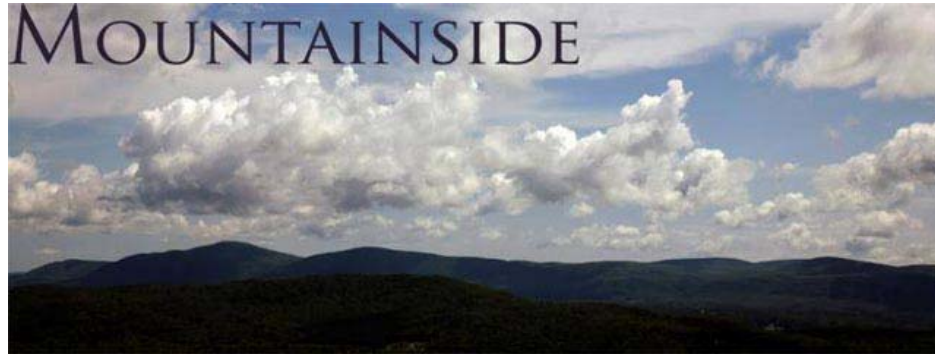


# Red Ribbon Week Highlights Importance Of Remaining Drug-Free



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**NEW YORK-** This year, the last week of October commemorates more than just Halloween; it draws attention to a more frightening occurrence: the epidemic of drug abuse that is plaguing families of teens across America.



Designated as Red Ribbon Week, October 23- October 31 has been set aside by The National Family Partnership as a time to focus on educating teens and young adults on the dangers of substance abuse and alcoholism.

“While drug abuse prevention is an on-going mission,

designating a specific time to such matters can play an important part in helping to decrease the need for [drug rehab](#) among teens and young adults," begins a spokesperson for Mountainside Drug Rehab and Alcohol Treatment Center . "When a certain time is set aside for drug abuse prevention through education, more individuals and organizations become involved, increasing the effectiveness of the message. It raises everyone's awareness so that potential problems can be identified early-on. In addition, for parents who are uneasy approaching the subject, it allows them a comfortable segue into the discussion, thus opening up the lines of communication between them and their children. Once an initial conversation takes place, it makes it easier to broach the subject as time goes on. Studies have shown that regular communication about the dangers of substance abuse and the topics surrounding substance abuse, such as peer pressure, helps teens and young adults become more comfortable in approaching a trusted adult with concerns they may have. Education is really the key to thwarting the epidemic of drug abuse in America ."

The National Family Partnership, founded in 1980 as a grass roots non-profit organization, was established as a means for parents to play a leadership role in drug abuse prevention. Their mission: " to lead and support our nation's families and communities in nurturing the full potential of healthy, drug free youth. " They affect change in families across the United States by promoting awareness of the dangers of drug abuse, advocating for those affected by substance abuse by lobbying lawmakers and by acting as a clearinghouse for distribution of drug prevention literature.

Mountainside Drug Rehab and Alcohol Treatment Center was founded with the same type of vision as organizations such as The National Family Partnership: a vision of a drug-free America . And, since its inception, Mountainside has been committed to creating effective and innovative treatments that will help individuals to get and to remain sober.

The compassionate, caring treatment team at Mountainside is comprised of licensed and certified counselors and social workers as well as an on-staff Nurse Practitioner and a Registered Nurse, both of whom have specialization and extensive experience in drug addiction and alcohol treatment. For clients who may have psychiatric issues and/or a dual diagnosis, Mountainside provides the services of a Psychiatrist who also has specialization in addictions. As a result of their unique, innovative approaches to addiction treatment over the

past 12 years, Mountainside has become the model for the addiction treatment field.

The program, along with its professional addiction treatment team, has earned national recognition and resulted in Mountainside being invited to Washington by the White House to meet with the White House Drug Czar, John P. Waters, for an in-depth meeting on what makes its program so successful. These accolades did not go unnoticed within the addiction treatment field and resulted in the adoption by many throughout the country of a more holistic approach to drug addiction treatment.

If you or someone you love is addicted to drugs or alcohol, or if you have any questions, please contact Mountainside [Drug Rehab](#) and Alcohol Treatment Center for a confidential inquiry at 800-762-5433.

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