



Guidance and Talking Points: Red Ribbon Week

- ✓ Thank the sponsoring organization/individual(s) for the invitation to speak.
 - ✓ Introduce yourself - provide background about yourself – who you are and what you do.
 - ✓ Tell the audience the main topics that you will speak about.
 - ✓ What does the Drug Enforcement Administration (DEA) do?
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- Red Ribbon Week – October 23-31 – You may remember the events of this commemorative week from elementary school – red ribbons that you wore during the week, the bookmark contest, people like me coming to your class to talk. I want to remind you about why we have Red Ribbon Week.
 - On February 7, 1985, Enrique (“Kiki”) Camarena, a DEA Special Agent, was stationed in Guadalajara, Mexico. Kiki had been in Mexico for more than four years and was on the trail of Mexican marijuana and cocaine drug traffickers.
 - At 2:00 p.m. that day, Kiki was going to meet his wife Mika for lunch. As Kiki was about to enter his truck, five men approached and shoved him into a beige Volkswagen and sped away. That was the last time Kiki was seen alive.
 - Kiki’s body was found one month later in a shallow grave, 70 miles from Michoacán, Mexico. He had been beaten and brutally murdered.
 - Shortly after Kiki’s death, Congressman Duncan Hunter and Kiki’s high school friend Henry Lozano launched the “Camarena Club” in Kiki’s hometown of Calexico, California. Hundreds of club members pledged to live drug-free lives to honor Kiki’s sacrifice.
 - In 1988, the National Family Partnership coordinated the first national Red Ribbon Week with President and Mrs. Reagan serving as honorary chairpersons. Since then, 80 million people participate in Red Ribbon activities each year. The National Family Partnership continues to coordinate the campaign for families, schools, and communities across the nation each year.
 - Red Ribbon Week is a uniform way for communities nationwide to take a stand against drugs and drug use. The Red Ribbon Week events and activities help educate individuals, families, and communities about the destructive effects of drug use.
 - There are lots of ways to celebrate Red Ribbon Week and every part of your community or school can get involved. For a list of activities you can organize or participate in, go to [20 Ways to Promote Red Ribbon Week in Your Communities and Schools](#).
 - Here are sample pledges for use at Red Ribbon Week events. Parents and students can recite these pledges, or sign and post them in their homes and schools as a reminder of their pledges to be drug free. The pledges are available at www.GetSmartAboutDrugs.com.

Student's Pledge

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.

Parent's Pledge

We will talk to our children about the dangers of drug abuse.

We will set clear rules for our children about not using drugs.

We will set a good example for our children by not using illegal drugs or misusing prescription drugs.

We will monitor our children's behavior and enforce appropriate consequences so that our rules are respected.

We will encourage family and friends to follow the same guidelines to keep their children safe from drug abuse.

I pledge to set guidelines to help children grow up safe, healthy, and drug free.

For more information about Red Ribbon Week and how you can get involved, go to www.dea.gov/redribbon, www.getsmartaboutdrugs.com, www.justthinktwice.com, and www.campusdrugprevention.gov.