



Division of Elementary and Secondary Education

Transforming Arkansas to lead the nation in student-focused education

Johnny Key
Secretary

Dear Superintendents,

Dr. Ivy Pfeffer
Deputy
Commissioner

We are excited to join the Drug Enforcement Administration, FBI Little Rock Field Office, and Office of Arkansas Drug Director to kick off another Red Ribbon Week in Arkansas. We have several opportunities for you to get involved during this very important week as we focus on eliminating the opioid and drug epidemic in Arkansas. I encourage educators around the state to stay tuned as we announce different activities for National Red Ribbon Week (October 23-31, 2021).

Stacy Smith
Deputy
Commissioner

State Board of Education

Ouida Newton
Poyen
Chair

Over the last five years, we have asked schools to show students the “Chasing the Dragon” documentary. Developed by the DEA and FBI, this powerful documentary shows the harmful, long-term effects of drug use on not just those who are addicted to opioids but also on their family, friends, and community. To go along with this great educational tool, I am excited to launch a new local documentary we created in partnership with Arkansas PBS that sheds a spotlight on the opioid crisis right here in the Arkansas. The new documentary will showcase the reality of drug use here in the Natural State and can assist you in bringing the critical conversation about drug use to the local level at your schools.

Dr. Sarah Moore
Stuttgart
Vice Chair

Charisse Dean
Little Rock

Dr. Fitz Hill
Little Rock

I encourage your schools to participate again this year and show either documentary on October 27, which is what we are calling Opioid Awareness Day. The messages in both videos are very powerful and are great educational tools to help us combat this deadly epidemic. Additional information on the new documentary will be released soon.

Kathy McFetridge
Springdale

Steve Sutton
Marion

To register for this year’s event, please contact Maria Hoskins, the FBI community outreach specialist, at mhoskins@fbi.gov or (501) 217-2639. Information also will be provided from us via a Commissioner’s Memo (available at <https://adecm.ade.arkansas.gov>) in the near future.

Adrienne Woods
Rogers

Dr. Beth Anne Rankin
Magnolia

Sincerely,

Johnny Key

Secretary of Education