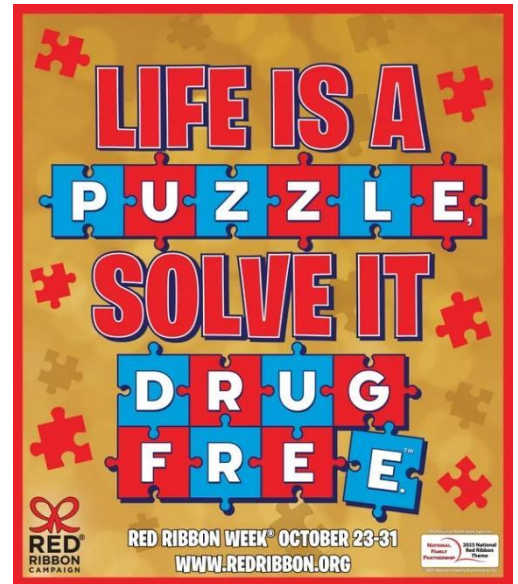


Dear ACPS administrators,

The Red Ribbon Campaign is the oldest and largest drug prevention program in the nation, and ACPS's FACE Center—in partnership with the Substance Abuse Prevention Coalition of Alexandria (SAPCA), the City of Alexandria's Department of Community and Human Services (DCHS), Northern Virginia Family Services (NVFS), and the Mayor's Campaign to End Bullying—is excited to bring back the campaign to Alexandria this fall!

From October 23 to October 31, the Red Ribbon Campaign will reach millions of young people across the country. The campaign is a coordinated, effective way for communities to unite and take a visible stand against drugs by connecting *with* youth, rather than just talking *to* them. This year's Red Ribbon Week theme is **Life Is A Puzzle. Solve It Drug Free.**



We had a wonderful turn out last year with all schools participating in Red Ribbon Week activities and over 75 poster contest submissions. The winning students who will have their poster designs featured this year during Red Ribbon Week are:

- Zahra Frozanfar, 5th grade, William Ramsay Elementary School
- Ruby Behr, 7th grade, George Washington Middle School
- Khamille Muhammad, 11th grade, Alexandria City High School

ACPS and its partners have already begun planning Red Ribbon Week activities, and information about workshops to help strengthen the parent-child relationship and start constructive conversations around substance abuse prevention will be shared throughout the year. These events will support children and parents to learn about, discuss, and practice making healthy choices as a family.

As in previous years, we will be hosting a Red Ribbon Week poster contest. We invite you to share information about this contest with teachers and counselors, asking them to encourage students to apply. Students from all ACPS schools are encouraged to enter the contest to **win a \$100 gift card** and be featured in next year's Red Ribbon Week campaign.

It takes a community to teach prevention and we call on you to help get the word out! We are excited to have your school be a part of the efforts mentioned above. If you would like to mobilize your students even more, we have included **free or low-cost** ideas that your school can implement to raise awareness and involve students and families in taking a stand against drugs. [You can also find resources translated into Amharic, Arabic, Dari and Pashto here.](#)

Thank you for your support in making this year's Red Ribbon Week a success!



It Takes a Community to Teach Prevention

How will you celebrate Red Ribbon Week?

