



Promoting Red Ribbon Week Virtually

Many of us across the country continue to be affected by COVID-19. However, we will not let that stop us from celebrating Red Ribbon Week. Here are some ideas you can do virtually.

Communities Can:

- Contact your elected officials about issuing a proclamation declaring Red Ribbon Week in your community, and post the [Red Ribbon proclamation](#) on social media platforms.
- Light up buildings, moments, bridges, or landmarks in red during October for “Go Red 4 Red Ribbon” and post pictures of the lighting on social media.
- Invite elected and government officials to participate in virtual Red Ribbon Week activities via video conferencing platforms.
- Post Red Ribbon Week fact cards on your social media platforms to inform your digital community about this prevention initiative.
- Display red ribbons on the interior and exterior of your home or home office.
- Sponsor a special drug use prevention webinar for the community using a video conferencing service. Invite a speaker who is an expert on drug use prevention and invite the community to attend.
- Submit a public service announcement about Red Ribbon Week activities to your local radio station.
- Create and share flyers, fact sheets, Red Ribbon Week events, and other materials with community coalitions, libraries, hospitals, places of worship and faith-based organizations, gymnasiums, grocery stores, parks and recreation departments, health clinics, colleges and universities, local health departments, and other public places via social media platforms.
- Visit www.redribbon.org/virtual-act for ideas of other engaging activities.

Schools Can:

- Have a drive-up party and decorate your car with red ribbons and balloons and drive through your neighborhood or school parking lot with friends.
- Sponsor a virtual Red Ribbon Week activity (e.g., fun run; bike-a-thon; bookmark, poster, or essay contest; classroom door decorating contest).
- Incorporate drug use prevention facts and tips in school-wide announcements and websites throughout Red Ribbon Week.
- Have a virtual Red Ribbon Rally with live or pre-recorded performances by local talent or school groups.
- Conduct a virtual drug use prevention and refusal skills presentation for your classmates.
- Start a Red Ribbon Week Club that meets via video conference regularly to promote drug use prevention throughout the year.
- Incorporate [Operation Prevention](#) classroom resources into your curriculum.

www.dea.gov/redribbon