

Think About It ...



Homecoming & Red Ribbon Season

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This campaign kit provides your chapter with some useful components and helpful guidelines. Follow this index to find out about the tools included in this kit and how to put them to work for your chapter.

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Overview

We are pleased to present you with the **Think About It ... Homecoming & Red Ribbon Season** campaign kit, the latest campaign presented through a partnership between SADD and the National Highway Traffic Safety Administration. We hope this campaign will be an exciting way for your chapter to create visibility and raise awareness about the harm that can be caused by drug and alcohol use and impaired driving in your community.

Red Ribbon Week (traditionally designated as the last week in October) is an important event for the entire drug prevention community and especially for many SADD chapters across the nation. Red Ribbon campaigns provide the opportunity for SADD students and others in the community to draw attention to the dangers of drug use in our society and especially among young people. Through annual Red Ribbon campaigns, SADD chapters can stand up and promote the choice for a healthy and drug-free lifestyle. Red Ribbon events are a staple of many SADD chapters (and other prevention organizations) because they are an opportunity to say that drugs are dangerous to our society, dangerous to people, dangerous to youth, and we don't want them in our lives!

Red Ribbon Week takes place in the fall when many schools and communities celebrate "homecoming" season. We encourage you to check with other groups in your school to see if your SADD chapter can use this campaign kit in conjunction with homecoming events (not only during Red Ribbon Week). Although the material in this campaign kit can be a powerful tool to use during Red Ribbon Week in October, it is also a helpful resource to utilize throughout the entire year.

As a participant in this campaign, you will learn the history behind the Red Ribbon campaign and other information to assist you in planning your own Red Ribbon event or other event during homecoming season. A guide book that will walk you through the necessary steps for involving your community is included in this kit. The ideas range from working with the media to getting your message out to planning a Red Ribbon Rally. You will also find case studies, or examples, of some ways SADD chapters have mobilized for Red Ribbon Week in the past. These examples might spark an idea your SADD chapter can replicate, or you might get an idea for a new activity your chapter would like to initiate. The kit also offers some of the best and most current resources for your SADD chapter to find additional relevant information for this campaign effort.

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Campaign Goals

- Plan one or more events that will bring your antidrug message to your fellow students and educate them about the dangers associated with drug and alcohol use and impaired driving.
- Raise awareness about the dangers and consequences of drug and alcohol use, especially those related to impaired driving and other safety issues.
- Form coalitions with community members, such as local law enforcement officials, hospitals workers, businesses, and other community members, and develop one or more Red Ribbon campaign events in your community.
- Bring your campaign messages about underage drinking and drug use to the forefront in the minds of youth and adults in your community.
- Utilize current and accurate information about alcohol and drug use.
- Plan fun and educational events and activities with your peers and community members.

Contents

- Campaign Messages and Talking Points
- Red Ribbon Guide Booklet
- Media Tools
- Ad Template
- Table Tents
- Red Ribbons
- Red Ribbon Pledge Cards

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The Importance of Sharing your Stories

In order for your SADD chapter to continue to receive campaign kits such as this one **we need to hear how you're utilizing the materials and what kind of impact your work is having on your school and community.** It is imperative for you to share your stories with us! That is why we have created the following form. Please utilize the form to document what you do with your campaign kit. Fill out the form completely and fax or mail it to the address listed at the bottom of it. Attach things to it! Send us photographs, newspaper articles, and even home video of the events your SADD chapter put together as a result of this campaign kit!

By providing SADD National with feedback about this campaign kit, you are taking a big step to ensure that we can deliver effective programs in the future and you are also helping us make the following resources available to you:

- Success stories from other SADD chapters

- Information about other SADD chapters for networking purposes

- Greater exposure for the great work your chapter is doing!

- (We use your feedback to collect information and sometimes feature your success stories in our SADD newsletter and on our Web site.)

In addition to sharing your stories, please complete the online campaign evaluation form, which can be downloaded and mailed to the SADD National Office or can be submitted online.

The **Think About It ... Homecoming & Red Ribbon Season** campaign kit is made possible through a grant funded by the National Highway Traffic Safety Administration (NHTSA).