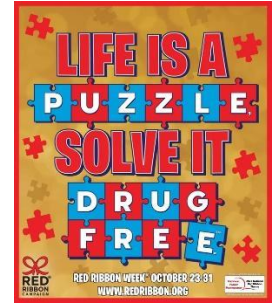
- Hang Red Ribbon Campaign posters created by ACPS' very own students! Winners were selected during last year's campaign. **(FACE will provide posters the first week of October).**
- Have "wear red" day at school; everyone wears a red shirt, socks, shoes, etc., during October 23-31.
- Distribute the poster contest flyer and guidelines to students to take home **(see *Enter the Red Ribbon Poster Contest*).**
- Email teachers and staff: let teachers and staff know the schedule and theme for Red Ribbon Week. This year's theme is **Life Is A Puzzle. Solve It Drug Free**. Everyone can participate! Teachers can also encourage their students to get involved by entering the Red Ribbon Week poster contest.
- Spread the word: Follow SAPCA, FACE and NVFS on social media to see and share Red Ribbon Week content on your school's social media platforms!
 - SAPCA: Facebook @SAPCAlexandria | X: @SAPCA_AlexVA
 - FACE: Facebook @acpsface | X: @acpsface
 - NVFS: Facebook @NoVAFamilyServices
- Get creative about raising awareness about the Red Ribbon Week Campaign by sharing prevention messages on your school's social media platforms.
- Include information about Red Ribbon Week in your school newsletter **(see *Newsletter Insert*).**
- Put the Red Ribbon theme on the school marquee.
- Work with SAPCA to schedule presentations, assemblies, and activities about avoiding alcohol and other drugs and making healthy choices. Email emma.beall@alexandriava.gov to learn more.
- Use red plastic solo cups to spell out the Red Ribbon theme in the school chain link fence.
- Create a "Wall of Pledges" on a giant piece of poster paper in the main hallway. Print the Red Ribbon Week theme on the poster paper and hang it up. Anyone who takes the "Pledge" signs their name on the poster **(see *Red Ribbon Week Pledge*).**
- Deliver a drug prevention message every day during the morning announcements **(see *Morning Announcements SAMPLE*).**
- Record a parent phone message using the script provided in this packet and schedule the recorded parent message the week of October 16 and then again on October 23. This message can be edited to meet the specifics of your school. Red Ribbon Week is most effective in preventing substance abuse with parent involvement **(see *Recorded Message to Parents Script*).**
- Enter your school in the National Red Ribbon Photo Contest. Decorate your campus with a Red Ribbon and this year's theme: Life Is A Puzzle. Solve It Drug Free. Entries with the most votes will win an iPad and \$1,000 for your school. For more details, visit www.redribbon.org/contest

In past years ACPS schools have also celebrated Red Ribbon Week with these activities:

- ☐ * Rock the Red (Wear red to show your support for Red Ribbon Week - pledge to be drug free!)
- ☐ * Teaming Up Against Drugs (Wear your favorite team jersey).
- ☐ * Shade Out Drugs (Wear your favorite sunglasses).
- ☐ * Sock It To Drugs (Wear your craziest socks).
- ☐ * Turn Your Back on Drugs (Backwards Day! Wear your clothes backwards).
- ☐ * Put A Lid On Drugs (Wear your favorite hat).
- ☐ * Say Boo to Drugs (Dress up as your favorite character).
- ☐ * Drugs Are Old School (Wear clothes from a past decade).



Enter the Red Ribbon Poster Contest



What is Red Ribbon Week?

Red Ribbon Week is an alcohol, tobacco and other drug prevention awareness campaign celebrated every year in October. It is an ideal way for people and communities to unite and take a visible stand against drugs.

Who can participate in the poster contest?

- Entrants must be students in Alexandria City Public Schools.
- There are three contest categories: elementary school, middle school, and high school.

How do I enter the contest?

- Submit a poster that promotes a drug-free lifestyle.
- Posters can be horizontal or vertical.
- Posters cannot be larger than 11" x 17."
- Be creative with your entry – all mediums of art (free hand, multi-media, digital) can be used in the design of your poster.
- Each student can only submit one poster contest entry. Students may work on their poster with their parents/guardians, but posters should be created primarily by students.
- With your entry, please include a short description of how your poster promotes a drug-free lifestyle.
- Posters are judged on artistic presentation and strength of message.
- All posters must be submitted by **NOVEMBER 16, 2025**. Posters can be submitted [using this form](#) or mailed to:
 - o The Family and Community Engagement (FACE) Center
1701 N. Beauregard Street, 6th Floor
Alexandria, VA 22311
 - o If submitting via mail, please include the following information on the back of the poster:
 1. Student's full name and date of birth (month/day/year)
 2. Student's grade and school
 3. Phone number and email address
 4. A short description of how this poster contest entry promotes a drug-free lifestyle
 5. How you heard about the contest
- Parents or legal guardians may submit the entry on student's behalf.
- By submitting an entry, you have confirmed that ACPS/FACE and its partners have permission to reproduce the images and post on social media and other communication channels.
- Winner will receive a \$100 gift card and their poster will be featured next year during Red Ribbon Week!

Winning designs
will be featured
next year during
Red Ribbon Week!



Newsletter Inserts

Children of parents who talk to their teens regularly about drugs are 42% less likely to use drugs than those who don't; yet, only a quarter of teens report having these conversations.

DID YOU KNOW?

Red Ribbon Week (October 23-31), the oldest and largest drug prevention campaign in the nation, is your opportunity to get the conversation started. This year's theme is **Life Is A Puzzle. Solve It Drug Free.**

Visit PreventItAlexandria.org to learn more about **Red Ribbon Week** and get tips for talking to your kids about alcohol and other drugs.

ACPS Alexandria City Public Schools

QUALITY COO STARTS WITH ME!

