

NATIONAL
FAMILY
PARTNERSHIP



RED RIBBON CAMPAIGN®

Parent / School Planning Guide

2020 Issue

JOIN THE CONVERSATION

Facebook@redribbonweek
Instagram@redribboncampaign
Twitter@redribbonweek

#RedRibbonWeek
#RedRibbonWeek2020
#BeHappyBeBraveBeDrugFree



RED RIBBON CAMPAIGN[®]

Parent / School Planning Guide

CONTENTS

Red Ribbon Factsheet	4
Red Ribbon Evaluation	5
Takes Community	6
Let's Get Started	8
Red Ribbon Activities	10
Resources	11
Newsletter Insert	13
Red Ribbon Pledges	14
Message To Parent Script	15
Morning Announcements	16
Sample Red Ribbon Proclamation	17
National Red Ribbon Week Photo Contest	18
Enrique Camarena Red Ribbon Award	19
Social Networking For Prevention	21
Create 2021 National Red Ribbon Theme	22
Become an NFP Affiliate	23
Become A Red Ribbon Certified School	24

The Red Ribbon Campaign® is the oldest and largest drug prevention program in the nation, reaching millions of young people during Red Ribbon Week®, October 23rd - October 31st each year.



Introducing the new 2020 National Red Ribbon Theme: Be Happy. Be Brave. Be Drug Free.™

What Is Red Ribbon Week?

It is an ideal way for people and communities to unite and take a visible stand against drugs. Show your personal commitment to a drug-free lifestyle through the symbol of the Red Ribbon, October 23 - 31st.

Why?

The Red Ribbon Campaign® was started when drug traffickers in Mexico City murdered DEA agent Kiki Camarena in 1985. This began the continuing tradition of displaying Red Ribbons as a symbol of intolerance towards the use of drugs. The mission of the Red Ribbon Campaign® is to present a unified and visible commitment towards the creation of a DRUG - FREE AMERICA.

Who?

National Family Partnership is the sponsor of the National Red Ribbon Week® Celebration. We are helping citizens across the country come together to keep children, families and communities safe, healthy and drug-free, through parent training, networking and sponsoring the National Red Ribbon Campaign®.

Why Support The National Theme?

A theme unifies each year's campaign and helps to broadcast one message, creating a tipping point to change behavior.

How?

Plan a Red Ribbon celebration. Order and display Red Ribbon materials with the National Red Ribbon Theme. Proceeds from the sale of Red Ribbon theme merchandise helps support prevention programs across America. Order for your family, students, staff, patients, employees and customers and encourage them to wear the red ribbon symbol during Red Ribbon Week®, October 23rd - 31st.

HAS RED RIBBON BEEN EVALUATED?

Red Ribbon, specifically, has not been evaluated. However, Red Ribbon is based on scientific principles for substance abuse prevention. The White House Office of National Drug Control Policy as well as federal departments of education, justice, and health and human services supports the following principles that have been tested through rigorous research methods.

Evidence-Based Principles for Substance Abuse Prevention

1. Address appropriate risk and protective factors for substance abuse in a defined population.
2. Use approaches that have been shown to be effective:
 - a. Reduce the availability of illicit drugs, alcohol, and tobacco for the under-aged through laws and policies
 - b. Strengthen anti-drug-use attitudes and norms through sharing information and engaging in activities
 - c. Strengthen life skills and drug refusal techniques
 - d. Reduce risk and enhance protection in families by setting rules and communicating
 - e. Strengthen social bonding
 - f. Ensure that interventions are appropriate for the populations being addressed
3. Intervene early at important stages and transitions
4. Manage programs effectively by ensuring consistency, training staff and volunteers, and monitoring and evaluating programs.

Office of National Drug Control Policy, Executive Office of the President of the United States

Six Prevention Strategies

Center for Substance Abuse Prevention (CSAP)

- Information Dissemination
- Prevention Education
- Alternative Activities
- Community-Based Processes
- Environmental Approaches
- Problem Identification and Referral

Center for Substance Abuse Prevention, 1992. Prevention Primer



IT TAKES A COMMUNITY TO TEACH PREVENTION

How will you celebrate Red Ribbon Week®?

