

# RED RIBBON HANDBOOK



CALIFORNIANS FOR DRUG FREE YOUTH, INC.

## ***THE RED RIBBON CELEBRATION***



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## ***PREFACE***

This Red Ribbon Handbook is dedicated to the millions of Californians who are working night and day to eliminate the demand for alcohol, tobacco and other drugs. The contents are a compilation of information from those community members who have been active in the Red Ribbon Celebration since its inception in 1986.

Thank you for your tireless collaborative efforts to make this prevention education program an overwhelming success in California!



## ***INTRODUCTION & HISTORY***

Californians for Drug Free youth, Inc. (CADFY) is an organization of dedicated individuals working together to empower youth and adults to lead positive, healthy, drug free lives. CADFY incorporated in 1982 and is a state partner of National Family Partnership, Inc. (NFP) located in Florida.

NFP initiated the Red Ribbon Campaign when Enrique Camarena was killed in Mexico by drug traffickers in 1985. CADFY organized the first week-long statewide Red Ribbon Campaign in 1986 to commemorate Enrique's death. Two years later, NFP organized the first National Red Ribbon Campaign, renamed Red Ribbon Celebration in 1989.

The Red Ribbon symbolizes the commitment to a healthy, drug free lifestyle. Red Ribbons are worn and displayed every year during Red Ribbon Week, October 23-31, to present a unified and visible commitment toward the creation of a drug free America. Red Ribbon Week presents the opportunity to reinforce the belief that no use of illegal drugs and no illegal use of legal drugs shall prevail in neighborhoods and communities.

The Red Ribbon program has offered CADFY the opportunity to be a leading force in the formation of community coalitions to identify, examine, publicize and act upon alcohol, tobacco and other drug issues. With year-round focus on prevention education activities and programs, we can impact millions of people and develop an attitude of intolerance to the use of drugs. The Red Ribbon Celebration is building the bridge from awareness to action.

## ***KIKI AND THE HISTORY OF RED RIBBON WEEK\****

Enrique (Kiki) S. Camarena was born on July 26, 1947 in Mexicali, Mexico. He graduated from Calexico High School in Calexico, California in 1966, and in 1968 he joined the U.S. Marine Corps. After serving in the Marine Corps for two years, he joined the Calexico Police Department as a Criminal Investigator in 1970. In May of 1973, Kiki started working as a Narcotics Investigator with the El Centro Police Department.



He stayed with the El Centro P.D. until June 28, 1974 when he joined the Drug Enforcement Administration (DEA). His first assignment as a Special Agent with DEA was in a familiar place - Calexico, California. In 1977, after three years in Calexico, he was reassigned to the Fresno District Office in Northern California. Four years later, Kiki received transfer orders to Mexico, where he would work out of the Guadalajara Resident Office. For four and one-half years in Mexico, Kiki remained on the trail of the country's biggest marijuana and cocaine traffickers. And in early 1985, he was extremely close to unlocking a multi-billion dollar drug pipeline. However, before he was able to expose the drug trafficking operations to the public, he was kidnapped on February 7, 1985. On that fateful day, while headed to a luncheon with his wife, Mika, Kiki was surrounded by five armed men who threw him into a car and sped away. That was the last time anyone but his kidnappers would see him alive.



It is believed that Special Agent Camarena's death actually occurred two days later, but his body was not discovered until March 5, 1985. He was 37 years old and was survived by his wife, Mika and their three children, Enrique, Daniel and Erik. During his 11 years with DEA, Kiki received two Sustained Superior Performance Awards, a Special Achievement Award and, posthumously, the Administrator's Award of Honor, the highest award granted by DEA.

Shortly after Kiki's death, Congressman, Duncan Hunter, and high school friend Henry Lozano launched *Camarena Clubs* in Kiki's hometown of Calexico, California. Hundreds of club members including Calexico High School teacher David Dhillon wore red ribbons and pledged to lead drug-free lives to honor the sacrifices made by Kiki Camarena and others on behalf of all Americans.



Red Ribbon Week eventually gained momentum throughout California and later the United States. In 1985, club members presented the "Camarena Club Proclamation" to then First Lady Nancy Reagan, bringing it national attention. Later that summer, parent groups in California, Illinois, and Virginia began promoting the wearing of Red Ribbons nationwide during late October. The campaign was then formalized in 1988 with President and Mrs. Reagan serving as honorary chairpersons. Today, the eight-day celebration is sponsored by the National Family Partnership (previously known as the Federation of Parents for Drug Free Youth), and has become the annual catalyst to show intolerance for

drugs in our schools, work places, and communities. Each year, during the last week in October, more than 80 million young people and adults show their commitment to a healthy, drug-free life by wearing or displaying the Red Ribbon.

**PHOTOS**



ENRIQUES CAMARENA

A rubbing of Enrique Camarena's name from the National Law Enforcement Officers Memorial in Washington D.C.

\*Kiki and the History of Red Ribbon Week, from: [http://www.usdoj.gov/dea/ongoing/redribbon\\_history.html](http://www.usdoj.gov/dea/ongoing/redribbon_history.html)

## ***PREVENTION***

Prevention is implemented through a collaboration between all segments of the community to plan and put into action multiple strategies that:

- reduce specific risk factors contributing to alcohol, tobacco and other drug use;
- reduce specific risk factors related to behavioral problems; and
- strengthen a set of protective factors to ensure the health and well-being of our population.

## ***RED RIBBON CELEBRATION***

The Red Ribbon Celebration acts as a catalyst to enhance prevention by:

- creating awareness about the problems related to substance abuse within the community;
- organizing or strengthening a community coalition to reduce the risk factors and strengthen the protective factors;
- encouraging the planning of prevention activities and programs in schools and neighborhoods; and
- supporting healthy, drug-free lifestyles.





## ***RESILIENCY***

Resilience can be defined as the capacity to spring back, rebound, successfully adapt in the face of adversity, and develop social competence despite exposure to severe stress.

- Marilyn Colby and Mary Hoopman, 1991

Effectiveness in work, play and relationships:

- Establish healthy friendships
- Goal oriented

Healthy expectancies and positive outlooks:

- Feel competent, have an internal center of control, and believe they can control events in their environment rather than being passive victims

Self-discipline:

- Have the ability to delay gratification and control impulse drives
- Maintain an orientation to the future

Critical thinking and problem solving skills:

- Ability to think abstractly/reflectively
- Flexible

Enjoys a sense of humor.

What is evident is that to mitigate the effect of other risks and stressful life events and to develop healthily, a child needs the “enduring loving involvement of one or more adults in care and joint activity with that child.” – Bronfenbrenner, 1983

## ***PROMOTING THE RESILIENT CHILD***

Resiliency describes that quality in a child who, regardless of exposure to significant risk factors, maintains well-being and lives a healthy lifestyle, free of alcohol, tobacco and other drug use, and other precarious behaviors.

Families, schools, and community partnerships must develop programs to develop resilient children. Examples of protective factors and risk factors listed below suggest the counteractions that can result in healthy behaviors.

### **Risk Factors**

#### School

- Negative school climate
- Undefined or unenforced school policies and procedures
- Availability of ATOD
- Transition between schools
- Academic failure
- Labeling and identifying students as "high risk"

#### Child/Peers

- Early anti-social behavior
- Feelings of alienation
- Rebelliousness
- Favorable attitudes toward drug use
- Early first use
- Greater influence by and reliance on peers
- Identification with friends who use ATOD

#### Community

- Economic/social deprivation
- Low neighborhood attachment and community disorganization
- Lack of employment opportunities and youth involvement
- Easy availability of ATOD
- Favorable use of ATOD as evidenced by community norms and laws

#### Family

- Problematic family management: unclear expectations for behavior, lack of monitoring of children, inconsistent or harsh discipline, lack of bonding to or caring for children
- Condoning teen use of ATOD
- Favorable attitudes toward ATOD
- Low expectations of child's success
- Family history of alcoholism
- Lack of prenatal care

### **Protective Factors**

#### School

- Clear rules and regulations
- Competent role models
- Great expectations for all children
- Social competencies
- Relationship with a significant adult
- Goal directed behavior
- School ethos (values)

#### Child/Peers

- Ability to set goals
- Good sense of humor
- Autonomy
- Ability to develop friendships
- Strong sense of future
- Strong social competencies
- Belief in one's self
- Good health
- Average intelligence
- Easy temperament

#### Community

- Clear norms for families and schools
- Clear rules and regulations
- Intergenerational ties
- Competent role models
- External support systems

#### Family

- Religious affiliations
- Consistent rituals and traditions
- Clear rules and regulations
- Domestic responsibilities
- Significant relationship with parent or caregiver

- Bonnie Benard, 1991, Western Regional Center for Drug Free Schools, Northeast Regional Educational Laboratory

## ***HOW TO ORGANIZE A RED RIBBON CELEBRATION***

To plan a successful Red Ribbon Celebration involving all members of your community, use the following outline as a guide:

### **Assessment:**

1. Identify the substance abuse issues in your community.

### **Capacity Building:**

2. Identify and recruit community leaders who represent the twelve segments of the community wheel. Select a chairperson, Co-chair (in case of emergency), Secretary, Treasurer, Publicity Chair, Red Ribbon Week Coordinator, and Activity Coordinator(s).
3. Organize a meeting of the identified leaders. The commitment form in this handbook is optional for your members to sign, but you might want to establish the statements as policy for the coalition.

### **Planning:**

4. Outline goals and objectives of the coalition. Establish regular meeting dates. Use worksheet I.
5. Review existing prevention efforts in the community. Use worksheet II.
6. List job descriptions for the coalition members. Use worksheet III-A, III-B. Duplicate the Red Ribbon Week suggestions in this handbook for each of the community wheel representatives.
7. Plan year-round Red Ribbon Celebration activities. Determine the person responsible for each activity. Use worksheet IV-A.
8. Complete the time line. Use worksheet IV-B.
9. Develop the timeline. Use worksheet V.
10. Identify funding sources. Use worksheet VI.

### **Implementation:**

11. Develop logic models for overall program components.
12. Develop action plans for documentation.
13. Put into action effective community prevention programs, policies and practices.

### **Evaluation:**

14. Evaluate Red Ribbon Week activities and year-round events. Use worksheet VII. The primary purpose of evaluation is to measure the effectiveness of your program. Ongoing evaluation is valuable for planning purposes. Evaluation will also help you maintain focus and control. When everything is recorded, compare your objectives with your actual accomplishments and address the following questions:

- Were objectives met?
- By what margin were they over/under?

Next, look at any achievements made that weren't affected in your goals. Some questions to address here are:

- Was this a worthy achievement?
- Should this be pursued (i.e. incorporated into new goals)?
- Are we losing focus?

After data has been organized, you should determine whether you think your goals are realistic. Don't be discouraged if you were way off; many factors could have contributed to this. Use your marketing research to help determine why you were off and to help set new goals. A good evaluation report can be of tremendous assistance when fundraising or applying for grants and awards.

