



Sponsored by National Family Partnership
www.redribbon.org

Implementation Toolkit



RED RIBBON WEEK® - OCT 23-31



Did you know that Red Ribbon is the nation's oldest and longest running prevention campaign?

About Red Ribbon Week®:

Red Ribbon Week is celebrated nationally each year from October 23-31. This year's theme is: Respect Yourself. Be Drug Free™.

What Is My Role?

Your job is to take the Red Ribbon message to your school or community and spread the message to help keep kids safe, healthy and drug free. The following documents in this toolkit will provide you with all necessary tools to promote the campaign and get participation.

Tell people about our Red Ribbon Photo Contest. The Home Decoration entry and the School Decoration entry with the most votes in Florida will receive an iPad and \$1,000 for a local K-12 school, courtesy of Informed Families.

Why Your Participation Is So Important

Your promotion of this special event can mean the difference in the life of a child who may otherwise be affected by drug or alcohol abuse. Informed Families will highlight your school's participation in our newsletter and on our website. In addition, results of the campaign can be reported to you and your Principal. By implementing this campaign, you will spread healthy, drug free messages and empower kids to reach their full potential.

Questions? We're Here To Help.

North Florida:

Carmela Bechtel
cbechtel@informedfamilies.org
(850) 393 2145

Central Florida:

Christine Stilwell
cstilwell@informedfamilies.org
(321) 231 0587

South Florida:

Dr. Valmarie Rhoden
vrhoden@informedfamilies.org
(305) 856 4886



LET'S GET STARTED!

Your Red Ribbon Checklist.



First, get your materials: After you place your online order, your materials will be mailed directly to you at your school.



Next, schedule the campaign: Set up a schedule for the morning announcement messages and Connect Ed messages. Decide what day the flyer will be sent home with the students. Schedule all other components of your campaign.



Morning Announcements: Read the Morning Announcement Script and edit, if necessary, to meet the specific needs of your school. Schedule the announcements to begin on October 23. Repeat the message 5 times before October 30. The last morning announcement should be on October 30.




Connect Ed: Read the Connect Ed Script and edit it, if necessary, to meet the specific needs of your school. Schedule the Connect Ed, or recorded parent message, the week before October 23 and then again on October 23. You may also use the same script for a parent email.



Flyers, Posters and Pledges: Distribute flyers and parent pledges to the students to take home or give directly to parents at PTA/PTSA meetings. Use the youth pledge poster as an engagement activity with your students - and hang it for all to see after it is signed by everyone, along with the other posters provided.



Returned Pledges: Designate a date by which pledges must be returned. Parent pledges should be returned to Informed Families upon completion of the campaign in the envelope provided in your toolkit. Ambassadors who return a minimum of 100 completed and signed parent pledges by November 10 will be entered into a drawing to win one of five \$100  VISA gift cards.



Email to Teachers and Staff: Educate teachers and staff about Red Ribbon Week. Everyone can participate!



Complete the online Campaign Review Form: We want to promote the awesome job you did.



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RESPECT YOURSELF. BE DRUG FREE™.

Red Ribbon Activities.



Decorate the school with red bows.

Put the Red Ribbon Theme on the school marquee.



Have different theme days, such as "wear red" day. Focus on a different prevention topic each day.

Schedule a speaker to speak to the students about the dangers of substance abuse.



Use the Red Ribbon Theme to create an Essay or Poster Contest.

Use the Red Ribbon theme to decorate classroom doors. Select the best door and enter it in the National Photo Contest at www.redribbon.org.





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 everyday during the morning announcements.

Show the winning poster during the morning announcements.



Read the winning essay during the morning announcements.

Host a Red Ribbon Walk & Wrap Event at the school.
Raise money for your school and statewide drug prevention.



March around the school grounds chanting the Red Ribbon Theme or organize a walk-a-thon.

Hand out Red Ribbon Photo contest flyers to all students.





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®, the oldest and largest drug prevention campaign in the nation, is your opportunity to get the ongoing conversation started.

This year's theme is "**Respect Yourself. Be Drug Free™.**" Share the message with your children. Visit www.flredribbon.com 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®

CONNECT ED MESSAGE TO PARENTS

Good evening parents. This is _____ calling
from _____.

Students are getting ready for Red Ribbon Week® 2015 – this year's theme is: Respect Yourself. Be 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. For tips, download our parent guide at www.flredribbon.org.

Want to win an iPad? Informed Families is sponsoring a photo contest in Florida. This contest is free, simple and you could win an iPad and \$1,000 for your child's (K-12) school!! Log onto www.flredribbon.com and find out more!

Thank you and have a wonderful evening.



Red Ribbon Week®

MORNING ANNOUNCEMENT SCRIPT

Hello students: As you already know this (next) week is Red Ribbon Week® and the theme for this year is “Respect Yourself. Be Drug Free™”. You respect yourself by taking care of your mind and body and making choices that help you stay healthy.

Besides participating in activities at school, we are asking all students to take the Red Ribbon message home and share it with your families and friends. Everyone can benefit from hearing this important message. Thank you for doing your part to make a difference in the lives of others.

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.flredribbon.com.

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.



Enter The National 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.
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: "Respect Yourself. Be Drug Free."

