

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

**October 19, 2007  
9:30 a.m. – 12:30 p.m.**

**MINUTES**

The Governor's Prevention Advisory Council (GPAC) convened at 9:30 a.m. on October 19, 2007, at the Department of Alcohol and Drug Programs (ADP). This is a summary of the discussions and decisions made during the Council meeting.

**OPENING**

Renée Zito, ADP Director and Chair of the GPAC, welcomed the Council members and guests. She informed the members that at its recent quarterly meeting, CADPAAC (the County Alcohol and Drug Program Administrators Association of California) had endorsed *Prevention Principles* that had been created in conjunction with the California Prevention Collaborative. Also, as each of the members had been given a red ribbon in honor of Red Ribbon Week, Director Zito provided a brief history of the event. Red Ribbon Week was being celebrated October 21-27.

Prior to introductions by the Council members and guests, Director Zito welcomed several new members: Dr. Bonita Sorensen, Department of Public Health (DPH); Mary Strode, DPH; Dave Neilsen, Department of Mental Health; and, Brook Taylor and Michelle Low, representing the Governor's Office of Planning and Research.

After Michael Cunningham, Chief Deputy Director of ADP, reviewed the agenda and meeting materials, Director Zito asked Steve Ernst, Deputy Chief of the Department of Alcoholic Beverage Control (ABC), to introduce Kathryn Sandberg, the new chair of the Underage Drinking Prevention Workgroup.

**COUNCIL WORKGROUP**

Underage Drinking Prevention Workgroup  
Kathryn Sandberg, ABC

Kathryn Sandberg, the new chair of the Underage Drinking Prevention Workgroup, updated the Council on the recent activities of the Workgroup. The Workgroup is disseminating the "Tips for Parents: Underage Drinking in California" toolkit to a wide variety of audiences, including the GPAC website, Parent Teacher Association, MADD, school principals, and insurance companies. The Workgroup also created a one-page version of the toolkit for easier dissemination. The toolkit has been well-received across the field. Most recently, it was mentioned in the *Leadership to Keep Children Alcohol Free* Weekly Update for October 18, 2007. (The *Leadership to Keep Children Alcohol*

*Free* is an initiative established by a group of Governors' spouses in partnership with The Robert Wood Johnson Foundation to make childhood drinking prevention a national health priority.)

#### High Rate Underage Users (HRUU) Workgroup

Meredith Rolfe, California Department of Education (CDE)

A written informational update on the HRUU Workgroup's activities was included in the members' folders.

### **COUNCIL PROJECT**

#### California Screening and Brief Intervention, Progress Report

Betsy Clapp, MPH, CASBIRT, Program Manager

Betsy Clapp provided an overview of the San Diego County CASBIRT Program, an update on its current levels of implementation and service provision, and the benefits and future promise of the program. A few salient points from the discussion that followed the presentation include:

- One Council member asked what appears in a patient's record from a CASBIRT consultation; Ms. Clapp responded that it depends on the site. At some sites it will be recorded; at others, it is maintained separately.
- Council members inquired about the correlation with mental health issues for CASBIRT patients. Michael Cunningham stated that the CASBIRT Program is looking at the development of a screening tool that combines questions for both mental health and alcohol and other drug issues.
- Michael remarked that one of the challenges with screening is that it's just screening—not a full diagnostic assessment. Although we would like to screen for multiple issues, the interview would become very long. In a health care setting, particularly an Emergency Department or a Trauma Unit, time is of the essence and you're trying to get the most indicative information in a short amount of time, which is challenging.
- Meredith Rolfe, CDE, commented that she sees this program as reinforcing the power of relationships and that she likes the rapport between health educators and patients. Ms. Clapp responded that the program also works because of the strong relationship between the health educators and the medical staff.
- Dr. Michelle Famula, U.C. Davis, asked whether the same tool is used in each setting; the answer was yes.
- Michael commented that using a standardized instrument is the hallmark of the program, so data is consistent. The goal is to be able to provide the right type of service for the individual, so there must be a high degree of confidence that the tool's assessment accurately reflects the patient's situation. This must occur in situations where you are relying on quick self-disclosure of information. Other considerations for the program have been comparing models of who to use to conduct the assessment—health educators or practitioners, etc.--and what the benefits/barriers are to each type of model.

- Michael shared that work has been moving forward on sustainability of this program. Contact has been made with members regarding serving on a subcommittee which will be working on this issue. The first meeting of this subcommittee will be November 7<sup>th</sup>. The subcommittee will look at what is being learned from the California experience with this program and from SBIRT services being implemented elsewhere. The question will be how to disseminate information and get these services adopted throughout the State. The goal is to put this service in a general medical setting, as well as in other settings (e.g., Student Assistance Programs [SAPs]). If Council members are interested in joining this subcommittee, they should contact Cheryl Ito.

