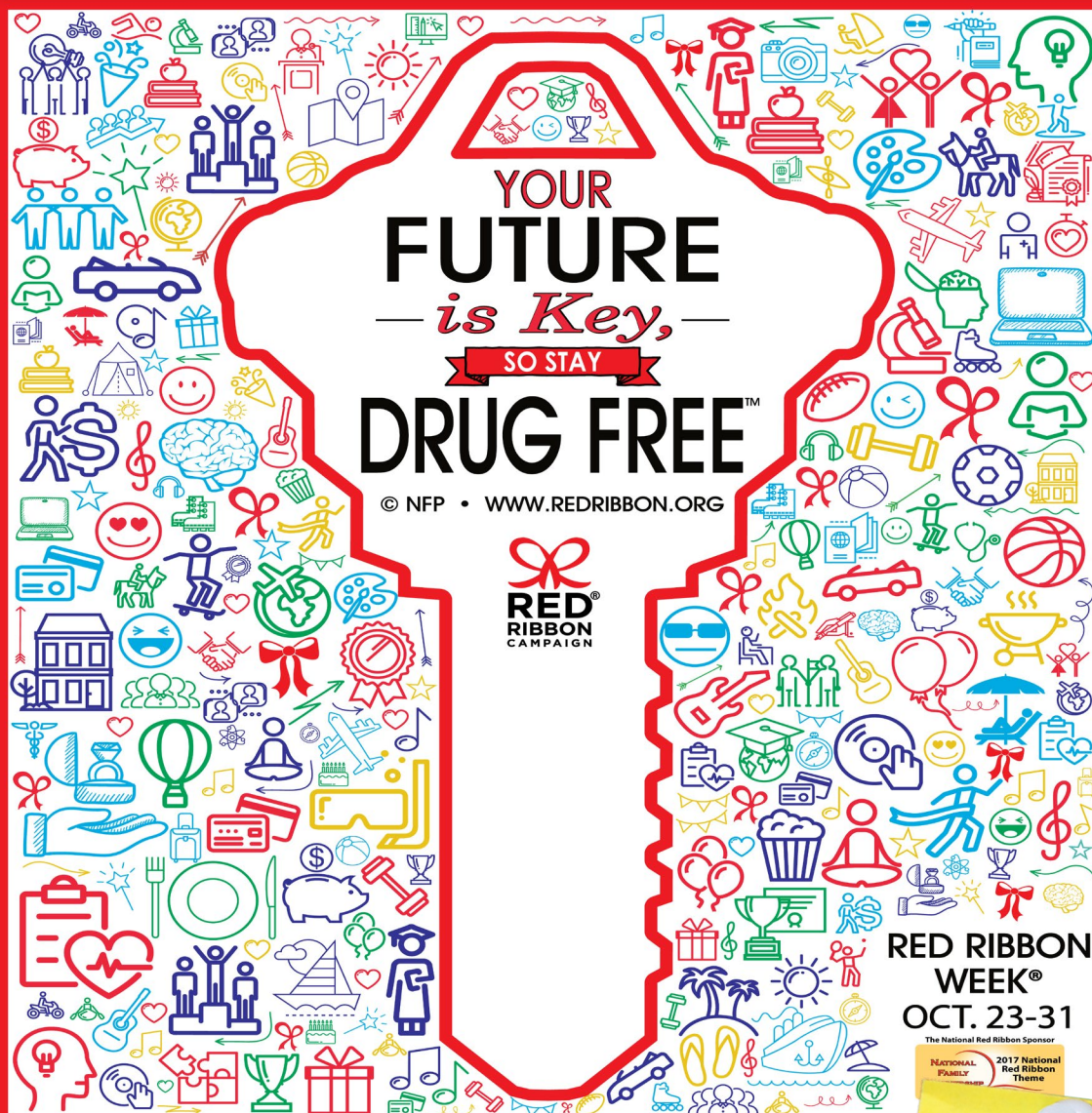




2017

Red Ribbon

Parent / School Planning Guide



NATIONAL
FAMILY
PARTNERSHIP

Join the Conversation

Facebook@redribbonweek

Instagram@redribboncampaign

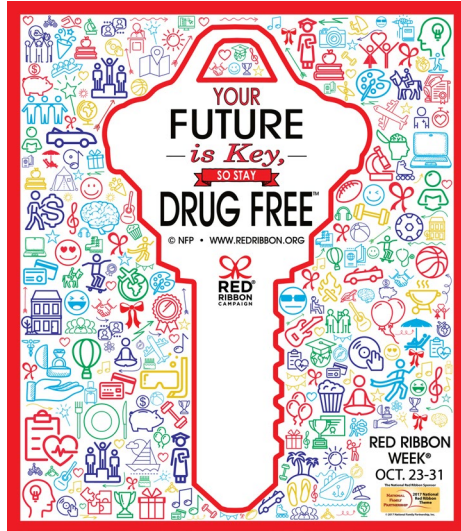
Twitter@redribbonweek

#YourFutureIsKeySoStayDrugFree

#RedRibbonWeek2017

#RedRibbonWeek

2017 RED RIBBON THEME



2017 National Red Ribbon Week Theme



Red Ribbon Theme Contest Winner Iris Yu from Solon Middle School in Solon, Ohio with mother Wei Yu

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.

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.



The proud Sponsors of the National Red Ribbon Campaign®

For more information visit us at
www.nfp.org and www.redribbon.org



MESSAGE FROM THE PRESIDENT



The Evaluation and Effectiveness of Red Ribbon Week®

**By Peggy Sapp, President
National Family Partnership**

Frequently, people ask two questions about Red Ribbon Week®, the National Family Partnership's Anti-Drug Campaign held each October 23rd-31st since 1986. The first question is usually "Is Red Ribbon Week® effective?" and the second question is "Has Red Ribbon been evaluated?" Satisfactorily answering both questions will depend heavily on the background and perspective of the person asking the questions and will vary in each community setting. From my perspective and experience as the President and CEO of Informed Families/The Florida Family Partnership and the Volunteer President of The National Family Partnership, my answers to these questions are as follows:

- ✂ Red Ribbon is an Environmental Agent.