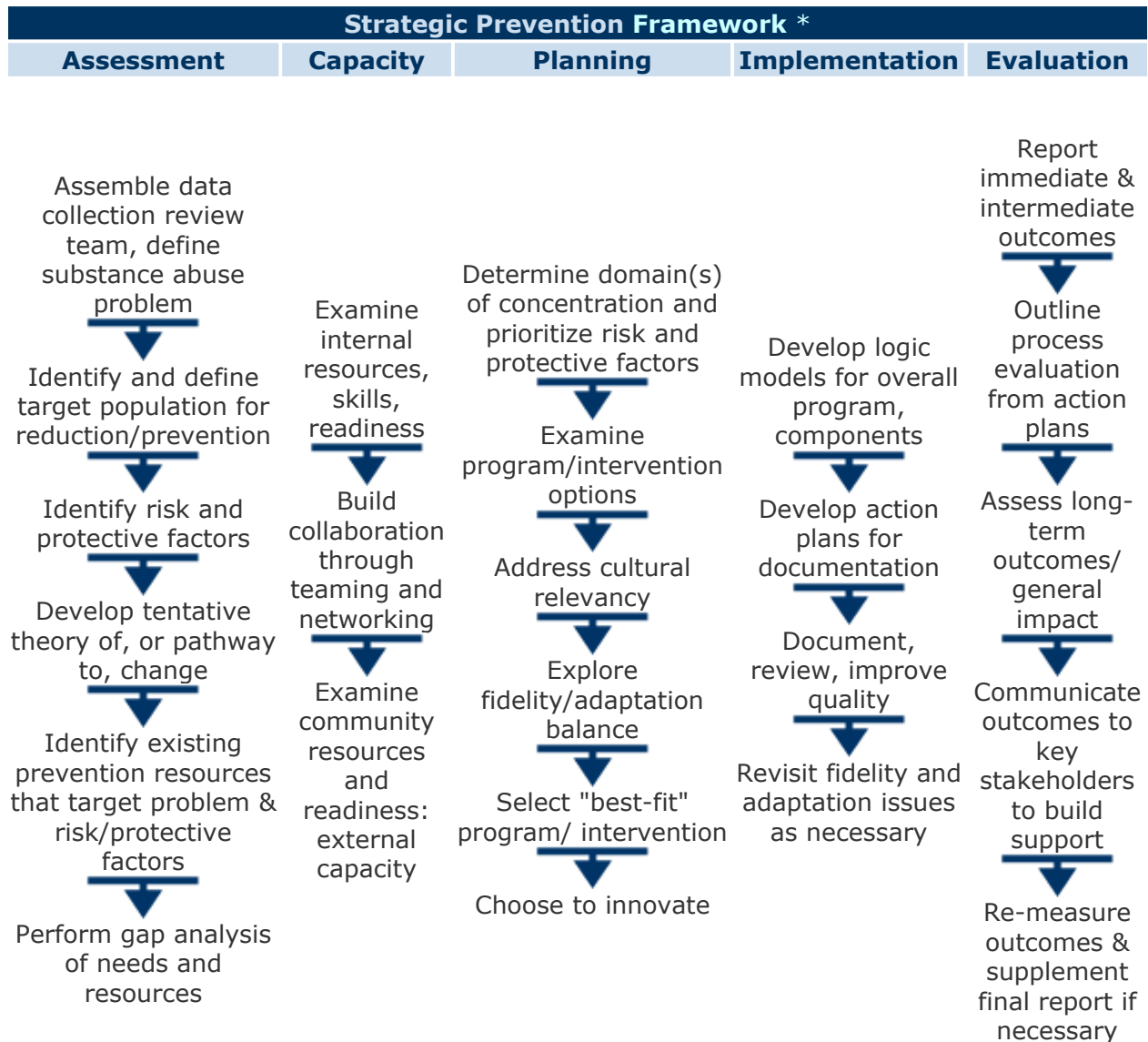
## ***SAMHSA'S STRATEGIC PREVENTION FRAMEWORK (SPF)***

The SPF is built on a community-based risk and protective factors approach to prevention and a series of guiding principles that can be utilized at the federal, State/tribal and community levels.

The SPF requires states and communities to methodically:

1. Assess their prevention needs based on epidemiological data,
2. Build their prevention capacity,
3. Develop a strategic plan,
4. Implement effective community prevention programs, policies and practices, and
5. Evaluate their efforts for outcomes.

Use the following table for guidance in implementing the SPF.



\*Strategic Prevention Framework content from: <http://preventionplatform.samhsa.gov>

## ***DEVELOPING A SUCCESSFUL PREVENTION COALITION***

Each year community coalitions are increasing in numbers and organizing in a supportive manner by bringing many different agencies and organizations together for the common goal: to create healthy families and communities. Coalitions are an effective force in creating awareness about the major problems related to ATOD and the obstacles that communities face in dealing with these problems. Coalitions are able to make important strides toward solutions through greater cooperation among all facets of the community. The following tips are helpful in developing a successful coalition:

1. Agree upon a clear mission. The group must have a mission statement that describes why they exist.
2. Share a common vision. The group must share a common vision of how they will provide prevention services to the community.
3. Share the same values. The Group should have similar beliefs that are used as decision rules. All decisions made by the group can then be explained by these shared values. For example, if everyone believes that clear, no-use messages are best for the youth, then clear, no-use policy should be established within the community.
4. Understand the history of the coalition. Review past history for the coalition. Describe group collaborations, if any, keeping in mind the role of the group in those collaborations. Was the group viewed as embattled competitors? To what degree is there still antipathy? Can a history of antagonism be forgotten?
5. Publicize coalition policies and activities as necessary for the preservation of prevention. Do the benefits of the coalition outweigh the perceived loss of control and turf bay individual organizations? Collaboration provides power and there is power in numbers.
6. Uphold trust as an important ingredient in the collaborative process. Take time to learn about each other's honesty, openness and reliability. Most importantly, everyone's behavior must agree with their promises to the group about what they will do to further the collaborative process.
7. Look at the composition of the group. Does the group comprise individuals who can make decisions on behalf of their organizations?
8. Create a positive external environment. Fear should not motivate prevention discussions. The external factors should be positive motivators of community coalition building.

Factors critical to success are the group's mission, values and vision. These elements must be consistent with the goals of collaboration, and they must be bound together by trust. A history of competition, fears about loss of control, and resistance to sharing turf are some of the factors that will weaken trust. Opportunities to better serve the community in a spirit of cooperation have never been more exciting!

## ***JOIN FORCES WITH THE COMMUNITY***

Participants representing a broad cross-section of the community can play a significant role in addressing drug use and its consequences in your community.

The following twelve community sectors\* should be represented:

1. Business
2. Civic and Volunteer Groups
3. Education
4. Healthcare Organizations
5. Law Enforcement
6. Media
7. Parents
8. Religious or Fraternal Organizations
9. State, Local or Tribal Government
10. Youth
11. Youth Serving Organization
12. Other Substance Abuse Organizations

\*From the Office of National Drug Control Policy and the Substance Abuse and Mental Health Services Administration, Drug free Communities Support Program.

# ***WORKSHEETS***



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**WORKSHEET I: OUTLINE GOALS AND OBJECTIVES**

CSAP has given the prevention community two stated goals that are now common to prevention coalitions nationwide, they are:

Goal One: To reduce substance abuse among youth and, over time, among adults by addressing the factors in a community that increase the risk of substance abuse, and promoting the factors that minimize the risk of substance abuse.

Goal Two: Establish and strengthen collaboration among communities, private nonprofit agencies, and federal, state, local, and tribal governments to support the efforts of community coalitions to prevent and reduce substance abuse among youth.

What are the objectives to reach the above goals?

Objective One: \_\_\_\_\_  
\_\_\_\_\_

Activity 1: \_\_\_\_\_  
\_\_\_\_\_

Activity 2: \_\_\_\_\_  
\_\_\_\_\_

Activity 3: \_\_\_\_\_  
\_\_\_\_\_

Objective Two: \_\_\_\_\_  
\_\_\_\_\_

Activity 1: \_\_\_\_\_  
\_\_\_\_\_

Activity 2: \_\_\_\_\_  
\_\_\_\_\_

Activity 3: \_\_\_\_\_  
\_\_\_\_\_

Objective Three: \_\_\_\_\_  
\_\_\_\_\_

Activity 1: \_\_\_\_\_  
\_\_\_\_\_

Activity 2: \_\_\_\_\_  
\_\_\_\_\_

Activity 3: \_\_\_\_\_  
\_\_\_\_\_

***WORKSHEET II: REVIEW COMMUNITY PREVENTION EFFORTS***

List all ATOD prevention efforts organized in your community during the year, and list the sponsoring organizations:

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Which of these organizations can you collaborate with to focus on the year-round Red Ribbon Celebration?

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**WORKSHEET III-A: LIST JOB DESCRIPTIONS FOR COMMUNITY LEADERS**

List job descriptions for coalition members:

Coalition Members	Job Descriptions
Chair	
Co-Chair	
Secretary	
Treasurer	
Publicity Chair	
Community Coordinator	
RR Week Coordinator(s)	
Parent Group Leader	
Youth Leader	

**WORKSHEET III-A: LIST JOB DESCRIPTIONS FOR COMMUNITY LEADERS**

List job descriptions for coalition members:

Coalition Members	Job Descriptions
Media Leader	
Services Organization Leader	
Government Leader	
Business Leader	
School Leader	
Religious Institution Leader	
Senior Citizen Leader	
Medical Leader	
Social Services Leader	
Law Enforcement Leader	

**WORKSHEET IV-A: RED RIBBON WEEK ACTIVITY PLANNING GUIDE**

Objective: \_\_\_\_\_

Person Responsible: \_\_\_\_\_

Activity	Date	Where	Resources	Completion Date

**WORKSHEET V: DEVELOP A TIMELINE**

Steps	Month of Completion
Identify and recruit leaders	
Organize a meeting	
Outline goals and objectives	
Review existing prevention efforts	
List job descriptions	
Plan year-round activities	
Complete work plan	
Develop timeline	
Identify funding sources	
Evaluate events	
Plan follow-up activities	

***WORKSHEET VI: IDENTIFY FUNDING SOURCES***

Private Donations:

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Corporate Donations:

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Foundation Grants:

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Government Grants:

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Product Sales:

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Event Income:

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In-kind Donations (PSA's, printing, etc.):

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***WORKSHEET VII: EVALUATE RED RIBBON EVENTS***

What were the goals and objectives of the Red Ribbon event(s)?

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Did the event(s) meet these goals and objectives?

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What are your plans for next year?

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What changes do you plan to make?

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***RED RIBBON COALITION COMMITMENT FORM***

Citizens have the right to live in drug-free families and communities, learn in drug-free school, work in drug-free workplaces, and drive on drug-free highways. Drugs will always be available; therefore we must change attitudes and develop one of intolerance to the use of illegal drugs, and to the illegal use of legal drugs.

