



**NATURAL HIGH'S**

**RED RIBBON WEEK**

**TOOLKIT**

October 2022

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**A TOOLKIT FOR EDUCATORS**

NATURALHIGH.ORG



Natural High is a youth drug prevention and life skills program that provides easy, effective, and fun resources for educators, mentors, and parents to use with kids.

Our flexible curriculum offers videos, discussion questions, and activities. It can be used to meet a variety of needs, from brief 10-15-minute discussions to project-based work that takes place across multiple days or class periods.

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# ABOUT NATURAL HIGH

## BACKGROUND ON NATURAL HIGH

Natural High is a nonprofit organization dedicated to empowering young people to make good choices and live life well.

Our name 'Natural High' refers to the feeling that comes from finding passions, interests, and talents and cultivating those activities in life that truly inspire us.

Research shows that if young people discover their passions and are directly engaged in a compelling way by people they look up to and trust, they are more likely to make positive life choices and much less likely to choose drugs and alcohol.

## NATURAL HIGH HISTORY

Natural High was founded by entrepreneur Jon Sundt, who lost both of his brothers to drug addiction. After the loss, Jon became determined to turn this experience into positive change and made the decision to spend the rest of his life helping young people make better choices.



What started in tragedy has now grown into a movement bringing hope and positive results to thousands of families.



Watch Jon's story in the Natural High Storyteller Library at [NaturalHigh.org/Storyteller](https://NaturalHigh.org/Storyteller)

## NATURAL HIGH MISSION

Our mission is to inspire and empower youth to find their Natural High and develop the skills and courage to live life well.

# ABOUT NATURAL HIGH

## NATURAL HIGH METHOD

At Natural High, we exist to help kids thrive. Our online video-based prevention and life skills teaching program has over 40+ different Storytellers giving hope, purpose, and encouragement to kids; stories of pushing through hardship, developing resilience, overcoming obstacles, and making good decisions.

Each Storyteller package includes discussion guides and activities that educators and parents can use to engage kids in conversations about the harms of substance use so they can lead healthy and thriving lives.

We believe in the power of storytelling. We engage cultural influencers, educators, and peer groups to help young people discover those core activities in their lives that uplift, inspire, and motivate them — to find their ‘Natural High’ rather than use alcohol or drugs.



## YOU DON'T HAVE TO BE A PREVENTION EXPERT TO TEACH THE CURRICULUM. IT HAS BEEN SUCCESSFULLY ADMINISTERED BY:

- SAP Advisors
- Science, Health and P.E. Teachers
- Classroom Teachers
- Counselors
- Nurses
- Community Liaisons
- School Resource Officers
- D.A.R.E. Officers
- Parents
- Student Leaders

# THE NATURAL HIGH CURRICULUM

The Natural High curriculum is a highly adaptable collection of teacher resources and student materials that can be customized to meet the needs of students from grades 4-12.

## OUR PROGRAM IS SIMPLE AND CAN BE SUMMARIZED IN 3 EASY STEPS:



## WE OFFER:

- 40+ influencer videos with accompanying discussion guides and student assignments
- A large library of engaging student activities, projects, and assessments focused on the principles of Natural High
- 5 unit lesson plans which organize all Natural High educational materials into daily units

The activities are built to let students do the heavy lifting, giving them practice with essential literacy and critical thinking skills while learning about living naturally high. Lessons focus on critical reading, writing, speaking, research, and data analysis standards, which are relevant across many subjects.

# OUR CONTENT AND CURRICULUM

Natural High is an inspirational site with strong video content to support kids in finding their natural high and educating them about the dangers of drugs and alcohol.



The Curriculum promotes several of the assets and developmental skills that have been identified as necessary for positive youth development.

## NATURAL HIGH'S CURRICULUM FOCUSES ON THESE THEMES:

- Identifying and engaging in a positive activity/passion (e.g. natural highs)
- Peer pressure and refusal strategies
- Goal setting and reaching your potential
- Identifying positive role models
- Making choices based on personal values
- Discernment of true and false messages about drugs and living drug-free

## GOALS:

Enduring Understandings:

1. A natural high is something that engages me and brings me joy and satisfaction.
2. I am responsible for my own actions and can choose a drug-free life.
3. There are activities and resources that can support my decision making.



## GOALS CONTINUED:

### Essential Questions:

1. Why is finding a natural high important?
2. What is my natural high or what might be my natural high?
3. How can I make the decision to remain drug-free on a daily basis?

### Performance Tasks:

The learning activities include a variety of formative assessments including:

- Discussions
- Question generation
- Mini teaching and sharing lessons
- Research for videos and posts
- Optional extension pieces to connect learning and life





# THE RED RIBBON CAMPAIGN®

## WHAT IS RED RIBBON WEEK?

Red Ribbon Week is a time for schools across the country to engage students in critical dialogues about the importance of making positive life choices and avoiding drug and alcohol use.

The Red Ribbon Campaign is the largest and oldest drug prevention campaign in the nation. Natural High puts together new lesson plans and content for grades 4-12 specifically for The Red Ribbon Campaign each year.

To learn more about The Red Ribbon Campaign, visit [RedRibbon.org](https://RedRibbon.org).

## WHY WAS RED RIBBON WEEK STARTED?

The Red Ribbon Week Campaign was created to honor Enrique “Kiki” Camarena. He was a special agent who worked for the Drug Enforcement Administration. In 1985, he was kidnapped by drug traffickers in Guadalajara, Mexico. His murder and death brought anger to the community and was a catalyst for the Red Ribbon Campaign. In 1988, the National Family Partnership coordinated the first National Red Ribbon Week.

Together in Kiki’s honor, parents and youth in communities nationwide began wearing Red Ribbons as a symbol of their commitment to raise awareness around his killing and the destruction caused by drugs in America.

## WHEN IS RED RIBBON WEEK?

Red Ribbon Week takes place each year from October 23-31. This doesn’t always fall on a Monday through Friday, so some schools and communities choose the M-F week before or after.



