



OCTOBER 2013

***FLORIDA SADD Chapter Activities***

- National Walk Our Children to School Month (October)
- National Walk Our Children to School Day (October 9)
- Drive Safely Work Week (October 7-11)
- Put the Brakes on Fatalities Day (October 10)
- National Depression Screening Day (October 10)
- Day of National Concern About Young People and Gun Violence: Students Pledge Against Gun Violence (October 17)
- National Teen Driver Safety Week (October 20-26)
- CHARACTER COUNTS! Week (October 20-26)
- National School Bus Safety Week (October 21-25)
- National Health Education Week (October 21-25)
- America's Safe Schools Week (October 21-27)
- National Red Ribbon Celebration (October 23-31)
- National Candle Light Vigil: NOPE Task Force Narcotics Overdose Prevention & Education (October 24)
- Make a Difference Day (October 26)
- Mix It Up at Lunch Day (October 29)
- Halloween (October 31)
  - Buzzed Driving Is Drunk Driving
- Domestic Violence Awareness Month
- National Bullying Prevention Month
- National Cyber Security Month

**National Walk Our Children to School Month**  
And  
**National Walk Our Children to School Day (October 9)**

Each October, millions of children, parents, teachers and community leaders across the globe walk to school to celebrate International Walk to School Day and, since 2003, International Walk to School Week. It is an energizing event, reminding parents and children alike of the simple joy of walking to school. It also serves as an opportunity to focus on the importance of physical activity, safety, air quality and walkable communities. Walk to School activities often become a catalyst for on-going efforts to increase safe walking and bicycling all of the time.

**Website:**

[Walk Our Children to School Day](#)

**Drive Safely Work Week (October 7-11)**

Gear Up For Safe Driving: Mind Body Vehicle -The campaign focuses on issues important for building and maintaining a safe-driving foundation, such as always buckling up, being well-rested and clear-headed, and eliminating distractions. Also included are tips and activities to assist in safe parking and backing. The materials wrap up with ways to avoid rear-end collisions—one of the most common types of crashes experienced by fleet drivers, teen drivers and the general population.

**Websites:**

[Drive Safely Week](#) Includes planning guide

[NETS homepage](#) Traffic safety handbook and information

[The Novice Driver's Road Map](#) an 8-step guide for parents

[NSC Parent/Teen Driving Agreement](#) with tools for parents to assist their teen driver

**Put the Brakes on Fatality Day (October 10)**

The first annual Put the Brakes on Fatalities Day was held on October 10, 2001. Its goal was, and remains today, to deliver messages to the public about the major causes of transportation fatalities – chiefly highway fatalities – and their avoidance, in an upbeat fashion.

**Websites:**

[Homepage](#)

[Toolkit](#)

## National Depression Screening Day (October 10)

According to the National Institute of Mental Health, more than 17 million Americans each year develop depression. Recent research indicates the number may be even higher, closer to 20 million. One thing on which researchers agree is that less than half of the people suffering from depression actually receive treatment. Yet, one out of every five adults may experience a depression at some point in their lives. Twice as many women as men suffer from depression, although everybody, including children, can develop the illness. The following web site offers more information and related activities.

### Websites:

[Homepage](#)

[Preventing Suicide: A Toolkit for High Schools](#)

[Teen Depression: A guide for parents](#)

[American Foundation for Suicide Prevention](#)

## Day of National Concern About Young People and Gun Violence:

### Students Pledge Against Gun Violence (October 17)

The **Student Pledge Against Gun Violence** is a national program that honors the role that young people, through their own decisions, can play in reducing gun violence. This campaign against youth gun violence culminates each year on a Day of National Concern about Young People and Gun Violence. The program provides a means for beginning the conversation with young people about gun violence. It refers teachers, counselors, and community leaders to valuable resources, includes curriculum suggestions that can be integrated with existing academic programs, and contains information about how your school can participate.

### Website:

[Homepage](#)

## National Teen Driver Safety Week (October 20-26)

National Teen Driver Safety Week (NTDSW) is a time designated by Congress each year to raise awareness of teen driver safety topics and to encourage safe teen driver and passenger behavior. This year's theme is again "It Takes Two: Shared Expectations for Teens and Parents for Driving."

