

RIBBON HAS NO RIB TO HOLD THE BACKBONE BUT HAS POWER TO HOLD THE TOWER OF STRENGTH BY COMMAND

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ABSTRACT

Awareness ribbons are ribbons that show support and remembrance, and raise awareness for a specific cause, usually related to health and medical conditions, or social issues. The awareness ribbons are customarily short, coloured ribbons in a folded loop, where different colours are associated with different movements. Other than in a classic ribbon form, the awareness ribbons also serve as an iconic symbol on pins, stickers, magnets, pens, key chains, wristbands and other awareness merchandise.

KEYWORDS: Yellow Ribbon, Orange Ribbon, Blue Ribbon, Pink Ribbon, Green Ribbon, Red Ribbon, Violet Ribbon, Black Ribbon, Lavender Ribbon, White Ribbon, Lime Green Ribbon, Teal Ribbon, Purple Ribbon, Lavender Grey Ribbon.

INTRODUCTION

Ribbon comes in various widths and types of fibers. Ribbon materials include cotton, nylon, polyester, silk, hemp and even tulle. The name "ribbon" was later purported to have originated from an early design idea by which commands were placed on a long pane that could be rolled like a medieval scroll; the name was retained after the scrolling mechanism was replaced by tabs.^[1] A ribbon or riband is a thin band of material, typically cloth but also plastic or sometimes metal, used primarily as

decorative binding and tying. Cloth ribbons are made of natural materials such as silk, cotton, and jute and of synthetic materials, such as polyester, nylon, and polypropylene. Ribbon is used for useful, ornamental, and symbolic purposes. Cultures around the world use ribbon in their hair, around the body, and as ornament on non-human animals, buildings, and packaging. Some popular fabrics used to make ribbons are satin, organza, sheer, silk, velvet, and grosgrain.^[2]

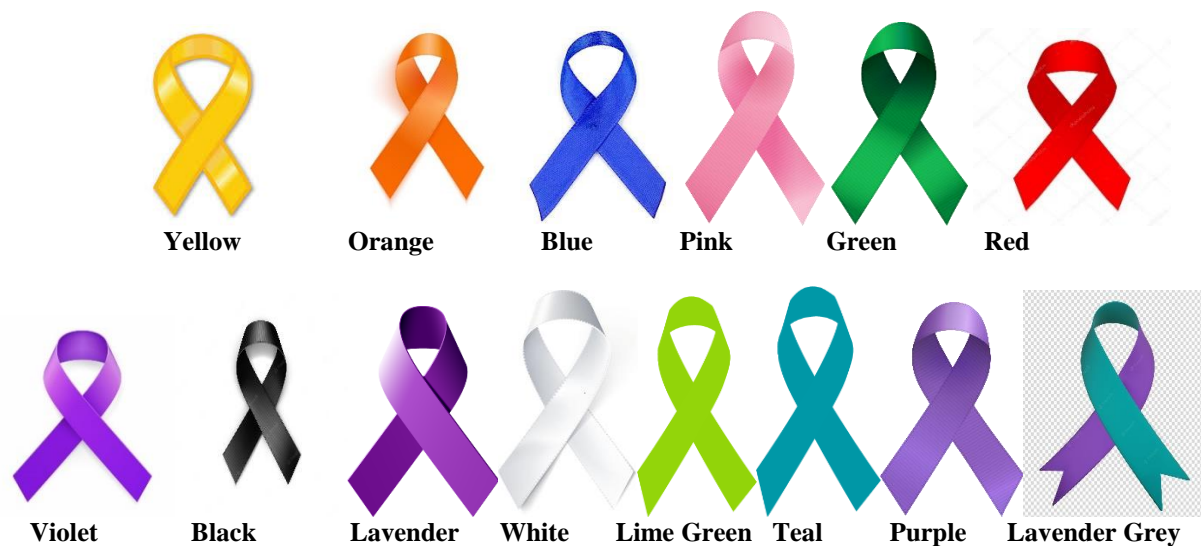


Figure-1: Various colours of ribbon.

