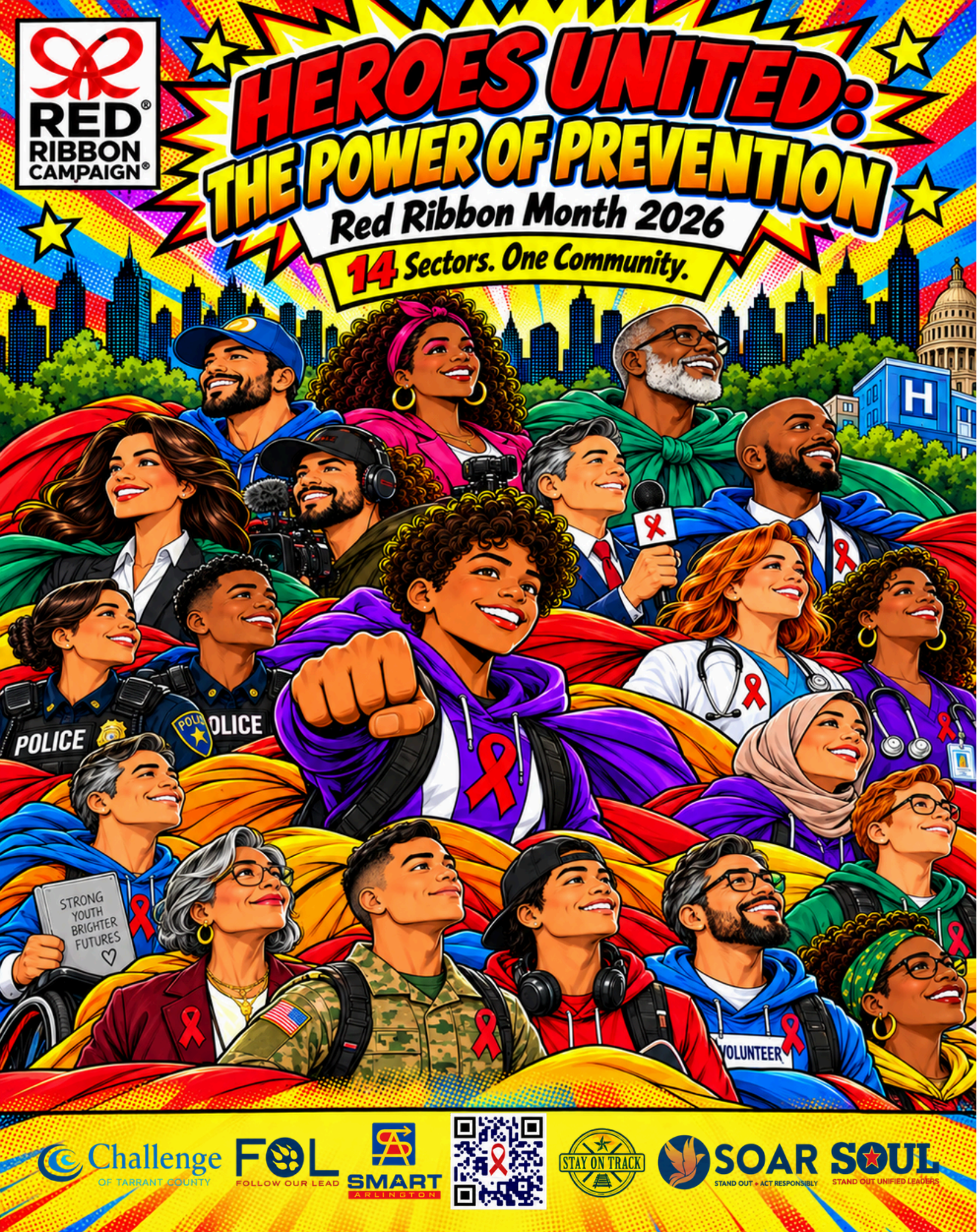
