CHALLENGE OF TARRANT COUNTY

RED RIBBON 2026

COMPREHENSIVE SOCIAL MEDIA GUIDE

MAKE A DIFFERENCE. BE A HERO. STAY DRUG FREE.™

EVERY SECTOR. EVERY HERO.
14 SECTORS. ONE COMMUNITY.

UPDATED CAMPAIGN WINDOW: OCTOBER 5–31, 2026
OFFICIAL RED RIBBON WEEK: OCTOBER 23–31, 2026



1. Campaign Strategy

Campaign purpose. Make Red Ribbon 2026 a month-long community prevention story—not simply a series of drug-free reminders. The campaign introduces the idea that prevention is shared work and that every sector has a role in helping young people and families build healthy, connected, safe communities.

- Official national theme: Make A Difference. Be A Hero. Stay Drug Free.™
- Challenge campaign identity: Every Sector. Every Hero.
- Campaign subline: 14 Sectors. One Community.
- Recurring action language: Be the Hero Who _____.
- Campaign window: October 5–31, 2026.
- Official Red Ribbon Week: October 23–31, 2026.
- Content philosophy: emphasize connection, belonging, healthy choices, supportive relationships, education, leadership, community action and practical prevention resources—not only substance-use warnings.

Campaign Story Arc

Dates	Phase	Purpose
October 5–8	BUILD THE TEAM	Introduce prevention coalition work and explain why the 14 sectors matter. Establish that prevention is stronger when partners bring different strengths together.
October 9–21	MEET THE PREVENTION HEROES	Use the illustrated sector characters and character-story format to show what each sector contributes, paired with practical prevention actions and activities.
October 22	BRING IT TOGETHER	Recap the 14 sectors and build anticipation for Red Ribbon Week.
October 23–31	RED RIBBON WEEK: HEROES IN ACTION	Shift from fictional/illustrated heroes to real Tarrant County people and organizations. Two community hero/partner spotlights each day, supported by prevention education and engagement.
October 31	EVERY SECTOR. EVERY HERO.	Bring all 14 sectors together and close with a community-wide prevention hero activation.

2. Updated Posting Cadence

- October 5–8: 4 posts per day. The extra post each day is intentionally devoted to prevention coalition/14-sector education.
- October 9–16: 4 posts per day. Character/sector stories are paired with hero-action education and practical engagement/resource content.

- October 17–22: 3 posts per day. Continue sector storytelling while transitioning into broader campaign themes such as connection, choice, protection and leadership.
- October 23–31: 4 posts per day. Two real community partner/hero spotlights plus two supporting Red Ribbon Week posts.
- Total planned posts: 102.
- Use Stories daily to reshare feed posts, collect polls/questions, show behind-the-scenes production, and amplify partner content.

Recommended Daily Rhythm

- Morning: Hero/character or community-partner spotlight.
- Midday: Hero Action, prevention education, resource or coalition message.
- Late afternoon: Activity, poll, challenge or community engagement.
- Evening/Stories: Reshare responses, partner tags, user-generated content, countdowns and behind-the-scenes material.
- During October 23–31: schedule the two partner spotlights at different times so each featured hero receives meaningful attention.

3. Visual System

- Use the supplied October kickoff graphic as the master visual reference: comic-book/superhero energy, bold typography, red/yellow/blue, action bursts, red ribbons and high-contrast layouts.
- Use the supplied Business Sector and Biz Champion graphics as the model for every illustrated sector character: character introduction + mission + superpower + why they do it + hero message/action.
- Keep the Challenge/program logo bar and QR treatment consistent across sector graphics.
- For real-person partner spotlights, switch to high-quality portrait/action photography while retaining the comic-book frame, red ribbon and headline treatment.
- Use strong, short headline copy on graphics. Put the detailed educational explanation in the caption.
- Maintain accessibility: high contrast, readable type, captions on video, alt text where supported, and minimal text density on mobile graphics.

Reusable Graphic Templates

Template	Use
HERO OF THE DAY	Large character or portrait + red ribbon + sector name + Be the Hero Who...
HERO ACTION	Large action box with one practical prevention action.
HERO TIP	One strong prevention idea, such as ONE CONVERSATION CAN MAKE A DIFFERENCE.
HERO VOICE	Portrait/photo + quote beginning 'I make a difference by...'
HERO CHALLENGE	Interactive action asking followers to complete one specific prevention action.
RED RIBBON WEEK	Official theme treatment: Make A Difference. Be A Hero. Stay Drug Free.™

4. 14-Sector Message Matrix

Character names are working production labels. Replace with finalized approved names before publication if the creative team changes them.

#	Sector	Hero Message	Hero Action	Character
1	Youth & Young Adults	Be the Hero Who Leads by Example	Make healthy choices, support your friends, and speak up when something isn't right.	Trailblaze
2	Parents/Caregivers	Be the Hero Who Starts the Conversation	Talk early. Talk often. Listen without judgment.	Guide Star
3	Business	Be the Hero Who Builds a Healthy Community	Support prevention, promote responsible practices, and invest in your community.	Biz Champion
4	Media	Be the Hero Who Shapes the Conversation	Share accurate information, elevate positive stories, and avoid normalizing substance misuse.	Media Mavericks
5	Schools	Be the Hero Who Makes Every Student Feel Seen	Build connection, recognize warning signs, and create opportunities for students to belong.	Class Act
6	Youth/Young Adult Organizations	Be the Hero Who Creates a Place to Belong	Give young people a safe place to belong, contribute, and succeed.	Pathfinder
7	Law Enforcement	Be the Hero Who Protects and Connects	Build trust with young people and families before a crisis occurs.	Guardian Squad
8	Faith-Based Organizations	Be the Hero Who Builds Hope	Create opportunities for young people to connect with caring adults and community.	Unity Crew
9	Civic & Volunteer Groups	Be the Hero Who Brings People Together	Give your time, talent, voice, or	Helping Hands

			resources to protect young people.	
10	Healthcare Professionals	Be the Hero Who Asks, Listens and Connects	Ask the question. Listen without judgment. Connect people to help.	Care Team
11	Local, State & Tribal Government	Be the Hero Who Builds the Conditions for Healthy Choices	Use data and resources to create healthier, safer communities.	Public Protectors
12	Military	Be the Hero Who Builds Strength and Resilience	Support military-connected youth and families and promote healthy ways to manage stress and challenges.	Service Heroes
13	Institutes of Higher Learning	Be the Hero Who Prepares the Next Generation	Promote prevention, mental wellness, healthy decision-making, and connection to support.	Campus Stars
14	Other Local Organizations	Be the Hero Who Fills the Gap	Find the need in your community—and help fill it.	Community Connectors

5. Partner Spotlight Roster — October 23–31

Suggested candidates are working placeholders based on the campaign materials and partner examples already identified. Confirm participation, current title, photo permission and logo approval before publication.

Date	Sector	Suggested Hero/Partner	Notes	Confirmed?	Photo Release?	Logo Approved?	Final Caption Ready?
10/23	Youth & Young Adults	[Youth Hero Name]	Local youth coalition/student leader — confirm participant	NO	NO	NO	NO
10/23	Parents/Caregivers	[Parent Hero Name]	Challenge parent/caregiver volunteer or parent leader — confirm	NO	NO	NO	NO
10/24	Business	[Business Hero Name]	Local business partner supporting prevention — confirm	NO	NO	NO	NO

10/24	Media	[Media Partner Name]	CW33 News partner/interview contact — confirm current participation	NO	NO	NO	NO
10/25	Schools	[School Hero Name]	Local teacher/counselor/ administrator — confirm	NO	NO	NO	NO
10/25	Youth/Young Adult Organizations	[Youth Org Hero Name]	Boys & Girls Clubs / youth-serving partner — confirm	NO	NO	NO	NO
10/26	Law Enforcement	[LEO org] / [Officer Name]	Known Challenge partner; confirm featured representative	NO	NO	NO	NO
10/26	Faith-Based Organizations	[Faith Hero Name]	Local faith/community leader — confirm	NO	NO	NO	NO
10/27	Civic & Volunteer Groups	[Volunteer Hero Name]	Coalition member/Rotary/Lions/Junior League volunteer — confirm	NO	NO	NO	NO
10/27	Healthcare Professionals	Cook Children's / [Clinician Name]	Known community prevention partner; confirm featured clinician	NO	NO	NO	NO
10/28	Local, State & Tribal Government	[Government Hero Name]	Local government/public health/court partner — confirm	NO	NO	NO	NO
10/28	Military	[Military Hero Name]	Texas National Guard or military-connected partner — confirm	NO	NO	NO	NO
10/29	Institutes of Higher Learning	UTA / [Student or Faculty Hero]	UTA partner; also consider TCU/TCC — confirm	NO	NO	NO	NO
10/29	Other Local Organizations	[Partner Hero]	Known naloxone/prevention partner; confirm featured representative	NO	NO	NO	NO
10/30	Youth & Young Adults	[Youth Hero #2]	Second youth voice or student leader — confirm	NO	NO	NO	NO

10/30	Business	[Business Hero #2]	Second business/community investment hero — confirm	NO	NO	NO	NO
10/31	Healthcare Professionals	[Healthcare Hero #2]	Second clinician/community health hero — confirm	NO	NO	NO	NO
10/31	Other Local Organizations	[Local Organization Hero #2]	Second local organization hero — confirm	NO	NO	NO	NO

6. Complete October 5–31 Posting Guide

Each entry below includes publish-ready caption copy, a graphic/video direction, a CTA/resource/activity, and the post type. Partner spotlight names remain placeholders until confirmed.

