

**Governor's Interagency Coordinating Council for the
Prevention of Alcohol and Other Drug Problems
Governor's Prevention Advisory Council
February 23, 2012—9:30 a.m. to 12:30 p.m.**

MINUTES

The thirty-seventh meeting of the Governor's Prevention Advisory Council (GPAC) convened at 9:30 a.m. on February 23, 2012, at the California Department of Alcohol and Drug Programs (ADP). These minutes provide a summary of the discussion and the decisions made during the GPAC meeting.

INTRODUCTIONS AND ANNOUNCEMENTS

ADP Acting Director, Michael Cunningham and Assistant Deputy Director, Prevention Services Branch, Sharon Dais welcomed members to the meeting, announced membership changes, and introduced special guests.

- Lori Ajax will become the technical representative for the Alcoholic Beverage Control, replacing Chris Albrecht.
- Elinore McCance-Katz, M.D., State Medical Director, previously provided offsite contracted services and is now working directly from the ADP facility a couple of days per week.
- Jon Perez, Substance Abuse and Mental Health Services Administration (SAMHSA) Representative, has undertaken a new position as Regional Ambassador covering the western regional states to ensure that issues concerning alcohol and other drugs (AOD) and mental health will be represented.

The following participating members introduced themselves and their affiliations and provided brief updates on their work pertaining to GPAC involvement:

Cheryl Adams, Department of Rehabilitation, reported that their administrative liaison, Lana Fraser, retired. Cheryl Adams will be the interim until a new hire.

Mary Strode, California Department of Public Health (CDPH), described her role as the youth tobacco access and control lead and spoke about CDPH's efforts on cessation and anti-tobacco messaging. Ms. Strode reported that CDPH collaborated with other state agencies on efforts to reduce tobacco sales to minors. She announced new statewide campaigns; one focusing on retail environments and the other on tobacco waste and tobacco litter. In addition, regional trainings on behavioral health and tobacco use cessation are being conducted in California. The trainings are part of a pilot program to begin exploring issues at the local and regional levels to identify opportunities for expansion.

Jacquolyn Duerr, CDPH, reported on her continued work with injury and violence prevention. She reported an increased effort to address "preventable death" through identifying linkages between alcohol and drug abuse with injury, violence, and death due to poor diet and health patterns.

Major Jeff Moore, Administrator, Drug Demand Reduction Team, California National Guard, stated his role is to assist communities with their collaborative efforts.

John Carr, Alcoholic Beverage Control (ABC), described ABC's role in regulating and licensing alcohol sales and distributions in California.

Belinda Vea, University of California Student Affairs, reported the passing of the UC president who began the charge for campuses to become smoke-free. She also talked about a recent grant from California Mental Health Service Authority (CalMHSA) to address suicide prevention has enabled all campuses to launch screening efforts beginning March 2012.

Ray Murillo, California State University (CSU), Office of the Chancellor, reported that their campuses received a CalMHSA grant for suicide prevention and is rolling out campus-based Request for Proposals.

Paul Oliaro, California State University, Fresno, provided an update on a series of seven CSU AOD conferences currently underway. The theme will be on the history of alcohol and drug education.

Virginia Clark, California Conservation Corps (CCC), reported on their third year working with ADP to survey members on AOD behaviors, attitudes, prevalence, and gang affiliation. This data is used to inform the CCC smoking and tobacco cessation programs about working with a group of individuals between ages 18 to 25 to change mindsets and perceived norms about tobacco use.

Michelle Famula, University of California, Davis, reported the current focus is on integration of services. This follows the discussion of working together with both medical and mental health and integrating screening for both types of issues to identify substance use concerns.

Lieutenant Kevin Davis, California Highway Patrol, represented Jon Rodriguez and introduced himself.

OPENING REMARKS

Acting Director Michael Cunningham provided the following updates:

- The 25th Annual National Prevention Network Prevention Research Conference is scheduled for September 18-20, 2012, in Pittsburgh, Pennsylvania.
- ADP's Conference is currently scheduled for August 21-23, 2012, at the Woodlake Hotel in Sacramento, California. The theme is "Journey to Integration: Opportunities and Challenges."

- The Statewide Needs Assessment and Planning Unit is drafting a new Needs Assessment Report that will focus on performance outcomes. Specific to prevention, the report will contain measures of how we are improving state performance over time and will address system capacity.
- ADP transition activities continue as ADP transfers its functions to one of three agencies: Department of Public Health, Department of Social Services, or Department of Health Care Services. A transition team was created to identify which functions, processes, and personnel will be transferred to the three departments.

