

Kiki's

RED RIBBON WEEK



School Celebration 2022

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5th
Edition

2022 Program Overview

Seymore D'Fair Foundation, Inc.

A MESSAGE FROM TEAM SEYMORE



Kiki & Seymore Salute *"The World is Better with ME 100% Drug-Free!"*

By Dara Lemoine-Johnson
Executive Director and Co-Founder

Dear Parents and Colleagues,

On behalf of Seymore and the education team, I am thrilled to be part of the Seymore D'Fair Foundation's 5th year presenting Kiki's Red Ribbon Week School Celebration 2022. We are happy to announce our program will be available to any/all elementary (K-3) schools free of charge this year. Over 5000 elementary and middle school students have participated in our pilot program since 2018.

Titled "The World is Better with ME 100% Drug-Free!" the catalyst of the Red Ribbon Week 2022 program is based on Seymore's reign as the 1984 Louisiana Exposition Mascot. Seymore traveled the world promoting the Louisiana World's Fair and is now promoting drug-free lifestyles for children worldwide.

Seymore's Foundation shares the vision and mission of Red Ribbon Week. Our "The World is Better with ME 100% Drug-Free!" campaign and curriculum have been designed by educators expressly for students with the goals of:

- Becoming the catalyst for drug awareness and prevention in elementary schools.
- Providing a substantive learning experience for students through effective drug prevention curricula.
- Increasing student, parent, and community engagement through innovative educational programs and exciting community awareness efforts.

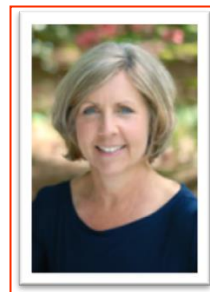
Our program is designed to be positive, engaging, and fun, essential for students to maintain good mental health. Seymore encourages communities and all elementary schools to join Kiki's Red Ribbon Week School Celebration this October.

Sincerely,

Dara Lemoine-Johnson



Rebecca Marler
Education Team
and Program Contributor |
Professional Early Childhood
Educator



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GETTING STARTED

SECTION 1. GETTING STARTED.

SELECT A RED RIBBON WEEK TEAM LEADER.

1

At many schools, guidance counselors fill this role. Once the Red Ribbon Week Team Leader is established, solicit a call-to-action for grade-level volunteers.

ESTABLISH GRADE LEVEL RED RIBBON WEEK TEAM AND VOLUNTEERS.

Works best with two teachers per grade level for activities like:

2

- Copy and distribute student activity material.
- Creating hallway bulletin boards using daily activity sheets,
- Planning a program ending school-wide assembly
- Decorating the school for Red Ribbon Week.

REGISTER YOUR SCHOOL AND SUBSCRIBE TO SEYMORE'S FOUNDATION

This is easy, and it's free!

3

Go to www.SeymoresFoundation.org and register your school. Registered schools have access to all the 2022 Red Ribbon Week Materials. Follow the simple directions, and then your Team Leader is all set!

CONDUCT A RED RIBBON WEEK TEAM MEETING.

This group will discuss the program and make decisions on all program activities.

4

Example: Local Law Enforcement enjoys participating in Red Ribbon Week. Inviting a guest speaker from a local Police Department to speak at the closing assembly is always a win-win for the school, school district, and local law enforcement.

SCHOOL DECORATION.

5

The Friday before Red Ribbon Week and after the students have been dismissed for the day, decorate the school. This will promote student engagement when they return to school on 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

Be sure to take many pictures of all your school activities and upload them to the Seymore D'Fair Foundation Website.

8

PTA. Get them involved!

IMPLEMENTATION

SECTION 2. PROGRAM IMPLEMENTATION

LET'S GET GOING!

1

Schedule Seymore's Red Ribbon Celebration. Set up a schedule for the morning announcement messages and parent messages. (attached)

SCHOOL ANNOUNCEMENTS

2

Beginning October 23, promote the daily activities through morning announcements and repeat the daily message, ending October 31.

MESSAGING PARENTS

3

Schedule the recorded parents' message, using the provided script, the week before October 23 and again on October 23. Individual school messages can be edited to meet your school's specifics.

MESSAGING TEACHERS AND STAFF

4

Email teachers and staff, letting them know the schedule and where they can download the five-day activity package and plan. Go to www.SeymoresFoundation.org/ to individual access copies of Seymore's five-day celebration activity package.