- ✂ Red Ribbon is designed to be an awareness campaign which gets information to the general public about the dangers of drug abuse.
- ✂ Red Ribbon is designed to be an experiential learning lesson for children and adults.
- ✂ Red Ribbon is designed to get people talking with other people and working on activities that will help rebuild a sense of community and common purpose.
- ✂ Red Ribbon is designed to help parents and schools deliver an effective drug prevention curriculum.
- ✂ Red Ribbon is designed to create CRITICAL MASS which is necessary to reduce destructive social norms/behaviors and promote positive social norms/behaviors.
- ✂ Red Ribbon is designed to be positive and fun— two things necessary to maintain good mental health.

Have a fantastic Red Ribbon Week® 2017!



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Miami, FL 33145
305.856.4886
305.856.4815 fax
www.redribbon.org
www.nfp.org

IT TAKES A COMMUNITY TO TEACH PREVENTION

How will you celebrate Red Ribbon Week®?

✂ SCHOOLS

Incorporate drug prevention curriculum throughout your week. Check out redribbon.org/curriculum for ideas by grade level
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

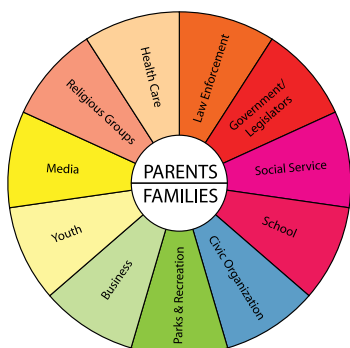
Display a basket of Red Ribbons in the waiting room lobby for patients and family members
Display the Red Ribbon message with posters and banners in your facility
Incorporate Screening, Brief Intervention and Referral to Treatment (SBIRT) into your daily practice

✂ 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!



