

GOVERNOR'S INTERAGENCY COORDINATING COUNCIL FOR THE PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS

GOVERNOR'S PREVENTION ADVISORY COUNCIL (GPAC)

October 25, 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

OPENING

Introductions – Michael Cunningham/All

Opening Remarks – Michael Cunningham

Agenda/Material Review – Laura Colson

PRESENTATIONS

1. “Current Status of Data on Adolescent Substance Use in California” –
Greg Austin, WestEd, California Healthy Kids Survey

- BREAK -

2. “2012 California Needs Assessment Report” –
Marcia Yamamoto, Department of Alcohol and Drug Programs
3. “Students In Prevention (SIP) Program of San Joaquin County
Prevention Services: A Brief Program Overview”
Christiane Highfill, Program Supervisor; Tony Gladney, Joshua Tougas, and Eryka
Rubio, SIP Peer Educators; Adriana Martinez, SIP Supervisor-STAY Project

COUNCIL WORKGROUPS

Strategic Prevention Framework State Incentive Grant Update
Margie Hieter, SPF SIG Coordinator, ADP

Evidence-Based Practices Workgroup Update
Kerrilyn Scott-Nakai, Project Director
Center for Applied Research Solutions

OTHER ANNOUNCEMENTS – Michael Cunningham

SUMMARY/CLOSING – Michael Cunningham

THE NEXT GPAC MEETING IS TENTATIVELY SCHEDULED FOR JANUARY 17

GPAC Membership – Attendance

P = Present A = Absent

October 25 2012

Organization	Task	Appointed Members	Status
1 Alcohol & Drug Programs	Policy	Michael Cunningham	P
	Tech	Sharon Dais	A
		Representative: Laura Colson	P
2 Attorney General's Office	Policy	Richard Lopes	A
	Tech	Vacant	
3 California Department of Education	Policy	Gordon Jackson	A
	Tech	Tom Herman	P
	Tech	Marlena Uhrik	P
4 Office of Traffic Safety	Policy	Chris Murphy	A
	Tech	Leslie Witten-Rood	A
5 Office of the President, University of California	Policy	Judy Sakaki	A
	Tech	Michelle Famula, M.D.	A
		Representative: Belinda Vea	P
6 Office of the Chancellor California State University	Policy	Ray Murrillo	P
	Tech	Paul Oliaro	P
7 Alcoholic Beverage Control	Policy	Jacob Appelsmith	A
	Tech	Lori Ajax	P
	Tech	John Carr	P
8 Department of Public Health	Policy	Linda Rudolph, M.D.	A
		Representative: Steve Wirtz	P
	Tech	Mary Strode	P
9 California Emergency Management Agency	Policy	Stacy Mason-Vegna	A
	Tech	Wendy Tully	A
10 California Community Colleges	Policy	Jeff Spano	A
	Tech	Dayna Barbero	P
	Tech	Scott Berenson	A
11 Department of Social Services	Policy	Vacant	
	Tech	Vacant	
12 California Highway Patrol	Policy	Jon Rodriguez	A
	Tech	Robert Maynard	A
		Representative: Pat Arvizu	P
13 Department of Rehabilitation	Policy	Vacant	
	Tech	Cheryl Adams	A
15 California National Guard	Policy	Major Jeff Moore	P
		Representative: Major Michael Payne	P
	Tech	SSG J'Neen Rice	A
		Colonel William Arruda	P
16 California Conservation Corps	Policy	Virginia Clark	P
	Tech	Vacant	
Governor's Rep (OPR)		Ken Alex	A

Governor's Interagency Coordinating Council for the Prevention of Alcohol and Other Drug Problems

Governor's Prevention and Advisory Council (GPAC)

October 25, 2012, 9:30 a.m. - 12:30 p.m.

MINUTES

The thirty-ninth meeting of the Governor's Prevention Advisory Council (GPAC) convened at 9:30 a.m. on October 25th, 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.

OPENING REMARKS

ADP Acting Director, Michael Cunningham, welcomed members to the meeting and proceeded with the following updates and opening remarks.

