

FOR IMMEDIATE RELEASE:

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April is Alcohol Awareness Month

Red Rock Regional Prevention Coordinator (RPC) would like to inform the public that April is the 29th Annual NCADD Alcohol Awareness Month. Founded and sponsored by the National Council on Alcoholism and Drug Dependence, Inc. (NCADD). This year's theme is "For the Health of It: Early Education on Alcoholism and Addiction."

No substance of abuse is more widely used and abused by America's youth than alcohol, making alcoholism and alcohol-related problems the number one public health problem in the United States. Despite the legal drinking age of 21, high school students still consume 31 million gallons of wine coolers and 102 million gallons of beer each year.

Addressing this issue requires a sustained and cooperative effort between parents, schools, colleges, community leaders, and our youth. The widespread prevalence of underage drinking and the negative consequences it creates remain a stubborn and destructive problem despite decades of efforts to combat it.

Yet, there are four areas that have proven to be effective in prevention of this problem:

- 1) Curtailing the availability of alcohol to underage populations;
- 2) Consistent enforcement of existing laws and regulations regarding alcohol purchase;
- 3) Changing cultural misconceptions and behaviors about alcohol use through education; and
- 4) Expanded access to treatment and recovery support for adolescents and their families.

But, time is running out. Studies reveal that alcohol consumption by adolescents results in brain damage – possibly permanent – and impairs intellectual development.

Red Rock 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. Red Rock RPC is funded through the Oklahoma Department of Mental Health and Substance Abuse Services. For more information on Red Rock RPC please contact Michelle Bugg at 405-422-8873 or visit www.redrockrpc.com.