

PROVIDERS' YEAR-END Progress Report

Fiscal Year 2018-2019

Alcohol and Other Drug Prevention Services (AODPS)

August 2020

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EXECUTIVE SUMMARY

BACKGROUND

Within the Los Angeles County Department of Public Health (DPH), Substance Abuse Prevention & Control (DPH-SAPC) funds and provides administrative and programmatic oversight to community-based organizations and special prevention initiatives focused on implementing comprehensive prevention efforts that are equitably distributed, culturally and developmentally competent, and evidence-based. DPH-SAPC Prevention programs and services focus on individual and community level efforts to reduce the availability and accessibility of alcohol and other drugs.

This year-end progress report documents key prevention frameworks from which prevention programs develop services, accompanied strategies and activities, in order to comprehensively address the needs of target communities and populations and define community impact through evaluation efforts across Los Angeles County. These frameworks are utilized as required by the federal funding requirement, in order to standardize effectiveness of program delivery and evaluation throughout Los Angeles County.

In addition, the report includes program highlights, barriers and challenges, and future plans for each priority substance as defined by Los Angeles County's Strategic Prevention Plan in accordance with federal and state guidelines: *1) Reduce prescription drugs and over-the-counter medication misuse and abuse, 2) reduce marijuana use by youth, 3) decrease underage drinking and binge drinking among youth and young adults, and 4) reduce availability of and access to methamphetamine and other illicit drugs by youth and young adults.*

These data were compiled based on self-reports from the subcontracted prevention providers. Findings were summarized from agency reports to the state data reporting system and other qualitative measurements as defined with their outcomes reporting plan. Substance use prevention services continue to address individual and community-level public health issues of drug access and availability, initiation of use, self-reported use, and positive youth development activities as alternatives to drug use and misuse, particularly among youth and young adults.

RESULTS

Throughout the fiscal year, subcontracted prevention providers worked diligently to cultivate relationships with stakeholders such as local pharmacies, health clinics, and law enforcement partners in order to help reduce the availability and increase awareness of the prescription (Rx) and over the counter (OTC) drug misuse and abuse. Community members were educated on the risks of Rx drug misuse, with the goal of increasing public awareness of the risks of Rx/OTC medications misuse and abuse, safe storage, safe disposal, and available resources. Efforts by Safe Med LA (the County's prescription drug abuse coalition), Service Planning Area (SPA) coalitions, and individual providers focused on educating the community on the importance of safe disposal methods for Rx/OTC drugs, and raising awareness of and increasing participation in the bi-annual Drug Enforcement Administration (DEA) National Prescription Drug Take-Back Day.

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Marijuana (cannabis) remains a prominent topic within communities particularly because of the 2016 passage of Proposition 64, the Adult Use of Marijuana Act. Community outreach included various engagements with youth, key elected officials, school administration, law enforcement, and community leaders to increase community awareness of knowledge of marijuana policy and public health issues. SAPC prevention providers continue to offer meaningful engagement with the community to promote awareness and safety through education, especially as communities request additional education and outreach for marijuana as it relates to edibles and vaping. Additionally, public marijuana smoking has become a growing issue among communities and providers, increasing opportunities for providers to mobilize community members to document and address marijuana smoking in shared spaces. As a result, providers have increasingly focused their intervention efforts to encourage limits on marijuana smoking in public places, promoting clean indoor air laws, and targeting public places where youth tend to congregate.

Providers utilized environmental prevention approaches to reduce retail access and availability of alcohol by underage youth and vulnerable community members. Alcohol prevention activities targeted off-sale alcohol retailers such as liquor stores and convenience stores. Providers have engaged in multifaceted ways to support monitoring and compliance with Lee Law Regulations, supporting mandatory signage, and offering the Responsible Alcohol Beverage Service (RBS) trainings. Other agencies have focused on addressing local, city, county, state-wide policy initiatives and community education and outreach campaigns impacting alcohol prevention strategies from a public health and safety perspective. Several coalitions, workgroups, meetings, and alliances have been created and maintained in order to collaborate with community partners in advancing alcohol prevention strategies. Providers continue to educate and raise community awareness of alcohol related harms, the social and economic conditions that contribute to addiction, and civic participation in advocacy efforts related to alcohol prevention.

Methamphetamine (meth) is once again emerging as a primary public health concern for Los Angeles County. Agencies have worked to reduce methamphetamine-related harms in their community through community education and awareness-building strategies involving youth and adults. Due to lack of reliable local data sources on methamphetamine and other illicit drug use, some agencies have created needs assessments and community surveys to better understand the needs of their community in order to inform environmental prevention strategies within their SPA. For some communities, agencies have helped lead efforts to increase readiness for community-level interventions and environmental prevention strategies to reduce access and usage rates for methamphetamine and other illicit drug use among youth and adults.

In summary, subcontracted prevention staff reported programmatic challenges and barriers which will be utilized to improve service provision for the following fiscal year and encourage collaboration among the prevention provider network and respective community stakeholders. Among these reported challenges and barriers, providers and community members remain concerned about the increasing trends and normalization of cannabis and vaping use among youth due to recent cannabis legalization measures. Policy advocacy and cultural limitations to community engagement by parents, local government decision-makers, law enforcement personnel, and school administration remain a challenge for community providers and coalitions, whereby limited community participation can be attributed to staff turnover, language barriers, and lack of political will among administrators and retailers. Despite these challenges, providers remain committed to utilizing innovative and evidence-based community-based participatory and engagement strategies to positively influence communities to advocate for reduction of availability and access of drugs and social norms discouraging drug use and misuse.

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RECOMMENDATIONS

In summary, subcontracted prevention providers remain dedicated to build upon existing partnerships with community stakeholders, school administrators, law enforcement, and city decision-makers to implement and reinforce regulations that prevent and reduce AOD use among youth and young adults in Los Angeles County communities. Among these recommendations, providers are committed to increase coalition capacity efforts to change social norms contributing to drug use with dedicated focus to existing law and ordinances that include alcohol, marijuana smoking, and Rx/OTC abuse and misuse. Providers are also recommended to focus on educational efforts to increase knowledge, awareness, and perception of harm of methamphetamine use. In general, providers remain focused on implementing data-driven, innovative, and evidence-based prevention program curriculum targeting specific communities on demonstrating increased understanding of risk and protective factors, general knowledge of AOD-use related problems within their community, and attitudinal changes to use as associated social norms and cultural acceptance of drug use and misuse.



March for Our Lives, March 24, 2018. Edna Chavez. Photo courtesy of Community Coalition for Substance Prevention & Treatment.

INTRODUCTION

DPH is committed to promoting health equity and ensuring optimal health and well-being for all 10 million residents of Los Angeles County. Through a variety of programs, community partnerships and services, DPH oversees environmental health, disease control, and community and family health programs. DPH-SAPC funds over 150 prevention and treatment community-based organizations aimed at addressing alcohol and other drug-related problems in the County of Los Angeles.

DPH-SAPC aspires to advance inclusive, just, and equitable access to resources and best practices that prevent and address substance use in Los Angeles County. Collaboration with public and private entities improve access to substance use prevention within communities, by influencing the social norms and community conditions that correlate with substance use within target population(s) and/or communities. These prevention initiatives are designed to specifically address high priority substance use prevention actions within target community(ies) and/or population(s).

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

DPH-SAPC works collaboratively with the subcontracted prevention providers on an on-going basis to assess community needs and resources to develop effective, culturally responsive prevention strategies. Particular emphasis on promoting the inclusion of all provider/community members and their diverse perspectives, ideas, and strategies will build rapport and credibility at the local level and improve prevention services and care delivery.

Below are a list of highlights, accomplishments, challenges, barriers, and lessons learned from this fiscal year. Data was compiled by self-reports by SAPC Prevention-contracted agencies from the fiscal year. Findings are utilized to share best practices and community-based interventions focusing on substance use prevention programs and activities that can positively impact the County of Los Angeles.

