



# Red Ribbon Week Toolkit

## October 23rd – 31st, 2022



NO COST



# Celebrate Life. Live Drug Free.

Red Ribbon Week, October 23rd - 31st, is an annual awareness campaign to promote drug prevention in our schools and communities. This toolkit provides extension opportunities for celebrating Red Ribbon Week at your school.



## Who is this toolkit for?

This toolkit is primarily for middle and high school teachers, counselors, and administrators looking to implement lesson plans and activities for Red Ribbon Week.



## How do students & teachers get started?

Educators can create their free accounts at no cost by visiting [www.everfi.com/newteacher](http://www.everfi.com/newteacher).

Follow the steps on the Quick Start Guide OR bookmark this beginners guide [YouTube playlist](#).



## How is this free?

Thanks to the generous support of our sponsoring partners, EVERFI's digital curriculum, professional development, special event opportunities, and unparalleled regional support are available at no cost to your school or district.

Tag Your Lessons  
**@everfik12**

A red-bordered rounded rectangle containing the text 'Tag Your Lessons @everfik12' and five social media icons: Instagram, TikTok, Pinterest, Twitter, and Facebook.



# Schedule at Glance + Seasonal Calendar

## DAY 1

Lesson 1 of  
*Prescription  
Drug Safety:  
The Basics*  
[10 minutes]

## DAY 2

Lesson 2 of  
*AlcoholEdu:  
Know your  
Influences*  
[25 minutes]

## DAY 3

Lesson 3 of  
*Vaping: Know  
the Truth:  
Overcome*  
[10 minutes]

## DAY 4

Lesson 1 of  
*Understanding  
Mental Wellness*  
[15 minutes]

## DAY 5

Sign the Red  
Ribbon Week  
Pledge!

## Additional Resources



**Canva**  
for Education

### Teacher & Student Activities

Within your EVERFI teacher dashboard, you'll find additional resources to supplement the digital lessons. These resources include parent letters, hands-on lessons, and discussion guides. [Find more information here.](#)

### Canva Templates

[Canva for Education](#) created an [EVERFI template collection](#) that makes it even easier for students to engage in creative and authentic learning experiences.

### Introduction Pear Decks

To help educators support K-12 students in developing life skills, we've partnered with EVERFI on a capsule collection of free, real-world lessons powered by Pear Deck - [find those here.](#)



## Seasonal Calendar

### October

- **Oct 2-8:** Mental Illness Awareness Week
- **Oct 10:** World Mental Health Day
- **Oct 17-21:** National Health Education Week
- **Oct 29:** National Drug Takeback Day

### March

- **March 20-26:** National Drug and Alcohol Facts Week

### April

- **April 1-30:** Alcohol Awareness Month
- **April 6:** National Alcohol Screening Day

### May

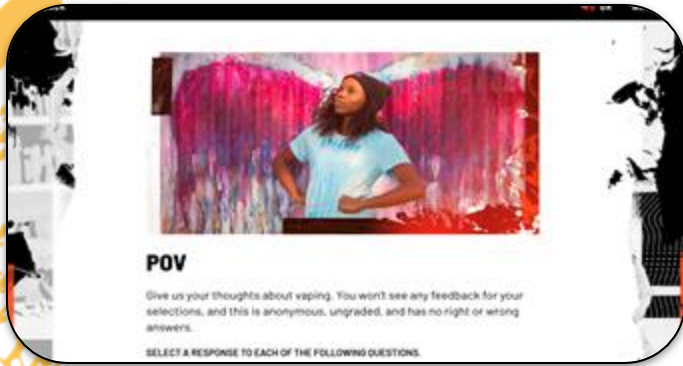
- **May 1-31:** Mental Health Awareness Month
- **May 7-13:** SAMHSA's National Prevention Week
- **May 31:** World No Tobacco Day

### August

- **August 31:** International Overdose Awareness Day

# Health & Wellness

With a focus on prevention first, our evidence-informed health and wellness curriculum takes a population-level approach. Students learn to make healthy choices by navigating relatable scenarios in real-world, age-appropriate contexts.



