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ALCOHOL & OTHER DRUG

PREVENTION CONNECTION

County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team - ADEPT

FALL 2008

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MEET CASI ~ INNOVATIONS IN SCREENING

CASI, Computerized Alcohol Screening Intervention, is the latest in technological innovation for emergency room identification and intervention of patients whose alcohol use places them at risk for injury and illness. CASI was developed by Dr. Federico Vaca and his research team at the Center for Trauma and Injury Prevention Research, University of California, Irvine (UCI) Medical Center Department of Emergency Medicine and was funded by the California Office of Traffic Safety. The goal of CASI is to address the increasing number of alcohol-related injuries and fatalities.

“We lose approximately 42,000 people each year in automobile crashes, which is equivalent to a major airline crash every day of the year. For nearly ten years, alcohol screening and brief intervention has been a focus of national, state and local traffic and public health agencies to address impaired driving. There are 119 million emergency room visits annually across the country, about eight million of these visits are alcohol attributable,” Vaca said.

“We are specifically looking at alcohol screening of emergency room populations. There is a strong relationship between alcohol and injury: physical abuse, sexual abuse, domestic violence, and motor vehicle crashes. UCI Medical Center is the only Level 1 Trauma Center in the county. We see nearly 40,000 emergency room patients annually,” he continued.

Emergency medicine physicians, nurses or trained professionals, are performing alcohol screenings and brief interventions across the country. The environment is demanding and resources are often limited. A screening and brief intervention tool that does not require dedicated human resources can maximize efficiency and patient services.

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CASI is a computerized kiosk that can be rolled to the patient's bedside. Its proprietary software engages patients in conversation about alcohol use and risk factors. The CASI kiosk includes a computer, touch screen, printer and headphones for privacy. The program offers screening in English and Spanish as interactive text or audio (voice). The patient selects the preferred language and method of communication.

The CASI program introduces the purpose of the screening and explains how the patient will interact with the computer. The screening includes the ten-question AUDIT (Alcohol Use Disorders Identification Test), a validation tool used by the World Health Organization to identify individuals who may be at risk and those who are dependent.

"The brief intervention piece is also very novel. We integrated motivational interviewing, which allows the computer to ask more introspective questions about the patient's alcohol use, issues related to their drinking, if they want to change that behavior and what would it take to facilitate that change," said Vaca.

"The computer software takes the patient full circle and gives them an opportunity to consider making some positive change in their behavior. At the end of the program, the patient receives a one-page personalized alcohol reduction plan that includes the standards set by the National Institute of Health (NIH) for healthy people who consume alcohol. The

printout compares the NIH standards with the information provided by the patient and the reasons the patient gave for wanting to decrease their current alcohol use," he said.

"When we have a patient with a high AUDIT score indicating alcohol dependency we initiate a social worker consultation either in the emergency

room or after the patient leaves as a follow-up.

When the AUDIT score indicates a patient is at risk or becoming at risk, their CASI

printout includes resources available in the county for outpatient services.

When they leave our emergency room they have a list of places to go for help," Vaca continued.

The UCI Medical Center Emergency Room has used CASI since June 2006 and has screened nearly 9,000 adult patients. The research team performs continuing evaluation of CASI acceptance and effectiveness. More than 90% of the patients screened indicated they were very comfortable using the interactive computer program, both in English and Spanish.

Last year the research team conducted a follow-up study of 460 patients screened by CASI, at one month and six months intervals, to determine whether there was evidence of behavioral change. The sample group as a whole indicated a decrease in alcohol consumption, with significant

behavioral change indicated by certain groups within the sample population. The team then matched the survey results with CASI's integrated Readiness to Change Ruler and found that patients with a readiness indicator of four or more (on a scale of one to ten) had made considerable reductions in their alcohol use.

The CASI research team includes:

Federico Vaca, MD, MPH, FACEP
Diane Winn, RN, MPH
Craig Anderson, MPH, PhD
Brad Dykzeul
Marisa Agama, MA, BA

CASI data indicate the UCI Medical Center Emergency Room population's alcohol drinking pattern matched

the national drinking pattern: 50% do not consume alcohol, 26% consume alcohol and are not at risk, 19% are at-risk drinkers and 5% are alcohol dependent.

The research team is working on a new version of CASI software to include appropriate interaction with that segment of the population at risk for binge drinking, based on the screening data collected over the past two years. Nearly 50% of the UCI emergency patients screened by CASI who were found to be at risk also fell into the binge drinker category. This was a larger percentage than had been anticipated by the research team in the initial development phase of the project. The new software will also include an opportunity for at-risk patients to affirm their desire for behavioral change and that affirmation will be included into their CASI alcohol reduction plan printout.

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“I don’t know of anywhere else in the country that is doing computerized interactive alcohol screening and intervention in a Level 1 Trauma Center/Emergency Department. CASI has been very well received and we are moving forward with new developments,” said Dr. Vaca.

“We are in the process of revising CASI’s software to expand services

to the Medical Center’s Trauma Ward patients. We are working in collaboration with California State University, Fullerton to utilize CASI at their student health center. The software will be modified to more effectively address the student population,” said Vaca.

“The last piece of expansion, in about eight months, will be to take

CASI out to the two Level 2 Trauma Centers in Orange County. Then we will be the only county that is doing interactive computer screening and intervention in all its trauma centers,” he concluded.

For CASI information, contact Dr. Federico Vaca, 714/456-6986, email: fevaca@uci.edu.

ORANGE COUNTY CITY FOCUSES ON UNDERAGE DRINKING

In September, the first Social Host Ordinance (SHO) in Orange County went into effect in the City of Mission Viejo. Twenty-four California cities and four counties have adopted the law, which holds adults liable for providing a location for underage drinking. The SHO is one of many prevention strategies used nationwide to address the epidemic of underage drinking.

The 2006 Orange County Youth Access to Alcohol Study indicates that youth, ages 16 to 20, from south Orange County are more likely than respondents from the north and central regions:

- to minimize the harmfulness of underage drinking
- to report that their parents allow them to drink if they do not drink and drive
- to report they used alcohol frequently

“The Santiago de Compostela Catholic Youth Ministry Friday Night Live (FNL) club presented

a *Take It Back* (TIB) community briefing in Lake Forest as part of the national movement to educate communities about the prevalence of underage drinking,” said Gwen Drenick, Director, Community Alliance Network (CAN). CAN is the prevention arm of the National Council on Alcoholism and Drug Dependence-Orange County.

“The Santiago de Compostela Friday Night Live club evolved out of our Youth Prevention Team. It includes youth from throughout the community, which provides a broad perspective on what youth in the community are doing, what they are thinking and how they see their world,” said Joanne Lambert, Santiago de Compostela Youth Ministry Director and FNL Adviser.

“About three years ago, our FNL club recognized the prevalence and harmful effects of underage drinking in their community. Club members began to identify, develop and implement prevention projects,”

said Lambert. “The more work club members did, the more they saw the positive influence they were having. It empowered them. They realized they could make a difference in their community. We applied for a grant from FACE® (Resources, Training and Action on Alcohol Issues) to host a TIB community briefing. Club members used the TIB community briefing planning toolkit to start this movement.”

“We featured a panel of speakers from law enforcement, education, health services and prevention organizations and presented TIB strategies to address the effects of underage drinking in our community,” Lambert said. “Nearly 200 people attended the April 2008 briefing; the response was enthusiastic and supportive.”

One of the attendees of the Lake Forest TIB community briefing was the mayor of Mission Viejo. That evening Mayor Trish Kelley spoke with Lambert, expressing interest

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MOTHERS AGAINST DRUNK DRIVING ~ ADVANCING THE MISSION

Entering the Richard Nixon Library and walking down the elegant hallway that leads to a replica of the East Room of the White House is a surprisingly emotional experience. Then one enters the room filled with uniformed law enforcement officers. It nearly takes one's breath away," said Gail Butler, Executive Director, Mothers Against Drunk Driving (MADD) Orange County Chapter. "The setting enhances the respect and gratitude we have for the dedicated individuals honored at the annual MADD Law Enforcement & Prosecutor Recognition Luncheon," she continued.



MADD Orange County began its annual recognition award luncheons 21 years ago. Since that time, the Orange County event has become the model for MADD recognition award events nationwide. The Orange County Chapter understood that law enforcement and MADD are symbiotic partners. MADD Orange County wanted to acknowledge that relationship by publicly honoring individuals from law enforcement in Orange County who make 100 or more arrests for driving under the influence (DUI) in a year.

The recognition levels established for the first recognition award ceremony are unchanged. The Century Award

recognizes officers with 100 or more DUI arrests in one-year, the Deuce Award honors officers with 25 to 99 DUI arrests in a year. Award recipients receive MADD certificates and congratulatory lapel pins that quickly, and proudly, become a standard uniform item for those who receive them.

Deputy District Attorneys who display exemplary compassion and concern for victims while demonstrating an unfaltering commitment to criminal prosecution also are recognized with a Diligent Prosecutor Award.

The most prestigious award of the event is the Cavanaugh Award to honor Bill Cavanaugh, a retired

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in finding ways to address underage drinking in her city. She invited Santiago de Compostela to present a community briefing in Mission Viejo. Lambert and the Santiago de Compostela FNL club members accepted the challenge of conducting a briefing outside their own community. The Mission Viejo community briefing was held in May 2008.

"During the Mission Viejo event, the mayor indicated she was committed to passing a SHO in Mission Viejo," said Drenick. "She was the driver of the effort with the support of the chief of police and the city attorney. They recognized alcohol was a significant problem and a major contributor to the incidents of adolescent crime and sexual assault, truancy, drunk driving

and other problems associated with intoxication in their city."

In one year, Mission Viejo law enforcement received more than 1,300 loud party calls for service, many involving teens. In 2007, there were 18 crashes involving underage drinkers arrested for DUI. In 11 of the cases, the underage drivers told deputies they had been drinking at a party, a friend's house or at home.

In July 2008, the Orange County Register conducted an online survey asking if adults should face city fines if teens drink at their residence. Of the 5,000 respondents, 71% indicated adults should be fined if teens consume alcohol in their homes.

"Santiago de Compostela FNL club members worked to make the community more aware of the risk factors of underage drinking and facilitated the process of identifying prevention strategies. Through education outreach they started a movement that reached every level of the community," said Lambert. "The TIB model empowered club members to identify what they like and don't like about their community, and what they could do to change it. What they learned can be applied to every aspect of their life, their work and their dreams; to every situation in their life."

For information contact Gwen Drenick, 949/595-2288 ext. 314, email: gdrenick@canoc.org or Joanne Lambert, 949/951-2842, email: Joanne@santiagoym.org.

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Laguna Beach police officer and the preeminent law enforcement expert on DUI enforcement. He co-authored *The Street Cop's Guide to DUI Enforcement*, conducts numerous DUI seminars each year training thousands of law enforcement officers in the fine art of DUI enforcement, and teaches the Terrorism Course at the California Specialized Training Institute for the Governor's Office of Emergency Services. Cavanaugh is a past recipient of MADD's Lifetime Achievement Award.



Tai Huynh
Huntington Beach Police Department
2008 Cavanaugh Award Recipient

This year's recipient of the Cavanaugh Award was an 18-year veteran of the Huntington Beach Police Department, Tai Huynh, who made 467 DUI arrests in 2007. The announcement of Huynh's achievement solicited a minute-long standing ovation from the award ceremony audience. Huynh is quick to share his strategy for success. He is a focused observer of driver behavior. As he watches

traffic, if a car swerves across a lane once he considers that the driver was momentarily distracted. If the driver continues to weave in the lane, Huynh suspects drinking and pulls them over.

Fifteen law enforcement officers received Century Award recognition at the 2008 event in the following categories. This individual achievement demonstrates an exemplary level of commitment and concern for the safety of our communities by all award recipients.

- 8-Century Award recipients with 100+ DUI arrests in a year
- 4-Double Century Award recipients with 200+ DUI arrests in a year
- 2-Triple Century Award recipients with 300+ DUI arrests in a year
- 1-Quadruple Century Award and Cavanaugh Award recipient with 467 DUI arrests in one year

Officers from Huntington Beach, Costa Mesa and Orange police departments accounted for 10 of the 15 Century Awards for 2008. These police departments have California Office of Traffic Safety grant funding, which pays the cost of two full-time motorcycle patrol officers dedicated to DUI enforcement.

Deuce Award recipients are traditionally honored by MADD representatives in their local community. These award presentations take place at city council meetings or public briefings. In 2008, 152 law enforcement officers received the MADD Orange County Deuce Award. Ten Deputy District Attorneys were

honored with the Diligent Prosecutor Award. The names of all award winners, in each award category, appeared in the Law Enforcement & Prosecutor Recognition Luncheon program.

In recent years Bob Marlowe, MADD Orange County volunteer, conceived the *ThinBlueLine* Award that recognizes and honors law enforcement officers killed or injured by drunk drivers in the line of duty. Regrettably, more than one officer has received the *ThinBlueLine* Award since its inception.

The following story was shared at the recognition event as the most memorable arrest for Officer Chris Brunt of the Costa Mesa Police Department. Officer Brunt was honored for 207 DUI arrests. "I was at court testifying on a DUI arrest. At the lunch break, I saw the defendant on my case drive away from the courthouse. Knowing he had a suspended driver's license, we pulled him over. As I was talking to him, I could smell alcohol. I conducted a DUI investigation and arrested him again for DUI at the lunch break of his DUI trial. He was well over the legal limit by lunchtime, after sitting in court all morning."

CAMPAIGN TO ELIMINATE DRUNK DRIVING

"The reason people continue to drive drunk today, despite intense public education and law enforcement's best efforts, is because they can! People with previous DUI convictions make up approximately one-third of the DUI problems in the country. To

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more clearly focus our efforts, MADD launched the Campaign to Eliminate Drunk Driving in late 2006, with the goal of permanently eliminating drunk driving,” said Gail Butler, Executive Director MADD Orange County Chapter.

“Our Campaign is a multi-pronged approach. We will continue support of the outstanding work of law enforcement, intensify efforts to increase impaired driver identification through increased frequency of sobriety checkpoints and saturation patrols, and work to put stronger laws in place for DUI enforcement,” said Butler.

“The remaining two elements of the Campaign are focused on preventing an alcohol impaired person from driving at all. We are increasing our efforts nationwide for mandatory vehicle ignition interlock devices for anyone convicted of drunk driving. We understand the current technology may be less than perfect, so the fourth element of the Campaign is our support of and participation in the development of new technology that will make it impossible for an alcohol impaired person to start a vehicle,” Butler said.

MADD, the National Highway Traffic Safety Administration, the auto industry and the Insurance Institute for Highway Safety, formed a cooperative research initiative through the Blue Ribbon Panel on Advanced Detection Technology in support of advances in smart vehicle technology to prevent

impaired drivers from driving. Four classes of technology are being investigated.

- Advanced breath testing, both individual testing and testing for alcohol in the vehicle
- Use of visible light to measure blood alcohol level through spectroscopy
- Non-invasive touch-based systems to measure blood alcohol level transdermally
- Eye movement measurement technology, including involuntary eye movements related to blood alcohol level and eye closure that can indicate drowsiness

“Our long-term vision is that an ignition interlock device will be an option when purchasing a new vehicle much like a DVD player is today and that the device will be unobtrusive to the sober driver. Then the device will evolve into a mechanical intervention and prevention tool for all drivers. MADD does not support a specific technology or brand. Our goal is to create a world without drunk driving by the best possible means,” Butler said.

For information, contact Gail Butler, 714/838-6199, email: Gail.Butler@MADD.org, web site: MADDorangecounty.org.



Youth In Action (YIA), a program of MADD-OC, is one of the newest components in Orange County’s underage drinking prevention portfolio. A nationwide MADD program, the Orange County chapter became the third MADD chapter in California to offer the YIA program beginning in February 2008.

YIA is a prevention program targeting the local community and focuses on three specific areas: social and commercial access to alcohol, and law enforcement. The immediate goal of the YIA prevention strategy is to reduce access to alcohol for youth under age 21. The longer-term goal is to change perceptions of underage drinking among adults, law enforcement, alcohol retailers and young adults.

MADD received a grant from Ingram Micro, an Orange County corporation, to offer YIA underage drinking prevention projects in Orange County. YIA is a partnership between youth and adults in their local communities. Across the country, YIA teams work on six core projects.

• *Sticker Shock*

YIA teams meet with local off-sale alcohol retailers and ask permission to place warning stickers on packaged alcohol products (primarily beer). The stickers are very visible and



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are a reminder that it is illegal for anyone under age 21 to purchase the product and that identification is required for purchase.

- **Compliance Check Decoy Program**

Working with local law enforcement, YIA team members, under age 21, act as underage buyers at off-sale retail alcohol establishments. They are instructed to go through with the sale whether or not the salesclerk asks for identification. If the salesclerk does not ask for identification and makes the sale, law enforcement may issue a citation or arrest the store clerk.

- **Alcohol Purchase Survey**

A young looking adult, age 21 or older, attempts to purchase alcohol without identification. No actual purchase is made. The purpose of the survey is to determine whether the salesclerk would have sold alcohol to a presumed minor without identification. The survey is conducted annually to assess local retail alcohol establishments' compliance with underage drinking laws.

- **Shoulder-Tap Survey**

Working with local law enforcement, youth approach adults outside retail alcohol establishments. The youth asks if the adult is willing to purchase alcohol for them because they are too young to legally purchase. Adults who answer "yes" receive a card outlining

the law and penalty for furnishing alcohol to anyone under age 21. Adults who decline receive a card thanking them for their support of the legal drinking age. The project is a reminder to adults of the consequences of providing or selling alcohol to anyone under age 21.

- **Roll Call Briefing**

YIA teams schedule meetings with local police departments to make presentations at shift change meetings, known as Roll Call. YIA members go to the Roll Call with an adult leader to encourage the officers to enforce zero tolerance of underage drinking.

- **Law Enforcement Recognition**

YIA teams organize an award or celebratory event to acknowledge local law enforcement officials for their work and dedication to reducing underage drinking and impaired driving.

"We know from our other YIA chapters across the country that high school youth are extremely busy. We don't want to ask them to come to another meeting.

Our program fits nicely with existing youth organizations. It adds another dimension to underage drinking

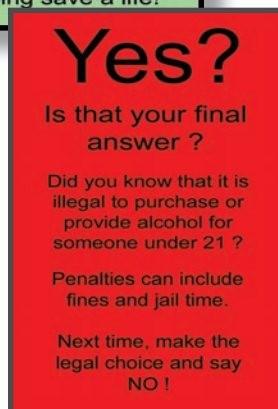
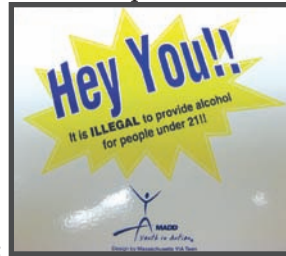
prevention," said Mary Beth Griffin, MADD-OC YIA Program Specialist.

YIA, the National Council on Alcohol and Drug Dependence-Orange County, Community Alliance Network and a local Boy Scout troop recently acknowledged Aliso Viejo Police Services for their outstanding work to reduce underage drinking and impaired driving. The police officers were presented with recognition award plaques at a city council meeting to honor their achievement.

"The YIA program has been well received by the Orange County prevention community. We have collaborated on several Sticker Shock projects with the Santiago de Compostela Catholic Youth Ministry Friday Night Live (FNL) Club. We are planning Sticker Shock projects with FNL clubs in Santa Ana and Fullerton and we are working on a Red Ribbon Week project with the Laguna Beach Boys & Girls Club," said Griffin.

"The YIA program is new in Orange County. We offer a complete project package to existing youth organizations. So, it is easy for the youth and their adult advisers," said Griffin. "As our projects become more integrated into the Orange County prevention community, I believe YIA can be an effective component."

For YIA information, contact Mary Beth Griffin at 714/836-6199, email: Marybeth.griffin@MADD.org.



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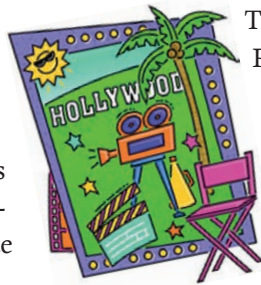
COUNTERING MEDIA INFLUENCES ON TOBACCO USE

The number one risk factor influencing teens to smoke is exposure to tobacco use in movies, television and video games, according to nearly all national studies conducted over the past ten years on teen smoking risk factors. Tobacco use is depicted in 75% of all PG-13 movies, which are made for and directly marketed to youth. Movies influence 52% of all teens who begin smoking, providing the tobacco industry an estimated 390,000 new smokers each year (Centers for Disease Control and Prevention and University of California, San Francisco Center for Tobacco Control Research and Education).

The use of tobacco in movies is illustrated through various subtle, and not so subtle, visual images. An actor may be smoking, walking down a street with tobacco advertising clearly displayed, or seated in a café with an ashtray clearly visible on the table. For an adult, these images may have little influence. For teens and preteens, beginning to experiment with various social and group behaviors, the affects are measurable.

Movies in the fifties and sixties reflected smoking as commonplace, which matched the prevalence and social acceptance of smoking at the time. Today, tobacco product placement in movies is disproportionate to its level of societal acceptance and use. National studies

indicate that this excessive use in movies is influencing the level of tobacco uptake in youth.



The Tobacco and Hollywood Project offered by the County of Orange Health Care Agency, Tobacco Use Prevention Program (TUPP), is a community outreach and education project committed to reducing youth exposure to tobacco in Hollywood movies. The Project goal is to educate preteens, teens and adults about the prevalence of tobacco in media and to give youth the skills to identify messages that may influence their behavior.

“Preteens are huge consumers of media. If we teach youth the tools to discriminate media messages, they can use these tools with all media regardless of how the message is delivered. The tools they receive through the Tobacco and Hollywood Project make them more educated consumers,” said Barbara Brashear, County of Orange Health Care Agency, TUPP Program Supervisor.

The project works with youth ages 11 through 17 and is offered at schools, afterschool clubs, youth organizations and in nontraditional school environments; wherever youth in this age group gather with an adult supervisor or teacher. The Tobacco

and Hollywood Project has educated more than 500 youth during the first year of this three-year project.

The Tobacco and Hollywood Project is engaging and interactive. “We talk about the health effects of tobacco use, provide media literacy training using print advertising, and show movie clips to demonstrate the use of various visual images,” said Tiffany Vong, TUPP Project Coordinator. “Following the education piece, we have a cartoon workshop where youth produce reality-based cartoon drawings that reflect what they have learned and the message they want to convey to the community.”

Twice a year, the artwork created in the Tobacco and Hollywood workshop travels throughout the community to exhibit venues for judging. Adults and youth from the surrounding area are invited to participate in the judging.

Ten entries are selected to portray the Project in public venues. Large four-color posters of the winning artwork and a description of the Tobacco and Hollywood Project are displayed in libraries and other public buildings throughout the county. A visitor survey accompanies each exhibit providing visitors the opportunity for comments, suggestions and requests for workshop presentations.

The winning posters are displayed in bus shelters throughout the county. “We like to place the artwork in bus

The Tobacco and Hollywood Project youth artwork has been displayed at the Foothill Ranch, Huntington Beach, Buena Park and Anaheim public libraries, and in public bus shelters in La Habra, Huntington Beach, Buena Park and Santa Ana.

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shelters close to the student's school or neighborhood so they receive maximum recognition in their community. We host bus shelter unveilings. Their school is invited and the student is presented with a certificate and a framed copy of their artwork in front of an audience of their peers, teachers, family and friends. There can be media coverage of the event; the story often appears in the newspaper, on cable television or on the local radio station. When the bus shelter art is taken down, it is given to the school for display," said Brashear.



a movie over-and-over again. We teach them how to discern media messages, regardless of the venue, then they are aware and can discriminate what they are seeing," Brashear said.

Brashear and Vong travel throughout the county presenting workshops and introducing the Project to coalitions and agencies as invited. A modified version of the workshop is presented to service and business organizations such as Lions Clubs, Rotary Clubs, and Chambers of Commerce where they find adults are equally unaware of the prevalence of tobacco in



media. After the presentation, many adults acknowledge that with their heightened awareness, they will view movies from a new perspective, specifically G and PG rated movies.

"This Project is about community involvement at many different levels. To me, it is the essence of community health education. The education comes from a premise of choice. We

build relationships and network to communicate the educational message, and we deliver the same message to the adult segment of the population and to youth," Brashear concluded.

"This is an education and awareness project, so we like to have the artwork on display in as many venues as possible to reach all levels of the community. Our surveys indicate that 84% of respondents believe that using artwork designed by youth is a good way to communicate nonsmoking messages to youth," Brashear continued.



"Nearly all youth who attend the workshop are surprised by the amount of smoking in movies. I notice that often the older teens become concerned for their siblings after learning about the high incidence of tobacco images in G rated movies. They know their siblings watch

"The workshop brought the issue to my attention. Some of the images they showed us, whether from movies or other media, can really affect teenagers because they are so vulnerable. When I thought about it, I realized how it could affect some teens and make them think that smoking is an okay thing to do; that it is just ordinary. It was a very good experience and showed me that just by making a drawing I could make a difference. If more people would get involved in an educational program like this, it would help get the message out," said Melissa Markowitz, art contest winner and sophomore at Huntington Beach High School.

"I think the Tobacco and Hollywood Project was a good experience for Melissa. The way the message was presented to this age group was wonderful," said Melissa's mother Patty Markowitz.

"I really didn't know there were so many tobacco-related images in movies. After I attended the workshop and drew my poster, I went to a movie and there was smoking in the movie. Before I took the workshop, I never would have noticed! I think the same was true for most of my friends. I told them what I learned in the workshop and now they are noticing too. The workshop raised the awareness level of everyone in our class," said Kristen Lee, art contest winner and sophomore at Sonora High School.

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ONE STEP AT A TIME

At a press conference held in July, Governor Schwarzenegger announced jointly with the California Health and Human Services Agency, the Entertainment Industry Foundation (EIF) and major Hollywood studios that an agreement had been reached to place California's anti-smoking onscreen message in the opening minutes on DVD's of new G, PG

and PG-13 rated movies that include tobacco use.

The EIF helped coordinate the agreement between the state of California and the movie studios. The agreement runs through 2009. The first anti-smoking onscreen message appeared on the DVD of Sony's movie "21" released in July. Movie studios participating in the agreement are Sony Pictures, Universal Studios, Time

Warner, Paramount Pictures, Walt Disney Studios and Twentieth Century Fox.

For Tobacco and Hollywood Project information, or to schedule a presentation, contact Barbara Brashear, 714/834-3232, email: bbrashear@ochca.com.

A PATH FOR CHANGE

Project PATH, Positive Action Toward Health, is a community-based alcohol, tobacco and other drug prevention program developed by Community Service Programs, Inc. (CSP). Project PATH-Central, a County of Orange Health Care Agency Alcohol and Drug Education and Prevention Team (ADEPT) funded program, focuses on alcohol and other drug prevention services in the central region of Orange County. In 2004, Project PATH-Central initiated a process to determine alcohol use risk factors at local community events in Orange County.



use was confined to a 'beer garden,'" Gore said.

The assessment process led the Project PATH team to the City of Orange and the annual Orange International Street Fair. For 35 years, the Street Fair has been a place where friends, families and neighbors come together on Labor Day weekend to celebrate the spirit and diversity of their community. For three days, picturesque Old Town Plaza is transformed into an international bazaar featuring food, beer, music and dance from around the world. The aroma of German sausage, shrimp tempura, egg rolls, pizza, ceviche and carne asada entices visitors from one small booth to the next, offering a cultural mix of ethnic food and live entertainment.

The Street Fair attracts nearly 500,000 visitors annually and is a premier fundraising event for nonprofit

agencies and organizations that serve the city and the county. From planning to execution, the event is a huge volunteer effort, led by a volunteer board and planning committee. The money generated from the three-day event is invested back into the community, with profits returned to nonprofit agency vendors who sell food, wristbands, beer, lemonade and other refreshments, or to pay local vendors for Street Fair-related direct expenses.

Martha Espiritu, Project PATH Health Educator and member of the PATH assessment team, was approached by community members who expressed concern about the use of alcohol by street fair visitors. To clarify the concerns and perceptions of the local residents, Espiritu conducted more than 100 key informant interviews of the businesses and residents near Old Town Plaza. "We asked simple, straight-forward questions to solicit general responses. For example, some of the questions were: Have you been

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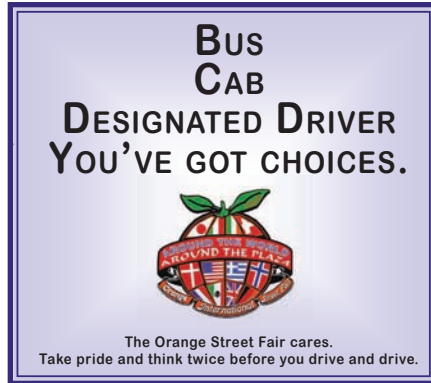
to the Street Fair? If so, what time of day did you go? What did you like? What didn't you like?" said Espiritu.

"Most of the comments we received were very complimentary of the Street Fair. The primary concern was alcohol use. Other concerns were alcohol-related issues such as trash and litter left on private property, public urination and

drunk driving through residential neighborhoods," Espiritu recalls. "Some residents were concerned that the Street Fair was no longer a family event and were reluctant to bring their children. Several of the businesses in the downtown area had become disenchanted with the Street Fair, which they viewed as a big party weekend. Their perception was that the Street Fair organizers didn't care about the downtown businesses, so they would close for the weekend," said Espiritu.

"The key informant interview findings were presented to the Orange International Street Fair Board. They appreciated the community feedback and immediately recognized opportunities to improve the event. My goal at the meeting was not to be critical; rather I presented the data and explained how Project PATH works with communities on prevention programs. I recommended that by incorporating a few relatively simple prevention techniques we could make the Street Fair safer and more

enjoyable for the entire community," said Espiritu.



Espiritu continued, "The Street Fair board and planning committee are amazing! They are very dedicated to improving the Street Fair

experience for the community, visitors and nonprofit organizations."

The key informant interviews revealed that a majority of Orange residents were unaware that the Orange International Street Fair was a fundraiser for the community's nonprofit agencies and organizations. Espiritu worked with the planning

committee to create an awareness outreach campaign highlighting the Street Fair's efforts to address the community's concerns by reducing alcohol-related problems. The campaign acknowledged the community concerns identified through the survey and interviews, and described the strategies developed to address these concerns. The information was communicated to the community through newspaper inserts and a direct mail card targeting businesses and residents in the Old Town Plaza neighborhood.

Espiritu encouraged local youth to develop driving under the influence (DUI) prevention slogans, which she reproduced as four-color posters. The DUI posters were displayed by the businesses in the area during the week of the Street Fair. "Our goal was to remind and reinforce the messages of a designated driver and drinking responsibly," Espiritu noted.

With the support of the board, Espiritu implemented two comprehensive vendor training programs. All wristband vendors are required to attend an in-depth training to learn how to check personal identification (ID). Elements of the training include what to look for and how to recognize a fake ID. Blacklight scanners were introduced by Espiritu prior to the 2008 Street Fair as another tool to assist wristband vendors in checking visitor ID. Espiritu also conducts the



responsible beverage service training required for the nonprofit agency vendors who sell beer. The training incorporates the Street Fair's unique policies

regarding alcoholic beverage service and consumption.

Vendor representatives attending the wristband and alcohol service training are issued photo identification, which must be worn at all times when

Continued on back page

PREVENTION CONNECTION

working in their Street Fair booth. The photo identification allows street captains, police and California Alcoholic Beverage Control (ABC) agents to verify that a properly trained individual is always present in each wristband or alcoholic beverage service booth.

The Street Fair board continues to address concerns raised by the community and to look for ways to improve the safety and experience of all visitors. Community and visitor feedback continues to play an important role in the decisions of the Orange International Street Fair board and planning committee. A visitor feedback survey is available on the Street Fair web site to solicit comments and concerns about every aspect of the visitor's experience.

After four years of working with the Orange International Street Fair board, Project PATH team members are confident they have made a valuable contribution toward improving visitor experience, creating a safer community and family event, increasing support for the Street Fair among Orange residents and businesses, and assisting

the Street Fair in developing and implementing safe practices.

"The assistance that PATH provides is behind the scenes, the volunteers are doing the work. We just want the fair to be a better overall experience for everyone. When we first thought about the Street Fair and there appeared to



be a high density of alcohol service and use, we thought why not just

eliminate alcohol! When you look at how much good this event does in the community, we wanted to look at ways to minimize the problems associated with alcohol use," said Gore.

"The alcohol booths are like prime real estate – the big money makers. They rotate each year, so all vendors have an incentive to follow the rules. For some of the nonprofits this is the only fundraising event they will do all year," Gore said.

"Our objective is to make the Street Fair a better experience for the

community and for the visitors. The interview and survey data informed the development of effective practices, procedures and prevention strategies. We educated the nonprofit vendors about the liability associated with selling and serving alcohol. We trained the vendors on responsible alcoholic beverage service and how to properly check personal identification. Prominent official signage and a Street Fair booklet highlight alcohol service policies to increase visitor awareness of drinking responsibly and DUI," Espiritu stated.

"Everything is in place for the board to continue to make improvements. Data from the annual visitor survey indicate the prevention strategies implemented have made the Street Fair a more enjoyable and safer event for everyone. PATH will continue to provide technical support to the Street Fair: training, education and implementation of prevention strategies. It's been a challenging and rewarding project," said Espiritu.

For more information about the prevention strategies implemented at the Orange International Street Fair, contact Joyce Gore or Martha Espiritu, at 949/757-1096.

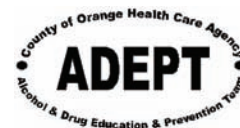
Funded by the County of Orange Health Care Agency, Alcohol & Drug Education & Prevention Team - ADEPT.
Written and published by Business Resource Group - BRG

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ALCOHOL & OTHER DRUG

PREVENTION CONNECTION

County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team - ADEPT

SUMMER 2008

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Emerging Coalition Targets Underage Drinking

Welcome to the first issue of **PREVENTION CONNECTION**, published by the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT). Our new quarterly newsletter is designed to showcase the successful prevention work being done and the impact being made throughout the county by prevention professionals and our community partners.

The Business Resource Group, a local marketing and communication firm committed to alcohol and other drug abuse prevention, has been contracted to produce the quarterly newsletter. If you have a project, program, or a topic you would like to have featured in a future issue of Prevention Connection, we encourage you to contact ADEPT at 714/834-4058.

CITIES FOCUS ON UNDERAGE DRINKING

Project PATH, Positive Action Toward Health, funded by ADEPT, works with cities throughout Orange County to create safe and healthy communities by reducing problems associated with alcohol and other drug use through education, training and technical assistance. Over the past three years, PATH has worked closely with two of the county's largest cities, Fullerton and Santa Ana, on issues related to underage drinking and youth access to alcohol.

Data from the County of Orange Health Care Agency's Youth Access to Alcohol Study, national studies and Project PATH field research indicated a high level of alcohol-related risk factors in both communities. The risk factors were similar in nature but uniquely manifested in each community. Santa Ana is the largest city in Orange County, while Fullerton is the second largest in north Orange County. (continued on page 2)

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Santa Ana residents are predominantly Hispanic and the city has one of the youngest populations in the United States. Fullerton is a college town with nearly 55,000 university and community college students. Both cities have a high density of licensed alcohol establishments, and both are undergoing major redevelopment projects that include expanded retail and hospitality services.

CITY OF FULLERTON

“We wanted to implement a media campaign addressing the problems associated with underage drinking and social access to alcohol. Jenny Gilley, Health Educator for Project PATH, had developed a great partnership with the Fullerton Police Department, and when approached with the idea, they were very supportive. She worked with community organizations and agencies, schools, youth and adult groups to develop and pilot the campaign,” said Celeste Bentley, Project PATH-North Program Supervisor.



The campaign theme, “*Our Youth, Our Alcohol, Our Responsibility*,” conveyed the message of being a responsible adult by refraining from providing alcohol to minors. The campaign

elements included presentations to youth and adults on the social availability of alcohol to minors, bus shelter displays, distribution of campaign materials (flyers, fact sheets and posters), and other educational outreach activities to increase Fullerton residents’ understanding of how pathways of social access to alcohol fuel underage drinking and its many harmful consequences.

Pre-and-post campaign surveys were conducted to assess changes in awareness and attitudes about underage drinking among Fullerton residents, both adults and youth. The survey results showed a 35% increase in the perceived importance of parents talking to their children about underage drinking, and an increase in the number of survey participants who recognize friends, strangers and home as sources of youth access to alcohol.

“The survey addressed both commercial and social access sources. Overwhelmingly, the majority of young people gain access to alcohol by social means; home, friends, older siblings or parties at a friend’s home,” Bentley said.

In mid-2006 a task force, Fullerton Advocates for Alcohol Free Youth (FAAFY), was developed with the goal of assessing the problem of underage drinking and creating prevention responses to issues such as access and availability of alcohol to minors.

FAAFY has partnered with the Fullerton Police Department and the

FAAFY Task Force Representatives

- *Fullerton Police Department*
- *Friday Night Live Program*
- *California State University, Fullerton, Student Health and Counseling Center*
- *Fullerton College Student Health Services Center*
- *Fullerton Joint Union High School District*
- *Fullerton Council Parent Teacher Student Association*
- *Fullerton Collaborative*
- *Doctors Nonprofit Consulting*
- *Fullerton residents*

California Department of Alcoholic Beverage Control (ABC) to provide responsible beverage service training.

