



Always Ready
Always There

The Gem State Guardian

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Idaho National Guard

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October 23-31 is National Red Ribbon Week!



What is Red Ribbon Week?

Red Ribbon Week is a national

campaign that promotes the prevention of substance abuse. The Red Ribbon mobilizes communities to educate youth and encourage participation in drug prevention activities. It is the oldest and largest drug prevention program in the nation, reaching millions during Red Ribbon Week (October 23rd-October 31st) each year. Every year, students across the country submit potential taglines and logos for consideration. This year's theme, "Love Yourself, Be Drug Free" was submitted by a 7th grade student from New York.

How did Red Ribbon start?

Following the murder of DEA Agent Enrique Camarena by drug traffickers in Mexico City, angered parents and youth in communities across the country began wearing

Red Ribbons as a symbol of their commitment to raise awareness of the destruction drug use can cause. The National Federation of Parents (NFP) organized the first Nationwide Red Ribbon Campaign and in 1988, NFP sponsored the first National Red Ribbon Celebration.

What will the Army National Guard do?

In order to maintain combat readiness, it is imperative that Army Soldiers and their Families remain drug free. The Army participates annually in the Red Ribbon campaign in support of substance abuse prevention. For this year's Red Ribbon Week, the Army National Guard will adopt the campaign theme: "Love Yourself, Be Drug Free" into its own prevention activities for October.



Support substance abuse prevention in your community!



Contact your State ARNG Alcohol and Drug Control Officer or Prevention Coordinator for more information.

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