TELL SEYMORE ABOUT YOUR CAMPAIGN

5

Team Seymore wants to recognize your school's incredible job with the 2022 campaign. Go to <http://SeymoresFoundation.org/contact/> and tell us about your experience through pictures and testimonials!

ACTIVITIES & CLASS CURRICULUM

SECTION 3. ACTIVITIES & CLASS CURRICULUM

Seymore Salutes "Kiki's Red Ribbon Week School Celebration"

Seymore's Red Ribbon Week Program is a 5-day drug awareness and prevention program that facilitates school and community engagement across Louisiana. Since the program's inception in 2018, over five thousand students in Elementary and Middle schools have received classroom instruction during the beta test and pilot program.

Community Celebration

Every October, Kiki's Red Ribbon Week program is available to all Louisiana Elementary schools at no charge. Designed by Seymore's Education Team, the program provides schools with a structured micro curriculum that meets all Louisiana curriculum standards. Seymore's Foundation provides each school with a 5-day drug prevention activity package that includes all teaching components, lesson plans, daily activity sheets, pre/post student assessments, and teacher guides.

Kiki Camarena and Red Ribbon Week History.

The Red Ribbon Campaign® is based on Kiki Camarena, DEA Special Agent, who died in 1985 after being kidnapped by Drug Gangs in Mexico. The annual mission of the Red Ribbon Celebration is to present a unified and visible community commitment toward creating a DRUG-FREE AMERICA.

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, Week, and Seymore's Heroes.
- Introduce Kiki Camarena via bio, legacy, and connection to Red Ribbon Week, and induction into Seymore's Hall of Heroes

OBJECTIVES:

The students will understand the meaning behind Red Ribbon Week and the information about Kiki, Seymore, and Red Ribbon Week through presentations and complete verbal questioning assessments. Students will complete a verbal questioning assessment. Students will identify and explain the purpose of the story. Students will work in groups to explain the purpose of the story. Students will identify the good and bad diverse or unique qualities. Students will identify the main characters and begin working on a world project. Students will participate in songs. Students will apply for passport pictures after lesson completion. Students will summarize lessons through Day 1 Assessment.

ACTIVITY

The students will listen to the legacy and mission of Kiki and Seymore's presentations and complete verbal questioning assessments. Given the information used during the week, students will view, read, and identify the week's activities.

- Students will read, recite and sign Louisiana's Drug-Free Pledge.
- Students will take part in building, creating, and designing suitscases along with the lessons for the week. (Suitcase will be used to hold the week's activities.)
- Students will listen to and learn various songs about the program.
- Students will apply for a passport picture after lesson completion.
- Students will complete Day 1 Student Assessment

Daily Activity & Curriculum Guide
DAY 2 | Seymore Says: "Where in The World Am I?"
Promoting Drug Awareness and Finding My Place in The World

- 50-minute Classroom Session Students will discuss the story *Finding Your Spot in The World*.

OBJECTIVES:

The students will learn about diversity. Students will create a world project. Students will listen to the story *Finding Your Spot in The World*. Students will explain the purpose of the story. Students will work in groups to explain the purpose of the story. Students will identify the good and bad diverse or unique qualities. Students will identify the main characters and begin working on a world project. Students will participate in songs. Students will apply for passport pictures after lesson completion. Students will summarize lessons through Day 2 Assessment.

ACTIVITY

The teacher will list the meanings of diversity with responses to the story, students will discuss the purpose of the story and list the main characters. The information will be used in a writing activity on Thursday.

- Students will write qualities about themselves on "Finding Your Spot in The World" project.
- Using Seymore Sees Seven Continents or Seymore Says Countries, students will locate, and label the seven continents.
- Using the Finding Your Place in The World Build a Globe project, students will place themselves in it.
- Students will listen to and participate in The Seven Continents Song.
- Students will apply for passport pictures after lesson completion.
- Students will summarize lessons through Day 2 Assessment

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 fact sheet on Good and Bad Medicines and Drugs. (Grade level specific)

OBJECTIVES | Grades 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 chart labeled Good & Bad Medicines and Drugs. 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 apply for passport pictures after lesson completion. Students will summarize lessons through Day 3 Assessment.