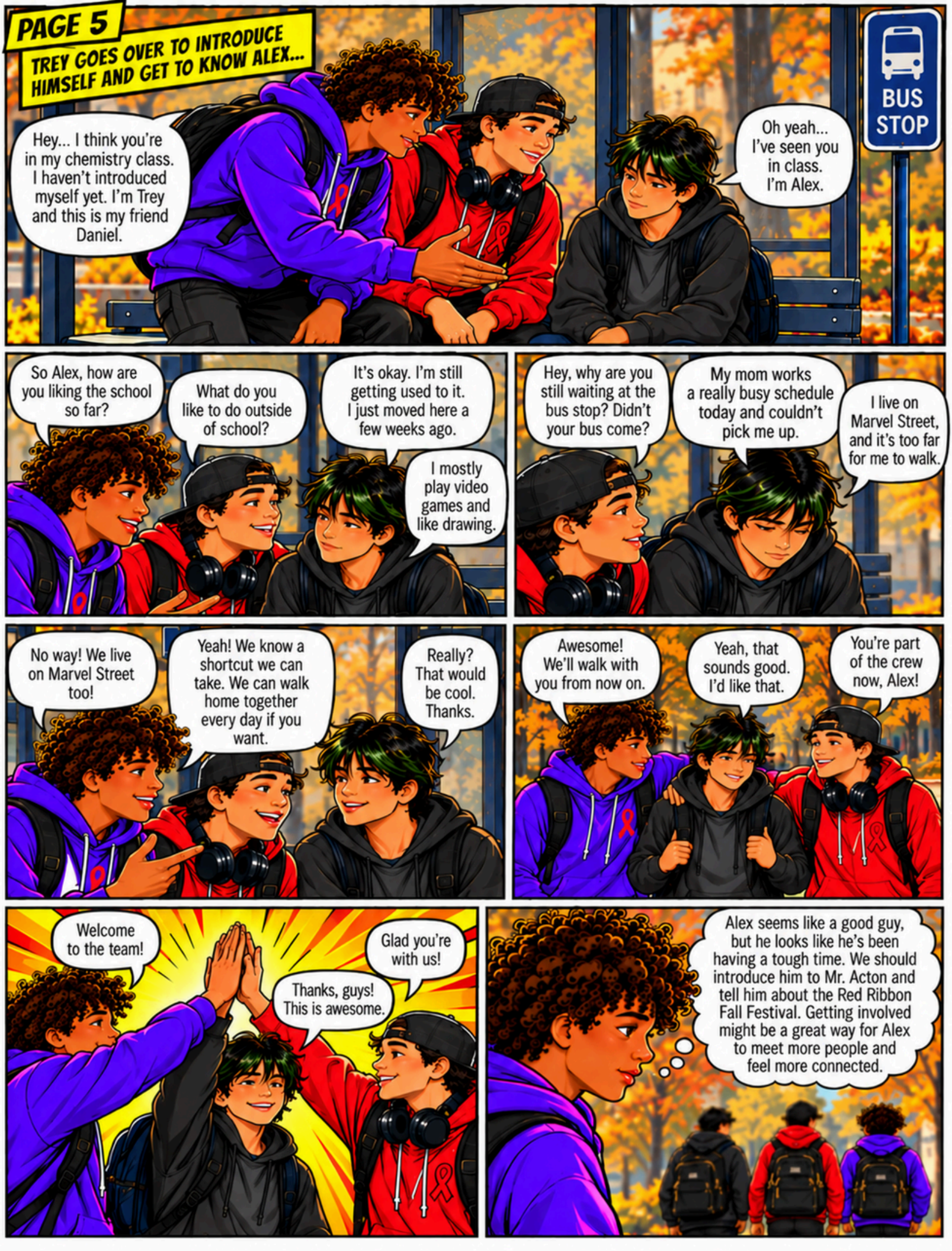

