

Sponsored by National Family Partnership
www.redribbon.org

SPONSORED BY:



AMBASSADOR TOOLKIT

informedfamilies.org | 888-474-0008 | Miami | Orlando | Pensacola



Did you know that Red Ribbon is the nation's oldest and longest running prevention campaign?

About Red Ribbon Week®:

Red Ribbon Week is celebrated nationally each year from October 23rd through the 31st. This year's theme is: A Healthy Me is Drug Free™.

What is My Role?

Your job is to take the Red Ribbon message to your school or community and spread the message to help keep kids, safe, healthy and drug free. The following documents in this toolkit will provide you with all necessary tools to promote the campaign and get participation. **A downloadable version of all campaign materials can be found on: www.firedribbon.com.**

Tell people about our Red Ribbon Photo Contest. The winner will receive an iPad and the school that student attends will win an iPad and \$1,000 to be used towards drug prevention at your K-12 school..

What's in it for My School and Me?

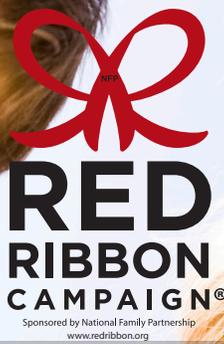
Informed Families will highlight your school's participation in our newsletter and on our website. In addition, results from your school's participation will be reported to you and the Principal. By implementing this campaign, parents and their kids are brought together to promote a drug free, healthy lifestyle. Your promotion of this special event can mean the difference in the life of a child who may otherwise be affected by drug or alcohol abuse.

Who do I call if I need help?

Orlando and surrounding area:
Christine Stilwell
321.231.0587

Pensacola and surrounding area:
Carmela Bechtel
850.393.2145

Miami and Statewide:
Alita Patterson
305.856.4886



LET'S GET STARTED!

Your Red Ribbon Checklist.



FIRST: Order your posters and flyers online: After you place the order, the materials will be mailed directly from our printer to you at your school. Registered ambassadors can order materials at www.informedfamilies.org/toolkits (While supplies last).



NEXT: Schedule the campaign: Set up a schedule for the morning announcement messages and Connect Ed messages. Decide what day the flyer will be sent home with the students.



MORNING ANNOUNCEMENTS Read the Morning Announcement Script in the campaign tool kit. 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. This will excite the students to spread the word. Our announcement script can be edited to meet the specifics of your school.



CONNECT ED Read the Connect Ed Script in the tool kit. Schedule the Connect Ed, or 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.



SPREAD THE WORD: Distribute the 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 at www.redribbon.org.



COMPLETE THE CAMPAIGN REPORT FORM: We want to promote the awesome job you did with the campaign. Go to our website to submit the form online: www.informedfamilies.org/toolkits.



Sponsored by National Family Partnership
www.redribbon.org

A HEALTHY ME IS DRUG FREE™.

Red Ribbon Activities.



Decorate the school with red bows.

Put the Red Ribbon Theme on the school marquee.



Have "wear red" day at school, everyone wears a red shirt/socks/shoes etc.



Schedule a speaker to speak to the students about the dangers of substance abuse.



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 everyday 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.

Hand out Red Ribbon Photo contest flyers to all students.





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®, the oldest and largest drug prevention campaign in the nation, is your opportunity to get the ongoing conversation started.

This year's theme: **A Healthy Me Is Drug Free™**, reminds us all that we can achieve our full potential without the use of drugs. Visit www.firedribbon.com 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.

Red Ribbon Week®

MEDIA ALERT

Informed Families would like to notify the media in your area about your plans to celebrate Red Ribbon Week®. Don't delay - let the world see how you keep kids and communities safe, healthy and drug-free!

To receive media coverage, please print the following information and return to us via email no later than two weeks before your event.

Email: info@InformedFamilies.org

Name of Organization: _____

Date of Event: _____

Location of Event: _____ City, State, Zip: _____

Time of Event: _____ # of Participants: _____

Details: _____

Contact Person: _____ Email: _____

Phone: () _____ - _____ Fax: () _____ - _____

Newspaper & TV to contact in your area:



Red Ribbon Week®

RECORDED MESSAGE TO PARENTS SCRIPT

Good evening parents. This is _____ calling
from _____.

Students are getting ready for Red Ribbon Week® 2013 – this year’s theme is: A Healthy Me is Drug Free™. 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 to win an iPad? Informed Families is sponsoring a photo contest. This contest is free, simple and you could win an iPad and \$1,000 for your child’s (K-12) school!! Log onto www.fredribbon.com and find out more!

Thank you and have a wonderful evening.



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 “A Healthy Me is 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 your school? Enter the Red Ribbon Photo Contest. It’s easy, it’s fun and it’s free. Go to www.flredribbon.com.
- **If applicable:** details of the contest will be emailed to all parents on our contact list.

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

NOMINATE A RED RIBBON WARRIOR

ENRIQUE CAMARENA RED RIBBON AWARD

GUIDELINES

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 in Florida, 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 Informed Families and announced in February 2013. All decisions are final. Nominations must be received by Tuesday, December 2, 2013. Late nominations will not be accepted. All nominations become the property of Informed Families/The Florida Family Partnership.