ACTIVITY

- Through class discussion, the teacher will create a list of good and bad medicines and drugs from student responses to questions.
- Teachers and students will read and discuss the Medicine & Drug Fact Sheet and compare it to student responses.
- Students will participate in a team-building exercise to assess knowledge of terms by sorting medicine boxes, pictures, and vocabulary cards onto charts. (Good, and Bad Medicines or Drugs)
- Students will discuss, complete, and check Seymore Says Is It Healthy or Hurtful Activity.
- Students will listen to, sing, and dance to "Can't Stop the Feeling" and Drug-Free Songs.
- Students will apply for passport pictures after lesson completion.
- Students will summarize lessons through Day 3 Assessment.

ACTIVITIES & CLASS CURRICULUM

SECTION 3A. DAILY ACTIVITIES & CLASS CURRICULUM

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 using a fact sheet on Go

OBJECTIVES | Grades 2-3:

Students will help create a and discuss Seymore's Med good and bad through discu explain ways to create conf and Drug-Free Songs. Stud Students will summarize les

ACTIVITY

- Through class discussion drugs from student resp
- Teachers and students v compare student respo
- Using Seymore's Drug-F pressure situation strips positive or negative pee activity is good for team
- Students will listen to, s
- Students will apply for p
- Students will summariz



Daily Activity & Curriculum Guide

DAY 4 | Seymore Says: "The Evolution" of Me to be Drug-Free!

"It's All About Me!" Self-Esteem Day!

- 50-minute Classroom Session on self-esteem involving goal setting, identifying personal strengths like

OBJECTIVES:

The students will Find Your Place in individual streng participate in "Yo passport pictures Assessments.

ACTIVITY

- Review vocabu
- Using the voca lesson, begin t and classroom
- Have the teach
- Write the Fina
- Modified or Sp
- Students can t Globe Activity
- Students will p
- Students will a
- Students will s

Daily Activity & Curriculum Guide

DAY 5 | Seymore Says: "I'm Coming Out."

All-Stars Day

- Students dress as their "best selves."

Example: Dress yourself with things that show who you are! Take ideas from the Writing Activity Completed on Thursday.

- Each school can determine and provide this assembly. Schools can hold a week-ending Assembly led by Seymore's local All-Star (Law Enforcement Officer or Official), recapping Red Ribbon Week Activities.
- Suggestions may include guest speakers, school groups, or classroom presentations.

OBJECTIVES

The students will come to school dressed in the appropriate clothes to represent themselves from the writing activity. Students will listen to other classmates' writings. Students will discuss, debate, and justify each other's writings after sharing stories. Students will question each other on events of the week. (turn and talk activity) Students will participate in "I'm Coming Out" and Drug-Free Songs. Students will apply for passport pictures after lesson completion. Students will summarize lessons through Day 5 Assessments.

ACTIVITY

- Students will come to school dressed as their "best selves"
- Students will listen to writing activities in small groups or with the entire class.
- After sharing writings, students will discuss, debate, and justify each other's writings and uniqueness to the world, community, and class. This activity is intended to provide positive qualities about each other and how others perceive us.
- Students can participate in a turn-and-talk activity about events from the week.
- Students will listen to, sing, and dance to "I'm Coming Out" and Drug-Free Songs.
- Students will apply for passport pictures after lesson completion.
- Students will summarize lessons through Day 5 Assessments.
- Attend Assembly if your school has planned one.



ACTIVITIES & CLASS CURRICULUM

SECTION 4. INSTRUCTIONAL PROCEDURES

Day 1 | Instructional Procedures

Lesson Plan

1. The teacher begins the lesson with music for Day 1, Drug-Free Me! <https://youtu.be/110wDjD5pQU>
2. The teacher will state the objectives for Day 1.

Day 2 | Instructional Procedures

Lesson Plan

1. The teacher begins the lesson with music for Day 2, Seven Continents Song:

<https://www.youtube.com/watch?v=K6DSMZ8b3LE>

teacher will state the objectives for Day 2.

teacher will ask the students to define the term diversity. students will identify different meanings using the word diversity." The teacher will create a list of those responses from

ents listen to the Story: [Finding your Spot in the World.](#)

Day 3 | Instructional Procedures

Lesson Plan Grades 2-3

Prepare ahead of time for Seymore's Drug-Free Scenarios Peer Pressure Situations. (Directions included on the activity page.)

1. The teacher begins the lesson with music for Day 3, Can't Stop the Feeling:
<https://www.youtube.com/watch?v=ruOK8uYEZWw>
2. The teacher will state the objectives for Day 3.
3. Using chart paper teacher will create a list of good and bad medicines and drugs from student responses to questions.

