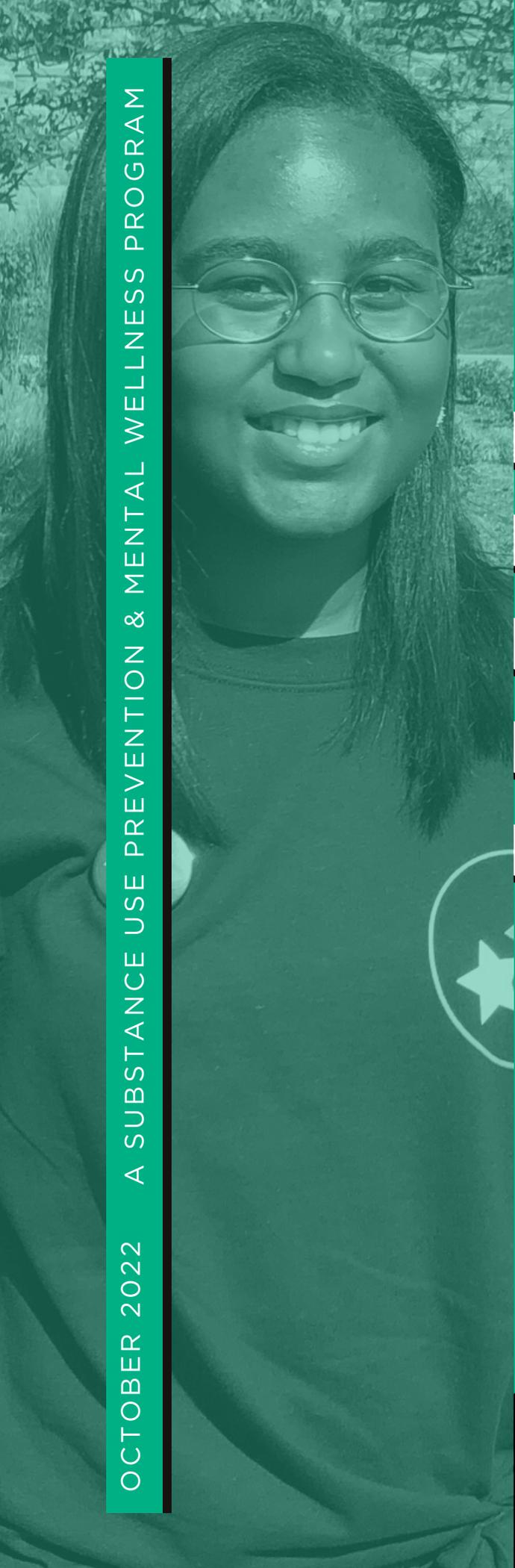


OCTOBER 2022 A SUBSTANCE USE PREVENTION & MENTAL WELLNESS PROGRAM



# RED RIBBON WEEK TOOLKIT



IN PARTNERSHIP WITH



# TABLE OF CONTENTS

<b>WELCOME LETTER .....</b>	<b>03</b>
<b>CONDUCTING YOUR CAMPAIGN.....</b>	<b>04</b>
<b>DAY 1 - LEARN &amp; SHARE .....</b>	<b>05</b>
<b>DAY 2 - DO WHAT'S IMPORTANT .....</b>	<b>06</b>
<b>DAY 3 - BEAD TO CONNECT.....</b>	<b>07</b>
<b>DAY 4 - BINGO! .....</b>	<b>08</b>
<b>DAY 5 - COMPASSION WALL.....</b>	<b>09</b>
<b>DAY 6 - MONSTER MOCKTAILS .....</b>	<b>10</b>
<b>DAY 7 - TURN THE GAME GREEN!.....</b>	<b>11</b>
<b>SOCIAL MEDIA SUPPORTS .....</b>	<b>12</b>
<b>REPORTING .....</b>	<b>13</b>
<b>APPENDIX.....</b>	<b>14</b>
<b>ABOUT US</b>	
<b>CODA FACTS</b>	
<b>MORE RESOURCES</b>	
<b>MORNING ANNOUNCEMENTS</b>	
<b>FIELD ANNOUNCEMENTS</b>	



# WELCOME!



Hello SADD Nation!

Discussing and finding ways to improve our mental health has never been more important. Teens, in particular, are struggling with mental health challenges. Many young people also struggle with substance misuse and abuse. This combination is called a co-occurring disorders (COD). You may have family members, friends, or people in your community who are facing challenges with COD.

We are pleased to launch the all-new CODA Toolkit in partnership with our friends at the harris project to address this crisis. the harris project team are experts on COD, and we are delighted to work with them on this project.

This toolkit includes training materials, digital and print resources, event guides, and more. We hope this toolkit empowers you to educate your community about COD.

Best,

*Rick Birt*



Hi SADD Nation,

I am Stephanie Marquesano, founder and president of the harris project!

