

Red Rock RPC

APRIL 2015

Reward Reminder Visit Update

On March 24th and 30th, 2015 Red Rock Regional Prevention Coordinator (RPC) conducted Tobacco Reward Reminder Visits at local convenient stores throughout Caddo and Kiowa counties. 7 out of the 12 stores checked were in compliance with the law.

Reward Reminder Visits target retailers in the community to assess whether they will sell tobacco products to those under the age 18. The RPC staff use minors to attempt to purchase these products. After the attempted purchase, the retailers are informed on the spot that they were just involved in a tobacco buy operation. If they do not sell to the minor, then they are given educational materials and a thank you card for not selling. However, if they did attempt to sell to the minor, they are warned that they could be fined through the ABLE Commission and are also given educational materials. The retail managers are sent informational materials and a letter informing them of how their staff performed. The RPC is funded through the Oklahoma Department of Mental Health and Substance Abuse Services and are required to conduct a specific number of these visits each fiscal year.

Alcohol Compliance Checks Update:

On March 16th, 2015 the Regional Prevention Coordinator (RPC) in conjunction with the ABLE Commission conducted 9 alcohol compliance checks in Clinton. Through the compliance checks, 1 out of 9 stores sold alcohol to a minor.

On March 26th, 2015 the Regional Prevention Coordinator (RPC) in conjunction with the Kiowa County Sheriff's Office conducted 4 alcohol compliance checks throughout Kiowa County. Through the compliance checks, zero stores sold alcohol to a minor!

On March 31st, 2015 the Regional Prevention Coordinator (RPC) in conjunction with the ABLE Commission conducted 12 alcohol compliance checks throughout Elk City. Through the compliance checks, 1 out of 12 stores sold to a minor.

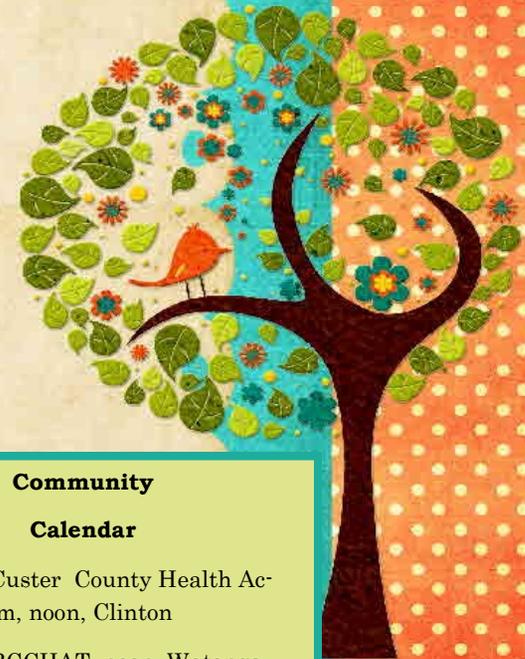
Each year the RPC conducts 100 or more Alcohol Compliance Checks throughout the cities of Beckham, Blaine, Caddo, Custer, Dewey, Greer, Kiowa, Roger Mills and Washita counties. Alcohol Compliance Checks target retailers in the community to assess whether they will sell alcohol to a minor.

The RPC would like to thank the 23 stores for being in compliance with the law and not selling alcohol to a minor!

Community

Calendar

- April 3-Custer County Health Action Team, noon, Clinton
- April 7-BCCHAT, noon, Watonga
- April 8-Caddo County Interagency Coalition, noon, Anadarko
- April 16-Beckham County Coalition, noon, Elk City
- April 20- Kiowa County Coalition, 1:00 p.m., Hobart



April is Alcohol Awareness Month

Red Rock Regional Prevention Coordinator (RPC) would like to inform the public that April is the 29th Annual NCADD Alcohol Awareness Month. Founded and sponsored by the National Council on Alcoholism and Drug Dependence, Inc. (NCADD). This year's theme is "For the Health of It: Early Education on Alcoholism and Addiction."

No substance of abuse is more widely used and abused by America's youth than alcohol, making alcoholism and alcohol-related problems the number one public health problem in the United States. Despite the legal drinking age of 21, high school students still consume 31 million gallons of wine coolers and 102 million gallons of beer each year.

Addressing this issue requires a sustained and cooperative effort between parents, schools, colleges, community leaders, and our youth. The widespread prevalence of underage drinking and the negative consequences it creates remain a stubborn and destructive problem despite decades of efforts to combat it.

Yet, there are four areas that have proven to be effective in prevention of this problem:

- 1) Curtailing the availability of alcohol to underage populations;
- 2) Consistent enforcement of existing laws and regulations regarding alcohol purchase;
- 3) Changing cultural misconceptions and behaviors about alcohol use through education; and
- 4) Expanded access to treatment and recovery support for adolescents and their families.

But, time is running out. Studies reveal that alcohol consumption by adolescents results in brain damage – possibly permanent – and impairs intellectual development.

Red Rock RPC's Mission is to encourage individual responsibility, positive behavior, and personal growth; strengthen families and communities; promote a drug-free society through education, training, prevention, research, advocacy, and environmental strategies. Red Rock RPC is funded through the Oklahoma Department of Mental Health and Substance Abuse Services. For more information on Red Rock RPC please contact Lauren Greenfield at 580-323-9736 or visit www.redrockrpc.com.

Did You Know?

-Oklahoma's Social Host Law means that if you let underage drinking occur at your house or on your property, you will get fined , up to \$500 for the first offense.

-Fetal Alcohol Spectrum Disorder (FASD) is 100% Preventable!

Dispose of Unused prescription drugs at your local drop box today! To find a drop box near you visit www.ok.gov/obnnd



Free resources!

If you would like to order free clearinghouse materials regarding Alcohol, tobacco, or other drugs please visit www.odmhsas.org/resourcecenter.

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Regional Prevention Coordinator-Region 12 is funded by the Oklahoma Department of Mental Health and Substance Abuse Services.