



Red Ribbon Week Toolkit

October 23-31, 2023

STANDARDS ALIGNED
DIGITAL RESOURCES



EVERFI®
from Blackbaud



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Red Ribbon Week 2023

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. The mission of the Red Ribbon Campaign® is to present a unified and visible commitment towards the creation of a drug-free America.

What is the toolkit for?

This EVERFI toolkit provides *free* digital lessons that can be used in celebration of Red Ribbon Week at your school. The suggested lessons are standards-aligned and designed for middle and high school students.

What is EVERFI?

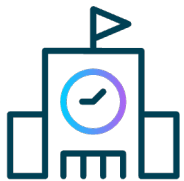
At EVERFI from Blackbaud, we're passionate about whole-child learning and preparing students for the real world. For the past 15 years, we've built high-quality, standards-aligned learning resources for educators covering topics like financial education, health & wellness, STEM, and career readiness.

How are these resources free?

EVERFI secures community partners to sponsor K-12 schools in the United States and Canada. These strategic partners fund our digital courses & resources, which are available through EVERFI's learning platform. Teachers can access this library of 40+ courses and assign them to students at no cost.



RED RIBBON WEEK® OCT. 23-31 • WWW.REDRIBBON.ORG



5.8M+

student learners
last school year

750K+

teachers in
our network

24K+

active K-12 schools
across US & CAN

13K+

school districts
in our network

Health & Wellness Resources

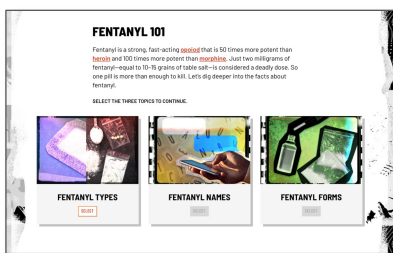
Promote Healthy Habits for Life

Our suite of digital health & wellness courses are standards-aligned, research-based, and available at *no cost* to you thanks to our generous community partners. Through interactive true-to-life scenarios, students are taught that the choices they make today and habits they form now become the foundation for the lives they lead as adults.



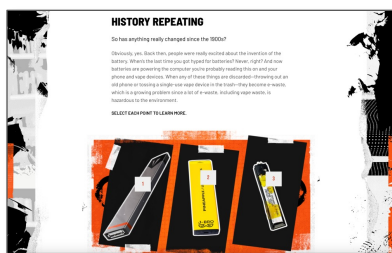
- Available in Spanish
- Available in French

NEWLY UPDATED



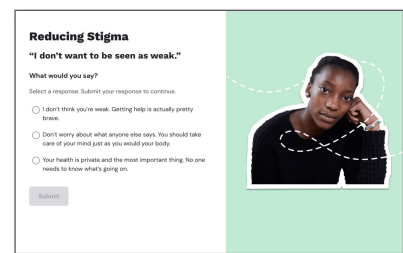
Prescription Drug Safety: Know the truth

- **Grade Level:** 8-12
- **Length:** 8 lessons, 15 mins each
- **Topics Covered:** the science of addiction, proper use and disposal of prescription drugs, and the dangers of fentanyl and counterfeit drugs



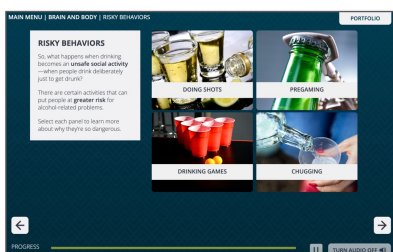
Vaping: Know the truth

- **Grade Level:** 8-12
- **Length:** 4 lessons, 10 mins each
- **Topics Covered:** brief history of tobacco and nicotine use, health risks associated with using e-cigarettes, and dangers of nicotine addiction



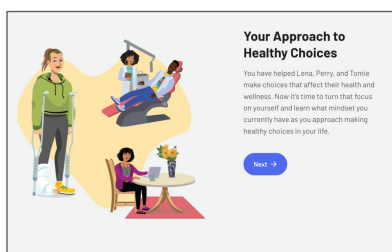
Understanding Mental Wellness

- **Grade Level:** 8-12
- **Length:** 6 lessons, 15 mins each
- **Topics Covered:** understanding mental health challenges, coping strategies like reframing negative self-talk, seeking and offering help, and creating a supportive mental health plan



AlcoholEdu for High School

- **Grade Level:** 8-12
- **Length:** 5 lessons, 25 mins each
- **Topics Covered:** social myths about drinking culture, the impact of alcohol on our brains and bodies, and ways to resist peer pressure



Healthcare Literacy: Making Healthy Choices

- **Grade Level:** 9-12
- **Length:** 1 lesson, 20 mins
- **Topics Covered:** preventive vs. responsive care, personal healthcare, and the importance of seeing healthy choices as an investment



As the needs of my students have evolved over the years, I realized I needed a curriculum that was meaningful, engaging and appropriate for my high schoolers. EVERFI's digital lessons meet these needs and support me in delivering quality mental health content chock-full of useful strategies while addressing and breaking down stigmas of mental health.