Monday, October 5, 2026

POST 1: Campaign Kickoff — Main Launch

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

MAKE A DIFFERENCE. BE A HERO. STAY DRUG FREE.™

What does a hero look like? A hero can be a young person who makes a healthy choice. A parent who starts a conversation. A teacher who notices when someone needs help. A business that invests in its community. A neighbor who shows up.

This October, Challenge of Tarrant County is celebrating the people and organizations who make prevention possible across 14 sectors of our community.

14 Sectors. One Community. One Goal.

Our month-long journey starts now. Follow along, share the campaign, and get ready to meet the heroes who help make Tarrant County healthier and safer.

MAKE A DIFFERENCE. BE A HERO. STAY DRUG FREE.™

Resource Suggestions:

GRAPHIC / VIDEO: Launch graphic; use the provided kickoff artwork; bold red/yellow/blue comic-book treatment.

CTA / RESOURCE / ACTIVITY: CTA: Follow, share, tag a hero. Resource: Campaign landing page/QR code.

TYPE: Hero kickoff

POST 2: Campaign Reel — What Is a Hero?

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

A hero isn't always wearing a cape.

Sometimes they're listening.

Sometimes they're leading.

Sometimes they're asking one important question.

Sometimes they're making a healthy choice when nobody is watching.

This October, we're showing what prevention looks like when an entire community steps up.

14 sectors. Thousands of people. One community.

WHO WILL YOU BE A HERO FOR?

Resource Suggestions:

GRAPHIC / VIDEO: 15–20 second quick cuts of youth, parents, educators, businesses, healthcare, first responders, volunteers and community partners; end on campaign theme.

CTA / RESOURCE / ACTIVITY: CTA: Comment with who you are showing up for.

TYPE: Reel

POST 3: Hero of the Month Challenge

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

YOUR HERO CHALLENGE: Choose ONE action you can take this month to make a difference.

Start a conversation. Check on a friend. Encourage a healthy choice. Volunteer. Share a prevention resource. Make your workplace or organization more supportive.

Small actions can become community change when we do them together.

Tell us your hero action in the comments and use #EveryoneCanBeaHero.

Resource Suggestions:

GRAPHIC / VIDEO: Graphic with large 'HERO ACTION' box and checklist.

CTA / RESOURCE / ACTIVITY: Activity: followers choose one action; Resource: campaign QR code.

TYPE: Interactive

POST 4: What Is a Prevention Coalition?

SECTOR / THEME: Prevention Coalition / 14 Sectors

CAPTION

PREVENTION DOESN'T HAPPEN IN SILOS.

A prevention coalition brings people and organizations together to identify community needs, share resources, strengthen protective factors and turn good ideas into action.

That is why our 2026 campaign is built around 14 sectors. Youth. Parents. Businesses. Media. Schools. Youth-serving organizations. Law enforcement. Faith communities. Civic and volunteer groups. Healthcare. Government. Military. Higher education. And other local organizations.

Every sector brings a different strength. When those strengths connect, our community is better equipped to help young people grow up healthy, connected and drug free.

14 SECTORS. ONE COMMUNITY. EVERY SECTOR. EVERY HERO.

Resource Suggestions:

GRAPHIC / VIDEO: Carousel: 14 sectors as 14 comic-book panels/puzzle pieces that connect into one red ribbon.

CTA / RESOURCE / ACTIVITY: CTA: Ask followers which sector they represent. Resource: coalition overview/QR code.

TYPE: Coalition education

Tuesday, October 6, 2026

POST 1: Youth & Young Adults — Meet the Hero

SECTOR / THEME: Youth & Young Adults

CAPTION

MEET TRAILBLAZE: THE HERO WHO LEADS BY EXAMPLE.

Trailblaze knows young people aren't just the audience for prevention—they are part of the prevention team.

Trailblaze's superpower is influence: making healthy choices, supporting friends, speaking up when something doesn't feel right, and showing others that being drug free can be part of a confident, connected life.

You don't need a cape to lead. Your choices can influence your friends, your school and your community.

Resource Suggestions:

GRAPHIC / VIDEO: Character portrait/intro modeled after Biz Champion; purple hero treatment; 'Meet Trailblaze' panel.

CTA / RESOURCE / ACTIVITY: CTA: Finish 'I make a difference by...' Resource: youth leadership/coalition opportunities.

TYPE: Character story

POST 2: Youth Hero Action

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

YOUR HERO ACTION: LOOK OUT FOR YOUR PEOPLE.

A prevention hero can encourage a friend, include someone who feels left out, help someone find support, or simply say, 'I'm here if you need me.'

Being a good friend doesn't mean going along with everything. Sometimes the strongest friendship is the one that helps someone make a healthier choice.

Resource Suggestions:

GRAPHIC / VIDEO: Comic panel: Trailblaze helping a friend; 4 action bubbles.

CTA / RESOURCE / ACTIVITY: Activity: #MyHeroAction 10-second video.

TYPE: Hero action

POST 3: Student Voice Prompt

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

STUDENT VOICE: 'I CAN MAKE A DIFFERENCE BY...'

Complete the sentence in the comments or record. Your answer could inspire someone else to step up, too.

No perfect answer. Just one real way you can make a difference.

Resource Suggestions:

GRAPHIC / VIDEO: Vertical story/reel template with sentence blank.

CTA / RESOURCE / ACTIVITY: CTA: Comment/video; repost selected youth voices with permission.

TYPE: Youth voice

POST 4: 14 Sectors. One Community.

SECTOR / THEME: Prevention Coalition / Youth

CAPTION

No single person, organization or system can do prevention alone.

A student can lead by example. A parent can start a conversation. A teacher can build belonging. A business can invest in young people. A healthcare professional can ask the right question. A community organization can fill a gap.

That is the power of coalition work: bringing different people to the same table so prevention becomes a shared community responsibility.

This month, you'll meet the heroes from all 14 sectors—and see how their roles connect.

Resource Suggestions:

GRAPHIC / VIDEO: Comic-book team-up graphic: all 14 sector icons/characters connected by a red ribbon.

CTA / RESOURCE / ACTIVITY: CTA: Tag someone from a different sector who helps make prevention possible.

TYPE: Coalition education

Wednesday, October 7, 2026

POST 1: Youth & Young Adults — Heroes Support Heroes

SECTOR / THEME: Youth & Young Adults

CAPTION

A REAL HERO LOOKS OUT FOR THEIR FRIENDS.

That can mean encouraging healthy choices, saying no together, getting help when someone needs it, including someone who feels left out, or speaking up when something doesn't feel right.

Trailblaze doesn't try to be everyone's superhero. Trailblaze makes sure nobody has to face a tough moment alone.

Resource Suggestions:

GRAPHIC / VIDEO: Trailblaze + friend comic panel.

CTA / RESOURCE / ACTIVITY: CTA: Tag a friend who has your back.

TYPE: Story

POST 2: Poll — Your Hero Move

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

🦸 HOW CAN YOUNG PEOPLE HELP BUILD A HEALTHIER, SAFER COMMUNITY?

Being a Prevention Hero isn't just about making good choices for yourself. It's about helping make your whole community stronger.

💔 Check in on a friend → No one has to feel alone.

🤝 Include others → Everyone feels like they belong.

🗣️ Speak up when something isn't safe → Problems can be addressed before they become bigger.

📚 Share prevention information → Friends have the knowledge to make informed choices.

🌱 Volunteer and give back → Communities become stronger when young people get involved.

🙌 Lead by example → Positive choices can inspire others to make healthy choices too.

One person can make a difference. But when young people work together, they can help create schools, neighborhoods, and communities where everyone has the opportunity to be healthier, safer, and supported.

🦸 You don't need a cape to be a Prevention Hero. You just need to make a difference.

#BeAHero #PreventionHero #RedRibbonWeek #RedRibbonMonth #MakeADifference #YouthLeadership #HealthyCommunities #SaferCommunities

Resource Suggestions:

GRAPHIC / VIDEO: Poll graphic with four hero icons.

CTA / RESOURCE / ACTIVITY: Activity: Facebook/Instagram poll; share results later.

TYPE: Poll

POST 3: Youth Resource — Build Your Support Team

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

WHO'S ON YOUR TEAM?

Take 2 minutes to name three people you could talk to if you were stressed, pressured, confused or worried about a friend.

