

**Kiki's**

# **RED RIBBON SCHOOL CELEBRATION 2023**



**6th Edition  
Program Summary  
Grade K-6**



**I'm Better Drug-Free!**

# MESSAGE FROM TEAM SEYMORE



## KIKI & SEYMORE SALUTE "I'M BETTER DRUG-FREE!"

By Dara Lemoine-Johnson  
Executive Director and Co-Founder

Dear Supporters of Kiki's Red Ribbon School Celebration,  
Welcome to the 6th annual Seymore D'Fair Foundation's Kiki's Red Ribbon School Celebration for 2023! This year's theme, "I'm Better Drug-Free," focuses on the idea that being drug-free contributes to becoming a better version of oneself. We are thrilled to have you join us on this transformative journey.

At the core of this program is the belief that embracing a drug-free lifestyle fosters self-awareness cultivates positive attitudes, and empowers individuals to make informed decisions. By choosing to be drug-free, we enable ourselves to become the best possible "me."

Drawing inspiration from the theme "I'm Better Drug-Free," our education team has crafted an engaging and enlightening curriculum for elementary and middle school students. This curriculum centers on three key pillars:

1. **Self-Awareness:** Students discover their unique strengths and potential through self-reflection and understanding. They learn to appreciate themselves for who they are and recognize the value of a drug-free life in achieving personal growth.
2. **Positive Attitudes:** We emphasize the importance of maintaining a positive outlook on life. By choosing a drug-free path, students develop the resilience and optimism needed to overcome challenges and thrive in all aspects of their lives.
3. **Informed Decision-Making:** Equipped with knowledge about the risks and consequences of drug use, students can make informed decisions that align with their goals and aspirations. This skill empowers them to navigate life's choices wisely.

Our goals for this program are clear:

1. Empower students to embrace self-awareness, recognizing their worth and potential.
2. Promote positive attitudes that contribute to good mental health and personal growth.
3. Equip students with the skills and information necessary to make informed decisions that support a drug-free life.

As we embark on this journey, let us remember that by investing in our youth, we are investing in a brighter, more promising future for our communities. Together, we can inspire young minds to be confident, positive, and capable of making choices that lead to success.

Thank you for your continued support of Kiki's Red Ribbon School Celebration. Your dedication plays a vital role in shaping a better tomorrow for our children and society.

Warm regards,

Dara

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# ABOUT THE CELEBRATION

## ABOUT KIKI'S CELEBRATION

Every October, during National Red Ribbon Week from the 23rd to the 31st, we pause to remember the remarkable D.E.A. Agent Enrique "Kiki" Camarena. His undying spirit and commitment energize our ongoing endeavors against drug misuse. The ever-burning torch, a tribute to Kiki, illuminates our mission, leading us toward a drug-free tomorrow for our young ones. Our motto, "Never Forget Kiki," emphasizes his enduring influence and our united dedication.



This year, in collaboration with the Kiki Camarena Educational Foundation, the Seymore D'Fair Foundation is excited to introduce the new Kiki's Red Ribbon School Celebration 2023, specially designed for students in grades K-6. To date, over 8000 elementary and middle school students have participated in Kiki and Seymore's program.

### **Theme: "I'm Better Drug-Free!"**

Our 2023 theme, "I'm Better Drug-Free!" underscores the individual student's journey of self-realization, emphasizing self-worth, the power of personal choices, and the countless possibilities a drug-free life offers. It beckons students to acknowledge their true potential and embrace the endless opportunities of living without drugs.

### **Program Highlights:**

Devised by a team of adept early childhood educators, our program effortlessly integrates seamlessly into any daily curriculum. Each grade-level specific package offers the following:

- Teachers' instructional guides
- Clearly delineated daily lesson plans
- Comprehensive resource lists
- Key vocabulary sections
- Engaging activity worksheets
- Constructive student feedback tools and assessments

Anchored in the social-emotional learning (S.E.L.) paradigm, this research-based curriculum consists of five 50-minute daily lessons. These sessions are meticulously crafted to endow students with knowledge and vital life skills, fostering resilience, empathy, and profound self-awareness.

