

2022 Red Ribbon Week/Prevention Month Social Media Kit

Red Ribbon Week takes place each year from October 23-31. The 2022 National Red Ribbon Week Theme (selected by National Family Partnership), Celebrate Life. Live Drug Free.™

At SAFE Project, we encourage young people to “**Choose Your Path. Make SAFE Choices.**” [Red Ribbon Week](#) starts with wearing or displaying a red ribbon to take a visible stance on substance use prevention. It's about supporting your community, your family and yourself. Because choices do matter, SAFE Project made the choice to not only wear but also to share red ribbons and prevention resources. During the week of October 23-31, we will collaborate with organizations, schools, partners and SAFE Project staff to encourage everyone to make SAFE Choices. SAFE Project is a vested partner in prevention not only in October but throughout the entire year.

How to use this toolkit

Please use the following tools to help guide your social media activity for your participation in Red Ribbon Week/Prevention Month. We encourage you to personalize these and share your own stories, photos and experiences.

TAG US

Add @SAFEProjectUS on your posts. This way, we'll see and engage and potentially share your posts!

Facebook @SAFE Project Simply put an @ symbol and begin writing the name to tag on Facebook. A drop-down menu will appear; select the correct account.	Twitter @safeprojectus	Instagram @safeprojectus	LinkedIn @SAFE Project (Stop the Addition Fatality Epidemic)
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Hashtags

Use **HASHTAGS** in your captions. Hashtags help expose your posts to new people, as well as help SAFE Project find your content.

Hashtags to use:

#SAFEChoices

#RedRibbonWeek


#RedRibbon

#PreventionMonth

#Recovery

#ChooseYourPath

Facebook and Instagram Posts

	<p>#RedRibbon Week starts with wearing a red ribbon to show your support for making safe and healthy choices.</p> <p>It continues by being an advocate for substance use prevention year round. We have a toolkit available for year round use!</p> <p>Learn how you can get involved and support the mission: https://www.safeproject.us/article/seven-ways-to-engage-red-ribbon-week/</p>
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MAKE SAFE CHOICES
ALL YEAR LONG!



#RedRibbon Week is a great time for parents, guardians, and teachers to engage with youth in critical conversations about the importance of making positive life choices.

@SAFEProject wants to help you start those conversations.

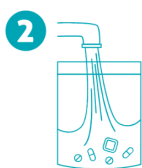
Learn more here:

<https://www.safeproject.us/prevention-month/>

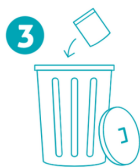
HOW DETERRA WORKS



1
Tear open pouch – do not remove inner pod(s). Place unused medications inside.



2
Fill pouch halfway with warm water and wait 30 seconds for air to release. Some foaming may occur.



3
Seal pouch tightly, gently shake and dispose of normal household trash.

#GoneForGood



Looking for ways to engage in #RedRibbonWeek? One way is to safely dispose of unwanted and unused prescription medication. Get your free Deterra Pouch this week only:
<https://www.safeproject.us/gone-for-good/>
#GoneforGood

Take the #NoShame Pledge

#REDRIBBONWEEK



This #RedRibbonWeek, **“Choose Your Path. Make SAFE Choices.”** Take the No Shame Pledge to help end the stigma around mental illness and substance use disorder.

<https://www.safeproject.us/noshame-mental-health-addiction/>



#RedRibbonWeek



What's the history behind #RedRibbonWeek and what does it mean to “Choose Your Path. Make SAFE Choices?”

Read our blog:

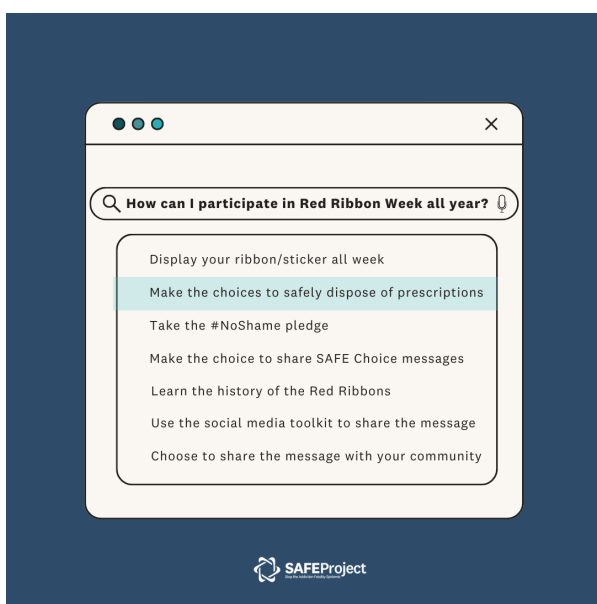
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#RedRibbonWeek is all about making positive choices.

We want to know why you CHOOSE to be an advocate.

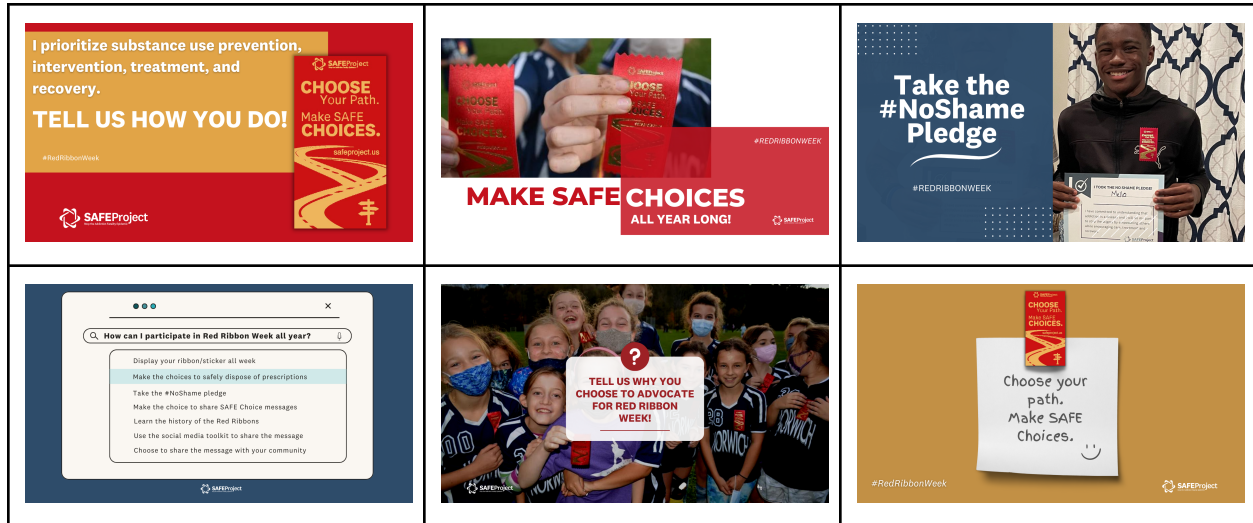
Learn more about SAFE Choices here:
<https://www.safeproject.us/prevention-month/>



We've presented 7 ways to engage in #RedRibbonWeek before and during this week. But did you know that you can also use these year round?

<https://www.safeproject.us/prevention-month/>

Twitter Posts



LinkedIn Posts

