

FOR IMMEDIATE RELEASE:

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### Celebrate National Prevention Week May 12-18

National Prevention Week will take place May 12-18, 2013. This week is a SAMHSA-supported annual health observance dedicated to increasing public awareness of, and action around, substance abuse and mental health issues. This observance is an opportunity to join with other individuals, organizations, and coalitions in your community to promote prevention efforts, educate others about behavioral health issues, and create and strengthen community partnerships.

This year's theme, "Your voice. Your choice. Make a difference.," emphasizes that the prevention of substance abuse and promotion of mental health starts with the choices each of us makes in our own life. Through our choices, we can set an example of health and well-being for others. With our voices—whether spoken or written—we can raise awareness of behavioral health issues and help create healthier and safer communities.

National Prevention Week is held each year near the start of summer. Summer is a season filled with celebrations and recreational activities where substance use and abuse can happen, such as graduation parties, proms, weddings, sporting events, and outdoor activities. National Prevention Week is timed to allow schools to take part in a prevention-themed event before the school year ends, raising awareness in students of all ages, and helping to educate young people and their families at this crucial time of year.

The Regional Prevention Coordinator (RPC) located at Red Rock Behavioral Health Services in Clinton, OK is one of seventeen RPC's in the state. 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 a nine county area which includes: Beckham, Blaine, Caddo, Custer, Dewey, Greer, Kiowa, Roger-Mills, and Washita counties.

Red Rock RPC takes a proactive approach in reducing substance abuse among communities, specifically the non-medical use of prescription drugs, Fetal Alcohol Spectrum Disorder, 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.

If you would like more information on National Prevention Week please visit [www.sahmsa.gov/preventionweek](http://www.sahmsa.gov/preventionweek). If you would like more information regarding Red Rock RPC please visit [www.redrockrpc.com](http://www.redrockrpc.com), or contact RPC Director Lauren Greenfield at 580-323-9736.