

**Imperial County Behavioral Health Services
Alcohol and Drug Programs**

Alcohol and Drug Prevention Plan

FY 2007-2008

July 2007

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IMPERIAL COUNTY DEPARTMENT OF BEHAVIORAL HEALTH SERVICES - COUNTY PREVENTION PLAN

BACKGROUND

In May 2004, the California Department of Alcohol and Drug Programs received new policy direction from the Substance Abuse Mental Health Services Administration (SAMHSA) and the Center for Substance Abuse Prevention and Treatment (CSAPT) for Substance Abuse Prevention and Treatment (SAPT) funded primary prevention services through the introduction of the Strategic Prevention Framework (SPF) (Refer to ADP Bulletin 05-04). The SPF consists of five steps that provide a framework for programs to build the infrastructure necessary for the effective and sustainable prevention through a community-based approach. The SPF format is similar in nature to the former NNA Prevention Business Practices as they both provide a systematic approach to evidence-based outcome-oriented prevention planning and include the following steps: Assessment, Capacity, Planning, Implementation, and Evaluation.

This new policy resulted in State ADP's decision to update the FY 2005-2006 NNA Contracts to require the NNA Prevention Business Practices to include the new SPF steps and introduce the new language and guidelines. Beginning FY 2006-2007, the use of the SPF steps became mandatory for all counties and ADP prevention funded providers. Counties are required to enter prevention information into the CalOMS prevention website and link all delivered services back to specified objectives. Being this a new process and not all counties were ready to identify their complete problem statements, goals, and objectives on July 1, 2006, these areas were optional this fiscal year. However, beginning in 2007/2008, all counties are required to enter prevention services information into CalOMS Prevention website and link all delivered services back to specified goals and objectives. In order to comply with this new state mandate, Imperial County Department of Behavioral Health Services has developed this Comprehensive County Prevention Plan which includes the five steps SPF Process as required by State ADP.

At Imperial County Behavioral Health Services Alcohol & Drug Programs we recognize that alcohol/drug addiction is strong deterrent to community well-being and functioning. Our goal is to establish and provide comprehensive outreach and prevention services to the community of Imperial County. We realize alcoholism and drug addiction is a common problem existing in many communities and families. Therefore, our attempt to include families and community stakeholders in the development of Imperial County's Comprehensive Prevention Plan is essential to assure that the most appropriate and comprehensive outreach and prevention services are provided to our community.

I. ASSESSMENT

COMMUNITY GEOGRAPHY

Imperial County is an area that extends over 4,579 square miles. Several of the cities of Imperial County are located about 45 minutes away from the central cities. Imperial County is located next to the Mexican border (Mexicali) and is an agricultural county

impacted by seasonal migratory patterns. Mexicali lies just across the border from Calexico and is the capital of the State of Baja California. The city of Mexicali has a population of approximately one million; the Calexico/Mexicali crossing is the third most active border crossing between the two countries. According to the United States Customs Service there were 7.1 million pedestrian border crossings and 9.4 million vehicle crossings at the Calexico/Mexicali border in calendar year 2001 (Source Southwest Border HIDTA FY 2003.). Moreover, the United States Drug Enforcement Administration (DEA) has reported that 2003 saw a considerable increase in narcotics trafficking in the East County of San Diego, as well as in Imperial County. Calexico's West Port of Entry, located in downtown Calexico, experienced the greatest number of drug seizures of the two border crossing points in Imperial County in the year of 2003.

INDICATOR DATA

• Demographics

The U.S Census Bureau, Census 2000, indicates that approximately 72% of Imperial County residents are of Hispanic origin and 67.8% of the population speaks a language other than English at home, and 65.3% speak Spanish. Table 1 presents Imperial County's Population Distribution in the year 2000 within its seven incorporated cities: Brawley, Calexico, Calipatria, El Centro, Holtville, Imperial and Westmorland.

The distribution of the population is as follows:

Table 1

IMPERIAL COUNTY POPULATION DISTRIBUTION		
City	Jan. 2000	% Distribution
Brawley	22,024	15%
Calexico	27,731	19%
Calipatria	7,074	5%
El Centro	37,691	26%
Holtville	5,589	4%
Imperial	7,617	5%
Westmorland	2,141	2%
Unincorporated: <ul style="list-style-type: none"> • Seeley • Salton Sea • Niland • Bombay Beach • West Shores • Ocotillo • Winterhaven 	33,494	23%
TOTAL:	142,361	100%

SOCIOECONOMIC RISK INDICATORS:

- **Median Household Income:**

In accordance to the Federal Financial Institution Examination Council, in 2005 the median family income in the Imperial Valley was estimated at \$41,900 and in 2006 it was estimated to be \$43,300. Compared to neighboring counties such as San Diego County and Riverside County, Imperial County has a much lower median family income. In 2006, San Diego County had an estimated family median income of \$64,900 and Riverside County an estimated family median income of \$57,500.