SUBSTANCE ABUSE PREVENTION COALITION OF ALEXANDRIA

Family & Community Engagement Center (FCEC)

nvfs Northern Virginia Family Services

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Los hijos de padres que conversan de manera regular con sus adolescentes sobre las drogas tienen un 42% menos de probabilidades de consumirlas que aquellos que no lo hacen; sin embargo, solo una cuarta parte de los adolescentes afirma haber tenido este tipo de conversaciones.

¿SABÍA USTED?

La Semana del Listón Rojo (del 23 al 31 de octubre), la campaña de prevención de drogas más antigua y amplia del país, es una oportunidad para iniciar este diálogo. El tema de este año es: **La vida es un rompecabezas. Resuélvalo libre de drogas.**

Consulte www.PreventItAlexandria.org para obtener más información sobre la Semana del Listón Rojo y consejos para hablar con sus hijos sobre las drogas. La vida que puede salvar podría ser la de su propio hijo o la de un amigo querido.

ACPS Alexandria City Public Schools

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Red Ribbon Week Pledges

English – Youth



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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English – Adult



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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Spanish – Youth



Yo apoyo la Semana del Listón Rojo (Red Ribbon Week®)
Me comprometo a crecer de manera segura, saludable y libre de drogas al:

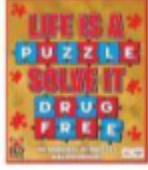
-  Comprender los peligros del consumo y abuso de drogas.
-  Respetarme y mantenerme libre de drogas.
-  Compartir con mi familia y amistades la importancia de estar saludable y libre de drogas.

Nombre _____ Escuela _____

Descargue sugerencias para actividades divertidas de la Semana del Listón Rojo en www.redribbon.org

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Spanish – Adult



Yo apoyo la Semana del Listón Rojo (Red Ribbon Week®)
Me comprometo a ayudar a que los niños crezcan seguros, saludables y libres de drogas al:

-  Hablar con mis hijos sobre los peligros del consumo y abuso de drogas, y establecer reglas claras para no consumirlas.
-  Colaborar con los padres de los amigos de mis hijos para fijar límites comunes y supervisar la conducta, de manera que nuestras reglas sean respetadas y reforzadas.
-  Enseñar un buen ejemplo a nuestros hijos al no consumir drogas ilegales ni medicamentos sin receta médica.
-  Visitar www.redribbon.org para obtener más información y compartir el mensaje con familiares y amistades.

Nombre _____ Escuela _____

Descargue sugerencias para actividades divertidas de la Semana del Listón Rojo en www.redribbon.org

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Morning Announcements – Samples

Sample #1

- Good morning, students! Every year from October 23-31, we celebrate Red Ribbon Week. This year's theme is **Life Is A Puzzle. Solve It Drug Free.**
- Besides participating in activities at school, we are asking all students to take the Red Ribbon message home and share it with their families and friends.
- Want to win a \$100 gift card? It's easy, it's fun and it's free. Enter the Red Ribbon Poster Contest! Submit your poster contest entry by November 16, 2025 at PreventItAlexandria.org
- Let's work together to make healthy choices and celebrate a drug-free life!

Sample #2

- Good morning, students! This year's Red Ribbon Week theme is **Life Is A Puzzle. Solve It Drug Free.**
- Think of life as a giant puzzle – each choice you make is a piece that fits into the bigger picture of your future.
- By making healthy choices and staying drug-free, you're building a picture full of positivity, bravery, and strength.
- Together, we can create a beautiful, connected community where everyone thrives. Let's start solving this puzzle – one healthy choice at a time!

Sample #3

- Happy Red Ribbon Week! This year's theme is **Life Is A Puzzle. Solve It Drug Free.**
- Each healthy choice you make is like a perfect puzzle piece that strengthens your future.
- By staying drug-free, you're showing yourself and the world how much you value your health, community, and dreams.
- When you choose health and positivity, you're putting together a masterpiece where you can aim for the stars and achieve your goals.
- Keep adding those bright pieces to your puzzle – we believe in you!

Sample # 4

- Good morning, and happy Red Ribbon Week! Remember this year's theme: **Life Is A Puzzle. Solve It Drug Free.** Just like every puzzle piece is unique, so are you!
- Staying drug-free means protecting your health and embracing what makes you special.
- You don't need drugs to fit in – the best puzzles are made when all the pieces are unique yet work together beautifully.
- Celebrate your uniqueness today and add another positive piece to your life's big picture.

