

# Did You Know?

October 2018

**Red Ribbon Week 2018 – October 23<sup>rd</sup>-31<sup>st</sup>:** Each October, the National Family Partnership sponsors Red Ribbon Week, the oldest and largest universal drug prevention campaign in the U.S. The goal of Red Ribbon Week is to raise awareness about the effects of alcohol and other drug use in our communities, promote programs that aim to prevent substance abuse and encourage youth engagement in drug prevention activities. The theme this year is “Life is Your Journey, Travel Drug Free”.

## What You Should Know:

- According to the National Family Partnership, teens who have regular conversations with their parents about drug abuse are 42% less likely to abuse drugs than those who do not. However, only 1 in 4 teens report having those conversations.
- Most teens will face risk factors for dangerous or unhealthy behaviors at some point. Campaigns like Red Ribbon Week help counteract some of those risk factors by increasing a teen’s perception of harm of those behaviors and making them aware that behaviors like alcohol and other drug abuse are not the “norm”.
- The National Institute on Drug Abuse (NIDA) reports that substance abuse costs the U.S. over \$600 billion each year. Prevention of substance abuse and treatment of substance use disorders can significantly lower these costs, as well as providing other benefits such as improved workplace productivity and a reduction in interpersonal conflict.

## What You Can Do:

- Many schools in Western New York participate in Red Ribbon Week activities. Ask your child if their school is participating and start a conversation about alcohol, tobacco and other drugs.
- Sign the Red Ribbon Pledge at [www.redribbon.org/pledge](http://www.redribbon.org/pledge) and promise to:
  - Talk to children about the dangers of drug abuse
  - Set clear rules about alcohol and other drugs
  - Be a positive role model
  - Monitor children and enforce appropriate consequences
  - Encourage others to follow the same guidelines



Information obtained from: [www.redribbon.org](http://www.redribbon.org); [www.drugabuse.gov](http://www.drugabuse.gov); [www.samhsa.gov](http://www.samhsa.gov); [www.nfp.org](http://www.nfp.org)

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The Erie County Council for the Prevention of Alcohol and Substance Abuse, Inc., publishes Did You Know, a regular update about alcohol & other drugs - - America’s #1 public health problem. ECCPASA • 1625 Hertel Ave., Buffalo, NY 14216 • 716-831-2298 • [www.eccpasa.org](http://www.eccpasa.org)