

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

October 24, 2013, 9:30am-12:30pm

MEETING MINUTES

The forty third meeting of the Governor's Prevention Advisory Council (GPAC) convened at 9:30 a.m. on October 24, 2013, at the Department of Health Care Services (DHCS). These minutes provide a summary of the discussion and the decisions made during the GPAC meeting.

WELCOME

dave neilsen, DHCS, opened the meeting by welcoming members and announcing the following:

- The transition from the former Department of Alcohol and Drug Programs (ADP) to DHCS Substance Use Disorders Prevention, Treatment, and Recovery Services Division (SUDPTRS) continues;
- Former ADP director Michael Cunningham has retired;
- DHCS is expanding services without additional staff; and,
- In addition to monitoring the block grant, DHCS SUDPTRS is working on preparing for the implementation of the Affordable Care Act, specifically, Drug Medi-Cal (DMC) expansion.

PRESENTATION

“United States Anti-Doping Agency (USADA) – Protecting Clean Sport and Promoting True Sport”

DeeDee Trotter, USADA True Sport Ambassador, Gold Medal Olympian

Jim Kooler, Administrator, California Friday Night Live Partnership (CFNLP)

DeeDee Trotter is a three-time Olympian from the 2004, 2008, and 2012 Olympic games, and Gold and Bronze medal winner in the 2012 Olympic games. Ms. Trotter is the founder of “Test Me, I’m Clean,” a charity dedicated to combating the abuse of steroids and other performance-enhancing drugs. Ms. Trotter voiced that there is a positive connotation associated with steroids, that steroids and drugs are glorified and associated with gold medals and victories, and there is hardly any mention of the associated dangers and risks. The “Test Me, I’m Clean” campaign primarily educates middle school students about the dangers, consequences, and side effects of using steroids, and promotes the message that the “3-Hs” (hard work, honesty and honor) are what makes good athletes and good people. Ms. Trotter encouraged the members of the GPAC to continue striving to provide a positive future for youth, and to “pass the baton,” i.e. everyone has a part to play. This message resonated amongst the GPAC members.

INTRODUCTIONS

The meeting resumed with members introducing themselves and providing brief updates on their work pertaining to alcohol, tobacco, and other drug prevention efforts.

Laura Colson, Department of Health Care Services, introduced herself.

John Carr, Department of Alcoholic Beverage Control (ABC), announced that ABC has a new director, Timothy Gorsuch. As a result of recent government reorganization, ABC is now housed under the Business, Consumer Services, and Housing Agency, which is now separate from the California State Transportation Agency. In partnership with CFNLP and the California Highway Patrol (CHP), ABC has developed a new video on the Target Responsibility For Alcohol Connected Emergencies (T.R.A.C.E) Program. This video should be released soon, and Mr. Carr will provide a link to GPAC members when it's available.

Mary Strode, Department of Public Health (DPH), provided an update on the rates of illegal sales of tobacco to minors. The rate is at 7.6% this year which is below last year's rate of 8.6%. Ms. Strode also provided an update on the Healthy Stores for Healthy Communities Campaign. Data was successfully collected in over 8,000 stores, which was completed in collaboration with local lead agencies and community members. The data will be unveiled through ten regional press conferences scheduled for March, 2014. DPH is in the planning and preparation stages with local lead agencies to equip them to prepare their three-year tobacco control programs.

Jacquolyn Duerr, DPH, reiterated that the retail campaign, in addition to focusing on tobacco control, focuses on alcohol and unhealthy foods. Ms. Duerr noted that there has been incredible synergy and collaboration between alcohol and other drugs (AOD), tobacco, and nutrition groups.

Dr. Steve Wirtz, DPH, announced that the EpiCenter now contains mortality data, hospital-related data, emergency department data, and alcohol-related causes of death or contributing causes of death for 2011. County-level data is also available.

Ray Murillo, Office of the Chancellor, California State University (CSU), introduced himself.

Chief Warrant Michael Payne and Major Jeff Moore, California National Guard (CNG) announced that Colonel Todd Lewis joined the CNG October 1, 2013.

Pat Arvizu, California Highway Patrol (CHP), introduced herself.

Tom Herman, California Department of Education (CDE), noted that Foster Youth Services is now part of the Coordinated Schools Health and Safety Office. Foster youth must be included as a subgroup in the accountability plan and school districts will be

held accountable for the progress that foster youth make. Foster youth face huge disparities in progress and this requires districts to be attentive to their specific needs. Mr. Herman also provided a brief update on the California Healthy Kids Survey (CHKS). The CHKS is part of the local control accountability plan because the survey allows schools to assess school climate. Since the CHKS assesses risky behaviors and provides information on school climate, the department advocates that CHKS be a requirement of all schools. Moreover, it leads to better accountability from the schools.