### Websites:

[Homepage](#)

[Ride Like a Friend](#)

[State Farm's Teen Driver Safety](#)

[Teen Driver Safety Research](#)

## Character Counts Week (October 20 – 26)

Character Counts Week (CC! Week) is always the third week in October. It is an opportunity to remember and reward students/faculty/administration of good character. The following six core ethical values form the foundation of the CHARACTER COUNTS! youth-ethics initiative.

### **T R R F C C**

Students can use this acronym to help them remember that people with good character are *terrific*:

**T** rustworthiness

**R** espect

**R** esponsibility

**F** airness

**C** aring

**C** itizenship

### **Websites:**

[Homepage](#)

[Making Ethical Decisions](#), a Josephson Institute

## National School Bus Safety Week (October 21 – 25)

National School Bus Safety Week is always held the third full week of October. The National School Bus Safety Speech Contest challenges high school students across the country to speak out about school transportation safety.

Studies have proven that the most dangerous part of the school bus ride for children is when they get on and off the bus. Remember to pay close attention to school buses when you see them driving on the street and teach children how to be safe when boarding and exiting the bus. Bus drivers know that parents want the peace of mind that comes from trusting the person behind the wheel of the big yellow bus.

### **Websites:**

[Resource Guide and Toolkit](#)

[Poster Contest for 2014](#)

## National Health Education Week (October 21 - 25)

Since 1995, **National Health Education Week** (NHEW) has been celebrated during the third week of October. This celebration focuses national attention on a major public health issue and promotes consumers' understanding of the role of health education in promoting the public's health.

### **Website:**

[Homepage](#)

## America's Safe Schools Week (October 21 – 27)

This campaign is to motivate key education and law enforcement policymakers, as well as students, parents and community residents, to vigorously advocate school safety. School safety includes keeping campuses free of crime and violence, improving discipline, and increasing student attendance. Schools that are safe and free of violence, weapons and drugs are necessary to ensure the well-being of all children and the quality of their education.

### Website:

[Homepage](#)

## National Red Ribbon Celebration (October 23-31)

The purpose of the Red Ribbon Campaign™ is to present a visible commitment to a safe, healthy and drug-free lifestyle. The campaign is designed to: create awareness concerning the problems related to the use of tobacco, alcohol and other drugs; and to support the decision to live a healthy, drug-free lifestyle.

Red Ribbon Week™ began in 1985 in honor of DEA (Drug Enforcement Agency) Agent Enrique "Kiki" Camarena, who was kidnapped and killed in Mexico in February of 1985. Camarena, then 37, had uncovered a multi-billion dollar drug scam in which he suspected officers of the Mexican Army, police forces and government. As he left his office one day, five men appeared at his side and kidnapped him. His body was found one month later in a shallow grave; he had been tortured and beaten.

While Red Ribbon events were celebrated from the time of Kiki Camarena's death, the first National Red Ribbon Week™ was organized by the National Family Partnership™ (NFP), proclaimed by the US Congress and chaired by former First Lady Nancy Reagan. The week is marked by the wearing of a red ribbon to send the message: Live drug-free!

National Red Ribbon Week™ is the last week of October. SADD chapters are encouraged to celebrate Red Ribbon Week™ to symbolize their commitment to a healthy, drug-free lifestyle and to create awareness of the problems related to the use of tobacco, alcohol and other drugs.

The following is a list of a variety of activities your chapter may conduct in conjunction with Red Ribbon Week.

- Paint the Town Red - Erect banners and exhibits in your school and in other community locations explaining the symbolism of the red ribbon.
- Encourage your city's mayor to officially proclaim Red Ribbon Week™ (sample proclamations can be found at [www.redribbon.org](http://www.redribbon.org)). Plan a community-wide celebration that includes fun activities, live music, games and food. Emphasize that everyone can have fun without drugs.
- Decorate your community with red ribbons. Tie them on parking meters, tree branches and park benches.
- Distribute red ribbons to students and school personnel and ask them to wear the ribbons all week.
- Give out small prizes, such as Hershey's Kisses or Smarties, to people caught wearing red ribbons later in the week.
- Show a video at your school about the danger of tobacco, alcohol and other drug use.
- Invite a member of the DEA in your area to speak to the students about the dangerous consequences of using drugs and the legal implications.
- Visit your middle school and elementary schools and speak to the students about the symbol of the red ribbon and ask them to wear them as a commitment to be drug-free.
- Give out red ribbons and lollipops during your city's Halloween celebration.
- Conduct a red ribbon poster contest in the elementary school depicting dangerous drugs and their consequences.

