

2025 Issue

RED RIBBON CAMPAIGN[®]

Parent / School Planning Guide

Yuma  CARES

LIFE IS A

PUZZLE,

SOLVE IT

DRUG

FREETM



RED RIBBON WEEK[®] OCTOBER 23-31
WWW.REDRIBBON.ORG



ABOUT YCADC

The Yuma County Anti-Drug Coalition (YCADC) is comprised of community members and professionals to collectively educate and provide resources to reduce substance misuse within Yuma County. The Coalition members represent a wide range of community sectors including: business, media, law enforcement, schools, substance use providers, youth, parents, youth-serving organizations, civic groups, healthcare professionals, governmental agencies, and faith-based organizations.



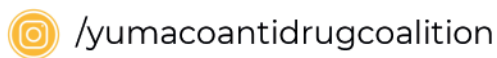
ABOUT YUMA CARES

Yuma CARES: Compassion, Advocacy, Resources, Education and Support

Through our Yuma CARES program, we are committed to Community, Advocacy, Resources, Education, and Support to empower communities against drugs. The Yuma CARES approach is a comprehensive strategy for Substance Use Disorder (SUD), Opioid Use Disorder (OUD), and Alcohol Use Disorder (AUD) awareness. It begins with compassion, raises awareness about the issue, connects individuals to valuable resources, educates the community, and provides ongoing support to those affected by substance misuse. By implementing these principles, we aim to eradicate the impact of substance misuse in our community.



CONTACT US



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INTRODUCING THE 2025 NATIONAL RED RIBBON THEME: LIFE IS A PUZZLE, SOLVE IT DRUG FREE.™

The National Family Partnership (NFP) is proud to announce the theme for 2025 Red Ribbon Week: **"Life Is A Puzzle, Solve It Drug Free.™"** This creative theme, submitted by **Cheryl Holsapfel**, Digital Art Teacher, and **Carter Weinmann** from Solon Middle School, emphasizes how every decision we make is a piece of a larger puzzle, and choosing a drug-free life is essential to solving it.

The Red Ribbon Week Theme Contest, sponsored annually by NFP, encourages participants across the nation to submit slogans that reflect the campaign's mission to promote a drug-free lifestyle. "Life Is A Puzzle, Solve It Drug Free .™" was chosen for its powerful message, motivating individuals to contribute to creating safe, healthy, and drug-free communities through their daily choices.

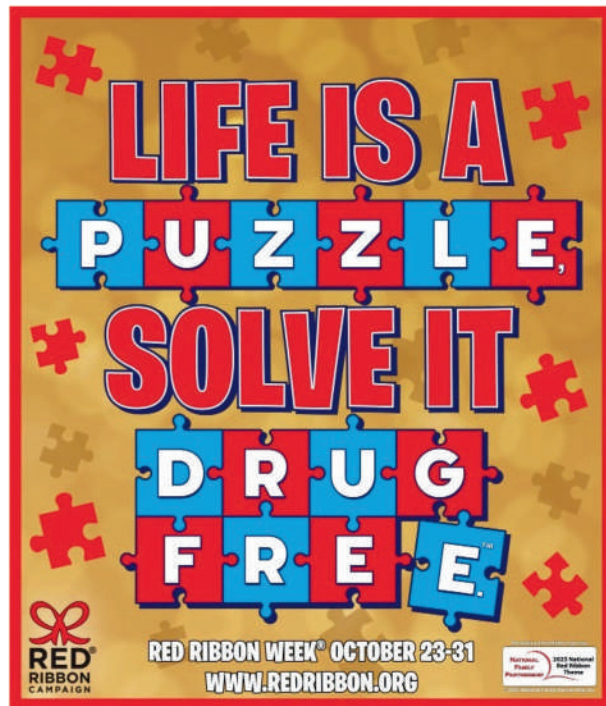
Cheryl Holsapfel, Digital Art Teacher at Solon Middle School, shared her excitement about the project: *"I'm incredibly proud of Carter's win. Integrating the Red Ribbon project into our curriculum allows students to connect their creative skills with real-world applications. They learn how to communicate important messages clearly and creatively, and it's rewarding to see them make a meaningful impact."*

