





# MESSAGE FROM THE PRESIDENT



## The Evaluation and Effectiveness of Red Ribbon Week®

By Peggy Sapp, President  
National Family Partnership®

Frequently, people ask two questions about Red Ribbon Week®, the National Family Partnership's Anti-Drug Campaign held each October 23rd-31st since 1986. The first question is usually Is Red Ribbon Week® effective? and the second question is Has Red Ribbon been evaluated? Satisfactorily answering both questions will depend heavily on the background and perspective of the person asking the questions and will vary in each community setting. From my perspective and experience as the President and CEO of Informed Families/The Florida Family Partnership and the Volunteer President of The National Family Partnership, my answers to these questions are as follows:

- Red Ribbon is an Environmental Agent
- Red Ribbon is designed to be an awareness campaign which gets information to the general public about the dangers of drug abuse.
- Red Ribbon is designed to be an experiential learning lesson for children and adults.
- Red Ribbon is designed to get people talking with other people and working on activities that will help rebuild a sense of community and common purpose.
- Red Ribbon is designed to help parents and schools deliver an effective drug prevention curriculum.
- Red Ribbon is designed to create CRITICAL MASS which is necessary to reduce destructive social norms/behaviors and promote positive social norms/behaviors.
- Red Ribbon is designed to be positive and fun— two things necessary to maintain good mental health.

## Have a fantastic Red Ribbon Week® 2013!



2490 Coral Way  
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# 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*



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# IT TAKES A COMMUNITY TO TEACH PREVENTION

## How can you celebrate Red Ribbon Week®?

### SCHOOLS

- Wear Red Shirt Day
- Plan essay contests, poster contests, and journalism contests
- 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

### 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

### 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, etc.

### 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
- Give drug-free message in the sermon
- Include a special Red Ribbon insert in bulletins
- Hold prayer vigils for those affected by the use of drugs

### MEDICAL

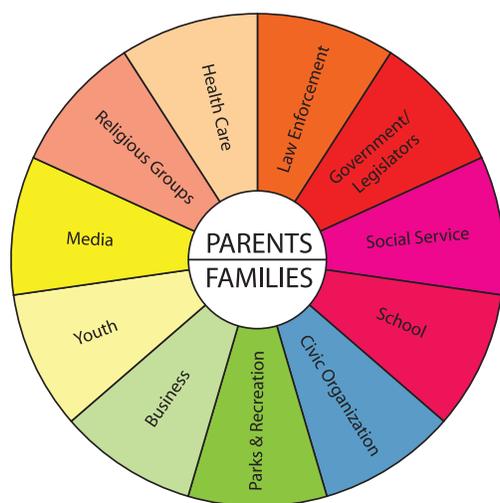
- Display a basket of Red Ribbons in the waiting room lobby for patients and family members
- Display the Red Ribbon message with posters and banners in your facility

### MEDIA

- Wear Red Ribbons and distribute to your employees, TV Anchor person, news reporters, etc.
- Inform the community about the Red Ribbon Campaign®, encourage them to participate

### 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!



COMMUNITY WHEEL

### Red Ribbon Activities Guide, References and Resources

For a listing of references and resources, or to order an activities guide go to [www.redribbon.org](http://www.redribbon.org) and [www.nfp.org](http://www.nfp.org).



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# BECOME A RED RIBBON CERTIFIED SCHOOL

**The Red Ribbon Campaign<sup>®</sup> is the largest universal prevention campaign in the nation.**

Since 2005, over 40 schools nationwide have already received the honor or Red Ribbon certification. The Red Ribbon Certified Schools<sup>®</sup> (RRCS) program assesses and celebrates the successful efforts of schools in the prevention of substance abuse among youth.