1. _____
2. _____
3. _____

A strong support team is a prevention tool. Keep their names handy—and be that person for someone else.

Resource Suggestions:

GRAPHIC / VIDEO: Printable 'My Support Team' card.

CTA / RESOURCE / ACTIVITY: Resource: add Challenge/youth resource link or QR code; activity can be saved as phone note.

TYPE: Resource/activity

POST 4: How Coalitions Turn Partnerships Into Action

SECTOR / THEME: Prevention Coalition / Media

CAPTION

A coalition isn't just a meeting.

It's people sharing information.

It's organizations connecting resources.

It's partners identifying gaps.

It's communities deciding what they can do together.

When prevention partners work together, one organization's resource can become another organization's opportunity—and a community's challenge can become a shared plan of action.

That's what being a prevention hero looks like: bringing what you have to the table and helping someone else do the same.

Resource Suggestions:

GRAPHIC / VIDEO: Short Reel: empty table → partners arriving → resources/materials → community event → final frame 'THIS IS COALITION WORK.'

CTA / RESOURCE / ACTIVITY: CTA: Comment with one resource, skill or connection your organization can bring to prevention.

TYPE: Coalition story / Reel

Thursday, October 8, 2026

POST 1: Parents/Caregivers — Meet the Hero

SECTOR / THEME: Parents/Caregivers

CAPTION

MEET GUIDE STAR: THE HERO WHO STARTS THE CONVERSATION.

Guide Star knows parents don't need every answer. They need the courage to start, the patience to listen, and the consistency to keep showing up.

Hero Action: Talk early. Talk often. Listen without judgment.

Sometimes prevention begins with one simple question: 'What's something you've been thinking about lately?'

Resource Suggestions:

GRAPHIC / VIDEO: Character intro; middle-aged caregiver hero; warm red/yellow comic treatment.

CTA / RESOURCE / ACTIVITY: CTA: Save this post for your next family conversation.

TYPE: Character story

POST 2: Parent Conversation Starter

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

TRY THIS TONIGHT.

Instead of only asking, 'How was school?'

Try: 'What was the best part of your day—and what was the hardest?'

Then listen. You don't have to turn every answer into a lesson. Sometimes connection is the first step.

Resource Suggestions:

GRAPHIC / VIDEO: Carousel: 'Ask this instead' with two speech bubbles.

CTA / RESOURCE / ACTIVITY: Resource: SAMHSA Talk. They Hear You. Five Conversation Goals.

TYPE: Parent resource

POST 3: Family Hero Challenge

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

THE 10-MINUTE HERO CHALLENGE.

Put the phones down for 10 minutes. Sit together. Ask one real question. Listen without interrupting. End with one thing you appreciate about each other.

Connection doesn't have to be complicated. It just has to happen.

Resource Suggestions:

GRAPHIC / VIDEO: Family photo/reel prompt; timer graphic.

CTA / RESOURCE / ACTIVITY: CTA: Try it tonight and comment 'DONE' if your family completed it.

TYPE: Activity

POST 4: Coalition Hero Challenge

SECTOR / THEME: Prevention Coalition / Parents & Schools

CAPTION

YOUR HERO CHALLENGE:

Connect two people who should know each other.

Know a parent who could use a resource? Introduce them.

Know a teacher looking for prevention materials? Connect them with a partner.

Know an organization doing great work? Help another organization discover it.

Prevention grows when we build bridges.

MAKE A DIFFERENCE. BE A HERO. STAY DRUG FREE.™

Resource Suggestions:

GRAPHIC / VIDEO: Graphic with two comic-book heroes reaching across a red ribbon; large 'CONNECT TWO PEOPLE' challenge box.

CTA / RESOURCE / ACTIVITY: Activity: Make one prevention connection today and tell us what happened.

TYPE: Interactive coalition challenge

Friday, October 9, 2026

POST 1: Parents/Caregivers — Character Story

SECTOR / THEME: Parents/Caregivers

CAPTION

GUIDE STAR'S SUPERPOWER: LISTENING.

When a young person says, 'I'm fine,' a hero doesn't always stop there. Guide Star watches, asks gently, and creates room for an honest answer.

Your child may not always need a lecture. Sometimes they need your attention, patience and presence.

Resource Suggestions:

GRAPHIC / VIDEO: Comic scene of Guide Star sitting and listening.

CTA / RESOURCE / ACTIVITY: CTA: Share with a parent/caregiver who shows up.

TYPE: Character story

POST 2: Ask. Listen. Connect.

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

HEROES ASK. HEROES LISTEN. HEROES CONNECT.

Try these three steps:

1. Ask an open question.
2. Listen without immediately fixing.
3. Connect the young person to support when needed.

You don't have to solve everything in one conversation. Keep the door open.

Resource Suggestions:

GRAPHIC / VIDEO: 3-panel graphic.

CTA / RESOURCE / ACTIVITY: Resource: SAMHSA Talk. They Hear You. campaign/app.

TYPE: Resource

POST 3: Connection Reel

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

EVERY PARENT CONNECTION CAN MAKE A DIFFERENCE. ❤️‍🩹

Parenting doesn't happen in a vacuum. The people around our young people can give us valuable insight, support, encouragement, and resources.

Connect with other parents. Teachers. Coaches. Friends. Healthcare professionals. Community partners.

Each connection gives parents another piece of the bigger picture—and another opportunity to notice what a young person may need, celebrate what's going well, and connect them with support when it matters.

Prevention gets stronger when we stay connected.

Because every parent has a role to play, and every connection can make a difference.

🦸 Be a Prevention Hero. Build your team. Strengthen your connections.

Challenge of Tarrant County • Red Ribbon 2026

Every Sector. Every Hero.

#EverySectorEveryHero #BeAHero #PreventionHero #RedRibbon2026 #RedRibbonMonth #MakeADifference #ParentConnection #PreventionWorks #HealthyCommunities #StrongerTogether

Resource Suggestions:

GRAPHIC / VIDEO: Fast montage; each person passes a red ribbon to the next.

CTA / RESOURCE / ACTIVITY: CTA: Share to your story and tag your connection hero.

TYPE: Reel

POST 4: Parent Resource Spotlight

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

PARENTS: YOU DON'T HAVE TO FIGURE THIS OUT ALONE.

Use trusted prevention resources to prepare for conversations about alcohol, nicotine, cannabis, prescription drugs and other substances.

Start with information. Follow with connection. Keep talking.

Resource Suggestions:

GRAPHIC / VIDEO: Resource stack graphic with Challenge resources + SAMHSA.

CTA / RESOURCE / ACTIVITY: CTA: Visit Challenge website/QR; add SAMHSA resource link in caption.

TYPE: Resource

Saturday, October 10, 2026

POST 1: Business — Meet Biz Champion

SECTOR / THEME: Business

CAPTION

MEET BIZ CHAMPION: THE HERO WHO BUILDS A HEALTHY COMMUNITY.

Biz Champion believes strong businesses help build strong communities—and strong communities help young people thrive.

Her superpower is turning opportunity into action: partnering with prevention efforts, supporting families, investing in youth and creating healthy environments.

Resource Suggestions:

GRAPHIC / VIDEO: Use the provided Biz Champion Intro artwork.

CTA / RESOURCE / ACTIVITY: CTA: Tag a business hero in Tarrant County.

TYPE: Character story

POST 2: Business Hero Action

SECTOR / THEME: Business

CAPTION

BUSINESS HERO ACTION: INVEST IN YOUR COMMUNITY.

Businesses can make a difference by supporting prevention initiatives, displaying resources, creating supportive workplaces, encouraging healthy choices and investing in opportunities for young people.

Prevention is everyone's business.

Resource Suggestions:

GRAPHIC / VIDEO: Use Business Sector 3 comic page; highlight three action boxes.

CTA / RESOURCE / ACTIVITY: CTA: Tag a business that is already making a difference.

TYPE: Hero action

POST 3: Business Challenge

SECTOR / THEME: Business

CAPTION

THE BUSINESS HERO CHALLENGE.

Choose one:

✓ Share a prevention resource with your team.

✓ Display a community resource.

✓ Support a youth-serving program.

✓ Create a healthy workplace activity.

✓ Partner with a local prevention effort.

What will your business do this month?

Resource Suggestions:

GRAPHIC / VIDEO: Checklist graphic with cape/briefcase icon.

CTA / RESOURCE / ACTIVITY: Activity: businesses comment with commitment; create repost template.

TYPE: Activity

POST 4: Connection Activity

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

THE 3-PERSON SUPPORT MAP.

Write down three people you could call when life gets hard. Then ask yourself: 'Does someone else know they can call me?'

Prevention grows when people know where to turn.

Resource Suggestions:

GRAPHIC / VIDEO: Printable 3-person support map.

CTA / RESOURCE / ACTIVITY: Resource: local support/resource directory; add crisis/emergency guidance only if appropriate.

TYPE: Activity

Sunday, October 11, 2026

POST 1: Media — Meet the Hero

SECTOR / THEME: Media

CAPTION

MEET THE MEDIA MAVERICKS: THE HEROES WHO SHAPE THE CONVERSATION.