As a member of the Red Ribbon Coalition I pledge to support the clear “no use” message.

I agree that the RED RIBBON CAMPAIGN must be used primarily for the purpose of ATOD education or ATOD prevention activities and programs.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

***CALIFORNIANS FOR DRUG-FREE YOUTH, INC.***

***RED RIBBON CELEBRATION  
SAMPLE PROCLAMATION***

WHEREAS, Alcohol, tobacco and other drug use and abuse has reached pandemic stages in California and throughout the United States; and,

WHEREAS, It is imperative that community members launch unified and visible tobacco, alcohol, and other drug prevention education programs and activities to eliminate the demand for these substances; and,

WHEREAS, Californians For Drug-Free Youth, Inc. (CADFY), coordinates the California Red Ribbon Celebration in cooperation with National Family Partnership to offer our citizens the opportunity to demonstrate their commitment to healthy, drug-free lifestyles; and,

WHEREAS, President \_\_\_\_\_ is the National Honorary Chairman, and Governor \_\_\_\_\_ and Mrs. \_\_\_\_\_ are the State Honorary Chairpersons to provide national and state focus on a Drug-Free America; and,

WHEREAS, The Red Ribbon Celebration will be observed across America during RED RIBBON WEEK, October 23-31, \_\_\_\_\_; and,

WHEREAS, Parents, Youth, Government, Business, Law Enforcement, Schools, Religious Institutions, Service Organizations, Social Services, Health Services, Media, and the General Public will demonstrate their commitment to drug-free communities by wearing and displaying Red Ribbons during this week-long celebration; and,

WHEREAS, The Community of \_\_\_\_\_ further commits resources to ensure the success of the RED RIBBON CELEBRATION and year round tobacco, alcohol and other drug prevention efforts; and,

NOW THEREFORE, BE IT RESOLVED, that the City Council of the City of \_\_\_\_\_ does hereby support October 23-31, \_\_\_\_\_ as RED RIBBON WEEK, and encourages all citizens to participate in tobacco, alcohol and other drug prevention programs and activities, making a visible statement and commitment to healthy, drug-free communities in which to raise a generation of drug-free youth; and,

BE IT FURTHER RESOLVED, that the City Council of the City of \_\_\_\_\_ encourages all community members to pledge: NO USE OF ILLEGAL DRUGS, AND NO ILLEGAL USE OF LEGAL DRUGS.

AYES: \_\_\_\_\_

MAYOR: \_\_\_\_\_

NOES: \_\_\_\_\_

ATTEST: \_\_\_\_\_

ABSENT: \_\_\_\_\_

CITY CLERK: \_\_\_\_\_

***RED RIBBON  
CELEBRATION  
PARTICIPATION  
SUGGESTIONS***



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***RED RIBBON CELEBRATION PARTICIPATION:  
CALIFORNIANS FOR DRUG-FREE YOUTH, INC.  
RED RIBBON CELEBRATION SUGGESTIONS  
FOR BUSINESSES AND CORPORATIONS***



The success of the Red Ribbon Celebration is due to tremendous citizen involvement in the wearing and displaying of Red Ribbons and in the planning and attending of fantastic community events. People have generously donated their time, talent, energy and resources to create a well-recognized public awareness campaign.

We invite you to join with millions of volunteers as we proclaim our support and dedication to the creation of healthy environments that promote and support healthy people. The workplace is a powerful resource. For many substance abusers, guidance and support in the workplace is the path to sustained recovery.

- Distribute Red Ribbon information and Red Ribbons to employees and customers, inviting them to participate in Red Ribbon Week, October 23-31.
- Display Red Ribbons on trees, buildings, and vehicles.
- Hang a Red Ribbon banner in the reception areas, hallway, dining area, the warehouse, and/or on the outside of the building to publicize Red Ribbon Week.
- Customize ribbons and distribute to customers, employees, business associates, and at meetings to show support for healthy, drug-free lifestyles (no use of any illegal drug; no illegal use of a legal drug).
- Publicize Red Ribbon Week in company bulletin, newsletter, newspaper or magazine inviting participation during Red Ribbon Week.
- Adopt a school and provide Red Ribbons, wristbands, T-shirts, stickers, etc. for students and faculty.
- Highlight your Red Ribbon support in newspaper advertisements. Organize a special Red Ribbon Sale, and promote a special discount for anyone wearing a Red Ribbon during Red Ribbon Week.
- Establish a drug-free workplace policy making provisions for prevention, intervention and treatment referral.
- Support local organizations in their prevention education efforts. Volunteer time, supplies, and work or meeting space. Sponsor a drug-free event for youth.

**RED RIBBON CELEBRATION PARTICIPATION:**  
**CALIFORNIANS FOR DRUG-FREE YOUTH, INC.**  
**RED RIBBON CELEBRATION SUGGESTIONS**  
**FOR RELIGIOUS INSTITUTIONS**

The success of the Red Ribbon Celebration is due to tremendous citizen involvement in the wearing and displaying of Red Ribbons and in the planning and attending of fantastic community events. People have generously donated their time, talent, energy and resources to create a well-recognized public awareness campaign.

We invite you to join with millions of volunteers as we proclaim our support and dedication to the creation of healthy environments that promote and support healthy people. Religious communities are a powerful resource. For many substance abusers, spiritual guidance and support is the path to sustained recovery.

- Distribute Red Ribbons to the congregation the first weekend of Red Ribbon Week, October 23-31.
- Display Red Ribbons on trees, front door, and in the office.
- Hang a Red Ribbon banner in or on the building to publicize Red Ribbon Week.
- Focus the sermon on the responsibility we all share in society to address the problems related to substance abuse.
- Publicize Red Ribbon Week in the bulletin or newsletter, encouraging the congregation to participate in Red Ribbon Week events and support the healthy, drug-free lifestyle.
- Include the concerns related to tobacco, alcohol and other drug use in the general or silent prayers.
- Promote a clear, no use message for youth.
- Sponsor a Red Ribbon week tobacco, alcohol and other drug awareness activity or event for youth and adults.
- Motivate your congregation to become involved in prevention programs in your community throughout the year.
- Establish a policy for prevention, intervention, and treatment referral.



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***RED RIBBON CELEBRATION PARTICIPATION:  
CALIFORNIANS FOR DRUG-FREE YOUTH, INC.  
RED RIBBON CELEBRATION SUGGESTIONS  
FOR GOVERNMENT***



The success of the Red Ribbon Celebration is due to tremendous citizen involvement in the wearing and displaying of Red Ribbons and in the planning and attending of fantastic community events. People have generously donated their time, talent, energy, and resources to create a well-recognized public awareness campaign.

We invite you to join with millions of volunteers as we proclaim our support and dedication to the creation of healthy environments that promote and support healthy people. Government is a powerful resource!

- Wear Red Ribbons and distribute to staff and employees.
- Display Red Ribbons on interior and exterior of city and county buildings.
- Appoint a representative to be on the community Red Ribbon planning committee.
- Encourage police and fire departments to participate in Red Ribbon Week activities.
- Contact the press to show your community support for Red Ribbon Week.
- Include a Red Ribbon message in employee paychecks and in water bills, etc.
- Issue a proclamation declaring the last week of October "Red Ribbon Week" in your community.
- Initiate a drug education program for employees.

***RED RIBBON CELEBRATION PARTICIPATION:  
CALIFORNIANS FOR DRUG-FRETS YOUTH, INC.  
RED RIBBON CELEBRATION SUGGESTIONS  
FOR LAW ENFORCEMENT***

The success of the Red Ribbon Celebration is due to tremendous citizen involvement in the wearing and displaying of Red Ribbons and in the planning and attending of fantastic community events. People have generously donated their time, talent, energy, and resources to create a well-recognized public awareness campaign.

We invite you to join with millions of volunteers as we proclaim our support and dedication to the creation of healthy environments that promote and support healthy people. Law enforcement is a powerful resource!

- Wear Red Ribbons and distribute to staff and officers.
- Display Red Ribbons, banners, and posters inside and outside the building.
- Display Red Ribbons in a prominent place on all vehicles.
- Help plan and participate in Red Ribbon week activities.
- Offer to speak at community programs on alcohol and other drugs.
- Organize a special alcohol and drug seminar for the community.





***RED RIBBON CELEBRATION PARTICIPATION:***

***CALIFORNIANS FOR DRUG-FREE YOUTH, INC.  
RED RIBBON CELEBRATION SUGGESTIONS  
FOR THE MEDIA - TV/RADIO/NEWSPAPERS***



The success of the Red Ribbon Celebration is due to tremendous citizen involvement in the wearing and displaying of Red Ribbons and in the planning and attending of fantastic community events. People have generously donated their time, talent, energy, and resources to create a well-recognized public awareness campaign.

We invite you to join with millions of volunteers as we proclaim our support and dedication to the creation of healthy environments that promote and support healthy people. The media is a powerful resource!

- Wear Red Ribbons and distribute to your employees, TV anchor persons, weather persons, news reporters, etc.
- Display Red Ribbons on the interior and exterior of your building.
- Inform the community about the Red Ribbon Campaign, encouraging them to participate.
- Feature drug prevention education information during Red Ribbon Week (last week in October).
- Publish a special Red Ribbon insert in newspapers with articles and ads to distribute during Red Ribbon Week.
- Initiate a drug education program for employees.
- TV and Radio: Produce public service announcements. Invite Red Ribbon community leaders to appear on talk shows.
- Editors: Assign reporters to cover and photograph Red Ribbon activities.

***RED RIBBON CELEBRATION PARTICIPATION:***

***CALIFORNIANS FOR DRUG-FREE YOUTH, INC.  
RED RIBBON CELEBRATION SUGGESTIONS  
FOR MEDICAL PROFESSIONS***

The success of the Red Ribbon Celebration is due to tremendous citizen involvement in the wearing and displaying of Red Ribbons and in the planning and attending of fantastic community events. People have generously donated their time, talent, energy, and resources to create a well-recognized public awareness campaign.

We invite you to join with millions of volunteers as we proclaim our support and dedication to the creation of healthy environments that promote and support healthy people. Professionals in the medical field are a powerful resource!

- Wear Red Ribbons and distribute to doctors, nurses, and staff.
- Display Red Ribbons and posters on the interior and exterior of buildings.
- Display a basket of Red Ribbons in the waiting room or lobby for patients and family member.
- Create a display on alcohol and other drug information.
- Adopt a school and donate ribbons for Red Ribbon Week.
- Give red balloons to children with a "Say No To Drugs" message.



***RED RIBBON CELEBRATION PARTICIPATION:  
CALIFORNIANS FOR DRUG-FREE YOUTH, INC.  
RED RIBBON CELEBRATION SUGGESTIONS  
FOR SOCIAL SERVICES***



The success of the Red Ribbon Celebration is due to tremendous citizen involvement in the wearing and displaying of Red Ribbons and in the planning and attending of fantastic community events. People have generously donated their time, talent, energy, and resources to create a well-recognized public awareness campaign.