- The annual ADP Conference that occurred on August 21st through August 23rd was a success with an average rating of 3.56 with the rate of 4 being excellent. The theme of the conference was "*Journey to Integration: Opportunities and Challenges.*" The conference demonstrated cross-system integration and was attended by 425 participants in the fields of alcohol and other drugs (AOD), behavioral health, health care, public health and mental health. The conference consisted of 54 workshops and five plenary presentations. Out of the 54 workshops, 14 were directly related to primary prevention efforts. The Director's Awards honored two outstanding prevention leaders. Dulia Aguilar, Prevention Specialist from Sutter-Yuba Mental Health Services, received the Innovative and Effective Approaches to Prevention Award and Danelle Campbell from Butte County Department of Behavioral Health, Prevention Unit, received the State Leader in the Field Award. Conference materials are available on the ADP website, www.adp.ca.gov.

At the conference, Deputy Director David Mineta of the Office of Demand Reduction from the White House's Office of National Drug Control Policy (ONDCP) was a keynote speaker. Deputy Director Mineta stressed to the field that we must know where policies and budget meet and encouraged the field to provide feedback regarding the ONDCP's Strategy. It is available at www.whitehouse.gov/ondcp/2012-national-drug-control-strategy

- Acting Director Cunningham noted that the possible sequestration of the federal budget may create automatic budget cuts in January and will result in significant budget cuts in health and human services funding nationwide.
- The 5th National Prescription Drug Take Back Day on September 29, 2012, was very successful. In Northern California alone, 23,329 pounds of prescription

medication was collected. The Drug Enforcement Agency (DEA) Take Back Day is a core component of the 2012 National Drug Control Strategy.

- In regards to the proposed ADP transition, ADP conducted three stakeholder workgroup meetings where stakeholders agreed that all ADP functions should remain intact under one department. Since drug medical already transitioned to the Department of Health Care Services (DHCS), the remainder of ADP programs will follow suit. An issue paper was developed and is available on the ADP website. However, there were divided recommendations regarding the placement of prevention services. A GPAC subcommittee, spearheaded by Dr. Michelle Famula and Dr. Paul Oliaro, drafted a letter from GPAC regarding the transition. Dr. Oliaro distributed the letter to GPAC members and commented that the letter recommends that wherever ADP is placed, prevention should remain a priority. He requested that GPAC members review the letter and forward any further input to him.
- Acting Director Cunningham attended the California Mental Health and Substance Use Policy Forum entitled *Understanding the New World Order* sponsored by the California Institute on Mental Health. The forum focused on organizational changes and the implications on local programs. As the conference addressed co-occurring mental health and substance abuse issues, the conference did not mention AOD prevention services. The need to establish linkages between AOD prevention and Mental Health prevention is critical.
- Acting Director Cunningham attended the Child Welfare Council (CWC) Meeting, which is an advisory body responsible for improving the collaboration and processes of the multiple agencies and the courts that serve children in the child welfare system. The CWC's Prevention and Early Intervention Committee recommended that California commit to utilizing Differential Response (DR) which is an approach to assess client needs by identifying one out of three paths to better serve the client depending on the severity or risk of abuse. DR may be pertinent to AOD prevention as primary prevention services may be a component of a client's identified path.
- The Substance Abuse and Mental Health Services Administration (SAMHSA) released the 2012 National Strategy for Suicide Prevention in September. The National Strategy is a call to action intended to guide suicide prevention throughout the United States over the next decade. It outlines thirteen goals and sixty objectives that emphasize cross-system collaboration.
- The Drug Free Partnership (www.drugfreepartnership.org) announced a five year prevention campaign entitled, "The Medicine Abuse Project," responding to the current data that indicates one half million teens abuse pharmaceutical drugs. The website, www.medicineabuseproject.org includes tools and resources about prescription drug abuse for parents and providers.
- Acting Director Cunningham stressed the importance of quality data for programmatic decision making. The latest National Survey on Drug Use and

Health (NSDUH) Report reveals data that can assist AOD professionals to identify patterns of use. For instance, June and July were identified as the peak periods of heightened risk for AOD initiation. The report provides program recommendations to heighten prevention efforts for these months.

