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East Cobb Schools Celebrate and Promote Healthy Lifestyle Choices

By Stephanie Daniels, Vice President,
East Cobb County Council of PTAs



The Georgia PTA and its local units share a concern for the total health and wellness of all children and youth. During its 100+ year history, PTA has advocated for and promoted many initiatives that support the welfare of children and youth in the home, school and community.

That tradition continues here in East Cobb this month with two programs that emphasize different aspects of healthy lifestyle choices:

October 5 is USA Walk to School Day, the highlight of International Walk to School Month. This designated event gives children, parents, school teachers and community leaders an opportunity to be part of a global event as they celebrate the many benefits of walking. Over the years, millions of walkers from around the world have walked to school together on this day and several of our East Cobb schools will once again participate this year. Not only will students (and parents!) benefit from some early-morning exercise, but it's also a wonderful opportunity for families to spend time together while walking. You never know what a child might share with you during those precious minutes!

Then, during the week of October 23-31, schools will observe Red Ribbon Week, the nation's oldest and largest drug prevention program. By wearing red ribbons and participating in various anti-drug events, young people pledge to live a drug-free life and pay tribute to DEA Special Agent Enrique "Kiki" Camarena. Special Agent Camarena was an 11-year veteran of the DEA assigned to the Guadalajara, Mexico, office where he was on the trail of notorious drug traffickers. In 1985, he was kidnapped, brutally tortured, and murdered by these drug traffickers. His tragic death opened the eyes of many Americans to the dangers of drugs and the international scope of the drug trade. Out of that tragedy, a grass-roots effort to educate young people and their parents on these dangers was born. Red ribbons became a symbol of this drug-free commitment and Red Ribbon Week celebrations eventually spread across the country.

Our schools and PTAs conduct age-appropriate programs and activities to observe Red Ribbon Week. Please let the young people in your life, whether your child, student, neighbor, relative or acquaintance, know how much you appreciate their choice to live a drug-free life and offer your encouragement and support. ☘