My son Harris was only 19 when he died by accidental overdose in October 2013. Harris was one of more than 10.2 million with something called Co-Occurring Disorders (COD). Never heard of it? COD is the combination of one or more mental health challenges and substance misuse/addiction. With 22% of US teens having a mental health disorder with severe impact, and more than 70% of those addicted to/misusing substances meeting the criteria for a diagnosis of COD, it is time to bring COD: out of the shadows & into the light!

CODA, the Co-Occurring Disorders Awareness prevention movement developed by the harris project, empowers YOUTH with knowledge about how you and your peers might enter the substance misuse/addiction narrative. CODA encourages YOUTH to take an active role in connecting with and supporting one another, as well as recognizing the value of linking to appropriate resources to get support as early as possible.

Thanks to this incredible collaboration with SADD, CODA is ready to become a national movement! YOUTH have the power to bring recognition and understanding of COD to a whole new level! There are so many ways that you can make immediate impact in your school, community, county, state, or even across the Nation! And, so many of the activities and campaigns in this toolkit came from ideas generated by young people just like you, so please reach out any time with yours!

Best,

*Stephanie Marquesano*

the  
harris  
project



# CONDUCTING YOUR CAMPAIGN

Woohoo! The first step to any successful campaign is getting started, so SADD and the harris project are excited that you have found this toolkit and decided to craft a #CODAconnects Red Ribbon Week campaign for your community. Before we get to the details of your campaign, check out the tips for success below. Keep these thoughts in mind as you develop your campaign.

## TIPS FOR SUCCESS

### LEARN THE FACTS FIRST

Before educating your community on co-occurring disorders, mental health & substance use, make sure you and your team are prepared with facts! This toolkit includes chapter training on Day 1 that will dive into the background info and prepare you for success. Consider hosting a chapter training night before launching the campaign in your school or community! Of course, don't forget to check out the appendix for additional resources.

### CREATE A PROJECT TEAM & TIMELINE

Creating a public health campaign can be tough, so developing a team and timeline can help! Be sure to include all members who would like to participate, and utilize the strengths of each person in the group. Delegate responsibilities so that no one is overwhelmed. Create a timeline that maps out the start and finish of your campaign. Set dates for events and meetings in advance so that everyone knows what to expect. Remember, Red Ribbon Week spans October 23 - 31.

### ENGAGE YOUR COMMUNITY/PARTNERS

If your chapter is interested in this topic, chances are, your community is too! Reach out to other school clubs, local businesses, government officials, etc., and see how you can work together! It never hurts to ask, and the more people you have behind the movement, the better.

### PERSONALIZE YOUR APPROACH

You know your community best. Everything in this toolkit is a suggestion, so feel free to modify our approaches to better fit your needs. Consider popular community events or traditions and how your campaign can connect with those interests.

### DOCUMENT THE EXPERIENCE

Don't forget to take pictures and keep a record of your campaign! Collect as much information from your outreach as possible to track your success. How many people visited your table? How many chapter members worked on the campaign? It may be a good idea to appoint a team member to this role, as they can keep track of your project and success. Don't forget to report your data and pictures to the harris project & SADD!

# DAY 1 - LEARN + SHARE

Time to jump in! Get ready to tackle the week by learning and sharing the resources from the harris project/CODA. Let your whole community know about #CODAconnects by sharing easy graphics + resources and putting on a great week of activities + events!

## REMEMBER HARRIS

### OCTOBER 23RD IS SPECIAL TO CODA

On October 23rd, 2013 Harris Marquesano passed away after a lengthy battle with co-occurring disorders. Learning about co-occurring disorders & why this is such an important topic, especially for young folks, is a great way to kick off Red Ribbon Week and the CODA + SADD collaboration. The harris project was born out of a love of a mom for her son and the desire not to see another family experience the loss that the Marquesanos have. Honor Harris by spreading the word.

## WATCH THE INTERVIEW

### HEAR FROM THE EXPERTS!

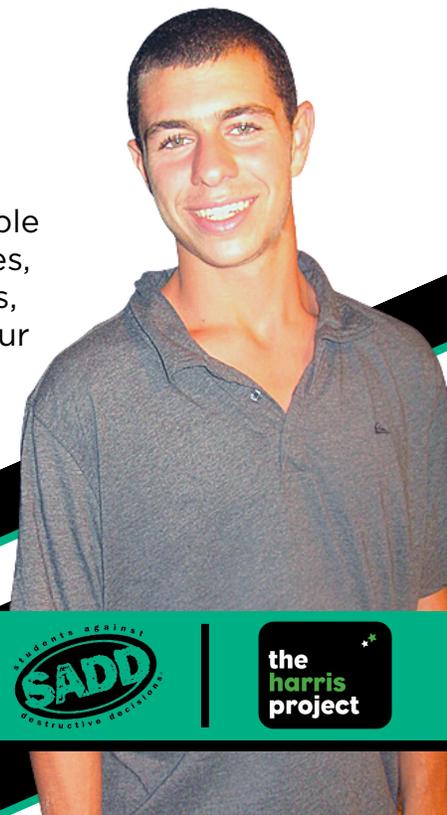
Tune in to hear from Stephanie Marquesano, founder & CEO of the harris project/CODA as she chats with Louie Pratt from the SADD National SLC. Learn about Harris' life, how the harris project got started, the intersection of substance use and mental health, and the amazing amount of activities and events within the CODA/the harris project that can help you better connect with your peers and help save lives.