PREVENTION FRAMEWORK

To achieve comprehensive, effective, and culturally competent alcohol and other drug (AOD) prevention services, DPH-SAPC combines the following three frameworks:

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

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

SAMHSA'S Strategic Prevention Framework (SPF)¹

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



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

Center for Substance Abuse Prevention (CSAP) Strategies and Activities²

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

¹ Strategic Prevention Framework. (n.d.). Retrieved from <https://www.samhsa.gov/sites/default/files/20190620-samhsa-strategic-prevention-framework-guide.pdf>

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

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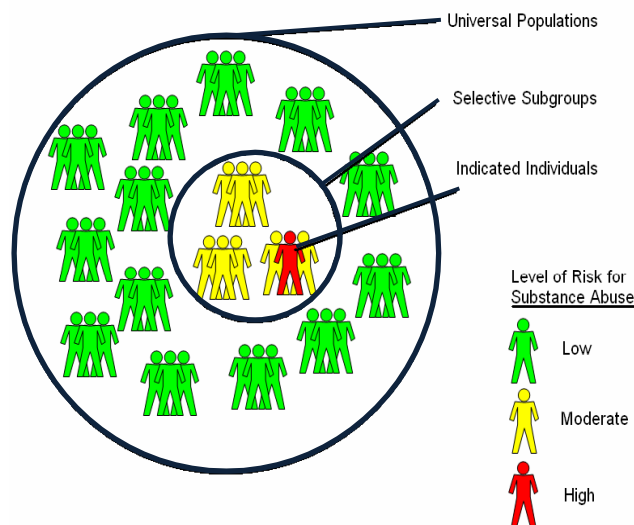
- 1. Environmental Strategy** – establishes and/or changes community standards, codes, and attitudes, thereby influencing incidence and prevalence of alcohol and other drug use within the community. The strategy emphasizes engagement with a broad base of community partners, place-based interventions, and public policy.
- 2. Community-Based Process Strategy** – enhances the community’s capacity to address AOD issues through organizing, planning, collaboration, coalition-building, and networking.
- 3. Information Dissemination Strategy** – improves awareness and knowledge of the effects of AOD issues on communities and families through “one-way” communication with the audience, such as speaking engagements, health fairs, and distribution of print materials.
- 4. Problem Identification and Referral Strategy** – identifies individuals who have infrequently used or experimented with AOD who could change their behavior through education. The intention of the screening is to determine the need for indicated prevention services, not treatment services.
- 5. Education Strategy** – encourages “two-way” communication between the facilitator and participants. This strategy aims to improve life- and social skills, such as decision-making, refusal skills, and critical analysis.
- 6. Alternative Strategy** – redirects individuals from potentially problematic situations and AOD use by providing constructive and healthy events/activities.

Institute of Medicine (IOM) Classification System³

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

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

IOM Categories



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

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

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

PREVENTION PROVIDER NETWORK

- 1. Adolescent Prevention Services (APS):** APS services are directed at reducing risk factors and increasing protective factors for youth who are at high risk for substance abuse. APS providers ensure that primary prevention programs and activities are aimed at informing and educating individuals on the risk associated with substance use and providing programs and activities to reduce the risk of such use.
- 2. Environmental Prevention Services (EPS):** EPS coalitions aim to change the policies, ordinances, and practices that facilitate substance use, and develop methods to ensure that efforts are enforced and sustained once implemented. The selection of environmental efforts/services is data-driven and designed to specifically address the highest priority alcohol related problems and contributing factors of the target community(ies). This includes addressing where and how substances are sold and marketed, sales to minors, passage of substance-related ordinances/policies, and compliance with local regulations. Integral to the success of these environmental efforts is active and sustained involvement of local community residents (youth and adults), leaders, non-AOD focused businesses, AOD service providers, and others who are knowledgeable of the local issues and who are committed to engaging in data-driven solutions.
- 3. Comprehensive Prevention Services (CPS):** CPS provides culturally competent and evidence-based prevention programs and activities that focus on both community and individual level efforts to decrease the social norms and community conditions that contribute to AOD use within the target population(s) and/or communities. The selection of services is data-driven and designed to specifically address the highest priority AOD related problems and contributing factors of the target community(ies). This includes changing the local environment and conditions that facilitate AOD use, including the knowledge and behaviors of youth and adults that contribute to community norms about AOD use. CPS contractors appropriately engage community members and leaders throughout the process to best identify, implement, and sustain efforts.
- 4. Friday Night Live (FNL)/Club Live (CL), & FNL Kids:** FNL builds partnerships for positive, healthy youth development, and engages youth as active leaders, mentors, and advocates to reduce access to and availability of alcohol and other drugs. Services are provided in selected middle and high schools. Youth-adult partnership activities include educating policy-making officials, providing safe social outlets for youth, and hosting trainings and conferences on issues from leadership to social factors that contribute to substance abuse.
- 5. LA County Our SPOT Program:** In collaboration with the LAC Department of Parks and Recreation (DPR), the LAC Our Social Places and Opportunities for Teens (SPOT) program provides substance use prevention education and positive youth development opportunities to at-risk teens in nine parks through LAC, utilizing evidence-based curriculum designed for teens growing up in urban communities that is both developmentally and culturally relevant. Our SPOT helps to empower middle-school and/or high-school teens residing in these vulnerable communities through life skills training, mentorship, youth development, and peer support. Within this tailored and safe space, youth receive mentorship from DPR staff including opportunities to build leadership skills through various drug-free activities and community-based projects.

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- 6. Prevention Media Campaigns (PMC):** SAPC Prevention media campaigns provide countywide awareness and education regarding priority substances that most affect Los Angeles County communities. These data driven media campaigns utilize a multipronged approach to provide messaging that involve the most relevant forms of media, include both general and targeted messaging, and include a significant call to action. Culturally competent campaigns focus on highlighting emerging public health concerns including increased availability within communities and the potential health impacts such as risk of overdose or negatively altering adolescent and young adult brain development. These efforts align with the County goals and objectives, and significantly increases capacity of existing prevention media efforts from individual County providers and community coalitions.



Photo courtesy of
SPIRITT Family Services, Inc.



LA County Our Spot Launch Event, June 13, 2019. Gisselle Gonzalez-Perez (FNL president), Supervisor Hilda Solis, and Dr. Barbara Ferrer (DPH Director). Photo courtesy of Los Angeles County Office of Education

PREVENTION GOALS AND OBJECTIVES

During FY2018-2019, the AODPS-contracted providers addressed the following four priority area goals and objectives. SAPC Prevention System of Services collaborated with contractors to design and implement data-driven and community-based strategies, addressing priority AOD-use issues and other contributing risk factors within their communities.

Examples of implemented environmental prevention programs are presented in Attachment B.

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



LA County Our Spot Launch Event, June 13, 2019. Dr. John Connolly (DPH-SAPC Division Director), Dr. Barbara Ferrer (DPH Director), and California Hispanic Commission on Alcohol & Drug Abuse (CHCADA). Photo courtesy of CHCADA

PREVENTION PROGRAM HIGHLIGHTS

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



Drug Take Back Day events in Pasadena. Photos courtesy of City of Pasadena Public Health Department and Day One, Inc.

1. Safe Med LA Community Education and Action Team (CEAT) prevention providers developed age-appropriate, culturally-competent printed materials (e.g., flyers, brochures, pamphlets) and presentations for community youth, adults, and stakeholders regarding the risks and harms associated with Rx and OTC medications misuse and abuse, and promote safe usage, storage and disposal practices.

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CEAT professional development efforts increased program staff knowledge and skills, which further enhanced outreach efforts aimed at reducing community Rx and OTC drug use. Additionally, the CEAT engaged stakeholders to discuss community support for prevention efforts. These efforts supported the DEA's National Rx Drug Take-Back initiatives in both October 2018 and April 2019.

Providers developed and disseminated Rx/OTC educational materials to over 2,000 people to expand knowledge of safe usage, storage, and disposal of prescription drugs. Methods of community outreach included distribution of a monthly flyer series called "**EPIC Rx Safety Tips**", informational tables at pharmacies and other community settings, and educational presentations focused on risks of Rx drug misuse and need for safe disposal. Over 3000 EmpoweRx Toolkits were disseminated and approximately 5,000 Safe Home Checklist Handouts and Safe Drop-Off Disposal Location maps were distributed SPA-wide. Successful social media campaigns were also implemented focusing on Rx and substance use prevention strategies.

In addition to parent centers, community events, schools, and conferences, many efforts targeted seniors and caretakers, and Adult Day Care Centers, by distributing information about the risks of overlapping use of opioids and benzodiazepines. Agencies collaborated with the City of Los Angeles Department of Aging to help inform Senior Center staff about convenient and environmentally responsible prescription drug disposal programs in Los Angeles County. Focus groups with parents and older adults helped gauge the perceptions of Rx drug abuse, access to Rx drugs, and likelihood of knowing how and where to safely dispose of Rx drugs among older adults and community residents.

2. Providers from all SPAs partnered with Kaiser Permanente and other health plans, community pharmacies, public health clinics, and local law enforcement to promote the biannual DEA National Prescription Drug Take Back Day in October 2018 and April 2019.

