

**SUBSTANCE ABUSE  
PREVENTION AND CONTROL  
(SAPC)**

**Alcohol and Other Drug  
Prevention Services  
(AODPS)**

**PROVIDERS'  
YEAR-END  
PROGRESS REPORT  
Fiscal Year 2017-18**

# Table of Contents

<b>INTRODUCTION</b>	<b>2</b>
<b>PREVENTION FRAMEWORK</b>	<b>3</b>
<b>AODPS PROVIDER NETWORK</b>	<b>6</b>
<b>GOALS AND OBJECTIVES</b>	<b>8</b>
<b>PREVENTION PROGRAM HIGHLIGHTS</b>	<b>9</b>
<b>CHALLENGES AND BARRIERS</b>	<b>16</b>
<b>FUTURE PLANS</b>	<b>17</b>
<b>ATTACHMENTS</b>	<b>18</b>

# Executive Summary

## INTRODUCTION

The County of Los Angeles, Department of Public Health, Substance Abuse Prevention & Control (DPH-SAPC), Prevention System of Services Unit administers the operations of a network of Alcohol and Other Drug Prevention Services (AODPS)-contracted community based organizations. DPH-SAPC guides the implementation of prevention services via its Strategic Prevention Plan and the federal Substance Abuse and Mental Health Services Administration (SAMHSA) Strategic Prevention Framework (SPF). Central to implementing each prevention framework step is ensuring efforts are culturally competent and the results are sustained.



## PREVENTION FRAMEWORK

To achieve comprehensive, effective, and culturally competent substance use disorder (SUD) prevention services, DPH-SAPC combines the following three frameworks:

- 1) Federal Substance Abuse and Mental Health Services Administration (SAMHSA) Strategic Prevention Framework (SPF) planning process.
- 2) SAMHSA's Center for Substance Abuse Prevention (CSAP) prevention strategies.
- 3) Institute of Medicine (IOM) classification.

The use of these frameworks is required by the California Department of Health Care Services (DHCS) and is part of the mandatory reporting requirements for the web-based Primary Prevention Substance Use Disorder Data Service (PPSDS) System.

### SAMHSA'S Strategic Prevention Framework (SPF)<sup>1</sup>

The SPF is a five-step planning process that systematically guides the development of prevention services. Central to all steps is ensuring cultural competency and sustainability. By addressing each of these steps, prevention services should: address the needs of the target communities and populations; enhance protective factors and reduce risk factors in communities; build community capacity and collaboration; develop goals and measurable objectives; and emphasize evaluation to ensure the prevention program achieves the intended outcomes. The following is a brief description of each SPF step:

- [Step 1: Assess Needs](#): What is the problem, and how can I learn more?
- [Step 2: Build Capacity](#): What do I have to work with?
- [Step 3: Plan](#): What should I do and how should I do it?
- [Step 4: Implement](#): How can I put my plan into action?
- [Step 5: Evaluate](#): Is my plan succeeding?



### Center for Substance Abuse Prevention (CSAP) Strategies and Activities<sup>2</sup>

The SAMHSA CSAP has classified common prevention activities into six major categories, termed *strategies*. An effective prevention program utilizes these strategies and activities to comprehensively address the needs of the target communities through evidence-based interventions and services.

1. **Environmental Strategy** – establishes and/or changes community standards, codes, and attitudes, thereby influencing incidence and prevalence of alcohol and other drug use within the community. The strategy emphasizes engagement with a broad base of community partners, place-based interventions, and public policy.
2. **Community-Based Process Strategy** – enhances the community's capacity to address AOD issues through organizing, planning, collaboration, coalition-building, and networking.

<sup>1</sup> Strategic Prevention Framework. (n.d.). Retrieved from <https://www.samhsa.gov/capt/applying-strategic-prevention-framework>

<sup>2</sup> Center for Substance Abuse Prevention Strategies and CSAP Activities Definitions (Approved July 24, 2017, Updated August 17, 2017). Retrieved from <http://www.ca-cpi.org/wp-content/uploads/2017/08/CSAP-Strategies.pdf>

3. **Information Dissemination Strategy** – improves awareness and knowledge of the effects of AOD issues on communities and families through “one-way” communication with the audience, such as speaking engagements, health fairs, and distribution of print materials.
4. **Problem Identification and Referral Strategy** – identifies individuals who have infrequently used or experimented with AOD who could change their behavior through education. The intention of the screening is to determine the need for indicated prevention services, not treatment services.
5. **Education Strategy** – encourages “two-way” communication between the facilitator and participants. This strategy aims to improve life- and social skills, such as decision-making, refusal skills, and critical analysis.
6. **Alternative Strategy** – redirects individuals from potentially problematic situations and AOD use by providing constructive and healthy events/activities.

