

BETWEEN OCTOBER 23<sup>RD</sup> THROUGH 31<sup>ST</sup> EACH YEAR, WE OBSERVE “RED RIBBON WEEK” IN OUR SCHOOLS AND COMMUNITIES. THOUSANDS OF CHILDREN ACROSS OUR STATE AND NATION TAKE A STAND FOR THEIR FUTURE, AND AGAINST SUBSTANCE ABUSE.

THE HISTORY BEHIND “RED RIBBON WEEK” BEGAN IN CALIFORNIA, WHERE ENRIQUE (in-REE-kay) “KIKI” CAMARENA GREW UP, WORKING HIS WAY THROUGH COLLEGE AND LANDING A JOB WITH THE U.S. DRUG ENFORCEMENT ADMINISTRATION.

HIS MOTHER TRIED TO TALK HIM OUT OF IT, BUT WITHOUT ANY LUCK. “I’M ONLY ONE PERSON,” HE SAID, “BUT I WANT TO MAKE A DIFFERENCE.”

WE CAN MAKE A DIFFERENCE AS WELL.

WE CAN GIVE OUR CHILDREN TEXTBOOKS, BUT WE SHOULD ALSO TAKE TIME TO COACH A SPORTS TEAM. WE SET ACCOUNTABILITY STANDARDS, BUT WE NEED TO TAKE TIME TO HELP WITH HOMEWORK. WE CAN TALK TO OUR CHILDREN, BUT WE HAVE A RESPONSIBILITY TO BE THERE FOR THEM WHEN IT’S TIME TO LISTEN.

RUDYARD (RUD-yerd) KIPLING ONCE WROTE, “WORDS ARE THE MOST POWERFUL DRUG USED BY MANKIND.” OUR KIDS NEED TO FIND THEIR SATISFACTION IN WORDS OF ENCOURAGEMENT. THE END RESULT WILL BE WORTH IT.

I’M RONNIE MUSGROVE, AND THIS HAS BEEN THE MISSISSIPPI MINUTE. THANKS FOR LISTENING.