Carter Weinmann, the student winner, expressed his enthusiasm: *"I was so excited to have my theme chosen! I drew inspiration from previous themes and how they've impacted me. I'm proud to see my idea come to life and shared across the country for such an important cause."*

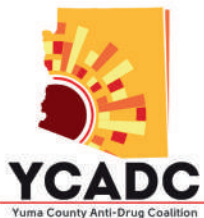
Peggy B. Sapp, President of NFP, emphasized the significance of the contest: "The Red Ribbon Week theme contest is a wonderful way to engage the community in the fight for a drug-free world. Each year, we encourage students and educators to share their ideas and contribute to the ongoing conversation about living drug-free."

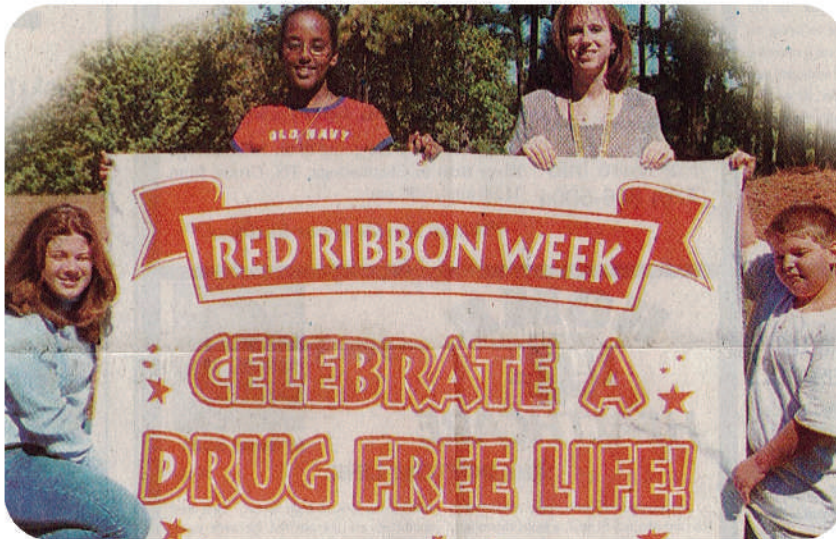
Theme submissions for the Red Ribbon Week Contest are open annually from January 1st to December 4th. Winners receive \$500 worth of Red Ribbon Week-themed merchandise, generously provided by Nimco, Inc., the official supplier of Red Ribbon materials.

Red Ribbon Week will be observed from October 23rd to 31st. To learn more about the contest and the campaign, visit www.RedRibbon.org.



Cheryl Holsapfel, Digital Art Teacher (left) and
Carter Weinmann, Student (right)
Solon Middle School





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

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

What Is Red Ribbon Week?

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

Why?

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



Has Red Ribbon Been Evaluated?

Red Ribbon, specifically, has not been evaluated. However, Red Ribbon is based on scientific principles for substance abuse prevention. The White House Office of National Drug Control Policy as well as federal departments of education, justice, and health and human services supports the following principles that have been tested through rigorous research methods .

Evidence-Based Principles for Substance Abuse Prevention

- 1 . Address appropriate risk and protective factors for substance abuse in a defined population.
- 2 . Use approaches that have been shown to be effective:
 - a . Reduce the availability of illicit drugs, alcohol, and tobacco for the under-aged through laws and policies
 - b . Strengthen anti-drug-use attitudes and norms through sharing information and engaging in activities
 - c . Strengthen life skills and drug refusal techniques
 - d . Reduce risk and enhance protection in families by setting rules and communicating
 - e . Strengthen social bonding
 - f . Ensure that interventions are appropriate for the populations being addressed
- 3 . Intervene early at important stages and transitions .
4. Manage programs effectively by ensuring consistency, training staff and volunteers, and monitoring and evaluating programs .