## Why Certify Your School?

Receive national recognition for your school's efforts to:

- Produce safe, healthy drug-free kids
- Increase parental involvement in schools
- Improve academic performance
- Improve awareness and social norms around alcohol and drug use

**Parents and teachers, ask your school to get Red Ribbon Certified.**

Schools go through a rigorous review of how they promote a healthy school environment. Students will be impacted in the following ways:

- Better Academic Performance
- Higher Graduation Rates
- Lower 30-day Use Rates
- Less Binge Drinking
- Lower Alcohol and Drug Initiation Rates

For more information please go to

**[www.redribbonschools.org](http://www.redribbonschools.org)**



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# SAMPLE RED RIBBON PROCLAMATION FOR LOCAL GOVERNMENTS

**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,**

National Family Partnership (NFP) 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,**

We intend to further commit our 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, 2013, 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 \_\_\_\_\_

In the hope that you will lend your support through the above proclamation, we respectfully request that the documentation be forwarded to NFP following Red Ribbon Week® for display at our headquarters.



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# RED RIBBON MEDIA ALERT

**National Family Partnership® 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 fax or email no later than two weeks before your event.

**Fax: 305-856-4815    Email: [info@nfp.org](mailto:info@nfp.org)**

Name of Organization: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Time of Event: \_\_\_\_\_ # of Participants: \_\_\_\_\_

Details: \_\_\_\_\_

\_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ - \_\_\_\_\_    Fax: (    ) \_\_\_\_\_ - \_\_\_\_\_

Newspaper & TV to contact in your area:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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# 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 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 the United States, 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 Monday, December 3, 2012.

Late nominations will not be accepted. All nominations become the property of National Family Partnership®.



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# ENRIQUE CAMARENA RED RIBBON AWARD

**Nomination Form**  
**Deadline: Monday, December 2, 2013**

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: \_\_\_\_\_

**Please mail to 2490 Coral Way, Miami, FL 33145 or email  
the completed form to [redribbon@nfp.org](mailto:redribbon@nfp.org)**



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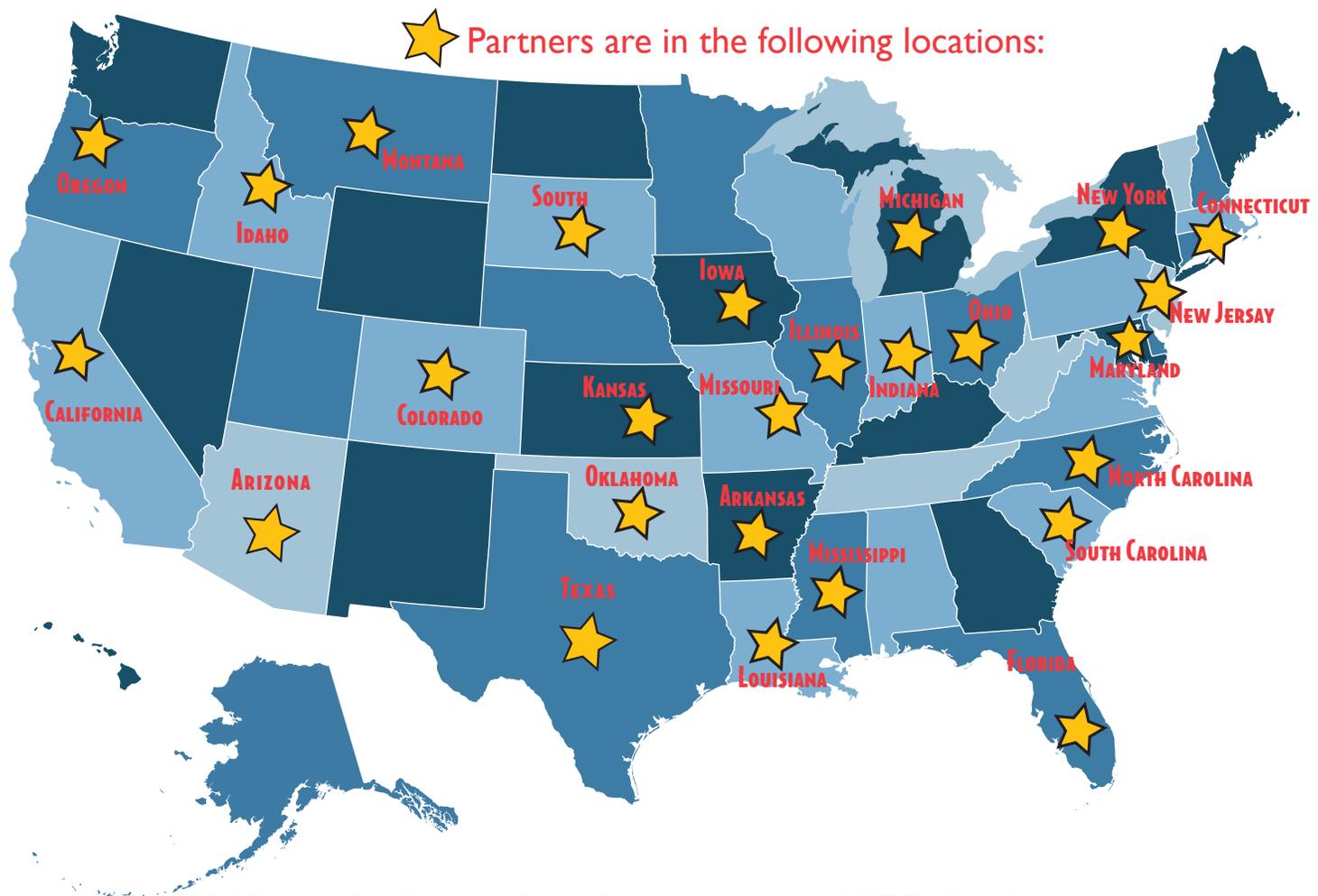
# BECOME AN NFP AFFILIATE

