

COUNTY OF SAN DIEGO
HEALTH AND HUMAN SERVICES AGENCY
BEHAVIORAL HEALTH SERVICES DIVISION
ALCOHOL AND DRUG SERVICES
STRATEGIC PREVENTION PLAN

INTRODUCTION

The California Department of Alcohol and Drug Programs implemented the Strategic Prevention Framework in July 2006. The State's Prevention Framework required each county to submit a local Strategic Prevention Plan for the period of July 1, 2007 through June 30, 2010. San Diego's Prevention Plan was submitted in July 2007 and revised in January 2008. This July 2009 submission represents the most current update to the Prevention Plan to ensure accurate representation of San Diego's prevention activities. San Diego County primarily utilizes environmental, community-based process and information dissemination strategies for the County Prevention Initiatives and regional work addressed in this plan.

COUNTY OVERVIEW

San Diego County is actively engaged in a strategic planning process for all government services and has identified three Countywide Strategic Initiatives which guide all work conducted through the County:

- 1) Improve opportunities for children
- 2) Manage resources to ensure environmental preservation, quality of life and economic development
- 3) Promote safe and livable communities

The vision and mission of Alcohol and Drug Services is:

Vision: Safe, healthy, and thriving communities free of alcohol and drug problems.

Mission: Lead the County of San Diego in reducing alcohol and other drug problems through community engagement.

The County of San Diego's alcohol and other drug prevention service system is designed to reduce the devastation of alcohol and other drug use within the

communities of San Diego County through a community-based, environmental prevention model by using evidence-based strategies.

In 1997, the County Board of Supervisors approved a document entitled *“Moving the Delivery of Alcohol, Tobacco and Other Drug Prevention Services Into The Twenty-First Century”*. This document, referred to as the San Diego Prevention Framework, provided an overall approach to the provision of alcohol and drug prevention in San Diego by establishing a specific logic-based process to review problems, plan, develop and implement appropriate, evidence-based strategies for the prevention of alcohol and drug problems in San Diego. San Diego County uses environmental and community based prevention strategies for all prevention work and targets three basic kinds of environments:

1. Retail and commercial environments;
2. Social environments; and
3. Public environments

Prevention strategies must be sufficiently flexible to be applied to each of the various environments.

The San Diego Prevention Framework identified a local process to develop appropriate strategies and approaches that over time became recognized as the federal Strategic Prevention Framework. The steps are:

- Examining relevant data that regarding the impact of alcohol and other drugs among the various sectors of the community (Assessment)
- Identifying internal and external resources for advancing prevention in communities (Capacity Building)
- Identifying prevention practices that provide the most return on limited funding resources (Planning)
- Developing a selection process to implement prevention services (Implementation)
- Designing and implementing a means to inform, measure and evaluate the impact of the prevention system (Evaluation)

San Diego County utilizes a competitive procurement process for the delivery of all alcohol and other drug treatment and prevention services. The introduction of the San Diego County Prevention Framework in 1997 resulted in a more coordinated, regional approach to prevention services delivered through contracted service providers by establishing countywide alcohol and other drug prevention initiatives to address the most significant issues facing the County.

Since the inception of the San Diego County Prevention Framework, the County has initiated three regional alcohol and other drug prevention initiatives that are aligned with the County of San Diego's Strategic Initiatives identified above.

San Diego County Alcohol and Drug Prevention Initiatives

- 1) Binge and Underage Drinking Initiative (1996)
- 2) Methamphetamine Strike Force (1996)
- 3) Marijuana Initiative (2005)

This Prevention Plan outlines a coordinated prevention approach that incorporates the five steps of Strategic Prevention Framework process as defined through the Substance Abuse and Mental Health Services Administration (SAMHSA), into every alcohol and other drug prevention project and/or campaign as described below:

1. Assessment – data collection to define problems, resources, and community strengths;
2. Capacity – development of community capacity and engagement to address needs;
3. Planning – establishment of a comprehensive strategic approach resulting in a data-driven plan to address the problems identified in the assessment;
4. Implementation – implementing evidence-based prevention strategies, programs, policies and practices; and
5. Evaluation – continual measurement of the impact of the prevention strategies to measure their impact through standardized, consistent data collection and common survey tools

Strategic partners and allies from all sectors of the community including parents, youth, healthcare, law enforcement, government, education, businesses and the community at large are necessary to the success of San Diego's Prevention Plan.

