2023 Issue

RED RIBBON CAMPAIGN®

Parent / School Planning Guide

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www.redribbon.org

INTRODUCING THE 2023 NATIONAL RED RIBBON THEME: BE KIND TO YOUR MIND. LIVE DRUG FREE.™

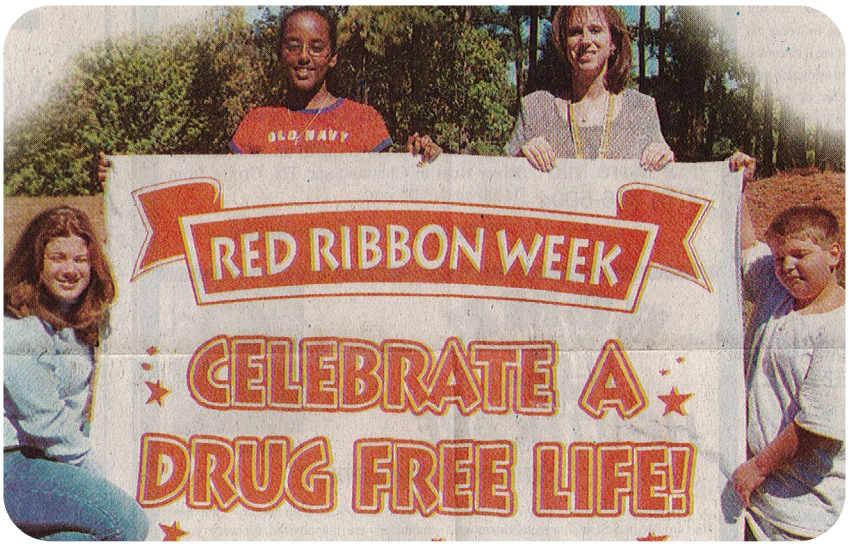
We're excited to announce the 2023 Red Ribbon Campaign Theme, "Be Kind to Your Mind. Live Drug Free.™" Submitted by Danielle Helm, a Youth Service Coordinator from Russell County Middle School in Russell Springs, Kentucky. This year's theme is a reminder that everyday Americans across the country make significant daily contributions to their communities by being the best they can be because they live Drug-Free!

"I chose this theme because drugs alter our current brain development and hinders further growth. Drugs decrease levels of neurotransmitters in the reward system of our brain, such as Dopamine, Oxytocin, Serotonin, and Endorphins. This can block our brain from naturally experiencing happiness," said Danielle. "Be Kind to Your Mind. Live Drug Free. ™" is about making positive choices to be happy and healthy-that is being kind to our mind."

Theme submissions are accepted each year from January 1st through December 4th and winners of the contest receive $500 in Ribbon Week themed merchandise courtesy of Nimco, Inc. NIMCO is the only place families, children, and schools can purchase Red Ribbon Merchandise Theme material to support ongoing drug education in the schools. Learn how to submit your 2024 Theme suggestion by visiting: www.redribbon.org/theme/contest/

Red Ribbon Week takes place each year from October 23rd through 31st. We invite you to join us by getting involved and continue to make America Drug-Free.

Danielle Helm
Youth Service Center Coordinatior
Russell County Middle School



Fayette Middle School students, from left, Shay McCoy, Selam Engida, health teacher Kathy Folden and student Thomas Moore show off their banner. *GEORGIA 2001*

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. The mission of the Red Ribbon Campaign® is to present a unified and visible commitment towards the creation of a drug-free America.

Why?

The National Family Partnership organized the first Nationwide Red Ribbon Campaign in response to the murder of Drug Enforcement Agent Enrique "Kiki" Camarena. Camarena was tortured and killed in Mexico in 1985. After his murder, angered parents and youth in communities across the country began wearing Red Ribbons as a symbol of their commitment to raise awareness of the killing and destruction cause by drugs in America.

Who?

The 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®.

How?

NFP has been the leading organization in drug-free prevention for forty (40) years. NFP is committed to helping families and children reach their full potential and it is impossible to help without donations such as NIMCO. NIMCO is the only place families, children, and schools can purchase Red Ribbon Merchandise Theme material to support ongoing drug education in the schools. Visit Nimco, Inc. to use Red Ribbon Merchandise for your office, school, classroom, or home to show your support in making America drug-free.

Participate in the National Red Ribbon Theme Contest. Each year a new theme is chosen through a national contest. The contest starts in January and runs through December 4. By participating in the theme contest, you are helping to increase the awareness and effectiveness of Red Ribbon Week. Join us! Learn more about the contest by visiting redribbon.org/theme.

