



Red Ribbon Certified Schools Event Planning Guide

Red Ribbon Certified Schools
Educational Excellence Through Prevention

Sponsored By:



Presented in Partnership with:



Informed Families/The Florida Family Partnership
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Event Checklist



Event Planning

<input type="checkbox"/>	SELECT EVENT DATE AND VENUE
<input type="checkbox"/>	SEND OUT A "SAVE THE DATE" FLYER
<input type="checkbox"/>	DECORATE VENUE
<input type="checkbox"/>	ORDER REFRESHMENTS
<input type="checkbox"/>	SET UP AUDIO VISUAL



Phone Calls/Invitations

<input type="checkbox"/>	COMMUNITY LEADERS (MAYOR AND COMMISIONERS)
<input type="checkbox"/>	PTSA LEADERS AND MEMBERS
<input type="checkbox"/>	SCHOOL BOARD SUPERINTENDANT, DIRECTORS AND MEMBERS
<input type="checkbox"/>	LOCAL MEDIA (NEWSPAPERS AND TV NEWS)
<input type="checkbox"/>	PARENTS/STUDENTS/RED RIBBON CERTIFIED SCHOOLS TEAM



Marketing/Public Relations

<input type="checkbox"/>	SEND OUT PRESS RELEASE
<input type="checkbox"/>	DISTRIBUTE FLYERS/INVITATIONS
<input type="checkbox"/>	ANNOUNCE EVENT ON SCHOOL MARQUEE
<input type="checkbox"/>	POST ITEM ON SCHOOL WEBSITE
<input type="checkbox"/>	
<input type="checkbox"/>	



Next Steps

<input type="checkbox"/>	POST EVENT PHOTOS ON SCHOOL WEBSITE AND IN NEWSLETTERS
<input type="checkbox"/>	RAISE CERTIFICATION FLAG AT THE SCHOOL
<input type="checkbox"/>	DISPLAY CERTIFICATION PLAQUE AT THE SCHOOLS
<input type="checkbox"/>	ADD RRCS LOGO TO SCHOOL LETTERHEAD
<input type="checkbox"/>	



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

1. 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.
8. The Principal and invited officials present certificates of recognition to the RRCS application team and Parent Leaders.

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9. 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.
8. 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.
9. 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.