COMMUNITY WHEEL

Red Ribbon Activities Guide, References and Resources

For more activity suggestions,
visit www.redribbon.org/activities.



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www.nfp.org



LET'S 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.



YOUR FUTURE IS KEY, SO STAY DRUG FREE®.

Red Ribbon Activities.



Decorate the school with red bows and work with teachers to identify drug prevention curriculum for the week (www.redribbon.org/curriculum).

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)



RED RIBBON WEEK CURRICULUM IDEAS

Looking for educational activities for your classroom during Red Ribbon Week?

Check out our new curriculum pages at RedRibbon.org/curriculum.

We have tons of ideas for teachers of students in the following grade levels:

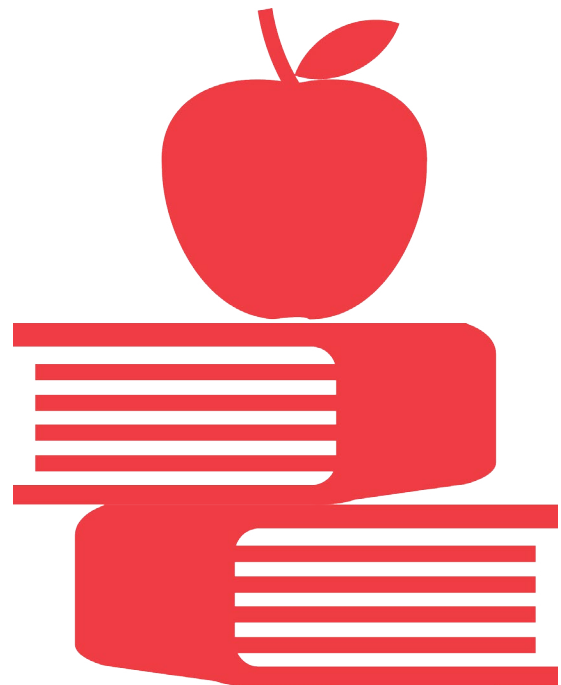
Curriculum Ideas for K-5



Curriculum Ideas for 6-8



Curriculum Ideas for 9-12



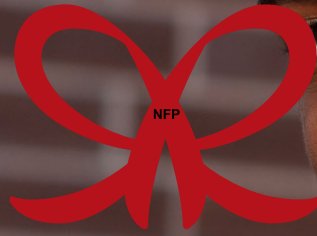
Visit www.redribbon.org/curriculum to get started.

Want to suggest a resource for our curriculum pages?

Contact us at redribbon@nfp.org.



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www.nfp.org



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 **Your Future Is Key, So Stay 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®.

- **Download and print pledges 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.**



I Support Red Ribbon Week®

I Pledge To Help Kids Grow Up Safe, Healthy & Drug Free By:

- ✂ Talking to my kids about the dangers of drug use and abuse and setting clear rules about not using drugs.
- ✂ 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.
- ✂ Setting a good example for our children by not using illegal drugs or medicine without a prescription.
- ✂ Visiting www.redribbon.org to learn more and spread the message to family and friends.

Name _____ School _____

Download tips for fun Red Ribbon activities at www.redribbon.org

Copyright © 2017 National Family Partnership

Parent Pledge



I Support Red Ribbon Week®

I Pledge To Grow Up Safe, Healthy & Drug Free By:

- ✂ Understanding the dangers of drug use and abuse.
- ✂ Respecting myself and being drug free.
- ✂ Spreading the word to family and friends about the importance of being healthy and drug free.

Name _____ School _____

Download tips for fun Red Ribbon activities at www.redribbon.org

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Youth Pledge



Red Ribbon Week®

RECORDED MESSAGE TO PARENTS SCRIPT

Good evening parents. This is _____ calling
from _____ .

Students are getting ready for Red Ribbon Week® 2017 – this year’s theme is: Your Future Is Key, So Stay 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 “Your Future Is Key, So Stay 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.
- **If applicable:** details of the contest will be emailed to all parents on our contact list.