# FEATURED CONTENT

## FENTANYL SHORT DOCUMENTARY FILM & SCREENING GUIDE

We recommend you show this 6-minute film on the dangers of fentanyl to your 6-12th grade classes.

Last year 100K+ people died from drug overdoses driven by fentanyl, and the fastest growing group is under age 19. Fentanyl poisoning truly is the most important conversation you need to have with your students right now.

Neither kids today, nor their parents, are aware of the growing dangers of fentanyl poisoning and subsequent deaths. You can help change that.

A single page printable document to send home to parents on fentanyl is on page 50 of this toolkit or click here: [How To Talk To Your Kids About Fentanyl](#)

### ABOUT THE FILM: DEAD ON ARRIVAL — FOR YOUTH

Dead On Arrival is a short, clear, and compelling documentary about the dangers of fentanyl.

The film has some dramatic images and mature concepts, which is why it's even more important for kids to watch with an adult and have a guided discussion.



### FOLLOW THE STEPS TO HAVE AN IMPACTFUL CONVERSATION

#### STEP 1 **WATCH** THE SHORT FILM



Short (6-Min) version for youth produced by Natural High

- ☐ YouTube: [bit.ly/FentanylFilm-YT](https://bit.ly/FentanylFilm-YT)
- ☐ SchoolTube: [bit.ly/FentanylFilm-ST](https://bit.ly/FentanylFilm-ST)
- ☐ Direct Download: [bit.ly/FentanylFilm-DL](https://bit.ly/FentanylFilm-DL)

**STEP 2**  
**DISCUSS**  
TOGETHER AS A GROUP



**PRESENT THESE 4 QUESTIONS TO YOUR GROUP**

Question #1:

What did you learn about fentanyl?

Question #2:

What would you say to a friend of yours who is planning on trying a substance that might be laced with fentanyl?

Question #3:

What would you say to a friend of yours who offers you a substance they swear is safe?

Question #4:

What could you do to share the film and this message with your circle of friends?

**STEP 3**  
**GO DEEPER**  
ASSEMBLY ACTIVITY



**GET THE FILM SCREENING GUIDE**

[NATURALHIGH.ORG/FENTANYL-RESOURCES](https://NATURALHIGH.ORG/FENTANYL-RESOURCES)

Download the film guide to facilitate a large group or student assembly film screening.

**INCLUDED IN THE GUIDE:**

1. Background and important information about the film
2. Links to stream or download
3. Educator guidelines for classroom and group facilitation
4. Parent guidelines for group facilitation
5. Suggestions for how to introduce the documentary
6. Tips for holding an impactful post viewing discussion
7. Important fentanyl facts
8. Printable fentanyl poster

# SOCIAL MEDIA

Media campaigns can be a powerful force for social change. In general terms, media campaigns have great potential to raise awareness of an issue, enhance knowledge and beliefs, and reinforce existing attitudes.

Natural High encourages educators and schools to help spread the word online. Show us what you're doing to celebrate Red Ribbon Week by using #LiveNaturallyHigh. See the examples below, copy the language you want to use on your school's site or social media, and start spreading the message!



We will be re-sharing your social media posts/photos and youth projects with the hashtag #LiveNaturallyHigh on Natural High's social media channels.

Reminder: It's a good idea to get parent consent if you share on your school's social media page.

## SOCIAL MEDIA POSTS:

Join me in celebrating Red Ribbon Week. Our kids have the right to grow up drug free and thrive – and we have the responsibility to make that happen. Take the pledge:

[NaturalHigh.org/pledge](https://NaturalHigh.org/pledge)

I'm a teacher/parent/caregiver who believes in a thriving future for my students/kids. Join me in celebrating Red Ribbon Week® (October 23-31)

Join us as we celebrate Red Ribbon Week from October 23-31. Thousands of schools across the country use this valuable time to engage students in critical dialogues about the importance of making positive life choices and avoiding drug and alcohol use.

# INSPIRE TEENS TO SAY ‘YES’ TO LIFE

A pledge is an easy, formal promise that has been proven to change behavior. Research shows that people who publicly pledge to do something are 80% more likely to follow through than those who don't. The reason public pledges work is simple — they create social pressure.

Have your students take the pledge to live naturally high at [NaturalHigh.org/pledge](https://NaturalHigh.org/pledge)

## TAKE THE PLEDGE TO LIVE SUBSTANCE-FREE

Signing a pledge, and including friends, a teacher, a parent or guardian, can help keep students accountable for making good decisions.

NATURALHIGH.ORG/PLEDGE

### IDEAS FOR USING THE PLEDGE:

- Have students submit their pledge online at [NaturalHigh.org/pledge](https://NaturalHigh.org/pledge)
- Post pledges around school to show participation in your campaign.
- Download and print the pledge to send home with students on the next page.
- Distribute the pledge to parents at school events, PTA meetings, or other community events.