Michelle Famula stated that she was pleased to hear that GPAC will continue and requested that GPAC remain updated on the transition process. Ms. Famula queried whether it would be appropriate for the group to draft a recommendation highlighting the importance of GPAC's work and the need for GPAC to continue after the transition.

A motion was made to draft a recommendation to the Health and Human Services Agency. Paul Oliaro seconded the motion. Acting Director Cunningham tasked Ms. Famula and Mr. Oliaro with drafting the proposed recommendation.

AGENDA REVIEW

Sharon Dais began the presentation segment by providing the GPAC with an overview of the events that occurred at the December 13, 2011, Power of Prevention meeting.

PRESENTATIONS

***"Landscape and Opportunity"*—Sharon Dais, Assistant Deputy Director, Prevention Services Branch, ADP**

- Ms. Dais described the partnership between ADP, Prevention Institute, and the Center for Applied Research Solutions (CARS). Ms. Dais provided an overview of the December 13, 2011, Power of Prevention meeting which looked at how other environmental factors impact AOD behaviors. The meeting was focused on 1) creating healthy communities through collaboration and environmental prevention and 2) working with agencies and organizations that have little to no experience with AOD issues. The Power of Prevention meeting attendees examined potential opportunities to work together. Ms. Dais shared that the intended outcome of this partnership is to integrate AOD prevention and other community prevention efforts.
- Ms. Dais concluded her presentation by showing a brief video entitled, "Where Good Ideas Come From." The video revealed how ideas and creative inspiration are often the result of a series of "hunches" that occur over time.

***“Acting on Hunches”*—Major Jeff Moore, Administrator, Drug Demand Reduction Team, California National Guard; Dr. Jim Kooler, Administrator, California Friday Night Live Partnership (CFNLP); Jacquolyn Duerr, MPH, Safe and Active Communities Branch; CDPH**

- Major Moore and Dr. Kooler described the collaboration between the California National Guard and the CFNLP to work with young people around issues of substance use and abuse.
- This “collision of ideas” is anticipated to support youth and families that have family members in service and to leverage expertise and compassion of both organizations to promote overall emotional, physical, and spiritual health. Youth Leadership Camps were created to provide training for young people to develop “fitness skills” in these health areas and return to their schools and communities as advocates and change agents.
- The CFNLP and the National Guard are involved in coordinating Town Hall Meetings and two prescription drug campaigns, “Guard Your Medicine Chest” and “Prescription Drug Take Back Day,” to help educate people about the importance of prescription medicine and its proper disposal.
- Jacquolyn Duerr, CDPH, continued the conversation from a public health standpoint and described CDPH’s ongoing efforts toward tobacco cessation. These efforts include a retail-focused campaign. The initial focus on the retail environment represents a “new frontier” in tobacco control by strengthening the relationships between businesses and communities. A focus on issues such as messaging, marketing, product promotions (e.g., buy one pack, get one free), retailer density, and retailer proximity to schools in certain communities is expected to impact overall tobacco cessation efforts.

***“Collaboration for Healthy and Sustainable Communities”*—Dr. Linda Rudolph, Deputy Director, Center for Chronic Disease and Health Promotion, California Department of Public Health**

- Dr. Rudolph provided statistics of chronic disease costs. Two imperative statistics are that chronic disease accounts for about 75 percent of health care costs and for 75 percent of total deaths. Tobacco use, poor diet, and physical inactivity are the third leading cause of death and alcohol use is the fifth leading cause of death. These numbers reflect vast inequities by race, ethnicity, and age because problems tend to cluster in certain communities. Census tracts demonstrate that similar life expectancies are about 10 to 15 percent lower in these communities than in areas with more access to resources.
- Ms. Rudolph’s presentation also highlighted factors of what a healthy community looks like, as reported through video interviews of individual community members throughout the state. Some of the factors include access to fresh food, green spaces, non-toxic air, clean water, and affordable housing.

- Ms. Rudolph stressed the importance of broadly engaging the community in diverse issues, such as transportation and agriculture, in a coordinated way to improve the choices people are able to make.
- The Health in All Policies (HiAP) Task Force under the Strategic Growth Council provides a venue for State agencies and departments to advance multiple goals in order to support a healthier and more sustainable California. HiAP announced 18 agencies charged with identifying a set of recommendations that promote healthy communities and the sustainability of these efforts. Health agencies need to coordinate more closely with non-health-related agencies to help inform them of how decisions can incorporate a “health lens” to identify co-benefits that enable agencies to be more effective in their initiatives.
- The goal is to take ideas of Crime Prevention through Environmental Design (CPTED) from the national level and adapt these ideas to the needs of California to develop specific guidelines.