– **Health Teacher** at Litchfield Public Schools, Minnesota

Red Ribbon Week Schedule



Get Ready in Three Easy Steps (10 mins)

1

Register for a Free Account or Log In

2


Create a Class For Your Students

3

Get Your Students Logged In To EVERFI

Detailed Instructions on Page #5

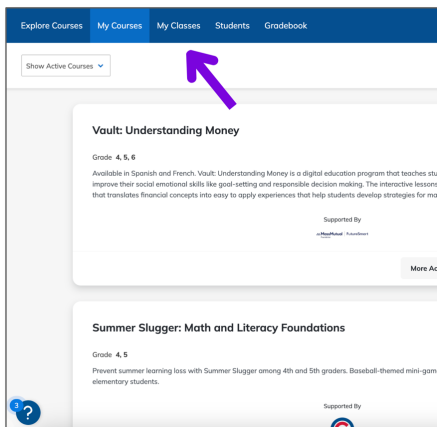


Day One (Oct. 23)	Day Two (Oct. 24)	Day Three (Oct. 25)	Day Four (Oct. 26)
<p>Prescription Drug Safety: Know the truth</p> <p><i>Students become familiar with the basics of prescription drug misuse and explore how addiction can affect the brain and body.</i></p> <p>Lesson 1: The Basics (15 mins)</p> <p>Extension: Lesson 2: Science of Addiction (15 mins)</p>	<p>Vaping: Know the truth</p> <p><i>Students are introduced to the topic of vaping, a brief history of tobacco and nicotine use, and the myth that vaping is a safer option than smoking.</i></p> <p>Lesson 1: Know (10 mins)</p> <p>Extension: Lesson 2: Uncover (10 mins)</p>	<p>AlcoholEdu for High School</p> <p><i>Students investigate common social myths about drinking culture and learn to recognize and challenge external influences.</i></p> <p>Lesson 1: Introduction (25 mins)</p> <p>Extension: Lesson 2: Know Your Influences (25 mins)</p>	<p>Understanding Mental Wellness</p> <p><i>Students learn what mental wellness is, ways to protect it from everyday threats from stress, and how the brain is impaired in some common disorders.</i></p> <p>Lesson 1: Intro to Mental Health (15 mins)</p> <p>Extension: Lesson 2: Understanding Mental Health Challenges (15 mins)</p>
<p>Day Five (Oct. 27)</p> <p>Prescription Drug Safety: Know the truth</p> <p><i>Students learn how to support others in situations involving prescription drug misuse and explore the dangers of illegally made fentanyl.</i></p> <p>Lesson 7: Supporting Others (15 mins)</p> <p>Extension: Lesson 8: Fentanyl – Fast & Fatal (15 mins)</p>	<p>Day Six (Oct. 30)</p> <p>Vaping: Know the truth</p> <p><i>Students consider the dangers of nicotine addiction and examine positive social norms that sit opposite of vaping: self-care and quitting.</i></p> <p>Lesson 3: Overcome (10 mins)</p> <p>Extension: Lesson 4: Change (10 mins)</p>	<p>Day Seven (Oct. 31)</p> <p>Healthcare Literacy: Making Healthy Choices</p> <p><i>Students learn the importance of taking an active role in their own health and wellness by exercising preventive care.</i></p> <p>Lesson 1: Making Healthy Choices (20 mins)</p>	<p>Encourage Your Students To Sign the <u>Red Ribbon Week Pledge</u></p>  <p>RED RIBBON CAMPAIGN® <small>Sponsored by National Family Partnership www.redribbon.org</small></p>

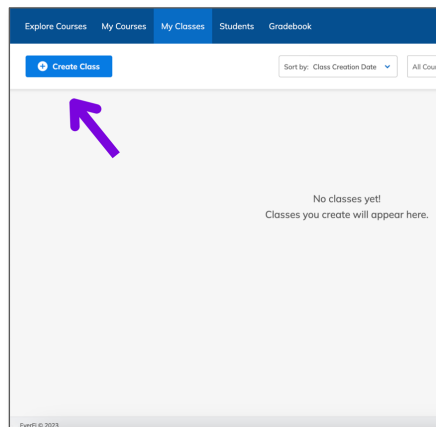
Getting Started

Scan the QR code with your smartphone camera or go to EVERFI.com/NewTeacher

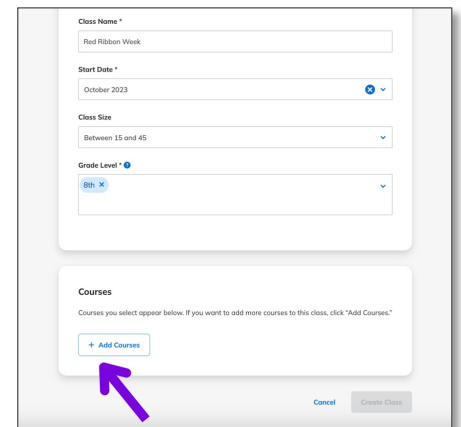
If you already have an EVERFI account, just click Login