The remainder of this document describes San Diego's Prevention Plan through the five steps of the federal Strategic Prevention Framework.

ASSESSMENT

San Diego County is a very diverse region with a population of over 3 million people in 18 municipalities, contains urban, suburban and rural communities, and has three international border crossings with Mexico. The region is home to 18 separate Indian reservations, four major universities, seven community colleges, and military facilities for the Navy, Marine Corps and Coast Guard. There is a large tourism industry with an international airport, and large attractions including Sea World, the Zoo, Wild Animal Park, Legoland, the Del Mar Fairgrounds, local and state beaches, Petco Park, Qualcomm Stadium and cruise ship terminals. There are over 2,800 on-sale alcohol licenses throughout the region. The region is also home to a robust recovering community and a continuum of treatment resources.

Reviews of the local data reflect that problems caused by alcohol continue to be more prevalent than problems associated with all other drugs. An additional issue for this region is the proximity to the border where the drinking age is 18 and where alcohol is directly marketed to youth and young adults, contributing to DUIs, underage alcohol use and exposure to other risky and/or criminal behavior. Admissions to treatment with alcohol as the primary drug increased nearly 50% between 2005 and 2007, and the number of admissions with alcohol as the secondary drug is increasing. A recent study reported in the *American Academy of Child and Adolescent Psychiatry* (March, 2009) suggests there may be an increased risk of suicide for youth between the ages of 11 and 19 who self-report episodes of heavy drinking.

Since 1996, Point of Last Drink (POLD) surveys in English and Spanish have been administered to all persons enrolled in licensed Driving Under the Influence (DUI) programs in the county. The surveys are voluntary and anonymous, and collected at program enrollment from between 12,000 to 14,000 DUI recipients on an annual basis. The POLD data provides a glimpse into this group of people and identifies the locations of alcohol consumption and drug use prior to the arrest. The surveys reflect that approximately 11% of all DUI recipients were for drugs, not alcohol, with 40% reported having used marijuana prior to their DUI arrest and 24% reported having used methamphetamine.

Nearly half of all treatment admissions for adults in publicly funded programs in the region continue to be related to methamphetamine problems, and the drug is integrally linked to family violence, chronic health and mental health issues, along with a myriad of other devastating consequences.

While methamphetamine is the primary drug of choice among adult treatment admissions, marijuana is overwhelmingly the drug of choice for adolescents admitted into treatment, with approximately two-thirds of all adolescent admissions due to marijuana. According to the California Healthy Kids Survey, by 11th grade, nearly 20% of adolescents report having used marijuana in the

past 30 days. Point of Last Drink survey respondents reflect that 60% of marijuana users were under 25 years of age.

The pervasiveness of alcohol and drug messages throughout the community and our youth is clear. As an example, according to the National Institute for Media and the Family, more than 85 percent of U.S. children play video games, with 60 percent of their favorite games rated M for mature. Games like "Vice," "Scarface," "Snow," and "Narc" are riddled with drug and alcohol content. Some video games even allow the player to "get high" on illicit drugs and/or alcohol to advance through game levels. These types of games normalize the abuse of drugs and alcohol by exposing children to drug and alcohol references.

CAPACITY

The County of San Diego's Prevention Plan focuses its efforts toward three broad countywide initiatives, based on the impact these substances have had on our system over time:

- Binge and Underage Drinking Initiative (BUDI) - addresses binge and underage drinking issues in our communities and across the Border;
- Methamphetamine Strike Force (MSF) - addresses the personal, community and environmental impact of methamphetamine; and
- Health Advocates Rejecting Marijuana (HARM) – addresses the availability of marijuana, paraphernalia, business practices, and media messaging that encourage, normalize or trivialize marijuana use.

Binge and Underage Drinking Initiative

The San Diego Policy Panel on Underage Drinking submitted a report entitled *Alcohol and Youth* in 1994 in response to elevated episodes of underage drinking in San Diego County. The report contained 15 policy recommendations calling for action in law enforcement, marketing, education and land use to stem underage alcohol use. Although progress has been made in relation to the initial 15 recommendations, efforts must be sustained to address the continued scourge of underage drinking within the region. The initial recommendations are currently in the process of being updated to reflect progress that has been made and areas that need continued effort.

