



# RED RIBBON WEEK

**IMPACT REPORT | OCT. 23-31**

“I encourage all Arkansans to review these important resources and have serious conversations about the lasting impact of drug addiction. We have a responsibility to each other and must be a part of the solution.”

– **Arkansas Department of Education Secretary Johnny Key**

## Educating communities, fighting the opioid crisis

Arkansas PBS, ArkansasIDEAS, and the Division of Elementary and Secondary Education partnered for Red Ribbon Week to provide resources, a series of public service announcements and a special episode of “Arkansas Week,” as well as promote a statewide screening established by the Arkansas Drug Director, Little Rock FBI office, DESE and the Arkansas Department of Health to help fight the opioid crisis. This year’s Red Ribbon Week theme – “Be happy. Be brave. Be drug free.” – helped to amplify the campaign’s mission to encourage children, families and communities to live healthy, happy and drug-free lives.



[myarkansaspbs.org/redribbonweek](http://myarkansaspbs.org/redribbonweek)

# DASHBOARD

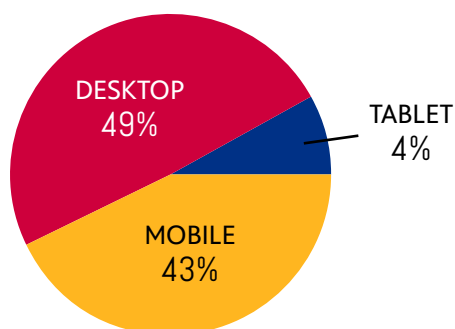
## MYARKANSASPBS.ORG/REDRIBBONWEEK

953  
webpage views

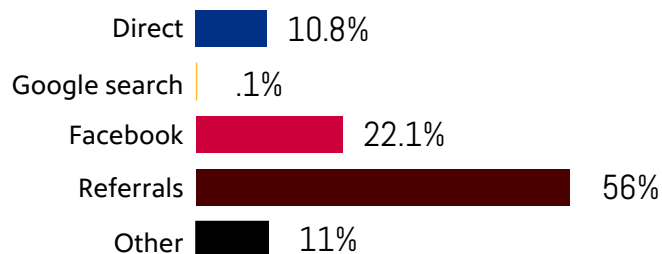
808  
unique visitors

1,015  
total video views

## PLATFORMS VISITORS ARE USING



## HOW VISITORS ARE FINDING US



## CONSTANT CONTACT

Six Red Ribbon Week Related Emails

20.6%  
open rate

4%  
click rate

## FACEBOOK

77,563  
total reach

28,416  
video views

27,673  
total post engagement

3.56%  
engagement rate

## INSTAGRAM

1,102  
impressions

16  
total post engagement

1.62%  
engagement rate

## TWITTER

4,667  
impressions

123  
total post engagement

2.6%  
engagement rate

## YOUTUBE

PSAs & "Arkansas Week Special Edition: Opioid Crisis"

7,564  
impressions

495  
views

"Alongside our state partners, the DEA and Arkansas PBS, we encourage our community members to adopt healthy, drug-free lifestyles. Red Ribbon Week brings together parents, teachers, schools and businesses in an effort to counter the scourge of drugs in our state."

— FBI Little Rock Special Agent in Charge Diane Upchurch

# PARTNERSHIPS

In conjunction with Arkansas Drug Director Kirk Lane, along with the Drug Enforcement Administration and Little Rock FBI field office, ArkansasIDEAS produced four public service announcements made available to Arkansas media and partners.

**“What Does Loss Look Like?”** features community member Cynthia Edwards who discusses the loss of a loved one to addiction

**“What Does Help Look Like?”** features Dr. Johnathan Goree, UAMS chronic pain specialist, who details the help available through UAMS that might prevent similar loss in the future.

**“What Does Addiction Look Like?”** highlights the importance and effectiveness of the recently-instituted, statewide “Good Samaritan” law.

**“What Does Recovery Look Like?”** provides information on Arkansas’s Opioid Peer Recovery Network, now in its second year of operation.