ROUNDTABLE DISCUSSION

Acting Director Cunningham began the roundtable discussion, highlighting the importance of identifying “co-benefits” to assist and improve collaborative efforts.

Members were asked to explore the various ways in which agencies can pursue co-benefits or cross-system efforts that would benefit GPAC and contribute to ongoing efforts.

- Paul Oliaro stated that it is important to recognize limitations faced by individual agencies as well as the collective minds and mutual respect that support each individual agency.
- Another GPAC member reported that many agencies, colleges, and universities have objectives regarding combined community efforts as part of their mission.
- Ms. Duerr commented on the efforts of CalTrans, California Highway Patrol, and Office of Traffic Safety in coordination with injury and violence prevention initiatives to help make roads and roadways safer. These efforts do not focus solely on issues of intoxicated drivers, but also distracted drivers and other potentially harmful driving behaviors as well. This type of integration and cross-system thinking has numerous impacts on the community.
- Ms. Famula commented that the report from the Strategic Growth Council includes input from universities. However, local public health departments are often overlooked as sources of information and support. UC Davis experienced successful collaboration with the Yolo County Health Department regarding the H1N1 virus outbreak in 2009.

- Steve Wirtz stated that in terms of integration, AOD services that are more closely aligned with healthcare systems can create opportunities for leadership in the primary health care setting. The American Academy of Pediatrics (AAP) Policy identifies risk factors of children and families with underlying issues and stated that children exposed to multiple stressors create “toxic stress” and have long-term consequences to health.

COUNCIL WORKGROUPS

Underage Drinking Prevention Workgroup, John Carr, Public Information Officer, Department of Alcoholic Beverage Control

ABC will distribute toolkits to more than 100 organizations hosting Town Hall Meetings on Underage Drinking. These toolkits will tie in with Alcohol Awareness Month and the first Statewide Shoulder Tap Operation. Mr. Carr added that the Statewide Shoulder Tap Operation is planned for March 16 and over 70 law enforcement agencies will participate in the event.

Alcohol Policy Workgroup, Steve Wirtz, Ph.D., Safe and Active Communities Branch, California Department of Public Health

Mr. Wirtz discussed CDPH’s current efforts in developing the case for alcohol control policy around consequences as well as economic-based data. In addition, Alan Lieberman, former GPAC member, helped CDPH draft a letter emphasizing the value and support of the Attorney General’s Office to GPAC. CDPH has also been working with the CFNLP to integrate serving size messaging into Town Hall Meeting discussions. Data from ABC has also been instrumental in providing information to the Strategic Prevention Framework State Incentive Grant (SPF SIG) plan and other state projects.

SPF SIG, Jane Williams, Project Manager, ADP and Robert Saltz, Ph.D. Pacific Institute for Research and Evaluation’s Prevention Research Center

Jane Williams shared that the SPF SIG project will focus on underage and excessive drinking among ages 12 to 26. Community selection criteria have been developed to include communities with existing community-level data (e.g., arrest rates) demonstrating the existence of multiple indicators. A random sample was used to select communities, along with a process that ranked and paired communities by indicator prevalence, which identified priority need. A stakeholder identification process has also been developed.

These communities and the selection criteria process are important to the overall success of the initiative since their priority need and available data provide statistical power to the evaluation of the effectiveness of programs implemented as a result of SPF SIG. Resources must strike a balance and be appropriately distributed among communities. In addition, the current standard for the evaluation is the “intent to treat” design; meaning that once communities have been selected, they are “in” the sample even if they do not wish to cooperate at later time. Communities that decide not to participate at any given time throughout the process will not be excluded or counted as “missing” in the final analysis.

In response to a GPAC member's concern regarding the inclusion of college age youth and the expectations of working with colleges, Mr. Saltz reported that although they have experienced varying levels of success, campuses and surrounding communities generally experience high success rates. The work that colleges and universities accomplished in regards to underage and binge drinking has been quite helpful to the overall statewide effort and will be a valuable resource.

SUMMARY/CLOSING

Acting Director Cunningham concluded the meeting with a discussion of the increased demand from funding agencies at the federal, state, and local levels for greater effectiveness and accountability of prevention and intervention programs. This rising demand for program quality, and evidence of that quality, has fueled a growing interest in evidence-based programs (EBP's). However, there remains some confusion about what constitutes an EBP, whether some EBP's are better than others, and the advantages and disadvantages of implementing EBP's.