After you create your free EVERFI account using the link above, head to the **My Classes** tab on the top



Select the blue **+ Create Class** button on the top left and fill out your class information



Click **+ Add Courses** and select the desired courses. We recommend the following:

- Prescription Drug Safety: Know the truth
- Vaping: Know the truth
- Understanding Mental Wellness
- AlcoholEdu for High School
- Healthcare Literacy: Making Healthy Choices

Traditional Student Registration

After you complete the three steps above, you will receive a unique class code that your students will use when registering for their student accounts and joining your class to start the assigned digital courses.

→ [here is a guide](#) to help them get started

SSO Student Registration

If your school district uses single sign-on (SSO) with EVERFI through Clever or ClassLink, your students are automatically rostered. They will simply select the EVERFI app on your SSO homepage or district portal.

→ [here is a guide](#) to help them get started

Discussing Tough Topics

Strategies To Support In-Classroom Discussions

These strategies are designed to provide guidance on how to navigate conversations during Red Ribbon Week that can be challenging. There are also discussion guides available that accompany many of our digital courses that you can leverage when introducing topics like prescription drugs, e-cigarettes, and mental health challenges.



1

Be Authentic

Reference a time that you made a mistake or weave a tactic that you use to manage your own well-being into conversation.

2

Be Prepared

Know your resources. Who can students contact at your school and in the community for further support?

3

Active Listening

“There are some things that I can do to help, or just listen. I could also connect you to a resource. What would be most helpful right now?”

4

Highlight Student Strengths

When a student comes to you with a personal issue, acknowledge the strength and bravery that it likely took them to come forward.

5

Practice What You Preach

The classroom is an important place to reinforce messages that students are receiving. Demonstrate that the lessons they learn online extend into the “real world.”

6

Follow Through and Follow Up

It seems obvious, but If you say you are going to do something, do it. On the other hand, make it a point to check-in with the students after a conversation.

Appendix

Additional Resources



Red Ribbon Week Downloadables	Access planning guides, flyers, promotional material, and more. Fill out the form on Red Ribbon Week's website to access the free downloads.
Pear Deck for Vaping: Know the truth	This Pear Deck for <i>Vaping: Know the truth</i> is available to launch the digital course with your students. These interactive Google Slides provide an engaging method for introducing the course topics.
"Do You Know Your Drug Slang?" Quiz	Take this quiz to see how knowledgeable you are, learn facts about the various drugs teens are using, and discover ways you can teach your students how to navigate these trying times.
Pear Deck for Prescription Drug Safety: Know the truth	This Pear Deck for <i>Prescription Drug Safety: Know the truth</i> is available to launch the digital course with your students. These interactive Google Slides provide an engaging method for introducing the course topics.
Parent letter for Prescription Drug Safety: Know the truth	This parent letter is available for you to download and send families to preview the topics covered in <i>Prescription Drug Safety: Know the truth</i> ahead of Red Ribbon Week.
Poster Templates on Canva for Prescription Drug Safety & Understanding Mental Wellness	You can use these free templates on Canva to customize a poster for your classroom as your students complete <i>Prescription Drug Safety: Know the truth</i> and <i>Understanding Mental Wellness</i> .
Pear Deck for Understanding Mental Wellness	This Pear Deck for <i>Understanding Mental Wellness</i> is available to launch the digital course with your students. These interactive Google Slides provide an engaging method for introducing the course topics.
Parent letter for AlcoholEdu for High School	This parent letter is available for you to download and send families to preview the topics covered in <i>AlcoholEdu</i> ahead of Red Ribbon Week.
Discussion guide for Healthcare Literacy: Making Healthy Choices	This guide provides supplemental discussion questions to augment the <i>Healthcare Literacy</i> course experience.

Downloadable Instructions

[Educator Quick Start Guide](#)

[Student Quick Start Guide](#)

[Assigning Courses To Students](#)

[Fillable Student Quick Start Guide](#)

[SSO Educator Quick Start Guide](#)

[SSO Student Quick Start Guide](#)



Have Any Questions?

EVERFI has a dedicated, regional team available to support you every step of the way. Contact us on [your dashboard](#) by clicking the [Contact Us](#) button on the bottom right or clicking [Support](#) on the top right to send us a quick email.





EVERFI®
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EVERFI from Blackbaud empowers educators to bring real-world learning into the classroom and equip students with the skills they need for success – now and in the future. Founded in 2008, EVERFI’s digital educational content has reached more than 45 million learners globally; one in two school districts use EVERFI courses in the classroom. With the support of like-minded organizations that share EVERFI’s mission, EVERFI’s K-12 digital resources and professional development are available at no cost.

EVERFI.com/K-12