

2024 Issue

RED RIBBON CAMPAIGN®

Parent / School Planning Guide

NATIONAL FAMILY PARTNERSHIP PRESENTS



**LIFE IS A MOVIE,
FILM DRUG FREE™**

EVERYONE
RED RIBBON CAMPAIGN
CONTENT RATED BY NATIONAL FAMILY PARTNERSHIP

COMING SOON
RED RIBBON WEEK® OCTOBER 23-31
WWW.REDRIBBON.ORG

The National Red Ribbon Sponsor
NATIONAL FAMILY PARTNERSHIP
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Living Through His Word Foundation



OKLAHOMA
SPORTS
HALL OF FAME

Everything You Thought Was Impossible



Has Happened Here.

The name Jim Thorpe has always been synonymous with strength, resilience and **defying the odds**. Since its founding more than 30 years ago, **INTEGRIS Health Jim Thorpe Rehabilitation** has been proud to carry on that tradition.

When tragedy strikes – when people have their **independence and abilities stolen** from them by an accident or disease – INTEGRIS Health Jim Thorpe is the rehabilitation facility Oklahomans choose. This is where the best rehab experts, the **latest technological advances** and the **most comprehensive lineup** of unique and imaginative therapies all come together to cultivate the most important element of any recovery: ***genuine hope***.

It's all a part of the INTEGRIS Health promise: to be **Your Health Care Partner for Life**.

To learn more about inpatient services, call **405.644.5253** or to schedule an outpatient appointment, call **405.945.4500**.



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Locations

Baptist • Edmond • Enid • Grove
Hefner Pointe • Moore
INTEGRIS Health Cancer Institute
Multiple metro area YMCAs
Southwest • Yukon



integrishhealth.org/jimthorpe

INTRODUCING THE 2024 NATIONAL RED RIBBON THEME: LIFE IS A MOVE, FILM DRUG FREE.™

The National Family Partnership (NFP) has unveiled the theme for the 2024 Red Ribbon Week: “Life is A Movie, Film Drug Free.™” This creative theme, submitted by Cheryl Holsapfel, Digital Art Teacher, and Devansh Aggarwal from Solon Middle School, emphasizes the collective impact of embracing a drug-free lifestyle. The annual Red Ribbon Week Theme Contest, sponsored by NFP, encourages participants nationwide to craft slogans reflecting the campaign’s mission. The winning theme inspires individuals to contribute to safe, healthy, and drug-free communities through dedication and commitment.

Cheryl Holsapfel, Digital Art Teacher at Solon Middle School, expressed enthusiasm for integrating the Red Ribbon project into her curriculum, providing students with real-world application and engagement. The Red Ribbon Campaign, initiated in 1985 by NFP, symbolizes a commitment to raising awareness about the devastating impact of drugs in America.

Peggy B. Sapp, President of NFP, highlighted the importance of community engagement through initiatives like the theme contest. The theme contest is open annually, Theme submissions for the Red Ribbon Week Contest are open annually from January 1st to December 4th. Winners of the contest receive \$500 worth of Red Ribbon Week themed merchandise, generously provided by Nimco, Inc. As the sole supplier of Red Ribbon Merchandise Theme materials, Nimco, Inc. supports ongoing drug education efforts in schools nationwide.

Red Ribbon Week is observed annually 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 **Devansh Aggarwal**, Student (right)
Solon Middle School



See the Connections...

Choices = Consequences

I AM DRUG-FREE™



Dear Educators:

Preventing alcohol, tobacco, vaping and drug abuse is a big job. It is one that must be embraced by parents, teachers, students, and the entire community. Your school has the opportunity to educate students and teachers about the dangers and consequences of alcohol, tobacco, vaping and drug use during this year's Red Ribbon Week, October 23-31st. It is an ideal way for people and communities to unite and take a visible stand against substance abuse.

The Red Ribbon Campaign was started when drug traffickers in Mexico City murdered DEA agent Kiki Camarena in 1985. This began the continuing tradition of displaying Red Ribbons as a symbol of intolerance towards the use of drugs. The mission of the Red Ribbon Campaign is to present a unified commitment towards the creation of a DRUG-FREE AMERICA.

The Jim Thorpe Association/Oklahoma Sports Hall of Fame has composed this guidebook with the assistance of the National Family Partnership to offer educators an outline of suggested Red Ribbon activities and current information, trends, and attitudes regarding youth alcohol, tobacco, vaping and drug abuse. Your school may order and display Red Ribbon materials with the national Red Ribbon theme from the National Family Partnership website www.NFP.org.

We have listed suggested activities that your school and community can use to involve students in the Red Ribbon Drug Free Youth Celebration. If you have any questions regarding Red Ribbon Week activities or Jim Thorpe Association/Oklahoma Sports Hall of Fame's Bright Path Youth Program, please contact us at 405-427-1400 or www.oksportshof.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike James".

Mike James
President
Oklahoma Sports Hall of Fame

**OKLAHOMA
SPORTS
HALL OF FAME**

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.





