

**GOVERNOR'S INTERAGENCY COORDINATING COUNCIL
FOR THE PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS**

**GOVERNOR'S PREVENTION ADVISORY COUNCIL (GPAC)
OCTOBER 10, 2003 MEETING**

MINUTES

The fourth meeting of the Governor's Prevention Advisory Council (GPAC) began at 9:30 a.m. on October 10, 2003, at the Department of Alcohol and Drug Problems (ADP). These minutes provide a brief summary of the discussions and decisions made during the Council meeting.

Introduction and Old Business

Director Kathy Jett and Deputy Director Michael Cunningham welcomed the Council members and guests, and reviewed the Agenda (see Attachment A) for the meeting. The Director reported success in two actions items related to broadening the composition of the Council. They were:

Action Item 03-002: Request for the California Highway Patrol (CHP) to participate in the Council.

Action Item 03-004: Request for the Department of Social Services (DSS) to participate in the Council.

As a result of these two agencies joining the Council, these action items have been closed. The two CHP representatives, Joe Farrow and Scott MacGregor, were not able to attend the meeting. Susan Nisenbaum, DSS workgroup representative, was present; however, Sylvia Pizzini, DSS policy representative, was unable to attend. Angela Coron, the DHS policy representative replacing Elizabeth Saviano, also was not able to attend the meeting. Last of all, Wade Brynelson, CDE policy representative replacing Kathy Lewis, was present.

Full attendance of the Council meeting is included as Attachment B.

Announcements

Michael Cunningham began by announcing that California had been awarded a \$17.4 million federal grant (\$3.5 million annually for five years) from the Center for Substance Abuse Treatment (CSAT). The California Screening, Brief Intervention, Referral and Treatment (CASBIRT) program involves partnerships with the Governor's Office, ADP, County of San Diego, three other counties to be selected, and multiple healthcare providers. The purpose of the project is to reduce substance abuse by intervening early with non-dependent users and referring dependent individuals to community treatment services. He indicated that he would provide more information on this program later in the meeting.

Michael Cunningham also indicated that ADP will be implementing the Office of Problem Gambling (OPG) pursuant to Assembly Bill 673. This office will be responsible for the following:

- Maintaining a toll-free telephone service for immediate crisis management.
- Developing a public awareness campaign.
- Identifying science-based programs and approaches to problematic gambling behaviors.

- Training of health care professionals and gaming industry personnel on risk factors and appropriate services for those in need.

ADP is committed to using a community public health approach in addressing problem gambling. An RFP to assist the Department with assessing needs and establishing priorities will be released within the next six weeks.

Members then presented highlights of their agencies' activities relevant to the GPAC's mission:

A report from the Office of Traffic Safety (OTS) was distributed. Eight college campuses are participating in a multi-pronged approach to reduce excessive alcohol consumption. Poster campaigns on social norms and messages unique to the campus are due in fall. Each campus has a site coordinator. The Acting Director of ABC indicated this program is meeting with great success. ABC is working with law enforcement representatives on campus and efforts to reduce alcoholic beverage promotions has been successful.

Council members were again encouraged to e-mail prevention-related information (i.e., conferences, training, etc.) to ADP staff as they become available so they can be posted on ADP's calendar of events. (Note: A conference in Long Beach, April 21-22, 2004, will merge alcohol and tobacco issues.)

ABC's Lauren Tyson attended a Federal OJJDP Conference where she presented information on a decoy shoulder tap program and accepted an award on behalf of OTS. This approach was deemed a "most innovative program."

Department of Education, major activities involving prevention: 1) Revisiting definition of persistently dangerous schools; 2) Working with Clay Roberts of the Search Institute on youth development throughout the State; 3) No Child Left Behind Act has mandated the use of science-based programs, which is creating some problems with some Districts. They may elect to use a waiver to implement a program not on a proven list; 4) There will be \$20 million in tobacco-related grants available to middle and high schools.

The discussion touched on the State AOD Survey (California Healthy Kids Survey [CHKS]) and changes that are being made. It is anticipated that the asset-based component will continue to provide an alternative measure of student adaptation and success in school rather than a risk only perspective.