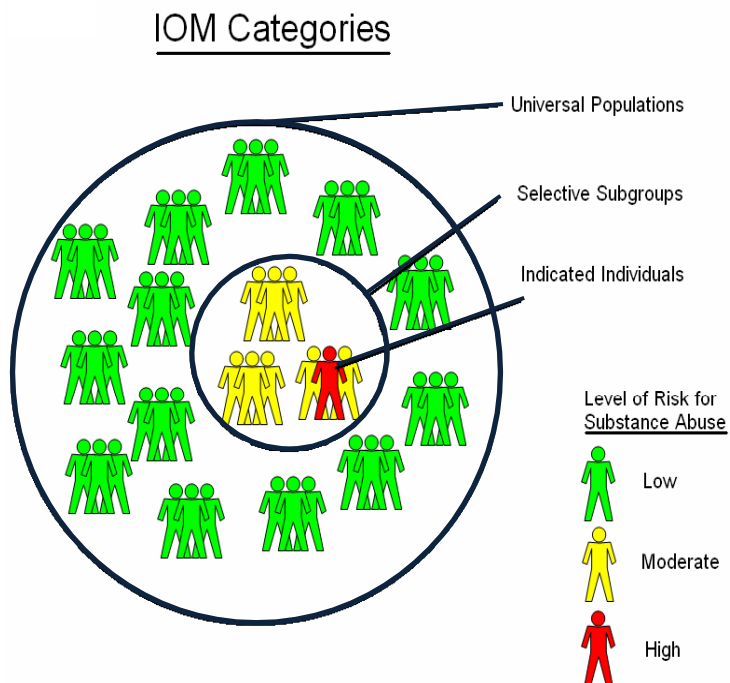
### Institute of Medicine (IOM) Classification System<sup>3</sup>

The prevention classifications are subdivided into universal, selective, and indicated. The IOM category is assigned by looking at the risk-level of the individual, or group, receiving the service. Federal prevention funding allows for the delivery of services for **universal, selective, and indicated** populations. The funding is not intended for those who need or receive AOD (ab)use treatment or recovery services.

**Universal** - Universal prevention targets the entire population (national, local community, school, and/or neighborhood) with messages and programs aimed at preventing or delaying the (ab)use of AOD. All members of the population share the same general risk for substance (ab)use, although the risk may vary among individuals. Universal prevention programs are delivered to large groups without any prior screening for substance abuse risk.

**Selective** - Selective prevention targets subsets of the total population at risk for substance abuse by virtue of their membership in a particular population segment. Selective prevention targets the entire subgroup, regardless of the degree of risk of any individual within the group.

**Indicated** - Indicated prevention is designed to prevent the onset of substance abuse in individuals who



<sup>3</sup> Center for Applied Research Solution | Fred Springer, J., & Phillips, J. (n.d.). The Institute of Medicine Framework and its Implication for the Advancement of Prevention Policy, Programs, and Practice. Retrieved from [http://ca-sdfc.org/docs/resources/SDFC\\_IOM\\_Policy.pdf](http://ca-sdfc.org/docs/resources/SDFC_IOM_Policy.pdf)

do not meet the Diagnostic and Statistical Manual of Mental Disorders Fifth Edition (DSM-V) criteria for abuse or dependence, but who are showing early danger signs, such as failing grades and consumption of alcohol and other gateway drugs. The mission of indicated prevention is to identify individuals who are exhibiting potential early signs of substance abuse and other problem behaviors associated with substance abuse, and to target them with special programs.



## AODPS PROVIDER NETWORK

DPH-SAPC's network comprised of 37 contracted providers, 57 contracts, and 7 contract types: 33 Comprehensive Prevention Services contracts, 8 Environmental Prevention Services contracts, 12 Adolescent Prevention Services contracts, and 4 special-project contracts, including: Friday Night Live; Memorandum of Understanding with the Los Angeles County Sheriff's Department; Community Centered Emergency Room Project; and Prevention Media Campaigns. For a list of the 2017-18 fiscal year (FY) AODPS contracted providers, see Attachment A.

### 1. Comprehensive Prevention Services (CPS)

AODPS-CPS aim to: 1) decrease underage drinking and binge drinking; 2) decrease illicit drug use (e.g., marijuana, methamphetamine, ecstasy); and 3) decrease misuse of legal products (e.g., inhalants, over-the-counter (OTC) and prescription (Rx) medications) among youth and young adults in Los Angeles County. This is achieved through culturally competent, evidence-based prevention program services that focus on both community- and individual-level efforts. The goal of these efforts is to reduce alcohol availability and accessibility, and decrease the social norms and community conditions that contribute to AOD use within target populations and communities. The selection of services is data-driven and designed to specifically address the highest priority AOD-related problems and contributing factors in target communities. The services must also clearly align with the County's SPF. This includes changing the local conditions and environment that facilitate AOD use, and improving knowledge and behaviors of youth and adults which contribute to community norms about AOD use.

Integral to the success of these efforts is active and sustained involvement of local community residents (youth and adults), leaders, non-AOD focused businesses, AOD-service providers, and others who are knowledgeable of local AOD-related issues and are committed to engaging in evidence-based solutions. AODPS-CPS contractors will appropriately engage community members and leaders throughout the process to best identify, implement, and sustain efforts.

