



# **CELEBRATE RED RIBBON WEEK October 23 – 31 2009**

**Red Ribbon Week is a time when people across the State of NH and the Country promise to stay drug-free and to affirm our commitment to drug prevention and education by wearing red ribbons, red t-shirts, or anything red.**

**CELEBRATE RED RIBBON WEEK IN YOUR COMMUNITY!**

**For more information:**

[www.usdoj.gov/dea/  
ongoing/red\\_ribbon/  
redribbon\\_links.html](http://www.usdoj.gov/dea/ongoing/red_ribbon/redribbon_links.html)

[www.nfp.org](http://www.nfp.org)

[www.trytostopnh.org](http://www.trytostopnh.org)

NH DHHS' Bureau of  
Drug and Alcohol  
Services  
Alcohol, Tobacco &  
Other Drug  
Clearinghouse  
**1-800-804-0909**

## **Ways You Can Celebrate Red Ribbon Week:**

- Take time to talk to kids about drug-use. Visit [www.timetotalk.org](http://www.timetotalk.org)
- Explore quitting smoking, call 1-800-Try-To-STOP (1-800-879-8678). [www.trytostopnh.org](http://www.trytostopnh.org)
- Print and share, "Addiction is the #1 Preventable Adolescent Health Problem" on the next page.
- Cut and handout red ribbons to your friends and co-workers. Red ribbon and pins are all you need.
- Encourage your friends and co-workers to wear red during the week of October 23-31st.
- If you have children, plan a red parade where all the kids can show-off their red outfits. Have them hand out twizzlers or other red candy.
- In the community, have children plant red tulips or wrap a very large red ribbon around a significant town building and call the local newspaper.

# ADDICTION IS THE # 1 PREVENTABLE ADOLESCENT HEALTH PROBLEM...

*We, as parents or caregivers, are much more powerful than we think. The #1 reason kids do not smoke or use drugs is fear of disappointing us. Kids who learn about tobacco and drug risks from parents are only half as likely to start using. Steps you can take:*

- **Begin the dialogue when your kids are young.** Talk early and often. Use “teachable moments” - like an incident in the town, school or home. See resources below for help.
- **Get and stay closely involved** with your kids’ lives as they head through middle and high school. You won’t connect well with your kids about serious issues if you haven’t been involved in their interests.
- **Keep monitoring your kids.** Know the “who, what, why, where, and when” of their activities.
- **Be the parent.** Your kids already have friends, they need you to be the parent and a positive role model. Teens like to be trusted. Build trust by having clear and consistent boundaries (rules) that are talked about in advance and based on love and concern for their well-being.

## AND A TREATABLE DISEASE!

- **Addiction is a health problem** that does not happen because someone is “bad.”
- **Addiction runs in families**, just like cancer or heart disease. Families with a history of alcoholism or drug addiction should explain this to their children and let them know that they are at a higher risk for addiction.
- **You are not alone.** Substance abuse is common among teens and adults. Addiction doesn’t discriminate. It cuts across race, gender and economic lines.
- **Don’t wait — know the warning signs and act early.** If you suspect your child has a problem, you’re probably right. Take the first step. Contact your health care provider or the resources below.

**There is hope, help and healing available for your family:**

[www.drugfree.org](http://www.drugfree.org) ■ [www.timetotalk.org](http://www.timetotalk.org) (parents) ■ [www.checkyourself.com](http://www.checkyourself.com) (kids)

NH Alcohol, Tobacco & Other Drug Services ■ 1-800-804-0909

[www.dhhs.state.nh.us/DHHS/ATOD](http://www.dhhs.state.nh.us/DHHS/ATOD)

NH Try to Stop Tobacco Resource Center ■ 800-Try-To-STOP (800-879-8678)