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News About Homecoming & Red Ribbon Events!

Advisor Name: _____

Advisor E-mail: _____

Advisor Phone: _____ Fax: _____

Mailing Address (No P.O. Boxes): _____

City: _____ State: _____ Zip: _____

School/SADD Chapter Name: _____

Name of Event(s): _____

Brief Event Description: _____

Date(s): _____

Location(s): _____

Address (1): _____

City: _____ State: _____ County: _____

Address (2): _____

City: _____ State: _____ County: _____

Media Coverage: _____

Media Contacts: _____

Media Outlet Name: _____

Contact Person: _____ Phone: _____

Event Sponsors: _____

Additional Information: _____

Attach any press accounts, including news clippings and photographs.

Please respond to Lindsay Jean Casavant by November 30, 2004.

E-mail: ljcasavant@sadd.org | Phone: 1-877-723-3462 | Fax: 1-508-481-5759

Mail: SADD National | 255 Main Street | Marlborough, MA 01752

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Event Planning

Write down your objectives. Why is your SADD chapter having the event? _____

Consider what resources are available to you. Are there individuals, businesses, or organizations that might be willing to donate money or goods or people to assist you? _____

Create planning committees. _____

Select a site. Will your event be at your school or do you need to find another location?

Select a time and date. _____

Describe your activity. _____

How you will publicize your event? _____

Create a timetable.

Set up a step-by-step timetable listing absolutely everything that needs to be done, when, and by whom.

Task/Activity	Complete by	Assigned to

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How to Utilize Your Local Media Outlets

To gain maximum exposure for your chapter's activities, follow these guidelines when preparing to contact media outlets.

Appoint a media relations point person (or people) in your chapter. Be sure that this person is articulate and comfortable speaking in public and is easy to contact.

Scout out the local media. Check out your local telephone book and make a list of all local television and cable stations, radio stations, and newspapers (including dailies and weeklies). Call to get the names of the reporters who cover the education, metro, and police beats.

Refer to the templates included in this packet. The templates are designed to make your tasks easier. They are also available online at www.sadd.org. You can adapt these templates to include additional information. Be sure to print these documents on your school's letterhead.

You will find the following templates in this packet:

- Media Advisory
- Press Release
- Letter to the Editor
- Op-Ed Article
- Drop-In News Article
- Radio Public Service Announcement Scripts

Hints

Newsrooms are extremely busy, and information is easily lost. If you are unable to find a specific person to address your information to, send it to the Assignment Desk.

Send media advisories to reporters about upcoming events or press releases detailing your involvement in any events you plan.

Follow up by phone to introduce yourself to them. Remind them when and where your chapter's events will take place and ask if they need any additional information.

These media contacts can be valuable to your SADD chapter. Stay in touch with them and continue to inform them about your chapter's work throughout the school year.

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Template type: **Media Advisory**

Use this media advisory to alert the media about the events your chapter is planning. Print it on your letterhead. This template is available at www.sadd.org.

FOR FURTHER INFORMATION, CONTACT [LOCAL CONTACT INFORMATION]

SADD KICKS OFF A NEW RED RIBBON WEEK CAMPAIGN JUST IN TIME FOR HOMECOMING SEASON

WHO: The Students Against Destructive Decisions (SADD) chapter at **[NAME OF SCHOOL]** will join law enforcement officials, prosecutors, businesses, and other organizations within the drug prevention community, including **[NAME OF BUSINESS or ORGANIZATION]**, in an effort to promote the choice for a healthy and drug-free lifestyle.

WHAT: **[SCHOOL]** SADD is participating in this nationwide campaign, launched in partnership with the National Highway Traffic Safety Administration, entitled "**Think About It ... Red Ribbon and Homecoming Season.**" The original Red Ribbon campaign was created in honor of U.S. Special Agent Enrique "Kiki" Camerena, who was kidnapped and killed after uncovering a multibillion-dollar drug ring in Mexico. Red Ribbon Week celebrates the memory of this special man who gave his life in the fight to keep Americans safe from drugs. We support his efforts by wearing a red ribbon to symbolize our commitment to living drug-free. Statistics show that many teen drivers don't understand the risks associated with marijuana and especially with drugged driving. Approximately one in six high school seniors in the U.S. reports driving under the influence of marijuana. The week's activities aim to raise awareness of the many problems related to the use of tobacco, alcohol, and other drugs.

