



Meeting Summary

Proposition 64 Advisory Group
November 14, 2024
10 a.m. to 2 p.m.
Hybrid Meeting

Members Present	
Denise Galvez	Pete Nielsen
Jessica Guerra	Adrienne Shilton
Stephanie List	Martin D Martinez III
Vince Leus	Karina Pangan
Leondra Clark Harvey	Cornelle Jenkins

Opening Remarks and Introductions

Denise Galvez

Galvez opened the meeting by thanking the Proposition 64 Advisory Group (Prop 64 AG) members for attending. Then, both in-person and virtual attendees introduced themselves.

Galvez provided a brief update on several statewide behavioral health initiatives. The California Department of Public Health (CDPH) is convening an expert advisory panel for California's Behavioral Health Transformation. Additionally, there is a public comment request regarding the draft of AB-988, which outlines a five-year implementation plan. Furthermore, the California Alliance for Child and Family Services is currently seeking speakers and proposals for its upcoming conference.

Proposition 64 Youth Education, Prevention, Early Intervention, and Treatment Account (YEPEITA) DHCS Contract Updates – Round 6

Jessica Guerra

Guerra provided updates on the Prop 64 YEPEITA Round 6 contracts, which include the California Natural Resources Agency (CNRA), CDPH, California Department of Social Services (CDSS), and the Sierra Health Foundation (The Center). The CNRA contract was executed for \$16.465 million, the CDPH contract was executed for \$12 million, and the CDSS contract was funded for \$246.98 million and will soon be executed. The contract is pending execution for \$65.4 million for the Elevate Youth California (EYC) Program.

Guerra shared that approximately 400 entities applied for the EYC Round 6 Standard Track. The applications are currently being reviewed, and the results are expected to be announced in December 2024. To ensure the sustainability of the EYC program, only a standard track will be available this round.

Galvez added that DHCS has assessed and implemented process changes related to funding and the timely awarding of grants. EYC funds will be available after the State Controller's Office deposits funding into the YEPEITA. This new process will ensure that activities are funded by actual tax deposits rather than projected tax revenues.

Vince Leus inquired about the details of the Standard Track for EYC grantees.

Galvez explained that the previous EYC rounds included three types of awards: the Standard Track, the Capacity Building Track, and the Innovation Track. The Standard Track requires participants to meet all program requirements, which include youth social justice, mentoring, and peer support, as well as goals related to policy, systems, and environmental change. The Capacity Building Track offers a smaller funding amount aimed at supporting smaller organizations and assisting them in integrating into the EYC network. The Innovation Track was designed for demonstration projects and includes a formal evaluation process. Organizations receiving EYC funding are expected to fully participate in the Standard Track program, meeting all its components as intended.

California Natural Resources Agency Update

Melissa Jones, Grants Administrator, California Natural Resources Agency (CNRA)

Rebecca Griffin, Program Manager, CNRA

Jones discussed the Youth Community Access Grant Program ([YCAGP](#)), a competitive grant initiative designed to enhance youth access to natural and cultural resources. The program prioritizes support for communities that have been disproportionately impacted by past state and federal drug policies and other underserved communities. Eligible applicants include local, state, and federal agencies, nonprofit organizations that have been incorporated for at least two years, and Native American tribes. The YCAGP gives funding preference to projects that incorporate one or more of the following elements: youth involvement in project planning, youth participation in outreach and awareness activities, and initiatives that empower youth to make healthy choices. Additional grant guidelines can be found on the [CNRA website](#).

Jones and Griffin provided an overview of YCAG projects and highlighted six different projects. The [MeWater Foundation](#) provided surf, ocean education, and safety camps. San Joaquin County Office of Education's [Durham Ferry](#) OEC 'Let's Play Outside' offered summer camp activities such as hiking, archery, fishing, STEM activities, kayaking, and healthy eating. The County of Los Angeles Department of Parks and Recreation's [Our SPOT Summer at the Hollywood Bowl](#) provided youth access to cultural and musical experiences. [FoodWhat Inc.](#)'s farm programs offered paid internships, farm education, and culinary arts. EmpowHer Institute's [Social Justice STEAM \(Science, Technology, Engineering, Arts, and Math\) Camp](#) project offers

education in environmental justice, marine biology and work skills for career opportunities in the marine sciences for BIPOC girls. The Living Desert's [Torres Martinez Youth Environmental Ambassadors Program](#) offered habitat restoration and conservation workforce development opportunities to tribal youth.

