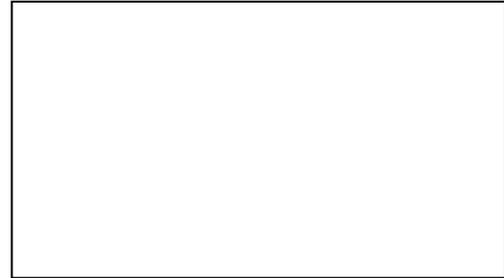


FOR IMMEDIATE RELEASE:

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Make Each Day Count

This year, National Prevention Week is May 14-20. National Prevention Week is a SAMHSA-supported annual health observance dedicated to increasing public awareness of, and action around, mental and/or substance use disorders. The theme for 2017 is “Making Each Day Count.” Six of the seven days during National Prevention Week have a suggested health topic that organizations and coalitions can use to guide the focus of community events:

1. Prevention of Youth Tobacco Use-Monday, May 15
2. Prevention of Underage Drinking and Alcohol Misuse-Tuesday, May 16
3. Prevention of Prescription Drug and Opioid Drug Misuse-Wednesday, May 17
4. Prevention of Illicit Drugs and Youth Marijuana Use-Thursday, May 18
5. Prevention of Suicide-Friday, May 19
6. Promotion of Mental Health and Wellness-Saturday, May 20

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. According to NSDUH, the percentages of marijuana, cigarette and alcohol initiates among youth increase between spring (April and May) and summer (June and July). National Prevention Week is the perfect time to educate young people and families during this crucial time of the year. There are three primary goals of National Prevention Week:

- To involve communities in raising awareness of behavioral health issues and in implementing prevention strategies
- To foster partnerships and collaboration with federal agencies and national organizations dedicated to behavioral and public health
- To promote and disseminate quality behavioral health resources and publications

The Regional Prevention Coordinator (RPC) located at Red Rock Behavioral Health Services in Yukon, 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 two county area that includes Canadian and Grady counties. Red Rock RPC takes a proactive approach in reducing substance abuse among communities, specifically the non-medical use of prescription drugs 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.samhsa.gov/prevention-week. 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)422-8873.