



Meeting Notes

**Proposition 64 Advisory Group
November 16, 2023
10 a.m. to 2 p.m.
Hybrid Meeting**

Members Present	
Denise Galvez	Le Ondra Clark Harvey
Jessica Fielding	Pete Neilson
Jim Keddy	Adrienne Shilton
Lynn Silver	Martin D Martinez II
Karina Pangan	Vince Leus

Opening Remarks and Introductions

Denise Galvez, Prevention and Youth Branch Chief, Department of Health Care Services (DHCS)

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

Proposition 64 Youth Education, Prevention, Early Intervention, and Treatment (YEPEITA) Account DHCS Contract Updates – Round 5

Jessica Fielding, Program and Policy Section Chief, DHCS

Fielding provided updates on the Prop 64 YEPEITA Round 5 contracts, which include the California Department of Social Services (CDSS), California Department of Public Health (CDPH), California Natural Resources Agency (CNRA), and Sierra Health Foundation (The Center). The CNRA contract has been executed. Contracts for CDPH, CDSS, and The Center are in progress. DHCS will execute the pending Round 5 contracts once tax revenue actuals are deposited into the YEPETA account. DHCS also expects to finalize accounting adjustments by December 2023.

California Natural Resources Agency

Melissa Jones, Program Manager

Jen Metes, Grant Administrator and Program Lead

Jones shared about the Youth Community Access Grant Program ([YCAGP](#)), which is a competitive grant program that supports youth access to natural or cultural resources, with a priority for communities disproportionately affected by past state and federal drug policies as well as other underserved communities. Eligible applicants include local, state, and federal agencies, nonprofit organizations incorporated for a minimum of two years, and Native American tribes. The YCAGP provides funding priorities for projects that include one or more of the following elements: youth participation in project planning, youth participation in outreach and awareness, and empowering youth to make healthy choices. Additional grant guidelines can be found on the [CNRA](#) website.

Metes provided an overview of YCAGP Round 1 awarded projects and highlighted five different projects: Youth and Young Adult Forestry and Fire Professionals, Community Coalition, Sierra Nevada Journeys, LifeSail, MeWater Foundation, and Nikan TGoChan. The Youth & Young Adult Forestry and Fire pre-apprenticeship program by the Urban Association of Forestry and Fire Professionals provided youth with forestry and fire career training to prevent substance use. Community Coalition provided youth bike tours of structures and sites of cultural importance in south Los Angeles to increase positive youth experiences. Sierra Nevada Journeys provided youth camp programs in Northern California to increase youth physical and mental health. LifeSail provides leadership development, maritime history, STEM (Science, Technology, Engineering and Math) education, and ocean stewardship to foster youth and their caregivers. The MeWater Foundation provides surf and oceanic education and safety camps for Bay Area underserved youth. The project included drug prevention, CPR, one green vehicle, a mental health program and evaluation. The Nikan TGoChan (Knee-con Toe-chun) project, by Anahuacalmecac (A-nawah-col-meh-cae) International University Preparatory, engaged high school students in healthy outdoor activities to build their awareness of and relationship to the cultures and traditions of Indigenous peoples and the natural ecosystems surrounding the urban environment in which they live.

As of June 2023, CNRA has awarded 65 engaging youth projects. Additionally, seven clean vehicles have been acquired for youth program transportation.

Metes shared YCAGP Round 2 updates. CNRA awarded 71 projects across California, which include 21 acquisitions of at least one clean vehicle for youth program transportation and access to natural or cultural resources. Awards are highly competitive, with 174 proposals received. Recipients included 1 tribe, 11 state or local agencies, and 59 nonprofit organizations.

Jones shared program implementation barriers, which included program delays due to a lack of green vehicle inventory, inflation, and staff shortages. Round 3 solicitations will be available in spring 2024, with awards expected in October 2025. Technical assistance workshops and one-on-one support will continue to be available.

California Department of Public Health

Robin Christensen, Chief, Substance and Addiction Prevention Branch

Jessica Hwang, Public Awareness Section Chief

Christensen described the focus of the Substance and Addiction Prevention Branch (SAPB), which aims to reduce individual, social, and environmental harms caused by substance-related and addictive disorders through research-driven prevention, education, and treatment in California. CDPH is working on creating social, behavioral, and policy changes through health prevention programs, data research, and surveillance. [Youth cannabis prevention](#) focuses on media and social marketing, health education, policy systems, environmental approaches, community-driven interventions, and evaluation. The vision is a California where youth can be healthy and succeed, free from the harm of cannabis use. The program's values are science, social justice, collaboration, and innovation. Rather than using fear tactics, the program focuses on less cannabis harm risk.

Hwang 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. Parents were also concerned that their teens might be uncomfortable conversing with them. CDPH used information gained through research to develop strategy and outreach materials. The strategy consisted of reminding parents of their influence on teens, asking parents to keep having open dialog about cannabis use, supplying conversation tips, and providing resources for parents.