Scott Berenson, California Community Colleges Chancellor's Office (CCCC) announced that the community college system, including 2.4 million students, is very concerned with the implementation of the ACA because some students will become eligible for health care and others may not be able to afford it.

OPENING REMARKS

dave neilsen provided the following updates:

- As of July 1, DHCS has completed its transition of ADP functions. Mr. neilsen noted that the transition has been challenging. In addition, DHCS is working diligently to ensure California is ready to implement the Affordable Care Act. For the substance use field, this includes Drug Medi-Cal expansion. Benefits will include in-patient detoxification, residential services (30-45 day programs), and broadening the methadone program to everyone who qualifies for Medicaid. DHCS is working to ensure the benefits are available effective January 1, 2014.
- Mr. neilsen also mentioned that there has been apparent fraudulent behavior of some DMC providers and DHCS has been investigating.

Laura Colson also provided updates:

- Superintendent Tom Torlakson, CDE, and Diana Dooley, California Health and Human Services Agency (CHHS) Secretary, signed a letter that was sent to all district Superintendents of Schools and Charter School Administrators encouraging educational agencies to utilize the CHKS. The CHKS gathers data about students who experience bullying, mental health issues, alcohol or substance use, truancy, school violence, and/or poor academics. The CHKS also proves vital to the statewide prevention outcomes, the first of which are focused on underage drinking. Several counties were concerned about how to collect this data since the CHKS is not a requirement. The Center for Applied Research Solutions (CARS) has developed a publication entitled, "The California Healthy Kids Survey: The Case for Continuation," authored by Greg Austin of WestEd. The publication is available on the CARS website at www.ca-cpi.org. Ms. Colson acknowledged the California Department of Education and thanked Tom Herman for his assistance in completing this recommendation that will benefit all agencies that work to make children and schools safer.

- DHCS' Policy and Prevention Branch (PPB) has continued to work with the DHCS State Medical Director to incorporate measures into the DHCS Quality Strategy. While still in draft form, the following topics have been recommended by PPB to be included in the Quality Strategy: 1) standardized prevention performance measures; 2) prevention workforce development; 3) statewide prevention outcomes; 4) Healthy Stores for a Healthy Community campaign; 5) screening, brief intervention, and referral to treatment (SBIRT); and 6) the Strategic Prevention Framework State Incentive Grant (SPF SIG).
- Through the Community Prevention Initiative (CPI), the Center for Applied Research Solutions (CARS) implemented a survey to prevention practitioners to better understand the current status of the AOD prevention workforce and future workforce-related needs. The results have been released and include the following findings:
 - Prevention professionals are highly educated, but not specifically certified in prevention;
 - Eighty percent of survey respondents have bachelor's degrees and 45 percent have graduate degrees;
 - There is a shortage of experienced, mid-career professionals;
 - Thirty-three percent of professionals are likely to leave their current position within the next three years; and,
 - Of the third that are likely to leave their current jobs, approximately 46 percent report that they will not be looking for another job in the prevention field; therefore, they presumably will be leaving the prevention field.

Ms. Colson concluded that this is a disconcerting fact and points to the need and work that remains to be done to retain experienced staff in the prevention field.

AGENDA REVIEW

Laura Colson, Department of Health Care Services

Ms. Colson reviewed the meeting agenda and announced the quarterly meeting dates for 2014; tentatively scheduled for January 23, April 24, June 26, and October 3. She also mentioned that member folders will no longer be distributed. Instead, highlighted publications and resources for each GPAC meeting will be provided on the DHCS GPAC web page.

Jeanette Trigeiro presented the GPAC website and showed members where the materials are located on the DHCS website:

<http://www.dhcs.ca.gov/provgovpart/Pages/GPACLandingPage.aspx>

The GPAC webpage includes links to the following prevention resources:

1. Toolkit on Opioid Overdose. Substance Abuse and Mental Health Services Administration (SAMHSA). September 2013.
2. Preventing Prescription Drug Misuse (website). Center for Applied Research Solutions, Community Prevention Initiative.
3. Prescription Painkiller Overdoses: A growing epidemic, especially among women. Centers for Disease Control and Prevention (CDC). July 2013.
4. National Institutes of Health (NIH) issues online course on screening youth for alcohol problems. National Institute on Alcohol Abuse Alcoholism (NIAAA). September 2013.
5. SBIRT Recommendation. US Preventative Services Task Force. May 2013.
6. NIH study identifies gene for alcohol preference in rats. NIAAA. September 2013.
7. 2012 National Survey on Drug Use and Health (NSDUH). SAMHSA. September 2013.
8. Notes from the Field: Electronic Cigarette Use Among Middle and High School Students — United States, 2011–2012. CDC. September 2013.