Schools

- Plan essay and poster contests about drug prevention
- Create theme days and coordinate fun and impactful prevention activities
- Decorate the interior and exterior of your school
- Decorate your homeroom door
- Invite parents and families to a special health fair or education program
- Organize a Red Ribbon Rally
- Organize a Miles of Quarters Campaign
- Screen Natural High videos (naturalhigh.org)

Business

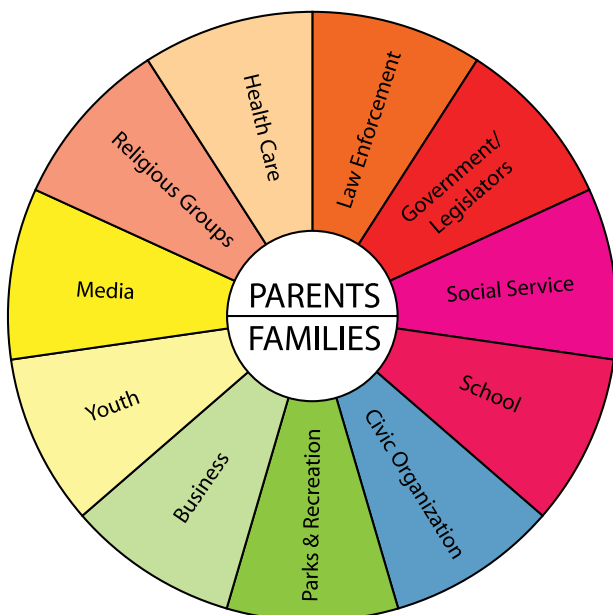
- Wear Red Ribbons and distribute to your employees
- Display Red Ribbons and posters on the interior and exterior of your building
- Place a Red Ribbon message in your advertisements and monthly statements
- Sponsor a School
- Sponsor a Classroom
- Identify and share local prevention, intervention and treatment resources with your employees

Government

- Wear Red Ribbons and distribute to staff and employees
- Display Red Ribbons on interior and exterior of city and county buildings
- Encourage police and fire departments to participate in Red Ribbon Activities
- Display Red Ribbon Car Magnets on all your governmental cars
- Include Red Ribbon Message in employee pay checks and in utility bills, etc.
- Identify and share local prevention, intervention and treatment resources with your employees and outside community

Law Enforcement

- Wear Red Ribbons and distribute to staff and officers
- Display Red Ribbon Car Magnets on all your patrol cars
- Offer to speak at community programs on alcohol and other drugs





Faith Based

- Distribute Red Ribbons at your services
- Incorporate a drug-free message into your sermon.
- Include a special Red Ribbon insert in bulletins
- Distribute Red Ribbons at your services and explain the significance of the campaign
- Hold prayer vigils for those affected by the use of drugs
- Identify and share local prevention, intervention and treatment resources with your members.

Medical

- Display a basket of Red Ribbons in the waiting room lobby for patients and family members
- Display the Red Ribbon message with posters and banners in your facility
- Incorporate screening, brief intervention and referral to treatment (SBIRT) into your daily practice

Media

- Inform the community about the Red Ribbon Campaign®, encourage them to participate
- Wear Red Ribbons and distribute to your employees,
- TV Anchor person, news reporters, etc.

Everyone!

- Celebrate National Plant the Promise Week – October 23-31st! During Red Ribbon Week® schools, businesses, families and youth across America will plant bulbs that will bloom and serve as a reminder to stay drug-free. In most regions bulbs that are planted during October, will bloom in April, during National Alcohol Awareness Month. Order your bulbs today!

**Red Ribbon Activities Guide,
References and Resources.**
For more activity suggestions, visit
www.redribbon.org/activities.

LETS GET STARTED!

Your Parent/School Red Ribbon Checklist



First: Schedule the campaign: Set up a schedule for the morning announcement messages and Parent messages. Decide what day the contest flyer will be sent home with the students.



Morning Announcements: Read the Morning Announcement Script in this guide. Schedule the announcements to begin on October 23rd. Repeat the message 5 times before October 31st. The last morning announcement should be on October 31st. Our announcement script can be edited to meet the specifics of your school.



Parent Phone Message: Read the Script in the tool kit. Schedule the recorded parent message the week before October 23rd and then again on October 23rd. This message can be edited to meet the specifics of your school. Red Ribbon Week is most effective in preventing substance abuse with parent involvement.



Spread The Word: Distribute the contest flyer to the students to take home.



Email to Teachers and Staff: Let teachers and staff know the schedule and theme for Red Ribbon. Everyone can participate! Teachers can encourage their students to get involved by entering the National Red Ribbon Photo Contest at www.redribbon.org.



