

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

**April 18, 2008**

**9:30 a.m. – 12:30 p.m.**

**MINUTES**

**(Corrected 8/19/08)**

The Governor's Prevention Advisory Council (GPAC) convened at 9:30 a.m. on April 18, 2008, 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 began the meeting by announcing several membership changes:

- (1) Debbie Wender from the Department of Social Services (DSS) has replaced Susan Nisenbaum as the DSS workgroup representative;
- (2) Gordon Jackson from the California Department of Education (CDE) has replaced Dr. Anthony Monreal as the CDE policy representative;
- (3) Marianne Estes, with the California Community Colleges, is no longer on the Council (her replacement has not yet been named); and,
- (4) the Department of Mental Health no longer has a representative on the Council because Dave Neilsen, who was their representative, is now ADP's Deputy Director for the Program Services Division.

Prior to her Opening Remarks, Director Zito stated that instead of having announcements at the end of the meeting, as in past meetings, she asked the members to share any announcements when they introduced themselves. This would provide all members with the opportunity to provide and hear the announcements. Council members in attendance included the following:

- Capt. Jeff Moore, CA National Guard – no announcement.
- Brook Taylor, Governor's Office of Planning and Research – no announcement.
- Kirby Everhart, Office of Emergency Services (OES) – stated that OES' primary program critical to GPAC is the Meth Enforcement Program.
- Dr. Bonita Sorensen, Dept. of Public Health (DPH) – stated their prevention efforts are primarily around tobacco, and obesity and injury prevention.
- Cheryl Grimm, Dept. of Rehabilitation – no announcement.
- Meredith Rolfe, CDE – shared that CDE is preparing to award grants for school safety.
- Gordon Jackson, CDE – announced they are launching efforts to develop and implement a plan to close the achievement gap.
- Kathryn Sandberg, Dept. of Alcoholic Beverage Control - will provide an update later in the meeting.

- Dr. Michelle Famula, U. C. Davis – shared information about efforts to build environmental interventions to reverse alcohol use in Davis (ex: Picnic Day).
- Beth Hoffman, Santiago Canyon College – no announcement.
- Wendy Tully, Attorney General's (AG's) Office – shared that the AG's Office is creating a video for first responders on dealing with drug endangered children.
- Nancy Matson, AG's Office – announced that the AG's Office mailed out a responsible adult/safe teens guide to TV and radio stations encouraging adults not to serve alcohol to minors, as we get into graduation months.
- Bill Leist, CA Highway Patrol (CHP) – announced that the State Highway Safety Plan, which the Governor asked them to develop, will be implemented in a couple of weeks. Also, CHP has a new program called "Start Smart" to educate new drivers.
- Mary Strode, DPH – told of a release of funding for community-based tobacco control projects and the rollout of a regional law enforcement roundtables project aimed at bringing local enforcement agencies together to discuss challenges, solutions and resource needs pertaining to the enforcement of illegal sales to minors laws.

### Opening Remarks

In her Opening Remarks, Director Zito shared information about ADP's Meth Public Education Campaign. ADP launched its three-year meth campaign, which includes a statewide meth survey and the release of a concerted media campaign (including Internet, print and TV), in Los Angeles last month. The Council members were provided with a briefing folder containing the media materials, and the meth commercial was played for the Council.

Director Zito next spoke about identifying new and emerging alcohol and other drug (AOD) issues, which is one of ADP's responsibilities. As an example, she pointed to the California Student Survey results released in 2006, which showed that for 9<sup>th</sup> and 11<sup>th</sup> graders, prescription drugs are the second most abused drug after marijuana (excluding alcohol and tobacco). She announced that she initiated and is now the Chair of a Prescription Drug Task Force, formed to address the dangers of prescription drug abuse. Two conference calls have begun to structure the work of the group; Joël Phillips of the Community Prevention Initiative (CPI) will facilitate the process.

Finally, Director Zito announced that April is Alcohol Awareness Month. She invited everyone to peruse the materials on the Resource Center's display table in the lobby, and to view the free alcohol screening tool posted on ADP's website.

After Michael Cunningham reviewed the meeting materials, Director Zito asked him to lead the discussion about identifying new GPAC issues for the coming year.

### New Business

#### 1. Common Outcomes

Michael began the discussion of new issues by informing the members that he had reviewed the minutes from past Council meetings. He found it interesting that in

November 2004, the members identified issues, such as: 1) underage alcohol access; 2) linkage of alcohol, tobacco or other drugs with violence and other issues; 3) effective use of media/social marketing; 4) research-based prevention; 5) underage alcohol use in minority communities; 6) create a committee on meth; and, 7) create a committee on underage alcohol issues as priorities. A number of those issues have made their way into GPAC actions/products. He pointed out that the Council tends to focus on topical issues and workgroup actions, but less on what the members' can collaborate on through their direct actions.

