

2026 Issue

RED RIBBON CAMPAIGN[®]

Parent / School Planning Guide



YCADC
Yuma County Anti-Drug Coalition



MAKE A DIFFERENCE.



BE A HERO.

STAY DRUG FREE[™]

RED RIBBON WEEK[®] • OCTOBER 23-31

WWW.REDRIBBON.ORG

The National Red Ribbon Sponsor

**NATIONAL
FAMILY
PARTNERSHIP**

2026 National
Red Ribbon
Theme

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STUDENT CON

SPECIAL THANK YOU TO OUR RED RIBBON SPONSORS THIS YEAR!



Red Ribbon Theme	3
Red Ribbon Factsheet.....	4
Red Ribbon Evaluation	5
It Takes A Community	6
Red Ribbon Checklist	7
Red Ribbon Activities	8
Message To Parent Script/ Morning Announcements	9
Light Up America Red	10
Red Ribbon Pledges	11
Red Ribbon Word Search	12
Red Ribbon Coloring Page	14
Newsletter Insert.....	16
Resources	17
Sample Red Ribbon Proclamation	18
Enrique Camarena Red Ribbon Award	19
Social Networking For Prevention	21
Create 2026 National Red Ribbon Theme.....	22
Become A Red Ribbon Certified School	23



2026 RED RIBBON WEEK® THEME ANNOUNCED: “MAKE A DIFFERENCE. BE A HERO. STAY DRUG FREE.™”

The National Family Partnership (NFP) is proud to announce the 2026 Red Ribbon Week® theme, **“Make a Difference. Be a Hero. Stay Drug Free.™”** — a powerful message created by Griswold Middle School student **Ava Tackett** of Griswold, Connecticut, with guidance from her Health Teacher, **Kristen Butremavic**.

The theme emphasizes that choosing to live drug-free is an act of leadership and courage, and that everyday decisions can positively influence peers, families, and communities. Selected through NFP’s annual Red Ribbon Week Theme Contest, Ava’s slogan stood out for its clarity, empowerment, and strong focus on personal responsibility and peer influence.

When asked about her inspiration, Ava shared that being drug-free means understanding the long-term impact of one’s choices. “Drug free means not taking drugs and making an impact on others,” she said. “You can be a hero to other people by not using drugs and inspire them to choose a healthy lifestyle. Heroes inspire others... like Batman to Robin!”

Ava also highlighted how Red Ribbon Week® helps students support one another and make informed decisions. “This week can influence friends and family to not use drugs and get the help they need,” she explained. “Heroes help each other.”

Kristen Butremavic emphasized the campaign’s role in building community and belonging. “Red Ribbon Week® brings students of different grades and backgrounds together around a common message,” she said. “It helps students see that role models aren’t just adults or athletes — they’re classmates making healthy choices and showing confidence and kindness.”

Peggy B. Sapp, President of the National Family Partnership, echoed the importance of student voices: “The Red Ribbon Week® Theme Contest is a meaningful way to engage communities nationwide. Each year, students remind us that living drug-free is a message worth sharing — and living — for life.”

Theme submissions for the Red Ribbon Week® Theme Contest are accepted annually from January 1 through December 4. Winners receive \$500 in Red Ribbon Week-themed merchandise provided by [Nimco, Inc.](https://www.nimco.com), the official supplier of Red Ribbon materials.

Red Ribbon Week® will be observed October 23–31. Learn more at [RedRibbon.org](https://www.RedRibbon.org).