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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 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
- 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 interventionand 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

RED RIBBON CHECKLIST

- [ ] **First:** Schedule the campaign: Set up a schedule for the morning announcement messages and Parent messages. Decide what day the Photo 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 Photo 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.

- [ ] **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.

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RED RIBBON WEEK® 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)

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RED RIBBON WEEK® MORNING ANNOUCMENT:

- Hello students: As you already know this (next) week is Red Ribbon Week® and the theme for this year is "Be Kind To Your Mind. Live 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/contest.

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

RED RIBBON WEEK® RECORDED MESSAGE TO PARENTS SCRIPT

Good evening parents. This is _____ calling from _____ . Students are getting ready for Red Ribbon Week® 2023 – this year's theme is: Be Kind To Your Mind. Live 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.

Bigelow Hills Intermediate School teacher Kristin Hudok helps 4th grader Travis Friar paint handprints on wall. All children that belong to the Just Say No Club at the school were allowed to paint the walls as a Red Ribbon Week Activity. *OHIO, 2001*

ENTER THE 2023 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 and Community
- Best Use of The Theme
- Most Ambitious
- Most Educational

School Entries

- Most Creative School
- Best Use of School and Community
- Best Use of The Theme
- Most Ambitious
- Most Educational

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

HOW TO ENTER

Decorate

Decorate your **Home** front door, mailbox or fence with a (double-looped) Red Ribbon and this year's theme: "Be Kind To Your Mind. Live Drug Free.™"

Decorate your **School** with a (double-looped) Red Ribbon and this year's theme: "Be Kind To Your Mind. Live 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!

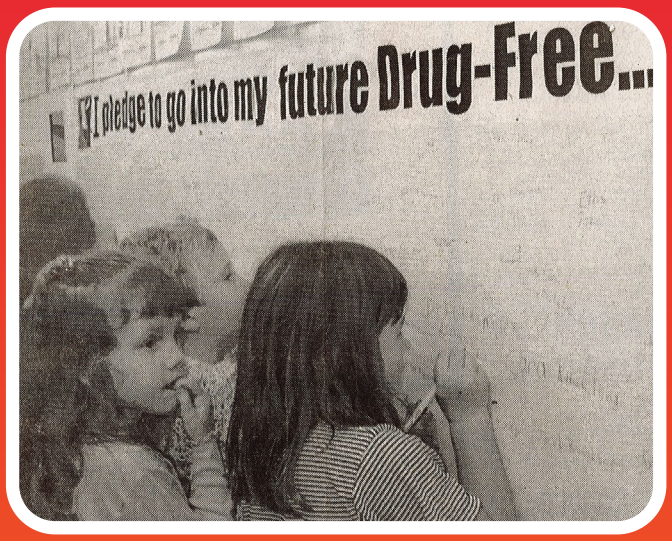
Ask your friends, family, colleagues and school contacts to vote for your photo on our website.

Entry Period	**Oct. 1 - Nov. 1, 2023**
Voting Period	**Nov. 2 - Nov. 16, 2023**
Winners Announced	**Dec. 4, 2023**

National Family Partnership · Red Ribbon Campaign® · U.S. Department of Justice Drug Enforcement Administration · DEA

RED RIBBON WEEK® PLEDGE

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



A group of St. Henry Consolidated Local Schools 2nd graders sign their names on a banner to pledge their intent to stay drug-free as part of Red Ribbon activities. *OHIO, 2001*

- 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.

National Family Partnership

RED RIBBON CAMPAIGN®

Be kind to your mind. Live drug free.

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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RED RIBBON WORD SEARCH