Every headline, post, image and interview helps shape what people see as normal. Media heroes use their platform to inform, inspire and protect.

Their hero action: share accurate information, elevate positive stories and avoid normalizing substance misuse.

Resource Suggestions:

GRAPHIC / VIDEO: Hero duo graphic: reporter + camera operator; orange/green treatment.

CTA / RESOURCE / ACTIVITY: CTA: Tag a media professional who uses their platform for good.

TYPE: Character story

POST 2: Heroes Choose

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

HEROES CHOOSE.

Everyday choices matter.

Choose healthy coping.
Choose positive relationships.
Choose safe activities.
Choose support when you need it.
Choose a drug-free future.

You don't have to make every choice perfectly. You can keep choosing the next healthy step.

Resource Suggestions:

GRAPHIC / VIDEO: Hero choice graphic; multiple choice bubbles.

CTA / RESOURCE / ACTIVITY: CTA: Comment one healthy choice you're making today.

TYPE: Core message

POST 3: Media Hero Action

SECTOR / THEME: Media

CAPTION

WHAT WE PUT INTO THE WORLD MATTERS.

Media and content creators can:

• Share accurate prevention information.

• Highlight youth strengths and positive community stories.

• Give context to prevention issues.

• Point audiences toward credible resources.

Use your platform to INFORM. INSPIRE. PROTECT.

Resource Suggestions:

GRAPHIC / VIDEO: Graphic with microphone/camera and three action words.

CTA / RESOURCE / ACTIVITY: CTA: Share with local communicators; resource: NFP/Challenge prevention materials.

TYPE: Hero action

POST 4: Myth vs Fact — Media Series

SECTOR / THEME: Media

CAPTION

MYTH VS. FACT.

Myth: Prevention is only about telling people what NOT to do.

Fact: Prevention also builds connection, belonging, healthy coping skills, supportive relationships and opportunities to make healthy choices.

The stories we tell can help people see prevention as something communities DO—not just something they warn about.

Resource Suggestions:

GRAPHIC / VIDEO: Comic-style split panel; red 'MYTH' / blue 'FACT'.

CTA / RESOURCE / ACTIVITY: Activity: invite followers to submit prevention myths for future posts.

TYPE: Education

Monday, October 12, 2026

POST 1: Schools — Meet the Hero

SECTOR / THEME: Schools

CAPTION

MEET CLASS ACT: THE HERO WHO MAKES EVERY STUDENT FEEL SEEN.

Pathfinder knows school is more than academics. It's where young people build relationships, discover purpose and find people who believe in them.

Hero Action: Be the caring adult who notices, connects and creates belonging.

Resource Suggestions:

GRAPHIC / VIDEO: Character intro; older educator/mentor hero; school imagery.

CTA / RESOURCE / ACTIVITY: CTA: Tag a teacher, counselor, coach or staff member who made a difference.

TYPE: Character story

POST 2: School Hero Action

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

ONE CARING ADULT CAN MAKE A DIFFERENCE.

A check-in. A hallway hello. A seat at the table. A coach who notices. A counselor who listens.

Prevention can begin with belonging.

Be that adult.

Resource Suggestions:

GRAPHIC / VIDEO: Teacher/mentor photo or comic panel with 'You belong here.'

CTA / RESOURCE / ACTIVITY: CTA: Schools share one way they build belonging.

TYPE: Hero action

POST 3: Healthy Choice Poll

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

WHAT HELPS YOU MAKE HEALTHY CHOICES?

❤️‍🩹 Friends

🏠 Family

🎯 Goals

⚽ Activities/Sports

🙏 Faith/Community

🧑‍🏫 Mentors

Tell us what belongs on the list!

Resource Suggestions:

GRAPHIC / VIDEO: Poll/story cards.

CTA / RESOURCE / ACTIVITY: Activity: poll and reshare results.

TYPE: Poll

POST 4: Who Was Your School Hero?

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

WHO WAS YOUR SCHOOL HERO?

Think back: Who made you feel seen? Who encouraged you when you needed it? Who helped you believe you could succeed?

Tag them or tell us what they did. Let's fill October with stories of caring adults.

Resource Suggestions:

GRAPHIC / VIDEO: Photo memory template; optional school hero wall.

CTA / RESOURCE / ACTIVITY: Activity: collect responses for montage on 10/30.

TYPE: Engagement

Tuesday, October 13, 2026

POST 1: Youth/Young Adult Organizations — Meet the Hero

SECTOR / THEME: Youth/Young Adult Organizations

CAPTION

MEET PATHFINDER: THE HERO WHO CREATES A PLACE TO BELONG.

Belong's superpower is creating spaces where young people can show up, contribute, learn, have fun and build relationships with caring adults.

Sports leagues. Mentoring. Scouts. Arts. Recreation. Clubs. Youth-serving organizations give young people positive alternatives and supportive relationships.

Resource Suggestions:

GRAPHIC / VIDEO: Character intro; wheelchair-inclusive or diverse youth-serving scene.

CTA / RESOURCE / ACTIVITY: CTA: Tag a youth-serving organization that creates belonging.

TYPE: Character story

POST 2: Belonging Is Prevention

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

BELONGING IS POWERFUL.

Young people need places where they can:

BELONG.

CONTRIBUTE.

SUCCEED.

Every practice, rehearsal, meeting, game, club and mentoring session can become a protective space when young people feel known and supported.

Resource Suggestions:

GRAPHIC / VIDEO: 3-panel comic: belong/contribute/succeed.

CTA / RESOURCE / ACTIVITY: CTA: Organizations comment with one way they create belonging.

TYPE: Hero action

POST 3: Youth Organization Activity

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

CREATE A 'REASONS TO CHOOSE HEALTHY' WALL.

Ask young people to write or draw one person, place, activity or goal that helps them stay connected and make healthy choices.

Turn the answers into a mural, bulletin board or social carousel.

Resource Suggestions:

GRAPHIC / VIDEO: Photo of sticky-note wall; youth artwork.

CTA / RESOURCE / ACTIVITY: Activity kit: sticky notes, markers, camera; obtain permissions before posting youth images.

TYPE: Activity

POST 4: Choice Challenge

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

THE NEXT HEALTHY CHOICE.

Pause. Ask: 'What choice moves me toward the person and future I want?'

Then take one small step.

Drink water. Go outside. Call a friend. Talk to a trusted adult. Take a break. Ask for help. Choose the safe ride. Put distance between you and a risky situation.

Resource Suggestions:

GRAPHIC / VIDEO: Six-panel choice carousel.

CTA / RESOURCE / ACTIVITY: CTA: Save for later; comment your next healthy step.

TYPE: Activity

Wednesday, October 14, 2026

POST 1: Law Enforcement — Meet the Hero

SECTOR / THEME: Law Enforcement

CAPTION

MEET GUARDIAN SQUAD: THE HERO WHO PROTECTS AND CONNECTS.

Guardian Link understands that prevention isn't only what happens during a crisis. It also happens through trust, education, positive interactions and relationships with young people and families.

Protect. Educate. Connect.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait with community-policing imagery; avoid tactical/graphic imagery.

CTA / RESOURCE / ACTIVITY: CTA: Thank a prevention-focused law enforcement professional.

TYPE: Character story

POST 2: Heroes Protect

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

HEROES PROTECT WHAT MATTERS.

Protective factors don't always look dramatic. Sometimes they look like a conversation. A mentor. A team. A safe place. A trusted adult. A healthy routine.

Protection is built one connection at a time.

Resource Suggestions:

GRAPHIC / VIDEO: Protective-factors comic collage.

CTA / RESOURCE / ACTIVITY: CTA: Share with someone who protects your future.

TYPE: Core message

POST 3: Law Enforcement Hero Action

SECTOR / THEME: Law Enforcement

CAPTION

PREVENTION STARTS WITH RELATIONSHIPS.

A prevention-focused law enforcement partner can help by building trust, sharing accurate safety information, connecting families with resources and showing up in community spaces before a crisis occurs.

Resource Suggestions:

GRAPHIC / VIDEO: 3-word graphic: Protect. Educate. Connect.

CTA / RESOURCE / ACTIVITY: Resource: feature a local prevention-focused officer/DEA partner after confirmation.

TYPE: Hero action

POST 4: Partner Q&A

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

ASK A LOCAL LAW ENFORCEMENT HERO:

'What does prevention mean to you?'

Record a 30–60 second answer. Keep the focus on education, connection, youth safety and community partnership.

End with: 'What can our community do together?'

Resource Suggestions:

GRAPHIC / VIDEO: Short interview reel; lower-third with agency/logo after approval.

CTA / RESOURCE / ACTIVITY: Activity: submit questions in comments; partner approval required.

TYPE: Video

Thursday, October 15, 2026

POST 1: Faith-Based Organizations — Meet the Hero

SECTOR / THEME: Faith-Based Organizations

CAPTION

MEET THE UNITY CREW: THE HEROES WHO BUILD HOPE.

