

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

January 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 January 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 informed the members that Chief Deputy Director Michael Cunningham was attending a Senate meeting and would not be present for GPAC. Director Zito then made several announcements:

- (1) The State held a Methamphetamine Awareness Day on November 28, 2007, which included the participation of the media, the Department of Justice, the Attorney General's Office – Bureau of Narcotics Enforcement, ADP, the Sacramento Native American Health Center, and other organizations involved in the prevention, treatment, and enforcement communities. The goal of the event was to increase awareness of issues associated with methamphetamine. It also provided ADP with an opportunity to showcase the California Meth Initiative, a statewide public information and education campaign.
- (2) The California Meth Initiative is a three-year campaign that will begin in mid-February and will include a statewide meth survey and the release of a concerted media campaign (including Internet, print and television).
- (3) Finally, Director Zito announced ADP's upcoming conference that will be held in Burlingame, June 18-20. Information on this conference was provided to members in their folders, and information is also available on ADP's website. All are encouraged to attend.

After introductions, Director Zito acknowledged Susan Nisenbaum from the Department of Social Services and thanked her for her participation on the Council, and congratulated her on her upcoming retirement.

The agenda was to include a discussion of new issues for the Council to explore in the upcoming year. However, since Michael Cunningham was not present to lead this discussion, Director Zito asked to delay this item until the next meeting; all the members agreed.

COUNCIL PROJECT

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

Barbara Weiss, Program Services Division, ADP

Barbara explained that the CASBIRT Subcommittee began meeting in November of last year. The Subcommittee chose to meet monthly, rather than quarterly, due to the significance of the issue. Dr. Tim Cermak, California Society of Addiction Medicine, has volunteered to co-chair the Subcommittee.

The Subcommittee began its work based on the recommendations of the prior subcommittee. In addition, staff from the CASBIRT project in San Diego provide monthly updates, including data on the number of screenings and brief interventions that have been given.

The Subcommittee plans to make recommendations regarding the facilitation of screening and brief intervention services throughout the State and aims to create an infrastructure that includes identifying and addressing barriers to implementation.

COUNCIL WORKGROUPS

High Rate Underage Users Workgroup

Meredith Rolfe, California Department of Education (CDE)

Meredith provided the GPAC members with background on the origin of the group and how it began with the focus of addressing the sub-population of high rate users. The group went on to select Student Assistance Programs (SAPs) as a chosen form of intervention to assist this population. Since its beginning, a number of agencies and organizations have participated in this group (e.g., Center for Applied Research Solutions, the National Guard, the Betty Ford Center, Masonic Foundation, ADP, CDE, and local school districts). The workgroup created an informational packet to introduce SAPs to school personnel. The group organized a statewide SAP conference. This conference has been scheduled for February 5th and 6th in San Francisco. It will involve 32 national and state SAP experts and practitioners; over 270 participants are already registered.

Next steps for the workgroup are for a formal debriefing of the conference on February 14th and a planning meeting for future workgroup activities on March 20th.

Underage Drinking Prevention Workgroup

Kathryn Sandberg, Department of Alcoholic Beverage Control

Kathryn 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. An initial goal was to send the document to each GPAC agency for dispersal, and since then, the Attorney General's (AG's) Office has taken on the

printing of copies for wider distribution. Most recently, the document has been updated with new data for 2008 and the AG's Office has printed 17,000 copies.

Multiple requests for the document have come from other states as well. The Center for Applied Research Solutions (CARS) created a template for other states to submit state-specific information, and CARS has taken on the role of tailoring the toolkits for other states' use. To date, a tailored toolkit has been completed for Montana, while New Mexico, Arkansas, Hawaii, and Utah have also inquired about the service.

Kathryn also provided an update on the upcoming town hall meetings. Last year, the Substance Abuse and Mental Health Services Administration (SAMHSA) supported town hall meetings across the country, and is doing so again this year, to underscore the need to prevent underage drinking. Currently, thirty sites in California have town hall meetings scheduled, although the \$500 awards from SAMHSA are still available for additional sites that are interested in hosting a town hall meeting.

PRESENTATIONS

California ATOD Surveillance Data: Update from the State Epidemiological Outcomes Workgroup (SEOW) Project

Dr. Stephen Wirtz, Research Scientist, Department of Public Health (DPH), and
Dr. Stephen Bright, Research Scientist, DPH

Dr. Wirtz provided an update on the activities of the State Epidemiological Outcomes Workgroup, describing its project-specific objectives and its California-specific objectives. His presentation went on to describe the public health approach and the value of surveillance. To create the California State Epidemiological Profile, the group will create criteria for data quality and relevance, conduct a data source inventory, and select data indicators. The community-level profile will have a county-level focus, county-level data sources, data indicators for county-level data, and county-level profiles. Next steps for the group are to complete project deliverables and create a dissemination plan; expand county-level profiles; and, work on capacity building at the State and local levels.

(Note: There is an error in the copy of the SEOW powerpoint presentation that was distributed at the GPAC meeting. Slide No. 8, on page 4, entitled "Data Source Inventory", incorrectly cites "CDHS, UCLA and the Public Health Institute" as being responsible for the California Healthy Kids Survey (CHKS). The correct citation should be "California Department of Education" as it is the proper agency responsible for the CHKS.)

