



## Highlight of the Month

**2024 Red Ribbon Week Campaign** Since 1985, every year on October 23-31, the Red Ribbon Week (RRW) Campaign has touched the lives of individuals, schools, and communities around the world with the commitment to a healthy, drug-free lifestyle. During RRW, the nation's largest and longest-running drug-misuse prevention campaign, people wear or display a red ribbon to honor the life of Enrique (Kiki) Camarena, a DEA Agent who was tortured and killed in Mexico in 1985. With then-President Ronald Reagan and First Lady Nancy Reagan serving as honorary chairpersons, the campaign was formalized in 1988 by the National Family Partnership (NFP). Sponsored by NFP, RRW raises awareness of drug misuse, and the problems related to drugs misuse facing our community, and encourages parents, educators, business owners, and other community organizations to promote healthy, drug-free lifestyles.

This year, the theme for RRW is "Life Is A Movie, Film Drug Free". The theme is a call to action that each person can contribute significantly to their communities every day by embracing a drug free lifestyle. You can learn more about how you can observe and celebrate RRW in your local area at by following the [DEA's list](#) of ways to promote the initiative. Additional resources to help parents start important conversations with their children about drug misuse is at <https://www.getsmartaboutdrugs.gov>, a DEA resource for parents, educators, and caregivers.

Participating in the Drug Education For Youth (DEFY) program is another great way for young people to learn more about the risks of drug misuse and other harmful behaviors. DEFY is a preemptive prevention program that enhances strength and resilience for military youth by providing leadership and life skills that improve resistance to negative influences such as drug misuse. For more information, contact the program office at (901) 874-3300 or email [MILL\\_N17\\_DEFY@navy.mil](mailto:MILL_N17_DEFY@navy.mil).



## Primary Prevention

**Navy Leaders' Role in Substance Misuse Prevention** The first month of our fiscal year is also National Substance Use Prevention Month and National Youth Substance Use Prevention Month. As we observe National Substance Use Prevention Month, it is important to recognize the significant impact Navy leaders have on creating command climates that aid in providing protection to Sailors from many of the risks associated with substance use disorders. Substance misuse prevention in the Navy goes beyond avoiding harmful behaviors; it also involves fostering a positive environment where protective factors are consistently reinforced.

To minimize the potential for substance misuse, leaders should encourage open communication and invest in programs that promote substance misuse education and awareness, resilience, and effective coping strategies. The Navy can be extremely demanding, with pressures that may encourage both positive and negative behaviors. However, strong leadership can tip the balance towards positive outcomes by reiterating [policies](#) on alcohol and substance use as well as by leading or promoting available alcohol and substance use awareness [training](#).

Leaders can further support substance misuse prevention by offering alternative recreational options, such as group activities, team competitions, and volunteer or outreach programs within the Navy or extended to your local community. When leaders build camaraderie and cohesion, they provide Sailors healthy outlets for managing stress and building a solid support network within their units. This approach both reduces the risk of substance misuse and also fosters a more cohesive, mission-ready force.

Navy leaders have a powerful influence on the overall wellness and resilience of their commands. By proactively creating a supportive environment, Navy leaders can make a lasting impact on the health and readiness of their units. These efforts contribute significantly to the mission readiness of Sailors, ensuring a safer, healthier, and more effective fighting force.

For resources on tools for resilience, check out the [Prevention Toolkit](#) located on MyNavy HR or contact the [Primary Prevention Force](#) for support.

## You Tube

### Messages to Share:

- March 4: OSD resumed reporting positive test results for codeine. Access the link [here](#).
- SAMHSA Substance Misuse Prevention Month and Youth Substance Use Prevention Month, learn more [here](#).
- National Red Ribbon Week 23rd – 31st, learn more [here](#).
- National Prescription Drug Take Back Day 26th, learn more [here](#).

