

## VALUEOPTIONS OF KANSAS AND USD345 AWARDED THE SPECIAL RECOGNITION RED RIBBON AWARD

Annually, Kansas Family Partnership, Inc. honors those that excel in the implementation of a Red Ribbon Week Celebration. Each year schools, community coalitions, or other prevention partnerships are nominated for the Red Ribbon Week Award.

This year ValueOptions of Kansas and USD345 Seaman Elementary School District teamed up in a collaborative effort during Red Ribbon Week and were awarded with the following:

### **Special Recognition Red Ribbon Award for the “Tying it Together” 2009 Level I Red Ribbon Campaign.**

#### **The Criteria was as follows:**

**Level I Criteria:** To qualify for this level, the applicant must be able to describe a full week of planned Red Ribbon activities that demonstrate collaboration of school and community and include 3 of the 6 prevention strategies. The choice of strategies must be based on valid and reliable substance abuse data for local youth. **Note:** A coalition can qualify for Level I only once. Progress to increased levels must be demonstrated in following years.

#### **Six Primary Prevention Strategies**

Implementing these 6 strategies in a comprehensive prevention plan will lead to expected outcomes for a successful Red Ribbon Celebration. Don't be intimidated by the language. Anyone can develop and implement these strategies.

##### **Strategy 1: Dissemination of Information**

Provides awareness and knowledge of the nature and extent • of substance abuse, use and addiction and how it affects individuals, families, and communities. This strategy is characterized by one-way communication from the source to the audience.

Examples: community awareness events, health fairs, newsletters, brochures, etc. •

##### **Strategy 2: Prevention Education**

Involves two-way communication and is distinguished from information • dissemination by the fact that interaction is the basis of the activities.

Examples: educational presentations, small group sessions, support groups, etc. •

##### **Strategy 3: Drug-Free Alternatives**

Provide for the participation of target populations in constructive and healthy • activities that exclude substance use.

Examples: drug-free dances and parties, youth leadership activities, mentoring • programs, after-school programs, community service activities, etc.

##### **Strategy 4: Problem Identification & Referral**

Refers to identifying a problem like substance use by a student and then identifying • available resources to serve that student's particular needs. This strategy does not contain any activity to determine if the person is in need of treatment.

Examples: student/employee assistance programs, referral hotlines or Web sites, • etc.

##### **Strategy 5: Community Based Process**

Aims to enhance the ability of the community to effectively provide prevention and • treatment services for substance use or abuse.

Examples: school or community coalitions, implementing a school plan to expand • services, support community events related to drug abuse prevention, etc.

##### **Strategy 6: Environmental Prevention**

Establishes or changes written or unwritten community standards, codes, and • attitudes, thereby influencing incidence and prevalence of alcohol or drug abuse in the general population. These strategies are most effective because they affect every member of the targeted community.

Examples: developing new drug policies in schools and communities, or • strengthening existing policies, enforcement of local laws and policies, and advocating to policy-makers or legislators regarding the adoption of new policies.

**RED RIBBON 2010  
KANSAS DRUG FREE CAMPAIGN**



**RedRibbon  
KANSAS DRUG FREE  
C a m p a i g n**

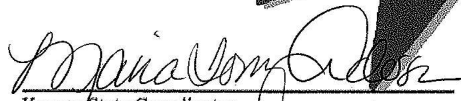
**Special Recognition Red Ribbon Award**

Is Presented To

**ValueOptions of Kansas &  
USD 345 Seaman Elementary School District**  
**Topeka, KS**

**For completing the 2009 Red Ribbon Campaign  
"Tying It Together" Awards Criteria for Level 1**

  
Chairperson  
Kansas State Red Ribbon State Planning Committee

  
Kansas State Coordinator  
Kansas State Red Ribbon State Planning Committee