Take-back days are among the most significant events in which the community participates for safe disposal of Rx waste. During this fiscal year, prevention providers successfully promoted and hosted drop-off and collection sites throughout Los Angeles County. The collaborative, community-based efforts, including resource fair, educated, and increased awareness of the risks and harms of Rx misuse and abuse and generated 19,864 pounds of prescription drug waste.

For the first time, coalitions worked closely with the Los Angeles Police Department (LAPD) to coordinate take-back events at CVS and Walgreens pharmacy locations and police stations, thereby expanding capacity for collection sites. Some agencies developed press conferences, videos, public service announcements (PSA)s, and media campaigns which showcased take-back day efforts and highlighted the importance of safely using prescription medications. On the day of the event, some agencies utilized social media to provide live messaging about where residents could go to safely dispose unused, unwanted, or expired medications. A collaborative partnership with the University of California Police Department launched a first-ever UCLA campus Rx/OTC take-back event, including naloxone training.

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Prescription Drug Misuse Prevention Events. Photos courtesy of Tarzana Treatment Center.

HIGHLIGHT: The South East Community Alliance (SPA 7) conducted community scans to update the availability of safe Rx/OTC drop-off locations in or near the Whittier area, including local pharmacies. SPIRITT Family Services CPS contractor developed a list of Safe Rx/OTC drop off locations within 10 miles of Whittier and distributed a bilingual English and Spanish throughout the community. During the October 2018 take-back day, Whittier yielded approximately 410 pounds and approximately 950 pounds of Rx/OTC drug waste in during the following take-back day in April 2019. **The Whittier Drug Take Back Event on April 2019 was among the highest RX/OTC collection reported in Los Angeles County.** Staff have continued to build and maintain community capacity to increase Rx and OTC drug abuse awareness and safe disposal through increased community engagement and participation in the Drug Take-Back Events.

In addition to the drug take-back days, SPA 7 providers have **fostered reciprocal relationships with key local organizations and community stakeholders** such as the East Los Angeles Workforce Development, Aging and Community Services (WDACS), the Drug Enforcement Agency (DEA), the East Los Angeles Sheriff Department, the City of Montebello Police Department, Parks and Recreation for East Los Angeles and the City of Montebello, Protero Heights Community Center, the City of Montebello Senior Center and the YMCA Montebello and East Los Angeles. Furthermore, new partnerships were established for large-scale community activities with other health agencies such as the local Care More, Remita Health and over 30 combined local businesses that demonstrated their support for prevention education. SPA 7 participated in DEA 360 Stakeholder meetings and helped to promote the DEA Youth 360 Youth Opioid Awareness Summit on Rx/Opioid Misuse and Abuse Prevention.

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National Prevention Week Press Conference. Photos courtesy of Koreatown Youth Community Center.

- Prevention contractors participated in numerous community meetings and public hearings to provide community residents and city officials information on safe storage and disposal of Rx and OTC medications, the potential harms of opioid and benzodiazepine use, and promoted the adoption of new regulations, ordinances, and legislation.**

Providers regularly attended city council meetings to provide public comment and presentations, which led to community mobilization efforts that resulted in city council approval of **Prescription Drug Safe Disposal Resolutions**. Providers partnered with key policy advocates at the County and state level regarding the passage of state-level, industry-funded Rx Take-back legislation such as the passage of Senate Bill 212 in 2018, which will result in a significantly expanded network of Rx/OTC industry-funded take-back sites, bins, and sharps return kits throughout California.

HIGHLIGHT: As part of the efforts to increase public awareness about the dangers of prescription medication misuse and abuse and explore opportunities to promote and expand the number of safe and convenient drug disposal locations, the Communities in Action Coalition (SPA 2) hosted an **Opioid and Fentanyl Town Hall** with the Los Angeles Police Department Foothill Division. The panel included a Walgreens pharmacist, emergency room physician from Providence Holy Cross Hospital, a detective from the Los Angeles Police Department Gangs & Narcotics Division, the Los Angeles County Department of Public Health, and Spectrum News.

SPA 2 also established a **Prescription Work Group**, comprised of SPA 2 providers and a local pharmacy school and pharmacists, to identify emerging issues and develop collective prevention strategies and messaging. The workgroup has developed a **Rx/OTC Conversation Starter Kit** for pharmacists to discuss with patients the dangers of opioid misuse and effective use of naloxone. The Kit includes pill container labels that read "Picking up pain meds? Ask me about Naloxone," which pharmacists can place on opioid prescription bottles to encourage patients to ask about Naloxone. "Opioid Warning" stickers for pill bottles are in the process of being adopted by local pharmacies. The Coalition also developed the "Conversation Starter" poster campaign for pharmacies to post and stimulate conversations about safe storage, safe disposal, Rx medication misuse, as well promoting a conversation about naloxone. Four of the independent pharmacies that posted the Partnership's "Conversation Starter" reported an increase in the number of customers asking about disposal options, safe storage, and inquiries of naloxone and its sales. SPA 2 providers also produced stories with prominent news media to raise awareness about opioids and fentanyl.

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- 4. To promote protective factors and reduce alcohol and other drug use risk factors among students, providers from various SPAs implemented evidence-based education prevention curricula for students.** These evidence-based prevention curricula support communities by changing knowledge, attitudes, behaviors, and social norms around the harms associated with Rx/OTC misuse and illicit drug use. Evidence-based programs included Drugs True Stories, Life Skills, Project Towards No Drug Abuse, and Too Good For Drugs. These programs and events challenged students to think about the harms and effects of Rx/OTC drugs.
- 5. Parents, caregivers, school administration and staff, and concerned adults from several SPAs also received education curricula to promote greater prevention communication between parents and children to prevent alcohol and other drug use.** Parents were educated on identifying the risks as well as the short-term and long-term consequences of Rx/OTC drug use. In turn, parents were also encouraged to schedule family meetings and other communication strategies that proactively discuss the harms of Rx/OTC drug use with their children. Programs included Guiding Good Choices and Parent Committed. Some providers utilized social media platforms to share educational prevention materials that reduce prescription drug and OTC use among community youth and adults. Each event provided opportunities to discuss Rx/OTC drug misuse and risk factors. Rx/OTC trainings targeted local mental health providers, school administrators and nurses, and youth agencies to provide information on safe use, safe disposal, and safe storage of prescription drug medications.
- 6. Contracted agencies provided healthy alternative prevention services, such as youth leadership groups and large-scale alcohol-free events, to help reduce and prevent alcohol and other drug use in schools and communities.** Services included youth networking meetings and forums, annual youth summits, after school youth mentorship programs, and youth leadership conferences designed to help youth learn, grow, and develop leadership skills to become agents of change in their communities. Students also learned about the various leadership, community service, and networking opportunities available in the community as healthy alternatives to Rx/OTC drug use. Many of these programs reached students in non-traditional school settings including continuation schools, group homes, and existing youth development programs.
- 7. SAPC launched the first Los Angeles County Opioid Awareness Media Campaign.** With the calls-to-action, the campaign brought awareness of the risks and harms associated with opioid misuse while at the same time promoting treatment options for those suffering from addiction. For more information, visit [Manage Pain Safely](#) and [Manage Addiction](#).



*Opioid campaign, ManageAddiction.org – June 2019 - January 2020
Photo courtesy of LA Substance Abuse Prevention and Control (SAPC)..*

Goal 2: Reduce marijuana use by youth.



*Photovoice Project.
Photo courtesy of the Asian American Drug Abuse Program, Inc.*



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

- 1. Providers from all eight SPAs participated in Rethinking Access to Marijuana (RAM) Workgroup meetings to actively work toward reducing marijuana access and use by L.A. County youth.** RAM is a collaboration of public health professionals seeking to prevent marijuana-related harms by limiting youth access to marijuana. This group was established with the vision of educating communities about the potential harms of marijuana use, implementing and evaluating environmental strategies formulated to limit youth accessibility and availability of marijuana, and influencing policy actions that support flourishing youth and communities free from marijuana-related harms. RAM neither supports nor opposes any specific legislation. Rather, RAM utilizes a prevention-oriented public health approach to educate policymakers and communities about ways to protect youth from the potential harms of marijuana use, misuse, and abuse. The workgroup's four committees were chaired by staff from various agencies.

The RAM Research Committee implemented **Photovoice**, a community-based participatory research method that allowed youth participants to conduct research by capturing photographs that demonstrate how the legalization of adult recreational marijuana use has impacted their lives and communities.