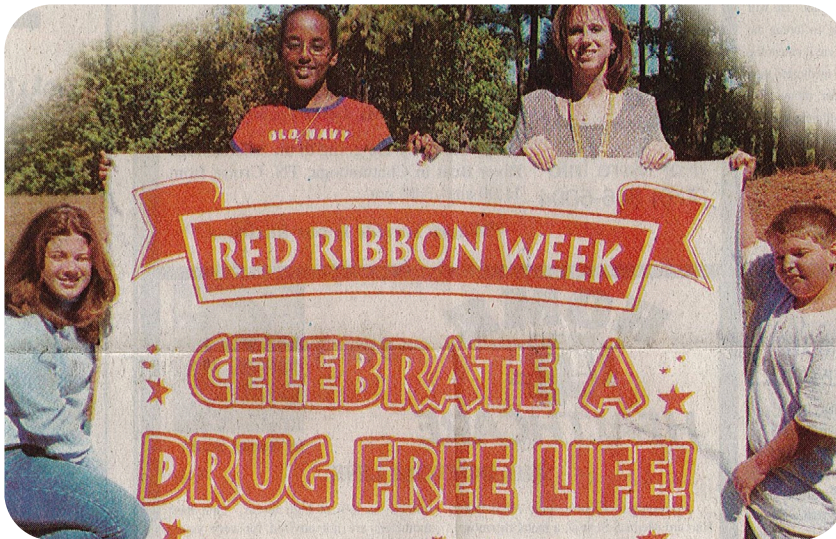
“You can be a hero to other people by choosing to live drug-free.”

— Ava Tackett, Student



Kristen Butremavic, Health Teacher (left)
Ava Tackett, Student (right)





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

The Red Ribbon Campaign® is the oldest and largest drug prevention program in the nation, reaching millions of young people during Red Ribbon Week®, October 23rd - October 31st each year.

What Is Red Ribbon Week?

It is an ideal way for people and communities to unite and take a visible stand against drugs. Show your personal commitment to a drug-free lifestyle through the symbol of the Red Ribbon, October 23 - 31st. The mission of the Red Ribbon Campaign® is to present a unified and visible commitment towards the creation of a drug-free America.

Why?

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

Who?

The National Family Partnership is the sponsor of the National Red Ribbon Week® Celebration. We are helping citizens across the country come together to keep children, families and communities safe, healthy and drug-free, through parent training, networking and sponsoring the National Red Ribbon Campaign®.

How?

NFP has been the leading organization in drug-free prevention for forty-four (44) years. NFP is committed to helping families and children reach their full potential and it is impossible to help without donations such as NIMCO. NIMCO is the only place families, children, and schools can purchase Red Ribbon Merchandise Theme material to support ongoing drug education in the schools. Visit Nimco, Inc to use Red Ribbon Merchandise for your office, school, classroom, or home to show your support in making America drug-free.

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



IT TAKES A COMMUNITY TO TEACH PREVENTION

How will you celebrate Red Ribbon Week?

Schools

- Plan essay and poster contests about drug prevention
- Create theme days and coordinate fun and impactful prevention activities
- Decorate the interior and exterior of your school
- Decorate your homeroom door
- Invite parents and families to a special health fair or education program
- Organize a Red Ribbon Rally
- Organize a Miles of Quarters Campaign
- Screen Natural High videos (naturalhigh.org)

Business

- Wear Red Ribbons and distribute to your employees
- Display Red Ribbons and posters on the interior and exterior of your building
 - Place a Red Ribbon message in your advertisements and monthly statements
- Sponsor a School
- Sponsor a Classroom
- Identify and share local prevention, intervention and treatment resources with your employees

Government

- Wear Red Ribbons and distribute to staff and employees
- Display Red Ribbons on interior and exterior of city and county buildings
- Encourage police and fire departments to participate in Red Ribbon Activities
- Display Red Ribbon Car Magnets on all your governmental cars
- Include Red Ribbon Message in employee pay checks and in utility bills
- Identify and share local prevention, intervention and treatment resources with your employees and outside community

Law Enforcement

- Wear Red Ribbons and distribute to staff and officers
- Display Red Ribbon Car Magnets on all your patrol cars

- Offer to speak at community programs on alcohol and other drugs

Faith Based

- Distribute Red Ribbons at your services
- Incorporate a drug-free message into your sermon.
- Include a special Red Ribbon insert in bulletins
- Distribute Red Ribbons at your services and explain the significance of the campaign
- Hold prayer vigils for those affected by the use of drugs
- Identify and share local prevention, intervention and treatment resources with your members.