CRIMZON SPYRE

PLAY HARDER

ABOUT CRIMZON SPYRE ESPORTS



CLUB AND INTRAMURAL TEAMS

BENEFITS FOR STUDENT ATHLETES

- Teamwork
- Communication
- Critical Thinking
- Social Growth
- Self-Esteem and Leadership
- Health Considerations



OUR PARTNERSHIP WITH THE OKLAHOMA SPORTS HALL OF FAME:

- This partnership enriches our program with additional resources and mentorship opportunities, integrating esports into the wider athletic community.

EGAMER OF THE YEAR AWARD:

- Each year, we honor one student who demonstrates exceptional skill, sportsmanship, and community involvement with this prestigious award.

READY TO GET STARTED?

- We invite you to reach out to us to arrange a virtual meeting with the Crimzon Spyre eSports Team. We're eager to discuss the program, answer your questions, and guide you on how to join.



WEBSITE COMING SOON

Contact us at info@crimzonspyre.com for more information



2024 BRIGHT PATH ART & ESSAY CONTEST

The Red Ribbon Art & Essay Contest Celebration is an opportunity for schoolchildren to come together and celebrate being drug, alcohol, tobacco and vape-free! Students are encouraged to enter the art and/or essay contest, emphasizing this year's Red Ribbon Campaign theme "Life is a Movie. Film Drug Free."

Each school may submit entries in the art and essay contests from each of the following age groups: 5-7, 8-10, 11-13, 14-16 and 17-18 years old. All art and essay entries become the property of the Oklahoma Sports Hall of Fame Bright Path Youth Program and will not be returned.

Art Poster Size: 11" x 17" preferred.

Essays: Must be 250 words or less and can be typed or handwritten.

All entries must include the entry form below completed and attached to each submission for each individual student. Winning art and essay submissions will be awarded overall as Artists of the Year and Writers of the Year, with recipients in each age group. A student can enter submissions for both categories but may only be a winner in one category.

ENTRY FORM

(This form must be attached to the back of each entry)

Name _____

School _____

School Address _____

Date of Birth _____ Age _____ Grade _____

Name(s) of Parent(s)/Guardian(s) _____

Parent(s)/Guardian(s) Phone Number _____

Parent(s)/Guardian(s) Email _____

Teacher's Name _____

Teacher's Phone Number _____

Teacher's Email _____

DEADLINE: All entries must be received by **December 20, 2024.**

Winners will be honored at a special ceremony by
the Oklahoma Sports Hall of Fame during the Spring of 2025.

Submit Entries to:
Oklahoma Sports Hall of Fame
20 South Mickey Mantle Drive
Oklahoma City, OK 73104

2023 WRITERS OF THE YEAR

Ezra Griffin, Francis Elementary, Age 9
Clayton Rohla, Roff Elementary, Age 10
Jenny Estep, Woodward Middle School, Age 11
Ajay Basnet, Canyon Ridge Intermediate, Age 11
Eric Pruett, Osage Hills Elementary, Age 11
Samuel Vaughn, Oakridge Elementary, Age 12
Nikki Blais, Osage Hills Elementary, Age 13
Maddox Leonard, Elgin High School, Age 14
Aiden Schulke, Elgin High School, Age 16
Austin Payne, Elgin High School, Age 18



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www.redribbon.org

Be kind To Your Mind. Live Drug Free.

When you are kind to your mind and live a drug free life you can do many things. You can show livestock, write a book, play with friends, run a marathon, and so much more. Drugs can affect your life in so many ways. They can cause harm to your body physically, can lower your ability to feel emotions, or change the way you think about things. When you use drugs, you will act in ways you normally do not act or react in ways you should not towards your family and friends. The worst part about using drugs is that it does not just affect you, it also affects those you love because of the bad ways drugs change you.

People may use drugs for different reasons, but there is no good reason to use drugs. Sometimes people take drugs when they are going through hard times or dealing with things they can't cope with emotionally. They think taking drugs will make them feel happier or better, but people don't always realize the consequences. Using drugs can cause

family members and freinds to be sad, discouraged, and to feel hopeless when they are not able to help you.

When you make the choice to be drug free, you are choosing to be the best person you can be for yourself and those you love. You can experience all the joy that life brings you to the fullest without being hindered by substances that change you.

Clayton Rohla, Roff Elementary, Age 10

Red Ribbon Week Essay
By Samuel Vaughn
Oakridge Elementary School

How should we spend life? Some may ask, some may say, get good grades, and work hard, however they don't always mention things you should stay away from. For we should stay drug free and only drug free, for if we didn't, we would just be wasting our lives and potential away. For it is only smart to be and only be drug free.

For we should stay away from drugs, for they won't help you. For you shouldn't even introduce it to your body, it could hurt you and possibly your future kids! **DO YOU REALLY WANT TO HURT YOUR KIDS, THE NEXT GENERATION?!** For you should instead spend your life on better things, and not wasting it away! For we should all stay drug free.

For we all have much potential, we could all be doctors, we could all be lawyers, but if we do drugs, we will only be wasting our future. For if you have friends that do drugs, do not even go near them! It will only get you stranded in life with absolutely nothing! For if we do drugs we will be hooked, trapped, addicted, and you won't get anywhere.

