



October is an especially important month in substance use prevention because Red Ribbon Week is October 23rd-31st and with it brings the opportunity to promote the importance of living a drug-free lifestyle.

Red Ribbon Week is sponsored by National Family Partnership (NFP) which was created in 1980 by parents who were driven get actively involved in drug prevention. The National Red Ribbon Campaign was established in 1985 in memory of DEA agent Enrique "Kiki" Camarena and his battle against illegal drugs. The movement began with family, friends, and community members wearing red ribbons as a symbol of support for the cause.

Today, the Red Ribbon has served as a way to unite communities and encourage action and education in drug prevention through coalitions, curriculum, and community events. Please go to <http://redribbon.org> to see how you can be more involved.

Celebrating Red Ribbon week in your community or your child's school is a great opportunity to talk with your kids about drugs.

According to the NFP, 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.

We know that taking drugs at any age can lead to addiction, however research shows that young people are especially at risk because the earlier substance use begins, the more likely it is to lead to serious abuse. Getting involved and taking action, no matter how big or small can make a difference.

For more information on alcohol and drug prevention or support, please contact Chemical Health Specialist, Ashley Rome for more information at arome@isd622.org.

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