P E T R M N C O M M I T M E N T P R E V E N T I O N E C O T
K E V J X D S F L E E S C V O C R R H S Z T N K D S E V B A
T Q S F N U R T U R I N G O Z A H O X D M A D A B R Z Z P F
O G Z T S L A U G I F X V H M A J E E W B V D P T M M U C A
H G L Y R S D X G Q D P Q O E M Z K D I F E N V D I V B W M
F G V K Y Q Y Y I F A U Z M G A U L P U B R H L P F Y E K I
T V F L P V L E Y O R W Y L M C L N R J C E S E N T I C J L
E B W C B S B E I F D E A W I X X T I S O A Q O Q W C K W Y
D Z R Y T B Q M U G R P E R Z V O S H T V E T A R V V G I P
X Z E M T Z M F I G J U Q Y E G E X O Y I B Z I S F H L O P
N C F C R J S R L Z W N T Z O N M D P E C E A C O O M V O B
M R H F R U S N K Q A Q Y Y H U E A R W R H S Y I N Q K A N
I X V B F U E D S I J C J T Y B T S A U X L O A H F R L I F
N T Z C W I C E N A T I O N A L H H S Y G Q A I V W Q U C P
D E H I N J Y A F M U N E R I M M J G C T F J U C J J M A F
R A K I N D N E S S A K X V I M C L L D Q D R O R E O U M N
R E D R I B B O N W E E K L N B C B Q A G L T E V M S M P U
X E X C M F W O X X F A X S F C A H P W F B M V E F Q T A D
M K K N E F G J U H E V L E A D E R S H I P E V Y N C N I I
G Y W W J U Q P R B Z H V H C X M L A M J R T U E C F L G T
Y D Z W V K R P U L U Z K F W S R I E E I Z Y Z K A P G N J
G Q P T V Q S Q G S U P P O R T R T X B W N J C L L P A V O
U M Y F A H X J V F I R W K S Q Q F V P R L D T I H G X F H
V A G H R J P A R E N T S O F U H B F D Y A X F U U A M M M
E D T N E K N C D J G T G F J M L D T J D R T V U M U B H K
I P O T E N T I A L G F S A C L N G X E T K O I E L R L Z V
C D R D P Z E Y U N Z M R V R J E M U M Z Y S H O A N P R S
O X G F J B N T P G R A S S R O O T S Y V P Z M H N O E W Y
R C F Q X C Y R C T E U E N R I Q U E C A M A R E N A R S R
U V Q K T B F V H N L X S W R F I N N G M C B K R W E P N S

KINDNESS
MIND
MINDFULNESS
RED RIBBON WEEK
LIVE DRUG FREE
NFP
HEALTHY CHOICES

AWARENESS
CELEBRATION
DEA
COMMITMENT
ENRIQUE
CAMARENA
CAMPAIGN

COMMUNITIES
EDUCATION
FAMILY
GRASSROOTS
NATIONAL
PARENTS
PREVENTION

SUPPORT
LEADERSHIP
NURTURING
POTENTIAL
DRUG FREE YOUTH

RED RIBBON WORD SEARCH ANSWER KEY

P E T R M N C O M M I T M E N T P R E V E N T I O N E C O T
K E V J X D S F L E E S C V O C R R H S Z T N K D S E V B A
T Q S F N U R T U R I N G O Z A H O X D M A D A B R Z Z P F
O G Z T S L A U G I F X V H M A J E E W B V D P T M M U C A
H G L Y R S D X G O D P Q O E M Z K D I F E N V D I V B W M
F G V K Y Q Y Y I F A U Z M G A U L P U B R H L P F Y E K I
T V F L P V L E Y O R W Y L M C L N R J C E S E N T I C J L
E B W C B S B E I F D E A W I X X T I S O A O O Q W C K W Y
D Z R Y T B Q M U G R P E R Z V O S H T V E T A R V V G I P
X Z E M T Z M F I G J U Q Y E G E X O Y I B Z I S F H L O P
N C F C R J S R L Z W N T Z O N M D P E C E A C O O M V O B
M R H F R U S N K Q A Q Y Y H U E A R W R H S Y I N Q K A N
I X V B F U E D S I J C J T Y B T S A U X L O A H F R L I F
N T Z C W I C E N A T I O N A I H H S Y G O A I V W Q U C P
D E H I N J Y A F M U N E R I M M J G C T F J U C J J M A F
R A K I N D N E S S A K X V I M C L L D Q D R O R E O U M N
R E D R I B B O N W E E K L N B C B Q A G L T E V M S M P U
X E X C M F W O X X F A X S F C A H P W F B M V E F Q T A D
M K K N E F G J U H E V I E A D E R S H I P E V Y N C N I I
G Y W W J U Q P R B Z H V H C X M L A M J R T U E C F L G T
Y D Z W V K R P U L U Z K F W S R I E E I Z Y Z K A P G N J
G Q P T V Q S Q G S U P P O R T R T X B W N J C L L P A V O
U M Y F A H X J V F I R W K S Q Q F V P R L D T I H G X F H
V A G H R J P A R E N T S O F U H B F D Y A X F U U A M M M
E D T N E K N C D J G T G F J M L D T J D R T V U M U B H K
I P O T E N T I A L G F S A C L N G X E T K O I E L R L Z V
C D R D P Z E Y U N Z M R V R J E M U M Z Y S H O A N P R S
O X G F J B N T P G R A S S R O O T S Y V P Z M H N O E W Y
R C F Q X C Y R C T E U E N R I Q U E C A M A R E N A R S R
U V Q K T B F V H N L X S W R F I N N G M C B K R W E P N S