Etymology: The word ribbon comes from Middle English ribban or riban from Old French ruban, which is probably of Germanic origin. A ribbon or riband is a thin band of material, typically cloth but also plastic or sometimes metal, used primarily as decorative binding and tying. Cloth ribbons are made of natural materials such as silk, cotton, and jute and of synthetic materials, such as polyester, nylon, and polypropylene.^[3]

Red Ribbon: The red ribbon, as an awareness ribbon, is used as the symbol for the solidarity of people living with HIV/AIDS, and for the awareness and prevention of drug abuse and drunk driving. In Canada the red ribbon represents Canadians with Multiple Sclerosis. Awareness symbol as Red Ribbon Day is 1st December and Red Ribbon Week is 23-31 October. The red ribbon is a symbol for Multiple Sclerosis, drunk driving prevention, drug prevention and for the fight against HIV/AIDS. The Red Ribbon Foundation, Mothers against Drunk Driving (MADD) and the Canadian Multiple Sclerosis Society are examples of organizations that utilize the red ribbon

symbol. The red ribbon is the universal symbol of awareness and support for people living with HIV.^[4] Wearing a ribbon is a great way to raise awareness on and during the run up to World AIDS Day. Red Ribbon Week is an annual event observed by the Drug Enforcement Administration and communities across the country. Inspired by a tragedy, this week of remembrance has helped spread awareness of drug misuse prevention. Ribbon symbolism has since become a common way to show your support for a particular cause. It can also show that you may have been personally affected by a specific disease, illness, or social issue. Displaying a colored ribbon also allows you to connect with others who may support or been affected by the same. In 1979, Amalia Hizon Mercado, husband Renato Mercado, and their five children, Consuelo Tiutan, Teresita Moran, Renato Mercado, Ricky Mercado and Romy Mercado established Red Ribbon as a small cake shop along Timog Avenue in Quezon City.^[5]

Table-1: Colour of ribbon and biochemical action.

Colour	Cause
Red	AIDS/HIV, alcohol & substance abuse, vasculitis, love, heart, disease
Orange	Hunger, leukemia, animal protection awareness, self-injury awareness, multiple sclerosis, ADHD, kidney cancer
Yellow	Support our troops, suicide prevention, genocide awareness, sarcoma and bone cancer awareness
Green	Tissue and organ donation or transplants, mental health, mental illness, leukemia, environment, kidney neural tube defects, Save The Earth, Go Green, recycling
Blue	Child abuse prevention, arthritis, sex trafficking and slavery, prostate cancer
Purple	Sarcoidosis, lupus, fibromyalgia, religious tolerance, violence against women, domestic violence, cystic fibrosis, Alzheimer's disease, pancreatic cancer, epilepsy
Violet	Hodgkin's lymphoma
White	Vicims of terrorism, peace, blindness, Holocaust remembrance
Black	Mourning, melanoma
Lime Green	Lymphoma, non-Hodgkin's lymphoma, muscular dystrophy, mental health
Teal	Gynecological cancers, sexual assault
Periwinkle	Eating disorders, pulmonary hypertension, esophageal cancer, stomach cancer
Pink	Breast Cancer
Cream	Paralysis, spinal cord injuries, spinal diseases or disorders
Light Blue	Prostate cancer, men's health
Lavender	All cancers (general cancer awareness), epilepsy
Pearl	Lung cancer or lung disease, multiple sclerosis
Grey	Diabetes, brain cancer, asthma
Silver	Brain disorders
Gold	Childhood cancer

Blue Ribbon: The blue ribbon is a symbol of high quality. 29 September is Blue Ribbon Day and Blue Ribbon Week is 1-7 April. The association comes from The Blue Riband, a prize awarded for the fastest crossing of the Atlantic Ocean by passenger liners and, prior to that from Cordon Bleu, which referred to the blue ribbon worn by the French knightly Order of the Holy Spirit. The spelling blue riband is still encountered in most English-speaking countries, but in the United States, the term was altered to blue ribbon, and ribbons of this color came to be awarded for first place in certain athletic or other competitive endeavours (such as county and state