**NFP's goal is to Expand the Parent Network to all 50 states.**

**As a Partner of the National Family Partnership you would:**

Be focused on building a parent network, which promotes and broadcasts Universal messages.

**Visit us at [www.nfp.org/affiliatealert](http://www.nfp.org/affiliatealert) for more information for all the up and coming NFP Affiliate Training Webinars.**



## What do I need to become an NFP Affiliate?

- 1) Each NFP Partner is required to be a 501 ( C )(3) nonprofit organization, with a board of directors and by-laws.
- 2) Corporations, organizations and individuals are also NFP Partners who help strengthen our national network.

NFP Affiliates and Partners are actively working to make a difference in our fight for drug-free youth, families and communities.

***Are you up for the challenge?***

For more information, please contact us at [info@nfp.org](mailto:info@nfp.org)



## April 1st through June 30th

The median age at which children begin drinking is 12 (NIDA, 2002). Young people who begin drinking before age 15 are four times more likely to develop alcohol dependence than those who begin drinking at age 21. (CADACA, 1996) & (NIAAA, 2002)

### WILL YOU HELP TO CHANGE THESE STATISTICS?

#### *Safe Homes Safe Parties Campaign®*

An initiative developed by Informed Families/The Florida Family Partnership and implemented by parents of teens and pre-teens to ensure that drugs, alcohol and cigarettes will not be permitted at parties held in their homes and discouraged at parties in the community

Parents take ownership of the program by signing a pledge that states that they will:

- Set guidelines.
- Not allow underage youth to drink alcoholic beverages or use tobacco or drugs in their home or places of business.
- Be present at all pre-teen and teenage parties held in their homes to ensure that no drugs, alcohol or tobacco are present.
- Encourage future drug and alcohol - free activities for underage youth.

While Safe Homes Safe Parties® is a year - round education program, the campaign is most prevalent during the spring months - when school proms and graduations ceremonies occur.

WHY WE  
NEED  
YOU  
?

### Sign a pledge today!

Visit us at:

[www.nfp.org/shsp](http://www.nfp.org/shsp)

Critical Mass is necessary to change  
a community norm

For more information please contact Amy Goldstein  
at [agoldstein@nfp.org](mailto:agoldstein@nfp.org)

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Tel: (305) 856-4886 Fax: (305) 856-4815

# Parents Guide to Teen Parties



There are many pressures drawing youth to the use of cigarettes, alcohol and other harmful drugs. The strongest pressures on the young adults are social/societal (including advertising & media) and the need for group acceptance. Many parents and their teenagers talk about appropriate guidelines in this area, yet continue to feel helpless. Some parents, wanting their teenagers to belong to a group, serve alcohol at parties to their teenagers and friends. When

parents work together, the pressure to serve or allow the use of illegal beverages, tobacco and other drugs will be significantly reduced. Don't fall prey to the teen tactic, "But all the other parents let their kids do it." Review the following guidelines and discuss them with your family and friends. Communicate what standards you expect to be followed. Support one another within families and from family to family.