Hope Keeper knows connection can be a powerful protective force. Faith communities can create opportunities for mentorship, service, positive relationships, family support and belonging.

Hero Action: Create places where young people know they matter.

Resource Suggestions:

GRAPHIC / VIDEO: Character intro; diverse faith/community scene without endorsing a specific religion.

CTA / RESOURCE / ACTIVITY: CTA: Tag a faith/community leader who creates belonging.

TYPE: Character story

POST 2: Hope Is Prevention

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

HOPE IS PREVENTION.

CONNECTION IS PREVENTION.

BELONGING IS PREVENTION.

Faith-based organizations can support prevention by creating positive adult relationships, youth activities, mentoring, service opportunities and family connection.

Resource Suggestions:

GRAPHIC / VIDEO: Typography graphic with three statements.

CTA / RESOURCE / ACTIVITY: CTA: Faith communities share one prevention activity they offer.

TYPE: Hero action

POST 3: Who Helped Protect Your Future?

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

WHO HELPED PROTECT YOUR FUTURE?

Think of someone who believed in you, gave you a safe place, helped you through a hard moment or encouraged a healthy choice.

Tag them. Thank them. Be that person for someone else.

Resource Suggestions:

GRAPHIC / VIDEO: Hero nomination graphic with blank nameplate.

CTA / RESOURCE / ACTIVITY: CTA: Tag a hero.

TYPE: Engagement

POST 4: Belonging Photo Challenge

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

WHERE DO YOU FIND BELONGING?

Think of a place where people connect, serve, learn, encourage one another or feel supported. What makes you feel a sense of belonging in that place?

Tell us why that place matters.

Resource Suggestions:

GRAPHIC / VIDEO: Photo challenge graphic; red ribbon overlay.

CTA / RESOURCE / ACTIVITY: Activity: obtain permission for recognizable people; compile montage.

TYPE: Activity

Friday, October 16, 2026

POST 1: Civic & Volunteer Groups — Meet the Hero

SECTOR / THEME: Civic & Volunteer Groups

CAPTION

MEET THE HELPING HANDS: THE HEROES WHO BRINGS PEOPLE TOGETHER.

Community Spark knows no one organization can do everything. Prevention grows when volunteers bring time, talent, voice and resources to a shared purpose.

Resource Suggestions:

GRAPHIC / VIDEO: Character intro; volunteers assembling resources.

CTA / RESOURCE / ACTIVITY: CTA: Tag a volunteer hero.

TYPE: Character story

POST 2: Volunteer Hero Action

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

YOU DON'T HAVE TO DO EVERYTHING.
YOU JUST HAVE TO DO SOMETHING.

Give your:
TIME.
TALENT.
VOICE.
RESOURCES.

One hour. One connection. One introduction. One resource shared. It all counts.

Resource Suggestions:

GRAPHIC / VIDEO: Bold four-word graphic.

CTA / RESOURCE / ACTIVITY: CTA: Choose one action before the day ends.

TYPE: Hero action

POST 3: 1 Hour for Prevention Challenge

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

THE 1 HOUR FOR PREVENTION CHALLENGE.

Give one hour this month to a prevention activity: volunteer at an event, help distribute resources, mentor, share prevention information, help a coalition, or support a youth program.

One hour can become one more connection.

Resource Suggestions:

GRAPHIC / VIDEO: Clock + hero icon; downloadable pledge card.

CTA / RESOURCE / ACTIVITY: Activity: pledge one hour and tag your organization.

TYPE: Activity

POST 4: Protection Resource — Know Where to Turn

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

A PREVENTION HERO KNOWS WHERE TO TURN.

Save a short list of trusted resources before you need them: a parent/caregiver, school counselor, coach, healthcare provider, community organization, prevention coalition or other trusted support.

Knowing your next step is part of being prepared.

Resource Suggestions:

GRAPHIC / VIDEO: Phone contact card graphic.

CTA / RESOURCE / ACTIVITY: Resource: add Challenge resource hub/QR and verified local resources.

TYPE: Resource

Saturday, October 17, 2026

POST 1: Healthcare — Meet the Hero

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

MEET THE CARE SQUAD: THE HEROES WHO ASK, LISTEN AND CONNECT.

Healthcare professionals may be among the people families already trust. A question, a listening ear and a connection to support can be meaningful prevention actions.

Hero Action: Ask the question. Listen without judgment. Connect people to help.

Resource Suggestions:

GRAPHIC / VIDEO: Character intro; clinician in community setting.

CTA / RESOURCE / ACTIVITY: CTA: Thank a healthcare professional who makes patients feel heard.

TYPE: Character story

POST 2: The Question That Opens the Door

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

SOMETIMES PREVENTION STARTS WITH ONE QUESTION:

'How are you really doing?'

A caring question can create an opening for someone to talk about stress, pressure, sleep, coping, substance use or support needs.

ASK. LISTEN. CONNECT.

Resource Suggestions:

GRAPHIC / VIDEO: Clinician speech bubble graphic.

CTA / RESOURCE / ACTIVITY: Resource: local healthcare resource directory; Challenge resource hub.

TYPE: Hero action

POST 3: Healthcare Partner Reel

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

HEALTHCARE HERO Q&A:

1. What does prevention look like in your role?
2. What do you wish families knew?
3. Where can people turn for help?

Keep it practical, compassionate and resource-focused.

Resource Suggestions:

GRAPHIC / VIDEO: 30–60 sec vertical video with healthcare partner.

CTA / RESOURCE / ACTIVITY: Suggested partners to invite: Cook Children's, UNT Health Fort Worth, Mercy Clinic Fort Worth.

TYPE: Partner reel

Sunday, October 18, 2026

POST 1: Government — Meet the Hero

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

MEET THE PUBLIC PROTECTORS: THE HEROES WHO BUILDS THE CONDITIONS FOR HEALTHY CHOICES.

Prevention is more than individual decisions. Communities need education, resources, safe spaces, transportation, recreation and behavioral health supports that make healthy choices easier to practice.

Resource Suggestions:

GRAPHIC / VIDEO: Character intro; city/community infrastructure imagery.

CTA / RESOURCE / ACTIVITY: CTA: Tag a public servant who works to strengthen community health.

TYPE: Character story

POST 2: Prevention Is Community Work

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

PREVENTION IS COMMUNITY WORK.

Healthy communities need:

Education.

Resources.

Safe spaces.

Transportation.

Recreation.

Behavioral health support.

When systems work together, people have more opportunities to thrive.

Resource Suggestions:

GRAPHIC / VIDEO: Infographic using six icons.

CTA / RESOURCE / ACTIVITY: CTA: Ask followers which community condition matters most to them.

TYPE: Education

POST 3: Data to Action Activity

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

FROM DATA TO ACTION.

Pick one prevention issue your community cares about. Ask:

1. What are we seeing?
2. Who is affected?
3. What protective factors already exist?
4. What can our sector do next?

That is coalition thinking in action.

Resource Suggestions:

GRAPHIC / VIDEO: Worksheet graphic; four questions.

CTA / RESOURCE / ACTIVITY: Resource: local coalition assessment/data sources; add Challenge contact.

TYPE: Activity

Monday, October 19, 2026

POST 1: Military — Meet the Hero

SECTOR / THEME: Military

CAPTION

MEET THE SERVICE HEROES: THE HEROES WHO BUILDS STRENGTH AND RESILIENCE.

Military families understand teamwork, discipline, resilience and looking out for one another. Prevention can mean helping military-connected youth and families build healthy ways to manage stress and challenges.

Resource Suggestions:

GRAPHIC / VIDEO: Character intro; military family/community scene.

CTA / RESOURCE / ACTIVITY: CTA: Recognize a military-connected hero.

TYPE: Character story

POST 2: Strength Means Asking for Help

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

REAL STRENGTH ISN'T FACING CHALLENGES ALONE.

It's knowing when to ask for help—and helping others do the same.

Heroes have each other's backs. Checking in, listening, connecting and encouraging healthy coping are all ways to lead.

Resource Suggestions:

GRAPHIC / VIDEO: Family/team image with red ribbon.

CTA / RESOURCE / ACTIVITY: CTA: Send this to someone who needs the reminder.

TYPE: Hero action

POST 3: Military Family Connection Activity

SECTOR / THEME: Military

CAPTION

THE CHECK-IN MISSION.

Choose someone in your circle and ask three questions:

'How are you really doing?'

'What is helping right now?'

'What would make this week easier?'

Listen first. Help connect second.

Resource Suggestions:

GRAPHIC / VIDEO: Mission card graphic.

CTA / RESOURCE / ACTIVITY: Resource: local military family support resources; verify contact information before posting.

TYPE: Activity

Tuesday, October 20, 2026

POST 1: Higher Education — Meet the Hero

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

MEET THE CAMPUES STARS: THE HEROES WHO PREPARE THE NEXT GENERATION.

College and university life can be a major transition. NextGen's mission is to help students build a future worth protecting through prevention, connection, healthy decision-making and support.

