

2011 Red Ribbon

Parent / School Planning Guide

RED RIBBON CAMPAIGN ● OCTOBER 23RD-31ST



It's UP to

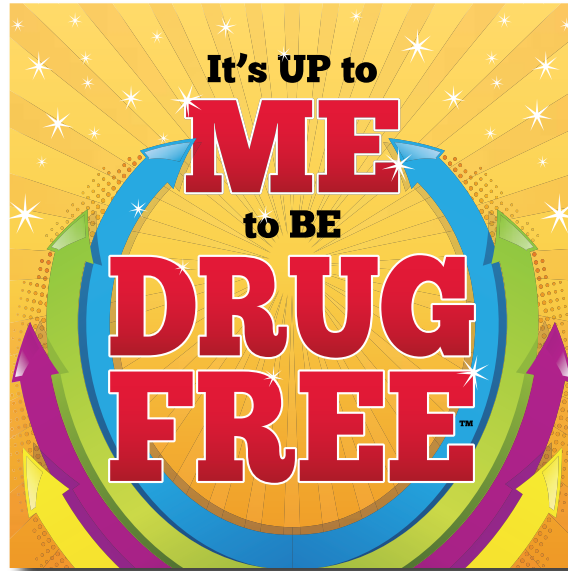
ME

to BE

**DRUG
FREE** TM



2011 RED RIBBON THEME



The Red Ribbon Campaign is now 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?

The National Family Partnership is the national sponsor of the Red Ribbon Campaign. We are helping citizens across the state 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



MESSAGE FROM THE PRESIDENT



THE EVALUATION AND EFFECTIVENESS OF RED RIBBON WEEK

By Peggy Sapp, Volunteer 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 2011!



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Miami, FL 33145
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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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IT TAKES A COMMUNITY TO TEACH PREVENTION

How can you celebrate Red Ribbon Week?

SCHOOLS

- Wear Red Shirt Day
- Plan essay contests, poster contests, and journalism contests
- 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

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

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.

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
- Give drug-free message in the sermon
- Include a special Red Ribbon insert in bulletins
- Hold prayer vigils for those affected by the use of drugs

MEDICAL

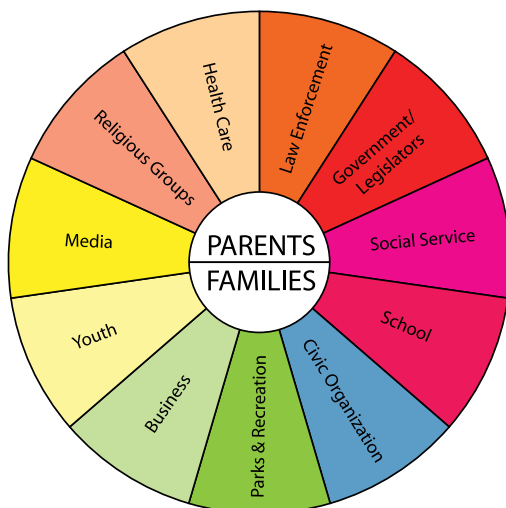
- Display a basket of Red Ribbons in the waiting room lobby for patients and family members
- Display the Red Ribbon message with posters and banners in your facility

MEDIA

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

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 a listing of references and resources, or to order an activities guide go to **www.nfp.org**.



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BECOME A RED RIBBON CERTIFIED SCHOOL IN

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

Since 2005, over 40 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.com

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,

NFP 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,

NFP 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, 2011, as RED RIBBON CAMPAIGN 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 _____

In the hope that you will lend your support through the above proclamation, we respectfully request that the documentation be forwarded to NFP following Red Ribbon Week for display at our headquarters.



RED RIBBON MEDIA ALERT

National Family Partnership would like to notify the media in your area about your plans to celebrate Red Ribbon Week. Don't delay - let the world see how you keep kids and communities safe, healthy and drug-free!

To receive media coverage, please print the following information and return to us via fax or email no later than two weeks before your event.

Fax: 305-856-4815 Email: info@nfp.org

Name of Organization: _____

Date of Event: _____

Location of Event: _____

Time of Event: _____ # of Participants: _____

Details: _____

Contact Person: _____

Phone: () _____ - _____ Fax: () _____ - _____

Newspaper & TV to contact in your area:



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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 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 and announced in January 2012. All decisions are final. Nominations must be received by Wednesday, Thursday, December 1, 2011. Late nominations will not be accepted. All nominations become the property of **National Family Partnership**.