**I PROMISE TO SAY “YES” TO LIFE  
AND “NO” TO AN ARTIFICIAL HIGH**

**MY NATURAL HIGH IS**

---

**I PLEDGE TO LIVE NATURALLY HIGH BECAUSE**

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\_\_\_\_\_  
Your Signature

\_\_\_\_\_  
Your Name

\_\_\_\_\_  
Date

**TAKE THE PLEDGE**

Learn More at [NaturalHigh.org](http://NaturalHigh.org)  
#LIVENATURALLYHIGH



DRAW YOU DOING YOUR NATURAL HIGH

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IS MY NATURAL HIGH

# RED RIBBON WEEK ACTIVITY IDEAS

1. Set up a Natural High selfie booth. Print out "My Natural High is..." pages or buy a Natural High dry-erase whiteboard from our store.
2. Use the 'Live Naturally High' theme to create a Poster Contest.
3. Plant the Promise: Celebrate by planting red flower bulbs which bloom in the Spring and serve as a reminder of the importance of a drug free life.
4. Get your PTA involved.
5. Have "wear red" day at school and other spirit days during the week.
6. Incorporate prevention curriculum into classes each day using our lesson plans.
7. Schedule a speaker to speak to the students about the risks associated with drug use.
8. Participate in the Red Ribbon theme contest [redribbon.org/theme/contest/](https://redribbon.org/theme/contest/)
9. Create a classroom wall of student contributed 'natural highs'.
10. Use red material or plastic red cups to spell out the Red Ribbon theme in the school chain link fence.
11. Make small red bows for all students and staff members; wear the red bow everyday during Red Ribbon Week®. Students who wear it every day win a prize.
12. Deliver a drug prevention message every day during the morning announcements. If you have video broadcast announcements, show a Natural High Storyteller video each day during the morning announcements.
13. Create a "Wall of Pledges" on a giant piece of poster paper in the main hallway. Anyone who takes the "Pledge" signs his/her name on the poster.
14. Purchase a Pledge banner from the Natural High store for students to sign.
15. March around the school grounds chanting the Red Ribbon Theme or organize a walk-a-thon.
16. Schedule a student screening of a Natural High Storyteller video or the fentanyl short film "Dead On Arrival" at an assembly.
17. Participate in National Prescription Take Back Day on Oct 29. Find your local collection site at [DEATakeBack.com](https://DEATakeBack.com)

# 4 WAYS TO GET PARENTS INVOLVED

- 1 Copy and paste Red Ribbon Week info into a parent letter to send home with homework.
- 2 Send the Live Naturally High pledge home with students so parents/caregivers can take the pledge too, demonstrating their commitment to maintaining an open dialogue about the dangers of substance use and the benefits of a healthy, drug-free lifestyle.
- 3 Assign students to watch a Natural High Storyteller video at home with their parent/caregiver and use the discussion questions to have a conversation about drugs and alcohol.
- 4 Get your PTA involved. Have them sponsor an event during Red Ribbon Week.

## PRINT THE NEXT PAGE OR COPY AND PASTE THIS PARENT LETTER.

Changes and edits to this document are welcomed and can be edited directly in Google Docs at the [link](#) below. You will be prompted to make a copy first and may then make your own edits. The bit.ly link below is case-sensitive.

[www.NaturalHigh.org/parent-letter](http://www.NaturalHigh.org/parent-letter)





October, 2022

Dear Parent/Caregiver,

Did you know that 13 is the average age when kids try alcohol and drugs for the first time? Armed with the right information and concrete strategies, we can support our kids in making good choices.

Each year, National Red Ribbon Week is celebrated from October 23 - 31. Schools and youth support organizations across the country use this time to engage students in dialogues about the importance of making positive life choices and avoiding the temptation to use drugs and alcohol.

This year, your classroom teacher is using the Natural High Red Ribbon Week curriculum. Natural High is a nonprofit organization dedicated to empowering young people to make good choices and live life well.

Natural High's free, award-winning curriculum is the perfect tool for adult mentors to engage middle school and high school students in:

- Practicing strategies that support making good decisions
- Identifying their passion – aka their 'natural high'
- Developing life skills to help them thrive

Research shows that if young people discover their passions and are directly engaged in a compelling way by people they look up to and trust, they are more likely to make positive life choices and much less likely to choose drugs and alcohol. Natural High supports youth in leading strong and healthy lives by sharing stories of courage, resilience, and the importance of solid relationships with peers and mentors.

We encourage you to talk with your children about what they are learning and discussing. Here are a few prompts to help you get the conversations rolling and engage with your child at home:

- What is one thing you learned with Natural High that surprised you?
- What is one thing you learned that you think I should know?
- What do you think concerns me most when it comes to you and drugs and alcohol?

Thank you for supporting your child as they work through the curriculum. We are excited for your child's involvement and welcome any questions and feedback. For more information or to find a variety of videos and resources to use for starting family conversations, please visit the Natural High website at [www.NaturalHigh.org](http://www.NaturalHigh.org).

Sincerely,

# MORNING ANNOUNCEMENTS

Each day read one of the following scripts to celebrate Red Ribbon Week and spread facts on drugs. You can use the Natural High script below and show a Storyteller video, or use the following page from RedRibbon.org for audio announcements.

## DAY 1

Today is the first day of Red Ribbon Week. This year's theme is Celebrate Life. Live Drug Free. It's a call to action to speak out in support of healthy choices. The next 5 days were going to focus on making positive and healthy choices and living naturally high. A natural high can come from any activity that makes you feel good — and doesn't involve drugs. Doing things you enjoy, like riding your skateboard or dabbling in photography, releases natural feel-good chemicals in your brain like dopamine, which regulates movement, emotion, motivation, and happiness.

In today's Natural High's video, Matt Bellace talks about the science of finding a natural high. We think you're going to love learning about how drugs affect brain development and how you can use this knowledge to make healthy choices. Matt isn't just an expert when it comes to the science of natural highs. The guy has a P.h.D. in neuroscience and is an author and nationally recognized speaker.

(Show Matt Bellace's video)

What's YOUR natural high?

## DAY 2

Welcome to day 2 of Red Ribbon Week. Staying drug free means investing in your current and future health. You don't have to use drugs to fit in. There are other ways to belong.

In fact, did you know....(Choose one of the stats below for your school's age group)

- 71% of 8th graders disapprove of people who smoke marijuana occasionally.
- 63% of high school seniors disapprove of the regular use of marijuana.

Take it from Utah Jazz point guard Mike Conley. In his Natural High video, he talks about how he turned his focus to basketball in order to rise above peer pressure. He knew that drugs would not help him get to the NBA.

(Show Mike Conley's video)

What's YOUR natural high?

# MORNING ANNOUNCEMENTS

## DAY 3

We're halfway through Red Ribbon Week, and besides participating in activities at school, we are asking all students to take the Red Ribbon message home and share it with their families and friends.

Watch Bethany Hamilton's Natural High video at home with your family, and talk about it. Having survived a shark attack that left her without an arm, Bethany's passion for life and surfing stayed strong, leading her to victories in her field. She uses her natural high to help her get through tough times.

