



STANDARDS OF EXCELLENCE PROGRAM PROJECT SUMMARY SHEET

SCHOOL: Delaware Township School

ACTIVITY: Red Ribbon Week

DATE(S): (annually) October

CATEGORY: Education/Student Services

ADVISOR NAME: Cynthia Terranova

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PROVIDE A BRIEF DESCRIPTION OF THIS PROJECT:

Red Ribbon Week is a national movement that promotes a healthy lifestyle and a pledge to live drug-free. Our student council has collaborated with our school guidance counselor to promote the various themes of the national program. Our members have created a spirit week centered on the principles of bringing the school community together to make a commitment to a healthy, drug-free life. Most recently, the student council coordinated "Put a Lid on Drugs" (hat day), "Drugs Won't Turn Me Inside Out" (crazy fashion day), and "Planting a Bright Future" where every DTS student planted a red tulip bulb as their pledge to be drug free. This year's event also incorporated a digital version of the Red Ribbon Week book so that it could become an interactive reading activity in every classroom with our SMART Boards. We also had every student in the school sign a continuous red ribbon on the day the national event is celebrated to reinforce the community message. The ribbon has since been cut into pieces for each homeroom to keep on display on the classroom door as a reminder of our pledge throughout the whole school year. This national project builds a greater collaboration between our student council and the regular curriculum taught in the classrooms; particularly our health program and the national D.A.R.E. program presented each year by the local police department.

DESCRIBE THE PLANNING & EXECUTION OF THIS PROJECT:

The planning for this event begins with the start of the school year. Our advisors, officers, and guidance counselor meet to establish the themes of Red Ribbon for the school year. These ideas are then submitted to the school administration for approval. Once we have received an "okay" for the event, our student council members begin a "media" campaign with flyers, announcements, and "commercials" created by our Broadcast Network. Without a successful media campaign, our Red Ribbon Week events would not be a success. In addition to the "fun" of the themes, it is imperative that all classrooms instill the message of the national movement ~ a lifetime pledge to live a healthy, drug-free lifestyle.

DESCRIBE THE BENEFIT OF THIS PROJECT BENEFIT TO SCHOOL AND/OR COMMUNITY:

Red Ribbon Week has been an excellent opportunity for our elementary and middle school students to work together to promote a fundamental principle in today's society ~ making healthy choices. Our student council members enjoy working with the elementary students as leaders within the school community and take great pride in making healthy living choices that can be emulated by others. Rather than just presenting a healthy, drug-free lifestyle an isolated activity or event from the D.A.R.E. program generally implemented in fifth grade, Red Ribbon Week provides an annual experience and reminder about the importance of our individual choices.

EVALUATE THE EFFECTIVENESS OF THIS PROJECT, REFLECTING ON ANY POSSIBLE CHANGES YOU MIGHT CONSIDER:

The project has been an integral part of the collaborative learning community within our school district. As DTS grows, so does the need for greater emphasis on healthy living choices. One future enhancement we are considering is incorporating the messages of Red Ribbon Week into our Wellness Committees Family Fitness event and weekly "Jammin Minute" exercises. This will enable us to reinforce the importance of a healthy lifestyle repeatedly throughout every school year in which the students are a part of the DTS community.