ABC’s Licensee Education on Alcohol and Drugs (LEAD) training includes compliance with the law, licensee liability, public safety and the prevention of sales to minors. An invitation letter to attend the training was extended to all owners and managers of licensed establishments by the Fullerton Police Department. At a recent LEAD training, 127 people attended, representing 18 Fullerton licensed establishments.

In August 2007, the Fullerton City Council adopted a resolution supporting measures that will limit the social availability of alcohol and expressing the council’s commitment to work in partnership with FAAFY to combat underage drinking.

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Fullerton's downtown redevelopment project incorporates new commercial, retail and residential elements. There have been unintended consequences, however, as the redevelopment area now includes 40+ bars and restaurants within a 2-3 mile radius. According to the Alcoholic Beverage Control (ABC), there are at least 200 on and off-sale alcohol establishments in the city of Fullerton. The entertainment ambience, shops, restaurants and bars attract visitors from as far away as Los Angeles and San Diego. Due to the popularity of the downtown area, the density of licensed alcohol establishments and a significant increase in police activity, the city has passed new restrictions on existing outlets addressing issues such as amplified sound from music, redefining bars and restaurants, limiting establishment hours, regulating security levels at establishments, ending "Happy Hour" at 7 p.m., and violators possibly receiving criminal citations.

"Fullerton is very proactive and concerned about underage drinking and the other social consequences of high density alcohol establishments. I'm confident that the city, FAAFY and the community will work together to come up with solutions that will be supportive of business and supportive of concerns about underage drinking and youth access to alcohol," said Bentley.

CITY OF SANTA ANA

"When we first began our work in Santa Ana, our focus wasn't the entire

community. Rather, through a review of research studies and our own local research, we discovered that the 92701 zip code historically faced multiple challenges related to poorer health, drug and alcohol addiction, poverty, immigration and urban density. There also was a history of alcohol-related problems and a high density of on-sale and off-sale establishments," said Joyce Gore, Project PATH-Central Program Supervisor.

"In the past we have worked closely with Latino Health Access, a community-based nonprofit, and we knew that by partnering with them we would have access to youth and parents for focus groups and educational outreach. Also, Santa Ana is primarily a Spanish-speaking community. There is a lot of information available from various sources on social availability and underage drinking, but it is not in Spanish. We wanted to bring the same information to this community in their own language. So, we decided to come up with an underage drinking and social access media awareness campaign in Spanish," Gore said.

A pre-and-post awareness campaign survey was developed in English and translated into Spanish to measure the concerns and attitudes of Spanish-

speaking adults about underage drinking. The survey data indicated a 26% increase in parental concern about the negative consequences of underage drinking as a result of the media awareness campaign. The data also illustrates that prior to the implementation of the social availability campaign almost all survey participants understood the connection between underage drinking and negative consequences.

The survey data revealed that the parents in this designated geographic area had an understanding of the ease with which youth can obtain alcohol. The parents also indicated through the survey data a high level of awareness that youth acquired alcohol primarily through social access; the most frequent responses were friends, home and other relatives.



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The Project PATH team developed a media campaign to increase awareness of the problems associated with social access to alcohol by minors.

The theme was “*If They Drink - You Pay*,” to convey the message of being a responsible adult by not providing alcohol to minors. The campaign elements included 10 bus ads, a billboard on the corner of McFadden and Grand, and presentations to youth and adults on the consequences of underage drinking and of youth access to alcohol. Campaign materials were circulated throughout the community by Latino Health Access, other nonprofit agencies and organizations, schools and the City of Santa Ana.

The implementation of the media awareness campaign brought forward new challenges for the Project PATH team. Their project was no longer community specific, but rather the media campaign was now seen throughout the city and in surrounding communities. An English-language version of the campaign elements was created providing the opportunity for distribution throughout the city in community-appropriate languages.

“We wanted to work with parents on things they can do in their homes to delay the on-set of drinking. We identified parent groups that were already meeting. Latino Health

Access played an important role as they were holding meetings and trainings for adults on other health issues. We also worked with a youth recreation center, KidWorks, which targets young children, teens and parents,” said Gore. “We looked for opportunities to talk with parents about what they can do in the home to prevent underage drinking, ways to say no and why, and the consequences of underage drinking to the parent and their child,” she said.



The next step for the Project PATH team was to facilitate the formation of the Santa Ana Underage Drinking Prevention Task Force to expand the educational and outreach opportunities for increasing awareness of underage drinking, how youth gain access to alcohol, and related issues throughout the city. The task force efforts to reduce underage drinking are supported by nearly all levels of Santa Ana City government, Santa Ana Unified

School District, Juvenile Drug Court, Orange County District Attorney’s Office, Latino Health Access, Los Amigos de Orange County, and other community nonprofit organizations and agencies.

In April of 2008, the Santa Ana City Council adopted a resolution supporting the reduction of underage alcohol use. The resolution includes a commitment to continue to work with the task force and other prevention organizations to prevent underage drinking in the city.

“Santa Ana has recently launched a major redevelopment effort but it is in the early phases. Just as Fullerton and Santa Ana are models of community prevention for other cities in Orange County, we will be watching and learning from the Fullerton redevelopment

process and its impacts on underage drinking,” said Gore.

Project PATH is a prevention program developed by Community Service Programs (CSP). For more information about the PATH projects, please call 949/757-1096.

PREVENTION CONNECTION

STUDENTS TAKE LEADERSHIP ROLE ON PUBLIC HEALTH ISSUES

Orange County Friday Night Live Partnership (OCFNLP) builds partnerships for positive and healthy youth development that engage youth as active leaders and resources in their communities. With this mission, youth throughout the county are taking a leadership role in their communities and schools to address alcohol, tobacco, other drugs and violence issues that impact young people. OCFNLP is administered and housed at the Orange County Department of Education.

The OCFNLP chapters, or clubs, are located on school campuses and in community-based, faith-based and other youth serving environments. “We implement chapters in youth friendly environments where young people will feel safe and comfortable. The program is most effective when it’s initiated by the students and other stakeholders,” stated Monica Barrett, Orange County Department of Education OCFNLP Program Manager.

While the name of the program might imply activities or meetings taking place exclusively on Friday night, the significance of the name is far more meaningful. Friday night was identified as the night of the week

when youth are most at risk from the use of alcohol and other drugs. Friday Night Live was initiated by the State of California in 1984 as a pilot program dedicated to reducing the number of deaths and injuries caused by teen motorists driving under the influence of alcohol and other drugs. The pilot program established youth-driven high school-based student action groups. The outcomes were so successful that in 1988 a statewide office was established to assist counties to implement the program for high school-age youth.

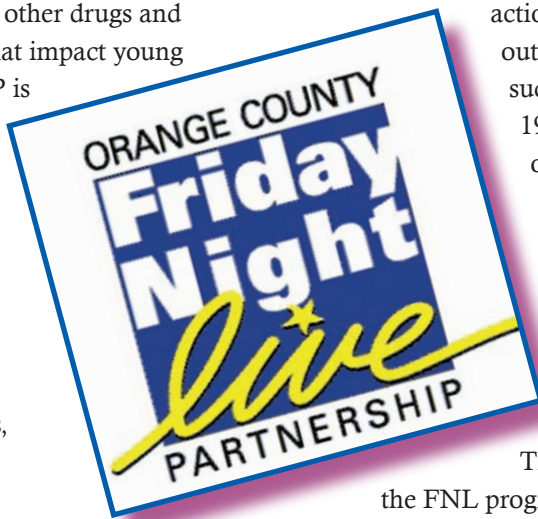
The success of the FNL program, coupled with early intervention research data, led to an expansion of the program components. Club Live (CL) for middle school students and Friday Night Live Kids (FNL Kids) targeting upper elementary-age youth were developed to introduce an alcohol prevention framework for pre-and-early teens. OCFNLP provides opportunities for Orange County youth to benefit from program support and continuity from 4th through 12th grade.

OCFNLP chapter meetings and activities are student led and driven, with the guidance of an adult advisor. The chapter meetings, held at lunchtime or after school, are

open to youth from all backgrounds, communities and environments. OCFNLP members are encouraged to reach out to their peers and fellow students who might benefit from chapter participation.

The OCFNLP framework provides youth training and opportunities to build leadership, cultural sensitivity, organizational and life skills. The members develop their meeting agendas and run the meetings. They identify, plan and execute their school and community projects.

Barrett recounts, “We had a student this year who had been active in Club Live in middle school. The high school he attended as a freshman didn’t offer FNL. He was determined to establish a chapter in his new school, so he worked all year talking with teachers and the administration to identify a chapter advisor. He succeeded! This fall a FNL chapter will be established at his high school. This is a wonderful



demonstration of the leadership skills he acquired through his participation in Club Live and his ability and desire to make a positive difference in his environment.”

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FRIDAY NIGHT

live®

Creating safe alcohol and other drug-free environments for youth requires a community-wide understanding of current alcohol/drug behaviors and contributing risk factors. FNL club members at Santiago de Compostela Catholic Church in Lake Forest and Gilbert South High School in Anaheim determined that to effectively address the prevalence of underage drinking, community-wide education was required to address the scope of the problem and the need for cooperative efforts by parents,

schools, law enforcement, health providers and the community.

FNL club members conducted community research to quantify the problem of underage drinking at the local level. The next step was to identify the most effective vehicle to communicate their research findings, law enforcement and health services data to the community. Both FNL clubs decided to plan and host a Community Briefing, in conjunction with *Take It Back*™.

On the evening of the Community Briefings, the rooms were filled to capacity! The audience included a mix of young people, parents and concerned citizens who listened to speakers from law enforcement, academia, health services and prevention organizations.

The rooms were silenced by the first-hand accounts of young people who struggle with addiction. Their revealing stories were enlightening and courageous. The briefings concluded with a period of open exchange, questions and comments from the audience.

Gilbert South Student Survey

- 54% of students feel that underage drinking is a problem in their community
- 52% stated it was "Super Easy" to find alcohol in their community
- 64% indicated they know a place where they can always get alcohol
- 42% stated that in their family there is a punishment for underage drinking

Take It Back™ is a national, youth-directed movement to reduce alcohol problems. The movement encourages youth to research their communities and organize Community Briefings to actively engage the support of adults and community leaders to address alcohol issues.

Santiago de Compostela Youth Survey

A youth survey identified the following factors contributing to underage drinking in the community:

- Youth acceptance of underage drinking
- Alcohol is easy to obtain
- Alcohol is not seen as a drug

CLUB LIVE

Middle school youth are learning leadership skills to identify important issues in their environment through the OCFNLP. Club Live members throughout the county are working to make changes on their school campuses.

Imperial Middle School Club Live members are improving conditions at

their school. Club Live leaders took pictures of the trash left on campus after weekend athletic events and sponsored an all-campus cleanup day. Club Live approached the La Habra City Council and community service groups to provide trash receptacles on and around campus.

Nicolas Junior High Club Live members developed and administered a student survey to identify strategies and recommendations for addressing the issue of bullying on campus.

The scope of the problem is vast and multifaceted. Club Live members worked with school administration, students and local law enforcement to develop meaningful and effective solutions to create a safer campus environment for all students.

For more information about the OCFNLP, visit the web site at ocfnl.org, or contact Monica Barrett, OCFNLP Program Manager, 714/966-4405, email: mbarrett@ocde.us.

PREVENTION CONNECTION

STUDENTS EXPRESS CREATIVITY & LEADERSHIP

The annual Orange County Alcohol, Tobacco, Other Drug and Violence (ATODV) Prevention Poster Contest, a component of the Prevention Works-Art and Media Awareness Program, grows in popularity and participation



*KYUNG M. KIM - 7TH GRADE
FIRST PLACE COLOR WITH THEME*

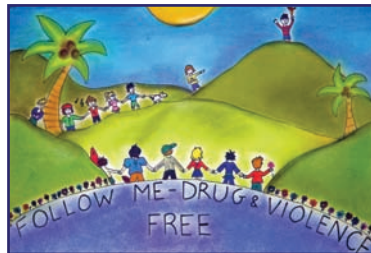
every year. Now in its 26th year, a total of 760 poster entries were submitted by Orange County students grades 1-12. Over time the theme of the contest changes, but the purpose does not: to recognize and support young people for promoting, through art, a lifestyle free of alcohol, tobacco, other drugs and violence.



*PAULINE LUONG - 12TH GRADE
FIRST PLACE COLOR WITH THEME*

“The contest provides the opportunity for students to tap their creativity and send an important message of prevention to their fellow students and to the community,” said Carolina Gutiérrez, Prevention Works Program Manager. “The winning posters are reproduced and become elements of

our county-wide Awareness Exhibit. They are displayed in the schools, public libraries, bus shelters, galleries,

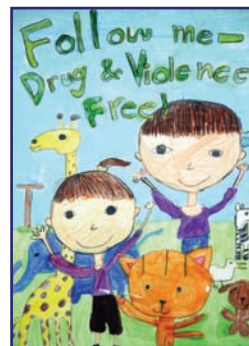


*KILE YOUNG - 5TH GRADE
FIRST PLACE COLOR WITH THEME*

shopping malls and other public places. Barnes & Noble in Costa Mesa is one of the sponsors of the contest. Each year they display the posters in their store and host a book fair that helps support the Poster Contest Awards Ceremony,” she said.



*SOOYEON KIM - 11TH GRADE
FIRST PLACE ALCOHOL COUNTER AD*



*BECKY NA - 1ST GRADE
FIRST PLACE COLOR WITH THEME*

“We made an addition to the contest this year to include non-traditional youth groups in Orange County. We wanted to ensure we incorporated alternative education schools, after school programs, community and faith-based youth groups. It is important that all students have the opportunity to participate in this prevention activity,” Gutiérrez said.



*JESSICA CAVILLO - 11TH GRADE
FIRST PLACE TOBACCO COUNTER AD*

“This is the first year that a violence prevention category was added to the contest. Our decision was based on the connection between the use and abuse of substances and violence. I was very surprised and pleased with the positive messages the students depicted,” she said.



*ALICE CHOI - 10TH GRADE
FIRST PLACE VIOLENCE PREVENTION*

For Prevention Works Program information, contact Carolina Gutiérrez, 714/966-4467, email: cagutierrez@ocde.us, website: prevention.ocde.us.



Contest Winners

PREVENTION CONNECTION

MASS MEDIA MESSAGES UNWRAPPED

According to the American Academy of Family Physicians, young people are bombarded with advertising messages. Before graduating from high school, the average student will spend about 18,000 hours in front of the television - more time than they will spend in school. During this time they will watch about 2,000 alcohol commercials on television each year. Alcohol advertisements overwhelmingly connect the use of their product to attributes that are particularly important to youth, such as friendship, prestige, sex appeal and fun.

In addition, among children ages 9-11 the Budweiser Frogs are more recognizable than Tony the Tiger or Smokey the Bear; and children ages 8-12 can name more brands of beer than they can U.S. presidents. It is not surprising then that underage drinkers consume nearly 25% of all alcohol in the United States.

The Youth Awareness Media Literacy Training, a component of Prevention Works - Art and Media Awareness Program provided by the Orange County Department of Education, is designed to help young people ages 11-18, understand media messages and advertising strategies. Specifically, the training helps students identify the indirect social and behavioral messages these ads communicate to their viewers. Moreover, students are able to apply their understanding of advertising strategies in creating counter ads for the Poster Contest.



“Students really have fun with the training. It’s interactive; they paint, talk, form small work groups, and discuss what they’ve learned,” said Carolina Gutiérrez, Prevention Works Program Manager, “and they get the concept immediately! The training is offered to private and public schools, after-school providers, community and faith-based youth organizations. It’s a new concept so it’s fun and interesting,” said Gutiérrez. “Students learn to think critically and analyze media messages, then they can make more informed life choices.”

DRINKING & DRIVING ~ A COSTLY MIX

The personal and social costs associated with impaired driving are staggering. Two recent studies conducted by the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT), Circumstances of Drinking Prior to DUI Arrest and the Youth Access to Alcohol Study have contributed to alcohol prevention programming.

The diversity of Orange County suggests the necessity for prevention programs tailored to unique community characteristics. “The ADEPT studies provide the data, while the town hall meetings and community presentations present

the quantitative data to community leaders and agencies. The decisions as to how to proceed need to be made at a local level. Sometimes a community



Actual DUI Collision
Photo provided by
Lieutenant Schullman
Newport Beach Police Department

assessment is required to determine if the community resources are available to support the desired prevention

programs and projects,” said Kathy Kendrick, ADEPT Health Educator. “Other times, when our presentation is over and the open discussion begins, individuals want to take action immediately,” Kendrick continued. “We have community prevention task forces and coalitions in communities throughout the county that are very effective through volunteer efforts. An ADEPT staff member or other prevention organization often facilitates the task force or coalition meetings and provides materials and organizational structure, but the community volunteers identify what they believe will be effective in their community and how the ideas should be implemented.”

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ALCOHOL IMPAIRED DRIVING TASK FORCE OF COSTA MESA

The Alcohol Impaired Driving Task Force of Costa Mesa was formed in response to the data contained in the ADEPT Circumstances of Drinking Prior to DUI Arrest report, presented in late 2005 to a group of community stakeholders. The survey data indicated the cities with the highest reported DUI arrests (statistically adjusted for population size) were Costa Mesa, Laguna Beach and Newport Beach. These same cities were the three most commonly

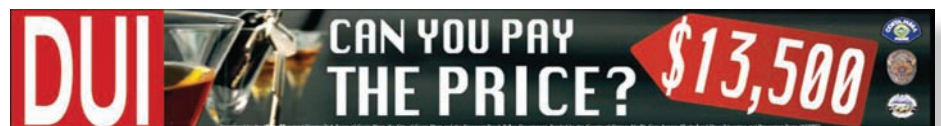
The Task Force identified three areas of focus:

- *Provide Responsible Beverage Service (RBS) training to Costa Mesa alcohol servers and staff*
- *Conduct media campaigns to increase awareness of the consequences of DUI*
- *Initiate a pilot project with newly licensed establishments to ensure that all employees complete RBS training within a defined time frame*

named “cities of last drink” before a DUI arrest. The presentation in Costa Mesa initiated a discussion among the stakeholders on what could be done in the city to reduce alcohol-impaired driving. Before the meeting adjourned, a task force was formed with representation from law enforcement, education (K-12 and University of California, Irvine [UCI]), the Automobile Club of Southern California, Costa Mesa Chamber of Commerce, Mothers Against Drunk Driving (MADD), Recording Artists against Drunk Driving (RADD), the Shark Club (and other local alcohol establishments) and community-based nonprofit organizations.

The Costa Mesa Task Force media campaign is targeting the entire community with specific emphasis on the patrons of licensed establishments. The visual image and the price tag message are consistent throughout all elements of the campaign. A bus banner (below) is on display for three

months on two bus lines transiting Costa Mesa and Newport Beach. Posters, postcards and wallet-size handouts are distributed to the licensed alcohol establishments in Costa Mesa, and posters are placed in the restrooms. The post card outlines behaviors to prevent DUI, phone numbers for local taxi services, and other safety information. The wallet-size handout offers a useful gratuity (tipping) reference chart. Air fresheners that carry the media message were distributed to the valet services at licensed establishments. Campaign materials are also distributed through the Costa Mesa Police Department, Newport Beach Police Department, MADD, and task force member agencies and organizations. Due to the proximity of communities, the task force is bridging their efforts and distribution of media materials to UCI and Newport Beach, with future plans to include Orange Coast College and the Orange County Fair.



RESPONSIBLE BEVERAGE SERVICE TRAINING

Since its inception, a primary objective of the Costa Mesa Task Force has been the implementation of Responsible Beverage Service (RBS) training for servers and staff of establishments where alcohol is sold and consumed (on-sale establishments). RBS training is offered at no cost to on-sale alcohol establishments in Costa Mesa and

Newport Beach and is provided by certified trainers from ADEPT, University of California, Irvine, and the Shark Club. In Costa Mesa, the training is growing in popularity as establishment owners and managers become more informed about their liabilities when a patron becomes an impaired driver. Since the training

program was initiated in 2006, 140 alcohol servers and other staff from 21 establishments in Costa Mesa have been trained.

“The training is comprehensive, practical and in some ways very common sense, but sometimes it’s helpful to have your perceptions

PREVENTION CONNECTION

validated. We find that few servers understand their personal liability in serving a patron who may become an impaired driver. It's a surprise to most of them," said Kendrick. "The training includes behavioral cues and intoxication rate factors to help them to make more informed judgments as to a patron's condition. It also includes tips on how to manage the situation; like bring them something to eat or slowing down alcohol service to a patron about whom they might be concerned. We also role play, so they can practice their new skills and insight," she said. "The feedback we have received from those who have participated in the training is very positive. They acknowledge the importance of being prepared in advance on how to better manage a situation," Kendrick concluded.

RBS training is held throughout the year in Costa Mesa at the Costa Mesa Community Center or at a licensed establishment free of charge. For more information about the RBS training program, to schedule a training, or for information about or materials available from the Alcohol Impaired Driving Task Force of Costa Mesa, contact Kathy Kendrick, ADEPT Health Educator, 714/834-3294, email: kkendrick@ochca.com

SHARK CLUB COMMITTED TO RBS

Ask Gregg Hanour, owner of Costa Mesa's popular Shark Club, how he feels about RBS, then stand back and hang on! He's a passionate advocate. "Once you get the concept, it becomes part of how you operate your business. We train everyone who works here. It's the responsibility of all our employees, from managers to bus boys, to manage this facility so our customers have a good time, that their fun doesn't interfere with anyone else's good time, and when they leave they can drive responsibly," Hanour said.

"About 8 years ago, we did some research on responsible beverage service. Heather Green, our general manager and I went to San Diego for a TIPS (Training for Intervention ProcedureS) training and became certified trainers," he continued. "It's really responsible management of alcohol consumption. Every bar or nightclub owner will tell you the customer they want the *least* is the one who is intoxicated. Most behave badly, they're disruptive, they walk on their tab and they're the worst tippers in the world! What business owner wants that? I don't see any conflict between managing and serving responsibly and attracting customers. We have 1,000 people in here every night on the weekends; they have a good time and come back because we manage the environment. RBS is incorporated into our employee handbooks, our policies and procedures, and every night it's the message our managers communicate to all the employees," he said. "It isn't just a one-time training; it has to be reinforced every night."

Hanour joined the Costa Mesa Task Force along with his General Manager Heather Green, and now every meeting serves to inspire them even more about responsible management of alcohol consumption. He plans to include Managers Irene Khalil and Marcel Giraud, head of Shark Club security, in future task force meetings. He's sure they will find the meetings energizing and informative as well.

"When I think of all the permits, inspections and hoops I had to go through to open the club - when it came to selling alcohol there was no expectation or guidance as to how to be a responsible server. There are no criteria for training. This should be part of the Conditional Use Permit. Owners should be asked how the establishment is going to serve responsibly, have policies to minimize intoxication, a program to check ID's, a policy to ensure someone doesn't end up driving intoxicated, identify what training will be offered and have an ongoing training schedule," Hanour said.

"The task force is young. It has so much potential to do good things. We need to identify ways to partner the police and the establishment owners to implement responsible alcohol service. Imagine the impact that could have on the entire city," he concluded.

The Shark Club is located at 841 Baker Street in Costa Mesa, 714/751-0700.



PREVENTION CONNECTION

ORANGE COUNTY YOUTH ACCESS TO ALCOHOL STUDY

Underage drinking is the leading cause of death for young people under the age of 21. Of the 5,000 youth who die each year as a result of underage drinking, 1,900 die in motor vehicle crashes, 1,600 in alcohol-related homicides, 300 in suicides, and 1,600 from alcohol-related injuries including falls, burns and drowning, according to the National Institute on Alcohol Abuse and Alcoholism.

To help address the problem of underage drinking, in 2006 the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT), conducted the Orange County Youth Access to Alcohol Study through a written survey administered to 1,925 high school and college students ages 16 to 20, from the North, Central and South Regions of Orange County.

The study was designed to assess the environmental conditions that enable underage youth to obtain alcohol, as well as the social norms that make underage drinking acceptable to youth and to the adults who routinely provide them with alcohol. Specifically, the study addressed four major areas:

- Attitudes toward underage drinking
- Circumstances surrounding underage drinking
- How alcohol is generally obtained by underage youth
- Frequency and method of obtaining alcohol from specific sources

ATTITUDES TOWARD UNDERAGE DRINKING

- Three-fourths (76%) of all youth surveyed agreed that using alcohol on a daily basis is “extremely harmful,” but only one quarter (26%) consider consuming alcohol several times a week as equally dangerous.
- With regard to the consequences associated with alcohol use, youth are most concerned about being in a car accident (76% of total responses), followed by losing control and doing something they regret (42%), getting arrested for driving under the influence (40%), alcohol poisoning (33%), and damaging their health (29%).
- Of the youth who use alcohol, only one-third (34%) reported that their parents strictly forbid them to drink any alcohol before they are 21.

UNDERAGE DRINKING BEHAVIORS

- Nearly two-thirds (62%) of Orange County youth surveyed reported that



they had used alcohol at least once in the six months prior to the survey.

- Underage drinkers most often consume alcohol at a private home, either at a friend’s home (52%) or at their own home (24%).

HOW ALCOHOL IS GENERALLY OBTAINED BY UNDERAGE YOUTH

- More than eight out of 10 youth (81%) surveyed reported that it was “very easy” or “fairly easy” to obtain alcohol.
- One-third (34%) of underage drinkers cited liquor stores where minors could most easily purchase alcohol. When underage drinkers obtain alcohol at retail outlets, an older friend or sibling usually makes the purchase.
- Almost half of underage drinkers surveyed (46%) have provided alcohol to others who were underage.
- The use of false identification to purchase alcohol is not widespread.

FREQUENCY AND METHOD OF OBTAINING ALCOHOL FROM SPECIFIC SOURCES

- More than three-quarters of underage drinkers obtain alcohol at large parties and *kickbacks*, followed by liquor stores and grocery stores.
- Parents are not a primary source of alcohol for 16 to 20 year olds.
- Nineteen and 20 year-old respondents were more likely to report that their parents purchased alcohol for them, compared to younger youth.

The entire report is available as a PDF on the ADEPT website: www.ochealthinfo.com/adept/, Links Menu, Resources, Publications.

PREVENTION CONNECTION

EMERGING COALITION TARGETS UNDERAGE DRINKING

In 2006, the Federal Substance Abuse and Mental Health Services Administration (SAMHSA) called on communities nationwide to host town hall meetings to educate youth, parents and care givers about the risks associated with underage drinking. The over-arching theme for the meetings was “*Start Talking Before They Start Drinking.*” Orange County hosted eleven town hall meetings, planned and organized through a coalition of various agencies and organizations spearheaded by Vicki Walker, Coordinator for Tobacco Use Prevention Education/Safe and Drug Free Schools/Counseling Network, Orange County Department of Education.

“I fully expected that when the town hall meeting project was completed, the coalition would dissolve,” recounts Walker, “but they didn’t want to! We recognized the unique characteristics of a coalition; it speaks with a collective voice to advocate and/or support programs and initiatives, and can take positions that single agencies and organizations cannot. Once we decided to continue, we needed a name, vision, mission and purpose. Hence, the Coalition for Alcohol Free

Youth-Orange County (CAFY-OC) began to take shape.”

CAFY-OC’s vision is to eliminate underage alcohol use in Orange County. The mission is to link and mobilize Orange County community groups in support of their efforts to eliminate underage alcohol use and associated problems. The coalition’s new slogan will soon be seen county-wide, “*Minor Drinking, Major Problems.*”

Although still in its formative phase, CAFY-OC is actively supporting projects that address underage drinking. It began the year with four primary areas of focus, one of which was to support youth-led town hall meetings. The coalition provided funding for the Orange County Department of Education’s Friday Night Live (FNL) Community Briefings at Gilbert South High School and Santiago de Compostela Catholic Parish. Coalition members participated in the Community Briefings as expert speakers.

In June CAFY-OC recognized the FNL club at Magnolia High School in Anaheim with a special award for the club’s sponsorship of a student-

oriented town hall meeting to address the consequences of underage drinking.

The FNL club at Magnolia High School held a series of town hall meetings on prom day to remind fellow students not to drink and drive. The club created a *Pledge Wall* where students signed their names pledging that they would be alcohol-free. Nearly 1,200 students attended the six one-hour town hall meetings.

As an independent initiative, CAFY-OC circulated a petition against alcohol service at the Anaheim Garden Walk cinema. Their newest effort is an educational outreach campaign for city council members throughout the county to increase awareness of underage drinking and related risk factors.

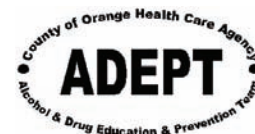
“CAFY-OC provides an opportunity for people to come together to talk about their work, look at ways to blend their efforts, brainstorm and exchange ideas,” said Walker.

For CAFY-OC information, contact Vicki Walker, 714/327-1068, email: vwalker@ocde.us.

Published by the County of Orange Health Care Agency,
Alcohol & Drug Education & Prevention Team - ADEPT.
Please contact ADEPT with all comments and requests.



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ALCOHOL & OTHER DRUG PREVENTION CONNECTION

County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team - ADEPT

PREVENTION OUTREACH ENHANCES EMPLOYEE SKILL-SET

**Volume 5
2009**

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Red Ribbon Week
Kick-Off

As the labor market in Orange County becomes increasingly more competitive, individuals entering the job market or changing careers are seeking training opportunities that will attract the attention of potential employers. Business owners and managers concerned about long-term viability are seeking opportunities to improve employee effectiveness, efficiency and customer service. Community Service Programs, Inc. (CSP) Project PATH, a program funded by the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT), recognized the changing community characteristics and identified the benefits that responsible beverage service (RBS) training can provide to the owners, managers and employees of alcohol establishments and to individuals considering employment in the hospitality industry.

“We learned through our community outreach efforts that on-sale establishments in the City of Fullerton and the Garden Walk Mall in Anaheim are beginning to require RBS training as a prerequisite for hiring bartenders and servers. This training can be expensive for individuals just beginning a new career, it is not always available on a timely basis and the online option is not as comprehensive as a training facilitated by a certified instructor,” said Celeste Bentley, Project PATH Program Supervisor. “We are very supportive of this emphasis on RBS training and recognized the opportunity to strengthen our partnership with the business community.”



RBS training is a prevention strategy that researchers have found to be effective in reducing problems associated with alcohol such as impaired driving and underage drinking. It is a management tool for various types of environments licensed for alcohol sales: on-sale establishments (bars and restaurants where alcohol is sold and consumed); off-sale establishments (convenience, liquor and grocery stores where alcohol is sold); and special events such as festivals and fairs where alcohol is sold and consumed in a public setting. The concept of RBS is growing in popularity as on-and-off sale establishment owners and managers become more informed about their potential liabilities related to the sale of alcohol to underage youth and noticeably intoxicated adults.

Continued on Page 2

“Our strategy was to partner with the bartending schools to provide TIPS trainings for students who are just beginning a new career and also for those returning to improve their bartending proficiency. TIPS is a valuable workplace tool and enhances the résumé of anyone working in the hospitality industry. Those who successfully complete the training receive a three-year certification,” said Bentley. “TIPS trains participants on how alcohol affects the body, how to recognize the behavioral cues of intoxicated persons, standard serving size, how to properly check identification and how to provide good customer service while managing alcohol consumption.”

“Project PATH Health Educators, Camille Coronel and Martha Espiritu, initiated collaboration with local bartending schools to develop a training program that could be incorporated into the school class schedule. Coronel brings a unique perspective to the TIPS training as she has previous experience as a server. She is familiar with many of the scenarios presented and discusses this in the training,” said Bentley.

“We have a strong partnership with the administration and management of the bartending schools; they recognized the value and competitive advantage TIPS training provides for their students,” said Bentley. “TIPS training was incorporated into the curriculum of ABC Bartending School in Los Alamitos, National

Bartenders Bartending School in Orange and North Orange County Community College District, and the School of Continuing Education Bartending School at Cypress College. During the months of April, May and June 2009, 151 bartending students successfully completed the training and received TIPS certification.”



“TIPS training enhances customer service skills. Participants learn how to interact with patrons so they have a good time and drink responsibly,” said

Coronel. “A benefit of working with the bartending schools is that the majority of students have no previous alcohol service experience. Thus, when these students are hired by an on-sale establishment, having recently completed bartending school and responsible beverage service training, they will begin their career with a higher standard of professional skills, knowledge and confidence.”

“I’m very pleased that we could work with the bartending schools. We provided students a skill set they may not have acquired elsewhere prior to employment and strengthened their résumé, which gives them a competitive advantage

in the marketplace,” said Bentley. RBS for off-sale establishments provides a framework for business owners and managers to develop strategies and procedures to effectively manage the sale of alcohol. TIPS training informs merchants and their employees on how to comply with applicable alcohol laws, the legal consequences of alcohol sales to intoxicated and underage persons, and how to refuse a sale safely and comfortably.

At a Santa Ana Community Development District Neighborhood Meeting, Martha Espiritu and Fabiola Soto, Project PATH Health Educators, listened as meeting participant Navdeep Bassi expressed his desire to improve the areas surrounding his retail convenience stores. Bassi and his family own 14 7-Eleven stores and employ 70 people in central Orange County. After the meeting, Espiritu and Soto spoke with Bassi about his businesses and the benefit of responsible beverage service for off-sale establishments.

“Initially we discussed providing a 30-minute presentation focused on how to properly check customer identification as a supplement to the annual responsible beverage service training provided by 7-Eleven, Inc. for their franchisees,” said Soto. “When we mentioned the off-sale TIPS training and explained its scope, Mr. Bassi immediately recognized the value of the training for his employees and the benefit to the surrounding community.”

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Four trainings were conducted to accommodate the employees of the 14 7-Eleven stores; one training was offered in Spanish. In total, 58 employees of 7-Eleven were TIPS trained and certified during April and May 2009.

“We chose the TIPS training because it employs a variety of learning methods,” said Espiritu. “The important messages are reinforced multiple times. Participants read their workbooks, the trainer verbalizes the messages, the messages are depicted in video clips, and then participants discuss and role-play scenarios that portray interaction with underage or intoxicated customers. The training empowers participants to handle on-the-job situations more confidently.”



“The off-sale version of TIPS educates participants on behavioral cues to recognize intoxication, blood alcohol content and how to properly check identification. We have expanded the identification checking component within the training to include a comprehensive section on California identification cards,” said Espiritu. “Each store was given two copies of an official identification reference guide that includes pictures and descriptions of identification documents from the 50 states and Canada, green cards and passports.”

“The trainings include a component on applicable state laws regarding the sale of alcohol to intoxicated or underage persons. We emphasize an establishment’s potential liability under the California Department of Alcoholic Beverage Control (ABC) Target Responsibility for Alcohol Connected Emergencies (TRACE) Program,” said Espiritu. “The TRACE program investigates serious and fatal alcohol-related crashes involving underage drivers. The investigation backtracks to the individuals or licensed establishments that sold, furnished or served the minor involved and holds them then accountable. Establishments can have their ABC license revoked or suspended as a result of selling or serving alcohol to the minor involved.”

“We wanted to provide as many tools as possible. Although the TIPS curriculum is comprehensive, it also allows us to add components that emphasize local issues and concerns,” said Espiritu.

A post-training survey indicated participants gained new information, had a heightened awareness of their personal and employers’ liability, learned new skills to handle a variety of situations, and felt more confident in taking the time to properly check

customer identification.

“In addition to the TIPS trainings for management and employees, Mr. Bassi asked us to provide public information tables in his stores to distribute materials to customers on alcohol and other drug prevention, impaired driving prevention and over-the-counter drug abuse. He provided the space for our resource tables, along with coupons and promotional items to encourage his customers to stop and ask questions or pick up materials,” said Soto. “We staffed five tables in six weeks and disseminated information the customers may not have otherwise received.”

Responsible beverage service is a best-practice prevention strategy applicable to all licensed alcohol establishments. RBS training adds value to business operations, improves employee effectiveness and efficiency, enhances the overall customer experience and improves the health and safety of the surrounding community.

Project PATH provides the RBS training at no cost to licensed on-sale and off-sale alcohol establishments, and to organizers and sponsors of community events.

For more information on responsible beverage service, please contact CSP Project PATH, 949/757-1096.

STUDENTS EXPERIENCE VIRTUAL REALITY

Finding creative ways to engage college students in making healthy life choices can be challenging. For Christine Kiger, Director of Health Services, and Deanna Farsakh, Health Educator, at Fullerton College (FC), the challenge is amplified by a commuting student population.



Throughout the school year, 20,000 students attend classes on the campus and then return home, go to work or socialize primarily in a non-campus environment. To address the health and safety of this diverse student population, FC Health Services has implemented on-and-off campus prevention strategies funded in part by a contract with the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT).

In 2006, FC Health Services established the Community Advisory Committee (CAC), a school and community collaborative with representation from local law enforcement, community leaders, prevention service providers, FC staff and students. CAC meets quarterly to discuss alcohol and other drug related issues influencing the student population and to identify opportunities for community and campus-based prevention activities.

