RED RIBBON WEEK

RED® RIBBON CAMPAIGN

MAKE A DIFFERENCE.





RESOURCES AND ACTIVITIES TO PROMOTE DRUG-FREE LIVING AND OPIOID AWARENESS

OCTOBER 23-31

STATE OF ALASKA DEPARTMENT OF HEALTH

RED RIBBON CAMPAIGN OCTOBER 23-31 NFP

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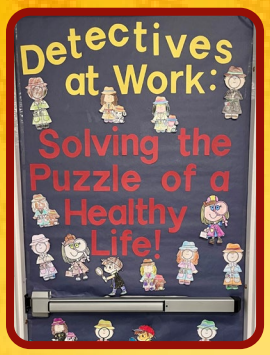
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Last Year's Door Decorating Contest Entries









Keep reading to learn about our Third Annual Door Decorating Contest!

INTRODUCTION

Dear Educators and Leaders,

The Alaska Department of Health is proud to invite educators, child care providers, and before- and after-school programs across Alaska to participate in the annual Red Ribbon Week Door Decorating Contest and use this toolkit to bring prevention education to the children and youth they serve.

This year's theme, "Make a Difference. Be a Hero. Stay Drug Free.," reminds us that students can make a positive difference through the choices they make every day.

Choosing to live drug-free, supporting friends, and asking a trusted adult for help are all ways young people can show courage and leadership.

Schools play an important role in helping Alaska's young people build the knowledge,skills, and connections they need to make healthy choices. This toolkit provides activities and resources to help educators:

- **Start age-appropriate conversations** about prevention, healthy choices, and the risks of substance use.
- **Encourage students to identify trusted adults** and other sources of support at school, at home, and in their communities.
- **Engage students creatively** through Red Ribbon Week activities and the Door Decorating Contest.
- **Celebrate positive** choices and the many ways students can make a difference in their schools and communities.

Red Ribbon Week is also an opportunity to remind students that being a hero does not require a cape. It can mean making a healthy choice, helping a friend, speaking up, or reaching out for support when it is needed.

Thank you for the work you do every day to support Alaska's students and create safe, healthy, and supportive places to learn. We look forward to seeing the creativity and leadership your students bring to this year's Red Ribbon Week.

Thank you for your continued partnership,

Heidi Hedberg

Why Participate?

The Red Ribbon Week Door Decorating Contest encourages teachers and students to work together to decorate their classroom doors based on this year's theme:

Be a Hero, Stay Drug Free.

Red Ribbon Week Decoration Contest Information

The Alaska Department of Health, in partnership with Governor Mike Dunleavy and other statewide partners, are excited to announce the third annual Red Ribbon Week Door Decorating Contest, open to all schools across Alaska! This is a fantastic opportunity for your school to get involved in the nation's longest-running drug prevention campaign and inspire students to live healthy, drug-free lives.

By participating, your school can:

Spark meaningful conversations around the dangers of drugs and the importance of living drug-free.

Engage students in a fun and creative activity that promotes healthy choices.

Compete for a chance to win great prizes and statewide recognition!



How to Get Involved:

1

Decorate Your Door:

Collaborate with your students to create a hero-themed door that highlights the importance of living drug-free. We encourage you to incorporate imagery and messages that inspire students to make healthy choices.

2

Submit Your Photos:

Simply take photos of your decorated doors (no students in the photos, please!) and submit them to our contest portal:

Online Contest Portal Link.

3

Access Classroom Resources:

Collaborate with your students to create a hero-themed door that highlights the importance of living drug-free. We encourage you to incorporate imagery and messages that inspire students to make healthy choices.

Prizes & Recognition

Prizes:

Amazon gift cards and other great prizes will be given to the following categories: Preschool to 1st Grade, 2nd to 5th Grade, 6th to 8th Grade and 9th to 12th Grade.

Recognition:

Classrooms with the winning design will receive special recognition from Governor Dunleavy and/or Commissioner Hedberg!

Important Dates

Submission Period: ***October 1st - October 31, 2026***

Winners Announced: **Shortly after Red Ribbon Week ends**
(October 31 - November 4th)

We highly encourage all schools across Alaska to participate in this exciting campaign. Together, we can empower our students to live healthy, drug-free lives. Let's make this Red Ribbon Week unforgettable!

We look forward to seeing your creative entries!

SOAR INTO RED RIBBON WEEK WITH JET



Everyday heroes, Healthy Choices.

Help children celebrate Red Ribbon Week with Jet the Raven! This year's theme is **"Make a Difference. Be a Hero. Stay Drug Free."** Use the activities in this toolkit to help children learn that they don't need capes or wings to be heroes. Everyday heroes show kindness, make healthy choices, and ask a trusted grown-up for help when they need it.