ENRIQUE CAMARENA RED RIBBON AWARD NOMINATION FORM

Nominee: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ - _____ Email: _____

Please check all that apply:

Professional Activist

Volunteer Parent

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

Person/Organization Making Nomination:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ - _____ Email: _____

Deadline: Tuesday, December 2, 2013

**Please mail to 2490 Coral Way, Miami, FL 33145
or email to info@InformedFamilies.org**

SOCIAL MEDIA POSTS



f SAMPLE FACEBOOK POSTS

- A Healthy Me Is Drug Free – and that’s why I am celebrating 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 2011. Take the pledge: www.redribbon.org/pledge
- Today, I’m joining teens, parents, teachers, and other citizens across America in celebrating Red Ribbon Week (October 23-31), the oldest and largest drug prevention program in the nation.
- 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 iPad2 and \$1,000 for my school. You can enter too at www.redribbon.org/enter
- 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).

t SAMPLE TWEETS

- A Healthy Me Is Drug Free – and that’s why I am celebrating #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
- Today, I’m joining teens, parents, teachers, and other citizens across America in celebrating Red Ribbon Week (October 23-31), the oldest and largest drug prevention program in the nation. #RedRibbonWeek
- 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.
- Make the pledge: www.redribbon.org/pledge. #RedRibbonWeek
- I’m entering the Red Ribbon Photo Contest to win an iPad2 and \$1,000 for my school. You can enter too at www.redribbon.org/enter. #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). #RedRibbonWeek
- I’m a parent who believes in a drug free future for my children. Join me in celebrating
- Red Ribbon Week (October 23-31). #RedRibbonWeek

RED RIBBON WEEK® PLEDGE

Spread the word to get parents and your community involved in Red Ribbon Week®. Here are some optional ideas:

- Download and print pledges 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.informedfamilies.org/toolkits





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.flredribbon.com to learn more and spread the message to family and friends.

Name _____ School _____

Copyright © 2013 Informed Families

Download tips for fun Red Ribbon activities at www.flredribbon.com

Special Thanks to Our Funders:   

Parent Pledge





I Support Red Ribbon Week!

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

- Understanding the dangers of drug use and abuse and setting goals for not using drugs.
- Talking with my parents to know their rules about smoking and drinking and the consequences for breaking those rules.
- Setting a good example for my friends, family members and classmates by not using drugs, alcohol or tobacco.

Name _____ School _____

Copyright © 2013 Informed Families

Download tips for fun Red Ribbon activities at www.flredribbon.com

Special Thanks to Our Funders:      

Youth Pledge



Campaign Report

Please submit this form online by November 14, 2013 at
www.informedfamilies.org/toolkits

Name and address of School _____

Name of Red Ribbon Ambassador _____

Phone number _____

Student population _____

Date flyer was sent home with students _____

Date of 1st morning announcement _____

Date of Connect Ed or recorded message to parents _____

Date newsletter article was sent out _____

Number of signed pledges returned (optional) _____

Anything else you would like to share about the campaign activities? _____



Campaign Report

Please submit this form online by November 14, 2013 at
www.informedfamilies.org/toolkits

Campaign Survey

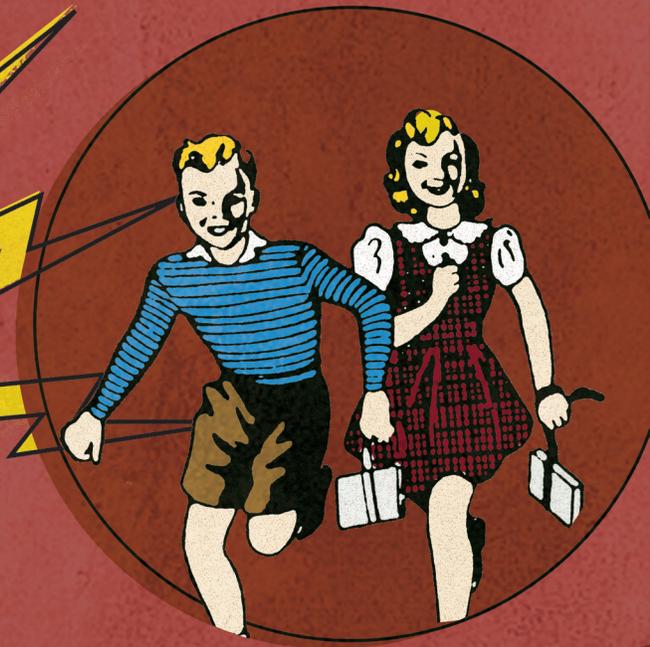
	Better than Expected	As Expected	Worse than Expected
Instructions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please feel free to attach any additional documentation such as copy of parent newsletter, photos of campaign activities, etc. We would love to recognize your efforts in our newsletter or on our website.

Go to www.informedfamilies.org/toolkits to submit this form online.



SEE INTO YOUR KIDS' BRAINS!



NEW

PARENT X-RAY SPECS

LEARN ABOUT PEER PRESSURE, COOL MUSIC, NEW TOYS, AND MORE!

Unfortunately, these don't exist. Thankfully, there is a way to start a conversation with your kids, and learn how they think and feel. Text the word "Family" to 69302 or go to www.FlRedRibbon.com to download our parent guide.



Baptist Health
South Florida



South Florida
Behavioral
Health Network, Inc.



Florida
Blue



**Informed
Families**
THE FLORIDA FAMILY PARTNERSHIP

**RED
RIBBON
CAMPAIGN**
Sponsored by National Family Partnership
www.flredribbon.org