Medical

- Display a basket of Red Ribbons in the waiting room lobby for patients and family members
- Display the Red Ribbon message with posters and banners in your facility
- Incorporate screening, brief intervention and referral to treatment (SBIRT) into your daily practice

Media

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

Everyone!

- Celebrate National Plant the Promise Week – October 23-31st! During Red Ribbon Week® schools, businesses, families and youth across America will plant bulbs that will bloom and serve as a reminder to stay drug-free. In most regions bulbs that are planted during October, will bloom in April, during National Alcohol Awareness Month. [Order your bulbs today at Nimco .com!](http://www.nimco.com)

For more activity suggestions, visit www.redribbon.org/activities.



LETS GET STARTED

RED RIBBON CHECKLIST



First: Pick Up Your School's FREE YCADC Red Ribbon Balloon Kit!
For details visit our website at www.ycadc.org



Second: Schedule the campaign: Set up a schedule for the morning announcement messages and Parent messages . Decide what day the Photo Contest flyer will be sent home with the students.



Morning Announcements: Read the Morning Announcement Script in this guide . Schedule the announcements to begin on October 23rd . Repeat the message 5 times before October 31st . The last morning announcement should be on October 31st . Our announcement script can be edited to meet the specifics of your school .



Parent Phone Message: Read the Script in the tool kit . Schedule the recorded parent message the week before October 23rd and then again on October 23rd . This message can be edited to meet the specifics of your school. Red Ribbon Week is most effective in preventing substance abuse with parent involvement .



Spread The Word: Distribute the Photo Contest flyer to the students to take home .



Email to Teachers and Staff: Let teachers and staff know the schedule and theme for Red Ribbon . Everyone can participate! Teachers can encourage their students to get involved by entering the National Red Ribbon Photo Contest .



Tell Us About Your Campaign: We want to promote the awesome job you did with the campaign. **Share your photos and stories by tagging @ycadc!**





- Put the Red Ribbon Theme on the school marquee to deliver the message in the school and community .
- Have “wear red” day at school and other spirit days during the week . Incorporate prevention curriculum into classes each day .
- Schedule a speaker to speak to the students about the risks associated with drug use .
- Use the Red Ribbon Theme to create an Essay or Poster Contest .
- Use the Red Ribbon theme to decorate each classroom door and then each class competes for the best door .
- Use red material or plastic red solo cups to spell out the Red Ribbon theme in the school chain link fence .
- Make small red bows for all students and staff members; wear the red bow every day during Red Ribbon Week® . Students who wear it every day win a prize .
- Deliver a drug prevention message every day during the morning announcements .
- Show the winning poster during the morning announcements .
- Read the winning essay during the morning announcements .
- Create a “Wall of Pledges” on a giant piece of poster paper in the main hallway . Print the Red Ribbon Theme on the poster paper and hang it up . Anyone who takes the “Pledge” signs his/her name on the poster .
- March around the school grounds chanting the Red Ribbon Theme or organize a walk-a-thon .
- Schedule a student screening of “Natural High” videos ([www .naturalhigh .org](http://www.naturalhigh.org))



RED RIBBON WEEK® MORNING ANNOUNCEMENT:

- Hello students: As you already know this (next) week is Red Ribbon Week® and the theme for this year is "Make A Difference. Be A Hero. Stay Drug Free.™".
- Besides participating in activities at school, we are asking all students to take the Red Ribbon message home and share it with their families and friends .
- Want to win an iPad and \$1,000 for our school? Enter the Red Ribbon Photo Contest . It's easy, it's fun and it's free . Go to [www .redribbon .org/contest](http://www.redribbon.org/contest) .

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

RED RIBBON WEEK® RECORDED MESSAGE TO PARENTS SCRIPT

Good evening, parents . This is [Your Name] calling from [School/Organization Name] .

Students are getting ready for Red Ribbon Week® 2026, and this year's theme is: "Make a Difference. Be a Hero . Stay Drug Free .™" At school, students will participate in activities that promote a drug-free and healthy lifestyle .

We encourage you to partner with us at home by discussing this important message at the dinner table, during family outings, and with friends and extended family. Ask your child to show you the flyer they received about Red Ribbon Week®!

