# RED RIBBON WEEK

A curriculum built just for your classroom — one day at a time.



# CLASSROOM TOOLKIT

OCTOBER 23–31, 2026

naturalhigh.org

# ONE WEEK. ONE DAY AT A TIME.

Use the playlist as a ready-to-go starting point. Days 1–4 pair storyteller videos with discussion questions and optional activities. Day 5 closes the week with a sticky-note board reflection.

1

## WATCH

Preview each featured video in full before showing it.

2

## DISCUSS

Use the official questions for the video day.

3

## GO DEEPER

Choose a listed activity when time and class needs allow.

### BEFORE YOU PRESS PLAY

Please watch each video in full and review its lesson plan before sharing it with students. As the educator, you are responsible for reviewing the materials and deciding what is appropriate for your students, in line with your school guidelines. Choose, adapt, or skip any video or activity to fit your classroom.

**OPEN THE RED RIBBON WEEK 2026 PLAYLIST**

The playlist has video lessons and discussion questions for Days 1–4, plus a Day 5 sticky-note reflection activity.

# FIVE DAYS. FIVE WAYS TO GROW.

Meet four storytellers, explore the official daily themes, and take part in a classroom sticky-note activity.

**DAY 1**
MON



## MAKING A DIFFERENCE

Carissa Moore • Influence

**DAY 2**
TUE



## YOUR STORY ISN'T FINISHED

Jawann Blanchey • Resilience

**DAY 3**
WED



## DISCOVER YOUR NATURAL HIGH

Lisa Leslie

**DAY 4**
THU



## EVERY HERO STARTS WITH ONE CHOICE

Brian "Head" Welch • Belief

**DAY 5**
FRI




## STICKY NOTE REFLECTION ACTIVITY

Class activity

The playlist offers a flexible sequence: run one short lesson each day, combine a video with a longer activity, or curate the pieces that best fit your schedule.

NATURALHIGH.ORG/PLAYLISTS/RED-RIBBON-WEEK-2026

DAY 1

INFLUENCE

# MAKING A DIFFERENCE

**CARISSA / PRO SURFER + OLYMPIAN**

A four-time World Champion from Honolulu, Carissa became the first woman to win an Olympic gold medal in surfing in 2021. Her story connects big dreams and inspiring people with choices that help protect the future she wants.



OPEN PLAYLIST • VIDEO 2:35

MEET CARISSA

## DISCUSSION QUESTIONS

**Use the official questions for this storyteller in the section at the back.**

They are included in full and grouped by day for easy classroom use.

## GO DEEPER

Open a listed activity for its original directions, materials, and timing.

**Your Personal Hero**

**Develop My Support Team**

**React in the Moment**

Choose the activity that fits your group. All activities are optional extensions.

DAY 2

RESILIENCE

# YOUR STORY ISN'T FINISHED

**JAWANN / PRO DRUMMER**

Jawann Blanchey has been a drummer since age two. While experiencing homelessness, his dream and belief in himself helped him stay focused. Music kept him off the streets and away from drugs.



OPEN PLAYLIST • VIDEO 5:36

MEET JAWANN

## DISCUSSION QUESTIONS

**Use the official questions for this storyteller in the section at the back.**

They are included in full and grouped by day for easy classroom use.

## GO DEEPER

Open a listed activity for its original directions, materials, and timing.

**Designing Your Future**

**Spreading Resilience**

**Develop My Support Team**

Choose the activity that fits your group. All activities are optional extensions.

DAY 3

# DISCOVER YOUR NATURAL HIGH

**LISA / WNBA ALL-STAR + OLYMPIAN**

Lisa Leslie focused on school and basketball to reach her dreams. Her determination led to WNBA honors and four Olympic gold medals. Her story follows the goals and choices that shaped her path.




OPEN PLAYLIST • VIDEO 3:20

MEET LISA

## DISCUSSION QUESTIONS

**Use the official questions for this storyteller in the section at the back.**

They are included in full and grouped by day for easy classroom use.

## GO DEEPER

Open a listed activity for its original directions, materials, and timing.

**Prompting a Family Conversation**

**Landing Your Trick**

**Using Models to Understand Consequences**

Choose the activity that fits your group. All activities are optional extensions.

DAY 4

BELIEF

# EVERY HERO STARTS WITH ONE CHOICE

**BRIAN / LEAD GUITARIST, KORN**

Brian "Head" Welch's story is about belief: discovering what interests you, seeing how small decisions add up, and handling peer pressure so one good choice can lead to the next.



OPEN PLAYLIST • VIDEO 3:20

MEET BRIAN

## DISCUSSION QUESTIONS

**Use the official questions for this storyteller in the section at the back.**

They are included in full and grouped by day for easy classroom use.

