

PROVIDERS' YEAR-END Progress Report

Fiscal Year 2020-2021

Alcohol and Other Drug Prevention Services (AODPS)

April 2023

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EXECUTIVE SUMMARY

The Los Angeles County Department of Public Health, Substance Abuse Prevention and Control (SAPC) prevention services is responsible for the funding, planning, development, implementation, and evaluation of effective, relevant, and culturally competent substance use prevention services and special prevention programs and initiatives.

As mandated by the federal government, SAPC aims to reduce the burden of substance abuse by reducing the individual and community level availability and accessibility of alcohol and other drugs through implementing effective, equitable, comprehensive, and culturally and linguistically competent evidence-based prevention programming countywide.

During the 2020-21 fiscal year, the burden of substance use increased among both youth and adults, nationwide and locally in Los Angeles County (LAC). A national study¹ conducted in 2020 reported a 54% increase in alcohol sales and a 262% increase in online alcohol sales, compared with 2019. A cross sectional survey² of US adults indicated that alcohol use among the participants increased by 60%. The increased alcohol use has led to increases in alcohol related morbidity & mortality. In LAC, alcohol-related overdose deaths increased by 139.4%, from 2.8 deaths per 100,000 persons in 2019 to 3.9 deaths per 100,000 persons in 2020.³

LAC cannabis businesses remained open during the pandemic. The increases in cannabis use⁴ led to increases in cannabis related hospitalizations and emergency visits⁵, especially among young adults between the ages of 18 and 20. In 2020, there was a larger increase in overdose deaths which were mostly attributable to fentanyl and methamphetamine use⁶, continuing a trend from the prior year.

During the 2020-21 fiscal year, 38 agencies in over 40 locations provided an array of DPH-funded prevention strategies and interventions throughout Los Angeles County serving an estimated 23,300 county residents. Strategies included parent and youth workshops, policy work groups, community coalitions, community prevention trainings, media campaigns and social media projects, peer advocacy, youth mentoring programs, marijuana public smoking and environmental strategies, responsible retailer partnerships, and social host initiatives.

Evidence based programs (EBPs), services, and strategies were used to address substance misuse through numerous interagency collaboratives countywide. Each SPA was assigned a lead agency focused on social policy initiatives to address the environmental and community conditions that

¹ <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2770975>

² <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7763183/>

³ <http://publichealth.lacounty.gov/sapc/MDU/SpecialReport/AccidentalDrugOverdoseDeathsDuringCOVID-19Pandemic.pdf>

⁴

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8919106/?utm_source=Chrome&utm_medium=rss&utm_campaign=pubmed-2&utm_content=1DAyVQqGr_VD4Z2pS-

nDqKXS_i6lKV9V4e8Cem6Qi8G6wWusuA&fc=20200713154434&ff=20220406124608&v=2.17.6#bibr6-00220426211052673

⁵ <http://lapublichealth.org/sapc/MDU/MDBrief/MarijuanaBrief.pdf>

⁶ <http://publichealth.lacounty.gov/sapc/MDU/SpecialReport/AccidentalDrugOverdoseDeathsDuringCOVID-19Pandemic.pdf>

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contribute to substance misuse. These eight organizations provided support to multiple local agencies, focusing on community-based activities and initiatives. SPA-based coalitions worked with countywide coalitions and neighborhood councils to improve prevention efforts countywide, despite the challenges posed by the pandemic.

Increased community substance use prevention needs in this time period drove increased provider use of social media campaigns and other creative means of mass communication. For example, at least 36 agencies used Instagram, 25 used Facebook, 9 used Twitter, and 4 used YouTube to reach their target populations. Many agencies used targeted Instagram or Facebook accounts to reach different segments of their community. Additionally, SAPC funded a successful media campaign to address the recent increase in methamphetamine use.

Overall, the 2020-21 year-end progress report highlights key prevention strategies and initiatives implemented in Los Angeles County (LAC) for each priority substance area, the challenges experienced by providers during the COVID-19 pandemic, and adjustments made to regular programming to address the restrictions imposed by the pandemic.

Additionally, there are recommendations for next steps, in accordance with Federal and State guidelines and the Los Angeles County's Strategic Prevention Plan⁷ to reduce prescription drugs and over-the-counter medication misuse and abuse, reduce marijuana use by youth, decrease underage drinking and binge drinking among youth and young adults, and reduce availability of and access to methamphetamine and other illicit drugs by youth and young adults.



⁷ http://publichealth.lacounty.gov/sapc/prevention/PP/Strategic_Prevention_Plan_072820.pdf

INTRODUCTION

The Los Angeles County (LAC) Department of Public Health (DPH) is committed to promoting health equity and ensuring optimal health and well-being for all our residents. Substance Abuse Prevention and Control (SAPC) is one of the largest divisions of LAC DPH, funding over 150 prevention and treatment community-based organizations aimed at addressing alcohol and other drug-related problems in the County through prevention initiatives and community partnerships. Through the application of inclusive and equitable best practices, SAPC aspires to prevent and reduce the burden of substance use in LAC through collaboration with multiple public and private entities. Our community partners and agencies improve substance use prevention in communities by influencing the social norms and community conditions that promote substance use in target populations and communities.

SAPC administers the operations of a network of Alcohol and Other Drug Prevention Services (AODPS)-contracted community-based agencies, overseeing the implementation of prevention services through its Strategic Prevention Plan (SPP) and the federal Substance Abuse and Mental Health Services Administration (SAMHSA) Strategic Prevention Framework (SPF). SAPC works collaboratively with a network of contracted prevention providers on an ongoing basis to assess community needs and resources in order to develop effective and culturally responsive prevention strategies. The aim of these strategies is to promote community engagement and build capacity at the local level, enhancing the overall delivery of primary prevention services.

This report represents highlights, accomplishments, challenges, and opportunities encountered during the 2020-21 fiscal year. Providers' prevention service data were summarized based on agencies' self-reports to SAPC and entries to the Primary Prevention Substance Use Disorder Data Service (PPSDS). Effective interventions impacting substance use prevention have also been showcased within this report. 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 developmental activities that serve as alternatives to drug misuse and abuse among youth and adults.

DATA SNAPSHOT

During the COVID-19 pandemic, substance misuse increased among many populations, nationwide⁸, where various reports indicated significant increases in substance misuse⁹. However, the 2020 Monitoring the Future study, a national longitudinal survey of 8th, 10th, and 12th grade students by the National Institute on Drug Abuse (NIDA), revealed significant declines in marijuana use among youth. Similarly, the survey found that use of cocaine, vaping, oxycontin, and reports of intoxication declined as well. Some of the reasons behind this shift may have been due to spending more time at home and changing social environments, rather than changes in policy or attitudes towards substance use.¹⁰

⁸ <https://www.rpc.senate.gov/policy-papers/substance-use-has-risen-during-covid-19-pandemic>

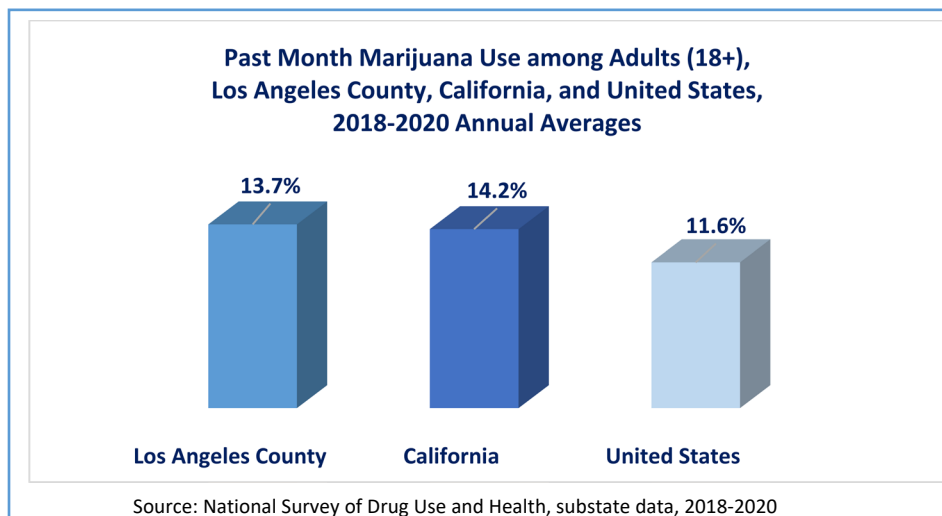
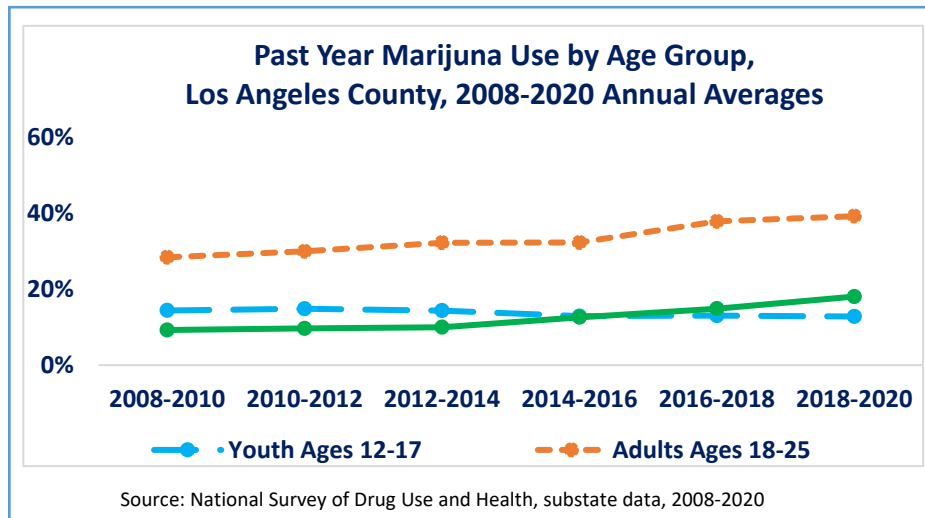
⁹ <https://nida.nih.gov/research-topics/comorbidity/covid-19-substance-use>

¹⁰ <https://www.drugabuse.gov/drug-topics/trends-statistics/infographics/monitoring-future-2021-survey-results>

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Nationwide, the perceived availability of marijuana among youth declined from 78% in 2019 to 69.6% in 2020 and the perception of risk of harm decreased for both occasional and regular use of marijuana, from 30.5% in 2019 to 20.6% in 2020.¹¹ This decrease in the perception of risk of harm has led to steady increases in cannabis use across the nation¹².

