



Red Rock
RPC



APRIL 2014

ALCOHOL AWARENESS MONTH

April is the 28th Annual NCADD Alcohol Awareness Month. Founded and sponsored by the National Council on Alcoholism and Drug Dependence, Inc. (NCADD).

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.

So, let's get started providing "Help for Today, Hope for Tomorrow." We can't afford to wait any longer.



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

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Alcohol Compliance Checks Update:

On March 13, 2014 the Regional Prevention Coordinator (RPC) in conjunction with the Kiowa County Sheriff's Office conducted 10 alcohol compliance checks throughout Hobart, Roosevelt, and Snyder. Through the compliance checks, 6 out of 10 stores sold to a minor.

On March 31st, 2014 the Regional Prevention Coordinator (RPC) in conjunction with the Elk City Police Department and ABE Commission conducted 14 alcohol compliance checks throughout Elk City. Through the compliance checks, 2 out of 14 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 16 stores for being in compliance with the law and not selling alcohol to a minor!

Reward Reminder Visit Update

On February 26th, Red Rock Regional Prevention Coordinator (RPC) along with the Binger-Oney SWAT team conducted Tobacco Reward Reminder Visits at local convenient stores in Anadarko, Cyril, Gracemont, and Apache. 7 out of the 9 stores checked were in compliance with the law.

On March 20th and 27th, 2014, Red Rock Regional Prevention Coordinator (RPC) conducted Tobacco Reward Reminder Visits at local convenient stores in Willow, Mangum, Snyder, Mountain Park, Hobart, Granite, Lonewolf, Sayre, Sweetwater, and Cheyenne. 16 out of the 21 stores checked were in compliance with the law.

The RPC will conduct over 100 Tobacco Reward Reminder checks this year across Beckham, Blaine, Caddo, Custer, Dewey, Greer, Kiowa, Roger-Mills and Washita Counties in hopes of educating store clerks about the harmful effects of tobacco use for minors.

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 ABE 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.

NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

APRIL 26TH

10AM TO 2 PM

Red Rock RPC is hosting a Prescription Drug Take Back Event in Anadarko at the old Wal-Mart parking lot on the corner of Mission St. & Hwy 9.

**FETAL ALCOHOL SPECTRUM
DISORDER (FASD) is 100%
PREVENTABLE.**

CLEARINGHOUSE

**If you would like to order free clearinghouse materials visit
www.odmhsas.org/resourcecenter.**

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