## GO DEEPER

Open a listed activity for its original directions, materials, and timing.

**Fuel Your Natural High**

Choose the activity that fits your group. All activities are optional extensions.

CLASS ACTIVITY

# STICKY NOTE BOARD

Take two different-colored sticky notes. Write one response on each, then add both notes to your class board.

**NAME** _____

## USE TWO DIFFERENT COLORS

Draft your answers below, then copy each one onto its own sticky note.

### STICKY NOTE 1 / COLOR A

**What makes someone a hero?**

_____

_____

_____

_____

### STICKY NOTE 2 / COLOR B

**What's your Natural High?**

_____

_____

_____

_____

**Write each response on a different-colored sticky note, then add both to the board.**

**OPEN THE DAY 5 STICKY NOTE ACTIVITY**

# PICK AN ACTIVITY FROM THE LIST.

Choose a few easy ways to make healthy choices and student strengths visible across your school.

### 01 Natural High photo spot

Invite students to share a passion, skill, or activity that helps them feel their best.

### 02 Classroom “natural highs” wall

Collect student ideas and notice the many ways people recharge and grow.

### 03 Student-designed posters

Create positive messages about choices, goals, and supportive friendships.

### 04 Red day or spirit day

Pair the school celebration with a short daily reflection or announcement.

### 05 Pledge display

Invite students to make a personal commitment and add it to a shared display.

### 06 Student voices

Ask students to create brief announcements, art, or a resilience message.

### 07 Family conversation

Send home a discussion prompt or invite families to an event.

### 08 Guest storyteller

Invite a local role model to talk about a passion and a choice that shaped them.

Adapt activities to your community and school policies. For online sharing, get parent/guardian consent before posting student photos or work.

# A FIVE-DAY MESSAGE SERIES.

Read a short script each morning. If your school shares video announcements, pair the message with the day's featured storyteller video.

### DAY 1 / INFLUENCE

Welcome to Red Ribbon Week. Today we meet Carissa Moore, a champion surfer whose big dreams and inspiring people help guide her choices. Who is someone who inspires you?

### DAY 2 / RESILIENCE

Today we hear from drummer Jawann Blanchey. His love of music helped him stay focused through hard times. What is something you love that could help you keep going when life gets tough?

### DAY 3 / DISCOVER YOUR NATURAL HIGH

Today we hear from Lisa Leslie. Focusing on school and basketball helped her work toward her dreams. What is a goal you're working toward, and what helps you stay focused?

### DAY 4 / BELIEF

Brian "Head" Welch reminds us that every hero starts with one choice. What is one small choice you can make today that your future self will appreciate?

### DAY 5 / STICKY NOTE BOARD

Take two different-colored sticky notes. On one, answer "What makes someone a hero?" On the other, answer "What's your Natural High?" Add both notes to the board.

Review each video before showing it and select the materials that suit your students and school guidelines.

# KEEP THE CONVERSATION GOING.

Families and school communities can reinforce the week with small, open-ended conversations.

1. What is something you are passionate about that makes you feel like your best self?
2. Who is someone you look up to, and why?
3. What does being a hero mean to you?

## WAYS TO INVOLVE FAMILIES

- Share the playlist and a discussion prompt with families.
- Invite families to add a pledge or reflection.
- Share a classroom activity through your PTA or school community.
- Choose a storyteller video for a family conversation.

## SOCIAL COPY YOU CAN USE

"This Red Ribbon Week, we're celebrating the passions, people, and choices that help young people thrive. Explore Natural High's free 2026 classroom playlist: naturalhigh.org/playlists/red-ribbon-week-2026 #LiveNaturallyHigh"

Get parent/guardian consent and follow school policy before posting student photos or work.

MY COMMITMENT

# I PLEDGE TO

# LIVE NATURALLY HIGH.

A personal promise to choose the people, passions, and goals that help me live life well.

**My natural high is...**

_____

_____

_____

**One healthy choice I will make is...**

_____

_____

_____

**A person I can turn to for support is...**

_____

**NAME** _____ **DATE** _____

Make your commitment your own. Share it with someone you trust, display it in class, or take it home.

TAKE THE PLEDGE ONLINE

# YOUR NEXT GOOD RESOURCE.

Use these links to open the current lesson materials and related Natural High resources.

- **2026 Red Ribbon Week playlist**
  Days 1–4 video lessons and questions, plus the Day 5 reflection activity.
- **Day 5 sticky note board worksheet**
  Black-and-white printable: answer both prompts on different-colored notes.
- **Carissa Moore storyteller page**
  Story, video, and companion activity resources.
- **Jawann Blanchey storyteller page**
  Story, video, and companion activity resources.
- **Lisa Leslie storyteller page**
  Story, video, and companion activity resources.
- **Brian “Head” Welch storyteller page**
  Story, video, and companion activity resources.
- **Natural High family resources**
  Conversation starters and resources for parents/caregivers.
- **Fentanyl Toolkit**
  Educator and family information, videos, and the Fentapill lesson.
- **Natural High printables**
  Browse posters, fact sheets, and other downloadable resources.

