





#### **Contact:**

Leticia Robles, Media Specialist 760-631-5000, Ext. 7153 619-392-6963 Cell

# FOR IMMEDIATE RELEASE

March 23, 2011

#### YOUTH IN NORTH COUNTY SAY THEY CAN "BE THE RESISTANCE"

Opportunity to learn about substance abuse prevention and peer pressure before it's too late

**WHAT:** Oceanside High School students demonstrate leadership and join North Coastal

Prevention Youth Coalition to host a forum to increase awareness for teens, parents and the community of the risks associated with substance abuse and peer

pressure; and to learn methods to reduce the problem.

**WHO:** The Rubin Family Substance abuse victims

featured on Celebrity Rehab with Dr. Drew

Michael Redman Oceanside High School Sophmore and NCPYC

member who lost parents to drug overdose

**WHEN:** Thursday, March 24, 2011 from 6:00 to 7:30 p.m.

**WHERE:** Oceanside High School Multi-Purpose Room

1 Pirates Cove Way, Oceanside, CA 92054

## WHY:

- According to the 2009 CA Healthy Kids Survey (CHKS) for Oceanside:
  - o 4 out of 10 high school freshmen and juniors reported using alcohol or other drugs in the past 30 days.
  - o Prescription drug abuse is on the rise with 7% of freshmen and 10% of juniors reporting having abused prescription pain killers in their lifetime compared to 5% and 8% in 2007, respectively.
  - O Alcohol is the most abused drug by youth and is easy to get 20% of 7<sup>th</sup> graders and 39% of 11<sup>th</sup> graders reported drinking alcohol in the past 30 days; 48% of 7<sup>th</sup> graders and 80% of 11<sup>th</sup> graders reported that alcohol is fairly easy or very easy to get.
- Youth who drink before age 15 are seven times more likely to develop alcohol problems than those who begin drinking at the legal age of 21. (2002-2006 National Surveys on Drug Use and Health)
- According to the 2008-09 PRIDE National Survey, students with parents who set and enforce clear rules are less likely to report illicit drug use.

### About North Coastal Prevention Coalition (NCPC)

The mission of NCPC is to reduce the harm of alcohol, tobacco, marijuana and other drugs in the cities of Carlsbad, Oceanside and Vista through community action, education, support and collaboration. Funded in part by the County of San Diego, HHSA, Alcohol and Drug Services, and by SAMHSA though the STOP Act with grants to Vista Community Clinic.

For more information visit: www.northcoastalpreventioncoalition.org.