

EVERFI®
from Blackbaud

Red Ribbon Week Toolkit

Build Healthy Habits with Standards-Aligned Curriculum



NO COST

October 23–31, 2024

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Toolkit Overview

What is Red Ribbon Week?

The Red Ribbon Campaign® is the oldest and largest drug prevention program in the nation, reaching millions of young people during Red Ribbon Week®, October 23–31 each year.

What is this toolkit for?

This toolkit provides free digital lessons that can be used in celebration of Red Ribbon Week at your school. The suggested lessons are research-based, standards-aligned, and designed for students in grades 8–12.

What is EVERFI?

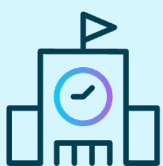
At EVERFI® from Blackbaud®, we're passionate about whole-child learning and equipping students with real-world skills. Since 2008, we've built high-quality, standards-aligned instructional resources for educators covering topics like health & wellness, financial education, STEM, and workforce readiness.

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 and resources, which are available through EVERFI's learning platform.

What support is available from EVERFI?

EVERFI team members across the United States and Canada offer K–12 educators and administrators with free personalized support ranging from year-round professional learning events to trainings.



5.9M+

student learners
last school year

750K+

teachers in
our network

23K+

active K–12 schools
across US & CAN

7K+

school districts
in our network

Health & Wellness Curriculum

Promote Healthy Habits for Life

Rates of teen vaping and misuse of prescription drugs are concerning. The scale of the problem is clear, and the science of addiction points to it getting worse, not better; studies have shown developing adolescent brains are more susceptible to addiction as their brains are still developing.¹

EVERFI's Health & Wellness Suite features free digital lessons that educate students in grades 8–12 on the health dangers of e-cigarettes and misusing prescription drugs. Through real-world scenarios, students are empowered to make healthy and informed choices and help others do the same. EVERFI's learning platform also provides teachers with automatic scoring and detailed, real-time reporting to see students' baseline knowledge and growth.

1. Winters KC, Arria A. Adolescent Brain Development and Drugs. *Prev Res.* 2011;18(2):21-24 (Source)

2.5M

middle and high school students reported using e-cigarettes in 2022.²



77%

of drug deaths among teens were caused by fentanyl in 2021.³



2. National Youth Tobacco Survey, 2022 (Source)
3. JAMA, 2022 (Source)

Highlighted Courses



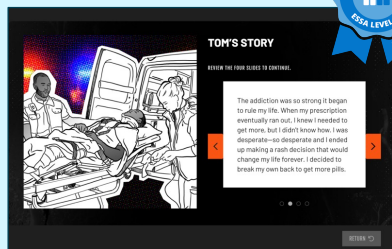
Some of EVERFI's most popular health & wellness courses are found below. The curriculum is standards-aligned and includes both digital lessons as well as companion in-person lessons to help bring the learning to life. Educators can easily pair the courses together to strengthen their health & wellness curriculum as well as celebrate Red Ribbon Week and beyond.



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.

—High School Teacher, Minnesota

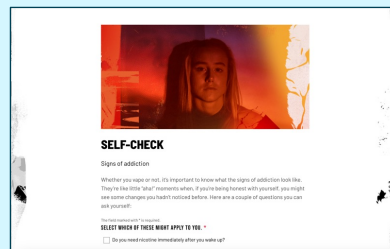
Prescription Drug Safety: Know the truth™



- **Grade Level:** 8–12
- **Length:** 8 digital lessons (20 min each) and up to 6 hr of in-person learning
- **Topics Covered:** The science of addiction, proper use and disposal of prescription drugs, and the dangers of fentanyl and counterfeit drugs
- **Curriculum Fit:** Health, Advisory, Homeroom, Life Skills, and FCS

Also Available in Spanish

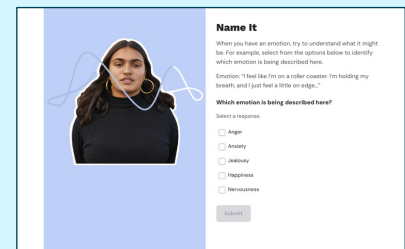
Vaping: Know the truth™



- **Grade Level:** 8–12
- **Length:** 6 digital lessons (15 min each) and up to 9 hr of in-person learning
- **Topics Covered:** Brief history of tobacco and nicotine use, health risks associated with using e-cigarettes, and the dangers of nicotine addiction
- **Curriculum Fit:** Health, Advisory, Homeroom, Life Skills, and FACs

Also Available in Spanish

Understanding Mental Wellness®



- **Grade Level:** 8–12
- **Length:** 6 digital lessons (15 min each) and up to 3.5 hr of in-person learning
- **Topics Covered:** Understanding mental health challenges, coping strategies, seeking and offering help, and creating a supportive mental health plan
- **Curriculum Fit:** Health, PE, Counseling, Advisory, and Homeroom

Also Available in French and Spanish

Trusted, High-Quality Products

EVERFI Research Team

EVERFI's team of PhD education researchers are constantly using both qualitative and quantitative data to evaluate implementation and impact to inform product development and improvements that reach both students and educators.