Methamphetamine Strike Force

San Diego has an endemic methamphetamine problem that was originally recognized in early 1996, which resulted in the formation of the San Diego County Methamphetamine Strike Force. With over 70 member organizations that include local, State, and federal representatives from public health, law enforcement, judiciary, education, treatment, prevention, and intervention

agencies, the Methamphetamine Strike Force has leveraged and coordinated resources across disciplines throughout the county.

The four areas of focus within the Methamphetamine Strike Force are prevention, intervention, treatment, and interdiction.

Health Advocates Rejecting Marijuana

Efforts to limit marijuana availability are challenged by the overall normalization of community perceptions regarding the harm of marijuana, resulting in a proliferation of dispensaries, the availability of a variety of drug-related paraphernalia in smoke-shops and specialty stores, and clothing and other merchandise designed to market illegal drug use. Health Advocates Rejecting Marijuana addresses these challenges by utilizing successful strategies used in other alcohol other prevention areas to create prevention campaigns, and actively engages community members, parents, youth and law enforcement to document and publicize the dangers of normalizing marijuana use.

Providing a targeted focus on Binge and Underage Drinking, Methamphetamine, and Marijuana allows the County to develop long term, strategic and sustainable prevention plans for each initiative, provides coordination and shared resources where possible, incorporates emerging issues in a mindful way and provides flexible prioritization in each region regarding how each initiative will be tailored to specific community needs. Each prevention initiative incorporates the five prevention strategies of the San Diego Prevention Framework into a clear and focused prevention campaign action plan and logic model in order to achieve the policy and community condition change that reduces AOD problems. In addition to governmental funding, the three County Initiatives are maintained by an array of local sources, both through actual funding contributions, and ongoing resource leveraging with partner organizations and stakeholders.

Although San Diego's Prevention Plan revolves around the aforementioned three primary initiatives, the County funds several regionally based, community driven prevention providers. This system allows regions the flexibility to expand strategies and leverage community partnerships to respond to emerging prevention needs within their communities. As emerging issues develop, regional prevention providers use the five activities of assessment, capacity, planning, implementation and evaluation to ensure the response is data-driven, evidence-based, and evaluated to demonstrate effectiveness.

Friday Night Live and Club Live are robust school-based programs that develop and implement youth driven projects designed to prevent alcohol, tobacco, and other drug use and the related problems of school failure and violence among elementary, middle school and high school aged youth by encouraging and promoting healthy lifestyle choices in school environments and in the community. Program services include positive activities that are planned and implemented by the young people themselves; integrated one-on-one mentoring programs that

team high school age mentors with middle school age protégés; and leadership training to develop leadership skills among youth. The Friday Night Live/Club Live groups also work closely with the Youth Leadership Project, county-funded and other community based prevention collaboratives to coordinate school-based prevention services within the community on campaigns of mutual interest, thereby enriching and expanding opportunities.

Each regional provider implements prevention activities that are responsive to the needs of their respective communities, and tailors activities accordingly. A key task of the regional providers is to work with the community and to leverage existing community resources to assist in accomplishing overall goals.

Each of the regional contractors works with at least one multi-sector community collaboration to guide and implement the prevention strategies at the community level. Regional community collaborations generally consist of local residents, especially parents and youth, and leaders from the community, business groups, law enforcement, schools including the Friday Night Live and Club Live programs, faith community, other health and social services systems, and prevention service providers.

San Diego County's environmental prevention system consisting of skilled community-based service providers that are linked to the three County Prevention Initiatives, assures full coordination and continuation of effort through a clearly defined, staged process designed to change community acceptance and norms regarding the acceptability of abusing alcohol and other drugs. Utilizing community-based, environmental prevention strategies is a cost effective way to facilitate needed changes and sustain the gains made in each community. All San Diego County prevention service system contractors work together, inter-dependently to achieve the most effective outcomes. This synergy greatly increases the resource power of the initiative campaigns and allows for gradual countywide implementation of effective policies.