- **Housing Affordability:**

Local housing affordability case studies developed by San Diego State University – California Center for Border and Regional Economic Studies (CCBRES) have identified that a high unaffordable housing rate may exist in Imperial County. According to U.S. Housing and Urban Development (HUD) affordability standards, a household should contribute less than 30% of their monthly income to their monthly mortgage responsibilities to not be considered a cost burdened household, in which the household is believed to be unable to meet the daily expenses of other necessities such as food, clothing, transportation, and medical care. In reference to the Federal Financial Institution Examination Council, the median family income in the Imperial Valley in 2006 was estimated at \$43,300. For 2006 it has been estimated that the annual household income required in Imperial County to afford the median home priced at \$275,000 was approximately \$80,000+.

- **Population**

As of July 2006 the California Department of Finance has provisionally estimated that Imperial County has an estimated population of about 169,888. According to projections from the county and demographers across the state, the county predicts to have approximately 200,000 residents by the year 2010.

Table A
Population Growth per Annum (%Change per Year)

Total Pop. (Year 1)	2000-2001 143,589	2001-2002 146,230	2002-2003 149,981	2003-2004 154,828	2004-2005 159,458	2005-2006 164,293
Total Pop. (Year 2)	146,230	149,981	154,828	159,458	164,293	169,888
% Change	1.84%	2.57%	3.23%	2.99%	3.03%	3.41%

*Source: California Department of Finance, California Population Estimates and Percent Change: Revised July 1, 2000 through Provisional July 1, 2006, http://www.dof.ca.gov/HTML/DEMOGRAP/ReportsPapers/Estimates/E2/documents/E-2_Report_Jul06.xls

- **Unemployment Rate:**

The Employment Development Department's (EDD) Labor Market Information Division, reports that for the month of February 2007 the unemployment rate in Imperial County was at 14.1. The same report illustrates California's average unemployment rate at 5.4, in which Imperial County is ranked as being the third county in California with the highest unemployment rate. Agriculturally-oriented counties like Imperial tend to have higher unemployment rates due to seasonal variations in employment. Based on the

percentages of Hispanic population in Imperial County, it is estimated that the ethnic majority of the unemployed population are Hispanic.

- **Poverty**

The U.S. Census Bureau estimated that as of 2004 18.5% of Imperial County residents live under the conditions of poverty compared to a statewide average of 13.2%. Also it is estimated that as of 2004, 26% of Imperial County children live in a household that is below the poverty level compared to a statewide rate of 18.7%.

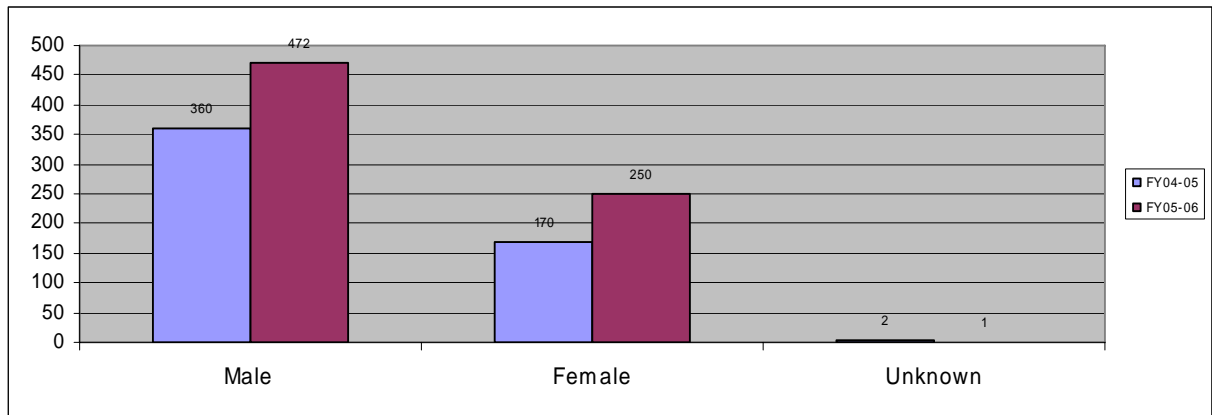
HEALTH RISK INDICATORS:

- **Alcohol & Substance Abuse Indicators**

Adolescents

All data reported below is based on internal Imperial County service records of the adolescent Outpatient Drug Free (ODF) and Expanded programs for FY 04-05 and 05-06 and California’s Healthy Kids Survey Information for Fiscal Years 02-03, 03-04, and 05-06.

Table 1a Gender



Overall Table 1a reflects a total increase of 191 adolescents serviced in the Adolescent ODF and Expanded program for FY 05-06. Additionally, service records show that in FY 05-06 there was an increase of approximately 31% for the adolescent male population and an increase of 47% of adolescent females being served in the Adolescent ODF and Expanded program.

