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April is 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.

Primo's Adopts a RBSS Policy!!

On Saturday, March 1, 2014, the Canadian County Sheriff's Department along with the Red Rock Regional Prevention Coordinator (RPC) hosted a Responsible Beverage Service and Sales (RBSS) Training to Primo's in Yukon, Oklahoma. Through the training, **Primo's adopted a RBSS policy**, which allows their staff to receive **FREE RBSS trainings** bi-


annually!

The goal of RBSS is to train store clerks, servers, bartenders, and management of establishments that serve alcohol the basic knowledge and skills to practice responsible alcohol sales and services. RBSS is a developed program through the ABLE Commission and the

Oklahoma State Department of Mental Health.

Congratulations Primo's! Thank you for keeping our youth and community safe!



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Reward Reminder Visits

On March 19 & 21, 2014, Red Rock Regional Prevention Coordinator (RPC) conducted Tobacco Reward Reminder Visits at local convenient stores in Canadian and Grady Counties. **All 17** retail stores checked were in compliance with the law.

The RPC will conduct over 70 Tobacco Reward Reminder checks this year across Canadian and Grady 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 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.

100% Alcohol Compliance in Chickasha

On March 7, 2014, the Regional Prevention Coordinator (RPC) in conjunction with Chickasha Police Department conducted eighteen alcohol compliance checks throughout Chickasha County. Through the compliance checks, every clerk checked for an i.d. and did not sell alcohol to a minor.

Each fiscal year the RPC conducts 100 or more Alcohol Compliance Checks throughout the cities of Canadian and Grady counties. A strict protocol is followed in completing Alcohol Compliance Checks. A staff member of the RPC enters a retail store to ensure safety before the minor enters. The minor enters the retail stores without acknowledging the RPC staff and attempts to purchase alcohol using their driver's license which clearly states their date of birth. The minor provides cash that has been tagged by local law enforcement to the retailer to purchase the alcohol. If a sale is denied the minor leaves the retail store immediately. However, if a sale is complete the minor exits the store and hands the alcohol to law enforcement. At that time the law enforcement officer educates the retailer about the law surrounding underage drinking and selling to minors. Alcohol Compliance Checks can be very useful in allocating scarce enforcement and prevention resources.

Interagency Coalition Promotes Social Host Law at USAO

On March 13, 2014, members from the Interagency Coalition in Grady County partnered with the University of Science and Arts of Oklahoma to educate and distribute social host materials to students.

The Social Host Law, also known as Cody's Law, provides stronger penalties for individuals who knowingly allow underage drinking in their homes or on their property. With the statewide social host law, all youth across the state of Oklahoma are better protected against the dangers of underage drinking.

The Social Host Law provides a misdemeanor and fine of up to \$500 for the first violation and a fine of up to \$1,000 for a second. Further violations can result in up to five years in prison and a fine of \$2,500. If a violation of Cody's Law results in bodily injury or death, a social host will face a fine of between \$2,500 and \$5,000 and up to five years of incarceration,

House Bill 1211 is named after Cody Greenhaw, a Tulsa teenager who died from a drug and alcohol overdose. Both chambers of the Legislature passed House Bill 1211 unanimously. The legislation took effect Nov. 1, 2011.

REMINDER

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

Clearinghouse

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

To order videos regarding alcohol, tobacco, and other drugs feel free to contact us at 405-354-1928.

UPCOMING EVENTS;

- **April 2**-Tobacco Free Grady County, Chickasha @ 11:30 a.m.
- **April 8**-Canadian County for Children & Families @ 12:00 p.m.
- **April 8**-Yukon Town Hall Meeting @ 7:00 p.m.
- **April 10**-Grady County Family Fun Night, Chickasha @ 5:00 p.m.
- **April 16**-Interagency Coalition, Chickasha @ 10:00 a.m.
- **April 25**-MAPP, Yukon @ 12:00 p.m.
- **April 24**-MPACT, Mustang @ 12:00 p.m.

Alcohol Compliance Checks in Canadian County

On Saturday March 22, 2014, the Regional Prevention Coordinator (RPC) in conjunction with Canadian County Sheriff's Department conducted twenty-two alcohol compliance checks throughout Canadian County. Through the compliance checks, three of the twenty-two stores sold to a minor.

Each fiscal year the RPC conducts 100 or more Alcohol Compliance Checks throughout the cities of Canadian and Grady counties. A strict protocol is followed in completing Alcohol Compliance Checks. A staff member of the RPC enters a retail store to ensure safety before the minor enters. The minor enters the retail stores without acknowledging the RPC staff and attempts to purchase alcohol using their driver's license which clearly states their date of birth. The minor provides cash that has been tagged by local law enforcement to the retailer to purchase the alcohol. If a sale is denied the minor leaves the retail store immediately. However, if a sale is complete the minor exits the store and hands the alcohol to law enforcement. At that time the law enforcement officer educates the retailer about the law surrounding underage drinking and selling to minors. Alcohol Compliance Checks can be very useful in allocating scarce enforcement and prevention resources.

In lieu of the alcohol sales to minors, Red Rock RPC offers a FREE Responsible Beverage Service and Sales (RBSS) training to alcohol retailers in Canadian County quarterly. The training educates store owners and clerks about laws regarding alcohol sales to minors as well as how to properly check an i.d. The next RBSS will be held Tuesday, April 29, 2014, at Red Rock BHS in Yukon. If you would like to register, please contact RPC Director, Michelle Bugg, at 405-354-1928.

Upcoming Town Hall Meeting

On Tuesday, April 8, 2014, Red Rock Regional Prevention Coordinator is partnering with the Yu-Can Coalition to host a Town Hall Meeting to increase awareness about the negative consequences of underage drinking and to discuss proven steps the community can take to prevent underage drinking.

The event, which is supported by the Substance Abuse and Mental Health Services Administration (SAMHSA), in collaboration with the federal government's Interagency Coordinating Committee on the Prevention of Underage Drinking, will include door prizes and participants will get to hear from guest speakers. The meeting will be held in the board room at the Yukon Public Schools Administration Building and starts at 7:00 p.m.

"Underage drinking is a pressing health concern that affects our nation's youth and our communities," explains Ashley Cline, Red Rock Director of Prevention Programs.

Underage drinking is a major public health concern throughout the United States. According to the 2010 National Survey on Drug Use and Health, about 10 million 12- to 20-year-olds reported alcohol use during the past month. This number represents more than one out of every four young people in this age group. Approximately 6.5 million were binge drinkers, meaning that they consumed five or more drinks on at least one occasion. Underage drinkers are at risk for negative consequences ranging from lowered academic performance to impaired driving crashes to injury and death. Their illegal use of alcohol may cause many forms of severe, even deadly, harm to others. For 2010, the estimated cost of underage drinking nationwide exceeded \$62 billion.

Evidence-based types of environmental prevention can reduce the prevalence of underage drinking in communities where they are implemented. Research also indicates that families exert a great deal of influence on whether a child uses alcohol. "What parents may not realize," says Stephanie McKinney, YuCan DFC Coordinator "is that children say that their parents' disapproval of underage drinking is a key reason they have chosen not to drink." SAMHSA reports that children and teens are less likely to abuse alcohol if parents are involved in their children's lives, make and enforce clear rules and are positive role models.

For more information, contact the Yu-Can's DFC Coordinator, Stephanie McKinney at 405-350-2630x1860 or RPC Director, Michelle Bugg at 405-354-1928 ext. 203.