The interview will kick off Red Ribbon Week on Instagram, 10/23 @SADDNation.

## PREP FOR THE WEEK

### SEE WHAT YOU'VE LEARNED

Make sure that you have downloaded all of the pieces that you need to do the activities throughout the week. Assemble your team, have a final chat about responsibilities and duties, and make sure all of your shifts are covered for lunch tables, sporting events, etc. Print off all of your materials, make your ribbons and finish up any other supply projects needed. You're going to ROCK this RRW!



Right: Harris Marquesano, the namesake of the harris project.

# DAY 2 - DO WHAT'S IMPORTANT

Use of the “What’s Important To Me” tools can help you and your peers in a number of ways. First and foremost it can help you think about your priorities, challenges, hopes, and dreams. It can also help you “find your voice” when speaking with people including family, peers, teachers, counselors, coaches & professional supports by helping you frame the things that are most important to you. With this crucial insight others around you may be in a much better position to understand what is important to you and work with you to find your best path to success!

By being able to share this information with the people in your life, it helps them understand more about the sort of things that are meaningful and fulfilling for you, what might be keeping you from achieving them, and helps you provide information they might not otherwise take the time to ask about – it’s a win-win! We hope that you will also take the time to ask those in your life “What’s important to you?” to spark meaningful conversations!

## SUPPLIES NEEDED

- What’s Important To Me 8.5 x 11 Handout
- Markers
- What’s Important To Me Wallet Cards (optional)

## HOW-TO

### SET THE TABLE

Set up a tabling event in the lunch rooms, common areas, or main space on your campus. Add a fun table cloth and some markers/writing supplies for folks to use & posters/print outs explaining the harris project/CODA + SADD. Have plenty of the What’s Important To Me handouts printed for folks to take. Add examples from chapter members that you can keep on the table.

### DISPLAY + SHARE

Ask your peers if they’re willing to display their What’s Important To Me posters or cards. Hang them in a central place, or throughout the building, to kick off Red Ribbon Week and remind folks what’s important to them and others as they walk through the hallways every day. Highlight some of these posters on your chapter social media accounts.

### TAKE IT ONE STEP FURTHER

Set up a space for students to take selfies or pics with their posters & encourage them to post tagging @SADDNation @theharrisprojectcod and using #CODAconnects #BeTheLink.

Interview students for IG live or Tik Tok, ask them questions like “How did it feel to do this activity?”, “Did it help you identify what or who’s important to you?”.

# DAY 3 - BEAD TO CONNECT

We bead to bring people together. We bead to start the mental wellness conversation. We bead to end the stigma. Be-ad ready to start the week off strong with a bracelet-making table event that will help to get the word out about what the harris project is and how to be a Youth CODAconnector!

## SUPPLIES NEEDED

- Beads (alphabet letters, pony beads in CODA colors [green, black, white])
- Beading string (monofilament, elastic, etc.)
- Some finished examples for the table
- Table cloth (SADD or green/black/white plastic, optional)
- Scissors

## HOW-TO

### SET THE TABLE

Set up your space for success by opening all of the bead packages and separating colors/styles into different cups that are easy to reach into. Print the sign for your event table and display. Create example bracelets to display on the table for ideas. Open up your table during lunch or free periods, or in a main area of your campus, & be ready to talk to folks about what CODA is and why you're doing this activity.

### DESIGN BRACELETS

- STEP 1 - Choose your pony bead colors (CODA colors green, black, and white).
- STEP 2 - Pick a word that has meaning to you and select your letters. (Note most bracelets are between 25-34 beads.)
- STEP 3 - Create your pattern or go freestyle.
- STEP 4 - Cut a piece of string about 3" longer than the circumference of your wrist.
- STEP 5 - String the beads. Check the size as you go along by wrapping around your wrist. Remember it will stretch.
- STEP 6 - Tie at least eight knots when done. Pull tightly after each to make sure knot is secure. Cut excess, leave about ¼", and tuck excess into beads.
- STEP 7 - You can add a drop of glue or wax to the knot to keep it secure.
- STEP 8: Post pics of finished bracelets, and tag @SADDNation & @theharrisprojectCOD! Don't forget to use #CODAconnects & #BeTheLink

### SEE MORE

For more, catch CODA [on Instagram here](#) (@theharrisprojectcod) to see an example of beading it up!



# DAY 4 - SELF-CARE BINGO!

Who doesn't love a game of BINGO? We're putting the harris project spin on this and encouraging folks to practice self-care with CODA.

## SUPPLIES NEEDED

- Printed bingo boards
- Markers/pens

## HOW-TO

### BUILD THE BOARD

Send CODA bingo boards to all first period classes or homerooms. Make an announcement over the PA system or virtual daily news about the activity of the day and how to play. Encourage students to complete the cards throughout the day and drop off at the SADD headquarters to win prizes.