- The July issue of the Drug Abuse Warning Network (DAWN) Report highlighted findings on drug related emergency department visits. In 2010, there were 4.9 million drug related emergency room visits involving the abuse or misuse of pharmaceuticals and 215.4 visits per 100,000 of population aged 20 or younger resulted from underage drinking.
- Two new alarming trends that impacted the nation recently were alcohol enemas and a new synthetic hallucinogen called 2C-I or “Smiles.” Articles on these topics were made available in the GPAC folders.

INTRODUCTIONS

Acting Director Michael Cunningham asked members to introduce themselves and discuss AOD prevention efforts.

Michelle Famula, MD, University of California, Davis, informed the Council about her work with SAMSHA to train resident physicians to integrate screening for alcohol, illicit drug use, and prescription drug abuse into general health screenings. Dr. Famula is also working with two national programs aimed at training physicians how to recognize and treat opiate addiction. Prescribers support the development of an enhanced system for opiate treatment that will require DEA registrations to prescribe controlled substances and provide training about patient consultation of safe opiate use and addiction interventions. These efforts are components of the Office of National Drug Control Policy (ONDCP). More information and free educational resources are available at www.pcssb.org and www.pcss-o.org.

Steve Wirtz, Ph.D., California Department of Public Health (CDPH), reported that CDPH has been working closely with ADP and is very positive about current and future joint efforts. The Strategic Prevention Framework Statewide Incentive Grant (SPF SIG) provides the opportunity to work collaboratively utilizing environmental prevention strategies in various California communities and will result in data driven AOD prevention activities. Dr. Wirtz was invited to be part of the planning for regional forums and conferences to promote healthy retail environment efforts. The Healthy Retailers/Healthy Communities’ Campaign will begin a five-year data collection effort regarding distribution and advertising of alcohol, tobacco and unhealthy foods within local retail environments. This is the first effort that combines tobacco control with alcohol and nutrition. Several community transformation grants from the Center for Disease Control (CDC) are allowing forty-two rural counties to address tobacco control, sugar sweetened beverages and heart disease issues. The overarching theme is wellness and the well-being of families. Alan Lieberman, a retired representative from the State Attorney General’s Office, was instrumental in supporting Healthy Retailers/Healthy Communities nationwide by advocating for testing of alcohol energy drinks to reveal the contents (ex. ginseng) not detailed on the labels. However, energy

drinks continue to cause health problems due to the high level of caffeine and the large amounts (24 oz.) that can be purchased which have led to numerous deaths of youth. CDPH is also part of the State Highway Safety plan to link hospital and highway patrol databases to document medical outcomes from automobile accident data. This data is available at the EpiCenter website at www.epicenter.cdph.ca.gov. The site can be utilized to query data to find the numbers of hospitalizations due to substance abuse, controlled prescription drug use, and the numbers of opiate-related hospitalizations in the last 10 years, in addition to other data.

Lori Ajax, Department of Alcoholic Beverage Control (ABC), announced that three million dollars will be invested annually to work with law enforcement on the reduction of underage drinking. This effort will create collaborations that will include fifty-two law enforcement agencies and the delivery of a training conference in Southern California for law enforcement agencies. ABC is also working with school resource officers to determine through the Target Responsibility for Alcohol Connected Emergencies (TRACE) program where high school and college students are getting alcohol. A decoy shoulder tap grant was approved and ABC is teaming up with Mothers Against Drunk Driving (MADD) for implementation. Operation Trapdoor is another project where agents and local law enforcement are assigned to college towns and work alongside night club bouncers to confiscate fake identification and enforce legal consequences, if necessary.