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“It is essential that drug addiction awareness and education begin at a young age, and programs like the Red Ribbon Week campaign are leading that effort. The ongoing partnership between ADE, state and federal law enforcement, and other agencies brings a unified awareness to this critical issue, as well as efforts to remedy this problem.”

– **Arkansas Department of Education**  
**Secretary Johnny Key**

Arkansas Governor’s Office

Arkansas Association of Alternative Educators

Arkansas Association of Chiefs of Police

Arkansas Department of Education

Arkansas Department of  
Elementary and Secondary Education

Arkansas Department of Higher Education

AFMC

Attorney General Leslie Rutledge

Arkansas Alternative Education

Arkansas Sherrifs’ Association

Arkansas School Counselor Association

Chasing The Dragon

U.S. Department of Justice  
Drug Enforcement Administration

Arkansas Department of Human Services  
Division of Aging, Adult and Behavioral Health Services  
Prevention Services

U.S. Department of Justice  
Eastern District of Arkansas

U.S. Department of Justice  
Western District of Arkansas

FBI

FBI Citizens Academy Alumni Association Little Rock

FBI National Academy, Arkansas Chapter

Kristin Agar, LCSW, F-iaedp, CEDS, CAI, CIP

State of Arkansas Office of Drug Director

Arkansas State Board of Pharmacy

Arkansas School Health Services

Arkansas State Police

UA Little Rock MidSouth Center for Prevention and Training

University of Arkansas Criminal Justice Institute

# PBS KIDS is # 1

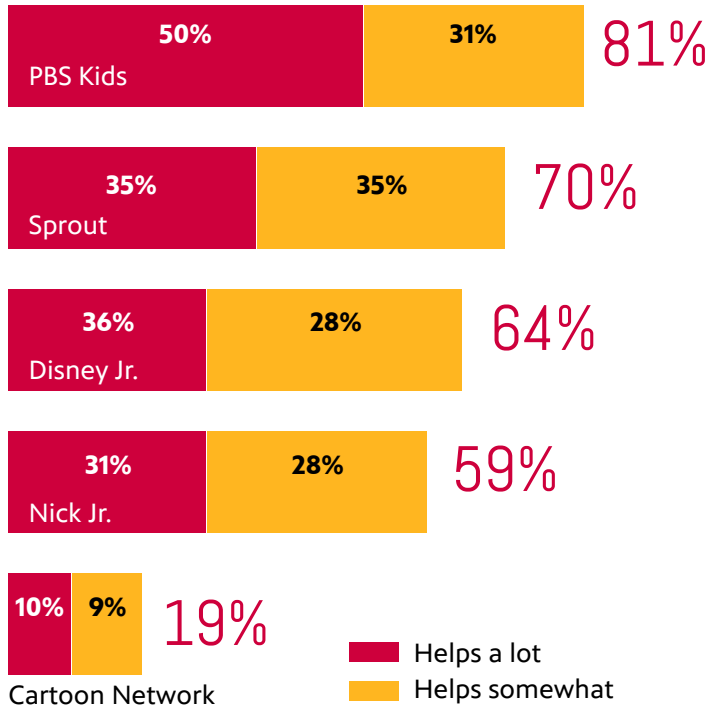


Arkansas PBS was established more than 50 years ago as an essential educational resource for Arkansans statewide.

For more than 15 years, PBS KIDS is the #1 Children's Educational Media Brand. (M&RR 2020 survey)

PBS KIDS is #1 in school readiness. (M/M survey, 2016)

How well did/does each of these networks prepare your child for school?



ArkansasIDEAS connects K-12 educators with quality, ADE-approved professional development and educational opportunities, as well as a wide range of trainings on multiple platforms, thousands of classroom resources, and state and national initiatives, such as STEM and TESS.

[ideas.myarkansaspbs.org](https://ideas.myarkansaspbs.org)

[myarkansaspbs.org/parents](https://myarkansaspbs.org/parents)

[myarkansaspbs.org/educators](https://myarkansaspbs.org/educators)