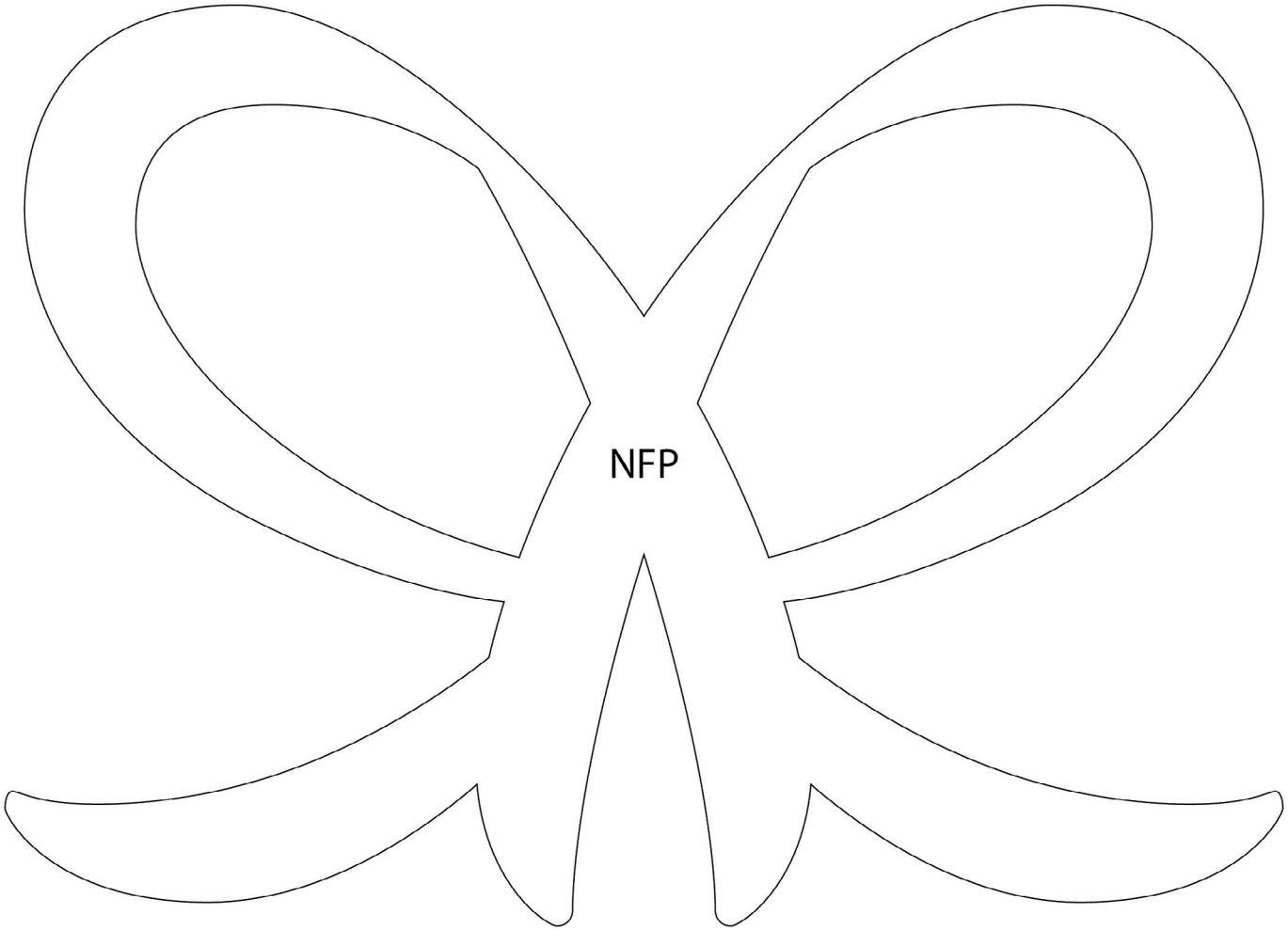
KINDNESS
MIND
MINDFULNESS
RED RIBBON WEEK
LIVE DRUG FREE
NFP
HEALTHY CHOICES

AWARENESS
CELEBRATION
DEA
COMMITMENT
ENRIQUE
CAMARENA
CAMPAIGN

COMMUNITIES
EDUCATION
FAMILY
GRASSROOTS
NATIONAL
PARENTS
PREVENTION

SUPPORT
LEADERSHIP
NURTURING
POTENTIAL
DRUG FREE YOUTH

NATIONAL RED RIBBON WEEK
(OCTOBER 23-31)