Cannabis use has been increasing in LAC, where the highest rates are seen among young adults (ages 18-25), increasing from 26.4% to 39.2% in the past twelve years. An estimated 13.7% of LAC adults 18 or older reported current cannabis use¹³.



¹¹ <https://www.drugabuse.gov/drug-topics/trends-statistics/infographics/monitoring-future-2021-survey-results>

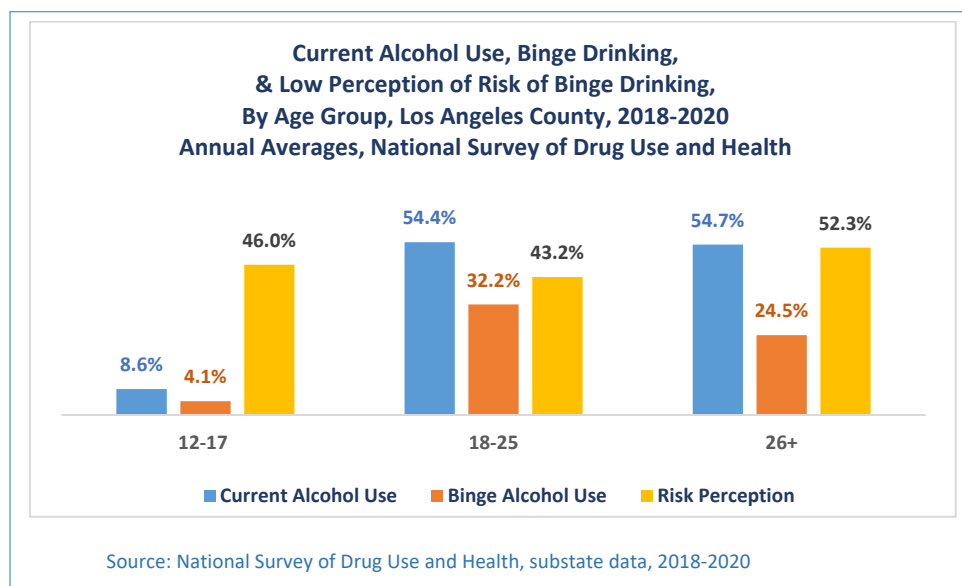
¹² <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8209744/>

¹³ <https://www.samhsa.gov/data/report/2018-2020-nsduh-substate-region-estimates-tables>

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According to the 2018 LAC Health Survey, an estimated 1,454,000 (18.2% of LAC adults) adults aged 18 years or older reported using marijuana in the past year. Among adults, marijuana use was more common among males than females (21.3% vs. 15.1%). Young adults aged 18-24 years (35%) had highest rate of marijuana use, while adults ages 65 or older (6.5%) had the lowest rates.¹⁴ Native Hawaiians and Pacific Islanders (NHPI; 31.6%)¹⁵ and African Americans (28.4%) had the highest rates of past year marijuana use. Public marijuana smoking has been a growing issue in LAC, necessitating providers to mobilize community members to encourage limits on smoking marijuana in public places to promote clean indoor air laws.

Alcohol is the most widely used drug in the United States. According to the National Survey of Drug Use and Health, 54.4% of LAC young adults between the ages of 18-25 reported current alcohol use and an alarming 32.2% reported binge alcohol use.¹⁶ An estimated 8.6% of youth between the ages of 12 and 17 reported current alcohol use and 4.1% reported binge drinking. Less than half of LAC youth and young adults (46.0% and 43.2% respectively) believed that binge drinking was a health risk. In addition to high access and availability, low perception of risk of harm has been found to correlate with behaviors related to increased alcohol use, driving communities to address risk perception in developing public health policies and interventions aimed at curbing alcohol use in LAC¹⁷.



¹⁴ <https://publichealth.lacounty.gov/ha/LACHSDataTopics2018.htm>

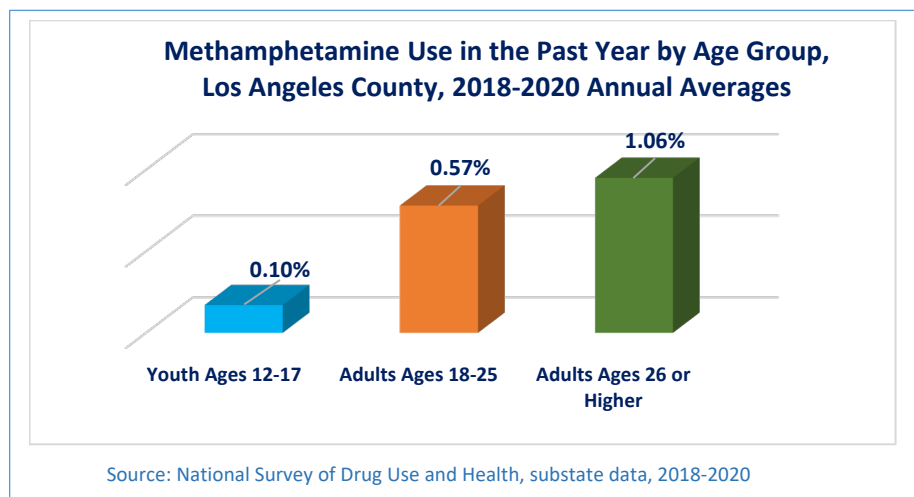
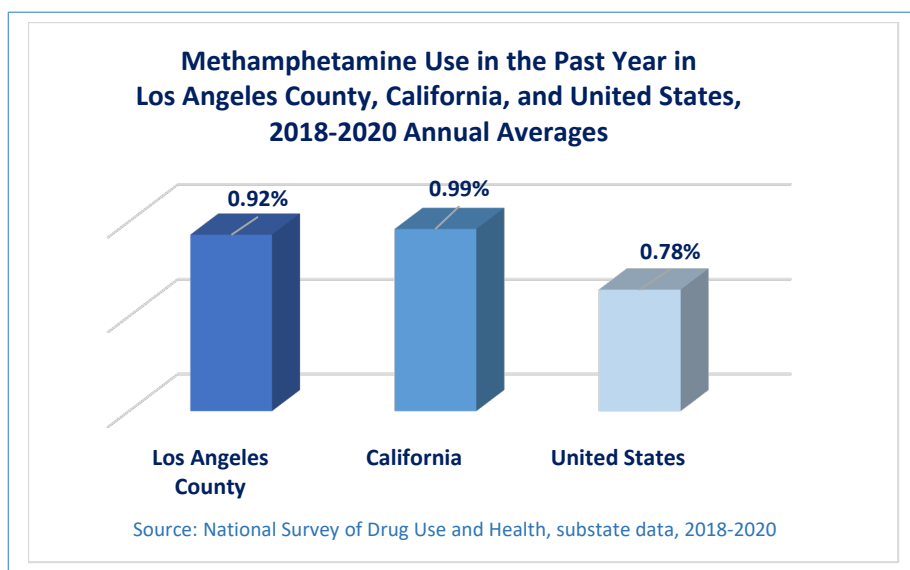
¹⁵ Not statistically significant

¹⁶ Cannabis use has been increasing in LAC and the highest rates of 26.4% are seen among young adults between the ages of 18 and 25. <https://www.samhsa.gov/data/report/2016-2018-nsduh-substate-region-estimates-tables>

¹⁷ <https://www.samhsa.gov/data/sites/default/files/NSDUH099a/NSDUH099a/sr099a-risk-perception-trends.pdf>

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Since 2013, methamphetamine (meth) has continued to be a primary public health concern in Los Angeles County. Items seized by law enforcement agencies have suggested that meth is the most common drug identified in LAC¹⁸. According to the National Survey of Drug Use and Health, 0.92% of LAC residents 12 or older reported using methamphetamine within 12 months prior to the survey period.¹⁹ Methamphetamine use was reported to be highest among adults 26 or older, followed by adults 18-25 with 1.1% and 0.9%, respectively.²⁰



¹⁸ <https://insight.livestories.com/s/v2/meth-availability/121156dc-631a-4e8d-8487-b38c597dbb5e>

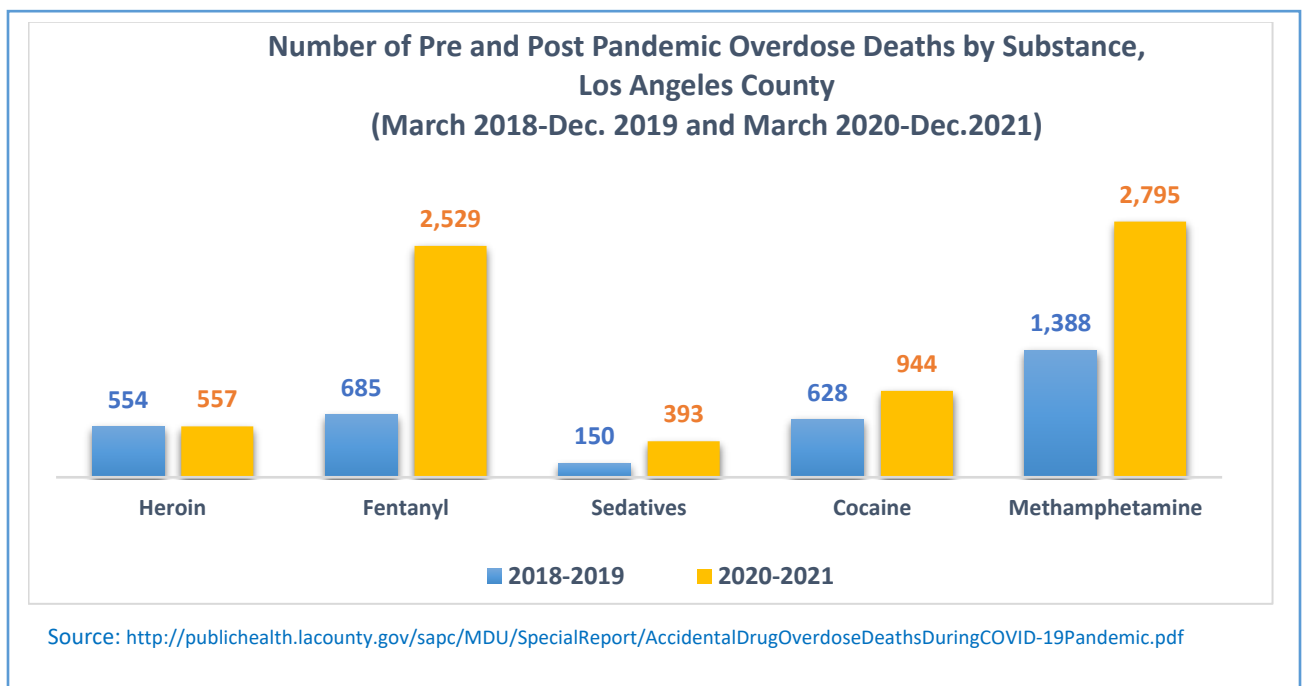
¹⁹ Cannabis use has been increasing in LAC and the highest rates of 26.4% are seen among young adults between the ages of 18 and 25.

