

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

**June 7, 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 9:30 a.m.

Opening Remarks – Michael Cunningham

Agenda/Material Review – Laura Colson

PRESENTATIONS

- 1. “The Lock It Up Project-Rx Drug Abuse Prevention” –
Rolando Valero, Program Manager, California Health Collaborative
Evi Hernandez, Director of Program Services**

- BREAK -

- 2. “Increasing Accessibility: Developing a Safe Party Mobile Website” –
Mandy Li, MPH, CPH, ATOD Risk Reduction Coordinator
Adam Napolitan, Communications Coordinator and Systems
Administrator, University of California, Davis Health Center**

COUNCIL WORKGROUPS

**Underage Drinking Prevention Workgroup – Juliet Lac, (Representing John Carr),
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

State Epidemiological Workgroup Update - Dr. Stephen Bright, Research Scientist, ADP

OTHER ANNOUNCEMENTS – Michael Cunningham

SUMMARY/CLOSING – Michael Cunningham 12:30 p.m.

THE NEXT GPAC MEETING IS TENTATIVELY SCHEDULED FOR OCTOBER 25, 2012

**Governor's Interagency Coordinating Council for the
Prevention of Alcohol and Other Drug Problems
Governor's Prevention Advisory Council (GPAC)**

June 7, 2012—9:30 a.m. to 12:30 p.m.

MINUTES

The thirty-eighth meeting of the Governor's Prevention Advisory Council (GPAC) convened at 9:30 a.m. on June 7, 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:

Acting Director Michael Cunningham welcomed members to the meeting and asked GPAC members to introduce themselves.

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

Laura Colson, ADP, introduced herself and stated that Sharon Dais was on vacation and she was her substitute.

Paul Oliaro, California State University, Fresno (CSUF), introduced himself and talked about the good work of ADP not being lost as we transition.

Jacquelyn Duerr, Department of Public Health (DPH), introduced herself and stated that she was the representative for Linda Rudolph. She spoke about the overall decline in the funding that is dedicated specifically for prevention. She stated that the collaborative efforts of the GPAC help to keep prevention in the forefront.

Cheryl Adams, Department of Rehabilitation, introduced herself.

Officer Michael Payne, California National Guard (CNG), introduced himself and stated that he was the representative for Major Jeff Moore.

Pat Arvizu, California Highway Patrol (CHP), introduced herself and stated that she was the representative for the California Highway Patrol attending on behalf of Jon Rodriguez.

Juliet Lac, Department of Alcoholic Beverage Control (ABC), introduced herself and stated that she was the representative for John Carr.

Scott Berenson, California Community Colleges (CCC), introduced himself.

OPENING REMARKS

Acting Director Michael Cunningham provided the following announcements, updates, and facilitated a brief presentation:

1. The ADP Conference is scheduled for August 21-23, 2012, at the Woodlake Hotel in Sacramento, California. The theme is "Journey to Integration: Opportunities and Challenges."

There are a significant number of workshops focusing on prevention and how prevention fits in with health reform and cross-system collaboration.

2. ADP's Community Prevention Initiative contract hosted the annual regional forums. The forums hosted representatives from four of the state departments (Departments of Alcohol and Drug Programs, Public Health, Mental Health and Education) and included several overarching themes in their presentations. One theme was the need for collaboration across systems. Cross-system collaboration was presented as both a priority and a profound need, requiring immediate as well as ongoing commitment. The current financial climate has acutely impacted both the state offices and the people that they serve, necessitating increased collaboration and innovation to meet the need. Identifying areas of partnership and taking a long view at the state and county levels as well as among providers and local communities, was a recommendation of the departments. In many areas where the link across systems is strong, there is a shared understanding that each system complements the others, and together they form the foundation of healthy children, individuals, families and communities. Along with the recommendation came a commitment to continue to model those partnerships. Additionally, they cited other factors which will impact our communities such as healthcare reform, including its focus on prevention. Finally, presenters each spoke about the hope they have for our state and our collective resilience.
3. Congress enacted the Sober Truth on Underage Drinking (STOP) Act and mandated that states complete an annual questionnaire addressing underage drinking. ADP collaborated with the Department of Alcoholic Beverage Control and the California Highway Patrol to respond to the survey. The only part of the survey that was left unanswered was regarding ADP's financial commitment because California uses a broad-based approach that is not limited to only alcohol-related issues. The desire is to increase the number of agencies providing information for the STOP Act Survey for the 2013 submission. You can contact Lorraine Frias at 916-324-4516 for more information.
4. The Substance Abuse and Mental Health Services Administration (SAMHSA) released the publication *Mental Health, United States 2010*. The publication presents data on special populations including children and military members. The data assesses the impact of the budget crisis. The next publication will include information on substance use.
5. Michael Cunningham provided an update on the ADP transition. He communicated that the functions of ADP would be transferred to one or more of the three agencies: Department of Health Care Services, Department of Public Health, or Department of Social Services. He stated that there have been numerous discussions with receiving departments providing assurance that all activities will continue and be intact. He added that State committees were reviewed and GPAC will continue.