ENRIQUE CAMARENA RED RIBBON AWARD

NOMINATION FORM DEADLINE: THURSDAY, DECEMBER 1, 2011

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: _____

**Mail this nomination form to NFP,
2490 Coral Way, Miami, FL 33145 or
submit it by email to agoldstein@nfp.org.**



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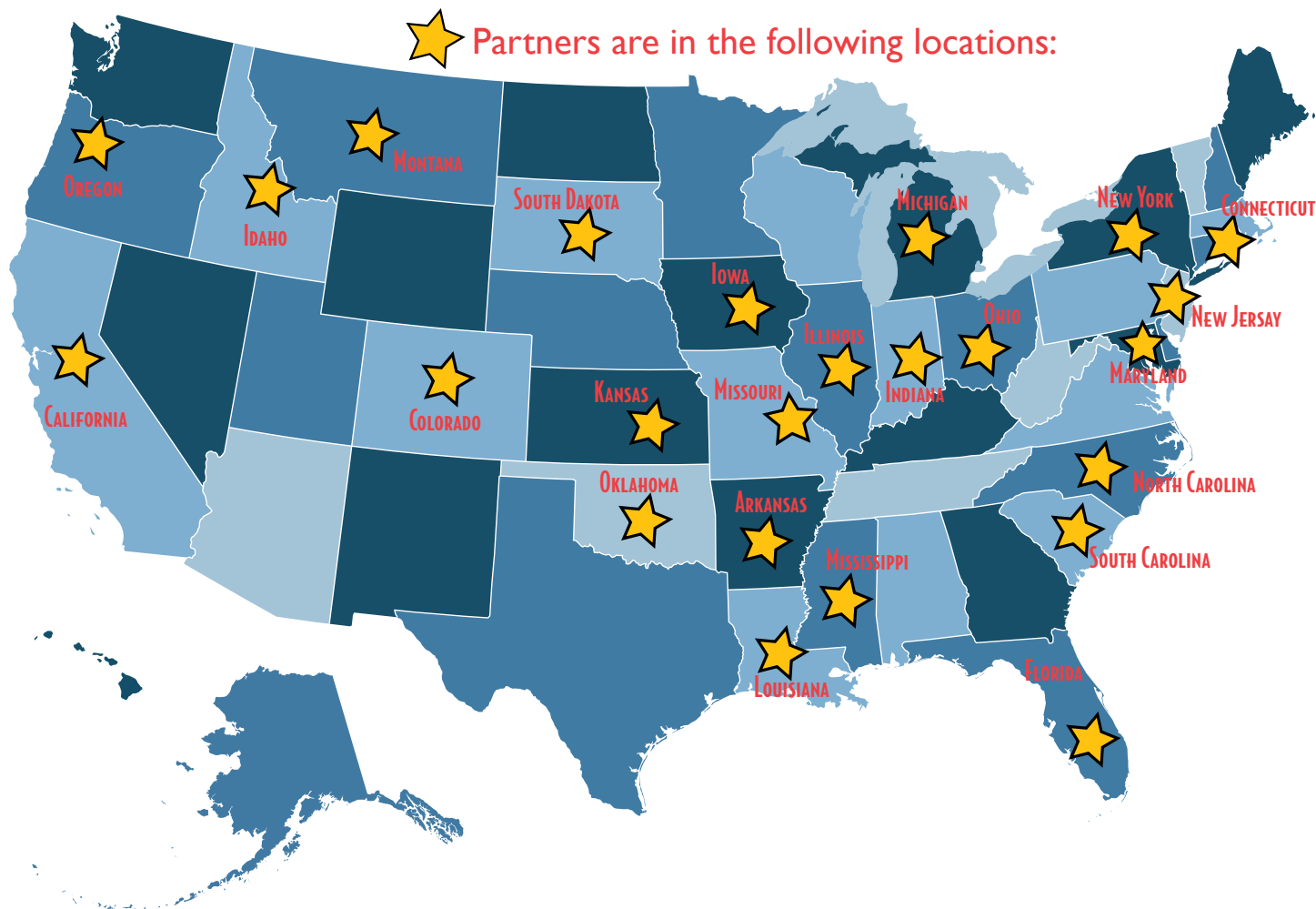
BECOME AN NFP AFFILIATE

NFP's goal is to Expand the Parent Network to all 50 states.

As a Partner of the National Family Partnership you would:

Be focused on building a parent network, which promotes and broadcasts Universal messages.

Visit us at www.nfp.org/affiliatealert for more information for all the up and coming NFP Affiliate Training Webinars.



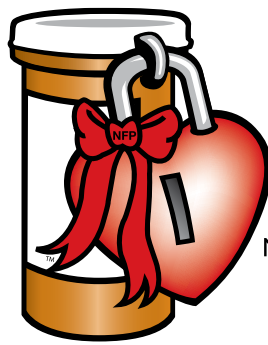
What do I need to become an NFP Affiliate?

- 1) Each NFP Partner 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 and Partners 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



**LOCK
YOUR
MEDS**
National Family Partnership

DID YOU KNOW?

OVER 3 MILLION U.S. TEENS ABUSE PRESCRIPTION DRUGS.¹



EVERY DAY, 3,300 MORE CHILDREN BEGIN EXPERIMENTING WITH PRESCRIPTION DRUGS.²



70% OF CHILDREN WHO ABUSE PRESCRIPTION DRUGS ADMIT TO GETTING THEM FROM FAMILY OR FRIENDS.³

NNATIONAL
FFAMILY
PPARTNERSHIP.

