



Life Is Your Journey, Travel Drug Free Poster Contest

Difficulty Level:

Medium

Implementation Timeframe:

Red Ribbon Week (October 23-31)

Overview:

Informed Families, whose mission is helping kids grow up safe, healthy and drug free, is the Florida sponsor of the National Red Ribbon Week Campaign. This year's theme is "Life Is Your Journey, Travel Drug Free." The contest will ask students to create a poster showing their own interpretation of the theme, as it relates to safe driving.



Purpose:

To create public awareness and accountability, and to remind students about the importance of safe driving and living drug-free.

Implementation of the *Life Is Your Journey, Travel Drug-Free* Poster Contest:

Step 1: Seek permission from your school administration, SADD chapter advisor, or community leader to host this campaign.

Step 2: Solicit funding or sponsorship from a local business to support your efforts and offer the contest prize. Ask the business if they might be able to donate money you can use for a gift-card, or even in-kind services from the business (free pizza dinner for 4), etc.

Step 3: Publicize the campaign on social media, student newspaper and morning announcements, school posters.

Step 4: Put up poster entries in school hallways as they are received to increase visibility.

Step 5. Ask them to share their poster on social media using #LifelsYourJourneyTravelDrugFree and #RedRibbonWeek.

Step 6. The social media entries with the most likes, shares or comments wins.

Step 7: Track your outreach using the below criteria.

Reporting Criteria - Please visit this link to report back on your outreach efforts:

<https://www.floridasadd.org/project-reporting/>

1. Did you implement this project?
2. How many poster entries did you receive?
3. Estimate the number of total interactions that may have resulted in person, or on social media. Ex: conversations in the lunchroom, morning announcements, retweets, replies from other students or advocates.

Contact:

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