Over the last few years, the GPAC has worked with CARS to better define evidence-based programs across systems. The GPAC Evidence-Based Practices Workgroup prepared two reports.

The recent Center for Disease Control (CDC) document on the evidence of effectiveness provides us with another tool for understanding EBP's. Acting Director Cunningham stated it may be time to revisit this tool and other similar tools that will be able to tell us about the similarities and differences of EBP's across our systems. Members agreed it would be beneficial for CARS to review these tools and to provide a report at a future June meeting.

Members were encouraged to contact ADP to propose presentations for the next GPAC meeting scheduled for June 7, 2012.

GPAC Membership – Attendance February 23, 2012 P = Present A = Absent

Organization / Task	Appointed Members	Feb 23
1 ADP Policy	Michael Cunningham	P
Tech	Sharon Dais	A
	Representative: Laura Colson	P
2 AG Policy	Richard Lopes	A
Tech	Vacant	
3 CDE Policy	Gordon Jackson	A
Tech	Tom Herman	A
Tech	Marlena Uhrik	A
4 OTS Policy	Chris Murphy	
Tech	Leslie Witten-Rood	
5 UC Policy	Judy Sakaki	A
Tech	Michelle Famula, M.D.	P
	Representative: Belinda Vea	P
6 CSU Policy	Ray Murrillo	P
Tech	Paul Oliaro	P
7 ABC Policy	Jacob Appelsmith	A
Tech	Lori Ajax	A
Tech	John Carr	P
8 DPH Policy	Linda Rudolph, M.D.	P
Tech	Mary Strode	P
	Representative: Jacquolyn Duerr	P
9 CalEma Policy	Stacy Mason-Vegna	A
Tech	Wendy Tully	A
10 CA Com Coll Policy	Jeff Spano	A
Tech	Dayna Barbero	A
Tech	Scott Berenson	A
11 DSS Policy	Linne Stout	A
Tech	Vacant	
12 CHP Policy	Jon Rodriguez	A
	Representative: Lieutenant Kevin Davis	P
Tech	Robert Maynard	A
13 DOR Policy	Vacant	
Tech	Cheryl Adams	P
14 DMH Policy	Vacant	
Tech	Vacant	
15 CA Natl Guard Policy	Major Jeff Moore	P
Tech	Ssg J'Neen Rice	A
16 CCC Policy	Virginia Clark	P
Tech	Vacant	
Gov's Rep (OPR)	Vacant	

**GOVERNOR'S INTERAGENCY COORDINATING COUNCIL FOR THE
PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS
GOVERNOR'S PREVENTION ADVISORY COUNCIL (GPAC)**

February 23, 2012 – 9:30 a.m. to 12:30 p.m.
Department of Alcohol and Drug Programs (ADP)
1700 K Street, First Floor Conference Room
Sacramento, California 95811

AGENDA

OPENING

Introductions – Michael Cunningham/All
Opening Remarks – Michael Cunningham

9:30 a.m.

Agenda/Material Review – Sharon Dais

PRESENTATIONS - *Power of a Comprehensive Approach to Prevention*

1. “Landscape and Opportunity” –
Sharon Dais, Assistant Deputy Director, Prevention Branch, ADP

2. “Acting on Hunches” –
Major Jeffery C. Moore, Commander, Drug Demand
Reduction Team, California National Guard;
Dr. Jim Kooler, Administrator, CA Friday Night Live Partnership;
Jacquolyn Duerr, MPH, Safe and Active Communities Branch,
California Department of Public Health

- BREAK -

3. “Collaboration for Healthy and Sustainable Communities” –
Dr. Linda Rudolph, Deputy Director, Center for Chronic
Disease and Health Promotion, California Department of
Public Health

ROUNDTABLE DISCUSSION

Exploring Cross-system Partnerships – Michael Cunningham/All

COUNCIL WORKGROUPS

Underage Drinking Prevention Workgroup – John Carr, Public
Information Officer, Department of Alcoholic Beverage Control

Alcohol Policy Workgroup – Steve Wirtz, Ph.D., Safe and Active
Communities Branch, California Department of Public Health

Strategic Prevention Framework State Incentive Grant - Jane Williams, Project Manager, ADP and
Robert Saltz, Ph.D.,
Pacific Institute for Research and Evaluation's
Prevention Research Center

OTHER ANNOUNCEMENTS – Michael Cunningham

SUMMARY/CLOSING – Michael Cunningham

12:30 p.m.

THE NEXT GPAC MEETING IS TENTATIVELY SCHEDULED FOR JUNE 7, 2012