

# Red Ribbon Week Oct. 23-31

The Red  
Ribbon  
Campaign  
Celebrates  
15 Years in  
Kansas –  
Keeping Kids  
Drug-Free!



The Red Ribbon,  
A Story of Hope.

# Red Ribbon Fights Drug Use

The power of the Red Ribbon Campaign has been reaching youth and parents across Kansas for 15 years.

The bright red of this ribbon, pinned to shirtfronts or decorating lockers, reminds students how harmful it is to do drugs.

Michelle Voth is the director of Kansas Family Partnership, the organization that coordinates the Red Ribbon campaign statewide.

Born 20 years ago, the Red Ribbon came to symbolize the fight against drug use after DEA agent Enrique "Kiki" Camarena was killed. The first Red Ribbon Week was held in 1988.

"The Red Ribbon campaign has a tremendous impact nationwide throughout the year and especially during Red Ribbon Week, Oct. 23 through Oct. 31," Voth said.

"This is an issue that we can do something about," she said. "Sometimes, parents feel that they can impact their kids' beliefs when they're young, but they can't when the children become teenagers. The research does not bear that out. Kids listen and parents have to keep at it."

Since the nonprofit's inception in 1990, staff at Kansas Family Partnership Inc. spend their days working with parents, community organizations, churches, schools and anyone interested in fighting the war on drugs.

"We started out with some very basic programs and we've

expanded that into a comprehensive fight against drug use," Voth said. "I think we've put a face and a place for folks to go on a statewide basis."

KFP is the state's RADAR (Regional Alcohol and Drug Awareness Resource) network,

which means that numerous drug-free publications are available through their offices. There are posters, pamphlets

and information that can be used in working with children and adults. A video lending library offers over 400 titles, and the organization distributes about 500,000 materials a year throughout Kansas, Voth said.

For more information on KFP and to learn how you can fight drug use, visit the organization's website at [www.kansasfamily.com](http://www.kansasfamily.com).



## Parents Can Influence Behavior Communication, Education Crucial

Many parents understand the impact they have on their young children, but doubt their affect on behavior as the children grow older.

But parents need to understand they have important roles in the battle against drug and alcohol, said Ann Ryan, chairwoman of the Kansas Red Ribbon Committee.

"Communication is a huge key for a family," she said. "Parents need to be parents. If you say you're going to do it, do it. Set limits, give clear concise boundaries."

Ryan said that it's important to give kids the tools they need when dealing with drug and alcohol situations. For instance, let children know to use their parents as an excuse if their friends are pushing them to use. "My mom will kill me,"

can be a useful phrase, she said.

Carol Spiker, Shawnee County Regional Prevention Center, said that it is necessary to educate children early about drugs and alcohol. There are many age-appropriate materials available for talking with kids about drugs.

"Remember, kids already are getting information about these topics. One in four kids has some kind of substance abuse issue in the family," Spiker said. Make sure they're getting the right information.

Kaye Allen, with the Southwest Kansas Regional Prevention Center, recommended that parents take advantage of all the materials available through the regional prevention centers statewide, as well as Kansas Family Partnership.

## On the Cover: Red Ribbon Author to Visit Topeka

The Red Ribbon, in addition to its symbolism of drug intolerance, is the title of a very special book. *The Red Ribbon, A Story of Hope*, was written by author John Lasne and is used as an education and prevention story to reach children. Readers will discover a kingdom where an overwhelming sadness

is conquered not by the bravest knight or the most powerful wizard, but by those who join "hands and hearts" for the good of all. The book is used by many to promote the concept of working together.

The beautifully illustrated, 9-1/2" x 12-1/2" soft-cover book is available for \$11.95

(U.S.), plus \$2.00 shipping and handling. Copies can be ordered through Kansas Family Partnership at [www.kansasfamily.com](http://www.kansasfamily.com), or by calling (800)206-7231.

Many thanks to the Red Ribbon Works, Greenville, S.C., for permission to reprint images and quotes from *The Red Ribbon* book.

### Meet Author John Lasne: Oct. 24, Topeka

John Lasne, author of *The Red Ribbon, A Story of Hope*, will present a reading of his book on Oct. 24, 2005, at 1:30 p.m. at the Topeka and Shawnee County Public Library, 1515 SW 10<sup>th</sup> St., Topeka, Kansas. The event is free to the public and school classes are welcome to attend.