Tell Us About Your Campaign: We want to promote the awesome job you did with the campaign. Go to redribbon.org/contact and tell us about your experience.



**Helping Kids Grow
Up Safe, Healthy
And Drug Free**



RED RIBBON ACTIVITIES

- Put the Red Ribbon Theme on the school marquee to deliver the message in the school and community.
- Have “wear red” day at school and other spirit days during the week. Incorporate prevention curriculum into classes each day.
- Schedule a speaker to speak to the students about the risks associated with drug use.
- Use the Red Ribbon Theme to create an Essay or Poster Contest.
- Use the Red Ribbon theme to decorate each classroom door and then each class competes for the best door.
- Use red material or plastic red Solo cups to spell out the Red Ribbon theme in the school chain link fence.
- Make small red bows for all students and staff members; wear the red bow every day during Red Ribbon Week®. Students who wear it every day win a prize.
- Deliver a drug prevention message every day during the morning announcements.
- Show the winning poster during the morning announcements.
- Read the winning essay during the morning announcements.
- Create a “Wall of Pledges” on a giant piece of poster paper in the main hallway. Print the Red Ribbon Theme on the poster paper and hang it up. Anyone who takes the “Pledge” signs his/her name on the poster.
- March around the school grounds chanting the Red Ribbon Theme or organize a walk-a-thon.
- Schedule a student screening of “Natural High” videos (www.naturalhigh.org)



RESOURCES

We've compiled some of our favorite educational resources and lesson plans for you below. We hope these will help to make your Red Ribbon Week the most impactful ever.

Resources

[Community Anti-Drug Coalitions of America](#)

[Drug Enforcement Administration](#)

[Drug Free America Foundation](#)

[Lock Your Meds](#)

[Lung Love Foundation](#)

[Mothers Against Drunk Driving](#)

[National Association for Children of Alcoholics](#)

[National Highway Traffic Safety Administration](#)

[National Institute on Drug Abuse](#)

[NIDA for Teens](#)

[Students Against Destructive Decisions](#)

[Substance Abuse and Mental Health Services Administration](#)

[The White House Office of National Drug Control Policy](#)

Lesson Plans

[NIDA's Lesson Plan and Activity Finder](#)

[Operation Prevention](#)

[Prescription Drug Safety Program](#)

[SAMHSA Materials for School](#)

[Natural High For Educators](#)





NEWSLETTER INSERT

Spread the Word About Red Ribbon Week®

DID YOU KNOW?

Children of parents who talk to their teens regularly about drugs are 42% less likely to use drugs than those who don't; yet, only a quarter of teens report having these conversations.

Red Ribbon Week® (October 23-31), the oldest and largest drug prevention campaign in the nation, is your opportunity to get the ongoing conversation started.

This year's theme is **Be Happy. Be Brave. Be Drug Free.™** Visit www.redribbon.org to learn more about Red Ribbon Week® and get tips for talking to your kids about drugs. The life you save may be that of your own child or a dear friend.

RED RIBBON WEEK® PLEDGE

Spread the word to get parents and your community involved in Red Ribbon Week®

Parent Pledge



The Parent Pledge form features the National Family Partnership logo on the left and the Red Ribbon Campaign logo on the right. A small graphic of a child holding a red ribbon is in the top right corner. The text reads: "I Support Red Ribbon Week" and "I Pledge To Help Kids Grow Up Safe, Healthy & Drug Free By:". Below this are four numbered items: 1. Talking to my kids about the dangers of drug use and abuse and setting clear rules about not using drugs. 2. Working together with the parents of my children's friends to set common boundaries and monitor behavior so that our rules are respected and reinforced. 3. Setting a good example for our children by not using illegal drugs or medicine without a prescription. 4. Visiting www.redribbon.org to learn more and spread the message to family and friends. At the bottom, there are lines for "Name" and "School", and a note to "Download tips for fun Red Ribbon activities at www.redribbon.org". A vertical copyright notice on the right edge reads "Copyright © 2008 National Family Partnership".



The Youth Pledge form features the National Family Partnership logo on the left and the Red Ribbon Campaign logo on the right. A small graphic of a child holding a red ribbon is in the top right corner. The text reads: "I Support Red Ribbon Week" and "I Pledge To Grow Up Safe, Healthy & Drug Free By:". Below this are three numbered items: 1. Understanding the dangers of drug use and abuse. 2. Respecting myself and being drug free. 3. Spreading the word to family and friends about the importance of being healthy and drug free. At the bottom, there are lines for "Name" and "School", and a note to "Download tips for fun Red Ribbon activities at www.redribbon.org". A vertical copyright notice on the right edge reads "Copyright © 2008 National Family Partnership".