²⁰ <https://www.samhsa.gov/data/report/2018-2020-nsduh-substate-region-estimates-tables>

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Methamphetamine has been involved in more accidental overdose deaths in LAC than any other drug²¹; it contributes to an estimated 36.3% of violent crimes and 31.9% of property crimes.²² During 2005-2020, methamphetamine-related hospitalizations accounted for 1,189,665 hospital days. Primary methamphetamine hospitalizations accounted for 71,735 hospital days during the same period.

A comparison between the number of overdose deaths prior to the pandemic (March 2018 through December of 2019) and since the start of the COVID-19 pandemic (March 2020 through December of 2021), revealed an increase of 88.5% in the number of all overdose deaths combined.²³ The greatest increase was seen among youth ages 12-17, with a 315.2% increase in the number of overdose deaths (not pictured). The number of Fentanyl related overdose deaths increased by 271.5%, sedative related deaths increased by 167.8%, and methamphetamine-related overdose deaths increased by 103.7% (below).



Furthermore, an analysis of LAC drug overdose deaths by Service Planning Area revealed a noticeable increase in the number and rate of drug overdose deaths in all 8 Service Planning Areas (SPA). The highest number of deaths in 2020-2021 were seen in SPA 4 (1,240), SPA 2 (881) and SPA 8 (742). The highest death rates (number of deaths per 100,000 persons) in 2020-21 were seen in SPA 4 (93.5), SPA 1 (77.2) and SPA 6 (51.3) respectively.²⁴

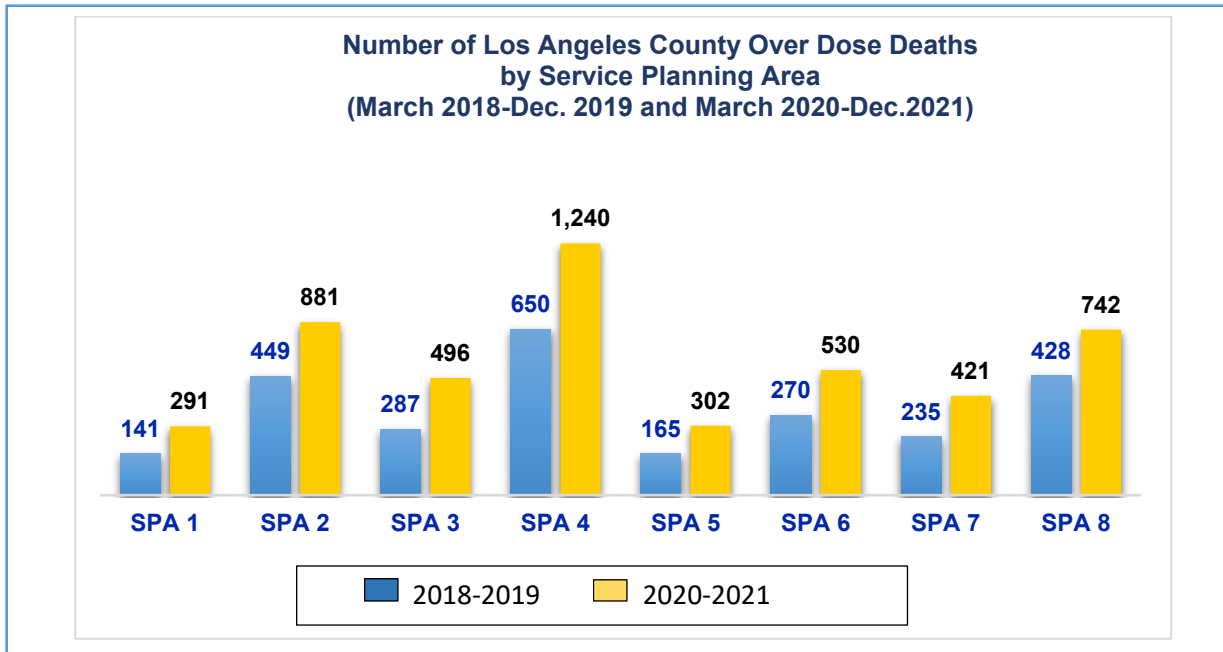
²¹ <http://publichealth.lacounty.gov/sapc/MDU/SpecialReport/AccidentalDrugOverdoseReportJuly2021V2.0.pdf>

²² https://www.dea.gov/sites/default/files/2018-07/DIR-040-17_2017-NDTA.pdf

²³ <http://publichealth.lacounty.gov/sapc/MDU/SpecialReport/AccidentalDrugOverdoseDeathsDuringCOVID-19Pandemic.pdf>

²⁴ <http://publichealth.lacounty.gov/sapc/MDU/SpecialReport/AccidentalDrugOverdoseDeathsDuringCOVID-19Pandemic.pdf>

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



Decedent Characteristics	Pre-pandemic March 2018 - Dec 2019		Pandemic Mar 2020 - Dec 2021		Rate Change	
	Number	Rate	Number	Rate	Absolute Change	Relative Change
Service Planning Area (SPA)						
SPA 1	141	36.1	291	77.2	41.1	113.6%
SPA 2	449	18.6	881	37.9	19.3	103.4%
SPA 3	287	15.2	496	27.1	11.9	78.5%
SPA 4	650	49.2	1,240	93.5	44.3	90.0%
SPA 5	165	23.0	302	43.3	20.2	87.9%
SPA 6	270	26.7	530	51.3	24.6	91.9%
SPA 7	235	17.2	421	31.2	14.0	81.6%
SPA 8	428	25.5	742	45.2	19.8	77.7%

Source: <http://publichealth.lacounty.gov/sapc/MDU/SpecialReport/AccidentalDrugOverdoseDeathsDuringCOVID-19Pandemic.pdf>

Rates are age-adjusted using the direct method and the 2000 U.S. standard population, except for age-specific and area poverty crude rates. All rates are per 100,000 population. Rates for the pre-pandemic period March 2018 – December 2019 were calculated using 2018 population estimates, and rates for the pandemic period March 2020 – December 2021 were calculated using 2020 population estimates.

Absolute rate change is the difference between rates during the March 2018 – December 2019 and March 2020 – December 2021 periods. Relative rate change is the absolute rate change divided by the March 2018 – December 2019 rate, multiplied by 100. Nonoverlapping confidence intervals based on the gamma method were used if the number of deaths was <100 in the March 2018 – December 2019 or March 2020 – December 2021 period, and z-tests were used if the number of deaths was ≥100 in both the March 2018 – December 2019 and March 2020 – December 2021 periods. Rate changes were statistically significant (p-value <0.05) for all SPAs.



PREVENTION FRAMEWORK

To achieve comprehensive, effective, and culturally competent AOD prevention services, SAPC uses a combination of 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 system.

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)²⁵

The SPF is a five-step planning process that systematically guides the development of prevention services and includes two guiding principles to ensure cultural competency and sustainability:

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?

By addressing each step, prevention services would address the needs of their target communities and populations, by reducing risk factors and enhancing protective factors, build community capacity and collaboration, develop goals and measurable objectives, and evaluate their efforts to ensure the prevention program achieves the intended outcomes.



²⁵ Strategic Prevention Framework. (n.d.). Retrieved from: <https://www.samhsa.gov/sites/default/files/20190620-samhsa-strategic-prevention-framework-guide.pdf>

Center for Substance Abuse Prevention (CSAP) Strategies and Activities²⁶

The SAMHSA Center for Substance Abuse Prevention (CSAP) has classified prevention strategies into six major categories. An effective prevention program utilizes these strategies and activities to comprehensively address the needs of the target communities through evidence-based interventions and services.

1. **Environmental Strategy** – establishes and/or changes community standards, codes, and attitudes, thereby influencing the prevalence of alcohol and other drug use within the community through engaging a broad base of community partners, interventions, and policies.
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.

²⁶ 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>

Institute of Medicine (IOM) Classification System²⁷

The prevention classifications are subdivided into universal, selective, and indicated categories. The IOM category is assigned by looking at the risk-level of the individual, or group, receiving the service. 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.

Universal Direct

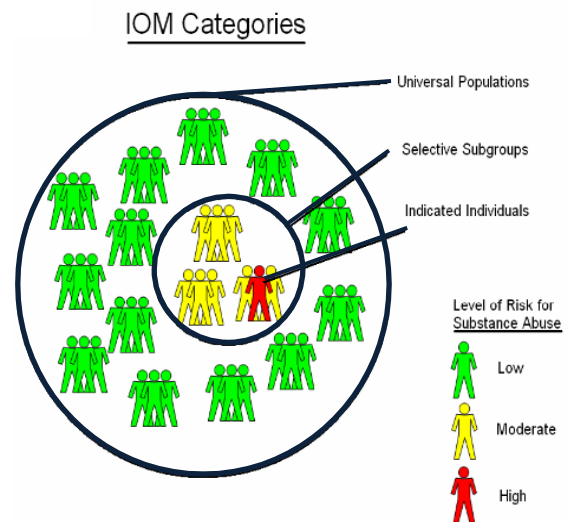
Interventions directly serve an identifiable group of participants but who have not been identified based on individual risk (e.g., school curriculum, afterschool program, parenting class). This also could include interventions involving ongoing or repeated contact (e.g., coalitions).

Universal Indirect

Interventions supporting population-based programs and environmental strategies (e.g., establishing ATOD policies, modifying ATOD advertising practices). This may include programs and policies implemented by coalitions.

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.



²⁷ 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

SAPC VISION AND MISSION

SAPC’s Vision: Healthy communities that are safe and free from substance use problems.

SAPC’s Mission: To implement effective prevention initiatives, guided by best practices and data, to systematically reduce community substance use problems.

PREVENTION GOALS AND OBJECTIVES

The AODPS-contracted prevention providers addressed the following four priority area goals and objectives²⁸. SAPC collaborated with the contracted providers to design and implement data-driven and community-based strategies, addressing priority AOD related issues and their associated risk factors in the target communities.

