

**GOVERNOR'S INTERAGENCY COORDINATING COUNCIL
FOR THE PREVENTION OF
ALCOHOL AND OTHER DRUG PROBLEMS
*Governor's Prevention Advisory Council (GPAC)***

May 9, 2003 Meeting

MINUTES

The second meeting of the Governor's Prevention Advisory Council (GPAC) was conducted on May 9, 2003, at the Department of Alcohol and Drug Programs (ADP). The primary purpose of this meeting was to initiate the process of defining Council priorities using 1) issues identified in the initial meeting, and 2) a structured format developed by ADP to facilitate the process.

The meeting began at 9:30 a.m. and concluded at 1:30 p.m. These minutes provide a 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 participants and reviewed the agenda for the session. Members attending the GPAC for the first time included: Shirley Wang, Office of Criminal Justice Planning (policy member); Lauren Tyson, Department of Alcoholic Beverage Control (workgroup member); and, Michele Meadows, Office of Traffic Safety (workgroup member).

The full attendance of the Council meeting is attached.

Council Action Items. The Council discussed the following action items concerning membership:

(1) Action Item: 03-002 Status of CHP GAR.

Who: Jerry Jolly, ABC
Status: Open

(2) Action Item: 03-003 Invite California Community Colleges to join GPAC.

Who: ADP
Status: Completed – letter sent 5-27-03

(3) Action Item: 03-004 Contact Department of Social Services about joining GPAC.

Who: ADP
Status: Open

Council members from the Departments of Alcoholic Beverage Control and Health Services; Attorney General's Office; Office of Traffic Safety; and Office of Criminal Justice Planning brought copies of their informational packages. These will be useful as the Council's Strategic Planning Workgroup begins its work in developing a statewide Strategic Plan on binge drinking.

Identifying Council Priorities

The concluding activity at the initial Council meeting (January 31, 2003) resulted in the identification of 19 potential priority issues grouped into five broad topical areas for GPAC future consideration. Using this initial listing, ADP requested that each member identify two or three ATOD prevention issues that 1) impacted their organizational mission, and 2) could benefit from a collaborative planning process involving the GPAC members and their respective organizations.

Council members were asked to consider each of the identified issues through the following steps:

- Discuss the issue's relevancy for Council action.
- Determine potential action steps.
- Identify next steps.
- Determine potential responsibilities.

Issues in three of the five areas were discussed with some condensing of issues. The following presents the results of discussions.

1. Tobacco

Issue:

Explore ways for enforcement agencies to identify methods for increasing collaboration on compliance to maintain the underage purchase rate for tobacco below 20%. DHS Tobacco Control and the Stop Tobacco Access to Kids Enforcement (STAKE).

Discussion:

The discussion on tobacco focused on SYNAR and the importance of ensuring rates stay below 20%. (Note: 13% in 2000, 17.1% in 2001, and 19.3% last year – rates determined by annual survey of retailers.) If 20% or lower is not maintained, State stands to lose 40% of the \$227 million federal Substance Abuse Prevention and Treatment Block Grant, or \$100 million.

Recommended Action:

Recommendations included:

- Continued use of decoy program (in place since 1995).
- Licensing enforcement and remediation.
- More proactive involvement of business community.
- Notification of retailers with tobacco violations.
- Involve law enforcement in decoy operations targeting alcohol and tobacco sales to minors. This would necessitate cross training.

Next Steps

- Formulate sub-group to explore strategic planning procedures. (To involve: ADP's Prevention Services Division, Richard Rodriguez and Dennis Eckhart.)
- ADP to work with DHS to elevate issues to broader audience.

2. Youth Focused Services

The planning worksheets developed by ADP staff included four youth focused services. The Council merged two of the issues into one discussion (i.e., high risk use groups) and they considered the remaining two youth focus topics.

Issue:

High Risk Use Behaviors Among Youth

Two inter-related issues concerning youth focused services were considered in one overall discussion. They were:

- The California Student Survey conducted by CDE, AG and ADP consistently finds about 10% of the respondents are heavy users not deterred by current prevention efforts. (#2)
- The availability of intervention/treatment services for students (middle school and above) with AOD problems is a concern. Specifically, 1) do teachers and/or administrators refer students for assistance; 2) is there the capacity to provide assistance on campus; 3) are there resources for providing assistance off campus. (#4)

Discussion:

The issue of a persistent problematic AOD user group within the school system was discussed by Council members. Paul Seave indicated specific concerns with CHKS results suggesting that 13% of students were under the influence of alcohol or drugs while on campus in the 30 days prior to taking the survey.

Action Steps:

A number of actionable items were identified by Council members. They included:

- Need to better define (determine) characteristics of the high-risk user groups.
- Document current levels of support and programs for high-risk users.
- Examine viability of current Student Assistance Programs (SAP) for intervention services for high-risk students.
- Determine (catalogue) what works
 - Early intervention
 - Model SAP programs (i.e., such as programs in Riverside and Berkeley)

Next Steps

(Note: many of the Action Steps represent potential Next Steps.) Specific tasks to be managed/ coordinated by Council members included:

- Examine zero tolerance and its impact on students' AOD use.
- Involve WestEd in secondary analysis of CHKS data – Focusing on high-risk AOD behaviors.
- Examine resiliency component of CHKS data.
- Review questionnaires concerning data items.

Youth Development

Issue:

The second youth focused service discussion addressed Youth Development as a programmatic approach to meet the needs of youth.

Discussion:

With its focus on youth assets, and its renunciation of the deficit model, the youth development approach has gained considerable currency in the California prevention community. Youth Development is a philosophy, rather than a program, emphasizing the creation of safe environments and policies supportive to the positive development of adolescents.