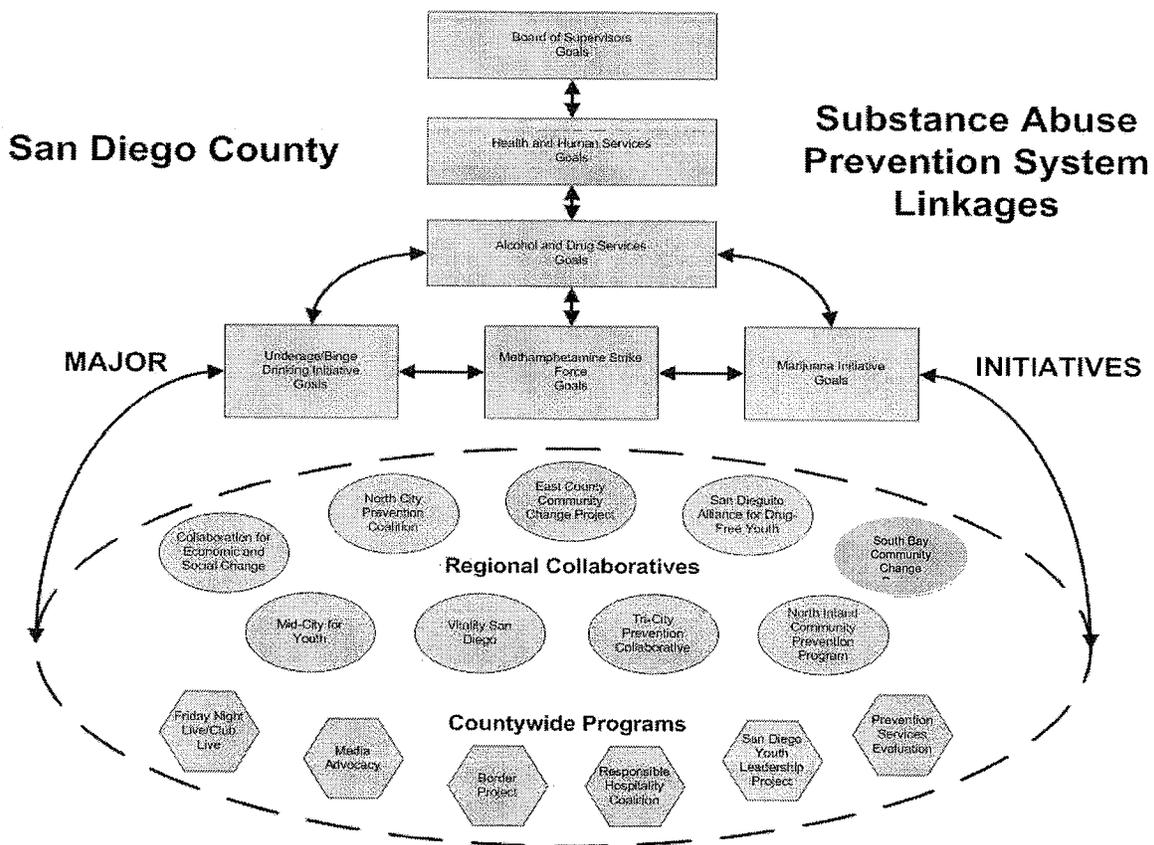
An important element in the County's model for implementing an environmental prevention campaign is the role of media advocacy. Media advocacy is necessary to identify the problem to the larger community and to introduce the value of the identified solution to the community. Once the particular solution is implemented, media advocacy ensures the public, including the sectors and systems directly affected by the solution, are well-informed and encouraged to embrace the new policy. This is an essential part of the "norming" process described above. Once community norms have changed, sustainability of the particular change requires reduced effort. In addition, media advocacy is used to bring issues to the public's conscience and to the engage the community in developing a response.

Enforcement of the identified solution is accomplished through a variety of methods. Depending on the particular community, it may include traditional law

enforcement efforts and code compliance issues, but may also incorporate community oriented policing, neighborhood watch activities, and monitoring activities conducted by community groups as needed, and whose findings are reported to the appropriate enforcement entity.

A key component to the San Diego Prevention system is a commitment to continuous improvement and professional development in the prevention arena. As such, each prevention contract requires designated position for a media advocacy specialist, a community organizer and a prevention specialist to assure capacity and expertise at service delivery. The countywide media advocacy project provides technical expertise training and facilitates a monthly media advocate's meeting to share expertise, resources and experiences conducting media advocacy efforts.

The following graphic illustrates the San Diego County Prevention system.



PLANNING

The County of San Diego's prevention system is implemented through a broad array of contracted community-based prevention service providers. The providers incorporate the activities of the Prevention Plan to ensure full coordination and continuation of efforts by working together in focused workgroups for each initiative.