Goal	Objective (By 2025)
Decrease Alcohol Use Among Youth	The number of youth who perceive underage alcohol use as harmful will increase by 3% as measured by CHKS or other surveys. Reduce retail availability of alcohol to teens by 3% as measured by Alcohol Beverage Control infractions. Youth resiliency for underage drinking will increase by 3% as measured by pre/post surveys. There will be a 3% decrease in high school students who report having consumed alcohol before last intercourse as measured by pre/post surveys.
Decrease Marijuana Use Among Youth	Youth will increase their perception of the harms of underage marijuana use by 3% as measured by CHKS data or other survey. Reduce retail availability of marijuana to teens by 3% as measured by pre-post surveys. Youth resiliency for marijuana use will increase by 3% as measured by pre/post surveys. There will be a 3% decrease in high school students who report having used marijuana before last intercourse as measured by pre/post surveys.
Decrease Methamphetamine Use Among Youth and adults.	Increase community awareness of methamphetamine by 3% as measured by pre/post surveys. Youth resiliency for methamphetamine use will increase by 3% as measured by pre/post surveys. There will be a 3% decrease in high school students who report having used methamphetamine before last intercourse.
Decrease Prescription Drug Misuse or Abuse Among Youth and Adults	There will be a 5% decrease in prescribing of opioid drugs for adults as measured by PDMP. There will be a 3% reduction in youth access to Rx drugs, as measured by CHKS or other survey. Youth resiliency for prescription drug use will increase by 3% as measured by pre/post surveys. There will be a 3% decrease in high school students who report having consumed prescription drugs before last intercourse as measured by pre/post surveys.

²⁸ <http://publichealth.lacounty.gov/sapc/prevention/PP/StrategicPreventionPlan.pdf>

PREVENTION PROVIDER NETWORK

Adolescent Prevention Services (APS)

APS services are directed at reducing risk factors and increasing protective factors for youth who are identified as high risk for substance abuse. APS providers ensure that primary prevention programs and activities inform and educate individuals on the risks associated with substance use and providing programs and activities to reduce these risk factors.

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 strategies is data-driven and designed to specifically address the highest priority substance use issues and their associated contributing factors for the target communities. 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. A list of SPA Coalitions are presented in Appendix B.

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 impact 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 for the target communities. 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 prevention efforts.

Friday Night Live (FNL)/Club Live (CL), & FNL Kids

FNL builds partnerships for healthy youth development, engaging 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 use.

LA County-Operated Prevention Programs

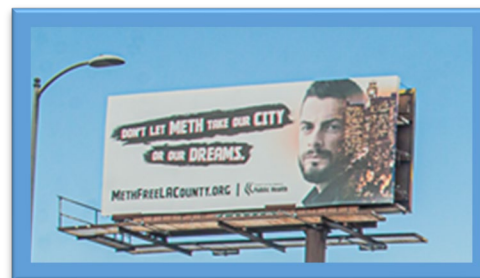
LA County directly provides prevention programs and activities at selected public parks and eligible educational settings to provide CSAP prevention strategies, such as information dissemination, education, alternative programs, problem identification and referral, as well as community-based process. These directly operated County programs offer coordinated, county-wide prevention programs dedicated to serving youth, young adults, and the community at-large, implementing evidence-based community and individual-level

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substance abuse prevention education and positive youth development programming, aimed to empower individuals to resist risky behaviors and choose healthier alternatives.

Prevention Media Campaigns

SAPC Prevention media campaigns provide countywide awareness and education regarding priority substances that 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, including both general and targeted messaging, as well as 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 increase capacity of existing prevention media efforts from individual County providers and community coalitions.



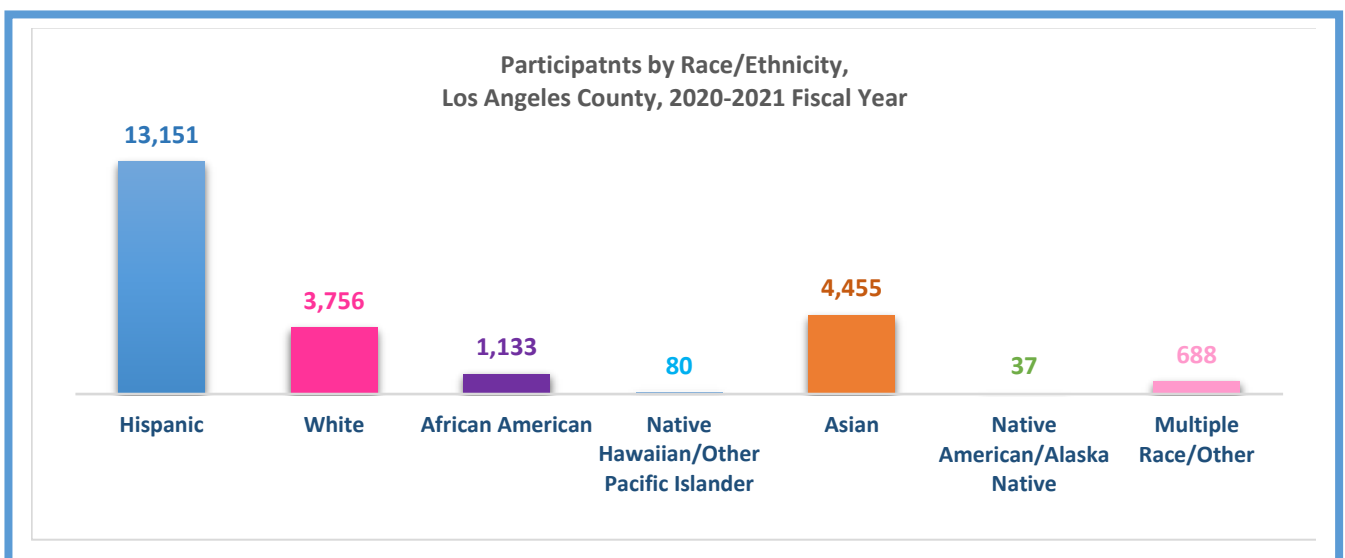
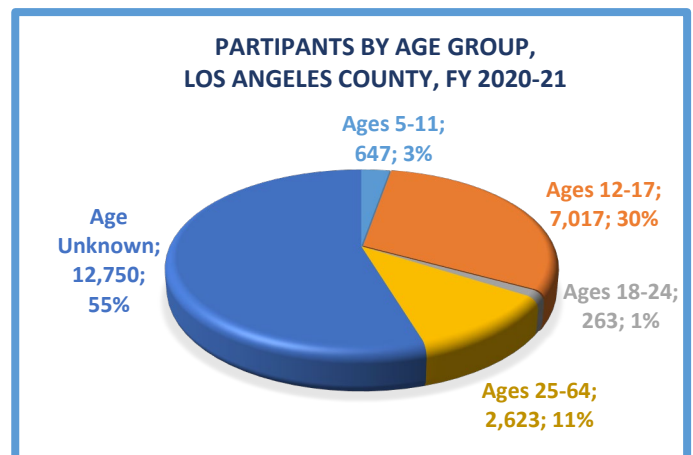
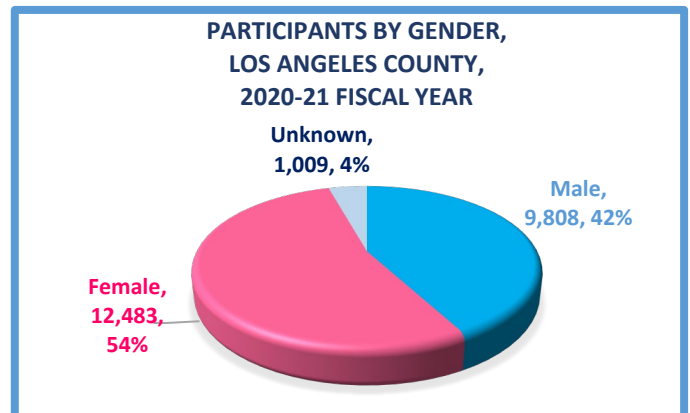
Alcohol and Other Drug Prevention Services (AODPS)

Demographic Data of Populations Served

During FY2020-21, SAPC-contracted prevention providers served 23,300 Los Angeles County residents (excluding SAPC Countywide media campaigns). This included 9,808 males and 12,483 females. Gender was unknown for 1,009 residents.

More than half of residents served were identified as Hispanic (56%); an estimated 16% were White²⁹ (16%), almost 5% were African American³⁰, 19% Asian³⁰, and less than 4% were identified as multiple race/other³⁰, American Indians/Alaska Native (NA/AN)³⁰, or Native Hawaiians/Pacific Islanders (NHPI).

Thirty-three percent of participants were youth under age 18 and 1% were between the ages of 18-24. Age was unknown for 55% of the participants.



²⁹ May include Hispanic

SUMMARY OF SAPC PREVENTION SERVICES

Thirty-five agencies provided an array of prevention strategies and interventions throughout Los Angeles County during the 2020-21 fiscal year. Strategies included parents and youth workshops, policy work groups, community coalitions, college preparation, community garden, community prevention training, social media projects, mentoring projects, marijuana public smoking and social host initiatives, peer advocacy, screening and referral services, media campaigns, as well as youth advocacy, leadership, and mentoring programs. Environmental strategies included policies and strategies to reduce teen access to alcohol, responsible retailer partnerships, and social host ordinances.

Addressing the increased community need for targeted prevention programming posed new challenges during the COVID-19 pandemic. As a result, SAPC's prevention provider network chose new pathways to reach out to their target populations. Combinations of social media messaging, podcasts, and online meetings and workshops were among the most widely used prevention strategies during the 2020-21 fiscal year. Over 85% of our provider network used Instagram, 60% used Facebook, 21% used Twitter, and 10% used YouTube to reach their target populations; Instagram was the most highly used platform.

Each SPA had a lead agency that coordinated the environmental and community-based collaborations in each SPA. Multiple SPA based coalitions and councils worked together to improve prevention efforts county wide, despite the challenges posed by the pandemic.

Overall, 32.6% of services were provided to students and the remaining 67% were provided to parents/guardians and caregivers. A total of 2,477 educational sessions were provided to LAC youth. Parents received 521 educational sessions. A total of 543 prevention screening sessions were conducted and 191 referrals were made to treatment services accordingly. Providers distributed 7,834 surveys to conduct local community needs assessments. A total of 314 environmental scans were performed. Throughout the 2020-21 fiscal year, service providers attended 114 policy advocacy meetings, provided 741 presentations, and distributed 267,417 printed or electronic messages to educate and inform their local communities.