Hwang shared two 30-second mental health videos successfully reaching teens and parents. Videos are available in [English](#) and [Spanish](#) on the Let's Talk Cannabis Facebook page. The website has fact sheets, a conversation guide for parents, social media links, and parent toolkits.

Silver shared that Kaiser's research showed an increase in cannabis use during pregnancy. Moreover, disparities in youth, particularly Black women, show a lack of perception of not just birth harm, but long-term harm in adolescents exposed due to a mother's marijuana use during pregnancy. There is a question about the efficacy of prenatal harm messaging in public awareness. Also, the [University of Southern California](#) recently presented [data](#) showing that in 50 percent of 10th graders who are using cannabis, hemp is their first product. Hemp products are available with no age limits, sold in smoke shops, bake shops, gas stations, and corner stores, and are subject to CDPH regulation. Silver stated an urgent need to regulate and enforce hemp products. California Chapter of the National Organization for the Reform of Marijuana Laws (California NORML) issued a [report](#) on hemp in January.

Christensen shared that there is information about cannabis use during pregnancy and breastfeeding on their [website](#), and it will continue to be a topic monitored carefully.

Hwang shared that CDPH participated in events throughout the state with their media contractor and presented formative research findings to other state and local agencies. CDPH is working on the evaluation and executive summary of the assessment, new media contract, and a Request for Application (RFA).

The Friday Night Live Program (FNL) is a youth-led substance use prevention program focused on developing leadership across elementary, middle, and high school-aged youth. FNL provides support and fun opportunities for youth through activity-based learning and community engagement to build leadership and advocacy skills while promoting healthier lifestyles. There are 52 FNL partnerships with counties. Topics include alcohol, tobacco, traffic safety, cannabis, methamphetamine, and prescription drugs. Youth conduct research, develop and disseminate awareness campaign materials, and host trainings. FNL recently hosted a youth summit for 1,000 participants. The youth are advisors for the cannabis prevention education initiative and submit quarterly reports to CDPH.

Christensen shared that CDPH-SAPB solicited applications via a [RFA](#) to fund, support, and expand local activities in cannabis education, prevention, and policy, systems, and environmental change strategies in communities across the state. CDPH-SAPB awarded funding to five local health jurisdictions to develop, implement, and evaluate cannabis education and youth prevention activities in their communities. Christensen shared that CDPH includes youth throughout their programming, both formally and informally, to help guide programs. Their contributions were vital to the development and continuance of the programs.

California Department of Social Services

Anna Levine, Branch Chief

Joey Cook, Staff Services Manager II

Levine shared that Deputy Director Dr. Maria Lupe Jaime-Mileham leads the CDSS Childcare and Development Division (CCDD) under Director Kim Johnson. CCDD provides planning, policy direction, and oversight of California's most state-supported childcare and development programs and services. These include programs that offer various state-subsidized childcare services, quality improvement plan activities, local childcare, and developmental-informed programs and policies while providing robust technical assistance and support to counties, contractors, and stakeholders.

Levine shared the CCDD [mission](#) and explained how the Budget Act of 2020 transferred the childcare and development programs previously administered under the California Department of Education to CDSS, effective July 1, 2021. The [transferred program](#) is built on CDSS flexibility to serve California's most vulnerable children and families.

Cook gave an overview of Prop 64 funding and updates. YEPEITA increases funding for the California Alternative Payment Program (CAPP), General Child Care and

Development (CCTR), and Emergency Child Care Bridge [Program for Foster Children \(Bridge Program\)](#). Contractors that operate the funds are County Offices of Education, Local Education Agencies, California counties, and nonprofit organizations. On October 20, 2023, CCTR released a new funding opportunity for fiscal year 2024-2025. More information is available on the CCTR RFA website or by e-mail at CCTRRFA@dss.ca.gov.

CAPP agencies help families access childcare services and make payments for those services directly to the childcare provider selected by the family. Payment is in the form of reimbursement directly to the childcare provider selected by the family. Licensed care facilities, private home services, or neighbors can provide the service. The CDSS [website](#) has program laws, regulations, and funding terms and conditions.

Cook shared that in 2022-2023, child enrollment increased in CAPP and CCTR and decreased in the Bridge Program. In Round 2 funding, the Bridge Program doubled the number of awardees, served foster youth in resource families, and supported the transition of children to long-term childcare. The Bridge Program supported more than 1,300 trauma-informed care training for providers and more than 6,000 coaching sessions for childcare providers throughout the state. YEPEITA funds have been vital to supporting these programs for growth. Their [website](#) has Childcare Bulletins, Quarterly Transition Reports, and Community Meetings (free webinars).

Silver commented on fiscal challenges to current funding with pushback on legislature taxation and noticed little opposition to the proposed tax cut. Silver urged the childcare community to attend state-level budget meetings and prepare to protect revenue.

Member Update

Jim Keddy, Executive Director, Youth Forward

Keddy gave an update on the state-level legislative session, where taxpayers' big push was to pay less or eliminate taxes. Assembly Bill (AB) 195 set a maximum amount of funds in tier three allocations. It is unclear if AB 195 suspends or eliminates the cultivation tax. The bill also set aside General Funds to backfill any drop in revenue. The volatile revenue stream should be a concern. The budget projections and actuals are also an issue. Delays in getting businesses up and running could impact projections, amongst other variables.