Following the passage of Proposition 64, prevention providers conducted the RAM **Community Health Environmental Survey Scan (CHESS)** to examine the marijuana dispensary landscape (i.e., changes in location, number of marijuana dispensaries, and marijuana advertisements) to inform future efforts with city officials about reducing the accessibility and availability of marijuana for community youth. Pre- and post- Prop 64 CHESS scans of marijuana retail and medical dispensaries were identified.

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In many regions, the CHES environmental scans reported that storefront advertising and observable patron activity had increased in locations where many dispensaries were in proximity to youth-sensitive areas (i.e. schools, parks, recreation centers). As dispensaries are under a complete ban in many jurisdictions, providers learned that a dispensary would eventually close if there was enough local objection to the storefront. Dispensaries that had closed were quickly replaced by other marijuana businesses, despite full marijuana bans in cities. Many storefronts were found to be located within a half mile of schools and other sensitive youth sites, and within a block of neighborhood housing. Marijuana was sold through unconventional sites such as churches, or under the guise of clothing or tire stores. A few storefronts lacked proper signage and remained hidden in plain sight, identifiable only by green lettering or green address numbers. An increase in marijuana advertisement was prominent in cities through billboards. Storefronts were in clusters and on main streets primarily in low-income areas, bordering the unincorporated areas and often near freeway entrances and exits.



Photo courtesy of SPIRITT Family Services, Inc., Photovoice Project.

Some retailers posed as medical marijuana dispensaries, potentially confusing community members and increasing misperceptions of marijuana-use risk among youth.

The RAM Policy Committee developed a training curriculum and reference materials for cannabis retailers as a result of Proposition 64, which models the Responsible Beverage Service (RBS) training intended for alcohol retailers. The purpose of the **Responsible Cannabis Training** is to educate and hold licensed retailers in the City of Los Angeles accountable in their marijuana retail practices. The training has garnered attention from local and County officials, with a potential to partner with both City and County officials to implement this training in FY2019-2020. RAM has partnered with LA City Department of Cannabis Regulation and the City of LA to implement the training as mandatory for licensed retailers.

RAM addressed marijuana prevention policy advocacy by attending City Council and Los Angeles County Board of Supervisors meetings, to provide testimony regarding marijuana-related concerns including risks for youth and recommend the policy options that can protect underage youth from marijuana exposure, use, misuse, and abuse.

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RAM continued to track and update the community conditions and locations of unregulated/unlicensed cannabis dispensaries in the target area. Efforts have been made to document and inform County administrators, including the Office of Cannabis Management about illegal/unlicensed cannabis dispensaries that operate in the community. RAM's efforts have contributed to the July 2018 decision by the Los Angeles County Board of Supervisors to close illegal/unlicensed cannabis businesses in unincorporated areas of Los Angeles County. Providers implemented programs that assisted community members in recognizing and researching licensed and unlicensed dispensaries, in order to reduce the number of unlicensed dispensaries in Los Angeles communities. Community participants who identified unusual activity at an unlicensed dispensary worked with provider staff, City Council, and LAPD to have the location closed.

RAM's efforts to mobilize the community influenced the eventual update of Los Angeles County's Anti-Smoking ordinance. On March 26th, 2019, the Board of Supervisors updated the County Anti-Smoking ordinance to include electronic cigarettes/vaping and marijuana use into the definition of smoking, whereby marijuana use and electronic cigarettes/vaping are not allowed in public places including parks, beaches, and other public areas in unincorporated Los Angeles County.

The RAM Education Committee created **CannaBASICS 101** cards to distribute throughout communities in Los Angeles County as educational materials. Eight (8) different cards were developed with RAM. Topics included the following: Marijuana and the Workforce, Marijuana and Pregnancy, Marijuana and Breastfeeding, What to Know if You're A College Student, What to Know if You're Undocumented, Driving High and the Consequences, and Public Spaces and Secondhand Smoke. Cards were translated into Khmer, Korean and Spanish languages. More than 500 CannaBASICS 101 cards have been distributed at outreach events.

In the RAM Media Committee, community youth from various SPAs attended **Reframing LA: Digital Media Workshop** event during National Prevention Week. The students wrote their own storyline, scripted and directed their own short video, and educated viewers on the relationship between vaping/smoking and academic outcomes. Key findings from the workshop demonstrated that all attendees agreed with the statements, "I learned a lot from the workshop I participated in," "the trainer was knowledgeable," and "I am interested in being more involved in the Rethinking Access to Marijuana (RAM) Coalition such as this event." 92% agreed with the following three statements; "I am interested in learning more about digital media," "I am interested in learning more about marijuana and its effects on youth," and "Overall, the event itself was fun and enjoyable."

- 2. Contractors launch the Marijuana Public Smoking Initiative (MPSI).** The MPSI aims to document the prevalence and issues of marijuana smoking in shared spaces (i.e., multi-unit dwellings, parks, business and schools/colleges or universities) across all SPAs, and develop and implement data-driven community prevention initiatives and/or strategies to prevent, reduce, eliminate, or identify alternatives to marijuana public smoking by engaging community stakeholders.



Photo courtesy of San Fernando Valley Partnership.

Thousands of surveys were collected from the community, including apartments, parks, and local businesses. For many communities, apartments were reported to have increased marijuana smoking due to the proximity of the dwelling units. At parks, many surveyed were unaware of any “No Smoking” signs in the vicinity and requested additional “No Smoking/Vaping” signage, as well as additional enforcement. The MPSI will utilize the data to develop policies or toolkits and support existing marijuana prevention efforts to decrease the negative impact of public marijuana smoking in Los Angeles County.

- 3. Providers engaged community members to develop partnerships with elected city officials, advocating for policies to reduce harms associated with all forms of smoking in outdoor places, including marijuana smoking, and to reduce marijuana use among youth.** Participating agencies provided education and testimony to the importance of addressing public cannabis smoking in Los Angeles County, supporting the Board of Supervisor’s amendments to strengthen the County’s policies on smoke-free environments.

HIGHLIGHT: SPA 1 Providers **participated in city cannabis workgroups** to inform policymakers about the dangers of higher THC levels in current marijuana products and the potential harm of permitting dispensaries in Palmdale. As a result, Palmdale City Council voted against allowing the sale of cannabis products within its city limits and a postponement of the addition of language allowing for the delivery of recreational cannabis on city thoroughfares.

SPA 2 Providers **organized a series of meetings with apartment managers** to discuss public safety issues associated with public cannabis smoking and garnering positive attention from the media, city councilmembers, and LAPD.

SPA 3 Providers **offered best-practice recommendations** for the City of Pomona’s City Council members regarding the implementation of Proposition 64. Recommendations were made using the Public Health Institute Model Ordinance on Cannabis Regulation. Eight out of 10 recommendations were adopted into their city ordinance on Cannabis.

SPA 4 Providers led a **Cannabis Forum** in Los Angeles City Hall where sectors including elected officials, the cannabis industry, parents, youth, health advocates, public health, substance use disorder treatment, and social justice organizations participated with 114 people in attendance. Conversations included solutions to mitigate cannabis issues in relation to safety and public health concerns.

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SPA 5 Providers **updated the RAM policy menu** to include optimal regulatory strategies related to cannabis cultivation, retailer storefronts, delivery, and enforcement. This policy menu was broadly distributed through list serves, social media, and community meetings as a tool to provide guidelines for optimal regulatory strategies in cities to reduce youth access to cannabis.

SPA 6 Providers held a **Town Hall** to elevate a county-wide ban on the distribution and sell of flavored tobacco, highlighting the deleterious impacts of vaping and cannabis on young people's health. Provider Community Coalition also led meetings with South Los Angeles residents to increase community participation in agency's **Nuisance Abatement Campaign**, which addresses overconcentration of marijuana dispensaries.

SPA 7 Providers recruited concerned community residents about the cannabis public smoking issue throughout East Los Angeles to form **Families United to Uphold Responsible Ordinances (FUTURO)**. FUTURO implemented the 'No Smoking' marijuana signage throughout the parks, addressed the issue of marijuana public smoking at Neighborhood Watch meetings and local law enforcement, and contributed to the co-authoring and adoption of the First District Supervisor's **Unlicensed Cannabis Closure Plan**. As a result of community mobilization efforts, the City of Whittier upheld the ban on Commercial/Recreational Cannabis Businesses.

SPA 8 Providers provided support to other organizations and the Beach Cities Health District in their efforts to **pass a tobacco retail license and outdoor smoking ban** in Redondo Beach. This further strengthened relationships with other community groups in the Beach Cities area to reduce youth access to marijuana and other substances.