Here's a fun way to continue the conversation about making healthy choices and win prizes: The National Family Partnership is sponsoring a photo contest! Participation is free and simple — your child could help your school win \$1,000 and even have a chance to win an iPad .

Visit [www .redribbon .org](http://www.redribbon.org) to learn more and get started .

Thank you, and have a wonderful evening!



LIGHT UP AMERICA RED TO SUPPORT DRUG-FREE PREVENTION

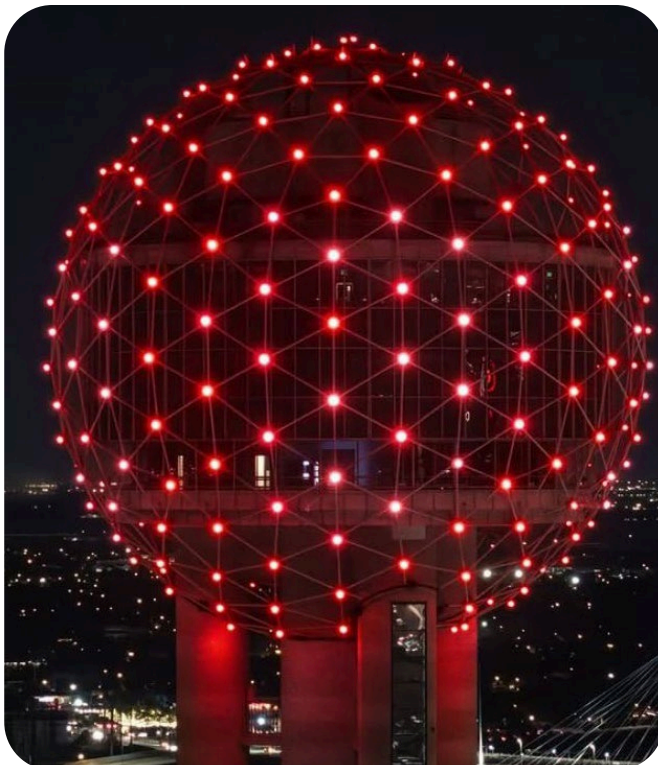
Join the prestigious list of illuminated landmarks for 2026! Buildings like Paramount Worldcenter, Freedom Tower, Nebraska Bridge, Biltmore Hotel, City of Tampa Riverwalk and Reunion Tower have already shone bright. Now, it's your turn to light up in red to promote a drug-free America.

By participating, you'll raise awareness and inspire communities nationwide to support this important cause. Share your contribution on social media for a chance to be featured!

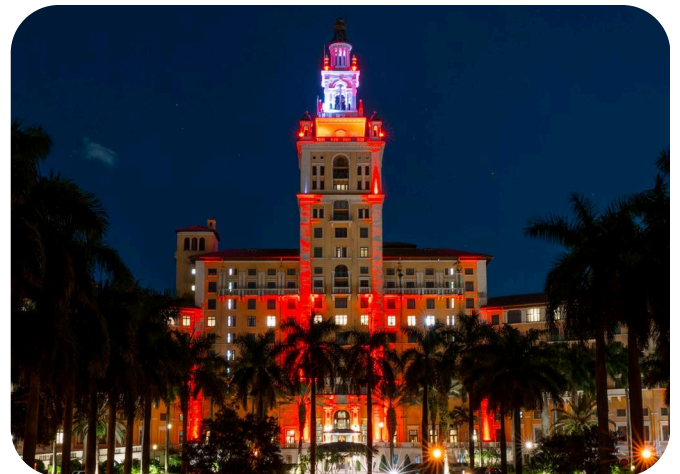
Don't forget to tag @RedRibbonCampaign and use **#GoRedforRedRibbon** to spread the message!