“Underage drinking and impaired driving are a major focus of CAC,” said Farsakh. “Over the past year

we worked with CAC and Mothers Against Drunk Driving-Orange County (MADD-OC), to establish the first University Mothers Against Drunk Driving (UMADD) chapter in California. UMADD is a campus-based project designed to engage students in prevention strategies that address underage drinking, impaired driving and youth access to alcohol. The FC chapter was officially approved by the college as a campus club in April 2009 and currently boasts 40 members.”

UMADD club members participated with Health Services staff at the annual Safe Spring Break Health Fair in March, even before the chapter was officially approved. UMADD members staffed an alcohol and other drug information booth, distributed materials encouraging students to make healthy choices and drive safely during spring break, and hosted the MADD-OC crash car display.

At the annual Spring Health Fair in April, UMADD members again collaborated with Health Services to present a state-of-the-art impaired driving simulator. In the simulator, a driver sits behind the steering wheel of the non-moving vehicle wearing computerized goggles equipped with Impaired Driving Demonstrator software. Looking through the goggles, the driver takes a virtual drive as software

technicians simulate increased blood alcohol concentration (BAC) levels to create the sensation of driving under the influence of alcohol. The virtual drive is also projected onto a monitor outside the vehicle to allow others to observe the driver’s ability to respond to typical driving conditions. As each driver completes the simulated impaired driving experience, a technician reviews their driving under normal conditions compared with their performance under the simulated impaired driving conditions.

The impaired driving simulator was a well-attended feature of the health fair and offered students the opportunity to experience the effect

of impaired driving under safe, simulated conditions. UMADD members



reinforced safe driving practices by

distributing impaired driving prevention materials, statistics on BAC levels and underage drinking.

In May, UMADD members collaborated with Community Service Programs (CSP) Project PATH, to conduct a presentation on underage drinking at Savanna

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High School in Anaheim. Ninety-five 11th and 12th grade students attended the presentation. UMADD members distributed alcohol prevention information, discussed underage drinking statistics, and engaged students in role-playing how to effectively intervene in a peer-to-peer alcohol-related situation.

“The outreach to Savanna High School was very effective. The UMADD members and the high school students are so close in age; it was similar to a peer-to-peer presentation. Many of the 12th graders who attended the presentation are planning to attend FC. Some of the students even expressed interest in becoming UMADD members,” said Farsakh. “The UMADD club members would like to collaborate with the high school on future prevention activities.”

“The ADEPT funding also enabled FC Health Services to expand its campus alcohol prevention efforts to include an evidence-based alcohol intervention skills training. The training we chose was the university version of Training for Intervention ProcedureS (UTIPS), which is tailored to college students and the college environment. Four Health Services staff became certified UTIPS trainers,” said Kiger. “These staff then trained 130 students in responsible alcohol serving practices, including UMADD members, student interns in the health center, all cosmetology department students, health education students, and a group of FC athletes.”

“A pre-and-post test revealed an 80% increase in knowledge,” said Kiger. “This outcome speaks to the skill of our trainers: Angelica Barrenera-Ng and Yamam

Almourdi, Peer Health Educators, and Deanna Farsakh.”



“It is very important to talk about alcohol use on campus,” said Kiger. “The health center may be the students’ only source of fact-based prevention information and risk reduction behavior strategies.”

For more information, please contact Christine Kiger, phone 714/992-7093, email: CKiger@fullcoll.edu.

BUILDING A SAFE & HEALTHY COMMUNITY

America’s Promise Alliance named the City of Irvine one of the 100 Best Communities for Young People in the United States in 2007. The annual competition recognizes outstanding community-wide efforts to improve the well-being of youth and acknowledges the direct connection between the success of young people and a comprehensive framework supportive of healthy families and youth. Attaining this level of national recognition does

not happen easily. It is an ongoing process involving all segments of a community: elected officials, community and business leaders, schools, parents and youth.

Since the early 1980s, Irvine community leaders have recognized the importance of alcohol and other drug (AOD) prevention strategies targeting youth. As the city’s population



increased and prevention strategies evolved, the need for a more coordinated and collaborative effort became apparent and, in 1996, the Irvine Prevention Coalition (IPC) was established. With representation from all sectors of the community, its mission is to support a safe and caring community by working together to plan and implement prevention strategies and coordinate services designed to

reduce substance abuse, violence and related problems among the city's youth.

"The recognition Irvine has received is the result of the community's long-term commitment to proactively address the challenges confronting our children and youth," said Debra Bianchi, IPC Coordinator. "For more than 20 years, despite changing economic conditions, rapid growth and uncertain funding, the Irvine community has maintained its focus on creating a safe and healthy place for families and youth. When a community comes together with a common goal, great things can happen."

"We are fortunate to be the recipient of several federal alcohol and other drug (AOD) prevention grants that have allowed us to develop and implement strong early intervention programs," said Nancy Colocino, Coordinator of Irvine Unified School District's Guidance Resources.

With funding from a U.S. Department of Education Safe School/Healthy Students Initiative (SS/HS) grant, Irvine Unified School District (IUSD) and IPC developed and implemented a kindergarten through 12th grade AOD prevention curriculum that includes counseling support, youth development and leadership programs in all Irvine schools. "As we reached the end of the SS/HS grant funding, the City of Irvine recognized the value of these school-based programs and now provides

funding to ensure sustainability," said Colocino.

"The city, with input from the community, has developed a Strategic Plan for Children, Youth and Families. IPC used the strategies identified in the plan to apply for a federal Sober Truth On Preventing Underage Drinking Act (STOP Act) grant," said Bianchi. "STOP Act grant recipients are established coalitions, experienced in the successful implementation of AOD prevention programs; IPC was one of the first coalitions nationally to receive funding."

The STOP Act grant program, funded by the Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention, was developed in response to the 2007 Surgeon General's Call to Action to Prevent and Reduce Underage Drinking. The purpose of the program is to prevent and reduce alcohol use among youth throughout the United States. Coalitions were identified as best suited to implement community-wide strategies to address the culture and context within which decisions are made about underage drinking and create sustainable change.

"As a group we recognized the next step to support our focus on schools and youth was to reach out into the community to address youth access to alcohol and the impact of underage drinking. We identified that the community and especially parents, needed to be more informed

about the risks associated with youth access," Bianchi said. "With STOP Act funding, IPC developed and implemented educational outreach campaigns to inform parents, merchants and the community on the effects of underage drinking. Our theme was: *Most students in Irvine choose not to drink alcohol or use other drugs but for those who do, the problems are real.*"

"The city's High School Youth Action Team (HSYAT) staff and Steve Knollmiller, City of Irvine, Community Service Department HSYAT Coordinator, have been instrumental in the implementation of the IPC STOP Act project strategies and activities," said Bianchi.

PARENT EDUCATION

The parent educational campaign is designed to inform parents of science-based evidence about the effects of alcohol on youth and reasons why young persons should not consume alcohol. Campaign materials include facts and statistical data on the effects of alcohol on brain development, alcohol-related risk behaviors, the likelihood of alcohol abuse or addiction as an adult and alcohol as a gateway to other drug use. Other parent educational materials address the ways youth gain access to alcohol and the liabilities of adults who allow their homes to be used as underage drinking venues. IPC's goal for the parent educational campaign is to reach parents of children of all ages.

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“Parents lack information on the developmental effects of alcohol on young persons and the immediate consequences of underage drinking. When it is explained to them, based on scientific research, they understand the importance of preventing underage drinking,” Bianchi said. “We emphasize the important role parents have in reducing underage drinking and youth access to alcohol.”

MERCHANT EDUCATION

“To address the issue of youth access to alcohol at the community level, IPC also developed educational materials for local businesses. Alcohol retailers are an important segment of the business community and we have a vested interest in their success,” said Bianchi. “However, the legal consequences and fines associated with the sale of alcohol to underage youth can threaten the viability of these businesses. Our objective is to create mutually supportive partnerships with the licensed establishments to reduce youth access through education, information and training.”

IPC developed a merchant resource packet that includes information pertinent to the safe operation of licensed alcohol establishments, statistics on the effects and risks of underage drinking, responsible beverage service, community and law enforcement resources, and a merchant pledge to encourage owners and managers to prevent the sale of alcohol to underage youth.

“IPC four-person teams (two HSYAT staff, an Irvine Police Department patrol officer and an IPC member) scheduled appointments and met with the owners and managers of establishments that sell and/or serve alcohol. HSYAT staff guided the merchant through the resource packet and conducted a short survey. Everyone we have met appreciated the information packet,” said Bianchi. “They were particularly impressed that youth are participating in this campaign. The experience is also beneficial for the patrol officers. The meetings provide an opportunity for them to connect with business owners and managers in a positive context.”



SOCIAL NORMS CAMPAIGN

“The third component of our community education outreach was a fact-based social norms campaign to counter the misperceptions about the prevalence of underage drinking among Irvine’s youth. IPC began doing social norming in 2001 as part of the Youth Creating Change project with a grant from

the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT),” said Bianchi. “It is important for youth to understand that high-risk behavior, specifically the use of alcohol and other drugs, is not the norm among their peers.”

“With the STOP Act grant, IPC again collaborated with HSYAT staff to develop three underage drinking social norms campaigns targeting all high school students in Irvine,” said Bianchi. “The first place campaign is on display at every high school in the city. The second place campaign will be used in the schools for Red Ribbon Week during October 2009 and the third place campaign is on display at the city’s middle schools.”

“We all want our children to grow-up healthy and have great lives! Parents, merchants and the entire community have a role in reducing underage drinking. IPC’s role is to provide educational outreach to inform

the community how underage drinking impacts everyone,” said Bianchi. “It is another chapter in the story of our community working together to create a safe and healthy place for children and families. It’s the story of *us*.”

For Irvine Prevention Coalition information, please contact Debra Bianchi at 949/559-8710, email: debra@icdp.org.

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COMMUNITY SERVICE ~ POWERED BY TEENS

The Irvine High School Youth Action Team (HSYAT) program was created by the City of Irvine's Community Service Department to provide community-wide alternative activities for youth, a "best practice" strategy for the prevention of alcohol and other drug use among youth. The program is designed to cultivate and support youth leadership and creatively respond to the needs and interests of teens in the community.

Each spring, the Community Service Department hires 15 students to serve as paid HSYAT staff for the following school year. Two 11th or 12th grade students are hired to represent each Irvine Unified School District (IUSD) high schools. Additionally, two students who live in Irvine are selected to represent Beckman High School in the neighboring Tustin Unified School District.

Each of the high schools has a volunteer Youth Action Team (YAT) club on campus. HSYAT staff plan and facilitate the campus club meetings at their school and work with club volunteers to implement school and community activities.

"Our focus is to provide healthy alternative activities for teens and to identify opportunities for them to become involved in the community," said Steve Knollmiller, HSYAT Program Coordinator for the, City of Irvine. "Volunteerism (community service) is an important

component to help teens achieve their longer-term educational and career goals. YAT club volunteers have become the primary source of volunteers in the community."

YAT club teens often choose volunteer opportunities based on their personal areas of interest: youth events and activities, environmental or animal related projects, working with the elderly or disabled, or assisting persons and families in need. For example, they may assist the Community Service Department staff with an after-school homework-

help program held weekdays at six community parks or provide after-school tutoring at a low-income housing complex two days per week. In coordination with IUSD, YAT volunteers may provide childcare during the parent educational component of the School Readiness program, operate the audio equipment and chaperone senior dances, make sandwiches for homeless shelters and collect clothing or food items for nonprofit organizations.

"We had a YAT club volunteer who enjoyed working with seniors. She would walk to a senior center and host a one-hour open dance studio for the seniors. She would operate the CD player and serve lemonade

and cookies while the seniors danced. Her mother would pick her up afterward," said Knollmiller. "This was her own initiative; she went to the senior center every Friday after school for the entire school year. The seniors loved her!"

"HSYAT has become so well integrated into the community that we offer a volunteer activity/opportunity every day of the school year," said Knollmiller. "Our community is committed to creating meaningful activities for youth and to educational achievement. The HSYAT program fosters both of these objectives."

"Through the HSYAT program teens develop leadership skills and experience that are valuable as they move on to college and beyond. A student who was on my HSYAT staff six years ago continued to



Most high school students in Irvine choose not to drink alcohol.*

work for various city departments while he was going to college," said Knollmiller. "He attended the University of California, Irvine and after graduation was hired as an assistant to an Irvine city council member. The council member

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was elected mayor and now ‘the HSYAT student’ is the executive assistant to the City of Irvine Mayor.”

“We coordinate with Irvine Community Drug Prevention, Irvine Prevention Coalition, and IUSD to implement prevention-related educational programs and campaigns to address various risk behaviors,” said Knollmiller. “Our big event is the annual Teen Summit, a one-day youth development conference offered free to all Irvine teens. Last year’s theme was Preparing Students for Life After High School. At the Summit, students attend workshops on a variety of topics, such as: financial literacy, how

your life changes at age 18, following your career passion, leadership skills, and healthy life choices.”

The HSYAT program recognizes the importance of safe, alcohol and drug-free social and recreational activities for teens. HSYAT staff host monthly Friday night social events for Irvine teens, such as dances, concerts, Battle-of-the-Bands contest, comedy shows and other drug-free events held at the Heritage Park Community Center, the Irvine Fine Arts Center, and other city venues.

“The city values the input and participation of our teens, not only for peer services but also for their

involvement with city departments, committees and programs,” said Knollmiller. “The coordination between HSYAT staff and the YAT campus clubs serves to inform teens of the social, educational and community service opportunities available in Irvine. The program provides safe, drug-free activities for teens, helps students to accumulate the community service hours necessary to achieve their educational and career goals, and contributes to the fabric of our community.”

For more information on Irvine’s HSYAT program, please contact Steve Knollmiller, 949/724-6739, email: sknollmiller@ci.irvine.ca.us.

STUDENTS HELPING STUDENTS MAKE HEALTHY CHOICES

The 22nd annual Peer Assistance Leadership (PAL) Recognition Event held on May 27, 2009, filled the Disneyland Hotel in Anaheim with youthful exuberance as 4th through 12th grade PAL students and their advisors came together to celebrate the 2008-2009 school year achievements of the Orange County Department of Education (OCDE) PAL Program. Century High School, Santa Ana Unified School District, PAL students submitted the winning contest entry for this year’s event theme, *PAL Makes the World Sparkle*.

The Orange County Department of Education started the PAL

Program in 1980, a leadership program with the philosophy of students helping students. Schools throughout the county may choose to establish a PAL Program on campus either as an instructional class during regular school hours or as an extra-curricular club that meets during lunch, before school or after school. The PAL Program has been implemented in 25 school districts in Orange County, at more than 180 elementary, middle and high schools.



PAL curriculum and trainings are designed to meet the standards and ethics for effective peer programs established by the National Association of Peer Program Professionals. The PAL high school curriculum is included on the SAMHSA (Substance Abuse and Mental Health Services Administration) List of Promising Programs meeting the criteria as a well-implemented and evaluated science-based program with positive outcomes in substance abuse and violence prevention.

The PAL Program is based on the premise that peer-to-peer involvement is an essential

component of successful prevention programs. PAL develops healthy student lifestyles and youth resiliency through youth leadership, mentoring, conflict resolution, decision making, cross-age tutoring, community service, and alcohol, tobacco and other drug prevention activities. PAL Programs implement activities that enhance student engagement and connectedness to their school and community.

“Our priorities for the 2009 Recognition Awards were PAL Program activities focused on increased school connectedness, increased academic performance, or drug and violence prevention,” said Elke Petras, PAL Program Manager, OCDE. “At the beginning of each school year, PAL students and their advisors select the activities to be implemented on-campus based on the needs of their school. One PAL group might focus on school connectedness, while another might implement prevention activities. PAL youth design and conduct activities at their own school or reach out to a nearby feeder school to provide mentoring, tutoring or cross-age teaching.”

PAL Makes the World Sparkle opened with a performance by the Corona del Mar High School, Newport-Mesa Unified School District, Drum Line and Jazz Ensemble as participants toured a display of PAL Outstanding Projects. William M. Habermehl, County Superintendent of Schools, OCDE, welcomed the 1,400 participants and acknowledged the important contributions of the

PAL Program to Orange County students. The program concluded with a keynote address by Jeremy Bates, nationally known for his ability to empower youth to pursue their dreams and aspirations. His presentation “*Hope Dealers of the World Unite*” encouraged youth to work together toward a more hopeful and peaceful world.



Each year the PAL Program presents two elementary, middle and high schools with an Outstanding PAL Program Award, to recognize PAL students’ contribution in their school/community and to their peers. The PAL Recognition Event committee, together with community partners, selected the award recipients.

2009 Outstanding PAL Elementary School Program Awards were presented to Juliette Low and Linda Vista Elementary Schools.

- Juliette Low PAL students gave up a portion of lunch recess during the school year to walk kindergarten children across campus to the playground. Twice a week

they gave up morning recess to assist in a preschool class.

PAL youth came to school early each day to greet and welcome visitors, parents, families and students to their school, and applied their conflict management skills to playground disturbances.

- The Linda Vista PAL group created new student handbooks and conducted campus orientation tours. They implemented school-wide activities focused on friendship during International Friendship Month and lead a campus clean-up activity on Earth Day.

PAL students provided weekly mentoring and tutoring for 1st, 2nd and 3rd grade students and used their conflict management skills to intercede in playground disputes.

2009 Outstanding PAL Middle School Program Award were presented to Marco Forster and Pioneer Middle Schools.

- A successful mentoring activity created by Marco Forster PAL youth was a PAL Chat Room where students could meet with a PAL student to discuss problems or concerns.

PAL students welcomed new students to their school and conducted campus orientation tours. Twice a week they assisted in a special

needs class on campus to help the students feel more connected to school; it was observed that several of the special needs students became more responsive and communicative due to their bond with the PAL students.

- Each week during the school year Pioneer PAL students walked to a nearby elementary school and tutored 1st through 5th grade students. PAL students mentored 6th grade students to connect with their school through monthly meetings.

PAL youth organized a Diversity Day to encourage peers to look past differences and respect each other, and hosted a monthly movie night incorporating alcohol and drug free activities. They sang at a senior center, collected CDs for an orphanage and collected Halloween candy for a children's hospital.

2009 Outstanding PAL High School Program Awards were presented to Buena Park and Esperanza High Schools.

- At Buena Park High School, the PAL group established a peer tutoring program and offered peer mentoring through a PAL Guidance Program.

PAL students visited 9th grade English classes monthly to

give advice and encourage students to be more involved with their school and community. They also created a community service brochure and shared their volunteer experiences with the 9th grade students.

- Twice a week, Esperanza PAL students tutored elementary and middle school students at six schools in their district, and volunteered weekly at a special needs school to help the students develop social and fine motor skills.

They promoted connectedness through monthly meetings with 9th graders to discuss community service, test taking, selecting next year's courses and provide positive reinforcement for the Standardized Testing and Reporting (STAR) test. PAL youth also organized a Pre-Prom Week activity to address underage drinking and driving, and to encourage a safe prom night.

“School connectedness is a major focus of many PAL programs. Research indicates that students involved with their school and community are less likely to be involved in high-risk behavior, such as alcohol, tobacco and other drug use. A critical time to implement connectedness activities is when a student is most at risk; prior to,

during, and immediately following the transition from elementary to middle school, and from middle school to high school,” said Deirdre Hill, PAL Program Consultant, OCDE.

“PAL students recognize the benefit of peer support and communication as students transition into 6th grade and 9th grade, and implement activities to help new students feel more comfortable on campus,” said Hill. “PAL students understand that by creating a caring, supportive campus environment for transitioning students, they are contributing to a student's sense of belonging and thus their ability to make healthy choices.”

For more information about the PAL Program, contact Elke Petras at 714/966-4458, email: epetras@ocde.us.

2009 OUTSTANDING PAL PROGRAMS

Juliette Low Elementary School
Magnolia School District

Linda Vista Elementary School
Saddleback Valley Unified School District

Marco Forster Middle School
Capistrano Unified School District

Pioneer Middle School
Tustin Unified School District

Buena Park High School
Fullerton Joint Union High School District

Esperanza High Schools
Placentia Yorba-Linda Unified School District

Kazuo Masuda Middle School
Fountain Valley School District

Citrus Hills Intermediate School
Corona-Norco Unified School District

Outstanding PAL Advisor
Laguna Beach Unified School District

PREVENTION CONNECTION

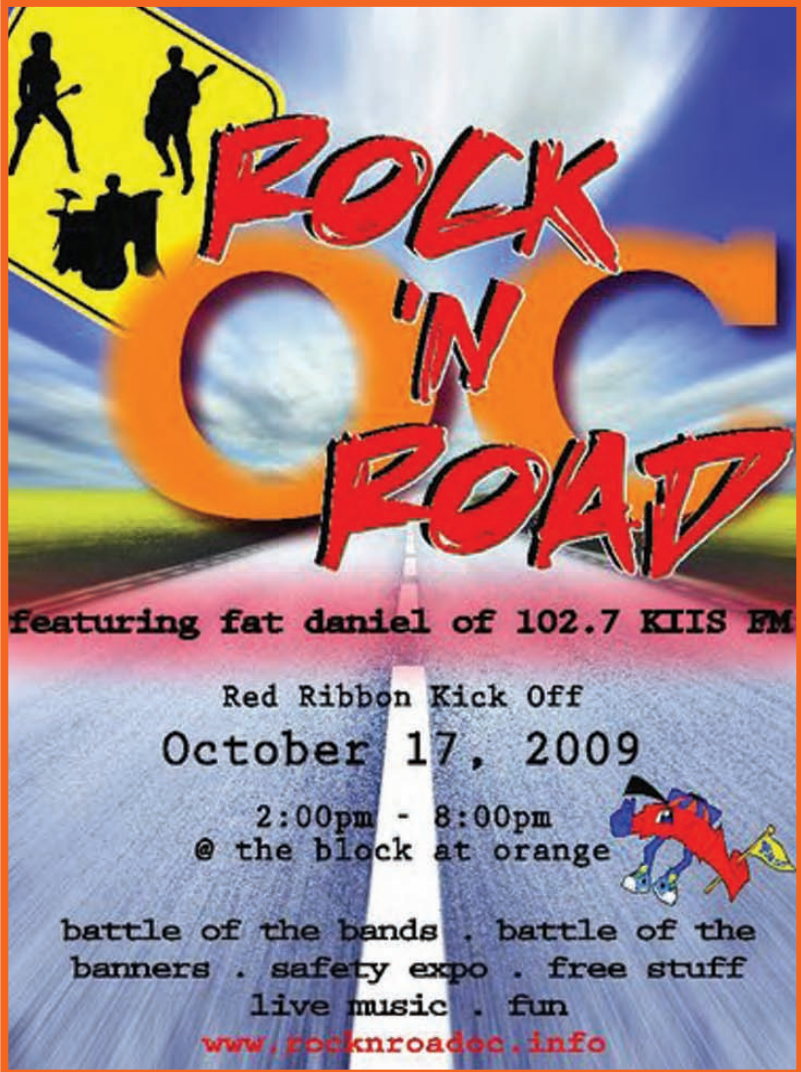
MARK YOUR CALENDAR

Red Ribbon Week is celebrated during the last week of October each year in schools and communities across the country to increase awareness about alcohol, tobacco, other drugs and violence prevention. *Speak Out! Speak Truth! Think B4 U Choose!* is the 2009 Orange County Red Ribbon Week theme.

The annual *Rock 'N Road* Red Ribbon Week kick-off event will be held at The Block at Orange on Saturday, October 17th, to celebrate healthy life choices for youth. Highlights of the event include a Battle-of-the-Banners featuring anti-drug Red Ribbon Week banners created by high school youth, a Battle-of-the-Bands competition for local high school bands, and a safety and prevention resources expo.

Rock 'N Road is sponsored by Recording Artists, Actors and Athletes Against Drunk Driving (RADD) and the National Council on Alcoholism and Drug Dependence (NCADD) to kick-off a year of prevention activities in Orange County schools and communities that promotes drug-free lifestyles.

For Red Ribbon Week information contact Mary Fabela at 714/834-4194, email: mfabela@ochca.com. For *Rock 'N Road* information contact Grace Tan at 949/595-2288, email: gtan@canoc.org.



ROCK 'N ROAD

featuring fat daniel of 102.7 KIIS FM

Red Ribbon Kick Off
October 17, 2009
2:00pm - 8:00pm
@ the block at orange

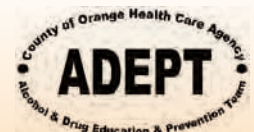
battle of the bands . battle of the banners . safety expo . free stuff
live music . fun

www.rocknroadoc.info



ADEPT
County of Orange Health Care Agency Headquarters
405 W. Fifth Street #211
Santa Ana, CA 92701
714/834-4058

Web site: ochcahealthinfo.com/adept



Please contact Karina Pangan with all comments and requests, 714/834-4325, email: kpangan@ochca.com

Funded by the County of Orange Health Care Agency, Alcohol & Drug Education & Prevention Team - ADEPT.

Written and published by Business Resource Group - BRG

ALCOHOL & OTHER DRUG

PREVENTION CONNECTION

County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team - ADEPT

SPRING 2009

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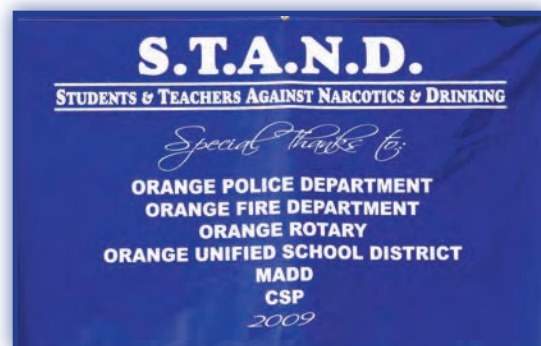
Twinkles, Glimmers & A
Luminous

STUDENTS STAND AGAINST DRUGS & DRINKING

The City of Orange Police Department marshaled the resources, student leaders from four high schools developed the ideas, and together they staged a powerful week-long alcohol and drug prevention event. S.T.A.N.D. (Students and Teachers Against Narcotics and Drinking) Week was presented during the last week of March at each of the three high schools in the City of Orange: El Modena, Orange, Orange Lutheran and at neighboring Villa Park High School.

“We started to define this project last summer, before the school year started,” said Sergeant Dan Adams, Public Information Officer, City of Orange Police Department (OPD). “Our goal was to speak to every high school student in the City of Orange about the dangers of alcohol and drug use and we wanted to let students develop the project. They know how to address their peers and we believed the program would be more effective and memorable if the student body heard the message from their fellow students.”

In October 2008, members of the Traffic Bureau and Youth Services Bureau met with assistant principals and activity directors from the four high schools to introduce the concept, garner support, and ask for their assistance in identifying student leaders to develop the project elements. The planning process officially began in November when police department staff



Continued on page 2

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facilitated a meeting of student leaders from each of the high schools. Adams challenged the students to come up with ideas about how best to effectively communicate the risks of alcohol and drug use to the student body, and to identify a name for the event. “We gave them about thirty minutes to brainstorm. They came up with a ton of ideas and the name – S.T.A.N.D. They were fantastic,” Adams said.

The guidelines provided by OPD were minimal in order to allow students maximum flexibility to plan unique events at each of their schools. The guidelines were:

- Develop a week of daily activities focused on the risks of alcohol and drug use;
- Plan a full student body assembly featuring a dynamic speaker with real-life alcohol or drug-related experience;
- Stimulate a little friendly competition between the high schools by producing a 2-3 minute public service video on alcohol and drug use prevention.

“I told the initial group of student leaders to go back to their schools, put together a leadership team, decide how best to communicate the risks of alcohol and drug use to their peers and plan a week of focused activities. The OPD and other prevention stakeholders would help with the planning and provide the resources to make

their S.T.A.N.D. Week a success,” said Adams. “The leadership teams at each of the high schools were actually quite small. The teams were not school clubs or campus organizations; they were a diverse group of student leaders who developed the ideas, did the planning and organization, and staged a week-long event. They were committed to the project and came up with the creative ideas.”

Each of the leadership teams developed an activity plan targeting their unique student body. Resources from throughout the community were made available to the schools. Several components of the activity plans were the same and were implemented at each school on a different day.



Simulated fatality drunk driving collision

Students at three high schools experienced the effects of alcohol and drugs on the brain in a drunk driving simulator provided by the Santa Ana Police Department. At each school, the OPD staged

a simulated fatality drunk driving collision accompanied by a City of Orange Fire Department heavy rescue team using the Jaws of Life to extract the driver. At two of the schools, OPD introduced the canine unit to the students with a demonstration of the dogs’ comprehensive training and drug-detection skills.

The City of Orange Police Department Association and the Fire Department Association donated gray S.T.A.N.D. wristbands for every student in the four participating high schools. Orange Rotary Club contributed prize money for the S.T.A.N.D. public service video contest, which was won by El Modena High School.

“Community Service Programs (CSP) Project PATH was invited to provide planning assistance to the leadership team in each of the schools. We are aware of the resources available throughout the county, and, as the students developed their concepts we could help

to identify resources. They planned a different activity for each day to increase awareness of the risks associated with alcohol and drug use,” said Marianne Cadiz, Health Educator, Project PATH. “Each school invited us to participate

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in their week's activities with a display booth featuring our alcohol and drug prevention materials, DUI materials and community resource information."



MADD-OC Crash Car Trailer

"Each of the schools requested the Mothers Against Drunk Driving-Orange County (MADD-OC) crash car trailer," said Adams. "I wanted it placed in the middle of the quad at each school so the students would have to walk by it for an entire day. I wanted everyone to see it!"

"Our crash car trailer is a 25-foot display of a car that was involved in a fatal DUI accident, enclosed in plexiglass. On the outside of the glass are pictures of the crash scene and a mock police report including the details of the crash, who was involved and the driver's blood alcohol content (BAC)," said Mary Beth Griffin, Program Specialist, MADD-OC. "We were invited by OPD to participate in S.T.A.N.D. Week planning. Through the planning process the leadership teams asked to use the crash car

trailer, and three of the schools requested MADD-OC provide speakers for their student body assemblies."

in a fatal DUI car crash. MADD-OC staff member and graduate of Orange High School, Kim Minter, returned to her school to share her story of a fellow graduate and close friend whose life was taken in a DUI car crash shortly after their high school graduation.

"The S.T.A.N.D. Week feedback we have received has been very positive, indicating that it was effective from the student's perspective. We would like to make S.T.A.N.D. Week an annual event," said Adams. "I was impressed working with the students, their thought process, their creative ideas and the work

they put into S.T.A.N.D. Week activities. The high school student leaders in the City of Orange are quite impressive. This project had not been done before; they took a concept and made it into a reality. The students did it all and made S.T.A.N.D. Week a success."

For more information on S.T.A.N.D. Week, contact Sergeant Dan Adams, Public Information Officer, City of Orange Police Department, at 714/744-7448, email: dadams@orangepd.org.

Desiree Garcia, MADD-OC staff member spoke at three of the schools, sharing her life story as the only child of a single mother who was killed

S.T.A.N.D. WEEK PARTNERS

El Modena High School
Orange High School
Orange Lutheran High School
Villa Park High School
Orange Unified School District
Orange Fire Department
Orange Fire Association
Orange Police Department
Orange Police Association
Orange Rotary
Santa Ana Police Department
Mothers Against Drunk Driving-Orange County
Community Service Programs-Project PATH

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WELL DEFINED PROBLEM + CREATIVITY = SOLUTION

During the summer of 2006, Sergeant Steve Monsanto, University of California, Irvine Police Department (UCIPD) recognized an on-campus need and began formulating a conceptual solution. He knew that, on occasion, a student would return to student housing, or interact with campus police, intoxicated beyond their ability to care for themselves. There were few on-campus options to ensure the safety of these students; leave them in the care of the student housing staff or a sober-appearing friend, or use emergency medical services which may not be needed and are costly for the student.

There were two crucial components in Monsanto's concept. The first was a 24-hour medical care sobering center, a safe place that was not cost prohibitive, where the student could be monitored and observed until they were sober. The second was an educational component to address the student's high risk behavior. Monsanto, Chief Paul Henisey UCIPD and Leigh Poirier-Ball, Associate Director, UCI Health Education Center came together to discuss the available options.

"We considered a sobering center at our student health center," said Henisey, "but available resources, staffing and 24-hour care, were not available or were cost prohibitive.

That led to our looking off campus and eventually to a cooperative agreement with the Newport Beach Police Department (NBPD). They have a state certified sobering center in their jail facility specifically for people to recover from an intoxicated state. The paramedic and the fire departments are next door, so medical assistance is immediately available if necessary."

"Although our numbers are not large, the program is important to the campus police as a choice for where to take a severely intoxicated student. A student's transport to

in place," said Poirier-Ball. "It is a cooperative program between the UCIPD, NBPD, UCI Student Judicial Affairs and the UCI Health Education Center."

"SOS is the first of its kind, there is no other on-campus program like it! It holds students accountable but it is not punitive. It is not a scare tactic but it is severe enough to get a student's attention. It is designed to overcome the hurdle of students not calling for help because they don't want to get themselves or their friends in trouble. An important feature of the SOS program is that it loops students back into the university's health education, early-intervention services to address their at-risk behaviors," Poirier-Ball said.

"The way the SOS program works; when the campus police encounter a severely

intoxicated student or guest and deem it is not a medical emergency but the person cannot care for their personal safety, they are transported to the NBPD sobering center where they are observed for a minimum of six hours or until they are deemed sober. They are released with no criminal charges," said Poirier-Ball.

"UCIPD then sends a police



the sobering center is based on the observation they cannot care for, or be responsible for, their personal safety. In those circumstances we know the student will be safe until they are sober," said Henisey.

"Once Chief Henisey established that we could use the NBPD sobering center facility, we began to put all the components of the Safe Onto Sober (SOS) program

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report to the Office of the Dean of Student Affairs, Director of Student Judicial Affairs. If the student is an undergraduate living in student housing the report is sent to their housing community; if the student is not living on campus, the Director of Judicial Affairs hears the case. Regardless of the student's living arrangement, their case is handled in accordance with the campus conduct process, in the campus environment - their own environment," Poirier-Ball said. "The student is assessed a fee of \$155 which covers the UCIPD cost for transport, processing fees, cost of the sobering center to house them, and cost of the educational component. UCIPD covers the cost of non-students when necessary."

A mandatory component of the SOS program is the Brief Alcohol Screening and Intervention for College Students (BASICS) program; an evidence-based program that uses brief motivational interviewing to work with students to reduce their level of alcohol-related risk. BASICS is a structured program requiring two, one-hour meetings, scheduled two weeks apart. The first meeting addresses drinking patterns, social norms, blood alcohol content (BAC), the size of a standard drink, identifying personal risk factors and setting goals to reduce risks. The student then tracks their drinking and alcohol consumption over a two-week period. In the second session, the

student reviews their drinking pattern over the previous two weeks, identifies personal risk factors, and discusses and formulates behavioral strategies to reduce these risks. Each student receives a BASICS computer-generated graphic feedback summary, which includes their personal BAC chart (based on gender and weight), an overview of the information discussed in each session, their harm reduction strategies and a list of additional prevention resources available on campus.

"The number of students who have used SOS since we launched the pilot program last summer indicates that the program is meeting a need. Three students used SOS during the Summer Quarter and four students during the Fall Quarter. That is nearly one student a month who required transport to a safe, sobering environment. We connected them to BASICS and UCI's other intervention and prevention resources. We have incorporated a readiness to change survey before and after the BASICS program. The initial survey provides an assessment of how students perceive their alcohol risk factors, their circumstances of drinking and social norms. The post-program survey provides an indication

RBS AT UCI

The UCI Health Education Center expanded its alcohol awareness outreach to include responsible beverage service (RBS) training for on-campus and neighboring on-sale alcohol establishments. "It all started with a grant from ADEPT for me to become a Training for Intervention ProcedureS (TIPS) trainer," said Poirier-Ball. "So many good things blossomed from that grant! We now have two people in our office trained to do RBS trainings: my associate, Anthony Pang is also a trainer. The two of us have provided TIPS trainings for all on-campus service providers who sell and/or serve alcohol: University Club, the on-campus Anthill Pub and Grill, University Catering staff, Bren Event Center staff and a local pizza restaurant popular with the students. The trainings are repeated annually, more frequently on request, to reinforce responsible management of alcohol service and consumption, and to keep our campus partners fully trained."

of a student's motivation and willingness to adopt harm reduction strategies. We are using the survey data as an evaluation tool for the SOS program," said Poirier-Ball.

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“We started BASICS at UCI in October 2006. Now we include SOS in the BASICS program and we are incorporating SOS into all our alcohol awareness outreach. We are promoting it heavily as it is open to everyone on campus: students, faculty and guests. We plan to incorporate the SOS program information into our new student orientation presentation in the Fall. We want everyone on campus to be aware of the program and the need it is addressing,” said Poirier-Ball.

“A key component of the SOS program is the partnership between the UCI Police Department and some aspects of Student Affairs, including Judicial

Affairs, Health Education and Housing. Everyone came together to address a problem of student safety,” said Henisey.

“Another key component to the success of the program is the cooperation we have received from off-campus resources. The NBPD and Huntington Beach Police Department (HBPD) are partners in the UCI SOS program in allowing us access to their sobering centers. Without their collaboration the program might not have come to fruition,” Henisey concluded.