John Lasne

# 25 Ways to Make Your Red Ribbon Week Successful

1. Hold an essay contest with prizes for the best prevention essays.
2. Request that participants donate one can of food each for your "We Can All Say No To Drugs!" program. Then give the cans to a local agency that serves families in need.
3. Plan a "Walk Out On Drugs" walkathon and give the money you raise to your favorite prevention organization.
4. "Kick Off" Red Ribbon Week in conjunction with Homecoming, an important home football game or another popular community event.
5. "Say Boo To Drugs" with a special Halloween Prevention Party.
6. Decorate every door in your school with messages that promote a drug-free lifestyle.
7. Distribute Pledge Cards that invite each participant to make a personal pledge to be drug free.
8. Invite everyone to wear red for the day.
9. Hold a "Sock It To Drugs Day" and ask everyone to wear the craziest socks they can find.
10. Use student baby pictures for a giant collage entitled, "Born To Be Drug Free."
11. Hold a "Slam Dunk – Drugs Are Junk" basketball game during Red Ribbon Week.
12. Let each student write his or her own reasons for being drug free on a red ribbon.
13. Create posters to put up in the classroom and around the school that state the negative effects of drugs.
14. Decorate against drugs. Decorate your school or a special area with red ribbons, banners, posters and other items that display drug prevention messages.
15. Hold "Hugs Not Drugs Day" by inviting younger students to bring their favorite stuffed animal.
16. Ask students to wear the craziest ties they can find for a "Tie One On Against Drugs" event.
17. Wear clothing inside out for "Don't Let Drugs Turn You" day.
18. Invite prominent drug prevention experts to speak at your school or organization.
19. Allow students to write and then sign their own personal pledges to live drug free.
20. Design Red Ribbon Celebration Banners to hang in front of your school or in a prominent place inside.
21. Have a "Living Drug-Free Is No Sweat" day with everyone wearing sweat clothes to school.
22. Ask everyone to wear sneakers for "Don't Let Drugs Sneak Up On You" day.
23. Wear clothes backwards for "Turn Your Back On Drugs" day.
24. For younger students, have a coloring contest where they paint or color in a picture with a prevention theme. For older students, have them design and complete their own prevention drawing.
25. Have a contest for the best drug prevention slogan to use for your group's Red Ribbon Week celebration.

**For more ideas on celebrating Red Ribbon Week, visit the Kansas Family Partnership website, [www.kansasfamily.com](http://www.kansasfamily.com), and download a Red Ribbon Coordinator packet.**



The three best ways to protect kids from drugs:

- 1. Talk to them**
- 2. Talk to them**
- 3. Talk to them**

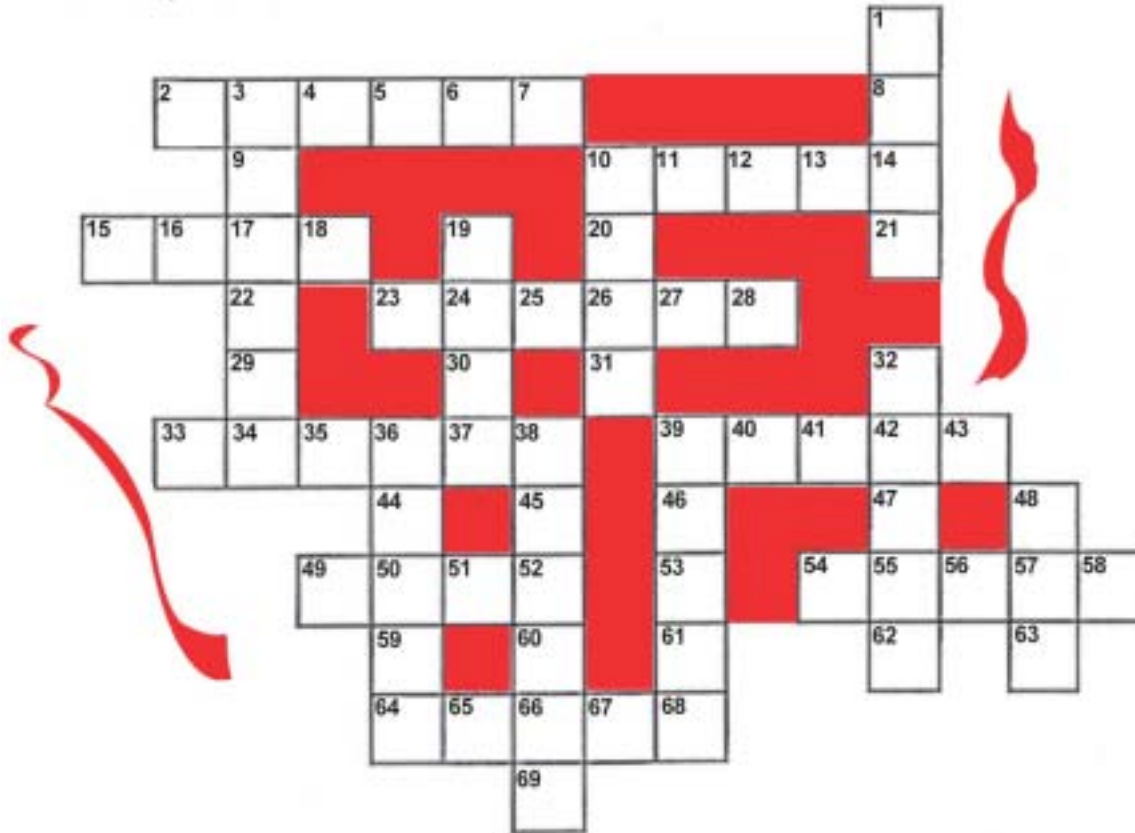
For information about preventing the use of alcohol and other drugs, visit [www.kansasfamily.com](http://www.kansasfamily.com) or call (800) 206-7231.