We invite you to join with millions of volunteers as we proclaim our support and dedication to the creation of healthy environments that promote and support healthy people. Social service providers are a powerful resource!

- Wear Red Ribbons and distribute to your staff.
- Display Red Ribbons, posters, and banners inside and outside your building.
- Provide Red Ribbon information and encourage involvement in Red Ribbon week activities.
- Assist the Red Ribbon Committee in the community planning Red Ribbon Week activities and programs.
- Distribute pledge cards and collect to send to the Governor or whomever the state Red Ribbon Coordinator dictates.
- Encourage other agencies to become involved in the campaign.

***RED RIBBON CELEBRATION PARTICIPATION:  
CALIFORNIANS FOR DRUG-FREE YOUTH, INC.  
RED RIBBON CELEBRATION SUGGESTIONS  
FOR SENIOR CITIZENS***

The success of the Red Ribbon Celebration is due to tremendous citizen involvement in the wearing and displaying of Red Ribbons and in the planning and attending of fantastic community events. People have generously donated their time, talent, energy, and resources to create a well-recognized public awareness campaign.

We invite you to join with millions of volunteers as we proclaim our support and dedication to the creation of healthy environments that promote and support healthy people. Senior citizens are a powerful resource!

- Wear and display Red Ribbons.
- Participate in planning and implementation of Red Ribbon community activities.
- Volunteer to cut and distribute Red Ribbons.
- Decorate the Senior Citizens Center in Red Ribbons.
- Schedule a drug education program for a Senior Citizens meeting.



***RED RIBBON CELEBRATION PARTICIPATION***  
***CALIFORNIANS FOR DRUG-FREE YOUTH, INC.***  
***RED RIBBON CELEBRATION SUGGESTIONS***  
***FOR SERVICE ORGANIZATIONS***



The success of the Red Ribbon Celebration is due to tremendous citizen involvement in the wearing and displaying of Red Ribbons and in the planning and attending of fantastic community events. People have generously donated their time, talent, energy, and resources to create a well-recognized public awareness campaign.

We invite you to join with millions of volunteers as we proclaim our support and dedication to the creation of healthy environments that promote and support healthy people. Service organizations are a powerful resource!

- Red Ribbons and distribute to members.
- Adopt a school and donate Red Ribbons to the students and staff.
- Encourage members to become involved and help decorate towns and neighborhoods with Red Ribbons.
- Educate members by holding special drug education programs at meetings.
- Underwrite cost of Red Ribbon supplies for low income neighborhoods.
- Initiate and participate in the planning of Red Ribbon week community activities.

## ***RED RIBBON CELEBRATION PARTICIPATION***

### ***CALIFORNIANS FOR DRUG-FREE YOUTH, INC. RED RIBBON CELEBRATION SUGGESTIONS FOR YOUTH***

The success of the Red Ribbon Celebration is due to tremendous citizen involvement in the wearing and displaying of Red Ribbons and in the planning and attending of fantastic community events. People have generously donated their time, talent, energy, and resources to create a well-recognized public awareness campaign.

We invite you to join with millions of volunteers as we proclaim our support and dedication to the creation of healthy environments that promote and support healthy people. Youth are our future!

- Wear Red Ribbons to demonstrate your support for healthy, drug-free lifestyles.
- Display Red Ribbons on bikes, cars, skateboards, etc.
- Plan special Red Ribbon Week activities for any organization to which you belong, i.e., Boy Scouts, Girl Scouts, YMCA, Just Say No Club, 4-H, Stamp Club, Bike Club, Radio Club, Key Club, Youth to Youth, etc.
- Volunteer to help plan community Red Ribbon Week events; decorate the downtown area, distribute posters, etc.
- Distribute Red Ribbons to all houses in your neighborhood.
- Encourage your school to plan Red Ribbon Week calendar activities; i.e., rallies, half-time ceremony for football game, Red Ribbon school dance, etc.



***RED RIBBON CELEBRATION PARTICIPATION***  
***CALIFORNIANS FOR DRUG-FREE YOUTH, INC.***



***RED RIBBON CELEBRATION SUGGESTIONS***  
***FOR PARENTS***

The success of the Red Ribbon Celebration is due to citizen involvement in the tremendous display of Red Ribbons and of Red Ribbon events in communities throughout California. People generously donate their time, talent, energy, and resources to create a well recognized public awareness program.

We invite you to join with millions of volunteers as we proclaim our support and dedication to the creation of healthy environments that promote and support healthy people.

- Place a Red Ribbon on your lapel, home, car, trees, dog, mailbox, bicycle, spouse, friends, boss, employees, and around your finger to demonstrate your commitment to healthy, drug-free living -- no use of illegal drugs and no illegal use of legal drugs.
- Leave Red Ribbons where others can take one in the library, on your desk at work, in a restaurant, in your doctor's office, at school, in a bank, in the pharmacy, in the grocery store, or any other place.
- Contact the CADFY office 619-557-5753 for information on Red Ribbon Celebration activities in your area. Contact your local Red Ribbon chairperson to volunteer your time, talent, energy and resources toward the creation of a drug-free neighborhood.
- Copy the information in this brochure and distribute it to your friends and associates, inviting them to participate in Red Ribbon Celebration activities.
- Volunteer as a family to help with year round prevention programs and activities in your community. Support and attend Red Ribbon Week events October 23-31.
- Keep informed and open lines of communication for family discussions of legal and illegal use of tobacco, alcohol and other drugs.
- Communicate clear "no use" messages to youth concerning the use of legal and illegal drugs.
- Be a good role model.

***CALIFORNIANS FOR DRUG-FREE YOUTH, INC.***  
***RED RIBBON FUNDRAISING IDEAS***

1. 24-Hour Relay using a pledge drive for certain amount of time entrant participated.
2. Fun Run (5K or 10 K race) with a pledge drive for each mile
3. Benefit Concert organization receives a percentage of each ticket sold
4. Bowling Tournament with pledge drive for each pin knocked down
5. Dance -- for youth and/or adults with a theme (i.e. Fifties Dance) -- use wristbands for proof of admission
6. Rummage Sale -- special discount on red items
7. Swap Meet - sell space to sellers or ask sellers for a set donation
8. Chili Cook-off
9. Pancake Breakfast
10. Spaghetti Dinner
11. Auction -- can use a professional art dealer, volunteers are kids and parents, or can be donated goods from merchants with a silent or live auction.
12. Put donation cans on merchants' counters with information on your organization
13. Organize an "ethnic food faire" with proceeds or a percentage of proceeds donated
14. Create entertainment guides -- two for one dinner coupons, etc.
15. Sell products for profit - candy bars, ribbons, note cards.
16. Create the "Magic of the Ribbon" - sell a yard of 4 1/2" wide plastic ribbons to sponsors for a certain amount of money to tie around your city hall or drug-free school.
17. Ask community service clubs to sponsor a chosen event -- Elks, Kiwanis, Lions, Moose, Rotary, Soroptimists, Optimists, etc.
18. Arrange sports team charity ticket night - sell tickets to professional sports event and receive a percentage of total ticket sales.
19. Local supersaver cards - merchants give discounts and place ad on the back of the cards which are sold for a small fee.
20. Haunted House -- recruit the help of a service club and create a Halloween event for young children --- charge fee to enter.



# ***SCHOOL PLANNING INFORMATION***



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## ***SUGGESTIONS FOR RED RIBBON WEEK ACTIVITY SCHEDULE***

### ***WEAR RED, RALLY DAY***

1. Encourage faculty, students, and staff to wear red clothing. Organize a most creative red outfit contest.
2. Encourage student government representatives, athletes and other student leaders
3. to plan a public awareness rally to support drug-free lifestyles.
4. Invite speakers to present information about tobacco, alcohol and other drugs. Set
5. up a table to give away free information.
6. Invite cheerleaders to lead drug-free cheers and distribute ribbons before, during, and after the rally.
7. Invite student groups to schedule drug-free events and announce them throughout the school year.

### ***DECORATION DAY***

1. Invite students to participate as members of the Red Ribbon committee.
2. Decorate areas where the students congregate with Red Ribbons and banners.
3. Distribute Red Ribbons and tie them around trees and poles on campus.
4. Weave a length of Red Ribbon in chain link fence to spell a drug-free slogan.
5. Contact cheerleaders and invite them to decorate gym and football field with Red Ribbons and signs.
6. Decorate the main bulletin board in the building or office.
7. Sponsor a window/door decorating contest. Present prizes to winners on Recognition Day.

### ***REACH-OUT DAY***

1. Arrange for display tables on campus and give Red Ribbons to students, faculty, and staff and advertise the designated place and time.
2. Contact drug-free youth groups, such as Friday Night Live and Club Live, and work with them year-round.
3. Encourage the library to hand out Red Ribbons with each book checkout. Suggest that students use the Red Ribbons as bookmarks after wearing them during Red Ribbon week.
4. Send Red Ribbon flyers and Red Ribbons to all faculty and staff highlighting Red Ribbon week activities.
5. Display flyers and posters throughout the school encouraging everyone to wear a Red Ribbon to get involved in Red Ribbon week activities.
6. Provide spots on campus radio and TV, and conduct interviews with student leaders on the Red Ribbon Celebration. Invite people to get involved in the Red Ribbon Celebration throughout the year.

### ***SPORTS WEEKEND***

1. Print Red Ribbon history and campus activities in the football programs.
2. Put red dots or stickers on football helmets, and/or design a special "patch,, with an anti-drug message for uniforms for all sports.
3. Invite the band to wear Red Ribbons and carry a Red Ribbon.
4. Invite the cheerleaders to lead drug-free cheers.
5. Send information on steroids and other drug-related problems to all coaches, and invite them to a drug education program to discuss these issues with the athletes.
6. Distribute Red Ribbons to fans at sports events.
7. Discount admission to everyone wearing a Red Ribbon when they attend any sports event.
8. Use Red Ribbon logos to advertise drug-free sports events.
9. Organize a special Red Ribbon ceremony during sports event half-time. Advertise a drug-free homecoming event.
10. Encourage athletes to participate as role models in Red Ribbon community activities.
11. Feature the Red Ribbon theme, "BE HEALTHY AND DRUG FREE."
12. Design a special "patch" with an anti-drug message for team uniforms.

### ***PLEDGE DAY***

1. Encourage students to spearhead a pledge drive (no use of illegal drugs; no illegal use of legal drugs) in conjunction with local schools.
2. Sponsor a drug-free dance-a-thon for drug-free pledges. Contact media and invite the community to attend.
3. Conduct a "Sign-up-with-a-Friend" pledge drive as part of a mentoring program between college/middle school/high school students.
4. Print Red Ribbon drug-free pledges in student newspaper.
5. Challenge each club to pledge a certain amount of money (that they will raise by the end of the year) to be donated to a drug/alcohol prevention program or drug-free youth group of their choice.

