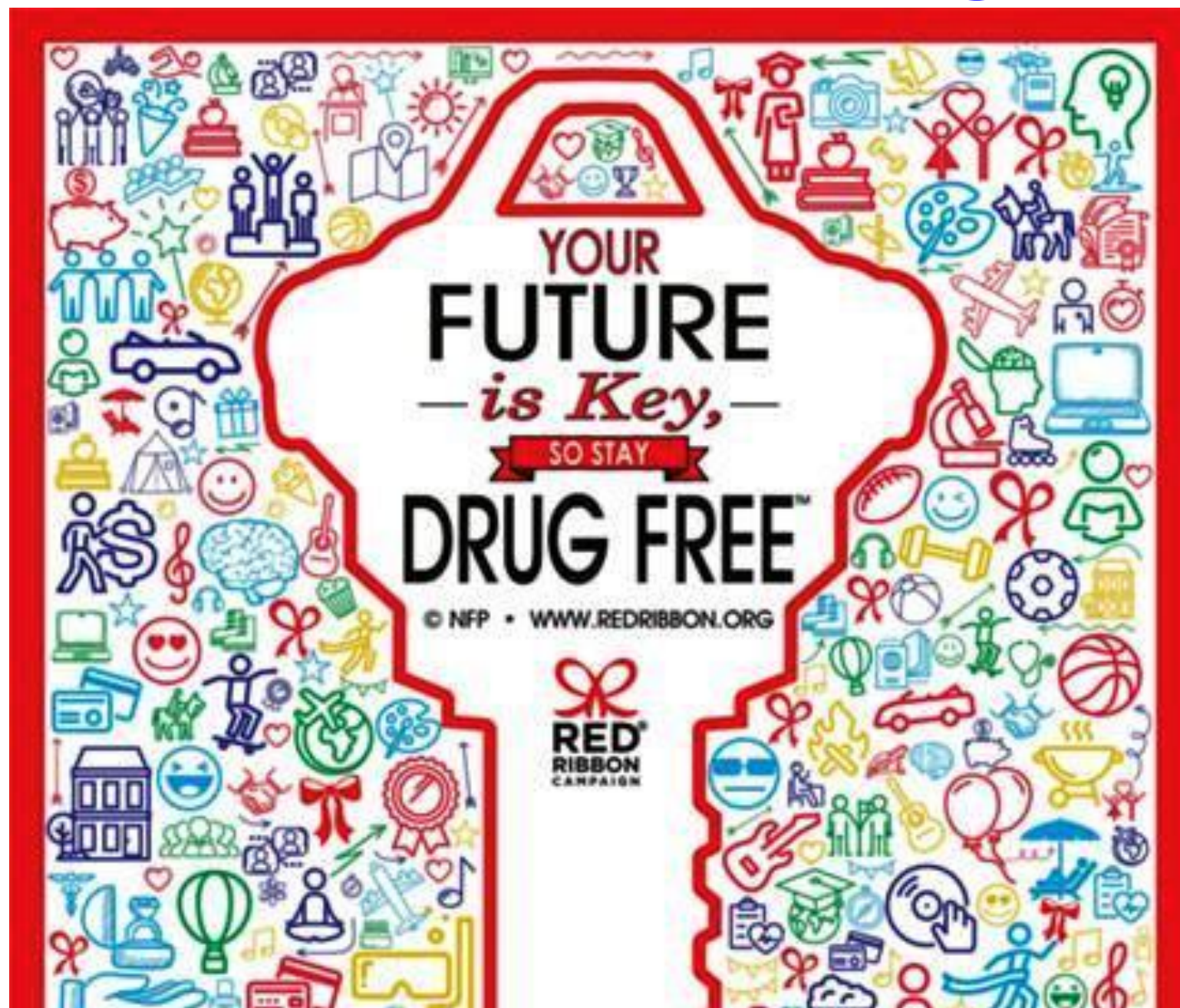


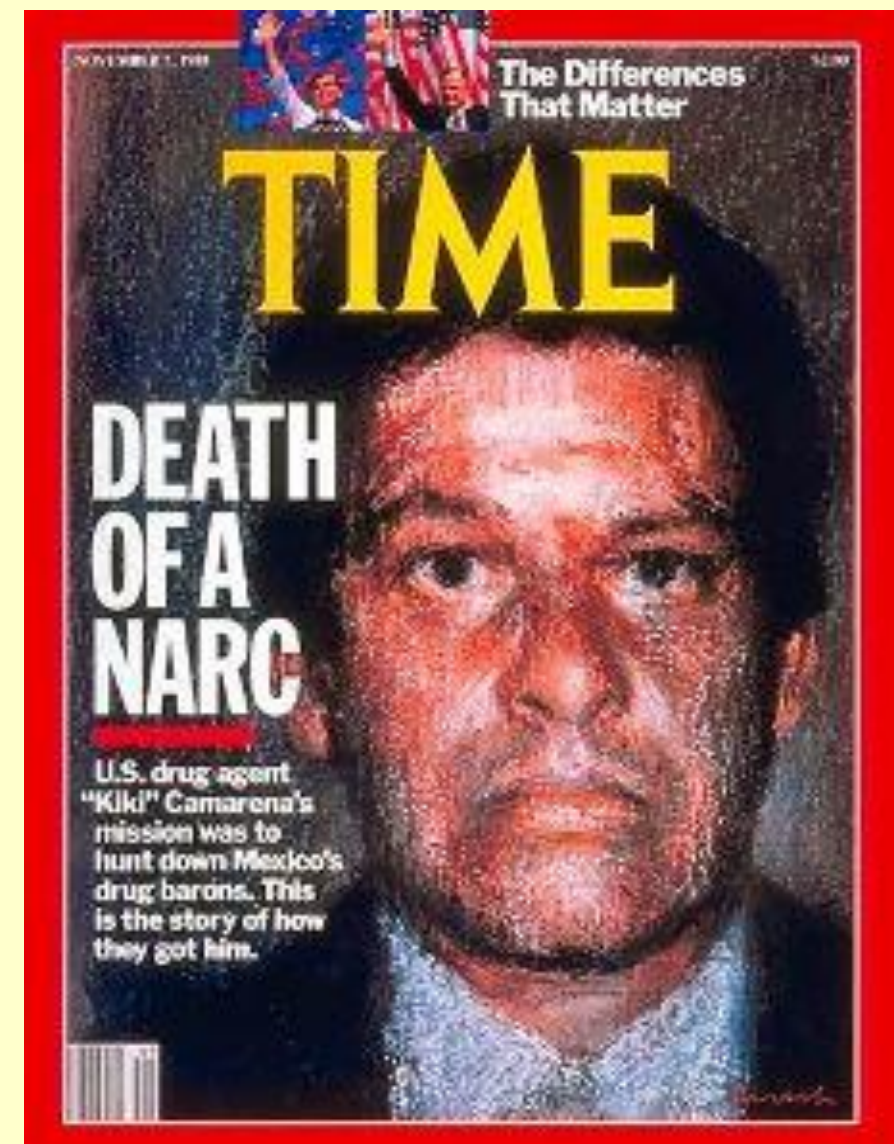
**NEW YORK CITY  
DEPARTMENT of EDUCATION'S  
RED RIBBON CAMPAIGN**

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**OUR  
RED RIBBON CAMPAIGN**

Red Ribbon Campaign is the oldest and largest drug prevention campaign in the country. It emphasizes a commitment to live drug free lives. **Now, in its 32nd year!**



## **RISK FACTORS THAT INHIBIT HEALTHY YOUTH DEVELOPMENT**

### **COMMUNITY**

- Availability of Alcohol & Other Drugs
- Insufficient Laws & Policies to Reduce Substance Use
- Social Norms Favorable Toward Substance Use
- Community Disorganization
- Extreme Economic Deprivation

### **FAMILY**

- Family History of The Problem Behavior
- Family Management Problems
- Family Conflict
- Parental Attitudes Favorable Towards Drugs
- Parental Attitudes Favorable Towards Other Problem Behaviors

### **SCHOOL**

- Academic Failure

## **THE PROGRESSION OF ALCOHOL & DRUG ABUSE IN ADOLESCENTS**

### 1. **The Experimentation Stage:**

The motivation is often curiosity, to have fun, for thrills, to impress friends, as a response to peer influences or a dare often misinterpreted as a sign of maturity.



### 2. **The User Stage:**

The goal at this stage is enjoyment of the effects and mood changes. Motivation may be social acceptance or social relief.

### 3. **The Abuse Stage:**

The motivation most often cited is relief from increasing stress as well as recreation.