

PARENTS LEAD

Dear Parents and Families,

As we prepare for Red Ribbon Week, we're talking with students about healthy choices, staying safe and making positive decisions.

Red Ribbon Week is a great starting point for conversations that can continue all year. Everyday moments—talking, listening, setting expectations and staying connected—help kids build skills, make healthy choices and navigate challenges.



Scan the QR code to get tips, tools and conversation starters delivered straight to your phone!



You can strengthen prevention at home by:

- ✓ Talking regularly about choices, challenges and expectations.
- ✓ Listening without judgment.
- ✓ Setting clear expectations around alcohol and other substances.
- ✓ Knowing your child's friends, activities and interests.
- ✓ Making time for connection, even in small moments.



You don't have to wait for the perfect moment or a problem to start talking. Ask questions, listen and remind your child that they can come to you when they need support.

Red Ribbon Week is one week. Prevention is every day.

Explore Parents Lead for free, practical resources to help you start conversations, build connection and support your child's well-being.

Thank you for partnering with us to make prevention part of everyday life.



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But the conversation doesn't have to be.

Stay connected with Parents Lead for
practical tips, resources and ideas to help
you talk, listen and stay connected
with the kids in your life.

parentslead.org
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5-Day Red Ribbon Week Prevention Plan

Red Ribbon Week is a great time to start conversations about healthy choices, connection and staying safe – but prevention doesn't stop when the week ends.

This 5-day plan helps schools and families work together. Each day, students will explore a simple prevention topic at school, with an easy activity or conversation parents and caregivers can continue at home.

Use Red Ribbon Week as a starting point for conversations that last all year.

What students will learn

Try it at home



Start the Conversation

A week that starts a conversation.

Introduce Red Ribbon Week as a starting point for year-round prevention. Students will explore healthy choices, connection and communication.

Visit ParentsLead.org, sign up for emails and follow Parents Lead on social media.



Talk, Listen, Connect

Have a 5-10 minute conversation.

Focus on connection, healthy choices and asking for help.

Students can discuss:

- ✓ Who are the adults you trust?
- ✓ What helps you when you're stressed?
- ✓ What makes healthy choices easier?
- ✓ What would you do if a friend was struggling?

Ask 2-3 open-ended questions at dinner, in the car or before bed.

Examples:

- ✓ What helps you feel comfortable talking to someone when something is bothering you?
- ✓ What is one thing you can do when you're feeling stressed, pressured or unsure?



Build a Skill Together

Teach one prevention skill.

Choose something students can use every day: handling stress, making decisions, managing peer pressure, coping with disappointment or asking for help.

Ask your child:

"What's one thing that helps you feel better when you've had a hard day?"

Then share your own answer.

Talking about how we handle hard days helps kids see healthy coping in action

What students will learn

Try it at home



Know Who's in Their Corner

Create a trusted adult list.

Have students identify 3-5 trusted adults they could talk to if they have a problem, feel pressured or need help.

Ask your child:

- ☑ Who could you call if you needed help?
- ☑ Who could you talk to if you were worried about a friend?
- ☑ Who makes you feel safe and supported?

Kids need more than one person in their corner.



Prevention is every day

Send prevention home.

Red Ribbon Week may be one week, but prevention happens every day – at school, at home and in our communities.

Complete one small challenge to complete with their family.

- ☑ Have a 10-minute conversation
- ☑ Do something together without screens
- ☑ Check in about stress
- ☑ Talk about healthy choices
- ☑ Identify a trusted adult
- ☑ Ask, "How can I support you right now?"

Red Ribbon Week is just the beginning. Keep the conversation going all year with Parents Lead.

Visit www.parentslead.org for parenting resources, sign up for emails and follow Parents Lead on social media for tips, tools and conversation starters.