Resource Suggestions:

GRAPHIC / VIDEO: Character intro; campus scene with diverse students.

CTA / RESOURCE / ACTIVITY: CTA: Tag a college staff member/student leader who supports wellbeing.

TYPE: Character story

POST 2: Your Future Is Worth the Choice

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

COLLEGE IS ABOUT MORE THAN A DEGREE.

It's about building a future worth protecting.

Healthy coping. Strong relationships. Asking for help. Finding your people. Making informed choices.

Those are part of the education, too.

Resource Suggestions:

GRAPHIC / VIDEO: Campus comic panel with 'future worth protecting' banner.

CTA / RESOURCE / ACTIVITY: CTA: Students comment one healthy choice they make for their future.

TYPE: Hero action

POST 3: Student Future Prompt

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

FINISH THIS SENTENCE:

'ONE HEALTHY CHOICE I MAKE FOR MY FUTURE IS...'

Maybe it's choosing supportive friends. Protecting your sleep. Finding a mentor. Using campus resources. Taking a break. Asking for help.

There is power in naming the choices that support your future.

Resource Suggestions:

GRAPHIC / VIDEO: Reel prompt; text-on-screen template.

CTA / RESOURCE / ACTIVITY: Suggested institutions to invite: UTA, TCU, TCC and other local institutions.

TYPE: Student voice

Wednesday, October 21, 2026

POST 1: Other Local Organizations — Meet the Hero

SECTOR / THEME: Other Local Organizations

CAPTION

MEET THE COMMUNITY CONNECTORS: THE HEROES WHO FILLS THE GAP.

Bridge Builder knows prevention doesn't happen in one system. Local nonprofits, coalitions, foundations, neighborhood organizations and community partners can find needs and help fill them.

Resource Suggestions:

GRAPHIC / VIDEO: Character intro; puzzle-piece/community scene.

CTA / RESOURCE / ACTIVITY: CTA: Tag an organization that fills a gap in your community.

TYPE: Character story

POST 2: Find the Gap

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

EVERY ORGANIZATION HAS SOMETHING TO CONTRIBUTE.

Ask:

What need do we see?

What strength do we have?

Who can we partner with?

What can we do this month?

Your piece of the puzzle could be the one that makes the difference.

Resource Suggestions:

GRAPHIC / VIDEO: Puzzle-piece red ribbon graphic.

CTA / RESOURCE / ACTIVITY: CTA: Organizations comment with their prevention superpower.

TYPE: Hero action

POST 3: Prevention Superpower Challenge

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

WHAT IS YOUR ORGANIZATION'S PREVENTION SUPERPOWER?

Complete the sentence:

'We make a difference by _____.'

Post a photo, video or graphic and tag Challenge. Let's build a public map of the people doing prevention work across our community.

Resource Suggestions:

GRAPHIC / VIDEO: Template for organizations to fill in.

CTA / RESOURCE / ACTIVITY: Activity: repost responses; save best entries for 10/31 finale.

TYPE: Interactive

Thursday, October 22, 2026

POST 1: 14 Sectors Recap

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

14 SECTORS. ONE COMMUNITY.

Youth. Parents. Business. Media. Schools. Youth/Young Adult Organizations. Law Enforcement. Faith-Based Organizations. Civic & Volunteer Groups. Healthcare. Government. Military. Higher Education. Other Local Organizations.

Different roles. Shared responsibility. One goal: healthier, safer communities.

Resource Suggestions:

GRAPHIC / VIDEO: 14-tile carousel; one tile per sector; use sector hero art.

CTA / RESOURCE / ACTIVITY: CTA: Which sector do you see yourself in?

TYPE: Recap

POST 2: Who Is Your Prevention Hero?

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

WHO IS YOUR PREVENTION HERO?

Maybe it's a parent. A coach. A teacher. A neighbor. A nurse. A volunteer. A business owner. A student. A public servant.

Tag them and tell them why their everyday actions matter.

Resource Suggestions:

GRAPHIC / VIDEO: Hero nomination graphic.

CTA / RESOURCE / ACTIVITY: CTA: Tag a hero; obtain permission before featuring photos.

TYPE: Engagement

POST 3: Coalition 101 — Why We Need Each Other

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

WHAT IS A PREVENTION COALITION?

A prevention coalition brings community members and organizations together around shared problems, local data, protective factors and practical action.

No single sector sees the whole picture. Coalitions connect the pieces.

That is why 14 sectors matter.

Resource Suggestions:

GRAPHIC / VIDEO: Simple coalition-circle graphic with 14 sectors around a center.

CTA / RESOURCE / ACTIVITY: Resource: Challenge coalition contact/coalition meeting info; CTA: 'Want to learn about coalition work? Message us.'

TYPE: Education

Friday, October 23, 2026

POST 1: Partner Spotlight — Youth & Young Adults

SECTOR / THEME: Youth & Young Adults

CAPTION

MEET TODAY'S YOUTH & YOUNG ADULTS HERO: [Youth Hero Name].

Local youth coalition/student leader — confirm participant is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

[Youth Hero Name] represents what it looks like to make healthy choices, support your friends, and speak up when something isn't right.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 2: Partner Spotlight — Parents/Caregivers

SECTOR / THEME: Parents/Caregivers

CAPTION

MEET TODAY'S PARENTS/CAREGIVERS HERO: [Parent Hero Name].

Challenge parent/caregiver volunteer or parent leader — confirm is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

[Parent Hero Name] represents what it looks like to talk early. talk often. listen without judgment.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 3: Red Ribbon Week Kickoff — Heroes in Action

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

RED RIBBON WEEK IS HERE! ❤️‍🩹🎗️

For the next nine days, we're celebrating heroes in action—people from every background and walk of life who step up to make our communities healthier, safer and more connected.

The official 2026 theme is:

MAKE A DIFFERENCE. BE A HERO. STAY DRUG FREE.™

Wear red. Share the message. Choose your hero action. Tag a hero. And stay tuned—because this week is just getting started!

Resource Suggestions:

GRAPHIC / VIDEO: Use launch graphic; add 'RED RIBBON WEEK 10/23–10/31' burst.

CTA / RESOURCE / ACTIVITY: CTA: Wear red, share, tag Challenge; resource: official Red Ribbon theme page.

TYPE: Kickoff

POST 4: Hero Handoff Reel

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

ONE RIBBON. MANY HEROES.

Watch the red ribbon move from a student to a parent, teacher, coach, business, healthcare professional and community partner.

Different roles. One mission: making a difference.

WE ARE ALL PREVENTION HEROES.

Resource Suggestions:

GRAPHIC / VIDEO: Video handoff across sectors; end with all 14 sector names.

CTA / RESOURCE / ACTIVITY: CTA: Record your own red-ribbon handoff and tag Challenge.

TYPE: Reel

Saturday, October 24, 2026

POST 1: Partner Spotlight — Business

SECTOR / THEME: Business

CAPTION

MEET TODAY'S BUSINESS HERO: [Business Hero Name].

Local business partner supporting prevention — confirm is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

[Business Hero Name] represents what it looks like to support prevention, promote responsible practices, and invest in your community.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 2: Partner Spotlight — Media

SECTOR / THEME: Media

CAPTION

MEET TODAY'S MEDIA HERO: CW33 News / [Reporter Name].

CW33 News partner/interview contact — confirm current participation is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

CW33 News / [Reporter Name] represents what it looks like to share accurate information, elevate positive stories, and avoid normalizing substance misuse.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 3: Healthy Choice Challenge

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

BE A HERO FOR YOUR FUTURE.

Healthy choices today can help create the future you want tomorrow.

Your challenge: name ONE healthy choice you are making today—and tell someone else why it matters to you.

Resource Suggestions:

GRAPHIC / VIDEO: Hero choice graphic with blank 'My healthy choice is...'.

CTA / RESOURCE / ACTIVITY: CTA: Comment or post a story; use #EverySectorEveryHero.

TYPE: Activity

POST 4: Red Ribbon Photo Challenge

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

SHOW US YOUR RED!

Wear red. Add a ribbon. Decorate your classroom, workplace, home or community space. Then take a photo and share it.

Let's turn Tarrant County into a sea of prevention heroes.

Resource Suggestions:

GRAPHIC / VIDEO: Photo collage template; encourage creative red ribbon displays.

CTA / RESOURCE / ACTIVITY: CTA: Tag Challenge; also consider submitting eligible photos to NFP's 2026 photo contest after reviewing official rules.

TYPE: Activation

Sunday, October 25, 2026

POST 1: Partner Spotlight — Schools

SECTOR / THEME: Schools

CAPTION

MEET TODAY'S SCHOOLS HERO: [School Hero Name].

Local teacher/counselor/administrator — confirm is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

[School Hero Name] represents what it looks like to build connection, recognize warning signs, and create opportunities for students to belong.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 2: Partner Spotlight — Youth/Young Adult Organizations

SECTOR / THEME: Youth/Young Adult Organizations

CAPTION

MEET TODAY'S YOUTH/YOUNG ADULT ORGANIZATIONS HERO: [Youth Org Hero Name].