## SPOTLIGHT: Webinar/Training/ Prevention Power-Up

**Webinar:** No Webinar  
**Prevention Power-Up:** No Prevention Power-Up  
**Date:** [October 3](#)

**Webinar:** No Webinar  
**Prevention Power-Up:** No Prevention Power-Up  
**Date:** [October 10](#)

**Webinar:** No Webinar  
**Prevention Power-Up:** No Prevention Power-Up  
**Date:** [October 17](#)

**Webinar:** Substance Misuse Prevention  
**Prevention Power-Up:** No Power-Up  
**Date:** [October 24](#)

**Webinar:** FY24 Year Review  
**Prevention Power-Up:** No Power-Up  
**Date:** [October 31](#)

**Training:** GMTs  
**Link:** [Click Here](#)

**Training:** ADAMS & UPC Course  
**Link:** [Navy e-Learning](#)

**Training:** DAPA Courses  
**Link:** [CANTRAC](#)



## Strategic Communication: Information To Know

**Protecting Children from Cannabis Ingestion** With the expanding availability of cannabis products, cannabis-involved emergency room visits for children have increased dramatically in the past few years. While older children might be tempted to experiment, young children are most likely to accidentally ingest products not properly stored by family members. From 2017 to 2021, cases of accidental edible cannabis ingestion increased among children under 6 by [1,375%](#). Many cannabis products are packaged to look like candy, chips, chocolate, and other foods that are appealing to children.

**Labeling Inconsistencies** It is crucial that consumers carefully inspect food products for cannabis, CBD, THC, delta-8, delta-9, hemp, and any variation of these terms (e.g., "hemp seed oil," "cannabinoid-rich," etc.). In the United States, there is currently no oversight for labeling cannabis products; in fact, products are often mislabeled. Manufacturers of cannabis products are not required to label health risks, warnings to keep out of reach of children, expiration dates, nutritional information, the amount of THC or CBD per serving, warnings of impairment when operating a vehicle or machinery, or any of the [information](#) that consumers have come to expect from food products. Therefore, the onus is on consumers to monitor labels, regardless of whether recreational cannabis is legal in their home state; products with hemp ingredients or CBD are sold in health food and grocery stores nationwide.

**Safe Storage** Navy forbids Sailors from using any cannabis or hemp-derived product, including topical products. For civilians who choose to keep cannabis products in the home, safe storage of these products is important to avoid accidental ingestion, not only for children but for others who may have health conditions, are pregnant or breastfeeding, are subject to drug testing, or take medications that should not be mixed with cannabis.

**Be Prepared** Friends and family members may not be aware of the risks of accidental cannabis ingestion. You can explain that cannabis edibles, in particular, can be easily mistaken for regular treats by children and this poses a health risk. Offer easy solutions like treating cannabis just as you would any medicine and keeping it in a secure, high-up place in a childproof container. Avoid being confrontational or casting judgment; emphasize that you are concerned about safety. If you have further questions, the Poison Control Center (800-222-1222) can provide answers and resources.



The photo above is an image used to depict the various ways THC products could look appealing to children.

## Navy Substance Prevention & Deterrence Branch

### Navy Substance Prevention & Deterrence Branch

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The OPNAV N173 Navy Substance Prevention & Deterrence office was established in 1982. The foundation of our office is sustained by our pursuit to support Fleet readiness by combating illegal and illicit substance and alcohol misuse. Our mission is to provide comprehensive education, resources, trainings, and enact policy updates to ensure Sailors receive proper awareness to form career-forwarding decisions. Within the our office, whole health matters and this is reflected with our Drug Education for Youth (DEFY) program, the Primary Prevention team, the Alcohol and Drug Management Information and Tracking System (ADMITS), Internet Forensic Toxicology Drug Testing Laboratory Portal (iFTDTL), the Web Drug Testing Program (WebDTP) and other programs that increase prevention efforts.

*For more information, contact our office by using the phone and email information on this page or use the QRcode to view our webpage.*



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