Table 2a Ethnicity

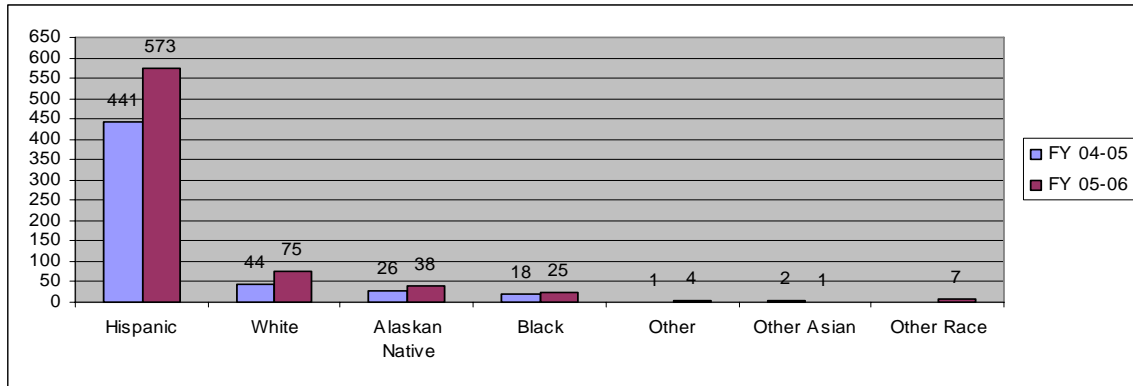


Table 2a reflects an increase of the following adolescent ethnic groups in both the Adolescent ODF and Expanded program for FY 05-06: Hispanic by 30%, Caucasian by 70%, Alaskan/Native American 46%, and African-American by 39%. Moreover, Table 2a illustrates a decrease of 50% of the adolescent Asian population being served by Adolescent ODF and Expanded in FY 05-06.

Table 3a Language

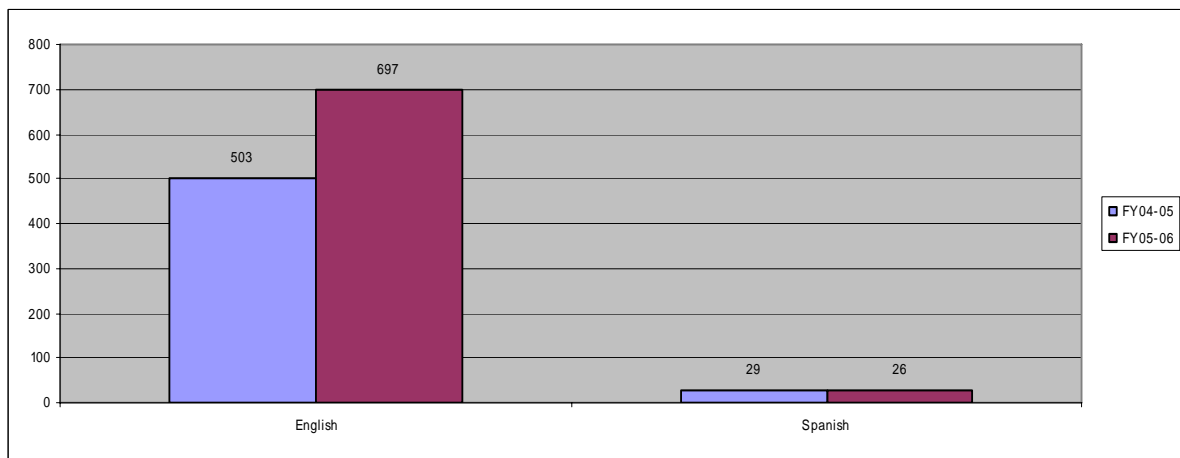


Table 3a reflects an increase in adolescent clients served that identified English as their primary language spoken by approximately 39%. Moreover, service records show a decrease of approximately 10% of adolescent clients served that identified Spanish as their primary language spoken.