## 2005 Red Ribbon Schedule

<b>Oct. 23</b>	<b>Red Ribbon Sunday</b>
<b>Oct. 24</b>	<b>Ribbon Decoration Day</b>
<b>Oct. 25</b>	<b>Red Ribbon Reach Out Day</b>
<b>Oct. 26</b>	<b>Wear Red Day</b>
<b>Oct. 27</b>	<b>Pledge Day</b>
<b>Oct. 28</b>	<b>Red Ribbon Recognition Day</b>
<b>Oct. 29-30</b>	<b>Red Ribbon Sports Weekend</b>
<b>Oct. 31</b>	<b>Say "Boo" to Drugs</b>

**BE INVOLVED!**

# Red Ribbon Crossword



## Across

2. Stay in \_\_\_\_\_  
 10. Not left, but \_\_\_\_\_  
 15. \_\_\_\_\_ and think  
 23. Make your \_\_\_\_\_ come true.  
 33. Don't be a follower, be a \_\_\_\_\_.  
 39. Instead of smoking, \_\_\_\_\_ a letter.  
 49. Drugs are \_\_\_\_\_.  
 54. Be \_\_\_\_\_ of who you are.  
 64. Don't \_\_\_\_\_ cigarettes

## Down

1. Instead of smoking, go fly a \_\_\_\_\_  
 3. \_\_\_\_\_ not to use  
 10. Instead of smoking, \_\_\_\_\_ a book  
 19. Being me and drug \_\_\_\_\_  
 32. Be smart, don't \_\_\_\_\_  
 36. Just say no to \_\_\_\_\_  
 38. Red \_\_\_\_\_ Campaign  
 39. Not half, but \_\_\_\_\_  
 48. Are we having \_\_\_\_\_ yet?

## How Much Do You Know About Drugs, Alcohol?

- An underage person who drinks or is found in possession of alcohol may be:
  - Arrested and booked into jail
  - Face a fine of between \$200 and \$500 plus court costs upon conviction
  - Ordered to complete up to 40 hours of community service or alcohol education
  - Have their driver's license suspended for 30 days upon first conviction
  - All of the above
- Club drugs like ecstasy have what effect on the user?
  - Increased heart rate and blood pressure
  - Drowsiness, unconsciousness, or breathing problems
  - Neither
- Alcohol-related vehicle crashes are the number one killer of people younger than 20 years of age.
  - True
  - False
- Students with grades of D or F drink \_\_\_\_\_ times as much as those who earn As.
  - The same
  - Two times
  - Three times
- What is the difference in size of the hippocampus, the area of the brain that controls learning and memory, between teens who drink alcohol and teens who don't?
  - No difference
  - 10% bigger
  - 10% smaller
- Long-term use of inhalants can cause irreversible brain damage.
  - True
  - False
- Parents who provide alcohol to youth in the homes:
  - Can legally do so because they are in their homes
  - Can legally do so if they make sure the underage drinkers don't drive
  - Can be prosecuted, fined and jailed
- Which drink has the largest amount of ethyl alcohol?
  - A 12-ounce beer
  - A 9-ounce wine cooler
  - A 5-ounce glass of wine
  - A mixed drink containing 1.5 ozs of 80-proof liquor
  - They are all the same
- Short-term effects of using marijuana may include:
  - Sleepiness and increased hunger
  - Impaired or reduced short-term memory
  - Reduced ability to perform tasks that concentration and coordination
  - Increased heart rate
  - All of the above
- What percentage of all teen fatalities weren't buckled up?
  - 45%
  - 65%
  - 85%