John Carr, Department of Alcoholic Beverage Control, highlighted a youth-led program, entitled "*Youth Now*," in Chico which focuses on underage drinking. Youth participate in ride alongs and decoy operations. Public service announcements aired on the radio in March and June to raise awareness of underage drinking. Local law enforcement is working with college campus police to build awareness about underage drinking and safe drinking tips during the holiday season. A news conference will be held in November through the Saving Lives Coalition to facilitate discussions with youth and parents on how to celebrate smart and safe.

Ray Murillo, California State University (CSU), Office of the Chancellor, announced that there is a new chancellor, Dr. Timothy Wright, who is also a Fresno State University Alumni. CSU Chico will host the Annual Alcohol Education Conference on April 18 and 19, 2013. More information will follow as the planning is finalized. The CSU system is working on tobacco and prescription drug initiatives to implement on college campuses.

Paul Oliaro, CSU Fresno, reported that their campus lost a student to alcohol poisoning in September. The student had a BAC of .36. This was a sobering message to all campus fraternities, sororities, and general college students. CSU is awaiting results from an investigation which may result in criminal charges against individuals that provided alcohol to the student after he was intoxicated. Campuses must review their policies and procedures to include effective strategies to increase binge drinking awareness to freshman students who are most vulnerable.

Major Jeff Moore, Administrator, Drug Demand Reduction Team (DDRT), California National Guard, reported that the DDRT strongly supports the DEA's prescription drug program. A summit was held to build awareness about the prescription drug epidemic in United States. The DDRT also supported the DEA in the 5th National Prescription Drug

Take Back Day on September 29, 2012. This week is Red Ribbon week and DDRT is the supporting partner agencies that serve youth. DDRT wants to challenge kids to make positive choices by providing youth with leadership courses that provide skills in team building and peer support. Olympic gold medalist, Deedee Trotter, and the National Guard worked together to organize speaking engagements to young people about how drug use negatively impacts athletic performance and success. The DEA is currently working with the Sacramento Sheriff's Department and faith leaders to address the issue of prescription drug abuse.

Virginia Clark, California Conservation Corps (CCC), announced that the CCC serves 18 to 25 year-olds who voluntarily join for a ten month commitment to public service. Throughout California, fourteen hundred members live in dorms to create a college-like experience. This living atmosphere attracts a significant amount of alcohol, tobacco, and other drugs (ATOD) issues that make prevention services a priority. The most pertinent issue for the CCC is tobacco use which is twice the rate of their college cohorts.

Pat Arvizu, California Highway Patrol (CHP), represented Jon Rodriguez, reported that one hundred and eighty schools participated with the "Every 15 Minutes" Program. The CHP adopted a new patrolling strategy. Traditionally, CHP officers were assigned a segment of a freeway to patrol. Now, the CHP has adopted a strategy where officers are assigned patrol areas regionally which has proven to be more effective due to collaborative partnerships. The regional concept includes a cross-sector collaborative Task Force that recommends the inclusion of a CHP Commander, city council members, city boards of supervisors, and the Sheriff's Department.

Dayna Barbero, California Community Colleges (CCCC), reported that the 2007 National College Health Assessment found that AOD use among students is increasing and the CCCC's will use this data to address individual communities. For example, Orange Coast Community College data indicated that 31% of students drink and drive. A two-year program is being implemented using a student's name and tragic story about how the student was killed in a drunk driving incident and how it could have been prevented. The intention is to hold people accountable for their choices and actions. Las Casitas College is addressing prescription drug misuse and abuse through Prescription Drug Take Back Days, the Great American Support and speaking engagements from the Dean who suffered a personal tragedy related to his nephew who died from a prescription medication overdose. The CCCC's "*Shatter the Myth Campaign*," which implements smoke-free campus policies, such as designating off-campus smoking areas and awarding smokers that are in compliance with campus policies, is yielding positive outcomes.

