

Programs and Member Services Commission

Program ideas for Red Ribbon Week – October 23-31



Red Ribbon Week (RRW) is the nation's largest drug awareness and prevention campaign, involving 80 million people each year. For over 25 years, PTAs have organized RRW activities to take a stand against illicit drug use in their communities and make a commitment to healthy living.

Some ways to celebrate Red Ribbon Week:

- Hold a 'Hugs Not Drugs Day' and invite students to bring in their favorite stuffed animal
- Create posters with drug prevention messages for classrooms
- Hold a 'Red Ribbon Run For Fun' to reinforce your commitment to healthy living
- Organize a 'Band Against Drugs' Talent Show
- Invite drug prevention experts for an assembly
- Decorate trees and fences with red ribbons
- Hand out red ribbons or armbands to students
- Invite everyone to wear red for the day
- Sponsor an essay contest
- Write personal pledges to be drug-free
- Plan Family Fun Night with games & activities
- Cover playground with drug prevention slogans in chalk
- Ask everyone to wear sneakers for 'Don't Let Drugs Sneak Up On You' day
- Hold a contest for the best drug prevention slogan to use for your RRW Celebration
- Wear clothes backwards for 'Turn Your Back On Drugs' day
- Sign red ribbons and send them to Washington as a symbol of unity and concern
- Serve red foods such as red popsicles, watermelon, pizza and tomato juice
- Collect canned foods for a local food bank for 'We Can All Say No To Drugs!'
- Write poems on Red Ribbon Celebration themes and post them around the school
- Create a drug prevention mural, offering a prize for the best prevention mural theme
- Have a Coloring Contest for students to color in a picture with a prevention theme
- Party at a Family Night 'Red Ribbon Sock Hop' with everyone wearing red socks

Sample RRW activity schedule

Day 1 – RRW Decoration Day

Day 2 – RRW Theme Day

Day 3 – Rally in Red Day

Day 4 – Make a Pledge Day

Day 5 – RRW Celebration Day