Jones reported that 136 projects were awarded through two rounds of the YCAGP. Additionally, youth were provided paid employment and internship opportunities, access to cultural and natural resources, and conducted workshops. Youth camps and field trips were also provided.

The YCAGP Round 3 closed in August, and proposals are currently under review. Award announcements will be released in October 2025. Applicants can attend workshops for technical assistance and one-on-one support.

California Department of Public Health Update

*Gretchen Franklin, Acting Branch Chief, Substance Prevention Section Manager,
California Department of Public Health (CDPH)*

Catherine Hess, Chief, Epidemiology and Evaluation Unit, CDPH

Franklin provided an overview of the Youth Cannabis Prevention Initiative, which focuses on media and social marketing, health education, policy systems, environmental approaches, community-driven interventions, and evaluation.

Franklin shared about the Youth Cannabis Education and Prevention Media Campaigns. The [Mind Over Marijuana](#) campaign educates the public about the risk of underage marijuana use and empowers youth to make the best decisions for their emotional, social, and physical well-being. The [Let's Talk Cannabis](#) campaign is available in English and Spanish. The goal for the secondary audience is to provide tools for engaging two-way conversations about cannabis use with their teens. Formative research revealed that parents were concerned about how and when to discuss cannabis use with their teens.\

The Mind Over Marijuana and Let's Talk Cannabis campaigns used various channels, including social media, digital platforms, and television and radio advertisements. Both campaigns included frequently updated web pages and regular updates on CDPH's social media channels. Highlights included increased awareness and engagement among teens, particularly through effective messaging about the impacts on memory, stress, and motivation to limit substance use. Parents expressed a need for support in discussing these topics with their youth. A future youth media campaign is in development, with a release planned for Winter 2024 and a launch in Spring 2025.

CDPH collaborated with the Friday Night Live (FNL) program to empower youth in creating and sharing substance use disorder (SUD) prevention education and to host an Annual Youth Summit for 1,000 participants statewide. Another partnership has been executed with UC San Diego to implement the [Youth Vaping Alternative Program Education](#), a free educational intervention program that serves as an alternative to

suspension, providing phone and video coaching support to students who have been found with nicotine or marijuana at school.

CDPH also partnered with five [local health jurisdictions](#) to fund, support, and expand local activities in cannabis education, prevention, and policy, systems, and environmental (PSE) change strategies in communities across the state.

Hess discussed various youth and young adult data collection and surveillance systems designed to monitor cannabis use, perceptions of risk, attitudes, behaviors, and associated consequences. CDPH utilizes several data sources, including the California Healthy Kids Survey, California Health Interview Survey, National Survey on Drug Use and Health, Behavioral Risk Factor Surveillance System, and others. Data is disseminated in briefs, fact sheets, and [interactive dashboards](#).

CDPH is currently developing a comprehensive evaluation for the statewide media campaign, which is expected to begin in Summer 2025.

California Department of Social Services Update

*Jacqueline Barocio, Branch Chief, Child Care Development Branch,
California Department of Social Services*

Barocio shared that CDSS's Childcare and Development Division (CCDD) is under the leadership of Jennifer Troia. CDSS oversees the planning and policy direction for childcare programs across the state. This includes administering various subsidies and providing resource and referral services to support both families and childcare providers.

The mission of CCDD is to build, strengthen, and maintain an equitable and comprehensive quality system for childcare in the state. CCDD aims to integrate childcare with other programs that serve the needs of the whole child and family, address social determinants of health and Adverse Childhood Experiences (ACEs), and provide essential support to the childcare workforce to ensure equitable access.

Barocio discussed how the Early Childhood Development Act of 2020 introduced significant changes to create a coordinated early learning and care system aimed at supporting children and families through economic assistance and other resources. It incorporated existing programs from CDSS that serve the state's most vulnerable families and children. The newly combined programs are now part of CCDD.

