



Red Ribbon Certified Schools Implementation Manual



Program Partners

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Program Purpose

- Created to recognize schools for successes in:
 - Keeping kids safe, healthy and drug free
 - Improving academic performance
 - Engaging parents and the community
 - Improving awareness and social norms around drugs and alcohol use

- The program highlights prevention and parents:
 - As leading factors in preventing underage drinking and drug abuse

Program Objectives

- Improve graduation rates by reducing the following:
 - 30 day use rate of alcohol among middle and high school age youth
 - Binge drinking rate of middle and high-school age youth
 - Youth initiating alcohol use before age 14

The Benefits of Certification

- Better academic performance for your kids
- Increase positive outcomes for your kids
- Elevate your school above others
- Get more parents involved in their child's education
- Local and state recognition for your prevention efforts

What Makes RRCS Different?

- A recent 2-year study by the Center for Prevention Research at Florida State University shows that RRCS schools are better schools:
 - Better academic performance
 - Less drug use
 - Better school environment
 - Kids and parents have less favorable attitudes toward underage drug and alcohol use

Certification Evaluation Process

- Schools are evaluated for certification in the following four areas:
 - School Environment – Section I
 - Use of Evidence Based Programs – Section II
 - Parent Involvement – Section III
 - Red Ribbon Commitment – Section IV

The RRCS Application Process

1. Assemble an Application Team
 - a. Principal
 - b. Teacher
 - c. Student
 - d. Liaison
 - e. Parent
2. Complete and Submit the Online Application (See Attachment #1 for a Copy of the Application and Helpful Tools)
 - a. Attend Introduction Webinar
 - b. Request a login ID and pay application fee (only schools outside FL are required to pay the application fee)
 - c. Assemble an Application team
 - d. Submit Application by April 15, 2014
 - i. Reviewed for certification by a team of experts in education and prevention at the Center for Prevention Research at Florida State University
3. Get Certified and Recognized
 - a. Recognition at state and local level
 - i. Receive RRCS flag/banner for school display
 - ii. Receive sample press release for local publications
 - iii. Get listed in national press release about newly certified schools
 - iv. Receive RRCS logo file for use on school letterhead.

The Application Review Process

1. **Submitting:** Completed applications are submitted online and sent to the Center for Prevention Research (CPR) at Florida State University
2. **Reviewing:** Applications are reviewed by a panel of experts in prevention, education, and research.
3. **Scoring:** Maximum application score is 100 points
 - a. There are four sections:
 - i. Section I, II, and IV are worth 20 points per section towards certification. Section III is worth 30 points.
 - ii. 10 points awarded for the completeness of application package
 - b. 80 points are needed to become certified

Top 5 Tips on Getting Certified

- Work as a team and meet regularly
 - Principal, Teacher, Parent, Student, Prevention Coordinator
- Organize yourself
 - Create a folder to store information on prevention related activities
- Elaborate and provide examples.
- Start the application early. Complete a section every 2 months.
- Ask us for help. Contact the certification team via email with any questions.

Application Timeline

- Work as a team
 - Complete the application in sections with your assigned team member
- Work in sections
 - Complete a new section every two months
- Use a timeline to complete your application by April 15th.

Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Complete Section 1							
		Complete Section 2					
				Complete Section 3			
						Complete Section 4	

Application Process Support

- Monthly webinars on completing the application sections:
 - October – Section I
 - December – Section II
 - February – Section III
 - March – Section IV
- Reach the RRCS certification team from our website or via email at info@RedRibbonSchools.org

Being a Team Leader

- Represent your school and community
- Get your school certified
- Complete application sections as assigned:
 - Collect information
 - Give input to represent your school's programs
 - Provide ideas on improving the school's programs

Keeping the Momentum

- Follow up with Your Application Team
 - Regular meetings scheduled bi-weekly or monthly
 - Assign questions to be completed between meetings
- Contact Information
 - Create a contact form to reach other members
- Keep your Principal updated and engaged on your progress or concerns

The Recertification Process

- Recertification occurs every three years
- The application is filled out and any additions and or changes are made on the application, the application is reviewed for recertification

RRCS Process Summary

- Program Benefits
 - Increase positive outcomes for your community's kids
 - Get more parents involved in their child's education
 - Reduce negative behaviors and prevent substance abuse
 - Improve academic performance for your kids
 - Elevate your school above others
 - Local and state recognition by community leaders and educators for your success
- Completing the Application:
 - Get your login ID and pay application fee (schools outside FL)
 - Select and Application Team
 - Assign application sections/questions
 - Follow up with team members using recurring meetings
 - Submit final application online

