



## Red Ribbon Week Social Media Plan

Red Ribbon Week is quickly approaching! From October 23<sup>rd</sup> to October 31<sup>st</sup>, be on the lookout for the following posts from the PLT Facebook page and join us in promoting drug prevention and Red Ribbon Week by sharing these posts to your social media accounts. The more likes and shares, the more people these posts will reach! For more ideas on what to post, visit the [national Red Ribbon Week campaign](#).

**To download an image, right click and choose 'save image as,' then upload the image to Instagram with its corresponding caption.**

### Facebook

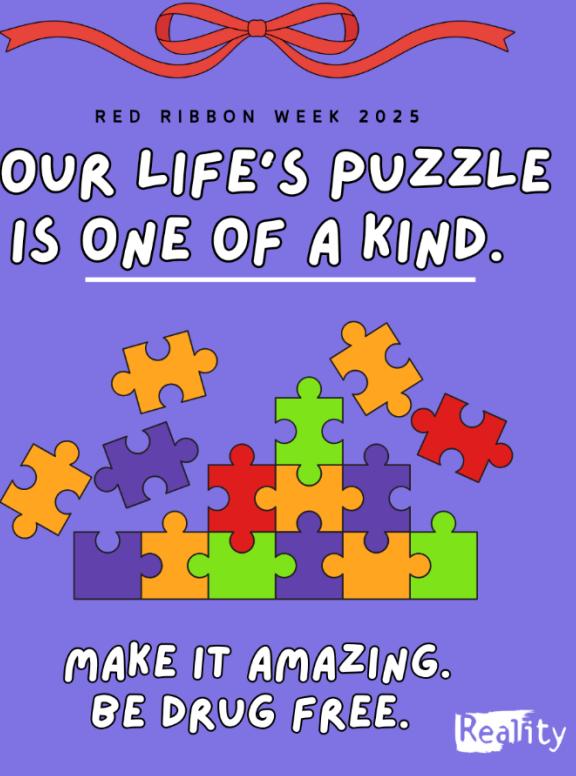
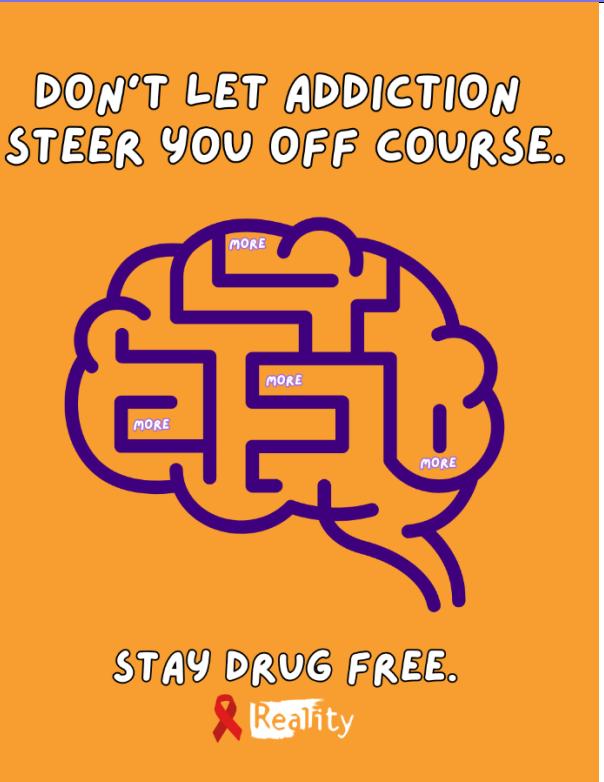
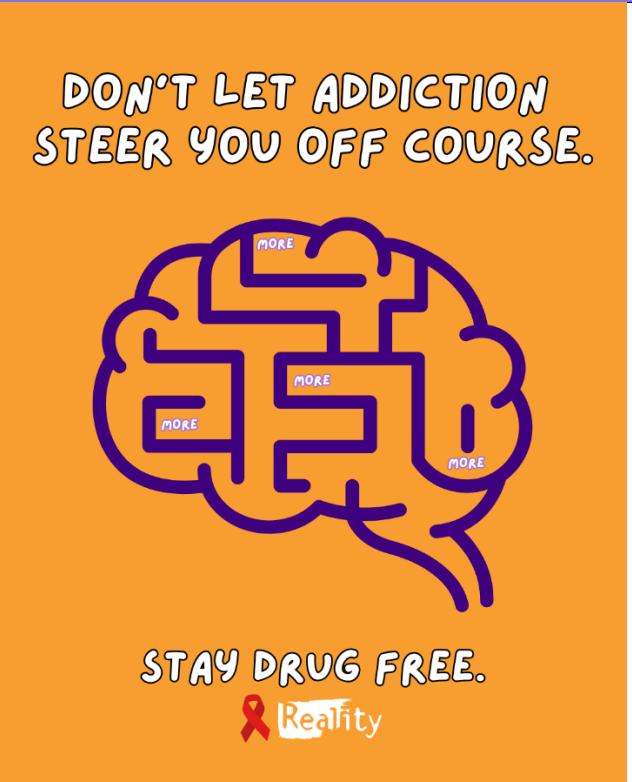
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| 10/23 | <p>Red Ribbon Week is here! This year's theme is "Life is a Puzzle, Solve it Drug Free." Parents—you play a key role in shaping your child's puzzle for success.</p> <p>This week, take the pledge to:</p> <ul style="list-style-type: none"><li>✓ Talk with your kids about making drug-free choices</li><li>✓ Model healthy stress management</li><li>✓ Celebrate their achievements in positive ways</li></ul> <p>Together, we can help every child solve life's puzzle drug free. *</p> <p>#RedRibbonWeek #DuPage PLT<br/>#LifeisaPuzzleSolveitDrugFree</p> |  |
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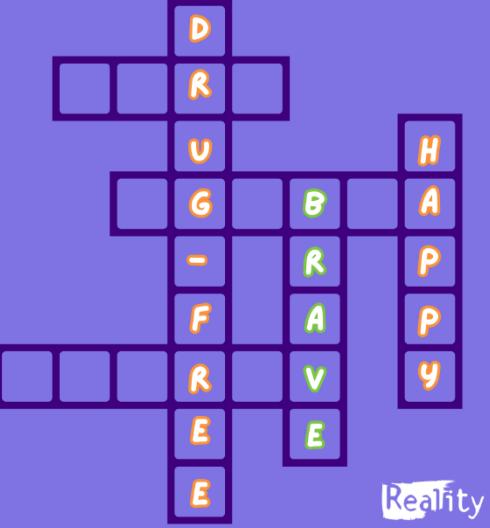