RED RIBBON CAMPAIGN®
HEROES UNITED:
THE POWER OF PREVENTION
Red Ribbon Month 2026
14 Sectors. One Community.
POLICE
POLICE
STRONG YOUTH BRIGHTER FUTURES
VOLUNTEER
Challenge OF TARRANT COUNTY
FOL FOLLOW OUR LEAD
SMART ARLINGTON
STAY ON TRACK
SOAR STAND OUT • ACT RESPONSIBLY
SOUL STAND OUT UNIFIED LEADERS

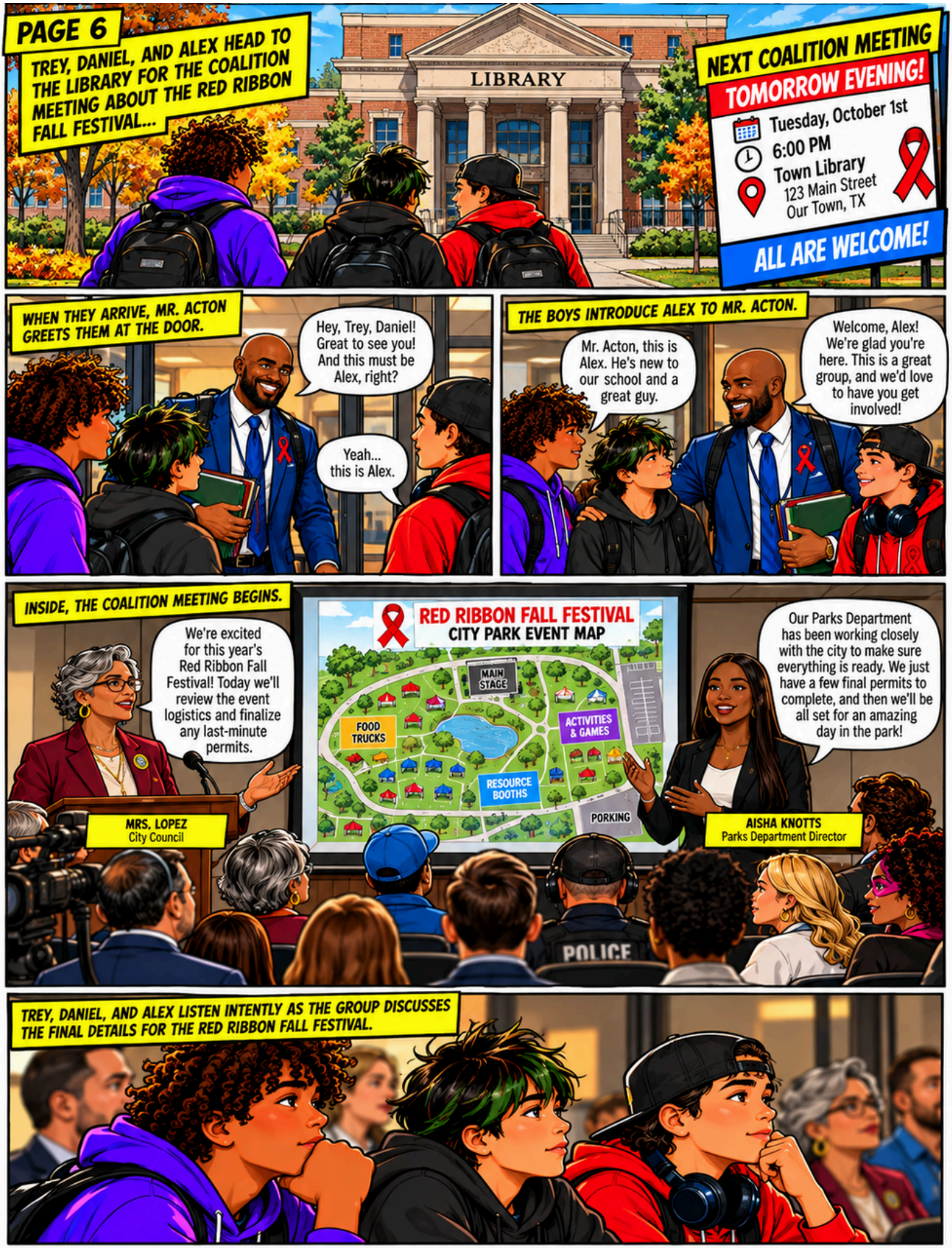

PAGE 1
AT SCHOOL, TREY AND HIS FRIEND DANIEL NOTICE A FLYER ABOUT THE RED RIBBON WEEK FALL FESTIVAL...
DANIEL
TREY
RED RIBBON WEEK
FALL FESTIVAL
FRIDAY OCTOBER 31ST
3:00 PM - 7:00 PM
AT CENTRAL HIGH
GAMES
MUSIC
FOOD
PRIZES
AND MORE!
HEALTHY CHOICES BRIGHTER FUTURES!
Hey, Trey! Hey, Daniel! How's it going?
Mr. Acton
Counselor
Health & Well-Being
203
Good, Mr. Acton! Everything's good.
We were just looking at this Red Ribbon Week Fall Festival flyer. It looks really. cool!
GOOD CHOICES BRIGHTER FUTURES
I'm glad you noticed it! We do a Red Ribbon Week campaign every year in October. It's a nationwide initiative that encourages everyone to make healthy choices and live drug-free. It's all about creating safer, healthier, stronger communities — starting with people like you.
That's awesome. I didn't know that it was such a big deal.
Yeah, Sounds like it'll be a lot of fun. There will be so much to do.
I'm part of a coalition — a group of community partners, teachers, students, parents, and local organizations that plan activities like the Fall Festival.
We're having a planning meeting today after school in my classroom (Room 203) to start organizing this year's event.
I'd love for you both to be a part of it! We need student voices and fresh ideas to help make it the best one yet!
I'll even bring you guys some pizza, if you show up to the meeting.
That sounds awesome! We'd love to help!
Count us in! We'll be there after school!
Great! I'll see you both after school in my classroom. Thanks for stepping up!
Can't wait! This is going to be fun— and a chance to make a real difference!