You can give away small items that you might have in stock or ask local community groups to donate something small (i.e. free ice cream coupons, \$5 gift cards to coffee or burger chain restaurants, free pizza lunch coupons, school bucks to the on-campus store, etc.).

### PLAY

Set the rules: how can you get bingo? Across, down, diagonal, boxes? Pick intervals: how often will folks win? Once per period? Once per day? Share self-care tips throughout the day over the PA system and/or on social to encourage self-care amongst your peers for "Wellness Wednesday".



# DAY 5 - COMPASSION WALL

The concept of compassion is powerful. Think about ways we can better support each other when it comes to mental health/trauma/substance misuse/addiction/risky behavior. We may have no idea what personal battle someone is facing, but being compassionate & providing a hopeful message can be the first step in showing someone they aren't alone.

## SUPPLIES NEEDED

- Variety of colored post-its
- Markers
- Blank wall or board

## HOW-TO

### BREAK DOWN WALLS

1. Use a wall near your CODA table
2. Hang a large homemade banner designating the COMPASSION WALL
3. Place about 100 compassionate, positive messages to start the wall, include some of the following CODA themed messages:
  - “CODA – You Are Not Alone”
  - “Knowledge = Power”
  - “co-occurring disorders: out of the shadows and into the light”
  - “You are loved”, “You are worthy”, “You are supported”
4. Invite participants to write post-its that provide compassionate and positive messages, AND to take one of their choice for their journey forward.
5. Take pics and post on social media use: #CODAconnects #BeTheLink



# DAY 6 - MONSTER MOCKTAILS

The last day of Red Ribbon Week is always Halloween. Get into the spirit early by whipping up some fun mid-day mocktails to inspire your monster mash!

## SUPPLIES NEEDED

- Blender (optional)
- Cocktail mixes, sparkling ciders, juice, soda, etc.
- Ice, Disposable cups
- Gloves & safe service supplies

## HOW-TO

### GET SET

A Mocktail Party is a fun way to have a great + safe time on Halloween without alcohol, drugs, or other substances. Get your club together and offer up some terrifying treats during lunch periods that will get your peers in the mood for a Fa-BOO-lous time! This is also the perfect time to break the ice with some CODA facts (see appendix for facts!). Here's two mocktail ideas to get the party started:

### SCARY CHERRY MUM-OSAS

Ingredients:

- Granulated sugar
- Oranges
- Cherries
- Sparkling cider
- Orange juice
- Grenadine (optional)

Coat the rim of a glass with water or run an orange around it to moisten.

Dip glass into the granulated sugar (use food coloring or colored sugar for a nicer look!) to coat the edge with a sugar rim.

Add 3-4 cherries to the bottom of the glass. Fill the glass halfway with orange juice, fill the remainder of the glass with sparkling cider. Garnish with orange slice.

Optional: Add a splash of grenadine to make your mimosa even scarier!

### HOCUS POCUS PUNCH

Ingredients:

- 4 cups apple cider
- 3 cups cranberry Juice
- 1/4 cup tart cherry juice
- Lemon seltzer, or lemon lime soda
- Blackberries

In a large pitcher or punch bowl, add ice, apple cider, cranberry juice, and cherry juice. Stir to mix.

Fill cups 3/4 of the way with punch over fresh ice. Top with lemon seltzer.

Garnish with blackberries.

Optional: Add a spooky straw or spider ring to the side of the glass!

**NOTE: Never leave stations unattended to avoid tampering with products, and always use safe serving methods!**

# DAY 7 - TURN THE GAME GREEN!

Raising Co-Occurring Disorders Awareness on the field and in the stands at CODA-themed athletic games have been highly successful. Get ready to get in the spirit for this fun activity!

## SUPPLIES NEEDED

- Helmet/Cleat/Equipment Decals (order/find in downloadables)
- Field announcements
- Banners, posters, tabling supplies, etc (optional, but encouraged)
- Temporary tattoos (optional, request these from SADD/the harris project!)

## HOW-TO

### TAKE THE FIELD

It's incredibly easy to make HUGE impact with this activity:

Ask your sports teams playing at HOME to participate on this Saturday/Sunday and designate it a CODA game! Tell them you'll provide all decals/helmet stickers etc. to wear on that date.

Set up a table with the materials for CODA + SADD (examples: Story behind the Stars cards, bracelets, connector cards, "what's important to me" sheets, etc.).

This is a great opportunity to have parents, community members, and spectators of all ages learn about COD and the impact early intervention and support can have, especially for athletes who may suffer from sports injuries and be at an elevated risk!

There are PA announcements specifically for use during a CODA Game in the appendix of this guide. Ask to take over the PA system at certain intervals. Have students go into the crowd with giveaways and info for fans.

