

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

**March 10, 2006
9:30 a.m. to 12:30 p.m.**

MINUTES

The Governor's Prevention Advisory Council (GPAC or Council) convened at 9:30 a.m. on March 10, 2006, at the Department of Alcohol and Drug Programs (ADP). These minutes provide a summary of the discussions and decisions made during the Council meeting.

OPENING REMARKS

Kathryn Jett, ADP Director and GPAC Chair, welcomed the Council members and guests and provided a short overview of the Council's purpose, which is interagency collaboration around prevention. Director Jett highlighted recent activities involving GPAC members:

(1) California Underage Drinking Prevention Task Group - The Attorney General's Crime and Violence Prevention Center (CVPC), Department of Alcoholic Beverage Control (ABC), California Department of Education (CDE), California Highway Patrol (CHP), and the California National Guard have joined ADP in initiating a series of town hall meetings in California around the prevention of underage drinking. She stated that a presentation about this campaign would be provided later in the meeting.

(2) Department of Transportation's (Caltrans) Anti-DUI Roadside Rest Stop Campaign - Caltrans is the lead for this public awareness campaign designed to remind people not to drink and drive. Other partners include CHP; Office of Traffic Safety (OTS); ABC; Mothers Against Drunk Driving; Friday Night Live; Penny Saver; California Trucking Association; and ADP. Director Jett stated that this campaign is an excellent adjunct to what the GPAC does. A presentation on this campaign by representatives from Caltrans would also be provided later in the meeting.

(3) GPAC Ad Hoc Committee on Methamphetamine - Director Jett again thanked the members of the Ad Hoc Committee on Methamphetamine for their efforts on the summary report, which has been shared with many others.

(4) Statewide Epidemiological (Epi) Outcomes Workgroup - It was announced that ADP was awarded \$200,000 for the establishment of an EPI Workgroup and that this would be done in partnership with GPAC member Department of Health Services (DHS).

Director Jett announced that the California National Guard had joined the GPAC. She welcomed Captain Jeffery Moore, who was attending for Major Kim Oliver.

INTRODUCTIONS

Michael Cunningham, Deputy Director of ADP's Program Services Division, initiated introductions of attendees at the meeting. He then reviewed the information provided to the Council members in their meeting folders.

A request was made to have the methamphetamine information pages made available to the members online, so Michael agreed that the handouts would be e-mailed to the Council members.

COUNCIL PROJECTS

Interagency Prevention Coordination – GPAC Web Page

Michael Cunningham

Michael announced that the new GPAC web page was up and running and requested that the GPAC members visit the new website. There is a link to the GPAC website on the ADP homepage. He asked that members review the site and report back as to what other information or features would be beneficial to place on the site. These suggestions would be discussed at the next GPAC meeting. Michael then thanked all the individuals who had contributed towards the site's production.

CA Screening, Brief Intervention, Referral and Treatment (CASBIRT) Grant Program – Policy Recommendations

Al Medina, Community and Public Affairs, Altam Associates, Inc.

Mr. Medina attended the GPAC meeting to present the CASBIRT Program's progress and to seek the Council's approval and guidance for next steps. Council members received information on the program in their meeting materials.

The screening, brief intervention, referral and treatment (SBIRT) service strategy has proven to be an effective way to:

- Identify alcohol and other drug (AOD) use;
- Reduce nondependent use;
- Lower risks and decrease problems related to substance use;
- Help dependent users access treatment;
- Improve health; and,
- Reduce costs.

The GPAC serves as the State Policy Steering Committee for the CASBIRT Program to help identify policy solutions and strategies for achieving operational sustainability of SBIRT services. The GPAC established a CASBIRT Subcommittee, which considered how to make systems change.

The following recommendations from the Subcommittee to support systems change were made:

- Expand the State’s continuum of care model to include SBIRT services;
- Establish CASBIRT as an evidence-based service model and strategy for large-scale application of SBIRT services; and,
- Explore application of SBIRT services to other community systems and settings (e.g., medical health care services, criminal justice, older adult communities).

A recommendation targeting the issue of financial sustainability was also made to establish a three-tiered funding structure consisting of public, private/commercial, and government/public health care funding sources.

Comments from Council members regarding CASBIRT included:

- Richard Rodriguez, DHS, suggested educating potential providers of SBIRT services to make the providers understand how important the services are.
- Susan Quinn, Santa Rosa Junior College, commented that “from a college perspective, this intervention strategy just makes a lot of sense.”
- Meredith Rolfe, CDE, urged lowering the age of the recipients of the SBIRT services.

