

# ADSGC NEWS

[adsgc.org](http://adsgc.org)



Alcohol & Drug Services of Gallatin County

October 2016



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## **National Red Ribbon Week Campaign**

**OCTOBER 23– 31, 2016**

Since its beginning, the Red Ribbon has touched the lives of millions of people around the world.

In response to the murder of DEA Agent Enrique Camarena, angered parents and youth in communities across the country began wearing Red Ribbons as a symbol of their commitment to raise awareness of the killing and destruction cause by drugs in America.

In 1988, the National Family Partnership sponsored the first National Red Ribbon Celebration. Today, the Red Ribbon serves as a catalyst to mobilize communities to educate youth and encourage participation in drug prevention activities.

This year's theme is "YOLO. BE DRUG FREE."

#YOUONLYLIVEONCE

Read More> [redribbon.org](http://redribbon.org)



## **FACT SHEET**

**The Red Ribbon Campaign is the oldest and largest drug prevention program in the nation, reaching millions of young people during Red Ribbon Week,**

### **WHAT IS RED RIBBON WEEK?**

It is an ideal way for people and communities to unite and take a visible stand against drugs. Show your personal commitment to a drug-free lifestyle through the symbol of the Red Ribbon, October 23 - 31st.

### **WHY?**

The Red Ribbon Campaign was started when drug traffickers in Mexico City murdered DEA agent Kiki Camarena in 1985. This began the continuing tradition of displaying Red Ribbons as a symbol of intolerance towards the use of drugs. The mission of the Red Ribbon Campaign is to present a unified and visible commitment towards the creation of a DRUG - FREE AMERICA.

### **WHO?**

National Family Partnership is the sponsor of the National Red Ribbon Week Celebration. They are helping citizens across the country come together to keep children, families and communities safe, healthy and drug-free, through parent training, networking and sponsoring the National Red Ribbon Campaign.

### **WHY SUPPORT THE NATIONAL THEME?**

A theme unifies each year's campaign and helps to broadcast one message, creating a tipping point to change behavior. HOW? Plan a Red Ribbon celebration. Order and display Red Ribbon materials with the National Red Ribbon Theme. Proceeds from the sale of Red Ribbon theme merchandise helps support prevention programs across America.

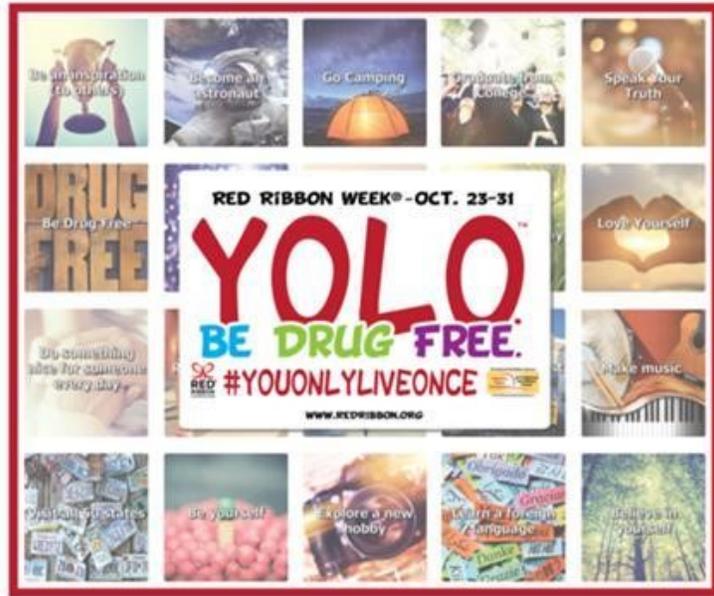
Order for your family, students, staff, patients, employees and customers and encourage them to wear the red ribbon symbol during Red Ribbon Week, October 23rd - 31st.

**[redribbon.org](http://redribbon.org)**



## 10 Ways To Promote Red Ribbon Week In Your Community

1. Contact your elected officials about issuing a proclamation declaring Red Ribbon Week in your community.
2. Invite elected and government officials to participate in Red Ribbon Week activities.
3. Display a basket of red ribbons in the reception area of your organization for visitors to take, along with copies of the Red Ribbon Week fact sheet.
4. Display red ribbons on the interior and exterior surfaces of your organization's building.
5. Sponsor a special drug abuse prevention seminar for the community. Invite a speaker who is an expert on drug prevention to your organization and invite the community to attend.
6. Submit a public service announcement (PSA) about Red Ribbon Week activities to your local radio station.
7. Sponsor an in-service educational program for your employees and community leaders.
8. Organize drug prevention awareness fair. Invite local nonprofit organizations to participate by staffing exhibit booths, disseminating educational materials, offering free health screenings, and much more.
9. Set up and staff an exhibit table at a local hospital, doctor's office, community center, or shopping center to promote Red Ribbon Week and to distribute drug prevention information and materials.
10. Post fact sheets and Red Ribbon Week event notices and other materials on community webpages, bulletin boards in libraries, hospitals, local churches, synagogues, gymnasiums, grocery stores, parks and recreation departments, health clinics, universities, and other public places.



## 2016 RED RIBBON YOUTH PLEDGE

**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 work to family and friends about the importance of being healthy and drug free.

Name \_\_\_\_\_ School \_\_\_\_\_



**Got Drugs?**



**National Prescription Drug Take-Back Day**

**October 22, 2016**



**Gallatin County Law & Justice Center**

615 South 16th Avenue Bozeman, Montana

**10:00 AM - 2:00 PM**

The National Prescription Drug Take-Back Day aims to provide a safe, convenient, and responsible means of disposing of prescription drugs, while also educating the general public about the potential for abuse of medications.