Tom Herman, California Department of Education (CDE), reported that there are fifty-eight prevention coordinators county wide. However, the current funding is limited to tobacco prevention only. CDE is interested in gathering data about marijuana use prior to tobacco use, and researching tobacco prevention efforts that can extend to alcohol and marijuana use and the correlating negative risk-taking behaviors. CDE's current efforts include the Safe and Supportive Schools Grant which aims to improve school climate. Currently, grant administrators are working on an analysis of the California Healthy Kids Survey (CHKS) data to target strategies that will improve school climate to

decrease rates of truancy, dropouts, AOD use, and violence. CDE is awaiting a federal decision to reauthorize the No Child Left Behind Act for planning and funding purposes.

Mary Strode, CDPH, reported a significant increase in retail tobacco sales to minors 8.7% compared to 5.6% last year. However, CDPH is pleased with 8.7%, as it is relatively low compared to the national rate of 10%. A statewide retail campaign was launched during the “Healthy Communities, Healthy Retailers” conference that encouraged collaborative efforts between tobacco prevention, AOD prevention and nutrition. Youth engagement is the key element for data collection and a grant opportunity to recruit youth for retail data collection is available at www.cdph.ca.gov/programs/tobacco. Large-scale data collection efforts will occur in July and August. Follow up will occur in 2017 after five years of intervention at the local level.

Laura Colson, Department of Alcohol and Drug Programs (ADP), representative for Sharon Dais, announced that Ms. Dais is on extended leave and will retire in November.

AGENDA REVIEW

Laura Colson reviewed the agenda, folder materials and introduced the first presentation.

PRESENTATIONS

“Current Status of Data on Adolescent Substance Use in California”

Greg Austin, WestEd, California Healthy Kids Survey (CHKS)

- Greg Austin provided an overview of CHKS. CHKS is administered at the district level to grades 5, 7, 9, and 11. The California School Climate and Health and Learning Survey System are comprised of three linked assessment tools that serve as a guide to improve school climate, prevention/intervention programs, and health services. The system has been identified as a model system by the US Department of Education and is the leading data source of local-county-and state-level data on AOD use among California students since 1999. Available data can be queried to obtain different data sets that include, but are not limited to, gender, race/ethnicity and school connectedness. Information about local data can be found on the website, <http://chks.wested.org> or by calling 888-841-7536.
- Greg Austin discussed recent ATOD trends. CHKS has been expanded to include a parent survey. Tobacco and alcohol use on school property has declined among 9th and 11th graders. Methamphetamine use is also on a downward trend. Marijuana and most other drugs remained stable overall. The use of prescription drugs has not significantly changed, but is at a troubling level. There is an increase of ecstasy use. The 2007-2009 data confirms a decline in drug use over the past decade. Greater emphasis must be paid to prescription use/abuse.

- Many challenges exist with implementing and sustaining CHKS. The Title IV and TUPE requirement for districts to administer the survey bi-annually is no longer a mandate which has reduced CHKS participation by one-third. SAPT Block Grant Primary Prevention funds can be used to support the administration of CHKS. To implement CHKS, the local cost is thirty cents per student.

“2012 Statewide Needs Assessment Report”

Marcia Yamamoto, Department of Alcohol and Drug Programs

- Ms. Yamamoto highlighted Chapter 3 of the 2012 Statewide Needs Assessment Report entitled “*Unique Needs Populations.*” A cross-system collaborative approach needs to be implemented to overcome barriers such as communication and system integration; to serving special populations. Once these barriers decrease, the health care field can assess needs to better serve populations.
- To assess youth needs, ADP will use the Search Institute’s 40 Developmental Assets Model which includes 40 specific criteria for developing youth assets. The overarching theory is that the more assets a young person possesses, the less negative outcomes he/she will experience.
- The SNAP team reviewed the Adverse Childhood Experiences (ACE) Model and found that early prevention provides more success since negative factors correlate with poor outcomes later in life. These early prevention efforts are broader than just AOD prevention and require cross-system partnerships at the state and local level in order to have the greatest impact. The ACE model serves as a framework to address unique needs populations.

Marcia Yamamoto welcomed comments and questions from members.