For you might wonder what happens if you do drugs well then you will be addicted to the drug that you are taking. Then you will get insane or crazy. Then you will DIE, yes you will DIE! So unless you want to die, for it is only smart to always stay drug free.



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www.redribbon.org

Samuel Vaughn,
Oakridge Elementary,
Age 12



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www.redribbon.org

Be Kind To Your Mind, Live Drug Free

No one wants to destroy their lives. No one wants to lose their family, friends, job, house, car, etc. No one thinks it will hurt to just "try it once". No one could ever foresee the destruction and havoc brought down upon their lives by just one small pill. Drug addiction is a real disease, and it is lethal! Over 96,700 people die from drug overdoses every year.

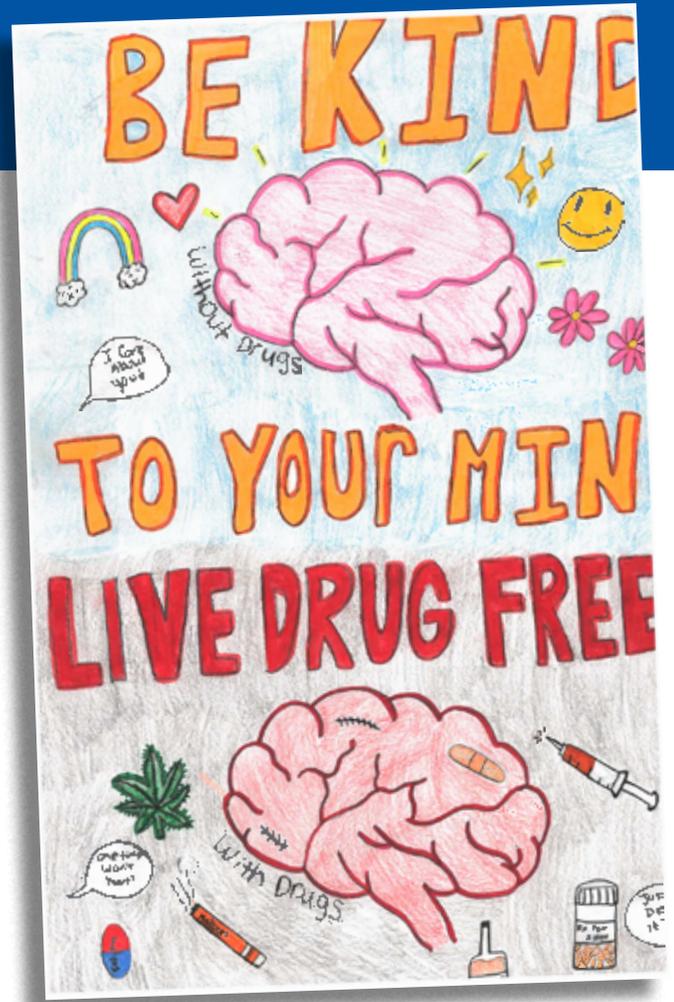
People don't just overdose after the first few uses. The road to overdose is a long and heart wrenching road. People turn to drugs from peer pressure, self-medication, grievance after loss, depression, or sometimes even just from boredom. Drug users aren't monsters. They're people with emotions, and sometimes they just don't know how to cope with them. Drugs suck people in. The first few uses will give the user an immeasurable high, making them feel more confident, happier, energetic, and full of life. While these wonderful effects might take the pain away, they never last for long. Soon drugs will be all they can think about. Drug users will go to whatever lengths needed to acquire more drugs: stealing from loved ones, partaking in illegal acts, and even selling their bodies. People with drug addictions will continue to compulsively use drugs despite the negative effects. The strain on their mental health and toll on their bodies will be much worse than whatever pain they had before first using drugs. So please, be kind to your mind. Live drug free.