Schools, decorate your SCHOOL campus with a Red Ribbon (double-looped) and this year's theme: "Respect Yourself. 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. You must be 18 years old to enter, so parents (or for school entries, school staff or PTA members) must submit the photos.

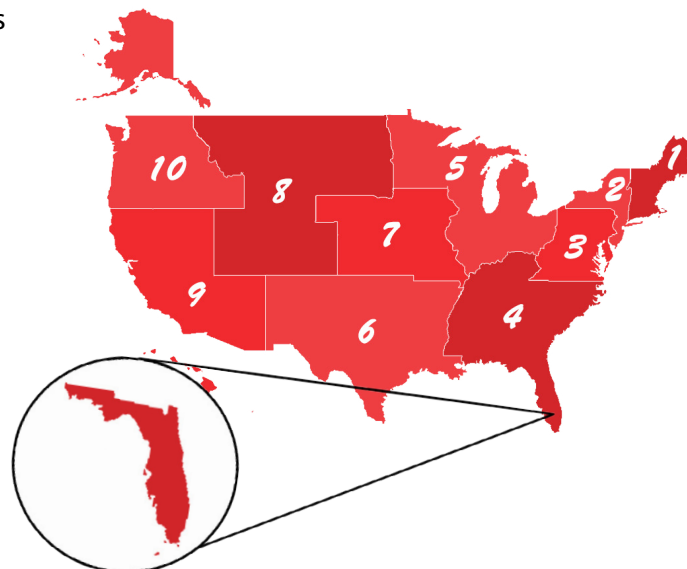


GET VOTES!

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

10 home entries and 10 school entries with the most votes in each national region will win an iPad and \$1,000 for a local K-12 school.

Additionally, the top home entry and the top school entry in Florida will win an iPad & \$1,000 for a local K-12 school, courtesy of Informed Families.



Get Started Today!

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



DEAR AMBASSADOR,

Do you want to...

- ★ Give kids a sense of purpose?
- ★ Create a healthy school environment?
- ★ Raise \$7,000+ for your school through educating in a fun and simple way?

You Are Invited To Participate In The Informed Families Red Ribbon Walk & Wrap™

The Red Ribbon Walk & Wrap is a walkathon during which participants wrap the school's fence (or perimeter) in Red Ribbon as a powerful, visible symbol of safe, healthy and drug-free living for kids.

Sign your school up on www.crowdrise.com/walkandwrap and then raise a mile of "feet" online at your school's page.

Money raised by your school will be split (50/50) between your school and Informed Families (to fund prevention programs at your school and others).

Sign Up !

1. Go to www.crowdrise.com/walkandwrap.
2. Click on "Set Up Your Fundraiser," and then "Start Your Own Fundraiser"
3. Set up your school's Red Ribbon Walk & Wrap page.
4. We'll send you a toolkit with everything you need to be a huge success!



Questions? Contact us at (888) 474-0008 or info@informedfamilies.org.

Take one **small** step for kids, one **GIANT** leap for our future

Red Ribbon Week



PARENT PLEDGE

I Support Red Ribbon Week – I Pledge To:

- Talk to my kids about the dangers of drug use and abuse and set clear rules about not using drugs.
- Work together with the parents of my children's friends to set common boundaries and monitor behavior so that our rules are respected and reinforced.
- Set a good example for our children by not using illegal drugs or medicine without a prescription.
- Visit www.firedribbon.com to learn more and spread the message to family and friends.

Name _____ Email _____

Address _____ Mobile Phone _____

City _____ State _____ Zip _____ School _____

☐ Please add me to the Informed Families email list to receive free parenting and prevention information.



Upload a photo of a home decoration featuring "Respect Yourself. Be Drug Free" and a double looped red ribbon for a chance to win an iPad and \$1,000 for your K-12 school. Learn more at www.firedribbon.com.



Special Thanks To Our Funder:

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Red Ribbon Week



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Campaign Checklist

Use this checklist to make sure you complete all your Red Ribbon Week activities.

- | | |
|--|---|
| <input type="checkbox"/> Ordered Red Ribbon Week Materials | <input type="checkbox"/> Distributed Red Ribbon Week flyers and pledges |
| <input type="checkbox"/> Scheduled the Campaign | <input type="checkbox"/> Engaged students in signing the Red Ribbon Week poster |
| <input type="checkbox"/> Delivered Morning Announcements | <input type="checkbox"/> Sent email about Red Ribbon Week to teachers and staff |
| <input type="checkbox"/> Delivered Connect Ed / Parent Broadcast Message | <input type="checkbox"/> Promoted the Red Ribbon Week Photo Contest |
| <input type="checkbox"/> Ran Newsletter article about Red Ribbon Week | <input type="checkbox"/> Returned signed Parent Pledges to Informed Families in the envelope provided |

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Campaign Report

Good work deserves to be recognized! We want to honor your hard work and efforts to spread the Red Ribbon Week message in your school and community. Our Campaign Report is quick and easy to complete.

Visit informedfamilies.org/red-ribbon/report to complete your Campaign Report.

Your next campaign is Lock Your Meds (January-February). Together, we can prevent prescription drug abuse. Stay tuned for more details about Lock Your Meds.

**BE AWARE.
DON'T SHARE.**