### ***RECOGNITION DAY***

1. Encourage newspaper to publicize events during Red Ribbon Week, recognizing the people who are involved in drug prevention.
2. Recognize the winners of the poster/essay contest.
3. Recognize the winners of the door/window decorating contest.
4. Recognize a community business or organization that did the most to promote drug-free lifestyles in connection with your school.

### ***"SAY BOO TO DRUGS" DAY***

1. Add a Red Ribbon to your costume.
2. Put a Red Ribbon on your ghost, haunted house, and other Halloween decorations.
3. Sponsor and/or promote drug-free Halloween parties. Add a Red Ribbon to the flyer announcing the activity.
4. Distribute current and factual information about the dangers of tobacco, alcohol and other drug use.
5. Red treats and prizes can be given to promote a drug-free message.
6. Help the children create spooky tobacco, alcohol and other drug-free messages; i.e. "Say Boo to Drugs," "Drugs are Scary," etc.

## ***CLASSROOM CURRICULUM***

The following classroom activities are listed according to subject matter, and coded for the appropriate grades as follows:

A= All grades; E= Elementary; M= Middle School; S= Senior High

### **Health/Physical Education - Inform youth that tobacco & alcohol are also drugs**

- A Discuss tobacco as the "gateway drug" that kills 400,000 people in America every year.
- E/M Discuss the role that exercise and good health play and developing healthy minds and bodies.
- E/M Discuss tobacco, alcohol and other drug use by professional athletes and identify sports figures who are positive role models for the abstinence from tobacco, alcohol and other drugs.
- A Discuss the dangers of steroid use. Discuss your school policy on tobacco, alcohol and other drugs use/possession.
- M/S Discuss how sharing needles can transmit HIV, the virus that causes AIDS. Discuss all kinds of needle sharing: steroid/other drug use, ear piercing, tattooing, etc.
- S Discuss methods to prevent the transmission of HIV emphasizing that the only 100% effective method of prevention is abstinence from any form of needle sharing.
- S Show a video or invite speakers who have HIV and/or AIDS as a result of drug use (using contaminated needles). Also invite people who were not drug users, but became infected by sexual partners who got the AIDS virus through drug use.
- M/S Invite speakers who have never been involved in the use of tobacco, alcohol and other drugs to demonstrate good role modeling.
- A Plan a party without tobacco, alcohol and other drugs and describe the activities, decorations and refreshments.
- A Give information about teenage alcoholism and its prevalence in our society.
- M/S Discuss the effects that tobacco, alcohol and other drugs have on unborn children.

### **English/Public Speaking/Foreign Languages/Journalism - inform youth that tobacco & alcohol are also drugs**

- A Discuss the meaning of the Red Ribbon, "No use of illegal drugs, no illegal use of legal drugs." Have students define and discuss the difference between drugs that are legal /illegal, helpful/harmful and how they are used/misused.
- A Write essays about tobacco, alcohol and other drug situations, e.g. how to avoid them, & how to resist peer pressure.
- A Create slogans for posters and bumper stickers with emphasis on "no use" messages.
- A Discuss a "habit" and write down the steps necessary to break a habit. How does the discussion relate to tobacco, alcohol and other drug use?
- E Write to restaurants and other public places thanking them for being tobacco-free.
- S Write an essay from the point of view of a developing embryo. What would the embryo say about the relationship between using tobacco, alcohol and other drugs and pregnancy.
- M/S Create worksheets for younger students with pictures of myths and facts related to drugs, and instructions on how to complete the worksheets.
- A Write a letter to a good friend who smokes cigarettes or uses alcohol or other drugs, encouraging them to quit.
- M/S Read biographies of famous people who died from the use of tobacco, alcohol or other drugs. Write a report on how this behavior affected their professional lives, discussing the loss of potential due to their tobacco, alcohol and other drug use.
- S Write an editorial for the school newspaper or local paper stating why marijuana should remain illegal.
- M/S Work in teams to interview smokers or ex-smokers to determine why they wish they had never started. Have the teams report their findings to the class.
- S Conduct timed writings on the theme "Get High on Life, Not Tobacco, Alcohol or Other Drugs."
- M/S Make tobacco, alcohol and other drug-free theme plays in a foreign language.
- S Produce a special edition of the school newspaper with articles about alternatives to tobacco, alcohol and other drugs, relating the effects of their use on the body.
- S Research your community services/support groups/treatment facilities. How many of them help people in need of smoking cessation, alcohol or other drug cessation, or help with a pregnancy? What factors contribute to limited services available? Suggest some long-term solutions.
- M/S Write press releases on Red Ribbon Week school activities. Create a radio commercial on a cassette encouraging people to avoid the use of tobacco, alcohol and other drugs.

**Art/Drama/Music - Inform youth that tobacco & alcohol are also drugs**

- A Draw a poster using the theme "Healthy Means Drug Free" and enter the statewide poster contest using the rules listed on page 10 in this packet.
- A Create tobacco, alcohol and other drug-free art, logos, bumper stickers, banners, door decorations, and collages.
- A Draw a mural of activities that are fun and healthy alternatives to the use of tobacco, alcohol and other drugs.
- S Create a script, cartoon, video storyboard, video game or interactive video disc presentation concerning pregnancy and the advertisements from discarded magazines and texts in order to publicize the need to be drug-free before, during and after a pregnancy.
- A Bring tobacco and alcohol advertisements to school for a classroom collage and discuss the messages behind the ads, and identify the advertising approaches being used. Explain why the message is untrue. Display the collages in the school hallway.
- A Identify popular music/musicians that encourage/discourage tobacco, alcohol and other drug use through their music, behavior or attitudes. Write songs/lyrics about healthy lifestyles.
- M/S Write and perform skits with anti-tobacco, alcohol, and other drug themes.
- A Discuss the harmful effects of tobacco, alcohol and other drugs on your vocal chords.
- M/S Practice refusal skills (page 10) by role playing situations where students are asked to participate in drug use involving needle sharing that could result in the transmission of HIV.
- M/S Role play situations that illustrate how tobacco, alcohol and other drugs can affect judgment and decision-making processes. This behavior can result in sexual activity that may put students at risk for getting the AIDS virus.
- A Watch a TV program and record the number of times it refers to alcohol and other drugs. Note the number of alcohol ads seen during prime time, and discuss the possible results of these ads.

**History / Government - Inform youth that tobacco & alcohol are also drugs**

- M/S Discuss news articles about the government's handling of the drug problem; examples would include an analysis of supply vs., demand approaches, zero tolerance, and local ordinances.
- M/S Discuss the origin of tobacco, alcohol and other drugs and their uses throughout history for medicinal/religious purposes. List all the drugs used today and fill in columns marked "pros" and "cons" for each drug.
- S Propose legislation related to tobacco, alcohol and other drug use. Identify the process for getting it passed. Present the legislation to local lawmakers.
- M/S Write letters to representatives encouraging them to eliminate tobacco and alcohol advertising, especially those ads targeting young people.
- M/S Trace the process used to obtain a liquor license for a bar or restaurant.
- M/S Research the extent of tobacco, alcohol and other drug use in the community and report the findings to the class.
- M/S Discuss the effect that tobacco, alcohol and other drugs have on society.
- M/S Organize debates about drug testing. What should society and/or government do about the drug problem?

**Math/Science - Inform youth that tobacco & alcohol are also drugs**

- S Project the costs incurred by a "heavy smoker" over a 35 year period.
- S Calculate what tobacco, alcohol and other drugs cost business in lost productivity and absenteeism.
- S Contact law enforcement agencies to calculate the costs incurred by them in combating tobacco, alcohol and other drugs.
- S Contact local public health agencies to calculate the costs incurred by them in combating tobacco, alcohol and other drugs.
- S Create graphs to depict statistics related to substance abuse. Example: How many alcoholics are there in the US? How many gallons of alcohol are sold. in a year? What percentage of alcohol consumed in the US is consumed by alcoholics?
- A Have students interview and survey other students to determine how many of them have received peer pressure to use tobacco, alcohol and/or other drugs. Tally and graph the results.
- M/S Discuss how tobacco, alcohol and other drugs affect production and formation of proteins and DNA.
- M/S Discuss the epidemic of fetal alcohol syndrome and drug-addicted babies.
- S Compare the effects of tobacco, alcohol and other drugs on the body. Draw a picture of the brain, indicating which areas control various parts of the body. Note which parts of the brain alcohol affects first, and how it impairs vision and reaction time.

## ***HOW CAN I TELL IF A CHILD IS USING DRUGS?***

One of the questions asked increasingly by teachers & parents is "How can I tell if a child is using drugs?" This is a most difficult question when signs and symptoms associated with behavior are used as a basis for (knowing) suspicion. It is difficult to separate the typical adolescent behavior from the drug induced behavior, but the teacher or parent should consider the following behavior suspect:

1. Does the child seem to be changing?  
Is the child becoming more irritable, less affectionate, secretive, unpredictable, hostile, depressed, uncooperative, apathetic, withdrawn, sullen easily provoked, oversensitive?
2. Is the child becoming less responsible?  
Is the child not doing chores, late coming home, tardy at school, forgetful of family occasions (birthdays, etc.), not cutting grass, allowing room to be untidy, not completing homework?
3. Is the child changing friends, dress code, or interests?  
Has the child: a new group of friends, the language of new friends, hair styles like new friends, switched clothes styles, become reluctant to talk about new friends, become very interested in rock music and concerts, become less interested in school, sports, and academic hobbies, refused to talk about parents of new friends, started insisting on more privacy, demanded permission to stay out later than usual?
4. Is the child more difficult to communicate with?  
Does the child refuse to talk about details of friendship, group activities, refuse to discuss "drug issues," become defensive when negative effects of drug use are discussed, strongly defend occasional use or experimental use of drugs by peers, insist that adults hassle their children, begin to defend "rights" of youth, prefer to talk about bad habits of adults?
5. Is the child beginning to show physical and/or mental deterioration?  
Does the child show disordered thinking or ideas and thought patterns that seem out-of-order, heightened sensitivity to touch, smell, and taste, increased appetite from marijuana smoking (known as the "munchies"), loss of ability to blush, decreased ability in rapid thought process, amotivational syndrome, weight loss?  
Behavioral changes as discussed in 1 through 5 may occur over a period of a few months, the summer, or over a year or more. These behavioral patterns should be monitored closely by the parent. More blatant behavior will begin if the child can manipulate his way through the aforementioned examples and more obvious drug use behavior will begin to occur.
6. Is the child's behavior becoming more intolerable to parent?  
Does the child: demand his right to drink alcohol, refuse to spend additional time on studies even though grades are down, insist that teachers are unfair, become extremely irritable, refuse to do chores, use bad language, come home late with alcohol on breath, claim people are telling lies on him, claim never to have smoked pot, not want to eat with or spend time with family, act very secretive on telephone?
7. Is the child becoming careless in his drug use?  
Does the child forget to replace the liquor stolen from parents' cabinet, put the bottle between mattresses, leave the "roach" in flower pots, in bathroom or car ashtray, forget who vomited in family car, insist that marijuana found in car or room belongs to someone else?
8. Is the child becoming drug dependent?  
Does the child take money from his parents, brothers, or sisters, steal objects from home that are easily converted to cash, lie chronically, drop out of school? Is the child caught shoplifting, charged with burglary, charged with prostitution, arrested for drug use or delinquent acts? Does the child attempt suicide?

