

Red Ribbon Week is a national celebration that promotes and encourages everyone to live a healthy and drug-free lifestyle. The theme this year is “Drug free, looks like me.” The theme is a call to action to speak out in support of healthy choices. It serves as a reminder that we are all empowered with shaping the communities around us through positivity, bravery and strength. By staying drug free, you are sending a message to others about how much you value your overall health, community, and future.

You may have noticed a billboard series with some familiar faces on them, with the title “A Perfect Moment.” According to the 2021 Prevention Needs Assessment Survey, 61% of students in grades 8, 10, and 12 have talked to their parents about substance abuse. Sitting down to talk about alcohol, drugs, and gambling can be tough. Try using everyday opportunities to talk, such as in the car, during a meal, or while watching TV together. Having lots of little talks takes the pressure off one lengthy discussion. Here are some examples on how you could start a conversation with your child/children or grandchildren:

- **Make it personal. If there is a history of addiction, or gambling problem in your family, tell them about it.** “I worry because you have a higher risk for developing a drug, alcohol, or gambling problem.”
- **Stay strong. Your kids may give one-word answers, may be defensive, or may be angry. When needed, take a break and talk later. But don’t stop the conversation.** “Did my question upset you? Why? Help me understand what you are feeling.”
- **Be real and give them the facts.** “Did you know that every day, 29 people in the U.S. die in motor vehicle crashes that involve an alcohol-impaired driver?” “About 10-14% of youths are at risk of developing a gambling addiction, which means that they already show signs of losing control over their gambling behavior.”

For more information, visit www.oasas.ny.gov/talk2prevent-parent-toolkit

Red Ribbon Week is celebrated every year at the end of October. During this time, the A/CDP Prevention Program plans and coordinates activities in the schools and community to recognize the importance of living a healthy, drug free life. We encourage local businesses, health clinics, law enforcement, senior centers and all other community members to show their support for Red Ribbon Week by participating in the theme days.

If you are looking for some cost-free family fun, the A/CDP Prevention Program invites you to a few activities in Akwesasne throughout Red Ribbon Week, October 25th to 29th, 2021. Join us on Friday, October 29th, 2021 as the Akwesasne Coalition for Community Empowerment will be hosting their annual Trunk or Treat event along Margaret Terrance Memorial Way from 5:30 p.m. – 8:30 p.m. Put on your costume and come take a drive through to see the elaborately decorated trunks that coalition members have designed.


If you can’t make it to the events, here are some other ways that you and your family can become involved in Red Ribbon Week: educate yourself and your family about the meaning of Red Ribbon Week, dress according to the theme day each day, plan drugfree activities for your family, have discussions about drugs and alcohol and the rules regarding substances in your home, wear a red ribbon all week. Additionally, it provides a chance to enjoy the outdoors, connect with nature, take a break from daily stress and see the rewards of something beautiful you’ve nurtured. The A/CDP Prevention Program looks forward to celebrating a drug-free, violence-free life with you. Let’s work together today, to build a better tomorrow. For more information about Red Ribbon Week and the upcoming events please call the A/CDP Prevention Program at (518)358-2967.



Celebrate Red Ribbon Week

Monday
October 25


Wear RED Day
"Red-y to live Drug-Free and make a difference"



Wear red or red ribbon shirt/ ribbon dress

Tuesday
October 26


Twin Day
"Pair up against drugs"



Wear matching clothes with a friend

Wednesday
October 27

Jersey Day
"Team up against drugs, play drug-free"



Wear your favorite sports team jersey or sports shirt

Thursday
October 28


Camo Safari Day
"Drugs can't find me"



Wear your favorite camouflage or animal print clothing

Friday
October 29

Costume Day
"Say BOO to drugs"



Wear Halloween costume



Not Just for A Week, But for Life!
This activity is sponsored by: The Alcoholism/Chemical Dependency Prevention Program