Question: Scott Berenson asked if GPAC members have to "re-apply" when ADP transitions to DHCS.

Answer: Michael Cunningham responded in the negative and stated that everything will stay in place and GPAC will continue to provide the quality level of work as an advisory council.

Question: Jaquolyn Duerr asked if Michael Cunningham could provide insight specific to ADP prevention and the expected ADP structure.

Answer: Michael Cunningham responded that the structure of programs will be parallel with the current ADP structure. There will be a Deputy Director who will be appointed by the Senate

over substance use and mental health. Prevention will stay intact with the same leadership. Currently, DHCS has an acting Deputy Director. Once a permanent Deputy Director is selected, he/she will review the plan and address any issues. He added that it appears that DHCS values prevention efforts.

Paul Oliaro stated that a small workgroup, including Jacquolyn Duerr and Michelle Famula, convened. The workgroup had a healthy discussion and composed a draft letter from GPAC emphasizing the significance of the work completed by GPAC and that prevention needs to be a priority for ADP and DHCS during realignment. The workgroup proposed a draft letter for members to review to ensure that the letter was appropriately crafted and representative of GPAC. Paul Oliaro said that he would e-mail Lorraine Frias the draft letter to be distributed to GPAC members.

Question: Paul Oliaro asked if the letter will need to go through an adoption process.

Answer: Michael Cunningham affirmed and stated that he will dialogue with the workgroup regarding further procedures once the final document is ready.

Jacquolyn Duerr commented that prevention's overall funding is declining. She concurred that prevention should be made a priority and that there is much work to do to ensure that prevention isn't lost.

6. Michael proposed a future presentation be given by Greg Austin of WestEd on the California Healthy Kids Survey.
7. Michael Cunningham facilitated a brief PowerPoint presentation on the Office of National Drug Control Policy's (ONDCP) *2012 National Drug Control Strategy (NDCS)* highlighting the sections pertaining directly to prevention. The NDCS reflects the perspectives of the White House and the goals of the Administration. There has been a continuation of changes within ONDCP over the last five years with supply and demand. The NDCS' focus to strengthen efforts in prevention through collaboration at the community level is in alignment with California's approach. As you may remember, the GPAC served as the advisory council for the Screening, Brief Intervention and Referral to Treatment (SBIRT) Grant. The widespread adoption of SBIRT services in California comes at a good time because the Federal Administration has included early intervention as a billable service under health reform. The Strategy includes policy focuses for 1) reducing drugged driving and 2) preventing prescription drug abuse.

AGENDA REVIEW:

Laura Colson reviewed the agenda, folder materials and introduced the presenters.

PRESENTATIONS:

“*Lock It Up Project-Prescription Drug Abuse Prevention*”—Rolando Valero, Program Manager; Evi Hernandez, Director of Program Services, California Health Collaborative