### 2. Environmental Prevention Services (EPS) SPA Based Coalitions

AODPS-EPS contracts aim to decrease underage drinking and binge drinking, especially among youth and young adults, by reducing alcohol availability and accessibility in Los Angeles County through culturally competent, evidence-based prevention environmental efforts. These efforts aim to: change the policies, ordinances, and practices that facilitate alcohol use, and develop methods to ensure efforts are enforced and sustained. The selection of environmental service efforts is data-driven and designed to specifically address the highest priority alcohol-related problems and contributing factors in target communities. Environmental efforts must also clearly align with the County's SPF. This includes: addressing where and how alcohol is sold and marketed; alcohol serving and sales practices; alcohol sales to minors; passage of alcohol-related ordinances and policies; and compliance with local alcohol-related regulations.

Integral to the success of these environmental efforts is active and sustained involvement of local community residents (youth and adults), leaders, non-AOD focused businesses, AOD-service providers, and others who are knowledgeable of local alcohol-related issues and are committed to engaging in evidence-based solutions. AODPS-EPS contractors will appropriately engage community members and leaders throughout the process to best identify, implement, and sustain efforts.

### **3. Adolescent Prevention Services (APS)**

APS prevention services are consistent with the six CSAP strategies and the three IOM prevention classifications. These services, such as outreach, brief screening, educational sessions, alternative and other activities focus on selective and indicated youth.

### **4. Friday Night Live (FNL)/Club Live (CL), & FNL Kids**

The FNL aims to decrease: 1) underage drinking and binge drinking; 2) illicit drug use (e.g., marijuana, methamphetamine, ecstasy); and 3) misuse of legal products (e.g., inhalants, OTC and Rx medications), among youth and young adults. FNL provides opportunities for positive youth development through school- and community-based efforts, to reduce alcohol availability and accessibility and to decrease the social norms and community conditions that contribute to AOD use.

### **5. Los Angeles County Sheriff's Department – Success through Awareness and Resistance (STAR)**

The STAR program aims to prevent or decrease AOD-use and violence in SPA 3 by targeting youth who live in poverty-stricken areas with higher rates of crime, substance abuse, and gang involvement. This is achieved by implementing a three-pronged prevention program that includes a school curriculum, after-school activities, and a summer program. The three-pronged approach allows Sheriff's deputies to establish positive relationships with school administrators, teachers, parents, and students.

### **6. Community Centered Emergency Room Project (CCERP)**

The CCERP bridges the gap between health, public health, mental health services, and community prevention. Research indicates that the well-being of individuals depends on coordinated, quality health care services and preventive community conditions that support health and safety. A successful health system combines the above approaches to transform community environments to reduce AOD risk factors. In addition, the CCERP collaborates with the Needs Special Assistance (NSA) interdepartmental team to provide educational strategies to prevent health disparities and chronic diseases and promote healthier living.

The CCERP uses the Public Health Model as the conceptual basis for implementing prevention strategies to reduce AOD-related problems afflicting the targeted area. It educates and empowers local community residents and stakeholders to address community risk factors that contribute to overuse of the LAC+USC Medical Center Emergency Department.

### **7. Prevention Media Campaigns (PMC)**

Media services are needed to launch up to three media campaigns to educate youth, young adults, and parents/guardians on the harms of substance use. The three target substance categories are marijuana, opioids (e.g., prescription pain medication, heroin, and fentanyl), and synthetic drugs (e.g., methamphetamine). The media firm will ensure appropriate efforts are conducted in each Supervisorial District and are in English and Spanish languages, and, where feasible, other appropriate community threshold languages.



## GOALS AND OBJECTIVES

During FY2017-2018, the AODPS-contracted providers addressed the following four priority area goals and objectives. SAPC Prevention System of Services collaborated with contractors to design and implement data-driven and community-based strategies, addressing priority AOD-use issues and other contributing risk factors within their communities. Examples of implemented environmental prevention programs are presented in Attachment B.

Goals	Objectives
<b>Goal 1:</b> Reduce prescription drugs and over-the-counter medication misuse and abuse.	Reduce availability of and access to prescription drugs and legal products that can be misused.
<b>Goal 2:</b> Reduce marijuana use by youth.	Reduce availability of and access to marijuana by youth.
<b>Goal 3:</b> Decrease underage drinking and binge drinking among youth and young adults.	Reduce availability of and access to alcohol by underage youth.
<b>Goal 4:</b> Reduce availability of and access to methamphetamine and other illicit drugs by youth and young adults.	Change social norms that contribute to substance use by decreasing favorable attitudes toward methamphetamine and other illicit drug use.



Marijuana use prevention media campaign: #BiggerChoices Than Weed. Photo courtesy of Fraser Communications.

## PREVENTION PROGRAM HIGHLIGHTS

Prevention providers reported the following FY2017-18 achievements for the four priority areas below.