- Thomas J. Gleaton, Ed. D.

From PRIDE --- Parent Resources and Information for Drug Education. Georgia State University, University Plaza, Atlanta, GA 30303. (404) 658-2548.

# COMMONLY ABUSED DRUGS

Visit NIDA at [www.drugabuse.gov](http://www.drugabuse.gov)

Substances: Category and Name	Examples of <i>Commercial</i> and Street Names	DEA Schedule*/ How Administered**	Intoxication Effects/Potential Health Consequences
<b>Cannabinoids</b>			<i>euphoria, slowed thinking and reaction time, confusion, impaired balance and coordination/cough, frequent respiratory infections; impaired memory and learning; increased heart rate, anxiety, panic attacks; tolerance, addiction</i>
hashish	boom, chronic, gangster, hash, hash oil, hemp	I/swallowed, smoked	
marijuana	blunt, dope, ganja, grass, herb, joints, Mary Jane, pot, reefer, sinsemilla, skunk, weed	I/swallowed, smoked	
<b>Depressants</b>			<i>reduced anxiety; feeling of well-being; lowered inhibitions; slowed pulse and breathing; lowered blood pressure; poor concentration/fatigue; confusion; impaired coordination, memory, judgment; addiction; respiratory depression and arrest; death</i> <i>Also, for barbiturates—sedation, drowsiness/depression, unusual excitement, fever, irritability, poor judgment, slurred speech, dizziness, life-threatening withdrawal</i> <i>for benzodiazepines—sedation, drowsiness/dizziness</i> <i>for flunitrazepam—visual and gastrointestinal disturbances, urinary retention, memory loss for the time under the drug's effects</i> <i>for GHB—drowsiness, nausea/vomiting, headache, loss of consciousness, loss of reflexes, seizures, coma, death</i> <i>for methaqualone—euphoria/depression, poor reflexes, slurred speech, coma</i>
barbiturates	<i>Amytal, Nembutal, Seconal, Phenobarbital</i> : barbs, reds, red birds, phennies, tooies, yellows, yellow jackets	II, III, V/injected, swallowed	
benzodiazepines (other than flunitrazepam)	<i>Ativan, Halcion, Librium, Valium, Xanax</i> : candy, downers, sleeping pills, tranks	IV/swallowed, injected	
flunitrazepam***	<i>Rohypnol</i> : forget-me pill, Mexican Valium, R2, Roche, roofies, roofinol, rope, rophies	IV/swallowed, snorted	
GHB***	<i>gamma-hydroxybutyrate</i> : G, Georgia home boy, grievous bodily harm, liquid ecstasy	I/swallowed	
methaqualone	<i>Quaalude, Sopor, Parest</i> : ludes, mandrex, quad, quay	I/injected, swallowed	
<b>Dissociative Anesthetics</b>			<i>increased heart rate and blood pressure, impaired motor function/memory loss; numbness; nausea/vomiting</i> <i>Also, for ketamine—at high doses, delirium, depression, respiratory depression and arrest</i> <i>for PCP and analogs—possible decrease in blood pressure and heart rate, panic, aggression, violence/loss of appetite, depression</i>
ketamine	<i>Ketalar SV</i> : cat Valiums, K, Special K, vitamin K	III/injected, snorted, smoked	
PCP and analogs	<i>phencyclidine</i> : angel dust, boat, hog, love boat, peace pill	I, II/injected, swallowed, smoked	
<b>Hallucinogens</b>			<i>altered states of perception and feeling; nausea; persisting perception disorder (flashbacks)</i> <i>Also, for LSD and mescaline—increased body temperature, heart rate, blood pressure; loss of appetite, sleeplessness, numbness, weakness, tremors</i> <i>for LSD—persistent mental disorders</i> <i>for psilocybin—nervousness, paranoia</i>
LSD	<i>lysergic acid diethylamide</i> : acid, blotter, boomers, cubes, microdot, yellow sunshines	I/swallowed, absorbed through mouth tissues	
mescaline	buttons, cactus, mesc, peyote	I/swallowed, smoked	
psilocybin	magic mushroom, purple passion, shrooms	I/swallowed	
<b>Opioids and Morphine Derivatives</b>			<i>pain relief, euphoria, drowsiness/nausea, constipation, confusion, sedation, respiratory depression and arrest, tolerance, addiction, unconsciousness, coma, death</i> <i>Also, for codeine—less analgesia, sedation, and respiratory depression than morphine</i> <i>for heroin—staggering gait</i>
codeine	<i>Empirin with Codeine, Fiorinal with Codeine, Robitussin A-C, Tylenol with Codeine</i> : Captain Cody, Cody, schoolboy; (with glutethimide) doors & fours, loads, pancakes and syrup	II, III, IV, V/injected, swallowed	
fentanyl and fentanyl analogs	<i>Actiq, Duragesic, Sublimaze</i> : Apache, China girl, China white, dance fever, friend, goodfella, jackpot, murder 8, TNT, Tango and Cash	I, II/injected, smoked, snorted	
heroin	<i>diacetylmorphine</i> : brown sugar, dope, H, horse, junk, skag, skunk, smack, white horse	I/injected, smoked, snorted	
morphine	<i>Roxanol, Duramorph</i> : M, Miss Emma, monkey, white stuff	II, III/injected, swallowed, smoked	
opium	<i>laudanum, paregoric</i> : big O, black stuff, block, gum, hop	II, III, V/swallowed, smoked	
oxycodone HCL	<i>OxyContin</i> : Oxy, O.C., killer	II/swallowed, snorted, injected	
hydrocodone bitartrate, acetaminophen	<i>Vicodin</i> : vike, Watson-387	II/swallowed	
<b>Stimulants</b>			<i>increased heart rate, blood pressure, metabolism; feelings of exhilaration, energy, increased mental alertness/rapid or irregular heart beat; reduced appetite, weight loss, heart failure, nervousness, insomnia</i> <i>Also, for amphetamine—rapid breathing/tremor, loss of coordination; irritability, anxiousness, restlessness, delirium, panic, paranoia, impulsive behavior, aggressiveness, tolerance, addiction, psychosis</i> <i>for cocaine—increased temperature/chest pain, respiratory failure, nausea, abdominal pain, strokes, seizures, headaches, malnutrition, panic attacks</i>
amphetamine	<i>Biphetamine, Dexedrine</i> : bennies, black beauties, crosses, hearts, LA turnaround, speed, truck drivers, uppers	II/injected, swallowed, smoked, snorted	
cocaine	<i>Cocaine hydrochloride</i> : blow, bump, C, candy, Charlie, coke, crack, flake, rock, snow, toot	II/injected, smoked, snorted	

\*Schedule I and II drugs have a high potential for abuse. They require greater storage security and have a quota on manufacturing, among other restrictions. Schedule I drugs are available for research only and have no approved medical use; Schedule II drugs are available only by prescription (unrefillable) and require a form for ordering. Schedule III and IV drugs are available by prescription, may have five refills in 6 months, and may be ordered orally. Most Schedule V drugs are available over the counter.

\*\*Taking drugs by injection can increase the risk of infection through needle contamination with staphylococci, HIV, hepatitis, and other organisms.

\*\*\*Associated with sexual assaults.



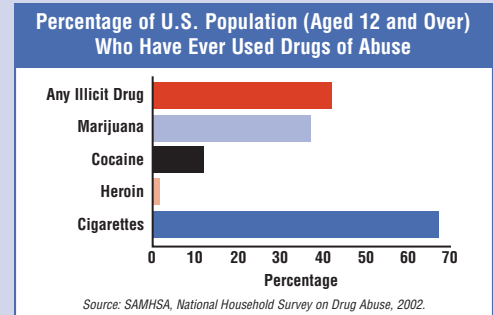
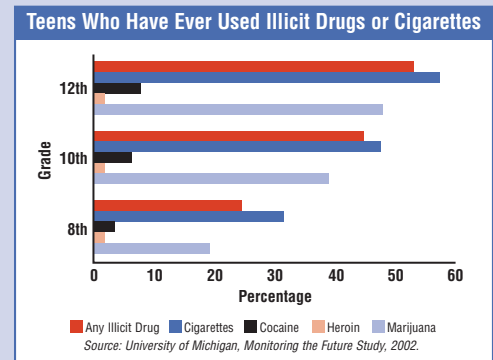
Substances: Category and Name	Examples of <i>Commercial</i> and Street Names	DEA Schedule*/ How Administered**	Intoxication Effects/Potential Health Consequences
<b>Stimulants (continued)</b>			
MDMA (methylenedioxyamphetamines)	Adam, clarity, ecstasy, Eve, lover's speed, peace, STP, X, XTC	I/swallowed	<i>for MDMA</i> —mild hallucinogenic effects, increased tactile sensitivity, empathic feelings/impaired memory and learning, hyperthermia, cardiac toxicity, renal failure, liver toxicity
methamphetamine	<i>Desoxyn</i> : chalk, crank, crystal, fire, glass, go fast, ice, meth, speed	II/injected, swallowed, smoked, snorted	<i>for methamphetamine</i> —aggression, violence, psychotic behavior/memory loss, cardiac and neurological damage; impaired memory and learning, tolerance, addiction
methylphenidate (safe and effective for treatment of ADHD)	<i>Ritalin</i> : JIF, MPH, R-ball, Skippy, the smart drug, vitamin R	II/injected, swallowed, snorted	<i>for nicotine</i> —additional effects attributable to tobacco exposure: adverse pregnancy outcomes; chronic lung disease, cardiovascular disease, stroke, cancer; tolerance, addiction
nicotine	cigarettes, cigars, smokeless tobacco, snuff, spit tobacco, bidis, chew	not scheduled/smoked, snorted, taken in snuff and spit tobacco	
<b>Other Compounds</b>			
anabolic steroids	<i>Anadrol, Oxandrin, Durabolin, Depo-Testosterone, Equipoise</i> : roids, juice	III/injected, swallowed, applied to skin	<i>no intoxication effects</i> /hypertension, blood clotting and cholesterol changes, liver cysts and cancer, kidney cancer, hostility and aggression, acne; in adolescents, premature stoppage of growth; in males, prostate cancer, reduced sperm production, shrunken testicles, breast enlargement; in females, menstrual irregularities, development of beard and other masculine characteristics
inhalants	<i>Solvents (paint thinners, gasoline, glues), gases (butane, propane, aerosol propellants, nitrous oxide), nitrites (isoamyl, isobutyl, cyclohexyl)</i> : laughing gas, poppers, snappers, whippets	not scheduled/inhaled through nose or mouth	<i>stimulation, loss of inhibition; headache; nausea or vomiting; slurred speech, loss of motor coordination; wheezing/unconsciousness, cramps, weight loss, muscle weakness, depression, memory impairment, damage to cardiovascular and nervous systems, sudden death</i>

## Principles of Drug Addiction Treatment

Nearly three decades of scientific research have yielded 13 fundamental principles that characterize effective drug abuse treatment.