For sure! See you after Mr. Acton!
SAME SCHOOL. BRIGHTER FUTURES.


PAGE 2
AFTER SCHOOL, TREY AND DANIEL HEAD TO MR. ACTON'S CLASSROOM FOR THE COALITION MEETING...
DANIEL
TREY
Hey, Trey! Hey, Daniel! Thanks for coming to the meeting!
Mr. Acton
Counselor
Health & Well-Being
203
I'd like you to meet some of our coalition members. They help plan our Red Ribbon Week Fall Festival each year.
RED RIBBON WEEK
STRONGER TOGETHER
This is Ms. Liz Comercio. She's the manager at Town Bank, and she helps coordinate business sponsors for the festival.
This is Mr. Reali, owner of Reali's Market. He and other local businesses help provide food trucks, activities, and sponsorships for the Fall Festival.
We have several businesses and food trucks returning this year, and we're also reaching out to new sponsors to make this year even bigger!
Local businesses really step up to make this event special. We'll have food trucks, games, community booths, and more!
HEALTHY CHOICES BRIGHTER FUTURES
Ms. Liz Comercio
Town Bank
Manager
Mr. Reali
Reali's Market
Owner
TREY AND DANIEL LISTEN AS THE GROUP SHARES IDEAS...
Last year we had over 20 local businesses and 10 food trucks. This year we're hoping to have even more. We're reaching out to restaurants, shops, and community partners to sponsor the event.
Businesses can sponsor booths, donate prizes, or provide food trucks. It's a great way for them to support our youth and be part of a healthy community.
The festival is a fun way to bring everyone together. It gives businesses a chance to get involved and make a positive impact.
We'd love to have you both get involved! You have great ideas and can help with things like business outreach, activity ideas, and promoting the event at school. Youth voices are so important!
This all sounds awesome!
Yeah! I'm excited to help. There are so many great ideas we could bring to this!
That's what I love to hear! Together, we can make this year's Red Ribbon Week Fall Festival the best one yet!