Youth Pledge

- Download and print pledge to send home with students.
- Distribute the pledge to parents at school events, PTA meetings or other community events.
- Post pledges around school to show participation in your campaign.
- Download the pledge from www.redribbon.org/downloads.



RED RIBBON WEEK®

RECORDED MESSAGE TO PARENTS SCRIPT

Good evening parents. This is _____ calling from _____ .

Students are getting ready for Red Ribbon Week® 2020 – this year’s theme is: Be Happy. Be Brave. Drug Free™. At school, students will engage in activities that promote a drug free and healthy lifestyle.

Please partner with us and discuss this message at home, at the dinner table, at family outings, and with friends and extended family. Ask your child to show you the flyer he/she received from school about Red Ribbon Week®.

Want a fun way to start or continue the conversation about drugs with your children AND have a chance to win an iPad? National Family Partnership is sponsoring a photo contest. This contest is free, simple and you could win an iPad and \$1,000 for our school!!

Log onto www.redribbon.org and find out more!

Thank you and have a wonderful evening.

RED RIBBON WEEK®

MORNING ANNOUNCEMENT:

- Hello students: As you already know this (next) week is Red Ribbon Week® and the theme for this year is “Be Happy. Be Brave. Be Drug Free™”.
- Besides participating in activities at school, we are asking all students to take the Red Ribbon message home and share it with their families and friends.
- Want to win an iPad and \$1,000 for our school? Enter the Red Ribbon Photo Contest. It’s easy, it’s fun and it’s free. Go to www.redribbon.org.

School Personnel: Insert any other activities, announcements, schedules, speakers etc.



LOCAL GOVERNMENT PROCLAMATION FOR RED RIBBON WEEK®

- WHEREAS,** Alcohol and other drug abuse in this nation has reached epidemic stages; and
- WHEREAS,** It is imperative that visible, unified prevention education efforts by community members be launched to eliminate the demand for drugs; and
- WHEREAS,** The National Family Partnership is sponsoring the National Red Ribbon Campaign® offering citizens the opportunity to demonstrate their commitment to drug-free lifestyles (no use of illegal drugs, no illegal use of legal drugs); and
- WHEREAS,** The National Red Ribbon Campaign® will be celebrated in every community in America during "Red Ribbon Week®", October 23-31; and
- WHEREAS,** Business, government, parents, law enforcement, media, medical, religious institutions, schools, senior citizens, service organizations and youth will demonstrate their commitment to healthy, drug-free lifestyles by wearing and displaying Red Ribbons during this week long campaign; and
- WHEREAS,** The City of _____ further commits its resources to ensure the success of the Red Ribbon Campaign®;

NOW THEREFORE BE IT RESOLVED,

that the City of _____ does hereby proclaim October 23-31, 2020, as RED RIBBON WEEK® and encourages its citizens to participate in drug prevention education activities, making a visible statement that we are strongly committed to a drug - free state.

Mayor _____

Attest _____

City Clerk _____





ENTER THE 2020 NATIONAL RED RIBBON WEEK PHOTO CONTEST

Win An iPad & \$1,000 For Your School

2 WAYS TO ENTER WAYS TO WIN

ENTER

Families may submit a photo of a home decoration

Schools may submit a photo of a school or virtual school decoration

WIN

Receive the most votes in your Region for your entry

Receive one of the following Judges Awards:

Home Entries

- Most Creative Home
- Best Use of Family
- Best Use of The Theme
- Best Virtual Photo (*Eligible photos should be taken while using Zoom, Facetime, MS Teams or any other online virtual tool and must include a double-looped red ribbon and the Red Ribbon Theme. These Virtual Photos are not required to show a front door, mailbox or fence*)
- Most Educational

School Entries

- Most Creative School or Virtual School
- Best Use of School or Virtual School
- Best Use of The Theme
- Most Ambitious
- Most Educational

HOW TO ENTER

Decorate

Decorate your Home front door, mailbox or fence with a (double-looped) Red Ribbon and this year's theme: "Be Happy. Be Brave. Be Drug Free.™"

Decorate your School or Virtual School with a (double-looped) Red Ribbon and this year's theme: "Be Happy. Be Brave. Be Drug Free.™"

Snap A Photo & Upload

Take a picture of your Red Ribbon decoration (preferably with people in it!) and upload to www.redribbon.org/contest. You must be 18 years old to enter, so parents (or for school entries, school staff or PTA members) must submit the photos.