### **How to Participate:**

Keen to share this essential message, Kiki's Red Ribbon School Celebration is accessible at no cost to all elementary and middle schools. Facilitated by the Seymore D'Fair Foundation, getting involved is a breeze. A straightforward registration process sets you on your way, and by October 1, 2023, the grade-specific program package will be ready for download via [www.SeymoresFoundation.org](http://www.SeymoresFoundation.org).

# GETTING STARTED

## SECTION 1. GETTING STARTED

### **SELECT A RED RIBBON WEEK TEAM LEADER.**

- 1** Guidance counselors often take up the Red Ribbon Team Leader role in many schools. Once you've identified the Red Ribbon Team Leader, encourage a call-to-action for each grade-level volunteer.

### **ESTABLISH GRADE-LEVEL RED RIBBON WEEK TEAM AND VOLUNTEERS.**

It's recommended to have two teachers per grade level to facilitate various activities such as:

- 2**
  - Distributing student activity materials.
  - Creating hallway bulletin boards featuring daily activities.
  - Organizing a school-wide assembly to conclude the program.
  - Adding vibrant decorations to the school for Red Ribbon Week.

### **REGISTER YOUR SCHOOL AND SUBSCRIBE TO SEYMORE'S FOUNDATION**

This is easy, and it's free!

- 3** The process is straightforward and free of charge! Visit [www.SeymoresFoundation.org](http://www.SeymoresFoundation.org) to register for your class or school. Registration provides free access to all the 2023 Red Ribbon School Celebration Materials.

### **CONDUCT A RED RIBBON WEEK TEAM MEETING.**

- 4** This gathering will focus on discussing the program and making decisions about all program activities. For instance, consider involving local law enforcement, as they often enjoy participating in Red Ribbon Week. Having a guest speaker from a local Police Department for the closing assembly can be a mutually beneficial arrangement for the school, district, and law enforcement.

### **SCHOOL DECORATION.**

- 5** Before your Red Ribbon School Celebration, take the opportunity to adorn the school on Friday. This effort will enhance student engagement as they return to school for the first day of Red Ribbon Week.

### **DURING RED RIBBON WEEK.**

- 6** Decorate the school with the program activity sheets created by students.

### **SHOWING YOUR SCHOOL PRIDE.**

- 7** Remember to capture numerous pictures of all your school activities and upload them to the Seymore D'Fair Foundation Website.

- 8** **P.T.A.** Get the Parent-Teacher Association (P.T.A.) actively engaged in the celebration!

# IMPLEMENTATION

## SECTION 2. IMPLEMENTATION

### **COMMENCEMENT OF ACTIVITIES:**

- 1** Kickstart Kiki's Red Ribbon Celebration by establishing a well-defined schedule. Arrange the timing for morning announcement messages and parent communications, provided for your convenience.

### **ENGAGING SCHOOL ANNOUNCEMENTS:**

- 2** Starting from October 23, drive excitement by featuring the daily activities through morning announcements. Reiterate the daily message consistently, culminating on October 31.

### **CONNECTING WITH PARENTS:**

- 3** Plan ahead and schedule the pre-recorded parents' message, employing the provided script. Execute this scheduling a week before October 23 and once more on the designated day. Feel free to personalize individual school messages to align with your unique school context.

### **EMPOWERING TEACHERS AND STAFF:**

- 4** Facilitate seamless coordination by emailing teachers and staff members, ensuring they are well informed about the schedule and where to access the comprehensive five-day activity package and plan.

### **SHARING YOUR SUCCESS WITH SEYMORE:**

- 5** Team Seymore eagerly anticipates acknowledging your school's remarkable efforts in the 2023 campaign. Share your valuable experience, along with photos and testimonials, to showcase your accomplishments.

**Visit: <https://SeymoresFoundation.org/contact/>**

**We are excited to celebrate your journey!**

# ACTIVITY & CURRICULUM GUIDES

## SECTION 3. DAILY ACTIVITIES AND CURRICULUM GUIDES

The Kiki's Red Ribbon School Celebration Program is a 5-day drug awareness and prevention initiative that fosters school and community engagement throughout Louisiana and the United States. Since its launch in 2018, more than eight thousand students in elementary and middle schools have received classroom instruction during the beta test and pilot program.