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| 10/24 | <p> <b>DID YOU KNOW?</b></p> <p>Children whose parents regularly talk with them about the dangers of drugs are 42% less likely to use them. Yet, only 1 in 4 teens say they've had these important conversations.</p> <p>Red Ribbon Week® is the perfect time to add this critical piece to your family's puzzle—start the conversation today, and keep building a strong, drug-free future together.</p> <p>Before you get started, check out these tips/tricks to having a meaningful conversation.</p> <p>#RedRibbonWeek #DuPage PLT<br/>#LifeisaPuzzleSolveitDrugFree</p>   | <p>Teen Drug Abuse: How to Talk To &amp; Help Your Teen</p> <h2>Tips for Talking About Drugs with Your Teen</h2> <ul style="list-style-type: none"> <li>• Stay calm</li> <li>• Be sensitive to their feelings</li> <li>• Ask questions</li> <li>• Reassure your teen</li> <li>• Actively listen</li> <li>• Focus on health</li> <li>• Set expectations</li> </ul>  <p>CHOOSING therapy</p> |
| 10/27 | <p> Talking to your kids about drugs doesn't have to be complicated. Think of it like solving a puzzle—one piece at a time.</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Listen more than you talk</li> <li><input checked="" type="checkbox"/> Keep your tone calm and open</li> <li><input checked="" type="checkbox"/> Use everyday moments (car rides, dinner time, TV shows) as conversation starters</li> </ul> <p>When children know they can talk to you without judgment, they're more likely to come to you with questions or concerns.</p> <p>#RedRibbonWeek #DuPage PLT<br/>#LifeisaPuzzleSolveitDrugFree</p> |    |

