

Education  
Joseph H. Mathos, Deputy Superintendent

**SUBJECT: REQUEST FOR RENEWED ENDORSEMENT OF OCTOBER 23 - 31, 1999,  
AS RED RIBBON WEEK FOR MIAMI-DADE COUNTY PUBLIC SCHOOLS**

**STRATEGIC PLANNING GOALS: VII - SAFE SCHOOLS  
IX - COMMUNITY/HOME/PARENT/SCHOOL/  
BUSINESS PARTNERSHIP**

Permission is sought for the renewal of the resolution endorsing October 23 - October 31, 1999, as Red Ribbon Week. This renewal will reemphasize the School Board's commitment to the mission and objectives of alcohol, tobacco and other drugs awareness.

Miami-Dade County Public Schools has participated in Red Ribbon Week through the initiation and promotion of a range of positive, consciousness-raising activities, each of which has been designed specifically for deterring students from using harmful, habit-forming products. These activities include the use of the TRUST curricula, distribution of informative literature, school announcements, speakers, videos, and contests. Further, the substance education district staff and TRUST specialists have sought the encouragement of local businesses and agencies for the endorsement of October 23 - October 31, 1999, as Red Ribbon Week.

Appropriate staff may also wish to contact various businesses and organizations for their collaboration. Additional suggested activities for Red Ribbon Week may include:

- having a drug awareness week march
- providing information on alcohol, tobacco and other drugs during morning announcements
- focusing on a different drug each day, (e.g., tobacco, alcohol)
- implementing lessons from the TRUST curriculum
- having students create drug-free messages to be announced on in-school T.V.
- having drama classes/clubs create skits to present to schools
- having a poster, essay or rap contest with anti-drug messages
- having students do current events on the tobacco trials that are presently taking place
- having students research the cost of treatment for substance abuse
- scheduling speakers to talk about the dangers of alcohol, tobacco, and other drugs
- showing drug prevention videos (available through Informed Families of Dade County, Inc.)
- encouraging students to join extra curricular activities
- encouraging older students to talk to younger students about the dangers of alcohol, tobacco and other drug use.

**RECOMMENDED:** That The School Board of Miami-Dade County, Florida, renew its endorsement of October 23 - 31, 1999, as Red Ribbon Week and authorize the Superintendent to encourage continued district and school participation.

JHM:slg