Office of National Drug Control Policy, Executive Office of the President of the United States

Six Prevention Strategies

Center for Substance Abuse Prevention (CSAP)

Information Dissemination

Prevention Education

Alternative Activities

Community-Based Processes

Environmental Approaches

Problem Identification and Referral

Center for Substance Abuse Prevention, 1992. Prevention Primer



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)

Red Ribbon Activities Guide, References and Resources.
For more activity suggestions, visit www.redribbon.org/activities.



LETS GET STARTED

RED RIBBON CHECKLIST



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



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



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



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



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

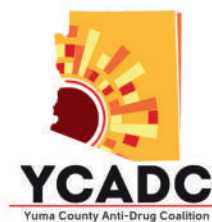


Tell Us About Your Campaign: We want to promote the awesome job you did with the campaign . Go to redribbon.org/contact and tell us about your experience .





- 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)



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 "Life Is A Puzzle, Solve It Drug Free .TM" .
- Besides participating in activities at school, we are asking all students to take the Red Ribbon message home and share it with their families and friends .
Want to win an iPad and \$1,000 for our school? Enter the Red Ribbon Photo Contest. It's easy,
- it's fun and it's free. Go to www.redribbon.org/contest.

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

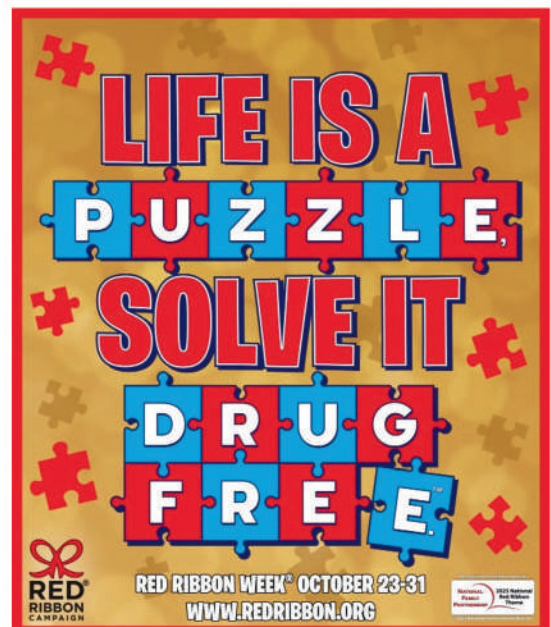
RED RIBBON WEEK® RECORDED MESSAGE TO PARENTS SCRIPT

Good evening parents . This is _____ calling from _____ .
Students are getting ready for Red Ribbon Week® 2025 – this year's theme is: Life Is A Puzzle, Solve It Drug Free .TM . At school, students will engage in activities that promote a drug free and healthy lifestyle . Please partner with us and discuss this message at home, at the dinner table, at family outings, and with friends and extended family. Ask your child to show you the flyer he/she received from school about Red Ribbon Week® .

Want a fun way to start or continue the conversation about drugs with your children AND have a chance to win an iPad? National Family Partnership is sponsoring a photo contest . This contest is free, simple and you could win an iPad and \$1,000 for our school!!

Go to www.redribbon.org and find out more!

Thank you and have a wonderful evening .



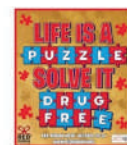
RED RIBBON WEEK® PLEDGE

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.



