

PARENTS LEAD

FOR PROFESSIONALS



Red Ribbon Week - "Respect Yourself. Be Drug Free"

OCTOBER 23 – 31

What is Red Ribbon Week?

Red Ribbon Week (October 23 – 31) is the oldest and largest drug prevention program in the Nation and a way for people and communities to take a visible stance against drugs. The event is sponsored by The National Family Partnership.

Why is Prevention Important?

Research shows that kids are less likely to use tobacco, alcohol and other drugs with effective prevention efforts. Teaching the importance of health and wellness to our youth will help guide them to make positive choices throughout their life. For more age specific information about keys to prevention:

www.parentslead.org/professionals/tips-for-prevention

17.6%

of ND high school students (grades 9 - 12) reported taking a prescription drug

(such as Oxycontin, Percocet, Vicodin, Codeine, Adderall, Ritalin or Xanax) without a doctor's prescription)

YRBS, 2013

35.3%

of ND high school students (grades 9-12) had at least one drink of alcohol or more in the past 30 days

YRBS, 2013

Ways to Celebrate Red Ribbon Week

SCHOOLS

- Develop a Red Ribbon Week community media campaign for prevention and make plans for additional messaging throughout the year.
- Student councils may host a “Wear Red Day” event and other daily dress themes to show support of respecting yourself and being drug free.
- Work with student councils and school boards to review policies and advocate for drug and alcohol free school grounds and sporting events.
- Distribute red ribbons for others to wear, place on vehicles, and decorate their environment.
- Integrate resiliency, decision making and drug prevention information into classroom activities and lessons.
- Send information home to parents about the importance of setting clear rules on alcohol/drug use and establishing specific consequences if the rules are broken.

COMMUNITY PARTNERS

(behavioral health programs, law enforcement, churches etc.)

- Raise funds for local prevention efforts by charging a fee to wear red ribbons or host “Wear Red” jeans day events.
- Display Red Ribbon messages in your facilities and share information on social media.
- Work with local coalitions to show support, get involved with prevention efforts, and advocate for policy changes.

Sources:

National Family Partnership

<http://redribbon.org>

Youth Risk Behavior Survey - ND Department of Public Instruction

<https://www.nd.gov/dpi/Administrators/SafeHealthy/YRBS>

Parents LEAD for Professionals

<http://www.parentslead.org/professionals>

For more ideas to
celebrate Red
Ribbon Week, visit:
redribbon.org

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