Table 4a Diagnosis

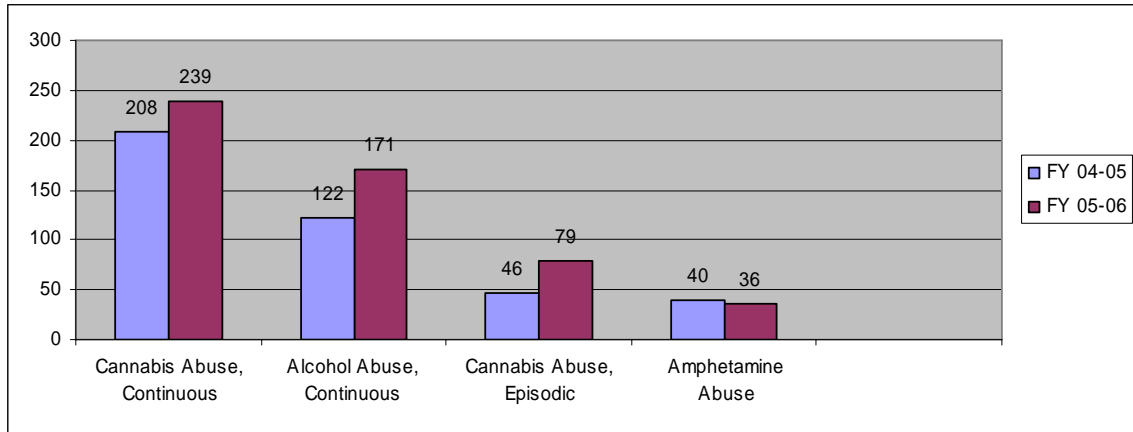


Table 4a reflects an increase of substance abuse diagnosis of adolescent's being service by both Adolescent ODF and Expanded in FY 05-06: Continuous Cannabis Use by 15%, Continuous Alcohol Abuse by 40%, and Episodic Cannabis Abuse by 72%. In addition, service records also show a decrease in substance abuse diagnosis for adolescents of Amphetamine Abuse/Dependence by approximately 10% for FY 05-06.

Table 5a Age

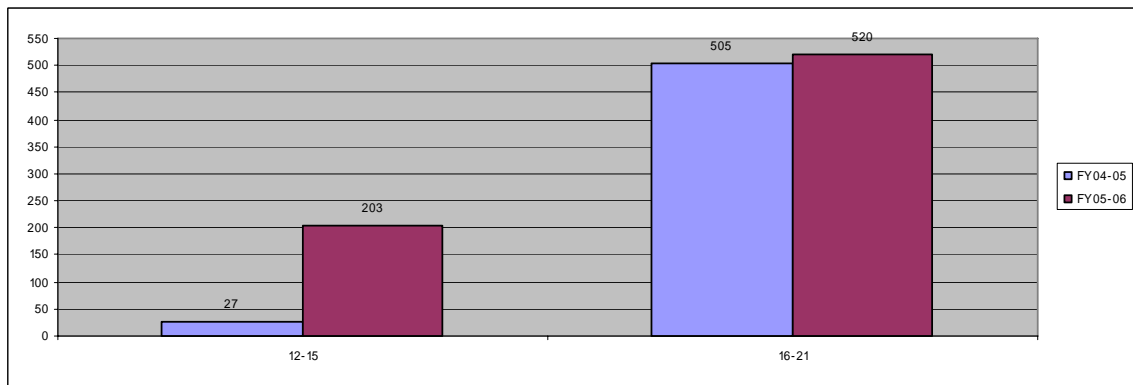


Table 5a reflects an increase of approximately 650% of adolescents ages 12-15 being served by both adolescent ODF and Expanded. Also, an increase of 3% is evident for adolescents ages 16-21 in FY 05-06.

Healthy Kids Survey

When reviewing the Healthy Kids Survey (HKS) results for Imperial County for Fiscal Years 02-03, 03-04, and 05-06, it is noteworthy that Imperial County junior high and high school students are at higher risk of engaging in alcohol and other drug (AOD) use when compared to the average California HKS results.

The Healthy Kids Survey is a comprehensive and customizable youth self-report data collection system that provides essential and reliable health risk assessment and resilience information to schools, districts, and communities. Targeted at grades 5-12, the HKS enables communities to collect and analyze valuable data regarding local youth health

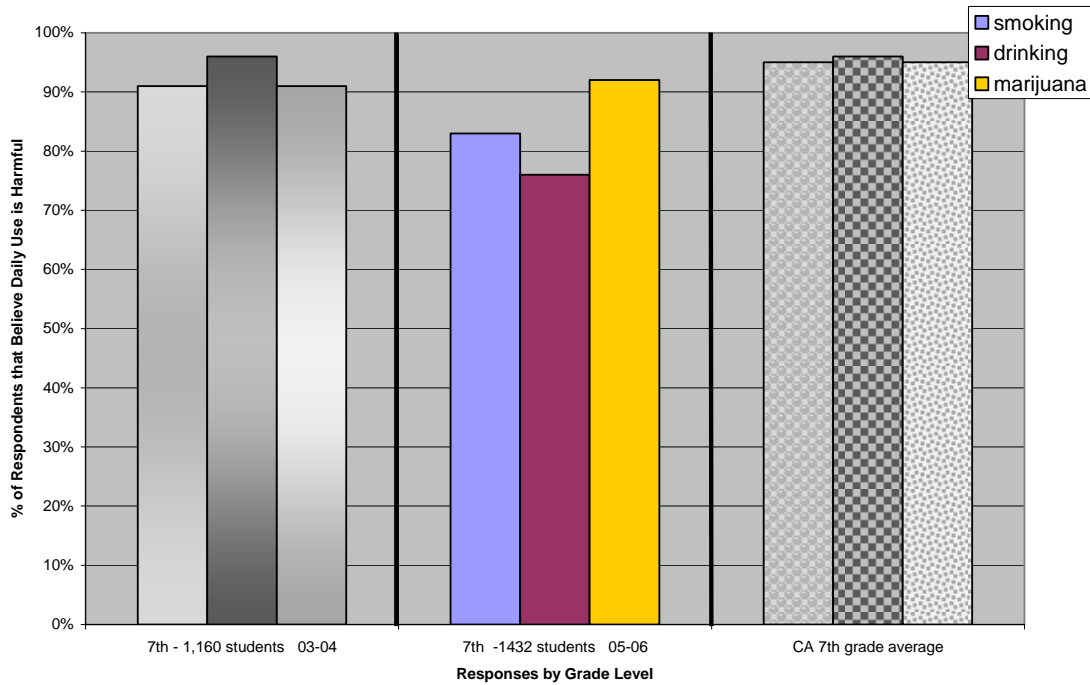
risks, assets, and behaviors. Imperial County Office of Education (ICOE) has facilitated and coordinated all Healthy Kids Survey's in Imperial County.