(Show Bethany Hamilton's video)

What's YOUR natural high?

## DAY 4

Living life naturally high is a healthy choice that helps you achieve your goals. So say "Yes" to life, and hear from one of the most recognized names in sports in the world, Tony Hawk. He has been on the public scene for over thirty years — both as a world-class skateboarder as well as a video game icon.

In his Natural High video, Tony talks about what drives him — his passion for skateboarding — and the reasons why he's chosen to avoid drugs in his life.

(Show Tony Hawk's video)

What's YOUR natural high?

## DAY 5

It's the last day of Red Ribbon Week and we want to thank you for your participation in supporting healthy, drug free lifestyles. We hope you've really thought about the meaning of "living naturally high" and how making healthy choices will help you achieve your goals in life.

We will close out the week by hearing from Queen Harrison, Olympic sprinter and hurdler. She talks about how goal-setting gave her the focus she needed to make the right choices and to avoid drugs and alcohol. She knew that if she were to use drugs and alcohol, it would interfere with all of her life goals.

(Show Queen Harrison's video)

What's YOUR natural high?

# RED RIBBON WEEK

## LESSON PLANS AND VIDEO PLAYLIST FOR GRADES 4-12

Follow along with our suggested 5-day sequence, or choose your own adventure.

### HOW IT WORKS



## DAY 1 LESSON PLAN



### MATT BELLACE, PH.D.

#### THE SCIENCE OF A NATURAL HIGH

Matt Bellace, psychologist and comedian, talks about the science behind a natural high and how finding a natural high can lead to healthy choices. He provides humor to help us understand this very serious topic.

STEP 1  
**WATCH**  
3 MIN 16 SEC



#### WAYS TO WATCH

- ☐ YouTube: [bit.ly/MattBellace-YT](https://bit.ly/MattBellace-YT)
- ☐ SchoolTube: [bit.ly/MattBellace-ST](https://bit.ly/MattBellace-ST)
- ☐ Direct Download: [bit.ly/MattBellace-DL](https://bit.ly/MattBellace-DL)



# RED RIBBON WEEK

STEP 2  
**DISCUSS**  
15-30 MIN



## DAY 1 LESSON PLAN: DISCUSSION QUESTIONS

MATT BELLAGE, PH.D.

The Science Of A Natural High



### SUGGESTED QUESTIONS TO ASK AFTER WATCHING THE VIDEO:

Question #1:

How is exercise beneficial physically and emotionally?

Question #2:

What are endorphins and why are they important?

Question #3:

Matt suggests that drugs can mimic anandamide. Why does that matter?

Question #4:

What are the dangers of pursuing a high with a drug?

Question #5:

What is a natural high?

Question #6:

Why does Matt suggest a Natural High is a good thing?

Question #7:

What natural high do you enjoy or would you like to try?

# RED RIBBON WEEK

## STEP 3

### GO DEEPER

40-60 MIN



### DRAW YOUR NATURAL HIGH

Natural High Principle 1:  
Pursue Your Natural High

#### Materials

Device to view Natural High Videos  
Note-taking supplies  
Action plan prompts (below)

#### Activity Description

A natural high is any activity you love to do that makes you feel good and does not involve drugs or alcohol. You don't have to be an Olympic champion or a professional musician to engage in an activity meaningfully. Finding your natural high can be as simple as thinking about what you enjoy and making an effort to spend some time doing it. This activity is designed to get you thinking about what you already enjoy or would like to try. Even if it doesn't become your true passion, the exploration will allow you the opportunity to learn more about yourself, hopefully while having a good time.

#### Suggested Steps

1. Print out the Draw Your Natural High page
2. Draw you doing your natural high



DRAW YOU DOING YOUR NATURAL HIGH

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IS MY NATURAL HIGH

# RED RIBBON WEEK

## STEP 3

### GO DEEPER

40-60 MIN



## RESEARCH YOUR NATURAL HIGH

Natural High Principle 1:  
Pursue Your Natural High

### Materials

Device to view Natural High Videos  
Note-taking supplies  
Action plan prompts (below)

### Activity Description

A natural high is any activity you love to do that makes you feel good and does not involve drugs or alcohol. You don't have to be an Olympic champion or a professional musician to engage in an activity meaningfully. Finding your natural high can be as simple as thinking about what you enjoy and making an effort to spend some time doing it. This activity is designed to get you thinking about what you already enjoy or would like to try. Even if it doesn't become your true passion, the exploration will allow you the opportunity to learn more about yourself, hopefully while having a good time.

### Suggested Steps

1. Watch one or more Natural High videos.
2. In the video(s) you watched, what makes a natural high a natural high?
3. What do you consider your natural high? If you don't have one, what might be one you'd like to try?



4. If you already have a natural high (and if you don't, skip to the next question), respond to the following:

- How often are you engaging in your natural high?
- What is a way you can get more involved?
- What is a way you can take it to the next level (with regard to achievement, commitment, and/or sharing it)?
- What will you do (action) to get more involved and when (date and time)?

5. If you don't yet have a natural high, respond to the following:

- List three activities you enjoy.
- List three activities you would like to try for the first time.
- Of the activities you listed in 5a and 5b, what is one that you can commit more time and energy toward?
- Decide on a day and time to take your first step toward com

# RED RIBBON WEEK

## DAY 2 LESSON PLAN



### MIKE CONLEY JR.

#### PRO BASKETBALL PLAYER

Utah Jazz point guard Mike Conley Jr. turned his focus to basketball in order to rise above peer pressure. He knew that drugs would not help him get to the NBA.

#### STEP 1 WATCH 3 MIN 1 SEC



#### WAYS TO WATCH

- ☐ YouTube: [bit.ly/MikeConley-YT](https://bit.ly/MikeConley-YT)
- ☐ SchoolTube: [bit.ly/MikeConley-ST](https://bit.ly/MikeConley-ST)
- ☐ Direct Download: [bit.ly/MikeConley-DL](https://bit.ly/MikeConley-DL)

# RED RIBBON WEEK

STEP 2  
**DISCUSS**  
15-30 MIN



## DAY 2 LESSON PLAN: DISCUSSION QUESTIONS

MIKE CONLEY JR.