Research-Based Learning Product Design Certification

EVERFI's robust K-12 content library and learning experiences were validated by Digital Promise to have been designed based on learning science and empirical research. The well-designed logic model and theory of action statements created with Empirical Education readily fulfill the rigorous ESSA Level IV criteria for efficacy evidence. This certification serves as a reliable signal for educators and administrators looking for ed-tech products with a confirmed basis in research about learning.



ESSA Level III "Promising Evidence" Certification

One of EVERFI's health & wellness courses, *Prescription Drug Safety: Know the truth*, was certified as meeting the rigorous ESSA Level III criteria for efficacy evidence. EVERFI partnered with LearnPlatform by Instructure to review research indicating that the use of *Prescription Drug Safety: Know the truth* is related to challenging students' misperceptions of peer norms and safety regarding prescription drug misuse, and that impact was sustained one month after students completed the course.



ISTE Seal: Curriculum

After extensive analysis conducted by trained reviewers from the International Society for Technology in Education (ISTE), EVERFI was awarded the ISTE Seal for having both content and learning experiences built on best practices for digital-age learning. The Seal recognizes excellence in EVERFI's entire content library and learning platform which promote critical technology skills, contribute to the pedagogically robust use of technology for teaching and learning, and align to ISTE Standards.



1EdTech Data Privacy Certification

The 1EdTech Data Privacy team reviewed EVERFI's publicly available Privacy Policy and Terms of Service using the 1EdTech Data Privacy Rubric. After a rigorous data privacy policy vetting process, EVERFI earned 1EdTech's Data Privacy Certification. This recognition confirms EVERFI's commitment to maintaining a high level of privacy standards and serves as a signal that its K-12 products can be trusted when it comes to protecting a user's privacy.

Red Ribbon Week Schedule

Getting Ready

1

Register for a Free Educator Account or Log In

2

Create a Class (or Classes) for Your Students

3

Get Your Students Logged In to the Platform



View detailed instructions and downloadable student quick start guides on page 7

<p>Day One (Oct. 23)</p> <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 (20 mins)</p> <p>Extension: Lesson 2: Science of Addiction (20 mins)</p>	<p>Day Two (Oct. 24)</p> <p>Prescription Drug Safety: Know the truth</p> <p><i>Students become familiar with properly reading a prescription label and making safe choices regarding prescription drug use.</i></p> <p>Lesson 3: Understanding Prescriptions (20 mins)</p> <p>Extension: Lesson 4: Safe Use (20 mins)</p>	<p>Day Three (Oct. 25)</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 (15 mins)</p> <p>Extension: Lesson 2: Uncover (15 mins)</p>	<p>Day Four (Oct. 28)</p> <p>Vaping: Know the truth</p> <p><i>Students consider the dangers of nicotine addiction and discover alternative behaviors while uncovering the truth about vaping.</i></p> <p>Lesson 3: Overcome (15 mins)</p> <p>Extension: Lesson 4: Change (15 mins)</p>
<p>Day Five (Oct. 29)</p> <p>Alcohol Education: Safe and Smart</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 (20 mins)</p> <p>Extension: Lesson 2: Know Your Influences (20 mins)</p>	<p>Day Six (Oct. 30)</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 Seven (Oct. 31)</p> <p>Understanding Mental Wellness</p> <p><i>Students learn what coping strategies are and how they can be used. They also explore how changes outside of our control impact mental health.</i></p> <p>Lesson 3: Mental Health Coping Strategies (15 mins)</p> <p>Extension: Lesson 4: Staying Healthy in Times of Uncertainty (15 mins)</p>	<p>Encourage your students to sign the Red Ribbon Week Pledge</p> <p>Download in English</p> <p>Download in Spanish</p>