Social Services: Kick-off of a revised child welfare program to reduce child risks. Work is focused on building relationships at state and community level with an emphasis on encouraging reunification efforts through the use of a broad social network to support positive outcomes.

Presentation

Joel Grube, Ph.D., Director, Prevention Research Center, "Reducing Underage Drinking: A Collective Responsibility"

An executive summary of the report was included in the packet of information given to all Council members. The presentation focused on the results of the recently concluded study on underage drinking funded by the National Academy of Science, Institute of Medicine (IOM). The full report is available in draft format from IOM. Dr. Grube highlighted a number of strategies that have been found to be effective in reducing underage drinking. The GPAC Binge Drinking Strategic Planning Workgroup will consider the findings of this report as they proceed with their report.

Discussion

GPAC Prevention Priority Issues

Michael Cunningham referenced the priority grid on potential GPAC issues developed. During a prior meeting Council members only had time to address a few of the potential issues, and given the amount of work already in place, a decision had been made to move forward any further discussions on potential topics. However, members were strongly encouraged to bring up new topics and issues for potential GPAC consideration. The Council is currently wrapping up the Strategic Planning process on Binge Drinking, which will lead to considerable work in implementing the Plan. In addition, the Council will be involved with the SIG implementation process, and the evaluation component for this project. Lastly, Council members are actively involved with the Tobacco Initiative facilitated by DHS.

Director Jett requested that methamphetamine be placed on the agenda for the next meeting as it would fit in with some of the Council's strategic categories.

Update on Council Projects

There were three brief updates on Council projects.

Tobacco Subgroup Status Report on SYNAR

Richard Rodriguez indicated the State has the potential for a \$100 million penalty depending on SYNAR results. He stressed the importance of the recent Governor's Executive Order as being extremely helpful and establishes the importance of a multi-agency approach to deal with underage tobacco issues. The issue of increasing signage on tobacco were priorities and training the law enforcement agencies on using tobacco statutes more effectively in their communities will be a priority, as well as pursuing tobacco licensing registration. DHS plans to convene quarterly meetings of the GPAC Tobacco Subgroup on this issue. Richard thanked the Council members who have taken an active role in their planning efforts. He indicated that AB 71 on tobacco registration had not yet been signed by the Governor.

Binge Drinking Strategic Planning Workgroup

A brief report on the accomplishments and status of the GPAC Workgroup was presented by Michael Cunningham and Joël Phillips. The Workgroup has developed a framework for presenting goals, objectives and specific strategies for implementing a statewide plan to reduce binge drinking among adolescents and young adults. This framework was provided to all members. The Workgroup will prepare a final document which will be made available to the full Council at the December meeting.

State Incentive Grant

Michael Cunningham indicated that ADP anticipates having the state evaluation contractor for the SIG in place by December, 2003. An Evaluation Workgroup will be formed as a subset of the Statewide Strategic Planning Workgroup and will be led by the state evaluation contractor. At the December meeting, Director Jett will ask interested members to serve on the Evaluation Workgroup. Also, for the December meeting, input and recommendations will be taken on the proposed design elements (organizational strategy) to incorporate in the RFA to fund projects under the SIG initiative. There will be approximately \$3.5 million available for direct support of SIG grants which will be the focus of reducing binge drinking.

Announcements

There were four announcements made by Council members.

