

Red Rock RPC October 2016

Red Ribbon Week, which is celebrated annually October 23-31, is the nation's oldest and largest drug prevention awareness program.

Red Ribbon Week was started after the death of Drug Enforcement Administration (DEA) Special Agent Enrique "Kiki" Camarena, who in 1985 was brutally tortured and murdered by drug traffickers he was investigating in Mexico. As a tribute to SA Camarena, high school friend, Henry Lozano and Congressman Duncan Hunter, created "Camarena Clubs" and the wearing of a red ribbon to show their oppositions to drugs.

Today, more than 25 years after the first official national Red Ribbon Week celebration, wearing red ribbons during the month of October continues to represent our pledge to live drug free and honors the sacrifice of all who have lost their lives in the fight against drugs.

Red Ribbon Week offers a great opportunity for the community - parents; teachers; school nurses, counselors and coaches; youth, faith based and community organizations - to provide awareness and encourage the choice to live a drug free life.

The Red Rock Regional Prevention Coordinator celebrates this week along with many schools in the area to raise awareness about living a drug free life. Please take the opportunity to talk to your kids about drugs. If you have any questions regarding Red Ribbon Week, please call Lynsi Mayfield at 580-323-9736 or visit www.getsmartaboutdrugs.com

Taken from <http://www.getsmartaboutdrugs.com/get-involved/red-ribbon-week>

October is National Substance Abuse Prevention Month

Why do we recognize this month?

Every day, far too many Americans are hurt by alcohol and drug abuse. From diminished achievement in our schools to greater risks in our roads and in our communities, to the heartache of lives cut tragically short, the consequences of substance abuse are profound. Yet, we also know that they are preventable.

Preventing drug use before it begins, particularly among young people, is the most cost-effective way to reduce drug use and its consequences. The best approach to reducing the tremendous toll substance abuse exacts from individuals, families and communities is to prevent the damage before it occurs.

The President's Drug Control Strategy promotes the expansion of national and community-based programs that reach young people in schools, on college campuses, and in the workplace with tailored information to help them make healthy decisions about their future. In fact, recent research has concluded that every dollar invested in school-based substance use prevention programs has the potential to save up to \$18 in costs related to substance use disorders.

Next month we pay tribute to all those working to prevent substance abuse in our communities and rededicate ourselves to building a safer, drug-free America. The Red Rock RPC's goal is to reduce substance abuse among youth and adults by addressing the factors in a community that serve to increase the risk of substance abuse and factors that serve to minimize the risk of substance abuse. The RPC is funded through the Oklahoma Department of Mental Health and Substance Abuse Services. If you have any questions about the RPC or about National Substance Abuse Prevention Month, please call Lynsi Mayfield and 580-323-9736. You can also visit www.whitehouse.gov/preventionmonth

<http://www.whitehouse.gov/preventionmonth>



What's happening?

Oct. 7th: CHAT @ 12 at the Veteran's Center in Clinton

Oct. 12th: CCIC @ 12 at Wichita and Affiliated Tribes Suicide Prevention Office in Anadarko

Oct. 17th: Kiowa County Coalition @ 1 @ the Health Department

Oct. 20th: ALITE @ 12 at City Hall in Elk City

Ashley Cline

Director of Prevention Programs

405-422-8871

ashleyc@red-rock.com

Lynsi Mayfield

RPC Director-Clinton

580-323-9736

lynsim@red-rock.com

Alli Robertson

RPC Coordinator

580-323-9783

arobertson@red-rock.com