- 4. Prevention providers from all SPAs participated in press events, resource fairs, community and recreational events, and shelters to disseminate more than 3,000 marijuana prevention presentations and printed material.** They informed communities about the harms associated with underage marijuana use. Providers from all SPAs also utilized social media platforms to educate the community on marijuana prevention. Examples of community events included back-to-school nights, college campus events, health fairs, and family resource center presentations. Providers also collaborated with the local police departments to host special events that informed youth about the dangers of cannabis edibles and safety precautions to consider during the holidays. Other providers collaborated with Parks and Recreation in order to provide marijuana prevention education materials in park settings and promote healthy safe spaces. E-Books, flyers, PowerPoint presentations, and other materials were created and disseminated to the public. Many of the resources were translated into other languages in order to meet the specific needs of local communities.

HIGHLIGHT: The South Bay Communities Creating Change Coalition (SPA 8) successfully **sponsored the first holistic health festival to incorporate marijuana prevention education** in the heart of the Cambodian community in Long Beach. Co-sponsored by Councilman Dee Andrew's district, the event drew 400 attendees, approximately 25 vendors, cultural music and dance activities, and health-based presentations incorporating marijuana, alcohol, and other drug information. Collectively, providers, coalitions members and youth volunteers addressed policy advocacy on marijuana laws, impacts of use, and reminders of safe storage and disposal of prescription medications. The coalition received positive feedback from the Cambodian community and City of Long Beach.

Alcohol and Other Drug Prevention Services (AODPS)

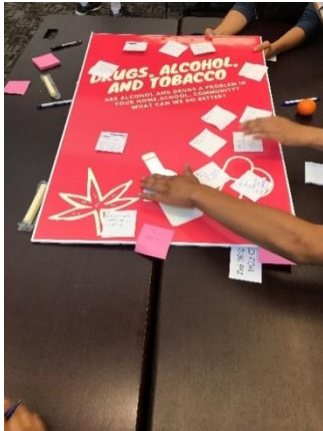


SPA 8 Be Healthy Be Well Festival. Photos courtesy of Asian American Drug Abuse Program, Inc.

- To promote protective factors and reduce marijuana and other drug use risk factors among students, providers from various SPAs implemented evidence-based education prevention curricula for students. These evidence-based prevention curricula support communities by changing knowledge, attitudes, behaviors, and social norms around the harms associated with underage marijuana use. Evidence-based programs included Creating Lasting Family Connections, Drugs True Stories, Guiding Good Choices, Life Skills, Project ALERT, Project SUCCESS, Project Towards No Drug Abuse, Positive Action, and Too Good For Drugs.**

HIGHLIGHT: The Rethinking Alcohol and Other Drugs Coalition (SPA 3) hosted its 11th annual LST Summer School Program, or **SKILLZ**, for 104 at-risk middle school students. SKILLZ is an intensive summer program for at-risk middle school students designed to prevent substance abuse and empower youth to make healthy positive decisions. Students also gained an increased knowledge of alcohol, marijuana, and other drugs, as well as personal and social skills. Overall, 72% of youth SKILLZ participants agreed that they learned more about how using alcohol and drugs can harm their health. Over three-fourths of (76%) participants agreed that they learned more about how alcohol and drugs can affect them negatively. Approximately two-thirds (67%) reported agreement that they learned ways to refuse alcohol and drugs if someone offered it to them. A total of 203 one-on-one meetings were conducted with SKILLZ youth throughout the year, in addition to Youth Advocate Meetings, which were group sessions that provided support to SKILLZ students.

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Photos Courtesy of Day One, Inc.

6. **Parents, caregivers, school administration and staff, and concerned adults from several SPAs also received education curricula to promote greater prevention communication between parents and children to prevent marijuana and other drug use.** To combat the increasingly favorable cultural attitudes towards marijuana, parents were educated to be able to identify risks, short-term, and long-term consequences of marijuana use. In turn, parents were also encouraged to schedule family meetings and other communication strategies that proactively discuss the harms of marijuana and other drug use with their children. Programs included Guiding Good Choices and Strengthening Families. Additionally, special trainings and symposiums were created for more than 500 schoolteachers and nurses throughout the district to learn how to identify and support youth who have engaged in underage marijuana use, including ingestion of cannabis edibles.

HIGHLIGHT: The Communities in Action Coalition (SPA 2) provided a large-scale presentation to 400 Los Angeles Unified School District (LAUSD) nurses on the "**Dangers of Marijuana Edibles and Vapes.**" Participants represented schools throughout LAUSD, with a large percentage reporting that they had experienced a cannabis-related emergency at their respective school campuses during the previous school year. Participants also reported that there were little to no mechanisms in place to address cannabis use on school campuses, which resulted in additional requests from LAUSD District Offices, Local District officials, and individual school sites across Los Angeles County for additional professional development trainings. SFVP provided multiple trainings to these school entities where more than 500 school staff and community members attended.

In addition to the LAUSD professional development sessions, an Administrators' Survey was created for schools to help document the number of marijuana-related incidents on school campuses and school policy opportunities. SFVP disseminated parent education programs, where 180 out of the 200 parents who participated reported that they felt more knowledgeable about marijuana, could identify marijuana products, and felt more comfortable speaking to their teens about marijuana. CIA created a **School Policy Workgroup** to increase internal capacity to develop and implement SPA-wide prevention trainings and other prevention efforts in school settings.



Photo courtesy of Koreatown Youth Community Center.

- 7. Contracted agencies provided healthy alternative prevention services, such as youth leadership groups, to help reduce and prevent marijuana and other drug use in schools and communities.** Agencies expanded services to various school settings, such as high schools and continuation schools, resulting in an increased number of students served and improved students' attitudinal changes towards marijuana use. Services included youth networking meetings and forums, annual youth summits, after school youth mentorship programs, and youth leadership conferences designed to help youth learn, grow, and develop leadership skills to become agents of change in their communities. Students also learned about the variety of leadership, community service, and networking opportunities available in the community as healthy alternatives to underage marijuana use. Other programs utilized youth prevention councils to participate in environmental scans to identify nuisance areas within their city. Many of these programs reached students in non-traditional school settings including continuation schools, group homes, and existing youth development programs.

- 8. In partnership with Fraser Communications, DPH-SAPC relaunched the 'Bigger Choices' marijuana use prevention media campaign to reach teens via innovative approaches (e.g., digital media, peer-to-peer messaging).** For more information, please visit [SAPC Prevention Website](#) and [Bigger Choices](#).

Goal 3: Decrease underage drinking and binge drinking.

1. **Prevention contractors from all SPAs implemented environmental Retail Framework services, including Responsible Beverage Service (RBS) trainings, Pseudo-Decoy Buys, Merchant Committed, Knock and Talks, Merchant Assessment, and Sticker Shock to reduce alcohol accessibility and availability to minors.** The goal of the Retail Framework is to recognize and acknowledge alcohol retailers who are compliant with Alcohol Beverage and Control (ABC), including respective city rules and regulations and aim to reduce underage drinking and access to alcohol. Community providers reached out to more than 350 retailers throughout multiple SPAs. Approximately 7,000 'Sticker Shock' stickers were placed and distributed. More than 50 community youth and adults were trained to support these efforts, such as providing merchant compliance checks and education. In some SPAs, multiple sectors such as law enforcement, community leaders, civic leaders, faith-based organizations and school officials participated through announcements and flyers, letters of support, and recruitment of retailers and volunteers. RBS trainings, while declining due to changing Alcohol and Beverage Control requirements, have continued to be co-hosted by community partners. These initiatives established relationships between the community agency and the merchant, identifying alcohol-related issues in the community and working collaboratively with alcohol retailers to support reduction of underage drinking in Los Angeles County. Other programs allow teams to provide pledge cards, warning stickers, ID signs, notices, and training certificates to these retailers.



Photo courtesy of Substance Abuse Prevention and Control (SAPC) / Getty Images

Alcohol and Other Drug Prevention Services (AODPS)

- SPA 2 and SPA 7 providers engaged in the Beer Run Prevention Project to deter alcohol theft, thereby reducing alcohol accessibility and availability to youth.** The prevention effort was facilitated by installing police officer cut-outs in local alcohol retailers. Through engagement of more than 50 retailers, a majority of them continued to display their Beer Run Campaign certificates and stickers throughout the store from the previous year. The Beer Run signs and officer cut-outs were replaced with new ones this project year with support from LAPD partners. The LAPD officers have reported an improvement in retailer interactions.



Photo courtesy of SPIRITT Family Services, Inc.



Photo courtesy of Day One, Inc.

