



RED RIBBON WEEK TOOL KIT



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WHAT IS RED RIBBON WEEK?

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.



It is an ideal way for people and communities to unite and take a visible stand against drugs. The mission of the Red Ribbon Campaign® is to present a unified and visible commitment towards the creation of a drug-free America.

Your Team can plan a Red Ribbon celebration or you can celebrate individually. These celebrations can take place on social media, through activities and events in person or virtually and more - whatever is safest for your team.



THIS YEAR'S THEME



This year's Red Ribbon Week theme is "Be Happy, Be Brave, Be Drug Free." Teams can incorporate the theme into their celebrations or use the marketing downloads provided by the official campaign and CGTI/OS.



HOW CAN YOU CELEBRATE?

There are so many ways that teams and individuals can celebrate and honor Red Ribbon Week! The purpose of this toolkit is to provide teams and individuals with ideas, examples and premade content that can be used for this purpose!

On the next few pages you'll find examples of activities, social media posts and copy that can be used for your Red Ribbon Week celebration. There is also content available for download on redribbon.org.

It is important that we express that we created this Toolkit with the pandemic in mind - all provided tools were included with the intention of being accessible for both teams and individuals based on virtual and blended programming. We highly recommend implementing a Red Ribbon Week campaign that is based around statewide and schoolwide pandemic protocol in order to ensure the safety of all participants.

EFFECTIVE PREVENTION STRATEGIES

As you look through the provided activities, social media and other content below, we want to encourage all of our teams and individuals to think about effective prevention strategies and best practices!

Plans for Red Ribbon Week celebrations should be structured around evidence-based programs and practices. What does this mean? You should be looking to do and share things that are credible, reliable and effective based on data! What events will statistically and beneficially engage the community? What statistics can you provide that can be sourced back to trusted organizations?

In recent years, we have seen that many of the practices that used to be followed, like scare tactics, are not effective for our youth. It's best to remain informative, engaging and evidence-based to create an impact instead of relying on fear to start conversation and participation.

We always suggest that teams and individuals refer to the Strategic Prevention Framework as a resource for best practices. The SPF is a reliable foundation for assessing and planning prevention activities, events and more that are most effective and impactful for the communities they support!

ACTIVITIES

IN SCHOOL

- Have a spirit week/Wear Red Day
- Decorate your classroom doors or hallways
- Provide red ribbons for students and teachers to wear/decorate with
- Hold a poster or essay contest
- Advertise in the morning announcements
- Add details to the school marquee
- Schedule a speaker
- Decorate your fences with cups
- Create a Wall of Pledges

AT HOME

- Talk to family members about dangers of drug use
- Hang a red ribbon on your front door or on your windows
- Decorate with car or fridge magnets
- Have your family and friends join in Wear Red Day
- Read through the Red Ribbon resources provided below with family and friends

ONLINE

- Post on Social Media
- Change your profile picture or cover photos
- Create an online challenge for your school or community
- Hold a webinar
- Share statistics
- Create a hashtag
- Create PSAs and videos about your campaign

IN THE COMMUNITY

- Ask businesses and orgs to display red ribbons
- Host a red ribbon rally
- Identify prevention, treatment and recovery facilities and share their information
- Ask community organizations to sponsor or support your events
- Market your Red Ribbon Week celebration through local bulletins and businesses

SOCIAL MEDIA POSTS

CGTI and OS have created a Google Drive Folder of Facebook, Instagram and Twitter posts that can be used by all Chapters and Teams. This file is [linked here](#). Chapters and Teams are not required to use these posts, but should be using both the CGTI and OS logos in their content. Those will be provided in the folder.

Chapters, Teams and individuals are encouraged to appropriately use social media platforms that best fit their audience! These platforms can include TikTok, Snapchat and more. Making video content with your Chapters or Teams is also highly encouraged and should still include campaign and program logos.

WHAT SHOULD I SAY?

Knowing what to say in Red Ribbon social media posts can be tricky! It's important to remember that your peers, community members or family members may be in recovery from substance use disorders and the language we use matters. Remember to use person-first language or just keep it simple!

Below we offer some ideas on what to use as captions for the provided media or what you can say for your own campaigns.

Feel free to make hashtags that are specific to your team or community that everyone can use!

