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YuCan Coalition and Red Rock Regional Prevention Coordinator Recognized in a National Research Report for Local Prevention Efforts

The YuCan Coalition and Red Rock Regional Prevention Coordinator (RPC) are honored to be featured in the Office of National Drug Control Policy's (ONDCP) National Drug Control Strategy 2014 for their prevention efforts in substance abuse at the local level.

In the strategy, ONDCP highlights YuCan and RPC by saying, "The community of Yukon, Oklahoma is taking a comprehensive and collaborative approach to substance abuse prevention, and survey results show that the approach has been effective. Working out of the Red Rock Behavioral Health Services Agency, and funded by the Oklahoma Department of Mental Health and Substance Abuse Services, the Regional Prevention Coordinator has been an active member of the Yu-Can coalition for over 5 years. This is the first coalition in this community that has brought together a broad group of youth-led stakeholders. Its priorities include: implementation of Project Alert, an evidence-based substance abuse prevention curriculum; alcohol compliance checks to reduce alcohol sales to minors; alcohol restrictions at community events; and AlcoholEdu (an Internet-based education tool provided to every high school). To help build capacity for the community and to ensure sustainability, the Yu-Can Coalition receives support from the Oklahoma State Office of Substance Abuse Services, the Yukon Public Schools, a DFC grant, and the area Office of the School Superintendent. The Coalition works with local law enforcement, alcohol retailers, businesses, parents, school groups, and other stakeholders to create sustainable and effective community partnerships." Community members can read the entire article by visiting http://www.whitehouse.gov/sites/default/files/ondcp/policy-and-research/ndcs_2014.pdf.

"Yukon Public Schools is so very proud of the efforts that the YuCan Coalition puts forth within the schools, community and state. The Coalition represents a true partnership between the district and the community. The best part of the Coalition is the effort of our students to be change agents for the prevention of drugs and alcohol," states Yukon Assistant Superintendent Dr. Sheli McAdoo.

The YuCan Coalition promotes healthy lifestyle choices free from alcohol, tobacco and other drugs for the Yukon Community, focusing on students and families. For more information on YuCan or how you can be a part, contact Stephanie McKinney at stephanie.mckinney@yukonps.com.

Red Rock RPC's primary focus is to serve as a prevention community liaison. Red Rock RPC educates and informs communities through multiple strategies including community based services, environmental strategies, early recognition, and referral. We take the proactive approach in reducing substance abuse among communities. Red Rock RPC is funded through the Oklahoma Department of Mental Health and Substance Abuse Services. For more information about the Regional Prevention Coordinator please visit www.redrockrpc.com or contact the Red Rock RPC at (405)-354-1928 ext 203.