CDSS provided a brief overview of the three childcare programs funded by YEPEITA. The [California Alternative Payment Program](#) (CAPP) is a voucher-based program that offers parents a choice of providers who accept vouchers. The General Child Care and Development (CCTR) is a [general childcare and development](#) program. The Emergency Childcare Bridge program is an [emergency childcare](#) option for foster care families. These programs aim to intervene in early childhood to increase retention in education programs and prevent later substance use.

Barocio provided an overview of the current enrollment for Fiscal Year 2024 across the three programs. CAPP manages the largest funds, whereas Bridge operates with the smallest, focusing specifically on transitional services.

Public engagement opportunities: the main way information is provided is via [childcare bulletins](#), and alerts are available when new ones are posted. Quarterly transition [reports](#) are currently available but will end following Jan 2025. Community meetings, focus groups, and listening sessions also hosted with public, providers, and other stakeholders, and shared on [website](#).

Elevate Youth California Cohort Update

Palvinder Kaur, Program Officer, The Center at Sierra Health Foundation (The Center)
Shyra Murrey, Program Officer, The Center

Kaur announced that approximately \$71 million will be awarded to partners in Round 6 of the Standard Track, focusing on youth-led policy, systems, and environmental change work. The Round 6 RFA was released on August 19, 2024, and the application period closed on September 23, 2024. A record number of applications were received, with 392 applicable submissions reviewed by DHCS staff and external reviewers. Recommendations will be announced in mid-December and will be shared on the EYC website and via emails to all applicants. The award period will run from January 2025 to December 2027.

Education Northwest and Social Policy Research are conducting the external evaluation for EYC Round 3. This year, progress reports have been updated based on input from EYC partners. The evaluation will include responses from the youth survey and data from partner-funded focus groups. A public-facing external evaluation report is set to be released in 2025.

Murrey provided an update on the EYC training and technical assistance (TTA) available for funded partners. The Youth Leadership Institute has conducted training sessions on storytelling, social determinants of health, and environmental prevention strategies. The Nonprofit Finance Fund has offered training on financial planning, cash flow management, and accounting for nonprofits. Leverage Point Development provides training focused on capacity building, grant writing, fund development, program design, and strategic planning. Additionally, CADCA has delivered TTA on youth-led civic engagement. EYC partners also have access to one-on-one coaching and networking sessions.

Kaur has provided an update regarding the EYC Regional TTA convenings. The initial convenings have taken place in Sacramento, Fresno, and Humboldt. The forthcoming EYC Regional TTA convenings are scheduled to be conducted in Oakland, Los Angeles, and Riverside. These regional training sessions will focus on SUD prevention, youth-centered storytelling, and civic engagement.

Kaur asked if there were any questions.

Martin Martinez inquired whether Prop 64 AG members may attend regional trainings alongside partners. Galvez confirmed that their participation is welcome.

Public Comment

All participants

Jeanny Marroquin inquired about the extent of collaboration between the group and municipalities that collect cannabis tax revenue.

Galvez stated that while several advocacy organizations that engage with Prop 64 AG collaborate with cities, Prop 64 AG's primary goal is to meet the requirements established by YEPEITA.

Additionally, Marroquin requested information regarding collaborative funding applications among organizations. Kaur affirmed that numerous organizations frequently collaborate to apply for funding, and organizations that receive fiscal sponsorship are also eligible to submit applications.

Richelle Rios inquired about state law mandates for youth programming. Galvez briefly explained that Prop 64 created two new taxes, the revenues of which are deposited into the California Cannabis Tax Fund. Current law allocates 60 percent of the remaining California Cannabis Tax Fund to be deposited into the YEPEITA after other specified disbursements.

Steve McNally stated that tax funds, grants, and city funding could be leveraged to support the EYC Program.

Closing and Next Steps

Denise Galvez, Prevention and Youth Branch Chief, DHCS

Galvez reminded the public that all questions and comments may be directed to the Prop 64 email inbox (DHCSProp64@dhcs.ca.gov).

Galvez shared that the next Prop 64 AG meeting is scheduled for March 20. No other announcements or statements were made. Galvez thanked all for participating.