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-

<https://www.youtube.com/watch?v=ruOK8uYEZWw>

teacher will state the objectives for Day 3.

chart paper teacher will create a list of good and bad

Day 4 | Instructional Procedures

Lesson Plan

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

1. The teacher begins the lesson with music for Day 4, You've Got A Friend in Me!:
<https://www.youtube.com/watch?v=0hG-2tQtdIE>
2. The teacher will state the objectives for Day 4.
3. The teacher will review vocabulary terms, virtues, and Find Your Place World Cards with students.
4. Using the vocabulary terms, virtues, and Find Your Place in the World students will begin to draft the writing activity in response to the following question. What makes you unique to the world, community, and class?
5. As students finish the draft, the teacher can read over the assignment complete to offer suggestive comments.
6. Students will then be assigned time to write a final copy.
7. Students will place writing alongside or attach it to the Find Your Place the World Globe 3D project.

Modified or Special Instructions-Depending on Grade Level or needs of

8. Students can take cards from Day 2 lesson and attach them to the Find Your Place in the World Globe Activity.
9. Students can use a completed globe and bubble map to create a writing activity/outline about themselves and their importance to class, community, and the world.

Day 5 | Instructional Procedures

Lesson Plan

1. The teacher begins the lesson with music for Day 5 I'm Coming Out
2. <https://www.youtube.com/watch?v=o00aMX5c7uE>
3. The teacher will state the objectives for Day 5.
4. Students will come to school dressed as their "best selves." (Example-soccer player, dancer, or attach qualities you wrote on "Finding Your Place in the World" cards to your favorite clothes that identify you.)
5. The teacher will give students time to share writing activities in small groups or with the entire class.
6. After sharing writings, students will discuss, debate, and justify each other's writings and uniqueness to the world, community, and class. This activity is intended to provide positive qualities about each other and how others perceive us.
7. Students can participate in a turn-and-talk activity about events from the week.
8. Students will listen to, sing, and dance to I'm Coming Out and Drug-Free songs.

ACTIVITIES & CLASS CURRICULUM

SECTION 5. DESIGN, CREATE AND BUILD ACTIVITY SAMPLES

Students will construct passports and suitcases to correspond with daily activities.

Kiki's RED RIBBON WEEK

Seymore's Directions-How to Make a Suitcase

Suitcase Instructions, Printable & Templates

You will need:

- Scissors
- Double-stick tape, glue, or staples
- Cardstock (optional) for handles
- **Small suitcase** 1 piece of cardstock
- **Large suitcase** 2 pieces of cardstock
- Yarn or string for a name tag

Directions for a small suitcase:

1. To make the central part of the suitcase, cut a piece of cardstock in half. (Explain the top of the suitcase is the front and the bottom is the back.)
2. Tape, glue, or staple sides together.
3. Cut off the corners to make the suitcase look like a suitcase.
4. Cut out the suitcase handles.
 - a. Use the templates of handles.
 - b. Print the following pages.
5. Glue the handles to each side of the suitcase.
6. Using a hole punch, punch a hole in the center of the suitcase.
7. Have students write name on the suitcase.
8. Tie your luggage tag to the suitcase.

NOTE: To get fancy, students can make a passport or suitcase.

Directions for a large suitcase:

Follow the directions for the small suitcase and use a large piece and tape, glue, or staples.

Students can decorate the suitcase.

Suitcase Design | Handles

Use these shapes for handles or print on cardstock.

Suitcase Handles - Cut 2

Luggage Tag - Cut 1

Punch Hole

Punch hole. Glue to outside of luggage tag hole.

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ACTIVITIES & CLASS CURRICULUM

SECTION 6. DAILY ACTIVITY WORKSHEET SAMPLES

Grade 2-3

Seymore's Drug-Free Scenarios

Peer Pressure Situations

Note to Teacher: Cut out each situation and hand it to a small group of students. They can prepare a brief skit demonstrating peer pressure. The class can discuss whether each problem is negative or positive and ways to deal with the negative pressure.

- Situation 1** You love to sing and want to join the chorus, but your friends think you're silly and think the chorus is for the birds.
- Situation 2** Your parents are hosting a neighborhood party and adults drink wine and beer. Your friends want you to sneak a beer.
- Situation 3** Your friends are pushing you to be in the talent show, but you really want to be in the show.
- Situation 4** Your best friend isn't considered "cool," and she's being teased.