### PUMP THAT CODA SPIRIT UP

Set up a space for students to take selfies or pics at the game and encourage them to tag @SADDNation @theharrisprojectcod and use #CODAconnects #BeTheLink. This would be a great space to have a cardboard cutout for pics, or ask the mascot to spend some time at your table to help drive CODA spirit.

Interview students for IG live or Tik Tok, ask them "Does mental health matter to you?", or "Did you know athletes are at an elevated risk for co-occurring disorders after a sports injury?".

### Need two star decals?

Contact thp or SADD ASAP!



# SOCIAL MEDIA SUPPORTS

CODA/the harris project are very active on social media and highly encourage sharing graphics on your social accounts. Registered SADD chapters may feel free to download any of the graphics to use for this campaign and others!

Check out the shareable posts all week long on SADD Nation accounts and use our selected posts to schedule content each day on your accounts.

## GET THE GRAPHICS

### FACEBOOK

theharrisprojectCOD  
SADD Nation

### INSTAGRAM

@theharrisprojectcod  
@SADDNation

### SNAPCHAT

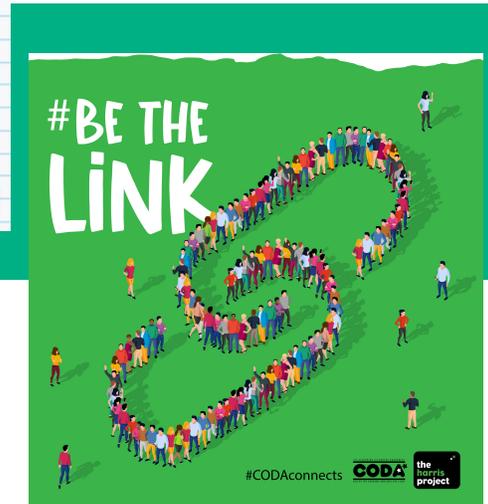
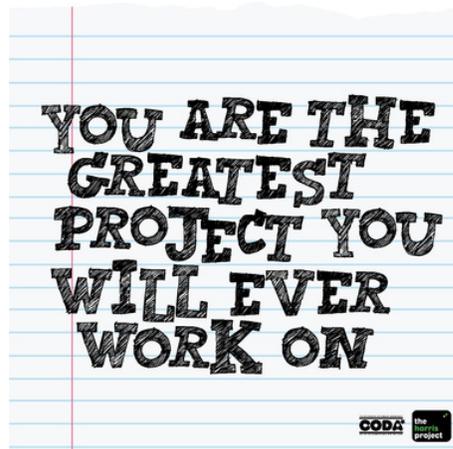
@SADDNation

### TWITTER

@theharrispro  
@SADDNation

### TIKTOK

@theharrisprojectCOD  
@SADDNation



## POST!

### POST ON YOUR SCHOOL, CHAPTER, AND PERSONAL SOCIAL MEDIA

Don't forget to tag the harris project & SADD Nation in your post. That way, we can follow along and support your campaign! Plus, use #CODAconnects and #BeTheLink to see what other schools are doing to spread the CODA message!

Multiply your reach by encouraging your audience to like, comment, and share your posts! Consider crafting a TikTok challenge or Instagram story tag that others can easily participate in.

# REPORTING

Congrats! You've just completed a successful #CODAconnects Red Ribbon Week campaign. Now, it's time to report what you've done!

## TALK ABOUT YOUR SUCCESS

### MEASURE YOUR IMPACT

Gather information that will help you measure your impact. Depending on the activities you chose, this could look different from community to community. If you hosted activities or events, collect information on how many individuals participated. If you hung posters or posted to social media, run the analytics on how many people engaged with your media! The more quantitative data you have, the better!

### GATHER YOUR PICTURES

Everyone loves pictures, especially SADD & the harris project! Put all of the pictures from your campaign into a shared location. We suggest a Google Drive folder or something similar. That way, all participants can contribute their images and be featured. Don't forget to submit your pictures to the yearbook team and your local newspaper!

### LET US KNOW HOW YOU DID!

We want to hear from you! Log in to your MySADD account via the SADD website or SADD app and report your project. You can do this by visiting the Quick Links tab on your profile and filling out the form labeled "Report an Activity." If you do not have access to a MySADD account, feel free to email your results to SADD & the harris project at [www.sadd.org/eventreport](http://www.sadd.org/eventreport). \*Note that only one member will need to report your activity; we recommend the project leader or your chapter advisor!



# APPENDIX

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<b>ABOUT US</b> .....	<b>15</b>
<b>CODA FACTS</b> .....	<b>16</b>
<b>MORE RESOURCES</b> .....	<b>18</b>
<b>DOWNLOADS</b> .....	<b>18</b>
<b>MORNING ANNOUNCEMENTS</b> .....	<b>19</b>
<b>FIELD ANNOUNCEMENTS</b> .....	<b>22</b>



# ABOUT US

## ABOUT CODA/THE HARRIS PROJECT

Harris Blake Marquesano was a real person. He was a loving son, brother, grandson, nephew, cousin, and friend. When Harris died, at the age of 19, he was struggling with the impact of COD. His loss is felt throughout our family, his friends, our community, and by so many people who Harris touched in amazing ways.

