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Department of Human Services provides prevention materials to all schools in North Dakota for Red Ribbon Week

BISMARCK, N.D. – The North Dakota Department of Human Services' Division of Mental Health and Substance Abuse Services will kick off a new substance abuse prevention campaign, *Live your NO*, during Red Ribbon Week, October 25-29.

"Red Ribbon Week is the perfect time to collaborate with schools and provide messages about alcohol and drug abuse prevention," said Pamela Sagness, prevention administrator with the department. "Our goal is to encourage kids not to just say NO but to *live* their NO."

Youth involved in activities in schools and communities are less likely to engage in high risk behaviors. The *Live your NO* campaign encourages students to find their own passions and to make positive healthy behavior choices. School counselors received educational materials to use with grades PreK-12 throughout the week. The materials included *Live your NO* activity books, stickers, *Take a Closer Look* frisbees, temporary tattoos, and Choices magazines (a partnership with Cumulus Broadcasting).

Students have an opportunity to represent their school by taking pictures, creating a classroom video, designing an electronic scrapbook, or writing a narrative, which may be featured on the department's prevention Web site and in next year's campaign.

Red Ribbon Week is the nation's oldest and largest drug prevention program, reaching millions of Americans during the last week of October every year.

The Division of Mental Health and Substance Abuse Services is a leading resource of substance abuse information and prevention efforts in the state. The division operates the North Dakota Prevention Resource and Media Center, which offers free materials to individuals, schools, and communities.

For more information on the services or materials, contact the Prevention Resource and Media Center at 701-328-8918, TTY: 701-857-8666, toll-free 1-800-642-6744 or visit our Web site www.nd.gov/dhs/prevention.

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