Believe that Daily Use of Cigarettes, Alcohol, and Marijuana is Harmful

The following tables (Table 1b, Table 2b, and Table 3b) illustrate the increase in risk or likelihood of Imperial County junior high and high school students engaging in alcohol and other drug use. In comparing the state's HKS average and Imperial County's earlier HKS results in Table 1, Table 2, and Table 3, it could be postulated that Imperial County's 7th, 9th, and 11th grade students from FY 05-06 have developed a significantly less acute perspective to the harms that results from the frequent use (daily or almost daily) of Cigarettes, Alcohol, and Marijuana.

Table 1b

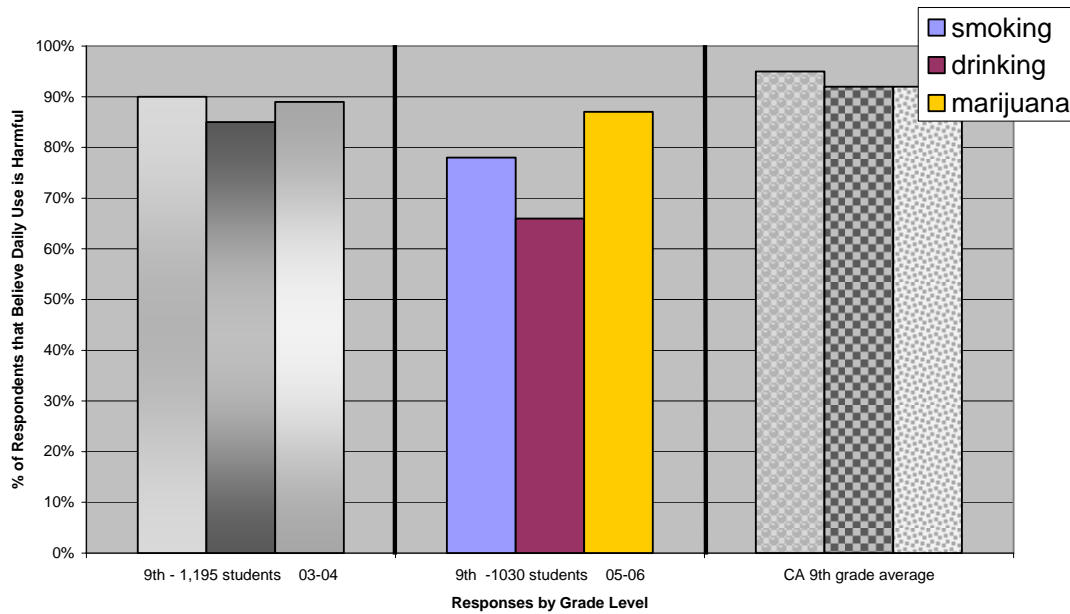
Percentage of 7th Grade Imperial County Students that Believe that Daily Use is Harmful Compared to State Average



*(Source: Interagency Steering Committee, Compiled Data for Grants: <http://www.icoe.k12.ca.us/ISC/Data.htm>)

Table 2b

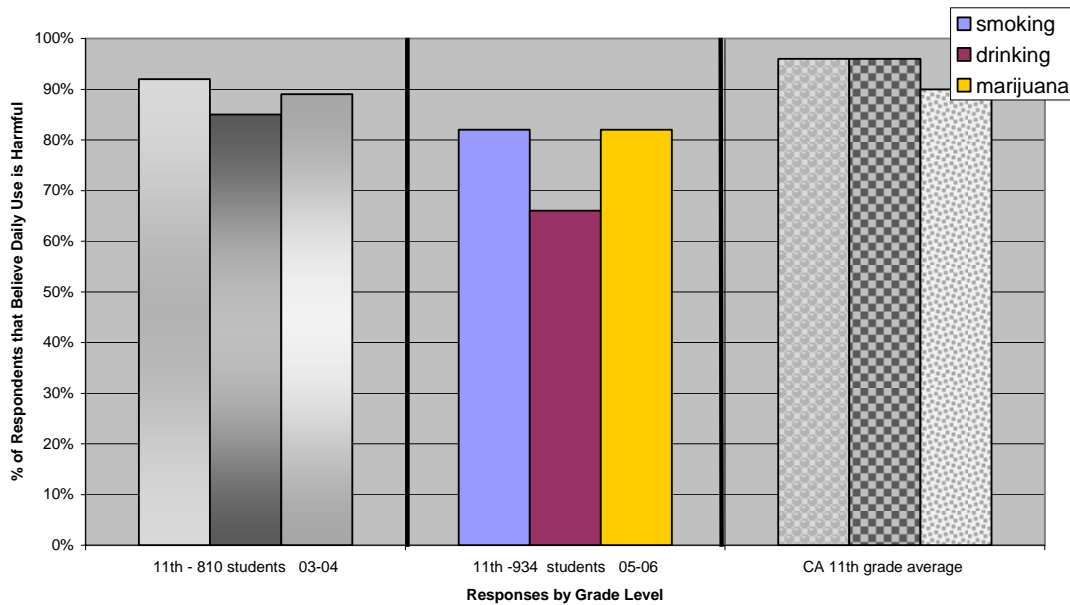
Percentage of 9th Grade Imperial County Students that Believe that Daily Use is Harmful Compared to State Average