Paramount Worldcenter
MIAMI, FL



Reunion Tower
Dallas, TX

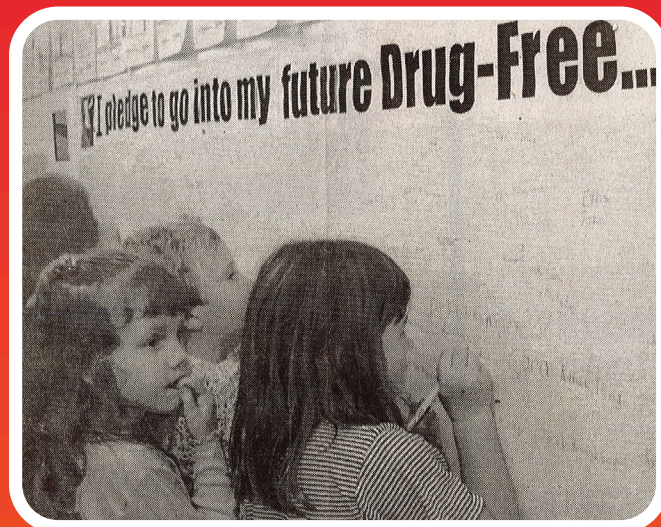


Biltmore Hotel
Coral Gables, FL



RED RIBBON WEEK® PLEDGE

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



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

- Download and print pledge to send home with students.
- Distribute the pledge to parents at school events, PTA meetings or other community events.
- Post pledges around school to show participation in your campaign.
- Download the pledge from www.redribbon.org/downloads.



I Support Red Ribbon Week®

I Pledge To Help Kids Grow Up Safe, Healthy & Drug Free By:

-  Talking to my kids about the dangers of drug use and abuse and setting clear rules about not using drugs.
-  Working together with the parents of my children's friends to set common boundaries and monitor behavior so that our rules are respected and reinforced.
-  Setting a good example for our children by not using illegal drugs or medicine without a prescription.
-  Visiting www.redribbon.org to learn more and spread the message to family and friends.

Name _____ School _____

Download tips for fun Red Ribbon activities at www.redribbon.org



I Support Red Ribbon Week®

I Pledge To Grow Up Safe, Healthy & Drug Free By:

-  Understanding the dangers of drug use and abuse.
-  Respecting myself and being drug free.
-  Spreading the word to family and friends about the importance of being healthy and drug free.

Name _____ School _____

Download tips for fun Red Ribbon activities at www.redribbon.org



I Support Red Ribbon Week®

I Pledge To Grow Up Safe, Healthy & Drug Free By:

-  Understanding the dangers of drug use and abuse.
-  Respecting myself and being drug free.
-  Spreading the word to family and friends about the importance of being healthy and drug free.

Name _____ School _____

Download tips for fun Red Ribbon activities at www.redribbon.org



RED RIBBON WORD SEARCH

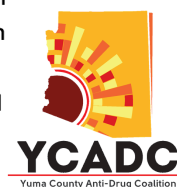
F D R U G F R E E J G O A L S
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 R O L E M O D E L F O Y E B E