Aiden Schulke

Aiden Schulke, Elgin High School, Age 16

2023 ARTISTS OF THE YEAR

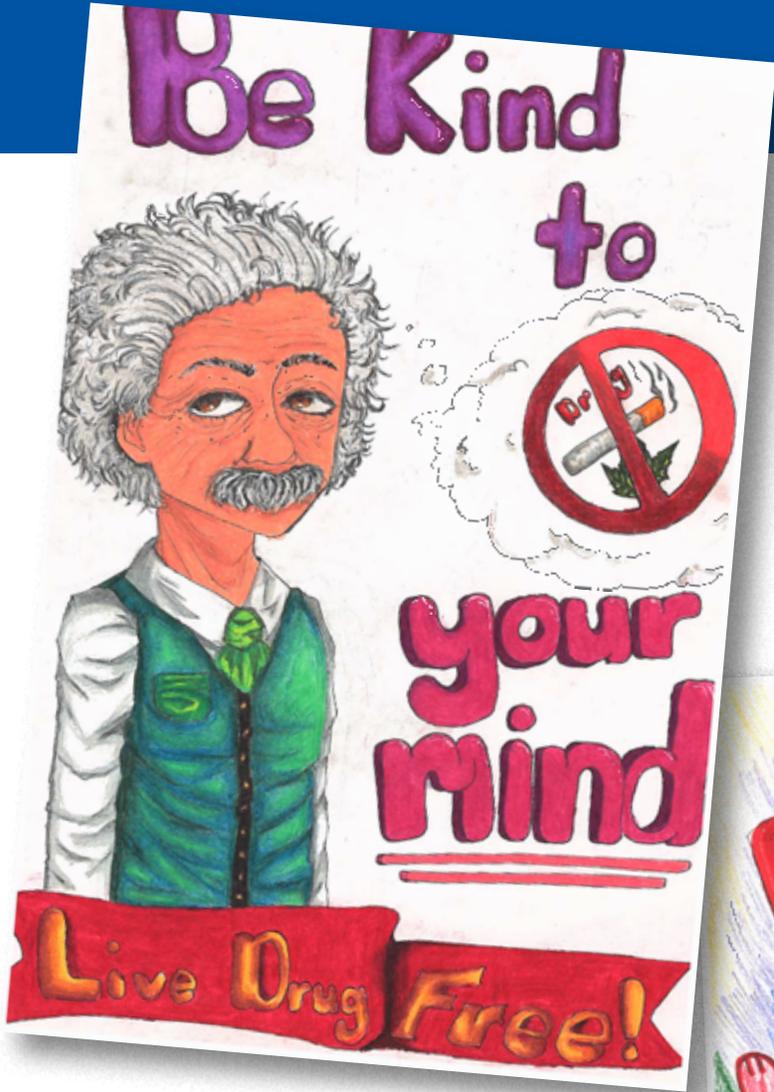
- Alana Rose Basnet, Prairie View Elementary, Age 6
- Emery Anderson, Coweta Central Elementary, Age 7
- Bradalyn Pinley, Roff Elementary, Age 9
- Ava Mathis, Durant Intermediate, Age 10
- Neveah Daugomah, Coweta Central Elementary, Age 10
- Claire C., Oakridge Elementary, Age 11
- Annabelle Tyson, Lone Grove Middle School, Age 13
- Nevah Harragarra, Frontier School, Age 13
- Piper Reece, North Rock Creek, Age 14
- Addison Mitchell, Lone Grove Middle School, Age 15
- Jordan Druschke, Elgin High School, Age 15
- EnaLyn Avila, Elgin High School, Age 17
- Wyatt Whittington, Walters High School, Age 17
- Alyssa Adkisson, Haworth High School, Age 18



Piper Reece, North Rock Creek, Age 14



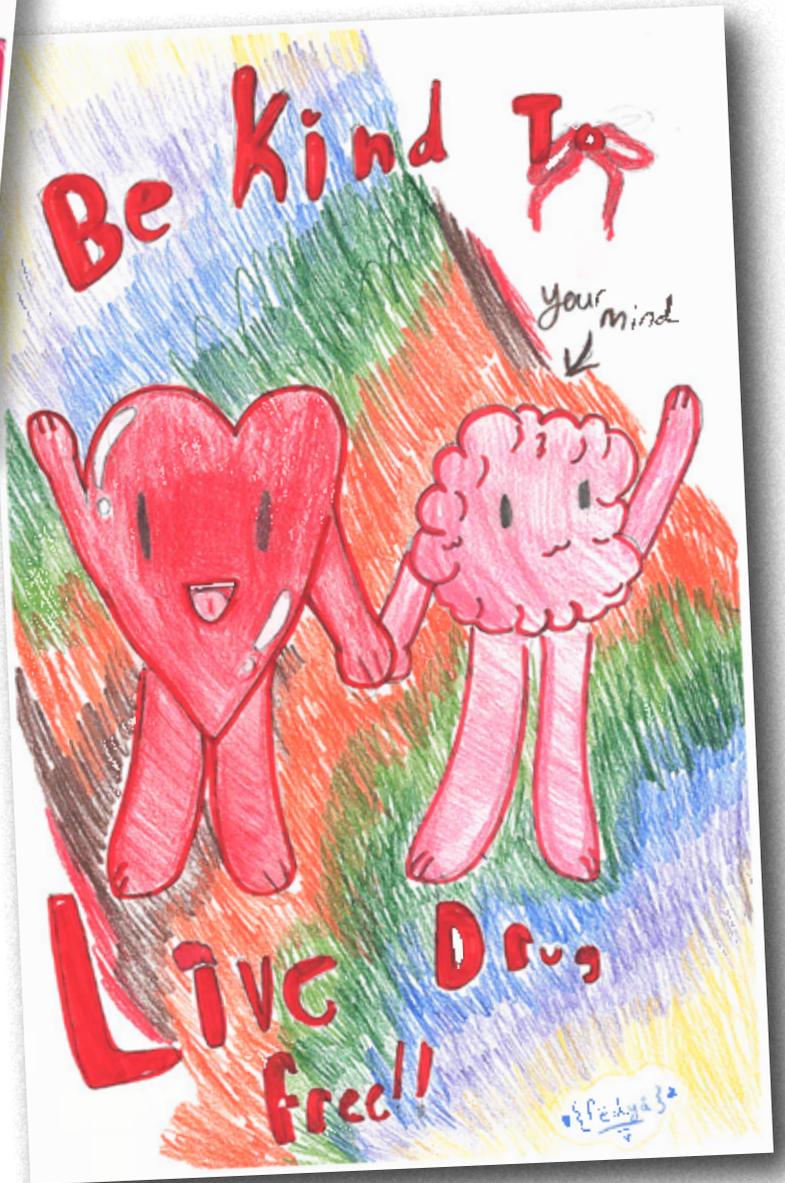
Emery Anderson,
Coweta Central Elementary,
Age 7



Jordan Druschke, Elgin High School, Age 15



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Claire C. Age 11



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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.



