“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
“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
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.

“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 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?

- PBS Kids: 50% Helps a lot, 31% Helps somewhat, 19% Helps somewhat
- Sprout: 35% Helps a lot, 35% Helps somewhat
- Disney Jr.: 36% Helps a lot, 28% Helps somewhat
- Nick Jr.: 31% Helps a lot, 28% Helps somewhat
- Cartoon Network: 10% Helps a lot, 9% Helps somewhat

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
myarkansaspbs.org/parents
myarkansaspbs.org/educators