**Community Involvement:** Every October, the Kiki's Red Ribbon School Celebration program is offered to any elementary or middle school (grades K-6) at absolutely no cost. Developed by Seymore's Education Team, this program equips schools with a structured micro-curriculum that aligns with Louisiana and national curriculum standards. Seymore's Foundation supplies each school with a comprehensive, S.E.L.-based 5-day drug prevention activity package, which includes all teaching materials, lesson plans, daily activity sheets, pre- and post-assessments for students, and teacher guides.

**Kiki Camarena and the History of Red Ribbon Week:** The Red Ribbon Campaign® pays tribute to Kiki Camarena, a D.E.A. Special Agent who tragically lost his life in 1985 after being abducted by drug gangs in Mexico. The annual mission of the Red Ribbon School Celebration is to unite communities visibly and demonstrate their commitment to building a DRUG-FREE AMERICA.

### Daily Activity & Curriculum Guide

Day 3 | Seymore Talks: "Can't Stop the Feeling" of Being Drug-Free.

#### DRUG HEALTH EDUCATION DAY

• 50-minute Classroom Session introducing the basic premise of Medicines and Drugs using a fact sheet on Good and Bad Medicines and Drugs (Grade level specific).

#### OBJECTIVES | Grade K-1:

Students will help create a list of good and bad medicines and drugs. The students will read and discuss Seymore's Medicine & Drug Fact Sheet. Students will identify which drugs are good and bad through discussion. Students will sort pictures and objects to create a Good and Bad Medicines and Drugs chart. Students will discuss and complete Seymore Says Is it Healthy or Hurtful Activity. Students will participate in Can't Stop the Feeling and Drug Free Songs. Students will summarize lessons through the Day 3 Assessment.

#### ACTIVITIES

- The teacher will create a list of good and bad medicines and drugs through class discussion from student responses to questions.
- Teachers and students will read and discuss the Medicine & Drug Fact Sheet and compare it to student responses.

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### Daily Activity & Curriculum Guide

Day 1 | Heroes Day: "Be Happy Being Drug-Free."

#### Honoring those Committed to Drug-Free Lifestyles

• 50-minute Classroom Session introducing Kiki and Seymore's legacy, mission, Kiki's Red Ribbon School Celebration, and Seymore's Heroes.

• Introduce Kiki Camarena via bio, legacy, and the connection to Kiki's Red Ribbon School Celebration.

#### OBJECTIVES

The students will understand the meaning behind Kiki's Red Ribbon School Celebration. Students will summarize information about Kiki, Seymore, and Red Ribbon School Celebration through PowerPoint presentations. Students will complete a verbal questioning assessment. Students will view, read, and identify vocabulary words. (These words will be used during the week.) Students will read, recite, and sign the Drug-Free Pledge. Students will construct a paper image representing themselves for weeklong activities. Students will listen to, sing, dance, and appreciate the songs for the week. Students will summarize lessons through the Day 1 Assessment.

#### ACTIVITIES

- The students will listen to the legacy and mission of Kiki and Seymore through PowerPoint presentations and complete verbal questioning assessments. Given a list of vocabulary words used during the week, students will view, read, and identify the words and definitions.
- Students will read, recite, and sign Louisiana's Drug-Free Pledge.
  - Students will take part in building, creating, and designing a paper image of themselves to go along with the lessons for the week.
  - Students will listen to and learn songs about the program topic and theme.
  - Students will complete the Day 1 Student Assessment.

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# ACTIVITY & CURRICULUM GUIDES

## SECTION 4. INSTRUCTIONAL PROCEDURES AND LESSON PLANS

### Day 5 | Instructional Procedures

#### Lesson Plan

1. The teacher begins the lesson with music for Day 5 Brave: <https://www.youtube.com/watch?v=QUQsqBqxoR4>
2. The teacher will state the objectives for Day 5.
3. Students will come to school dressed as their "best selves." (Examples- Students come to school dressed in attire that represent them or attach word cards to themselves to identify those unique qualities. Maybe you are a Football player or dancer but also have word cards attached to them that describe being attentive, compassionate and trusting)
4. The teacher will give students time to share writing activities in groups or with the entire class.
5. After sharing writings, students discuss, debate, and justify each other's writings and uniqueness to the world, community, and classroom. This activity is intended to provide positive qualities about each other that others perceive us.
6. Students can participate in a turn-and-talk activity about everyone's unique qualities.
7. The teacher will pass out the Top 10 Reasons to be Drug-Free.
8. Students can work in small groups or as a class to complete the Top 10 Reasons to be Drug-Free activity, depending on grade level.
9. The teacher and students will lead a class discussion and share their unique qualities.



