

Public Service Announcement

October 18, 2010

For immediate release

For more information, contact: Region 1 Behavioral Health Authority at 308-633-2092

Red Ribbon Week October 25-29

Parents are the first and best lines of defense when it comes to preventing kids from using or experimenting with drugs. Parents are powerful models for their children. Parents who model positive alcohol and other drug-related behaviors will play a big part in reducing the chances that their children will experience problems with these substances. It's never too early to start, so start talking to your kids TODAY! Model a healthy tomorrow for your children by supporting your community's Red Ribbon Week activities, October 25-29, 2010.

Are you giving your kids the right message about how to prepare for their future? Of the five most important skills for employment identified in two national studies, "No Substance Abuse" was listed as the number one criteria.

According to a study published in "The Journal of the American Medical Association," in the same way that secondhand smoke is thought to affect the non-smoker, substance abuse can have deadly consequences to those non-abusers caught in its path. Substance use and violence frequently go hand-in-hand.

Use of alcohol and other drugs is associated with the leading cause of death and injury among teenagers; car crashes. Let's put a stop to this unnecessary waste of human potential.

Substance abuse is everyone's problem. Last year, alcohol and drug use cost each man, woman, and child in America approximately \$965. And that's only if you didn't buy any. That amount includes things like lost work time, lower productivity and higher health care costs. We all pay a price for alcohol and other drug use and abuse.

Support Red Ribbon Week, October 25-29, 2010. Call Region 1 Behavioral Health Authority at 308-633-2092 for more information about activities in your community.