**Why the harris project?** Because we are a nation in a mental health and substance misuse/addiction crisis. Because, in our experience with Harris, the recovery programs he attended failed to address both his mental health and substance use needs. Because the best opportunity to keep our youth from developing COD is quality prevention programming. Because we are afraid that those with COD will continue to fail in rehabilitation programs unless the treatment model becomes integrated and comprehensive addressing both sides of this at the same time.

That is the goal of the harris project: to be the voice of those with COD, and bring COD out of the shadows and into the light. We share Harris's story with you because Harris would want us to. It won't bring Harris back, but we have the opportunity to change the outlook and prognosis for millions!

## ABOUT SADD

SADD empowers and mobilizes students and adult allies to engage in positive change through leadership and smart decision-making. Our mission is accomplished by creating, equipping, and sustaining a network of student-run chapters in schools and communities focused on peer-to-peer education. SADD fosters a sense of belonging and promotes resiliency, leadership, and advocacy skills so that young people make positive life decisions that will carry them throughout life.

## GET IN TOUCH

### CONTACT US

Stephanie Marquesano  
founder & president  
[stephanie@theharrisproject.org](mailto:stephanie@theharrisproject.org)  
[theharrisproject.org](http://theharrisproject.org)

Elizabeth Vermette  
Vice President of Public Affairs  
[evermette@sadd.org](mailto:evermette@sadd.org)  
[SADD.org](http://SADD.org)

# CODA FACTS



## The Story Behind the



Harris's poetry demonstrates the depth of his emotions as he struggled with the impact of co-occurring disorders.

Harris's sister was his loyal supporter, and their love for each other never wavered.

A poem he wrote to her provides the inspiration for the two-star logo to raise Co-Occurring Disorders Awareness

It begins:

*my little star ever glowing*

You can read the full poem at [theharrisproject.org/stars](http://theharrisproject.org/stars)

Today, the two-star logo embodies:

- ★ the power of the human connection
- ★ the benefit of linking to appropriate resources
- ★ the 2 main components of co-occurring disorders: mental health challenges & substance misuse/addiction.



[theharrisproject.org/stars](http://theharrisproject.org/stars)

# CODA FACTS

## TEENS. MENTAL HEALTH. SUBSTANCE MISUSE. COD.



Co-Occurring Disorders (COD) means a person has both a mental health disorder(s) like anxiety, depression, bipolar, and/or post-traumatic stress disorder; and, misuses substances like alcohol, prescription medications, and other illicit products.

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**OVER 10.2** people have COD, yet most have never heard of it.

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THERE ARE 3 BASIC CATEGORIES OF COD:

- 1** Those who have a mental health disorder(s) and misuse substances in a misguided attempt to manage or "self-medicate."
- 2** Those who misuse substances and experience negative impact to the brain, causing them to think and act differently.
- 3** Those who are predisposed to both mental health and substance use disorders.

Genetics, environment, trauma, and traumatic brain injury can be additional risk factors.

## DID YOU KNOW THESE FACTS?

About **22%**

of teens ages 13-18 have a diagnosable mental and/or addictive disorder.

About **50%**

of all cases of mental illness begin by the age of 14 – 75% by the age of 24.

About **70%**

of those who misuse substances have COD.

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**IF YOU ARE CONCERNED ABOUT YOURSELF, APPROPRIATE TREATMENT CAN HELP:**

- ➔ See a mental health and/or substance use professional, if possible someone with experience treating COD.
- ➔ If you're a student, see someone in your guidance department or counseling center to find local resources.

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**IF YOU ARE CONCERNED ABOUT A LOVED ONE:**

- ➔ Share what you have noticed.
- ➔ Tell them appropriate treatment can help.
- ➔ Be there to provide support and hope.

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CO-OCCURRING DISORDERS AWARENESS

# CODA

OUT OF THE SHADOWS AND INTO THE LIGHT



stephanie marquesano, founder  
914.980.6112  
stephanie@theharrisproject.org  
theharrisproject.org  
Facebook.com/theharrisprojectCOD

Sources include: SAMHSA, National Institute for Mental Health, Mental Health First Aid

## NEED MORE?

### KEEP UP THE MOMENTUM!

the harris project's website is a great resource for recent and accurate information on co-occurring disorders!

the harris project: <https://theharrisproject.org/co-occurring-disorders/>

Or reach out to Stephanie at: [stephanie@theharrisproject.org](mailto:stephanie@theharrisproject.org)

# MORE RESOURCES

We encourage chapters to display & share graphics around the school and/or send them home in caring adult newsletters. the harris project offers free resources, posters/flyers, social media graphics, & more for anyone to use. Students talking to students in their own language is one of the most effective ways to #BeTheLink so share all that you can!