“What I like about TIPS is that we can pull information from the training and incorporate it into

our prevention strategies to share with students. We use elements of the TIPS training when we have requests for special event trainings where alcohol is involved, such as the Event bus trainings. We also assist with the Alcohol Impaired Driving Task Force of Costa Mesa trainings and support their TIPS training program,” Poirier-Ball said.

For SOS program information, please contact Leigh Poirier-Ball at 949/824-9688, email: lpoirier@uci.edu or Chief Paul Henisey at 949/824-7797, email: phenisey@uci.edu.

ALISO VIEJO YOUTH IN ACTION

The Aliso Niguel High School Character Counts Club and their adviser Lori Frome identified the Saturday before Super Bowl as an opportune time to implement a Sticker Shock campaign in Aliso Viejo. Sticker Shock is one of Mothers Against Drunk Driving Youth In Action (MADD YIA) activities to raise public awareness about the minimum drinking age and discourage adults from providing alcohol to minors. Stickers warning about the penalties for furnishing alcohol

to minors are placed on all multi-packs of beer, wine coolers, and other alcohol products that might appeal to underage drinkers. The

impact of the stickers is increased by media coverage of the event and by longer-lasting signs to be displayed by participating retailers.



The Aliso Viejo Sticker Shock campaign was a cooperative effort between the National Council on Alcoholism and Drug Dependence-Orange County/Community Alliance Network (NCADD-OC/CAN), MADD-Orange County Youth In Action, South Orange County

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Underage Drinking Task Force and local off-sale convenience store owners. Terah Glass, CAN Health Educator, Mary Beth Griffin, MADD-OC YIA Program Specialist and Lori Frome worked with the Character Counts Club youth to organize and plan the campaign activities.



Character Counts Club Youth
Aliso Niguel High School

Nine Character Counts Club youth met early on Saturday morning to be trained on proper placement of the stickers. The stickers, provided by MADD, are very visible and are a reminder that it is illegal for anyone under age 21 to consume or purchase alcohol and identification is required for purchase. Two sticker designs were used for the Aliso Viejo campaign. The graphic themes of the stickers were replicated in larger format as window clings for the cooler doors. When affixed, the stickers cannot cover a brand name, product name, bar code or the Surgeon General's warning.

"We visited four off-sale convenience stores in Aliso Viejo: Shell R&M Pacific Rim, Aliso Creek Shell, Aliso Viejo Chevron and All Hands Car Wash. They were all very cooperative and welcoming. We have worked with these establishments in the past on Sticker Shock campaigns," said Glass. "When we contacted the establishments regarding this campaign they were delighted to participate. Five adults accompanied the youth to each establishment and assisted with the in-store campaign activity."

"The Sticker Shock campaign is designed as a half-day activity.

We take everyone out for hamburgers after they have visited the selected establishments," said Griffin. "The youth worked hard all morning, they placed more than 800 stickers and 20 cooler door clings at the four locations."

"The Sticker Shock campaign always receives positive feedback from the owners/managers of the participating establishments. They appreciate that it is a

youth-driven project and recognize the value of the campaign," Glass said. "The Aliso Viejo Chevron still had the Sticker Shock cooler door cling in place from last year's campaign. The Aliso Creek Shell location has created a cooler door cling with a very similar message from store management reminding their customers of the legal age to purchase or consume alcohol and tips for drinking responsibly."

"The Character Counts Club youth enjoyed the day. They understand underage drinking prevention strategies and saw the benefit of implementing the campaign on Super Bowl weekend. They are in the process of rebuilding their club as many of their members have graduated. Participating in the campaign was a meaningful activity for their first community activity. They experienced how they could make a difference in their community, even at this formative phase of their club's development," Glass said.



Character Counts Club Youth - Aliso Viejo Campaign

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“It was a great way to get them involved beyond their high school environment.”

For more information, please

contact Terah Glass, 949/595-2288 Ext. 318, email: tglass@canoc.org, or Mary Beth Griffin, 714/836-6199, email: marybeth.griffin@MADD.org.



WHEN RESTAURANTS BECOME NIGHTCLUBS

Diverse commercial development, whether new or long established, is a major contributor to the growth and vitality of a community. An appealing variety of services, retail stores and entertainment establishments attract residents, visitors and tourists. A viable commercial district adds to the richness of a community, creates jobs and generates revenue for business owners and local government entities. Determining the right mix of alcohol-serving establishments among other uses in a commercial district is a challenge for many communities; ensuring that these establishments operate as licensed is another.

A growing concern in many Orange County communities is the phenomenon of “morphing.” Morphing occurs when a traditional dining establishment where alcohol is incidental to meals shifts to bar and nightclub activities, typically during late-night hours of operation. Whether driven by the economy or by a business model, this transformation often is accompanied by a higher

incidence of problematic behaviors that are harmful and disruptive, placing additional demands on law enforcement and emergency service resources.

Friedner Wittman, PhD., President of CLEW Associates, and the County of Orange Health Care Agency’s Alcohol and Drug Education and Prevention Team (ADEPT) are working with Fullerton, Garden Grove and Newport Beach police departments to analyze alcohol-related community problems. “Garden Grove planning and police departments work closely to manage retail alcohol outlets and were concerned about increased police events associated with late-night bar/nightclub activity. Officials in Garden Grove were particularly concerned about outlets that were licensed as restaurants, yet the late-night activities associated with these outlets, as observed by the neighbors and law enforcement, were more like bars and nightclubs with entertainment and dancing. They didn’t operate much like a restaurant,” said Wittman.

The Alcohol/Drug Sensitive Information Planning System (ASIPS), developed by Fried Wittman and Joe Harding at CLEW Associates, has been used in communities throughout California to develop a visual and statistical “picture” of police events involving alcohol and other drugs. When police data are coupled with Geographic Information System (GIS) mapping (software that links data to geographic location), specific addresses or clusters of commercial establishments generating a high level of police events can be pinpointed.

“We use GIS mapping to produce a clear picture of the alcohol and drug-related events in comparison to total police events, and to show the distribution of events by address at various settings throughout the city,” Wittman said. “Through graphic representation of the data, the number of police events per license type can be illustrated and compared for each State of California Alcoholic Beverage Control (ABC) license. Morphing becomes obvious when certain restaurants generate large

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numbers of police events that are more typical of bars than most restaurants.”

“Morphing,” Wittman said, “occurs particularly among establishments with an ABC Type 47 license (a restaurant that sells beer, wine, and spirits). The reasons for this may include a combination of factors such as local competition with other establishments, and a shift in the hospitality industry toward greater emphasis on drinking and entertainment as part of the restaurant experience. Looking at cities around the state, we have found that a certain percentage of Type 47 licenses in any community are bar or nightclub-oriented.”

Although morphing has been occurring throughout Orange County for some time, it is now being widely recognized thanks to comprehensive ASIPS data analysis. Cities are beginning to realize it is a mistake to grant a general-use permit for a Type 47 General On-Sale Restaurant License without established local guidelines for alcohol management and alcohol service. Each of the three Orange County cities where the ASIPS/GIS mapping system is in place responded decisively and somewhat differently to stabilize

problematic operations associated with retail outlets.

FULLERTON: In March, 2008, the Fullerton City Council passed an Administrative Restaurant User Permit ordinance that redefined permitted restaurant uses to primarily food-oriented service, with additional language to regulate live music, noise, and dancing. The language of the ordinance clearly defines restaurant operations; “A restaurant may serve alcoholic beverages ... provided that the primary business

is the selling and/or serving of food and the business maintains food sales and access to eating areas until one hour of closing. During all hours of operation gross food sales shall exceed gross sales of alcoholic beverages...” (Ordinance No.

3113). The ordinance applies to all establishments in the Restaurant Overlay District (ROD) and has created an environment for increased cooperation between establishment owners, city officials and the community.

GARDEN GROVE: Analysis of police data indicates license Type 47 outlets (General Restaurants) account for more police events, generate a higher rate of police calls per outlet, and 10% of the Type 47 outlets create more than 50% of all calls for police services

from retail alcohol outlets. A three-year analysis showed these patterns to be consistent. Based on the ASIPS/GIS data analysis, the police and planning departments have taken the following actions:

- Imposed stringent operating conditions on future use-permit applications and instituted compliance reviews to mitigate problems as soon as they appear.
- Inserted language into the city’s master plan revision to require full review by police and planning departments for each retail alcohol outlet included in a development scheme.
- Established the option to require new/expanded outlets applying for a use-permit to demonstrate sound business practices under a Type 41 license (Beer and Wine Restaurant) before allowing application for a Type 47 license.

NEWPORT BEACH: Unique as one of the state’s most popular tourist and entertainment destinations, with a population of about 80,000 residents, the City of Newport Beach has nearly 285 on-sale establishments. Newport Beach’s approach to resolving morphing and problematic operators offers another scenario of municipal code and law enforcement oversight to address problematic operations as soon as they appear. “This city may be a model for others to follow in

DEFINITION:

Morphing is a concept present in nature; biological systems undergo shape changes to help them survive.

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responding to problems as they appear, mitigating them quickly rather than letting them grow too large, and demanding action,” said Wittman.

Based on the experiences of all three Orange County cities, Wittman proposes a three-part approach.

- Establish systematic documentation of the performance of each retail outlet. Use this documentation for cooperative surveillance and continuing oversight of the alcohol outlet community, and share findings routinely

with retailers and community groups.

- Take action early to intervene with outlets that continue to exhibit problematic behavior despite efforts by local agencies and community groups to bring the outlet into compliance. Action can be taken through law enforcement and use-permit review.
- For repeated patterns of problems, modify local land-use and permit policies to mitigate risk conditions.

“Addressing the consequences of morphing is a community-

wide effort involving local law enforcement, tightening of conditional use permits by municipal planning departments, monitoring and enforcing existing ordinances by law enforcement, outreach to bar and restaurant owners and managers, and continued emphasis on effective prevention practices to encourage more responsible behaviors,” said Wittman.

For more information, please contact Friedner Wittman, PhD at 510/526-2210, email: clew_associates@msn.com.

TWINKLES, GLIMMERS & A LUMINOUS



Red balloons, red stars, red tulips and 100 smiling faces filled the room for the Red Ribbon Recognition Event held this past April. Colorful table tent cards highlighted creative prevention activities, tips for planning successful activities and were a reminder that April is Alcohol Awareness month.

The Red Ribbon Recognition Event was sponsored by the Prevention Coalitions of Orange County (PCOC) and the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT) to

acknowledge and celebrate those who participated in Red Ribbon Week activities during the 2008-2009 school year and the teachers, stakeholders and youth who work on alcohol, tobacco and other drug prevention projects throughout the year.

The evening opened with a performance by the Marblehead Elementary “Speak Out for Healthy Choices” Cheer Team proclaiming their commitment to a healthy lifestyle. Assistant Sheriff Mike James, Custody Operations, Orange County Sheriffs Department, acknowledged the

important prevention work being done by the youth, their advisors and prevention professionals in their communities.

Keynote speaker Mika Camarena, from The Camarena Foundation, expressed her personal gratitude for the excellent work being done throughout the county on alcohol and drug prevention. Camarena offered her support and appreciation for the commitment of the audience toward building healthy, drug-free communities and reminded everyone of the crucial importance of their efforts.

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Then it was time to recognize the Red Ribbon Award winners for their outstanding work and dedication to alcohol, tobacco and other drug prevention. The individuals recognized were nominated over the past six-months for their dedication to Red Ribbon Week activities in their communities throughout the year. The PCOC Red Ribbon Subcommittee facilitated a review of the nominations.

Amy Buch, Division Manager, County of Orange Health Care Agency, Health Promotion Division, was emcee for the evening and introduced the award recipients. Each nominee was recognized with an award in one of three categories: Twinkle, Glimmer and Luminous.

TWINKLE AWARDS were presented to:

- * Palm Lane Peer Assistance Leadership (PAL) & Spirit Team Members, Palm Lane Elementary School
- * Marblehead "Speak Out for Healthy Choices" Team, Marblehead Elementary School



Santiago De Compostela FNL

- * Los Coyotes Elementary School
- * Paula Mills, Principal & Kelly Loftus, Prevention Representative, Hayden Elementary School
- * Valencia High School PAL
- * Dana Eber, Anderson Elementary School

GLIMMER AWARD

recipients:

- * Debra Bianchi, Irvine Prevention Coalition & Red Ribbon Coalition
- * Santiago De Compostela Youth Ministry/Catholic Church - Friday Night Live (FNL) Chapter
- * Felipa Chavez, Parkview Elementary School
- * Mission Viejo Community of Character Committee, Youth Committee
- * Konnie Voris, Marblehead Elementary School

The **LUMINOUS AWARD** was presented to Trudy Podobas, Capistrano Unified School District Parent Teachers Association (PTA). Podobas was recognized for her tireless effort toward

building a community framework supportive of healthy life choices in San Clemente. She encourages parents to be more engaged with their children and has established youth-focused



Marblehead Elementary Cheer Group

alcohol and other drug prevention partnerships with local law enforcement, community and business leaders, and prevention program service providers. She works throughout the year to promote Red Ribbon campaign activities at San Clemente High School and coordinates community educational outreach programs for youth and adults featuring nationally recognized speakers. Podobas' name will be added to a Red Ribbon Recognition perpetual plaque commemorating outstanding individuals for their work in alcohol and other drug prevention and awareness in Orange County.

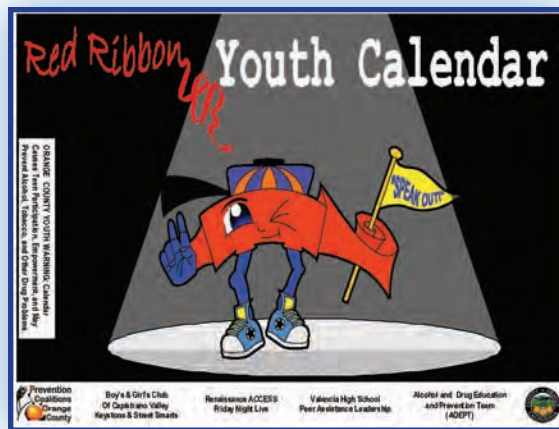
The Red Ribbon Youth Advisory Committee introduced the Red Ribbon Week Youth Calendar, a planning guide tailored to middle and high school youth. The Calendar features a monthly prevention topic, a menu of prevention activities for each topic, and a step-by-step process for activity implementation. Mary Fabela, ADEPT Health Education Associate, worked throughout

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the school year with the youth advisory committee to develop the Youth Calendar planning guide. Jason Andablo and Marco Sanchez from the Boys and Girls Club of San Juan Capistrano, and Myra Gutierrez and Ronnie Reeves, Renaissance Day School/ Orange County Department of Education (OCDE) Alternative, Charter and Correctional Education Schools and Services (ACCESS) – FNL Chapter, youth advisory committee members, joined Fabela to introduce the Youth Calendar.

“The Youth Calendar project evolved from our original plan to develop a Red Ribbon Week Youth Tool Kit. The youth advisory committee thought a calendar would be easier for them to use than a traditional tool kit booklet,” Fabela said. “The Red Ribbon Week Youth

Calendar will be available before the end of this school year and will facilitate youth-driven Red Ribbon Week activities. The youth advisory committee members who participated in the development of the Youth Calendar were



from Valencia High School PAL, Boys and Girls Club of San Juan Capistrano, and Renaissance Day School/OCDE ACCESS – FNL Chapter.”

“The Red Ribbon Recognition Event was an opportunity to bring people together to acknowledge and celebrate their work during Red Ribbon Week and throughout the year. The event also provided a networking opportunity for those involved in prevention at the grass-roots level to learn what others are doing and to encourage new partnerships or mentoring opportunities,” said Fabela. “Red Ribbon Week is in October, shortly after the start of the school year. We wanted the Recognition Event to be a reminder and a motivation for everyone to start the planning process early.”

For Red Ribbon Week information contact Mary Fabela at 714/834-4194, email: mfabela@ochca.com.



Funded by the County of Orange Health Care Agency, Alcohol & Drug Education & Prevention Team - ADEPT.
Written and published by Business Resource Group - BRG

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ALCOHOL & OTHER DRUG

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County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team - ADEPT

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Get Up! Stand Up! Speak Out!

COSTA MESA EXAMINES DUI PREVENTION

The Centers for Disease Control and Prevention has designated December National Drunk and Drugged Driving Prevention Month (3-D Month), a time when communities come together to identify strategies that will reduce injuries and deaths from impaired driving. December was an opportune time for the community to discuss innovative strategies to reduce drinking and driving and to promote local efforts to effectively address alcohol-related issues at the Orange County Drinking and Driving 2008 DUI Community Forum.

The multidisciplinary forum, held at the Costa Mesa Community Center on December 10, 2008, attracted 130 individuals representing a range of disciplines with a shared interest in and commitment to reducing impaired driving in Orange County. The audience was predominately from law enforcement, traffic safety, alcohol and drug prevention, and public health. Others working in education, criminal justice and medicine, and members of the press also attended.

The forum opened with a proclamation presented by Kathy Moran from the Office of Chairman John M. W. Moorlach, County of Orange Board of Supervisors-Second District, to the Alcohol Impaired Driving Task Force of Costa Mesa acknowledging their work toward reducing DUI. Gregg Hanour, Shark Club owner and member of the Task Force, accepted the proclamation.

The Orange County Drinking & Driving 2008 DUI Community Forum

Sponsors:

- Alcohol Impaired Driving Task Force of Costa Mesa
- Automobile Club of Southern California
- County of Orange Health Care Agency Alcohol and Drug Education and Prevention Team (ADEPT)
- County of Orange Office of the Second District Chairman John Moorlach
- University of California Irvine, Center for Trauma and Injury Prevention Research

Continued on page 2

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Forum sponsors and stakeholders offered opening remarks and briefly defined expectations. Anita Lorz, Public Affairs Specialist from the Automobile Club of Southern California spoke about the Auto Club's commitment to the reduction of DUI and hinted at the findings of their recent DUI research being presented later in the program.



Chief Christopher Shawkey
Costa Mesa Police Department

Chief Christopher Shawkey, Costa Mesa Police Department, discussed the importance of responsible beverage service (RBS) training to deter serving alcohol to intoxicated patrons, as well as persons under the age of 21 in the city's restaurants and bars, and outlined plans for expanded DUI checkpoints and patrols.

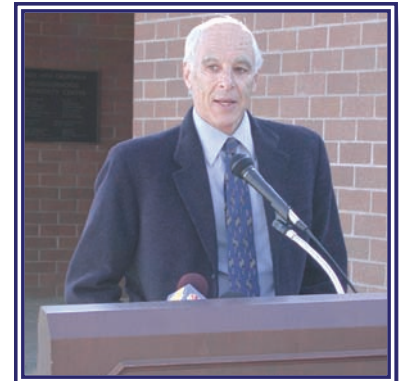
Expert speakers cited new research, identified issues and challenges, highlighted best practices and discussed innovative strategies to reduce DUI. Federico Vaca, MD, MPH, Professor of Emergency Medicine and Public Health, University of California, Irvine

offered the newest national impaired driving fatality research statistics. In 2007, 12,998 people were killed in alcohol-impaired driving crashes nationwide, representing a 3.7% decline from 2006. In California, 3,974 people were killed in alcohol-impaired driving crashes during 2007, representing a 6.3% decline from 2006. An area for concern throughout the State is the increased number of people killed in alcohol-related motorcycle crashes, up 15.8% from 2006 to 2007.

Vaca then moved to a discussion of Orange County where there has been a reduction of deaths attributable to alcohol-impaired driving. He offered a three-pronged approach to more aggressively address impaired driving in Orange County: (1) high visibility law enforcement, (2) DUI courts and special prosecutors, and (3) screening, brief intervention and referral for treatment.

Vaca stressed the importance of developing new strategies and the full deployment of existing strategies, targeting the at-risk segment of the population. He also discussed his research involving the use of Computerized Alcohol Screening and Intervention (CASI) to screen emergency room patients. CASI, a computerized kiosk that rolls to a patient's bedside, was developed by Dr. Vaca and his research team at the Center for

Trauma and Injury Prevention Research, University of California, Irvine.



Steven Bloch, PhD
Traffic Safety Senior Researcher
Automobile Club of Southern California

An analysis of California drinking and driving data from 1998 to 2007 shows that alcohol-related crashes involving young adult female drivers increased dramatically, according to Steven A. Bloch, PhD, Traffic Safety Researcher and Policy Analyst with the Automobile Club of Southern California. Over the study period, the number of female drivers ages 21-24 involved in fatal and injury alcohol-related crashes increased by 116%. A similar trend emerged for younger female drivers ages 18-20, indicating an 83% increased involvement in fatal and injury alcohol-related crashes over the period. In the same study, male drivers ages 21-24 involved in fatal and injury alcohol-related crashes rose 39%.

Bloch indicated the study data and recent reporting of female celebrity DUI arrests in Hollywood

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may reflect changing norms for women. On the positive side, Bloch continued, research indicates women seem more amenable to education, prevention and early intervention programs than their male counterparts.

Judge Carlton P. Biggs, Superior Court of California, County of Orange, started the first DUI Court program in the county four years ago and currently presides over the DUI Court at Harbor Justice Center in Newport Beach. DUI Court programs are in place at the Central Justice Center in Santa Ana and the North Justice Center in Fullerton. Biggs was quick to acknowledge that DUI court is not a “magic bullet” to reduce/eliminate alcohol-impaired driving. He noted that the court focuses on only one aspect of the problem and that all prevention strategies are necessary to affect behavioral change: education, intervention and law enforcement. Jail, said the Judge, is generally not effective as a deterrent since the amount of jail time served is not long enough to effect behavioral change.

The purpose of the DUI Court is to protect the public, reduce recidivism and assist offenders in addressing and solving the problems that cause them to

make irresponsible decisions. It is designed for offenders who have received their second or third arrest for DUI and are ready to address their addiction. DUI Court offers offenders a comprehensive program of services: access to support, treatment and therapy groups, monitoring, and positive reinforcement for behavioral change. DUI Court participants are tested three times per week or more, with spot checks at home. A follow-up study conducted with 250 offenders who graduated from Judge Biggs’ DUI Court program found that only three have been rearrested for DUI.



DUI FORUM Press Conference
Sponsored By Automobile Club of Southern California

Former Chief Deputy District Attorney Creg Datig, a prosecutor for over 25 years and director of the Traffic Safety Resource Prosecutor (TSRP) program for the California District Attorneys Association, addressed the history and goals of the TSRP program. Datig launched the program in February 2007, the first state in the nation to offer a DUI TSRP

program. Now TSRP serves five regions, including Northern California, Central Valley, Central Coast, Greater Los Angeles and Southern/Inland Empire with six prosecutors and a training coordinator. The TSRP program provides training and support for local prosecutors to increase conviction rates in DUI and DUI-related cases.

Michael Sparks, M.A., Alcohol Policy Specialist, addressed the audience on evidence-based community-level prevention strategies to reduce drinking and driving. David Doucette, Assistant Director of the California Office of Traffic Safety, and consultant Jim Nichols, PhD, discussed past efforts, new programs and advancing technology to reduce alcohol-impaired driving.

Patrice N. Rogers, Research Program Specialist, California Department of Motor Vehicles and co-leader of the California Strategic Highway Safety Plan DUI Team, presented a summary of the Highway Safety Plan implementation with special emphasis on Challenge Area 1, reduce impaired-driving fatalities.

Steve Beeuwsaert, Assistant Chief, California Highway Patrol (CHP) discussed statewide DUI enforcement strategies, saying that although DUI has been vigorously pursued for decades with aggressive campaigns in the

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public and private sector, impaired driving continues to be a persistent traffic safety problem in California and throughout the country. There is a lack of public outrage,” he said. “Nationally, someone dies approximately every 31 minutes in an alcohol-involved vehicle crash, while someone is injured every two minutes.”

Beeuwsaert provided an overview of California Vehicle Codes relative to DUI, the enforcement and public education programs offered by the CHP, and reinforced the need for continued focus on the following prevention strategies:

- Education – to change the culture of drivers
- Law enforcement
- Law enforcement training
- Review effectiveness of existing sanctions
- Strong legislation
- Enhance treatment
- Streamline and ensure adjudication
- Develop new and innovative measures

Following the morning presentations, forum participants divided into discussion groups to develop recommendations to address drinking and driving issues in Orange County based on the morning’s presentations and their professional expertise. As a resource to the discussion groups, the presenters were available to answer questions, respond to challenges or barriers and share

ideas. The groups were asked to consider short and long-term recommendations for DUI prevention involving both community-based and criminal justice strategies.

“An Executive Summary of the Orange County Drinking and Driving 2008 DUI Community Forum will be produced by the sponsoring organizations,” said Kathy Kendrick, ADEPT Health Educator. “We want to capture the information from our presenters and from the attendees to ensure the ideas and momentum generated are not lost. The target date for completion of the summary document is March 2009. Our hope is this forum will facilitate stakeholders coming together as a coalition to uniformly address DUI in Orange County,” she said.

For more information on the Orange County Drinking and Driving 2008 DUI Community Forum, the Alcohol Impaired Driving Task Force of Costa Mesa, or to schedule a RBS training contact Kathy Kendrick, ADEPT Health Educator, 714/834-3294, email: KKendrick@ochca.com.



Proclamation from the Office of Chairman John M. W. Moorlach, County of Orange Board of Supervisors-Second District, presented to the Alcohol Impaired Driving Task Force of Costa Mesa at the DUI Forum.

ALCOHOL IMPAIRED DRIVING TASK FORCE OF COSTA MESA UPDATE

“The Alcohol Impaired Driving Task Force of Costa Mesa will continue to focus on eliminating alcohol-impaired driving in the city,” said Kendrick. “This year we have four separate initiatives:

- Promote and conduct RBS training for management and staff of on-sale establishments
- Conduct surveys at the Orange County Market Place to evaluate the effectiveness of the *Can You Pay the Price* media campaign
- Work in partnership with the Costa Mesa Police Department and Michael Sparks to require RBS training for licensed establishments in Costa Mesa
- Participate in a Pacific Institute for Research & Evaluation (PIRE) study, as one of eight nationwide community DUI Task Force groups selected.”

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DINNER MAKES A DIFFERENCE

Research over the past six years by the National Center on Addiction and Substance Abuse (CASA) at Columbia University reveals, compared to children who have frequent family dinners, children who have infrequent family dinners are two and a half times more likely to have used marijuana and tobacco, and one and a half times likelier to have consumed alcohol.

Monday, September 22, marked the eighth annual Family Day, *A Day to Eat Dinner with Your Children*, a national movement launched by CASA to inform parents that frequent family dinners can be a simple, effective tool to help prevent substance abuse in youth. President George W. Bush, the governors of all 50 states and more than 800 cities and counties issued proclamations in support of Family Day in 2008. Honorary Chairs for this year's campaign were First Lady of California Maria Shriver and First Lady of Wyoming Nancy Freudenthal.

2008 marked the first Orange County Family Day celebration. The campaign was planned and implemented by members of the Prevention Coalitions of Orange County (PCOC), and the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT). The day was endorsed by a County

TEENS WHO HAVE USED SUBSTANCES BY FREQUENCY OF FAMILY DINNERS
(Average over 6 years: 2003-2008)

	0-2 FAMILY DINNERS/WEEK	5-7 FAMILY DINNERS/WEEK
Ever Used Alcohol	48%	30%
Ever Used Tobacco	29%	13%
Ever Used Marijuana	27%	11%

Source: National Center on Addition and Substance Abuse (CASA)

resolution declaring September 22, 2008 as Orange County Family Day.

Pauline Stauder, ADEPT Program Supervisor recalled, "I wanted to introduce the Family Day campaign countywide. Many of our prevention partners are members of PCOC and when we presented the Family Day campaign concept, they were immediately supportive. It was a natural partnership. CASA provided the campaign printed materials and our planning committee developed the countywide outreach strategies for public education and material distribution."

PCOC's planning committee developed a *Family Dinners Make a Difference* awareness packet that was distributed to all public schools in Orange County and

to the Orange County FAITH Coalition. The packet included ideas on how to celebrate Family Day, the importance of regular family dinners, reproducible flyers and posters, tips to make a family dinner engaging and fun, conversation starters and healthy menus.

A goal of the first year was to focus resources in one community in order to measure the effectiveness of the educational outreach campaign. The planning committee selected the city of Fullerton for the in-depth focus. Their readiness factor was high, primarily due to the level of prevention work that is being implemented through the schools, community-based organizations and city agencies.

"We contacted restaurants and grocery stores in Fullerton and asked if they would accept the Family Day poster for window display and distribute the Family Day brochure. CASA provided posters and brochures

in both English and Spanish, which allowed us to address a majority of the city's residents. The window poster, brochures and a small magnet with the Family Day



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message were available at a Stater Brothers Market, an Albertson's Market and a North Gate Market. The feedback we received from grocery store staff indicated they felt comfortable distributing the brochures and answering questions posed by their customers about Family Day," said Stauder.

"The participating restaurants in Fullerton, Islands Restaurant and Ruby's Diner, were given Family Day posters for their windows, brochures and table tent cards with a Family Day conversation starter: *If you could be anyone for a day, who would it be and why?* Anecdotal feedback from restaurant staff indicated that none of the patrons had prior knowledge or experience with Family Day. All, however, responded favorably to the concept, the materials and the idea of a conversation starter," Stauder continues.

"The initial year of this campaign was interesting. It is such a simple concept and research supports its long-term benefit. Our challenge was how to initiate a new campaign, the best communication tools to use and where to most effectively target our resources. At the conclusion of the campaign the planning committee

held a debriefing meeting and has already started planning for the 2009 campaign.

Next year, Family Day campaign materials will be available in Spanish, Vietnamese and Korean, which will allow us to bring the campaign into more ethnic communities in the county. We are planning a comprehensive public relations campaign and would like to work with additional restaurants and grocery stores to reinforce the message. We want to remind parents that a family dinner can take place nearly anywhere. Whether a family eats at home, a restaurant or in the car traveling to sports practice or music lessons; it's about meaningful communication with your child," Stauder said.

"Family dinners do make a difference. America's drug problem is not going to be solved in courtrooms or legislative hearing rooms by judges and politicians. It will be solved

in living rooms and dining rooms and across kitchen tables by parents and families," said Joseph A. Califano, Jr., CASA chair and president, and former U.S. Secretary of Health, Education, and Welfare. "It has less to do with the food on the plate and more to

do with what is happening at the table. Gathering each night lets children know that their parents are available to them and it serves as a simple and powerful way to foster an excellent parent/child relationship."

For more information about Family Day, contact Pauline Stauder, 714/834-4058, email: pstauder@ochca.com.

COMMUNITY PREVENTION UPDATE

In late November the Laguna Hills City Council unanimously adopted an ordinance that makes adults accountable for underage drinking in their homes. City officials hope the new law will reduce the percentage of loud parties, underage drinking (and driving), and create a safer and healthier community. Known as a Social Host Ordinance (SHO), Laguna Hills becomes the second city in Orange County and one of 40 cities in California to adopt a SHO. Mission Viejo adopted a SHO last September. The SHO is one of many prevention strategies being used nationwide to address the epidemic of underage drinking.

BECOME A FAMILY DAY STAR!

- S** - Spend time with your children by having dinner together
- T** - Talk to them about their friends, interests and dangers of drugs and alcohol
- A** - Answer their questions and listen to what they have to say
- R** - Recognize that you have the power to help keep your children substance-free

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OCSAPN SHOWCASE: CONNECTING PREVENTION RESOURCES

Everything came together to make the 2008 Orange County Substance Abuse Prevention Network (OCSAPN) showcase a memorable event for the more than 300 visitors and vendors who attended. The program opened with Brother Bear playing his native drum and flute creating a contemplative and calming transition from the fast-paced, high-energy of the vendor exhibit area. The audience learned of the lifelong commitment to youth embodied in the two *Linda Kearns Community Prevention Award* recipients and heard the moving and inspirational life story of Mika Camarena.

The OCSAPN annual showcase is one of the largest prevention events of the year in Orange County. Now in its 19th year, the half-day showcase provides the public and prevention professionals an opportunity to meet and network with prevention service providers from throughout the county. Service providers are available at their exhibit booths to introduce their services, discuss specific programs or to renew professional acquaintances. Fifty-one prevention agencies and organizations filled the exhibit area of the Costa Mesa Community Center at the showcase this year.

The keynote speaker of the showcase was Jerry Weichman, PhD. His presentation “Real Solutions for Issues Youth Face

Today” offered tips for parents of teenagers including, how to talk with teens, and how teens view adult and parent behaviors. For nearly 10 years he has dedicated his career to enhancing adolescent skill development, working in middle schools, high schools, community counseling centers, and as director of an in-patient teen treatment center, while in private practice.



Linda Kearns (left) and Mika Camarena

The audience was moved, silenced, and occasionally amused by a panel of youth in recovery and youth active in prevention activities. Each panel member offered a perspective on making life choices as a youth, the influence of adults in their lives and the importance of positive support systems (parents, teachers, friends and mentors) to facilitate making healthy choices. The panel discussion was moderated by Dallas Stout, PsyD, DoctorS Nonprofit Consulting and Stephan Lambert, Community Service Programs, Project-PATH.

A highlight of the showcase was Mika Camarena, wife of Drug Enforcement Administration (DEA) agent Enrique “Kiki” Camarena, whose tragic death in 1985 sparked a nationwide

grassroots prevention movement. The movement evolved into a nationwide Red Ribbon Campaign, a symbol of support for the DEA’s efforts to reduce demand for drugs through prevention, education and awareness. Camarena told the story of Kiki’s abduction, torture and murder, and stressed the importance of Red Ribbon Week activities. She complimented the audience for the prevention work being done in the county and offered her support and appreciation for everyone’s commitment to building healthy drug-free communities.

The OCSAPN showcase is held yearly in late September or early October, strategically timed close to the start of the school year and prior to the nationally recognized Red Ribbon Week. Linda Kearns, Prevention Program Coordinator, Orange County Department of Education (OCDE), and founding member of the OCSAPN, explains the importance of the timing.

“We formed OCSAPN in 1980 as a networking and educational organization for prevention providers in the county. We offered training to assist local prevention providers to stay abreast of new research, techniques and services. Over time we evolved into not just training but one-day seminars on

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special issues, such as: substance abuse treatment issues, strengthening the family and youth-adolescent development issues,” said Kearns.

“By the late-80’s when the schools were required to adopt a prevention curriculum, we saw the need for a bridge between the prevention community and the schools. OCSAPN’s executive board decided to invite individuals responsible for prevention programs in the schools to a showcase featuring the community-based prevention service providers. We wanted the showcase to be a resource for teachers and youth group advisers to plan effective Red Ribbon Week activities. The showcase started as a resource and networking opportunity, and it still is today,” said Kearns.

The first OCSAPN showcase was held in a conference room at the OCDE and featured 30 community prevention agencies. The showcase attracted more than 100 attendees, 70% of whom were school-based. “We continued to present the annual showcase and it kept growing. Over time we decided to highlight local prevention providers who were using effective strategies, which is how the program portion of the showcase was developed. It was a way to spotlight Orange County people talking about the effective work of their agencies. The program has evolved to include expert speakers and we

added the youth panel to give youth a voice at the showcase,” Kearns said.

The showcase planning committee, chaired in 2008 by Lourdes Gutierrez, Community Service Programs-Project Faith in Youth, has initiated an effective way to ensure attendees and exhibitors complete the showcase evaluation form; it has to be completed to receive lunch! The evaluation form encourages feedback and suggestions for future showcase events; the comments and suggestions underscore the value the showcase brings to the Orange County prevention community.

LINDA KEARNS COMMUNITY PREVENTION AWARD

The *Linda Kearns Community Prevention Award* was established by OCSAPN in 2006 by the showcase committee to honor Kearns’ more than 30 years of work in youth alcohol, tobacco, other drugs, violence, HIV/AIDS and teen pregnancy prevention. Each year the committee selects a recipient(s) who best exemplifies true and selfless dedication to the field of prevention.

“We want to recognize individuals who are committed to the field of prevention-- individuals at the grassroots level who work with youth to make healthy life choices. They become a voice for youth in the community. We don’t have a formal nomination process

at this time. It seems once we start discussing award nominees, the names of those passionate, dedicated individuals come forward. The OCSAPN executive committee and the showcase committee discuss the nominees and select the honorees,” said Kearns.

The 2008 OCSAPN showcase honored two individuals with the prestigious *Linda Kearns Community Prevention Award*.



BARBARA LEON
2008

Linda Kerns Community Prevention Award

Barbara Leon, a Fullerton resident and senior records clerk at La Sierra High School, has worked at the grassroots level in county and statewide prevention efforts for substance abuse, gangs and other issues facing youth. She was a founding member of Californians for Drug Free Youth in 1983, serves as a youth mentor for the Orange County Bar Foundation Short Stop Program, and since mid-1960 she has been an active member of the Learning Disability Association. Kearns presented the

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award to Leon describing her as a “community activist” who, at 73, is not showing any signs of slowing down. As she accepted the award, Leon said, “This is such a surprise and honor. I do what I do for our youth; they are our tomorrow and the future leaders of this great country.”



