

NEWS from the N.D. Department of Human Services  
600 E Boulevard Avenue, Bismarck ND 58505-0250

**FOR IMMEDIATE RELEASE**

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Contact: Pamela Sagness, Prevention Administrator, 701-857-8824, or LuWanna Lawrence, Assistant Public Information Officer, 701-328-1892

**Department of Human Services encourages communities and schools to come together in celebration of Red Ribbon Week**  
*October is Substance Abuse Prevention Month*

BISMARCK, N.D. – The North Dakota Department of Human Services' Division of Mental Health and Substance Abuse Services encourages communities and schools to come together and participate in Red Ribbon Week, which is an alcohol and drug prevention awareness campaign taking place Oct. 22-30, 2011.

A **North Dakota Red Ribbon Week Toolkit** is available to assist schools, community groups, businesses, and faith-based organizations in hosting substance abuse prevention activities. The toolkit provides a list of free resources, ideas, youth activities, planning tools, and media templates to kickoff Red Ribbon Week. The toolkit was sent to all North Dakota schools and youth residential centers and is available online at <http://www.nd.gov/dhs/services/mentalhealth/prevention/education.html>.

“Red Ribbon Week is an excellent time for schools and community organizations to enhance their substance abuse prevention efforts throughout the year,” said Pamela Sagness, prevention administrator with the department. “We can all assist the youth in our communities to make healthy choices.”

The N.D. Substance Abuse Prevention Web site listed above also has additional activities that can be used to weave alcohol and other drug prevention efforts into classrooms and other settings.

For more information or to request a copy of the Red Ribbon Week toolkit, contact the Prevention Resource and Media Center at 701-328-8919, toll-free 800-642-6744, ND Relay TTY 800-366-6888 or go online to Web site listed above.

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 in North Dakota.

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Prevention  
Administrator  
Pamela Sagness, LAC  
701-328-8824  
[psagness@nd.gov](mailto:psagness@nd.gov)

Prevention Resource &  
Media Center [PRMC]  
Administrator  
Laura Anderson, MPH  
701-328-8918  
[lauranderson@nd.gov](mailto:lauranderson@nd.gov)

Prevention Media  
Specialist  
Amber Jensen  
701-328-8747  
[ajensen@nd.gov](mailto:ajensen@nd.gov)

Prevention Education  
Specialist  
Rachelle Loda  
701-857-8576  
[rloda@nd.gov](mailto:rloda@nd.gov)

Community  
Prevention Specialist  
Thomas Volk  
701-328-8919  
[tmvolk@nd.gov](mailto:tmvolk@nd.gov)

Community  
Prevention Specialist  
Crystal Kraft  
701-328-8602  
[crykraft@nd.gov](mailto:crykraft@nd.gov)