California National Guard's Drug Demand Reduction Capabilities

Captain Jeffery Moore, Interim Drug Demand Reduction Commander,
California National Guard

Captain Moore described to the Council the California National Guard's Drug Demand Reduction (DDR) Program. He explained that the DDR Program uses the Strategic

Prevention Framework to sustain communities' efforts, and provides activity support, educational support, informational support, community-based support, and environmental support to the field.

Captain Moore shared that there are 16 officers currently working with him in the Program, although there is room for 27. He also explained that their main law enforcement partner is the Bureau of Narcotics Enforcement, and that there are many more interdiction support teams than drug demand reduction teams.

Director Zito inquired about the family strengthening program and its viability as a tool to help prevent youth from going into foster care at a statewide level. Captain Moore explained that the program is currently operating on a small scale, but that it can apply to a wider age range than 10-14 years. The curriculum is broader than addressing only substance abuse. Director Zito expressed an interest in more information on this program to help relieve the burden on the State's foster care system.

Captain Moore requested time at a future meeting to present information on soldiers returning from active duty with post-traumatic stress; all the members approved.

ANNOUNCEMENTS

- **Alcoholic Energy Drinks Web Page - Wendy Tully, Crime and Violence Prevention Center, AG's Office**

Wendy Tully shared with the Council that the AG's Office is working on developing an energy drinks web page. This web page will discuss emerging trends, such as manufacturers now adding alcohol to energy drinks, as well as major problems, such as labeling that closely resembles non-alcoholic drinks, and individuals drinking more of these substances because the caffeine in them masks the impact of the alcohol. The web page will be available at <http://www.safestate.org/underageddrinking>.

- **Request for presentation at upcoming meeting – Wendy Tully, AG's Office**

Wendy requested time at a future GPAC meeting for Jim Mosher, from the Pacific Institute for Research and Evaluation, to give a presentation on alcoholic energy drinks. All the members agreed.

Wendy and Jim Kooler also requested time at a future meeting for a presentation by youth from Placer County to show a DVD they developed through a grant from Friday Night Live on meth. This request was also approved.

- **National Mentor Month – Renée Zito**

Director Zito informed the members that January is National Mentor Month. During this month, the National Mentoring Partnership will be promoting mentoring through various ads, and the California Governor's Mentoring Partnership housed at ADP will be advocating the same cause. A Mentoring Toolkit is distributed through ADP's Resource Center.

- **Other announcements**

- Heather Dunn-Carlton announced that the California Higher Education Prevention Conference will be held on April 24 and 25 in Long Beach and will include all institutions of higher education.
- Jim Kooler announced that there will be a reception on Wednesday, January 23 at the Capitol, to recognize leaders and organizations in the youth development field (ABC, ADP, National Guard, etc.).

SUMMARY/CLOSING

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

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The next GPAC meetings for 2008 are tentatively scheduled for:
April 18, July 18, and October 24.

GPAC Membership - Attendance January 18, 2008

Organization / Task		Appointed Members	Jan 18
1 ADP	Policy	Renée Zito	P
	Tech	Michael Cunningham	A
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	A
5 UC	Policy	Cathryn Nation, M.D.	A
	Tech	Michelle Famula, M.D.	A
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	A
9 OES	Policy	Scott Frizzie	A
	Tech	Kirby Everhart	A
		Representative: Gwen Durling	P
10 CA Com Coll	Policy	Marianne Estes	A
	Tech	Beth Hoffman	P
11 DSS	Policy	Mary Ault	A
	Tech	Susan Nisenbaum	P
12 CHP	Policy	Ramona Prieto	A
	Tech	William Leist	P
13 DOR	Policy	Lana Fraser	A
	Tech	Cheryl Grimm	P
14 DMH	Policy	Dave Neilsen	P
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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January 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

AGENDA

OPENING

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

COUNCIL PROJECT

5. California Screening, Brief Intervention, Referral and Treatment (CASBIRT) Program Subcommittee – Michael Cunningham

COUNCIL WORKGROUPS

6. High Rate Underage Users Workgroup -
Meredith Rolfe, CA Dept. of Education
7. Underage Drinking Prevention Workgroup –
Kathryn Sandberg, Dept. of Alcoholic Beverage Control

- BREAK –

PRESENTATIONS

8. California ATOD Surveillance Data: Update from the State Epidemiological Outcomes Workgroup (SEOW) Project - Dr. Stephen Bright, Research Scientist, Dept. of Public Health (DPH), and Dr. Stephen Wirtz, Research Scientist, DPH
9. The California National Guard's Drug Demand Reduction Capabilities -
Captain Jeffery Moore, Interim Drug Demand Reduction Commander,
California National Guard

ANNOUNCEMENTS - Renée Zito

- Alcoholic Energy Drinks Web Page – Wendy Tully, Crime and Violence Prevention Center, Attorney General's (AG's) Office
- Request for presentation at upcoming meeting - Wendy Tully, AG's Office
- National Mentor Month - Michael Cunningham
- Other announcements

SUMMARY/CLOSING - Renée Zito

12:30 p.m.

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**THE NEXT GPAC MEETINGS ARE TENTATIVELY SCHEDULED FOR:
APRIL 18; JULY 18; and OCTOBER 24.**