MIKE DARNOLD
2008

Linda Kerns Community Prevention Award

Mike Darnold, founder of Early Intervention Team, was the second surprised award recipient. Since 1980, Darnold has committed his life to helping teens recover from addiction. His devotion to at-risk youth is extraordinary. Darnold is a founder of the Coastal Mountain Youth Academy and has recently launched Early Intervention Team, a collaboration of professionals working with nonprofit groups to reduce substance abuse in schools, to create stronger awareness and to provide support for families in crisis. “I’m just here to help,” said Darnold in his acceptance comments as he pointed to a group of youth in the audience “I do it for them.”

THE OCSAPN NETWORK

“OCSAPN is the oldest prevention coalition in Orange County. It brings together prevention and treatment providers, other prevention coalitions and agencies all with a shared vision of creating healthy, safe communities and improving the quality of life in Orange County,” said Lourdes Gutierrez, chair of the 2008 showcase, as well as the chair of the OCSAPN executive committee. “The showcase has inspired people to collaborate more and share more. There is such a need to network among prevention providers. We learn from one another,” said Gutierrez.

“At our monthly meetings we introduce ourselves, update the group on what is going on in our agencies and discuss opportunities to collaborate in a meaningful way. During my term I have introduced a short segment called *Conversations on Lessons Learned*. Many of us have been prevention and treatment professionals for a long time. We have collective knowledge that may be useful to others; for example, how to engage a community, how to stage a community event or how best to work with parents. These are examples of our conversations. We have all learned from one another over this past year,” said Gutierrez.

Gutierrez continued, “Over the years we have always focused on

providing value to our members, our communities and to Orange County residents. Exhibitors at the showcase receive a one-year membership to the network as part of the exhibit fee so they can attend the meetings held on the fourth Friday of each month to continue the networking started at the showcase.”

“Since its inception, OCSAPN has looked for opportunities to give back to the prevention community and to acknowledge effective prevention programs. In 1983, we started to support the Orange County Substance Abuse Poster Contest in the schools to give a voice to students and youth. The poster contest has evolved into the annual Orange County Alcohol, Tobacco, Other Drug and Violence (ATODV) Prevention Poster Contest, a component of the OCDE Prevention Works-Art and Media Awareness Program. A portion of the money we raise is used for prizes and youth recognition activities to support the poster contest,” said Gutierrez.

“Another way we give back to the prevention community is through the OCSAPN scholarship and grant programs. The scholarship program was established to assist individuals (adults and youth) to attend prevention and treatment conferences and seminars when other funding is not available. We want to assist individuals working at the grassroots level,

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with limited budgets, to increase their knowledge and experience,” Kearns said.

OCSAPN established a “special projects” program to provide assistance to individuals and organizations involved in prevention programs that do not receive state, federal or large grant funding. Organizations using a high percentage of volunteers are given priority. This program has

been used by prevention providers as program start-up funds and for youth recognition.

Kearns and Gutierrez agree that while the grant and scholarship programs are small, often a little money is all that is needed to provide an opportunity or implement a project. Gutierrez said, “We would like to have more school-based youth organizations apply for scholarships and grants.

The applications and guidelines are on our web site; however, we need to do more outreach to increase awareness of resources available within the prevention community.”

For OCSAPN information contact Linda Kearns, 714/327-1061, email: lkearns@ocde.us or Lourdes Gutierrez, 949/757-1096, email: lgutierrez@cspinc.org. OCSAPN web site: ocpvention.org.

GET UP! STAND UP! SPEAK OUT!

For a week in October the predominant color in Orange County was red, as communities came together to celebrate Red Ribbon Week and to honor Drug Enforcement Administration agent Enrique “Kiki” Camarena, whose tragic death in 1985 sparked a grassroots prevention movement aimed at reducing the demand for illegal drugs through prevention, education and awareness. Each year Red Ribbon Week brings millions of people across the country together to raise awareness of the need for alcohol, tobacco, other drugs and violence prevention, early intervention and treatment services.



Rock 'N Road, a spectacular all-day

Red Ribbon Week kick-off event held on October 18 at The Block at Orange, formally launched the celebration events and activities throughout the county. John M. W. Moorlach, Chairman, County of Orange Board of Supervisors opened the event with a proclamation in support of Red Ribbon Week in Orange County, followed by comments from City of Orange Mayor Carolyn V. Cavecche. Mission Viejo Mayor Trish Kelley was recognized for her leadership and commitment to local prevention initiatives.

Mall shoppers enjoyed the entertainment and visited more than 25 exhibits featuring alcohol, tobacco and other drug prevention services and teen safe driving information. The *Rock 'N Road* kick-off event was sponsored by Recording Artists, Actors and Athletes Against Drunk Driving

(RADD) and the National Council on Alcoholism and Drug Dependence (NCADD).

The highlight of *Rock 'N Road* was the Battle of the Bands, featuring a well-known disk jockey from radio station KIIS FM as master of ceremonies. Three popular local high school bands, selected from more than a dozen applicants, performed to impress the judges and entertain the crowd. The message from the stage throughout the day from musicians, law enforcement, teens and healthcare providers was consistent: teen safe driving and underage age drinking awareness.

The energy and momentum created at the *Rock 'N Road* kick-off event carried through the week as communities, schools and youth organizations throughout

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the county embraced Red Ribbon Week with a variety of local events. Themes varied as each community and organization was encouraged to design events and activities to effectively address their unique community characteristics.

The 2008 Orange County theme “Get Up! Stand Up! SPEAK OUT For a Healthy Life Style!” and the color red were everywhere: red ribbons and red balloons were tied on fences and trees, youth and adults sported red t-shirts, banners and signs displayed Red Ribbon Week themes. Throughout the county schools, prevention providers and youth organizations sponsored health fairs, festivals, parades and celebration events to encourage healthy life choices for youth.

- Local anti-drug rock bands were featured at community and school concerts.
- Orange County Sheriff deputies led community parades and visited schools to raise awareness on the importance of making healthy life choices.
- Youth planted red tulips outside Rancho Santa Margarita City Hall as part of their “Plant the Promise – Say No to Drugs” Red Ribbon week activities.
- Two California National Guard Warrior helicopters

landed on the Anaheim Hills Elementary School playground to the delight of more than 500 students. The guardsmen talked to the students about making good life choices, like finishing homework and saying “no” to drugs.

- Communities and school campuses featured health fairs, seminars on bike and fire safety and conducted presentations on healthy eating and exercising.



Red Ribbon Week Kick-off Rock ‘N Road Celebration
The Block of Orange

A countywide coordinated prevention effort, such as Red Ribbon Week, does not come together without the cooperation of the entire prevention community. The Prevention Coalitions of Orange County (PCOC) and the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT) provided training, leadership and coordination for many Red Ribbon Week activities and events.

“The 2008 Red Ribbon Week

kick-off, events and activities offered countywide were designed to increase awareness of the problems associated with alcohol, tobacco and drug use in our communities. The Orange County Department of Education (OCDE) was an outstanding Red Ribbon Week partner. We worked with some Title IV Coordinators in each school district to host Red Ribbon Week trainings early in the school year for teachers, youth group advisers, Parent Teachers Associations (PTA) and community leaders. At the trainings we encouraged the participants to use the events and activities implemented during Red Ribbon Week as the kick-off for their annual prevention curriculum,” said Mary Fabela, ADEPT Health Education Associate.

“We offered six two-hour adult training sessions based on the Red Ribbon Week Toolkit developed last year. The Toolkit is a comprehensive guide to plan and implement effective alcohol, tobacco and other drug prevention activities. It includes a brief history of Red Ribbon Week, a description of prevention strategies, campaign activity ideas and Red Ribbon talking points. We wanted to provide participants with a roadmap for implementation of Red Ribbon Week and year-long prevention activities. A total of 160 adults attended the Red Ribbon Week trainings,” Fabela said.

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“In addition to the adult trainings, we offered a half-day youth training attended by nearly 70 youth from throughout the county. The goal of the training was to empower youth to take responsibility for organizing and implementing Red Ribbon Week activities at their school or organization. They learned the steps to plan, organize and implement specific projects, and then we discussed alternative project concepts and ideas,” said Fabela.



Malabar Apartments Family Resource Center Project Access Club Live Chapter

“At the youth training we offered a session called *Rally Your Banners*. It was very popular. Youth brainstormed anti-drug messages for Red Ribbon Week banners that could be used as the backdrop on the stage at *Rock 'N Road*. They started working on their banners that day and then took the banners back to their school or organization to complete,” Fabela said. “We also partnered with the OCDE Friday Night Live chapters throughout the county on Red Ribbon Week banners. More than

30 banners were submitted for display at *Rock 'N Road*.”

“The feedback from youth group advisers indicated that youth participating in the *Rally Your Banners* project were excited to share their anti-drug Red Ribbon Week messages with their school, their community and everyone at the kick-off event. The banners project was an important component of our Red Ribbon Week activities, we will definitely include it again next year,” said Fabela.

The first annual Red Ribbon Week recognition event, sponsored by ADEPT, is planned for April 2, 2009 to recognize youth and adults implementing exceptional, often unrecognized, work in alcohol, tobacco, other drugs and violence prevention in Orange County. Fabela is hopeful this event will also provide a networking opportunity for individuals who are new to the prevention field and more experienced prevention professionals to create new partnerships or mentoring opportunities.

A Red Ribbon Week Youth Toolkit is being developed, tailored to

middle and high school youth, featuring a menu of choices for activities and detailed steps for implementation. Fabela is working with the following youth groups throughout the county to develop this age appropriate toolkit:

- Valencia High School PAL Group
- Fullerton Access Site FNL Chapter
- Fountain Valley Rendezvous Access Site FNL Chapter
- Boys & Girls Club of San Juan Capistrano

“We identified the 15 most commonly used Red Ribbon Week activities. Now we are working on instructions and additional components to make each of the activities more effective. By providing implementation instructions, youth can evaluate a project in advance to determine whether it is something they can do and take ownership of, rather than to expect or anticipate that adults will implement it for them. The Youth Toolkit will present a roadmap for project implementation,” said Fabela.

For Red Ribbon Week information contact Mary Fabela at 714/834-4194, email mfabela@ochca.com.

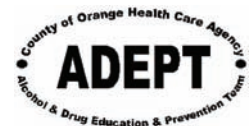
Funded by the County of Orange Health Care Agency, Alcohol & Drug Education & Prevention Team - ADEPT.
Written and published by Business Resource Group - BRG

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ALCOHOL & OTHER DRUG PREVENTION CONNECTION

County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team - ADEPT

GOOD MEDICINE ~ BAD BEHAVIOR

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Prescription and over-the-counter medications are quickly becoming the new party drugs for many teens nationwide. The 2007 National Survey on Drug Use and Health (NSDUH), conducted annually by the Substance Abuse and Mental Health Services Administration (SAMHSA), found a 12% increase among young adults abusing prescription pain medication. Data from the National Institute on Drug Abuse (NIDA) 2007 Monitoring the Future survey indicates 4% of 8th grade students, 5% of 10th grade students and 7% of 12th grade students have abused over-the-counter cough medicine to get high.

Parents may be aware of their children's familiarity with illegal street drugs, alcohol and tobacco, but may not be aware of the recreational use and abuse of prescription and over-the-counter drugs. Most parents do not realize that their home medicine cabinet and home computers are primary sources of these drugs for teens.

AN EMERGING TREND

In 2006, national focus on the emerging issue of prescription and over-the-counter drug abuse among young people caught the attention of Marianne Cadiz, Health Educator, Community Service Programs, Inc. Project Positive Action Toward Health (CSP Project PATH). With funding from the County of Orange Health Care Agency, Alcohol and Drug Education & Prevention Team (ADEPT), Cadiz initiated a comprehensive over-the-counter drug assessment to identify the scope of the problem in Orange County. She conducted a literature search to identify past media coverage of over-the-counter drug overdoses and abuse incidents and reviewed available prevention educational material. Cadiz visited retail establishments where over-the-counter drugs are sold in Santa Ana, Garden Grove and Huntington Beach, and interviewed store management to determine what control policies were in place for the display and sale of cold and cough medications.



"I was particularly interested in learning if there were any controls on over-the-counter medications that contained dextromethorphan

Continued on Page 2

(DXM),” said Cadiz. “It is the active ingredient found in many nonprescription cough syrups, tablets and gel caps. Over-the-counter medications containing DXM are popular with teens.”

“The assessment highlighted the number and diversity of retail establishments where over-the-counter drugs can be purchased. Cough and cold medicine is relatively inexpensive and can be purchased at discount stores, in grocery stores, convenience stores and pharmacies,” said Joyce Gore, Supervisor, CSP Project PATH. “In prevention we think in terms of the availability and accessibility of drugs. Over-the-counter drugs are easily accessible and relatively inexpensive. Our recommendation, based on the assessment findings, was to educate the community about the dangers of abusing over-the-counter drugs.”

Cadiz developed educational materials and presentations for parents and youth addressing the risks and consequences of over-the-counter drug abuse, which she presented in school settings, at after school programs, and to parent and family groups. “The feedback we received from participants validated our assessment and the need for increased public awareness of the problem,” Cadiz said.

BIG PROBLEM ~ BIG INITIATIVE
ADEPT recognized the need for a countywide collaborative to effectively address the growing number of Orange County youth

abusing prescription and over-the-counter drugs. In November 2008, Stacey Zapanta, ADEPT Health Educator, convened a multidisciplinary work group of county-funded prevention providers, community stakeholders, law enforcement and drug diversion agencies to research and address the problem. The work group was charged with publishing a comprehensive countywide report that includes the scope of the prescription and over-the-counter drug abuse problem in Orange County among youth ages 12-25 and recommendations for future prevention strategies.

The work group met monthly to discuss research findings, plan and execute town hall meetings throughout the county, identify long-term prevention strategies and next steps, and to design and develop components of the comprehensive report. School district, county, state and national prescription and over-the-counter drug abuse data were collected, analyzed and shared among work group participants to formulate and prioritize future prevention efforts.

THE DATA

The primary source of behavioral data used by the work group and included in the countywide comprehensive report to assess prescription and over-the-counter drug abuse among Orange County youth is the biennial annual California Healthy Kids Survey

(CHKS). This comprehensive data collection system enables schools and communities to collect and analyze data regarding local youth health behaviors. In the 2007-2008 survey, CHKS incorporated questions addressing prescription and over-the-counter drug use among 7th-12th grade students.

WORK GROUP AGENCIES AND PREVENTION PROVIDERS

- Abbott Pharmaceuticals, Inc.
- Bureau of Narcotic Enforcement/Professional Diversion Investigators Network
- California National Guard-Drug Demand Reduction
- Community Alliances for Drug Free Youth
- Community Service Programs, Inc.-Project Positive Action Towards Health
- County of Orange Health Care Agency, Alcohol and Drug Abuse Services, Prevention Team
- County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team
- Fourth District Parent-Teacher-Association
- National Council on Alcoholism and Drug Dependence-Orange County-Community Alliance Network

Orange County 2007-2008 CHKS data indicate that 10% of 9th grade students and 17% of 11th grade students have used prescription pain medication to get high, while 17% of 9th grade students and 19% of 11th grade students reported using cough or cold medicine to get high in their lifetime. With the exception of barbiturates, lifetime use of each of these drugs increased between 9th and 11th grade.

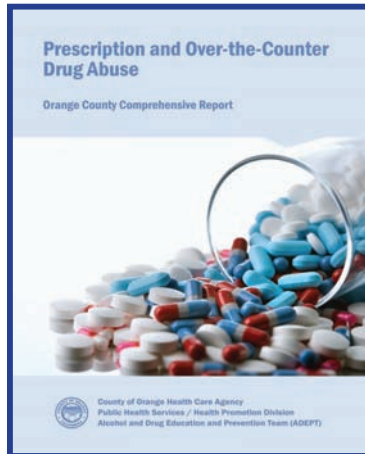
Data from the Orange County Coroner’s Office for the period 2005-2007 indicated 42 accidental overdose-related deaths of persons ages 12-25 attributable to prescription and over-the-counter drugs. Over the same period, four fewer deaths (38) were attributed to

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accidental overdose of illicit (street) drugs for the same age group.

THE REPORT

“The early work done by CSP Project PATH and ADEPT on this issue demonstrated there was a need for education on the harmful effects of prescription and over-the-counter drug abuse,” said Dan Gleason, Director, CSP Project PATH. “Then, two years later when we looked at this comprehensive countywide data, the findings were confirmed. Although the Orange County data may parallel state and



national data, in Orange County, prescription and over-the-counter drug abuse is a problem.”

“Through data analysis, town hall meetings and work group discussions we have identified the scope of the problem in Orange County. We recognize there is a crucial need for educational outreach to address the myths and misperceptions among adults and youth regarding the misuse

and availability of these drugs,” said Zapanta. “Now that the report is finalized, our next step is to reconvene the work group to review the strategies and recommendations and then to develop countywide prevention action steps, an implementation timeline and measurement criteria.”

The [Prescription and Over-the-Counter Drug Abuse, Orange County Comprehensive Report](#) is available on the ADEPT website at ohealthinfo.com/adept/publications.

For more information, please contact Stacey Zapanta, 714/834-4369, email: szapanta@ochca.com.

TOWN HALL MEETINGS INCREASE AWARENESS

The increased use of prescription and over-the-counter drugs for legitimate medical reasons has resulted in an increased use for these drugs for recreational purposes among youth. Youth are able to acquire prescription and over-the-counter drugs easily and perceive them to be less harmful, with fewer side effects, than illicit drugs. As part of a countywide prescription and over-the-counter drug abuse initiative, government agencies, community-based organizations and community stakeholders collaborated to raise awareness of the problem among parents and students through town hall meetings.

In 2009, Community Service Programs, Inc. Project Positive Action Toward Health (CSP Project PATH) coordinated a town hall meeting in Anaheim and Huntington Beach, at Canyon High School and Huntington Beach High School respectively. The National Council on Alcoholism and Drug Dependence-Orange County Community Alliance Network (NCADD-OC/CAN) also coordinated a town hall meeting at Tesoro High School in Rancho Santa Margarita.

The program at each town hall meeting differed slightly; however, the overarching messages

reinforced through expert speakers, testimonials and resource materials were the same:

- Prescription and over-the-counter drugs are just as harmful and addictive as illicit (street) drugs
- Prescription medications, although prescribed by a healthcare provider, and over-the-counter medications are not safer than illicit drugs
- Nearly 1-in-4 Orange County youth ages 12-17 have used over-the-counter medicines to get high
- Prescription and over-the-counter drugs are relatively inexpensive and easily accessible

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- Youth access prescription medications primarily through family, friends and the internet

The program at each town hall meeting featured a panel of speakers from the medical community, law enforcement and school administration who shared their experiences and observations about the harmful effects of prescription and over-the-counter drug abuse among youth. Each program featured a testimonial from a youth in recovery or a parent who had lost a child due to an accidental overdose of prescription or over-the-counter drugs.

The town hall program at Tesoro and Canyon high schools concluded with youth and adult breakout sessions. The adult education continued with presentations from law enforcement and healthcare professionals on slang terms used by teens, signs and symptoms of prescription and over-the-counter drug abuse, and the types of drugs most often abused by youth. Law enforcement officials discussed the availability of over-the-counter drugs and internet access to prescription drugs.

“The Tesoro High School town hall youth breakout sessions featured a presentation by an emergency room physician followed by a question-and-answer period,” said Terah Glass, Health Educator, NCADD-OC/CAN. “Then youth were asked

what words or messages would be effective to increase awareness in a prevention campaign. Specifically, we wanted them to address the dangers of using over-the-counter and prescription drugs for non-medical use, and that these drugs are not safer than street or illicit drugs. We also asked how to effectively communicate the prevention messages to their peers via such sources as email, social networking web sites (i.e. Facebook, MySpace), text messages, and posters.”



“At the Canyon High School town hall youth breakout session we also focused on the words and slogans to address prevention with their peers,” said Celeste Bentley, CSP Project PATH. “It was interesting because we talked to them about prevention of a behavior they had little knowledge of until earlier in the evening; however, they understood the seriousness of the issue and became immediately engaged in developing prevention messages.”

At Huntington Beach High School, CSP Project PATH collaborated with the Friday Night Live (FNL) chapter. The FNL program, administered countywide by the Orange County Department of

Education, fosters healthy youth development by engaging young people as active leaders and resources in their communities. “FNL chapter members planned the entire town hall event and presented a pertinent and informative program,” said Joyce Gore, Supervisor, CSP Project PATH. “The speakers’ panel included a FNL club member in recovery. Her testimonial was poignant and provided the opportunity for adults and youth to ask questions about her experience.”

A total of 355 adults and youth attended the three prescription and over-the-counter drug abuse

prevention town hall meetings. Results from the meeting evaluations indicated that 77% strongly agree that prescription and over-the-counter drugs are as dangerous as street drugs, 59% strongly agree that it is easy for youth to get these drugs, and 66% strongly agree that the town hall meeting was very educational.

For the next several years, CSP Project PATH is working on a countywide prescription and over-the-counter drug abuse initiative with funding from ADEPT. For more information, please contact Celeste Bentley, Supervisor, CSP Project PATH, 714/441-0807, email: cbentley@cspinc.org.

DRUG DIVERSION PREVENTION NETWORK

The continuing development and increased availability of prescription drugs has significantly improved treatment of pain, mental disorders, anxiety and other medical conditions. Prescription drugs improve quality of life for millions of people every day. However, the misuse or diversion of prescription drugs can be tragic, as observed in recent high-profile celebrity deaths attributable to prescription drug abuse.

In California, the 2006 annual National Survey on Drug Use and Health (NSDUH), Substance Abuse and Mental Health Services Administration, indicates approximately 214,000 youth ages 12-17, 456,000 young adults ages 18-25, and 812,000 adults age 26 and older, totaling nearly 1.5 million Californians misused prescription drugs during the 12 months represented in the survey. The characteristics of prescription drugs make this form of substance abuse of particular concern as the concentration is pure and strong; they are relatively inexpensive and accessible. Misuse or abuse of prescription drugs can result in a variety of adverse health consequences from dependence and addiction, to accidental overdose, toxic reactions, serious drug interactions, or death.

For nearly 10 years, the California Department of Justice, Bureau of Narcotic Enforcement (BNE) has maintained a prescription drug monitoring system, the Controlled Substance Utilization Review and

Evaluation System (CURES), which tracks prescriptions written for controlled substances such as anti-anxiety medications, painkillers and sedatives. Each database record contains the date the prescription was filled; drug dispensed; quantity and strength; patient name and address; prescriber name and authorization number; and the prescription number.



During the summer of 2008, the BNE was involved in a variety of high profile drug diversion case investigations. These investigations came to the attention of the Attorney General's office, raising questions regarding the apparent ease of access and availability of prescription drugs. "We wanted to identify the most prevalent sources of prescription drug diversion in the state," said Sara Marie Simpson, Special Agent in Charge for the Bureau of Narcotic Enforcement (BNE), Orange County Regional Office. "We decided to look in the California CURES database at the top 50 doctor shoppers, which represents

adult patients who visit several medical service providers (doctors, dentists, clinics, emergency rooms) to obtain multiple prescriptions using the same medical condition. What we found regarding stimulants and pain medications was remarkable."

"We looked at the statewide CURES information and found persons who were seeing more than 100 different doctors and/or going to more than 100 different pharmacies in one calendar year to obtain the same prescription drug. Some individuals had received thousands of dosage units over that period of time," said Simpson. "As a result of our research, we put together a statewide team to conduct investigations on the top 50 doctor shoppers; we made arrests in some cases and filed cases with district attorney's offices."

"The problem is very complex and there appeared to be a lack of knowledge and awareness in Orange County, and throughout the state, about prescription drug crimes," said Simpson. "The diversity of prescription drug misuse, limited awareness among law enforcement and healthcare providers, the disparate access patterns for drug diversion identified through our analysis of the CURES databases requires awareness strategies be designed to address these diverse population

segments and professional groups.”

“I worked in San Diego prior to coming to Orange County. The BNE, San Diego Regional Office participates in a Professional Diversion Investigators Network (PDIN), initially fostered by the Drug Enforcement Administration (DEA). We worked closely with federal, state and local law enforcement agencies, the state medical board, other public agencies and private businesses to investigate drug diversion cases more efficiently,” said Simpson.

“In Orange County, local law enforcement and my office continually receive cases referred from CURES to investigate, either because they are high profile or there is a high risk component. To investigate these cases effectively, we needed to increase law enforcement’s awareness and knowledge of the multiple components and complexities of drug diversion cases, and develop an efficient communication network for the investigative agencies involved,” Simpson said.

To address the need for cross-agency communication, Simpson initiated the Orange County PDIN in January 2009, bringing together all elements of a case to network and effectively conduct investigations. The Orange County PDIN was established with a core group of essential agency representatives: DEA, Medical Board of California, Department of Insurance and the pharmaceutical industry to address

the various components of these complex investigations.

The primary objective of Orange County PDIN is to facilitate a cooperative effort across public and private agencies in the pursuit of targeting and minimizing prescription drug crimes, and to educate these agencies on the policies and procedures of the local and state judicial and regulatory agencies.

In September 2009 California Attorney General, Edmund G. Brown Jr., announced a new internet-based CURES database system that allows healthcare and law enforcement professionals instant access to a patient’s controlled-substance prescription drug history. With CURES instant online access, healthcare professionals can identify potential doctor shoppers, prescription drug abuse or diversion before a new prescription is written.

“We are fortunate to have this PDIN in Orange County,” said Stacey Zapanta, Health Educator, County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT). “The Network was developed primarily to assist law enforcement; however, Simpson has invited prevention providers to participate based on her assessment of the need for increased awareness among adults and youth countywide. She is experienced in working with Orange County coalitions and values the increased communication when

law enforcement, treatment and prevention providers work together to raise awareness on issues such as alcohol and drug abuse..”

The PDIN meetings provide a forum for law enforcement to discuss emerging trends, investigations, and identify cross-agency linkages. Information is shared regarding the implementation of community prevention strategies, comparative data on prescription drug abuse in Orange County, drug abuse prevention outreach activities and events.

“I didn’t create PDIN, I just brought the concept to Orange County,” said Simpson. “Prescription drug diversion is unique. In many cases, the persons abusing the drugs are contributing members of the community; they are healthcare, legal, law enforcement and medical professionals. They have a vested interest in getting well; they want help.”

“To successfully address the problem, we need an integrated, comprehensive approach across all law enforcement agencies, health care professionals, pharmacies, treatment and prevention providers, private business and community leaders. PDIN is a model that brings all these disciplines together,” said Simpson.

For more information on PDIN, please contact Sara Simpson at 714/558-6780, email: Sara.Simpson@doj.ca.gov.

PARENT POWER

More than a decade of research conducted by the Center on Addiction and Substance Abuse at Columbia University (CASA), has consistently found that the more often children eat dinner with their families, the less likely they are to smoke, drink alcohol or use drugs. Family Day - A Day to Eat Dinner with your Children™ is a national movement launched by CASA in 2001 to remind parents that frequent family dinners make a difference.

“When all is said and done, preventing teen substance abuse is a Mom-and-Pop operation. Parents cannot outsource their responsibility to law enforcement, public health agencies, or schools and colleges. The fundamental obligation of those broader institutions is significant, but secondary,” said Joseph A. Califano Jr., CASA chair and president, and author of the book *High Society*.

September 28, 2009, marked the second annual Family Day celebration in Orange County, sponsored by the Prevention Coalitions of Orange County (PCOC) and the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT). President Obama issued a proclamation declaring the date

National Family Day, reinforcing the importance of frequent family dinners.

“Our goal last year was to introduce the Family Day campaign

in one city and we selected Fullerton. This year, the PCOC planning committee focused the Family Day outreach in the north county region,” said Pauline Stauder, ADEPT Program Supervisor. “We developed Family Day awareness packets; one for distribution to families and a second for schools and community agencies. Both awareness packets were available in English and Spanish.”



and distributed brochures. PCOC planning committee members

made presentations to the chambers of commerce in the region, distributing brochures for the employees of member businesses. A Family Day announcement

was sent to parents using the school’s phone alert system at two Anaheim schools, and a Family Day promotional announcement appeared on the outdoor electronic reader boards near the Civic Center in Santa Ana.

“To reach as many families as possible, we printed Family Day brochures in English, Spanish, Korean and Vietnamese,” said Stauder. “The objective of the campaign is simple: to remind parents of the importance of family dinners. Whether a family has dinner at home or in a restaurant, it is about spending meaningful time together.”

For parents, hearing and seeing their children regularly enables them to spot subtle characteristics that may be signs of potential problems: stress, low self-esteem or persistent boredom. Time together over dinner, without television, phone calls or text messaging, provides an opportunity for parents to speak with and listen to their children. For more information about Family Day, contact Pauline Stauder, 714/834-4058, email: pstauder@ochca.com.



The Family Day campaign incorporated multiple media and promotional elements. Comprehensive Family Day awareness packets were distributed to schools, libraries, faith-based organizations and prevention providers in the north region of the county. The packets included a history of Family Day, data on alcohol and drug use among youth in Orange County, healthy recipes, ideas for making family meals successful, resources, and family conversation starters. The International House of Pancakes (IHOP) restaurants displayed Family Day posters

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DRUG ABUSE TRAINING FOR FIREFIGHTERS

The role of the firefighter/first responder grows each day as new threats to citizen safety are identified. As first responders, firefighters often have limited information prior to arriving at the scene of the emergency. Their ability to quickly assess the cause of the emergency requires extensive training and experience, and can prevent a situation from escalating. First response service can enhance emergency health care and bridge a critical time for victims awaiting the arrival of an ambulance.

The City of Fullerton Fire Department (FFD) requires annual drug abuse education training for all city first responders and firefighters. Captain Mike Boyd, FFD, is responsible for departmental trainings and recognized the benefit of a comprehensive training on the availability and abuse of illicit, prescription and over-the-counter drugs for those responding to fires and medical emergencies. Boyd had collaborated with Community Service Programs, Inc. Project Positive Action Toward Health (CSP Project PATH) on citywide alcohol and other drug abuse prevention activities over the past four years,

and viewed them as an effective resource to design the training he desired.

Irene Umipig, Health Educator, CSP Project PATH worked with Boyd to develop a training curriculum that incorporated the signs and symptoms of illicit, prescription, over-the-counter drugs and alcohol abuse; the visual characteristics and names of street drugs; and the brand names of the most often abused prescription and over-the-counter drugs. Boyd developed a drug education post-training written exam based on the training curriculum to qualify participants for department certification.

Heidi Ortiz, Health Educator with CSP Project PATH, and Umipig trained 180 firefighters in three-days. "We trained 20 firefighters in each of nine three-hour sessions," said Umipig. "Fifteen minutes into our first training, half the participants left because of an

overdose emergency call-out. The timing of this call-out validated the importance of the training."

"In addition to the training materials, we gave the firefighters a mobile drug identification reference guide designed for professionals to be placed in each of the trucks at the six Fullerton fire

stations. We wanted to provide as many resources as possible to help them address emergency conditions," said Ortiz. "The participants' comments indicated the trainings were informative and helpful when responding to drug-related emergency events. Several firefighters indicated they also wanted to share the information with their friends and families."

For more information on first responder drug education training, please contact Irene Umipig, 714/441-0807, email: iumpig@cspinc.org.



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Funded by the County of Orange Health Care Agency, Alcohol & Drug Education & Prevention Team - ADEPT.

Written and published by Business Resource Group - BRG

ALCOHOL & OTHER DRUG PREVENTION CONNECTION

County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team - ADEPT

FAITH & PREVENTION ~ AN EMERGING PARTNERSHIP

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Research indicates that participation in a religious community is one factor that can help reduce young people's risk for substance abuse. A strong faith upbringing, however, cannot ensure that youth will make wise choices about alcohol, tobacco and other drugs (ATOD) amid strong peer pressure, media influences, and cultural norms that often promote alcohol and drug use. The integration of science-based prevention strategies into youth programs within faith-based organizations has been gradual, due in part to the lack of resources for prevention education and training of youth leaders.

In October 2000, Community Service Programs, Inc. (CSP) and the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT) presented a workshop entitled *Involving the Faith Community in Prevention*, attended by Orange County prevention providers and representatives from the faith community. Following this workshop, participants agreed to meet monthly to continue the conversation, and the Faiths and Institutions Together for Health (FAITH) Coalition was established. "This was ground breaking. It was the first prevention outreach to the faith community in Orange County," said Lourdes Gutierrez, Project Coordinator, CSP-Project Faith in Youth. "The FAITH Coalition has now been meeting monthly for the past nine years."

The FAITH Coalition, co-chaired by Gutierrez and Joanne Lambert, Youth Minister at Santiago de Compostela Church, is a partnership of religious leaders representing diverse faith communities and ATOD prevention providers in Orange County. Members respect one another's faith beliefs and work toward a common goal of promoting and enhancing the health and well-being of youth and families in the county. The monthly meetings include a training component highlighting prevention programs and available resources.

PROJECT FAITH IN YOUTH

Project Faith in Youth, funded since 2005 by ADEPT, offers resources, training and mini-grants to fund ATOD prevention activities in the faith community. Any faith organization with a youth component can apply for a mini-grant. Grant applications are reviewed in September each year and three grant recipients are selected. The grant provides funding, technical assistance, professional resources, trainings and mentoring for youth leaders to strengthen existing programs that promote and encourage

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healthy life choices for youth in their congregation.

Gutierrez and Stephan Lambert, Project Faith in Youth Health Educator, meet with each current mini-grant recipient monthly to provide technical assistance and mentoring. They help youth leaders develop action plans that incorporate prevention messages and activities into existing programs. FAITH Coalition meetings and educational workshops are open to all faith and community organizations; technical assistance is provided upon request to youth leaders of faith organizations countywide.

“Even in faiths that prohibit the use of alcohol and drugs, youth leaders are supportive of prevention activities and some have applied for a mini-grant. They recognize their youth are exposed to high-risk behaviors at school with their peers and in the community.” Gutierrez said. “Youth leaders see the need in their congregation for youth programs to have a prevention component.”

“The mini-grants provide the financial resources that allow the recipients to integrate prevention into their specific youth program activities. Project Faith in Youth has awarded \$68,000 in mini-grants

to 17 faith-based organizations since 2005. As we talk with previous mini-grant recipients we are finding that many are sustaining their emphasis on prevention,” said Gutierrez.

PROJECT FAITH IN YOUTH MINI-GRANT RECIPIENTS 2005 - 2009

Christian Latino Association for Musical Arts, Anaheim
Community Christian Church, Anaheim Hills
First Presbyterian Church, Santa Ana
Helping Others Prepare for Eternity/Village Bible Church, Garden Grove
Immaculate Heart of Mary Church, Santa Ana
Islamic Shura Council of Southern California, Anaheim
La Purisima Church, Orange
Mary's Shelter, Santa Ana
Orange Seventh Day Adventist Church, Orange
Saint Callistus Catholic Church, Garden Grove
Saint Marina Coptic Orthodox Church, Irvine
Saint Nicolas Church, Laguna Woods
Saint Polycarp Church, Stanton
Saint Verena & Three Holy Youth Coptic Orthodox Church, Orange
Santiago de Compostela Church, Lake Forest
Trinity United Presbyterian Church, Santa Ana/Tustin
Word of Life Orange County, Santa Ana

BRIDGING THE GAP

When Dr. Mary Mikhail, Executive Director of Santa Verena Charity, Coptic Orthodox Diocese of Los Angeles, learned of the Faith in Youth mini-grant project to fund prevention activities for youth, she immediately consulted Marcelle Yacoub, Youth Programs Coordinator at Saint Marina Coptic Orthodox Church in Irvine. “We met to discuss how to integrate ATOD prevention into our family and youth programs. We created a wish list of activities,” said Yacoub. “When we received the mini-grant, we knew we planned more than we could achieve in a year.”

Guided by Mikhail and Yacoub

and mentored by Gutierrez, the St. Marina parish youth leaders developed an intergenerational ATOD prevention program to build and nurture stronger families through increased knowledge, communication and understanding. Program activities were planned to address the cultural and generational gaps that exist in the congregation. Most of the adult parishioners were born and attended school in Egypt and immigrated to the United States as adults, bringing with them the social and cultural norms of their youth. Their children have been born and raised in California where the social and cultural norms among the youth are vastly different from those experienced by their parents.

“Parents need to understand what youth experience everyday in their life outside of their home and church,” said Yacoub. “We believed if we could close the cultural-generational gap, our families would be stronger and the children would not feel so isolated.”

“As we planned how to integrate the Project Faith in Youth elements into our parish activities, we became aware that in our conversations about making healthy life choices, we never addressed the use of alcohol or drugs. *Alcohol and drugs* were words we did not use. As such, we designed our program to address the most crucial age group, youth age 12-17, and their parents,” said Mikhail. “I was surprised how

open and receptive parents were to prevention education. They acknowledged being unaware of the social and behavioral challenges their children encounter in their daily life.”

Youth leaders, of college and high school age worked with Mikhail and Yacoub to plan and implement the program activities. “Our first intergenerational Family Night event was amazing! More than 150 parents and youth attended. The information provided on ATOD abuse, addiction and illicit drugs was eye-opening for the parents,” said Yacoub.

“The Project Faith in Youth mini-grant has been inspirational for us. It opened a world of opportunities. The parents in our parish have

been engaged and supportive of our program from the beginning, and they encourage the youth to participate. The parish has contributed more than 30,000 volunteer hours and an undetermined amount of financial assistance to their ATOD prevention programming,” said Yacoub.

