

Cheltenham Communities That Care

RED RIBBON WEEK

Red Ribbon Week October 23–31, 2021

In 1985, DEA Special Agent, Enrique (“Kiki”) Camarena, had been living in Mexico for over four years. On February 7, 1985, he was positioned in Guadalajara, Mexico, actively on the trail of Mexican marijuana and cocaine drug traffickers. He was on his way to meet his wife for lunch when five men approached his truck, grabbed him, and forced him into a waiting vehicle. The next time Kiki was seen was one month later when his beaten and lifeless body was discovered abandoned in a ditch.

A short time later, Congressman Duncan Hunter and Henry Lozano, a long-time friend of Kiki, founded the “Camarena Club” in Kiki’s hometown of Calexico, California, to honor his life and pledge to live drug-free. Hundreds of people participated.

Currently, millions of youth, adults, schools, and communities participate in Red Ribbon Week activities by wearing red ribbons, learning about the harmful and destructive effects of drugs, pledging to live drug-free, joining parades, and much more.

Information from [dea.gov/red-ribbon/red-ribbon-toolkit](https://www.dea.gov/red-ribbon/red-ribbon-toolkit)



What Can You Do?

- Learn how drugs can affect your body and mental health.
- Understand that the youth brain continues to develop until age 25, so drug use can impair this progression.
- Kids: talk to your parents/caregivers. Parents/caregivers: talk to your children. Ask questions, be honest, and have calm and respectful conversations over time because one talk is not enough.

This newsletter is produced by Cheltenham Communities That Care (CTC).



In honor of Red Ribbon Week, Cheltenham CTC encourages you to take the pledge to be drug-free.

Pledge for Youth

- 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.

Pledge for Parents/Caregivers

- 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.

Get Involved!

How can you celebrate both Red Ribbon Week (10/23-10/31) and being Drug-Free?

- Proudly wear a red ribbon attached to your clothes, handbag, and/or backpack.
- Wear red items of clothing, such as socks, shirts, pants, shoes, headbands, etc.
- Learn more about the harmful effects and dangers of marijuana. The [Cheltenham Communities That Care website](#) has some great resources.
- Talk to your children about the effects of marijuana and choosing not to use.
- Parents: download the [*Talk They Hear You*](#) app for suggestions on how to start and navigate through difficult conversations.
- Youth: Talk to your parents about marijuana and ask them questions. If neither of you know the answers, look them up together and discuss your findings.
- Write a story.
- Begin a journal.
- Create drawings, paintings, and art projects.
- Contact government officials about promoting drug prevention efforts in your community.

U.S. Drug Enforcement Administration Resources

www.getsmartaboutdrugs.gov

Drug prevention and education resources for parents, educators, and caregivers

www.justthinktwice.gov

Drug prevention and education resources for teens

www.campusdrugprevention.gov

A resource to prevent drug abuse among college students