

RPC Newsletter

YuCan Host Successful Town Hall Meeting

On Tuesday, April 8, 2014, Red Rock Regional Prevention Coordinator partnered 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.

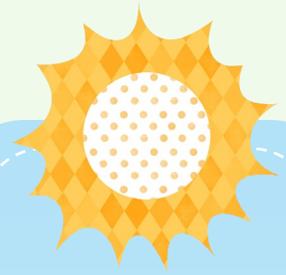
The event, which was supported by the Substance Abuse and Mental Health Services Administration (SAMHSA), in collaboration with the federal government's Interagency Coordinating Committee on the Prevention of Underage Drinking, included door prizes and participants were able to hear from guest speakers, including former NFL players. The meeting was held in the Yukon High School Cafeteria.

"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.

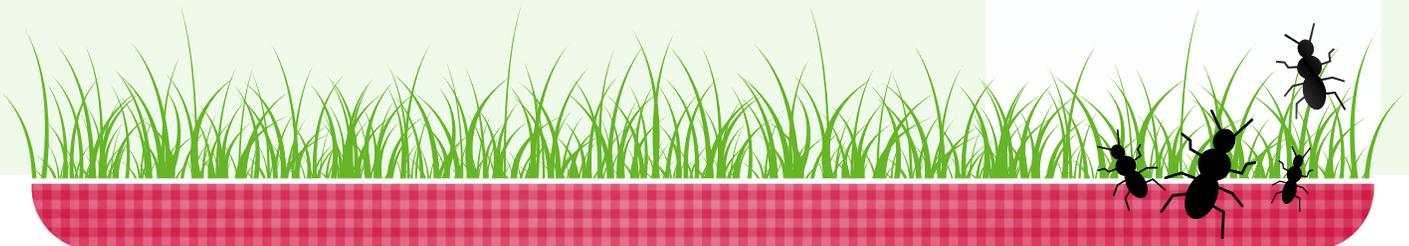


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Important Dates

- 05.01 YuCan, Yukon @ 8:00 a.m.
- 05.02 MPACT, Mustang @ 12:00 p.m.
- 05.07 Tobacco Free Grady County, Chickasha @ 11:30 a.m.
- 05.13 Canadian County Coalition, Yukon @ 12:00 p.m.
- 05.21 Interagency Coalition, Chickasha @ 10:00 a.m.
- 05.23 MAPP, Yukon @ 12:00 p.m.



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

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A Look Inside Alcohol Compliance Checks

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.

If you are a youth between the ages of 17-20 and would like more information on conducting alcohol compliance checks or if you are a community partner and would like to attend, please contact Michelle Bugg at michellek@red-rock.com.



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.

