



# COUNTY OF ORANGE HEALTH CARE AGENCY

## PUBLIC HEALTH SERVICES

DAVID L. RILEY  
DIRECTOR

MAILING ADDRESS:  
405 W 5<sup>th</sup> STREET, 7<sup>th</sup> FLOOR  
SANTA ANA, CA 92701

TELEPHONE: (714) 834-3155  
FAX: (714) 834-5506

For Immediate Release  
Oct. 14, 2009

Contact: Tricia Landquist  
(714) 834-2178

### **Partnership for Drug-Free America Launches New Alliance with the Orange County Health Care Agency**

**(Santa Ana)** – A new alliance between the County of Orange Health Care Agency's (HCA) Alcohol and Drug Education and Prevention Team (ADEPT) and the Partnership for a Drug-Free America will allow the ADEPT program and various alcohol and other drug community partners to work directly with local media to disseminate the Partnership's messages focused on reducing illicit drug and alcohol use among children and teens in the communities of Orange County. The campaign aims to provide families with the tools, information and support they need to help their children lead healthy, drug-free lives.

"It is the Health Care Agency's hope that exposure to the Partnership's educational messages, coupled with the existing work of the Agency, its contract providers and other community based agencies will result in improvements in attitudes and behaviors of young people around substance abuse issues," said David Souleles, Public Health Services Deputy Agency Director for the Health Care Agency.

The new alliance entitled "Partnership for a Drug-Free Orange County," encourages parents to have regular conversations with their children regarding the dangers of alcohol and other drug use. Research consistently shows that teens who learn a lot about the risks of drugs at home are up to 50 percent less likely to use than those who do not get that crucial message at home. Yet many parents have difficulty talking with their kids about drugs and alcohol and the campaign strives to equip parents with the tools they need to begin and keep the dialogue open around substance abuse.

The Partnership for a Drug-Free America is a non-profit organization that unites parents, renowned scientists and communications professionals to help families raise healthy children. The Partnership is best known for its research-based national public education programs, and its initiative to motivate parents in preventing their children from using drugs and alcohol, and to find help and treatment for family and friends in trouble.

For more information on this initiative, please contact Amy Buch, Division Manager for the Orange Health Care Agency's Health Promotion Division, at (714) 834-5728, or for more information on the Partnership for a Drug-Free America, visit [www.drugfree.org](http://www.drugfree.org).