Seymore Sees Seven Continents on Earth

Continents and Oceans of the World

Name: _____

Seymore Says Name the Continents

Directions: Name the correct continent in the blank space.

Name: _____

Student Assessment | Red Ribbon Week

Day 1: "Be Happy Being Drug-Free"

- List 3 things you learned in today's lesson.
- What was your favorite or most interesting part of the lesson?
- Circle your response and tell why? Today my partner and I...

Excellent	Good
-----------	------

Name: _____ Grade K-1

Seymore Says Is It Healthy or Hurtful?

Read each statement and decide if it is healthy or hurtful. Circle your response using **Thumb Up for Healthy** or **Thumb Down for Hurtful**.

Eating a good breakfast before school.	<input type="radio"/> <input type="radio"/>
Playing video games all day long.	<input type="radio"/> <input type="radio"/>
Staying up late on a school night.	<input type="radio"/> <input type="radio"/>
Not doing your homework each night.	<input type="radio"/> <input type="radio"/>
_____ on a regular basis.	<input type="radio"/> <input type="radio"/>
_____ in the morning and night.	<input type="radio"/> <input type="radio"/>
_____ humor about someone.	<input type="radio"/> <input type="radio"/>
_____ side with friends or pet.	<input type="radio"/> <input type="radio"/>

Grade K-1

Seymore's Drug Prevention Sorting Activity

Good - Bad Medicines & Drugs Picture Cards

<p>(1) Over-the-counter pain and fever reducers,</p>	<p>Acetaminophen and aspirin are pain relievers and fever reducers, 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>

ACTIVITIES & CLASS CURRICULUM

SECTION 7. DAILY MATERIALS LIST SAMPLES



Daily Activity Material List
Day 4

- Copy of Questions from Tuesday and List of Virtues
- Copy of Bubble Map (1 per child)
- Copy of K-paper with picture box
- Copy of first grade writing paper with picture box and without
- Copy of 2-3 grade writing paper
- Copy of Student Self-Evaluation sheet
- Daily passport stamp
- Pencil
- Scissors
- Stapler
- Glue stick



Daily Activity Material List
Day 3

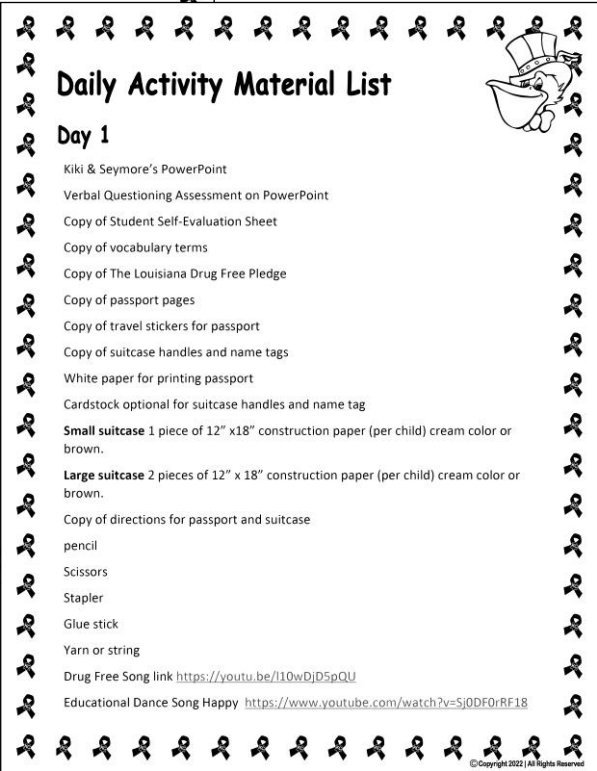
Grades K-1-

- Copy of Seymore's Fact sheet and sorting cards
- Copy of Is it Healthy or Hurtful
- Copy of Student Self-Evaluation sheet
- Daily passport stamp
- Pencil
- Scissors



Daily Activity Material List
Day 2

- Book- Finding Your Spot in The World or the following link <https://youtu.be/E315Unt00bw>
- Copy of list of Questions to ask yourself
- Finding Your Spot in The World Cards
- Copies of pages for Globe and person on globe
- Copy of Seymore Sees Seven Continents
- Copy of Continents Title page and booklet
- Copy of Teacher answer key
- Kindergarten World Page
- Copy of Student Self-Evaluation sheet
- Daily passport stamp
- pencil
- Scissors
- Stapler
- Glue stick
- Crayons
- Drug Free Song link <https://youtu.be/110wDjD5pQU>
- Seven Continents Song link <https://youtu.be/K6DSMZ8b3>