Evidence based programs (EBPs) and services used included Botvin's LifeSkills Training (LST),³⁰ used by over 37% of the prevention providers in LAC. Other EBPs used include Project Alert³¹, Guiding Good Choices (GGC)³², Parent Committed³³, Drugs: True Stories (DTS)³⁴, Creating Lasting Family

³⁶https://www.lifeskillstraining.com/?gclid=CjwKCAiA55mPBhBOEiwANmzoQl3wFVZkWRLa3wV8axcY8puB_fHPdppDKc023SXNAe_rrLABhoL3uRoCPsMQAvD_BwE

³¹ <https://www.projectalert.com/>

³² <https://www.communitiesthatcare.net/programs/ggc/>

³³ <https://butteyouthnow.org/parent-committed/>

³⁴ <https://druggeddrivingresources.com/interventions/drugs-true-stories/>

Alcohol and Other Drug Prevention Services (AODPS)

Connections³⁵, Project Towards No Drug Abuse (TND)³⁶, Too Good for Drugs³⁷, Project Choice³⁸, and Loving Solutions³⁹. Communities Mobilizing Change on Alcohol⁴⁰ (CMCA), and Community Trials Intervention⁴¹ were also used to reduce high risk drinking.



Photo courtesy of Phoenix House

In addition to EBPs⁴², our network providers used several original, local innovative programs to address substance use in their specific communities⁴³. These programs included healthy retail initiatives such as Retail Framework⁴⁴ and Project Sticker Shock⁴⁵, social host ordinance⁴⁶ efforts, Marijuana Public Smoking Initiative⁴⁷ (MPSI), Changing Community Series, Drug Free⁴⁸, Friday Night

³⁵ <https://cdc.thehcn.net/promiseppractice/index/view?pid=675>

³⁶ <https://tnd.usc.edu/>

³⁷ <https://cdc.thehcn.net/promiseppractice/index/view?pid=991>

³⁸ https://www.orangewood4you.org/sex_trafficking_csec_services/project-choice/

³⁹ <https://parentproject.com/wp-content/uploads/2018/11/LovingSolutionsPreviewUnit1.pdf>

⁴⁰ <https://cdc.thehcn.net/promiseppractice/index/view?pid=889>

⁴¹ [https://crimesolutions.ojp.gov/ratedprograms/309#:~:text=The%20Community%20Trials%20Intervention%20to,under%20the%20influence%20\(DUI\)](https://crimesolutions.ojp.gov/ratedprograms/309#:~:text=The%20Community%20Trials%20Intervention%20to,under%20the%20influence%20(DUI))

⁴² <http://publichealth.lacounty.gov/sapc/prevention/PV/PreventionStandardsManual.pdf>

⁴³ http://publichealth.lacounty.gov/sapc/prevention/PP/Strategic_Prevention_Plan_072820.pdf

⁴⁴ Local innovative program created by San Fernando Valley Partnership to help address harms that take place around the sale of alcohol.

⁴⁵ <https://cocaberks.org/project-sticker-shock/>

⁴⁶ https://leginfo.ca.gov/faces/billTextClient.xhtml?bill_id=200920100AB2486#:~:text=Under%20existing%20law%2C%20a%20social,the%20consumption%20of%20those%20beverages

⁴⁷ <https://insight-editor.livestories.com/s/v2/mpsi---landing-page/478e9fa8-f82b-4268-aaa2-a451789dd9ac>

⁴⁸ <https://www.cdc.gov/drugoverdose/drug-free-communities/index.html>

Alcohol and Other Drug Prevention Services (AODPS)

Live⁴⁹ (FNL), Pathways to College⁵⁰, community-based internship opportunities, community prevention trainings, and other innovative initiatives, such as Winners Sankofa⁵¹, Rites of Passage⁵², Youth Power⁵³, college preparation, and others. This included community engagement through prevention councils⁵⁴, youth coalitions⁵⁵, and advocacy boards, offered through a variety of measures, including social media live events and posts, arts and cultural activities, and a community garden.

There were many community coalitions at work, including 8 Service Planning Area (SPA) Coalitions, neighborhood councils, and youth coalitions. Partnerships included youth and adult leadership groups, policy alliances such as the California Alcohol Policy Alliance (CAPA)⁵⁶, Los Angeles Drug and Alcohol Policy Alliance (LA DAPA)⁵⁷, Alcohol, Tobacco, and Other Drugs (ATOD)⁵⁸ prevention coalition, “Manos Unidos con la Esperanza para la Comunidad” (MUEC)⁵⁹, Marijuana Public Smoking Initiative (MPSI)⁶⁰ coalition, and Rethinking Access to Marijuana (RAM)⁶¹.

Our directly operated prevention programs offered coordinated, prevention programs focused on serving youth, young adults, and the community at-large. Evidence-based community and individual-level services were implemented to offer substance use prevention education and positive youth development programming, empowering individuals to resist risky behaviors and make healthier choices using all CSAP strategies collectively.

During the COVID-19 pandemic, SAPC-contracted prevention providers continued to provide relevant prevention services to LAC residents who are most impacted by the pandemic-related restrictions, increasing community awareness and responding to increased risk factors for substance use and misuse among youth and adults. Providers continued to cultivate existing relationships with the community members and stakeholders, such as local health care providers, pharmacies, and law enforcement, despite challenges from the pandemic. The network aimed to increase community awareness about the existing challenges related to substance use, and helped reduce access to substances, including prescription (Rx) and over the counter (OTC) medications. To help educate the community about the risks of increased access and availability on increasing substance abuse and misuse, our prevention provider network outreached to the community through online meetings, webinars, social media messaging, and electronic mail, where in-person contact was not possible.

⁴⁹ <https://fridaynightlive.tcoe.org/our-programs/friday-night-live>

⁵⁰ <https://pathwaystocollege.org/>

⁵¹ <https://www.forsquarepegsonly.solutions/#:~:text=The%20Winners%20Sankofa%20Program%20introduces,systemic%20marginalization%20in%20American%20society>

⁵² <https://www.thenorthstarproject.com/rites-of-passage.html>

⁵³ <https://cchealth.org/tobacco/youth-power-curriculum.php>

⁵⁴ http://publichealth.lacounty.gov/sapc/prevention/PP/Strategic_Prevention_Plan_072820.pdf

⁵⁵ <https://www.cadca.org/virtual-youth-engagement-structuring-your-youth-coalition-success>

⁵⁶ <https://alcoholpolicyalliance.org/>

⁵⁷ <https://alcoholjustice.org/projects/ladapa>

⁵⁸ https://www.acha.org/ACHA/Networks/Committees/ATOD_Coalition.aspx

⁵⁹ <https://www.facebook.com/manosunidasucucuta/>

⁶⁰ <https://insight-editor.livestories.com/s/v2/mpsi---landing-page/478e9fa8-f82b-4268-aaa2-a451789dd9ac>

⁶¹ <https://lacountyram.org/>

Alcohol and Other Drug Prevention Services (AODPS)

During the fiscal year, prevention providers continued to implement all CSAP strategies despite social distancing challenges. Information dissemination, in particular social media strategies, were greatly expanded upon by our prevention provider network. The network adjusted and continued with capacity building, education strategies, and community-based processes were strategies that continued through novel various video conferencing platforms. Many of our youth providers focused on risk reduction strategies, such as skill building, youth development, and resiliency skills.



Photo courtesy of Social Model Recovery Systems & San Fernando Valley Partnership

Environmental prevention strategies targeted changes to social norms, which include media campaigns, community mobilization, and policy strategies, all of which necessitated extensive hybrid collaborative efforts across coalitions, agencies, and Service Planning Areas. Environmental strategies continued to focus on risk reduction, operating in partnership with local businesses to increase awareness of risky retail practices that may increase access to substance use.

Educational efforts were focused on adolescents, transition aged youth (TAY), as well as adults. A variety of alternative programming was offered virtually, including youth leadership programs, art, and cultural activities, as well as community gardening groups to counteract the pandemic-related stresses and increase awareness about access, availability, and the misuse of alcohol, marijuana, and other drugs, including prescription and over-the-counter medications.

COUNTYWIDE COALITION WORK

To address alcohol, SAPC Prevention agencies provided evidence-based and locally innovative education programs including lessons on life skill building, risk reduction, alternative activities to substance use, and health impacts of alcohol use, both virtually and in-person. SAPC prevention providers continued to work with local alcohol retailers to reduce alcohol access and availability among youth and minimize alcohol-related harms. Through this effort, providers also recognized responsible alcohol merchants and addressed arising concerns related to alcohol on-line sales and delivery to minors. Additional efforts include advocating for conditional use permit ordinances, alcohol restricted use subdistricts, and social or commercial host ordinances to minimize alcohol-related harms.

Providers collaborated with the Los Angeles Alcohol and Drug Policy Alliance (LA DAPA) and other partners to reduce alcohol access and availability to youth and minimize alcohol related harms in Los Angeles. LA DAPA has provided public health education related to the LA City Restaurant Beverage Program (RBP) ordinance, eliminating the need to obtain a conditional use permit which significantly shortens the time and costs associated with the city approval process. Since 2020, LA DAPA has advised the Los Angeles City Planning Department on the development of a deemed approved ordinance, which requires that alcohol retailers be subjected to provisions intended to ensure public safety.

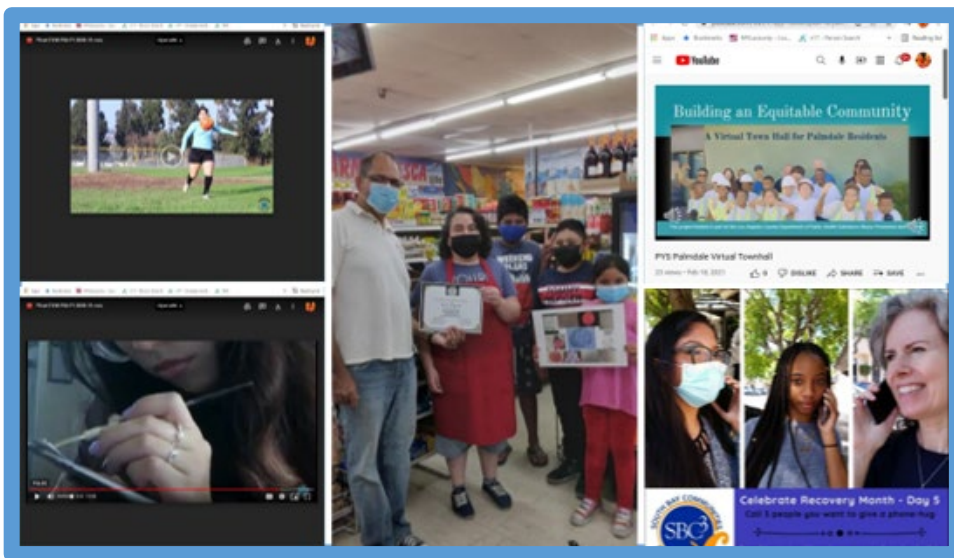


Photo courtesy of Pueblo y Salud, Behavioral Health Services (BHS), HealthRIGHT 360 – Prototypes, and Avalon Carver Community Center

Alcohol and Other Drug Prevention Services (AODPS)

To address prescription drug misuse, SAPC prevention providers collaborated through Safe Med LA, a broad, cross-sector coalition that is taking a coordinated and multi-pronged approach to comprehensively address prescription drug abuse and ensure the health, welfare, and safety of our communities. Through the coalition's Community Education and Action Team (CEAT), participants developed age appropriate and culturally relevant materials (e.g., flyers, brochures, Public Service Announcements, and social media posts) and presentations for community youth, adults, and stakeholders regarding the risks and harms associated with prescription drug (Rx) and over the counter (OTC) medication misuse, promoting safe usage, storage, and disposal practices to help reduce community Rx and OTC drug misuse.