## — DOWNLOAD AND PRINT

### **PICK YOUR FAVORITE DESIGNS**

For CODA/the harris project branded printables & info go to:  
<https://rebrand.ly/CODAToolkitAssets>

## — USEFUL LINKS & TOOLS

### **RED RIBBON WEEK**

[www.redribbon.org](http://www.redribbon.org)  
<https://www.getsmartaboutdrugs.gov/rrw>

### **DEA ONE PILL CAN KILL CAMPAIGN:**

<https://www.dea.gov/onepill>

### **CDC STOP OVERDOSE:**

<https://www.cdc.gov/stopoverdose/>

### **PARTNERSHIP TO END ADDICTION:**

<https://drugfree.org/>

## — FACING A CRISIS?

### **GET HELP IMMEDIATELY**

If you or someone you know needs immediate medical attention, call 911. Beginning July 16, 2022, a new three-digit phone number — 988 — has been implemented which is available 24/7 for people to call when they are or someone else is having a behavioral health crisis or emergency.

# MORNING ANNOUNCEMENTS

Use these announcements on your PA or video news system to introduce a new element to each day of your Red Ribbon Week CODA + SADD campaign. Or, feel free to develop your own! Personalizing this message to your community is a great way to encourage your peers to #BeTheLink!

## SHOUT IT OUT

### DAY 1:

Good morning \_\_\_\_\_ (school mascot). It's Red Ribbon Week, the week we celebrate living drug & alcohol-free in honor of Kiki Camarena. Our SADD chapter is partnering with the harris project all week to bring you some fun activities & help you identify opportunities to support one another in a whole new way.

Have you heard of CODA? CODA stands for Co-Occurring Disorders Awareness. Believe it or not over 10 million people have Co-occurring Disorders, but most have never heard of it! Co-Occurring Disorders is the combination of one or more mental health challenges and alcohol, marijuana, opioid or other substance misuse. Those with mental health challenges often misuse substances to try to cope and manage. We are going to spend this week learning more! Let's see how TOGETHER we can save lives & improve outcomes. Learn The Story Behind the CODA 2-Star logo at our CODA + SADD table in \_\_\_\_\_ (lunch room, etc.) at \_\_\_\_\_ (time) and do our activity of the day. See you there!

### DAY 2:

Good morning & welcome back for day 2 of Red Ribbon Week? We had a great event yesterday talking about "What's important to me" and we're keeping the momentum going for day 2!

What is CODA you ask? CODA stands for Co-Occurring Disorders Awareness. Co-Occurring Disorders is the combination of one or more mental health challenges and alcohol, marijuana, opioid or other substance misuse. Did you know you don't need to have a pre-existing mental health challenge to develop Co-Occurring Disorders? Substance use can cause chemical changes in your brain leading to Co-Occurring Disorders. Genetics, trauma, and the environment can also be factors in developing Co-Occurring Disorders. Let's start the conversation, tell someone what you learned today & see us in \_\_\_\_\_ (location) to make bead bracelets!

# MORNING ANNOUNCEMENTS

## DAY 3:

Good morning \_\_\_\_\_ (school mascot), it's day 3 of Red Ribbon Week! Have you shared what you learned with anyone yet or did someone ask about your bracelet? Keep the conversation going!

What is CODA? CODA stands for Co-Occurring Disorders Awareness. Co-Occurring Disorders is the combination of one or more mental health challenges (things like anxiety disorders, depression, ADHD) and alcohol, marijuana, opioid or other substance misuse. The hashtag #CODAconnects recognizes the value of connecting with each other, the hashtag #BeTheLink highlights the value of knowing who you would turn to if you are concerned about yourself or a friend. Know that you can reach out to: \_\_\_\_\_ (NAME SPECIFIC SCHOOL RESOURCES) ANYTIME! See you in \_\_\_\_\_ (location) and don't forget to complete your self-care bingo cards & return to \_\_\_\_\_ today to be entered to win \_\_\_\_\_ (prize).

## DAY 4:

It's Day 4 of Red Ribbon Week and SADD is ready to grow our \_\_\_\_\_ (mascot) compassion!

What is CODA? CODA stands for Co-Occurring Disorders Awareness. Co-Occurring Disorders is the combination of one or more mental health challenges and alcohol, marijuana, opioid or other substance misuse. Understanding the paths to substance misuse and addiction, the WHY and HOW things like - stress, anxiety, depression; sports injury and wisdom tooth removal; and, understanding the risks of what some consider "experimentation" on the developing brain - especially when 25 and under - can lead to empowered decision making, and being a supportive friend #CODAconnects #BeTheLink. Check out our table in \_\_\_\_\_ and participate in our compassion wall project where you can leave a post-it of support & take one for the rest of your day! Let's spread a little love and kindness in our halls today. See you there!

## DAY 5:

It FRI-YAY \_\_\_\_\_ (mascot)!!

Did you know you don't need to have a pre-existing mental health challenge to develop Co-Occurring disorders, especially if you're 25 & under? Substance use can cause chemical changes in the developing brain leading to Co-Occurring Disorders. Even legal opioid prescriptions for things like a sports injury can be factors in developing Co-Occurring Disorders.