Get Votes!

Ask your friends, family, colleagues and school contacts to vote for your photo on our website.

Entry Period

Oct. 1 - Nov. 1, 2020

Voting Period

Nov. 2 - Nov. 16, 2020

Winners Announced

Dec. 2, 2020



Get Started Today!

For more details and a list of terms and conditions, visit www.redribbon.org/contest

ENRIQUE CAMARENA RED RIBBON AWARD

History

Enrique (Kiki) Camarena was a Drug Enforcement Administration Agent who was tortured and killed in Mexico in 1985. Agent Camarena believed that one person would make a difference. His sacrifice serves as a catalyst to encourage others to make a visible commitment to eradicating drug abuse from our homes, schools, communities and nation. The National Family Partnership (NFP) and its network of individuals and organizations (including Informed Families/The Florida Family Partnership) continue to deliver his message of hope to millions of people every year.

Purpose

The Enrique Camarena Award recognizes and honors one person who has made a significant contribution in the field of drug prevention, and who personifies Agent Camarena's belief that one person can make a difference.

Criteria

Nominees must:

- Be an individual, not a corporation or organization
- Be a professional, volunteer, community activist, or parent
- Be a positive role model, committed to a healthy lifestyle
- Have made an outstanding contribution in the field of drug prevention

Guidelines

Nominations must be submitted with the attached Nomination Form.

Nominations may be made by a person or an organization.

Nominations should be in narrative form and no more than one (1) page in length and include the following:

- Specific achievements, such as new programs developed through nominee's efforts
- Specific programs, publications, etc., that the nominee has participated in which encourage and motivate others to take active roles in drug education and prevention
- Leadership and organizational abilities of the nominee
- Time and effort contributed by nominee
- Success in recruiting and motivating others

One award will be given. The winner will be selected by National Family Partnership® and announced in February 2021, all decisions are final. Nominations must be received by Wednesday December 2, 2020. Late nominations will not be accepted. All nominations become the property of The National Family Partnership.

ENRIQUE CAMARENA RED RIBBON AWARD

Nomination Form

Deadline: Wednesday, December 2, 2020

Nominee: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ - _____ Email: _____

Please check all that apply:

☐ Professional

☐ Activist

☐ Volunteer

☐ Parent

If nominee is employed and position is applicable, list position and organization:

Person / Organization Making Nomination:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ - _____ Email: _____

PLEASE MAIL FORM AND ONE-PAGE NARRATIVE TO:

National Family Partnership, 2490 Coral Way, 3rd Floor, Miami, FL 33145
or email to redribbon@nfp.org



SOCIAL NETWORKING FOR PREVENTION

Participating in Red Ribbon Week® just got even easier! National Family Partnership encourages you to participate to help us spread the message across America. All you have to do to participate is tweet or post on Facebook with any or all of the suggested language below to spread the word about Red Ribbon Week®: See the examples below, copy the language you want to use on your blog or social networking site and start spreading the message!

Sample Tweets

- Be Happy. Be Brave. Be Drug Free™ – Celebrate #Red Ribbon Week (October 23-31).
- It's Red Ribbon Week® and I am taking a stand against drugs.
Join me. Take the pledge: www.redribbon.org/pledge
- Today, I'm honoring Kiki Camarena, a DEA agent who died while fighting substance abuse. Join me. Take the pledge: www.redribbon.org/pledge . #RedRibbonWeek
- Today, I'm joining teens, parents, teachers, and other citizens across America in celebrating Red Ribbon Week® (October 23-31), the oldest and largest drug prevention program in the nation. #RedRibbonWeek
- Join me in celebrating Red Ribbon Week®. Our children have the right to grow up drug free – and we have the responsibility to make that happen.
- Take the pledge: www.redribbon.org/pledge. #BeHappyBeBraveBeDrugFree
- I'm entering the Red Ribbon Photo Contest to win an iPad and \$1,000 for my school.
You can enter too at www.redribbon.org #RedRibbonWeek
- I'm a teacher who believes in a drug free future for my students.
Join me in celebrating Red Ribbon Week® (October 23-31). #BeHappyBeBraveBeDrugFree
- I'm a parent who believes in a drug free future for my children.
Join me in celebrating Red Ribbon Week® (October 23-31). #BeHappyBeBraveBeDrugFree