Answers: 1:E; 2:A; 3:A; 4:C; 5:C; 6:A; 7:C; 8:E; 9:E; 10:C



# Red Ribbon Word Search

Find the words below that show activities or things anyone can enjoy without using drugs or alcohol. Words run across, down and diagonally.

S	B	P	L	A	Y	I	N	G	H	M	E	H	W
W	F	A	K	N	G	J	L	R	U	E	X	I	A
I	B	C	S	A	O	R	K	P	G	G	E	C	L
N	X	E	M	K	J	N	L	D	G	N	R	E	K
G	U	G	B	A	E	T	L	P	I	I	C	C	I
I	R	O	G	M	A	T	C	T	N	H	I	R	N
N	E	L	C	Y	C	I	B	D	G	G	S	E	G
G	F	F	G	S	G	R	U	A	P	U	I	A	G
F	I	I	N	I	N	U	B	N	L	A	N	M	N
B	S	N	I	N	I	N	B	C	Y	L	G	E	I
T	H	G	L	G	L	N	L	I	T	Y	A	T	M
O	I	R	I	I	I	I	E	N	P	T	D	G	M
P	N	W	M	N	A	N	G	G	E	S	F	P	I
W	G	A	S	G	S	G	U	Y	S	P	W	B	W
T	A	L	K	I	N	G	M	U	S	I	C	R	S

Swimming  
Singing  
Golfing  
Running  
Hugging

Sailing  
Ice cream  
Basketball  
Bubblegum  
Dancing

Swinging  
Playing  
Exercising  
Bicycle  
Music

Laughing  
Walking  
Talking  
Smiling  
Fishing

## Drug Free and Proud Pledge

I pledge to lead a healthy, drug-free lifestyle.

I will say NO to alcohol.

I will say NO to tobacco.

I will say NO to other drugs.

I will help my friends say NO.

I pledge to stand up for what I know is right and remain Drug Free and Proud.

Signature \_\_\_\_\_

Date \_\_\_\_\_

## Facts You Should **KNOW** About Drugs & Alcohol

There are 4,000 chemicals, 401 poisons and 43 known cancer-causing agents in cigarettes.

Four percent of 6th graders, 14 percent of 8th graders, 29 percent of 10th graders and 40 percent of 12th graders have had five or more alcoholic drinks in a row in the last two weeks.

More than 1,700 college students in the U.S. are killed each year – about 4.65 a day – as a result of alcohol-related injuries.

Young adults will view approximately 20,000 beer and wine commercials in a year.

# Prosecuting Parents for Underage Drinking: Be Aware of the Law and How It Affects You!

Some parents think that drinking alcohol is a rite of passage for teens and that allowing them to drink at home is safer than the kids drinking elsewhere. However, new social host liability laws in Kansas are changing parents' minds. As the result of tougher so-

cial host laws passed by the Kansas legislature in 2004, parents could find themselves subject to criminal prosecution for underage drinking by their teens and their teen's friends.

It is against the law to host a party where people under the age of 18 are consuming alco-

holic beverages. The penalty for doing so is a class B person misdemeanor that carries fines ranging from \$200 to \$1,000 and potential jail time of up to six months. Even if you don't purchase the alcohol or aren't home when the underage drinking occurs, you can be liable.

# How to Host a Teen Party

Many parents and organizations host alcohol-free parties or events that provide parental supervision, food, games and prizes, where kids turn out in large numbers.

Here are some suggestions to keep both parents and kids safe.