SADD + CODA are working to bring Co-Occurring Disorders out of the shadows & into the light! Make this Halloween weekend a little less spooky, stop by our table during lunch periods for a free Monster Mocktail, a fun & safe alternative to drugs & alcohol!

# MORNING ANNOUNCEMENTS

## DAY 9 (10/31):

Today we are celebrating CODA DAY! You learned some of the basics last week about co-occurring disorders, mental health & substance use. Don't miss your last chance to visit the SADD + CODA table in the \_\_\_\_\_ (LOCATION) to participate in activities, pick-up some great SWAG, and become part of the movement! And follow us on \_\_\_\_\_ (platform) at \_\_\_\_\_ (chapter social handle) for more resources and ways to connect with folks in your life.

CODA Connects and each one of us has the power to Be The LINK! Help us bring Co-Occurring Disorders out of the shadows and into the light. Remember to make good decisions tonight and enjoy Halloween safe & substance free!

## BRING IT HOME

### ENGAGE CARING ADULTS

Talking to students and engaging them in this work is critical, but working with caring adults at home is important too. Think about how you could help engage families in your area. Maybe that looks like a letter from the Principal explaining SADD + CODA and Red Ribbon Week, and how they can #BeTheLink with their students. Maybe that looks like a bigger community event somewhere more visible. Maybe that looks like getting your local legislators or media involved. This campaign is far more than just a week in school, dream big!



# FIELD ANNOUNCEMENTS

Use these announcements in your events with sports teams to promote to all game attendees. Combine this work with a SADD + CODA table around the field or gym and be sure to explain the work you've done in school around CODA!

## GET SPIRITED

### PROMPTS

1. Have you heard of CODA? CODA stands for Co-Occurring Disorders Awareness. Believe it or not more than 10 million people have Co-occurring Disorders, but most have never heard of it! Co-Occurring Disorders is the combination of one or more mental health challenges and alcohol, marijuana, opioid, nicotine or other substance misuse and addiction. Those with mental health challenges often misuse substances to try to cope and manage.

**CHECK OUT THE SADD + CODA table at \_\_\_\_ (location) and learn more, including the story behind the CODA 2-star logo you see on our student-athletes.**

2. With 22% of teens having a mental health disorder with severe impact, and more than 70% of those misusing and/or addicted to substances having Co-Occurring Disorders, the harris project works with schools and communities to bring Co-Occurring Disorders out of the shadows & into the light!

**CHECK OUT THE SADD + CODA table at \_\_\_\_ (location) and learn more, including the story behind the CODA 2-star logo you see on our student-athletes.**

3. CODA creates an understanding of paths to substance misuse and addiction, the WHY and HOW things like - stress, anxiety, depression; sports injury and wisdom tooth removal; and, the risks of what some consider "experimentation" on the developing brain - especially when 25 and under. And, how genetics and family history can be additional factors in developing Co-Occurring Disorders. This knowledge can lead to empowered decision-making!

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4. The hashtags #CODAconnects #BeTheLink highlight the importance of connecting with others and being a caring friend and teammate, while recognizing the value of knowing who you would link to if you are concerned about yourself or someone else.

**CHECK OUT THE SADD + CODA table at \_\_\_\_ (location) and learn more, including the story behind the CODA 2-star logo you see on our student-athletes.**



# FIELD ANNOUNCEMENTS

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## GET SPIRITED

### PROMPTS

5. Did you know you don't need to have a pre-existing mental health challenge to develop Co-Occurring Disorders, especially if you're 25 & under? Substance use can cause chemical changes in the developing brain leading to Co-Occurring Disorders. Even legal opioid prescriptions for things like a sports injury can be factors in developing Co-Occurring Disorders.

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6. The CODA 2-star logo you see on our student-athletes embodies the power of the human connection, the benefit of linking to appropriate supports, and the 2 main components of co-occurring disorders: mental health challenges & substance misuse/addiction. It is also a reminder that "You Are Not Alone"!

**CHECK OUT THE SADD + CODA table at \_\_\_\_ (location) and learn more, including the story behind the CODA 2-star logo you see on our student-athletes.**

7. Co-Occurring Disorders is preventable & treatable. Raising awareness about Co-Occurring Disorders is the first step in saving lives & improving outcomes! #CODAconnects #BeTheLink

**CHECK OUT THE SADD + CODA table at \_\_\_\_ (location) and learn more, including the story behind the CODA 2-star logo you see on our student-athletes.**

8. Thank you to the \_\_\_\_\_ Athletic Department, AD, Coaches, Trainers, our community, and most importantly our student-athletes and \_\_\_\_\_ for being a part of the CODA Movement to save lives & improve outcomes! To learn more about CODA go to [theharrisproject.org](http://theharrisproject.org).

**THIS IS YOUR LAST CHANCE TO CHECK OUT THE SADD + CODA table at \_\_\_\_ (location) and learn more, including the story behind the CODA 2-star logo you see on our student-athletes.**