Providers collected 982 boxes of prescription medications totaling 12,511 pounds of prescription drugs for the DEA's National Rx Drug Take-Back event, which took place in October 2020 and April of 2021 in various locations across LAC. Many agencies utilized social media to provide up to date messaging about where residents could go to safely dispose of their unused, unwanted, or expired medications.

To address marijuana in LAC, our provider network collaborated through Rethinking Access to Marijuana (RAM), a diverse group of community-based organizations working together to educate people about the harms of youth marijuana use. Our providers utilized a prevention-oriented public health approach to educate policymakers and communities and to protect youth from marijuana related harms throughout LAC.

Some of the accomplishments during the fiscal year included the completion of the Responsible Cannabis Business Training (RCBT) Manual, the implementation of the Smoke Shop Assessment, and addressing the use of marijuana during COVID-19. The media team was able to run some campaigns on Instagram (IG) along with some *IG live events* that were successful in engaging the community. During the 2020-21 fiscal year, the collaborative offered presentations for National Drug and Alcohol Fact Week (NDAFW) and the National Prevention Week (NPW). The RAM website reached 3,035 individuals where the content was liked by 315 people and was shared 121 times during the 2020-21 fiscal year.



Photo courtesy of Shield for Families, Avalon Carver Community Center, San Fernando Valley Partnership & Pueblo y Salud in collaboration with Kaiser Permanente and Communities in Action

POLICY AND ADVOCACY EFFORTS

Our prevention providers' advocacy efforts to address substance use-related policies included informing the community on the nature of the bills, providing testimonials, engaging elected officials, and encouraging communities to be involved in conversations with their local representatives and ask their elected officials to advocate on behalf of their communities. Our provider network and their associated community coalitions informed their local constituencies and provided comments at official hearings.

Alcohol

The State of California approved a few pandemic relief bills and ABC⁶² license fee waivers, to revamp the economy⁶³. Our provider network worked closely with LA DAPA, providing public health education related to LA City Restaurant Beverage Program (RBP) ordinance and successfully amending it to limit it to specific types of alcohol licenses (2017-2020). Many of our providers worked on addressing Senate Bill (SB)-58⁶⁴, which proposed a 5-year (Jan 1, 2022-Jan 2, 2027) pilot program for the Alcohol Beverages Control (ABC) to authorize additional hours to on-sale premises within qualified cities; SB-58 was defeated on November 30, 2020. SB-314⁶⁵ sought to expand the Footprint (outdoor, sidewalk dining expansion) of on-premises alcohol outlet was approved on October 8, 2021, to revamp the local economy post pandemic.



Photo courtesy of Pueblo y Salud, Koreatown Youth & Community Center, and the Institute for Public Strategies (IPS)

⁶² <https://www.abc.ca.gov/new-laws-2021-22/>

⁶³ <https://alcoholjustice.org/legislative-activity/california-legislative-activity>

⁶⁴ https://leginfo.ca.gov/faces/billNavClient.xhtml?bill_id=20192020058#:~:text=This%20bill%2C%20beginning%20January%201,would%20authorize%2C%20with%20or%20without

⁶⁵ https://leginfo.ca.gov/faces/billCompareClient.xhtml?bill_id=2021202205314&showamends=false

Alcohol and Other Drug Prevention Services (AODPS)

Prevention providers and their respective SPA coalitions spoke publicly on Assembly Bill (AB) 1242 or 'Cocktails To-Go', providing public comments at California Alcohol and Beverage Control meetings, engaged local politicians, and attended public hearings to oppose this bill. Through collaboration with LA DAPA, providers influenced the language used for the proposed "Responsible Beverage Program" ordinance in the City of Los Angeles to reduce alcohol related harms, access, and availability to youth. The Responsible Beverage Service (RBS) was introduced to the City of Carson Council members and public comments were provided by the coalition members.

Marijuana (Cannabis)

Our provider network provided public comments at City Council meetings, coordinated and prepared youth and adult coalition members for public comments, and provided information and public educational opportunities in response to challenges by outside investors who encouraged marijuana sales. Additionally, they assisted in the development of Responsible Cannabis Server Training to advocate for the implementation of a mandatory comprehensive curriculum on safe selling practices for staff at licensed cannabis dispensaries.

Efforts were placed on a local ordinance in SPA 1 to ban flavored vaping products. Additionally, SPA 8 agencies worked with the community to ban flavored vaping products and for the current Social Host Ordinance to include marijuana. The policy advocacy efforts in SPA 8 included the City of Carson's ordinances, prohibiting all commercial cannabis operations and regulating strict personal cannabis cultivation. Other ordinances were discussed by providers to strengthen secondhand smoke regulations for vapes, e-cigarettes, and marijuana smoke and include marijuana and vaping to public park signage.



Photo courtesy of Pueblo y Salud in collaboration with Rethinking Access to Marijuana (RAM)

Alcohol and Other Drug Prevention Services (AODPS)

In the City of Pomona, our providers initiated a formal policy that would include a community meeting to notify the residents within 1000 ft of potential cannabis businesses. The policy would recommend that cannabis businesses must host at minimum one community meeting per year and a pre-approval community meeting during the licensing process. Additionally, our local providers were actively involved with the City of Pomona to update and revamp Pomona's current social host ordinance to include cannabis and work in parallel with the city's cannabis ordinance.

Prescription Medications

Local coalitions provided public comment for SB 212, requiring covered entities, individually or through a stewardship organization, to establish safe and convenient collection and disposal options for specified drugs and home-generated sharps waste. SPA 8 agencies worked with the community for the current Social Host Ordinance to include prescription medications.



Photo courtesy of San Fernando Valley Partnership and Phoenix House in collaboration with Communities in Action

Methamphetamine

Because of the relevance of methamphetamine (meth) in LAC, select prevention providers have worked diligently to reduce methamphetamine-related harms in their communities through community education strategies addressing both youth and adults. For example, one of our lead agencies worked through the Safe West Hollywood Community Coalition in the creation of a four-part methamphetamine harm reduction recommendation for West Hollywood City Council. The recommendation supports harm reduction strategies, supplemental rent programs to assist meth users entering treatment, and the creation of additional alcohol-free community gathering spaces to foster a shift in social norms away from drug use at West Hollywood's bars and clubs.

CHALLENGES AND OPPORTUNITIES

Despite the limitations and challenges imposed by the COVID-19 pandemic, our dedicated contracted prevention providers continued to cultivate existing relationships and partnerships with community stakeholders, school administrators, law enforcement, and city decision-makers, to maintain and enhance pathways to implement and reinforce regulations that prevent and reduce alcohol and other drug (AOD) use among youth and young adults in Los Angeles County (LAC).

The pandemic forced most of our prevention providers to move all activities on-line. This allowed service providers to continue their instructions via online venues, such as Zoom, Instagram, Facebook, and even Podcasts. There were many live online events to provide opportunities for the community to connect. This sudden shift was not without consequences, as many students and participants lacked adequate access to reliable internet connectivity and computers. This also posed a challenge for many service providers that had previously not offered online services or communicated remotely, to rise to the occasion and explore effective ways to engage the community and conduct youth or parent workshops online.



Photo courtesy of Behavioral Health Services (BHS)
in collaboration with South Bay Communities Creating Change (SBC3)

Addressing the individual and community-level risk factors for substance use, such as poverty, violence, low neighborhood attachment and pride, favorable laws, regulations, and the social norms that encourage substance use remained vital. Committed to improving these community conditions, our prevention providers worked diligently to increase community engagement through social media, podcasts, and online venues. Our providers served as partners with the County to enhance community level protective factors, which include enhancing mental and behavioral healthcare system and public health funding and strengthening community-based interventions that improve resiliency and overall wellbeing.

RECOMMENDATIONS

This report represents a snapshot of key prevention strategies and initiatives implemented in LAC and presents the challenges experienced by providers during the COVID-19 pandemic. Additionally, it reflects adjustments made to regular programming to address the restrictions imposed by the pandemic. In accordance with federal and state guidelines and the Los Angeles County's Strategic Prevention Plan, recommendations include a commitment to utilize existing resources to engage local communities to promote healthier alternatives to substance use, utilizing a multi-level approach of enhanced and data-driven outreach, education, and environmental strategies.

Education continues to play an important role in increasing communities' awareness of the negative impact of substance misuse on the community, which include addiction, vehicular crashes, domestic and overall violence, illnesses and injuries, hospitalization and emergency visits, and overdose deaths, imposing a tremendous cost on the community. Learning about substance misuse and its negative societal consequences can increase perception of harm, which often leads to reductions in substance use. Focusing on educating the community about the harms associated with substance misuse can increase the perception of harm associated with these substances. Offering youth opportunities to engage, learn, build social and resiliency skills, and access healthier alternatives, can inspire them to tap into their own creativity and resiliency to rise above substance misuse. As community members continue to make healthier choices, the overall health and productivity of the community increases.

Similarly, environmental strategies that address community laws and regulations have shown to have the highest impact on access and availability and the overall substance use. By changing the social norms through a renewed focus on enhancing existing laws and ordinances that impact substance use, the burden of substance use can be significantly reduced countywide. Therefore, focusing on changing social norms and community conditions through environmental prevention approaches can effectively reduce substance use by impacting access and availability. Informing residents and mobilizing underage youth and other vulnerable populations to advocate on behalf of their own communities can successfully address access and availability, opening pathways for residents to have more productive lives. Lastly, advocating for more comprehensive laws and ordinances can reduce access and availability to substances, empowering communities to improve their local conditions, one regulation at a time.