Pro Basketball Player



### SUGGESTED QUESTIONS TO ASK AFTER WATCHING THE VIDEO:

Question #1:

Who do you want to become?

Question #2:

Have you ever struggled to say, “no”? What might you try differently the next time you find yourself in a situation where you might have trouble resisting peer pressure?

Question #3:

When Mike says, “Hold yourself to a different... a higher level” what does he mean? How do you hold yourself to a higher level? How would you like to?

Question #4:

Mike mentions that he would make excuses when someone would ask him to do drugs. What are some responses you could use if someone were to offer drugs to you?

Question #5:

Mike says that it’s more important to make a name for yourself than to be popular. What do you think he means by making a name for yourself? Do you agree? Why or why not?

# RED RIBBON WEEK

## STEP 3

### GO DEEPER

60-90 MIN



### FIND THE WORDS AND SHARE THEM

Natural High Principle 4:  
Believe In Yourself

#### Materials

Materials for creative messages (posters, blogs, posts, podcasts, etc.)  
Digital device to view video and article (or print out article)

#### Activity Description

Many Natural High storytellers convey that it takes confidence to simply say “no.” Some have even invented excuses to avoid negative situations. It can be a challenge to think of the right thing to say in the heat of the moment. This is one of the reasons peer pressure can be so effective. Knowing how to respond before you’re in a difficult situation can help. This activity is designed to help you prepare for those situations and to share your ideas with your community.

#### Suggested Steps

1. Watch this video: [https://youtu.be/\\_A7h2JtcPf0](https://youtu.be/_A7h2JtcPf0) Then read this article: <https://teens.drugabuse.gov/blog/post/good-riddance-peer-pressure>
2. Get in pairs or small groups and design a poster, blog post, podcast, etc. that gets the word out about effective ways to resist negative peer pressure. An effective message will include facts about how peer pressure works and how to respond to it. Don’t just list information. Be creative. Think carefully about how to make this a fun and engaging way to learn about responding to negative peer pressure.
3. Share your message with the larger group and take note of any ideas new to you that you could use.

# RED RIBBON WEEK

## STEP 3

### GO DEEPER

40-60 MIN



### DEVELOP MY SUPPORT TEAM

Natural High Principle 3:  
Cultivate Mentor Relationships

#### Materials

Device to view Natural High Videos  
Note-taking supplies  
Action plan prompts (below)

#### Activity Description

Everyone needs someone in their lives who they can count on and who can help them make healthy, happy, and rewarding decisions. This activity is designed to help you think through who makes up the team of people that can support you.

Peer pressure is as much about peer selection as it is about negative influences. Who we seek out for advice and support makes a big difference. In this activity, simply identify who you turn to for help and support and share why. You do not have to include names if you do not want to—you can use “friend,” “classmate,” or “relative” instead.

Identify the person/people you would ask for help with fun or challenging situations and briefly share why you identified them. This activity is to help you begin to think through people in your life you can truly count on and create a group you can learn to count on.

By contacting members of the support team, you are committing to making a connection and letting the support team know they have a responsibility to you and that you appreciate it.

## Suggested Steps

1. Think through your support team.

On your own, think through the following prompts and questions. You can respond independently on paper or on computer, or if the setting and time allows, consider having a conversation with another person or a small group.

### Questions and Prompts:

- Who do you turn to when you have questions, need support, or simply want to talk through an issue or concern?
- Who do you turn to for help with math homework? Why?
- Who do you turn to for help with friends? Why?
- Who can you always call for help? Why?
- Who can you ask for a ride home from school? From a party? Why?
- Who can you turn to for help with household chores? Why?
- Who can you talk to about anything? Why?

2. Consider how you can lean on your support team. How does your support team help you? If people at school or outside of school were pressuring you to try something that made you uncomfortable, who would you turn to for help dealing with the situation? (Again, you don't have to include names.) What do you think they would say or how do you think they would support you in making the healthy, positive decision?

3. Contact your support team. Generate a plan to contact your support team. Contact could include reaching out by phone or text, letting them know they are a member of your support team and explaining what that involves, and thanking them for being someone in your life you can count on. The plan should include:

- When you will reach out
- How you will reach out
- Who you will reach out to
- What you will say to this person/people (consider thanking them)
- What questions you would want to ask.

4. Share your plan of contact.

- Making a commitment to do this will help to ensure they do it. Either write it down, or talk with your pair or group members to share your plan.
- What is your plan?
- When will you reach out?
- How will you make contact?
- What will you share and/or ask of your team?



# RED RIBBON WEEK

## DAY 3 LESSON PLAN



### BETHANY HAMILTON

#### PRO SURFER

Having survived a shark attack that left her without an arm, Bethany Hamilton's passion for life and surfing stayed strong, leading her to victories in her field.

#### STEP 1 WATCH 5 MIN 6 SEC



#### WAYS TO WATCH

- ☐ YouTube: [bit.ly/BethanyHamilton-YT](https://bit.ly/BethanyHamilton-YT)
- ☐ SchoolTube: [bit.ly/BethanyHamilton-ST](https://bit.ly/BethanyHamilton-ST)
- ☐ Direct Download: [bit.ly/BethanyHamilton-DL](https://bit.ly/BethanyHamilton-DL)

# RED RIBBON WEEK

STEP 2  
**DISCUSS**  
15-30 MIN



## DAY 3 LESSON PLAN: DISCUSSION QUESTIONS

**BETHANY HAMILTON**

Pro Surfer



### SUGGESTED QUESTIONS TO ASK AFTER WATCHING THE VIDEO:

#### Question #1:

Bethany says that staying drug-free was not a hard choice for her. Is it a hard choice for you? Why or why not?

