

FOR IMMEDIATE RELEASE:

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Our Lives. Our Health. Our Future.

This year, National Prevention Week is May 15-21. National Prevention Week is a SAMHSA-supported annual health observance dedicated to increasing public awareness of, and action around, substance abuse and mental health issues. The theme for 2016 is “Strong as One. Stronger Together.”

National Prevention Week is held each year near the start of summer. Summer is a season filled with celebrations and recreational activities where substance use and abuse can happen, such as graduation parties, proms, weddings, sporting events, and outdoor activities. National Prevention Week is timed to allow schools to take part in a prevention-themed event before the school year ends, raising awareness in students of all ages, and helping to educate young people and their families at this crucial time of year. According to NSDUH, the percentages of marijuana, cigarette and alcohol initiates among youth increase between spring (April and May) and summer (June and July). National Prevention Week is the perfect time to educate young people and families during this crucial time of the year. There are three primary goals of National Prevention Week:

- To involve communities in raising awareness of behavioral health issues and in implementing prevention strategies
- To foster partnerships and collaboration with federal agencies and national organizations dedicated to behavioral and public health
- To promote and disseminate quality behavioral health resources and publications

The Regional Prevention Coordinator (RPC) located at Red Rock Behavioral Health Services in Clinton, OK is one of seventeen RPC’s in the state. Our primary focus is to serve as a community resource. Red Rock RPC educates and informs communities through multiple strategies including community based services, environmental strategies, early recognition, and referral. Red Rock RPC provides services to a nine county area that includes Beckham, Blaine, Caddo, Custer, Dewey, Greer, Kiowa, Roger Mills and Washita counties. Red Rock RPC takes a proactive approach in reducing substance abuse among communities, specifically the non-medical use of prescription drugs and underage drinking. They identify factors in a community

that cause the risk of substance abuse and work to promote protective factors that serve to minimize the risk of substance use/abuse.

If you would like more information on National Prevention Week please visit www.sahmsa.gov/prevention-week. Red Rock RPC is funded through the Oklahoma Department of Mental Health and Substance Abuse Services. For more information about the Regional Prevention Coordinator please visit www.redrockrpc.com or contact the Red Rock RPC at (580)323-9736.