Lock Up Your Medicine To Prevent Children's Prescription Drug Abuse

Due to the fact that prescription drugs, when used as prescribed, can improve one's health, many teens believe they are a safe way to get high. View the tips on the next page to keep your child safe from prescription drug abuse.

TAKE ACTION

DOWNLOAD AN INVENTORY CARD

**KEEP YOUR CHILDREN SAFE BY
MONITORING YOUR MEDICINE CABINET.**

SIGN AN E-PLEDGE

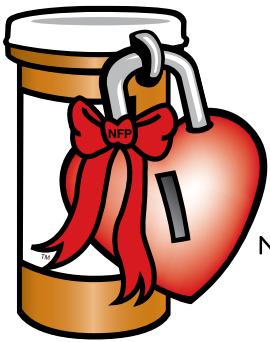
TAKE A STAND.

WWW.NFP.ORG/LOCKYOURMEDS

1. Substance Abuse and Mental Health Services Administration. 2007 National Survey on Drug Use and Health: National Findings.
2. Substance Abuse and Mental Health Services Administration. A Day in the Life of American Adolescents: Substance Use Facts, 2007.
3. Substance Abuse and Mental Health Services Administration. 2006 National Survey on Drug Use and Health: National Findings.

You Hold The Key To Your Child's Drug Free Future

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, 3,300 more children begin experimenting with prescription drugs.² Seventy 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 on www.nfp.org/lockyourmeds, 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.nfp.org/safemeddisposal.

Family Day

Gather Around the Family

FOURTH MONDAY IN SEPTEMBER

About Family Day

The National Center on Addiction and Substance Abuse (CASA) at Columbia University consistently finds that more often children eat dinner with their families, the less likely they are to smoke, drink, or use illegal drugs.

Created by CASA in 2001, Family Day – A Day to Eat Dinner with Your Children is a national effort to promote family dinners as an effective way to reduce substance abuse among children and teens. Family Day promotes and emphasizes regular family activities to encourage parent-child communication and encourages Americans to make family dinners a regular feature of their lives. Parental engagement is the single most potent weapon in preventing substance abuse among youth.

What can you do with your family?

- During dinner, turn off the TV and phone
- Menu planning and preparing for family meals
- Take an active part in homework time
- Read a story together
- Board Games
- Share a family share time of the past, present and future memories, stories and dreams....



Sign the Pledge Today!!!!!!!!!!!!!!!!!!!!!!

I pledge to celebrate Family Day

Name: _____

Address: _____

Tel: _____

Email: _____

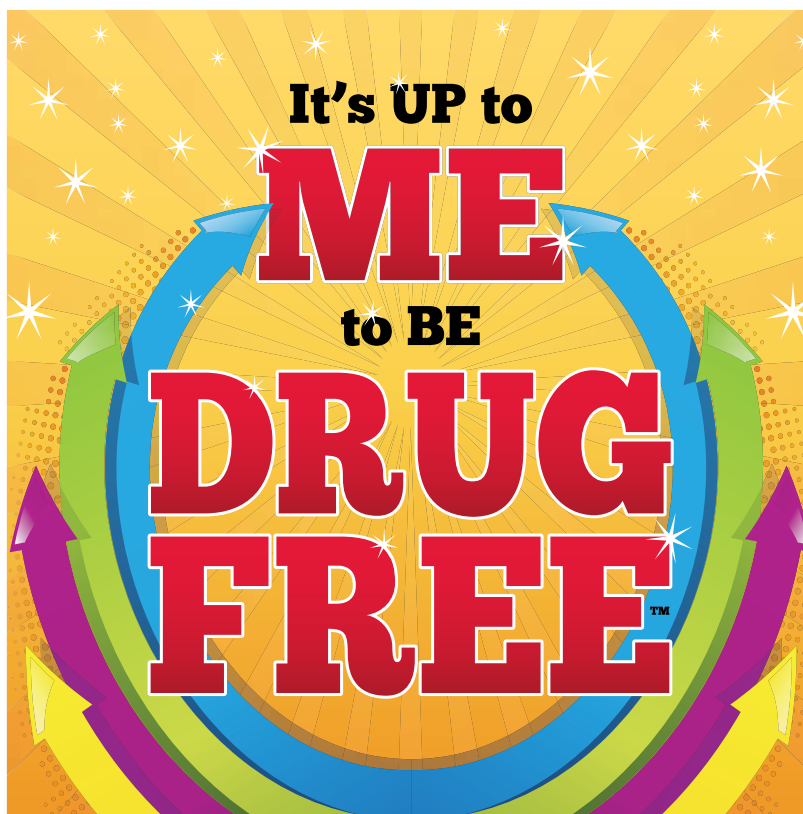


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HELPING KIDS GROW-UP SAFE, HEALTHY AND SUCCESSFUL.



2011 Red Ribbon Theme



Would You Like To Become A Red Ribbon Certified School?

Go to www.redribbonschools.org