Sample Facebook Posts

- Be Happy. Be Brave. Be Drug Free™ – Celebrate Red Ribbon Week (October 23-31).
- It's Red Ribbon Week® and I am taking a stand against drugs.
Join me. Take the pledge: www.redribbon.org/pledge
- Today, I'm honoring Kiki Camarena, a DEA agent who died while fighting substance abuse. Join me in celebrating Red Ribbon Week® 2020. Take the pledge: www.redribbon.org/pledge
- Today, I'm joining teens, parents, teachers, and other citizens across America in celebrating Red Ribbon Week® (October 23-31), the oldest and largest drug prevention program in the nation.
- Join me in celebrating Red Ribbon Week®. Our children have the right to grow up drug free – and we have the responsibility to make that happen. Take the pledge: www.redribbon.org/pledge
- I'm entering the Red Ribbon Photo Contest to win an iPad and \$1,000 for my school. You can enter at www.redribbon.org.
- I'm a teacher who believes in a drug free future for my students.
Join me in celebrating Red Ribbon Week® (October 23-31)
- I'm a parent who believes in a drug free future for my children.
Join me in celebrating Red Ribbon Week® (October 23-31).

CREATE THE 2021 RED RIBBON THEME



**Do you have a great idea for the next
National Red Ribbon Week® theme?**

Submit your ideas for the 2021 National Red Ribbon® Theme Contest. If you win, you will receive national recognition and \$500 worth of 2021 Red Ribbon Week Theme Merchandise for your local K-12 school.

**ENTRIES MUST BE RECEIVED
BY DECEMEBER 4, 2020**

Email redribbon@nfo.org or mail to:

NATIONAL FAMILY PARTNERSHIP

2490 Coral Way, 3rd Floor, Miami, FL 33145

**Please include your name, school, telephone
number and email address**

For more info and helpful tips, visit www.redribbon.org/theme/contest/

BECOME AN NFP AFFILIATE

Join us and help promote Red Ribbon Week® in your school, community or state.

What do I need to become an NFP Affiliates?

1. Each NFP Affiliate is required to be a 501 (C)(3) nonprofit organization, with a board of directors and by-laws.
2. Corporations, organizations and individuals are also NFP Partners who help strengthen our national network.

NFP Affiliates are actively working to make a difference in our fight for drug-free youth, families and communities.

Are you up for the challenge?

For more information, please contact us at info@nfp.org

Partners in the following State:

Alabama	Mississippi
Arizona	Montana
Arkansas	New Jersey
California	New York
Connecticut	North Carolina
Delaware	Ohio
Florida	Oklahoma
Georgia	Oregon
Hawaii	Pennsylvania
Idaho	Rhode Island
Illinois	South Carolina
Indiana	South Dakota
Iowa	Tennessee
Kansas	Texas
Kentucky	Vermont
Louisiana	Virginia
Maryland	Washington
Massachusetts	West Virginia
Michigan	Wisconsin
Minnesota	



Learn more at www.nfp.org/affiliates



BECOME A RED RIBBON CERTIFIED SCHOOL IN FLORIDA

The Red Ribbon Campaign® is the largest universal prevention campaign in the nation.

Since 2005, over 70 schools nationwide have already received the honor of Red Ribbon certification. The Red Ribbon Certified Schools® (RRCS) program assesses and celebrates the successful efforts of schools in the prevention of substance abuse among youth.

Why Certify Your School?

Receive national recognition for your school's efforts to:

- Produce safe, healthy drug-free kids
- Increase parental involvement in schools
- Improve academic performance
- Improve awareness and social norms around alcohol and drug use

Parents and teachers, ask your school to get Red Ribbon Certified.

Schools go through a rigorous review of how they promote a healthy school environment. Students will be impacted in the following ways:

- Better Academic Performance
- Higher Graduation Rates
- Lower 30-day Use Rates
- Less Binge Drinking
- Lower Alcohol and Drug Initiation Rates

For more information please go to www.redribbonschools.org



2490 Coral Way, 3rd Floor
Miami, FL 33145

Non-Profit
U.S. Postage
PAID
Huntington, IN
Permit #832

Helping Kids Grow Up Safe, Healthy And Drug Free



Visit Us At WWW.REDRIBBON.ORG

FOLLOW US ON SOCIAL MEDIA

Facebook & Twitter

@RedRibbonWeek

Instagram

@RedRibbonCampaign