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

SAMPLE RED RIBBON PROCLAMATION FOR LOCAL GOVERNMENTS

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, 2017, 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 _____



CITY HALL

RED RIBBON EVENTS & MEDIA

National Family Partnership is frequently contacted by media outlets looking for local Red Ribbon Week events and activities. Let the world see how you keep kids and communities safe, healthy and drug free.

SUBMIT YOUR EVENT LISTING AT WWW.REDRIBBON.ORG/EVENTS.

The screenshot displays the Red Ribbon Week website interface. At the top, there's a navigation bar with links: ABOUT, THE PLEDGE, BLOG, DOWNLOADS, STORE, and DONATE. A search bar is also present. The main header features the Red Ribbon Campaign logo and a banner for Red Ribbon Week (October 23-31) with a photo of three smiling teenagers. A 'DID YOU KNOW...' section provides statistics on drug use and parental communication. Below the banner, there's a 'SEARCH UPCOMING EVENTS' section with a form to submit an event listing, including fields for Name of Event, Tag, Category, Sponsor, City, ZIP, and Date. A 'TAKE ACTION:' section lists links to get the theme guide, take the drug-free pledge, enter the photo contest, and look for Red Ribbon ideas. A 'RECENT BLOG POSTS' section shows three posts from March 2017, February 2017, and December 2016. A 'TWITTER UPDATES' section displays two tweets from @redribbonweek. At the bottom, a 'SEARCH RESULTS' section shows a table of events.

RED RIBBON CAMPAIGN™
Sponsored by National Family Partnership
www.redribbon.org

RED RIBBON WEEK®
OCTOBER 23-31

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.

TAKE ACTION:

- » Get the Theme & Planning Guide
- » Take the Drug Free Pledge
- » Enter The Photo Contest
- » Look For Red Ribbon Ideas

RECENT BLOG POSTS

- Mar 16, 2017
Meet The 2017 Red Ribbon Theme Winner
- Feb 22, 2017
The 2017 Red Ribbon Theme Is Here!
- Dec 2, 2016
Announcing the 2016 Red Ribbon Photo Contest Winners

TWITTER UPDATES

Tweets by @redribbonweek

Theme Contest, the National...
fb.me/3vekwaG4A

10 Feb

Red Ribbon
@redribbonweek

Please join us in congratulating the 20 winners of the National Red Ribbon Week Photo Contest. 20 schools will...
fb.me/2yerfp1jY

02 Dec

SEARCH RESULTS

Results: 1 to 15 of 144 | Page: 1 of 10

Name	City	State	Date
Say "Boo" to Drugs	Hagåtña	GU	10/31/2016 4:00 PM - 6:00 PM
YCW Red Ribbon Week "Drug Prevention" Assemblies including McGruff the Crime Dog	Cutler Bay	FL	10/31/2016 9:00 AM

Having an issue submitting? Contact us at info@nfp.org.



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www.nfp.org



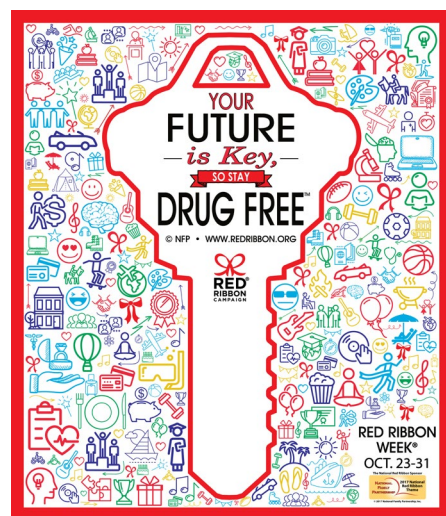
Enter The Red Ribbon Photo Contest

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

TWO WAYS TO ENTER:

1. Families may submit a photo of a home decoration and
2. Schools may submit a photo of a school decoration.

Here's how it works:



DECORATE

Families, decorate your HOME front door, mailbox or fence with a Red Ribbon (double-looped) and this year's theme: "Your Future Is Key, So Stay Drug Free.™"

Schools, decorate your SCHOOL campus with a Red Ribbon (double-looped) and this year's theme: "Your Future Is Key, So Stay 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. 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.