1. Agree on a guest list – and don't admit party crashers.
2. Discuss ground rules with your child before the party.
3. Encourage your teen to plan the party with a responsible friend so that he or she will have support if problems arise.
4. Brainstorm fun activities for the party.
5. If a guest brings alcohol into your house, ask him or her to leave.
6. Serve plenty of snacks and non-alcoholic drinks.
7. Be visible and available – but don't join the party.

Source: *Make a Difference: Talk to your child about Alcohol*, published by the National Institute on Alcohol Abuse and Alcoholism.

To receive a free copy of this publication, please complete the form on page 8.

## QUICK FACTS

# Kids & Alcohol

- Alcohol is the number one drug used by underage kids in Kansas.
- Youth consume one fourth of all alcohol sold annually in Kansas.
- Kansas kids report they take their first drink at age 12.
- Most kids who drink report they do so to get drunk. More than 90 percent of alcohol consumed by underage youth is "binge" drinking (consuming five or more drinks in a single episode).
- Teen girls who drink are up to 63 percent more likely to become teen mothers.
- New research shows that alcohol used during adolescence, when the brain is still developing, can permanently damage areas of the brain responsible for learning and memory.
- Alcohol is a depressant drug that blocks messages going to the brain and alters judgment, emotions, vision, and coordination.
- Underage drinking is a factor in many serious problems including vehicle crashes, suicide, homicide, property crimes, date rape and sexually transmitted diseases.
- In the U.S. alone, alcohol kills more kids than all illegal drugs combined.
- Alcohol addiction, similar to other diseases such as heart disease or diabetes, runs in families. Kids with a family history of alcoholism have a much higher risk of developing the disease.

## What Parents Can Do

- **It's not easy.** As kids approach adolescence, they're under a lot of pressure to fit in, and that may include being pressured by their peers to try alcohol or other drugs.
- **You Must Act Now.** Talk with your child about the risks of alcohol and drug use. Kids need to know the facts.
- **Kids Will Listen.** In study after study, kids say they do listen to their parents. Most young teens do not drink yet, and the key reason they don't drink is because of their parents' disapproval. So remember, you still have a significant influence over your child's behavior. Keep the conversation going.
- **Stay Consistent.** Give them the facts about alcohol and other drugs, set family rules about use of these substances, keep track of their activities, connect with other parents, and set a good example for them.

# Keeping Kids Safe: Know the Facts

## *Marijuana: It is a much more potent drug today than in past*

Marijuana is illegal in Kansas, but that doesn't stop kids from smoking it.

◆ In the past decade, the number of eighth graders who have used marijuana doubled.

◆ The average age for first use of marijuana for kids in Kansas is 14.

Many parents don't realize how much more potent marijuana is today. Compared to the marijuana of the 1960s and '70s, today's "pot" contains up to 30 times the levels of THC, a previously unrecognized substance that causes harmful side effects.

◆ Teens are trying marijuana

at a time when their bodies are still developing, leading to increased anxiety, panic attacks, depression and other health problems.

Get the facts on this illegal drug – don't let your child assume that marijuana is a "safe" drug to use.

## *Graduated Driver's Licensing: One way to keep teens safer*

Most parents say driving safety is a top concern when it comes to their teenagers – and with good reason. Vehicle crashes are the leading cause of death for teens from 15 to 18 years old.

Kansas statistics for teen drivers make it painfully clear how many young people are killed or injured in traffic accidents each year. The following information was compiled for 2004.

◆ 15-year-olds: 1,260 crashes; 8 deaths, 560 injuries

◆ 16-year-olds: 4,329 crashes, 13 deaths; 1,820 injuries

◆ 17-year-olds: 4,635 crashes; 13 deaths; 1,812 injuries

◆ 18-year-olds: 4,660 crashes; 17 deaths; 1,802 injuries

In other states, new laws known as "graduated driver's licensing," have been enacted to ease younger drivers through a

phased approach. Graduated driver's licensing is a system designed to phase in young beginners to full driving privileges as they become more mature and develop their driving skills.

There are three stages to a comprehensive driver's licensing system:

- 1) A supervised learner's period.
- 2) An intermediate license.
- 3) A license with full privileges, available after completing the first two stages.

**Current Kansas law – A two-stage approach...**

The driver's licensing law in Kansas requires that a teen must be 14 years old to receive a learner's permit and must have it for six months. There is no intermediate stage 2. At age 16, youth receive a full-privilege license.

