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Dear Parents,

October 23-31, 2023 is Red Ribbon Week, the nation's largest and longest-running drug-use prevention campaign which was established in 1980 by a nonprofit organization of concerned and determined parents who were convinced they should begin to play a leadership role in drug prevention.

As a parent, there are going to be times when you need help discussing issues both big and small. That is why Prevention Resources created a toolkit for parents with facts, age-appropriate talking points, and helpful tips on how to talk to your kids about the dangers of alcohol and drugs. Research shows parents should have substance-related conversations with their kids beginning in 3<sup>rd</sup> grade.

You are the most important person in your children's lives. The more you talk to them about not using alcohol and other drugs, the more you can influence and encourage them to make healthy choices that will help them succeed in life. Easy, ongoing, honest conversations and close supervision are the best ways that parents can help to prevent their child from using drugs or alcohol or developing an addiction later in life.

We hope this toolkit is helpful to you and your family. If you have any questions or would like more information, feel free to reach out to me at [ecohen@njprevent.com](mailto:ecohen@njprevent.com).

Best regards,

Erin Cohen, CPS  
Prevention Director



[www.redribbon.org](http://www.redribbon.org)

**Promoting health and wellness for individuals, families, and communities through Education, Collaboration, Advocacy, and Treatment. Serving Hunterdon, Somerset, and Monmouth Counties with three divisions: Family Success Centers, Prevention Services, and Support Services.**