Bring the theme to life by joining our **Third Annual Door Decorating Contest!** Work with your class or group to create a hero-inspired door that celebrates living drug-free and shows how children can make a difference in their school, child care program, or community. We can't wait to see what your everyday heroes create!



DOOR DECORATING INFORMATION

- Contest runs **October 1 – October 31, 2026**
- Submissions due: **October 31 at 4:00 PM**
- Winners selected: **Between October 31 – November 4**
- Winning classrooms will receive prizes and statewide recognition!
- Scan the QR code and complete the form

SCAN ME

RISK FACTORS



PROTECTIVE FACTORS

Risk factors can make healthy choices harder. Protective factors, like supportive people and activities we enjoy, help us make healthy choices.
Cut out and glue the risk factors outside the cape and the protective factors inside the cape. Use the blank circles to write or draw your own, then place them in the right spot.

EATING GOOD FOOD	PLAYING & MOVING AROUND	GETTING ENOUGH SLEEP		
HAVING A SAFE PLACE TO SLEEP	FEELING WORRIED OR SAD	SAD OR SCARY THINGS HAPPENING		
DOING FUN THINGS YOU LIKE	SAYING SORRY WHEN YOU'RE WRONG	BEING STRONG WHEN THINGS ARE HARD		
BEING KIND TO OTHERS	GOING THROUGH TOUGH TIMES	HAVING SOMEONE YOU TRUST		

RED RIBBON PLEDGE FORM: YOUTH

NATIONAL FAMILY PARTNERSHIP

RED RIBBON CAMPAIGN



I Support Red Ribbon Week®

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

- Understanding the dangers of drug use and abuse.
- Respecting myself and being drug free.
- Spreading the word to family and friends about the importance of being healthy and drug free.

Name _____ School _____

Download tips for fun Red Ribbon activities at www.redribbon.org

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NATIONAL FAMILY PARTNERSHIP

RED RIBBON CAMPAIGN

MAKE A DIFFERENCE
BE A HERO
STAY DRUG FREE

I Support Red Ribbon Week®

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

- Understanding the dangers of drug use and abuse.
- Respecting myself and being drug free.
- Spreading the word to family and friends about the importance of being healthy and drug free.

Name _____ School _____

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RED RIBBON PLEDGE FORM: ADULT

NATIONAL FAMILY PARTNERSHIP

RED RIBBON CAMPAIGN



I Support Red Ribbon Week®

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

- Talking to my kids about the dangers of drug use and abuse and setting clear rules about not using drugs.
- Working together with the parents of my children's friends to set common boundaries and monitor behavior so that our rules are respected and reinforced.
- Setting a good example for our children by not using illegal drugs or medicine without a prescription.
- Visiting www.redribbon.org to learn more and spread the message to family and friends.

Name _____ School _____

Download tips for fun Red Ribbon activities at www.redribbon.org

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NATIONAL FAMILY PARTNERSHIP

RED RIBBON CAMPAIGN



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Name _____ School _____

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RED RIBBON WEEK WORD SEARCH

F D R U G F R E E J G O A L S
I C C M F E D U C A T I O N Z
E Y S O A C O M M I T M E N T
N J U L M M E N T O R S K V C
C R P E I M W C O U R A G E H
O E P A L S U B N Y A F G R O
U S O D Y T P N X H V E B E I
R P R E V E N T I O N S H D C
A E T R L S A F U T U R E R E
G C I N T E G R I T Y F A I S
E T C O N F I D E N T U L B B
Q A W A R E N E S S H N T B R
J P X B A L A N C E E I H O A
X W E I N S P I R E R T Y N V
R O L E M O D E L F O Y E B E

Awareness
Balance
Brave
Choices
Commitment
Community
Confident
Courage
DrugFree
Education
Encourage
Family
Focus
Future
Goals
Healthy
Hero
Inspire
Integrity
Leader
Mentor
Prevention
RedRibbon
Respect
RoleModel
Safe
Support
Unity

RED RIBBON CAMPAIGN®

SAMPLE SPIRIT WEEK DAYS & CONVERSATION STARTERS

OCTOBER 23 FRIDAY

"Everyday Heroes"

Spirit Theme: Dress as a hero or someone who makes a positive difference in your life.

Start the Conversation:
Heroes can be real or imaginary! Think about someone you admire, a family member, teacher, athlete, character, community member, or someone else who inspires you. What makes them a hero to you?

Keep the Conversation Going:

Elementary: Who is one of your heroes? What do you like most about them?

Middle School: Who is someone you look up to? What qualities do you admire about them?

High School: Who inspires you and why? What qualities or values do you admire and want to bring into your own life?

OCTOBER 26 MONDAY

"Team Up For Healthy Choices"

Spirit Theme: Wear your favorite team gear or school colors to celebrate the people and groups that bring us together.

