

# Red Ribbon Week

Goal: To educate students about the history of Red Ribbon Week and to promote students choosing to be drug free. This year's theme is "Be Happy. Be Brave. Be Drug Free." [Red Ribbon Campaign](#)

## WHAT IS RED RIBBON WEEK?

Red Ribbon Week is the oldest and largest drug prevention campaign in the country. It is an ideal way for people and communities to unite and take a visible stand against substance abuse. Show your personal commitment to a drug-free lifestyle through the symbol of the Red Ribbon, Oct 23rd - 31st.

Enrique (Kiki) Camarena was a Drug Enforcement Administration Agent who was tortured and killed in Mexico in 1985. Camarena worked his way through college, served in the Marines and became a police officer. When he decided to join the US Drug Enforcement Administration, his mother tried to talk him out of it. "I'm only one person", he told her, "but I want to make a difference."

The DEA sent Camarena to work undercover in Mexico, investigating a major drug cartel believed to include officers in the Mexican army, police and government. On Feb. 7, 1985, the 37-year-old Camarena left his office to meet his wife for lunch. Five men appeared at the agent's side and shoved him in a car. One month later, Camarena's body was found. He had been tortured to death.

In honor of Camarena's memory and his battle against illegal drugs, friends and neighbors began to wear red badges of satin. Parents, sick of the destruction of alcohol and other drugs, had begun forming coalitions. Some of these new coalitions took Camarena as their model and embraced his belief that one person can make a difference. These coalitions also adopted the symbol of Camarena's memory, the red ribbon.

## [Bethany Hamilton on Staying Active and Engaged](#)

### DISCUSSION GUIDE

Some suggested questions to ask after you watch the video:

#### Question #1:

Bethany talks about the importance of staying healthy. What is one healthy decision you have made for yourself?

#### Question #2:

What can you do to focus on health?

#### Question #3:

Bethany looks for things to be grateful for - this helps her face new challenges. What are you grateful for?

#### Question #4:

Being active helps to keep Bethany engaged. How are you active?

#### Question #5:

Surfing, Bethany says, is so fun that it keeps her "coming back for more." What is fun to you and keeps you coming back for more?

#### Question #6:

Bethany has many fans that admire her for her persistence and strength. What is one thing you think you should be admired for?