Resources & Tools

- Red Ribbon Certified Schools Website
 - www.RedRibbonSchools.org
 - Helpful how-to videos about getting certified
 - Prevention resources for schools, parents, and kids
 - Post Red Ribbon events at your school
 - Schools highlighted for great events to engage parents, kids, and the community in prevention
- Informed Families website
 - www.InformedFamilies.org
 - View prevention information and community events
 - Find tips and training opportunities for parenting and prevention

Attachment #1 – Red Ribbon Certified Schools Application

This application assesses the extent to which a school is involved in the prevention of substance use (alcohol, tobacco and other drugs) among youth. Because a parent-teacher partnership with open communication is essential to a child's learning and healthy development, with both parents and educators responsible, the application and supporting web site becomes a primary prevention delivery system in schools to effectively engage parents.

A simple application addresses school practices across seven areas. Chief among the indicators is the extent to which parents are fully engaged as partners with the school in the education and healthy development of their children. To each statement, applicants respond "yes", "no" or "N/A". Following the yes or N/A response, applicants are asked to provide more detail. This sharing of effective best practices is part of the validation process, and a method to collect and build the web-based library of best practices. Information collected will be used in marketing and in statewide and local celebration of achievement. Not only will best practices begin to emerge, the unsung voices that "make prevention a priority" will be recognized.

APPLICATION FOR RED RIBBON SCHOOL CERTIFICATION WHAT ARE WE LOOKING FOR?

Schools that model prevention excellence. To be demonstrated by the following:

- 1.)** Healthy school environments that include commitment from leadership (principals, district school superintendent, school board, teachers and all school personnel), continuous in-service training for all school personnel on prevention principles and open and frequent communication.
- 2.)** Work guided by best practices and what works / Opportunities for all youth.
- 3.)** Parents as partners to improve academic achievement and reduce high risk behaviors of youth.
- 4.)** Year-round Red Ribbon events to communicate norms and expectations, and the relationship of achievement to resilience.

The application is to be completed by the application team to include the Principal, a parent, a student, a teacher and a lead person, and returned to Dr. Mae Waters of Florida State University on completion.

Please call or email questions to: Dr. Mae Waters
 The Florida Center for Prevention Research Florida State University
 3200 Commonwealth Boulevard
 Tallahassee, FL 32303
 Fax: (850) 644-4701 | phone: (850) 645-1456 |email:
info@RedRibbonSchools.org

ON-LINE APPLICATION

SCHOOL NAME:*please enter your text here* **Phone 1:** *please enter your text here*

ADDRESS:*please enter your text here* **Phone 2:** *please enter your text here*

CITY/STATE/ZIP: *please enter your text here*

APPLICATION TEAM LEAD:*please enter your text here*

CONTACT EMAIL 1: *please enter your text here*

CONTACT EMAIL2: *please enter your text here*

PERSONS COMPLETING THE APPLICATION:*please enter your text here*

On completion, the application must be signed by the Principal, a parent, a student, a teacher and a lead applicant (likely the Safe and Drug Free Schools Coordinator).

CORE MEASURES OF A CERTIFIED RED RIBBON SCHOOL

- Please respond to statements in the following four sections with a simple yes or no. For all **“YES”** responses, please provide a description, practices or policies that show support for an affirmative response.

Note: A negative response indicates need for improvement.

- Some statements in each section may be applicable to elementary, but not to middle or high school. In these instances, select the “N/A” response and comment on why you did so.
- A total of 80 Points is needed to become Red Ribbon Certified.
- Application Scoring:
 - a. Section I, II and IV are worth 20 Points per section towards certification.
 - b. Section III is worth 30 Points towards certification.
 - c. 10 Points are awarded for the completeness of the application packet.

SECTION I. School Environment

Please respond to statements in the following four sections with a simple yes, no or N/A. For all "YES" or "N/A" responses, please provide a description, practices or policies that show support for an affirmative response. Be sure to be as specific as possible to ensure the reader has a clear understanding of what your school does. . Please attach any exemplary models, best practices or relevant and supporting documents, along with your completed survey, in an email to info@RedRibbonSchools.org.