2024 RED RIBBON DRUG FREE PLEDGE DRIVE

The goal of the Red Ribbon Campaign and the Oklahoma Sports Hall of Fame is to inspire Oklahoma's schoolchildren to live a drug, alcohol, tobacco and vape-free life! To celebrate this commitment, we would like to give them the opportunity to sign their own 2024 Red Ribbon Celebration Drug-Free Pledge. Each student who signs the pledge will receive an Oklahoma Red Ribbon Celebration Drug-Free Club Card and a Certificate of Recognition. Certificates are endorsed by Oklahoma's Governor, along with many other Oklahoma legends and celebrities.

HOW TO PARTICIPATE: Teacher, request your students to sign the Master Pledge Sheet on the following page (you may copy as many Master Pledge Sheets as needed). You do not need to send in the Master Pledge Sheets, only the total number of pledges by filling out the bottom half of this page below. The Oklahoma Sports Hall of Fame will send you the appropriate amount of Recognition Certificates and Drug-Free Club Cards in the Spring of 2025.

Mail or E-Mail the following information, no later than December 20, 2024, to:

Oklahoma Sports Hall of Fame ~ 20 S. Mickey Mantle Dr. ~ Oklahoma City, OK 73104
Phone: 405-402-1836 ~ ojames@oksportshof.org

2024 Red Ribbon Celebration Drug-Free Pledge Drive

Total # of Pledges _____

School Name _____

Teacher/Red Ribbon Coordinator _____

Teacher Email _____

Address _____

City, State, Zip _____

RED RIBBON WEEK® PLEDGE

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



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

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



**NATIONAL
FAMILY
PARTNERSHIP**



**RED
RIBBON
CAMPAIGN**



**LIFE IS A
MOVIE**

I Support Red Ribbon Week®
I Pledge To Grow Up Safe, Healthy & Drug Free By:

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

Name _____ School _____

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

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St. Joseph School-Fullerton 2023 Red Ribbon Photo Contest -
Judges Award School Winner. MARYLAND, 2023

- 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)



SOONER STATE BANK



NEWCASTLE
212 Wright St.
Newcastle, OK 73065
405-387-4391

TRI-CITY
420 NW 32nd
Newcastle, OK 73065
405-387-2265

TUTTLE
2 SE 4th
Tuttle, OK 73089
405-381-2326

KONAWA
127 N Broadway
Konawa, OK 74849
580-925-3254

23rd St.
8001 NE 23rd. St.
Oklahoma City, OK 73141
405-419-1000

MIDWEST CITY
10100 SE 15th St.
Midwest City, OK 73130
405-419-1000

THE VILLAGE
10301 N May
OKC, OK 73120
405-752-2265



EST.1903

RESOURCES

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

Resources

Charlotte's Web
Community Anti-Drug Coalitions of America
Drug Enforcement Administration
Drug Free America Foundation
DUI Resources: A Guide To Charges, Treatment, and Supportive

Services

Lock Your Meds
Drunk Driving Statistics
Mothers Against Drunk Driving
National Association for Children of Alcoholics
National Highway Traffic Safety Administration
National 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

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



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www.redribbon.org

LOCAL GOVERNMENT PROCLAMATION FOR RED RIBBON WEEK®

WHEREAS, Alcohol and other drug abuse in this nation has reached epidemic stages; and

WHEREAS, It is imperative that visible, unified prevention education efforts by community members be launched to eliminate the demand for drugs; and

WHEREAS, The National Family Partnership is sponsoring the National Red Ribbon Campaign® offering citizens the opportunity to demonstrate their commitment to drug-free lifestyles (no use of illegal drugs, no illegal use of legal drugs); and

WHEREAS, The National Red Ribbon Campaign® will be celebrated in every community in America during "Red Ribbon Week®", October 23-31; and

WHEREAS, Business, government, parents, law enforcement, media, medical, religious institutions, schools, senior citizens, service organizations and youth will demonstrate their commitment to healthy, drug-free lifestyles by wearing and displaying Red Ribbons during this week long campaign; and

WHEREAS, The City of _____ further commits its resources to ensure the success of the Red Ribbon Campaign®;

NOW THEREFORE BE IT RESOLVED,

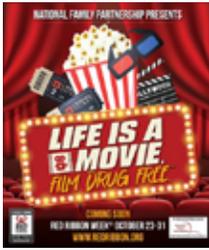
that the City of _____ does hereby proclaim October 23-31, 2023, as RED RIBBON WEEK® and encourages its citizens to participate in drug prevention education activities, making a visible statement that we are strongly committed to a drug - free state.