Michael Cunningham informed the Council that if it decides to support the recommendations, one of the next steps would be for the Subcommittee to develop an implementation plan for each of the recommendations. One caveat was made that in addition to the existing recommendations, there should be a recommendation to do more marketing of the CASBIRT Program to other systems. A motion was then made to move forward with the recommendations as soon as possible, and the motion was seconded.

Michael then proposed that the Subcommittee continue on, and if any other Council members (or other referred individuals) were interested in joining in the development of the implementation plan, they should contact Cheryl Ito.

PRESENTATIONS

Caltrans Anti-DUI Roadside Rest Stop Campaign

Katie Petersen, Public Information Officer, Caltrans,
and Anne Staines, Consultant, ProProse

This presentation described the campaign sponsored by Caltrans, in partnership with the CHP, ABC, OTS, Mothers Against Drunk Driving, Friday Night Live, Penny Saver, California Trucking Association, and ADP. The project is designed to alert motorists to notify law enforcement if they observe a potential DUI driving situation.

The campaign has resulted in the posting of signage at roadside rest stops across the State reminding motorists about the dangers of driving under the influence, and alerting them to the emergency contact number available for them to call should they spot a motorist who appears to be under the influence. Originally an 800-call level concern,

this collaboration elevated the concern to the level of 911 calls and succeeded in combining funds to create over a million dollar social marketing campaign. Additional materials describing the program were provided to the Council members in their folders.

California Underage Drinking Prevention Task Group

Meredith Rolfe, CDE, and Jim Kooler, California Friday Night Live Partnership

In October 2005, the Substance Abuse and Mental Health Services Administration (SAMHSA) held a "National Meeting of the States" in Washington, D.C., on underage drinking prevention. A major emphasis of this meeting was to get states to sign on to a campaign to conduct town hall meetings.

The town hall meetings that arose from the national conference were the topic of this presentation. Forty-seven Drug Free Community grantees received resources to host the meetings, and a \$20,000 stipend was provided by SAMHSA to all states. The California Task Group (consisting of ABC, ADP, CDE, CHP, CA National Guard, CVPC, Friday Night Live Partnership, and EMT Associates) solicited applications, and twenty-three sites across the State will hold town hall meetings.

Sacramento's town hall meeting will be held on March 27 at the Crest Theater. Additional information on these meetings can be found at <http://www.safestate.org/townhallmeetings>.

Michael Cunningham informed the Council members that the specific purpose of the Task Group was to organize the town hall meetings. A number of GPAC members participate in the Task Group, but it is not an official workgroup of the GPAC. Wendy Tully, CVPC, indicated that the members of the Task Group have discussed continuing their efforts after the town hall meetings end and proposed that the group become an official GPAC workgroup on underage drinking prevention. Michael stated that since the Council had initially thought of having a GPAC Workgroup on Underage Alcohol Use (which was to be chaired by ABC and had been put on hold), the members of the Task Group would be incorporated into that Underage Alcohol Use Workgroup. A chairperson has not been named to lead this Workgroup. Cheryl Ito will contact the members to solicit a chairperson by the next GPAC meeting.

Lana Fraser, Department of Rehabilitation, commented during the discussion on underage drinking that when we are reaching out to youth, we should not forget youth with special education and disabilities. Heather Dunn-Carlton, California State University, Sacramento, also stated that the college-age population should not be overlooked.

COUNCIL WORKGROUPS

Methamphetamine Implementation Workgroup

Nancy Matson, Attorney General's Office

Michael Cunningham reminded the members that at the last GPAC meeting, the Council agreed to change the status of the Ad Hoc Committee on Methamphetamine into a standing implementation workgroup.

Director Jett introduced Nancy Matson, who has agreed to chair the new Methamphetamine Implementation Workgroup. The task of this workgroup will be to come up with a plan to implement the recommendations of the Ad Hoc Committee.

Nancy indicated that the workgroup is currently in the process of identifying individuals to work on the implementation committee. Their first meeting may be held in mid-April at the Attorney General's Office. Interested parties may contact nancy.matson@doj.ca.gov.

Binge Drinking Strategic Plan Implementation Workgroup

Joël Phillips, Community Prevention Institute

This workgroup was borne out of a recognized pattern of concerning behavior among California youth where consistent rates of 11th graders (26-28%) were involved in binge drinking. To address this issue, the work of two committees led to the development of a series of five goals, seventeen strategies, and fifty-one objectives which provided, in effect, a "cookbook" that might be followed by agencies and organizations in pursuit of reducing binge drinking among adolescents. An implementation group was then formed.