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

Appendix A

**FY2020-2021 PREVENTION PROVIDER NETWORK
SUBSTANCE MISUSE PREVENTION SERVICES CONTRACTED PROVIDERS**

No.	Contracted Alcohol and Other Drug Prevention Services Providers	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			
	• Torrance	X		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	Rescue Agency				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 Our SPOT Program				MOU
21	NCADD of East San Gabriel and Pomona Valley, Inc.	X			
22	NCADD of San Fernando, Inc.	X			
23	Pacific Clinics	X			
24	People Coordinated Services of Southern California	X		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.	X	SPA 2		
29	Shields for Families, Inc.	X			
30	Social Model Recovery Systems, Inc.			X	
31	South Central Prevention Coalition	X			
32	Special Services for Groups	X			
33	SPIRITT Family Services, Inc.			X	
34	Student Wellbeing Centers				X
35	Tarzana Treatment Center	X	SPA 1	X	
36	The Wall Las Memorias Project	X			
37	Volunteers of America	X			
38	Watts Health Foundation, Inc.	X			



Appendix B

FY2020-2021 PREVENTION PROVIDER NETWORK

SPA COALITIONS

There were many active community coalitions, including Service Planning Area (SPA) Coalitions, neighborhood councils, and youth coalitions. Other collaboratives included youth and adult leadership groups, the Los Angeles Drug and Alcohol Policy Alliance (LA DAPA)^[2], community prevention councils, “Manos Unidos con la Esperanza para la Comunidad” (MUEC)^[6], Marijuana Public Smoking Initiative (MPSI)^[7], and Rethinking Access to Marijuana (RAM), Act Now Against Meth (ANAM), Safe West Hollywood Coalition (SWHC), to name a few.

SPA 1: Antelope Valley Marijuana, Alcohol, & 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: South LA Movement Prevention Coalition (SLAM)
SPA 7: South-East Community Alliance (SECA)
SPA 8: South Bay Communities Creating Change (SBC 3)



^[2] <https://alcoholjustice.org/projects/ladapa>

^[6] <https://www.facebook.com/manosunidascucuta/>

^[7] <https://insight-editor.livestories.com/s/v2/mpsi---landing-page/478e9fa8-f82b-4268-aaa2-a451789dd9ac>

Appendix C

FY2020-2021 PREVENTION PROVIDER NETWORK Local Prevention Efforts

SPA 1 (Antelope Valley)

Through the Antelope Valley Marijuana, Alcohol and Pharmaceutical Prevention (AVMAPP) coalition, SPA 1 agencies provided community health education at the Boys and Girls Club and “Communities’ Talk”, a collaboration with a local middle school to present substance use prevention education to its entire student body of over six hundred 7-8 graders. AVMAPP coalition collaborated with several local and statewide coalitions, such as Health Neighborhoods coalition, Regional Community Alliance, Rethinking Access to Marijuana workgroup, and Los Angeles Drug and Alcohol Policy Alliance (LA DAPA).

AVMAPP coalition partnered with Kaiser Permanente, Tarzana Treatment Center, Pueblo Y Salud, California Highway Patrol (CHP), Los Angeles County Sheriff Department (LASD) and the Drug Enforcement Agency (DEA) to collect unused prescription medications as part of Drug Take Back Day. Providers created many successful events throughout the year to provide community education. Additionally, providers conducted a variety of community education events and made valuable contributions around alcohol policy and opioid over-prescription education.

SPA 1 providers formed a new Antelope Valley youth group through existing connections with the area youth to create the “Youth Leadership Coalition” (YLC). Their contributions included participation in several events, such as Recovery Month, and our Communities’ Talk events.



Photos courtesy of Tarzana Treatment Center and Pueblo Y Salud, in collaboration with Antelope Valley Marijuana, Alcohol and Pharmaceutical Prevention (AVMAPP) coalition.

Alcohol and Other Drug Prevention Services (AODPS)

SPA 2 (San Fernando)

SPA 2 providers, under the leadership of the San Fernando Valley Partnership, collaborated with the local community agencies and medical providers, such as Kaiser Permanente, to conduct many successful events, including the DEA National Prescription Drug Take Back Days, SAMHSA’s National Prevention Week, and Red Ribbon Week. During the Equal Education event, prevention staff distributed school supplies and backpacks for the community youth. National Recovery month and National Medicine Abuse Awareness month brought community members together to promote substance use prevention. The providers successfully engaged off-sale alcohol retailers as a part of the Alcohol Delivery Project, and collaborated with RAM and LA DAPA to support policy efforts.

SPA 2’s collective action addressed LA County’s priority substances using culturally and linguistically appropriate prevention strategies. The SPA coalitions worked on ‘building a movement that is based on our common goals’. These strategies included engaging local pharmacies to promote healthier prescription drug dispersion, storage, and disposal. The “Let’s Make a Difference Campaign” promoted the importance of safe Rx Practices. Activities included engaging local pharmacies and supplementing these efforts through the distribution of Rx disposal location magnets, posters, and handouts.



Photos courtesy of San Fernando Valley Partnership (SFVP), Pueblo y Salud (PyS), and Phoenix House, in collaboration with Communities in Action

Alcohol and Other Drug Prevention Services (AODPS)

SPA 3 (San Gabriel)

SPA 3's Rethinking Alcohol & Other Drugs (RAD) coalition, under the leadership of Day One, continued to expand its alcohol counter marketing campaign designed to reduce binge drinking, prevent DUI's (driving under the influence), and raise awareness of prevention efforts. To expand partnerships with local bars and restaurants, RAD partnered with twelve bars and restaurants across the SPA, providing them with 180 table tents and 1,575 coasters designed to promote safe drinking practices.

Through RAD, SPA 3 agencies coordinated multiple events in the cities of Pomona, Covina, and Pasadena. For the Red Ribbon Week, RAD successfully engaged community members by organizing a week-long series of events designed to raise awareness of underage substance use and promote healthy behaviors. Activities included a selfie contest, podcasts, virtual town hall, Instagram Live Events, and 'Trunk or Treat' distribution of vaccines and school supplies. National Council on Alcohol and Drug Dependence (NCADD) of San Gabriel Valley's 'Partnership for a Positive Pomona' held an alcohol-free community Quincenera event to celebrate and change community social norms regarding alcohol use. NCADD and Prototypes partnered with local businesses to organize 'Downtown Pomona Goes Red', to raise awareness of underage substance use, promote safe retail practices, promote Red Ribbon Week, and gather support for local prevention efforts.



Photos courtesy of Day One in collaboration with "Rethinking Alcohol and Other Drugs" (RAD) coalition

Jewish Family Services (JFS) successfully transitioned all programs to a virtual setting as well as expand services to children and youth in Arcadia through online groups and programs. Pacific Clinics hosted its annual San Gabriel Valley (SGV) Got Skills Talent Show to engage youth and promote healthy activities. Additionally, they hosted the 12th annual San Gabriel Valley Youth Summit with 20 workshops for 150 youth participants. The Los Angeles County Office of Education (LACOE) offered 4 podcasts to engage the community on vaping and held another podcast with 221 downloads, in partnership with RAD, to honor Red Ribbon Week. The Pasadena Public Health Department provided life skills training to middle and high school youth and continued to outreach

Alcohol and Other Drug Prevention Services (AODPS)

the community to increase awareness on alcohol and other drug misuse issues in the community. Day One also collaborated with the Pasadena Public Health Department to host a 'Trunk or Treat + COVID-19 Vaccine' Clinic, where over 200 parent and 800 children's resource and holiday bags were distributed.

SPA 4 (Metro)

Led by the Koreatown Youth and Community Center (KYCC), the Coalition to Prevent Alcohol Related Harms in LA Metro (CoPALM) provided a series of prevention community councils and adult leadership groups with an estimated 170 members. As a part of the Responsible Retailer Campaign, CoPALM collaborated with over 90 alcohol outlets to help prevent youth access to alcohol products. The coalition participated in Project Sticker Shock events, distributing over 5,000 DUI-prevention materials in English, Spanish, and Korean.

SPA 4 launched a successful Prescription Drug Leadership Program to engage adults and youth participants in an array of prevention activities. Behavioral Health Services Family Recovery Center (BHS) collaborated the California Alcohol Policy Alliance (CAPA) on a virtual press conference and on developing social media content to engage community members on the dangers of substance use. Children's Hospital Los Angeles (CHLA)'s participation in community events included the distribution of food and educational materials, community clean-up, National Drug Takeback Event, and a virtual townhall on cannabis and Delta-8. Similarly, Jewish Family Service of Los Angeles provided online community education programs and formed new relationships with faith-based organizations.



Photos courtesy of Koreatown Youth & Community Center, Social Model Recovery Systems, and Coalition to Prevent Alcohol-Related Harms in LA Metro (COPALM)

Alcohol and Other Drug Prevention Services (AODPS)

Social Model Recovery Systems (SMRS)/United Coalition East (UCEPP) highlights included continued advocacy efforts for the inclusion of alcohol, cannabis, and smoke shop restrictions in the Skid Row neighborhood and local advocacy regarding the LA City Restaurant Beverage Program. SMRS developed a downtown community plan centered around alcohol, cannabis, and smoke shop concentrations.

The Institute for Public Strategies (IPS) partnered with the Los Angeles LGBT Center and AIDS Project Los Angeles (APLA) Health to develop and implement 'You Got Talent', a four-part virtual talent show that reached over 11,000 community members to reduce isolation and connect community members to services. IPS led the Safe West Hollywood Community Coalition in the creation of a four-part methamphetamine prevention recommendation for West Hollywood City Council and assisted in developing Responsible Cannabis Server Training to advocate for safe selling practices at licensed cannabis dispensaries. Through collaboration with the RAM, IPS supported the development and implementation of smoke shop environmental scans to assess business practices and their impact on youth access to cannabis.

SPA 5 (West)

The Institute for Public Strategies (IPS) led the community prevention and policy efforts in SPA 5's Coalition: Westside Impact Project. SPA 5 coalition's collective actions included rolling out the Neighborhood Empowerment Tool (NET), an LA DAPA-sponsored ordinance intended to empower communities to impose limits on alcohol outlet density through petitions, neighborhood councils, or their City Council representatives. Furthermore, the coalition partnered with the community on the Restaurant Beverage Program (RBP), an ordinance that would expedite the granting of Conditional Use Beverage permits in the City of Los Angeles, and the incorporation of alcohol-specific conditions and more rigorous public health standards into the measure.