Boys & Girls Clubs / youth-serving partner — confirm is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

[Youth Org Hero Name] represents what it looks like to give young people a safe place to belong, contribute, and succeed.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 3: Heroes Support Heroes

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

A HERO DOESN'T LET A FRIEND FACE IT ALONE.

Support. Listen. Encourage. Connect.

You don't need a perfect speech. Start with: 'I'm here. Want to talk?'

Resource Suggestions:

GRAPHIC / VIDEO: Comic hero/friend image.

CTA / RESOURCE / ACTIVITY: CTA: Save and share with your circle.

TYPE: Core message

POST 4: 5 Ways to Be a Hero for a Friend

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

5 WAYS TO BE A HERO FOR A FRIEND:

1. Listen.
2. Don't judge.
3. Encourage healthy choices.
4. Speak up when something is wrong.
5. Help connect them with support.

Being there can matter more than having the perfect answer.

Resource Suggestions:

GRAPHIC / VIDEO: 5-panel carousel.

CTA / RESOURCE / ACTIVITY: Resource: add Challenge/local support resources; emergency situations should be directed to appropriate emergency services.

TYPE: Education

Monday, October 26, 2026

POST 1: Partner Spotlight — Law Enforcement

SECTOR / THEME: Law Enforcement

CAPTION

MEET TODAY'S LAW ENFORCEMENT HERO: DEA Dallas Field Division / [Officer Name].

Known Challenge partner; confirm featured representative is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

DEA Dallas Field Division / [Officer Name] represents what it looks like to build trust with young people and families before a crisis occurs.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 2: Partner Spotlight — Faith-Based Organizations

SECTOR / THEME: Faith-Based Organizations

CAPTION

MEET TODAY'S FAITH-BASED ORGANIZATIONS HERO: [Faith Hero Name].

Local faith/community leader — confirm is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

[Faith Hero Name] represents what it looks like to create opportunities for young people to connect with caring adults and community.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 3: Heroes Connect — 20 Minutes

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

TAKE 20 MINUTES TO CONNECT.

Put the phones away.

Ask a question.

Listen.

Laugh.

Be present.

Twenty minutes of real connection can be a powerful reset in a busy week.

Resource Suggestions:

GRAPHIC / VIDEO: Family/friends dinner or park scene; timer icon.

CTA / RESOURCE / ACTIVITY: CTA: Complete the #20MinutesToConnect challenge and tag Challenge.

TYPE: Activity

POST 4: Connection Resource

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

WHO'S ON YOUR TEAM?

Make a list of people you can turn to: family, friends, teachers, coaches, mentors, healthcare professionals, faith/community leaders or other trusted adults.

Prevention heroes know that asking for help is a strength—not a failure.

Resource Suggestions:

GRAPHIC / VIDEO: Support network map graphic.

CTA / RESOURCE / ACTIVITY: CTA: Save this; add Challenge resource QR.

TYPE: Resource

Tuesday, October 27, 2026

POST 1: Partner Spotlight — Civic & Volunteer Groups

SECTOR / THEME: Civic & Volunteer Groups

CAPTION

MEET TODAY'S CIVIC & VOLUNTEER GROUPS HERO: [Volunteer Hero Name].

Coalition member/Rotary/Lions/Junior League volunteer — confirm is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

[Volunteer Hero Name] represents what it looks like to give your time, talent, voice, or resources to protect young people.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 2: Partner Spotlight — Healthcare Professionals

SECTOR / THEME: Healthcare Professionals

CAPTION

MEET TODAY'S HEALTHCARE PROFESSIONALS HERO: Cook Children's / [Clinician Name].

Known community prevention partner; confirm featured clinician is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

Cook Children's / [Clinician Name] represents what it looks like to ask the question. listen without judgment. connect people to help.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 3: Heroes Choose

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

YOUR CHOICES HAVE POWER.

You don't have to be perfect. You just have to make the next healthy choice.

Choose the people, places, activities and supports that help you move toward the future you want.

Resource Suggestions:

GRAPHIC / VIDEO: Choice pathway graphic.

CTA / RESOURCE / ACTIVITY: CTA: Comment 'NEXT' if you're choosing one healthy step today.

TYPE: Core message

POST 4: Healthy Choices Poll

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

WHAT HELPS YOU MAKE HEALTHY CHOICES?

❤️‍🩹 Friends

🏠 Family

🎯 Goals

⚽ Activities

🙏 Faith/community

👩‍🏫 Mentors

What would you add?

Resource Suggestions:

GRAPHIC / VIDEO: Interactive poll/story cards.

CTA / RESOURCE / ACTIVITY: CTA: Vote and share your answer.

TYPE: Poll

Wednesday, October 28, 2026

POST 1: Partner Spotlight — Local, State & Tribal Government

SECTOR / THEME: Local, State & Tribal Government

CAPTION

MEET TODAY'S LOCAL, STATE & TRIBAL GOVERNMENT HERO: [Government Hero Name].

Local government/public health/court partner — confirm is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

[Government Hero Name] represents what it looks like to use data and resources to create healthier, safer communities.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 2: Partner Spotlight — Military

SECTOR / THEME: Military

CAPTION

MEET TODAY'S MILITARY HERO: [Military Hero Name].

Texas National Guard or military-connected partner — confirm is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

[Military Hero Name] represents what it looks like to support military-connected youth and families and promote healthy ways to manage stress and challenges.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 3: Heroes Protect

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

HEROES PROTECT WHAT MATTERS.

Protect your health.

Protect your future.

Protect your friends.

Protect your community.

Prevention is also knowing what to do when something goes wrong.

Resource Suggestions:

GRAPHIC / VIDEO: Red shield/ribbon graphic.

CTA / RESOURCE / ACTIVITY: CTA: Save and share.

TYPE: Core message

POST 4: Fentanyl / Counterfeit Pill Safety

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

KNOW THE SIGNS. KNOW WHERE TO TURN.

Counterfeit pills can be made to look like legitimate medications. Never take a pill that wasn't prescribed to you and dispensed by a licensed pharmacy.

Learn the facts. Talk with young people. Know where to find naloxone and how to use it where appropriate.

Prevention heroes don't rely on guesswork—they use trusted information and prepare to respond.

Resource Suggestions:

GRAPHIC / VIDEO: Educational graphic: 'Never trust your eyes to identify a counterfeit pill' + naloxone preparedness visual.

CTA / RESOURCE / ACTIVITY: Resources: DEA One Pill Can Kill; Challenge 'Recognize. Respond. Save a Life.' / Naloxone Saves resources. Verify current local guidance before posting.

TYPE: Safety education

Thursday, October 29, 2026

POST 1: Partner Spotlight — Institutes of Higher Learning

SECTOR / THEME: Institutes of Higher Learning

CAPTION

MEET TODAY'S INSTITUTES OF HIGHER LEARNING HERO: UTA / [Student or Faculty Hero].

UTA partner; also consider TCU/TCC — confirm is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

UTA / [Student or Faculty Hero] represents what it looks like to promote prevention, mental wellness, healthy decision-making, and connection to support.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 2: Partner Spotlight — Other Local Organizations

SECTOR / THEME: Other Local Organizations

CAPTION

MEET TODAY'S OTHER LOCAL ORGANIZATIONS HERO: Unity Recovery / [Partner Hero].

Known naloxone/prevention partner; confirm featured representative is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

Unity Recovery / [Partner Hero] represents what it looks like to find the need in your community—and help fill it.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 3: Heroes Lead

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

YOU DON'T HAVE TO BE THE LOUDEST PERSON IN THE ROOM TO BE A LEADER.

Leadership can mean making the healthy choice, speaking up, including someone, asking for help or helping someone else find support.

Lead with your actions.

Resource Suggestions:

GRAPHIC / VIDEO: Bold comic leadership graphic.

CTA / RESOURCE / ACTIVITY: CTA: Tag a quiet leader who makes a difference.

TYPE: Core message

POST 4: Youth Voices — How Do You Make a Difference?

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

YOUTH VOICES MATTER.

Ask 3–5 young people:

'How do you make a difference?'

Let them answer in their own words. Keep the edit fast, authentic and positive.

End: 'Their voices are part of prevention.'

Resource Suggestions:

GRAPHIC / VIDEO: Vertical video montage with each youth's name/first name + age group only as appropriate.

CTA / RESOURCE / ACTIVITY: CTA: Comment your answer; secure permissions for youth participation.

TYPE: Youth voice

Friday, October 30, 2026

POST 1: Partner Spotlight — Youth & Young Adults

SECTOR / THEME: Youth & Young Adults

CAPTION

MEET TODAY'S YOUTH & YOUNG ADULTS HERO: [Youth Hero #2].

Second youth voice or student leader — confirm is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

[Youth Hero #2] represents what it looks like to make healthy choices, support your friends, and speak up when something isn't right.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 2: Partner Spotlight — Business

SECTOR / THEME: Business

CAPTION

MEET TODAY'S BUSINESS HERO: [Business Hero #2].