Each initiative has associated workgroups focused on specific activities including completing assessments, identifying the region's capacity to address needs, planning and implementing strategic approaches to address the issue areas, and evaluating their effectiveness. Although each workgroup maintains specific goals and objectives, the activities of each workgroup evolve over time to ensure ongoing responsiveness to the needs of communities and the region. The application of the workgroup strategies is tailored to each individual community, to acknowledge different cultures and needs throughout the county.

The purpose of the workgroup structure is to address common issues and concerns across all regions regarding the Binge and Underage Drinking Initiative, Methamphetamine Strike Force and Health Advocates Rejecting Marijuana to assure a countywide cost-effective, consistent and coordinated response to community problems associated with these issues. The regular and consistent involvement of community-based prevention providers within the initiative workgroups leverages limited resources, and broadens community-wide environmental prevention messaging.

San Diego County is a very diverse region, and as such, all prevention efforts consider culture and diversity within communities, neighborhoods and regions to be effective. This is accomplished by specific data collection, strategic community organizing, appropriate media advocacy, sensitive policies and enforcement as needed.

IMPLEMENTATION

The following describes the San Diego County Prevention Initiative goals, objectives and activities, and includes a sampling of relevant research and resources used to determine activities and focus for the prevention work and campaigns. Each County Initiative has a specific logic model and work plan that identifies the problem, contributing factors, short/intermediate/long term goals and measurement indicators. Logic models incorporate the San Diego Environmental Prevention Strategies of data collection/research, community organizing, policy development, enforcement and planning/coordination.

Initiative Descriptions

Binge and Underage Drinking Initiative

Goal: Reduce underage and high risk drinking by changing community norms, policies and practices that accept and or promote alcohol consumption by underage youth, or accept and encourage over-consumption of alcohol by persons 21 and older.

Objective: Reduce the availability, accessibility and visibility of alcohol to youth by leveraging community capacity and developing resources.

Measures:

- By June 30 2010, 100% of San Diego's municipalities and unincorporated area will have adopted social host ordinances.
- By June 30 2010, a baseline number of community special events, activities and venues in selected communities with practices prohibiting underage alcohol consumption will be established.
- By June 30 2010, Responsible Sales and Service ordinances will be established in at least four communities.
- By June 30, 2010 youth leadership groups will establish a baseline number of alcohol promotion practices that target youth in selected communities.
- By June 30, 2010 youth will establish a baseline percentage of the promotional practices that target youth media marketing of alcohol through the use of cultural symbols and holidays in selected communities.
- Develop a model ordinance regarding ABC conditional use permits by June 30, 2010.
- Report on the effectiveness of RBSS ordinances in selected cities that includes ordinance strengthening recommendations as needed.
- Report on the effectiveness of Social Host ordinances in selected cities that includes ordinance strengthening recommendations as needed

Activities:

1. Implement and enforce social host ordinances throughout the San Diego region; amend social host ordinances where appropriate for purposes of consistency and to facilitate enforcement (Workgroup: Social Access)

References supporting social host ordinances

- Michigan Office of Highway Safety Planning & U.S. Department of Justice Underage Alcohol Enforcement response Team. 6-1-2006.

http://Michigan.gov/documents/Underage_Drinking_Response_Team_Manual_110124_7.pdf GD, IG