Michael asked members to identify a few key prevention outcomes they are working on or are of greatest importance in their respective agencies. After reviewing this information to see if there are any commonalities, the members can decide if they are interested in taking a few outcomes that may be affected by working across all member agencies and their collective efforts.

## 2. Evidence-Based

Secondly, Michael pointed out that many federal organizations use terms such as research/evidence-based practices, however, each system has different criteria. It would be helpful to see to what extent the Council member organizations could agree on common criteria to determine if there may be a shared basis for GPAC members to accept each other's evidence-based approaches.

Meredith Rolfe asked if the whole group will discuss evidence-based criteria or whether another workgroup will be formed. Michael replied that as a first step, we will communicate as a whole and collect information from each agency, then determine the next steps. Jeff Moore asked if the group will be looking toward creating strategies. Michael responded that we want to look for a number of agencies and programs that are implementing evidence-based programs as part of their strategies.

Michael asked the Council members if they thought it would be worthwhile to compile information of what is evidence-based in their respective systems, develop a matrix of this information and then report back to the full GPAC. Nancy Matson requested that other similar terminology to capture those efforts that have anecdotal evidence (such as "promising practices," "model programs," etc.) also be included. With that addition, the members agreed to the development of a matrix of evidence-based programs.

## 3. Other 2008 Subjects

Michael then asked the Council if there were any other issues they would like to consider during the upcoming year. Joël Phillips of CPI mentioned the need to look at prescription drugs. He asked if the GPAC members could participate in the Prescription Drug Task Force ADP is leading. After Michael inquired if any of the members were interested in joining, Meredith Rolfe of CDE and Jeff Moore from the California National Guard volunteered. Heather Dunn Carlton from the University of the Pacific also volunteered.

#### 4. Closing the Gap

Gordon Jackson of CDE brought the issue of “Closing the Gap” to the Council’s attention. CDE has made it a goal to close the achievement gap in California’s public schools. He referred to a recent PBS Special, “Unnatural Causes,” which discussed gaps in access to health services, and expressed the desire that we approach “closing gaps” as a common theme for our agencies. When Michael asked if one or two members would like to put some thoughts together about this—to frame exactly what this issue would look like—Gordon and Michelle Famula volunteered. Michael also volunteered ADP to work on this.

The members were asked to please e-mail any additional ideas to Cheryl Ito.

#### **COUNCIL PROJECT**

##### The California State Incentive Grant Project: Lessons Learned

Dr. Lance Segars, Research Scientist, San Diego State University, Center for Alcohol and Other Drug Studies and Services

Dr. Segars began his presentation by giving a brief overview of the State Incentive Grant (SIG) project. California’s SIG, a three-year, federally-funded grant project, was intended to reduce underage and binge drinking among youth and young adults, ages 12-25, in selected communities and the adverse community impacts of this binge behavior. The three-year SIG obtained two years of extended operation, without additional funds. The 13 county projects ran three years, one for detailed planning followed by two operational years. Dr. Segars reported that as a result of the SIG:

- 28 communities implemented social controls, such as social host training or ordinances intended to hold social hosts accountable.
- 16 communities implemented training and/or enforcement strategies intended to reduce youth access and/or consumption within licensed establishments.

If fully implemented, these community SIG-initiated changes are estimated to impact the drinking environments of over 500,000 youth and young adults in California. Drunk drivers are more often reporting drinking at private parties rather than retail establishments. The Evaluation Report recommends seeking measurements of environments, not just people. The members received a copy of the Final SIG Evaluation Report and a copy of Dr. Segars’ powerpoint presentation in their meeting folders.

#### **PRESENTATION**

##### Alcoholic Energy Drinks

James Mosher, Senior Policy Advisor, The CDM Group, Inc.

Jim Mosher informed the Council that the energy drink market is youth driven, with consumption beginning at age 12 or younger. Alcoholic energy drink (AED) producers

have capitalized on this youth popularity by using similar marketing and packaging strategies to promote their products. He explained that alcohol and stimulants, such as caffeine, create a dangerous mix because the caffeine masks awareness of the intoxicating effects of the alcohol, increasing the likelihood of binge drinking, drinking and driving, as well as other risky behaviors. These risks are heightened among teens and young adults.

Because the available research shows that AEDs can be dangerous, steps should be taken to protect the health and safety of youth. Some action steps recommended by Jim included: (1) educating key stakeholders and the public; (2) enforcing existing laws; (3) addressing deceptive packaging (such as through legislation); (4) collecting data on AED use and problems; and, (5) investigating marketing practices. The members received a copy of the report “Alcohol, Energy Drinks, and Youth: A Dangerous Mix,” by the Marin Institute, along with a scientific article on caffeinated cocktails/energy drink consumption, and a copy of Jim’s powerpoint presentation.