## **PRESENTATIONS**

### Drug Endangered Children (DEC), “A Vital Strategy to Break the Cycle of Drug Abuse and Violence”

Susan Webber-Brown, District Attorney Investigator/DEC Coordinator, Butte County, and Mitchel J. Brown, Chief, Oroville Police Dept./Chairman, California DEC Alliance

Ms. Webber-Brown and Mr. Brown presented on the DEC Program, which rescues children out of drug homes. They described the extent of the problem in California and explained the DEC response of Multidisciplinary Teams (MDT).

This program currently exists in over thirty counties in California, but it is not necessarily county-wide. It requires strong champions to sustain its presence. No training is given for this in academies (police, social worker, etc.), which primarily focus on the adult offender, not the children involved. However, this program has been successful in other states where it has the leadership and support of its state-appointed officials.

Comments from Council members were extremely positive. Dr. Michelle Famula remarked that this was the most exciting presentation she has seen at a GPAC meeting. She also stated that she hopes the pictures shown in the powerpoint would be shown to high school students as a deterrent to not start drugs.

A discussion followed about doing collaborative planning at community levels and the importance of sharing resources if state or federal funding is received.

Nancy Matson from the Attorney General’s Office informed the members that the Crime and Violence Prevention Center is working with the Bureau of Narcotic Enforcement and others to produce a video about the DEC program.

### California State University Alcohol Policy and Prevention, Third Biennial Report

Dr. Paul Oliaro, Vice-President for Student Affairs, California State University (CSU), Fresno

Dr. Oliaro presented to the Council on the CSU’s Third Biennial Report on Alcohol Policies and Prevention Programs.

Measurable outcomes of this most recent report included a trend towards less alcohol use, less alcohol-related incidents, and increased education programs. Key components of alcohol policy efforts between 2005-2007 included the following:

- Alcohol and Traffic Safety Grant Project
- Expanded Assessment Activities
- Collaboration with Community Agencies
- Increased Student Leadership and Involvement
- Extensive Use of Media/Technology

Next steps will include continued expansion of assessment activities, collaboration with statewide law enforcement leadership, expansion of the CSU Alcohol Conference focus to encourage participation by other statewide prevention coalitions, and implementation of a new CSU/Office of Traffic Safety grant.

Council members' asked whether this data on outcome measures came from self report or hard data from law enforcement. The answer was both, including 14.6% from law enforcement data.

Members also asked whether the CORE survey was used to create outcome measures. Some campuses use the social norms resource study, and some campuses are using the CORE survey. Dr. Oliaro explained that campuses may choose which to use, based on their own issues and what they need to address.

## **ANNOUNCEMENTS**

- **California Methamphetamine Initiative Public Education Campaign – Steve Telliano, Executive VP and General Manager, Edelman Consulting**

Steve Telliano provided a sneak preview of the campaign, which will officially kick-off in January. He said the goal of the campaign is to reach out to all the places and populations affected and at-risk for methamphetamine use. Michael Cunningham stated that more information will be distributed from ADP as the campaign moves along.

- **Other announcements**

- Meth Awareness Day - Michael Cunningham

Last year November 30<sup>th</sup> was declared National Meth Awareness Day by the U.S. Department of Justice; no similar declaration is expected this year. Consequently, Michael indicated that plans are being made at the State level for a statewide Meth Awareness Day. ADP is working to engage the same partners as last year, including the Attorney General's Office and the U.S. Attorney's Office, and a press event will be held in November. If any Council members are interested in being involved, they can contact ADP or Nancy Matson at the Attorney General's Office.

- Request for presentation at upcoming meeting – Beth Hoffman, Santiago Canyon College

On behalf of the California Community Colleges (CCC) system, Beth Hoffman made a request to give a presentation at a future GPAC meeting regarding the National College Health Assessment (NCHA) survey. Last spring and summer, fourteen community colleges conducted the NCHA and the CCC would like to share the data from that survey. The members agreed to hear the presentation, which will be scheduled for a future meeting.

- GPAC web page – Michael Cunningham

Michael Cunningham referred the Council members to the GPAC web page. At the bottom of the page, there is a place where the members have provided information regarding their alcohol, tobacco and other drug prevention programs. Michael asked the members to review this page and submit any changes, or new information, to Cheryl Ito.

