

FOR IMMEDIATE RELEASE:

For questions or more information please contact:

Michelle Bugg
Red Rock Regional Prevention Coordinator
1501 W. Commerce
Yukon, OK 73099
(405) 354-1928
michellek@red-rock.com

January 2, 2014

A Look Inside the Services Provided by the Regional Prevention Coordinator

The Regional Prevention Coordinator (RPC) located at Red Rock Behavioral Health Services in Yukon, Oklahoma, would like you to be aware of our services and what support the RPC can provide. Our primary focus is to serve as a community resource. We educate and inform communities through multiple strategies including community based services, environmental strategies, early recognition, and referral. Red Rock RPC provides services to a two county area which includes: Canadian and Grady Counties.

We take the proactive approach in reducing substance abuse among communities, specifically underage drinking, adult binge drinking, and the non-medical use of prescription drugs. We 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.

To reduce underage drinking the RPC partners with local law enforcement to conduct alcohol compliance checks, promote the social host law, and provide Responsible Beverage Service & Sales (RBSS Training) to local retailers. For adult binge drinking, the RPC works on restricting alcohol at community events and provide RBSS training and education to retailers.

To reduce the non medical use of prescription drugs the RPC focuses on strategies that promote proper storage and disposal of prescription drugs. For example, the RPC promotes local prescription drug drop boxes in the communities and partners with organizations in local community take-back days.

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 Michelle Bugg, RPC Director, 405-354-1298 or michellek@red-rock.com or visit the RPC website at www.redrockrpc.com.