



Day 1 | History of Red Ribbon Week  
(Leader Guide)

## Day 1-History of Red Ribbon Week

Hidden rules govern behavior (Payne, 2003). In other words, a student's decisions are influenced by a set of rules that are often not seen and sometimes not even completely understood by the adults in their lives. Your role in today's session is to help to uncover some of those hidden rules that are influencing their decision making. We want to see a CHANGE in the trend of students using drugs to mask their negative feelings. A leading expert in the area of change, John Kotter (1995), explains that in order to see authentic change a frank discussion has to be held about the real issues driving the problems. In this case, the problem is that more and more students are turning to drugs to deal with their negative feelings. Kotter also explains that individuals impacted need to have buy-in on the solution to overcome the problem (1995). Today's session gives you an opportunity to invite students to share their ideas on what the best solutions are to this tremendous problem.

**Red Ribbon Week Contest:** One way to make this week a fun one is to host a contest for your students based on a point-system. They can get points for filling in all the correct answers to each fill-in-the-blank for that day's video, answering the "wacky" bonus question(s), volunteering to share, coming up with creative ways to share with the student body what they are learning from this series, and completing the action steps.

*This week's "wacky" bonus questions are: 1) What was painted on the mural behind Fabian in the first scene of the video? Answer: Music Notes 2) Fabian is known as America's what? Answer: Big Brother*

**Video and Worksheet:** Show Day 1 Video Clip, "History of Red Ribbon Week" and ask students to fill in the blanks for Day 1 of their worksheet while watching the video. Instruct students to wait for your go ahead to answer the questions under "Express Yourself"

**"Express Yourself" Section:** Ask students to fill out this section on their own while you play the intro music to the video. (The goal of the music is to provide students with a calm atmosphere so they can reflect upon their individual answers to the questions.) If possible, provide students with about 8-10 minutes to answer these questions.

**Discussion:** Ask students to volunteer to answer each of the questions aloud. The goal is to have about 4 to 5 students share per question. (The list of questions for the "Express Yourself" section is also on the answer sheet.)

**Action:** Ask students to share one item that really stood out to them from the video with their parent or guardian this evening. If you are holding a contest for your students, be sure to have students get their parents' signature on their worksheet.

### References

Kotter, J. P. (1995). Leading change: Why transformation efforts fail. *Harvard Business Review*, 73(2), 59-67.

Paynes, R. (2003). A framework for understanding poverty. Highlands, TX: Aha process, Inc.



Day 1 History of Red Ribbon Week  
(Student Worksheet)

**Fabian’s Story**

Fabian grew up in \_\_\_\_\_ and was considered an at-r\_\_\_\_\_ student.  
He was b\_\_\_\_\_ through middle school and often thought about d\_\_\_\_\_ o\_\_\_\_\_.  
Fabian eventually went on to earn a \_\_\_\_\_ degree.

**Life Truth**

It’s not where you s\_\_\_\_\_, it’s where you e\_\_\_\_\_ u\_\_\_\_\_.

**History of Red Ribbon Week**

Enrique “Kiki” S. Camarena was an undercover D\_\_\_A agent in 19\_\_\_\_. On his way to meet his wife for lunch, he was captured by \_\_\_\_\_ men. He was later found in a s\_\_\_\_\_  
g\_\_\_\_\_. He was \_\_\_\_\_ to death. His friends started a movement that later become known as Red Ribbon Week to encourage students to live d\_\_\_\_\_ -f\_\_\_\_\_ lives.

**Staggering Stats**

\_\_\_\_\_% of students say they can find drugs inside their schools.  
50% of youth that try a\_\_\_\_\_, go on to try c\_\_\_\_\_.  
During the winter and summer months, teens are more likely to use opioids. The most common opioids are p\_\_\_\_\_ r\_\_\_\_\_.  
A\_\_\_\_\_ kills 6.5X the number of youth than any other drug.

**Solutions**

Teens that talk to their parents about drugs on a regular basis are \_\_\_\_\_% less likely to use drugs.  
Only a q\_\_\_\_\_ of teens talk to their parents about the effects of drugs.  
T\_\_\_\_\_ to your parents about the effects of drugs.

**Life Truths**

Teens learn from mistakes, it just doesn’t have to be their o\_\_\_\_\_.  
The more you learn about drugs, the \_\_\_\_\_ likely you are to use them.

**Express Yourself**

How can you show your support for living a drug-free life during the school year? \_\_\_\_\_

What is one specific way you can encourage your friends to live drug-free lives? \_\_\_\_\_

What is one thing you learned from Fabian’s video about the history of Red Ribbon week that you can share with your mom, dad, or guardian? \_\_\_\_\_

Fabian mentioned that teens can learn from mistakes, but they don’t always have to be their own. What is one mistake that you have learned from that you didn’t make, but that you saw someone else make? \_\_\_\_\_

Sometimes it is hard for teens to open up a conversation about the topic of drugs with their parents or guardians. What do you think teens could do to make that conversation easier to have? What can parents do to make that conversation easier to have? \_\_\_\_\_

**Action**

Share with your parent and/or guardian one lesson you learned from today’s video.

Parent/Guardian signature \_\_\_\_\_



# Red Ribbon Week

— DRUG PREVENTION —

## Day 1 History of Red Ribbon Week (Student Answer Sheet)

### Fabian’s Story

Fabian grew up in Houston and was considered an at-risk student. He was bullied through middle school and often thought about dropping out. Fabian eventually went on to earn a Master’s degree.

### Life Truth

It’s not where you start, it’s where you end up.

### History of Red Ribbon Week

Enrique “Kiki” S. Camarena was an undercover DEA officer in 1985. On his way to meet his wife for lunch, he was captured by 5 men and tortured to death. He was later found in a shallow grave. His friends started a movement that later become known as Red Ribbon Week to encourage students to live drug-free lives.

### Staggering Stats

65% of students say they can find drugs inside their schools.

50% of youth that try alcohol, go on to try cocaine.

During the winter and summer months, teens are more likely to use opioids. The most common opioids are pain relievers.

Alcohol kills 6.5X the number of youth than any other drug.

### Solutions

Teens that talk to their parents about drugs on a regular basis are 42% less likely to use drugs.

Only a quarter of teens talk to their parents about the effects of drugs.

Talk to your parents about the effects of drugs.

### Life Truths

Teens learn from mistakes, it just doesn’t have to be their own.

The more you learn about drugs, the more likely you are to use them.

### Express Yourself

How can you show your support for living a drug-free life during the school year? \_\_\_\_\_

What is one specific way you can encourage your friends to live drug-free lives? \_\_\_\_\_

What is one thing you learned from Fabian’s video about the history of Red Ribbon week that you can share with your mom, dad, or guardian? \_\_\_\_\_

Fabian mentioned that teens can learn from mistakes but they don’t always have to be their own. What is one mistake that you have learned from that you didn’t make but that you saw someone else make? \_\_\_\_\_

Sometimes it is hard for teens to open a conversation up about the topic of drugs with their parents or guardians, what do you think teens could do to make that conversation easier to have? What can parents do to make that conversation easier to have? \_\_\_\_\_