fairs). It also may be applied to distinguished members of a group or commission who have convened to address a situation or problem; the usual usage is "blue ribbon commission" or "blue-ribbon panel". The term 'blue ribbon' is traditionally used in reference to an award or honor given for excellence or for winning first-place in a competition. In terms of awareness ribbons, the color blue can also signify awareness for men's health, Parkinson's disease prostate cancer, and other causes. So a "riband" is just an old-fashioned way of saying "ribbon" – it's listed as an "archaic noun". Back in the late 1500s, a bunch of knights called "Le Cordon Bleus"

used to hang their signature cross off a blue ribbon. The accessory, created by the UN Refugee Agency, is meant to be an “emblem of compassion and solidarity” with refugees, displaced people, and those who have been forced to flee their homes because of war, conflict, and persecution. Blue Ribbon Restaurants is the creation of Chefs Eric & Bruce Bromberg and the Blue Ribbon Team. We serve guests in New York, Las Vegas, Los Angeles, Miami and Nashville. Since 1992, Blue Ribbon Restaurants has embodied the spirit of individuality by offering a truly authentic dining experience. The blue ribbon is internationally used to spread awareness of chronic fatigue syndrome. A blue ribbon is also the ribbon used for awareness for the autoimmune disease of Sjögren's syndrome. In Canada, it is the symbol of an anti-tobacco, anti-second hand smoke campaign.^[6]

Green Ribbon: Mitochondrial disease awareness is represented by a green ribbon. March 13-17 is Green Ribbon Week. Mitochondrial disease (mito) is a debilitating genetic disorder that robs the body's cells of energy, causing multiple organ dysfunction or failure and potentially death. There are many forms of mitochondrial disease; it is highly complex and can affect anyone of any age. Mitochondrial disease can cause any symptom in any organ at any age. There are currently no cures and few effective treatments. The green ribbon is the

international symbol of mental health awareness. Wear a green ribbon to show colleagues, loved ones or simply those you walk past that you care about their mental health. It can also be worn in memory of a loved one. Mental health awareness is represented by a green ribbon.^[7]

Pink Ribbon: The pink ribbon is an international symbol of breast cancer awareness. Pink ribbons, and the color pink in general, identify the wearer or promoter with the breast cancer brand and express moral support for women with breast cancer. Pink ribbons are most commonly seen during National Breast Cancer Awareness Month of October. The Pink Ribbon Story. A pink ribbon symbolizes breast cancer awareness. The merging of ribbon and symbolism in the United States came about in two huge leaps. Probably, the most well-known cancer ribbon is the pink ribbon that represents breast cancer. Researchers and organizations use or wear pink throughout their numerous campaigns to highlight their stand against breast cancer. October is Breast Cancer Awareness Month. Breast Cancer Awareness Month has been celebrated every October since the nineties. It is called 'Pink October' as people around the world adopt the pink colour and display a pink ribbon to raise awareness about breast health.^[8]

Table-2: Colour of ribbon with position.

Ribbon Colour	Place	Ribbon Colour Meaning
Blue	1 st	A blue-ribbon means the horse and rider have won and outperformed all other horses.
Red	2 nd	A red ribbon means the horse was second best, just slightly outperformed by the first-place horse.
Yellow	3 rd	A yellow ribbon in a show with many entries means the horse and rider have accomplished an impressive entry, and indicates top 3 performance.
White	4 th	A white horse show ribbon demonstrates room for improvement, but if won against stiff competition, white ribbons are a good rank.
Pink	5 th	A fifth-place ribbon is pink and it means a horse and rider may have had some technical errors causing other riders to place higher.
Green	6 th	A green horse show ribbon means the horse and rider came in 6th place. Winning a green ribbon can mean the pair is an up-and-coming star or struggling to get the training needed to win, depending on context.
Purple	7 th	Purple horse show ribbons can mean two things: small purple horse show ribbons indicate the rider came in 7th place, but large, double-rosette purple horse show ribbons signify a championship win.
Brown	8 th	Brown horse show ribbons mean a horse and rider placed 8th in their class. 8th place ribbons are usually only awarded in large horse shows where placing 8th is an accomplishment that involves outperforming a number of other riders.
Grey	9 th	Grey horse show ribbons mean a rider has placed at a large competition, which is an accomplishment to be proud of. Though 9 th means there is room for improvement, at a large show it indicates a strong performance.