- Rolando Valero introduced the California Health Collaborative as a statewide non-profit agency that provides an array of free health promotion programs and services such as cancer treatment, diabetes, youth development, teen pregnancy, gang prevention and youth development programs. One of the programs is the *Lock It Up Project* that is designed to increase awareness of the risks and consequences associated with the illicit use of prescription painkillers by teens and young adults in Fresno County. Prescription drug abuse is an urgent matter among youth because prescription drugs are hard to detect and youth are engaging in “pill parties.” Pill parties are difficult for police to find because they are not loud parties and occur when parents are at work. Usually, youth just take a handful of pills and pass out. Prescription drugs are the drug of choice among twelve and thirteen year olds.
- The *Lock It Up Project* is funded by Fresno County Department of Behavioral Health Substance Abuse Services and is described in Fresno County’s five year Strategic Prevention Framework. The project is a comprehensive approach that utilizes evidence-based strategies. *Lock It Up Project* includes services such as information and education outreach, town hall meetings, Train-the-Trainer Program, peer education program, media campaigns, the Pharmacy Initiative, pill receptors, and a Workgroup Advisory Board.
- The Train-the-Trainer Program utilizes college students to serve as educators and mentors in the effort to reduce prescription painkiller use among youth. The Pharmacy Initiative is a collaborative partnership with *Lock It Up Project* where individual pharmacies distribute alert cards to customers along with prescriptions, display and sell medicine lock boxes. Lock It Up, Clean It Out and Drop It Off is a project that transforms mail boxes into pill receptors. There are twelve receptors throughout Fresno County and two thousand pounds of prescription drugs were collected in ten months.

A brief question and answer period followed the presentation:

Question: Has the *Lock-It Up Project* been implemented in community colleges?

Answer: Currently, peer education is at Fresno State University. Once the pilot project is ready and we have some best practices, we will begin recruiting in the community colleges for *Lock It Up Project* and PATH (Performing Above The High Marijuana Prevention).

Question: What type of staffing operation does *Lock It Up Project* have?

Answer: We have one Program Manager, three Outreach Specialists and college interns.

Question: You are doing great work and you have a comprehensive program. There are no evidence-based programs in prescription drug use. How are you documenting services and tracking resources? We need to see the evidence behind it.

Answer: Fresno County contracts with an evaluation company that uses Survey Monkey for surveys and evaluations. We also report strategic planning meetings, youth focus groups, and all activities into the California Outcomes Measurement Service for Prevention (CalOMS Pv).

Comment: Pharmacies used to accept unused medication but they no longer practice this. There are people trying to find ways to advocate for clean water and proper prescription disposal. It is a large part of their work to seek legislation and policy on these issues.

Comment: We currently work with the City Water Works Department and they put information regarding appropriate prescription disposal on the back of monthly bills.

Comment: The Center for Applied Research Solutions (CARS), under the CPI contract, can work with you to help you document your work for free.

Question: Have you received a positive response from college students?

Answer: Yes. Students in the dormitories are very receptive and we hosted themed nights for drug abuse prevention. The most challenging situation among high school students is parent involvement.

“Increasing Accessibility: Developing a Safe Party Mobile Website”—Mandy Li, ATOD Risk Reduction Coordinator; Adam Napolitan, communications Coordinator and Systems Administrator, University of California, Davis Health Center

- Mandy Li and Adam Napolitan discussed the planning and implementation for developing a “Safe Party Website” that could be easily accessed and utilized by university students on their cell phones. The ideas for graphics, color, text and usage was derived from student surveys and focus groups from fourteen universities. The planning for the website included timeline, management, milestones and multiple designs to get to the perfect product.
- The final design included student friendly graphics and a responsive design for a desktop, Ipad and cell phones. The website includes features such as touch dialing, directions to the hospital and great visibility for the cell phone. The website was also a strategy to address challenges with substance use and partying during U.C. Davis’ largest event, Picnic Day.

A brief question and answer period followed the presentation:

Question: Can the content be pulled into different mobile devices?

Answer: Yes. 93 percent of all accessible devices can reach our website.

Comment: Your website is great because you identify with your target audience and it is appealing to people of all ages. This is a great example of how technology connects generations!

COUNCIL WORKGROUPS

Underage Drinking Prevention Workgroup, Juliet Lac, Editorial Aide, Department of Alcoholic Beverage Control and Denise Galvez, Supervisor, Department of Alcohol and Drug Programs

Juliet Lac announced that over one hundred Law Enforcement Agencies (LEA) participated in the Statewide Shoulder Tap Program on March 16, 2012. Over 350 police officers attended statewide and issued approximately 370 citations.