- Teen parties are one of the highest risk settings for youth alcohol problems (Mayer et al., 1998; Schwartz & Little 1997; Wagenaar et al., 1993).
2. Ensure community special events, activities, and venues adopt practices that prohibit underage alcohol consumption (Workgroup: Social Access)
References supporting controlling alcohol access at community events:
 - Toomey, T.L., Erickson, D.J., Patrek, W., Fletcher, L.A., & Wagenaar, A.C. (2005). Illegal Alcohol sales and use of alcohol control policies at community festivals. *Public Health RAP*. 120, 165-173. GD, OM, E.
 3. Provide technical assistance, education, and facilitate training of Responsible Beverage Sales and Services in San Diego County and Tijuana, Mexico to retail clerks, managers, and owners of ABC-licensed establishments to prevent underage drinking and over-consumption, including underage drinking and over-consumption in Tijuana, where the drinking age is 18. (Workgroup: Commercial Access)
References supporting voluntary or mandatory Responsible Beverage Service Training and other outlet policy issues:
 - Saltz, R.F., & Stanghetta, P. (1997) A community wide responsible Beverage Services program in three communities: Early findings. *Addiction*, 60, pgs 27-36
 - University of Minnesota Alcohol Epidemiology Program.)1-6-06) Responsible beverage Service training 8-1-06
 - Lange, J. B., Lauer, E. M., & Voas, R. B. (1999). A survey of the San Diego-Tijuana cross-border bingeing. *Methods and analysis. Evaluation Review*, 23(4), 378-398
 - Romano, E., Cano, S., Lauer, E., Jimenez, A., Voas, R. B., & Lange, J. E. (2004). Tijuana alcohol control policies: A response to cross-border high-risk drinking by young Americans. *Prevention Science*, 5(2), 127-134
 - Voas, R. B., Tippetts, A. S., Johnson, M. B., Lange, J. E., & Baker, J. (2002). Operation safe crossing: Using science within a community intervention. *Addiction*, 97(9), 1205-1214
 4. Promote alcohol outlet policies, practices and conditions that prevent youth access, over concentration, visibility, neighborhood disruptions and enhance community capacity for increased control (Workgroup: Commercial Access)

References supporting voluntary or mandatory policies, practices and conditions to prevent youth access.

- State of California, Department of Alcohol Beverage Control. Shoulder Tap Program. 8-1-2006. http://www.abc.ca.gvo/programs/S_tap.html GD, E
- Gruenewald, P.J. & Remer, L. 2006. Changes in outlet densities affect violence rates. *Alcoholism: Clinical and Experimental Research*, 30:1184-93.
- Jolly, Jerry R. 2005. State of California Department of Alcoholic Beverage Control Follow-Up Report to Business, Transportation and Housing Agency on Performance Metrics; 12-38
- Livingston, M., Chikritzha, T., & Room, R. 2007. Changing the density of alcohol outlets to reduce alcohol-related problems. *Drug and Alcohol Review*, 26, 557-566.
- Point of Purchase Advertising Institute. (1992). the point-of-purchase advertising industry fact book. Englewood, NJ: The Point of Purchase Advertising Institute.
- Mosher, J & Johnson, D, "Flavored alcoholic beverages: An international marketing campaign that targets youth," *Journal of Public Health Policy* 26:287-291 (2005); Alcohol and Tobacco Tax and Trade Bureau *Flavored Malt Beverages and Related Proposals*. Federal Register. 24 March 2003; 68: 14292-14303.

5. Promote practices that reduce marketing that targets youth; increase the problem solving ability of the community to resist industry exploitation (Workgroup: Alcohol Marketing)

References supporting the reduction of alcohol advertising and community exploitation:

- Wallack, L., Dorfman, L., Jernigan, D., Themba-Nixon, M., Media Advocacy and Public Health: Power for Prevention, (1993), SAGE Publications
- Wilbur, P.M., and Stewart, K., Strategic Media Advocacy for the Enforcement of Underage Drinking Laws, Pacific Institute of Research and Evaluation, (December 1999), United States Department of Justice.
- Youth and Drugs: Society's Mixed Messages: CSAP Prevention Monograph 6 (1990) BK172 Tackling Alcohol Problems on Campus: Tools for Media Advocacy (1992) BK206

6. Reduce widespread alcohol advertising and promotion of youth-oriented alcoholic beverages (Workgroup: Alcohol Marketing)

References supporting the reduction of youth oriented alcohol advertising alcoholic beverages

- Hackbarth, D.P., Schnopp-Wyatt, D., Katz, D, Williams, J., Silvestri, B., & Pflieger, M. (2001). Collaborative Research and Action to Control the Geographic Placement of Outdoor Advertising of Alcohol and Tobacco Products in Chicago. Public Health Rep., 116, 558,-567.
- Wilbur, P.M., and Stewart, K., Strategic Media Advocacy for the Enforcement of Underage Drinking Laws, Pacific Institute of Research and Evaluation, (December 1999), United States Department of Justice.