PAGE 3
TREY AND DANIEL HAVE SOME QUESTIONS FOR THE COALITION MEMBERS...
You all are business people. Why did you get involved with something like Red Ribbon?
HEALTHY CHOICES BRIGHTER FUTURES
That's a great question, Trey! As a business leader, I know that strong, healthy communities help everyone thrive — including our local businesses. When our young people are healthy, safe, and successful, it creates a stronger workforce, a better economy, and a brighter future for all of us.
I agree! We've been in this community for generations. Supporting Red Ribbon Week is one way we can give back and help keep our youth on the right track.
It's also good for business. Families want to live, work, and shop in communities that are safe and healthy.
Ms. Liz Comercio
Town Bank Manager
Mr. Reali
Reali's Market Owner
That makes a lot of sense. Do businesses just donate money, or are there other ways to help?
There are lots of ways! Some businesses become event sponsors, some set up booths, and many donate prizes, supplies, or food. We also have local restaurants and food trucks that come out to support the event.
I saw on the flyer there will be food trucks. How do you get so many to come?
We reach out to local businesses and food truck owners, and many are excited to be part of it. They know it's a well-attended, family-friendly event that supports a great cause. It's also a chance for them to connect with the community!
What's the biggest reason your business decided to get involved?
For me, it's the kids. I want to be part of a community where every young person has the opportunity to reach their full potential. Red Ribbon Week shares an important message about making healthy choices, and I'm proud that our bank can help support that.
That's really inspiring. It's cool to see how businesses can make such a big difference in the community.
Yeah, it shows that everyone has a role in prevention.
Exactly! It takes all of us — businesses, schools, families, and community partners — working together.
I'm really glad you both came today and asked such great questions. If you're still interested in learning more and being part of the Fall Festival, I'd love for you to join us at our next coalition meeting tomorrow evening.
We'd love to come!
Yeah! That sounds great!
The meeting is tomorrow at 6:00 PM at the Town Library. You'll get to meet more coalition members, learn about the planning process, and see how you can help. Come check it out!
NEXT COALITION MEETING
TOMORROW EVENING!
Tuesday, October 1st
6:00 PM
Town Library
123 Main Street
Our Town, TX
LIBRARY
ALL ARE WELCOME!


PAGE 4
AFTER THEIR MEETING, TREY AND DANIEL LEAVE SCHOOL AND HEAD TO THE BUS STOP...
CENTRAL HIGH SCHOOL
That meeting was actually pretty cool. I didn't realize so many local businesses want to support the Red Ribbon Fall Festival.
Yeah, it sounds like it's going to be big! Food trucks, games, prizes... it could be a really fun event.
I like that it's not just a school thing. It's the whole community coming together. That makes it even better.
I can't wait to see what food trucks will be there. And all the activities sound awesome.
Yeah, it's going to be such a good way to bring people together. It's not just about one day — it's about a healthier, safer community all year long.
Hey, look over there.
Who's that?
BUS STOP
He looks kind of upset. Do you think he's okay?
I don't know. He looks like he's alone. I think I've seen him around school, but I don't really know him.
We should go talk to him.
Yeah, let's do it. I think he's the new kid. He's in my chemistry class. He seems cool, but I don't think he's connected with many people yet.
BUS STOP