The playlist page has the current video players, storyteller details, discussion questions, and companion activities.

**OPEN THE 2026 PLAYLIST**

**PRINTING TIP** The original pledge sheet is the final page. Print that page in landscape on US Letter.

DAY 1

# CARISSA MOORE

Making a Difference / Influence

OPEN THE OFFICIAL QUESTION PDF

1. What are the big, bold dreams you have for your life?
2. Who are the people you look up to that you consider successful and full of life and joy?
3. What would you do differently if you took your dreams seriously?
4. What's a habit you have now that might not help you in the pursuit of your dreams?
5. What would you be willing to change or do differently to achieve your dreams?
6. Carissa is exposed to alcohol yet she chooses her natural high as a way to say "no" – do you have a plan to say "no"?

DAY 2

# JAWANN BLANCHEY

Your Story Isn't Finished / Resilience

OPEN THE OFFICIAL QUESTION PDF

## FINDING WHAT YOU LOVE

Jawann faced serious challenges, including homelessness, but his passion for drumming gave him something meaningful to keep pursuing.

1. What do you think drumming gave Jawann beyond just something he enjoyed doing? How might it have shaped his sense of purpose or the future he imagined for himself?

2. What is something in your life that makes you feel motivated, focused, confident, or fully yourself? How could investing more time in that passion positively impact your life?

## CHOOSING TO KEEP GOING

Jawann talks about reaching moments when he had a choice: keep moving toward the life he wanted or allow his circumstances to pull him in another direction.

1. What choices do you think helped Jawann continue pursuing his goals, even when his circumstances made it difficult?

2. Think about a goal or future you want for yourself. What choices can you make now—even small ones—that move you closer to it? What choices could take you further away?

## PROTECTING YOUR NATURAL HIGH

For Jawann, music became more than a passion. It gave him direction and helped him stay away from drugs and other choices that could have changed his future.

1. Why can having something you genuinely care about—a sport, art, music, relationships, a career goal, or another passion—give you a reason to make healthy choices?

2. What is your Natural High, or something you want to pursue or discover? How can staying drug-free help you protect it and the future you want?

DAY 3

# LISA LESLIE

Discover Your Natural High

OPEN THE OFFICIAL QUESTION PDF

## REPRESENTING WHAT MATTERS

Lisa talks about wanting to represent her family well and make choices she could be proud of.

1. Who or what do you represent through the choices you make—your family, friends, team, community, or yourself?
2. How can thinking about who and what matters to you influence the choices you make, especially when you're under pressure?

## LEARNING FROM PEOPLE WHO INSPIRE YOU

Seeing another girl play basketball helped Lisa see what was possible for her.

1. Who is someone you admire or look up to? What qualities or choices in that person inspire you?
2. How could you put one of those qualities into action in your own life?

## SETTING GOALS FOR YOUR FUTURE

In ninth grade, Lisa set an ambitious goal of making the Olympic basketball team and began working toward it.

1. What is something you want to accomplish or experience in your future? Why does that goal matter to you?
2. What choices or habits can you make now that will move you closer to that future—and what choices could take you further away?

## STAYING FOCUSED ON WHAT MATTERS

Lisa's focus helped her prioritize both academics and athletics as she pursued her goals.

1. What matters most to you right now, and what helps you stay focused on those priorities?
2. How can staying drug-free help you protect the goals, relationships, passions, and future that matter to you?

DAY 4

# BRIAN "HEAD" WELCH

Every Hero Starts with One Choice / Belief

OPEN THE OFFICIAL QUESTION PDF

## 1 WHAT INTERESTS YOU?

Brian's natural high is rock n' roll. From a young age he found joy playing the guitar. He said, "when I found the guitar, it was a natural way to find out what I was made for and find purpose." Little did Brian know, his natural high turned into a career. What are 3 skills that interest you that you'd like to learn?

## 2 SMALL DECISIONS ADD UP.

Brian said, "I was the guy that knew for a fact that I wasn't gonna go dark like those massive drug addicts." He believed he had "the formula": drink slowly, never get a DUI, always come home on time. How do the small decisions we make in life play into who we become?

## 3 DEALING WITH PEER PRESSURE.

Brian leaves us with a final thought: "you don't have to get peer pressured into being someone you're not". Discovering who you are and what you love to do helps you to face peer pressure. Reflect on a moment where you felt pressured to be someone you are not. How did you handle it, and do you want to handle it differently in the future?

# 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
#LIVENATURALLYHIGH