

Red Ribbon Certified Schools Educational Excellence Through Prevention

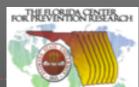
Sponsored By:





Presented in Partnership with:





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Event Checklist



Event Planning

SELECT EVENT DATE AND VENUE
SEND OUT A "SAVE THE DATE" FLYER
DECORATE VENUE
ORDER REFRESHMENTS
SET UP AUDIO VISUAL

Phone Calls/Invitations



COMMUNITY LEADERS (MAYOR AND COMMISIONERS)
PTSA LEADERS AND MEMBERS
SCHOOL BOARD SUPERINTENDANT, DIRECTORS AND MEMBERS
LOCAL MEDIA (NEWSPAPERS AND TV NEWS)
PARENTS/STUDENTS/RED RIBBON CERTIFIED SCHOOLS TEAM

Marketing/Public Relations



SEND OUT PRESS RELEASE
DISTRIBUTE FLYERS/INVITATIONS
ANNOUNCE EVENT ON SCHOOL MARQUEE
POST ITEM ON SCHOOL WEBSITE

Next Steps



POST EVENT PHOTOS ON SCHOOL WEBSITE AND IN NEWSLETTERS
RAISE CERTIFICATION FLAG AT THE SCHOOL
DISPLAY CERTIFICATION PLAQUE AT THE SCHOOLS
ADD RRCS LOGO TO SCHOOL LETTERHEAD



Red Ribbon Certified Schools (RRCS) Program Overview:

Since the 80s, tens of thousands of children nationwide have been participating in the National Red Ribbon Campaign, the largest universal prevention campaign in the nation. Because of its high visibility and the massive numbers involved in Red Ribbon events every year, Red Ribbon Certification has credibility.

The Red Ribbon Certified Schools (RRCS) program is led by Informed Families and The National Family Partnership. It's presented in partnership with Florida State University's Center for Prevention Research. RRCS is federally-funded and designed to assess and then celebrate schools who work in collaboration with youth, parents, educators and the community as a team.

To be certified, schools complete an application where they are assessed in four areas; healthy school environment, education best practices, parent engagement and year-round Red Ribbon prevention activities. Schools like ours use this opportunity to brag about all that we do to keep our students safe, healthy and drug-free. To date, just 63 schools nationwide have received Red Ribbon Certification and I am proud to announce that we are one of the chosen few!



RRCS Flag Ceremony Event Overview

Event Logistics

- Option 1: Hold an indoor assembly and then have students go outside for the RRCS flag to be presented to the Principal and then raised in front of the school.
- 2. Option 2: Hold an outdoor assembly with students around the flagpole while all speeches are made before the flag is raised.
- 3. Plan the event to last for 60 90 minutes

Potential Agenda:

- 1. Principal thanks all for coming, explains what the National Red Ribbon Campaign and Red Ribbon Certification is all about (See the RRCS Overview).
- 2. Principal speaks about why the school applied for certification.
- 3. Principal talks about what the school is doing in substance abuse prevention, parent engagement and Red Ribbon events that got them certified.
- 4. Principal introduces the community leaders, politicians, School Board officials and VIPs attending the event.
- 5. Principal introduces the Red Ribbon Certification team of volunteers who made it all happen.
- 6. Invited officials speak about why getting certified is important and how it can impact the school and/or the community.
- 7. Principal thanks the application team for their contributions to getting the school certified and the PTSA Parent Leaders for keeping parents engaged.
- The Principal and invited officials present certificates of recognition to the RRCS application team and Parent Leaders.

Boy Scouts, Color Guard, PTSA or other social group presents the RRCs flag to the Principal.



10. Everyone goes to the flagpole to raise the US and then the RRCS flag.

Planning Best Practices:

- 1. Give at least two weeks notice to parents, students and the community about your flag-raising event.
- 2. Provide lite refreshments for your guests.
- 3. Assign greeters to escort guests to the assembly.
- 4. Invites selected students/classes from each grade in order to get a good cross section of students represented at the event.
- 5. Have the band or some other arts program provide entertainment while your guests re waiting for the festivities to begin.
- 6. Hold the event in the morning in order to capture busy guests from the community and parents dropping off their children.
- 7. Use Boy Scouts, Color Guard or a similar group to lead the audience in the Pledge of Allegiance.
- Use Boy Scouts, Color Guard or a similar group to raise the US flag and then the Red Ribbon Certified Schools flag in front of the school.
- The Red Ribbon Certified Schools flag should fly below the US flag.
- 10. Email the Red Ribbon schools team at info@RedRibbonSchools.org to tell us of your upcoming event so we can post it on our site at www.RedRibbonSchools.org.
- 11. Capture the event with video and/or photography. Post images to your school's website or YouTube page. Send a few select images to info@RedRibbonSchools.org in order to spotlight your school on our website.