7. Promote policies and practices that prevent the exploitation of cultural symbols and holidays in the marketing of alcohol (Workgroup: Alcohol Marketing)

References supporting the reduction of alcohol advertising and exploitation of symbols and holidays:

- Zimmerman, R. Social marketing Strategies for campus prevention of alcohol and other drug problems, Newton, MA: Higher Education Center for Alcohol and Other Drug Prevention (1997)

Methamphetamine Strike Force

Goal: Reduce the social and economic impact of methamphetamine in San Diego County.

Objective: Leverage community capacity and develop new resources to improve community norms and business practices that support, glamorize, or trivialize meth use.

Measures:

- By June 30, 2010, a baseline percentage of multi-family housing units who have adopted drug-free housing practices will be established in selected communities.
- By June 30 2010, youth leadership groups will establish a baseline percentage of the number of businesses that allow youth to rent video games rated M without adult consent in selected communities.
- Develop and implement recommendations for at least 2 Responsible Retailer Practices by June 30, 2010.

- Develop a sample ordinance and advance to public officials in at least one community by June 30, 2010.
- By June 30 2010, there will be at least two media events on methamphetamine related issues.

Activities:

1. Stop meth associated crime. This includes supporting efforts to protect children in drug environments and promoting practices that support drug-free housing and community environments. (Workgroup: Neighborhood Safety Improvement)

References supporting the reduction of methamphetamine associated crimes:

- State of Illinois, Office of the Attorney General. (2005). Training to Retailers on the Methamphetamine Precursor Control Act
- San Diego County Crime Free Multiple Housing Program: Keeping illegal Activity out of Rental Property (1996)
- Suctow, K., Children at Clandestine Methamphetamine laboratories: Helping Methamphetamine's Youngest Victims, United States Department of Justice Bulletin, June 2006.
- Simpson, C., San Diego Methamphetamine Strike Force, Vista Partners Project Final Evaluation Report, August 2002.
- Summary Report: CA Governor's Prevention Advisory Committee Ad-Hoc Committee on Methamphetamine Findings and Recommendations, (December 2005)

2. Develop and promote business practices that prohibit the availability of video games that glamorize or trivialize drug use. (Workgroup: Policy and Business Practices)

References supporting the development of business practices that prohibits sales of video games that trivialize drug use.

- Entertainment Software Rating Board: www.esrb.com
- National Institute on Media and the Family: www.mediafamily.org

3. Develop data-based meth policy solutions by studying all options and making recommendations about strategies to reduce meth's impact in the region. (Workgroup: Policy and Business Practices)

References supporting the development of data driven policy solutions to reduce meth impacts.

- Summary Report: CA Governor's Prevention Advisory Committee Ad-Hoc Committee on Methamphetamine Findings and Recommendations, (December 2005)
4. Reduce health effects of meth by promoting treatment and conducting media to support treatment.

References supporting media advocacy for treatment as a strategy to reduce meth related health effects.

- Summary Report: CA Governor's Prevention Advisory Committee Ad-Hoc Committee on Methamphetamine Findings and Recommendations, (December 2005)

Marijuana Initiative: Health Advocates Rejecting Marijuana (HARM)

Goal: Reduce marijuana use by youth to improve community wellness

Objective: Reduce the acceptability of marijuana use among youth by decreasing the availability of marijuana-related paraphernalia, and eliminating messages that encourage, normalize, or trivialize marijuana use.

Measures:

- At least three additional public policies or model business practices regarding the distribution and promotion of drugwear will be enacted by June 30, 2010.
- By June 30 2010, baseline number of outdoor venues which have adopted policies to eliminate marijuana will be established in selected communities.
- Develop a sample ordinance and advance to public officials in at least one community by June 30, 2010
- By June 30 2010, there will be at least two media events related to the influence of marijuana on youth.

Activities:

1. Develop, enhance and/or advance local control of the placement and retail practices of establishments that sell merchandise that can be used as drug paraphernalia. (Workgroup: Policy)

References supporting the development of locally controlled business practices that sell drug paraphernalia.

- Stockwell, Tim; Gruenewald, Paul; Toumbourou, John W.; and Loxley, Wendy (2005). "Preventing harmful substance use: The

evidence base for policy and practice”, *West Sussex, England: John Wiley and Sons, Ltd.*

- Auden C. McClure; Mike Stoolmiller; Susanne E. Tanski; Keilah A. Worth; James D. Sargent (2009). “Alcohol-Branded Merchandise and Its Association With Drinking Attitudes and Outcomes in US Adolescents”, *Arch Pediatr Adolesc Med.* 2009;163(3):211-217.