## Vaping: Know the truth

*Dangers of Vaping, Addiction & Nicotine, Refusal Skills & Resources to Quit*

**Grade Level:** 8-12

**Curriculum Fit:** Health, PE, Advisory

**Length:** 4 Digital Lessons, 10 min each

*Available in Spanish*



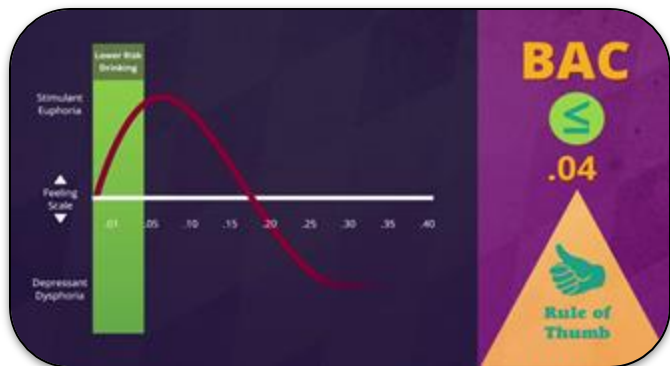
## Prescription Drug Safety

*Prescription Drug Basics, Addiction & the Brain, Refusal Skills*

**Grade Level:** 8-12

**Curriculum Fit:** Counseling, Health, Advisory

**Length:** 6 Digital Lessons, 10 min each



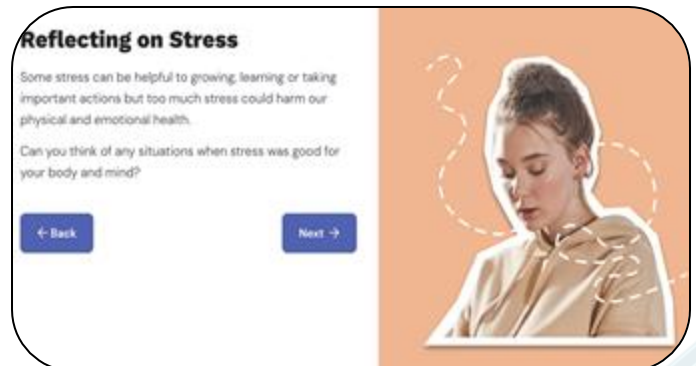
## AlcoholEdu for High School

*Drinking Laws, Alcohol & the Brain, Challenging Common Myths*

**Grade Level:** 9-12

**Curriculum Fit:** Counseling, Advisory, Health

**Length:** 5 Digital Lessons, 25 min each



## Understanding Mental Wellness

*Self-Awareness, Self-Management, Social Awareness, Relationship Skills, Responsible Decisions*

**Grade Level:** 8-10

**Curriculum Fit:** Advisory, Homeroom, Health/PE, Response to Intervention

**Length:** 5 Digital Lessons, 10-15 min each



# 6 Strategies for Discussing Tough Topics

These strategies are designed to provide guidance into how to navigate conversations that can sometimes be challenging, empowering educators to feel even more confident in their ability to be a resource to students in need.



1

## BE AUTHENTIC

Reference a time that you made a mistake, or weave into conversation a tactic that you use to **manage your own well-being**.



2

## BE PREPARED

Know your resources: who students can contact at your school and in the **community for further support**.



3

## ACTIVE LISTENING

“There are some things that I can do to help, or just listen, or offer some advice. I could also connect you to a resource. **What do you think would be most helpful right now?**”



4

## HIGHLIGHT STUDENT STRENGTHS

When a student comes to you with a personal issue: **acknowledge the strength and bravery** that it likely took them to come forward.