Entries with the most votes will win an iPad and \$1,000 for a local K-12 school.



Get Started Today!

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

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



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ENRIQUE CAMARENA RED RIBBON AWARD

Guidelines

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 in Florida, 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 2018. All decisions are final. Nominations must be received by Friday December 1, 2017. Late nominations will not be accepted. All nominations become the property of The National Family Partnership.



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ENRIQUE CAMARENA RED RIBBON AWARD

Nomination Form

Deadline: Friday, December 1, 2017

Please mail form and one-page narrative to 2490 Coral Way,
Miami, FL 33145 or email to redribbon@nfp.org

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: _____

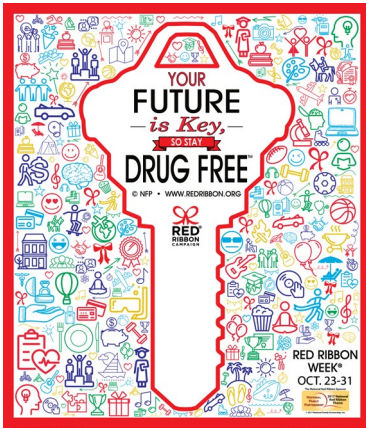
City: _____ State: _____ Zip: _____

Phone: () _____ - _____ Email: _____



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www.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 FACEBOOK POSTS

- Your Future Is Key, So Stay 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® 2017. 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).

SAMPLE TWEETS

- Your Future Is Key, So Stay 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. #YourFutureIsKeySoStayDrugFree
- 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). #YourFutureIsKeySoStayDrugFree
- I'm a parent who believes in a drug free future for my children. Join me in celebrating Red Ribbon Week® (October 23-31). #YourFutureIsKeySoStayDrugFree

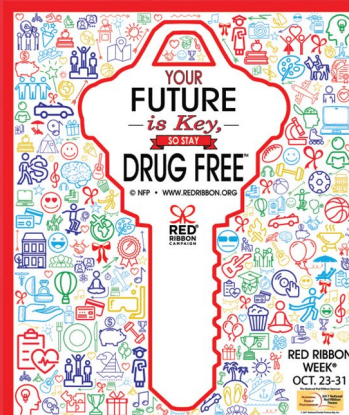


create

THE 2018 NATIONAL RED RIBBON THEME

DO YOU HAVE A GREAT IDEA FOR THE NEXT NATIONAL RED RIBBON WEEK® THEME?

Submit your ideas for the 2018 National Red Ribbon Theme Contest. If you win, you will receive national recognition and \$500 worth of 2018 Red Ribbon Week® Theme Merchandise for your local K-12 school.



Send Us Your Ideas For The 2018 Red Ribbon Theme By December 1st!.

Email redribbon@nfp.org or mail to: National Family Partnership, 2490 Coral Way, Miami, FL 33145. Please include your name, school, telephone number and email address.

Entries must be received by December 1, 2017.

Visit www.redribbon.org/enter for more info, helpful tips and past theme samples.