#### Question #2:

Bethany lost her arm to a shark attack, which changed her life forever. She discusses how everyone has problems, including school, family and other issues. What are some of your small challenges? How about some of your larger ones?

#### Question #3:

Describe a small or large challenge you faced recently and how you dealt with it. What are you proud of in your response and what would you change?

#### Question #4:

Having a natural high helped Bethany stay focused during a difficult time. Do you have a Natural High, a relationship, or a responsibility that helps you to remain focused? What is it, and describe a time it helped you to keep your focus?

#### Question #5:

Have you ever been disappointed or dissatisfied by your natural high? How can you use Bethany's story to encourage you to overcome challenges when your natural high seems to disappoint you?

# RED RIBBON WEEK

## STEP 3

### GO DEEPER

40-60 MIN



## STRATEGIES TO MANAGE STRESS

Natural High Principle 6:  
Develop Resilience

### Materials

Note-taking supplies

### Activity Description

Everyone experiences a variety of stress in their day-to-day lives, and sometimes we face stress that feels unsurmountable. Stress can be a trigger for drug use. Drugs can sometimes make us feel less stress in the moment, and it can be tempting to relieve the stress through chemicals. But drugs are not a long-term or safe coping mechanism. We have our own instinctive coping strategies and can learn new ones.

The idea behind this activity is to actively identify what you naturally tend to do when you are stressed or facing a challenge and determine if it's an effective strategy for you. You can share your coping strategies with others and learn some new ones. Hopefully you will develop a list of effective strategies that you find work well and some of them will become second nature with practice. Sharing this work with members of your support team can help you reinforce using them in your more vulnerable moments.

### Suggested Steps

1. Take notice of your stress.

Take a moment to think about stress you experience in your day-to-day life. Note what you are nervous about. What do you worry about? Is there anything out of the normal routine that has you worried even more than usual?

2. Consider your current coping strategies.

Now take a moment to think about how you generally cope with stress. Many of us cope in different ways, and often it depends on the severity of the stress. Do the ways you cope settle your nerves or do you find your stress never goes away?

3. Create a list.

Generate a list of your current coping mechanisms, noting which ones work best and when you use certain ones.

4. Share and learn.

Meet in a small group to add some new ideas to your list. You could also do this as a larger group gallery walk activity where everyone lists their strategies on flip chart paper around the room and adds to each other's ideas.

# RED RIBBON WEEK

## STEP 3

### GO DEEPER

40-60 MIN



## PROMPT A FAMILY CONVERSATION

Natural High Principle 3:  
Cultivate Mentor Relationships

### Materials

Suggested prompts (below)

### Activity Description

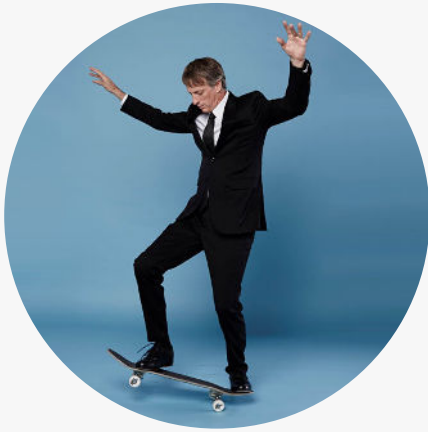
We build relationships through conversation. This activity is designed to get you thinking about how you interact with your family and/or other adult mentors in your life, and to help you make stronger connections. You will develop prompts and questions to use in order to start and continue a conversation.

### Suggested Steps

1. Identify a time you can talk with members of your family or an adult mentor you trust. This should be a time when you feel you can open up and talk about serious and important topics. What is a good time for conversation?
2. Develop a list of prompts and/or questions for your conversation. You can use some of the following suggested prompts and questions:
  - What was a highlight of your day?
  - What was a big challenge in your day? What are you grateful for today?
  - What were you like as a kid? What do you wonder about me?
  - What would you do if you could do anything?
  - We talked about finding a Natural High today; what are your Natural Highs?
3. Go home and have these conversations. Consider writing up a reflection piece on the experience

# RED RIBBON WEEK

## DAY 4 LESSON PLAN



### TONY HAWK

#### PRO SKATEBOARDER

Tony Hawk paved the way for professional skateboarding and created a foundation dedicated to supporting underserved youth with skateboarding programs. He talks about the feeling of creating in his field and shares his reasons for choosing to live drug-free.

STEP 1  
**WATCH**  
3 MIN 9 SEC



#### WAYS TO WATCH

- ☐ YouTube: [bit.ly/TonyHawk-YT](https://bit.ly/TonyHawk-YT)
- ☐ SchoolTube: [bit.ly/TonyHawk-ST](https://bit.ly/TonyHawk-ST)
- ☐ Direct Download: [bit.ly/TonyHawk-DL](https://bit.ly/TonyHawk-DL)

# RED RIBBON WEEK

STEP 2  
**DISCUSS**  
15-30 MIN



## DAY 4 LESSON PLAN: DISCUSSION QUESTIONS

**TONY HAWK**

Pro Skateboarder



### SUGGESTED QUESTIONS TO ASK AFTER WATCHING THE VIDEO:

#### Question #1:

Tony was exposed to drugs at a young age and saw that they could affect performance. He didn't want to compromise his own skating performance. Is there something you feel you wouldn't want to compromise?

#### Question #2:

Tony suggests that it's hard to say "no" to drugs and alcohol. How do you say, "no"?

#### Question #3:

Tony describes the feeling of creating his own tricks as a buzz. In what ways are you creative? When do you feel your own "buzz?"

#### Question #4:

Tony says that a natural high to him is being present and enjoying what you do on a physical and mental level. When have you experienced that feeling of being present and enjoying something on a physical and mental level?