Awareness
 Balance
 Brave
 Choices
 Commitment
 Community
 Confident

Courage
 DrugFree
 Education
 Encourage
 Family
 Focus
 Future

Goals
 Healthy
 Hero
 Inspire
 Integrity
 Leader
 Mentor

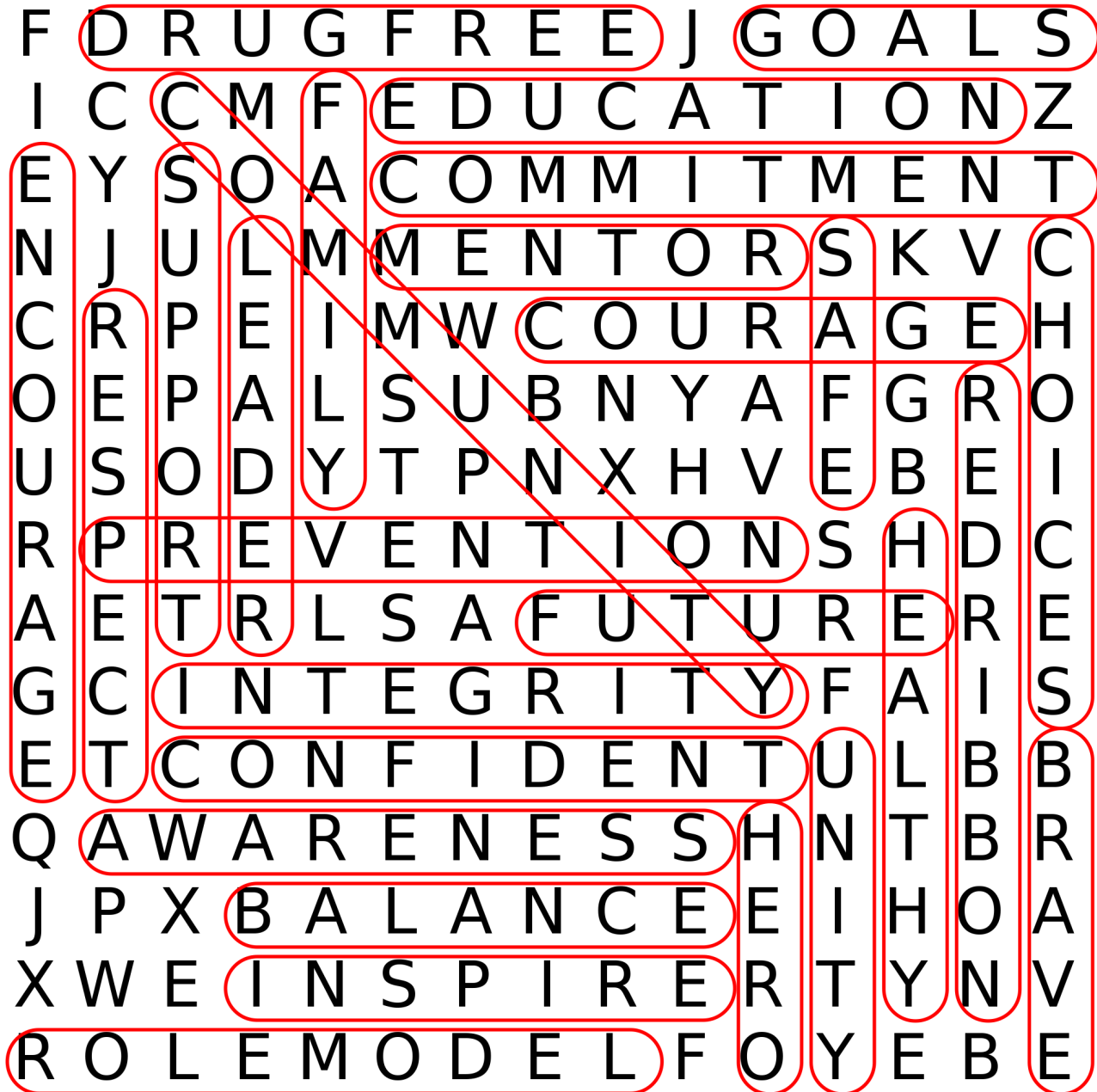
Prevention
 RedRibbon
 Respect
 RoleModel
 Safe
 Support
 Unity