*(Source: Interagency Steering Committee, Compiled Data for Grants: <http://www.icoe.k12.ca.us/ISC/Data.htm>)

Table 3b

Percentage of 11th Grade Imperial County Students that Believe that Daily Use is Harmful Compared to State Average



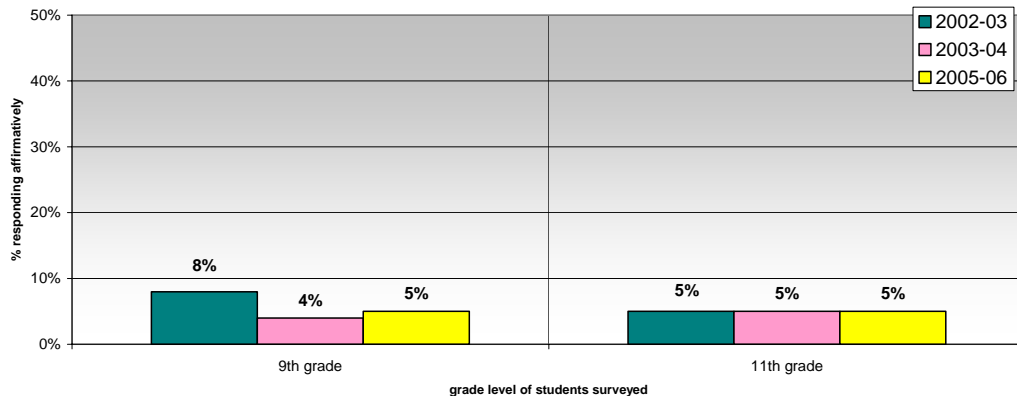
*(Source: Interagency Steering Committee, Compiled Data for Grants: <http://www.icoe.k12.ca.us/ISC/Data.htm>)

Methamphetamine

HKS results for Fiscal Years 02-03, 03-04, and 05-06 suggest that the percentages of Imperial County Students that have used methamphetamine in their lifetime are low. However, the most recent HKS results from FY 05-06 indicate the possibility of a new trend that may be undergoing for 9th grade students, who have affirmed a one percent (1%) increase from FY 03-04 in using methamphetamine within their lifetime. Usage of methamphetamine in Imperial County Student's lifetime for 11th grade students has remained the same at five percent (5%). However the 2002-03 Cadre which reported an 8% incidence of lifetime use in 9th grade somehow managed to reduce their lifetime use percentage by nearly 50% in two years, indicating that actual use of methamphetamine may be under-reported due to stigma and fear.

Table 4b

Percentage of Imperial County Students that have Used Methamphetamines within their Lifetime



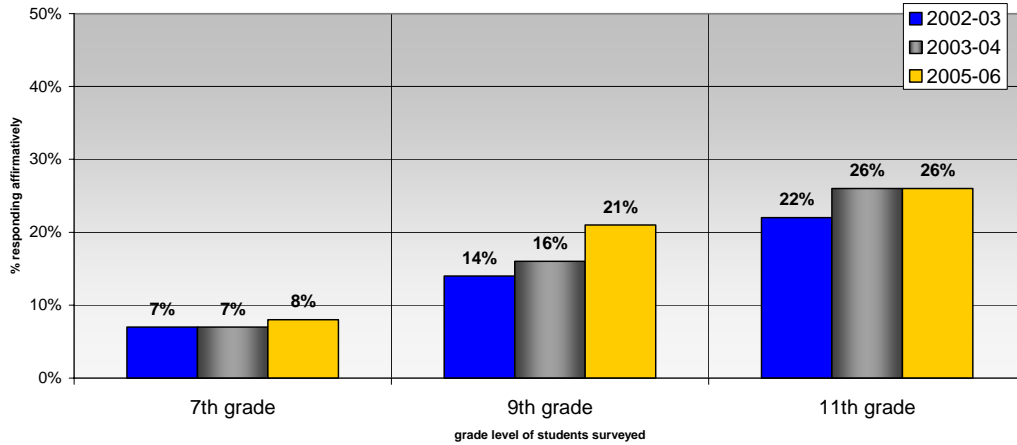
*(Source: Interagency Steering Committee, Compiled Data for Grants: <http://www.icoe.k12.ca.us/ISC/Data.htm>)