- Staff from SPA 7 conducted Lee Law compliance checks, surveying alcohol outlets for excessive alcohol advertisements on store windows and doors as well as any missing signs that are needed (e.g., no loitering, no open containers).** Lee Law Compliance Checks were conducted for more than 20 retailers. Compliance issues included excessive signage and missing mandatory signs such as “No Open Container.”
- As members of the L.A. Drug and Alcohol Policy Alliance (LA DAPA), prevention staff from all SPAs engaged with community stakeholders and elected officials to address alcohol prevention bills, motions, and ordinances in Los Angeles County.** Agencies from all SPAs maintained their community advocacy groups, coordinated Town Halls and Summits to mobilize the community and bring their concerns to elected officials, and emphasized the importance of engaging young people in alcohol prevention issues. These advocacy groups have been actively involved with policy advocacy this fiscal year, specifically with the Alcohol-Restricted Use Sub-district (ARUS), Restaurant Beverage Program Ordinance (RBPO) and Senate Bill 58, also known as the 4 a.m. Bar Bill. Parents and community members attended rallies, provided public comment, and represented the community during media press events, op-ed articles, and press conferences. Other agencies formed separate workgroups to collaborate with other County service providers in county-wide projects or events that attempt to decrease access and availability of alcohol.

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LA DAPA Meeting. Photo courtesy of Institute for Public Strategies.

An increase in civic engagement among community stakeholders and service providers has resulted in increased efforts to promote public health policies that protect the health and safety of the public, and to reduce alcohol-related harms associated with the overconcentration of alcohol outlets: extend the ARUS (legislation that would reduce alcohol outlet overconcentration in the City of Los Angeles), table the Restaurant Beverage Program Ordinance (legislation that would have expedited and simplified the alcohol permit process in Los Angeles), and defeat the 4 a.m. Bar Bill (legislation that extends bar hours from 2 a.m. to 4 a.m. in California).

As an example, Prevention Community Council (PCC) meetings within various SPAs support mobilization and network capacity building. PCC meetings have convened community personnel, such as law enforcement and civic leaders, to bring environmental change and reduce alcohol availability and accessibility among underage youth. These meetings encouraged community members to participate in public hearings/meetings pertaining to new or existing alcohol establishments and/or alcohol-related issues related to public health policy, such as proposed developments that include alcohol, billboards, marketing, public drinking citations, and drinking venues.

HIGHLIGHT: In order to draw attention to the importance of local regulation and merchant compliance in reducing retail access to alcohol by youth, the Antelope Valley Marijuana, Alcohol and Pharmaceutical Prevention Coalition (SPA 1) **presented numerous times at Lancaster City meetings**, including the Planning Commission, Criminal Justice Council, Healthy Community, and the City Council. Some of these presentations have informed community leaders and various councils and commissions about the public health safety harms associated with prevention-based support, or opposition to various ordinances, laws, and alcohol conditional use permits. The Coalition has built a strong rapport in the community through education and providing resources to community members on alcohol environmental issues. Members have been working closely with each other to bring awareness to youth and community members of factors contributing to alcohol consumption, harms, access and availability, with a wide network that consists of law enforcement, community partners, and other stakeholders.

5. **Prevention providers collaborated with community members and local agencies (e.g., law enforcement, local businesses) to promote messages about the Social Host Ordinance (SHO).** In order to better frame our discussions of existing regulations such as the Social Host Ordinance (SHO), providers gathered surveys at various community events. The purpose of SHO is to penalize adults who knowingly host, provide alcohol and/or permit alcohol consumption among youth under the age of 21 in a social setting. Although the SHO has been in effect for some time, survey data have indicated that communities are still unfamiliar with the ordinance. For example, findings from survey collections from SPA 1 stated that 18% reported to be familiar with the ordinance; 70% view alcohol use by youth under the legal drinking age of 21 as a problem in their community; and 72% believe that it is easy for youth under the 21 to get alcohol in their community. Agencies have continued to provide trainings and workshops to the community, many operating in collaboration with their local city councils and Criminal Justice Councils.
6. **Providers provided focus groups, environmental scans, community surveys, and data reports to assess local underage drinking trends and youth access to alcohol with their local communities.** These data collection methods have been utilized to inform their stakeholders to increase awareness of factors contributing to alcohol overconcentration and excessive consumption, and to advocate for policies and actions to reduce advertising and youth access to alcohol. Agency staff visited retail outlets, storefronts, and surrounding areas to document alcohol advertisements and store signage, where staff reported an overconcentration of advertisements in proximity to where youth and families congregate. Staff also worked with youth to assess local conditions which promote underage drinking via environmental scans of retailers and neighborhoods walks, where students examined the overconcentration of retailers and captured images that showcased the impact of alcohol in their community. These efforts inspired youth to capture these conditions by creating videos highlighting their efforts to reduce underage drinking and access to alcohol in their community. At one of the large-scale events surveyed, up to 100 minors had consumed alcohol.
7. **Providers established and maintained partnerships with local leaders and agencies and distributed prevention printed materials (e.g., flyers, fact sheets, brochures) to increase awareness and reduce alcohol and other drug-associated harms.** Efforts were aimed at educating and raising community awareness of alcohol-related harms and the social and economic conditions that contribute to addiction. Many events were instituted

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throughout the year including Alcohol Awareness Month to prevent and reduce substance use and abuse by youth and other vulnerable communities. Examples of community events included back-to-school nights, college campus events, health fairs, and family resource center presentations. E-Books, flyers, PowerPoint presentations, and other materials were created and disseminated to the public, many that were translated into other languages in order to meet the specific needs of each local community.

HIGHLIGHT: The Rethinking Alcohol and other Drug Coalition (SPA 3) developed **table tents and coasters with prevention messaging** in order to remind restaurant and bar patrons about the risks associated with binge drinking and drunk driving. Staff conducted outreach to bars and restaurants throughout Pasadena in order to develop relationships and secure their participation in prevention campaigns. A total of 28 bars and restaurants throughout Pasadena participated in the project. Retailers were strategically targeted during “drinking holidays” in order to increase reach. For St. Patrick’s Day, 3,200 coasters and 300 table tents were distributed to over 50 bars throughout the San Gabriel Valley. An additional 247 table tents were distributed throughout the San Gabriel Valley for Cinco de Mayo. Staff also used social media to engage users during major drinking holidays by developing and disseminating PSA and video content.



Photos courtesy of Day One, Inc.

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8. **To promote protective factors and reduce alcohol and other drug use risk factors among students, providers from various SPAs implemented evidence-based education prevention curricula for students.** These evidence-based prevention curricula support communities by changing knowledge, attitudes, behaviors, and social norms around the harms associated with binge drinking and underage alcohol use. Evidence-based programs included Creating Lasting Family Connections, Drugs True Stories, Every 15 Minutes, Guiding Good Choices, Life Skills, Project Towards No Drug Abuse, Reality Parties, and Too Good For Drugs. These programs and events challenge students to think about drinking, driving, and personal safety to reduce alcohol-related accidents caused by underage drinking and driving.
9. **Parents, caregivers, school administration and staff, and concerned adults from several SPAs also received education curricula to promote greater prevention communication between parents and children to prevent alcohol and other drug use.** To combat the increasingly favorable cultural attitudes towards alcohol, parents were educated to be able to identify risks, short-term, and long-term consequences of alcohol use. In turn, parents were also encouraged to schedule family meetings and other communication strategies that proactively discuss the harms of marijuana and other drug use with their children. Programs included Guiding Good Choices, Parents Who Host the Most Lose the Most, Strengthening Families, and Creating Lasting Family Connections.
10. **Contracted agencies provided healthy alternative prevention services, such as youth leadership groups and large-scale alcohol-free events, to help reduce and prevent alcohol and other drug use in schools and communities.** Agencies expanded services to various school settings, such as high schools and continuation schools, resulting in an increased number of students served and improved students' attitudinal changes towards alcohol and other drug use. Services included youth networking meetings and forums, annual youth summits, afterschool youth mentorship programs, and youth leadership conferences designed to help youth learn, grow, and develop leadership skills to become agents of change in their community. Students also learned about the various leadership, community service, and networking opportunities available in the community as healthy alternatives to underage alcohol use. Other programs utilized youth prevention councils to participate in environmental scans to identify nuisance areas within their city. Many of these programs reached students in non-traditional school settings including continuation schools, group homes, and existing youth development programs. Other large-scale alcohol-free events were created to support a social norm shift away from binge drinking by youth.

