

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

**October 24, 2008
9:30 a.m. – 12:30 p.m.**

MINUTES

The Governor's Prevention Advisory Council (GPAC) convened at 9:30 a.m. on October 24, 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 recognizing one departing member, Nancy Matson, Director of the Crime and Violence Prevention Center (CVPC) at the Attorney General's (AG's) Office. Due to a loss of funding for the CVPC, Nancy will no longer be affiliated with GPAC. Nancy's work with GPAC included serving as Chair of the Methamphetamine Implementation Workgroup, which produced the resource guide "*Building and Sustaining a Methamphetamine Community Coalition*." Together with Wendy Tully, another GPAC member from the AG's Office, Nancy also participated in the High Rate Underage Users and the Underage Drinking Prevention Workgroups. In addition, the CVPC itself had many important accomplishments under Nancy's leadership, such as the "Safe from the Start" Project, "Responsible Adults-Safe Teens" public awareness campaign, and the award-winning website SafeState, which has generated more than 17 million hits and more than 67,000 downloads of publications. Director Zito thanked Nancy for all of her work with GPAC. Chief Deputy Director Michael Cunningham echoed Director Zito's sentiments.

Director Zito next announced new members to the Council, who included the following:

- Jeff Spano from the California Community Colleges, replacing Marianne Estes;
- Robert Maynard of the California Highway Patrol, replacing William Leist;
- Dr. Judy Sakaki of the University of California, replacing Dr. Cathryn Nation; and,
- Tom Herman of the California Department of Education (CDE), replacing Meredith Rolfe.

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

- Capt. Jeff Moore, California National Guard, shared that the National Guard is advocating "Red Ribbon *Month*," i.e., expanding the typically week-long prevention drive for the entire month of October. He reported progress in working with student councils and Friday Night Live to help youth host their own prevention assemblies and generally promote efforts to conduct youth development strategies.

- Jim McLaughlin, California Highway Patrol (CHP), highlighted current issues in motorcycle safety, especially for new cyclists over age 40. Motorcycle deaths have gone up over the past ten years. The CHP, together with the Office of Traffic Safety (OTS), is working to assess the safety of motorcyclists in California; thus far, alcohol prevention has emerged as a strategy for reducing the surging motorcycle fatality rate.
- Dr. Bonita Sorensen, Dept. of Public Health (DPH), shared that her department is also impacted by the Governor's blue line vetoes concerning the rescinding of funding for the Injury Prevention Center.
- Paul Oliaro, California State University, shared that his organization is keeping the issue of alcohol use/misuse alive through their third OTS grant which impacts 23 campuses, 460,000 enrolled students.
- Debbie Wender, Dept. of Social Services, introduced herself.
- Cheryl Grimm, Dept. of Rehabilitation, introduced herself.
- Ron Miller, OTS, announced his organization kicked off their federal fiscal year grant projects totaling \$66 million, with most of the funds going towards driving-under-the-influence (DUI) prevention programs.
- Sandra Fletcher, Office of Emergency Services, introduced herself as the lead on their anti-drug programs.
- Mary Strode, DPH, announced that the Tobacco Control Program will be hosting an anniversary event next year to celebrate the 20th anniversary of Prop. 99, which created the 25 cents a pack tax. Also, at the last Council meeting, Mary had mentioned a concern over the growing prevalence of cigar bars, which allow smoking indoors and are exempt from the Labor Code, even with liquor licenses. Since the last meeting, a legal opinion has been issued stating that a private smoker's lounge—if it serves alcohol—is not exempt from the smoke-free requirements.
- Eric Hirata, Dept. of Alcoholic Beverage Control, shared that the trend for minors to obtain alcohol from house parties, friends and adults is still prevalent and that this is an issue that needs to be investigated statewide.
- Dr. Michelle Famula, U. C. Davis Student Health Center, shared that recently the University identified registration fee increases for mental health initiatives. On campus, some monies will go to an alcohol educator, adding a second educator. Students need early intervention to recognize when they need significant help.
- Beth Hoffman, California Community Colleges, presented Director Zito with a letter from the Health Services Association of the California Community Colleges in opposition to the Amethyst Initiative (to reduce the minimum legal drinking age from 21 to 18).
- Gordon Jackson, CDE, shared that their department is planning a significant conference in April for public health and education. Presentations will emphasize that if youth are not healthy, all visions about improved education will go unrealized.
- Tom Herman, CDE, introduced himself.
- Dr. Judy Sakaki, University of California, introduced herself.