Start the Conversation: Life is more fun when we have people in our corner. Friends, family members, teammates, teachers, and others can encourage us, introduce us to new things, and help us make healthy choices.

Keep the Conversation Going:

Elementary: What makes someone a great friend or teammate? How can you cheer someone on today?

Middle School: Where do you feel like you belong? What makes being part of that group fun or important to you?

High School: What people, teams, activities, or groups help you feel connected in a positive way? How do those connections influence the choices you make?

SAMPLE SPIRIT WEEK DAYS & CONVERSATION STARTERS

OCTOBER 27 TUESDAY

"Show Off Your Happy!"

Spirit Theme: Wear something that represents something you love! Show off a favorite color, hobby, sport, animal, book, character, activity, or anything else that makes you smile.

Start the Conversation: The things we enjoy are part of what makes life fun and part of what makes each of us unique. Talk about what you love to do, what makes you excited, and something you would love to try.

Keep the Conversation Going:

Elementary: What is something you LOVE doing? What makes it so much fun?

Middle School: What is something you enjoy that you wish you had more time to do? What is something new you would like to try?

High School: What activities, interests, or people give you something to look forward to? How do you make time for the things that are important to you?

OCTOBER 28 WEDNESDAY

"Wear Red For Support"

Spirit Theme: Wear red to show that being a good friend means showing up for each other.

Start the Conversation: Being a good friend can mean having fun together, listening, including someone, cheering them on, or noticing when they might need a little extra support. Talk about the small things we can do to help the people around us feel included and cared about.

Keep the Conversation Going:

Elementary: What makes someone a good friend? What is something kind you can do for a friend today?

Middle School: How can you tell when a friend might need some extra support? What are some ways you can be there for them?

High School: What does showing up for a friend look like? When might being a good friend mean helping them connect with someone who can provide more support?

SAMPLE SPIRIT WEEK DAYS & CONVERSATION STARTERS

OCTOBER 29 THURSDAY

"Be Bold, Be You!"

Spirit Theme: Celebrate what makes you, you! Wear a favorite outfit, try a fun hairstyle, break out the mismatched socks, or choose something else that shows off your personality.

Start the Conversation: There's only one you! Knowing what you like, what matters to you, and what feels right for you can help you feel confident making your own choices, even when your friends choose differently.

Keep the Conversation Going:

Elementary: What is something that makes you special? What is something you really like about yourself?

Middle School: What makes you feel confident being yourself? How can you make your own choices when your friends like or choose different things?

High School: What helps you stay true to yourself when you feel pressure to fit in? How can being confident in your values help you make choices that are right for you?

OCTOBER 30 FRIDAY

"Our Future Is Bright"

Spirit Theme: Dress for your future! Wear bright colors or dress as something you would like to be, do, learn, or accomplish someday.

Start the Conversation: There are lots of things to look forward to, and you don't have to have your whole future figured out. Think about something you want to do, learn, experience, or accomplish and the people and choices that can help you along the way.

