

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

July 18, 2008

9:30 a.m. – 12:30 p.m.

MINUTES

The Governor's Prevention Advisory Council (GPAC) convened at 9:30 a.m. on July 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 announced a couple of changes to the GPAC membership:

- (1) Meredith Rolfe, California Department of Education (CDE), has retired; and,
- (2) Bill Leist, California Highway Patrol (CHP), is no longer on the Council.

Director Zito next invited the GPAC members to introduce themselves and provide announcements:

- Nancy Matson, Attorney General's (AG's) Office, Crime and Violence Prevention Center, announced that the AG's Office is well underway with production of a video relating to Drug Endangered Children. Also, Nancy announced that Wendy Tully, who was the workgroup representative on the GPAC for the AG's Office, will be transferring to the Office of Emergency Services at the end of July. Finally, Nancy informed the Council that the Crime and Violence Prevention Center has technically been eliminated in the State Budget. They have, however, garnered lots of support from the field and are hopeful that their funding will be restored.
- Jim McLaughlin, CHP, reported that they are focusing on motorcycle safety as motorcycle fatalities are up. He also reported much success with their "Start Smart" program aimed at young drivers.
- Capt. Jeff Moore, CA National Guard shared that the National Guard is supporting numerous youth camps, including a camp for Guard dependents whose parents are deployed.
- Cheryl Grimm, Dept. of Rehabilitation, introduced her department's main goal as helping people with disabilities return to work.
- Paul Oliaro, CA State University (CSU), Fresno, provided updates on grants with the Office of Traffic Safety.
- Allison Jones, CSU, Office of the Chancellor, informed the Council that the CSU's July 2009 biennial report on alcohol education and prevention programs will be expanded to include tobacco.
- Kathryn Sandberg, Dept. of Alcoholic Beverage Control (ABC), deferred her comments until her presentation later in the meeting.

- Steve Ernst, ABC, shared information about the Grant Assistance Program, an ABC-funded grant program that is given to local law enforcement to work ABC enforcement and target problem premises; the grant is funded up to \$3 million. He indicated they have approved grants to 45 local law enforcement allies. Additionally, under an OTS grant, ABC investigators will be working problem establishments that serve alcoholic beverages to obviously intoxicated persons and make arrests of those individuals prior to them getting into vehicles.
- Gwen Durling, Office of Emergency Services, provided a brief overview of her program.
- Scott Berenson, CA Community Colleges – no announcement.
- Michelle Famula, U. C. Davis, shared that the National Institute on Alcohol Abuse and Alcoholism (NIAAA) grant awarded to the Prevention Research Center in Berkeley, which investigated the effects of environmental interventions on college campuses in the reduction of alcohol risk behaviors and adverse consequences, has been concluded. The “Safer California Colleges and Universities” study included all ten UC campuses and several CSU campuses. Preliminary data suggests that environmental interventions of (1) increased law enforcement visibility; (2) increased campus community health promotion collaborations; and (3) enhanced student-led campus-based education efforts had a positive impact in reducing high-risk use and negative consequences.
- Beth Hoffman, Santiago Canyon College, will make a presentation to the Council later today.
- Debbie Wender, Dept. of Social Services – no announcement.
- Gordon Jackson, CDE, mentioned a newly released report on drop-out statistics for students in California. He also announced that health content standards have been developed for children and can be found on the Department’s website.
- Mary Strode, Dept. of Public Health (DPH), mentioned the Tobacco Control Program’s growing concern about cigar bars. These bars have been generally exempt from the Labor Code, which prohibits indoor smoking in bars and restaurants. However, Mary reported that some of these bars have been granted liquor licenses and are becoming more like traditional bars, yet they are still allowing smoking.
- Greg Oliva, DPH – no announcement.
- Mark Talan, Office of Traffic Safety, mentioned several of his office’s campaigns, including Call 911 to report drunk drivers, “Click It or Ticket,” the new cell phone law, and Minor Decoy Program.