PRESENTATION

Tobacco Cessation and Behavioral Health: How We Can Successfully Collaborate **Sarah Planche, MEd, Program Consultant, California Tobacco Control Program,** **California Department of Public Health**

Ms. Planche's presentation focused on the collaboration between Behavioral Health (BH) and tobacco cessation efforts. She began the presentation with national tobacco morbidity and mortality statistics from the CDC: 443,000 tobacco-related deaths in the United States (U.S.) each year; 8.6 million people living with tobacco-related chronic illness. Smoking prevalence in California has consistently had a lower prevalence than U.S. overall. Although overall consumption has decreased, there were no changes in adult cigarette use for people with behavioral health conditions. There is a strong link between mental illness and substance use disorders and smoking. Almost half of premature deaths from smoking in the U.S. are among people with mental illness and/or substance use disorders. In California, those with mental health disorders are twice as likely to be smokers compared to those with no mental health disorders.

There is a culture of mental health and substance abuse care which often reinforces tobacco use in treatment settings and residential facilities. However, individuals with behavioral health disorders respond to the same evidence-based cessation approaches as the general population. For the prevalence of tobacco use to continue dropping in California, the strategy of social norm change to make tobacco use less desirable must follow tobacco users into the systems where they work and receive services. This should also be the strategy for the BH community.

The California Tobacco Control Program collaborated with substance use departments and convened four BH regional trainings. The trainings are designed to advance smoke-free policies within BH facilities, make system changes in the treatment of nicotine dependence, and create successful working partnerships between county level

tobacco control and BH programs to achieve sustainable outcomes. Chad Morris, Director, Behavioral Health & Wellness Program at University of Colorado was the keynote speaker at the trainings. Over 200 people were trained. Future trainings and activities include technical assistance, peer-to-peer tobacco dependence recovery, a webinar series, and trainings in 2014 tentatively scheduled in San Luis Obispo, Mendocino, Orange County, and El Dorado. All of these activities have been funded by Center for Disease Control and Prevention.

COUNCIL WORKGROUPS

Exploratory Workgroup

Tom Herman, Administrator, CDE

At the last GPAC meeting, the proposed vision, mission, and purpose statement did not receive GPAC approval. On October 4, the exploratory workgroup met and revised the vision, mission, and purpose statements. The workgroup decided to request that all members provide three goals. The goals submitted assisted the workgroup to finalize the vision, mission, and purpose statements according to member and agency needs. Mr. Herman motioned the Council to adopt the following vision, mission, and purpose statements:

- Vision: California is free from the problems associated with alcohol, tobacco, and other drugs.
- Mission: Provide leadership and continuity through common strategies that mutually benefit member agency's efforts to advance ATOD prevention.
- Purpose: To create a forum where cooperative efforts promote healthy behaviors and reduce problems associated with alcohol, tobacco, and other drugs.

The motion was passed by the Council and the mission, vision, and purpose statements were adopted. Mr. Herman then outlined some of the following issues and concerns from the workgroup discussion:

- 1) The GPAC Exploratory Workgroup requested GPAC members to identify three goals that GPAC should focus on. After submissions were collected, the Workgroup found that 13 of the 24 goals identified goals around specific substances. Should GPAC focus on specific substances or trends?
- 2) Should GPAC focus efforts on recommendations to DHCS and the Governor regarding ATOD issues?
- 3) Should GPAC work on a State prevention plan that would provide state guidance and leadership to the State and local efforts?

The statewide prevention plan was seen as a good idea and supported by Scott Berenson and Major Jeff Moore. Major Moore suggested looking at Iowa's statewide prevention plan as an example and perhaps a template to follow. The Council agreed

that the plan should focus on collective impact, acknowledging the separate missions of the agencies, but also identifying if and where overlaps between the agencies exist.

Jacquolyn Duerr noted that undergoing a full strategic planning process and trying to work across state agencies in getting approval for a strategic plan may not be a practical goal to take on. She recommended that the group consider identifying priorities and goals but not necessarily developing a comprehensive plan.

Laura Colson suggested identifying crossover from each department's strategic plan, and recommended that GPAC members be alerted when each agency is in its planning stage so that the Council members can look at ways to collaborate. The next steps agreed upon by the Council included reviewing the goals recommended by members, drafting a timeline, and identifying what can be accomplished the next few years.

Mary Strode suggested staying true to the collective impact process.

Lorraine Frias announced that she would bring a subsequent collective impact article and related next steps to the next Exploratory Workgroup meeting.

Tom Herman concluded by announcing that the next Exploratory Workgroup meeting will be held on Friday, November 15 from 1:30 p.m. to 3:30 p.m. at DHCS, 1700 K Street, in the fourth floor conference room.

SUMMARY/CLOSING – Laura Colson

Ms. Colson thanked everyone for their attendance and announced that the next GPAC meeting is tentatively scheduled for Thursday, January 23, 2014.