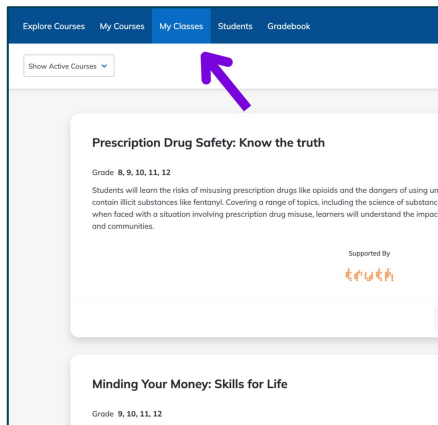
Getting Started with EVERFI

Create your free EVERFI account at everfi.com/newteacher



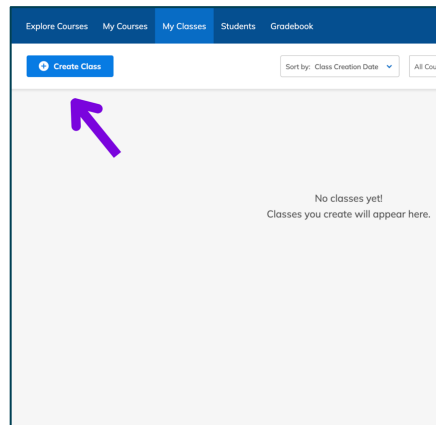
If you already have an EVERFI account, click "Login." If your district uses single sign-on (SSO) with EVERFI, click the respective icon.

1



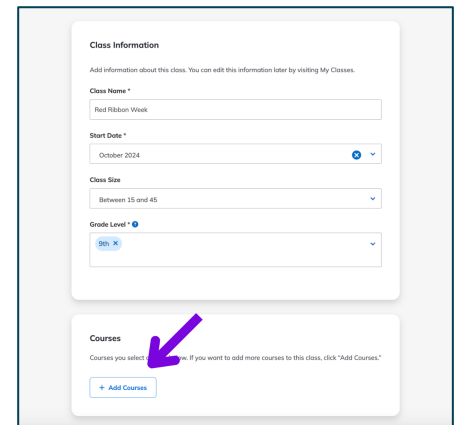
After you create your free EVERFI educator account using the link above, head to the **My Classes** tab on the top left of your dashboard.

2



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

3



Click **Add Courses** and select the courses found on page 6. You can always add more later.

4

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.



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.



[Download Student Quick Start Guide](#)

Dedicated Regional Support Team

EVERFI team members across the United States and Canada offer K-12 educators, school leaders, and district administrators with **free personalized support** ranging from professional learning events to trainings throughout the year.

Our team, primarily comprised of former educators, is available to support your school or district's needs through all stages of planning and implementation.

Discussing Tough Topics

Preparing for Challenging Classroom Conversations

These six 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 sensitive topics like addiction, prescription drugs, cannabis use, e-cigarettes, and mental health challenges.



Six Strategies

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

You can try phrases like: "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 extend beyond the classroom.

6

Follow-Up and -Through

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.