Opening Remarks

Following introductions, Director Zito announced:

- ADP staff and other experts will represent California at the National Methamphetamine Summit in Washington, D.C., in November.
- Two important legislative bills signed into law were explained:
 - (1) AB 346 by Assembly Member Beall requires any alcoholic beverage that contains .5% or more distilled spirits in it to have a label on it that says “Contains Alcohol” and to say how much alcohol it contains. This information will help eliminate the confusion between alcoholic beverages and non-alcoholic beverages, such as sodas and energy drinks.
 - (2) AB 1461 by Assembly Member Krekorian repeals the Uniform Accident and Sickness Policy Provision Law, or UPPL, in the California Insurance Code. An article by *Join Together* discussing this bill was provided in the members’ meeting folders. It is hoped there can now be broader use of SBIRT services.
- At its last meeting, the Council began a discussion about how to help returning veterans. At that time, Council member Allison Jones from the California State University (CSU), Chancellor’s Office, requested a meeting to discuss possible collaborative efforts. Since then, Director Zito and Michael Cunningham have met with Allison Jones, Capt. Jeff Moore and Master Sergeant (MSG) Stephanie Weaver of the California National Guard, and Bucky Peterson, also from the CSU Chancellor’s Office, to discuss measures to ensure returning veterans get the treatment services they need.
- ADP will be celebrating Red Ribbon Week next week. She noted a copy of the Governor’s Proclamation in the members’ folders proclaiming October 23-31 as Red Ribbon Week.

Finally, Director Zito reminded the members to take a few minutes to look at the Resource Center’s display table in the lobby. The display table presents information on both Red Ribbon Week and Domestic Violence Awareness Month. She also shared information about the art exhibit in the lobby called “An Inch From the Heart,” which showcased art and poetry created by students from the University of California at San Diego and San Diego City College to celebrate the stories of individuals who made the journey from addiction into recovery through treatment. The exhibit will be taken on tour to several locations in the State and is part of a campaign to educate the public that addiction is a treatable disease.

As he was reviewing the meeting materials, Michael Cunningham made reference to the summary sheet for the National Prevention Network Prevention Research Conference, to be held September 15-19, 2009, in Anaheim, California. In accordance with the Conference Planning Committee’s request, he invited the Council members to suggest

a conference theme or keynote speakers for the conference. More information about the conference, such as the application and the Call for Proposals, will be available on the conference website in mid-November. He encouraged any GPAC member agency, or related researchers, to respond to the Call for Proposals so the prevention-related research taking place in California can be showcased.

Director Zito then introduced the first presenter, Dr. Robert Saltz from the Prevention Research Center.

PRESENTATIONS

Safer California Universities Project

Dr. Robert F. Saltz, Senior Research Scientist, Prevention Research Center

Dr. Saltz described the goal of the Safer California Universities Project as being “to evaluate the efficacy of a ‘Risk Management’ approach to alcohol problem prevention.” The project aims to prevent both intoxication and harm related to intoxication. This risk management approach is unique, he explained, because it targets times and places instead of individuals. The project implemented several integrated intervention strategies for off-campus parties, including a social host safe party campaign, compliance checks, DUI checkpoints, party patrols, and the passage of a social host “response cost” ordinance. Fourteen campuses were involved; seven intervention sites and seven comparison campuses.

Results of the project showed that intervention sites had 900 fewer students drinking to intoxication at off-campus parties than the comparison campuses; this is approximately 6,000 fewer incidents for the seven intervention sites. Data for intervention sites showed 600 fewer students got drunk at bars/restaurants than at comparison campuses; this is approximately the equivalent of 4,000 fewer incidents at the intervention sites.

Next, the project plans to apply for a competitive renewal grant, replicate the intervention in original comparison campuses, assess the sustainability of the efforts in original intervention campuses, and examine the mediation of effects.

In follow-up to Dr. Saltz’s presentation, Council members engaged in the following discussion:

Question: Rather than letting a site choose from a range of strategies to implement, you help them choose—how does that help?

Dr. Saltz: We came to communities with the strategies we used in prior efforts; communities were receptive to this, and I’ve been to other communities with other models where stakeholders were asked what they want to do. We did something in between—looked at data, worked with campuses (data directed us to off-campus parties), and offered—here are the interventions the evidence shows us are effective. People agreed—this was what they wanted to address. We were able to move rapidly from—this is the problem to how do we address it. I think overall it was well received.

