

October 10, 2001

Education  
Joseph H. Mathos, Deputy Superintendent

**SUBJECT: REQUEST FOR RENEWED ENDORSEMENT OF OCTOBER 23-  
OCTOBER 31, 2001, AS RED RIBBON WEEK IN MIAMI-DADE COUNTY  
PUBLIC SCHOOLS AND AUTHORIZATION FOR THE SUPERINTENDENT  
TO ENCOURAGE CONTINUED DISTRICT AND SCHOOL PARTICIPATION**

Permission is sought to renew the endorsement of October 23 - October 31, 2001, 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 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 curriculum, 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, 2001, as Red Ribbon Week.

Appropriate staff may also contact various businesses and organizations for their collaboration. Activities for Red Ribbon Week may include:

- Decorate schools, offices, and satellite centers;
- Have a Drug Awareness March around the school with posters against drugs;
- Provide information on alcohol, tobacco and other drugs during morning announcements;
- Focus on a different drug each day, (e.g., tobacco, alcohol);
- Implement lessons from the TRUST curriculum;
- Have students create drug-free messages to be announced on in-school T.V.;
- Have drama classes/clubs create skits to present to schools;
- Have a poster, essay or rap contest with anti-drug messages;

- Have students research the cost of treatment for substance abuse;
- Schedule speakers to talk about the dangers of alcohol, tobacco, and other drugs;
- Show drug prevention videos (available through Informed Families of Dade County);
- Encourage students to join extracurricular activities;
- Encourage older students to talk to younger students about the dangers of alcohol, tobacco and other drug use;
- Wear red arm bands and/or red ribbons during red ribbon week;
- Have music teachers create songs;
- Have books of interest displayed in the media center; and
- Encourage Dade Partners to participate with schools in their displays and endorsement for Red Ribbon Week.

**RECOMMENDED:** That The School Board of Miami-Dade County, Florida:

1. renew its endorsement of October 23 - October 31, 2001, as Red Ribbon Week in Miami-Dade County Public Schools; and
2. authorize the Superintendent to encourage continued district and school participation.

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