Daily Activity Material List
Day 1

- Kiki & Seymore's PowerPoint
- Verbal Questioning Assessment on PowerPoint
- Copy of Student Self-Evaluation Sheet
- Copy of vocabulary terms
- Copy of The Louisiana Drug Free Pledge
- Copy of passport pages
- Copy of travel stickers for passport
- Copy of suitcase handles and name tags
- White paper for printing passport
- Cardstock optional for suitcase handles and name tag
- Small suitcase** 1 piece of 12" x18" construction paper (per child) cream color or brown.
- Large suitcase** 2 pieces of 12" x 18" construction paper (per child) cream color or brown.
- Copy of directions for passport and suitcase
- pencil
- Scissors
- Stapler
- Glue stick
- Yarn or string
- Drug Free Song link <https://youtu.be/110wDjD5pQU>
- Educational Dance Song Happy <https://www.youtube.com/watch?v=5J0DF0RF18>

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ANNOUNCEMENTS

SECTION 8. DAILY PROGRAM ANNOUNCEMENT SAMPLES

Announcements Promoting Kiki's Red Ribbon Week

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.)

Student 1-
Good morning, faculty, staff, and students. As you already know, this (next) week is "Seeymore Salutes Kiki's Red Ribbon School Celebration 2022," and the theme for this year is "The World is Better with ME 100% Drug-Free!"

Student 2-
Red Ribbon Week is a time to observe and celebrate drug-free living. Let's all do our part to keep our schools and communities drug-free.

Student 3-
Today we hope to see you all smiling and happy. Let's make today a great day for everyone.

Student 4-
Be happy and healthy!

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.)

Student 1. Good morning, faculty, staff, and students. Where In The World is Kiki's Red Ribbon Week?

Announcements

KIKI'S RED RIBBON

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
"Louisiana is Better with ME 100% Drug-Free!"
October 23-31, 2022

Day 4 MORNING MESSAGE TO STUDENTS
(This page is designed so students can be selected to read over the daily message system.)

Good morning, faculty, staff, and students. Today is your Moment! We are celebrating ourselves!

Announcements

KIKI'S RED RIBBON

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 Week. Let's all do our part to keep our schools and communities drug-free.

Student 2-
Today we will look at several slogans and see how we can apply several to the who you are.

- Take another step!
- Other people's success inspires me!
- My work matters!
- I can do this!
- Even failure teaches me!

Student 3-As you walk around school today and keep inspiring yourself to be YOU!

Student 4-Remember the words of Kiki I'm here to help you. "The World is Better with ME 100% Drug-Free!"

Announcements

KIKI'S RED RIBBON

MORNING MESSAGE TO STUDENTS

Good morning, students.

As you already know, this (next) week is "Seeymore Salutes Kiki's Red Ribbon School Celebration," and the theme for this year is "The World is Better with ME 100% Drug-Free!"

In addition to participating in activities at school, please take a minute to send a Red Ribbon message home and share it with your family.

Announcements

KIKI'S RED RIBBON CELEBRATION
"Louisiana is Better with ME 100% Drug-Free!"
October 23-31, 2022

AUTOMATED MESSAGE TO PARENTS

Hello, parents. This is _____ calling from _____ school.

Students are getting ready for "Seeymore Salutes Kiki's Red Ribbon School Celebration 2019," and this year's theme is:

"The World is Better with ME 100% 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 "Seeymore Salutes Kiki's Red Ribbon School Celebration 2019."

Log onto www.SeymoresFoundation.org and find out more!

Thank you, and have a great evening.

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TAKE SEYMORE'S PLEDGE

SECTION 9. SEYMORE'S PROGRAM PLEDGE



SEYMORE'S RED RIBBON WEEK PLEDGE

Spread the word to get parents and your community involved in Kiki's Red Ribbon School Celebration 2022.