Action:

The Council identified a number of actionable items.

- Involve youth in subgroup meetings.
- Examine ways to disseminate youth development principles to parents. (Find ways to engage parents.) Review Adolescent Family Life programs
- Promote legislative efforts on Youth Development principles.
- Identify, pull together the various committees examining the issue (pursuant to SB215).
- Determine how to make use of non-school based peer educators.
- Promote asset-based conferences.

Next Steps

- Track legislature on Youth Development support effort.
- Determine how best to involve youth – GPAC planning structure (making it convenient).

Adolescent Girls and Tobacco Use

The fourth Youth focus issue dealt with adolescent females involvement with tobacco products.

Discussion:

Prevalence and incidence of adolescent female smoking is a growing concern for California health officials. The issue was brought to Council for consideration as a priority issue with the purpose of developing comprehensive strategies to increase the number of adolescent females staying tobacco free.

Action:

The Council identified several action steps.

- Compile/identify marketing messages to youth, specifically females.
- Develop program strategies that take into account differences between females and males (i.e., Girl Power).
- Need to involve Tobacco Control Section to increase youth abatement program.
- Promote diversity in media campaigns.
- Develop and increase supplementary materials targeting adolescent females.

Next Steps

- Engage Tobacco Control Section in discussions concerning interventions targeting adolescent females.
- Targeted campaign assessments. (Richard Rodriguez/Elizabeth Saviano).

Youth in-school involvement with Alcohol and other Drugs

While not one of the issues specified in the briefing document, the Council concluded the initial review and discussion of priority issues with a brief review of on-campus use of alcohol and other drugs. However, due to time constraints and the need to move forward with other agenda items, minimal discussion was directed at this important topic.

Action:

- The importance of ensuring the availability of intervention and training services for schools to detect and deal with the serious issue of high-risk use was highlighted.
- Training teachers on identification and referral procedures.
- Reviewing the impact of zero-tolerance and its potential limitations and meeting the needs of juveniles with serious use problems needs to be identified.

The Council ended the discussion of priority areas for consideration with six topics reviewed and ten more to consider in subsequent meeting(s).

West CAPT Presentation

The Council was presented with an overview of the services and products available to California through WestCAPT. The presentation by Denise Grothaus highlighted the range of training and technical assistance services provided at no cost to the states and territories in the western region through a cooperative agreement with the University of Reno and its Center for Substance Abuse Prevention (CSAP). Brochures on the services were given to Council members. The availability of this service could be of potential use to GPAC in the following ways:

1. Review of specific interventions and/or prevention services could be undertaken by WestCAPT.
2. The need for subject matter experts to present to the Council could be provided by WestCAPT.
3. Special training for Council members could be developed and implemented by WestCAPT.

WestCAPT represents a viable and potentially useful resource for the Council and its subcommittee as it moves forward with its agenda.

Binge Drinking Subcommittee Report

Joël Phillips from EMT made a presentation on the work and progress of the GPAC Strategic Planning Workgroup on Binge Drinking. The Council members were given (1) copies of the minutes from the initial meeting (March 21st) of the subcommittee and (2) copies of the presentation.

In summary, the GPAC Statewide Strategic Planning Workgroup on Binge Drinking has accomplished the following:

1. Preliminary identification of agencies involved with Binge Drinking.
2. A preliminary identification of strategies/approaches used to deal with Binge Drinking.
3. Assignments for follow-up work by committee members (i.e., documentary extent of the problem and identify the potential contacts for information).

The workgroup is scheduled to meet again on June 13th. A brief report computing the information and data will be prepared by EMT and submitted to workgroup members prior to the June 13th meeting date.

Next Steps

The second meeting of the GPAC ended with a discussion. The next meeting is scheduled for July 9th, from 9:00 a.m. - noon. This meeting will be convened at ADP and will involve a presentation on the State Incentive Grant (SIG) by the Department to representatives from the funding agency, the Center for Substance Abuse Prevention (CSAP). It is anticipated that CSAP will want to examine in more detail how the Council functions and what its role will be in the SIG project. An agenda and background information, if necessary, will be sent to Council members prior to the meeting.

The second meeting of the GPAC adjourned at 1:30 p.m.

**GOVERNOR'S INTERAGENCY COORDINATING COUNCIL FOR THE
PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS**
Governor's Prevention Advisory Council

**May 9, 2003
9:30 a.m. – 1:30 p.m.
Department of Alcohol and Drug Programs
1700 K Street, 1st Floor Conference Room
Sacramento, California 95814**

AGENDA

OPENING

- | | |
|--------------------|-------------|
| 1. Opening Remarks | 9:30 – 9:40 |
| 2. Introductions | 9:40 – 9:50 |

OLD BUSINESS

- | | |
|--|---------------|
| 3. Council Guidelines and Council Fact Sheet | 9:50 – 9:55 |
| 4. Agency Informational Packages | 9:55 – 10:05 |
| 5. Council Membership | 10:05 – 10:40 |

BREAK 10:40 – 10:45

NEW BUSINESS

- | | |
|-----------------------|---------------|
| 6. Council Priorities | 10:45 – 11:45 |
|-----------------------|---------------|

LUNCH WILL BE SERVED AT APPROXIMATELY 11:45

- | | |
|---|---------------|
| 7. State Incentive Grant – Update | 12:00 – 12:30 |
| 8. Statewide Strategic Planning Workgroup | 12:30 – 1:00 |
| 9. Announcements | 1:00 - 1:10 |

SUMMARY/CLOSING

1:10 – 1:30

- Action items
- Next meeting date