2. Develop, enhance, and/or advance public policies and model business practices that 1) restrict distribution and sales of drugwear, drug related merchandise and drug paraphernalia, and 2) eliminate marijuana use at special events and outdoor venues (Workgroup: Media)

References supporting the development of business practices that restricts sales of drug related merchandise in public venues.

- Grube, J.W. (1997). "Preventing sales of alcohol to minors: Results from a community trial", *Addiction*, 92(Supplement 2):S251-S260.

3. Develop, enhance and/or advance local control of the placement and retail practices of mobile and stationary marijuana dispensaries. (Workgroup: Policy)

References supporting the development of local control of the placement of marijuana dispensaries.

- Livingston, M., Chikritzha, T., & Room, R. 2007. Changing the density of alcohol outlets to reduce alcohol-related problems. *Drug and Alcohol Review*, 26, 557-566.

4. Develop, enhance, and/or advance public policies and model business practices that reduce media portrayal of marijuana use as acceptable and/or harmless. (Workgroup: Media)

References supporting the development of business practices that prohibits the portrayal of marijuana use as harmless. .

- Youth and Drugs: Society's Mixed Messages: CSAP Prevention Monograph 6 (1990) BK172 Tackling Alcohol Problems on Campus: Tools for Media Advocacy (1992) BK206

EVALUATION

As part of the competitive procurement process in 2005 for the period of July 2005 through June 2010, a multi-year prevention system evaluation was developed to review community conditions regarding alcohol and drug prevention efforts and to measure the impact of prevention services. A web-based “Prevention Information and Resource Library” (PIRL) was developed as part of the evaluation process, which provides essential interactive information for campaign planning and evaluation (www.pirlsandigo.net). All workgroups provide

information to this web portal, which presents information from diverse sources in a unified manner. Information includes meeting agendas, sign in sheets, notes and other relevant information. Each County Initiative has an evaluation plan designed to measure the impact of each activity and progress is reviewed annually and overtime.

Although countywide data is available in many areas, it is usually on an aggregate basis and does not always reflect individual communities accurately, so a variety of community surveys, observation tools and key informant interviews are utilized. Because the workgroups work across all regions on a countywide basis to address the county's prevention initiatives, it is imperative that the collection of local data be consistent. To assure consistency each workgroup survey has a protocol detailing the purpose of the survey, the research supporting the survey, how it will be collected (convenience sampling, randomized, etc.), training for survey collection, parental releases if youth are collecting surveys, and dissemination plans.

Substance Abuse Monitoring (SAM)

Established in 1987 using funding for the National Institute for Justice, the Arrestee Drug Abuse Monitoring (ADAM) program provided important surveillance and insight regarding local drug abuse trends and emerging issues amongst the substance abusing population at the time of arrest. Because of the endemic abuse of methamphetamine throughout the region, a methamphetamine addendum survey was added to the ADAM protocol for all arrestees positive for methamphetamine at the time of arrest. Information included questions regarding availability, the locations where arrestee purchased and used methamphetamine, as well as the price to purchase. This information is one of ten indicators on the annual Methamphetamine Report Card.

The funding for this project ended in 2003, and it is now supported locally through blended funding between the Health and Human Services Agency, District Attorney's Office and Public Safety Group. The project was re-named to the Substance Abuse Monitoring (SAM) and Substance Abuse Monitoring for Youth (SAMY).

The purpose of the SAM program is to identify drug use trends among the adult and juvenile offender populations in order to develop appropriate strategies for the prevention of drug abuse. Biannually, trained staff conduct interviews with a sample of adults and juveniles arrested and booked into the San Diego County detention facilities. After a confidential interview about their drug use, SAM participants are asked to provide a voluntary and anonymous urine sample for drug analysis.

SUSTAINABILITY PLAN

The focus on, and use of, environmental and community-based prevention strategies improve overall sustainability efforts. Because this process actively seeks community engagement in problem identification and identifies appropriate policy solutions, it is more readily accepted by the community at large and becomes the “new” community norm. This “norming” process is an essential part of sustaining alcohol and drug prevention efforts. Once community norms have changed, sustainability of the policy or practice requires minimal effort. Through continued enforcement of ordinances and policies combined with strategic media advocacy, prevention practices will continue as an expected and natural part of the region’s environment.