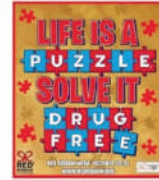
I Support Red Ribbon Week®

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®

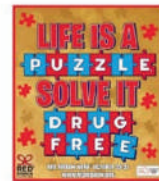
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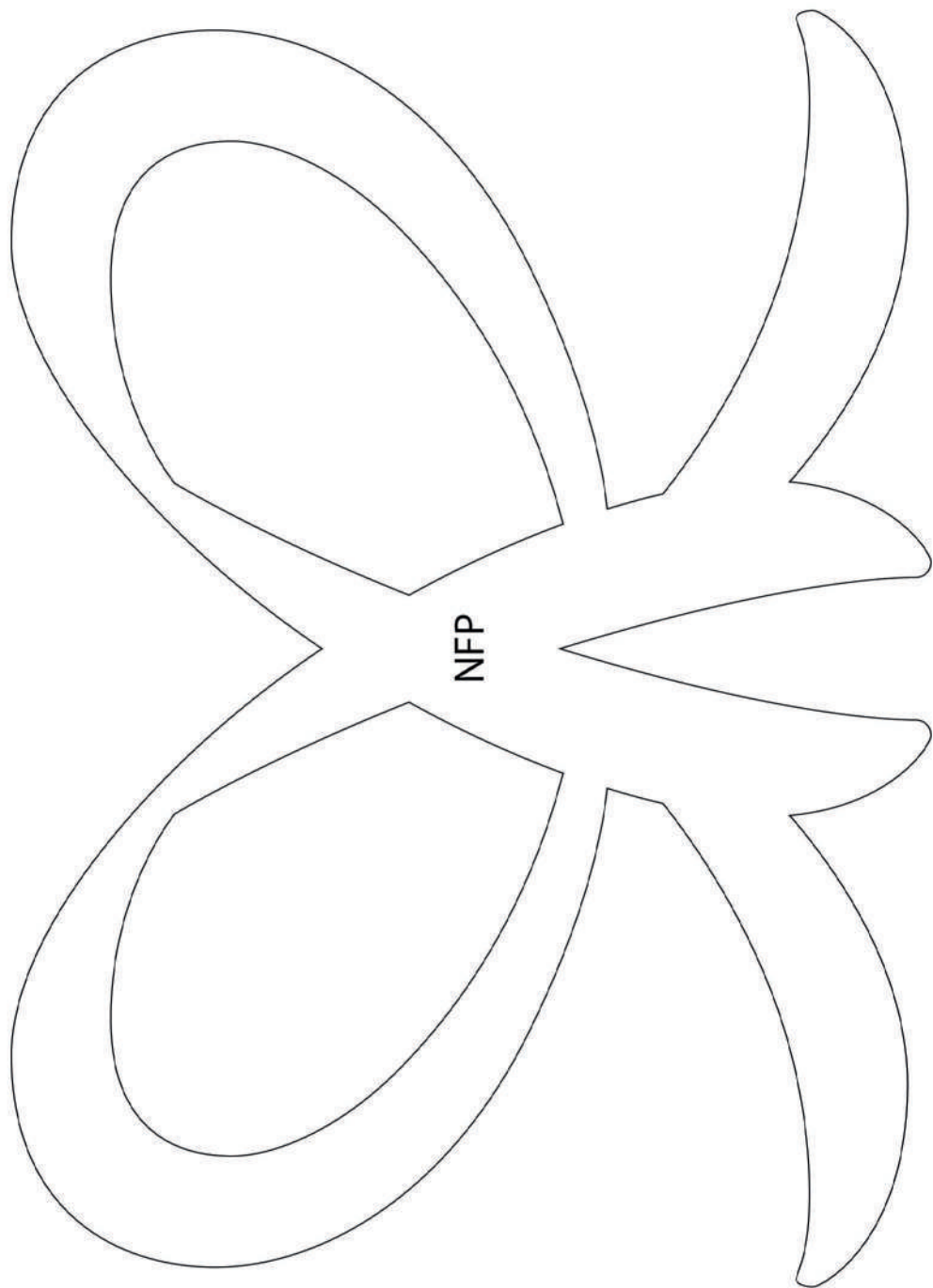
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NATIONAL RED RIBBON WEEK
(OCTOBER 23-31)