Second business/community investment hero — confirm is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

[Business Hero #2] represents what it looks like to support prevention, promote responsible practices, and invest in your community.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 3: Everyday Heroes Carousel

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

HEROES ARE ALL AROUND US.

A student.

A parent.

A teacher.

A healthcare worker.

A law enforcement professional.

A coach.

A volunteer.

A community partner.

They don't wear capes. They show up.

Resource Suggestions:

GRAPHIC / VIDEO: Photo carousel; one real community hero per slide.

CTA / RESOURCE / ACTIVITY: CTA: Tag your hero.

TYPE: Carousel

POST 4: Tag Your Hero

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

WHO MAKES A DIFFERENCE IN YOUR LIFE?

Tag them. Thank them. Tell them what their support means.

Tomorrow, we bring every sector together for the big finale.

Resource Suggestions:

GRAPHIC / VIDEO: Simple tag-your-hero graphic with red ribbon.

CTA / RESOURCE / ACTIVITY: CTA: Tag a hero; ask featured heroes to share.

TYPE: Engagement

Saturday, October 31, 2026

POST 1: Partner Spotlight — Healthcare Professionals

SECTOR / THEME: Healthcare Professionals

CAPTION

MEET TODAY'S HEALTHCARE PROFESSIONALS HERO: [Healthcare Hero #2].

Second clinician/community health hero — confirm is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

[Healthcare Hero #2] represents what it looks like to ask the question. listen without judgment. connect people to help.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 2: Partner Spotlight — Other Local Organizations

SECTOR / THEME: Other Local Organizations

CAPTION

MEET TODAY'S OTHER LOCAL ORGANIZATIONS HERO: [Local Organization Hero #2].

Second local organization hero — confirm is our suggested featured partner/hero for this post. Replace the bracketed name with the confirmed person and organization before publishing.

[Local Organization Hero #2] represents what it looks like to find the need in your community—and help fill it.

We are celebrating the people who turn prevention from an idea into action—through relationships, resources, education, service and everyday healthy choices.

Thank you for making a difference. Thank you for being a hero.

Resource Suggestions:

GRAPHIC / VIDEO: Hero portrait + sector comic frame; use real partner photo with permission; overlay 'MAKE A DIFFERENCE. BE A HERO.'

CTA / RESOURCE / ACTIVITY: CTA: Tag/thank the featured hero. Production: confirm participation, photo release, title and organization logo.

TYPE: Partner spotlight

PRODUCTION / APPROVAL: Yes — confirm participant/photo/logo

POST 3: Big Finale — We Are All Prevention Heroes

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

WE ARE ALL PREVENTION HEROES.

14 SECTORS.
THOUSANDS OF PEOPLE.
ONE COMMUNITY.

Youth. Parents. Businesses. Media. Schools. Youth/Young Adult Organizations. Law Enforcement. Faith. Civic & Volunteer Groups. Healthcare. Government. Military. Higher Education. Other Local Organizations.

Different roles. Shared responsibility. One goal: giving every young person the opportunity to grow up healthy, connected and drug free.

MAKE A DIFFERENCE. BE A HERO. STAY DRUG FREE.™

Resource Suggestions:

GRAPHIC / VIDEO: Grand finale montage using all 14 sector hero graphics; use campaign kickoff as bookend.

CTA / RESOURCE / ACTIVITY: CTA: Share and tag a hero from another sector.

TYPE: Finale

POST 4: I Am a Prevention Hero Because...

SECTOR / THEME: Red Ribbon Week / Campaign

CAPTION

I AM A PREVENTION HERO BECAUSE...

Finish the sentence. Post a photo wearing red, a video, or a simple comment.

Maybe you listen. Maybe you mentor. Maybe you volunteer. Maybe you create belonging. Maybe you ask the right question. Maybe you make healthy choices and encourage others to do the same.

There is room for you on this team.

Resource Suggestions:

GRAPHIC / VIDEO: User-generated content template; large blank sentence.

CTA / RESOURCE / ACTIVITY: CTA: Post/tag Challenge; compile best responses into November thank-you reel.

TYPE: UGC

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7. Resource Bank

National Family Partnership — 2026 Theme — https://www.redribbon.org/theme

Official 2026 theme and theme explanation; Red Ribbon Week is Oct. 23–31.

National Family Partnership — Red Ribbon Campaign — https://www.redribbon.org/

Official campaign hub, participation information and 2026 photo contest.

SAMHSA — Talk. They Hear You. — https://www.samhsa.gov/substance-use/prevention/talk-they-hear-you

Parent/caregiver and community prevention resources.

SAMHSA — Five Conversation Goals — https://www.samhsa.gov/substance-use/prevention/talk-they-hear-you/parent-resources/conversation

Conversation guide for parents/caregivers.

SAMHSA — Parent's Night Out — https://www.samhsa.gov/substance-use/prevention/talk-they-hear-you/parents-night-out

Educational session resources for parents/caregivers.

DEA — One Pill Can Kill — https://www.dea.gov/onepill

Counterfeit pill/fentanyl awareness resources.

Challenge of Tarrant County — https://challengetc.org/

Use as the main home for Challenge resources, events and prevention information.

Challenge — Clouded Judgement Resource Hub — https://challengetc.org/clouded-judgement-2026

Suggested resource hub for substance-use prevention education and community resources.

8. Campaign Activity & Engagement Bank

- I Make a Difference By... — Ask youth, parents, partners and community members to finish the sentence on video or in comments.

- My Hero Action — Followers choose one prevention action to complete this week.
- Tag Your Hero — Identify someone who made a difference in your life.
- 20 Minutes to Connect — Put phones away, ask a question, listen and be present.
- Who Was Your School Hero? — Recognize a teacher, counselor, coach or mentor.
- 1 Hour for Prevention — Invite volunteers to donate one hour to a prevention activity.
- Prevention Superpower — Ask organizations what unique resource, skill or connection they bring.
- Business Hero Challenge — Tag a business that invests in a healthy community.
- Youth Voice — Ask young people what being a prevention hero means to them.
- Healthy Choice Poll — Ask what helps people make healthy choices: friends, family, goals, activities, faith, sports, mentors or another support.
- Red Photo Challenge — Wear red, post a photo and explain why you are a prevention hero.
- Hero Handoff — One partner names another sector and explains why they need each other.

9. Campaign Quote / Headline Bank

- Make A Difference. Be A Hero. Stay Drug Free.™
- Every Sector. Every Hero.
- 14 Sectors. One Community.
- Prevention doesn't happen in silos.
- Heroes don't have to wear capes.
- Belonging is powerful.
- Connection is prevention.
- Hope is prevention.
- Prevention starts with relationships.
- You don't have to do everything. You just have to do something.
- Sometimes prevention starts with one question.
- Your future is worth the choice.
- Real strength isn't facing challenges alone.
- Every organization has something to contribute.
- Small actions can become community change when we do them together.
- Who will you be a hero for?
- WE ARE ALL PREVENTION HEROES.

10. Production & Approval Checklist

- Confirm every featured partner/hero before publishing.
- Obtain photo/video release for real people featured in October 23–31 spotlights.
- Confirm current title/role and organization name for each featured hero.
- Obtain logo approval when a partner logo is displayed.
- Verify QR codes and links before final export.
- Use the correct official theme punctuation and trademark: Make A Difference. Be A Hero. Stay Drug Free.™
- Keep the visual identity consistent with the supplied kickoff, Business Sector and Biz Champion artwork.
- Add captions/subtitles to all video content.
- Create alt text or descriptive copy for accessibility.
- Save final approved graphics using a consistent naming convention: RR26_[DATE]_[SECTOR]_[POST#].

- Maintain a shared folder containing final graphics, source files, releases, approved captions and partner approvals.

11. Measurement & Reporting

Measure	What to Track
Awareness	Reach, unique views, impressions, video views
Engagement	Comments, shares, saves, reactions, story interactions
Community participation	User-generated posts, challenge responses, tags, poll responses
Partner participation	Number of sectors represented, partner spotlights completed, partner shares
Resource use	QR scans, landing-page traffic, downloads or resource requests where measurable
Coalition engagement	New partner connections, cross-sector collaborations, event participation
Conversion / action	Volunteer sign-ups, resource requests, event registrations, prevention-kit requests where applicable

12. Campaign Close — October 31

The final message should bring the entire month together: prevention does not belong to one organization or one sector. It belongs to all of us.

- It's parents having conversations.
- It's teachers building connections.
- It's businesses supporting healthy communities.
- It's young people looking out for one another.
- It's healthcare professionals asking the right questions.
- It's organizations creating belonging.
- It's communities coming together.
- 14 sectors. Thousands of people. One community. One goal: giving every young person the opportunity to grow up healthy, connected and drug free.
- Final activation: ask followers to post a photo wearing red and complete the sentence, 'I am a prevention hero because...'