### Day 4 | Instructional Procedures

#### Lesson Plan

Prepare ahead of time- The teacher can copy the grade-level appropriate writing paper for student use.

1. The teacher begins the lesson with music for Day 4, Keep Your Head Up! <https://www.youtube.com/watch?v=qZZzyoi40g>
2. The teacher will state the objective for Day 4.
3. The teacher will review vocabulary terms, virtues, positive character traits, and I Am Unique Cards.
4. Students will begin to draft the writing assignment using the vocabulary terms, virtues, and I Am Unique Cards. What makes you unique to your community, and classroom, and why is it important?
5. As students finish the draft, the teacher will give students time when complete to offer suggestive comments.
6. Students will be assigned time to write final drafts.
7. Students will place writing assignments on their desks.



### Day 3 | Instructional Procedures

#### Lesson Plan | Grade K-1

Prepare ahead of time for Seymore's Drug Prevention Sorting Activity. Directions are included with the activity.

1. The teacher begins the lesson with music for Day 3, Can't Stop the Feeling Link: <https://www.youtube.com/watch?v=ruOK8uYEZwW>
2. The teacher will state the objectives for Day 3.
3. Using chart paper, the teacher will create a list of good and bad medicines and drugs from student responses to questions. What are the names of some good and bad treatments and medicines?
4. Using Seymore's Medicine & Drug Fact Sheet, the teacher and students will read, discuss, and compare the sheet to student responses.
5. Students will participate in a team-building exercise assessing their knowledge by sorting medicine boxes, pictures, and vocabulary cards.



### Day 2 | Instructional Procedures

#### Lesson Plan | Page 1

1. The Teacher begins the lesson with the music for Day 2 | Brave Song: <https://www.youtube.com/watch?v=QUQsqBqxoR4>
2. The Teacher will state the objectives for Day 2.
3. If you are in grades K-1, introduce and discuss five more vocabulary words and meanings.
4. Grades 2-3: Read and Review vocabulary words and meanings.
5. The Teacher will ask the students to define the term unique.
6. The students will identify different meanings using "unique." The Teacher will create a list and discuss student responses using the chart paper and a marker.
7. Students listen to the story: I Am Me! <https://www.youtube.com/watch?v=uw3IDF0bm8>
8. After listening to the story, the Teacher and student will discuss the story's purpose.
9. Teachers may use the Teacher Information Packet on positive character traits and unique qualities to guide class discussion and provide younger students an in-depth look at understanding themselves and the qualities of being unique.
10. Give students time to reflect, work in groups, or share from various resources like the message from the story, vocabulary terms, list of virtues, positive character traits, Questions to Ask Yourself, sheet, and peer feedback to brainstorm unique qualities about themselves. (This can lead into a good classroom discussion)
11. The Teacher will hand out "I Am Unique Cards". These cards are part of Day 4 writing activity. (I Am Unique cards provided in Day 2 Packet)
12. The students will write these unique qualities about themselves on "I Am Unique" cards. Activities 11-13 can be completed throughout the rest of the week.
13. The students will use magazines to cut out pictures, words, and sayings to identify unique qualities about themselves.