Denise read from the chat that [Senate Bill \(SB\) 512 \(Bradford\)](#) had an additional tax reduction proposed. The bill made it out of the Senate with no opposition, but stopped in revenue and taxation. Currently, there are 391 jurisdictions that do not require a license. Chaptered bills like [SB 1186 \(Chapter 395, Statutes of 2022\)](#) require local jurisdictions to allow medical cannabis delivery starting January 1, 2024.

Elevate Youth California Cohort Updates

Palvinder Kaur, Senior Program Officer, The Center

Palvinder provided an overview of the EYC youth leadership convening held September 25-26, 2023, for 700 youth from more than 200 community-based organizations representing 40 California counties. A diverse group of young leaders led the convening. Youth leaders spent most of their time in youth panels and created a safe space for young people. Young people designed the agenda, helped set up the venue, and moderated the discussions with help from elders. The purpose of the convening was to provide training and technical assistance for youth. Before the statewide convening, many smaller networking sessions and webinars led to this much more extensive and focused meeting. To intentionally involve young people in the development and planning, The Center solicited proposals for workshops, such as young people panels, how to engage youth, how to advocate, and fentanyl awareness. The Center wanted to intentionally involve youth in all aspects of the convening, but also had five contractors to deliver workshops on addiction and the predatory nature of corporate marketing. Sacramento Youth Speaks kicked off the convening. The Story Center and Spit Fire did workshops on storytelling. The Youth Leadership Institute focused on youth voices and communication aspects. Soul Collective, a Sacramento-based youth mobilizing organization, also participated.

Palvinder shared that participant feedback was overwhelmingly positive. The convening reflects the success of the [Elevate Youth California](#) program and its year-long efforts. Convenings take youth out of silos and further creates a movement, network, and systems change. Attendees were excited to see their age presenting. Youth presenters spoke to their peers and empowered them to participate in their growth. The convening reduced the stigma of being systems-impacted and drug-targeted and created a safe space for youth.

Palvinder shared that the Round 5 Standard Track Cohort 5 RFA was underway. Awards for this cohort will be announced in early 2024. The Center notified applicants of funding delays.

EYC is conducting outreach via community listening sessions to identify county gaps, build community listening sessions, and reach out to rural areas to learn why they're not applying. The Center will share the surveys with the Prop 64 AG to disseminate across its network.

The Center will issue a youth survey at the end of 2024, with a pilot of the survey to be released soon.

Palvinder shared a video of the EYC convening.

Elevate Youth California Quality Assurance and Grant Adherence Reviews

Jessica Fielding, Program and Policy Section Chief, DHCS

Fielding explained that the Elevate Youth California Quality Assurance and Grant Adherence Reviews (QAGAR) ensure that grantees implement the program as intended. The new QAGAR system focuses on program deliverables and fiscal integrity.

The QAGAR will roll out in phases. The first evaluation phase involves a risk assessment to determine the organization's program and fiscal risk level. The risk level will determine the type of training and technical assistance needed. The second phase is a virtual or onsite meeting with the Prop 64 Unit, with support from The Center. If applicable, the third phase could be issuing a corrective action plan with the required list of correction items. DHCS may end the contract or pause funding if it needs to be corrected or addressed. The goal of the QAGAR is to assist organizations in completing the Elevate Youth California grant and sustainability. The QAGAR will launch in spring 2024. The tool itself is under draft and will undergo review by the Prop 64 AG.

Public Comment

Ellen Komp, with California NORML, said they are watching legislation and advocating for tax fairness. Modeling taxes like the ones used for tobacco and alcohol does not work for marijuana because of the illegal trade that exists. Some areas do not allow legal marijuana businesses, so the illicit markets pop up, and they sell more dangerous drugs and do not have an age requirement. California NORML is working on [tax reform](#) to reduce taxes for legal marijuana businesses. They want more coherent and cohesive information from the state on marijuana consumption data and safety that doesn't rely on old tobacco models.

Navada Gibson of Fighting Back Santa Maria Valley asked when updates on Elevate Youth California awards would be available.

Palvinder announced awards would be announced in spring 2024. The Center notified all applicants of the delayed start date. [E-mail EYC](#) to confirm application status and receive updates.

Silver commented that even states with far higher taxes, like Washington, have had strong transitions to the legal market. Many illicit markets, including California, are driven heavily by vast overproduction, both illegal and legal. California produces far more than is consumed before and after the passing of Prop 64. Decreasing taxes to solve overproduction may exasperate the problem. It is a complex and challenging problem, but the industry's convenient argument that it is primarily tax-driven lacks evidence.

Closing and Next Steps

Denise Galvez, Prevention and Youth Branch Chief, DHCS

Galvez stated that the next step will be to secure the Prop. 64 AG meeting date. Upcoming Prop 64 AG meetings will be held in spring 2024, late summer, and before the holidays. DHCS will work with The Center to secure a meeting space for the next meeting.