

FOR IMMEDIATE RELEASE:

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June 29th, 2017

What is the RPC?

The Regional Prevention Coordinator (RPC) located at Red Rock Behavioral Health Services in Yukon, OK has a 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 which includes: Canadian County and Grady County.

The 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.

The RPC program incorporates prevention activities such as:

- Technical support to area coalitions in the nine county area
- Technical support to minimize gaps in current local laws through passing model local ordinances
- Assistance with alcohol compliance operations
- Youth conferences/youth leadership trainings
- Town hall meetings
- Responsible Beverage Service and Sales training
- Place of Last Drink risk assessments
- Promote local prescription drop boxes &
- Other environmental strategies

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 Red Rock RPC Director, Lauren Greenfield, (405) 422-8873, or visit the RPC website at www.redrockrpc.com.