### Goal 1: Reduce prescription drugs and over-the-counter medication misuse and abuse

- Prevention contractors from all SPAs participated in the Safe Med LA community education efforts. They developed age-appropriate, culturally-competent printed materials (e.g., flyers, brochures, pamphlets) and presentations for community youth, adults, and stakeholders regarding the harms of abusing Rx and OTC medications and the safe usage, storage, and disposal of these medications.
- Providers from SPAs 2, 6, 7, and 8 collaborated with Kaiser Permanente and law enforcement to promote the safe disposal of Rx medications during two national DEA Rx drug take-back events.
- Prevention contractors from SPAs 1-5 and SPA 8 participated in numerous community meetings, health and resource fairs, and public hearings to provide community residents and city officials information on safe storage and disposal of Rx and OTC medications, the potential harms of opioid and benzodiazepine use, and promoted the adoption of new regulations, ordinances, and legislation (e.g., South Bay Rx Prevention Resolution, Rx Take-Back Ordinance).



DEA National Drug Take-back Day event

in collaboration with law enforcement.

Photo courtesy of the Tarzana Treatment Center.



Community and school outreach event to disseminate SUD prevention information and promote community health and wellness. Photo courtesy of the Tarzana Treatment Center.

- SPA 1 prevention contractors from Pueblo y Salud engaged with local officials in discussions about the high rates of opioid and benzodiazepine prescriptions written in Antelope Valley and the consequent high rates of emergency room visits from opioid overdoses in the area. This effort led to the creation of an opioid taskforce in the state legislature to address the opioid-related harms.

- Tarzana Treatment Center providers from SPA 1 informed community members on how to use alternative healing to improve mental health, addiction to Rx drugs, and how to use naloxone to save someone from an overdose. TTC staff trained attending community members on how to administer naloxone and provided attendees a Naloxone Kit.

- Prevention staff from SPAs 2 and 3 collaborated with community senior centers and with the City of L.A. Department of Aging to inform senior-center staff about convenient, safe and environmentally-responsible prescription drug disposal programs in L.A. County. Prevention staff also conducted outreach with the elderly to increase their awareness about the Rx drug abuse epidemic in the County.
- Through participation in the SPA 3 Rethinking Alcohol and Drugs (RAD) coalition, SPA 3 prevention providers developed and distributed the EmpoweRx pocket card tool at community health fairs to teach community members and seniors how to track their Rx medication use and prevent Rx misuse. Additionally, staff from SPAs 3 and 6 conducted focus groups with youth and seniors to learn more about prescription drug perceptions, emerging trends, and community concerns.
- Prevention staff from SPAs 3, 5, and 8 aimed to reduce Rx/OTC abuse by creating healthy alternative leadership groups among middle- and high-school students to train youth to teach other students and community members about the dangers of Rx/OTC drug abuse among youth and to promote healthy alternative activities (e.g., Pomona Youth Prevention Council (PYPC); Leadership, Education, Advocacy, and Development (LEAD)).
- Providers from SPAs 3, 5, 6, and 8 implemented educational prevention curriculums with middle- and high-school students to reduce youth Rx/OTC abuse (e.g., Project Alert; Project Toward No Drugs; Life Skills Training; Drugs 24/7 activities). They also implemented prevention curriculum for parents and caregivers (e.g., Drugs: True Stories) to educate on the importance of keeping Rx/OTC drugs out of children’s reach and to increase parental involvement in preventing Rx/OTC abuse among youth through family discussions.
- To reduce Rx/OTC abuse among youth and young adults, prevention staff from SPAs 3, 5, and 8 created social media accounts (e.g., Twitter, Facebook, and Instagram), reached out to local newspapers (e.g., *L.A. Times*), and conducted press events to connect with youth and community members to reduce the Rx/OTC abuse epidemic.
- SPA 5 staff developed partnerships with key agencies and stakeholders that are directly involved with advocating for county- and state-level Rx takeback ordinances (e.g., Consumer Product Stewardship Council; Hospital Association of Southern California).
- Prevention staff from SPAs 3, 4, 6, 7, and 8 collaborated with SAPC by administering Community Needs Assessment surveys to assess adult and youth perceptions of: risk, accessibility, availability, consumption patterns, and the reasons why individuals abuse Rx/OTC medications.



Community prevention providers from the Los Angeles County Office of Education and Koreatown Youth and Community Center. Photo courtesy of the Koreatown Youth and Community Center.

## Goal 2: Reduce marijuana use by youth

- Providers from all eight SPAs participated in Rethinking Access to Marijuana (RAM) Workgroup meetings to actively work toward reducing marijuana access and use by L.A. County youth. The workgroup's four committees (media, research, policy, and education) were chaired by staff from SPAs 2, 4, 5, and 7.



Two middle school aged girls walking past the c.p.a. marijuana shop. Photo courtesy of the Asian American Drug Abuse Program, Inc.



Photo courtesy of the Rethinking Access to Marijuana (RAM) Workgroup.

