



**BARNSTABLE COUNTY  
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**Barnstable County Regional Substance Abuse Council to Launch “My Choice Matters” Campaign  
Choices Matter in Preventing Substance Use**

FOR IMMEDIATE RELEASE October 4, 2016 – Barnstable County’s Regional Substance Abuse Council (RSAC) is launching the “My Choice Matters” media campaign to prevent substance use on Cape Cod. When it comes to substance use, choice matters for teens, parents, and community members. In believing that “My Choice Matters”, we are empowered to make decisions that have a positive impact on our lives and on those around us.

- What:** Campaign launch of **“My Choice Matters”**
- Who:** Barnstable County Regional Substance Abuse Council
- When:** Thursday, October 6, 2016 at 3:15 PM
- Where:** Harborview Conference Room, Barnstable County Campus, 3196 Main Street, Barnstable (right side door of Old Jail building at the top of the hill).
- Why:** Launch of the “My Choice Matters” media campaign. Addiction is not a choice and Cape Cod is united in its choice to do something about it. Coming together to guide our children, promote self-empowerment, and support our neighbors in their journey from addiction to recovery is the path chosen by the Cape Cod community.
- As part of a regional effort, legislators, law enforcement, business leaders, local government, and the community are united to empower our citizens to believe that “My Choice Matters” when confronting substance use.

The [Barnstable County Regional Substance Abuse Council \(RSAC\)](#) links towns, providers, organizations, and individuals on Cape Cod to identify and address regional gaps and disparities in the service provider system, and to maximize inter-agency collaboration, funding, and resource opportunities. RSAC facilitates a regional approach to substance use across the continuum of prevention, intervention, treatment, and recovery.

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***Creating a Healthy Connected Cape Cod***

*The Mission of the Department of Human Services is to plan, develop, and implement programs which enhance the overall delivery of human services in Barnstable County and promote the health and social well-being of County residents through regional efforts that improve coordination of services.*