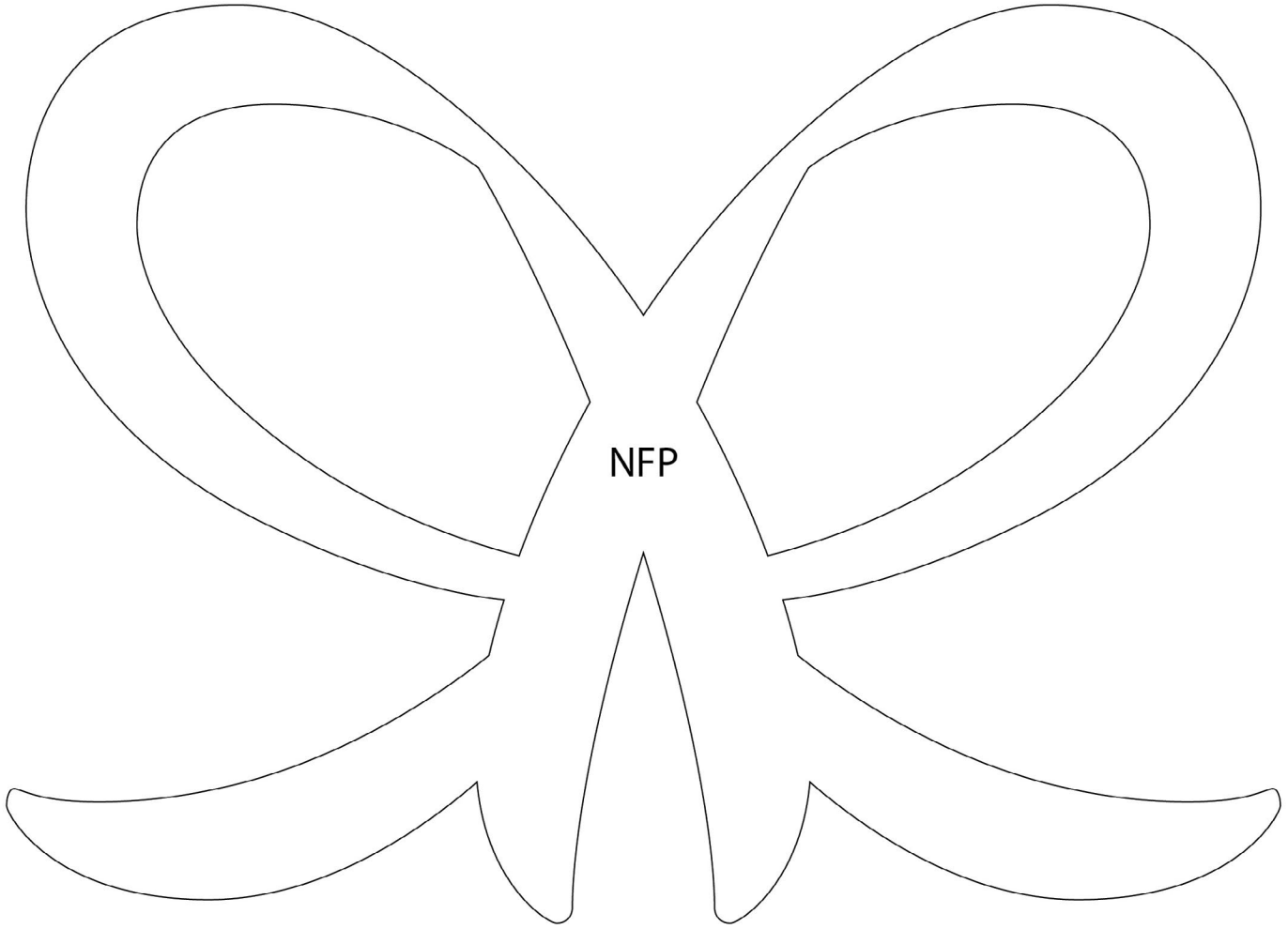
Keep the Conversation Going:

Elementary: What is something you want to do, learn, or try? What are you excited about?

Middle School: What is something you would love to do in the future? What could help you get there?

High School: What are you looking forward to in your future? What choices, experiences, and relationships can help you keep moving toward the things that matter to you?

NATIONAL RED RIBBON WEEK
(OCTOBER 23-31)



RED RIBBON CAMPAIGN™

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RED® RIBBON CAMPAIGN

MAKE A DIFFERENCE.



RED RIBBON WEEK WORD SEARCH ANSWER KEY



Awareness
Balance
Brave
Choices
Commitment
Community
Confident
Courage
DrugFree
Education
Encourage
Family
Focus
Future
Goals
Healthy
Hero
Inspire
Integrity
Leader
Mentor
Prevention
RedRibbon
Respect
RoleModel
Safe
Support
Unity

RED RIBBON CAMPAIGN®

PARENT RESOURCES

· **Parent Toolkit** – Operation Prevention, Drug Enforcement Administration, U.S. Department of Justice

• **Growing up Drug Free** – Drug Enforcement Administration, U.S. Department of Justice

· **Red Ribbon Week Resources** - Red Ribbon Week takes place each year from October 23 through 31st.

· **Project Launch** - Substance Abuse and Mental Health Services Administration (SAMHSA)

• **One Pill Can Kill**

· **Family Summit**

· **Operation Prevention**

EDUCATOR RESOURCES

• **The Science of Addiction, National Institute on Drug Abuse**

• **Fentanyl Awareness Guide for Parents, Teens and College Students**

• **Lesson Plans & Activities** - National Institute on Drug Abuse, National Institutes of Health, U.S. Department of Health and Human Services

• **School & Educator Resources** - Substance Abuse and Mental health Services Administration

• **Educator Toolkit** - Operation Prevention, Drug Enforcement Administration, U.S. Department of Justice

• **Montana Meth Prevention**

• **National Fentanyl Awareness Day**

• **Fentanyl Lesson Plan** – Natural High

• **The Science of Addiction** - Operation Prevention

OTHER HELPFUL RESOURCES

• **Community Anti-Drug Coalitions of America**

• **Drug Enforcement Administration**

• **Drug Free America Foundation**

• **DUI Resources: A Guide To Charges, Treatment, and Supportive Services**

• **Lock Your Meds**

• **Drunk Driving Statistics**

• **How to Quit Cigarettes**

• **Mothers Against Drunk Driving**

• **National Association for Children of Alcoholics**

• **National Highway Traffic Safety Administration**

• **National Institute on Drug Abuse**

• **Natural High Red Ribbon Resources**

• **NIDA for Teens**

• **Students Against Destructive Decisions**

• **Substance Abuse and Mental Health Services Administration**