Question: I'm interested in your dosage levels.

Dr. Saltz: Everybody did something. We had tracking reports and logs about how much was going on. All these efforts were compressed in the first few weeks of school because we felt they had to be in place when students arrived.

Question: Will you be tracking to see how long effects last?

Dr. Saltz: Yes, surveys are continuing over the life of both grants. We will be asking colleagues on both campuses to keep logs on how things are going. U.C. Davis is especially interested in sustainability. The evidence-base for sustainability is pretty slim.

Dr. Michelle Famula commented that one of the wonderful things about the project was the opportunity for synergy. Dr. Saltz agreed and stated that he didn't think this could have happened ten years ago as the prevention field had not come far enough yet. He further stated that it would be interesting to look at the history in terms of where we are in the long slope of prevention. He also explained that one important thing to note is that the strategies don't require huge funding (although some is needed). Most of the things implemented [at Sacramento State University] he was able to take to another institution. The work does not take huge amounts of money. Another thing to take from this is not only the success, but the ability to replicate.

Michael Cunningham then asked what was planned regarding dissemination. Dr. Saltz reported their next goal was to build a toolkit so the information could be conveyed in a way that is useful. He added that they are looking for support going into the next phase (during which they will be involving all University of California and six California State University campuses) and are looking for resources to sustain this over a longer period of time. They are also struggling to find archival data sources since those are usually the things that fall off when funding ends. He indicated the project may approach the systems asking for sustainability help in the future.

California National Guard Prevention, Treatment, and Outreach Program

MSG Stephanie Weaver, California National Guard Prevention Coordinator

MSG Weaver presented to the Council on the California National Guard (CNG) Prevention, Treatment and Outreach (PT&O) Program, an Office of the Secretary of Defense-sponsored initiative. This initiative aims to provide prevention training, outreach to military families, and treatment resources to military members in an effort to increase military discipline, individual performance, and combat readiness. MSG Weaver relayed statistics about the CNG population and substance use rates. She explained that a link exists between multiple combat deployments and higher rates of illicit drug and alcohol use, as well as suicide. In addition, returning veterans often have trouble obtaining health care and Veteran's Administration (VA) benefits. She also identified support is necessary for those who have not deployed as well, since they are not entitled to any benefits from the VA. MSG Weaver suggested that the CNG is in need of support from organizations beyond the VA and community-based organizations, and that a voucher program is imperative for allowing service members and their families to access benefits.

Capt. Jeff Moore then proposed that the GPAC have a voice on the Council that represents the prevention of substance abuse and outreach to National Guard members and active guard members; he stated that MSG Stephanie Weaver would provide that voice. Paul Brower from ADP clarified for the Council that Capt. Moore's proposal was compatible with the GPAC guidelines, as each member agency has two representatives on the Council. The Council members agreed with Capt. Moore's proposal. Michael Cunningham stated that a recommendation will be made to the Administration that the National Guard be represented by two individuals on the Council and that MSG Weaver be appointed to membership.

COUNCIL WORKGROUPS

High Rate Underage Users Workgroup

Tom Herman, CA Dept. of Education (CDE)

Tom Herman, who is new to the department, participated in the workgroup's most recent meeting on October 16. He shared that the workgroup adopted a Vision and Mission Statement. Their Vision is for California's youth and families to be given equal access to services so they may attain a successful future. Their Mission is to promote and support Student Assistance Programs (SAP) so young people experiencing challenges will be supported to ensure physical/mental health and academic and civic success.

Tom announced that the SAP conference will not occur this year. Eleven informational SAP bulletins are being finalized at CDE. He also mentioned that they are looking at screening and brief intervention and how it can be incorporated into the SAP process.

Underage Drinking Prevention Workgroup

Eric Hirata, Dept. of Alcoholic Beverage Control

Eric Hirata provided an update on behalf of the workgroup's chair, Kathryn Sandberg. The workgroup met on October 1 to discuss the Amethyst Initiative, a campaign to reduce the drinking age nationally from age 21 to 18. After a detailed and in-depth discussion, the workgroup as a whole concluded to oppose the Initiative. A letter of opposition was written by Kathryn Sandberg, as well as Dr. Michelle Famula, U. C. Davis (UCD), and Heather Dunn Carlton, University of the Pacific. The workgroup then recommended that the GPAC support the workgroup's position and also requested the Council make a recommendation to the Governor that he maintain the drinking age at 21.