## **COUNCIL WORKGROUPS**

### California Screening, Brief Intervention, Referral and Treatment (CASBIRT) Program Subcommittee

Michael Cunningham, ADP

Michael informed the Council members that the CASBIRT Program continues to make excellent progress. In San Diego County, SBIRT services are being provided in the emergency and trauma departments of six large San Diego area hospitals and a community clinic. These sites are screening about 3,300 patients every month. Further CASBIRT expansion is planned, pending approval by the Substance Abuse and Mental Health Services Administration (SAMHSA), which is expected in May.

In LA County, SBIRT will be provided for individuals released from short-term holds in both city and county jails. About 500 to 800 people each day are returned to the community from the jails.

Drug treatment experts from UCLA’s Integrated Substance Abuse Programs will provide two SBIRT trainings in each of four locations in California—Los Angeles, Fresno, San Francisco, and Sacramento—so that those unable to attend the first session may attend the second. Invited attendees will include hospital emergency personnel, decision makers, and program administrators.

Michael then called the members’ attention to a recommendation developed by the CASBIRT Subcommittee to repeal the Uniform Accident and Sickness Policy Provision Law (UPPL). This document had been sent to the members for their review prior to the GPAC meeting and a copy was also provided in their meeting folder. The UPPL can be used to deny payment to those who have been identified as under the influence of AOD when seeking medical attention. This is a barrier to screening because a result showing AOD presence can make the patient subject to non-payment. Since SBIRT is founded

upon routine screening in all settings and early identification provides better chances for changing behavior, the UPPL potentially undermines screening practices.

With that explanation, Michael informed the Council members that the recommendation by the CASBIRT Subcommittee was a policy statement--not in support of or against any legislation. The Subcommittee requested the Council's support of the recommendation before it goes to the State Health and Human Services Agency (Agency). After getting the Council members' approval, Michael thanked the members and indicated that ADP will prepare the necessary transmittal forms to forward the recommendation to the Agency for its consideration.

#### Methamphetamine Implementation Workgroup

Wendy Tully, Attorney General's Office

Wendy reported that, with tremendous help from Joël Phillips of CPI, the workgroup created a guidebook, which has been posted on the Attorney General's Safestate website (<http://safestate.org/>). There are plans to distribute about 1,000 guidebooks to stakeholders across the State. The workgroup will get together in May to discuss distribution.

Joël explained the next stage in implementation, which entails using the guidebook in communities throughout California, which have drug prevention organizations. To date, 55 such communities have been identified, 17 of which have a meth-specific focus. Butte and Sonoma Counties have received training from CPI, which was well-received. The workgroup is to attend a training in San Francisco and will continue to engage communities throughout the State.

Michael Cunningham added that the guidebook has also been made available to the contractor of ADP's Meth Public Education Campaign, so that it can be used as part of the social marketing campaign.

#### Underage Drinking Prevention Workgroup

Kathryn Sandberg, Dept. of Alcoholic Beverage Control

Kathryn Sandberg announced the success of the Town Hall Meetings using data from the California Healthy Kids Survey. (Last year, SAMHSA supported town hall meetings across the country to underscore the need to prevent underage drinking and did so again this year.) Over 100 meetings—all youth-driven and youth-led—were held throughout the State; the GPAC workgroup was directly involved in 53 of those meetings. The workgroup provided materials, in addition to the funds which the meeting sites received from SAMHSA.

The workgroup does not view the Town Hall Meetings as a one time event. A lot of planning went into these events, with very little funding. Meetings focused on youth access, social hosts, social norms, local prevention grants, etc., and the workgroup would like to continue working on these issues.

The workgroup's Tips for Parents Guide has been very well received. Meredith Rolfe of CDE announced that CDE will translate the Guide into 25 languages, then post it on CDE's website.

High Rate Underage Users (HRUU) Workgroup  
Meredith Rolfe, California Dept. of Education

Meredith reported that the Student Assistance Programs (SAP) Conference held in San Francisco February 5-6 was a huge success; over 400 people attended. The Masons provided the facility and extensive support for the conference. They were so pleased with the success that they want to fund the majority of it again next year. The next SAP conference will be held in February 2009.

There are 21 active members on the HRUU workgroup. The workgroup is split into subcommittees, which work on: 1) conferences; 2) updating the toolkit; 3) public relations and technical assistance; 4) CDE policies; 5) talking points for slides and presentations; and, 6) other activities. The workgroup has also developed a Mission and Vision Statement (copy attached).

Everyone is encouraged to visit the SAP website, [www.casapresources.org](http://www.casapresources.org), which was developed with the assistance of Joël Phillips, and is now operational.