HIGHLIGHT: The SPA 6 Prevention Coalition (SPA 6) hosted the **2018 People Power Convention (PPC)** at Los Angeles Trade Technical College where over 500 attendees participated in workshops related to the need for additional resources for youth in underserved schools, especially those near liquor stores and other dispensaries. By hosting events like the PPC, which has ensured that youth and residents are engaged safely and constructively, the Coalition can introduce environment change that can aid in the reduction in alcohol consumption of people living in the South LA community. As a result of the Convention, 15 residents were recruited to participate in the leadership council to further their leadership development and participate in other alcohol prevention activities.



Photo courtesy of SPIRITT Family Services, Inc.

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



Photo courtesy of Substance Abuse Prevention and Control (SAPC) / Getty Images



Meth-Free campaign, MethFreeLA.org – Feb-Apr 2020
Photo courtesy of Substance Abuse and Control (SAPC).

- 1. To better address the growing methamphetamine problem, providers created methamphetamine needs assessments and community surveys to identify key areas of improvement and key stakeholders who could assist with prevention efforts.**

SPA 1 Providers collected 47 **Methamphetamine Public Opinion Surveys (POS)**, where survey collection was conducted at various community events and locations. Results from the survey collection revealed that 59% of respondents believe it is generally easy for youth under the age of 21 to access meth; 47% stated that they knew someone who currently uses or has used meth in the past. The **Methamphetamine Needs Assessment** consisted of multiple focus group activities, survey collection, key informant interviews, and investigation of local resources within the Antelope Valley. From this assessment, five recommendations were created to mobilize the community to combat methamphetamine crisis in the Antelope Valley.

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SPA 2 Providers developed and administered two **Methamphetamine Community Needs Assessments (Meth CNA)** throughout SPA 2 to assess community concerns surrounding meth and other illicit drugs use in the community. In one assessment, a total of 55 participants completed the Meth CNA between the ages of 18 and 64. The Meth CNA was administered in various locations such as local County buildings, parks, high schools, and resource fairs. Conducting the Meth CNA allowed providers to hold conversations with the community about not only meth but other illicit drugs as well. It provided exposure in the community which reaffirmed providers as a resource for the community. The Meth CNA also revealed that 33.3% of respondents reported that people can typically obtain meth from people around the neighborhood. Other sources for obtaining meth included friends or peers (31.5%), followed by home (14.8%), internet (7.4%), don't know (7.4%), and other sources (3.7%). Almost three quarters of respondents (72.7%) agree or strongly agree that prevention programs can be effective in reducing methamphetamine use among youth.

A different community assessment in SPA 2 received 29 responses from residents. 70% described meth use as a “big problem” in the area; 33% reported to know a current or previous meth user; 42% reported that youth obtain meth from family members or relatives. A vast majority would support more treatment and intervention programs for youth and adults (85%) and more community education about the dangers of meth use (83%).

SPA 4 Providers conducted community surveys at LA Pride and New Year's Eve to track trends in perceptions of meth use in the community. These surveys suggested that young adults ages 18-25 years old reported to see meth use in their communities as a community problem, particularly within the retail environment and at popular community events.

2. Providers engaged community stakeholders through coalitions, town halls, community meetings, and advisory committees to advocate for safer community spaces that improve community awareness of methamphetamine and other illicit drug use in their communities.

HIGHLIGHT: The Safe West Hollywood Community Coalition (SWHCC) was created in February 2019 to bring a range of important community sectors together to assess and advocate for appropriate interventions to reduce methamphetamine usage. The coalition, supported by the Coalition to Prevent Alcohol-Related harms in LA Metro (SPA 4) and Westside Impact Project (SPA 5), includes treatment, prevention, recovery, public safety commissioners, business license commissioners and business owners, residents, city advisory board members, community organizers, and homeless services advocates.

The SWHCC developed a five-point action plan to address meth usage in West Hollywood, including, but not limited to, the following: 1) a more comprehensive, meth-specific assessment of emergency room admissions, overdoses, meth-related crimes; 2) a Meth Town Hall, co-sponsored by the City of West Hollywood, to raise community support for harm reduction strategies; and 3) advocacy around increased City funding for broader implementation of successful harm reduction strategies. Staff met with City, County, and State legislators and their staff to discuss meth assessment outcomes, as well as harm reduction initiatives around meth. This coalition has brought together a diverse group of people and organizations, including community events with law enforcement in West Hollywood to align perspectives for a safer and healthier community while protecting marginalized communities who are most impacted by meth use.

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SPA 4 engaged community advocates to form a **Skid Row Community Park Advisory Board**, which provides community feedback to enhance safe public health resources for our local parks as a deterrent for illegal drug use. Community advocacy efforts in Skid Row have also led to renovations in park settings which enhance wellness and discourage illicit drug use in the community.

- To promote protective factors and reduce alcohol and other drug use risk factors among students, providers from various SPAs implemented evidence-based education prevention curricula for students.** These evidence-based prevention curricula support communities by changing knowledge, attitudes, behaviors, and social norms around the harms associated with illicit drug use. Evidence-based programs included Creating Lasting Family Connections, Drugs True Stories, Every 15 Minutes, Guiding Good Choices, Life Skills, Project Towards No Drug Abuse, Reality Parties, and Too Good For Drugs. These programs and events challenge students to think about the harms and effects of meth and other illicit drugs.
- Parents, caregivers, school administration and staff, and concerned adults from several SPAs also received education curricula to promote greater prevention communication between parents and children to prevent alcohol and other drug use.** Parents were educated to be able to identify risks, short-term, and long-term consequences of meth and other illicit drug use. In turn, parents were also encouraged to schedule family meetings and other communication strategies that proactively discuss the harms of meth, marijuana and other drug use with their children. Programs included Guiding Good Choices, Parents Who Host the Most Lose the Most, Strengthening Families, and Creating Lasting Family Connections. Some providers utilized social media platforms to share educational prevention materials that reduce meth and other illicit drug use among community youth and adults.



Photo courtesy of Institute for Public Strategies.

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

- 5. Contracted agencies provided healthy alternative prevention services, such as youth leadership groups and large-scale alcohol-free events, to help reduce and prevent alcohol and other drug use in schools and communities.** Agencies expanded services to various school settings, such as high schools and continuation schools. Services included youth networking meetings and forums, annual youth summits, after school youth mentorship programs, and youth leadership conferences designed to help youth learn, grow, and develop leadership skills to become agents of change in their community. Students also learned about the variety of leadership, community service, and networking opportunities available in the community as healthy alternatives to meth and other illicit drug use. Other programs utilized youth prevention councils to participate in environmental scans to identify nuisance areas within their city. Many of these programs reached students in non-traditional school settings including continuation schools, group homes, and existing youth development programs.

CHALLENGES AND BARRIERS

SAPC-contracted AODPS providers reported experiencing the following challenges and barriers:

- **High turnover in prevention staff**, which required spending substantial time to train new staff, thereby interfering with the complete implementation of their prevention work plan.
- **Garnering support from local government decision-makers and law enforcement personnel** in reinforcing and implementing prevention policies to prevent and reduce underage AOD use.
- **Turnover or slower response times by school administrators**, leading to delays in or an inability by providers to implement prevention curricula in schools.
- **Recruiting minority community participation in the alcohol retail framework and prescription drug take-back events** because of language barriers among retailers and AODPS providers.
- **Engaging student and parent interest during implementation of educational prevention curricula and parent workshops**, respectively, and managing time efficiently during the delivery of these programs.
- **Concern that legalizing recreational marijuana use among adults reduces the perception of harm, destigmatizes its use, and increases marijuana access among youth**, thereby challenging marijuana youth prevention strategies implemented by AODPS providers and the RAM Workgroup.
- **Lack of policy development from school administrators** regarding students who bring marijuana paraphernalia onto campus or come to school under the influence.
- **Growing misconceptions about vaping/electronic device use** as a healthier alternative to smoking persists among youth and adults thereby requiring significant education and awareness efforts.
- **Low merchant interest and participation in the Responsible Alcoholic Beverage Service training** for off-sale retailers.
- **Low community perception of harm of opioids and low number of Rx drop-off locations** coupled with community members' lack of participation because they were held at police stations led to challenges with the Safe Med LA Take-Back events.
- **Difficulty with collecting mandated number of MPSI surveys** due to low community participation.



Photo courtesy of San Fernando Valley Partnership.