Photos courtesy of Institute for Public Strategies (IPS) and the Westside Impact Project

Alcohol and Other Drug Prevention Services (AODPS)

Through a partnership with UCLA, the Student Wellness Commission, and the Counseling and Psychological Center (CAPS), IPS helped implement quarterly alcohol- and drug-free programming to provide students with resources during the pandemic. Through a partnership with CLARE/Matrix and Didi Hirsch, IPS launched the Opioid and Naloxone Education (ONE) Series, a website portal providing community members with information about safe Rx storage and disposal methods and 24/7, on-demand naloxone training/supplies.

Additional strategies included a virtual forum ('What's in Your Medicine Cabinet?') for parents, featuring representatives from the Drug Enforcement Agency (DEA) and SAPC sharing information about safe storage and disposal techniques, Take Back Day opportunities, and current opioid trends. CLARE/Matrix offered multiple educational presentations, collaborating with other area agencies on community outreach events.

SPA 6 (South)

The South Los Angeles Movement (SLAM) Prevention Coalition, under the leadership of the Community Coalition (CoCo), presented in the California Statewide Conference in August 2020 to showcase best practices for meaningful community-based programming and youth engagement.

In addition to hosting a drive-thru Take Back Day event at Watts Healthcare Corporation in partnership with the Jenesse Center, SLAM hosted a virtual two-day Youth Summit for high school youth of South LA on May 21-22, 2021. The summit focused on youth empowerment, SUD prevention, and youth wellness, with 150 youth in attendance over the two-day period. Concurrent parent programming was offered in both English and Spanish.

Throughout the fiscal year, SLAM developed intentional social media campaigns, offering SUD prevention education and resources. SPA 6's youth council designed the graphics and contributed to coalition's engagement strategies.



Photo courtesy of Avalon Carver, Shield for Families, Spiritt Family Centers,
In collaboration with the South Los Angeles Movement (SLAM) coalition.

Alcohol and Other Drug Prevention Services (AODPS)

SPA 7 (East)

Led by the California Hispanic Commission on Alcohol & Drug Abuse (CHCADA), SPA 7's Southeast Community Alliance (SECA) coalition partners developed a social media campaign during National Recovery Month that reached an average of 45 users per day to promote alternative, positive coping mechanisms and living healthier lives. SECA members collaborated on the "Frosty Fest" community event, where over 120 attendees participated in multiple activities and explore different substance use prevention resources to encourage celebrating the holidays in a drug and alcohol-free environment.

SECA hosted a National Drug Take Back Day community event at the East Los Angeles Civic Center in partnership, with the Board of Supervisors and the East L.A. Sheriff's Department, providing opportunities for the community to explore local resources. Helpline Youth Counseling, Inc. (HYC) hosted an event at Norwalk Park and Recreation's Trick or Treat Festival where the agency provided a variety of drug prevention resources to over 100 community members. LA County Office of Education (LACOE) provided prevention education on stress management by hosting a creative art session at Pico Rivera Teen Center.

SPIRITT Family Services involved multiple elementary and middle schools in the Red Ribbon Week, obtaining over 100 pledges to stay drug-free. In collaboration with Whittier Police Department, SPIRITT helped collect over 650 pounds of unused prescription medications and offered substance use prevention education to the community. The Wall Las Memorias hosted events at Lincoln Park at the AIDS Monument, providing live music and community skits called 'Posadas'. They also provided resources to the community including information on COVID tests and vaccines and featured substance use prevention programs at these events. Over 300 community members were engaged to learn about substance use prevention programs in their local communities.



Photos courtesy of California Hispanic Commission on Alcohol & Drug Abuse (CHCADA) in collaboration with Southeast Community Alliance (SECA) coalition

SPA 8 (South Bay)

Collective action in SPA 8 included multiple collaborations in the South Bay Communities Creating Change (SBC3) Coalition, which was led by The Asian American Drug Abuse Program (AADAP). SBC3 and their community partners worked closely with the Drug Enforcement Agency (DEA) to address prescription drug misuse through the bi-annual National Prescription Drug Take Back events. During these events, multiple educational workshops and demonstrations were offered to the community on safe storage and disposal of prescription drugs.

Through social media outreach, policy advocacy, and research, SBC3 coalition partners worked on local municipal policy efforts including Gardena City Council, Carson City Council, and Harbor Gateway North Neighborhood Council regarding alcohol outlet density and the impact of illegal marijuana dispensaries on youth. The Sticker Shock campaign was conducted in the city of Long Beach, where alcohol retailers received stickers that were placed on products to inform the public that the retailer is complying with current laws and ordinances that prevent alcohol sale to underage youth. Pharmacy retailers were provided with educational materials to better inform and educate the community on safe prescription drug storage and disposal.

Coalition members conducted environmental scans to record the alcohol outlet and marijuana dispensary densities throughout South Bay. Virtual and social media were used to increase outreach to the South Bay communities through educational presentations that emphasize the role of mental illness, grief, and stress on substance abuse, thereby promoting healthy lifestyle alternatives to substance use.



Photos courtesy of The Asian American Drug Abuse Program (AADAP), Cambodian Association of America (CAA), El Segundo PD, in collaboration with South Bay Communities Creating Change (SBC3)

Appendix D

ENVIRONMENTAL PREVENTION STRATEGIES

Alcohol Delivery Project

Project aims to address youth access to alcohol and minimize citations issued to alcohol retailers by the California Department of Alcoholic Beverage Control (ABC) for selling alcohol to minors via third party delivery services (alcohol delivery apps). It engages and establishes working relationships with off-sale retailers to increase their understanding of the importance of responsible alcohol retailing practices to reduce youth access to alcohol while reducing retailers' ABC citations. Participating stores will utilize "We Verify ID" decals, counter stickers, and signs at the "point of pick-up" for alcohol deliveries. QR code decal placed on alcohol deliveries originating from participating stores, will document retailer participation and levels of 3rd party delivery driver identification verification. Alcohol delivery scan document will capture both process and outcome measures. Clerk training will increase delivery driver engagement to ensure identification verification via QR code on all alcohol deliveries.

Alcohol Restricted Use Sub-Districts (AURS)

City motion (Council File 17-0117) instructs the Planning Department, in consultation with the City Attorney, to prepare a report on the feasibility of establishing a process to create Alcohol Restricted Use Sub-districts (ARUS). ARUS would allow communities and their representatives to identify vulnerable areas in city council districts where restrictions could be applied on the future issuances of off-sale or on-sale alcohol licenses. ARUS zones will protect communities and families while encouraging healthier retail options to open up in the area.

Civil Social Host Liability Laws

Civil liability ordinances are designed to deter underage drinking parties. Through civil social host liability laws, adults can be held responsible for underage drinking parties held on their property, regardless of whether they directly provided alcohol to minors. To date, more than 150 cities or counties have social host liability ordinances in place. The research on this strategy is still emerging, but findings currently show that social host liability reduces alcohol-related motor vehicle crashes as well as other alcohol-related problems.[4]

Community Events Policies on the Promotion, Sales and Service of Alcohol

Alcohol restrictions at community events include policies that control the availability and use of alcohol at public venues, such as concerts, street fairs and sporting events. These policies may reduce youth access and the occurrence of alcohol-related problems such as binge drinking, sales to minors, traffic crashes, vandalism, fighting, and other public disturbances.

Conditional Use Permit Ordinances

CUPs can be used to effectively to address problems of crime and violence by structuring land use to allow less density of outlets and by holding merchants accountable for operating conditions in and around their premises. The CUP is a powerful tool in regulating the availability of alcohol by requiring spacing or distance requirement between outlets, regulating proximity to sensitive land uses such as a schools, churches, parks, and residential neighborhoods, and allowing outlets only in specific areas of the city or county.

Alcohol and Other Drug Prevention Services (AODPS)

Deemed Approved Ordinance (DOA)

DAO is a nuisance abatement tool designed to address public health and safety problems created by alcohol outlets, both on-sale (bars, restaurants) and off-sale (markets, supermarkets, drugstores, etc.). It changes the legal status of existing alcohol beverage establishments, granting them "Deemed Approved" status, permitting them to operate as usual as long as they do not create a public nuisance or violate any state or local laws.

Let's Make a Difference

The overall purpose of this program is to reduce the impact of prescription drug misuse. The program highlights how access contributes to use, the dangers of Rx misuse, the harms associated with sharing medications and how to communicate 3-core messages/behaviors. Activities include engaging pharmacies (large and small scale) and other strategic partners (medical groups, LAUSD schools/parent centers, child care centers and other strategic partners) to "Let's Make a Difference" through the distribution of "safe home pledge cards" and promotion of the overall campaign to their constituents/target communities. Measuring impact/reach is done by documenting the number of participating pharmacies, organizations, schools, and potential partners, number of pledge cards collected at each location, number of Rx medications collected at DEA take back events within the geographic area of campaign and documenting increase in disposal boxes at smaller pharmacies, along with increased utilization of LAC Safe Centers within the initiative implementation areas.

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. The goal of this strategy is to reduce underage drinking and youth access to alcohol by increasing alcoholic beverage establishment compliance.

Minor Decoy Operations

The Decoy Program allows local law enforcement agencies to use persons under 20 years of age as decoys to purchase alcoholic beverages from licensed premises. As of 10/01/04, the ABC uses decoys. The Decoy Program has been recognized as a method to attack the problems associated with the unlawful purchase and consumption of alcoholic beverages by young people.

Preventing Prescription Drug Misuse (Safe Med LA)

Safe Med LA addresses the prescription drug abuse epidemic in the County, guided by its five-year strategic plan. Safe Med LA employs a "9-6-10" approach organized into 9 Action Teams focusing on 6 priority areas with 10 objectives. AODPS are members of the Community Education Action Team they provide community education and awareness of the risk of prescription drug abuse, safe use/storage, and available resources for help with disposing their medications.

Project Sticker Shock

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

Alcohol and Other Drug Prevention Services (AODPS)

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.

Retail Framework

The Retail Framework provides a gradual, eight stepwise 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.

Rethinking Access to Marijuana (RAM)

The RAM Coalition was formed in 2015. The RAM Coalition educates elected officials, parents and other caregivers as well as those with relationships with young people such as teachers, coaches, and others about marijuana's effects on the developing brain of youth between the ages of 12-26.

Social Host Ordinance (SHO)

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

The 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.



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