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### Day 1 | Instructional Procedures

#### Lesson Plan

1. The teacher begins the lesson with music for Day 1 Drug-Free Me! <https://youtu.be/110wDJ5pQU>
2. The teacher will state the objectives for Day 1.
3. The teacher will show PowerPoint presentations on Kiki and Seymore.
4. Using the verbal questioning assessment in the PowerPoint presentation, the teacher and students will complete the turn-and-talk activity as a class.
5. Using the Vocabulary Terms sheet, the teacher will lead a discussion on the vocabulary words students will be introduced to and use during the week.
6. Depending on grade level, the teacher can incorporate a vocabulary lesson using the vocabulary terms.
7. The teacher will instruct students on reading and identifying the words and definitions.
8. The teacher will instruct students on which vocabulary activity sheet would apply for grade-level use. (Pages provided in Day 1 packet)
9. Modification Met My Match!  
Grades K-1 teacher may introduce (5) five words a day. Write the words and definitions on chart paper. Challenge students to learn meanings. After all words are introduced, play a class game. Using the word cards and definition cards provided in the packet, cut apart and pass out word cards and definition cards randomly around the room. Have students walk around the room and find the matching person. When students find a match, say, "Met My Match!" (Word to definition card). Check as a class when complete.
10. The teacher will display and read the Drug-Free Pledge with students.
11. The teacher will allow students time to sign individual drug-free pledges.
12. Body construction: Using the teacher direction page, the teacher will display or read directions for constructing a picture representation of themselves.
13. Students will be given the materials to build, create, and design facial, hair, and shoe feature replicas.
14. The Teacher will pass out name tag templates to attach to project.
15. The teacher will play songs related to the day's topic and weekly theme. This activity can be used during the construction of the body.



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# ACTIVITY & CURRICULUM GUIDES

## SECTION 5. DAILY MATERIALS LIST SAMPLES

### Day 5 | Daily Material List

#### Materials

- Student writings and Who Am I! Project.
- Top 10 Reasons to be Drug-Free! Sheet
- Copy of Student Self-Evaluation sheet
- Music links
- Pencil



### Day 4 | Daily Material List

#### Materials

- List of positive character traits and qualities
- I Am Unique Cards
- Copy of vocabulary terms, questions, and list of virtues from Day 2
- Picture Representing of Themsevlis
- Copy of Bubble Map (1 per child)
- Copy of K-paper with picture box
- Copy of first-grade writing paper with
- Copy of 2-3 grade writing paper with



### Day 3 | Daily Material List

#### Grade K-1

- Make two copies of Seymore's Fact sheet and sorting cards
- Copy of Is it Healthy or Hurtful?
- Copy of Student Self-Evaluation sheet
- Pencil
- Scissors
- Stapler
- Glue stick
- Crayons



### Day 2 | Material List

#### Materials

Book: I Am Me! By Tristan Towns or the following link  
<https://www.youtube.com/watch?v=kuw3IDF0bm8>

- I Am Unique Cards
- Magazine pictures, words, and messages
- Body Template
- Chart Paper
- Marker
- Copy of Student Self-Evaluation sheet
- Daily passport stamp
- Pencil
- Scissors
- Stapler
- Glue stick
- Crayons

#### Music Links

Drug-Free Song link: [https://youtu.be/110wD\\_jD5pQU](https://youtu.be/110wD_jD5pQU)  
My Own Superhero - A song to empower every child link:  
<https://www.youtube.com/watch?v=gX43dxt099o>



### Day 1 | Material List

- Kiki & Seymore's PowerPoint
- Verbal Questioning Assessment on PowerPoint
- Copy of Student Self-Evaluation Sheet
- Copy of Vocabulary Terms
- Vocabulary Word Cards | Met My Match
- Vocabulary Worksheet | Grade 2-3
- Vocabulary Terms | Word Search
- Vocabulary Terms | Word Search Answer Key
- Copy of The Drug-Free Pledge
- Pencil
- Scissors
- Crayons or Markers
- Cardstock (optional) for body tracers, name plates (printable provided), or construction paper in white, cream, and tan.
- Craft items for hair and shoes only
- Glue

Examples are construction paper, glitter, sequins.

Magazines to be used later during the week to find pictures representing students' unique qualities. Examples are horses, soccer balls if you enjoy soccer, words in magazines to describe you as a kind, good kid, etc.

- Name Tag Template (printable provided)
- Body tracer template (printable provided)

You may also purchase kid cuts. The following stores have the materials available online. You may have your Room Parent or Parent Teacher Association (PTA) purchase for the classroom or school. (This may be good for students who have special needs when it comes to cutting out material)

- Oriental Trading-Hy gloss® People Shape Cut-Outs, Multicultural Colors, 16-Inch, 25 Per Pack, 150 counts \$72.99.
- Walmart-Hy gloss 16" Me Big-Kid Cut-Outs Paper Shape (75 Pieces) \$35.79
- Directions for Making Me!