- Following the passage of Proposition 64, prevention providers from numerous SPAs (2, 3, 4, 6, 7, 8) conducted the RAM Community Health Environmental Survey Scan (CHESS) to examine the marijuana dispensary landscape (i.e., changes in location and number of marijuana dispensaries and marijuana advertisements) to inform future efforts with city officials about reducing the accessibility and availability of marijuana for community youth.
- In collaboration with RAM, providers from SPAs 2 and 4 worked toward the Commercial Cannabis Signage Ordinance, which aimed to set advertising guidelines and restrictions for on- and off-site dispensaries.
- Prevention providers from seven SPAs outreached by participating in resource fairs and community and recreational events to disseminate marijuana prevention presentations and printed material. They informed communities about the harms associated with marijuana use, including edibles, to reduce marijuana use by community youth (SPAs 1, 2, 3, 4, 6, 7, and 8).

- Staff from SPAs 4 and 7 participated in WEEDecide coalition meetings that planned and organized a summer event, which provided youth an opportunity to coordinate an upcoming county-wide youth summit in FY2018-19.
- To promote protective factors and reduce marijuana and other drug use risk factors among students, providers from various SPAs implemented evidence-based education prevention curricula, including: Too Good For Drugs (SPA 2); Project ALERT (SPAs 2 and 3); Project Towards No Drug Abuse (SPAs 3, 6, and 7); and Life Skills Training (SPAs 2, 3, 4, 7, and 8), which was also presented to Spanish cohorts by SPA 7 staff.
- Parents, caregivers, and concerned adults from several SPAs also received evidence-based education curricula, such as Guiding Good Choices (SPAs 2 and 4) and Drugs: True Stories (SPAs 3, 4, and 6) to promote greater prevention communication between parents and children to prevent marijuana and other drug use.
- Providers developed partnerships with elected city officials to provide public comment and advocate for policies that would reduce harms associated with all forms of smoking in outdoor places, including marijuana smoking, and to reduce marijuana use among youth (SPAs 2, 3, 4, and 7).
- Contracted agencies provided healthy alternative prevention services, such as youth leadership groups, to help reduce and prevent marijuana and other drug use in schools and communities (SPAs 4, 6, and 7).
- Staff from SPAs 7 and 8 translated educational and printed materials about marijuana prevention into other languages (Spanish, Khmer) to impact a larger community audience.
- L.A. County Office of Education also implemented pilot prevention curriculum lessons with middle-school students in LAUSD using the Marijuana Education Initiative.
- In partnership with Fraser Communications, DPH-SAPC launched a marijuana use prevention media campaign to reach teens via innovative approaches (e.g., digital media, peer-to-peer messaging). For more information, visit: [publichealth.lacounty.gov/sapc/prevention/PreventionLinks](http://publichealth.lacounty.gov/sapc/prevention/PreventionLinks) and [biggerchoices.org](http://biggerchoices.org).

### Goal 3: Decrease underage drinking and binge drinking

- Prevention contractors from numerous SPAs implemented environmental Retail Framework services, including Responsible Beverage Service (RBS) trainings (SPAs 1, 2, 5, and 7), Pseudo-Decoy Buys (SPAs 1, 2, and 7), Merchant Committed (SPAs 2, 3, and 8), Knock and Talks (SPAs 2 and 8), Merchant Assessment (SPA 2), and Sticker Shock (SPAs 2, 3, 6, and 8) to reduce alcohol accessibility and availability to minors.
- In collaboration with law enforcement and the Communities in Action Coalition, SPA 2 and 7 providers engaged in the Beer Run Prevention Project to deter alcohol theft, thereby reducing alcohol accessibility and availability to youth. The prevention effort was facilitated by installing police officer cut-outs in local alcohol retailers.

- Working with the California Alcohol Policy Alliance (CAPA), prevention providers from SPAs 2, 5, and 8 engaged with community stakeholders and city decision-makers to oppose the 4 am bar bill (SB 905), which Governor Brown vetoed on September 28, 2018.
- As members of the L.A. Drug and Alcohol Policy Alliance (LA DAPA), prevention staff from SPAs 2 and 4 helped establish the Alcohol Restricted Use Sub-District (ARUS) ordinance that would allow city council members to prohibit new liquor licenses in vulnerable areas within each council district to reduce alcohol-related harms associated with the over-concentration of alcohol outlets.
- Prevention providers from SPAs 3, 6, and 8 collaborated with community members and local agencies (e.g., law enforcement, local businesses) to promote messages about the Social Host Ordinance (SHO) and the Parents Who Host Lose the Most (PWHLM) campaigns.
- Pueblo y Salud staff from SPA 1 worked with the City of Palmdale to update the alcohol ordinance language in the Deemed Approved Ordinance and the Conditional Use Permit.
- In collaboration with the California Highway Patrol (CHP) and the SPA 2 coalition, prevention providers from SPA 2 participated in the “Every 15 Minutes” prevention event with high school students to challenge them to think about drinking, driving, and personal safety to reduce alcohol-related accidents caused by underage drinking and driving.
- SPA 3 staff developed an assessment tool and conducted environmental scans of large-scale events (concerts, football games) to assess and recommend best-practices for preventing underage- or binge drinking and the DUI incidents associated with them.
- Prevention staff from SPAs 3, 4, 5, and 8 implemented evidence-based prevention education curricula to students to promote protective factors and to reduce risk factors associated with underage alcohol and other drug use (e.g., Project ALERT; Project Towards No Drug Abuse; Life Skills Training; Creating Lasting Family Connections).
- SPA 3 and 4 providers delivered educational prevention curricula to parents, caregivers, and concerned adults to promote

