



## Life Is Your Journey, Travel Drug-Free Pledge Activity

**Difficulty Level:**

Easy

**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 pledge not to drive while impaired, to discourage impaired driving by others and to do their part to support a drug-free America.

**Purpose:**

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

**Implementation of the *Life Is Your Journey, Travel Drug-Free*  
Pledge Activity:**

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

Step 2: Publicize the campaign on social media, student newspaper and morning announcements.

Step 3: Use time during lunch and before or after school to ask students to sign their name on sign-up pledge banners at the school. Keep track of the name of participants to possibly receive a prize from a random drawing at the end of the campaign.

Step 4. Ask them to post their support for safe driving on social media using #LifeIsYourJourneyTravelDrugFree and #RedRibbonWeek.

Step 5: Track your outreach

**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. Estimate the number of pledges that were signed as a result of their campaign.
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.

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