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# ACTIVITY & CURRICULUM GUIDES


## SECTION 6. DAILY ACTIVITY SHEETS

### TOP 10 REASONS TO BE DRUG-FREE!

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Seymore's Drug Prevention Sorting Activity


Good - Bad Medicines & Drugs Picture Cards



(5) Electric Cigarettes

### My Body

Grade K



Name \_\_\_\_\_

### Day 2 | Unique Qualities of a Person

**Word Search**

Words can be found in any direction (including diagonals) and can overlap each other. Use the word bank below.

H	M	C	O	R	G
D	O	S	O	D	E
L	I	N	T	T	L
C	I	L	E	E	B
E	E	I	S	S	A
Y	A	S	E	T	T
E	E	T	A	O	P
A	P	E	H	R	A
C	O	N	F	I	D
R	L	E	M	L	A
S	I	R	C	D	I
I	T	O	E	C	E
E	E	R	G	N	I
E	E	N	T	H	U
A	Y	S	M	U	L

accepting      adaptab  
ambitious      confider  
honest          funny  
listener        organize

### Day 1 | Vocabulary

Own the Word

My Definition: \_\_\_\_\_

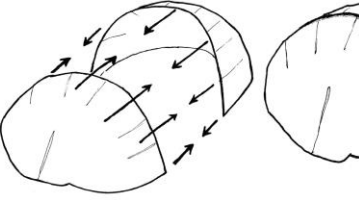
Part of Speech: \_\_\_\_\_

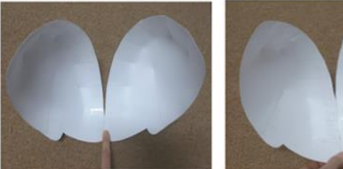
Synonyms: \_\_\_\_\_

Word: \_\_\_\_\_

My Sentence: \_\_\_\_\_

### Day 2 | Directions - How to Assemble your Brain Cap







Start the insise assembly by taping one side first. Then go inch, by piece at a time. If you want to make the hat as large as possible, with no overlap. For a smaller hat, overlap the pieces, and then t

### Seymore's Drug Prevention Sorting Activity

Good - Bad Medicines & Drugs Picture Cards

Day 3: Seymore Talk: Good and Bad Medicines and Dangerous Drugs

**DEFINITIONS**

 <p>(1) Over-the-counter pain and fever reducers,</p>	<p>Acetaminophen and aspirin are pain reliever and fever reducer, and aspirin is a salicylate. It works by reducing substances in the body that cause pain, fever, and inflammation.</p>
 <p>(2) Over-the-counter cough and cold suppressants,</p>	<p>When taken as intended, cough and cold medicines safely treat symptoms of lower- and upper-respiratory congestion and discomfort caused by colds and flu. Cough medicine often contains cough suppressants or expectorants.</p>

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# ANNOUNCEMENTS

## SECTION 7. DAILY PROGRAM ANNOUNCEMENT SAMPLES

### Announcements Promoting Kiki's Red Ribbon Celebration

**Announcements**

**KIKI'S RED RIBBON**

**MORNING MESSAGE TO STUDENTS**

Good morning, students.

As you already know, this (next) week is "Seymore Salutes Kiki's Red Ribbon School Celebration," and the theme for this year is: "I'm Better Drug-Free!"

**Announcements**

**KIKI'S RED RIBBON**

**Day 1 MORNING MESSAGE TO STUDENTS**

(This page is designed so students can be selected to read over the daily message system.)

**Announcements**

**KIKI'S RED RIBBON**

**Day 2 MORNING MESSAGE TO STUDENTS**

(This page is designed so students can be selected to read over the daily message system.)

**Announcements**

**KIKI'S RED RIBBON CELEBRATION**

**October 23-31, 2023**

**Day 3 MORNING MESSAGE TO STUDENTS**

(This page is designed so students can be selected to read over the daily message system.)