Mayor _____

Attest _____

City Clerk _____





RED RIBBON WORD SEARCH

CURQHWSQGRUMNKFBHYKELCCXKGCBRB
 BOMKZTEBEIDHSTEDMKGDIYMCUKGWGH
 CUUCBYKAFILMDRUGFEESBNEWBPVIRK
 PHBRQDPEATSAYUPGKSEFHVFLASMCX
 PUOAAEVDKBYOIUUVUFJWEKIIAAMXYQT
 LQJIFGNGHNCFFMTELRPTKVBNNOFPM
 LFMLCNECATTUCOIIREDRIBBONWEEKY
 PLJDSEQAWFSAOENRTC DTGRASSROOTN
 FZCGQGSTAUAHAKJDMZJBLGEPHC SHVAO
 HEBYLOZIRYYXWLFEP LQBGMSPARQZRQ
 NENHNQS OEUNYJDUKYWKOAPUEWWRNAG
 LBARENWNNGYBLVLUGVSKZOPQNCZUTU
 UEPLIUVSENGPAFNBS SDRUWPAFPFRYP
 PXABTQZTSHROTMEPHCGPTEOQP VWTES
 URZDRHULSHCOTDSCLYDRDRRLSSOUQW
 OREEEKYEASRGEVSIOIAEKMTZSTLRF S
 ALBVJRNCSPNERJFHUMMBEKZFRUINR
 PIVKECSHVAUUSGEMEJRDXNJ JHEMNRJ
 TFKRLNHHKCMEQYV SUBLAQTZAHNC GAU
 AEIONRTHIFQADTIAPXSNGRWZXGSZHM
 AIAJZUPIKPSRLJYTOMVPEAPQTWHID
 YSBKEDEAOFZCGECDFPNABG SJWHIYFA
 WAYVCVPLSNECAWNPUXWSLAOVHXSLTM
 FMTMVVBASDHTAYBADAGBIAKNIVTYHU
 QOFVUEGQKSGDXZXPTSU VJBUOOUDSQ
 FVLEV MFKHXXHEXUYIDKZZFIADDOVUT
 GEAZCFUOFRTFYUBBKDLKCRBLJKWREA
 ILKTPDNBPOTENTIALIZPUQHOIEBJTX
 XMLLTYFHCXXBZWFCOMMUNITYPTOHKQ
 MSEYPTWELLES S ADHATBBPYPAWYDEU

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

AWARENESS
 CELEBRATION
 DEA
 COMMITMENT
 ENRIQUE
 CAMARENA
 CAMPAIGN

COMMUNITIES
 EDUCATION
 FAMILY
 GRASSROOTS
 NATIONAL
 PARENTS
 PREVENTION

SUPPORT
 LEADERSHIP
 NURTURING
 POTENTIAL
 DRUG FREE YOUTH





Red Ribbon Week®

MORNING ANNOUNCEMENT SCRIPT

Good morning students:

(Each day, read one of the following and then read the paragraphs below.)

Day 1 – *This year's Red Ribbon Week theme is Life Is A Movie, Film Drug Free.™ The theme is a call to action to speak out in support of healthy choices. It also serves as a reminder that we are all empowered with shaping the communities around us through positivity, bravery, and strength.*

Day 2 – *It's Red Ribbon Week! This year's theme is Life Is A Movie, Film Drug Free.™ The theme is a reminder that by staying drug free, you are sending a message to yourself and others about how much you value yourself, your overall health, your community and your future. One thing's for sure...by making healthy choices, like staying drug free, you are much more likely to achieve your goals. So aim for the stars! We believe in you.*

Day 3 – *Happy Red Ribbon Week! This year's theme is Life Is A Movie, Film Drug Free.™ Staying drug free means investing in your current and future health. You don't have to use drugs to fit in. There are other ways to belong. Celebrate your uniqueness and show it to the world.*

Day 4 – *Life Is A Movie, Film Drug Free.™ - That's this year's Red Ribbon Week theme. [INSERT SCHOOL NAME] loves our students and we want you to lead happy, healthy, fun and wonderful lives. We know that by making healthy choices, like staying drug free, you are more likely to live the best life for you. So, take a moment to commit to yourself that you will continue to make healthy choices to ensure a brighter future. You won't regret it!*

Day 5 – *It's the last day of Red Ribbon Week and we want to thank you for your participation in supporting healthy, drug free lifestyles. We hope you've really thought about the meaning of this year's theme: Life Is A Movie, Film Drug Free.™ – and how making healthy choices will help you achieve your goals in life - while having fun in the process. We only want the best for you and can't wait to see what you can achieve!*

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

SOCIAL NETWORKING FOR PREVENTION

Participating in Red Ribbon Week® just got even easier! National Family Partnership encourages you to participate to help us spread the message across America. All you have to do to participate is tweet or post on Facebook with any or all of the suggested language below to spread the word about Red Ribbon Week®: See the examples below, copy the language you want to use on your blog or social networking site and start spreading the message!