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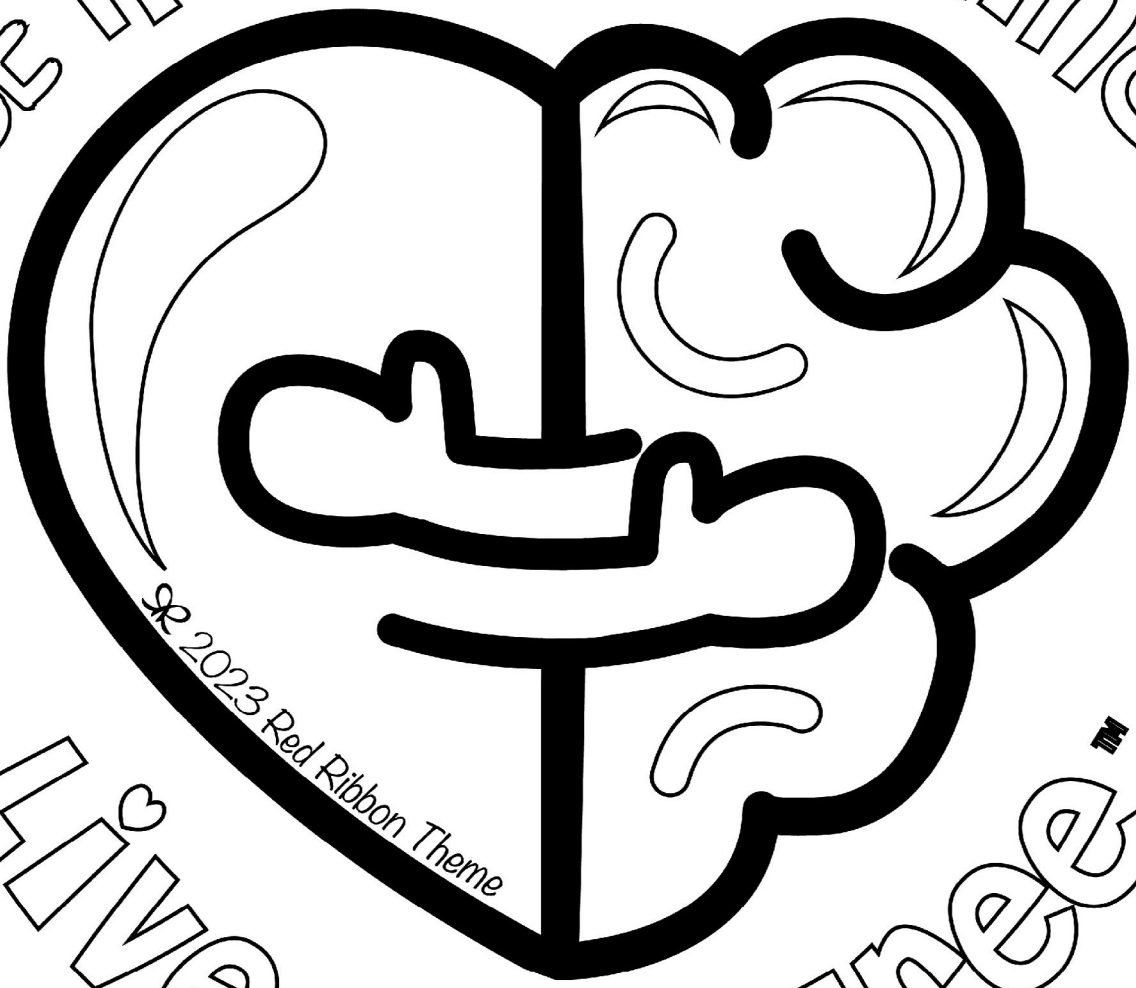
RED® RIBBON CAMPAIGN

BE Kind TO YOUR mind.