Tip: A negative or N/A response may also require support for the response and can help the reader understand the reasoning for your answer. Please be sure to list examples to make your answers more complete.

1a. The school has a highly visible and effective ATOD policy that involves school staff, parents, and teachers that is evident throughout the entire campus.

Yes No N/A

Narrative: Please enter your narrative here to support any "YES" responses.
This policy may be provided by your school district. It may be on their website. Be sure to provide a link on your school website, talk about it during faculty and school orientation.

1b. The school has the necessary resources to provide students and parents assistance regarding prevention and intervention efforts.

Yes No N/A

Narrative: Please enter your narrative here to support any "YES" responses.
Talk about your Crisis Management plan and resources provided by your Guidance or Prevention Counselor.

1c. The school takes the necessary actions to ensure that a safe environment exists on campus.

Yes No N/A

Narrative: Please enter your narrative here to support any "YES" responses.
Talk about the student handbook – policies and enforcement

1d. The School Board stresses ATOD non-use and other prevention efforts.

Yes No N/A

Narrative: Please enter your narrative here to support any "YES" responses.
Refer to the ATOD policy from the School Board

1e. The school Principal advocates on behalf of student achievement through healthy development.

Yes No N/A

Narrative: Talk about tutoring programs, health programs, prevention-related events that promote academic performance.

1f. The School Principal ensures that teachers receive training in prevention, and are fully aware of the risk factors common to truancy, drop out, teen pregnancy, violence, substance abuse, and school failure.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*

Talk about the Alcohol Literacy Challenge, in-service training or any training offered through your local drug-free coalition. Informed Families and the National Family Partnership has many prevention resources available for your staff. Visit www.InformedFamilies.org or www.Nfp.org to learn more.

1g. We have a person dedicated to the coordination of in-service training.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*

Talk about training offered in the school at the District level

1h. In our school, we have a person assigned to develop and organize Red Ribbon events throughout the year, with a special emphasis during Red Ribbon month.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*

Talk about the prevention counselor, guidance counselor or volunteer responsible for these events.

1i. Our school has a Code of Conduct (Student Handbook) that is signed by students and parents at the beginning of the school term. Such contracts are a way to establish communication, and to state clear norms, expectations, and consequences.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*

Talk about the Student Handbook as part of the orientation process

1j. We have a web site that provides parents helpful tips and links in addressing risky behaviors in youth.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*

If this information is not on your website, you can link to the www.RedRibbonSchools.org website, which has helpful tools for educators, parents and students.

Request the RRCS logo and website verbiage from the RRCS program Director. This information can be pasted to your website as a resource with a link to www.RedRibbonSchools.org

1k. We have a Crisis Communications Plan designed to help students, parents and the community in the event of a tragic accident, overdose or suicide.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses and provide details. Talk about the plan, which may be provided from your school district, this may be on the district website.*

1l. Our School provides parents with key contact information multiple times and frequently.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses. Show how this information is systemically updated and passed on to parents either through mail, email or directory throughout the school year.*

1m. Members of the entire school community, including teachers, school staff and support personnel, receive training on their role as mentors and coaches in guiding the healthy development of youth.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses. List any formalized training.*

1n. Teacher orientation includes a thorough review of prevention information and related data sources (FYSAS, ATOD use, Truancy, Teen Pregnancy, etc...).

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses. Talk about reviewing the Crisis Management plan and ATOD policy as part of the orientation*

1o. Our school administers its own survey to measure student beliefs around substance use.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses. Answer this question with any federally, statewide or county surveys that look for attitudes towards substance usages and perception of harm.*

Examples include: National School Climate Survey, FYSAS, and ATOD surveys.

SECTION II Use of Evidence-Based Prevention Programs and Best Practices, What Works – Empowered Youth – Mentoring – Reading

Please respond to the following statements with a yes, no or N/A. A section for your comments follows each statement where you, the applicant, must provide a complete description and qualify the response. Please attach any exemplary models, best practices or relevant and supporting documents, along with your completed survey, in an email to info@RedRibbonSchools.org

2a. Evidence-based alcohol, tobacco and other drug prevention programs are used in our school? Name the models and grades targeted.

Yes No N/A

Narrative: Please enter your narrative here to support any "YES" responses. Elaborate on which programs are being implemented in your school. These programs may be part of your prevention curriculum mandated through the school district. They may also be from your local drug-free coalition.