Sample Tweets

- Life Is A Movie, Film Drug Free.™ – Celebrate #RedRibbonWeek (October 23-31).
- It's Red Ribbon Week® and I am taking a stand against drugs. Join me. Take the pledge: www.redribbon.org/pledge
- Today, I'm honoring Kiki Camarena, a DEA agent who died while fighting substance abuse. Join me. Take the pledge: www.redribbon.org/pledge. #RedRibbonWeek
- Join me in celebrating Red Ribbon Week®. Take the pledge: www.redribbon.org/pledge. #LifelsAMovieFilmDrugFree
- I'm entering the Red Ribbon Photo Contest to win an iPad and \$1,000 for my school. You can enter too at www.redribbon.org #RedRibbonWeek
- I'm a teacher who believes in a drug free future for my students. Join me in celebrating Red Ribbon Week® (October 23-31). #LifelsAMovieFilmDrugFree
- I'm a parent who believes in a drug free future for my children. Join me in celebrating Red Ribbon Week® (October 23-31). #LifelsAMovieFilmDrugFree

Sample Instagram Posts

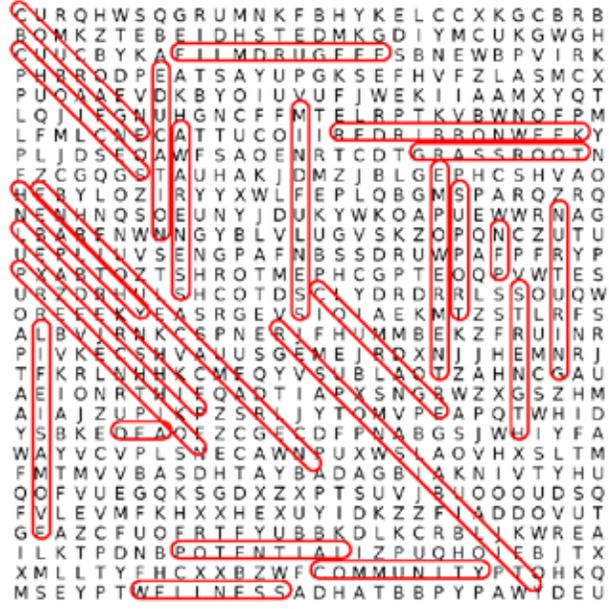
- Life Is A Movie, Film Drug Free.™ – Celebrate #RedRibbonWeek (October 23-31).
- It's Red Ribbon Week® and I am taking a stand against drugs. Join me. Take the pledge: www.redribbon.org/pledge #RedRibbonWeek
- Today, I'm honoring Kiki Camarena, a DEA agent who died while fighting substance abuse. Join me. Take the pledge: www.redribbon.org/pledge. #RedRibbonWeek
- Join me in celebrating Red Ribbon Week®. #LifelsAMovieFilmDrugFree #RedRibbonWeek
- Take the pledge: www.redribbon.org/pledge. #LifelsAMovieFilmDrugFree #RedRibbonWeek
- I'm entering the Red Ribbon Photo Contest to win an iPad and \$1,000 for my school. You can enter too at www.redribbon.org #RedRibbonWeek

Sample Facebook Posts

- Life Is A Movie, Film Drug Free.™ – Celebrate Red Ribbon Week (October 23-31).
- It's Red Ribbon Week® and I am taking a stand against drugs. Join me. Take the pledge: www.redribbon.org/pledge
- Today, I'm honoring Kiki Camarena, a DEA agent who died while fighting substance abuse. Join me in celebrating Red Ribbon Week® 2024. Take the pledge: www.redribbon.org/pledge
- Join me in celebrating Red Ribbon Week®. Our children have the right to grow up drug free – and we have the responsibility to make that happen. Take the pledge: www.redribbon.org/pledge
- I'm entering the Red Ribbon Photo Contest to win an iPad and \$1,000 for my school. You can enter at www.redribbon.org/contest.
- I'm a teacher who believes in a drug free future for my students. Join me in celebrating Red Ribbon Week® (October 23-31)
- I'm a parent who believes in a drug free future for my children. Join me in celebrating Red Ribbon Week® (October 23-31).



RED RIBBON WORD SEARCH ANSWER KEY



AWARENESS	EMPOWERMENT	LIFE IS A MOVIE	RESPONSIBILITY
CHOICES	ENRIQUE	MINDFULNESS	STRENGTH
COMMUNITY	CAMARENA	NFP	SUPPORT
COURAGE	FILM DRUG FEE	NURTURING	WELLNESS
COURAGE	GRASSROOT	POTENTIAL	
DEA	HEALTHY	PREVENTION	
EDUCATION	LEADERSHIP	RED RIBBON WEEK	



ENRIQUE CAMARENA RED RIBBON AWARD

History

Enrique (Kiki) Camarena was a Drug Enforcement Administration Agent who was tortured and killed in Mexico in 1985. Agent Camarena believed that one person would make a difference. His sacrifice serves as a catalyst to encourage others to make a visible commitment to eradicating drug abuse from our homes, schools, communities and nation. The National Family Partnership (NFP) and its network of individuals and organizations (including Informed Families/The Florida Family Partnership) continue to deliver his message of hope to millions of people every year.