[ADD DETAILS OF EVENT.]

WHEN: Activities will begin October 23 and continue through October 31.

WHERE: **[SCHOOL]** SADD will hold a weeklong celebration showcasing its students' commitment to the ideals of this campaign. We encourage area media to participate by sending camera crews and reporters to cover activities. In some cases, local authorities will be on hand to congratulate participants for their involvement in the campaign efforts. For more information about specific locations and times, please contact **[LOCAL CONTACT NAME]** at **[LOCAL CONTACT TELEPHONE NUMBER]**.

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Template type: **Press Release**

Use this release template when writing a press release to be sent to media outlets. Print it on your letterhead. This template is available at www.sadd.org.

FOR IMMEDIATE RELEASE
[DATE]

CONTACT: [NAME]
[PHONE]

STATE/COMMUNITY [CHOOSE ONE OR MORE] DRUG PREVENTION SPECIALIST, PROSECUTOR, LAW ENFORCEMENT OFFICIALS TEAM UP WITH SADD TO CELEBRATE RED RIBBON WEEK

[NAME OF SCHOOL] SADD will join with community members, including [NAME OF BUSINESS or ORGANIZATION], to promote a healthy and drug-free lifestyle and raise awareness about the dangers associated with tobacco, alcohol, and other drugs.

From [ENTER DATES], [NAME OF SCHOOL] SADD is joining in a campaign funded by the National Highway Traffic Safety Administration (NHTSA) entitled "**Think About It ... Homecoming & Red Ribbon Season.**" The original Red Ribbon campaign was created in honor of U.S. Special Agent Enrique "Kiki" Camerena, who was kidnapped and killed after uncovering a multibillion-dollar drug ring in Mexico. Red Ribbon Week celebrates the memory of this special man who gave his life in the fight to keep Americans safe from drugs. We support his efforts by wearing a red ribbon to symbolize our commitment to living drug-free. Statistics show that many teen drivers don't understand the risks associated with marijuana and especially with drugged driving. Approximately one in six high school seniors in the U.S. reports driving under the influence of marijuana. The week's activities aim to raise awareness of the many problems related to the use of alcohol and other drugs.

The goal of the campaign is to raise awareness about the risks involved with tobacco, drugs, and underage drinking.

"[NAME OF SCHOOL] SADD wants to get the word out that using drugs can destroy dreams and ruin lives," said [NAME, TITLE OF CHAPTER SPOKESPERSON]. "It is imperative that our community members work together to educate the youth and the adults in the community about the consequences of drug use. Our goal is to use Red Ribbon Week as a tool to empower community members to make healthy decisions when they are faced with difficult choices."

By working with its partner NHTSA and other youth safety organizations, [NAME OF SCHOOL] SADD hopes to save lives in [CITY/STATE] by promoting the choice for a healthy and drug-free lifestyle.

[INSERT LOCAL STATISTICS AND/OR LOCAL RELEVANT STORY.]

This campaign serves as a valuable opportunity to heighten [NAME OF SCHOOL] SADD's commitment to educating the community about the risks involved with drug and alcohol use.

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Template type: Drop-In News Article

Use this article when sending information about your events to the media. Adapt it to reflect local data, and print it on your letterhead. This template is available at www.sadd.org.

STUDENTS WORK TO EMPOWER THEIR PEERS TO MAKE HEALTHY DECISIONS IN A NEW CAMPAIGN: “THINK ABOUT IT ... RED RIBBON & HOMECOMING SEASON”

[SCHOOL] SADD is participating in this nationwide campaign funded by the National Highway Traffic Safety Administration entitled “**Think About It ... Homecoming & Red Ribbon Season.**” The original Red Ribbon campaign was created in honor of U.S. Special Agent Enrique “Kiki” Camarena, who was kidnapped and killed after uncovering a multibillion-dollar drug ring in Mexico. Red Ribbon Week celebrates the memory of this special man who gave his life in the fight to keep Americans safe from drugs. We support his efforts by wearing a red ribbon to symbolize our commitment to living drug-free. The week’s activities aim to raise awareness of the many problems related to the use of tobacco, alcohol, and other drugs.