**Announcements**

**KIKI'S RED RIBBON CELEBRATION**

**October 23-31, 2023**

**Day 4 MORNING MESSAGE TO STUDENTS**

(This page is designed so students can be selected to read over the daily message system.)

**Student 1**  
Good morning, faculty, staff, and students. Today we are coming to the end of our Red Ribbon School Celebration. Thank you for your participation! Celebrating what defines YOU!

**Student 2**  
Let's stop and look at ourselves, each of our family, community, school, and neighborhood. We are all unique and special. Celebrate what defines you today and tomorrow!

**Student 3**  
As you go about school, focus on being the best you can be. Celebrate your unique qualities that define you to tell someone different in class. You can even be the best you can be!

**Student 4**  
Celebrate what defines you today and tomorrow!

**"I'm Better Drug-Free!"**

**Announcements**

**KIKI'S RED RIBBON CELEBRATION**

**Day 5 MORNING MESSAGE TO STUDENTS**

(This page is designed so students can be selected to read over the daily message system.)

**Student 1**  
Good morning, faculty, staff, and students. Today we are coming to the end of our Red Ribbon School Celebration. Thank you for your participation! Celebrating what defines YOU!

**Student 2**  
Today we will look at several slogans and see if any of them define the unique person you are.

- I am Brave!
- Let the light in! I can do this!
- Use your words My Life Matters!
- I have meaning and purpose.
- Failure Teaches me! Keep Your Head Up!

**Student 3**  
As you walk around school today, dress as your best self, representing your unique self to be you!

**Student 4**  
Remember the words of Kiki - I'm here to win!

**"I'm Better Drug-Free!"**

**Announcements**

**KIKI'S RED RIBBON CELEBRATION**

**October 23-31, 2023**

**AUTOMATED MESSAGE TO PARENTS**

Hello, parents. This is \_\_\_\_\_ calling from \_\_\_\_\_ school. Students are getting ready for "Seymore Salutes Kiki's Red Ribbon School Celebration 2023," and this year's theme is:

**"I'm Better Drug-Free!"**

During the five-day celebration, Oct. 23-31, students will engage in classroom activities and drug education curricula that encourage and promote drug-free and healthy lifestyles. Please join us by reinforcing this message at home, at the dinner table with your family, together with friends, and with your neighborhood. Ask your child to show you the flyer he/she received from school about "Seymore Salutes Kiki's Red Ribbon School Celebration 2023."

Log onto [www.SeymoresFoundation.org](http://www.SeymoresFoundation.org) and find out more!

Thank you, and have a great evening.

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# PROGRAM AMBASSADORS

## SECTION 9. PROGRAM AMBASSADORS

Past and Present Community leaders who provide support to the drug awareness, early childhood intervention, education, and prevention efforts of the Seymore D' Fair Foundation include:

- Kathleen Blanco | Later and Former Louisiana Governor
- Clay Madden | Mayor City of Mandeville
- Chad Clark | Colonel, Chief of Detectives, St. Bernard Sheriff's Office
- Trey Folse | Former Superintendent, St. Tammany Parish Schools
- Harold Patin | Late and Former D.E.A. Special Agent
- Don Villere | Former Mayor City of Mandeville
- Warren Riveria | Former DEA A-SAC New Orleans Division
- Craig Wiles | Former DEA A-SAC New Orleans Division
- Toby Aguillard | Former Police Chief, City of Lafayette
- Mark Garber | Sheriff, Lafayette Parish
- Joseph Lopinto | Sheriff, Jefferson Parish
- Leon Cannizzaro | Former District Attorney, Orleans Parish
- Keith Stutes | Former District Attorney, Lafayette Parish
- Fr. Pat Williams | Vicar General, Archdioceses of New Orleans
- Paul Varisco – Executive Director, Team Gleason Foundation
- Anna Larriviere | Superintendent, Diocese of Lafayette
- Don Aguillard | Former Superintendent, Lafayette Parish Schools
- Kevin Hartmann | Former Executive Director, D.E.A. Educational Foundation

