

The Red Ribbon Campaign® is the oldest and largest drug prevention program in the nation, reaching millions of young people each year. Red Ribbon Week®, October 23rd - October 31st, is an ideal way for people and communities to unite and take a visible stand against drugs. Drugs are becoming increasingly more prevalent in our communities. It is important that teens and parents know about both illicit drugs and the misuse of prescription medications: what they are, where they are found, and the symptoms of drug use so that they can be empowered to get help or encourage their loved ones or friends to seek help. Show your personal commitment to a drug-free lifestyle through the symbol of the Red Ribbon, October 23rd - 31st.

More info and additional resources on our [Drug Prevention and Awareness Campaign website](#)

Activities & Materials

Elementary/Middle Schools (Posters, Red Ribbon Stickers, Drug Free Bracelets and Pins for Staff)

- Print a Youth Pledge and hang it on your door or in your classroom and have students sign it
I pledge to grow up safe, healthy and 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.
- Host a Red Ribbon Spirit Week:
 - Monday: Sock it to Drugs (Wear crazy socks)
 - Tuesday: Don't Let Drugs Turn You Inside Out (Wear your clothes inside out)
 - Wednesday: Team Up Against Drugs (Wear your favorite team jersey)
 - Thursday: Use Your Head, Wear Red (Say No to Drugs and wear red head to toe and distribute red ribbons)
 - Friday: I CAN, You CAN, Be Drug Free (Canned food donation drive)

Middle/High Schools (Posters, Drug Awareness Tip Sheets, Red Ribbon Stickers, and Pins for Staff)

- Red Cup activity in chain link fence to promote a positive drug free message.
- Start a SADD (Students Against Destructive Decisions) chapter at your school <https://www.sadd.org/>
- Connect Homecoming activities and Spirit Week to drug prevention such as "Team Up Against Drugs" (i.e. encouraging students to not let friends drive under the influence).
- Host a video contest for students to make a 30 second public service announcement about drug prevention and show the winning video during the Homecoming pep rally.
- Hang a banner in the cafeteria where students can post healthy alternatives to using drugs (i.e. go to the gym, make smoothies)

School Communication for Middle/High Schools

Example for School Newsletter

October is Red Ribbon Month during which our school will be promoting drug awareness and prevention with our students. 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. Please take this opportunity to open or continue the dialogue with your children around drugs. Children of parents who talk to their teens regularly about drugs are less likely to use drugs than those who don't, yet only a quarter of teens report having these conversations. SAMHSA (Substance Abuse and Mental Health Services Administration) reports: There is an urgent need to identify children and adolescents who have or are at risk for mental disorders, including Substance Use Disorders, and connect these children and adolescents with other services they need. Schools can fill a critical role in both identifying such children and adolescents and connecting them with treatment and other services they need. Fulton County Schools is committed to providing safe and secure learning environments for our students. Our Board of Education makes annual, ongoing investments that provide safety and security to our physical buildings as well as programs that focus on the social and emotional well-being of our students and staff.

Example for School Announcement

Students, this month is Red Ribbon Drug Prevention Month. We will be talking about drug prevention throughout October. 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. Show your personal commitment to a drug-free lifestyle through the symbol of the Red Ribbon, October 23 - 31st. If you know someone who is struggling with substance use issues, be a good friend and help them ask for help from a trusted adult. Here at school we have a school counselor, social worker and psychologist who are available to provide help. Thank you for supporting this initiative!

Local Resources

- [Chris180 Tree House Program](#)
- [Pathways2Life](#)
- [SAMHSA Help-line](#)
- [Prescription Drug Dropbox Locator](#)
- [Dose of Reality-Together we can prevent opioid abuse in Georgia](#)
- [United Way Atlanta- Resources for Drug, Mental Health, and Recovery Programs](#)
- [Georgia Department of Behavioral Health and Developmental Disabilities- Substance Abuse and Prevention](#)

Fulton County Schools Supports

- [On-site Mental Health Partners](#)
- [Text4Help](#)
- [Vaping](#)
- [Edibles](#)
- [Choose 180](#)
- [Fulton County Schools Tip Line](#)

Don't forget to hashtag all of your month's activities
#FCSdrugprevention
#FCSRedRibbon (October 23-31)



TEXT4HELP
1-844-201-9946
SAFE • FREE • CONFIDENTIAL