“The resources Project Faith in Youth provided allowed us to build our program. We have Family Night events and leadership trainings planned for 2009-2010. We also plan to include violence prevention in our future curriculum,” said Mikhail. “My

goal is to implement ATOD prevention in the youth programs throughout our Orange County diocese. Youth leaders can use our model and we will mentor them to initiate a program that addresses the needs of their parish communities.”

SUSTAINING A YOUTH MINISTRY

Joanne Lambert, Santiago de Compostela Youth Minister and Friday Night Live (FNL) Advisor, credits participation in the FAITH Coalition as her source of inspiration and knowledge to guide parish youth to incorporate their faith and ATOD prevention in their

daily life. The FNL Partnership program, administered by the Orange County Department

of Education, fosters healthy youth development and encourages youth leadership to address alcohol, tobacco, other drugs and violence issues in their schools and communities.

“I previously worked as a community mental health nurse in San Francisco. I was well-aware of the challenges facing youth regarding alcohol, tobacco, drugs and violence when I was invited to a FAITH Coalition meeting in 2000,” said Lambert. “The FAITH Coalition became an important resource in building our youth program.”

“In the spring of 2005 we integrated an FNL chapter with our Youth Prevention Team and began to incorporate ATOD prevention messages into our activities. In the fall of 2005 we received a Project Faith in Youth mini-grant,” said Lambert. “In youth ministry even a small amount of money is helpful. The mini-grant allowed us to reach out to all our students through FNL sponsored activities and events.”

“Our FNL youth have been very successful. They are empowered to identify a problem and develop strategies for a solution. They are committed to being role models and to projecting a positive image of youth,” said Lambert. “Now they are invited to conduct trainings and other events for their school and in the surrounding communities.”

“The mini-grant inspired our youth ministry. It allowed us to leverage our activities to apply for other grants to expand our program and activities,” said Lambert. “The FNL program provides the framework and empowers youth. Our youth are informing their peers and adults how to integrate ATOD prevention and faith into their lives.”

For information on the FAITH Coalition and the CSP-Project Faith in Youth, please contact Lourdes Gutierrez, 949/757-1096 extension 288, email: lgutierrez@cspinc.org or Stephan Lambert, 949/757-1096 extension 226, email: slambert@cspinc.org.



PREVENTION CONNECTION

TEENS SPARK RED RIBBON TRAINING

Discussing alcohol and other drug (AOD) prevention projects with Keystone Club teens at the Boys & Girls Clubs of Capistrano Valley is like watching the space shuttle launch: a lot of energy, noise and great ideas. In just two years, this dynamic group of 15 teens has initiated several AOD prevention activities, demonstrated their leadership skills and implemented an award-winning prevention project.

Keystone Club is a youth leadership and development program of the Boys & Girls Club of America for youth 14-18 years of age, and is funded nationally by the Taco Bell Foundation. The primary areas of focus for Keystone teens are community service, career preparation and academic success. Keystone members elect officers, plan their activities, and implement community service projects.

Keystone Club teens were introduced to AOD prevention in 2007 when Laurie Rodriguez was hired as Teen Director of the Boys & Girls Club of Capistrano Valley. She had worked in AOD prevention programs previously and wanted to bring similar programs into this Boys & Girls Club. For assistance, Rodriguez contacted Mary Pham, Health Educator, County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT).

Rodriguez's timing was perfect as

Pham was seeking a third youth organization to participate on a Youth Advisory Committee to develop and design a Red Ribbon Youth Calendar. The Youth Calendar, tailored to middle and high school youth, features monthly AOD prevention topics, a menu of prevention activities for each topic, and a systematic implementation process for each activity.



Each year Red Ribbon Week is held in mid-October bringing millions

of people across the country together to raise awareness of the need for alcohol, tobacco, other drugs and violence prevention, early intervention and treatment services. The Red Ribbon Youth Calendar encourages youth organizations to continue Red Ribbon activities throughout the year in their communities and schools.

“When I extended the invitation to be part of the Youth Advisory Committee, the Keystone Club accepted immediately,” said Pham. “They brought a unique and valuable perspective to the project because the other youth groups working on the Youth Calendar had previous Red Ribbon experience. It was entirely new to the Club teens. Their assessment of

proposed prevention activities and messages to address their peers was extremely helpful.”

“Participation in the Red Ribbon Youth Calendar was the first AOD prevention activity at the Boys and Girls Club of Capistrano Valley,” said Rodriguez. “They were thrilled when the work of all the youth came together and the Calendar was published in the spring of 2009.”

Next, the Keystone Club teens volunteered to partner with ADEPT to present the annual Red Ribbon Week Youth Training, held September 2009 in Placentia, for youth throughout the county. Club members collaborated with Pham to identify the workshop topics and speakers, plan the agenda, invite exhibitors and develop special activities for the participants.

“I worked with them to identify the workshop speakers. Then, I called half the names on the list and a club teen, José Zamarripa, called the other half” said Pham. “Nearly everyone I called said no, almost everyone José called said yes!”

On the day of the training, the entire Keystone Club attended to coordinate the event, introduce the workshop speakers and facilitate group activities. “The Keystone Club teens were the energy and creativity behind the training,” said Pham. “The energy level was through the roof. They did all the work to present the training and did a fantastic job.”

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The Red Ribbon Week activity for the Boys & Girls Club of Capistrano Valley, spearheaded by the Keystone Club teens, was open to members of all ages. They painted their handprints on the windows of the clubhouse and signed their names taking a pledge to be alcohol and drug free. The handprints and pledges remained on the windows for two weeks.



Boys & Girls Club of America has acknowledged the AOD prevention outreach accomplishments by Rodriguez and her Keystone Club teens. Their Red Ribbon Youth

Training project was awarded first place in the Teen Community Outreach competition at the Pacific Regional Conference in the fall of 2009. In March 2010,

Rodriguez was named National Keystone Advisor of the Year.

“Keystone teens have embraced AOD prevention

outreach. They have such a good time planning and implementing activities,” said Rodriguez. “They planned and facilitated a town hall meeting for youth and adults to discuss issues of concern to teens and community-wide solutions,

and initiated a merchant education project with local pharmacies to raise awareness of prescription and over-the-counter drug abuse.”

“The Keystone Club teens are very inclusive. When they identify an issue, they want to include youth from throughout the county. They have a holistic approach to prevention,” said Pham. “In just two years they have gone from no AOD prevention activities to receiving a first place award for one of their projects.”

For more information, contact Laurie Rodriguez, 949/240-7898, email: lrodriguez@bgccapo.com or Mary Pham, 714/834-4194, email: MEPham@ochca.com.

IT ONLY TAKES ONE

The Friday Night Live Partnership (FNL) Program

is administered by the Orange County Department of Education (OCDE) and funded by the County of Orange Health Care Agency,

Alcohol and Drug Education and Prevention Team (ADEPT). FNL fosters healthy youth development and encourages youth leadership to address alcohol, tobacco, other drugs and violence (ATODV) issues in their schools and communities. The influence that



just one individual can have on a larger population is demonstrated by the actions of Steven Bui. When Steven transferred to Westminster High School during the 2008-2009 school year, he recognized a leadership opportunity. Steven had been an active member of the FNL chapter at his previous school, but FNL was not offered at Westminster High School.

“I received a call from Steven during the spring of 2009. He indicated that he and a few other students were interested in starting

a FNL chapter at Westminster High School and requested our assistance,” said Sheila Walsh, Project Consultant, FNL Partnership Program, OCDE. “We scheduled a meeting after school at a nearby coffee shop to discuss the steps required to establish a new FNL chapter. It was the last week of school, and when I arrived Steven was there with 15 of his peers. It was amazing; we had to move outdoors to accommodate everyone. The students were eager to have a leadership program to address ATODV prevention at their school.”

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RESEARCH TARGETS COLLEGE CAMPUSES

The college years are a time for personal growth, to explore new opportunities and set goals for academic achievement. It may also be a time of new-found independence that can challenge student values and behaviors. These factors can contribute to a high level of alcohol use and a range of problems associated with drinking among college students on college and university campuses nationwide.

In 2002, the National Institute of Alcohol Abuse and Alcoholism (NIAAA) Task Force on College Student Drinking issued a Call to Action challenging the research community to identify more effective prevention and intervention strategies to reduce alcohol consumption by college students. In response, Prevention Research Center (PRC) of the Pacific Institute for Research and

NIAAA's "Snapshot of Annual High-Risk College Drinking Consequences (2005)" indicates drinking by college students is responsible for 1,700 deaths annually, over 696,000 assaults, 599,000 unintentional injuries, and 97,000 sexual assaults.

Evaluation in Berkley, California initiated a 10-year comprehensive alcohol prevention study, Safer California Universities Project.

PRC, founded in 1983, is one of sixteen research centers sponsored by NIAAA, and is the only one that specializes in alcohol and drug prevention research.

Fourteen campuses from throughout the University of California and California State

University systems are participating in this PRC research project. The two-phase project uses a randomized, intervention vs. control-

group experimental design to examine how educational and environmental-risk management strategies can work independently and together in a campus-wide alcohol prevention effort. The project strategies address students'

misperception of drinking among their peers and high-risk drinking behaviors, such as underage and binge drinking and alcohol-impaired driving.

Environmental-risk management strategies are designed to reduce the potential for students to engage in problematic alcohol-related behavior. These strategies identify the factors that contribute to students' high-risk behavior and change the circumstances (social



environment) so the risky behaviors are less likely to occur. For example, an increased presence of law enforcement

at major campus events has been shown to reduce student consumption of alcohol and related high-risk behaviors.

California State University, Fullerton (CSUF) and University

IT ONLY TAKES ONE, CONTINUED

Shortly after the start of school in the fall, Steven contacted Walsh once again to request she meet with the Activities Director at his school. When Walsh arrived for the meeting, Steven and six other students were there to participate. At the conclusion of the meeting, permission was given to establish a FNL chapter on campus. For the next three months, Steven and

his peers worked on the chapter constitution and identified a staff member as the chapter advisor. The Westminster FNL chapter held its first meeting on January 8, 2010, less than a year from the initial contact with Walsh's office.

"The Westminster High School FNL chapter is the third new chapter in the county started by

students over the past year and a half," said Walsh. "This is a testament to the advisors of the FNL clubs, that students feel empowered to start new chapters in their schools."

For information visit the OCFNL Partnership web site at ocfnl.org, or contact Sheila Walsh, 714/966-4287, email: swalsh@ocde.us.

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of California, Irvine (UCI) are Orange County's participants in the Safer California Universities Project. During Phase I of the project, 2003 through 2008, CSUF and UCI were two of the project's seven-campus control group. Universities in the control group maintained their existing campus alcohol prevention programs and provided baseline data on student drinking and drinking-related problems to the project through annual student surveys.

CSUF, UCI and the other five campuses in the control group transitioned to Phase II of the project in mid-2009 with the implementation of the study's environmental-risk management strategies. The project protocol identifies specific activities to be implemented by the universities to increase law enforcement visibility, and to comply with state alcohol laws and campus policies regarding the possession and use of alcohol. These include:

- **SOBRIETY CHECKPOINTS:** law enforcement operations in which every nth vehicle on a public roadway is stopped to investigate possible alcohol and other drug impaired driving or other vehicle code violations.
- **SATURATION/PARTY PATROLS:** increased police presence and visibility surrounding on-and-off campus student party/drinking events to ensure neighborhood and traffic safety, prevent underage drinking, enforce alcohol-use laws and campus

alcohol policies, and intervene before behaviors escalate to violence or vandalism.

- **MERCHANT COMPLIANCE CHECKS:** local law enforcement officers visit licensed alcohol establishments to remind licensees of the responsibilities and accountabilities associated with the sale of alcohol. The officers also inspect the premises for compliance with State and local laws. The purpose of the visit is primarily educational; however, officers will issue a citation if they see any major violations during the inspection.

Each campus is required to implement nine enforcement events during the first 10-weeks of the fall semester or quarter. Evidence suggests that, because many students initiate heavy drinking during the early days of college, the potential exists for excessive alcohol consumption to interfere with successful adaptation to campus life.

The awareness strategies of the project target incoming and transferring university students and their parents. These strategies are designed to educate students on California alcohol laws that are reinforced by university policy, to inform students about the personal, social and academic consequences of violating the law and university policies regarding alcohol as well

as highlighting alcohol-related problems such as violence and sexual assault. The awareness campaign also informs students of scheduled sobriety checkpoint locations, and on-and off-campus saturation and party patrols as deterrents to high-risk drinking.

New students receive an email letter from the university's Division of Student Affairs articulating the importance of making responsible decisions regarding alcohol and highlighting campus alcohol policies. Alcohol prevention is a major component of the mandatory new student orientation held in the summer before the

start of fall semester/quarter on California university campuses.

"When UCI transitioned to Phase II of the study,

we identified a Law Enforcement Team that includes representation from UCI campus police and Irvine, Newport Beach and Costa Mesa Police Departments because we know many of our students live and party off-campus," said Leigh Poirier Ball, Associate Director, Health Education Center, UCI.

"While most of the enforcement activities are on campus, through the Law Enforcement Team we have created infrastructure and opportunities for sharing information more effectively



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with our partner agencies,” said Poirier Ball. “Now, we also have a California Department of Alcoholic Beverage Control (ABC) officer who participates in our meetings. The Safer California Universities Project has been extremely helpful to our alcohol prevention efforts; the residual benefits have been even greater.”



“Nearly all CSUF students live off-campus due to limited on-campus student housing; consequently, our participation in Phase II of the Safer California Universities Project is a community-wide effort,” said Mary Becerra, Director, Health Education and Promotion, CSUF. “During the planning for Phase II, we partnered with the City of Fullerton Police Department (FPD) on the enforcement component. As a result of this partnership, FPD has increased DUI enforcement

and expanded their merchant compliance program.”

“The CSUF campus police are performing saturation and party patrols on campus and in community neighborhoods with a high density of student residents,” said Becerra. “Through the awareness campaign, we have informed students about the project and its emphasis on enforcement. When students see campus police in residence halls or patrolling residential neighborhoods, they associate the police presence with saturation or party patrols, which, hopefully, is a deterrent to high-risk behavior.”

“We consider attending CSUF to be a protective factor against excessive drinking, as most of our students work and the majority live at home with their parents and have family obligations. Consequently, our student population is very busy with

little time to party,” said Becerra. “We do, however, have high-risk drinking going on, along with other related behaviors such as violence and sexual assault. The Safer California Universities Project strategies are helping us to identify this student population and target prevention services.”

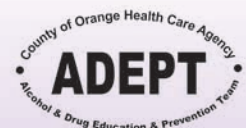
The effectiveness of the prevention strategies implemented through the Safer California Universities Project cannot be fully assessed until Phase II of the study is complete. The Project will continue through the end of the 2013 academic year. On participating Orange County campuses, the project is coordinated through the UCI Health Education Center and CSUF Student Health and Counseling Center, Health Education and Promotion.

For more information on the Safer California Universities Project research, please contact Leigh Poirier Ball, 949/824-9688, email: lpoirier@uci.edu or Mary Becerra, 657/278-2847, email: mbecerra@fullerton.edu.



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Funded by the County of Orange Health Care Agency, Alcohol & Drug Education & Prevention Team - ADEPT.
Written and published by Business Resource Group - BRG

ALCOHOL & OTHER DRUG PREVENTION CONNECTION

County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team - ADEPT

SCHOOL CONNECTEDNESS ~ WHY IT MATTERS

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Nearly all adults recall a summer filled with anxiety prior to entering high school and then once school started, feeling somewhat out-of-place or disengaged. Many students across the country struggle with the transition from middle school to high school and commonly experience increased stress, a decline in academic achievement and behavioral problems due to their new school environment.

School connectedness, a concept that reflects the degree to which students perceive positive support and caring from adults and peers in their school environment, is a crucial factor in the successful transition from middle school to high school. The National Longitudinal Study of Adolescent Health is a nationally representative study designed to examine how social contexts (such as families, friends, peers, schools, neighborhoods, and communities) influence teens' health and risk behaviors. The study found when teens consistently receive emotional support, attention and positive recognition at school they feel a sense of belonging that fosters healthy growth and development.



Connectedness to school has also been shown to protect students against high-risk behaviors such as alcohol, tobacco and other drug (ATOD) use, violence, decline in academic achievement and dropping out of school.

The Youth Connect (YC) Project, developed and funded by the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT), is a youth outreach project designed to foster the development of healthy lifestyles and resiliency among 9th grade students through increased participation and connectedness to their school and community. In 2005, ADEPT partnered with the Orange County Department of Education (OCDE) Peer Assistance Leadership (PAL) Program to implement the YC Project at four Orange County high schools annually.

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The PAL Program, a peer-to-peer school-based outreach program at many Orange County schools, offered the necessary infrastructure

and peer leadership to implement the strategies of the YC Project. PAL Program activities include peer tutoring and mentoring; facilitating

activities and group discussions on ATOD abuse; peer mediation and conflict resolution; youth development skills; and participation in school and community service projects.

“The PAL Program and the YC Project fit well together, as both are based on the youth development model where the activities implemented are identified and initiated by students,” said Elke Petras, PAL Program Manager, OCDE, coordinator of the YC Project. “High school PAL students are primarily in the 11th and 12th grade and understand the stress and anxiety associated with the transition to high school. When they learned about YC, they were excited about developing activities to help the freshmen students in their schools more easily adapt to high school.”

Petras conducted trainings for the YC student leaders and

their advisors at each participating high school and discussed activities designed to increase protective factors that had been implemented

at other high schools. The students developed activities to complement the existing new student activities at their school. “We wanted sustainable

activities that involved YC students meeting with the freshmen throughout the year,” said Petras. “Most schools have a new student orientation, campus tours and welcome events at the beginning of the school year. We recognized the benefit of year-long sustainable

interactions between YC students and freshmen to encourage their engagement with peers, school and community.”

In coordination with 9th grade teachers, YC students at each of the participating high schools adopted a class required for all enrolled freshmen, e.g. freshmen English classes. YC students visited the classes for 15-20 minutes each month and facilitated a discussion of predetermined topics. The topics ranged from how to study for tests, community service opportunities, and school services available to students with personal or academic issues. The YC students ended each classroom discussion with an overview of upcoming campus activities and events, and encouraged the freshmen to participate. This sustaining peer outreach is popular

with teachers and school administrators, who have observed an increase in freshmen participation in school-sponsored activities and events, which indicates an increased level of connectedness to their new school

During the 2008-2009 school year, peer outreach services were provided by 68 YC student leaders for 1,655 freshmen across the four participating high schools. Comparative data from a YC survey administered to freshmen at the beginning of the school year and again at the end of the school year,



The following high schools have implemented the Youth Connect Project

- Buena Park High School
- Fullerton Joint Union High School District
- Century High School
- Santa Ana Unified School District
- Corona del Mar High School
- Newport-Mesa Unified School District
- El Dorado High School
- Placentia Yorba-Linda Unified School District
- Esperanza High School
- Placentia Yorba-Linda Unified School District
- Laguna Beach High School
- Laguna Beach Unified School District
- Valencia High School
- Placentia Yorba-Linda Unified School District
- Trabuco Hills High School
- Saddleback Valley Unified School District

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indicate an increase in various protective factors. At one high school, freshmen reported a 45.8% increase in meaningful participation in their school environment, 13.4% increase in meaningful participation in their community and 13.8% increase in school connectedness.

Media literacy training is another

“Research has taught us that second only to family, school is the most important stabilizing force in the lives of young people. The extent to which schools create stable, caring, engaging and welcoming environments is the extent to which all our kids will thrive.”

School Connectedness, Improving Students’ Lives
Robert Blum MD, MPH, PhD.

successful prevention activity implemented by YC students. The goal of the training is to give youth the skills to identify and understand complex media messages that may influence their behavior, particularly messages related to ATOD use and violence. In December 2009, Petras trained 26 Corona del Mar High School YC students to conduct media literacy

training. Then, these YC students provided the training to more than 400 freshmen at their school.

At the high schools where the YC Project has been implemented, parents, teachers, school administrators and students have observed that these activities are improving academic performance, attendance, classroom and school participation; all of which indicate an increase in school connectedness.

For information on the YC Project, contact Elke Petras at 714/966-4458, email: epetras@ocde.us.

SUPERSTARS IN UNIFORM

The California National Guard Joint Task Force Domestic Support-Counterdrug (JTFDS-CD), Drug Demand Reduction (DDR) Program team has an innovative approach to capture the attention of students for a conversation about making healthy life choices and living drug free. Their guest speaker lands a Black Hawk helicopter on the school playground, or arrives driving a fully equipped military combat Humvee. The DDR team executes this strategy very effectively to the delight of kindergarten through high school-aged students.

The DDR Program was introduced in 2004 as an Orange County drug abuse prevention and education program when Lieutenant Ruel Fuentesilla, California National Guard DDR, was assigned to the

Department of Justice Bureau of Narcotic Enforcement, Orange



County, as the Southern California Region Officer-in-Charge and Interagency Coordinator. DDR is now a nationwide program funded through the U. S. Department of Defense and advances strategic Counterdrug goals and objectives

through the Office of National Drug Control Policy, a White House cabinet level position. DDR’s charter is to coordinate National Guard resources and personnel as direct support to local law enforcement, educational institutions and community-based organizations in their drug abuse prevention activities targeting parents and youth.

DDR collaborates with community coalitions and prevention service providers to support and enhance their existing alcohol and other drug (AOD) abuse prevention education programs. Fuentesilla and his team of six non-commissioned officers

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(NCO's) assist with anti-drug displays, provide guest speakers and challenge students with outdoor activities that build self-confidence, communication and decision-making skills. The DDR team also addresses parents on the social and behavioral challenges students face and offer parenting techniques that foster healthy youth development. During the 2009-2010 academic year, DDR team members reached more than 8,000 youth in the Southern California Region with their prevention messages.

DDR team members are active duty National Guard soldiers and airmen and their uniforms immediately capture the attention of students. When DDR stages a helicopter fly-in or features a Humvee as part of their presentation, the students are very excited. Almost instantly the helicopter and Humvee crews become role models for the students and are treated like super stars, including requests for their autographs - equally as thrilling for the soldiers as the students.

Second in popularity to the military equipment are the portable outdoor youth challenge activities DDR conducts on-site. The Rugged Outdoor Physical Experience System (ROPES) consists of a series of real and imaginary obstacles designed to challenge groups and individuals to work together to

accomplish a task. Meeting these challenges develops team building, problem-solving and leadership skills for students of all ages.



Youth receives instruction in land navigation using a military compass

Orienteering, another outdoor challenge, teaches students to use a military compass, and then working in teams, to navigate their way through an obstacle course. The objective of the exercise is to demonstrate the importance of communication, following directions and staying on course. Students are introduced to the simulated effects of alcohol on their vision and coordination by wearing Fatal Vision Goggles as an additional component of the field exercises. Wearing the goggles, students attempt to walk a straight line, throw a ball or find their way through a ROPES team challenge as a demonstration of how alcohol can affect their bodies.

“Our objective is not to lecture

the students about the negative effects of drug abuse. Rather, we talk about life choices, leadership, self-confidence and trust. We point out that to be responsible for an expensive piece of equipment like an advanced technology helicopter, the pilot must demonstrate the ability to make good choices, be trustworthy and self-confident,” said Fuentecilla.

“DDR team members volunteer to be assigned to this program. Many of the team members have a background in Counterdrug enforcement and, therefore, have seen the supply-side of the drug problem. They have a passion for working with youth and are dedicated to drug abuse reduction. They believe working with youth is the most important work they can do,” said Fuentecilla.

“We believe that follow-up is as important as our initial contact with youth. We work with the school resource officer or counselor at schools where we have made presentations to schedule an annual follow-up event. The students remember us and swarm around us, all the team members enjoy the follow-up events,” said Fuentecilla. “Our focus is primarily on middle school students, as science-based research supports this as the most effective time to develop social skills that foster resiliency.”

At no cost to the community, DDR supports coalitions presenting one-time events, presentations and



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health fairs, as well as schools and community-based youth organizations desiring more comprehensive prevention programs.

The outstanding work of the JTFDS-CD DDR team was recognized by the Community Anti-Drug Coalitions of America (CADCA), at the 20th Annual National Leadership Forum Awards Luncheon in February 2010, presenting Fuentecilla with the



Outstanding State National Guard Drug Demand Reduction Program Award.

For more information on the JTFDS-CD DDR Program, contact Lieutenant Ruel Fuentecilla, 714/558-6786, email: ruel.fuentecilla@doj.ca.gov.

THE TIME TO TALK IS NOW

Community Service Programs, Inc., Project Positive Action Toward Health (CSP Project PATH) is initiating conversations with healthcare providers on the rapid increase of prescription and over-the-counter (Rx/OTC) drug abuse among youth. With funding from the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT), and in partnership with law enforcement, academia and medical professionals, CSP Project PATH has initiated a series of professional workshops to address this increasing trend.

The Prescription and Over-The-Counter Drug Abuse Orange County Comprehensive Report, issued by ADEPT in December 2009, includes data from multiple sources quantifying this emerging

trend. Data cited in the report from the 2009 Partnership for a Drug-Free America Attitude Tracking Study indicate 20% of teens report having abused a prescription drug to get high and 10% of young people report having abused over-the-counter cough medicines to get high. The 2007-2008 California Healthy Kids Survey (CHKS) Orange County data for abuse of these drugs mirrors or slightly exceeds the national trends: 17% of 11th grade students report having used prescription painkillers at least once



in their lifetime, 19% of young people in Orange County report using or trying over-the-counter cough and cold medications to get high.

In mid-2009, as part of a countywide initiative to encourage expanded dialogue about this trend, CSP-Project PATH and ADEPT

collaborated with government agencies, community-based organizations and stakeholders to raise awareness among parents and youth of the problem through countywide town hall meetings.

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“We identified that increased awareness among health care professionals and others who have health conversations with parents and youth was an important step in addressing this alarming trend,” said Celeste Bentley, Program Supervisor, CSP Project PATH.

In January 2010, CSP Project PATH presented a Rx/OTC drug abuse prevention workshop for healthcare professionals at Mission Hospital in Laguna Beach.

of the problem in the county, state and nationally, and to explore strategies health professionals can implement to reduce Rx/OTC drug abuse among youth and adults. More than 50 healthcare professionals attended the workshop, some traveling from Los Angeles and San Diego to attend.

CSP Project PATH staff researched and compiled youth Rx/OTC drug abuse

data specific to four geographically and

demographically diverse cities in the county: Fullerton, Orange, Newport Beach and Mission Viejo. A primary source of the data was the 2007-2008 CHKS, which is reported by county, school district, type of school and by grade level (5th, 7th, 9th, and 11th grade) of the respondents. Analysis of this data revealed varying rates of Rx/OTC drug abuse across all Orange County youth. For example, Capistrano and Newport-Mesa Unified School Districts have some

of the highest rates of prescription pain medication abuse among 11th grade students in the county. 2007-

2008 CHKS data indicate 27% of 11th grade students in Capistrano



Unified School District and 24% of 11th grade students in Newport-Mesa Unified School District have used prescription pain medication (1 to 4 or more times) to get high at least once in their lifetime.

Using the 2007-2008 CHKS findings as well as other data, CSP Project PATH staff developed workshops to increase awareness of this increasing trend and initiated contact with healthcare professionals at schools, hospitals, medical clinics, pharmacies, and emergency service centers in the targeted cities. CSP Project PATH staff found that school nurses were particularly interested in learning more about youth Rx/OTC drug abuse. They were aware of a shift away from abuse of illicit drugs and observed new or different problematic behavior among youth on campus. The data CSP Project PATH presented helped school nurses recognize the need for new prevention strategies and revised campus drug-use policy guidelines, as generally campus drug-use policies address the use of illegal drugs, not the abuse of legal drugs. In May 2010, Camille Coronel,

PRESCRIPTION & OVER-THE-COUNTER DRUG ABUSE PREVENTION WORKSHOP FOR HEALTHCARE PROFESSIONALS

JANUARY 28, 2010

TOPICS AND PRESENTERS

CURES and Drug Diversion
Sara Simpson, Department of Justice
Special Agent in Charge

• • •

Emergency Room Trends and Methods for Physicians and Patient Education
Michael Ritter, MD, Emergency Room Physician
Mission Viejo Hospital

• • •

Overview of Scheduled Drugs and Methods of Treatment
Thomas E. Freese, Ph.D., Director of Training
UCLA Integrated Substance Abuse Program

• • •

Scope of Rx/OTC Abuse Among Orange County Youth
Deputy Lance Christensen
Orange County Sheriff's Department

• • •

County Strategic Planning Report and Drug Disposal
Stacey Zapanta, ADEPT

The goal of the workshop was to increase awareness of the scope

PREVENTION CONNECTION

Project PATH Health Educator, presented a Rx/OTC drug abuse among youth workshop to 90 participants at the quarterly meeting of the Orange County School Nurses Association.

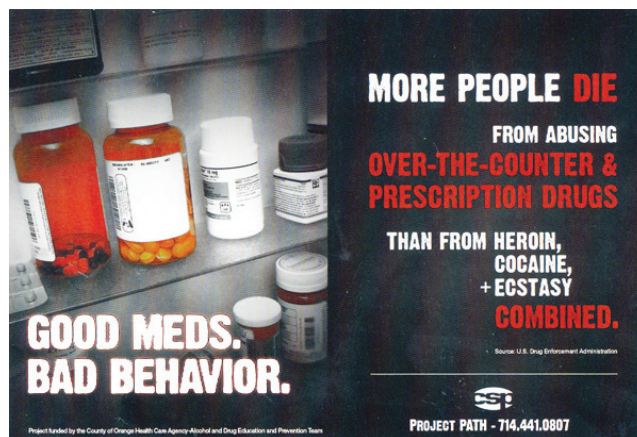
“The workshop offered tips on what to look for on campus, such as empty prescription bottles or prescription bottles being passed among students, informed participants how youth are accessing these medications, and introduced prevention strategies and awareness campaigns that can be initiated on their campus,” said Coronel.

Coronel also presented two, one-hour workshops on Rx/OTC drug abuse to nurses from the Neonatal Intensive Care Unit (NICU) and Pediatric Intensive Care Unit (PICU) at the Children’s Hospital of Orange County (CHOC) in Mission Viejo. She presented statistics for the county and Capistrano Unified School District, discussed the methods of access to prescription medications, the types of medication most commonly abused, and the signs and symptoms of abuse.

“The presentation to the NICU and PICU nurses was very different than our presentation to school nurses. The NICU and PICU nurses see the results of Rx/OTC drug abuse. With the information we provided, they can initiate a conversation with

parents and youth about the harmful effects of misusing or abusing these drugs,” said Coronel. “We have been invited to present the workshop to the CHOC’s pediatric nursing staff later this year.”

Coronel’s educational outreach on Rx/OTC drug abuse also included a presentation to undergraduate students in the Saddleback College Human Services counseling program as well as Student Health Services staff at Fullerton College.



Project PATH Health Educator, Irene Umipig, introduced the Rx/OTC drug abuse conversation to the Newport-Mesa Unified School District Safe and DATE (Drug, Alcohol and Tobacco Education) Advisory Committee. The committee includes assistant principals, counselors, administrators and resource officers from throughout the district. “The level of Rx/OTC drug abuse among youth in the school district is concerning, particularly when we look at the rate of increased use across grade levels. 2007-2008 CHKS data indicate 12% of 9th

grade students from Newport-Mesa Unified School District have used prescription pain medication to get high at least once (1 to 4 or more times) in their lifetime, and in 11th grade that number jumps to 24%. That is a 200% increase across two grade levels,” said Umipig.

“Each time we present Rx/OTC drug abuse data the audience is very receptive to the information and eager to learn more. The information is new to them. CSP Project PATH, in collaboration with ADEPT, is the first group to present on this topic in depth and we tailor the information in each presentation to the participants,” said Umipig.

“I worked with an associate professor in the nursing program at California State University, Fullerton (CSUF) to arrange presentations to the undergraduate and graduate level nursing students. Then I was invited to conduct workshops for more than 20 resident advisors from student housing. Workshop topics included trend data, type of drugs being abused, how these drugs are being mixed, signs and symptoms of drug abuse and the consequences of this behavior,” said Umipig.

Heidi Ortiz, Project PATH Health Educator, is training first responders on the prevalence of Rx/OTC drug abuse. Working with Care Ambulance Service, Ortiz is providing three-hour workshops for emergency medical technicians and paramedics on the type of drugs most commonly abused, signs and symptoms, accessibility and illicit

street drugs.

CSP Project PATH is focusing attention on the emerging trend of youth Rx/OTC drug abuse through town hall meetings, presentations and workshops, and a multi-media campaign that includes high

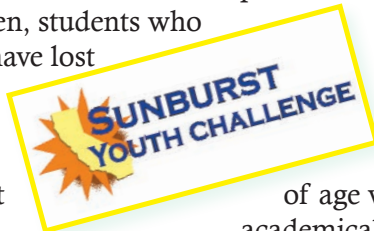
visibility billboards, public service announcements and educational materials. At presentations and workshops throughout the county, CSP Project PATH health educators are discussing strategies to reduce youth access, while encouraging healthcare professionals and youth

advisors to engage youth and parents in conversations about the dangers of misuse and abuse.

For more information, contact Celeste Bentley, Program Supervisor, CSP Project PATH, 714/441-0807, email:cbentley@cspinc.org.

Youth Choose A Brighter Future

The decision to drop out of school is rarely spontaneous; it comes after years of frustration, poor academic achievement and low attendance. Often, students who drop out of school have lost their motivation and receive little emotional support or encouragement at school and at home.



Once students make the decision to drop out, they lack the tools to compete in today's society, diminishing their chances for future success. High school dropouts, students in danger of not graduating or who are falling behind in school make up a significant portion of the adolescent population at-risk for experimentation and abuse of alcohol and other drugs (AOD).

The California National Guard, in collaboration with the Orange County Department of Education (OCDE) and the City of Los

Alamitos, opened Sunburst Youth Academy in 2007, at the Joint Forces Training Base in Los Alamitos to provide intervention services for adolescents living in high-risk environments.

Attendance at the academy is voluntary for youth 16-to-18 years of age who are falling behind academically or have dropped out of high school, are currently alcohol and drug free, and have no past felony offenses.

The framework of Sunburst Youth Academy is the National Guard Youth ChalleNGe Program, developed at the request of the United States Joint Armed Services Committee. The Committee's vision was an intervention program for youth who are at-risk, using the

structure and esprit de corps of the military to instill the values, skills, education and self-discipline necessary to succeed as adults.

The Youth ChalleNGe Program began as a 10-state pilot program in 1993, and was approved by Congress as a permanent program of the National Guard in 1998. It is funded by the United States Department



of Defense through the National Guard Bureau, in partnership with the states where the program is offered. Two Youth ChalleNGe Programs are

available to California residents: Sunburst Youth Academy serves Los Angeles, Orange, San Bernardino, Riverside, San Diego and Imperial counties; and, Camp Grizzly at

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the National Guard Training Base, Camp San Luis Obispo serves youth from northern and central California.

Youth ChalleNGe is a 17-month program comprised of three progressive phases. The pre-ChalleNGe phase is a two-week introductory and evaluation period followed by a 20-week residential phase. Entering the residential phase, youth are elevated to cadet status and begin a structured curriculum focused on academic achievement, decision-making skills and physical fitness. The final phase of the program is a 12-month post-residential phase when cadets transition back into their community under the guidance of an academy-trained community mentor.

Woven through each phase of the Youth ChalleNGe program are eight-core components.

- Leadership & fellowship
- Community service
- Job skills
- Academic excellence
- Responsible citizenship
- Life coping skills
- Health & hygiene
- Physical fitness

“The Youth ChalleNGe Program is completely voluntary. There is no reason for youth to be here other than for themselves. Many believe that this is their last chance to get their life back on track,” said Lieutenant Colonel Chad Vogelsang, California National Guard, and Director of

Sunburst Youth Academy. “The academy environment removes all distractions: family, friends, music, television, drugs, etc. Initially, it is a difficult adjustment. Through regimentation and discipline in a supportive, safe and drug-free environment, cadets develop self esteem, learn to make healthy life choices and experience academic improvement.”



“When the cadets arrive, they are street-smart but lack discipline, manners, and respect for themselves and others,” said Vogelsang. “Five and-a-half months later these same cadets are crying at graduation because their time at the academy has come to an end. Staff have become their surrogate parents. The cadets feel safe in the academy environment and have bonded with peers based on mutual respect and positive achievement.”

Acceptance into the academy is through a comprehensive application process. Youth applicants are asked to write a short essay on how they think the academy will help improve their academic and decision-making skills and improve their potential for

a successful future.

Applicants and their families attend a mandatory orientation followed by a personal interview with academy staff. Sunburst Youth Academy received 400 applications for the Cycle 5 class beginning in January 2010; 170 youth were invited to attend. There is no cost to attend the academy and those not accepted may reapply to the program.

Upon arrival at the academy, youth enter a highly structured environment as academy cadets. They are confined to the academy facilities and have no external communication. Each is assigned to a platoon of 30 cadets. Male and female cadets rarely

co-mingle; they are assigned to separate platoons, barracks and classrooms. Cadets follow a daily regimen that begins at 5:00 a.m. with personal hygiene, barracks cleanup and physical exercise, followed by academic and personal development class instruction. Cadets move to and from daily activities in formation and wear military uniforms. Meals are served in a common dining hall.