5

## PRACTICE WHAT YOU PREACH

The classroom is an important place to reinforce the messages that students are receiving. Demonstrate to students that the lessons that they learn online **extend into the “real world.”**

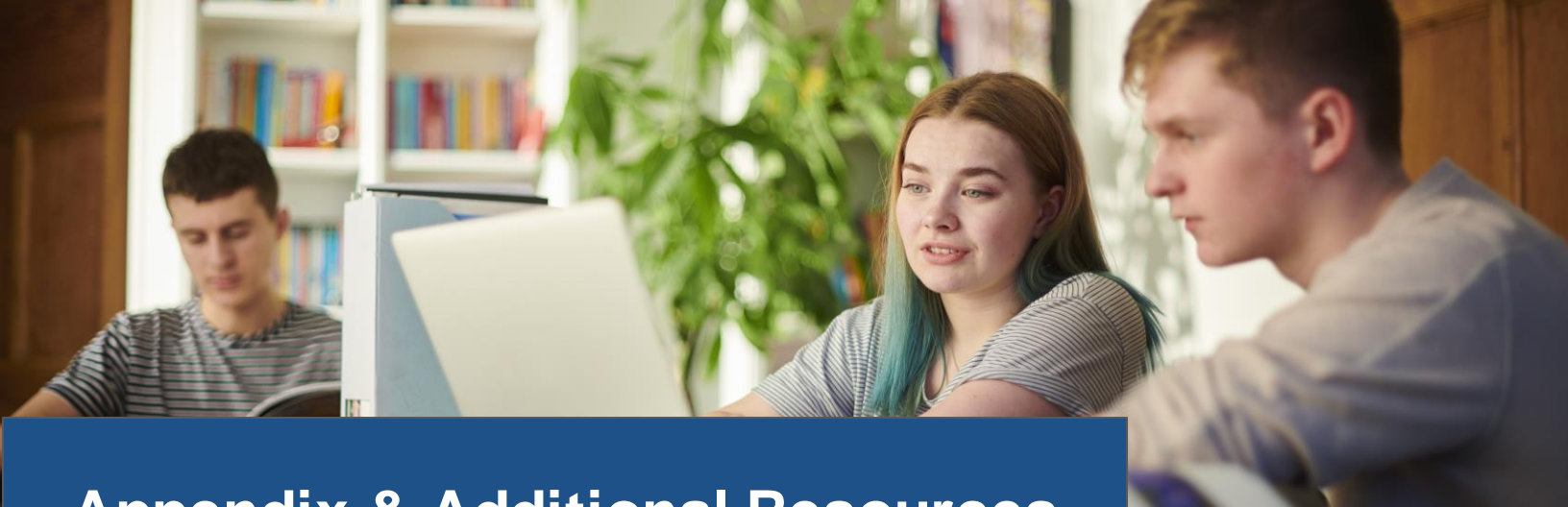


6

## FOLLOW THROUGH AND FOLLOW UP

It seems obvious, but if you say you are going to do something, do it. On the other hand, make it a point to **check-in with the students** after a conversation.





# Appendix & Additional Resources

<a href="#">Red Ribbon Week Lesson Plans</a>	Via naturalhigh.org with information videos, group discussions and activities
<a href="#">Take the Pledge!</a>	For parents & youth
<a href="#">Be Aware, Be Prepared Poster</a>	Download resources for your classroom
<a href="#">Prevention Strategies</a>	Read more to prevent vaping
<a href="#">Vaping Lesson Plans</a>	Lessons to address vaping in 2022
<a href="#">Ask the Experts</a>	Educators' questions about vaping answered
<a href="#">Talk to Teens</a>	How to talk to teens about vaping
<a href="#">Teacher Quiz</a>	Do you know your drug slang?
<a href="#">National Institute on Drug Abuse</a>	Lesson plans, activities, and conversation starters

**Questions?** Reach out to your local Implementation Specialist by visiting the 'Support' tab in your teacher dashboard.