- Steve Wirtz referred to Linda Rudolph’s presentation on Health in All Policies (HIAP) that encouraged partnerships with local law enforcement, communities, schools, businesses, etc. GPAC is a model for cross-system collaboration. The call to action is to focus on the broader context in which risk and protective factors occur.
- Michael Cunningham commented that the emphasis should be on broadening cross-system collaboration and moving that agenda with collective impact. Collaboration is crucial or efforts will not be as impactful.

“*Students in Prevention (SIP) Program of San Joaquin County Prevention Services: A Brief Program Overview*”

Christiane Highfill, Prevention Programs Supervisor

Tony Gladney, Joshua Tougas and Eryka Rubio, SIP Peer Educators

Adriana Martinez, SIP Supervisor – STAY Project

- Three SIP Peer Educators provided an overview of the SIP Program. Peer educators participate in six weeks of summer training that includes AOD and mental

health education. “SIPPERS” return to their school and begin “applying knowledge with action” by providing ATOD presentations to elementary school students. There are 45 SIP Leaders that comprise 23 teams representing 18 high schools. The SIP Peer Educators discussed their accomplishments, successes and the importance of Friday Night Live (FNL), SIP and AOD awareness in the community. Their annual goal is to outreach to 12,420 students within the school year.

- Ms. Highfill reported that SIP has a 33-year history and recently expanded the program by adding the STAY (SIP for Transitional Age Youth) that will address AOD needs for young adults ages 16 to 25. Adriana Martinez discussed the importance to outreach to the TAY population since they are at-risk for AOD abuse, self-harm, depression, anxiety, stress, eating disorders and suicide.

Michael Cunningham commended the presenters and awarded the youth with ADP Certificates of Appreciation.

COUNCIL WORKGROUPS

Strategic Prevention Framework State Incentive Grant (SPF SIG), Margie Hieter, SPF SIG Coordinator, Department of Alcohol and Drug Programs

Last week, 44 people from the designated SPF SIG communities attended a grantee orientation. Participants included professionals within the fields of law enforcement, education, community-based organizations and prevention organizations. At the orientation, ADP and the Prevention Research Center (PRC) provided a SPF SIG overview and provided opportunities for communities to share examples of prescriptive logic models that will be used to identify specific strategies that address needs in their respective communities. The PRC will travel to each community to identify partners and current prevention efforts to assess needs and develop new environmental strategies or expand on existing environmental strategies.

Evidence-Based Practices Workgroup, Kerrilyn Scott-Nakai, Project Director, Center for Applied Research Solutions

Ms. Scott-Nakai provided a brief presentation that consisted of a historical overview, analysis, and recommendations of evidence-based practices (EBPs). Overall, there has been a paradigm shift in relying on the strength of evidence and thinking critically about needs and assessing the importance relative evidential data in a broader context. Recommendations from the workgroup include continuing to build GPAC’s capacity for EBPs through resources and training, convening a GPAC member-led EBP workgroup, and moving towards achieving consistency across agencies. Ms. Scott-Nakai suggested that members review the framework of the Sonoma County Upstream Investments Initiative and EBPs that focus on multiple outcomes across prevention systems. The difference between a good program and an effective strategy is determined through evaluation and documentation.

OTHER ANNOUNCEMENTS

- Michael Cunningham announced that the GPAC meetings are tentatively scheduled for January 31, May 2, July 25, and October 24, 2013.
- GPAC is committed to expanding representation to additional membership. Invitation letters were sent to the Department of Health Care Services, the Department of Aging and the Department of Social Services.
- The Power of Prevention (PoP) Summit is planned for February 2013. The PoP Summit is a follow-up effort from the Community Prevention Initiative Regional Training Forums. The PoP Summit will be an opportunity for prevention planners to share ideas and develop recommendations for the sustainability of prevention efforts in California. More information will be available soon. Materials for the regional forums are available on CARS website, www.ca-cpi.org.

SUMMARY/CLOSING

Michael Cunningham noted that the next meeting in January will focus on the Council's priorities and collective impact on the prevention field and announced that the next GPAC meeting is tentatively scheduled for January 31, 2013. The meeting adjourned at approximately 12:45 p.m.