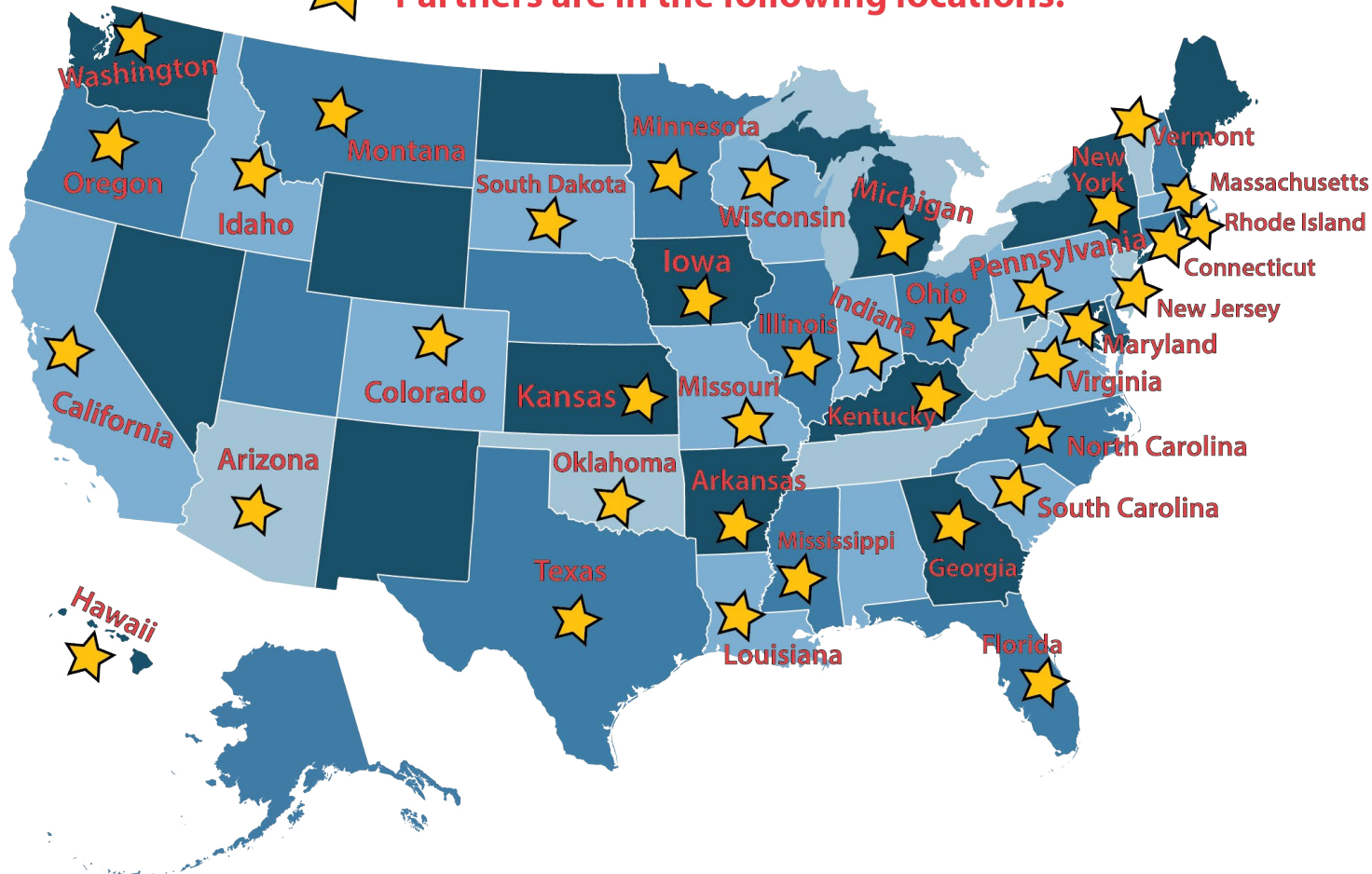
BECOME AN NFP AFFILIATE

**Join us and help promote Red Ribbon Week
and Lock Your Meds in your school, community or state.**

Learn more at www.nfp.org/affiliates



Partners are in the following locations:



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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

BECOME A RED RIBBON CERTIFIED SCHOOL

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

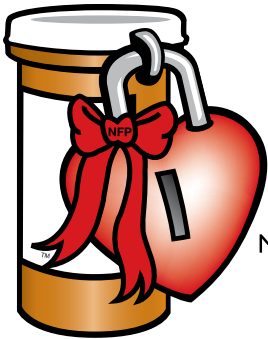


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Miami, FL 33145
305.856.4886
305.856.4815 fax
www.redribbon.org
www.nfp.org

Did You Know ?

**66% of Children Who Abuse Prescription Drugs
Get Them From Family Or Friends.**

Review the following guidelines for prescription drug abuse prevention and discuss them with family & friends.