- Host a family Strides for Safety Walk. Present everyone with a red ribbon to wear. Ask kids to write songs or chants they can sing during the walk.
- Set up a health fair in your school. Invite local agencies to set up displays and exhibits with hands-on activities emphasizing the consequences of using tobacco, alcohol and other drugs.
- Place red ribbons on all school lockers and in teachers' mailboxes as a reminder to remain drug-free.
- Enter the [National Red Ribbon Photo Contest](#) for a chance to win an iPad and \$1,000 for your school.

**Websites:**

[Homepage](#)  
[Red Ribbon Week](#)  
[Planning Guide and official materials](#)  
[Photo Contest](#)

**National Candle Light Vigil: NOPE Task Force Narcotics Overdose Prevention & Education (October 24)**

On Thursday, October 24<sup>th</sup>, communities across the nation will join Director Gil Kerlikowske, Office of National Drug Control Policy and NOPE Task Force in hosting the Sixth Annual NOPE Candle Light Vigil in memory of those lost to and suffering from substance abuse. Consider holding a vigil at your school and/or community.

**Website:**

[Homepage](#)

**Make a Difference Day (October 26)**

Make A Difference Day is the most encompassing national day of helping others -- a celebration of neighbors helping neighbors. Everyone can participate. Your project can be as large or as small as you wish! Look around your community and see what needs to be done.

**Website:**

[Homepage](#)

## Mix It Up at Lunch Day (October 29)

A [national campaign](#) launched by Teaching Tolerance a decade ago, Mix It Up at Lunch Day encourages students to identify, question and cross social boundaries.

In our surveys, students have identified the cafeteria as the place where divisions are most clearly drawn. So on one day – October 29 this school year – we ask students to move out of their comfort zones and connect with someone new over lunch.

It's a simple act with profound implications. Studies have shown that interactions across group lines can help reduce prejudice. When students interact with those who are different from them, biases and misperceptions can fall away.

### Webpage:

[Homepage](#)

## Halloween (October 31)

Halloween can be great fun, especially when using caution while participating in different cool events. The following links will give you tips, action plans, and ideas on how to stay safe and enjoy yourself.

### Websites:

[NHTSA Materials](#)

[Buzzed Driving is Drunk Driving](#)

[SADD Event Planner for social event](#)

[Top 10 Teen Instructions for Halloween Trick-or-Treat Safety](#)

## Domestic Violence Awareness Month

The Domestic Violence Awareness Project (DVAP) supports the rights of all individuals, especially women and girls, to live in peace and dignity. Violence and all other forms of oppression against all communities and families must be eliminated. The purpose of the DVAP is to support and promote the national, tribal, territorial, state, and local advocacy networks in their ongoing public education efforts through public awareness, strategies, materials, resources, capacity-building, and technical assistance.

### Websites:

[DVAP homepage](#)

[Family Violence Prevention](#)

## National Bullying Prevention Month

National Bullying Prevention Month unites communities nationwide in October to raise awareness of bullying prevention through events, activities, outreach, and education.

### Websites:

[Homepage](#)  
[The Humanity Project](#)

## National Cyber Security Month

The Oxford English Dictionary defines *awareness* as "The quality or state of being aware; consciousness." *Aware* is defined as "Informed; cognizant; conscious; sensible." The purpose of Cyber Security Awareness Month is simply to focus attention on cyber security.

National Cyber Security Awareness Month is an annual effort to increase awareness and prevention of online security problems, spearheaded by the [U.S. Department of Homeland Security](#) and the [National Cyber Security Alliance](#) (NCSA). The EDUCAUSE/Internet2 Higher Education Information Security Council (HEISC) promotes and participates in the annual campaign each October, joining forces with a range of organizations from the public and private sector to expand cybersecurity awareness on campuses across the country.

### Websites:

[Homeland Security](#)  
[Stop.Think.Connect](#)  
[Toolkit](#)  
[StaySafeOnline](#)  
[Resource Kit](#)  
[2013 Information Security Awareness Video & Poster Contest](#)