

RED-ROCK BHS

INSIDE  
THIS ISSUE:

Alcohol  
Awareness Month 1

Social Host  
Reminder 1

Clearinghouse 1

Upcoming  
Events 1

Contact Us! 2

Reward  
Reminder Visits 2

Interagency  
Update 2

Alcohol  
Compliance  
Checks in 2

**UPCOMING  
EVENTS;**

- **April 1**-Tobacco Free Grady County, Chickasha @ 11:30 a.m.
- **April 3-4**-YuCan Garage Sale
- **April 14**-Canadian County for Children & Families @ 12:00 p.m.
- **April 15**-Interagency Coalition, Chickasha @ 12:00 p.m.
- **April TBA**-MPACT. Mustang @ 12:00 p.m.

# Red Rock RPC



APRIL 2015

## April is Alcohol Awareness Month

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.

### 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](http://www.odmhsas.org/resourcecenter).

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

**Red Rock RPC**  
1501 W. Commerce  
Yukon, OK 73099  
(405)-422-8873



[www.redrockrpc.com](http://www.redrockrpc.com)

### **RPC STAFF**

#### **Ashley Cline**

Director of Prevention Programs

E-mail: [ashleyc@red-rock.com](mailto:ashleyc@red-rock.com)

#### **Michelle Bugg**

RPC Director

E-mail: [michellek@red-rock.com](mailto:michellek@red-rock.com)

#### **Jenna Cansler**

Prevention Educator

E-mail: [jennac@red-rock.com](mailto:jennac@red-rock.com)

## Reward Reminder Visits

On March 19, 2015, Red Rock Regional Prevention Coordinator (RPC) conducted Tobacco Reward Reminder Visits at local convenient stores in Grady County. Out of the 14 stores checked, 12 were in compliance with the law. The RPC will conduct over 60 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.

To learn how to stop youth access to tobacco or for more information about the RPC please contact the Regional Prevention Coordinator at 405-422-8873.

**Interagency Coalition Update: The Interagency Coalition will now meet at NOON on the 3rd Wednesday of each month at the Canadian Valley Technology Center in Chickasha.**

## 17 Stores Show Compliance in Chickasha

On March 18, 2015, the Regional Prevention Coordinator (RPC) in conjunction with Chickasha Police Department conducted nineteen alcohol compliance checks throughout Chickasha. Through the compliance checks, seventeen store clerks 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.