# RED RIBBON WEEK

## STEP 3

### GO DEEPER

40-60 MIN



### LANDING YOUR TRICK

Natural High Principle 5:  
Goal-Setting

#### Materials

Note-taking supplies  
List of questions (below)

#### Activity Description

In the Natural High videos, we see celebrities enjoying their natural highs. Sometimes it's hard to imagine the hard work that goes into the success the celebrities have achieved. This activity is designed to help you think through a long-term goal and how to achieve it. We can sometimes get overwhelmed, and if we learn to break down a goal into steps, it makes the achievement more manageable.

The point of this activity is to help you think through processes and develop patience and determination, as opposed to finishing and achieving. Sometimes we are successful in our goals, and sometimes we are not. We need to understand that both outcomes are possible. In fact, if you move through the process and decide you do not want to continue, you have learned in that experience what is worth your time and what commitment truly looks like.

#### Suggested Steps

1. Talk or think about what it means to you to land a trick?

Think about a time when you've landed a trick. It doesn't have to be a literal trick or even a new trick that no one has done. It's more about the beauty of owning, doing, or building something in some way.

2. Consider your tricks.

- What have you created that you're proud of?
- What was involved in creating it?
- Why are you proud of it?
- Is there anything you would do/or have done differently if you were to create the same thing/experience again?

3. What's the trick?

- If you had no limits of money, time, or expertise, what trick would you like to land?
- What do you want to create? Is it landing a skateboarding trick, making your mark on a sports team with a three-pointer, performing a new song on the piano, recording a song, making a movie, writing an essay, or even a book?
- What steps (big and small) would it take to land that trick? List (or narrate) the steps required to "land your trick". Be realistic even if you don't think you could do each step just now.

4. Plan the land.

- There are limitations of money, time, and expertise.
- What is one thing you can do, starting now, that will help you get to landing your trick? Is it taking a class, performing academically, or trying a new activity? Is it asking questions of someone or reading up on information?
- What is a realistic goal you can set to help you move one step closer to your trick?

# RED RIBBON WEEK

## STEP 3

### GO DEEPER

50-90 MIN



### MEDIA INSPECTION

Natural High Principle 6:  
Develop Resilience

#### Materials

Devices for students to find examples on social media and other platforms  
Examples of media that highlights drug use and media that discourages it

#### Activity Description

We are flooded with images and messaging from a variety of media sources. The amount of time we spend interacting and passively engaging on devices has increased dramatically in just the past few years. The images and messages leave an impact, sometimes an impact we don't even realize. It's important to educate ourselves to filter what we see, read, and hear and process it with our own perspective and values in mind. This activity is designed to help you recognize messaging and to start thinking about it so you can be better prepared to be savvy consumers of media.

#### Suggested Steps

1. Ask:

- What is exciting, interesting, or alluring about drug use?
- When do you stop to think about images and messages you see and hear when you watch shows or movies, read a book, listen to podcasts or music, or look at photos or memes? Do you ever discuss lyrics to a song or outcomes from a book with friends or family? If so, what is an example?

## 2. Find examples.

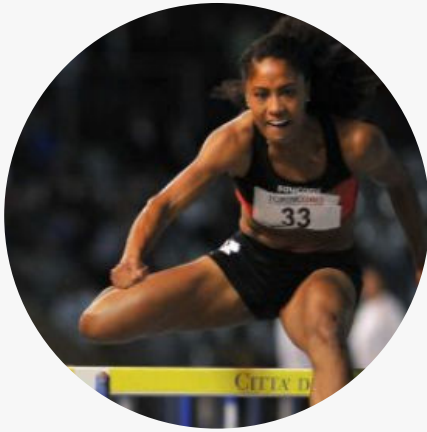
- Find three examples of celebrities, movies, books, shows, memes, or songs that make drugs look like a good, healthy, or appealing option. Explain what it is about these examples that make drug use look fun or like a good idea. You can jot down notes or discuss with a partner or small group.
- Find three examples of celebrities, movies, books, shows, memes, or songs that contradict the first three. What makes these compelling arguments against using drugs? You can jot down notes or discuss with a partner or small group.

## 3. Discuss:

- In small groups, talk about which images are more widespread/easier to find? Why do you think that is the case?
- How do these images impact decisions you make? What is a behavior you'd want to continue or change after thinking about this activity?

# RED RIBBON WEEK

## DAY 5 LESSON PLAN



### QUEEN HARRISON

#### OLYMPIC HURDLER & SPRINTER

Team USA hurdler and sprinter Queen Harrison credits her numerous accolades (including The Bowerman) to hard work, perseverance, and a clean lifestyle.

#### STEP 1 WATCH 5MIN 55 SEC



#### WAYS TO WATCH

- ☐ YouTube: [bit.ly/QueenHarrison-YT](https://bit.ly/QueenHarrison-YT)
- ☐ SchoolTube: [bit.ly/QueenHarrison-ST](https://bit.ly/QueenHarrison-ST)
- ☐ Direct Download: [bit.ly/QueenHarrison-DL](https://bit.ly/QueenHarrison-DL)

# RED RIBBON WEEK

STEP 2  
**DISCUSS**  
15-30 MIN



## DAY 5 LESSON PLAN: DISCUSSION QUESTIONS

QUEEN HARRISON

Olympic Hurdler & Sprinter



### SUGGESTED QUESTIONS TO ASK AFTER WATCHING THE VIDEO:

Question #1:

How can having goals help you to push through day-to-day problems?

Question #2:

What have you done to work toward your goal? What can you do to work toward it, to help you stay focused?

Question #3:

Writing down your goals helps you to use them as a guidepost for your actions. Where can you keep your goals written where you can remind yourself of them?

Question #4:

Queen talks about masking pain with drugs. What do you think this means? Do you ever mask your pain? How? What are other ways to handle pain?

Question #5:

Queen suggests that success is “a direct reflection of who you surround yourself with.” Who do you surround yourself with? Do they reflect your success? How?

Question #6:

She adds, “Put your blinders on to those negative people and don’t allow them into your circle.” Do you have to use blinders? Why or why not?