RED RIBBON WORD SEARCH

ANSWER KEY



Awareness
Balance
Brave
Choices
Commitment
Community
Confident

Courage
DrugFree
Education
Encourage
Family
Focus
Future

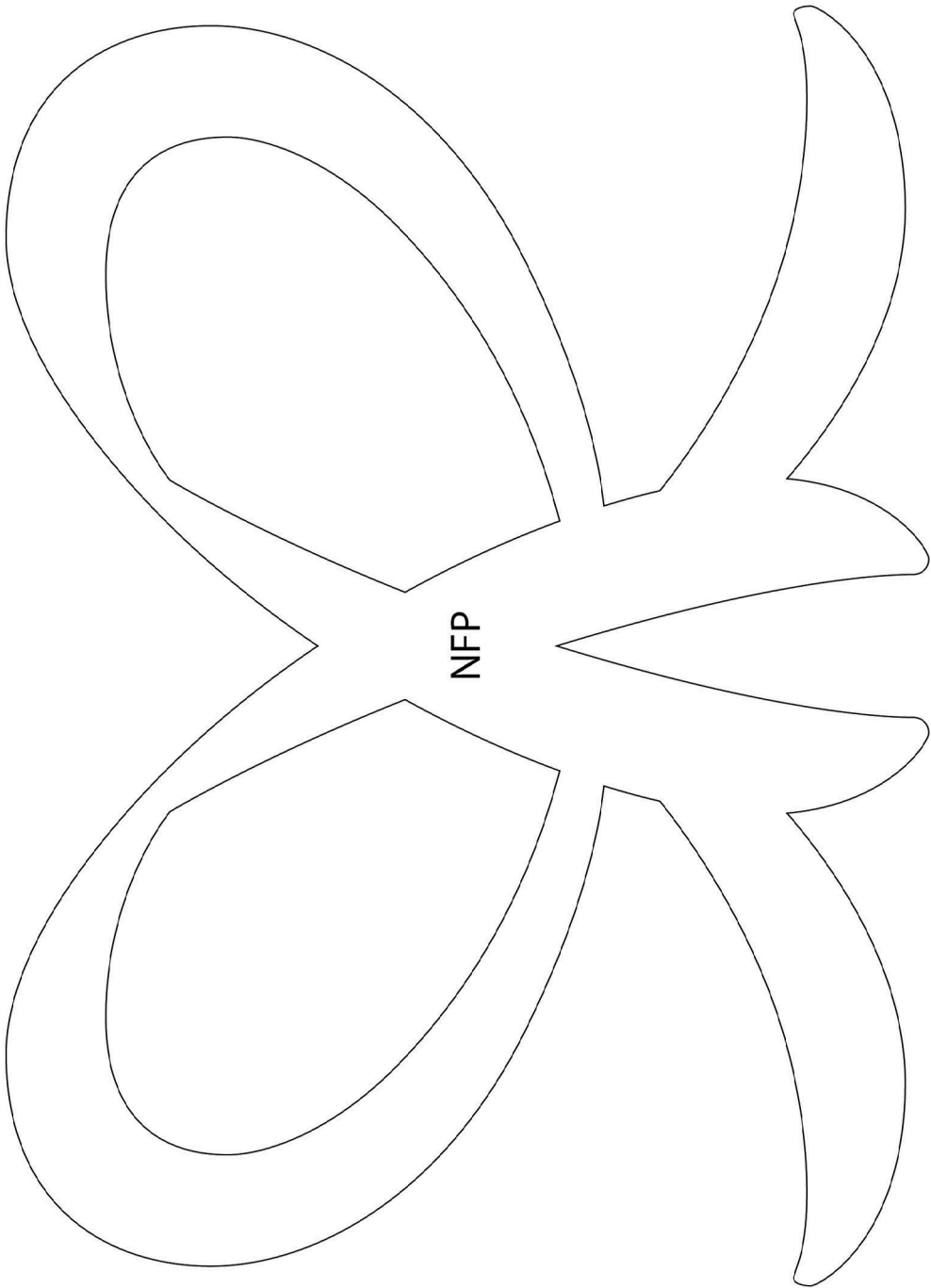
Goals
Healthy
Hero
Inspire
Integrity
Leader
Mentor

Prevention
RedRibbon
Respect
RoleModel
Safe
Support
Unity





NATIONAL RED RIBBON WEEK
(OCTOBER 23-31)

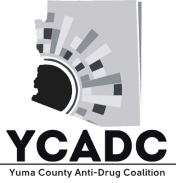


RED RIBBON CAMPAIGN™





MAKE A DIFFERENCE.



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WWW.REDRIBBON.ORG

The National Red Ribbon Sponsor





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

NEWSLETTER INSERT

Spread the Word About Red Ribbon Week®

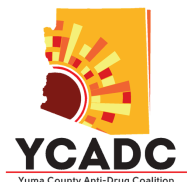
DID YOU KNOW?

Children of parents who talk to their teens regularly about drugs are 42% less likely to use drugs than those who don't; yet, only a quarter of teens report having these conversations .

Red Ribbon Week® (October 23-31), the oldest and largest drug prevention campaign in the nation, is your opportunity to get the ongoing conversation started .