Sample #5

- Good morning! **Life Is A Puzzle. Solve It Drug Free.** is this year's Red Ribbon Week theme.
- Here at **[INSERT SCHOOL NAME]**, we care about every single one of you and want to see you live happy, healthy, and fulfilled lives.
- By making healthy choices and staying drug-free, you're creating a brighter, more complete puzzle for your future.
- Take a moment today to commit to yourself and your future – you're shaping a masterpiece, and we can't wait to see it come together!

Sample #6

- Red Ribbon Week may be wrapping up, but there is still time to enter the Red Ribbon Week poster contest for a chance to win a \$100 gift card! Submit your poster contest entry by November 16, 2025 at PreventItAlexandria.org

- This year's theme, **Life Is A Puzzle. Solve It Drug Free.** reminds us that every choice we make is a piece of our future.
- By making healthy decisions, you're building a puzzle filled with success, happiness, and purpose.
- We are so proud of you and excited to see the incredible picture you're creating for yourself.
- Keep adding those positive pieces – the best is yet to come!

Recorded Message to Parents Script: English

Good evening parents. This is _____ calling from _____.

Students are getting ready for Red Ribbon Week – this year's theme is: **Life Is A Puzzle. Solve It Drug Free.** At school, students will engage in activities that promote a drug free and healthy lifestyle.

Please partner with us and discuss this message at home, at the dinner table, at family outings, and with friends and extended family. Ask your child to show you the flyer shared at school about Red Ribbon Week. Want a fun way to start or continue the conversation about drugs with your children AND have a chance to win a \$100 gift certificate? ACPS' FACE center, in partnership with Northern Virginia Family Services, the Substance Abuse Prevention Coalition of Alexandria, the City of Alexandria's Department of Community and Human Services, and the Mayor's Campaign to End Bullying is sponsoring a poster contest. This contest is free, simple and you could win an \$100 gift card! Visit the FACE webpage at acps.k12.va.us/face-centers/ and find out more! To learn about other ways to recognize and celebrate Red Ribbon Week in our community, visit PreventItAlexandria.org. Thank you and have a wonderful evening.

Recorded Message to Parents Script: Spanish

Buenas noches, padres de familia. Soy _____ de _____.

Los estudiantes se están preparando para la Semana del Listón Rojo, el tema de este año es: **La vida es un rompecabezas Resuélvalo libre de drogas.** En la escuela, los estudiantes participarán en actividades que fomentan un estilo de vida saludable y libre de drogas.

Le invitamos a sumarse, comentando este mensaje en casa, durante la cena familiar, en las salidas y en las conversaciones con amistades y familiares. Pídale a su hijo que le muestre el volante compartido en la escuela sobre la Semana del Listón Rojo. ¿Quiere una forma divertida de iniciar o continuar la conversación sobre las drogas con sus hijos Y tener la oportunidad de ganar un certificado de regalo de \$100? El centro FACE de ACPS, en colaboración con los Servicios Familiares del Norte de Virginia, la Coalición de Prevención del Abuso de Sustancias de Alexandria, el Departamento de Servicios Comunitarios y Humanos de la Ciudad de Alexandria y la Campaña del Alcalde para Poner Fin al Acoso Escolar, están patrocinando un concurso de pósteres. Este concurso es gratuito, sencillo y usted podría ganar una tarjeta de regalo de \$100! Consulte la página web FACE en acps.k12.va.us/face-centers/ para obtener más información. Para obtener más información sobre cómo reconocer y conmemorar la Semana del Listón Rojo en nuestra comunidad, consulte PreventItAlexandria.org. Gracias y le deseamos una excelente noche.

Social Media for Prevention

Participating in Red Ribbon Week just got even easier! All you need to do to participate is tweet or post on Facebook with any or all of the suggested language below to spread the word about Red Ribbon Week. See the examples below, copy the language you want to use and start spreading the message!