# RED RIBBON WEEK

## STEP 3

### GO DEEPER

40-60 MIN



### REACTING IN THE MOMENT

Natural High Principle 4:  
Believe In Yourself

#### Materials

#### Scenarios

#### Activity Description

This activity will guide you through a role-play experience to help prepare skills for problem-solving.

#### Suggested Steps

1. Get into small groups.
2. Read through the scenarios and choose one to act out as a skit for the larger group.
  - You are on your way home from practice alone, when some popular students ask you to hang out and have a smoke with them.
  - A dance has just gotten out at school, and a few students tell you they know of a house where the parents aren't home. Your friends try to talk you into going.
  - You're at a school football game and a small group of students in the bleachers are drinking alcohol out of water bottles. They offer you a drink.
  - You walk into the school bathroom, where you find a few kids vaping. They ask if you want to join them.
  - A group of popular older students approaches you at a school concert and invite you to a party. You are with your friends. They offer to text you the information. All your friends want to go.



- You have been invited to an overnight sleepover by an old friend. One of the people at the party brings alcohol and another brings prescription drugs to share.
- An old friend from elementary school has become involved with a new group of friends. They asks you to join them after school to smoke weed.

3. Prepare your skit. Consider:

- Would finding your natural high be an option here?
- Do you need to tell a white lie to get out of a situation? Is that ever ok?
- What are your values and how can you let them guide your response?
- Do you have a friend or ally in this situation?

4. Act out your skit and watch the other groups.

Consider how the characters respond to problems and think about what you could do realistically

# RED RIBBON WEEK

## STEP 3

### GO DEEPER

40-60 MIN



## DRUG AND ALCOHOL IQ AND PLEDGE

Natural High Principle 1:  
Pursue Your Natural High

### Materials

Note-taking supplies

List of questions (below)

Access to the Internet

National Drug & Alcohol IQ Challenge at <https://nida.nih.gov/publications/national-drug-alcohol-iq-challenge>

### Activity Description

There is a lot of information accessible to us and it's helpful to separate fact from fiction. You will take the National Drug & Alcohol IQ Challenge and generate a list of resources for yourself and others. Signing the pledge and including your parent or guardian can help you keep yourself accountable to making good decisions.

### Suggested Steps

1. Consider each question and jot down your own personal reflections to share with others:

- Has anyone offered you drugs or alcohol?
- Are you curious about using drugs and alcohol?
- Who can you talk to about using drugs and alcohol?
- What is drug addiction?
- Is it safe to experiment with drugs?
- How do you "just say no"?

2. Take the National Drug & Alcohol IQ Challenge either online at <https://nida.nih.gov/publications/national-drug-alcohol-iq-challenge>
3. Explore the National Institutes of Health's National Institute of Drug Abuse for Teen website at <https://teens.drugabuse.gov/>.
4. Reflect on what you learned from the above resources. List a few consequences of drug and alcohol abuse. Brainstorm some personal reasons for you to avoid drugs and alcohol.
5. Sign the drug-free pledge at [www.naturalhigh.org/pledge](http://www.naturalhigh.org/pledge) and ask your parent or guardian to join you.

**I PROMISE TO SAY “YES” TO LIFE  
AND “NO” TO AN ARTIFICIAL HIGH**

**MY NATURAL HIGH IS**

---

**I PLEDGE TO LIVE NATURALLY HIGH BECAUSE**

---

\_\_\_\_\_  
Your Signature

\_\_\_\_\_  
Your Name

\_\_\_\_\_  
Date

**TAKE THE PLEDGE**

Learn More at [NaturalHigh.org](http://NaturalHigh.org)  
#LIVENATURALLYHIGH

The logo consists of a square with a vertical orange-to-red gradient. The top-left corner of the square is cut off at a 45-degree angle. Inside the square, the letters 'NTH' are written in a bold, white, sans-serif font.

NTH

# IS MY **NATURAL HIGH**

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NaturalHigh.org

#LIVENATURALLYHIGH

# SHOP RED RIBBON MERCH

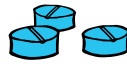
Your purchase will further the mission to help students make more thoughtful decisions about the choices they make for their future, and all proceeds from our store go directly to our efforts to reach more students and more schools.

The deadline to order your Red Ribbon Week swag and guarantee delivery is October 14th.

[NATURALHIGH.ORG/STORE](https://NATURALHIGH.ORG/STORE)



## HOW TO TALK TO YOUR KIDS ABOUT



# FENTANYL

### HAVE A CONVERSATION WITH YOUR CHILD

Start with a general conversation about pain, stress, mental health, and medications. Mental health is a key factor in substance use: 86% of youth 13-17 are overwhelmed and 79% say anxiety and stress is a common reason to misuse medication.

Explain that pain and stress are normal things that happen in life, and provide suggestions on how to manage them.



### A POTENTIALLY LETHAL DOSE



### EXPLAIN WHAT FENTANYL IS AND WHY IT'S SO DANGEROUS

- Fentanyl is a powerful opioid being added to fake prescription pills and other drugs you can buy "off the street". Fentanyl is added to increase profits because it's cheaper and stronger.
- One pill can kill. A potentially lethal dose of fentanyl is the size of 2 grains of salt.
- If it's not from your child's doctor or pharmacy, don't take it.
- Anyone who misuses prescription pills or uses drugs, even the first time, is at risk of a fentanyl overdose.
- A "friend" or drug dealer may not know if the product they are selling contains fentanyl, and there's no way they can guarantee that it doesn't contain fentanyl.

### FOCUS THE CONVERSATION ON SAFETY

Instead of focusing the conversation around punishment for drug use, share that you care about them and want them to be safe.

As parents, you are an important influence in your kids' lives. One of the best ways to protect kids from substance use is by having regular and open conversations to educate them about the risks. Listen to them without judgment. Also monitor their social media use. Drugs are often provided by someone that they know or a stranger that they meet on social media.

Mistakes are part of growing up.  
Don't be afraid to come to me.

Your future is important. I want  
you to be around for it.

I will love you no matter what -  
you can always talk to me.