



RED RIBBON WEEK is the nation's oldest and largest drug prevention awareness program. The National Family Partnership started Red Ribbon Week after the death of Drug Enforcement Administration (DEA) Special Agent Enrique "Kiki" Camarena, who was brutally tortured and murdered in 1985 by drug traffickers he was investigating in Mexico. After his death, people started wearing red ribbons to honor Kiki's sacrifice.

Today, millions of people celebrate Red Ribbon Week by wearing red ribbons, participating in community anti-drug events, and pledging to live drug-free lives.

CELEBRATE RED RIBBON WEEK

- Learn about the destructive effects of drug abuse and opioid misuse.
- Educate your family members and friends.
- Take action:
 - Sponsor an anti-drug poster and essay contest
 - Create an anti-drug PSA
 - Host a community drug awareness event
 - Decorate or light up buildings and national monuments in red
 - Take the pledge and promote living a healthy, drug-free lifestyle

LEARN MORE

DEA Resources

www.getsmartaboutdrugs.com

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

www.justthinktwice.com

Drug prevention and education resources for teens.

www.campusdrugprevention.gov

A resource to prevent drug abuse among college students.

www.operationprevention.com

Provides science-based digital lessons to educate students about the impacts of opioid misuse.