Opening Remarks

Following introductions, Director Zito announced:

- The recent ADP conference was a huge success; there was a large turnout of participants. The overall diversity of prevention workshops was outstanding and included presentations by a couple of GPAC members and a youth-led workshop on alcopops.
- One of the topics discussed by the youth in their workshop on alcopops was their success with alcopops taxation as an example of prevention conducted through public policy. Director Zito acknowledged the efforts of the California Friday

Night Live Partnership youth who worked extremely hard to educate the State Board of Equalization and others about alcopops.

- At the last GPAC meeting, prescription drug abuse was identified as an emerging issue of interest to ADP. Another issue the Department is looking at are the types of problems incurred by veterans. Director Zito informed the Council members that, after attending a recent national meeting of state alcohol and drug abuse directors at which the problems of veterans were discussed, including post-traumatic stress disorder and alcohol, tobacco and other drug (ATOD) abuse, it was learned that the Veteran's Administration does not have sufficient resources to help the veterans or their families. The main point conveyed was that the need is overwhelming and the States should all be doing something! Allison Jones shared that he has been directly engaged nationally in this area as it also affects their campuses. He indicated that he would like to work with the Director on this.

Director Zito then informed the Council that MSgt. Stephanie Weaver from the California National Guard will be speaking at the October GPAC meeting. MSgt. Weaver will address the struggles of National Guard and Reserve members returning from all deployments, as well as some of the problems experienced by those who haven't yet deployed.

After Michael Cunningham reviewed the agenda and meeting materials, Director Zito introduced Dr. Christina Borbely to present information on evidence-based prevention programs, a topic that was discussed at the last Council meeting.

COUNCIL PROJECT

Evidence-Based Programs

Dr. Christina Borbely, Prevention Specialist, Center for Applied Research Solutions (CARS), and Joël Phillips, Executive Director, CARS

Dr. Borbely presented to the Council on the current status of the role of evidence-based practices within GPAC agencies following Phase I of an assessment process. She reported that 3 of 15 GPAC members have a "High" level of definition or standards of use of evidence-based practices in policy, programs, or practices. A "Low-Moderate" level was found for 7 of 15 GPAC members.

GPAC members apply evidence-based practices in several ways, including:

- Requirements to use programs/strategies from credentialed "list" of effective methods, and
- Agency adoption of "list"-credentialed programs.

Some GPAC members also use evidence-based practices in funding requirements.

Dr. Borbely recommended next steps, including:

- Complete Phase II assessment of GPAC agencies, including internal documents and interviews.

- Review options for statewide model of evidence-based practices for California.
- Confirm GPAC commitment to advocacy and use of evidence-based practices.
- Use consistent terminology, inclusive of meaningful definitions and across agencies.
- Integrate terminology into literature of GPAC agencies.
- Develop recommended standards/criteria of “evidence” substantiating effective methods.
- Create guidelines for agencies addressing California’s ATOD issues.

Nancy Matson, AG’s Office, asked whether Dr. Borbely also looked at promising strategies (programs where there is value, but are not necessarily established as evidence-based). Dr. Borbely responded that when thinking about terms (promising, best practices, innovative), they all fall within the same rhetoric; we want to make sure the field is inclusive of new and developing issues that make an impact on tough ATOD issues. There is a movement within California to create criteria that balance evidence-based and diverse innovative approaches.

Jeff Moore, California National Guard, commented he would be in favor of having a California view on “evidence based,” to be able to say, this is what California wants us to work within, the types of programs to implement, etc. He explained that the National Guard sends programs and curricula, and this would help ensure the programs implemented are the right ones.

Heather Dunn Carlton, University of the Pacific, echoed that an evidence-based prevention approach should be appropriately matched to the participants involved. It was also noted that in using listed evidence-based approaches is a good starting point. However, skills of those who implement the approach may be much more important.

Dr. Borbely shared that the field is moving away from list-based selection and going towards more matrix, question-based criteria.

Michael Cunningham remarked that one challenge is always how to balance acceptance of innovative approaches with the more restrictive criteria established for evidence-based lists. Another challenge is the variation in evidence used to qualify a prevention approach. He then asked the Council if they saw value in CARS continuing to the next step. The Council indicated their support for the project going forward with next steps.