Denise Galvez presented the draft evaluation report, *2010 Town Hall Meetings (THM) on Underage Drinking in California: Successes, Barriers and Lessons Learned*, prepared by GPAC's Underage Drinking Prevention Workgroup. SAMHSA provided five hundred dollar stipends to communities organizing a THM. To support the THMs statewide, the GPAC Underage Drinking Prevention Workgroup developed and disseminated parent toolkits that included informational brochures on youth alcohol laws, statistics on binge drinking, and information on alcoholic energy drinks. The Workgroup surveyed THM organizers about awareness, capacity, marketing and the benefits of the toolkits. Once the data was collected, the Workgroup synthesized a report and developed recommendations for future THMs. The report was sent to the GPAC for review. Denise Galvez asked if there were any recommended changes to the document. There were no responses. Denise Galvez concluded that the document will be finalized and sent to the Substance Abuse and Mental Health Services Administration (SAMHSA) as well as distributed to the field.

Alcohol Policy Workgroup, Jacquolyn Duerr, Department of Public Health

Jacquolyn Duerr spoke about the upcoming Healthy Retailer Conference which will introduce California's Retail Environment Campaign and promote opportunities to integrate our strategic work in local communities throughout the state. She added that within efforts to develop healthy retail environments, cross-system collaboration is important. She complimented the State Attorney General's Office and ADP for their support and ongoing collaboration.

SPF SIG Workgroup, Jane Williams, Project Manager, ADP

Jane Williams announced that the determination and implementation of communities being randomly paired with a control group is complete. She stated that if the GPAC members were interested in which counties were awarded, they could contact the SPF SIG Program Analyst Margie Heiter at (916) 323-1836. Next, the Prevention Research Center will assess the selected counties to locate resources and key players. ADP is currently working with counties to get the funding situated.

State Epidemiological Workgroup (SEW), Dr. Stephen Bright, Research Scientist, ADP

Dr. Bright provided an update of SEW activities to date. He talked about the partnership with the Native American Health Center and the efforts to assist them in their planning process. He introduced a project in which Ted Miller, from the Pacific Institute for Research and Evaluation (PIRE), will prepare a cost and benefit analysis: one statewide report and other county-specific reports. He added that Bob Saltz of PIRE's Prevention Research Center will present on the SPF SIG at the upcoming ADP conference. Dr. Bright ended his update by inviting other interested stakeholders to become part of the SEW.

SUMMARY/CLOSING

Michael Cunningham announced that CARS will assist the GPAC in looking at evidence-based practices across systems, and reveal the findings of similarities and differences at the October GPAC meeting.

Michael Cunningham announced that Denise Galvez will be succeeded by Lorraine Frias as the GPAC Coordinator. Members were instructed to contact Lorraine Frias at 916-324-4516 for further information or presentation proposals.

Michael Cunningham asked if anyone had any additional announcements.

Jacquolyn Duerr stated that it looked as though Proposition 29, which addresses tobacco tax dedicated for research, is not likely to pass. The low vote turnout is another example of what can be done to override public opinion when campaigns have money.

Steve Wirtz replied that there were still one million votes to count.

Michael Cunningham thanked members for their attendance and the meeting was adjourned at 12:30 p.m. The next GPAC meeting is scheduled for October 25, 2012.

Organization / Task		Appointed Members	Jun 7
1 ADP	Policy	Michael Cunningham	P
	Tech	Sharon Dais 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	A
	Tech	Leslie Witten-Rood	A
5 UC	Policy	Judy Sakaki	A
	Tech	Michelle Famula, M.D.	A
6 CSU	Policy	Ray Murrillo	P
	Tech	Paul Oliaro	P
7 ABC	Policy	Jacob Appelsmith	A
	Tech	Lori Ajax	A
	Tech	John Carr Representative: Juliet Lac	P
8 DPH	Policy	Linda Rudolph, M.D. Representative: Jacquolyn Duerr	P
	Tech	Mary Strode	A
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 Representative: Pat Arvizu	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 Representative: Officer Michael Payne	P
	Tech	SSG J'Neen Rice	A
16 CCC	Policy	Virginia Clark	A
	Tech	Vacant	
Gov's Rep (OPR)		Ken Alex	A