The implementation group's process involved prioritizing all fifty-one objectives. This resulted in focusing on twenty-two strategies that spanned all five goal areas. A few of these activities include designing a web page on California Adolescent Binge Drinking, collecting background information, developing products, training and technical assistance, and pulling together a workgroup to look at how evidence-based practices in this area can be determined (a criteria will be set up for looking at these practices).

Next steps for this workgroup include product development (beginning to prepare the materials for each of the targeted areas), and web work (populating the website with materials and links). GPAC members were asked to communicate any products or links that can be connected to the website, as well as to designate a contact person for their agency that can be listed as a resource for information on the website.

High Rate Underage Users Workgroup

Meredith Rolfe, CDE

The High Rate Underage Users Workgroup met on January 10, 2006. A presentation was made at the meeting by Greg Austin, Program Director of WestEd's Health and Human Development Program, who provided an in-depth study of the California Student Survey data. Mr. Austin's presentation substantiated the findings that a segment of 11th graders are in need of intervention and treatment, and that there are not enough resources in schools to provide these youth with the services they need.

The meeting also included a review of the workgroup's thirteen goals. At this time, it was decided that the recommendations were too broad and too numerous, so it was planned to narrow their focus. The recommendations were then boiled down into four main objectives:

- Develop state legislation (something that will help schools get intervention processes going).
- Develop model Student Assistance Programs' (SAPs) policy for submission to the California School Board Association.
- Market SAPs to schools.
- The workgroup will explore developing brief intervention programs for use in schools, based on the work of Dr. Ken Winters, as modified by the Center for Applied Research Solutions.

The workgroup will continue to meet in pursuit of these recommendations.

ANNOUNCEMENTS

Director Jett thanked the Council members for their contributions. Other announcements from members included the following:

- Allison Jones, California State University, informed the members that two executive orders had been issued regarding student conduct and the sale of alcohol at university venues for the California State University system. He will send copies of the executive orders to Cheryl.
- David Goss, ABC, stated that the Surgeon General had issued a Call to Action to focus on the problem of underage drinking and had put out a call for nationwide comment. Jerry Jolly, Director of ABC, had posted his response on ABC's website and Mr. Goss invited the Council members to view Director Jolly's response.
- Lisa Trujillo-Dunn, DHS, announced that April 9 is Public Health Week. The theme is "Healthy Communities and Healthy Kids". She will obtain more information on this event so it can be shared with all the Council members.

SUMMARY/CLOSING

In closing, Director Jett announced that she would like Meredith Rolfe and her "team" to give a presentation on high rate underage users at the next GPAC meeting.

Also, if the members have any items for the next meeting agenda, they should contact Cheryl.

Before the meeting adjourned, Jim Kooler played a Friday Night Live video for the members on "alcopops" (flavored malt beverages).

The next GPAC meeting is scheduled for June 9, 2006.

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PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS
GOVERNOR'S PREVENTION ADVISORY COUNCIL (GPAC)

March 10, 2006 - 9:30 a.m. to 12:30 p.m.
Department of Alcohol and Drug Programs
1700 K Street, First Floor Conference Room
Sacramento, California 95814

REVISED AGENDA

OPENING

1. Opening Remarks - Kathryn Jett 9:30 a.m.
2. Introductions - All
3. Agenda/Material Review - Michael Cunningham

COUNCIL PROJECTS

4. Interagency Prevention Coordination -
GPAC Web Page – Michael Cunningham
5. CA Screening, Brief Intervention, Referral and Treatment (CASBIRT)
Grant Program – Policy Recommendations –
Al Medina, Community and Public Affairs, Altam Associates, Inc.

PRESENTATIONS

6. CA Dept. of Transportation Anti-DUI Roadside Rest Stop Campaign –
Katie Petersen, Public Information Officer, Dept. of Transportation, and
Anne Staines, Consultant, ProProse
- BREAK -
7. CA Underage Drinking Prevention Task Group - Meredith Rolfe,
CA Dept. of Education (CDE) and Jim Kooler, CA Friday Night
Live Partnership

COUNCIL WORKGROUPS

8. Methamphetamine Implementation Workgroup -
Nancy Matson, Attorney General's Office
9. Binge Drinking Strategic Plan Implementation Workgroup –
Joël Phillips, Community Prevention Institute
10. High Rate Underage Users - Meredith Rolfe, CDE

ANNOUNCEMENTS - Kathryn Jett

- SUMMARY/CLOSING - Kathryn Jett 12:30 p.m.
Proposed agenda items for next meeting

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THE NEXT GPAC MEETINGS ARE SCHEDULED FOR JUNE 9; SEPTEMBER 15;
AND DECEMBER 8. PLEASE MARK YOUR CALENDARS!