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| 10/28 | <p>Substance use can interfere with important puzzle pieces in a young person's life—like mental health, friendships, academics, and future goals.</p> <p>Parents can help by:</p> <ul style="list-style-type: none"> <li>✿ Monitoring social activities</li> <li>✿ Setting curfews and boundaries</li> <li>✿ Getting to know their teen's friends and peers</li> </ul> <p>Strong parental involvement is one of the biggest protective factors against youth substance use. 🌟</p> <p>#RedRibbonWeek #DuPage PLT<br/>#LifeisaPuzzleSolveitDrugFree</p>   |   |
| 10/29 | <ul style="list-style-type: none"> <li>✿ Every puzzle comes with challenges—life is no different. Many teens turn to unhealthy choices like drugs when stress feels overwhelming.</li> </ul> <p>Parents can help by teaching positive coping skills:</p> <ul style="list-style-type: none"> <li>✿ Deep breathing or mindfulness</li> <li>✿ Exercise or sports</li> <li>✿ Talking it out with a trusted adult</li> </ul> <p>When kids have healthy tools to handle stress, they're less likely to reach for harmful substances.</p> <p>#RedRibbonWeek #DuPage PLT<br/>#LifeisaPuzzleSolveitDrugFree</p> |  |

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| 10/30 | <p>✳️ One of the strongest puzzle pieces in prevention is YOU—your actions, choices, and how you manage stress. Kids watch what we do more than they listen to what we say.</p> <ul style="list-style-type: none"> <li>✓ Show healthy ways to unwind (walks, hobbies, connecting with friends)</li> <li>✓ Celebrate milestones without alcohol or drugs</li> <li>✓ Talk openly about your values and why you make the choices you do</li> </ul> <p>When parents model healthy living, kids are more likely to follow the same path.</p> <p>#RedRibbonWeek #DuPage PLT<br/>#LifeisaPuzzleSolveitDrugFree</p> |                               |   |
| 10/31 | <p>🎃👻 This Halloween, don't let drugs trick your kids out of a bright future!</p> <p>Just like candy, not everything is as sweet as it looks—substances can disguise themselves as fun, but the risks are scary. Remind them that the <i>real treats</i> in life come from healthy habits, friendships, and goals.</p> <p>Let's help our kids solve life's puzzle drug free—no tricks, just treats! 🎃✨</p> <p>#RedRibbonWeek<br/>#LifeisaPuzzleSolveitDrugFree</p>  | <p>Authentic Oxycodone</p>  | <p>Fake Oxycodone</p>  |