KIKI'S **"Louisiana is Better with ME 100% Drug-Free!"**
RED RIBBON CELEBRATION
October 23 - 31, 2022

My name is _____ I would like to live a life free of drugs, alcohol, cigarettes, and peer pressure. I would also like to go to school and learn without being interrupted by behavior of those who use drugs and alcohol. I pledge to my family, friends, school and community that I will:


- Feel good and believe in myself while living a Drug-Free life.
- Not use drugs, alcohol, or cigarettes because I can make my dreams come true if I stay Drug-Free.
- Stay in school and learn the things I need to know to make me a valued member of my community.
- Not use or sell drugs that will have a harmful effect on my family, friends, school, and community.
- Learn more about how drugs harm people and tell people the truth about the harmful effects of drugs.
- Always be a good listener, help others, and to keep myself Drug-Free.

By honoring this pledge, I know that I can achieve all my goals and dreams by living my life Drug-Free.

Signed this _____ day of _____, 202__

Student

Teacher

 **ME TOO! Drug-Free!**

vo.3

PROGRAM AMBASSADORS

SECTION 10. 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:

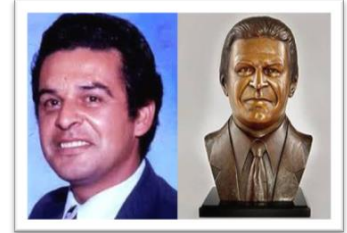
- Kathleen Blanco | Former Louisiana Governor
- Don Villere | Former Mayor City of Mandeville
- Clay Madden | Mayor City of Mandeville
- Trey Folsie | Former Superintendent, St. Tammany Parish Schools
- Harold Patin | Former DEA Special Agent
- Warren Riveria | Former DEA A-SAC New Orleans Division
- 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 | District Attorney, Lafayette Parish
- Fr. Pat Williams | Vicar General, Archdioceses of New Orleans
- Seton Jenkins | Greater New Orleans Drug Demand Reduction Coalition
- Paul Varisco | Executive Director, Team Gleason Foundation
- Anna Larriviere | Superintendent, Diocese of Lafayette
- Trey Folsie | Former Superintendent, St. Tammany Parish Schools
- Don Aguillard | Former Superintendent, Lafayette Parish Schools
- Kevin Hartmann | Former Executive Director, DEA Educational Foundation

ADDITIONAL PROGRAMS

SECTION 11. ADDITIONAL PROGRAMS

Kiki Camarena and Red Ribbon Week History

Enrique "Kiki" Camarena Salazar was an American intelligence officer for the United States Drug Enforcement Administration. In February 1985, Camarena was kidnapped by drug traffickers hired by Mexican politicians in Guadalajara, Mexico. He was interrogated under torture and murdered. Three leaders of the Guadalajara drug cartel were eventually convicted in Mexico for Camarena's murder. The U.S. investigation into Camarena's murder led to ten more trials in Los Angeles for other Mexican nationals involved in the crime. The case continues to trouble U.S.–Mexican relations, most recently when one of the three convicted traffickers, Rafael Caro Quintero, was released from a Mexican prison in 2013. Caro Quintero was again captured by Mexican Forces in July 2022.



Red Ribbon Week is an alcohol, tobacco, and other drug and violence prevention awareness campaign observed annually in October in the United States. It began as a tribute to fallen DEA special agent Enrique Camarena in 1985. According to the United States DEA, Red Ribbon Week is the nation's largest and longest-running drug awareness and prevention program.

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

Beginning in the fall of 2019, Louisiana vehicle owners were able to 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.

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.

ADDITIONAL PROGRAMS

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.

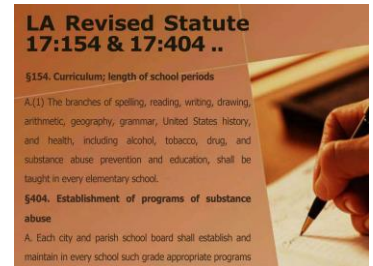
Program Messaging and PTA Support

To reinforce the drug awareness and prevention celebration, school-parent organizations and PTAs can purchase and display campaign materials with the "Louisiana Is Better with ME 100% Drug-Free!" logo and slogan. Proceeds from the sale of 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

All the education programs produced by Seymore's Foundation have been created to assist Louisiana school districts in complying with Louisiana Revised Statutes 17:154 and 17:404. These laws mandate that all state elementary and middle schools provide annual drug prevention instruction per student per grade level.





The Seymore D'Fair Foundation, Inc.

P.O. Box 8624

Mandeville, La. 70470

**IMPACTING TODAY'S DRUG PROBLEMS
THROUGH AWARENESS, EARLY INTERVENTION, EDUCATION,
AND PREVENTION**



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