- Know where your teenager will be.
  - Personally contact parents of the party giver.
  - Be certain that alcohol, tobacco and other drugs will not be permitted.
  - Agree beforehand on a curfew.
  - Know how your teenager will get to and from the party.
  - Personally check with parents if your child stays overnight with a friend after the party.
  - If your teenager attends a party where alcohol, tobacco and other drugs were served by parents or allowed, it is important to:
    - Phone and discuss your disapproval with the parents.
    - Discuss the illegal ramifications with them.
    - Share notes with other parents.
    - Express thanks and support to parents and students within these guidelines.
- Plan in advance.
  - Agree to the rules ahead of time.
  - Know your responsibilities.
  - Anyone who leaves the party should not be allowed to return.
  - Welcome calls from other parents to discuss the party arrangements.
  - Notify your neighbors beforehand that a party is being given and will be supervised.
  - Notify police when giving a large party.
  - Plan to have food and plenty of non-alcoholic drink.
  - Plan some activities ahead: Movies, dancing, sports, etc.
  - Discuss the party afterwards.

our pledge . . . . .  
To Stop Underage  
Alcohol & Drug Use

## INFORMED FAMILIES PLEDGE

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

School your child/children attends: \_\_\_\_\_

Signature: \_\_\_\_\_

Mail this bottom portion to National Family Partnership®.

# Florida Family Day

FAMILIES WHO EAT TOGETHER STAY TOGETHER

FOURTH MONDAY IN SEPTEMBER

## About Family Day



The National Center on Addiction and Substance Abuse (CASA) at Columbia University consistent that more often children eat dinner with their families, the less likely they are to smoke, drink, or use illegal drugs.

Created by CASA in 2001, Family Day – A Day to Eat Dinner with Your Children is a national effort to promote family dinners as an effective way to reduce substance abuse among children and teens. Family Day promotes and emphasizes regular family activities to encourage parent-child communication and encourages Americans to make family dinners a regular feature of their lives. Parental engagement is the single most potent weapon in preventing substance abuse among youth.

**Sign the Pledge Today!!!!!!!!!!!!!!!!!!!!!!**

I pledge to celebrate Family Day

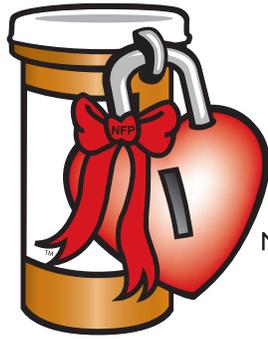
Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_



**LOCK  
YOUR  
MEDS<sup>®</sup>**  
National Family Partnership

## DID YOU KNOW?

OVER 3 MILLION U.S. TEENS ABUSE PRESCRIPTION DRUGS.<sup>1</sup>

EVERY DAY, 3,300 MORE CHILDREN BEGIN EXPERIMENTING WITH PRESCRIPTION DRUGS.<sup>2</sup>

70% OF CHILDREN WHO ABUSE PRESCRIPTION DRUGS ADMIT TO GETTING THEM FROM FAMILY OR FRIENDS.<sup>3</sup>

NATIONAL  
FAMILY  
PARTNERSHIP<sup>®</sup>

### Lock Up Your Medicine To Prevent Children's Prescription Drug Abuse

Due to the fact that prescription drugs, when used as prescribed, can improve one's health, many teens believe they are a safe way to get high. View the tips on the next page to keep your child safe from prescription drug abuse.

**TAKE ACTION**

**DOWNLOAD AN INVENTORY CARD**

Keep your children safe by monitoring your medicine cabinet.

**SIGN AN E- PLEDGE**

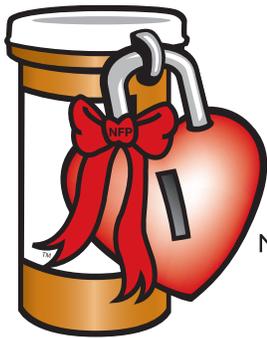
Take a stand.

