



# Red Rock RPC<sup>2015</sup>

## Upcoming Events:

November 10-Canadian County for Children & Families @ 12:00 p.m.

November 17-MPACT Coalition, Mustang @ 12:00 p.m.

November 18-Interagency Coalition, Chickasha @ 10:00 a.m.



## Did You Know?

- 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.

**OKLAHOMANS  
WHO HOST  
STAND TO **LOSE**  
THE MOST**

*Don't give people under 21 a place to drink.*

**talk**  
they hear you

**Underage  
Drinking  
Prevention**

## Problem

Underage drinking continues to be a national public health issue, especially among adolescents. An estimated 10 million people younger than the age of 21 in the United States drank alcohol in the past month.<sup>1</sup>

Underage drinking puts children at risk for a variety of short- and long-term physical and emotional problems. It also affects and endangers the lives of those around them.<sup>2</sup>

In the words of The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking, "Underage alcohol use is everybody's problem—and its solution is everybody's responsibility."<sup>3</sup>

## Mission

The goal of the Substance Abuse and Mental Health Services Administration's (SAMHSA's) "Talk. They Hear You." Underage Drinking Prevention National Media Campaign is to reduce underage drinking among children ages 9 to 15 by engaging parents in prevention behaviors.

1, Substance Abuse and Mental Health Services Administration. (2011). Results from the 2010 National Survey on Drug Use and Health: Summary of National Findings. NSDUH Series H-41, HHS Publication No. (SMA) 11-4658. Rockville, MD: Substance Abuse and Mental Health Services Administration.

2, 3, U.S. Department of Health and Human Services. The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking: A Guide to Action for Educators. U.S. Department of Health and Human Services, Office of the Surgeon General, 2007.

For more information, please visit <http://www.samhsa.gov/underage-drinking> or contact the RPC.

*We're on the web!*



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



## A Look at Red Rock RPC

The Regional Prevention Coordinator (RPC) would like the community to be aware of our services and what support the RPC can provide. 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 Canadian and Grady counties.

Red Rock RPC takes a proactive approach in reducing substance abuse among communities, specifically the non-medical use of prescription drug, 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.

- ◆ The Red Rock RPC program incorporates prevention activities such as:
- ◆ Technical support to area coalitions in the nine county area
- ◆ Technical support to minimize gaps in current local laws through passing model local ordinances
- ◆ Assistance with alcohol and tobacco compliance operations
- ◆ Youth conferences/youth leadership trainings
- ◆ Town hall meetings
- ◆ Responsible Beverage Service and Sales training
- ◆ Place of Last Drink risk assessments
- ◆ Promote local prescription drop boxes
- ◆ Other environmental strategies

The RPC's Mission is to: Encourage individual responsibility, positive behavior, and personal growth; strengthen families and communities; promote a drug-free society through education, training, prevention, research, advocacy, and environmental strategies. The idea is to equip communities, organizations, law enforcement, schools, and other community members so that they may have an impact on solving local problems and setting local norms.

Red Rock RPC is funded through the Oklahoma Department of Mental Health and Substance Abuse Services. For more information on services please contact Red Rock RPC Director, Lauren Greenfield, at (405)422-8873 or visit the RPC website at [www.redrockrpc.com](http://www.redrockrpc.com).



*Ashley Cline*  
*Director of Prevention*  
*Programs*  
*(405)422-88731*  
*ashleyc@red-rock.com*

*Lauren Greenfield*  
*RPC Director-Yukon*  
*(405)422-8873*  
*laureng@red-rock.com*

*Jenna Cansler*  
*Prevention Educator*  
*(405)422-8874*  
*jennac@red-rock.com*