[INSERT LOCAL STATISTICS AND/OR LOCAL RELEVANT STORY AND QUOTE FROM LOCAL SPONSOR/SPOKESPERSON.]

By working with its partner NHTSA and other youth safety organizations, **[NAME OF SCHOOL]** SADD hopes to save lives in **[CITY/STATE]** by promoting the choice for a healthy and drug-free lifestyle.

What Adults in the Community Can Do

- Champion drug resistance education programs in your community, schools, and businesses.
- Remind your friends and family that recognizing drug abuse often begins at home.
- Support this and other SADD sponsored initiatives in your community.

For more information, please contact **[CONTACT]**.

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Template type: Radio Public Service Announcement Scripts

The following are announcer-read PSA scripts. Print them on your letterhead. This template is available at www.sadd.org.

:30-second General Station Read – Think About It

Students Against Destructive Decisions at **[NAME OF SCHOOL]** is celebrating Red Ribbon Week from **[ENTER DATES]**. SADD launches its newest campaign, funded by the National Highway Traffic Safety Administration (NHTSA), just in time for homecoming season. Be sure to look for events in this exciting campaign entitled “**Think About It ... Homecoming & Red Ribbon Season.**” Red Ribbon events honor U.S. Special Agent Enrique “Kiki” Camerena, who was kidnapped and killed after uncovering a multibillion-dollar drug ring in Mexico. We support Camerena’s efforts by wearing a red ribbon to symbolize our commitment to living drug-free. **[INSERT STATION NAME/CALL LETTERS]** and SADD are asking you to **Think About It ...** and join with us by promoting the choice for a healthy and drug-free lifestyle.

:15-second General Station Read – Think About It

Drug use impairs judgment, harms the body, and creates an environment of danger and violence. For these reasons and more, drug use is illegal. **[INSERT STATION NAME/CALL LETTERS]** and Students Against Destructive Decisions celebrate Red Ribbon Week to honor those who have died fighting the war on drugs and to show our commitment to living drug-free. Join with us by wearing a red ribbon to promote the choice for a healthy and drug-free lifestyle. Creating awareness about the dangers of drug use is the first step to making us all a little safer.

:30-second General PSA/Station Read

In 2002, fifty-three percent of twelfth graders reported having used an illicit drug in their lifetime. Most teens don’t think drugs will affect them, and many parents don’t think their teens are using. Think again. **[INSERT STATION NAME/CALL LETTERS]** and Students Against Destructive Decisions celebrate Red Ribbon Week to honor those who have died fighting the war on drugs. Join with us and wear your red ribbon to show your commitment to living drug-free. Creating awareness about the dangers of drug use is the first step in promoting a safe, healthy, and drug-free lifestyle.

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:30-second PSA/Station Read

[INSERT STATION NAME/CALL LETTERS] and Students Against Destructive Decisions ask the local community to join with us in celebrating Red Ribbon Week and a drug-free lifestyle. In 2002, fifty-three percent of twelfth graders reported having used an illicit drug in their lifetime. Most teens don't think drugs will affect them, and many parents don't think their teens are using. The statistics are there — maybe it's time to think again. Show your support by wearing a red ribbon from **[ENTER DATES]**.

:60-second PSA/Station Read

[INSERT STATION NAME/CALL LETTERS] and Students Against Destructive Decisions ask the local community to join with us in celebrating Red Ribbon Week and a drug-free lifestyle. In 2002, fifty-three percent of twelfth graders reported having used an illicit drug in their lifetime. Most teens don't think drugs will affect them, and many parents don't think their teens are using. The statistics are there — maybe it's time to think again. Red Ribbon Week honors U.S. Special Agent Enrique "Kiki" Camarena, who was kidnapped and killed after uncovering a multi-billion-dollar drug ring in Mexico. We support Agent Camarena's efforts by wearing a red ribbon to symbolize our commitment to living drug-free. Join with us and wear your red ribbon from October 23rd through October 31st to show your commitment to living drug-free. Creating awareness about the dangers of drug use is the first step in making us all a little safer.