“Many of our youth come to the academy with some degree of alcohol and/or drug experience. Youth ChalleNGe is a drug-free program. We advise the youth and their families during the application process that as cadets they will be drug tested,” said Vogelsang. “Six

weeks into the program, we conduct a spontaneous drug test. After eight weeks, we invite the cadets' families onto the base for a Family Day Picnic. We drug test and bring in a drug canine unit immediately after the families leave the base, making it very visible because we want the cadets to understand we take drug use seriously. We also drug test when the cadets return from their home visitation weekends and after off-base special events. If they have a positive test, they are expelled."

The highest attrition occurs in the first two-to-three weeks after youth enter the academy. Nationally the program's attrition is nearly 30%. However, over the past year Lt. Colonel Vogelsang and his staff have focused on cadet retention. During Cycle 4 (July 2009-December 2009), 164 students were invited to attend the academy, of those, 140 cadets graduated, an attrition rate of 15%.

"I want to do whatever possible to help cadets successfully complete the program," said Vogelsang. "The program is specifically designed to evoke learned responses. It purposefully puts cadets into situations where they have the opportunity to make choices, if they make the wrong choice there are consequences and then they move

on with a second or third chance. However because the program is voluntary, if a cadet insists on leaving we have to let them."

Sunburst Youth Academy is a Western Association of Schools and Colleges (WASC) accredited community high school and partners with OCDE Alternative, Community, and Correctional Education Schools and Services (ACCESS)



program for curriculum development and class instruction. As a WASC accredited high school, upon graduation from the academy, cadets earn 55 transferable high school credits, which can be applied toward a high school diploma or high school equivalency diploma (G.E.D.) Cadets attend class six hours a day in an optimal learning environment designed to enhance educational skills and instill a desire for continued self-improvement. They are assigned to classes of 16 to 18 cadets, and classmates are together for the duration of the residential phase.

"Our partnership with OCDE is critical to the success we have achieved at Sunburst Youth Academy. OCDE ACCESS staff worked with us to incorporate the eight core components of Youth ChalleNGe into the

academy's curriculum. In the classroom, ACCESS staff provide a challenging and nurturing learning environment," said Vogelsang. "As a measurement of a cadet's progress, Youth ChalleNGe requires cadets to pass a core components test, with a minimum of 80% proficiency, prior to graduation."

Following graduation from the academy, cadets return to their communities for the 12-month post-resident phase of Youth ChalleNGe, where they work closely with their mentor. The student and family are required to identify a mentor prior to the student being accepted into the program. The mentor must be someone who is neither related to the student nor living in the same household, but rather someone who will be a friend, a good role model and support of the student's life style changes. The family is asked to participate in the selection of the mentor to ensure that both the student and the family appreciate and trust that individual.

"The mentor is a valuable and essential element of the Youth ChalleNGe Program. The transition back into the community is difficult for the cadets," said Vogelsang. "We train each of the mentors and we bring them to the academy for a one-on-one mentor-cadet training so that each understands the importance and scope of their role. The mentor takes the place of the academy for the cadets once they graduate."

Mentors provide monthly feedback to the academy on the progress of

the cadets. If a cadet is experiencing difficulty with the transition, academy staff will intervene with the mentor to assist the cadet. During the post-residential phase, cadets also are encouraged to remain connected with the academy. Many graduate cadets volunteer to address incoming youth and their families during orientation, volunteer for special work detail or assist with field trips and weekend events at the academy.

PREVENTION PROGRAMS FOSTER YOUTH DEVELOPMENT

The Sunburst Youth Academy collaborative with OCDE facilitated the introduction of supplemental alcohol, tobacco and other drug (ATOD) prevention programming into the academy's curriculum. County of Orange Health Care Agency (OCHCA), Behavioral Health Services, Prevention and Intervention Division (BHS P&I) provided ATOD prevention services to OCDE ACCESS schools and developed a pilot project to enhance the academy's ATOD prevention programming.

PROJECT TOWARD NO DRUGS

In 2009, BHS P&I introduced Project Toward No Drugs (Project TND), an evidence-based ATOD prevention program from the University of Southern California, Institute for Health Promotion and Disease Prevention Research, into Sunburst Youth Academy's health education curriculum.

Project TND is a three-week, 12-session program focusing on

factors that predict tobacco, alcohol and other drug use, violence-related behaviors, and other problem behaviors among senior high school age youth. Each session is highly interactive, incorporating classroom discussions, role-playing, and effective verbal and nonverbal communication skills.

The curriculum is designed to foster healthy youth development by exploring three behavioral factors:

- Motivation: attitudes, beliefs, expectations and desires regarding drug use
- Skills: social, self-control and coping
- Decision-making: how to make decisions that lead to health-promoting behaviors

"I enjoyed working with the female population at the academy, they were receptive and participative. Because the academy is a substance-free environment, it was somewhat easier to get through their defenses," said Suzanne Etheridge, Marriage and Family Therapist, OCHCA, BHS P&I. "I had three classes of female cadets, about 60 students in total. This was one of my most rewarding teaching experiences. The cadets were receptive to new information

and to debunking the myths of the street."

Steve Lownes, Marriage and Family Therapist, OCHCA, BHS P&I, presented Project TND to male cadets, in five classes totaling nearly 100 students. "The cadets were fascinated by the information presented. Most of them knew what was good about drugs, but unaware of the consequences of drug use. After a few days in the classroom the cadets began to break through their denial," said Lownes. "The class was structured with male authority in the classroom; the cadets paid attention, and participated. The entire class participated! It was the best time I have ever had teaching because the cadets were so involved."



FRIDAY NIGHT LIVE PARTNERSHIP

Orange County Friday Night Live Partnership (OCFNLP), funded by OCHCA and administered through OCDE, fosters healthy youth development and encourages youth leadership to address ATOD and violence issues in their schools and communities. OCFNLP chapters, or clubs, are located on school campuses and in community-based, faith-based and other youth serving environments.

A chapter was established at the academy in January 2007 and continued providing support through Cycle 4.

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At the beginning of each Cycle at the academy, 18-20 cadets are elected by their peers as the class leadership team, serving as the student council and OCFNLP program participants. These cadets meet for an hour, once a week, for 8-10 weeks, where they work on team-building, leadership and youth development skills. Each OCFNLP class identifies an area of focus, including prevention strategies and activities to be implemented at the academy or in their community.

“One OCFNLP class of cadets discussed the factors common across their individual communities supportive of healthy choices and those that were not. Then, they wrote a letter to each of their community newspapers identifying the community factors that were troublesome and included possible solutions to create a safer community environment for youth,” said Sheila Walsh, OCFNLP Project Consultant. “Another OCFNLP class developed personal mentoring plans for transitioning back into their communities.

The cadets identified a personal board of directors to serve as mentors, selecting individuals in their community with various skills, such as budgeting and financial management; employment; academic tutoring, and social networking. The cadets created a personal invitation, outlining his/her personal objectives, for each member of their board of directors. The invitations were sent prior to the cadet’s graduation from the academy.”

“At the academy, the OCFNLP program is customized to each class of cadets, however, our primary focus on positive youth development and leadership to address ATOD and violence prevention issues is consistent,” said Walsh. “We are helping cadets look at their schools,

neighborhoods and communities differently, with a sense of empowerment to make effective changes that create a healthier and safer environment for youth.”



*Lieutenant Colonel Chad Vogelsang
California National Guard
Director of Sunburst Youth Academy*

“I believe this is the best residential program designed to address high school dropouts. More than 500 cadets have graduated from Sunburst Youth Academy and returned to their communities over the past two and a half years. Of those, 80% are in school full time, employed full time, or a combination of both,” said Vogelsang. “We measure our success by how well the cadets function when they

return to their community. Our goal is to create viable, contributing community citizens.”

For more information, contact Sunburst Youth Academy, 562/936-1750, web site: ngycp.org.



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Funded by the County of Orange Health Care Agency, Alcohol & Drug Education & Prevention Team - ADEPT.

Written and published by Business Resource Group - BRG

ALCOHOL & OTHER DRUG PREVENTION CONNECTION

County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team - ADEPT

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THREE PROJECTS ~ ONE OBJECTIVE

The County of Orange Health Care Agency, Tobacco Use Prevention Program (TUPP) has initiated three comprehensive prevention projects to lower the prevalence of tobacco use among youth, as national surveys indicate that nearly 80% of adults who smoke began at or before age 18. Each project utilizes evidence-based strategies and best practices for intervention, community education and prevention services to reduce adolescent experimentation with tobacco products and lower prevalence for youth and adults.

“The projects were implemented over a three-year period ending in June 2011, which allowed us to develop partnerships, coalitions and a sustainable framework to institutionalize the projects within the selected communities,” said Barbara Brashear-Weimar, Program Supervisor, TUPP. “During the first year of each project our prevention providers conducted target audience research to establish baseline data and used Geographic Information System (GIS) mapping (software that links data to geographic locations) to plan and implement community-level interventions for tobacco prevention and education activities.”

REDUCING TEEN TOBACCO USE

One of TUPP’s prevention projects was developed specifically to reduce tobacco use among teens in the cities of San Clemente and San Juan Capistrano. The project was implemented at Capistrano Valley, San Clemente and Junipero Serra High Schools by National Council on Alcoholism & Drug Dependence-Orange County/ Community Alliance Network (NCADD-OC/CAN) health educators, in partnership with the Capistrano Unified School District administration.

The project was designed to follow 9th grade students over three years (through 11th grade) to identify changes in their knowledge about the harmful effects of tobacco, while participating in comprehensive classroom tobacco interventions, presentations and a campus-wide tobacco prevention campaign.

Continued on Page 2

WE HAVE GONE GREEN!!!

The County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT) Prevention Connection newsletter has gone green. To conserve energy and preserve the environment, this newsletter is now an electronic publication.

To receive future Prevention Connection newsletters electronically, please register your email address at: ohealthinfo.com/newsletters/subscribe, or send an email request to kpangan@ochca.com.

NCADD-OC/CAN first conducted a survey of current 11th grade students at each selected school to identify their knowledge and perceptions of tobacco use among high school age youth. The survey provided baseline data for the project, as these students had not received the classroom interventions or other prevention campaign components.

The project was uniformly conducted at the three selected schools. The classroom interventions included presentations highlighting the scientific data on the harmful effects of tobacco use and second-hand smoke, the prevalence of tobacco use in the media and the misperceptions of tobacco use among teens. Each classroom intervention included a student pre-and-post presentation survey to identify changes in knowledge resulting from the information presented.

“The administration and teachers at each of the schools were extremely supportive of our objective. They were willing to give up instructional class time to accommodate this project,” said Tiffany McCune, Health Educator, NCADD-OC/CAN.

On each campus, NCADD-OC/CAN health educators collaborated with school administration and existing youth leadership groups to form a student-led anti-tobacco task force to develop and implement a campus-wide tobacco prevention education and awareness campaign. Four tobacco awareness events at each high school

were conducted each year featuring anti-tobacco message posters/banners and prevention education games and contests developed by the student task force. Anti-tobacco campaign message ads were placed in the school newspapers and displayed on banners at school athletic events. Prevention education materials and anti-tobacco promotional items were made available to students at campus events.



A popular element of the awareness campaign was the annual art contest focused on anti-tobacco messaging. Students submitted original art pieces for peer and faculty judging. The winning pieces were reproduced as posters for display on campus and throughout the community to highlight the students' creativity. At Junipero Serra High School, NCADD-OC/CAN health educators and the student task force sponsored the school's annual pie-eating contest, reproducing their awareness campaign messages on hats, bibs, tablecloths and banners.

This project included a parent education component as not only are youth influenced by their peers and media, research indicates they are also influenced by their parents. Parents were informed about tobacco products popular with youth and the prevalence of tobacco use in media. Teens are huge consumers of media. “If we teach parents and teens how to critically analyze media messages, they can use these skills regardless of how the message is delivered,” said McCune.

The parent presentation was offered in English and Spanish in

partnership with the Parent Teacher Association (PTA) at San Clemente and Capistrano Valley High Schools. NCADD-OC/CAN health educators also offered the parenting workshops as a component in the Orange County Sheriff's Department Parent Project, a 10-week parenting skills program designed specifically for parents with strong-willed or out-of-control children, open to parents throughout the county.

“To establish sustainability of the multiple components of this project, we have focused on institutionalizing the prevention activities at the school and district levels. Over the past three years we have worked closely with a faculty advisor and tobacco program coordinator at each of the schools. We provided each school with a tool kit to maintain the project, which includes the project overview, educational materials, and student classroom and parent presentation curricula,” said Gwen Drenick, Program Director, NCADD-OC/CAN.

REDUCING YOUNG ADULT TOBACCO USE

According to the National Survey on Drug Use and Health, tobacco use among adults ages 18 to 24 years of age is more prevalent than among older adults. To influence this age group and behavior, TUPP developed a three year prevention project designed to lower the prevalence of tobacco use among young adults in the cities of Santa Ana, Cypress, Garden Grove and Huntington Beach. Reaching this specific target population for prevention outreach services is challenging as individuals in this age group make diverse and independent choices regarding education, employment and lifestyle after leaving high school.

The objectives of the project were to implement a tobacco prevention media campaign and conduct educational outreach to inform young adults on the harmful effects of tobacco use, while building coalitions and partnerships for long term sustainability of the project components. During the first year, Community Service Programs, Inc., Project Positive Action Toward Health (CSP Project PATH) health educators, in partnership with community colleges in the cities of Santa Ana, Cypress and Huntington Beach, conducted 1,387 baseline surveys to assess the attitudes about tobacco use among young adults prior to the launch of the media campaign and educational presentations.

Informed by this baseline data, CSP Project PATH developed a media campaign utilizing venues and media outlets determined to be highly visible to a large segment of the adult population ages 18-24 years old. The media campaign addressed the harmful effects of tobacco use and the dangers of second and third hand smoke. A total of 94 media ads were placed in the first and second years of the campaign, and 63 ads were placed during the third year. Media campaign materials were displayed at venues in the selected cities: on community college and trade school campuses, on bus shelters and bus banner ads, billboards, kiosks, Web sites and as streaming video ads in Coffee Bean and Juice It Up! stores.

In collaboration with students from the Art Institute of California, CSP Project PATH developed public service announcements (PSAs) during year two of the project. The PSAs aired 234 times over a four-week period on the Time Warner Cable Company, primarily on six-networks that young adults frequently watch, including

MTV, VH1, and Comedy Central.

“CSP Project PATH partnered with the community colleges and vocational schools to offer educational presentations and display the media campaign elements. We offered our presentation as a service to the students through the college student health centers and as a classroom presentation,” said Vicki Williams, Project Coordinator, CSP Project PATH.



Over the three years, CSP Project PATH presented to more than 980 adults ages 18 to 24 years of age. Presentation topics included the latest scientific information on tobacco, the prevalence of tobacco use in media, the cost of smoking and the environmental impacts, new products on the market, and the effects of second and third hand smoke on adults, children and pets. A pre-and post-presentation survey was used to identify changes in perceptions and knowledge.

“We tried to engage this audience with information that relates to their current lifestyle. The discussion of new nicotine/tobacco products resonated with them because they were unaware of the harm associated with these items. Also, they responded to the concept that secondhand smoke was harmful to pets. They were very

receptive to discussing products and research outcomes that were new or trendy,” said Williams.

To help with project sustainability, CSP Project PATH developed a tool kit that includes resource information, copies of the media campaign elements and an outline of the educational presentation.

REDUCING YOUTH ACCESS TO TOBACCO

BUILDING COMMUNITY PARTNERSHIPS
Reducing youth access to tobacco requires the effort of an entire community, including tobacco retailers. In partnership with America On Track, TUPP developed a three year project to engage the retail business communities in the cities of La Habra and Anaheim with a variety of methods to encourage the responsible sale of tobacco products.

To initiate the project, America On Track health educators identified the tobacco retail establishments in the selected cities. Using GIS mapping to target clusters near schools and tourist venues, the health educators identified 75 tobacco retail establishments in the City of La Habra, and 212 in the City of Anaheim. The overarching objective of the project was to educate these 287 retail merchants to ensure their compliance with existing state and municipal laws regulating tobacco retail sales and local window signage ordinances.

During the first year of the project, America On Track staff and adult volunteers accompanied teens (under 18 years of age) in carrying out a tobacco purchase survey or ‘attempted buy’ at each of the 287 retail establishments. The purpose of the survey was to determine whether the salesclerk would have sold tobacco to a

minor without identification, however, no actual purchase is made.

Merchants who refused to sell tobacco products to the teens received a letter explaining the survey conducted at their place of business, congratulating them on their compliance with the law. Merchants who would have sold tobacco to the teens received a letter summarizing the survey conducted, their failure to comply with the law regarding tobacco sales, and a merchant resource packet that included information on tobacco retail laws, licensing and local signage ordinances.

America On Track health educators initiated a merchant education outreach campaign, visiting all 287 retail establishments quarterly to inform them of the laws regulating tobacco retail sales, assist with window signage compliance, and provide resources to obtain the necessary licenses and permits. The health educators also created stickers and signage to remind the retailers and customers of the legal age to purchase tobacco products.

As a result of the educational outreach component of the project, in June 2011 America On Track health educators documented 100% compliance among the targeted merchants in posting required retail licenses. Retail establishments that demonstrated compliance with tobacco retail sales laws and sign ordinances for three consecutive quarters were recognized as a 5-Star Merchant.

The 5-Star Merchant Award program

was developed several years ago; however, it had not been implemented in the cities of La Habra or Anaheim. The program recognizes the business owners and the businesses for being responsible members of the community by upholding the tobacco retailing laws. "It is a fantastic way to reward merchants for following

the law. We wanted them to see us as partners by helping them to comply with the laws so they are not susceptible to a fine," said Claire Braeburn, Executive Director, America On Track.

In the final year of the project,

159 or 60% of the tobacco retailers received 5-Star Merchant Awards. The challenge for many merchants not qualifying for the award was compliance with local window signage ordinances. The final teen 'attempted buy' activity of the project identified only one retail establishment failing to comply with the law regarding the sale of tobacco to a minor. Based on the data collected, the project lowered the illegal sale of tobacco to minors by 97% in the selected cities.

REDUCING SOCIAL ACCESS

A second component of this project was a social sources campaign, targeting males 18-to-35 years of age on the consequences of providing tobacco to anyone under 18 years of age. A media campaign was developed to inform the target audience of the law and associated fine for providing tobacco products to minors. The campaign appeared in the local newspapers, bus shelters, and phone kiosks in the selected cities. Campaign

materials were distributed to retail merchants as flyers, stickers, window decals and penny trays.

During each year of the project 2,000 target population surveys were collected to assess the level of knowledge regarding the consequences of providing tobacco to a minor.

"Individuals in this age group were unaware of the legal consequences. We conducted a total of 6,000 surveys to assess the effectiveness of the awareness campaign. Over the three-year project, there was an increase in the number of people who could identify the \$200 fine for purchasing or supplying tobacco to a minor. In the first year of the project, 14% of individuals surveyed could correctly identify the \$200 fine, but in the third year of the project, 66.5% of individuals surveyed could correctly identify the fine, indicating almost a five-fold increase in knowledge among the targeted population over the three years of the project," said Braeburn.

Overall, TUPP provides comprehensive prevention and free cessation projects that address the public health problem posed by tobacco use throughout Orange County. TUPP's projects encourage individuals and communities to make lifestyle choices consistent with a healthy and safe environment for youth and adults.

TUPP tobacco prevention and cessation projects are funded by Tobacco Settlement Revenue Funds administered by the County of Orange Health Care Agency. For information contact Barbara Brashear-Weimar, Program Supervisor, TUPP; 714/834-3232, email: BBrashear-Weimar@ochca.com.



PREVENTION CONNECTION

TRANSITIONING THE CHALLENGES OF ADOLESCENCE

Adolescence is a time when youth begin to assert their independence and may feel separated from the support systems they enjoyed during elementary school. The degree to which intermediate school youth feel connected to their school, family and community are important factors in whether they are likely to fall behind academically, drink alcohol, smoke, use drugs or engage in other high-risk behaviors.

Latino Youth Network (LYN), a program of La Familia, is an after-school alcohol and other drug (AOD), violence and crime prevention program designed to assist intermediate school youth to make healthy life choices. La Familia, a California Hispanic Commission on Alcohol and Drug Abuse, Inc. (CHCADA) enterprise, provides bilingual family support services and AOD treatment and prevention services for Latinos in Orange County.

LYN is a component of the after-school program at four intermediate schools in the Santa Ana Unified School District (SAUSD) that serve the Latino community. Students are ages 11-14, in fifth through eighth grade. Hispanic/Latino enrollment for the 2009-2010 academic year at the four intermediate schools offering LYN ranged between 93% and 99%: Gerald P. Carr Intermediate, McFadden Intermediate, Sierra Preparatory Academy and Spurgeon Intermediate. (California Department of Education)

The SAUSD after-school program includes time for students to complete their homework followed by a wide range of age-appropriate activities, such as LYN, designed to engage

youth in healthy activities as an alternative to being home alone or unsupervised after school.

Students self-select to participate in LYN, often encouraged by parents, siblings or LYN peers. The program is open to all intermediate school students and class sizes range from 15-to-25 students per school.



Students meet in a classroom setting for 90 minutes twice a week, where they participate in discussions and an educational activity centered around a monthly youth development topic such as self-esteem, effective communication, respect, or academic achievement. Each monthly topic is addressed from three perspectives; how the topic relates to the student's sense of community, family interaction and self.

"We start each class with a group discussion. It gets lively, everybody wants to talk," said Jonnathan Gomez, LYN Prevention Supervisor. "Much of the classroom discussion focuses on how a situation makes the student feel. For example, if you do something wrong at home, how do you feel? If you helped your parents without being asked, how do you feel? The students share their experiences and feelings with the class. It is empowering when

their positive responses to situations are reinforced by adults and peers."

The LYN program sponsors a monthly community service activity. LYN youth volunteer at food banks, collect toys and assemble food baskets for holiday distribution, and participate in an annual graffiti cleanup event.

"LYN students like doing things for others and improving the appearance of their community. They receive positive feedback from the community during and after these events, which makes them feel appreciated," said Nick Amezcua, LYN Prevention Specialist. "We discuss their feelings about helping others as part of the monthly classroom discussions."

"I started working for LYN seven years ago, with a group of rather spirited students," said Gomez. "It took two weeks before they would give me a chance! Then slowly they started to open-up and began to appreciate the LYN curriculum. Now some of these same students are attending the best colleges and universities in the state. They still come back to be involved with LYN and to work with the youth in the community."

To support LYN students' post-intermediate school connectedness to the program, Gomez established a LYN Leadership Council for high school and college-age students. LYN Leadership Council students volunteer to help with LYN-sponsored community service projects, field trips and events, and they are mentors and role-models for LYN students.

LYN staff also provides educational workshops to community, school

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and parent groups on topics such as parenting, youth access to alcohol and drugs, signs and symptoms of drug abuse and cross-generational communication skills. Each year they host a Thanksgiving Dinner for LYN students and their families at the La Familia facility.

“Incorporated into the holiday event is a workshop for the students and their parents on communication, values, respect and family traditions. The students are growing up in an environment that is largely unfamiliar

to their parents. It is helpful for parents to gain a better understanding of the influences that impact today’s youth and to learn how to communicate more effectively with their children,” said Gomez.

“At the family workshops we discuss the signs and symptoms of drug use, access to alcohol and drugs, and the importance of academic competency,” said Amezcua. “The parents are like sponges; they have questions and more questions. For example, most parents are not aware of the impact that the

widespread acceptance of alcohol use within the Latino community has on youth.”

Gomez and Amezcua agree, “We see the impact the LYN program has made on students that are now in high school. They are making good choices and we strongly believe it is because of what the LYN program taught them.”

For more information, contact Jonnathan Gomez, 714/479-0120, email: jgomez@chcada.org.

A CELEBRATION OF ACHIEVEMENT

In November 2010, the Faiths and Institutions Together for Health (FAITH) Coalition celebrated its 10th anniversary with an impressive list of accomplishments in facilitating partnerships among alcohol and other drug (AOD) prevention providers and faith communities in Orange County. A highlight of the anniversary event was the presentation of the FAITH Coalition Visionary Leadership Award to Michael Cunningham, Chief Deputy Director, California Department of Alcohol and Drug Programs. Cunningham was instrumental in establishing the Coalition by bringing together representatives from faith communities and prevention providers for a workshop titled “Involving the Faith Community in Prevention” in October 2000 hosted by Community Service Programs, Inc. Project Positive Action Toward Health (CSP Project PATH).

“The FAITH Coalition is a direct result of Michael Cunningham’s vision and the workshop he facilitated. It was the first prevention outreach to the faith community in Orange

County. Today, the Coalition membership represents diverse faith-based organizations and prevention providers from throughout the county,” said Lourdes Gutierrez, Project Coordinator, CSP Project Faith in Youth.

BUILDING COMMUNITY CAPACITY

One of many accomplishments featured during the anniversary event was the award of a Drug Free Communities (DFC) Support Program grant from the Office of National Drug Control Policy and the Substance Abuse and Mental Health Services Administration in October 2008. The five-year grant was received by CSP Project PATH on behalf of the FAITH Coalition and the City of Garden Grove. The goals of the grant are:

- To reduce alcohol and marijuana use among youth, and over time, adults in Garden Grove by addressing the factors in a community that enable problematic behavior
- To strengthen collaboration among local government agencies

and community organizations to support coalitions to prevent and reduce substance abuse among youth.

“The City of Garden Grove is very supportive of the DFC grant. We find city government to be proactive and responsive to the needs and concerns of the community. The Garden Grove Police Department (GGPD) signed a Memorandum of Understanding with CSP Project PATH, which was included with our grant application,” said Gutierrez.

A comprehensive community assessment was conducted during the first year to identify and analyze environmental, social and individual factors that contribute to alcohol and other drug problems in the City. California Healthy Kids Survey data for the Garden Grove Unified School District (GGUSD) were used to identify AOD use among Garden Grove youth. The Alcohol/Drug Sensitive Information Planning System, an analysis of GGPD calls for service, provided both a visual

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and a statistical “picture” of police events involving alcohol and other drugs. Community stakeholder interviews and focus groups with youth and adults were conducted to assess community perceptions of substance abuse among youth and local conditions that may contribute to AOD use.

Representatives from the FAITH Coalition, Project Faith in Youth, GGUSD, GGP, neighborhood coalitions and community organizations came together to establish the Garden Grove DFC Task Force. The Task Force, facilitated by Gutierrez and Stephan Lambert, Health Educator, Project Faith in Youth, used the community assessment baseline data to plan and implement community-wide strategies that address alcohol and marijuana access and use among youth.

Partnering with the GGUSD, the Task Force provided technical assistance in conducting a series of Drug Awareness Parent Meetings held at each of the nine high schools in the District. Parents of students attending the District’s 10 middle schools were also invited to attend. These meetings were presented in English with simultaneous translations into Spanish, Vietnamese and Korean.

Each workshop featured a panel of speakers who addressed youth AOD use from multiple perspectives. Lambert, as the lead presenter, discussed the popular drugs of abuse among youth and their harmful consequences, and shared the key findings from the Garden Grove community assessment. A Garden Grove police officer spoke on the legal consequences of AOD use among

youth and also shared his views as a parent of teens. A psychologist addressed the parents on how to talk with their children about substance abuse prevention strategies, signs and symptoms of AOD use. The final speaker was a school counselor who informed parents about the District’s substance abuse disciplinary policies.



“The parent meeting discussions reflected common issues and concerns, while also highlighting specific cultural issues related to how parents communicate with their children. Some parents were more comfortable than others in setting boundaries, monitoring their children’s activities or talking openly about personal feelings and emotions,” said Lambert. “Parents left the meetings with new information on parenting strategies and a feeling of connectedness to their neighbors and the community in addressing AOD issues.”

More than 1,000 parents attended the 10 Drug Awareness Parent Meetings, held November 2009 through May 2010. Each participant completed a post program survey to evaluate their overall increase in knowledge of AOD-related issues and to identify their support of policy initiatives that would hold adults accountable for underage drinking in their homes. “Results from

our parent meeting survey indicated 97% of participants were supportive of holding adults accountable for underage drinking in their homes. They recognize the prevalence and harmful effects of underage drinking in their community. The DFC Task Force has developed a Policy Brief for a Social Host Ordinance which is being shared with stakeholders,” said Gutierrez.

A Social Host Ordinance has proven to be an effective tool used nationwide to address underage drinking. The ordinance holds parents/adults responsible and assesses a fine for underage drinking in their home, whether or not they are present at the time of the incident.

As the Garden Grove DFC Task Force moves into year three of the grant implementation, it is focusing on expanded outreach opportunities with the GGUSD, the City’s family and community resource centers and community organizations. The Task Force has also developed a partnership with cable television Channel 3 in Garden Grove to promote and publicize the DFC Task Force objectives and educational activities.

The DFC grant is bringing together City government, prevention agencies and community organizations in the City of Garden Grove to reduce alcohol and marijuana use among youth, and over time among adults.

For information contact Lourdes Gutierrez, 949/757-1096 extension 288, email: lgutierrez@cspinc.org or Stephan Lambert, 949/757-1096 extension 226, email: slambert@cspinc.org.

CATCHING THE SPIRIT OF RED

A visit to South Junior High School (SJHS), Anaheim Unified School District, during the last week of October 2010 brought new meaning to the expression “seeing red,” when the school was decorated top-to-bottom, inside-and-out in celebration of Red Ribbon Week. Each year Red Ribbon Week brings millions of young people and adults across the country together to honor Drug Enforcement Administration agent Enrique “Kiki” Camarena. His tragic death in 1985 sparked a grassroots movement aimed at reducing the demand for illegal drugs by raising awareness of the need for alcohol and other drugs (AOD) and violence prevention, early intervention and treatment services.



Spearheading the Red Ribbon Week activities that transformed SJHS into a classic example of youthful enthusiasm and commitment was Club Live, a program of the Orange County Department of Education Friday Night Live Partnership (OCFNLP). Club Live is a club, or chapter, for middle school-age youth located on school campuses, in faith and community-based organizations, and in other educational environments that foster positive youth development and leadership skills through AOD and violence prevention activities.

SJHS Club Live members planned and implemented their Red Ribbon Week activities with guidance from Linh Ho, eighth grade teacher and Club Advisor. “Club members wanted to present activities that engaged the entire student body. They wanted every element to be inclusive and to reach as many students as possible with their

anti-drug message,” said Ho.

Ho, Club Live members and volunteers facilitated an overwhelming number of events and activities focused on the spirit of Red Ribbon Week. They began by hosting a Red Ribbon Week training in September, attended by 140 youth from schools throughout

Orange County. To decorate the school for Red Ribbon Week they created posters, hung banners and sponsored a door decorating contest, which led to more than 40 office and classroom doors displaying AOD prevention messages. In addition, Club members distributed strips of red paper for each student to write a personal living drug-free message, fashioned the strips into chain loops, and created a 1,400 piece red chain displaying the messages, which was draped around the exterior of the school building.

SJHS’s Red Ribbon Week was filled with surprises and special guests. Jay Johnstone, retired left-handed hitter and outfielder for The Los Angeles Angels of Anaheim and a 20-year veteran of major league baseball, spoke to the students at a lunchtime rally about the negative effects of AOD abuse and the importance of making healthy life choices. Another lunchtime rally featured two members of the Angels Strike Force Team, Los Angeles Angels of Anaheim goodwill ambassadors, who presented autographed team and player pictures to students based on their correct answers to an AOD prevention quiz.

The highlight of the week was a student body assembly featuring Peggy Sapp, President of the National Family

Partnership and Marsha Stanton, representing Kings Pharmaceuticals. Sapp and Stanton spoke about the significance of Red Ribbon Week, the students’ responsibility as role-models for younger students, and the importance of continuing AOD prevention activities in their school and community throughout the year.

“The assembly exceeded our expectations. The students connected with the prevention messages,” said Ho. “Our goal was to engage every student by accessing outside resources that might not otherwise be available to them. The overarching message of the assembly, and the entire week, was for students to understand they are never alone in their decision making. They have an entire school and community for support when they are faced with decisions regarding AOD use.”



In February 2011, Ho learned South Junior High School was selected for the National Family Partnership 2010 National Red Ribbon Week Award. The award was officially announced in Washington D. C. at the National Family Partnership dinner and at the Community Anti-Drug Coalition of America’s National Awards Luncheon. Sapp’s comments at the announcement included, “Your school and your community partners are true role models for building community and delivering a drug free message.”

PREVENTION CONNECTION

“Implementing the Red Ribbon Week activities was extremely rewarding. We could not have executed such a comprehensive program without the support of our school administration, the community and our program

partners: Parent Teacher Student Association; County of Orange Health Care Agency Alcohol and Drug Education and Prevention Team; and the Orange County Department of Education,” said Ho.

For more information, contact Linh Ho, Club Live Advisor, South Junior High School, 714/321-0805, email: ho_1@auhsd.k12.ca.us.

PARENT POWER

Parental influence is one of the most important factors in keeping children safe. Close relationships, healthy open communication, and perceived parental support are especially important during adolescence, as children experience many physical and emotional changes. However, many parents believe they have little power over their children, according to the National Center on Addiction and Substance Abuse (CASA).

The County of Orange Health Care Agency, national advocacy groups, and local prevention organizations are reaching out to diverse parent populations with innovative programs that encourage positive parent-child relationships. These programs provide the tools, skills and support to build more healthy and cohesive family units.

STRENGTHENING THE FAMILY FRAMEWORK

Parenting is particularly challenging for vulnerable adults and families struggling with the effects of mental illness, addiction, or with a child in the juvenile justice system. To reduce the effect on children being raised in families exposed to these conditions, the County of Orange Health Care Agency, Behavioral Health Services, Prevention and Intervention Division, Education, Prevention, Intervention

and Community Services (EPICS) Program provides innovative parenting programs to strengthen and stabilize the family framework.

As a result of the State of California, Mental Health Services Act, the Prevention and Intervention Division was created to implement prevention and early intervention (PEI) programs as specified in the PEI plan that was developed from a comprehensive countywide mental health services needs assessment and approved by the Department of Mental Health. The PEI plan identified the need for parenting education and support services, prevention and early intervention services for families with a recovering or addicted parent, for families with a mentally ill parent, and for families with a child in the juvenile justice system and a sibling in the home.

CHILDREN’S SUPPORT AND PARENTING PROGRAM

The Children’s Support and Parenting Program (CSPP) is an innovative program to reduce the impact of mental illness and addiction on children being raised in families impacted by these disorders. The educational groups facilitated by trained mental health professionals are designed to build effective parenting

skills and strengthen family resiliency. CSPP is an 11-week group series, which includes two multi-generational workshops that bring the parents and children together to work on a shared activity, practice their newly acquired skills and celebrate their achievements.



The children’s group provides both age-appropriate education and support while validating their feelings and experiences as a member of that family. Group topics addressed include safety, coping, feelings and problem solving.

The final component of CSPP is an advanced parenting workshop offered at a six-month interval for families who have completed the initial workshop series.

CSPP is offered at residential treatment centers, shelters, transitional living facilities and family resource centers throughout the county. Since

the program was initiated in mid-2009, more than 300 families have participated in the program.

According to Chip Pope, Service Chief of the EPICS Program, “The biggest concern, particularly for parents recently out of treatment or still in treatment, is their ability to rebuild their family framework. The parents must be willing to change behavior to create a healthy and safe environment for their children. It is a huge risk on the part of the parent and the children.”

STOP THE CYCLE PROGRAM

The EPICS Stop the Cycle (STC) program is designed to assist the siblings and parents of youth involved in the juvenile justice system. The intent of this program is to create a more stable family environment for the siblings in the home, through improved parenting skills and the development of a support system for the entire family. Participants are referred into the program from a variety of service providers including juvenile court, juvenile probation and social services, or a family can self-refer into the program.

The 12-week STC program is offered at community-based juvenile probation centers, and it is structured similarly to CSPP in that participating families are separated into workshop groups of parents, teens, and younger adolescents. Parents learn and practice prevention and intervention strategies for harmful teen behaviors such as truancy, alcohol and other drug use, gang involvement, and violence. The teen component empowers and teaches skills to exercise self-discipline, set personal goals, accept responsibility for actions, self-respect, and nonviolent problem solving. The component for youth 5-10 years of age aims to reduce

problem behaviors, while improving social skills and school performance.

All of the workshop series include 12 sessions, however the parent groups are encouraged to complete an additional four sessions by meeting as an independent support group to finish the last four sessions of the curriculum. The STC facilitators assist with this process by making themselves available to the group for technical assistance.

The goal of the independent meeting portion of the STC program is to establish effective and sustainable support networks for the families. For many parents, especially single parents, emotional support and positive reinforcement are not available to them at home. Using this model, STC provides ongoing self-help parent and family support groups throughout the county. To further encourage participation in and sustainability of the support networks, parents who have completed the STC program are invited to volunteer as co-facilitators for future STC program workshops.

The program has been in place for a year and a half, and there are three ongoing support groups. To date, 120 families have completed the program.

YOUTH AS PARENTS PROGRAM

Youth As Parents is a program for pregnant and parenting teens to prevent or lessen the impact of mental and emotional problems, substance abuse, domestic violence or involvement with the juvenile justice system. In addition, the program addresses emotional and behavioral problems early in their children’s development.

