

**FOR IMMEDIATE RELEASE:**

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**April is Alcohol Awareness Month**

Red Rock Regional Prevention Coordinator (RPC) would like to inform the public that April is the 31st Annual NCADD Alcohol Awareness Month. Founded and sponsored by the National Council on Alcoholism and Drug Dependence, Inc. (NCADD). This year's theme is "Connecting the Dots: Opportunities for Recovery."

According to the National Council on Alcoholism and Drug Dependence (NCADD), alcohol use by young people is extremely dangerous to themselves and society. It is directly associated with traffic fatalities, violence, suicide, education failure, alcohol overdose, unsafe sex and other problem behaviors, even for those who may never develop a dependence or addiction. Parents may be faced with a unique set of challenges when their child enters adolescence, as alcohol and drugs may enter the picture due to it being a time of heightened risk-taking. Parents can sit back and hope their kids will "get through it," or they can take an active role in learning about alcohol and drugs and helping their kids do the same.

Research has shown that kids who have conversations with their parents and learn a lot about the dangers of alcohol and drug use are 50% less likely to use these substances than those who don't have such conversations. For more information on Alcohol Awareness Month, please visit [www.ncadd.org](http://www.ncadd.org).

Red Rock 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 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).

<https://www.ncadd.org/aam>