

**FOR IMMEDIATE RELEASE:**

**For questions or more information please contact:**

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**Zero Store Sells Alcohol to a Minor in Grady County**

On March 7, 2014, the Regional Prevention Coordinator (RPC) in conjunction with Chickasha Police Department conducted eighteen alcohol compliance checks throughout Chickasha County. Through the compliance checks, every clerk checked for an i.d. and did not sell alcohol to a minor.

Each fiscal year the RPC conducts 100 or more Alcohol Compliance Checks throughout the cities of Canadian and Grady counties. A strict protocol is followed in completing Alcohol Compliance Checks. A staff member of the RPC enters a retail store to ensure safety before the minor enters. The minor enters the retail stores without acknowledging the RPC staff and attempts to purchase alcohol using their driver's license which clearly states their date of birth. The minor provides cash that has been tagged by local law enforcement to the retailer to purchase the alcohol. If a sale is denied the minor leaves the retail store immediately. However, if a sale is complete the minor exits the store and hands the alcohol to law enforcement. At that time the law enforcement officer educates the retailer about the law surrounding underage drinking and selling to minors. Alcohol Compliance Checks can be very useful in allocating scarce enforcement and prevention resources.

Red Rock RPC also offers a FREE Responsible Beverage Service and Sales (RBSS) training to alcohol retailers in Grady County. The training will educate store owners and clerks about laws regarding alcohol sales to minors as well as how to properly check an i.d.

According to National Institute on Alcohol Abuse and Alcoholism, "each year, approximately 5,000 young people under the age of 21 die as a result of underage drinking; this includes about 1,900 deaths from motor vehicle crashes, 1,600 as a result of homicides, 300 from suicide, as well as hundreds from other injuries such as falls, burns, and drowning." For this reason, underage drinking prevention strategies such as alcohol compliance checks are initiated throughout the state in hopes of reducing sales to minors that lead to death and injury.

For more information regarding Alcohol Compliance Checks or RBSS Training please contact Michelle Bugg at 405-354-1928. Red Rock Regional Prevention Coordinator's (RPC) 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 a 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](http://www.redrockrpc.com).