Purpose

The Enrique Camarena Award recognizes and honors one person who has made a significant contribution in the field of drug prevention, and who personifies Agent Camarena's belief that one person can make a difference.

Criteria

Nominees must:

- Be an individual, not a corporation or organization
- Be a professional, volunteer, community activist, or parent
- Be a positive role model, committed to a healthy lifestyle
- Have made an outstanding contribution in the field of drug prevention

Guidelines

Nominations must be submitted with the attached Nomination Form.

Nominations may be made by a person or an organization.

Nominations should be in narrative form and no more than one (1) page in length and include the following:

- Specific achievements, such as new programs developed through nominee's efforts
- Specific programs, publications, etc., that the nominee has participated in which encourage and motivate others to take active roles in drug education and prevention
- Leadership and organizational abilities of the nominee
- Time and effort contributed by nominee
- Success in recruiting and motivating others

One award will be given. The winner will be selected by National Family Partnership® and announced in February 2025, all decisions are final. Nominations must be received by Friday, December 6, 2024. Late nominations will not be accepted. All nominations become the property of The National Family Partnership.

2023 ENRIQUE CAMARENA RED RIBBON AWARD RECIPIENT

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



ENRIQUE CAMARENA RED RIBBON AWARD

Nomination Form

Deadline: Friday, December 6, 2024

Nominee: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ - _____ Email: _____

Please check all that apply:

- | | |
|---------------------------------------|-----------------------------------|
| <input type="checkbox"/> Professional | <input type="checkbox"/> Activist |
| <input type="checkbox"/> Volunteer | <input type="checkbox"/> Parent |

If nominee is employed and position is applicable, list position and organization:

Person / Organization Making Nomination:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ - _____ Email: _____

PLEASE MAIL FORM AND ONE-PAGE NARRATIVE TO:

National Family Partnership, 2490 Coral Way, Suite 303, Miami, FL 33145
or email to redribbon@nfp.org



ENTER THE 2024 NATIONAL RED RIBBON WEEK® PHOTO CONTEST

Win An iPad & \$1,000
For Your School

2 WAYS TO ENTER WAYS TO WIN

ENTER

Families may submit a photo of a home decoration

Schools may submit a photo of a school or virtual school decoration

WIN

Receive the most votes in your Region for your entry

Receive one of the following Judges Awards:

Home Entries

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

School Entries

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

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



HOW TO ENTER

Decorate

Decorate your **Home** front door, mailbox or fence with a (double-looped) Red Ribbon and this year's theme: "Life Is A Movie, Film Drug Free.™"

Decorate your **School** with a (double-looped) Red Ribbon and this year's theme: "Life Is A Movie, Film Drug Free.™"

Snap A Photo & Upload

Take a picture of your Red Ribbon decoration (preferably with people in it!) and upload to www.redribbon.org/contest. You must be 18 years old to enter, so parents (or for school entries, school staff or PTA members) must submit the photos.

Get Votes!

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

Entry Period

Oct. 1 - Nov. 1, 2024

Voting Period

Nov. 2 - Nov. 16, 2024

Winners Announced

Dec. 4, 2024



CREATE THE 2025 RED RIBBON THEME



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

Submit your ideas for the 2025 National Red Ribbon® Theme Contest. If you win, you will receive national recognition and \$500 worth of 2025 Red Ribbon Week Theme Merchandise for your local K-12 school.

ENTRIES MUST BE RECEIVED BY DECEMBER 6, 2024

Email redribbon@info.org or mail to:

NATIONAL FAMILY PARTNERSHIP

2490 Coral Way, Suite 303, Miami, FL 33145

Please include your name, school, telephone number and email address

For more info and helpful tips, visit www.redribbon.org/theme/contest/



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





Be the hero of your own story

Paycom is committed to the transformation of businesses and our communities. We're proud to support the Red Ribbon Campaign in pursuit of its mission.

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Explore

THE CHICKASAW NATION



Chickasaw Cultural Center

Sulphur, OK

Visit the Chickasaw Cultural Center and share in Chickasaw culture, language and history. Experience dynamic performances, demonstrations, collections and exhibits at one of the most extensive tribal cultural centers in the United States.

Bedré Fine Chocolate®

Davis, OK

Ancient Tradition. Modern Flavor. Today, the Chickasaw Nation is the only modern First American tribe to produce gourmet chocolate for your culinary pleasure. Bedré Fine Chocolate® uses only sustainable cocoa through the Cocoa-Trace program to bring you the most gift-worthy premium chocolates for any occasion.

Exhibit C

Oklahoma City, OK

Visitors will find a retail shop complete with hand-crafted Chickasaw jewelry, pottery, paintings and clothing. Other retail items include the full line of Bedré Fine Chocolate®, books from Chickasaw Press as well as Chickasaw Country-branded items.



the
Chickasaw
Nation

BILL ANOATUBBY, GOVERNOR
CHICKASAW.NET   