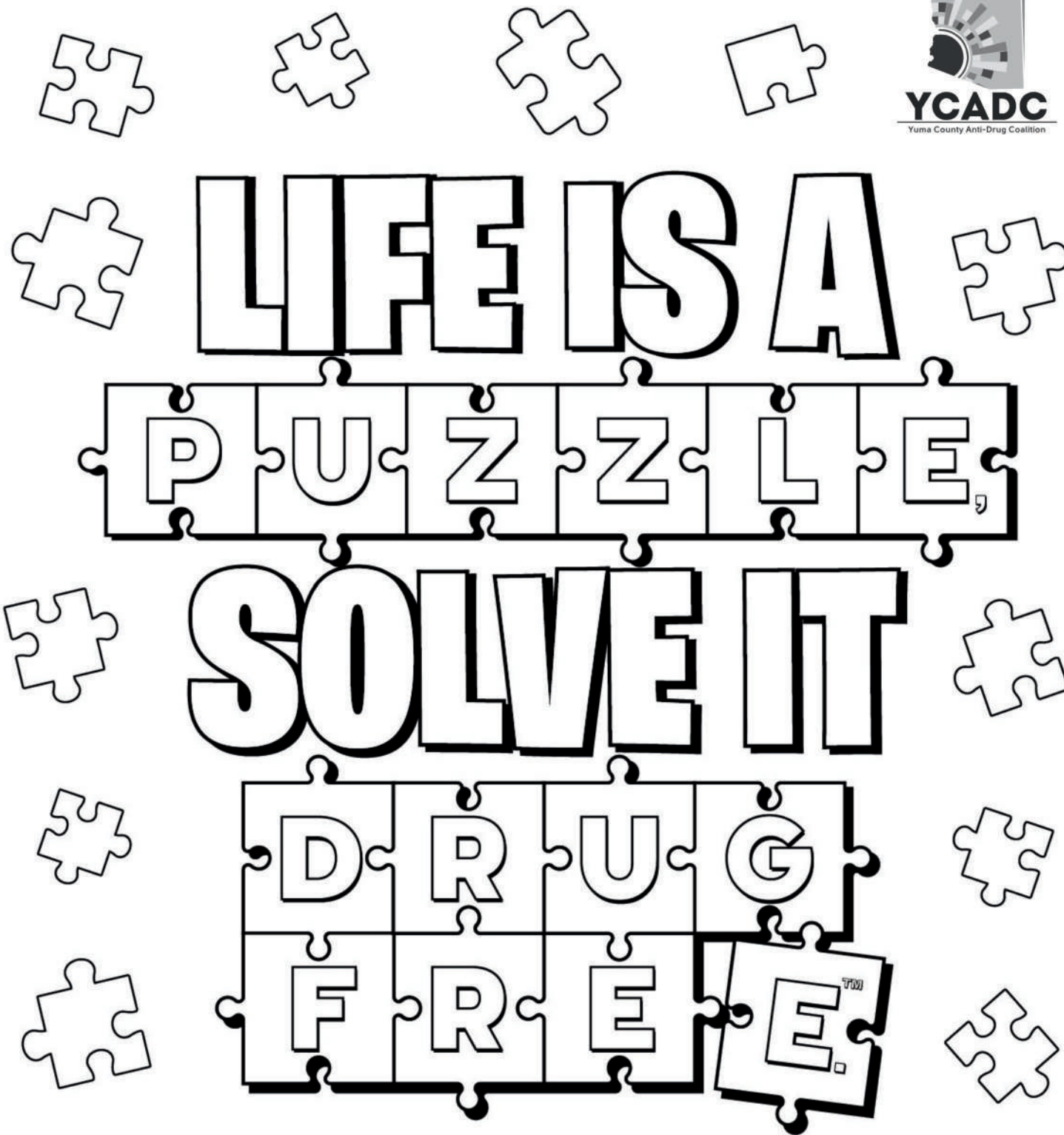


RED RIBBON CAMPAIGN™





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RED RIBBON WEEK® OCTOBER 23-31

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NEWSLETTER INSERT

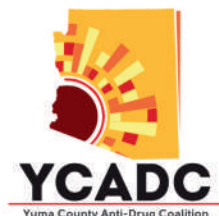
SpreadtheWordAboutRedRibbon Week®

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 **Life Is A Puzzle, Solve It 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 .