Live Drug Free.™

RED RIBBON WEEK® OCT. 23-31 • WWW.REDRIBBON.ORG

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National Family Partnership
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City workers hang the "Real Life Is Drug Free" banner across Board Street in anticipation of Red Ribbon Week. GEORGIA, 2001

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 Kind To Your Mind. Live 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.

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

Charlotte's Web
Community Anti-Drug Coalitions of America
Drug Enforcement Administration
Drug Free America Foundation
DUI Resources: A Guide To Charges, Treatment, and Supportive Services
Lock Your Meds
Drunk Driving Statistics
Mothers Against Drunk Driving
National Association for Children of Alcoholics
National Highway Traffic Safety Administration
National Institue on Drug Abuse
Natural High Red Ribbon Resources
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

Fentanyl Awareness Guide for Parents, Teens, and College Students
Montana Meth Prevention
Natural High For Educators
NIDA's Lesson Plan and Activity Finder
Operation Prevention
SAMHSA Materials for School

Cordele Housing Authority resident employees (from left) Joni Turner and Rosalyn McDonald and staff member Dorothy Clark tie red ribbons for Red Ribbon Week, Oct. 23-31. The red ribbons adorn area signposts and businesses to promote a drug-free lifestyle. *GEORGIA, 2001*

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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 THERFORE BE IT RESOLVED,

that the City of _____ does hereby proclaim October 23-31, 2023, 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 _____

Nancy Johnson and Caroline Chandler smile their approval to the proclamation issued by Mayor David Fain and county commission chairman Raymond Miller. *GEORGIA 2001.*

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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 2024, all decisions are final. Nominations must be received by Monday, December 4, 2023. Late nominations will not be accepted. All nominations become the property of The National Family Partnership.

2023 ENRIQUE CAMARENA RED RIBBON AWARD RECIPIENT

Katie Nuñez Vasquez
Student Activist and Community Leader
Santa Barbara, California

ENRIQUE CAMARENA RED RIBBON AWARD

Nomination Form

Deadline: Monday, December 4, 2023

Nominee: _____

Adddress: _____

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: _____

Adddress: _____

City: _____ State: _____ Zip: _____

Phone: ( ) _____ - _____ Email: _____

PLEASE MAIL FORM AND ONE-PAGE NARRATIVE TO:

National Family Partnership, 2490 Coral Way, Suite 303, Miami, FL 33145

or email to redribbon@nfp.org

RED RIBBON CAMPAIGN®

Sponsored by National Family Partnership

www.redribbon.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 Kind To Your Mind. Live Drug Free.™ – Celebrate #RedRibbonWeek (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
- Join me in celebrating Red Ribbon Week®. Take the pledge: www.redribbon.org/pledge. #BeKindToYourMindLiveDrugFree
- 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). #BeKindToYourMindLiveDrugFree
- I'm a parent who believes in a drug free future for my children. Join me in celebrating Red Ribbon Week® (October 23-31). #BeKindToYourMindLiveDrugFree

Sample Facebook Posts

- Be Kind To Your Mind. Live 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® 2023. Take the pledge: www.redribbon.org/pledge
- 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/contest.
- 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 Instagram Posts

- Be Kind To Your Mind. Live Drug Free.™ – Celebrate #RedRibbonWeek (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 #RedRibbonWeek
- 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
- Join me in celebrating Red Ribbon Week®. #BeKindToYourMindLiveDrugFree #RedRibbonWeek
- Take the pledge: www.redribbon.org/pledge. #BeKindToYourMindLiveDrugFree #RedRibbonWeek
- 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

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www.redribbon.org

CREATE THE 2024 RED RIBBON THEME

RED RIBBON CAMPAIGN™
Sponsored by National Family Partnership

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

Submit your ideas for the 2024 National Red Ribbon® Theme Contest. If you win, you will receive national recognition and $500 worth of 2024 Red Ribbon Week Theme Merchandise for your local K-12 school.

ENTRIES MUST BE RECEIVED BY DECEMEBER 4, 2023

Email redribbon@info.org or mail to:

NATIONAL FAMILY PARTNERSHIP
2490 Coral Way, Suite 303, 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 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 or 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

NATIONAL FAMILY PARTNERSHIP

2490 Coral Way, Suite 303
Miami, FL 33145

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Helping Kids Grow Up Safe, Healthy And Drug Free

FOLLOW US ON SOCIAL MEDIA

Facebook & X (formerly Twitter)
@RedRibbonWeek

Instagram
@RedRibbonCampaign

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