

Mercedes Tural, Deputy Superintendent  
Curriculum and Instruction

**SUBJECT:           REQUEST RENEWED ENDORSEMENT OF OCTOBER 23-31,  
2004, AS RED RIBBON WEEK IN MIAMI-DADE COUNTY PUBLIC  
SCHOOLS**

**COMMITTEE:       EDUCATION AND SCHOOL OPERATIONS**

Authorization is sought to renew the endorsement of October 23-31, 2004, as Red Ribbon Week. This renewal will reemphasize the School Board's commitment to the mission and objective of alcohol, tobacco, and other drug 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 substances. These activities include the use of the To Reach Ultimate Success Together (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 23-31, 2004, as Red Ribbon Week.

Appropriate staff may also contact various businesses and organizations for their collaboration. Activities for Red Ribbon Week may include, but are not limited to:

- wearing red ribbons during Red Ribbon Week;
- encouraging Dade Partners to participate with schools in their displays and endorsement for Red Ribbon Week;
- decorating schools, offices, and satellite centers;
- participating in a drug awareness march around the school with posters against drugs;
- 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;
- creating drug-free messages to be announced on in-school T.V.;

- inviting drama classes/clubs to create skits to present to schools;
- holding a poster, essay, or rap contest with anti-drug messages;
- researching the cost of treatment for substance abuse;
- scheduling speakers to speak about the dangers of alcohol, tobacco, and other drugs;
- showing drug prevention videos;
- encouraging students to join extra curricular activities;
- encouraging older students to speak with younger students about the dangers of alcohol, tobacco, and other drug use; and
- displaying books of interest in the media center.

**RECOMMENDED:** That The School Board of Miami-Dade County, Florida, renew its endorsement of October 23-31, 2004, as Red Ribbon Week in Miami-Dade County Public Schools.

RKF/BB/DM:dr