PAGE 5
TREY GOES OVER TO INTRODUCE HIMSELF AND GET TO KNOW ALEX...
Hey... I think you're in my chemistry class. I haven't introduced myself yet. I'm Trey and this is my friend Daniel.
Oh yeah... I've seen you in class. I'm Alex.
BUS STOP
So Alex, how are you liking the school so far?
What do you like to do outside of school?
It's okay. I'm still getting used to it. I just moved here a few weeks ago.
I mostly play video games and like drawing.
Hey, why are you still waiting at the bus stop? Didn't your bus come?
My mom works a really busy schedule today and couldn't pick me up.
I live on Marvel Street, and it's too far for me to walk.
No way! We live on Marvel Street too!
Yeah! We know a shortcut we can take. We can walk home together every day if you want.
Really? That would be cool. Thanks.
Awesome! We'll walk with you from now on.
Yeah, that sounds good. I'd like that.
You're part of the crew now, Alex!
Welcome to the team!
Glad you're with us!
Thanks, guys! This is awesome.
Alex seems like a good guy, but he looks like he's been having a tough time. We should introduce him to Mr. Acton and tell him about the Red Ribbon Fall Festival. Getting involved might be a great way for Alex to meet more people and feel more connected.

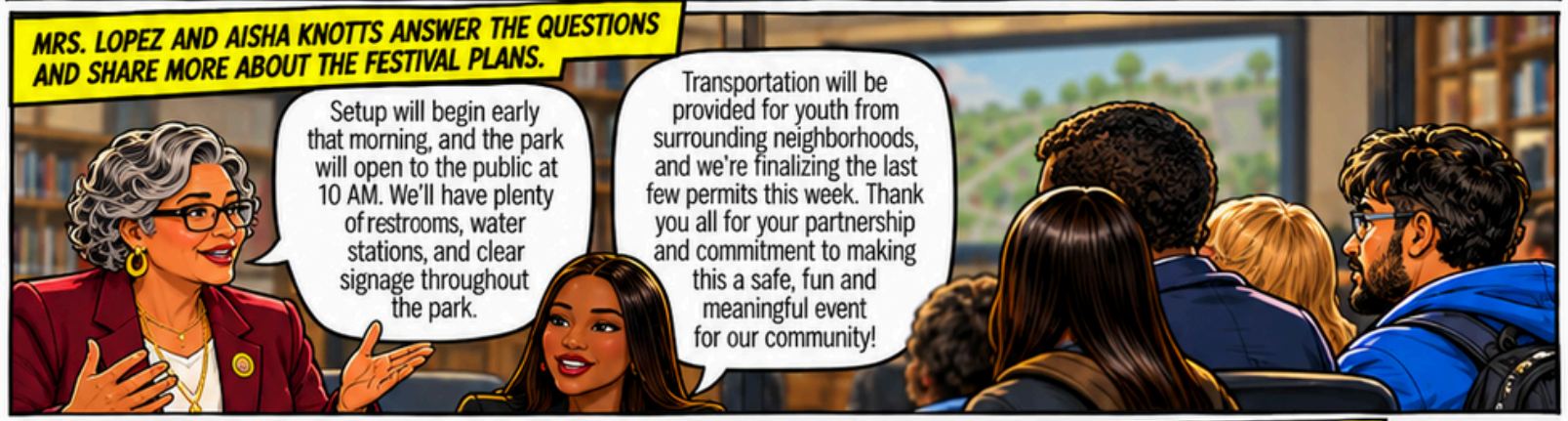

PAGE 6
TREY, DANIEL, AND ALEX HEAD TO THE LIBRARY FOR THE COALITION MEETING ABOUT THE RED RIBBON FALL FESTIVAL...
LIBRARY
NEXT COALITION MEETING
