

Mercedes Toural, Chief Education Officer  
and Deputy Superintendent of Schools

**SUBJECT:           REQUEST RENEWED ENDORSEMENT OF OCTOBER 23-31,  
2003, 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, 2003, 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, 2003, 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;
- participate in 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;
- create drug-free messages to be announced on in-school T.V.;

- have drama classes/clubs create skits to present to schools;
- hold a poster, essay, or rap contest with anti-drug messages;
- 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;
- encourage students to join extra curricular activities;
- encourage older students to talk with younger students about the dangers of alcohol, tobacco, and other drug use;
- wear red arm bands and/or red ribbons during Red Ribbon Week;
- create songs in praise of Red Ribbon Week;
- display books of interest 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, renew its endorsement of October 23-31, 2003, as Red Ribbon Week in Miami-Dade County Public Schools.

RKF/BB/DM:dr