# ADDITIONAL PROGRAMS

## SECTION 10. ADDITIONAL PROGRAMS

### Kiki Camarena and Red Ribbon Week History

Enrique "Kiki" Camarena Salazar, a dedicated intelligence officer with the United States Drug Enforcement Administration (D.E.A.), tragically met his fate in February 1985. He was kidnapped by drug traffickers acting on behalf of Mexican politicians in Guadalajara, Mexico, and subjected to horrific torture before being brutally murdered. While three leaders of the Guadalajara drug cartel were eventually convicted for their roles in Camarena's death in Mexico, the ripple effect of this tragedy reached far beyond borders. The U.S. launched ten additional trials in Los Angeles, prosecuting other Mexican nationals connected to the case. This ongoing saga has periodically strained U.S.–Mexican relations, most notably with the controversial release of Rafael Caro Quintero, one of the three convicted traffickers, from a Mexican prison in 2013. However, the Mexican Forces successfully recaptured Caro Quintero in July 2022.



Out of this heartbreaking loss emerged Red Ribbon Week, an annual awareness campaign in the United States. Commencing every October, it spotlights alcohol, tobacco, drug, and violence prevention. Originating in 1985, Red Ribbon Week is a tribute to the memory of the fallen D.E.A. special agent Enrique Camarena. Recognized by the United States D.E.A., it stands as the nation's largest and longest-running drug awareness and prevention program, honoring individuals like Kiki Camarena, who made the ultimate sacrifice in the fight against drugs and violence.

### Seymore D'Fair Foundation 100% Me Drug-Free Specialty License Plates

Beginning in the fall of 2019, Louisiana vehicle owners could purchase Seymore's "Louisiana is Better with ME 100% Drug-Free!" specialty license plate. This effort helps Louisiana's children by promoting a drug-free life.



When vehicle owners buy a "Louisiana is Better with ME 100% Drug-Free!" plate, proceeds from each purchase are dedicated to supporting drug awareness, education, and prevention programs for elementary and middle schools that promote drug-free lifestyles.

Seymore's new specialty license plate was authorized via executive approval during the 2018 Louisiana Legislative Session. On April 18, 2018, Gov. John Bel Edwards signed HB777, creating Act 283.

### Seymore Says, "Don't Be a Bird Brain" Avoid Drugs!

Available in 2023, Seymore Says, "Don't Be a Bird Brain" Avoid Drugs! Utilizing the advances of medical research and scientific studies, the Seymore Says "Don't Be a Bird Brain" program was designed and developed by professional educators, applying effective educational strategies supported by evidence and research. The program was created specifically for elementary and middle schools.



The program is designed to introduce the concept of helpful medicines, harmful and dangerous drugs, avoidance encouragement, and first-use prevention or discouragement.

# ADDITIONAL PROGRAMS

This drug education program has four teaching units across the visual arts, science, language arts, and health curricula. Each unit is broken into subsections for appropriate grade-level content, and the grade-level progressions are 1-2, 3-4, and 5-6.

The modular design allows schools to substitute existing art, science, reading, and health units with Seymore's teaching units to deliver drug prevention instruction seamlessly within the current curriculum infrastructure without disruption.

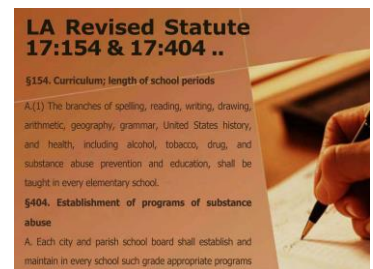
## Program Messaging and P.T.A. Support

School-parent organizations and P.T.A.s can purchase and display campaign materials with the "Louisiana Is Better with ME 100% Drug-Free!" logo and slogan to reinforce the drug awareness and prevention celebration. Proceeds from selling drug-free-themed merchandise will help support schools' continuing drug prevention efforts and promote the drug-free message year-round. Order for your family, students, staff, and faculty, and encourage them to wear proudly during Kiki's Red Ribbon Celebration Week, Oct. 23-Nov 2.



## Drug Prevention Education Requirements – Louisiana Law

Seymore's Foundation's educational programs have been meticulously designed to support Louisiana school districts in fulfilling their obligations under Louisiana Revised Statutes 17:154 and 17:404. These statutes legally mandate that each state elementary and middle school deliver annual drug prevention instruction tailored to each student's grade level (Louisiana Revised Statutes 17:154 and 17:404).



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