## *Teens most likely to be in crashes, least likely to buckle up*

Kansas law requires that its citizens wear seat belts. Studies show that wearing seat belts decreases crash deaths by an average of eight percent. This is especially important among teenage drivers who are the most

likely to be involved in vehicle crashes, and the least likely to wear seat belts.

◆ In Kansas, teen drivers account for 6.7 percent of all registered drivers, but are involved in over 20 percent of all crashes.

◆ Of the teenagers who have died in motor vehicle crashes in Kansas, 85 percent were not wearing seat belts.

Make sure your kids know seatbelts save lives and they must buckle up in a vehicle.

## *Help STOP Youth Access to Cigarettes and Tobacco Products*

Smoking kills more people in this country than AIDS, illegal drugs, car accidents, fires, murders, and suicides—combined. Kids need to know the deadly risks associated with smoking, and they need to be protected from easy access to cigarettes and tobacco.

◆ In Kansas, it is against the law to sell cigarettes and other tobacco products to kids under age 18, yet it's still easy for kids to buy.

◆ Recent studies of over-the-counter sales of tobacco products show that one in five Kansas children under age 18 were successful in purchasing cigarettes.

◆ Only about half of the kids who try to buy cigarettes are carded. Of those who are carded, 41 percent are still sold cigarettes

◆ In Kansas, youth who smoke report they start smoking at about age 12.

◆ Research has shown that the earlier a child starts smoking, the faster they become addicted and the harder it is to quit.

Tobacco retailers must be educated about underage tobacco sales. Several state agencies and organizations are working together to do just that through a program called, *It's Everybody's Business*. To find out how you can help, visit online at: [www.itseverybodysbusiness.org](http://www.itseverybodysbusiness.org). Or, call: 800-206-7231.

**Parents:**

# What Is Your Drug, Alcohol Prevention IQ?

1. The average age Kansas youth start drinking is closest to:

- a) 10   b) 12   c) 14   d) 16

2. Alcohol-related injuries are the single leading cause of death among youth and young adults.

- a) True   b) False

3. Inhalants are products that are inhaled or sniffed by children to get high. Which products are used as inhalants?

- a) Model airplane glue  
b) Nail polish remover  
c) Gasoline  
d) Aerosol whipped cream  
e) All of the above and more

4. Nationally, what percentage of youth report that their parents talk a lot to them about alcohol and other drugs?

- a) 10 percent   b) 25 percent  
c) 30 percent   d) 50 percent

5. Youth ages 12-14 report that their decision to use or not use alcohol or other drugs is most influenced by:

- a) friends   b) parents  
c) siblings   d) teachers

6. Marijuana today is \_\_\_\_\_

- a) Twice as strong as marijuana of the 1960's.  
b) Up to twenty times stronger than marijuana of the 1960's.  
c) Cleaner and safer than marijuana of the 1960's.

7. Short-term effect of marijuana may include:

- a) Problems with memory and learning  
b) Distorted perception  
c) Trouble with thinking and problem solving  
d) Loss of motor coordination, increased heart rate and anxiety  
e) All of the above

8. Providing alcohol or other drugs to underage youth in your home is:

- a) Legal, if you assure that they won't drink and drive.  
b) Your right to do if you choose.  
c) Illegal

Answers: 1)B, 2)A, 3)E, 4)B, 5)B, 6)B, 7)E, 8)C

Thank you to our sponsors for their generous support of this publication.



Kansas Department of Transportation

AAA Kansas Traffic Safety Fund

## We Can Help!

If you would like to receive any of the following free materials, please check all that apply.

- Keeping Your Kids Drug-Free (booklet)
- Make a Difference: Talk to your Child about Alcohol (booklet)
- Marijuana: Facts Parents Need to Know (booklet)
- RADAR (Regional Alcohol and Drug Awareness Resources) Brochure  
*Provides information about how to order free print materials and videos on many prevention topics including alcohol, tobacco and drug prevention.*
- Yes, I would like to receive the free quarterly Kansas Family Partnership newsletter.
- Yes, I would like to receive the monthly Kansas Family Partnership e-newsletter, *Coalition Connection*.

Name: \_\_\_\_\_

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*(Please allow 2 weeks for delivery.)*

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[www.kansasfamily.com](http://www.kansasfamily.com)