## PREVENTION PARTNER:

### FERNANDO AVILA

LAPD, POLICE OFFICER III  
COMMUNITY RELATIONS OFFICE

LAPD’s efforts with the San Fernando Valley Partnership (SFVP) and the Communities in Action Coalition (SPA 2) has helped prevent underage drinking and improve retail operating standards for local liquor stores in the Foothill Area communities. I have worked with the SFVP since the formation of the Communities in Action Coalition and was directly involved in developing *Operation Think Twice*, the alcohol theft prevention project.

As a coalition, we identified alcohol theft, shoulder tap and underage purchases as contributing factors to underage drinking. Through our efforts to educate retailers via Responsible Beverage Service Trainings, Operation Think Twice, and the Merchant Committed Program, we have established partnerships that have positively impacted our communities. Many of the retailers that have posted the officer cut-outs and who have become a Merchant Committed retailer have reported an immediate reduction in alcohol theft and shoplifting.

As a result of our collaborative efforts, *Operation Think Twice* was adopted by LAPD divisions across the City of Los Angeles. This type of collective action and creativity fosters community-level change that ultimately reduces youth access to alcohol and positively impacts local communities. The SFVP has been instrumental and a true partner in community prevention efforts. I remain an active member of the Communities in Action Coalition and applaud the efforts of the Coalition and our community partners.

prevention discussions at home with youth to reduce underage drinking and binge drinking (e.g., Drugs: True Stories; Guiding Good Choices).

- Contractors from SPAs 3, 7, and 8 engaged in Prevention Community Council meetings to mobilize community personnel, such as law enforcement and civic leaders, to bring environmental change and reduce alcohol availability and accessibility among underage youth.
- Providers established and maintained partnerships with local leaders and agencies and distributed prevention printed materials (e.g., flyers, fact sheets, brochures) to increase awareness and reduce alcohol and other drug-associated harms (SPAs 3, 4, 5, 7, and 8).
- SPA 3, 4, and 7 providers expanded their social media presence to promote alcohol and other drug use prevention messages and reduce underage alcohol use and its associated harms.
- Prevention contractors from SPA 5 continued their work with the Leadership, Education, Advocacy and Development (LEAD) club they created to help middle-school students become leaders on campus and in the community to prevent and reduce underage alcohol use.
- SPA 5 prevention staff held a Reality Party in El Segundo to promote social norm change regarding underage- and binge drinking and reduce related harms to community safety.
- Staff from SPA 7 conducted Lee Law compliance checks, surveying alcohol outlets for excessive alcohol advertisements on store windows and doors as well as any missing signs that are needed (e.g., no loitering, no open containers).
- Prevention agencies from SPA 8 conducted a Drugs Kill Dreams Youth Summit to prevent and reduce underage alcohol, and other drug, use.

## PREVENTION PARTNER:

### BEN COLEMAN

#### COMMUNITY COUNCIL MEMBER

I was asked by the Institute for Public Strategies' (IPS) West Hollywood Project to participate in the newly-formed Safe WeHo Leadership Council (SWLC), a community coalition that focuses on reducing alcohol-related harms in West Hollywood.

I was impressed with SWLC's productiveness during its meetings and with the menu of evidence-based interventions SWLC members received from IPS to help us strategize ways to reduce alcohol problems in the community. I was happy when our recommendation to add an Alcohol Liaison Officer (ALO) to West Hollywood Sheriff's Department resulted in a unanimous 'yes' vote from the West Hollywood City Council. The new ALO officer would work to engage with the many bars and night clubs in West Hollywood and ensure retailers' compliance with alcohol regulations. The West Hollywood City Council also unanimously approved SWLC's second recommendation to fund a comprehensive, digital and print media campaign that encourages smart and healthy community choices about alcohol and drug use.

I feel pleased to be part of a community process that leads to a safer and healthier West Hollywood. I am also impressed with the IPS West Hollywood Project's large-scale, alcohol-free events, such as #BOOM! (on New Year's Eve) and #SIZZLE! (at LA Pride), which have become community favorites and help reinforce the message that residents can have fun without the influence of alcohol and drugs.

