



**RED RIBBON  
NOW!  
CAMPAIGN**

---

**WORKING TOGETHER  
TO END DRUGS**

Briefing Sheet

Operating Plan

Quick Drug Education Fact Sheet



The “Red Ribbon Now! Campaign” takes the concept of the annual one week youth targeted anti-drug celebration and expands it into a three hundred sixty five day a year anti-drug / awareness campaign focusing on corporate businesses and the private sector.

The best weapon utilized on the war on drugs is drug abstinence. Reducing the demand causes the illegal drug supplier to be forced out of business. The illegal drug market reaps billions in profits every year. The drug distributor profits from our citizens and children being addicted and devastated. The drug dealer rejoices in our pain and destruction.

Children need to be counseled, informed, and educated about the dangers and devastation of illegal drugs. They must be warned of the addiction, the crimes, and health damage associated with illegal drugs. The counseling or “talking” about illegal drugs should start at a very early age. From age eight and up. The “talks” and communication should be constant and systemic until adulthood. Counselors and psychiatrist recommend that you should be talking to your children about drugs as early as age five. The human brain is not completely developed until the early 20’s.

The “Red Ribbon Now! Campaign” encourages parents, brothers, sisters, neighbors, friends and anyone that can talk to our kids about the dangers of illegal drugs.

Private and Corporate Businesses will have an opportunity to purchase a “Red Ribbon” t-shirt with their logo from the Hispanic Business Alliance and designate a day, maybe once a month on a Friday or more often, when all the employees may wear their “Red Ribbon” t-shirt. The “Red Ribbon” t-shirt will show support and stimulate conversation as a “taking point” about illegal drugs. Each t-shirt will include an illegal drugs / drug symptoms / drug dangers/ and drug addiction briefing education sheet to help the wearer. If the initial conversation develops into a need for a professional drug prevention / awareness presentation for a group or company, contact can be made through the Hispanic Business Alliance with one of the “cornerstone” groups and the presentation will be scheduled at no cost. The profits from the t-shirts will be donated to a selected community non-profit organization or group quarterly.

Each “Red Ribbon” t-shirt will have the five to six “cornerstone” logos on the back of the shirt along with the company or corporate logo prominently displayed in the center.

The “cornerstone” logos will be the Dallas Police Department, Federal Bureau of Investigation, Drug Enforcement Administration, The Phoenix House, Hispanic Business Alliance and the Dallas Independent School District Police.

This campaign takes a direct approach on the drug problem in our communities, displays our concern for the health and well being of our children and shows our steadfast commitment to end the use of illegal drugs.

Monty Moncibais  
Dallas Police Department



**The “Red Ribbon Now! Campaign” by design will serve a dual purpose:**

- 1.) Mobilize Corporate America and the Private Sector to crusade on the dangers and devastation associated with illegal drugs and to show collective support for the campaign.
- 2.) Will cultivate hundreds of anti-drug mentors actively sending our campaign message on a daily basis, 365 days a year.

This campaign will allow Corporate America and the private sector to purchase “Red Ribbon Now!” Campaign shirts and accessories for their employees to wear once a week or once a month at the discretion of the employer. The wearing of the t-shirt or accessories will serve as a “talking point” for the employee for anyone that the employee comes into contact with. Utilizing the education information sheet the positive anti-drug message will be discussed and act as a catalyst for the further discussion with the listener’s family, friends, and co-workers. If the listener has a group, company, or organization that would like a detailed drug prevention /awareness presentation, the request will be forward to the formed presenters through the Dallas Police Department.

The important message of not using drugs is one that must be re-enforced systematically and constantly with our children from toddler age to adulthood. This campaign is designed to turn the tide of this billion dollar criminal enterprise and reduce the demand and supply. A majority of our crime in our country is fueled by the illegal drug trade. Millions of lives are destroyed and devastated every day because of the lethal addiction of drug use.

**Operation:**

Article I: The Hispanic Business Alliance will produce and handle the sale of the “Red Ribbon Now!” Campaign shirts and accessories as well as ensuring that the anti-drug education information sheet is included with each shirt. The education sheet will offer talking points and will standardize the information being discussed. Once a talking point evolves into a request for a more in depth drug prevention /awareness presentation, that request will be forwarded from the Hispanic Business Association to the Dallas Police Department. The Dallas Police Department will in turn forward the request to the agreed pool of presenters within the Dallas Police Department, Phoenix House, Timberlawn, The Greater Council of Alcohol and Drug Abuse or other drug prevention specialists and counselors.

Article II: Profits from the “Red Ribbon Now! Campaign” t-shirts and accessories will be awarded quarterly to selected non-profit community based organizations by the “Red Ribbon Now! Campaign” Executive committee and cornerstone agencies.

**Goal:**

To develop hundreds of committed, concerned, and drug educated peer individuals encouraging communication and discussing the dangers and devastation of illegal drugs frequently with anyone that will listen, especially our youth.



*Information to aid you in your “talking point” conversations:*

- The United Nations reports that the illegal drug business is a 400 billion a year criminal enterprise. The profits are used to fund criminal activity all over the country, even terrorism.
- A major portion of all crimes committed in our country are drug related.
- According to the research of the Partnership for Drug Free America parents should be talking to their kids regularly about the dangers and devastation of drugs as early as toddler age through adulthood.
- The best weapon on the “War on Drugs” is a concerned, committed, involved and drug educated parent or adult.
- The “need” for the illegal drug becomes the source of crime as the addict acquires money by robbing, stealing, injuring, and defrauding innocent victims to feed their drug habit.
- Drug dealers target kids as customers in order to cultivate a very young addict that will have a “need” for their drugs for life, ensuring a continued profit, or until the their death.
- Individuals using and addicted to drugs will destroy their families, home, job, friends and life.

Symptoms of drug use vary from the type of drug that is consumed. Illegal drugs can be ingested by snorting, eating, injecting or smoking.

Uppers such as “Speed and Cocaine” cause the body to accelerate.

**SYMPTOMS:** Pupils will be dilated, red/bloodshot eyes, runny nose or frequent sniffing, loud talking, mood swings, paranoia, and careless about personal appearance.

Downers such “Heroin” and “Cheese” cause the body to slow down.

**SYMPTOMS:** Euphoria, drowsiness, impaired mental functioning, slowing respiration, constricted pupils and nausea.

Hallucinogens such LSD, PCP, and Mushrooms.

**SYMPTOMS:** Similar symptoms as **Uppers** as well as distorted sense of sight, hearing, and touch.

Inhalants such as paint, paint thinner, glue, and gasoline.

**SYMPTOMS:** Slurred speech, drunk, dizzy or dazed appearance, unusual breath odor, chemical smell on clothing, paint stains on body or face, red eyes, and runny nose.

Club Drugs such as GHB, Ecstasy, Ketamine, and Rohypnol.

**SYMPTOMS:** Problems with recent memory, loss of coordination, confusion, sleeping problems, chills or sweating, depression, and slurred speech.

**Parents:** children need guidance and a loving parent, not buddies. Please be involved with your children and be aware of where he/she is and what he/she is doing. Be aware of what is in their belongings, backpacks, clothing, and in their room closets. Be aware what is in their chest, cabinet and desk drawers and finally be aware of who they are e-mailing and who their friends are.