NEWSLETTER INSERT

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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 THIS KIT FROM OUR WEBSITE,
SCAN THE QR CODE OR VISIT
WWW.YCADC.ORG

Lesson Plans

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



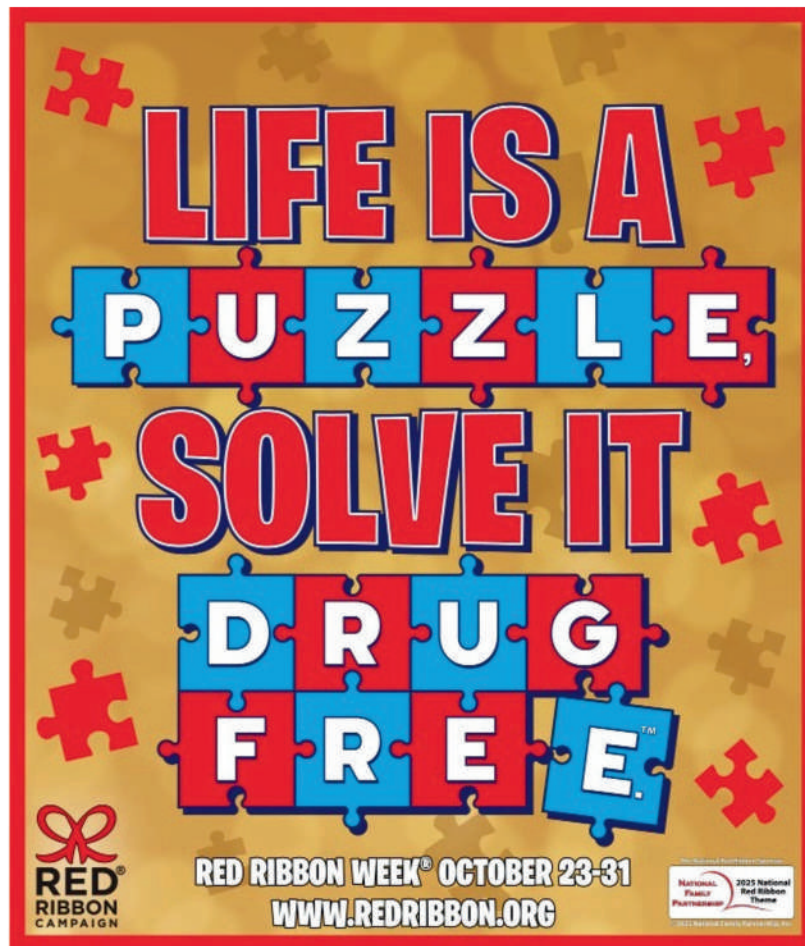
State of Hawaii Department of Health, Alcohol and Drug Abuse Division (ADAD), brought the community together for a movie-themed event, celebrating the choice to live drug-free! Attendees dressed in red and displayed ribbons, enjoying a fun-filled, movie-style lunch with decorations and games. *HAWAII,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





2490 Coral Way, Suite 303
Miami, FL 33145

Helping Kids Grow Up Safe, Healthy And Drug Free



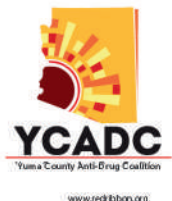
FOLLOW US ON SOCIAL MEDIA

Facebook & X
@RedRibbonWeek
Instagram
@RedRibbonCampaign



FOLLOW YCADC ON SOCIAL MEDIA

Facebook
@YCADC
Instagram, YouTube, Spotify
@yumacoantidrugcoalition/



www.redribbon.org