2b. Students are involved in key leadership roles and decision making.

Yes No N/A

Narrative: Please enter your narrative here to support any "YES" responses. Talk about opportunities for youth to participate in student government, ESACC and other groups.

2c. Students feel part of the solution to youth substance use, violence, truancy, drop-out, teen pregnancy, academic failure.

Yes No N/A

Narrative: Please enter your narrative here to support any "YES" responses. Answer with information regarding programs that allow youth to take on leadership and/or mentoring roles that allow them to be part of the "solution" in these specific areas.

2d. Students have the resources and opportunities needed to be social change agents.

Yes No N/A

Narrative: Please enter your narrative here to support any "YES" responses. Tell us what resources, tools and events you offer at or through your school for students to impact their environment.

2e. Student groups and club activities have among their priorities prevention of youth substance use, school failure, violence, truancy, drop-out, and teen pregnancy.

Yes No N/A

Narrative: Please enter your narrative here to support any "YES" responses. Talk about the clubs and activities that focus on ATOD prevention and other risk factors at your school.

2f. Students are taught conflict resolution skills, refusal skills, respect for diversity, and discerning media messaging.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*
Tell us about what classes or events you provide that teach your students how to address conflicts, respect others and make positive decisions.

2g. A mentoring program is active throughout the school year which also addresses substance abuse and prevention.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*
Provide information about year-round opportunities for students to get guidance and support related to substance abuse prevention. Your school prevention or guidance counselor may be providing this support.

2h. We assign mentors to new teachers to help them understand and respond to the needs of at-risk students, and to understand the importance of engaging parents in the academic achievement and healthy development of every student.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*
Discuss your process of mentoring new teachers to involve parents in their child's education and development. This may be through the PTSA or ESACC. Tell us if mentors are assigned as part of the teacher orientation process.

2i. Our school has an orientation program throughout the year for incoming students.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*
Answer with information about year-round opportunities for incoming students to become acclimated to their new school. Tell us if they are assigned a buddy or mentor. Talk about your follow up process to ensure a smooth transition.

2j. Our school has an orientation program for new students.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*
Answer with information about opportunities for new students to become acclimated to their new school. Tell us if they are assigned a buddy or mentor. Talk about your follow up process to ensure a smooth transition.

2k. Our school has a viable and informed reading program.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*
Explain what recognized reading programs (s) you have implemented to improve academic performance.

2l. Our school has a relationship with local media (newspaper, radio, television) to advocate for school success and prevention efforts.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*
Talk about how you engage and encourage your local media to participate or cover your events i.e. Red Ribbon activities, sports, contest, etc.

2m. Local business is an active partner in our school's success.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*
Discuss how you work with the businesses in your community. Tell us if businesses sponsor events, social groups or academic programs at your school. Talk about how your school participates in Chambers of Commerce or other business groups in your community.

2n. The local drug-free coalition plays an active role in our school.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*
Talk about how you engage and encourage your drug-free coalition to implement programs, do prevention activities and host event speakers at your school.

2o. Our school is represented at meetings of the local substance abuse coalition, to include teacher and student representation.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*
Tell us if or how you participate in your local drug-free coalition meetings. Discuss your level of participation and the number of people who routinely represent your school at meetings.

SECTION III. PARENT INVOLVEMENT

Please respond to the following statements with a yes, no or N/A. A section for your comments follows each statement where you, the applicant, must provide a complete description and qualify the response. Please attach any exemplary models, best practices or relevant and supporting documents, along with your completed survey, in an email to info@RedRibbonSchools.org

3a. We provide in-service training for all school personnel on how to fully engage parents in their child's academic achievement and healthy development. (Research has proven that schools with well-structured, consistent parent involvement can realize profound benefits for students, teachers, administrators and overall school quality.)

Yes No N/A

Narrative: Please enter your narrative here to support any "YES" responses.

Tell us about your curriculum for in-service training. Be sure to include information how parents are encouraged to participate in their child's development through tutoring and or health programs.

3b. We provide an orientation for all parents at the beginning of the school year. Orientation includes the link between high risk behaviors and failure.

Yes No N/A

Narrative: Please enter your narrative here to support any "YES" responses.

Discuss how parent orientation covers trends in risky behaviors and how they impact academic performance. Site any data sources you may use i.e. county, state or federal youth surveys.

3c. Parents, (Grandparents, Caregivers, etc.) are actively involved in our School.