RECOMMENDATIONS

SAPC recommendations include, but are not limited to:

- **Increasing RAM coalition members' capacity** to reduce accessibility and availability of marijuana among youth by increasing harm awareness via prevention presentations and printed material dissemination in communities, and by reducing the number of unregulated marijuana dispensaries in LA County.
- **Implementing AOD prevention curricula** to students and parents to increase their knowledge and to promote protective factors that reduce AOD-use related problems in communities.
- **Changing social norms that contribute to alcohol use** by decreasing favorable attitudes toward underage and binge drinking, including increasing merchant compliance with ABC regulations and RBS trainings, and building awareness using social media platforms.
- **Expanding Safe Med LA efforts**, including more community friendly drop-off locations to prevent Rx and OTC abuse and misuse in communities, especially among youth.
- **Working with city officials to expand existing no-smoking laws and ordinances to include marijuana smoking** and to enact policies that prevent or reduce AOD use among youth and young adults, such as reducing alcohol and marijuana advertising from retailer storefronts and in public places (e.g., parks and recreation centers, schools, and other places where youth congregate).
- **Changing social norms that contribute to vaping/electronic device use** by increasing knowledge and perception of harm among youth and adults.
- **Implementing additional outcome measures** to ensure that County program goals and objectives are being met.
- **Continue to increase knowledge, awareness, and perception of harm of methamphetamine use**, including organizing additional community outreaches and implementing harm reduction strategies.

CONCLUSION

In conclusion, SAPC and the prevention provider network has continued to adapt and expand substance use disorder prevention services to meet the needs of Los Angeles County. Subcontracted prevention increased capacity to engage new stakeholders such as local pharmacies, health clinics, and law enforcement partners in order to help reduce the availability and increase awareness of the prescription (Rx) and over the counter (OTC) drug misuse and abuse. Increased engagement of public marijuana smoking through MPSI and other targeted programmatic efforts resulted in increased community intervention efforts to encourage limits on marijuana smoking in public places, promoting clean indoor air laws and targeting public places where youth tend to congregate. As a result of Proposition 64, providers remain aware of the targeted youth efforts necessary to promote awareness and safety through education, especially as communities and school administrators are increasingly requesting additional education and outreach for marijuana as it relates to edibles and vaping.

Alcohol prevention activities and community engagement strategies continue to remain stable, as providers continue to utilize best practices to target off-sale alcohol retailers and apply mandatory signage, trainings, and civic participation practices to raise community awareness of alcohol related harms, the social and economic conditions that contribute to addiction, and policy advocacy efforts related to alcohol prevention. As an emerging priority substance of concern in Los Angeles County, methamphetamine-related community outreach and education strategies are being addressed through targeted needs assessments and community surveys designed as more reliable local data sources on methamphetamine and other illicit drug use trends in Los Angeles County. Some agencies, as early adopters, have noticed increased use within their SPAs, and consequently have designed drug-specific community-level intervention and environmental prevention strategies to reduce access and usage rates for methamphetamine and other illicit drug use among youth and adults.

Programmatic challenges and barriers include increasingly favorable social attitudes and behaviors associated with marijuana use among adults, which indirectly impact underage youth perception of harm associated with vaping and cannabis. In order to meet the emerging community demand for increased education on public marijuana smoking and increased cannabis misuse among youth in school and community settings, providers are utilizing coalition-building strategies and data-driven practices to engage new stakeholders including apartment complexes, park facilities, school administration, and youth leadership organizations, many of whom are beginning to recommend restorative justice practices for school-based settings. Limited community participation due to staff turnover, language barriers, and lack of political will among community stakeholders have resulted in adapted environmental prevention strategies to better engage parents, local government decision-makers, law enforcement personnel, retailers, and school administration in implementing and reinforcing policy regulations that prevent and reduce AOD use among youth and young adults.

Despite such challenges, providers remain committed to utilizing innovative and evidence-based community-based participatory and engagement strategies to positively influence communities to advocate for reduction of availability and access of drugs and social norms discouraging drug use and misuse. In general, community-based prevention providers continue to rely on data-driven, innovative, and evidenced-based prevention programs that are adapted to specific targeted populations and community settings, thereby increasing cultural competency to best serve the diverse needs of communities within Los Angeles County.

Alcohol and Other Drug Prevention Services (AODPS)

In the next fiscal year, prevention programs and activities will continue to address the four priority substances through a comprehensive variety of individual and community-level strategies aimed at reducing overall use, access, and availability among youth, young adults and the community at-large. Coalitions plan to expand community capacity to partner and collaborate with new community stakeholders, including new partnerships with County agencies and non-traditional agencies in order to increase community impact of substance use prevention services within the County. Programs will continue to focus on improving community-based data collection strategies through more consistent survey data collection and reporting methods to enhance community impact assessments and improve understanding of community impact from the provider network. Moreover, increased capacity within DPH-SAPC will increase technical assistance and programmatic support to ensure compliance and quality of service provision according to required frameworks and reporting practices.



*Photo courtesy of Community Coalition for Substance Abuse
Prevention & Treatment.*

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

ATTACHMENTS

Attachment A

**FY2018-2019 PREVENTION PROVIDER NETWORK
ALCOHOL AND OTHER DRUG PREVENTION SERVICES (AODPS) CONTRACTED PROVIDERS**

No.	Contracted Alcohol and Other Drug Prevention Services (AODPS)	CPS	EPS	APS	Special Project
1	Asian American Drug Abuse Program	X	SPA 8	X	
2	Avalon Carver Community Center	X			
3	Behavioral Health Services, Inc.				
	• Beach Cities	X		X	
	• Torrance	X			
	• Hollywood	X			
4	California Hispanic Commission on Alcohol & Drug Abuse	X	SPA 7	X	
5	Cambodian Association of America	X			
6	Child and Family Center – Santa Clarita			X	
7	Children's Hospital of Los Angeles	X		X	
8	City of Pasadena Recovery Center	X			
9	Clare Foundation Inc.	X			
10	Community Coalition for Substance Abuse Prevention & Treatment	X	SPA 6		
11	Day One, Inc.	X	SPA 3		
12	Didi Hirsch Psychiatric Services			X	
13	Fraser Communications				PMC
14	Helpline Youth Counseling, Inc.	X		X	
15	Institute for Public Strategies	X	SPA 5		
16	Jewish Family Services of Los Angeles	X			
17	Koreatown Youth & Community Center	X	SPA 4		
18	Los Angeles County Office of Education	X			FNL
19	Los Angeles County Sheriff's Department (STAR Unit)				MOU
20	MJB Transitional Recovery, Inc.	X			
21	NCADD of East San Gabriel and Pomona Valley, Inc.	X			
22	NCADD of San Fernando, Inc.	X			
23	Pacific Clinics	X		X	
24	People Coordinated Services of Southern California	X			
25	Phoenix House of Los Angeles	X			
26	Prototypes a Center for Innovation	X			
27	Pueblo Y Salud, Inc.				
	• San Fernando	X			
	• Palmdale	X			
28	San Fernando Valley Partnership, Inc.		SPA 2		
29	Shields for Families, Inc.			X	
30	Social Model Recovery Systems, Inc.	X			CCERP



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

31	South Central Prevention Coalition	X			
32	Special Services for Groups			X	
33	SPIRITT Family Services, Inc.	X		X	
34	Tarzana Treatment Center	X	SPA 1	X	
35	The Wall Memorias Project	X			
36	Volunteers of America	X			
37	Watts Health Foundation, Inc.	X			
TOTAL CONTRACTS		33	8	12	4

Attachment B

FY2018-2019 LIST OF AODPS Service Planning Area (SPA) COALITIONS

- SPA 1: Antelope Valley Marijuana, Alcohol, and Pharmaceutical Prevention Coalition (AVMAPP)
- SPA 2: Communities in Action
- SPA 3: Rethinking Alcohol and Other Drugs (RAD)
- SPA 4: Coalition to Prevent Alcohol-Related Harms in LA Metro (COPALM)
- SPA 5: Westside Impact Project
- SPA 6: SPA 6 Prevention Coalition (SLAM)
- SPA 7: South East Community Alliance (SECA)
- SPA 8: South Bay Communities Creating Change (SBC 3)



Attachment C

ENVIRONMENTAL PREVENTION PROGRAMS

Beer Run Prevention Project

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

Retail Framework

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

Merchant Committed

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

Social Host Ordinance (SHO)

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

Sticker Shock Project

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

Responsible Beverage Server (RBS)

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

Warning Sign Campaign

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

Alcohol and Other Drug Prevention Services (AODPS)

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

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

Reality Parties

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

Lee Law

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



Photos courtesy of San Fernando Valley Partnership and Tarzana Treatment Center.



Our SPOT Launch, June 13, 2019.
Photo courtesy of Substance Abuse Prevention and Control (SAPC).

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