

# inspired

[to make healthy choices]

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## Red Ribbon Week

(OCTOBER 23 – 31)



### WHAT IS RED RIBBON WEEK?

- Sponsored by the National Family Partnership, Red Ribbon Week is the **nation's largest drug-use prevention campaign.**
- Communities across the country wear red and display red ribbons to **raise awareness and take a stand for healthy, drug-free living.**



### HOW YOU CAN GET INVOLVED

- Wear red, hang a red ribbon and/or **decorate your space to show support.**
- Talk to the young people in your life about **making healthy choices.**
- Share resources on social media; **connect with @guidegti** for ideas.
- Host or join a **Red Ribbon Week event** in your community or school.



### WHY IT MATTERS

- Youth who avoid early substance use are **less likely to develop addiction later in life.**
- Campaigns like Red Ribbon Week promote positive community norms—showing that the **majority of youth choose to stay drug-free.**
- Prevention is about more than saying “no.” It’s about creating environments where young people can thrive with healthy choices, supportive relationships and a **foundation for lifelong well-being.**



### FAST FACTS

- **90% of Americans** with addiction started using substances before age 18.
- **1 in 4 Americans** who began using substances before age 18 experience addiction.
- **Parents are the #1 influence** on a child's decision to remain drug-free.

**Even one caring adult can make a difference in a young person's choices and future!**



Red Ribbon Week is a reminder that prevention saves lives. Together, our actions during Red Ribbon Week send a powerful message: a drug-free future is possible for every young person.

Learn more at [redribbon.org](http://redribbon.org).

