



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

DATE: 8/25/25

### **MEDIA CONTACTS:**

Miranda Edwards Favorite  
Sr Director of Organizational Communications  
Email: [Miranda.edwards@reddingrancheria-nsn.gov](mailto:Miranda.edwards@reddingrancheria-nsn.gov)  
Office: 530-242-4562

Maria Orozco  
Sr Director of Public Relations  
Email: [Maria.orozco@reddingrancheria-nsn.gov](mailto:Maria.orozco@reddingrancheria-nsn.gov)  
Office: 530-242-4516

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## **Redding Rancheria Harm Reduction Program Shows Early Success!**

Eight weeks after launching its Harm Reduction Program, Redding Rancheria is already seeing positive results in its efforts to support individuals with substance use disorders in Shasta County.

The “drop in” style program operates every Friday from 1:00 to 4:00 p.m. at the Tribe’s Churn Creek Recovery Center and is open to all community members. In its first weeks, the program served an average of six to eight people each Friday. Recently, that number has more than doubled, with over 20 people attending and receiving essential disease prevention materials, harm reduction supplies, food and clothing, all at no cost.

In just eight weeks, the program has collected and safely disposed of more than 600 used syringes, keeping them off the streets, and out of public parks.

Harm reduction is rooted in compassion, connection, and taking care of people. Research shows it can take at least seven positive contacts before someone with a substance use disorder accepts treatment. This principle drives the program’s approach of creating a welcoming, judgment-free space where relationships are built and individuals learn they have options. The program is led by Recovery Director Katherine Haley, who states, “We understand there are countless reasons why people who use drugs may avoid treatment and generally healthcare. Our goal is to change that by creating an environment where individuals feel safe, respected, and cared for.”

Already, the program has seen multiple participants accept treatment beyond the harm reduction supplies, some making and keeping medical appointments and others working with case managers to enter housing programs.



If you would like to donate adult clothes and shoes to the Redding Rancheria Recovery Program, please stop by the Recovery and Wellness Building at 3110 Churn Creek Road, Monday September 8<sup>th</sup> through Thursday September 11<sup>th</sup> to drop off apparel.