English Social Media Posts

- Next week is #RedRibbonWeek! ACPS students are invited to enter the #RedRibbonWeek poster contest for a chance to win \$100. Visit Alexandriava.gov/go/2616 to learn more.
- Today is the first day of Red Ribbon Week, a national prevention campaign celebrated every October! Visit PreventItAlexandria.org to learn how you can celebrate #RedRibbon2025 #LifeIsAPuzzleSolveItDrugFree
- Calling ACPS students! Enter the #RedRibbonWeek poster contest for a chance to win \$100 and be featured in next year's #RedRibbonWeek campaign. Learn more at Alexandriava.gov/go/2616
- Stand up against substance use by taking the #RedRibbonWeek pledge today and encouraging friends and family to do the same. Youth and adults can find the pledge at PreventItAlexandria.org
- #RedRibbonWeek is a great time to start a conversation with your children about making healthy choices. Find facts about alcohol and other substances at Alexandriava.gov/go/1892
- Do you know an artistic ACPS student? Invite them to enter the #RedRibbonWeek poster contest for a chance to win \$100. Visit alexandriava.gov/go/2616 to learn more.
- Looking for a way to celebrate #RedRibbonWeek? Talk with your family about strategies to resist peer pressure. Find more information at PreventItAlexandria.org
- ACPS students have until November 16 to enter the #RedRibbonWeek poster contest. Find more information about the contest, and prevention resources at PreventItAlexandria.org
- Life is a puzzle, and every piece matters. Make the right choices and live a drug-free life. Together, we can solve the challenges ahead and build a future full of health and happiness. Let's commit to staying strong and drug-free.
- Life's greatest challenge isn't just about finding the right pieces—it's about making the right choices. Stay drug-free and solve the puzzle of your future with courage and confidence. Let's make every day a step towards a healthier, happier tomorrow.
- Life is a puzzle. Every piece you choose shapes your future. Choose wisely, choose drug-free. #RedRibbon2025 #LifeIsAPuzzleSolveItDrugFree #StayDrugFree
- Life is a puzzle, and every piece counts. Make the right choices and solve it drug-free. Stay strong, stay focused, and build a future full of health and happiness. #RedRibbon2025 #LifeIsAPuzzleSolveItDrugFree

Spanish Social Media Posts

- Próxima semana es la #SemanaDelListónRojo. Los estudiantes de ACPS están invitados a participar en el concurso de pósteres de la #SemanaDelListónRojo y podrán ganar \$100. Consulte Alexandriava.gov/go/2616 para obtener más información.
- Hoy inicia la Semana del Listón Rojo, una campaña nacional de prevención que se celebra cada octubre. Consulte PreventItAlexandria.org para obtener información sobre cómo puede celebrar la #RedRibbon2025 #LifeIsAPuzzleSolveItDrugFree
- ¡Atención estudiantes de ACPS! Participe en el concurso de pósteres de la #RedRibbonWeek para tener la oportunidad de ganar \$100 y aparecer en la campaña del próximo año. Más información en Alexandriava.gov/go/2616
- Levántese contra el consumo de sustancias tomando hoy mismo el compromiso de la #RedRibbonWeek e invite a familiares y amistades a hacer lo mismo. Tanto jóvenes como adultos pueden encontrar el compromiso en PreventItAlexandria.org

- #RedRibbonWeek es una excelente ocasión para iniciar una conversación con sus hijos sobre la importancia de tomar decisiones saludables. Consulte información sobre el alcohol y otras sustancias en Alexandriava.gov/go/1892
- ¿Conoce a un estudiante artístico de ACPS? Invítelo a participar en el concurso de pósteres de la #RedRibbonWeek para tener la oportunidad de ganar \$100. Consulte alexandriava.gov/go/2616 para más información.
- ¿Busca una manera de celebrar la #RedRibbonWeek? Converse con su familia acerca de cómo resistir la presión de grupo. Encuentre más información en PreventItAlexandria.org
- Los estudiantes de ACPS tienen hasta el 16 de noviembre para participar en el concurso de pósteres de la #RedRibbonWeek. Encuentre más información sobre el concurso y recursos de prevención en PreventItAlexandria.org.
- La vida es un rompecabezas, y cada pieza importa. Tome decisiones correctas y viva libre de drogas. Juntos podemos enfrentar los desafíos y construir un futuro lleno de salud y bienestar. Comprometámonos a mantenernos firmes y libres de drogas.
- El mayor reto de la vida no es solo encontrar las piezas correctas, sino tomar las decisiones adecuadas. Permanezca libre de drogas y resuelva el rompecabezas de su futuro con valor y confianza. Hagamos de cada día un paso hacia un mañana más saludable y feliz.
- La vida es un rompecabezas. Cada pieza que elija moldea su futuro. Elija con sabiduría, elija vivir libre de drogas. #RedRibbon2025 #LifeIsAPuzzleSolveItDrugFree #StayDrugFree
- La vida es un rompecabezas, y cada pieza cuenta. Tome las decisiones correctas y resuélvalo libre de drogas. Manténgase fuerte, enfocado y construya un futuro lleno de salud y bienestar. #RedRibbon2025 #LifeIsAPuzzleSolveItDrugFree