Yellow Ribbon: Yellow ribbons are most commonly used to show support for active duty U.S. military troops — though they're also commonly used for suicide prevention awareness, missing children awareness, liver disease awareness, and other causes. 30 September is Yellow Ribbon Day. The song sketches the story of a convict riding the bus homeward after three years in prison. He tells the bus driver that he has written to his sweetheart asking her to tie a yellow ribbon on a roadside

oak tree if she will have him back. Launched in June 2004, the Yellow Ribbon Fund (YRF) is the first national charitable fund devoted entirely towards the development and implementation of rehabilitation and reintegration programmes for inmates, ex-offenders and their families. The Yellow Ribbon Project was established in 2004 by the various CARE Network's member agencies. Former President of Singapore, Mr S.R. Nathan officially

launched the community engagement campaign at the Yellow Ribbon Project Charity Concert.^[9]

Orange Ribbon: The orange ribbon is used for the United Nations International Day for the Elimination of Racial Discrimination. This is held in March and coincides with Australia's Harmony Day. 1 March is Orange Ribbon Day.

The ribbon shows awareness of racial tolerance, or cultural diversity. Orange ribbons are used during August to raise awareness and support for International Autoinflammatory Awareness Month. The orange and red-orange tones of the official logo and ribbon represent inflammation and fevers, which are prevalent in flare-ups of autoinflammatory diseases. Orange ribbons are most commonly used to show support or raise awareness for gun violence prevention and suicide prevention. However, they are also worn to show support for individuals who have experienced self-harm, leukemia, multiple sclerosis, spinal cancer, or kidney cancers, among other causes. Orange represents kidney cancer and leukemia. Green stands for liver cancer, lymphoma, and gall bladder cancer. Variations of purple signify pancreatic cancer, testicular cancer, leiomyosarcoma, Hodgkin lymphoma, stomach cancer, and esophageal cancer. Orange ribbons are most commonly used to show support or raise awareness for gun violence prevention and suicide prevention. However, they are also worn to show support for individuals who have experienced self-harm, leukemia, multiple sclerosis, spinal cancer, or kidney cancers, among other causes.

Grey Ribbon: Grey awareness ribbons are primary used to show support for those with mental illness (specifically borderline personality disorder) — but they're also commonly associated with allergies, asthma, diabetes, and brain cancer.

Rainbow Ribbon: The rainbow ribbon is for LGBTQIA (lesbian, gay, bisexual, and transgender, queer or questioning, intersex, and asexual or allied.) pride and awareness. It is a reference to the rainbow pride flag.

Teal Ribbon: Teal ribbons a sign of support for sexual assault survivors. 23 February is Teal Ribbon Day. Anxiety Disorder Awareness Ribbon (Teal Ribbon Color). The teal ribbon brings awareness and support to anxiety disorder. If your loved one was afflicted with, involved in, or affiliated with this worthy cause, wearing this ribbon would be a great tribute and support for them. A teal and purple ribbon is mainly used to raise awareness for suicide prevention, domestic violence, and sexual assault.^[10]

White Ribbon: White Ribbon Day is held on November 25th, also known as the International Day for the Eradication of Violence against Women, and is an annual day to raise awareness of family violence. The day is run by the White Ribbon Campaign.

CONCLUSION

Awareness ribbons are easily visible to the public when pinned on clothing and can be simply displayed at counters. They also help spark conversations and facilitate discussions about otherwise uncomfortable topics that can be difficult to bring up. Initiating a conversation is the first step to spreading awareness for a campaign, and awareness ribbons make the process simpler. Awareness ribbons easily aid in fundraising and are a good way to raise money for a campaign or charity. Awareness ribbons are cheap even when priced more than its production costs, which encourages people to purchase the ribbons and continue to spread awareness for the cause. The main objective of raising awareness is to educate the public about the movement and get people involved with your campaign. Awareness ribbons usually come with a backing card which includes information such as the campaign's aim, how people can contribute and contact details, which efficiently distributes information about your awareness campaign without needing representatives to explain information to people individually.

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