## Instagram

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| 10/23 | <p>Happy Red Ribbon Week! This year's theme is "Life is a Puzzle. Solve it Drug Free."</p> <p>Build your life with pieces that matter:</p> <ul style="list-style-type: none"> <li>🎨 Creative hobbies (music, art, writing, photography)</li> <li>⚽ Sports, fitness, or dance</li> <li>💬 Friends who lift you up</li> <li>🐶 Volunteering or helping others</li> <li>🌐 Traveling and exploring new places</li> <li>🧩 Learning something new</li> <li>❤️ Family and people who support you</li> </ul> <p>When you build your puzzle with positivity, there's no missing piece that drugs can fill. You already have everything you need to make your picture complete.</p> <p>#Red.RibbonWeek<br/>#Life.is.a.Puzzle.Solve.it.DrugFree</p> |  <p>RED RIBBON WEEK 2025</p> <p><b>YOUR LIFE'S PUZZLE<br/>IS ONE OF A KIND.</b></p>  <p>MAKE IT AMAZING.<br/>BE DRUG FREE. </p> |
| 10/24 | <p>Drugs might seem like a "quick escape," but they can trap you fast. ⚡</p> <p>Many substances rewire your brain, making you crave more — even when you don't want to.</p> <p>What starts as "just trying it once" can turn into:</p> <ul style="list-style-type: none"> <li>⌚ Needing more to feel the same</li> <li>🧠 Thinking about it all the time</li> <li>🚫 Losing interest in things you used to love</li> </ul> <p>Don't let addiction steal your pieces. Stay in control — your life, your puzzle, your choice.</p> <p>#Red.RibbonWeek<br/>#Life.is.a.Puzzle.Solve.it.DrugFree</p>   |  <p><b>DON'T LET ADDICTION<br/>STEER YOU OFF COURSE.</b></p>  <p>STAY DRUG FREE. </p>  |

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| 10/27 | <p>Alcohol might seem harmless, but it can impact your brain's growth, focus, and decision-making. This Red Ribbon Week, choose to protect your potential — your future self will thank you. </p> <p>#RedRibbonWeek<br/>#LifeisaPuzzleSolveitDrugFree</p>                            | <p><b>PROTECT YOUR BRAIN.<br/>OWN YOUR FUTURE.</b></p>  <p>Reality</p>  |
| 10/28 | <p>Fake pills and counterfeit substances often contain deadly amounts of fentanyl — even one pill can be enough to cause an overdose.</p> <p>Don't take a risk on something that could end your story too soon. Choose the pieces that build a healthy, happy life — friends, hobbies, goals, and dreams.</p> <p>#RedRibbonWeek<br/>#LifeisaPuzzleSolveitDrugFree</p> | <p><b>ONE WRONG PIECE<br/>CAN CHANGE<br/>THE WHOLE PUZZLE.</b></p>  <p><b>DON'T RISK IT.</b><br/>Reality</p> |

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| 10/29 | <p>Thinking about quitting vaping? You're not alone—and you've got support. Teens who joined Truth Initiative's quit-vaping text program were 35% more likely to quit within 7 months compared to those who didn't.</p> <p>Even better? 90% of teens who quit vaping said they felt less stressed, anxious, or depressed. ✨</p> <p>Take your first step today:</p> <ul style="list-style-type: none"> <li>📱 Text EXPROGRAM to 88709 to join.</li> </ul> <p>Not for you? Text STOP anytime. (Msg &amp; Data Rates May Apply)</p> <p>#RedRibbonWeek<br/>#LifeisaPuzzleSolveitDrugFree</p> |  |
| 10/30 | <p>You don't need drugs to feel good. There are better ways to get that "high" — no regrets attached.</p> <ul style="list-style-type: none"> <li>✳️ Go for a run or hit the gym</li> <li>✳️ Blast your favorite playlist</li> <li>✳️ Hang out with people who make you laugh</li> <li>✳️ Try something creative — art, music, writing</li> <li>✳️ Get outside and explore</li> <li>✳️ Do something that challenges you</li> <li>✳️ Help someone out</li> </ul> <p>#RedRibbonWeek<br/>#LifeisaPuzzleSolveitDrugFree</p>  |  |

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| 10/31 | <p>Don't get wrapped up in drugs — here are some easy ways to say NO:</p> <ul style="list-style-type: none"> <li>🕸 “No thanks, I'm good.”</li> <li>🦇 “Let's do something else instead.”</li> <li>👻 “I'm driving tonight.”</li> <li>🎃 “Can't tonight, gotta get up early.”</li> <li>💀 “Nah, I'm not into that.”</li> </ul> <p>Stay safe, stay smart, and enjoy a spooktacular Halloween!</p> <p>#RedRibbonWeek<br/>#LifeisaPuzzleSolveitDrugFree</p> |  |
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Thank you for doing your part to promote drug prevention and Red Ribbon Week!

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