Marijuana

HKS results for Fiscal Years 02-03, 03-04, and 05-06 suggest that the percentage of Imperial County Students that have used marijuana in their lifetime has steadily increased throughout the years among 7th, 9th, and 11th grade students. Interestingly, this increase appears to follow a sequential pattern in which the higher the grade level a student is, the greater the likelihood of a student to use marijuana in their lifetime. At present, 9th grade students show the largest increase in usage of marijuana in their lifetime.

Table 5b

Percentage of Imperial County Students that have Used Marijuana within their Lifetime

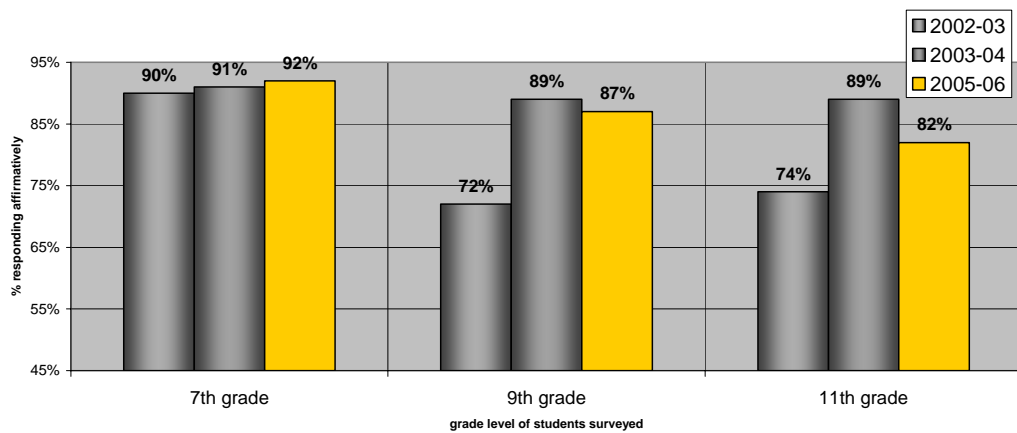


*(Source: Interagency Steering Committee, Compiled Data for Grants: <http://www.icoe.k12.ca.us/ISC/Data.htm>)

Additionally, according to Imperial County’s HKS results for Fiscal Years 02-03, 03-04 and 05-06 Imperial County’s 9th and 11th grade students have lost ground on the perspective that frequent use (daily or almost daily) of marijuana is harmful. Meanwhile, Imperial County’s 7th grade students seem to sustain a high awareness that frequent use of marijuana is harmful.

Table 6b

Percentage of Imperial County Students that Think Frequent use of Marijuana (daily or almost daily) is Harmful



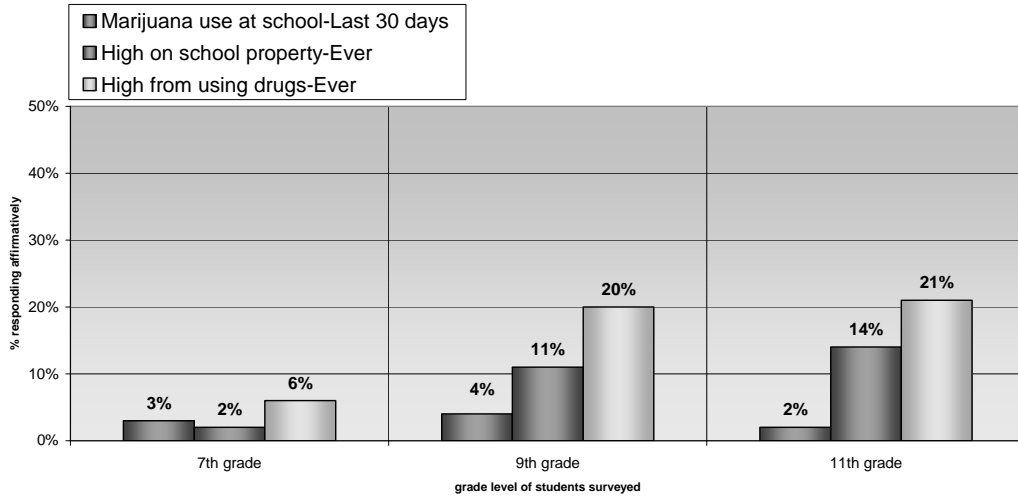
*(Source: Interagency Steering Committee, Compiled Data for Grants: <http://www.icoe.k12.ca.us/ISC/Data.htm>)

Moreover, HKS results for the entire state of California for Fiscal 05-06 indicate that there is a high percentage of “Risky Drug Related Behavior” taking place both on and off school campuses. Relatively speaking, among 7th, 9th, and 11th grade students in California, there tends to be a higher percent of risky behavior taking place among the 9th and 11th grade level students. More specifically, there tends to be more affirmations from both the 9th and 11th grade students that admit to either “Ever” being high (under the

influence of marijuana) on school property or just “Ever” being high (under the influence of drugs).