#### Goal 4: Reduce availability of and access to methamphetamine and other illicit drugs by youth and young adults

- Prevention providers from SPA 1 conducted focus groups and key informant interviews with community stakeholders (physician, youth and adults in recovery, law enforcement, DMH staff and SUD counselors) to develop a list of community partners and recommendations to implement prevention efforts that reduce methamphetamine problems in SPA 1.
- To better address the growing methamphetamine problem in Antelope Valley, the SPA 1 program evaluator created a methamphetamine needs assessment to identify key areas of improvement and key stakeholders who could assist with prevention efforts.
- Staff from SPAs 2 and 3 implemented evidence-based prevention curricula (Project ALERT, Life Skills Training); SPA 3 staff also provided Drug Free 24/7 school-wide events (e.g., Freedom from Drugs Art Contest) and created the Pomona Youth Prevention Council to reduce risk factors and change the social norms that promote youth methamphetamine or other illicit drug use.
- SPA 3 staff created social media accounts (e.g., Twitter, Instagram) to share prevention messages that reduce methamphetamine and other illicit drug use among community youth and adults.
- Prevention staff from SPA 4 engaged in bi-monthly monitoring of public parks and met with the Recreation and Parks Department to successfully disrupt and reduce illicit drug activity in a Skid Row park by improving park's lighting. Staff also facilitated numerous community meetings and collaborated with the Mayor's Office to develop a community hygiene center in Skid Row.



Photo courtesy of SPIRITT Family Services.



## CHALLENGES AND BARRIERS

During FY2017-18, SAPC-contracted AODPS providers reported experiencing the following challenges and barriers:

- High turnover in prevention staff, which required spending substantial time to train new staff, thereby interfering with the complete implementation of their prevention work plan.
- Lack of support from local government decision-makers and law enforcement personnel in reinforcing and implementing prevention policies to prevent and reduce underage AOD use.
- Turnover or slower response times by school administrators leading to delays in or an inability by providers to implement prevention curricula in schools.
- Recruiting minority community participation in the alcohol retail framework and prescription drug take-back events because of language barriers among retailers and AODPS providers.
- Engaging student and parent interest during implementation of educational prevention curricula and parent workshops, respectively, and managing time efficiently during the delivery of these programs.
- Concern that legalizing recreational marijuana use among adults reduces the perception of harm, de-stigmatizes its use, and increases marijuana access among youth, thereby challenging marijuana youth prevention strategies implemented by AODPS providers and the RAM Workgroup.



Some retailers pose as medical marijuana dispensaries, which provides a sense of legality. This may confuse community members and decrease the perception of marijuana-use risk among community youth.

## FUTURE PLANS

AODPS contractors expressed their commitment to continue their collaborative partnerships with community stakeholders, school administrators, law enforcement, and city decision-makers to implement and reinforce regulations that prevent and reduce AOD use among youth and young adults in L.A. County communities. SAPC plans include, but are not limited to:

- Increasing RAM coalition members' capacity to reduce accessibility and availability of marijuana among youth, by increasing harm awareness via prevention presentations and printed material dissemination at city council meetings and in communities, and by reducing the number of unregulated marijuana dispensaries in L.A. County.
- Implementing AOD prevention curricula to students and parents to increase their knowledge and to promote protective factors that reduce AOD-use related problems in communities.
- Changing social norms that contribute to alcohol use by decreasing favorable attitudes toward underage and binge drinking, including increasing merchant compliance with ABC regulations.
- Expanding Safe Med LA efforts to prevent Rx and OTC abuse and misuse in communities, especially among youth.
- Working with city officials to expand existing no-smoking laws and ordinances to include marijuana smoking and to enact policies that prevent or reduce AOD use among youth and young adults, such as reducing alcohol and marijuana advertising from retailer storefronts and in public places (e.g., parks and recreation centers, schools, and other places where youth congregate).



Community prevention provider from the Institute of Public Strategies. Photo courtesy of the Koreatown Youth and Community Center.

## ATTACHMENTS

### Attachment A

#### FY2017-2018 PREVENTION PROVIDER NETWORK ALCOHOL AND OTHER DRUG PREVENTION SERVICES (AODPS) CONTRACTED PROVIDERS

No.	Contracted Alcohol and Other Drug Prevention Services (AODPS)	CPS	EPS - SPA Based Coalitions	APS	Special Project
1	Asian American Drug Abuse Program	X	SPA 8	X	
2	Avalon Carver Community Center	X			
3	Behavioral Health Services, Inc.			X	
	• Beach Cities	X			
	• Torrance	X			
	• Hollywood	X			
4	California Hispanic Commission on Alcohol & Drug Abuse	X	SPA 7	X	
5	Cambodian Association of America	X			
6	Child and Family Center – Santa Clarita			X	
7	Children's Hospital of Los Angeles	X		X	
8	City of Pasadena Recovery Center	X			
9	Clare Foundation Inc.	X			
10	Community Coalition for Substance Abuse Prevention & Treatment	X	SPA 6		
11	Day One, Inc.	X	SPA 3		
12	Didi Hirsch Psychiatric Services			X	
13	Fraser Communications				PMC
14	Helpline Youth Counseling, Inc.	X		X	
15	Institute for Public Strategies	X	SPA 5		
16	Jewish Family Services of Los Angeles	X			
17	Koreatown Youth & Community Center	X	SPA 4		
18	Los Angeles County Office of Education	X			FNL