## **ANNOUNCEMENTS**

- **Request for presentation at upcoming meeting – Michael Cunningham**  
Michael requested time at a future meeting for Bob Saltz, who is with the Pacific Institute for Research and Evaluation, to give a presentation on the work he has done on the "Safer California Universities Project", which involved 14 universities, college student drinking, and the related problems at off-campus homes and apartments. The members approved his request.
- **ADP Conference – Director's Award – Michael Cunningham**  
Michael reminded the members that ADP's Conference was coming up on June 18-20. A copy of the registration packet was provided in the members' folders and included in that packet was a nomination form for the Director's Award. Michael encouraged the members to review the criteria for the Director's Award and submit it. In past conferences this award was highly valued as a great way to acknowledge the prevention work of individuals in their communities.

## **SUMMARY/CLOSING**

On behalf of Director Zito, Michael thanked all participants for attending the meeting and reminded everyone to schedule the 2008 GPAC meeting dates on their calendars.

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The next GPAC meetings for 2008 are tentatively scheduled for  
July 18 and October 24 from 9:30 a.m. to 12:30 p.m.

*GOVERNOR'S PREVENTION ADVISORY COUNCIL (GPAC)*  
*HIGH RATE UNDERAGE USERS WORKGROUP*

**VISION AND MISSION STATEMENT**

**VISION:**

**California's youth and their families are given equal access to the school and community supports and services that will prepare them to navigate life's challenges so they are able to attain a healthy and successful future.**

**MISSION:**

**Promote and support quality Student Assistance Program services to assure that young people experiencing challenges will be supported and connected to their school and community to insure physical/mental health, and academic and civic success.**

**GPAC Membership - Attendance April 18, 2008**

Organization / Task	Appointed Members	April 18
1 ADP Policy	Renée Zito	P
Tech	Michael Cunningham	P
2 AG Policy	Nancy Matson	P
Tech	Wendy Tully	P
3 CDE Policy	Gordon Jackson	P
Tech	Meredith Rolfe	P
4 OTS Policy	Chris Murphy	A
Tech	Michele Meadows	A
5 UC Policy	Cathryn Nation, M.D.	A
Tech	Michelle Famula, M.D.	P
6 CSU Policy	Allison Jones	A
Tech	Paul Oliaro	A
7 ABC Policy	Steve Hardy	A
Tech	Steve Ernst	A
	Representative: Kathryn Sandberg	P
8 DPH Policy	Bonita Sorensen, M.D.	P
Tech	Mary Strode	P
9 OES Policy	Scott Frizzie	A
Tech	Kirby Everhart	P
10 CA Com Coll Policy	Vacant	
Tech	Beth Hoffman	P
11 DSS Policy	Linne Stout	A
Tech	Debbie Wender	A
12 CHP Policy	Vacant	
Tech	William Leist	P
13 DOR Policy	Lana Fraser	A
Tech	Cheryl Grimm	P
14 DMH Policy	Vacant	
Tech	Vacant	
15 CA Natl Guard Tech	CPT Jeffery Moore	P
Gov's Rep (OPR)	Cynthia Bryant	A
	Representative: Brook Taylor	P

**P** = Present  
**A** = Absent

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April 18, 2008 - 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. Introductions - Renée Zito/All 9:30 a.m.
2. Opening Remarks – Renée Zito
3. Agenda/Material Review - Michael Cunningham
4. New Business - Renée Zito/Michael Cunningham  
- New issues to explore in the coming year

**COUNCIL PROJECT**

5. The California State Incentive Grant Project: Lessons Learned -  
Dr. Lance Segars, Research Scientist, San Diego State University  
Research Foundation

- BREAK -

**PRESENTATION**

6. Alcoholic Energy Drinks – James Mosher, Director, Center for the Study  
of Law and Enforcement Policy, Pacific Institute for Research and Evaluation

**COUNCIL WORKGROUPS**

7. California Screening, Brief Intervention, Referral and Treatment  
(CASBIRT) Program Subcommittee – Michael Cunningham  
- Approval of UPPL Recommendation
8. Methamphetamine Implementation Workgroup -  
Nancy Matson, Attorney General's Office
9. Underage Drinking Prevention Workgroup –  
Kathryn Sandberg, Dept. of Alcoholic Beverage Control
10. High Rate Underage Users Workgroup -  
Meredith Rolfe, CA Dept. of Education

**ANNOUNCEMENTS** - Renée Zito

- Request for presentation at upcoming meeting – Michael Cunningham
- ADP Conference - Renée Zito

**SUMMARY/CLOSING** - Renée Zito

12:30 p.m.

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**THE NEXT GPAC MEETINGS ARE TENTATIVELY SCHEDULED FOR  
JULY 18 AND OCTOBER 24.**