TOMORROW EVENING!
Tuesday, October 1st
6:00 PM
Town Library
123 Main Street
Our Town, TX
ALL ARE WELCOME!
WHEN THEY ARRIVE, MR. ACTON GREETS THEM AT THE DOOR.
Hey, Trey, Daniel! Great to see you! And this must be Alex, right?
Yeah... this is Alex.
THE BOYS INTRODUCE ALEX TO MR. ACTON.
Mr. Acton, this is Alex. He's new to our school and a great guy.
Welcome, Alex! We're glad you're here. This is a great group, and we'd love to have you get involved!
INSIDE, THE COALITION MEETING BEGINS.
We're excited for this year's Red Ribbon Fall Festival! Today we'll review the event logistics and finalize any last-minute permits.
MRS. LOPEZ
City Council
RED RIBBON FALL FESTIVAL
CITY PARK EVENT MAP
MAIN STAGE
FOOD TRUCKS
ACTIVITIES & GAMES
RESOURCE BOOTHS
PORKING
Our Parks Department has been working closely with the city to make sure everything is ready. We just have a few final permits to complete, and then we'll be all set for an amazing day in the park!
AISHA KNOTTS
Parks Department Director
POLICE
TREY, DANIEL, AND ALEX LISTEN INTENTLY AS THE GROUP DISCUSSES THE FINAL DETAILS FOR THE RED RIBBON FALL FESTIVAL.

PAGE 7

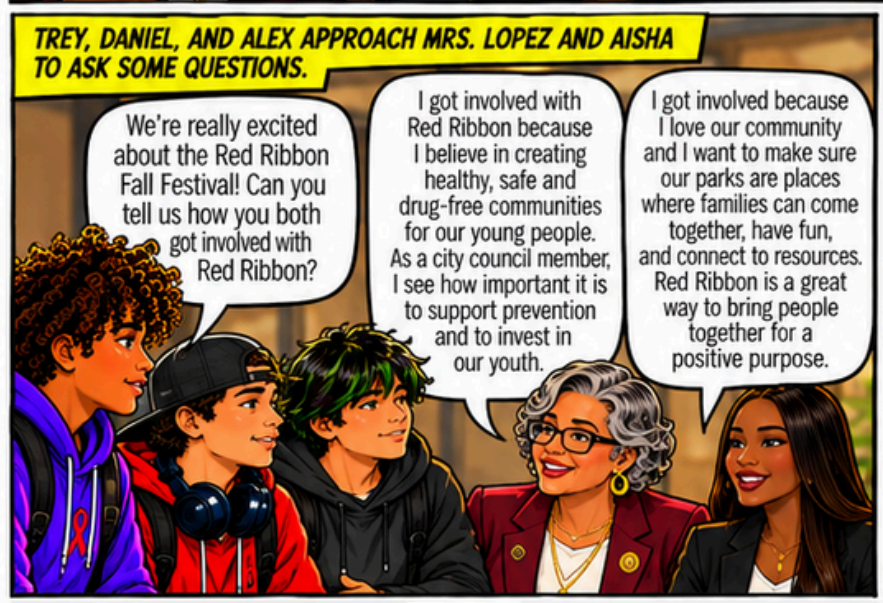
COALITION MEMBERS ASK QUESTIONS ABOUT THE FESTIVAL AND LOGISTICS...



MRS. LOPEZ AND AISHA KNOTTS ANSWER THE QUESTIONS AND SHARE MORE ABOUT THE FESTIVAL PLANS.



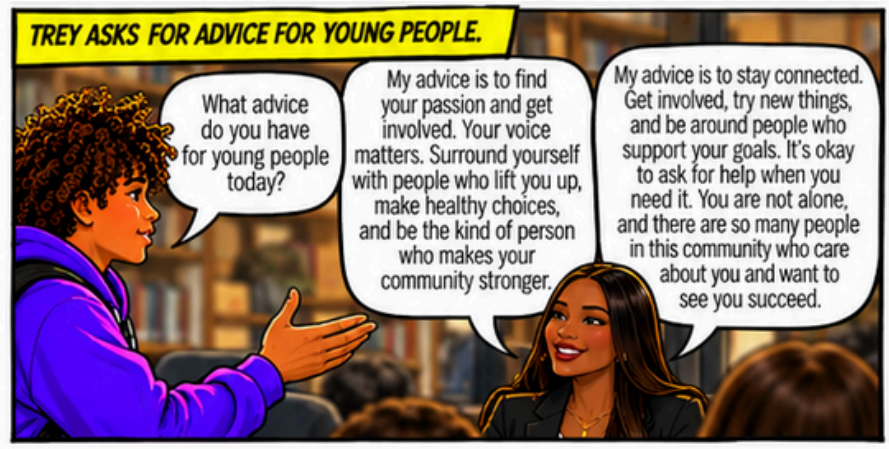
TREY, DANIEL, AND ALEX APPROACH MRS. LOPEZ AND AISHA TO ASK SOME QUESTIONS.