19	Los Angeles County Sheriff's Department (STAR Unit)				MOU
<b>No.</b>	<b>Contracted Alcohol and Other Drug Prevention Services (AODPS)</b>	<b>CPS</b>	<b>EPS - SPA Based Coalitions</b>	<b>APS</b>	<b>Special Project</b>
20	MJB Transitional Recovery, Inc.	X			
21	NCADD of East San Gabriel and Pomona Valley, Inc.	X			
22	NCADD of San Fernando, Inc.	X			
23	Pacific Clinics	X		X	
24	People Coordinated Services of Southern California	X			
25	Phoenix House of Los Angeles	X			
26	Prototypes a Center for Innovation	X			
27	Pueblo Y Salud, Inc.				
	• San Fernando	X			
	• Palmdale	X			
28	San Fernando Valley Partnership, Inc.		SPA 2		
29	Shields for Families, Inc.			X	
30	Social Model Recovery Systems, Inc.	X			CCERP
31	South Central Prevention Coalition	X			
32	Special Services for Groups			X	
33	SPIRITT Family Services, Inc.	X		X	
34	Tarzana Treatment Center	X	SPA 1	X	
35	The Wall Memorias Project	X			
36	Volunteers of America	X			
37	Watts Health Foundation, Inc.	X			
	<b>TOTAL CONTRACTS</b>	<b>33</b>	<b>8</b>	<b>12</b>	<b>4</b>

## **Attachment B**

### **ENVIRONMENTAL PREVENTION PROGRAMS**

#### **Beer Run Prevention Project**

Beer Run is a slang term used when some individual walks into a store, takes alcohol and walks casually to the counter as if to pay. The individual will then quickly run out of the store, stealing the alcohol. While this may appear to be harmless fun and a simple crime, the suspect who commits this crime could face jail time, injury, or death. Many of these thefts can quickly turn into felony crimes of robbery when force or fear is used during the commission of the crime.

#### **Retail Framework**

The Retail Framework provides a gradual, 8 step-wise approach that methodically documents problems at the outlets, recruits retailers to participate directly in prevention actions, mobilizes concerned community groups to act, and approaches city agencies to carry out their oversight responsibilities for off-sale alcohol outlets.

#### **Merchant Committed**

Merchant Committed campaign encourages retailers to fully adopt preventive practices as part of their business operations, and Policy Development campaigns encourage the city to improve its oversight of off-sale outlets through community policing and CUP administration.

#### **Social Host Ordinance (SHO)**

Preventing Underage Drinking Parties Social host ordinances prevent underage drinking parties by holding the host (e.g., parents or other adults) accountable for these parties. A social host ordinance sends the clear message to parents and other adults that it is not acceptable to give alcohol to teens.

#### **Sticker Shock Project**

Capitalizes on community activism, cooperative efforts and collective responsibilities to combat underage drinking and its related problems. This includes adults providing alcohol to minors. The project not only educates citizens, businesses, educational institutions, health organizations, law enforcement and governmental authorities on the problems of underage drinking, but also ensures a consistent message about the law exists, increasing efforts to bring about change.

#### **Responsible Beverage Server (RBS)**

RBS training is a community-based approach to promote public safety and to reduce risks associated with the retail alcohol environment. RBS has three essential elements: the adoption of alcohol-service policy for ABC-licensed establishments; the providing of server education and guidance; and the development of partnerships between law enforcement, local government and community groups.

#### **Warning Sign Campaign**

Licensees who fail to post required signs may receive a fine, suspension, or in repeated cases, revocation of their alcoholic beverage license. The ABC does not furnish or sell signs to licensees.

#### **Parents Who Host, Lose the Most – Don't be a party to teenage drinking Campaign**

Strives to create consistent parental/community norms that underage drinking is not only illegal, but is unsafe, unhealthy and unacceptable. By increasing parental awareness and understanding of the health, safety and legal consequences of allowing underage drinking, this campaign reduces the number of parents who allow underage drinking on their property, which decreases underage access to alcohol.

### Reality Parties

Many adults feel drinking and drug use is a rite of passage. They assume teen parties are the same as when they were young. At Reality Parties, parents tour a home set up as a teen drinking party, with youth actors portraying common party activities and voicing concerns expressed by local teens and young adults. After each performance or tour, Straight-Up facilitates community dialogue, with a panel to answer questions and discuss ideas for change.

### Lee Law

Refers to California Business and Professions Code § 25612.5, enacted in 1994. It requires off-sale alcohol retailers (e.g. liquor stores, grocery stores, but not bars or restaurants) to abide by a set of public health and safety standards to protect surrounding neighborhoods and communities from problems associated with alcohol sales.

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