the nation pledge to live a drug-free lifestyle by wearing red ribbons and participating in community-wide anti-drug events. Red Ribbon Week raises awareness of drug use and the problem related to drugs facing our community and encourages parents, educators, business owners, and other community organizations to promote drug-free lifestyles.

This year's celebration will kick off on [DATE] with [include kick-off event or activity here] at [location]. For more information go to www.JustThinkTwice.com or www.GetSmartAboutDrugs.com or call (LOCAL NAME and NUMBER).

SAMPLE

Red Ribbon Patch Program

Drug Free Pledge

I _____ make the following pledge to stay drug free:

I pledge to stay in school and learn the things that I need to know.

I pledge to make the world a better place for kids like me to grow.

I pledge to keep my dreams alive and be all that I can be.

I pledge to help others and to keep myself drug free.

I know that I can achieve my dreams and live my life as I choose because of my pledge to stay Drug-Free.

SAMPLE

_____

Signature of Scout Date

_____

Signature of Parent/Caregiver/Leader Date

Red Ribbon Patch Program

Activity Report

(To be completed online at www.JustThinkTwice.com)

This form certifies your completion of all program requirements and MUST be completed to receive your DEA Red Ribbon Week Patches no later than Monday, December 15, 2014.

Scout Troop or Unit Number _____ Council Name _____

Troop or Unit mailing address (*print*)_____

City_____ State_____ Zip Code_____

To ensure that you receive the patches, please enter the address where you would like to receive the patches. Make certain that the address has a valid street number, city, state and zip code. For mailing to APO addresses contact the Demand Reduction Section at 202-307-7936.

Troop or Unit e-mail address (Print) _____

Number of Boy Scouts or Girl Scouts that attended the anti-drug prevention session: ____

Number of Boy Scouts or Girl Scouts that took the drug free pledge: _____

Number of patches requested for your troop or unit: _____

SAMPLE

Please describe the Red Ribbon Week activity/event your troop or unit sponsored:

Approximately how many participants attended your Red Ribbon Week activity? _____

Did you partner with anyone? Yes _____ No _

If so, please mark all that apply:

____ Business/Corporation

____ School

____ Government Agency

(city, county, state, or federal)

____Civic organization/non-profit

____ Faith based organization

____ Coalition

____ *Other* _____

Please describe the anti-drug prevention education session attended by the scouts (i.e. *discussion, lecture*, etc.):

SAMPLE

Are you planning to participate in next year's Red Ribbon Week? ____ Yes ____ No

Is there anything that you recommend to improve DEA's Red Ribbon Week Patch program for next year?

SUBMIT TO: www.Demand.Reduction@usdoj.gov

SAMPLE

Created August 2014

U.S. Department of Justice

Drug Enforcement Administration

Congressional & Public Affairs

Demand Reduction Section

Media Waiver Agreement

I, (**print name**), _____, authorize the Drug Enforcement Administration (DEA), the right to use my physical likeness and/or voice and/or visual imagery (photographs, moving footage, or other visual and/or audio media), and/or interviews, and/or other content I have provided to the DEA, in perpetuity and throughout the world. This material will be distributed at the discretion of DEA's Office of Congressional and Public Affairs, Demand Reduction Section to the media or shown in public venues for educational purposes relating to DEA initiatives (i.e., Red Ribbon Week Activities, Publications, etc.); DEA websites (www.JustThinkTwice. com, www.GetSmartAboutDrugs.com, and www.dea.gov); and DEA multimedia presentations (i.e. PowerPoint, video productions, etc.).

I agree that the foregoing grant includes the right to use my physical likeness or imagery in video and film, and photographic and printed matter without limitation. I represent that the consent of no other person, firm, corporation, or organization is required to enable DEA to use my likeness and/or voice and/or imagery as described herein, and that such use will not violate the rights of any third parties.

I hereby certify and represent that I have read the foregoing and fully understand the meaning and effect thereof, and intend to be legally bound by this release. I am over 18 years of age and competent to sign the contract in my own name.

SIGNATURE: _____DATE: _____

SIGNATURE: _____ DATE: _____

(PARENT OR GUARDIAN IF UNDER 18 YEARS OF AGE)

DEA REPRESENTATIVE SIGNATURE: _____ DATE: _____

DEA OFFICE: _____

Created August 2014

SAMPLE

CONTACT INFORMATION

For more information or questions about the program, please contact the Drug Enforcement Administration, Demand Reduction Section at:

- Telephone: 202-307-7936

- E-Mail: Demand.Reduction@usdoj.gov

- Mailing Address:

  DEA Headquarters
  Demand Reduction Section (E-9049)
  ATTN: Red Ribbon Patch Program
  8701 Morrissette Drive
  Springfield, VA 22152

Thank you for supporting the DEA Red Ribbon Patch Program!