PRESENTATIONS

Methamphetamine Prevention Project

River Coyote, Placer County Community Health-Substance Abuse Prevention; Emilio Vaca, Creating Alternatives; and Youth from Creating Alternatives

River Coyote described the work of Placer County on their methamphetamine awareness campaign “It’s a Fact.” She explained that through the course of this work, their intent was to have youth create an awareness DVD. How this DVD was created related to several factors—namely, that community capacity/resources were already

there to build upon; and, they shared the belief with Friday Night Live (FNL) that youth are part of the solution. As a result, they used FNL funding and put out RFPs for youth groups to make meth DVDs targeting other youth. At the same time, they realized that prescription drug use was an emerging problem, so youth did a video on that subject as well.

One of the meth DVDs was shown to Council members. Youth from Creating Alternatives discussed their positive experiences with the DVD production and the program, overall. Council members were given copies of the DVD.

The American College Health Assessment: Alcohol Prevalence Data for California Community Colleges

Beth Hoffman, Coordinator for Student Health, Santiago Canyon College; Sally Bratton, Director of Health Services, Ohlone College; and Sang Leng Trieu, Health Educator for Student Health, Ohlone College

Presenters discussed alcohol and other drugs prevalence data for the 13 California Community College cohort, described an example of a current ATOD intervention at a California Community College, and proposed an idea on ways California Community Colleges can participate in statewide ATOD prevention coordination plans. These included:

- Add a link for GPAC on all college websites.
- Continuous representation from the Health Services Association, CA Community Colleges, on GPAC;
- Use SBIRT for each student encounter in the health center.
- Collaborate with 4-year schools on grants and programs.
- Partner with county agencies.
- Provide ATOD information at registration and orientation to ALL students.

This information is important to get back to ADP, as they are looking at statewide needs (ex. widespread use of prescription drugs among college students). The community college system is part of the local community; continued involvement with GPAC will help keep these issues on the table.

COUNCIL WORKGROUPS

Underage Drinking Prevention Workgroup

Kathryn Sandberg, Dept. of Alcoholic Beverage Control

Kathryn shared that there has been a sizeable response for the workgroup-produced Tips for Parents guide. Florida recently requested a state-tailored version of the guide. The AG's Office produced 17,000 copies earlier this year, and they are being distributed quickly.

The workgroup is also preparing an informational sheet about enacting social host ordinances (how to start grassroots efforts). They are also developing more "Did You Know" banners and signs for different events and topics, including alcopops, and a Tips for Educators guide, similar to the Tips for Parents guide. Finally, the workgroup

is also brainstorming topics for additional one-page information sheets on new topics (e.g., pocket shots) to stay up to date.

High Rate Underage Users (HRUU) Workgroup

Gordon Jackson, CA Dept. of Education

Gordon reported that the Student Assistance Programs (SAP) Conference held on February 5th and 6th in San Francisco was a huge success; over 400 people attended. Plans were in place to hold another conference in 2009, but due to fiscal changes, the workgroup is not going to be able to partner with the Masons again to host this conference. The Masons will be emphasizing their established training opportunities more than conference hosting.

There will be a National SAP Conference in Newport Beach in 2009 that workgroup members hope to attend and promote. In addition, there will be more of a focus on alternative options for education during the upcoming year, such as Webinars.

The next HRUU workgroup meeting is September 16th from 1-3 p.m. All are encouraged to attend.

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

Michael Cunningham, ADP

Michael shared information on the status of the CASBIRT demonstration project currently operating in San Diego. The project has exceeded its projected level of screenings and is hoping to open in Los Angeles soon.

Next, on behalf of Dr. Tim Cermak, who is co-chair of the CASBIRT Subcommittee, Michael presented a policy recommendation that screenings take place at specified places. As a member of the subcommittee, Paul Oliaro urged the Council to support the policy recommendation. Allison Jones also supported the recommendation, but requested clarification regarding the process for obtaining endorsement by the Governor's Office, which Michael provided. As there were no concerns with the policy recommendation, Michael moved for adoption. The consensus of the members was to move the policy recommendation forward to the State Health and Human Services Agency.