These principles are detailed in NIDA's *Principles of Drug Addiction Treatment: A Research-Based Guide*.

- No single treatment is appropriate for all individuals.** Matching treatment settings, interventions, and services to each patient's problems and needs is critical.
- Treatment needs to be readily available.** Treatment applicants can be lost if treatment is not immediately available or readily accessible.
- Effective treatment attends to multiple needs of the individual, not just his or her drug use.** Treatment must address the individual's drug use and associated medical, psychological, social, vocational, and legal problems.
- At different times during treatment, a patient may develop a need for medical services, family therapy, vocational rehabilitation, and social and legal services.**
- Remaining in treatment for an adequate period of time is critical for treatment effectiveness.** The time depends on an individual's needs. For most patients, the threshold of significant improvement is reached at about 3 months in treatment. Additional treatment can produce further progress. Programs should include strategies to prevent patients from leaving treatment prematurely.
- Individual and/or group counseling and other behavioral therapies are critical components of effective treatment for addiction.** In therapy, patients address motivation, build skills to resist drug use, replace drug-using activities with constructive and rewarding nondrug-using activities, and improve problem-solving abilities. Behavioral therapy also facilitates interpersonal relationships.
- Medications are an important element of treatment for many patients, especially when combined with counseling and other behavioral therapies.** Buprenorphine, methadone, and levo-alpha-acetylmethodol (LAAM) help persons addicted to opiates stabilize their lives and reduce their drug use. Naltrexone is effective for some opiate addicts and some patients with co-occurring alcohol dependence. Nicotine patches or gum, or an oral medication, such as bupropion, can help persons addicted to nicotine.
- Addicted or drug-abusing individuals with coexisting mental disorders should have both disorders treated in an integrated way.**
- Medical detoxification is only the first stage of addiction treatment and by itself does little to change long-term drug use.** Medical detoxification manages the acute physical symptoms of withdrawal. For some individuals it is a precursor to effective drug addiction treatment.
- Treatment does not need to be voluntary to be effective.** Sanctions or enticements in the family, employment setting, or criminal justice system can significantly increase treatment entry, retention, and success.
- Possible drug use during treatment must be monitored continuously.** Monitoring a patient's drug and alcohol use during treatment, such as through urinalysis, can help the patient withstand urges to use drugs. Such monitoring also can provide early evidence of drug use so that treatment can be adjusted.
- Treatment programs should provide assessment for HIV/AIDS, hepatitis B and C, tuberculosis and other infectious diseases, and counseling to help patients modify or change behaviors that place them or others at risk of infection.** Counseling can help patients avoid high-risk behavior and help people who are already infected manage their illness.
- Recovery from drug addiction can be a long-term process and frequently requires multiple episodes of treatment.** As with other chronic illnesses, relapses to drug use can occur during or after successful treatment episodes. Participation in self-help support programs during and following treatment often helps maintain abstinence.



**Order NIDA publications from NCADI:  
1-800-729-6686  
or TDD: 1-800-487-4889**

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# ***PUBLIC RELATIONS INFORMATION***



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CALIFORNIANS FOR DRUG FREE YOUTH, INC.

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***HEY... DID YOU FIND THAT PRESS RELEASE FROM CADFY YET?***



***THREE THINGS TO REMEMBER:***

1. What's newsworthy?  
Anything that's not business as usual.
2. What does a press release need?  
Who, what, where, why, how much and how many. Also include a contact person and telephone number.
3. Where do you send your release?  
To the appropriate editor at the newspaper. Call ahead and get that person's name. It is preferable to hand deliver the release.

### ***TEN TIPS FOR BUILDING A RELATIONSHIP WITH YOUR LOCAL MEDIA***

1. Know your contacts' names and phone numbers - both office and home.
2. Introduce yourself as a future contact with news releases.
3. Keep a record of deadlines.
4. Create opportunities to get to know key media people.
5. Notify local media when you know a specific story is coming.
6. Deliver the news release in person and on time.
7. Whenever possible, suggest a local photo be taken by the newspaper to accompany the news release.
8. Don't be discouraged if the story does not get printed exactly as you delivered it.
9. Don't get mad if the story didn't appear at all.
10. Always follow up to see what happened to your story.



## ***MEDIA: RED RIBBON WEEK***

- A. Assemble art up-to-date media list:
- local radio stations
  - local television stations
  - local newspapers (include community, religious, business, specialized, daily papers)
  - local magazines and other publications
- B. Assemble all information concerning Red Ribbon Week and continually revise and update:
- History or Red Ribbon Celebration
  - Lists of all council members, their organizations, and phone numbers
  - Check for who, what, when, where, and why
- C. Planning Suggestions for the Media Committee
- Contact your area media by sending introductory letters to major TV general managers and newspaper editors. Phone for an appointment; ask for support of Red Ribbon as well as their ideas. Leave them with a packet describing: Red Ribbon week plans, celebrities invited, history.
  - Request TV stations make public service announcements (PSA's).
  - Request the names of reporters who will be available to follow Red Ribbon Week activities.
  - Write Radio PSA's (between 10-30 seconds). Remember to allow three weeks lead time.
  - Set a date to have special interest information prepared and ready to send to the media. Remember to have reasonable expectations! Try to have your information lead up to the campaign.
  - Make sure each committee member has his/her "contact." Have contacts mail their written commitments to you on Company Letterhead. Include this commitment in your media package so that the sponsor is recognized as a supporter of the Red Ribbon Celebration.
  - The "unusual" often becomes media material--to encourage personal creativity in every event!
  - Be prepared to phone and re-phone! Always be polite, thankful and appreciative. Sometimes reporters write long, wonderful stories that are shortened by editors. Try not to become frustrated. Retain realistic expectations.
  - Obtain a list of local talk shows (radio and TV) and their producers. Send them an information packet. Have speakers from the committee prepared to speak on a talk show.

### Remember:

- Media are attracted to grassroots, broad-based efforts that involves a cross-section of their readers/viewers.
- You need "hooks" - human interest stories. Remember the things you would read are most likely what would catch the interest of others as well!
- Know your material and tell the truth! The credibility of your organization depends upon you.
- Utilize every section of the newspaper:
  - Religion - Are any religious organizations involved in your campaign?
  - Sports - Are any sports figures involved? Sports events planned?
  - Editorials: - Write a letter to the Editorial Board with your plan for Red Ribbon Week.
- Involvement is contagious - by telling one TV channel what another is doing will encourage them to take part!

## ***MEDIA RELEASE TEMPLATE***

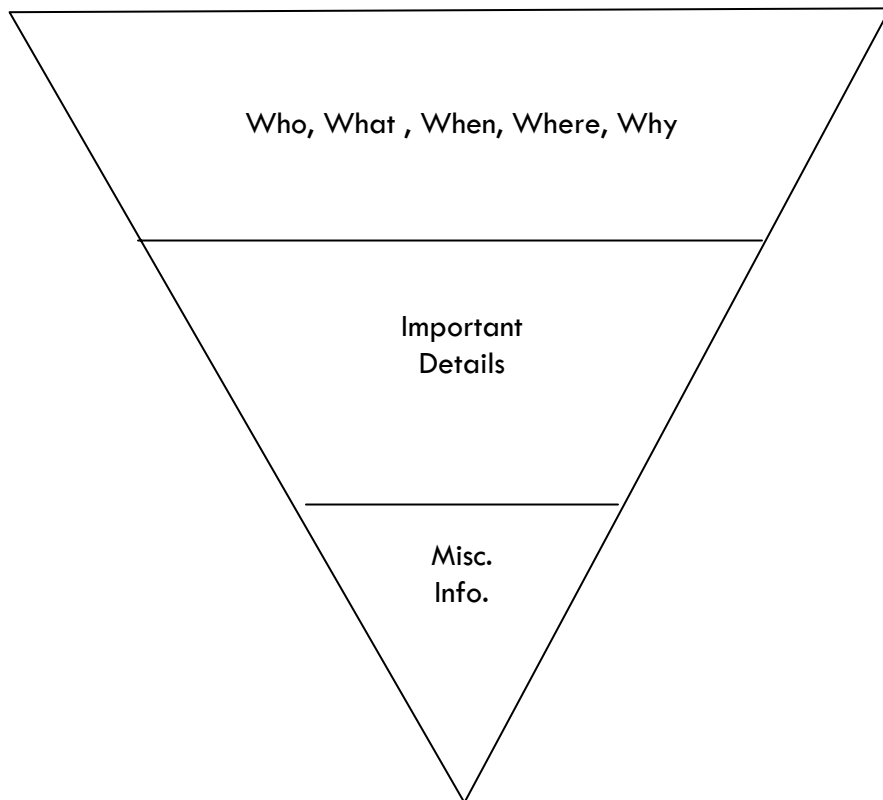
For Information Contact:  
Publicity Spokesperson, Title  
Phone Number

STATE RELEASE DATE

### HEADLINE IN CAPS AND UNDERSCORED

YOUR TOWN, CA. (DATE) -- Five points should be remembered when determining the priority of information in a news release. These elements should be included in the first paragraph, if possible. They are: who what, where, when, why (sometimes) and how (a possible sixth point).

The first paragraph of a news release is called the "lead" paragraph and is designed to capture and hold the attention of the reader (and editor). Each subsequent paragraph should be written in the order of declining importance, as is illustrated by the shape of the inverted pyramid below, as most editors start cutting from the bottom.



--more--



Headline Repeated

Add One

Date

Your story should be typed on 8 1/2" x 11" white bond (or your Red Ribbon Celebration letterhead), double spaced with wide margins, and using only the front side of each page. If your story takes more than one page, end the first page with a complete paragraph, if possible, and write "--more--" at the bottom of the page. The headline, "Add One (or Two, etc.)" and date appear in the upper left-hand corner of subsequent pages. Indicate the end of your story by typing "###" in the center of the page beneath the final line of news release copy.

Common sense and straightforward reporting of the facts are the best rules to guide you in preparing your news release. If you report only what is news, and present your information in the proper form, you should be successful in developing a good relationship with the media and securing a good, positive exposure for your Red Ribbon Celebration and its activities.