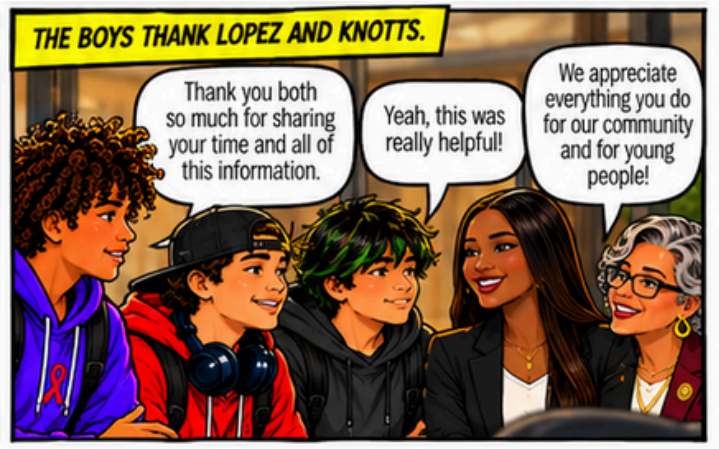
THE BOYS ASK ABOUT GOVERNMENT AGENCIES AND ELECTED OFFICIALS.



TREY ASKS FOR ADVICE FOR YOUNG PEOPLE.



THE BOYS THANK LOPEZ AND KNOTTS.




PAGE 8
LATER, TREY TALKS WITH MR. ACTON ABOUT A FRIEND.
Mr. Acton, I'm worried about a friend. He seems really down lately and kind of depressed.
I'm glad you felt comfortable telling me, Trey.
He hasn't really been himself. He's been sad, quiet, and has stopped hanging out with people. I'm just not sure what to do.
Thank you for coming to me. It takes a lot of courage to speak up when you're worried about a friend.
I don't think it's an emergency. He's just been really sad and not himself lately.
Is it urgent? Are they in an emergency right now? Are they safe?
I don't think so. I haven't heard anything that makes me think they're in immediate danger.
Okay. Since there's no school on Friday, come see me first thing Monday morning. We can talk more about what you've noticed and figure out the best way to support your friend.
Okay, I can do that. Thank you, Mr. Acton. I really appreciate it.
In the meantime, is there anything I should do or say to my friend?
Yes. Keep checking in on them. Let them know you care and that you're there to listen. Sometimes just being a good friend and showing you care can make a big difference.
Encourage them to stay connected to family, other friends, and activities they enjoy. Remind them that it's okay to ask for help. If you ever hear them talking about wanting to hurt themselves or if you feel like they're not safe, let a trusted adult know right away. You can also call or text 988 anytime for confidential support.
Okay. I'll keep an eye on them and let you know if anything changes.
Thanks for listening, Mr. Acton. I was really worried, but I feel better knowing you'll help me figure this out.
You did the right thing by coming to me, Trey. Being a friend and looking out for others shows real leadership. I'm proud of you for caring and taking action. We'll talk more on Monday, and we'r'll make a plan together.
Got it. I'll be here first thing Monday. And I'll keep checking on my friend this weekend.
That's a great plan. You're making a difference, Trey.
COUNSELOR