Yes No N/A

Narrative: Please enter your narrative here to support any "YES" responses.

State how all caregivers are included in school activities and programs. Talk about your history of attendance and/or participation in family events based at the school.

3d. Parents are encouraged to sponsor/lead youth group and club activities.

Yes No N/A

Narrative: Please enter your narrative here to support any "YES" responses.

Talk about how your school gets parents involved in social or academic program activities through monetary sponsorship, chaperoning, or other leadership means.

3e. Our parents receive positive feedback acknowledging the behavioral and academic success of their students throughout the school year.

Yes No N/A

Narrative: Please enter your narrative here to support any "YES" responses.

Tells us what mechanisms your school uses to notify parents of their child's successes. Give examples of automated systems, newsletters, regular reports or personal interaction.

3f. In addition to the PTSA or SAC, our school provides opportunities for parents to develop parent-parent support.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*

Give examples of your existing parent groups, trainings or events where parents can resolve issues by sharing personal experiences and solutions.

3g. We have a Parent Advisory Council or Parent Teacher Association that understands the importance of substance abuse prevention and has made it a priority.

Yes No N/A

Narrative: *Please enter your narrative here to support any "YES" responses.*

Tell us how these groups at your school promote prevention. Give examples of how they use Red Ribbon activities, prevention curricula, speakers and other means to get prevention information to parents in order to change community behaviors and social norms.

SECTION IV. RED RIBBON COMMITMENT

Please respond to the following statements with a yes, no or N/A. A section for your comments follows each statement where you, the applicant, must provide a complete description and qualify the response. Please attach any exemplary models, best practices or relevant and supporting documents, along with your completed survey, in an email to info@RedRibbonSchools.org

4a. Our school has historically engaged in red ribbon activities during red ribbon month, September/October.

Yes No N/A

Narrative: *Please enter your narrative here. You may type as much as you like.*

Tells us about your Red Ribbon activities. Be sure to include all events related to the prevention of drugs and alcohol that happen year-round within your school.

4b. We have shared the most memorable, successful red ribbon event(s) (scan or mail in as an attachment).

Yes No N/A

Narrative: *Please enter your narrative here. You may type as much as you like.*

This is an opportunity to shine. Upload a few pictures, flyers or brochures that illustrate the fun, exciting and community involved prevention activities organized by your school within the past year.

4c. Throughout the year we strive to raise school and community consciousness regarding risk and resilience. (Examples: March is Violence Awareness month, Mentoring and Reading initiatives are conducted year round, Bullying training is provided to parents and teachers every year, emphasis on drug-free dances, Lock-Ins at graduation night and Prom Night)

Yes No N/A

Narrative: *Please enter your narrative here. You may type as much as you like.*

Talk about your year-round programs to keep our youth and communities safe by addressing risk factors.

4d. The business community partners in our Red Ribbon initiatives.

Yes No N/A

Narrative: *Please enter your narrative here. You may type as much as you like.*

Elaborate on how your school works with local businesses to spread the word about prevention. Explain how you get funding through sponsorships, in-kind services or other donations towards prevention focused activities.

4e. We have been successful in raising funds to support Red Ribbon events.

Yes No N/A

Narrative: *Please enter your narrative here. You may type as much as you like.*

Explain how you've raised funds through sponsorships, parental donations or other means towards delivering prevention focused activities.

STOP: Have you answered every statement with a yes or a no? If not, which question(s) and why?

SIGNATURE PAGE

On completion of the on-line application, this signature page must be completed, printed and mailed to:

Dr. Mae Waters
 The Florida Center for Prevention Research Florida State University
 3200 Commonwealth Boulevard
 Tallahassee, FL 32303
 Fax: (850) 644-4701 | phone: (850) 645-1456
 |email:info@RedRibbonSchools.org

I (we) certify that responses from the (name of School) _____ are true and correct. We promise to do all possible in the coming three years to improve in those areas of recognized need, and to seize every opportunity to speak on the importance of project goals. We understand the certification is valid for a three year period, and that recertification is a function of improvement in areas of defined need, as well as improvement guided by evolving best practices.

We further understand that we will be notified within 30 days, on the status of our application and the awareness campaign associated with achievement.

Please provide full name, address, e-mail address and telephone number for the individuals certifying this application:

Parent: _____

Principal: _____

Student: _____

Teacher: _____

Lead applicant: _____