

RED RIBBON WEEK FAQs



What is Red Ribbon Week?

Red Ribbon Week is a national drug prevention awareness campaign observed each year from Oct. 23-31. It provides an opportunity for parents, educators and communities to reinforce healthy, drug-free messages and encourage conversations about prevention of substance use.

What is the Red Ribbon Week theme?

This year's national theme is "Make a Difference. Be a Hero. Stay Drug Free." The theme emphasizes that everyday choices can make a difference and that individuals can take an active role in supporting healthy, drug-free communities.

Why is Red Ribbon Week observed Oct. 23-31?

Red Ribbon Week is held annually Oct. 23-31. The campaign grew from efforts honoring DEA Special Agent Enrique "Kiki" Camarena, whose death in 1985 helped inspire the Red Ribbon movement.

Who can participate?

Everyone can participate. Parents, families, students, educators, health care professionals, community organizations, businesses, law enforcement and other community members can participate.

How can I participate?

Wear red, start conversations about substance use prevention, share prevention resources, participate in community activities and encourage healthy, drug-free choices.

How can my city or town participate?

Cities and towns can participate by recognizing Red Ribbon Week through an official proclamation, encouraging community-wide participation, and promoting local drug prevention resources and education.

Where can I find more information?

Visit the DEA's Red Ribbon resources at getsmartaboutdrugs.gov and the National Family Partnership at redribbon.org for campaign toolkits, activity ideas, and prevention materials..