- New Business - Michael Cunningham

Michael posed several ideas for GPAC collaboration on mutual interests. He asked whether there is interest in developing joint criteria for prevention best practices and evidence-based prevention programs. He also asked if there was value in naming 2-3 outcomes which can be collectively agreed upon as common outcomes that can be tracked across GPAC member programs.

Director Zito asked Council members to think about issues that they would want the Council to explore over the next year. This will be discussed at the next GPAC meeting.

- Miscellaneous:

- Michele Meadows, Office of Traffic Safety, announced that annual grant solicitations will be posted on their website in November.
- Meredith Rolfe, CDE, announced that the SAP Conference in February will be held in San Francisco and more information will be forthcoming.

## **SUMMARY/CLOSING**

Director Zito thanked all the participants for attending the meeting and reminded all to schedule the 2008 GPAC meeting dates on their calendars.

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The tentative meeting schedule for 2008 is:  
January 18; April 18; July 18; and October 24.

**GPAC Membership - Attendance October 19, 2007**

Organization / Task	Appointed Members	Oct 19
1 ADP Policy	Renée Zito	P
Tech	Michael Cunningham	P
2 AG Policy	Nancy Matson	P
Tech	Wendy Tully	P
3 CDE Policy	Dr. Anthony Monreal	A
Tech	Meredith Rolfe	P
4 OTS Policy	Chris Murphy	A
Tech	Michele Meadows	P
5 UC Policy	Cathryn Nation, M.D.	A
Tech	Michelle Famula, M.D.	P
6 CSU Policy	Allison Jones	A
Tech	Paul Oliaro	P
7 ABC Policy	Steve Hardy	A
Tech	Steve Ernst	P
8 DPH Policy	Bonita Sorensen, M.D.	P
Tech	Mary Strode	P
9 OES Policy	Scott Frizzie	A
Tech	Kirby Everhart	A
	Representative: Gwen Durling	P
10 CA Com Coll Policy	Marianne Estes	P
Tech	Beth Hoffman	P
11 DSS Policy	Mary Ault	P
Tech	Susan Nisenbaum	P
12 CHP Policy	Ramona Prieto	A
Tech	William Leist	A
	Representative: Capt. Art Aclaro	P
13 DOR Policy	Lana Fraser	A
Tech	Cheryl Grimm	A
	Representative: Ruby Lim	P
14 DMH Policy	Dave Neilsen	P
15 CA Natl Guard Tech	Lt Col Kim Oliver	A
	Representative: Capt. Jeff Moore	P
Gov's Rep (OPR)	Cynthia Bryant	A
	Representative: Michelle Low	P
	Representative: Brook Taylor	P

P = Present  
A = Absent

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PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS**

***GOVERNOR'S PREVENTION ADVISORY COUNCIL (GPAC)***

**October 19, 2007 - 9:30 a.m. to 12:30 p.m.  
Department of Alcohol and Drug Programs  
1700 K Street, First Floor Conference Room  
Sacramento, California 95811**

**REVISED AGENDA**

**OPENING**

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

**COUNCIL WORKGROUP**

- 4. Underage Drinking Prevention Workgroup - Kathryn Sandberg,  
Dept. of Alcoholic Beverage Control**

**COUNCIL PROJECT**

- 5. California Screening and Brief Intervention, Progress Report -  
Betsy Clapp, MPH, CASBIRT, Program Manager**

**- BREAK -**

**PRESENTATIONS**

- 6. Drug Endangered Children (DEC), "A Vital Strategy to Break the Cycle of  
Drug Abuse and Violence" - Susan Webber-Brown, District Attorney  
Investigator/DEC Coordinator, Butte County, and Mitchel J. Brown,  
Chief, Oroville Police Dept./Chairman, California DEC Alliance**
- 7. CA State University Alcohol Policy and Prevention, Third Biennial Report –  
Dr. Paul Oliaro, VP for Student Affairs, CSU, Fresno**

**ANNOUNCEMENTS**

- California Methamphetamine Initiative Public Education Campaign -  
Steve Telliano, Executive VP and General Manager, Edelman Consulting**
- Other announcements**
  - Meth Awareness Day - Michael Cunningham**
  - Request for presentation at upcoming meeting - Beth Hoffman, Santiago  
Canyon College**
  - GPAC web page – Michael Cunningham**

**SUMMARY/CLOSING - Renée Zito 12:30 p.m.**

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**THE TENTATIVE MEETING SCHEDULE FOR 2008 IS:  
JANUARY 18; APRIL 18; JULY 18; AND OCTOBER 24.**