This year's theme is **Make A Difference. Be A Hero. Stay Drug Free.™**

Visit [www .redribbon .org](http://www.redribbon.org) to learn more about Red Ribbon Week® and get tips for talking to your kids about drugs . The life you save may be that of your own child or a dear friend .



RESOURCES

We've compiled some of our favorite educational resources and lesson plans for you below . We hope these will help to make your Red Ribbon Week® the most impactful ever .

Resources

[Community Anti-Drug Coalitions of America](#)
[Drug Enforcement Administration](#)
[Drug Free America Foundation](#)
[DUI Resources: A Guide To Charges, Treatment, and Supportive Services](#)
[Lock Your Meds](#)
[Drunk Driving Statistics](#)
[Mothers Against Drunk Driving](#)
[National Association for Children of Alcoholics](#)
[National Highway Traffic Safety Administration](#)
[National Institute on Drug Abuse](#)
[Natural High Red Ribbon Resources](#)
[NIDA for Teens](#)
[Students Against Destructive Decisions](#)
[Substance Abuse and Mental Health Services Administration](#)
[The White House Office of National Drug Control Policy](#)



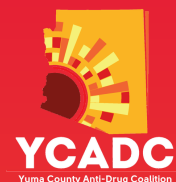
**TO DOWNLOAD THESE
RESOURCES, SCAN THE QR
CODE OR VISIT OUR WEBSITE
AT WWW.YCADC.ORG**

Lesson Plans

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



State of Hawaii Department of Health, Alcohol and Drug Abuse Division (ADAD), brought the community together for a movie-themed event, celebrating the choice to live drug-free! Attendees dressed in red and displayed ribbons, enjoying a fun-filled, movie-style lunch with decorations and games. *HAWAII, 2024*





THE RED RIBBON CAMPAIGN® IS THE LARGEST UNIVERSAL PREVENTION CAMPAIGN IN THE NATION

Each year, National Family Partnership invites top schools across the nation to embody the Red Ribbon Campaign and become a Red Ribbon Certified School (RRCS). RRCS is an environmental change process that aligns Teachers, Parents, Students, and Administrators into a team to create an effective and healthy school climate through parental engagement and community building .

The Review Process

The independent review and certification process is conducted by University of Central Florida / UCF Institute for Social and Behavioral Sciences based on the following criteria:

- Parents as Partners
- Leadership Commitment to Prevention
- Communication between Parents/Students/School Personnel
- Prevention Training for School Personnel
- Prevention Opportunities for Youth
- Broad Community Participation
- Year-Round Prevention Campaign Activities

National Family Partnership Gets Results in schools

The Red Ribbon Certified Schools program engages students, parents, and educators to reduce youth substance abuse and increase protective factors in K-12 schools . RRCS reduces the frequency of drinking and drugging for Florida's kids by 50% vs. non certified schools.

BECOME A RED RIBBON CERTIFIED SCHOOL

Red Ribbon Certification Process helps kids reach their full potential. It's a pathway for engaging parents, teachers, students, and the community by emphasizing the importance of family involvement in the education and healthy development of children .

Overall Program Goals include

- Produce safe, healthy drug free kids
- Increase parental involvement in school
- Improve academic performance
- Improve awareness and social norms around drugs and alcohol

Contact redribbon@nfp.org to learn more





2490 Coral Way, Suite 303
Miami, FL 33145

Helping Kids Grow Up Safe, Healthy And Drug Free



FOLLOW US ON SOCIAL MEDIA

Facebook & X (Formerly Twitter)

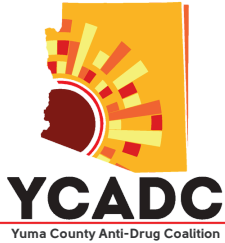
@RedRibbonWeek

Instagram

@RedRibbonCampaign



FOLLOW US ON SOCIAL MEDIA



YCADC.ORG



/YCADC



@YumaCountyAnti-DrugCoalition



yumacoantidrugcoalition/



The Connection Podcast



FOLLOW US



ycadc1@gmail.com



www.ycadc.org



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