

**FOR IMMEDIATE RELEASE:**

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**'UNDERAGE DRINKING: YOU'VE GOT 2 MUCH 2 LOSE' TO PROMOTE  
PREVENTION, COMPLIANCE DURING PROM SEASON**

The Red Rock Regional Prevention Coordinator (RPC) is partnering with local law enforcement agencies to protect our state's youth at a time when underage drinking is traditionally extremely high.

The "Underage Drinking: You've Got 2 Much 2 Lose" enforcement campaign, slated for April 9-19, will focus on youth drinking prevention through both prevention activities and compliance checks.

Red Rock RPC is one of 17 Regional Prevention Coordinators (RPCs) funded through the Oklahoma Department of Mental Health and Substance Abuse Services to work with communities on issues such as underage drinking and prescription drug abuse prevention. ODMHSAS also contracts with the Alcoholic Beverage Laws Enforcement Commission (ABLE) for the compliance portion of the "2M2L" underage drinking program.

"Underage drinking is a serious issue in our community," said Michelle Bugg. "Throughout this high-risk period, we plan to draw attention to illegal sales and consumption of alcohol, and hold those who willingly break the law accountable."

Bugg said the campaign time frame, which coincides with prom and other end-of-school-year activities, was chosen to promote awareness about the dangers of underage drinking – which include such things as traffic crashes; high-risk sex; property crime; suicide or homicide; injury; death due to drowning or other accidents; poisoning; impaired brain development; and youth violence.

"Prevention efforts will save lives and avert the impact of negative consequences that go hand-in-hand with underage drinking," Bugg said.

ODMHSAS Commissioner Terri White said RPCs throughout the state will host prevention activities such as "reality parties," and work with law enforcement to enforce underage drinking laws, including compliance checks, DUI enforcement and Social Host Law enforcement.

The state's Social Host Law, also known as "Cody's Law," imposes fines or jail time for adults or minors who provide a location for kids under age 21 to drink alcohol.

"In many instances, parents, retailers or other young adults are the source of alcohol for youth," she added. "More than a third of Oklahoma public high school students (grades 9-12) currently use alcohol. These young people are obviously getting alcohol someplace. It is illegal to purchase alcohol or to host a party where alcohol will be served, or is present, for anyone under 21. The Social Host Law ensures that those who do so are held responsible for their actions."

Red Rock RPC's 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 the proactive approach in reducing substance abuse among communities. For more information about the Regional Prevention Coordinator please visit [www.redrockrpc.com](http://www.redrockrpc.com) or contact the Red Rock RPC at (405)-422-8873.