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Barnstable County Department of Human Services
Regional Substance Use Council
P.O. Box 427
Barnstable, MA 02630

Barnstable County Regional Substance Use Council (RSAC) launches new web site in support of the My Choice Matters education and information campaign

BARNSTABLE, MA - The Barnstable County Department of Human Services’ Regional Substance Use Council (RSAC) is pleased to announce the launch of its new web site – MyChoiceMatters.net.

RSAC works with Cape Cod communities, elected officials, schools, businesses and health and human services agencies to provide resources and support in the areas of prevention, harm reduction, treatment, and recovery. As part of this effort, RSAC has undertaken a broad, multi-media public awareness campaign called My Choice Matters that seeks to effect social norms by educating the general public and specific target groups about substance use.

The My Choice Matters campaign uses print, radio and social media to create awareness and dialog about substance use on Cape Cod. With the launch of the MyChoiceMatters.net web site, interested parties now have a local resource for important and useful information:

- Factual information about alcohol, marijuana, prescription drugs, inhalants and common illegal drugs and how they affect the body
- Frequently Asked Questions and tips for parents
- Frequently Asked Questions and tips for youth
- Local substance use treatment and recovery resources for yourself or someone else
- Cape Cod substance use facts
- Getting involved in your community to address substance use on Cape Cod
Elizabeth Albert, Director of the Barnstable County Department of Human Services, states, “When it comes to substance use, choice matters – our choices as individuals and our choices as a society. Whether it be a young person standing at a party being offered alcohol for the first time, or a person in active addiction deciding now is the time to take steps toward recovery, their choices will impact their lives and the lives of those around them.”

Barnstable County, the Department of Human Services and the Cape Cod community are united in the choice to address the substance use issue. Coming together to guide our children, promote self-empowerment and support our neighbors in their journey from addiction to recovery is the path we have chosen.

We are united in our efforts to empower each citizen to believe that “My Choice Matters.”

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My Choice Matters logos, print ads/posters and radio ad files are available for use. For more information, please visit MyChoiceMatters.net

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