1. *Higher Education Center (HEC) team training event in 2004 - Lauren Tyson, ABC.*
Lauren Tyson from ABC presented information on the Memorandum of Understanding involving multiple California agencies that was signed in February, 2002. The MOU identifies seven steps in reducing injury, death and property damage on and around college campuses due to excessive alcohol consumption. An announcement sheet on an upcoming multi-day training was handed out to the Council. It focuses on building community team coalitions. The title of the team training event: Strategic Planning: Move Your Prevention Efforts Forward. It is to be held on January 7 – 8, 2004, at the University of California, Berkeley, with federal funds covering the training costs. Participants will be responsible for travel, lodging, meals, and incidentals. The possibility of GPAC serving as a co-sponsor to the training was presented, and the Council members agreed.
2. *Office of Problem Gambling – Kathy Jett and Michael Cunningham.*
A fact sheet on problem gambling and ADP's role was distributed. It identified what the agency is expected to accomplish. Some possible marketing efforts include the placement of 800 numbers by ATM machines in gambling locations. ADP, as mentioned earlier, will be seeking consultant assistance in helping the Department develop a state plan to respond to the issues of problematic gambling as identified in AB 673.
3. *CASBIRT – Michael Cunningham*
Michael Cunningham provided an overview of the CASBIRT Program. (A fact sheet on CASBIRT had been provided to the members in their folders.) Michael informed the members that the project is based on the SBIR model in San Diego County. It is intended to reduce substance use by screening and providing appropriate brief intervention, brief treatment and referrals, in 36 medical settings across four counties. Services will be concentrated in hospital emergency and trauma settings where patient volume and substance use rates are higher and detectable. He also informed the members that the GPAC would be serving as the CASBIRT State Policy Steering Committee and that further information on the GPAC's role would be discussed at the December meeting. (A copy of Michael's powerpoint presentation on the CASBIRT Program is attached for your information.)
4. *Member Requests for Presentations – Kathy Jett*
Director Jett concluded the meeting with a brief discussion on outside groups making presentations at the council meetings. Specifically, Latinos/Latinas for Health Justice has requested permission to speak at an upcoming Council meeting. This non-profit group has a long history of working in the Latino community on AOD issues. She indicated that while the meetings have increasingly been packed, the possibility of having one outside group present at Council meetings should be considered. The Council decided that the criteria for selection should be that the outside groups are there to provide information and not solicit funding for their endeavors of interest. Secondly, it will be important to give such groups precise information on time, structure and format for presenting information. Director Jett indicated that she would get back to the Latinos/Latinas for Health Justice with a specific time frame and structure for making a presentation to the Council at a later date (not the December meeting).

Closing:

The meeting adjourned at 12:30 p.m. The next GPAC meeting will be held on December 19, 9:30 a.m. – 12:30 p.m.

**GOVERNOR'S INTERAGENCY COORDINATING COUNCIL FOR THE
PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS**

GOVERNOR'S PREVENTION ADVISORY COUNCIL

October 10, 2003 - 9:30 a.m.– 12:30 p.m.

Department of Alcohol and Drug Programs

1700 K Street, First Floor Conference Room

AGENDA

OPENING

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| 1. Opening Remarks - Kathy Jett | 9:30 – 9:40 |
| 2. Introductions – All | 9:40 – 9:50 |
| 3. Purpose of Meeting – Kathy Jett | 9:50 – 10:00 |

OLD BUSINESS - Kathy Jett

10:00 – 10:05

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| 4. Action Item 03-002: Governor's Action Request (GAR) re California Highway Patrol (CHP) joining Council. | |
| 5. Action Item 03-004: Contact Dept. of Social Services (DSS) re joining Council. | |

PRESENTATION

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| 6. <i>"Reducing Underage Drinking: A Collective Responsibility"</i> -
Joel W. Grube, Ph.D., Director, Prevention Research Center | 10:05 – 10:45 |
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- **BREAK** -

10:45 – 10:55

DISCUSSION

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| 7. GPAC Prevention Priority Issues/Outcomes - Michael Cunningham | 10:55 – 11:25 |
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UPDATE ON COUNCIL PROJECTS

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| 8. Tobacco Subgroup Status Report on Interagency Participation to Address SYNAR (underage sales of tobacco products); and, Summary of AB 71 - Richard Rodriguez (DHS) | 11:25 – 11:35 |
| 9. Statewide Strategic Planning Workgroup – Update on Binge Drinking Strategic Plan - Michael Cunningham/Joël Phillips, EMT | 11:35 – 11:45 |
| 10. State Incentive Grant - Michael Cunningham | 11:45 – 11:55 |
| - Evaluation Contractor - Subrecipient Selection | |

ANNOUNCEMENTS

11:55 – 12:20

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| 11. Higher Education Center (HEC) Team Training Event in 2004 -
Lauren Tyson, ABC | |
| 12. Office of Problem Gambling - Kathy Jett | |
| 13. CA Screening, Brief Intervention, Referral and Treatment (CASBIRT) Program - Michael Cunningham | |
| 14. Members' requests for presentations (i.e., presentation by Latinos/Latinas for Health Justice) - Kathy Jett | |

SUMMARY/CLOSING

12:20 – 12:30