ANNOUNCEMENTS

- **Request for presentation at upcoming meeting – Michael Cunningham**
Michael indicated that currently there is a lot of interest in screening, brief intervention, referral and treatment. He informed the members that Dr. Federico Vaca, Director of U. C. Irvine's Center for Trauma and Injury Prevention Research, has developed a different model for doing screening and brief intervention—a computerized alcohol screening and intervention prototype—and would like to give a presentation to the Council. The members agreed to a presentation by Dr. Vaca and he will be invited to a future meeting.

- **Request for presentation at upcoming meeting – Nancy Matson**
Nancy Matson proposed a future presentation of the California Student Survey Key Findings from 2007-08. The members expressed interest in hearing this information at a future meeting.

SUMMARY/CLOSING

Director Zito thanked the members for attending and reminded all of the next meeting in October.

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**The last GPAC meeting for 2008 is tentatively scheduled for
October 24 from 9:30 a.m. to 12:30 p.m.**

GPAC Membership - Attendance July 18, 2008

Organization / Task		Appointed Members	July 18
1 ADP	Policy	Renée Zito	P
	Tech	Michael Cunningham	P
2 AG	Policy	Nancy Matson	P
	Tech	Arlene Greene	P
3 CDE	Policy	Gordon Jackson	P
	Tech	Vacant	
4 OTS	Policy	Chris Murphy	A
	Tech	Michele Meadows	A
		Representative: Mark Talan	P
5 UC	Policy	Cathryn Nation, M.D.	A
	Tech	Michelle Famula, M.D.	P
6 CSU	Policy	Allison Jones	P
	Tech	Paul Oliaro	P
7 ABC	Policy	Steve Hardy	A
	Tech	Steve Ernst	P
8 DPH	Policy	Bonita Sorensen, M.D.	A
		Representative: Greg Oliva	P
	Tech	Mary Strode	P
9 OES	Policy	Scott Frizzie	A
	Tech	Kirby Everhart	A
		Representative: Gwen Durling	P
10 CA Com Coll	Policy	Scott Berenson	P
	Tech	Beth Hoffman	P
11 DSS	Policy	Linne Stout	A
	Tech	Debbie Wender	P
12 CHP	Policy	Jim McLaughlin	P
	Tech	Robert Maynard	A
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	A

P = Present
A = Absent

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PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS
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July 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

COUNCIL PROJECT

4. Evidence-Based Programs - Dr. Christina Borbely, Prevention Specialist, Center for Applied Research Solutions (CARS); and Joël Phillips, Executive Director, CARS

PRESENTATIONS

5. Methamphetamine Prevention Project – River Coyote, Placer County Community Health - Substance Abuse Prevention; Emilio Vaca, Creating Alternatives; and Youth from Creating Alternatives

- BREAK -

6. The American College Health Assessment; Alcohol Prevalence Data for California Community Colleges – Beth Hoffman, Coordinator for Student Health, Santiago Canyon College; Sally Bratton, Director of Health Services, Ohlone College; and Sang Leng Trieu, Health Educator for Student Health, Ohlone College

COUNCIL WORKGROUPS

7. Underage Drinking Prevention Workgroup - Kathryn Sandberg, Dept. of Alcoholic Beverage Control
8. High Rate Underage Users Workgroup - Gordon Jackson, CA Dept. of Education
9. California Screening, Brief Intervention, Referral and Treatment (CASBIRT) Program Subcommittee – Michael Cunningham

OTHER ANNOUNCEMENTS - Renée Zito

- Request for presentation at upcoming meeting – Michael Cunningham

SUMMARY/CLOSING - Renée Zito

12:30 p.m.

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**THE LAST GPAC MEETING FOR 2008 IS TENTATIVELY
SCHEDULED FOR OCTOBER 24.**