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Template type: Letter to the Editor

Use this template when sending information about your events to a publication. Adapt this letter to reflect local data, and print it on your letterhead. This template is available at www.sadd.org.

[DATE]

To the Editor:

[INSERT LOCAL STATISTICS AND/OR LOCAL RELEVANT STORY.]

[NAME OF SCHOOL] SADD will join law enforcement officials, prosecutors, businesses, and other organizations within the drug prevention community, including **[NAME OF BUSINESS or ORGANIZATION]**, in an effort to promote the choice for a healthy and drug-free lifestyle.

Between **[ENTER DATES]**, **[NAME OF SCHOOL]** SADD is participating in a campaign funded by the National Highway Traffic Safety Administration (NHTSA) entitled "**Think About It ... Homecoming & Red Ribbon Season.**" The original Red Ribbon campaign was created in honor of U.S. Special Agent Enrique "Kiki" Camerena, who was kidnapped and killed after uncovering a multibillion-dollar drug ring in Mexico. Red Ribbon Week celebrates the memory of this special man who gave his life in the fight to keep Americans safe from drugs. We support his efforts by wearing a red ribbon to symbolize our commitment to living drug-free. Statistics show that many teen drivers don't realize the risks associated with marijuana and especially with drugged driving. Approximately one in six high school seniors in the U.S. reports driving under the influence of marijuana. The week's activities aim to raise awareness of the many problems related to the use of alcohol and other drugs.

Our community members must work together to educate the youth and the adults in the community about the consequences of drug use. Our goal is to use Red Ribbon Week as a tool to empower community members of all ages to make healthy decisions when they are faced with difficult choices.

By working with partner NHTSA and other youth safety organizations, **[NAME OF SCHOOL]** SADD hopes to save lives in **[CITY/STATE]** by promoting the choice of a healthy and drug-free lifestyle. This campaign serves as a valuable opportunity to heighten **[NAME OF SCHOOL]** SADD's commitment to educating the community about the risks involved with drug and alcohol use. We welcome everyone's participation.

[CONTACT]

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Template type: **Op-Ed Article**

Use this article to share your opinion about this subject and to send information about your events to a publication. Find out about the publication's policy regarding format and length, adapt this template to reflect local data, and print it on your letterhead. This template is available at www.sadd.org.

SADD KICKS OFF RED RIBBON WEEK FESTIVITIES

[ADD LOCAL STORY OR STATISTICS.]

The Students Against Destructive Decisions (SADD) chapter at **[NAME OF SCHOOL]** will join law enforcement officials, prosecutors, businesses, and other organizations within the drug prevention community, including **[NAME OF BUSINESS or ORGANIZATION]**, in an effort to promote the choice for a healthy and drug-free lifestyle.

From **[ENTER DATES]**, **[SCHOOL]** SADD is joining in a campaign funded by the National Highway Traffic Safety Administration (NHTSA) entitled "**Think About It ... Homecoming & Red Ribbon Season.**" The original Red Ribbon campaign was created in honor of U.S. Special Agent Enrique "Kiki" Camarena, who was kidnapped and killed after uncovering a multibillion-dollar drug ring in Mexico. Red Ribbon Week celebrates the memory of this special man who gave his life in the fight to keep Americans safe from drugs. We support his efforts by wearing a red ribbon to symbolize our commitment to living drug-free. The week's activities aim to raise awareness of the many problems related to the use of tobacco, alcohol, and other drugs.

By working with partner NHTSA and other youth safety organizations, **[NAME OF SCHOOL]** SADD hopes to save lives in **[CITY/STATE]** by promoting the choice for a healthy and drug-free lifestyle.

SPOKESPERSON, TITLE

SPONSORING ORGANIZATION