###

***MEDIA ADVISORY TEMPLATE***

- EVENT:** Give a brief (1-2 sentence) description of the event.
- LOCATION:** State the exact location, including the name of the building, street address, town and state.
- DATE/TIME:** Day of week, month, day of month, year. Exact time including a.m. or p.m.
- ANNOUNCER:** State name and title of person making announcement.
- BACKGROUND:** Give a short explanation of what the campaign is and some (not all) of the items that will be announced.
- PRESS KITS:** State that press kits will be available at the event and describe the pieces they will contain, such as a press release, photograph of speaker, sample red ribbon and any additional brochures, etc. that you may wish to include.
- FOR MORE INFORMATION:** Publicity Chairperson  
Title  
Organization's Name  
Phone Number

***PUBLIC SERVICE ANNOUNCEMENT TEMPLATE FOR RADIO AND TELEVISION***

For Information Contact:  
Publicity Spokesperson, Title  
Phone

Subject: Name of event, activity or announcement  
Starting Date: Usually 7 days prior to event  
Ending Date: Usually final day of event  
Length of Announcement: Number of seconds

YOUR COPY SHOULD BE CAPITALIZED, TYPED AND DOUBLE SPACED. YOU SHOULD LIMIT YOURSELF TO ONLY THE MOST IMPORTANT INFORMATION - THE WHO, WHAT, WHERE, WHEN AND WHY, AS MOST PSA'S WILL BE 30 SECONDS OR LESS. SINCE SOME RADIO STATIONS HAVE PREFERENCES ON PSA LENGTH, YOU MAY WANT TO WRITE A:10, :20 AND :30 SECOND SPOT TO SUBMIT TO THEM, OR CONTACT THEM FOR PSA GUIDELINES.

NOTE: If slides or other visuals are supplied with PSA's for use by television stations, you should so note on the face of the Public Service Announcement. Some stations prefer to produce their own slides, so it is best to contact the station's Public Affairs Director for guidance.

## ***SAMPLE RED RIBBON WEEK ARTICLE***

You have permission to use this article in your flyers, bulletins, magazines, newspapers, and/or email. Please contact the CADFY office for questions or further information at:

Californians for Drug Free Youth, Inc.  
1010 Second Avenue, Suite 1900  
San Diego, CA 92102-4945

or at:

619-557-5753 voice  
619-557-6304 fax

Californians will "kick-off" Red Ribbon week on October 23-31, \_\_\_\_\_, by highlighting their year-round drug prevention efforts at various events. Millions of Californians will wear and display Red Ribbons to demonstrate their commitment to "Be Healthy and Drug Free!" Once again, we are honored to have Governor \_\_\_\_\_ and Mrs. \_\_\_\_\_ as the Honorary Chairpersons and \_\_\_\_\_, as the Celebrity Spokesperson of the \_\_\_\_\_ Red Ribbon Celebration.

The Red Ribbon Celebration acts as a catalyst to establish public and private partnerships for year-round tobacco, alcohol and other drug prevention.

"The Red Ribbon empowers us to take action in our neighborhoods and schools and develop an attitude of intolerance to substance abuse," states Sharon Rose, Red Ribbon Coordinator for Californians For Drug-Free Youth, Inc. (CADFY). "Through the Red Ribbon program we have developed prevention programs that were non-existent before Red Ribbon Week. We are especially proud of the drug-free youth that provide positive peer pressure to live positive, healthy, drug-free lifestyles."

The Red Ribbon Celebration was born in response to the death of Drug Enforcement Administration Agent Enrique Camarena who was brutally murdered by drug traffickers in Mexico in 1985. What began as a Red Ribbon Campaign to commemorate his death, has developed into a year-round Celebration to highlight the positive actions taken by state, county and local agencies, departments, and organizations. Get involved and help celebrate Red Ribbon week to demonstrate your commitment to a Drug-Free America!

For more information, call the CADFY office at 619-557-5753.



## **TEN COMMANDMENTS FOR SUCCESSFUL PUBLIC SPEAKING**

**ONE: BE PREPARED** -- Know your subject. Leave nothing to the imagination. Make mental notes of what you are going to say before you approach your audience. Communicate the particulars in a logical manner, using a positive approach. Avoid speaking in generalities. "Get informed, get involved, get together."

**TWO: ORGANIZE** -- Before committing your speech to paper:

1. Think it through;
2. Write it out, word for word;
3. Reduce it to outline form and type the main points on 3x5 cards; and
4. Underline key words and phrases. Written words boost confidence. Your mind is less likely to wander if you have a well-organized capsule "card file" version of your speech before you.

**THREE: REHEARSE** -- Effective preparation is the key to effective presentation. Rehearse. Rehearse. Rehearse. If possible, say what you intend to say to your audience into a tape recorder. If video equipment is available, use that, too. Listen and look at the playback. Hear and see yourself as other will hear and see you. Remember that practice makes perfect. It also prevents impromptu jitters while you're in the spotlight.

**FOUR: MAKE A GOOD FIRST IMPRESSION** -- You never have a second chance to make a good first impression. To do this:

1. Make a calculated effort to "capture" your audience immediately.
2. Develop and rehearse a strong, forceful, memorable opening.
3. Speak with enthusiasm and conviction.

**FIVE: STAND TALL** -- The following suggestions will make the audience feel more comfortable with the speaker:

1. Stand up straight, chest out, arms and hands relaxed.
2. Use your arms and hands only to illustrate major points.
3. Look and act as if everything is under control. If you appear uneasy, your audience will become restless and not give you full attention.
4. Exude confidence.
5. Smile. Not once, but several times during your opening remarks.
6. Don't distract the audience by pacing up and down.
7. Recognize your own nervous habits and keep them under control. This means don't scratch, rub, wring, play, fidget, or fiddle while you are in front of the audience.

**SIX: SPEAK-UP (AND OUT)** -- Use your voice to make your talk a positive, profitable, and enjoyable listening experience.

1. Learn to project your voice. Make an effort to be heard in the back of the room.
2. Practice changing pitch, tone, speed, volume, and vocal patterns.
3. Speak as slowly and as clearly as possible.

Statistics show that 80% of audience opinion and acceptance is based upon how a speaker looks and sounds. Only 20% is based on the content of the speech.

**SEVEN: *BE YOURSELF*** -- Be yourself; which means: be natural. Speak as if you were engaged in conversation with a single individual, rather than addressing a room full of people.

1. Use gestures casually and try to sound spontaneous.
2. If you know an appropriate story or joke that relates to your presentation or audience, use it to your advantage.
3. Learn to expect the unexpected and be prepared to deal with it. Distractions, such as a dead mike or faulty projection equipment, are not major tragedies. Remember, your audience wants you to succeed and will applaud your good-humored efforts to correct, repair, or remove unexpected obstacles.

**EIGHT: *DRESS FOR THE PART*** -- Look good and you'll feel good about the organization you represent, and your audience will feel good about it, too. Dress in a business-like manner. A white or blue shirt or blouse and neat, unobtrusive tie or scarf are always preferable to loud color and eccentric patterns which are distracting. Shoes should be shined, hair neatly combed, clothes pressed.

**NINE: *TIME YOUR TALK*** -- Don't ramble and don't talk too long. Say what you have to say and sit down. It's only natural, when you are speaking to a receptive audience, to want to extend your remarks and repeat what you have already said. Don't do it! Even the most appreciative listener will tire of too much of a good thing. Save your extended remarks for the question and answer period, and don't forget to schedule one. Listen to what the members of your audience have to say. You may learn something.

**TEN: *HAVE FUN!***

**SUMMARY:** Anyone can develop and deliver a successful speech. All it takes is organization and practice. The right speech delivered to the right audience by the right person at the right time is a powerful tool for building respect and support.

--Sharon Rose, Red Ribbon Coordinator Californians For Drug-Free Youth, Inc.

***CALIFORNIANS FOR DRUG FREE YOUTH, INC.  
RED RIBBON CELEBRATION STYLE GUIDE***

Californians for Drug Free Youth, Inc. (CADFY) has developed Red Ribbon Celebration logos to help tell the world of our celebration of healthy, drug free lifestyles and give CADFY and CADFY partners the ability to share a consistent look across the country. This style guide provides standards and procedures for using the Red Ribbon Celebration logos in printed material.

All of CADFY'S logos are copyrighted and must be used in a manner consistent with the standards and procedures outlined in this style guide. These logos may not be used to promote the sale of non-CADFY services and/or supplies. Permission to use these logos as an endorsement of an organization, program, etc. must be obtained in writing from CADFY.

The Red Ribbon Celebration logos are considered original art and cannot be altered in any way, including the typeface. The hands and ribbon artwork cannot be separated from the words The copyright circle must appear, as shown below, at all times. Camera-ready artwork is available from CADFY upon request.

The Red Ribbon Celebration logos may appear as one color, black or red. Other colors cannot be substituted.



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# ***APPENDIX***



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CALIFORNIANS FOR DRUG FREE YOUTH, INC.

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**CADFY**

**DRUG FREE  
AND PROUD**

**RED  
RIBBON  
PLEDGE**

**NO USE OF ILLEGAL DRUGS  
NO ILLEGAL USE OF LEGAL DRUGS**

**NAME:** \_\_\_\_\_

**BY NOVEMBER 15, 2007, MAIL YOUR RED RIBBON PLEDGE TO:  
GOVERNOR & MRS. SCHWARZENEGGER  
C/O ADP, 1700 K STREET, SACRAMENTO, CA 95814**



**CADFY**

**DRUG FREE  
AND PROUD**

**RED  
RIBBON  
PLEDGE**

**NO USE OF ILLEGAL DRUGS  
NO ILLEGAL USE OF LEGAL DRUGS**

**NAME:** \_\_\_\_\_

**BY NOVEMBER 15, 2007, MAIL YOUR RED RIBBON PLEDGE TO:  
GOVERNOR & MRS. SCHWARZENEGGER  
C/O ADP, 1700 K STREET, SACRAMENTO, CA 95814**

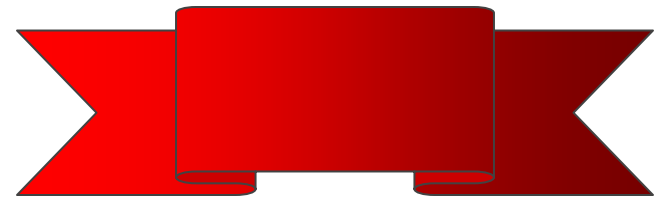
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# CERTIFICATE OF APPRECIATION

This certificate is awarded to

**NAME OF RECIPIENT**

**Red Ribbon Salute** for supporting the Red Ribbon message of no use of illegal drugs and only the safe and appropriate use of legal drugs throughout the year.



SIGNATURE

DATE

*California Statewide Red Ribbon Campaign*

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**Insert CADFY Red Ribbon Logo/Artwork**



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CALIFORNIANS FOR DRUG FREE YOUTH, INC.



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**THE RED RIBBON CELEBRATION IS PRESENTED IN PARTNERSHIP WITH  
THE CALIFORNIA NATIONAL GUARD.  
COMMUNITY SUPPORT IN THE FIGHT AGAINST DRUGS.**