Michael Cunningham responded that if the workgroup was making a recommendation for the Council to take a position on the Initiative, there needs to be data to support that position. The workgroup representatives agreed to include the data, and Michael stated that after ADP received the recommendation, it would be forwarded to the Governor's Office.

Dr. Famula clarified that the statement from the President of their University (UCD), which was attached to the workgroup's letter, was not from his office specifically.

Paul Oliaro informed the members that a statement from the California State University, (CSU) Chancellor's Office, was sent to the entire CSU system indicating they would not support the Initiative.

Finally, Director Zito mentioned that ADP had joined the National Association of State Alcohol and Drug Abuse Directors in opposing the Initiative.

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

Michael Cunningham, ADP

Michael shared information on the status of the CASBIRT demonstration program currently operating in San Diego. The program has completed 37,000 screenings, averaging 1,200-1,500 per week. Twelve sites—all major hospitals or health centers—in San Diego County are currently implementing the strategy. In addition, the program is in the final stages of expansion to Los Angeles County, where the program will be directed towards individuals who are county jail detainees.

In addition, a statewide skill-based SBIRT training program (including four regional trainings) will be led by UCLA. The primary training lasts one day, but follow-up technical assistance will be available for sites ready to implement screening and brief intervention (SBI). The initial focus of efforts will be on trauma units. Trainings are anticipated to begin in January. Council members will receive notification of these.

The CASBIRT Subcommittee has created a proposed SBI plan for higher education and secondary education, which includes the following:

- Meet with all UC Student Health Center directors, the UC Health Advisory Committees, and the CSU system student health centers to discuss integration of SBIRT services into the continuum of student healthcare.
- At the secondary level, SAPs appear to be in the best position to occupy the role that student health centers do on the upper education level.
- Convene a workgroup with representatives from ADP and other partners (such as the California Teachers Association) to discuss how SBIRT services could be incorporated in high school SAPs.

OTHER ANNOUNCEMENTS

Mary Strode, DPH, announced that every year her department is required to conduct an annual (random) survey of retailers to determine the underage purchase rate for tobacco. This year the survey results showed 12.6% retailers sold tobacco to minors,

up from last year's rate of 10.7%. Michael Cunningham shared that several years ago the rate climbed as high as 19%. This has special significance for ADP because if 20% or lower is not maintained, ADP could lose a portion of its federal block grant dollars.

SUMMARY/CLOSING

Director Zito thanked the members for attending and reminded all of the tentative meeting dates for 2009: January 23; May 1; August 7; and November 6.

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GPAC Membership - Attendance October 24, 2008

Organization / Task	Appointed Members	October 24
1 ADP Policy	Renée Zito	P
Tech	Michael Cunningham	P
2 AG Policy	Vacant	
Tech	Vacant	
3 CDE Policy	Gordon Jackson	P
Tech	Tom Herman	P
4 OTS Policy	Chris Murphy	A
Tech	Michele Meadows	A
	Representative: Ron Miller	P
5 UC Policy	Judy Sakaki	P
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	A
	Representative: Eric Hirata	P
8 DPH Policy	Bonita Sorensen, M.D.	P
Tech	Mary Strode	P
9 OES Policy	Scott Frizzie	A
Tech	Kirby Everhart	A
	Representative: Sandra Fletcher	P
10 CA Com Coll Policy	Jeff Spano	A
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
*GOVERNOR'S PREVENTION ADVISORY COUNCIL (GPAC)***

**October 24, 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**

AGENDA

OPENING

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

PRESENTATIONS

- 4. Safer California Universities Project - Dr. Robert F. Saltz,
Senior Research Scientist, Prevention Research Center**

- BREAK -

- 5. California National Guard Prevention, Treatment, and Outreach
Program – Master Sergeant Stephanie Weaver,
California National Guard Prevention Coordinator**

COUNCIL WORKGROUPS

- 6. High Rate Underage Users Workgroup -
Tom Herman, CA Dept. of Education**
- 7. Underage Drinking Prevention Workgroup -
Eric Hirata, Dept. of Alcoholic Beverage Control**
- 8. California Screening, Brief Intervention, Referral and Treatment
(CASBIRT) Program Subcommittee – Michael Cunningham**

OTHER ANNOUNCEMENTS - Renée Zito

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

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**THE TENTATIVE MEETING DATES FOR 2009 ARE:
JANUARY 23; MAY 1; AUGUST 7; AND NOVEMBER 6;
9:30 A.M. – 12:30 P.M.**