Through case management, a Positive Parenting Program also known as Triple P, participation in teen parent support groups and a developing mentoring component, each participant is given the tools to help them address the significant challenges they face in their own development and that of their children.



“The Youth As Parents Program has been in place for over a year and more than 70 parenting teens have completed the program. I expect the program will grow exponentially as we build a more comprehensive support system to serve the needs of this fragile population,” said Pope.

The EPICS parenting programs are available to all Orange County families. Workshops and meetings are held in the evening; a meal, child care and transportation assistance is provided. “There is such a need throughout the county for parenting and life skills among adults and youth. As our programs continue to create and build support networks we are hopeful the influences will impact families beyond those being directly served,” said Pope.

For more information, contact Chip Pope, Service Chief, County of Orange Health Care Agency EPICS Programs, 714/480-4653, email: c pope@ochca.com.

A CALL TO ACTION~TALK

In a nationwide initiative to reduce underage drinking and encourage parents to talk with their children about alcohol use, Mothers Against Drunk Driving (MADD) announced the Power of Parents, It's Your Influence® program on April 21, 2011 at a series of highly promoted press conferences in the cities of New York, Dallas and San Diego.

April is national Alcohol Awareness Month and a component of the MADD Power of Parents program identifies April 21 as national POWERTALK 21 Day, a day for parents to talk with their children about alcohol and underage drinking. MADD identified April as an important time of the year, before prom, graduation and summer vacation, for this conversation between parents and their children. It is the time of year when many parents request assistance from organizations like MADD on how to engage teens in a fact-based conversation about this high-risk behavior. The goal of MADD's parent initiative is to provide strategies and tools that parents can use to prevent underage drinking in their families.

Dr. Robert Turrisi of Pennsylvania State University has developed a handbook for parents of college students on how to talk with their children about alcohol that successfully reduced underage drinking and the behaviors associated with alcohol use among college freshmen. MADD has partnered with Dr. Turrisi in adapting his handbook for parents of high school students.

The "Parent Handbook For Talking With Teens About Alcohol" is

available from the MADD Web site and through an introductory 30-minute parent workshop presented at Orange County schools, service clubs, Parent Teacher Association (PTA) meetings and other adult group meetings.

The parent handbook offers guidelines on how to have family conversations about underage drinking. It also helps parents to identify their personal style of parenting and the responses that various parenting styles may elicit from their children. There are tips on how to alter or modify parenting styles to more effectively communicate, and strategies to help teens overcome the negative influences of their friends and peers.

"We have been conducting the workshops in Orange County since October 2010. The workshop is short and to the point, and it fits perfectly into a lunchtime meeting agenda. The feedback we have received from workshop participants has been very positive. We are not telling them how to parent; we are giving them conversation tools" said Mary Beth Griffin, Executive Director, MADD-Orange County (MADD-OC).

Workshop facilitators discuss research-based data regarding frequency of alcohol use among teens, the effect of alcohol on teen brain development and misperceptions about underage drinking. More than 100 participants have attended the MADD-OC parenting workshops to date and MADD-OC staff has trained an additional 15 health educators from various Orange County community agencies as workshop facilitators.

"Research indicates that 1-in-5 teens binge drink, but only 1-in-100 parents believe their teens binge drink. There is a disconnect between what parents think their teens are doing and what they are actually doing," said Griffin. "Also, parents are not aware of the influence they have on their teens; that their teens will listen to them. The handbook is helping to open the lines of communication within the family. It is empowering parents to talk to their children about underage drinking. Improved communication between parents and their children is good for many reasons."

For more information, contact Mary Beth Griffin, Executive Director, MADD-OC, 714/838-6199, email: MaryBeth.Griffin@madd.org.

MAKE EVERY DAY A FAMILY DAY



The Parenting Initiative Program, facilitated and funded by the County of Orange Health Care Agency, Alcohol and

Drug Education and Prevention Team (ADEPT), was launched in 2010 in the City of Anaheim. Pauline Stauder, Program Supervisor, ADEPT, stated the aim of the Initiative is to increase awareness of the influence parents have on their children in preventing alcohol and drug use. This Initiative provides parents with the tools to build more cohesive families; increases awareness of parenting resources available within the community; and encourages parent involvement in the schools and community to create a safer, healthier environment for all children.



PREVENTION CONNECTION

Stauder has drawn upon existing research and evidence-based programs to identify parenting workshops and presentations that provide the tools and techniques to build positive parent-child relationships, family and school cohesiveness, effective parenting skills, and tools for parents to initiate age-appropriate prevention conversations with their children. All presentations, workshops and materials are offered in English, Spanish and Vietnamese, at schools, community agencies, and parent-type organizations, such as Parent Teacher Associations.

“We are also developing targeted parent presentations to address specific family issues. One is Family Meals Make a Difference, based on CASA’s Family Day research, to encourage parents to engage with their children by having frequent family dinners. Research indicates that parental engagement during regular family dinners is an effective tool to help parents raise healthy, drug-free children,” said Stauder.



The Initiative began with a media campaign utilizing bus banner advertisements featured on eight buses for three months in Anaheim. The Solution is You advertising campaign theme is designed to convey a simple parenting message: Talk with your children.

To support the campaign, ADEPT collaborated with 211 Orange County, a free and confidential information and referral phone system, to develop a Community Resource Guide. The guide is a comprehensive

listing of parenting programs throughout the county.

“There is data that indicate that when parents do talk to their children about the dangers of alcohol and drugs, the child’s risk of alcohol and drug use lowers significantly,” said Stauder. “The objective of the Parenting Initiative is to provide parents with

tools and resources to effectively address these critical issues in their families.”

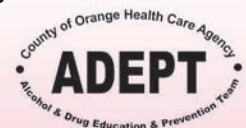
For more information, contact Pauline Stauder, Program Supervisor, ADEPT, 714/834-2094; email: PStauder@ochca.com.

The parenting programs offered by the County of Orange Health Care Agency, advocacy groups and prevention organizations are informing parents with innovative and effective strategies that encourage positive parent-child relationships. Many of the parenting programs offered throughout the county have been developed to address unique family challenges that can influence how parents interact with their children. They are designed to enhance parent-child communication and cohesiveness. These easily accessible and effective programs offer strategies to inform and support families and also provide positive parenting skills that create more stable and sustainable family units.



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Funded by the County of Orange Health Care Agency, Alcohol & Drug Education & Prevention Team - ADEPT.

Written and published by Business Resource Group - BRG

ALCOHOL & OTHER DRUG PREVENTION CONNECTION

County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team - ADEPT

PREVENTION IN MASS MEDIA

Media advertising is big business. We are bombarded with print and television advertising, outdoor and display advertising, internet and social media advertising, and streaming video ads at gas pumps and airports. Advertising images seem to fill every open space, including the occasional sky writer. A 2007 New York Times article reports that Yankelovich, Inc., a market research firm, estimates that a person living in a city 30 years ago saw up to 2,000 ad messages a day, compared with up to 5,000 today.

Research indicates that while parents and peers have a significant influence on youth decisions to drink, alcohol advertising and marketing also influence youth and adult attitudes and expectations to create an environment that promotes underage drinking.

According to a report by the Center on Alcohol Marketing and Youth (CAMY) at the Johns Hopkins Bloomberg School of Public Health, youth exposure to alcohol advertising on television in the United States increased 71% between 2002 and 2009. During 2009, youth watching television were exposed to 366 alcohol ads, approximately one per day on average. During this same period, youth were 22 times more likely to see an alcohol product ad than an alcohol company-sponsored responsibility ad in which the primary message warned against



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WE ARE GOING GREEN

The County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT) Prevention Connection newsletter is going green. To conserve energy and preserve the environment, the newsletter will become an electronic publication starting with our next issue.

To receive future Prevention Connection newsletters electronically, please register your email address at: ohealthinfo.com/adept/publications, or send an email request to kpangan@ochca.com.

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underage drinking and/or alcohol-impaired driving.

Through advertising, consumers are introduced to and educated about new and existing products and services, many of which can improve or enhance quality of life. The aim of advertising and marketing is to influence what we

purchase, where and how we live, human behavior and social norms. The message, theme, music and graphic elements of an advertisement are carefully designed to attract the attention of and engage an identified target audience.

Through consumer advertising, popular culture idealizes the effects of specific products. Alcoholic beverage advertisers connect the use of their product to attributes that are particularly appealing to youth: friendship, prestige, sex appeal and fun.

Prescription and over-the-counter (Rx/OTC) drug advertisers connect the use of their products with a healthy, stress and pain-free life style. Although these advertising messages are designed to influence adult behavior, when repeatedly seen by young people they can encourage unhealthy and high-risk behaviors.

To counteract the influences



of alcohol and Rx/OTC drug advertising on youth, the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT), in partnership with its community-based alcohol and other drug (AOD) prevention

contract providers, has implemented a multi-faceted mass media prevention initiative targeting youth and adults. Utilizing many of the same media strategies as the advertising industry the ADEPT initiative incorporates the use of both traditional and social media in a series of AOD prevention campaigns focused on impaired driving, Rx/OTC drug abuse, underage drinking and positive youth development.



ADEPT and its contracted partners, Community Service Programs, Inc., Project Positive Action Toward Health (CSP Project PATH) and National Council on Alcoholism & Drug

Dependence-Orange County/Community Alliance Network (NCADD-OC/CAN) identified campaign themes and graphic elements designed to effectively communicate AOD prevention messages throughout the county.

ORANGE COUNTY MEDIA CAMPAIGNS

IMPAIRED DRIVING PREVENTION
Choose Your Ride Wisely - Don't Drink and Drive campaign theme was created by CSP Project PATH to increase awareness of the risk of being



arrested by law enforcement for impaired driving while highlighting alternative choices available for adults who consume alcohol. The campaign appears in the cities of Anaheim, Huntington Beach, Orange and Santa Ana.

The Orange County DUI (Driving Under the Influence) Task Force, a project facilitated by ADEPT, introduced the DUI *Can You Pay the Price* media campaign to increase awareness of the financial consequences of a DUI arrest. This campaign initially appeared in the cities of Costa Mesa and Newport Beach, and is now targeting the entire county.

UNDERAGE DRINKING PREVENTION
NCADD-OC/CAN's campaign, *Minor Drinking Major Problems*,

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aims to increase adult awareness of the prevalence and consequences of underage drinking in the cities of Anaheim, Newport Beach, Laguna Beach and Dana Point.

Rx/OTC DRUG ABUSE PREVENTION

To increase awareness of Rx/OTC drug misuse and abuse, CSP Project PATH adopted a campaign theme originating at the U. S. Drug Enforcement Administration to capitalize on the campaign's nationwide recognition. The *Good Medicine Bad Behavior* campaign appears in the cities of Fullerton, Mission Viejo, Newport Beach and Orange targeting health professionals, adults and youth.

POSITIVE YOUTH DEVELOPMENT

The *Solution is You*, the campaign theme of a Parenting Initiative Program facilitated by ADEPT, was launched as a pilot project in the City of Anaheim to increase awareness of the benefits to youth of parental involvement and effective parenting in preventing substance abuse.

MASS MEDIA CAMPAIGN ELEMENTS

To counter the influences of alcohol and Rx/OTC drug advertising, ADEPT and its



partners are using traditional and social media to promote the AOD prevention campaigns that feature alternative lifestyle choices to influence the behavior of adults and youth.

OUTDOOR ADVERTISING

Outdoor advertising is a popular format for alcoholic beverage advertising. Therefore, these prevention programs strategically select highly visible outdoor advertising venues to display their prevention campaign messages. Outdoor advertising venues include:



- ▶ The digital two-sided marquee at the Westminster Mall in the City of Westminster visible from the 405 Freeway

▶ The digital marquee at the Honda Center in the City of Anaheim

- ▶ A two-sided billboard in English and Spanish at the intersection of Ball Road and Anaheim Boulevard in the City of Anaheim
- ▶ 16 pole banners at the Block of Orange in the City of Orange

- ▶ A billboard on Newport Boulevard in the City of Newport Beach
- ▶ Outdoor bus shelters (four) in the City of Orange
- ▶ Outdoor bus shelters (three) in the City of Mission Viejo
- ▶ Bus banner advertisements on eight buses in the City of Anaheim
- ▶ Posters in high foot-traffic areas on Fullerton College and California State University, Fullerton campuses



- ▶ Magnetic banners displayed at sobriety checkpoints throughout the county
- ▶ 12 beach waste barrels in the City of Seal Beach
- ▶ 13 beach waste barrels in the City of Huntington Beach

INDOOR ADVERTISING

These programs also identify creative opportunities for the placement of indoor advertising to display their prevention campaign messages.

- ▶ Sky banner at the MainPlace Mall in the City of Santa Ana
- ▶ Floor decals at the MainPlace Mall in the City of Santa Ana

- ▶ Posters at five retail car wash locations in the cities of Newport Beach, Dana Point and Anaheim
- ▶ Posters displayed at Fullerton College and California State University, Fullerton student health centers, in campus dining facilities and throughout residence halls
- ▶ Window clings for off-sale alcohol establishments
- ▶ Posters displayed in more than 130 Automobile Club of America (AAA) approved auto repair facilities in Orange County
- ▶ Posters displayed at six local California Department of Motor Vehicle field offices

VIDEO ADVERTISING AND PUBLIC SERVICE ANNOUNCEMENTS

The prevention campaign messages were graphically adapted and animated in streaming video format for display at retail establishments and as public service announcements (PSAs) for television.

- ▶ Streaming video ads were displayed in Coffee Bean and Tea Leaf retail locations in the cities of Anaheim, Huntington Beach, Orange, Santa Ana and Newport Beach, and at Juice It Up!, Borders Books and Robeks stores in the cities of Anaheim, Huntington Beach, Orange and Santa Ana
- ▶ Cable television PSAs appeared in cooperation with Time Warner Cable Company in the cities of Anaheim, Huntington Beach, Orange, and Santa Ana

PRINT ADVERTISING

Because print advertising is a format highly favored by the alcoholic beverage and pharmaceutical industries, it is also being used to advertise the ADEPT campaign prevention messages. Print ads have been placed in the following newspapers and magazines:

- ▶ Dana Point Times
- ▶ Laguna Beach Coastline Pilot
- ▶ Laguna Beach Independent
- ▶ Newport Beach Daily Pilot
- ▶ Newport Beach Independent
- ▶ Pennysaver Magazine
- ▶ OC Family Magazine
- ▶ Costa Mesa Chamber of Commerce

SOCIAL MEDIA

Social media web sites have become nearly inescapable facets of modern life, particularly for youth. In 2011, a report published in the online edition of *Pediatrics* states that more than half of adolescents log on to a social media web site at least once a day, and nearly one-quarter of teens say they log on to their favorite social media sites 10 or more times each day. According to the report "Generation M2: Media in the Lives of 8-to-18 year olds," based on a survey of 2,000 students nationwide, young people now devote an average of 7 hours and 38 minutes daily to media use, or about 53 hours a week. ADEPT and its partners are using social media to increase awareness of their AOD messages. Examples include:



- ▶ Choose Your Ride Wisely Facebook page: [facebook.com/choose.your.ride.wisely](https://www.facebook.com/choose.your.ride.wisely)
- ▶ Choose Your Ride Wisely video posted on YouTube
- ▶ Choose Your Ride Wisely Facebook advertisement
- ▶ Good Medicine Bad Behavior Facebook page: [facebook.com/pages/Good-Medicine-Bad-Behavior](https://www.facebook.com/pages/Good-Medicine-Bad-Behavior)
- ▶ Orange County Red Ribbon Facebook page: [facebook.com/pages/ocredribbon](https://www.facebook.com/pages/ocredribbon)
- ▶ NCADD-OC/CAN Facebook page: [facebook.com/pages/Community-Alliance-Network](https://www.facebook.com/pages/Community-Alliance-Network)

Through multi-faceted advertising, consumers are introduced to and educated about new and existing products and services, many of which can improve or enhance quality of life. However, when misused or abused many of these products can be harmful to adults and youth. Advertising is big business because it works. To counteract the influences of alcohol and Rx/OTC drug advertising, ADEPT and its community-based prevention partners are employing research-based mass media advertising strategies to introduce and educate adults and youth on the risks of AOD abuse and to encourage healthy lifestyle choices.

For more information contact ADEPT, 714/834-4058. Web site: ohealthinfo.com/adept.

BRICKWALL

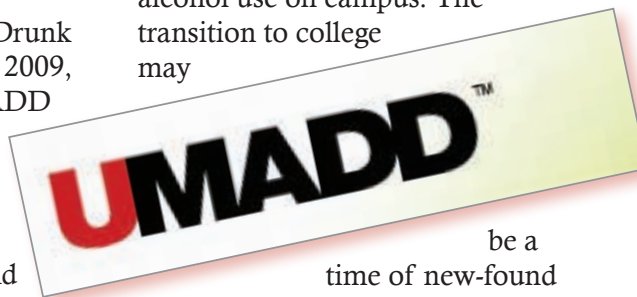
Euphemistically there are brick walls and brickwalls, few as creative as the Fullerton College (FC) BrickWall event, a campus-wide fine arts competition to increase student awareness of the harmful effects of alcohol abuse, binge drinking and impaired driving. The event was sponsored by FC Health Services and University Mothers Against Drunk Driving (UMADD). In April 2009, FC established the first UMADD chapter in California, a campus-based club designed to engage students in prevention strategies that address underage drinking and youth access to alcohol.

The City of Fullerton is a college town, with nearly 55,000 university and community college students. The city has recently undergone major redevelopment projects that include expanded retail and hospitality services. The entertainment ambience, shops, restaurants and bars attract visitors from as far away as Los Angeles and San Diego. Local students are attracted to the popular downtown area, with its high density of alcohol establishments, compounding the need for increased educational outreach to focusing on the consequences of underage drinking.

Finding creative ways to engage college students in making healthy life choices can be a challenge. At FC this challenge is compounded by the student demographics. Throughout the school year,

approximately 22,000 students commute to attend classes on the campus of this two-year community college and then return home, go to work or socialize primarily in a non-campus environment.

“It is very important to talk about alcohol use on campus. The transition to college may



be a time of new-found independence for some students that can challenge their behavior and values. The health center may be the only source of fact-based prevention information and risk reduction strategies available to them,” said Deanna Farsakh, Health Educator, FC Health Services.

“Our idea was to present a campus-wide event that was entertaining with a strong overarching alcohol awareness theme. We wanted the event to highlight the creativity and artistic talent of FC students,” said Yara Almouradi, Peer Health Educator at FC Health Services and UMADD Events Coordinator. “Club members brainstormed a name for the event and then informally surveyed students on what came to mind when they heard the term BrickWall. The responses indicated visions of graffiti, outdoor painting, garage bands, theater arts performances,

standup comedy; all the elements we wanted to incorporate into the event.”

“Based on the feedback, BrickWall was a perfect theme. It also evokes a deeper meaning, as in the saying when one’s life is not heading in the right direction you’ve hit a brick wall. We wanted to relate that aspect to alcohol abuse, to reinforce that it is never too late to change behaviors, and to create an awareness of the support systems on campus and in the community to help students make healthy life choices,” said Almouradi.

Under the direction of UMADD members, the BrickWall concept evolved into a student fine arts competition. The Fine Arts Department is well respected on campus. All FC students were invited to submit original artistic work depicting the negative consequences of alcohol using any art medium: photography, drawing, film, music, performance, or dance. Almouradi, a fine arts education major, designed a BrickWall logo by morphing each letter to represent a unique art form.

UMADD club members and student volunteers planned, organized and coordinated the event. They solicited donations on-and-off campus for food and prizes, created posters, sent email announcements and created a Facebook page to promote the event. Invitations were sent to local law enforcement agencies,

community healthcare service providers and community organizations. Club members developed print ads for the campus newspaper and placed posters on various publicity-site walls on campus and throughout the community to engage students and the community.

The BrickWall event was presented at the FC Wilshire Auditorium on November 11, 2010. The lobby of the auditorium featured a display of the photography, drawing and painting contest entries, and alcohol prevention resource displays by UMADD and the Fullerton Police Department.

The event was open to all students, faculty and the community free of charge.

The program, hosted by Almouradi, featured short presentations on alcohol abuse prevention resources from Christine Kiger, Director, FC Health Services; Mary Beth Griffin, Executive Director, MADD-Orange County; and Karen Galloway, a representative from Al-Anon. Video and film art contest entries were shown, and the names of the students submitting the award-winning art entries were announced.

- First prize: Photography entry by Cathy Ramirez
- Second prize: Photography entry by Lorina Stan
- Third prize: Film entry by Larissa Marcano



A highlight of the program was a music video produced by UMADD, incorporating FC alcohol abuse and related academic performance statistics from the Spring 2010 National College Health Assessment (NCHA) survey.

The survey tracks changes in health issues and identifies trends in student behavior enabling colleges and universities to identify factors affecting academic performance and student health, develop a means to address these concerns, and ultimately improve the health and welfare of students. The UMADD video can be viewed at:

<http://clubumadd.wordpress.com/events/brickwall/fc-ncha-results-video/>.

UMADD club members are planning BrickWall 2011 and are hopeful it will become an annual event. They are also working on a new outreach project in collaboration with the Fine Arts Department to further engage students in alcohol awareness and alcohol abuse prevention activities. Club members appreciate the effectiveness of art to entertain, inform and communicate prevention messages that engage students to be involved and encourage others to make healthy life choices.

“The City of Fullerton is well known for its arts, however, it is also known for its many bars and drinking establishments. Hopefully, by presenting the BrickWall event we can demonstrate to the community that FC students are aware of the problems associated with underage drinking and we are taking an active role in promoting alcohol abuse prevention messaging on campus,” said Almouradi.

For more information, contact Deanna Farsakh, 714/992-7093, email: dfarsakh@fullcoll.edu or visit the UMADD Web site: clubumadd.wordpress.com.

TEENS TAKE THE LEAD

The Street SMARTS teens, 13-18 years of age, at Boys & Girls Clubs of Capistrano Valley are committed to increasing awareness among youth and adults in their community about the problems associated with youth access to alcohol and other drugs (AOD). In early 2010, Community Service Programs, Inc., Project Positive Action Toward Health (CSP Project PATH) presented a workshop for the Street SMARTS teens on the prevalence of prescription and over-the-counter (Rx/OTC) drug abuse in the Capistrano Unified School District.

Data presented at the workshop, from the 2007-2009 California Healthy Kids Survey

(CHKS), indicate 10% of 9th grade students and 17% of 11th grade students have used prescription pain medication to get high in their lifetime, 17% of 9th grade students and 20% of 11th grade students report using cough or cold medicine to get high in their lifetime.

“This CSP Project PATH presentation caught the attention of the teens. They immediately identified the need for a community educational outreach project to inform adults and youth about the risks associated with

Rx/OTC drug abuse,” said Laurie Rodriguez, Teen Director, Boys & Girls Clubs of Capistrano Valley.

Working with Rodriguez and Mary Pham, Health Education Associate, County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT), Street SMARTS teens developed a merchant education project targeting pharmacies in the City of San Juan Capistrano to inform pharmacists on the

prevalence of Rx/OTC drug abuse among youth. The teens recognized that adults are the primary purchasers of Rx/OTC medications for their

families. Therefore, the objectives of their project were to increase pharmacist and customer awareness of the dangers of Rx/OTC abuse by youth, and encourage in-home monitoring and safe storage of Rx/OTC medications.

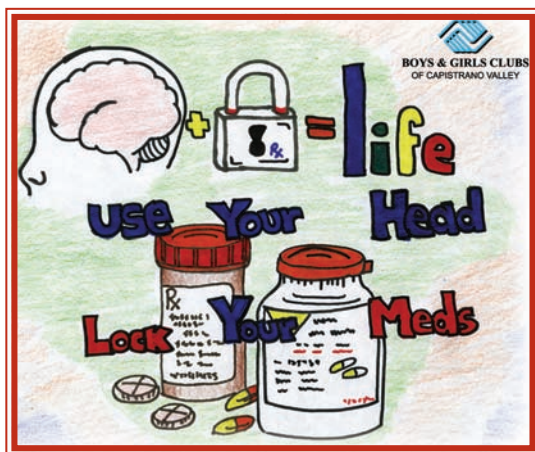
The Street SMART teens created a project campaign theme, Use Your Head - Lock Your Meds. They introduced the project concept to Boys & Girls Clubs of Capistrano Valley youth and engaged the club members of all ages to participate in the design of a theme graphic as

a visual promotional element for educational materials, shopping bag stickers and other project promotional items.

Next, the Street SMART teens identified and contacted 15 pharmacies to introduce their project; seven pharmacies expressed an interest in participating. They visited each of these pharmacies to educate the pharmacists on the scope of Rx/OTC drug abuse among youth, and encourage behind-the-counter placement of OTC medications such as cough and cold medications that are often abused by youth.

Pharmacists were given a supply of educational materials for distribution to customers and a supply of theme stickers for placement on prescription bags. Two weeks later the teens revisited the pharmacies to evaluate the effectiveness of the project and obtain customer feedback. The feedback received from each pharmacy was complimentary and supportive of the project. Four of the pharmacies indicated a willingness to participate in future Rx/OTC awareness projects.

In January 2011, the Street SMARTS teens were invited to present a workshop on their pharmacy merchant education project at the 13th annual Teens Tackle Tobacco, Alcohol, Drugs and Youth Wellness Conference, to be held in February at the Clark Kerr Conference Center, University



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of California, Berkeley. Conference participants included youth from throughout the San Francisco Bay Area. The conference featured presentations and workshops on strategies for AOD prevention education, awareness, advocacy, cessation, wellness and positive youth development.

The Street SMARTS teens, with the assistance of Rodriguez and Pham, developed a PowerPoint presentation overview of the pharmacy merchant education campaign, a Tool Kit detailing project implementation steps, and interactive games and activities to engage the workshop participants. The workshop was conducted by Sindy Garcia and Michael Valasco, both Street SMARTS teens.

“The Street SMARTS teens did all the work to plan and implement the merchant



education project and to create the workshop presentation. Pham and Della Lisi, Health Education Associate, ADEPT, provided the statistical data for the presentation and guided the teens in the development of a Tool

Kit. The teens were committed to making the presentation fun and interactive,” said Rodriguez.

“The Street SMARTS teens are proactive to issues impacting youth in their community and throughout the county. They developed, planned and implemented each element of this pharmacy merchant education project. It is unique to the Boys & Girls Clubs of Capistrano Valley. The teens identified an innovative way to address a need in their community,” said Pham.

For more information, contact Laurie Rodriguez, 949/240-7898, email: lrodriguez@bgccapo.com or Mary Pham, 714/834-4194, email: MEPham@ochca.com.

RED RIBBON BANDS, BANNERS AND BYTES

Red Ribbon Week is a huge media event in Orange County and across the country. The National Red Ribbon Week campaign, sponsored by the National Family Partnership, is the oldest and largest drug prevention program in the nation reaching millions of young people during Red Ribbon Week. The campaign was started when drug traffickers in Mexico City murdered DEA agent Enrique “Kiki” Camarena in 1985. This began the tradition of displaying red ribbons as a symbol of intolerance toward the use of drugs.

Rock ‘N Road, a spectacular all-day Orange County Red Ribbon Week kick-off event, is held at The Block at Orange shopping mall in mid-October to launch a week of alcohol, other drugs (AOD) and violence prevention awareness activities. The event is a fast-paced and high-energy mix of entertainment, speakers and youth competitions, all focused on encouraging youth to make healthy life choices. The momentum created at Rock ‘N Road is carried through the week as communities, schools and youth organizations embrace Red Ribbon Week with

a variety of local activities and events.

A highlight of Rock ‘N Road is the Battle of the Bands. Three local high school bands are selected for the final competition, from all of the submissions. The finalists perform on stage at the event to entertain the crowd and impress the judges. The competition is geared primarily to teens; several of the bands have a following of devoted fans.

Battle of the Banners is another popular Red Ribbon competition

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for youth of all ages. Banners featuring AOD and violence prevention messages are created prior to the kick-off event at schools and youth organizations and displayed at Rock 'N Road. The banners are judged and prizes are awarded according to age-group and thematic categories.

Mary Pham, Health Education Associate, County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT), provides support and guidance for youth and their adult advisors to plan and implement multi-media Red Ribbon activities. "The Rock 'N Road competitions are popular events for participating youth and the event audience. We wanted to identify a new way to engage youth in the creative use of technology to communicate AOD and violence prevention messages," said Pham.

"We reviewed all of the elements that have been incorporated into the kick-off event and determined we were missing a contemporary artistic component. Hence, the

Battle of the Bytes began to take shape and was introduced at 2010 Rock 'N Road," said Pham.

The Battle of the Bytes is a 30-second video public service announcement (PSA) production competition, focusing on prescription and over-the-counter (Rx/OTC) drug abuse prevention. Entries are judged in three categories: elementary school-age students, middle and high school-age students, and college-age students. Each category is assigned a topic to be addressed in the PSA. Battle of the Bytes PSA's were posted on the Orange County Red Ribbon Facebook page, encouraging fans and visitors to vote for their favorite entry. In just two days, more than 80 fans voted to determine the winners of the Red Ribbon Week PSA contest.



"We are excited about this new Battle of the Bytes competition. It is an opportunity for youth to present their Red Ribbon Week messages in a creative and contemporary format and it fits well with the current trend of making and posting videos on social networking sites. Announcing the competition was also an opportunity to introduce and direct traffic to the new Red Ribbon Facebook page. The site is interactive. Youth can post AOD and violence prevention projects, network, ask questions, and read prevention related news stories and press releases," said Pham.

For more information contact Mary Pham, at 714/834- 4194, email mpham@ochca.com. Visit the Orange County Red Ribbon Facebook page: [facebook.com/pages/ocredribbon](https://www.facebook.com/pages/ocredribbon).

IMPAIRED DRIVING COUNTERMEASURES

National surveys consistently show that alcohol is the most frequently used and abused drug in the United States. Nationwide in 2009, there were 10,839 fatalities from alcohol-impaired driving crashes, the equivalent of one alcohol-impaired driving fatality

every 48 minutes, according to the National Highway Traffic Safety Administration. As a result of these statistics, federal, state and local governments and law enforcement agencies have dedicated significant resources to address this serious public health

problem through the development of effective impaired driving countermeasures.

All states and territories have made it illegal to drive a motor vehicle with a blood alcohol concentration (BAC) of .08 grams per deciliter

(g/dl) or higher to reduce the incidence of alcohol-involved crashes. When California adopted this legal definition of driving under the influence (DUI) of alcohol in 1990, the law included the administrative per se (APS) license action laws. Under these APS laws, upon testing above the illegal BAC limit, the driver is arrested for DUI, their driver license is immediately confiscated by law enforcement, and their driving privilege is suspended or revoked.

SOBRIETY CHECKPOINTS AND PUBLIC AWARENESS

An effective impaired driving countermeasure in California, as well as 37 other states, is the use of sobriety checkpoints, also referred to as DUI checkpoints. Sobriety checkpoints are primarily designed to increase public awareness and the perception of risk of being apprehended while driving impaired. The location of sobriety checkpoints are publicized in advance, and street signs are posted to warn drivers that a checkpoint is ahead. Law enforcement officers stop all vehicles, or a systematic sampling of vehicles, to evaluate drivers for signs of alcohol or other drug impairment.

Heavily publicized, highly visible and frequent sobriety checkpoints reduce impaired driving fatal crashes by 18% to 24%, according to a study released in January 2005 by Pacific Institute for Research and Evaluation. Further, the study found public support

for the increased use of sobriety checkpoints to detect impaired drivers and to identify drivers not wearing seat belts, drivers with suspended or invalid licenses, vehicle registration compliance, and other vehicle code violations.

In July 2009, Community Service Programs, Inc., Project Positive Action Toward Health (CSP Project PATH), a program funded by the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT), initiated a comprehensive, three-year Impaired Driving Prevention project in four Orange County cities: Anaheim, Orange, Huntington Beach and Santa Ana. The project components include a high visibility impaired driving



prevention mass media campaign targeting licensed drivers, collaboration with law enforcement at sobriety checkpoints, adult driver educational workshops, and responsible beverage service training for on-sale alcohol establishments in the selected cities.

“The cities we selected are on California’s Top 50 DUI Cities List and recipients of California Office of Traffic Safety (OTS) grant funding for impaired driving reduction and prevention activities, including monthly sobriety checkpoints. We recognized this as an opportunity to leverage resources. Working in partnership with law enforcement in each of these cities, we distribute our educational campaign materials at the checkpoints to reinforce the campaign message that drivers are seeing elsewhere in their communities,” said Joyce Gore, CSP Project PATH Program Supervisor.

The campaign theme of the Impaired Driving Prevention project, *Choose Your Ride Wisely*, is highly visible throughout public venues in the four cities: shopping malls, billboards, pole banners, streaming video advertising at retail establishments and on local cable television stations. The

campaign illustrates the risks of drinking and driving, highlights the choices available to reduce risk and includes a call to action; don’t drink and drive. Project PATH health educators also developed three printed pieces for distribution at sobriety checkpoints: a postcard describing how to identify and

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report impaired drivers, a flyer with quick facts about impaired driving, and a brochure with alcohol and DUI information.

“We introduced our campaign to the Traffic Division in each of the four cities and asked if we could collaborate at sobriety checkpoints to distribute educational materials. The reception we received was both supportive and inclusive. We have developed open communication with the Traffic Division officers in each city. They inform us monthly of the date and location of their scheduled checkpoints so we can participate,” said Martha Espiritu, CSP Project PATH Health Educator.

During the first two years of the Impaired Driving Prevention project, CSP Project PATH health educators have participated in a total of 43 checkpoints.

“When we participate at a checkpoint, we are careful not to interfere with the officer’s protocol or intervene with impaired drivers. We wait until a vehicle has been stopped, investigated and cleared before we approach. Then, when we hand the driver our materials, we have their attention. At each checkpoint we distribute between 150 to 250 educational brochures,” said Fabiola Soto, CSP Project PATH Health Educator.

“The final component of the

Impaired Driving Prevention project is community education. We present educational workshops for licensed drivers to discuss their role in reducing impaired driving and what law enforcement



is doing to address the problem. The workshops are presented to service clubs and associations, and at college health centers; anywhere we can speak with adults about alcohol impaired driving,” said Camille Coronel, CSP Project PATH Health Educator.

A benefit of sobriety checkpoints is that law enforcement officers can interact with all drivers about the dangers and penalties associated with impaired driving, perhaps deterring some from drinking and driving in the future. In 2007, the City of Anaheim Police Department reported 419 alcohol and other drug related crashes; in 2009 there were 332. These data suggest the reduction in impaired driving may be the result of a more focused approach on reduction and prevention by law enforcement

facilitated by OTS grant funding, and increased awareness through CSP Project PATH’s mass media campaign and educational outreach activity funded by ADEPT.

“Reducing impaired driving requires a focused and multi-faceted approach. The benefit CSP Project PATH brings to the cities where we are working is increased awareness of the risks and consequences of impaired driving through our media campaign and our educational outreach in partnership with law enforcement at the checkpoints and to adult groups throughout

the community. The relationship we have with law enforcement is critical to reducing impaired driving in these cities. Without the officers’ willingness to allow our participation at sobriety checkpoints, the Impaired Driving Prevention project would be far less effective. By leveraging our resources we have a much greater impact,” said Gore.

For more information, contact Joyce Gore 949/757-1096, email: jgore@cspinc.org

AN UNWAVERING COMMITMENT



Support of high visibility law enforcement, including sobriety check points is the primary

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tenant of Mothers Against Drunk Driving's Campaign to Eliminate Drunk Driving. MADD is a nationwide non-profit organization with a mission to stop drunk driving; support victims, survivors and families affected by drunk driving; and prevent underage drinking. The organization partners with local law enforcement agencies, advocacy groups and prevention providers to support the reduction, apprehension and prosecution of impaired drivers.

"MADD-Orange County Chapter (MADD-OC) does not coordinate sobriety check points. Our volunteers are often invited by law enforcement to participate at check points. We display the MADD logo banner and distribute safe driving educational materials. During 2010, MADD-OC

volunteers participated in a total of 44 checkpoints throughout the county," said Mary Beth Griffin, Executive Director, MADD-OC.



MADD-OC relies on volunteers to implement their various projects and services, many of whom are victims of impaired drivers. Volunteers select the types of projects that are personally most meaningful. Some assist victims through the judicial process, or offer personal testimonials to deter impaired driving at schools, conferences and public events; while others collaborate with

law enforcement at sobriety checkpoints.

Each year in March, MADD-OC hosts the Law Enforcement & Prosecutor Recognition Luncheon to publicly honor Orange County prosecutors and law enforcement officers for their outstanding contributions to the arrests and prosecution of DUI offenders.

"MADD-OC is very focused on the reduction of impaired driving. In addition to our support and implementation of impaired driving countermeasures and victim services, we are proponents of technology to identify impaired drivers. Our goal is to permanently eliminate drunk driving in Orange County," said Griffin.

For more information, contact Mary Beth Griffin, 714/838-6199, email: MaryBeth.Griffin@madd.org.



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Funded by the County of Orange Health Care Agency, Alcohol & Drug Education & Prevention Team - ADEPT.
Written and published by Business Resource Group - BRG