[www.lockyourmeds.org](http://www.lockyourmeds.org)

1. Substance Abuse and Mental Health Services Administration. 2007 National Survey on Drug Use and Health: National Findings.
2. Substance Abuse and Mental Health Services Administration. A Day in the Life of American Adolescents: Substance Use Facts, 2007.
3. Substance Abuse and Mental Health Services Administration. 2006 National Survey on Drug Use and Health: National Findings.

# You Hold The Key To Your Child's Drug Free Future

*Review the following guidelines for prescription drug abuse prevention and discuss them with family & friends*



**LOCK  
YOUR  
MEDS®**

National Family Partnership

## **LOCK YOUR MEDS**

Every day, 3,300 more children begin experimenting with prescription drugs.<sup>2</sup> Seventy percent of those who have abused pain medication say they get the medication from friends and family.<sup>3</sup> Prevent your children from abusing your own medication by securing your meds in places your child cannot access.

## **TAKE INVENTORY**

Download your Home Medicine Inventory Card on [www.nfp.org/lockyourmeds](http://www.nfp.org/lockyourmeds), write down the name and amount of medications you currently have and regularly check to see that nothing is missing.

## **EDUCATE YOURSELF & YOUR CHILD**

Learn about the most commonly abused types of prescription medications (pain relievers, sedatives, stimulants and tranquilizers). Then, communicate the dangers to your child regularly; once is not enough.

## **SET CLEAR RULES & MONITOR BEHAVIOR**

Express your disapproval of using prescription drugs without a prescription. Monitor your child's behavior to ensure that the rules are being followed.

## **PASS IT ON**

Share your knowledge, experience and support with the parents of your child's friends. Together, you can create a tipping point for change and raise safe, healthy and drug-free children.

## **PROPERLY DISPOSE OF OLD AND UNUSED MEDICATIONS**

For guidelines on safe and proper disposal of medications, visit [www.nfp.org/safemeddisposal](http://www.nfp.org/safemeddisposal).

She gets her hair  
from her mom.  
Her eyes from her dad.  
And her drugs  
from her grandma's  
medicine cabinet.

70% of children who abuse prescription drugs get them from family or friends. Prevent your children from abusing your own medication by securing your meds in places your child cannot access.

**BE AWARE. DON'T SHARE.**  
For more information, go to [www.lockyourmeds.org](http://www.lockyourmeds.org).



# 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 FACEBOOK POST

- 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](http://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® 2012. Take the pledge: [www.redribbon.org/pledge](http://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](http://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](http://www.redribbon.org).
- 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).

## 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](http://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](http://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.
- Take the pledge: [www.redribbon.org/pledge](http://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](http://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). #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



create

# THE 2014 NATIONAL RED RIBBON THEME

**DO YOU HAVE A GREAT IDEA FOR THE NEXT  
NATIONAL RED RIBBON WEEK® THEME?**

Submit your ideas for the 2014 National Red Ribbon Theme Contest. If you win, you will receive national recognition and \$500 worth of 2014 Red Ribbon Week® Theme Merchandise for your local K-12 school.



**Send Us Your Ideas For the 2014 Red Ribbon Theme Today!**  
Email [redribbon@nfp.org](mailto:redribbon@nfp.org) or mail to: National Family Partnership,  
2490 Coral Way, Miami, FL 33145. Please include your name, school,  
telephone number and email address.

Entries must be received by December 2, 2013.

**Visit [www.redribbon.org/enter](http://www.redribbon.org/enter) for more info,  
helpful tips and past theme samples.**

**Informed Families**  
**The Florida Family Partnership**  
 2490 Coral Way  
 Miami, FL 33145

Non-Profit  
 U.S. Postage  
**PAID**  
 Huntington, IN  
 Permit #832



HELPING KIDS GROW UP SAFE, HEALTHY & SUCCESSFUL

RED RIBBON WEEK® - OCT 23-31

**A Healthy Me**

**is Drug Free!**

www.redribbon.org

Would You Like To Become A Red Ribbon Certified School?  
 Go to [www.redribbonschools.org](http://www.redribbonschools.org)