**LOCK
YOUR
MEDS®**

National Family Partnership

LOCK YOUR MEDS

Every day, more children begin experimenting with prescription drugs.² Sixty-six percent of those who have abused pain medication say they get the medication from friends and family.³ Prevent your children from abusing your own medication by securing your meds in places your child cannot access.

TAKE INVENTORY

Download your Home Medicine Inventory Card at www.lockyourmeds.org, write down the name and amount of medications you currently have and regularly check to see that nothing is missing.

EDUCATE YOURSELF & YOUR CHILD

Learn about the most commonly abused types of prescription medications (pain relievers, sedatives, stimulants and tranquilizers). Then, communicate the dangers to your child regularly; once is not enough.

SET CLEAR RULES & MONITOR BEHAVIOR

Express your disapproval of using prescription drugs without a prescription. Monitor your child's behavior to ensure that the rules are being followed.

PASS IT ON

Share your knowledge, experience and support with the parents of your child's friends. Together, you can create a tipping point for change and raise safe, healthy and drug-free children.

PROPERLY DISPOSE OF OLD AND UNUSED MEDICATIONS

For guidelines on safe and proper disposal of medications, visit www.lockyourmeds.org.

She gets her hair
from her mom.

Her eyes from her dad.

And her drugs
from her home
medicine cabinet.

66% of people 12 and older who abuse prescription drugs get them from family or friends. Prevent your children from abusing your own medication by securing your meds in places your child cannot access.

**BE AWARE. DON'T SHARE.®
LOCK YOUR MEDS.®**

For more information, go to www.lockyourmeds.org.



TAKE ACTION

DOWNLOAD AN INVENTORY CARD

Keep your children safe by
monitoring your medicine cabinet.

SIGN AN E-PLEDGE

Take a stand.

www.lockyourmeds.org

**LIVE
RED.**

Your Future Is Key, So Stay Drug Free[®].
Show your Live Red look from October 23rd to 31st.
#LiveRed | www.redribbon.org



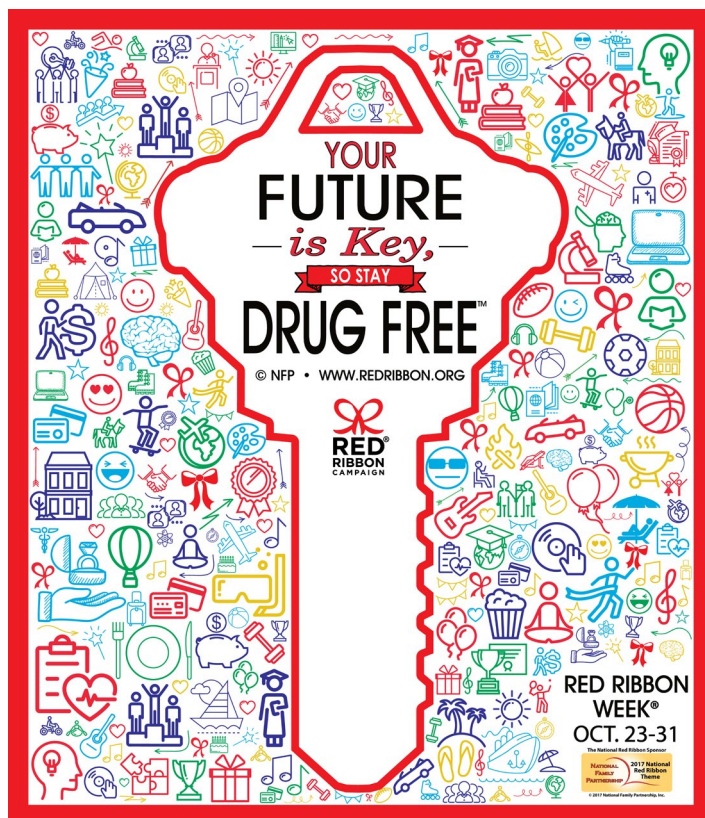


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