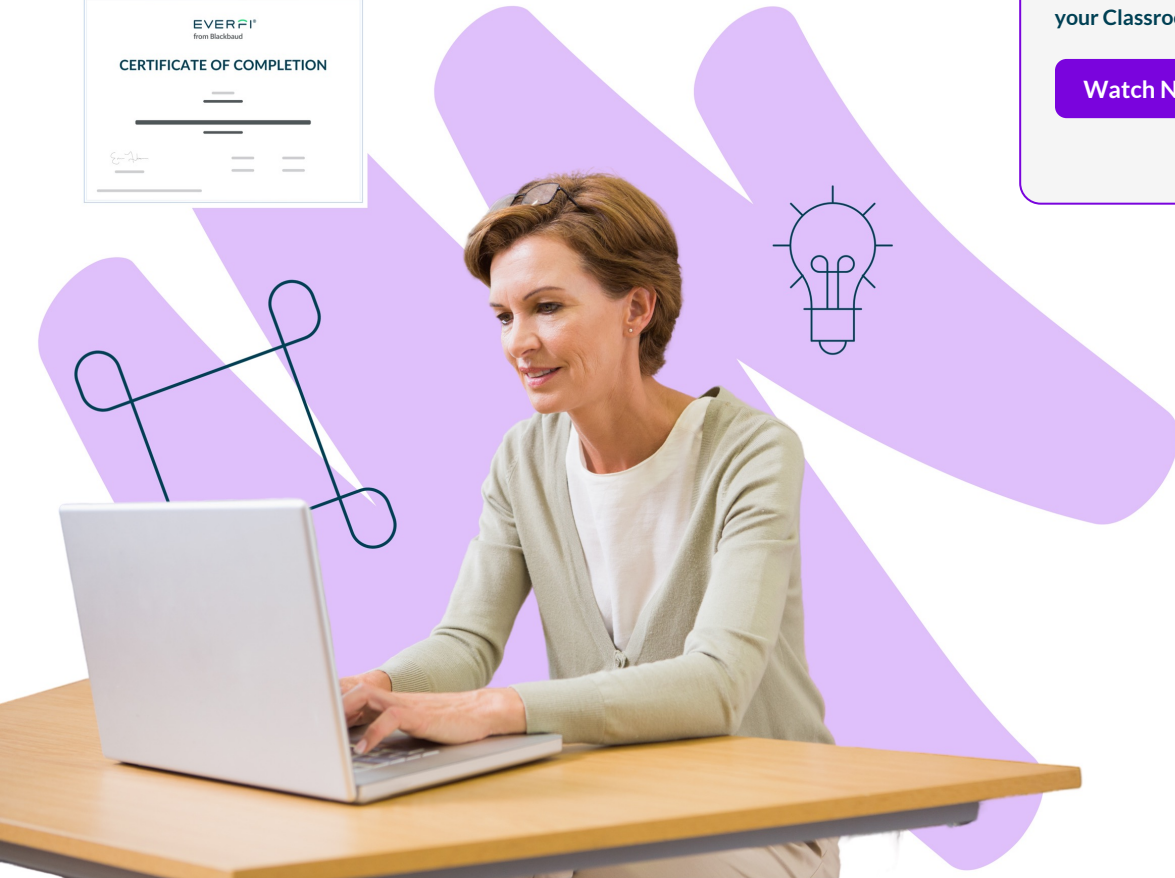
Professional Development

Access On Demand Content

EVERFI hosts webinars with school and district leaders as well as industry professionals year-round on a variety of topics. Our library of recorded webinars is available to educators and administrators on demand with certificates of professional learning available upon completion—all at no cost.



LearnOn is a virtual K-12 conference hosted by EVERFI dedicated to empowering educators, school leaders, and district administrators to boldly go beyond traditional teaching methods and create engaging, memorable learning experiences for all students. Recordings from this year's conference are also available on demand.



Popular Sessions

How Districts are Doing Prevention Education

[Watch Now](#)

Discover how school districts are approaching prevention education and the resources they're using to address the topic.

Trauma-Informed Leadership

[Watch Now](#)

Equip yourself with the knowledge needed to create trauma-sensitive schools that prioritize the well-being and success of students and staff.

Circles of Connection: Strategies to Strengthen your Classroom Community

[Watch Now](#)

Explore effective strategies for fostering trust, collaboration, and inclusivity among students in your class.

Appendix

Additional Resources



[EVERFI Webinars and Online Events](#)

View a list of upcoming webinars and online events. From this page, you can also access on demand recordings.

[Kahoots for EVERFI Courses](#)

Access a growing library of complementary kahoots available to help prepare students for the topics covered in EVERFI courses.

[Prescription Drug Safety Parent Letter](#)

Download this parent letter to accompany the EVERFI course *Prescription Drug Safety: Know the truth* that can be sent home.

[Do You Know Your Drug Slang Teacher Quiz](#)

Take this quiz from We Are Teachers to see how knowledgeable you are and learn facts about the various drugs teens are using.

[Getting Started with EVERFI Guides](#)

Check out some of the most popular quick start guides for both educators and students available for you to download or print.

[Poster Template on Canva \(Rx Drug Safety & Mental Health\)](#)

You can use these free templates on Canva to customize a poster for your classroom as your students complete the courses.

[Vaping Parent Letter](#)

Download this parent letter to accompany the EVERFI course *Vaping: Know the truth* that can be sent home.

[Red Ribbon Week Downloadables](#)

Access flyers, promotional material, and more. Fill out the form on Red Ribbon Week's website to access the free downloads.

Questions?

EVERFI has a dedicated regional team available to support you every step of the way. Click "Chat with EVERFI support" on the bottom right corner of your Teacher Dashboard or email us directly at k12support@everfi.com.

Request a Training

Want help getting started? Schedule a quick 10 min call to get your class set up, chat through some best practices, and address any questions you might have through a live demo with a member of the EVERFI team.

[Schedule Now](#)



Dedicated support—all at **no cost**.





EVERFI®

from Blackbaud

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. Since 2008, over 23 million students have used EVERFI’s digital resources. With the support of like-minded organizations that share EVERFI’s mission, EVERFI’s K–12 digital resources and professional development are all available at no cost.

everfi.com
(800) 945-2316