- **Be happy. Be brave. Be drug free! #RedRibbonWeek2020**
- **Today, I'm taking a stand against drugs. Join me in taking the pledge. Link in bio! #SnowballCGTIRedRibbonWeek**
- **We're celebrating Red Ribbon Week at our school from October 23 to October 31! Will you join us?**
- **What are you doing to take a stand against drugs? Tell us in the comments! #RedRibbonWeek2020**
- **I'm a teacher that believes in a drug-free future for my students! Join me in celebrating #RedRibbonWeek2020**
- **Healthy and happy can start today. Take the pledge to be drug free with our team! #RedRibbonWeek**
- **Many Americans are facing substance use disorders everyday, but recovery is possible! I stand during #RedRibbonWeek to support recovery and resiliency!**

CAMPAIGN CHECKLIST



First Things First, plan out your week. When will you schedule posts? What activities will you do? Will it be fully remote or blended? Have the details ironed out so that all Chapter and Team members can join in together or individually.



Announce your campaign. Let your school and community know to add Red Ribbon Week to their calendars! Who can you get invested in your local campaign?



Spread The Word and get your campaign started! How can people get involved and celebrate with you?



Share Your Success with CGTI, Operation Snowball and the Red Ribbon Campaign! You can share with our programs' social media pages or you can go to redribbon.org/contact to share your experience.

TAKE THE PLEDGE

The purpose of Red Ribbon Week at it's core is creating and supporting a drug-free America. While activities, events, social media posts and other campaigns are useful in spreading awareness and education, taking the pledge is the piece of the campaign that ensures this future for our communities.

Taking the pledge is simple - students and adults alike can pledge to be drug free by signing their names as a team or as individuals. This pledge signifies the dedication to living a drug-free and healthy life, which also serves as the foundations for both the Cebrin Goodman Teen Institute and Operation Snowball, Inc.

These pledges are a reminder to ourselves and to those around us that it's important to prioritize health and to stay informed and educated on the effects of substance use. They serve as a promise to be kind to our bodies and our minds, to continue learning and to spread that knowledge as far as possible.

We have included in this toolkit two pledges - a Team pledge and an individual pledge.

TEAM PLEDGE

_____ plans to be safe, healthy and drug free by:
Team/Chapter Name

- understanding the dangers of drugs use
- respecting ourselves and being drug free
- spreading the word in our community

Sign Names Here!


cebrin goodman
teen institute



INDIVIDUAL PLEDGE

I plan to be safe, healthy and drug free by:

- understanding the dangers of drugs use
- respecting ourselves and being drug free
- spreading the word in our community

Name: _____

Team/Chapter: _____

Date: _____


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RESOURCES

This list of resources comes directly from the Red Ribbon Planning Guide and can also be found in their website downloads. Lesson plans can also be found in the Planning Guide for those interested. We highly suggest taking a look at everything Red Ribbon has to offer as well as the many resources, facts and statistics and more that these organizations provide.

- RedRibbon.org
- [Community Anti-Drug Coalitions of America](#)
- [Drug Enforcement Administration](#)
- [Drug Free America Foundation](#)
- [Lock Your Meds](#)
- [Lung Love Foundation](#)
- [Mothers Against Drunk Driving](#)
- [National Association for Children of Alcoholics](#)
- [National Highway Traffic Safety Administration](#)
- [NIDA For Teens](#)
- [Students Against Destructive Decisions](#)
- [Substance Abuse and Mental Health Services Administration](#)

SOURCES AND CREDITS

This toolkit was made based on material, resources and the longstanding influence of the Red Ribbon Campaign®. We are honored to celebrate Red Ribbon Week every year thanks to the their continued efforts to educate youth and adults alike about the effects of substance use.

All materials here were based in part on the redribbon.org website and downloads. Operation Snowball, Inc. and the Cebrin Goodman Teen Institute made additions where fitting and do not look to profit or gain from these materials.

If you are interested in further exploring Red Ribbon's materials and content, you can also find them at @redribbonweek on Twitter and Facebook and at @redribboncampaign on Instagram.

This toolkit should be used by and shared with Operation Snowball chapters and Cebrin Goodman Teen Institute actions teams only and was made with that specific use and implementation in mind.