Table 7b

Risky Drug Related Behavior Reported by Students on CHKS (on and of campus) in 2005-2006



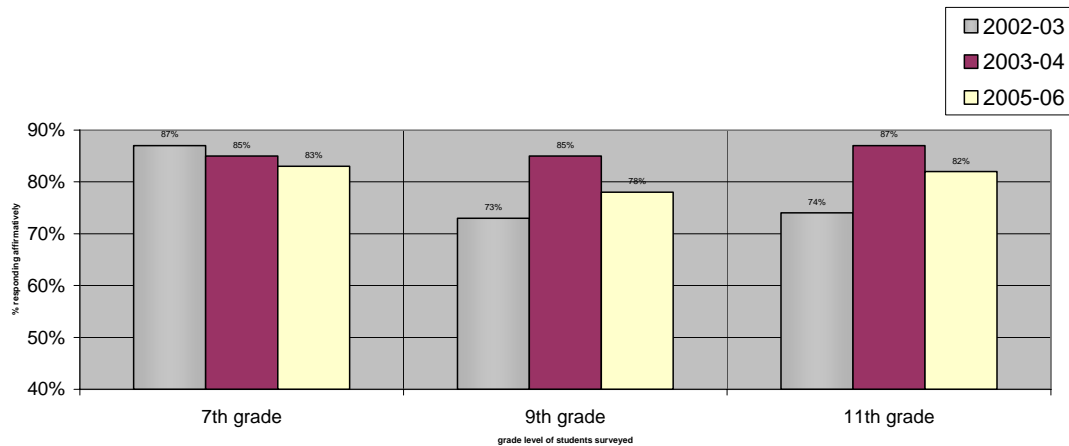
*(Source: Interagency Steering Committee, Compiled Data for Grants: <http://www.icoe.k12.ca.us/ISC/Data.htm>)

Alcohol

HKS results for Fiscal Years 02-03, 03-04, and 05-06 strongly indicate that Imperial County’s 7th, 9th, and 11th grade students have diminished agreement in FY 05-06 to the perspective that frequent use (daily or almost daily) of alcohol is harmful. The most obvious decline in upholding the harmful perspective of frequent use of alcohol has been Imperial County’s 7th grade students.

Table 8b

Percentage of Imperial County Students that Think Frequent Use of Alcohol (daily or almost daily) is Harmful

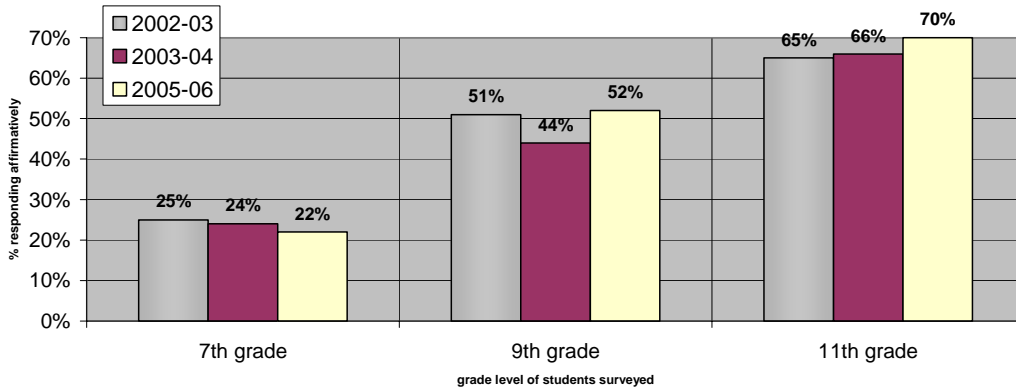


*(Source: Interagency Steering Committee, Compiled Data for Grants: <http://www.icoe.k12.ca.us/ISC/Data.htm>)

In addition, in reference to the percentage of students that have had a full glass of alcohol in their lifetime, HKS results for Fiscal Years 02-03, 03-04, and 05-06 indicate that Imperial County's 7th students are less likely to have a full glass of alcohol, when compared to 9th and 11th grade Imperial County students. From FY 03-04 to FY 05-06 both 9th grade and 11th grade students in Imperial County have affirmed an increased in drinking one full glass of alcohol in their lifetime.

Table 9b

Percentage of Imperial County Students that have had Full Glass of Alcohol in their Lifetime



*(Source: Interagency Steering Committee, Compiled Data for Grants: <http://www.icoe.k12.ca.us/ISC/Data.htm>)

Adolescent Summary

Cannabis remains the primary drug of choice for adolescents ages 12-20, who received treatment at an outpatient clinic and at 15 school sites. The school sites consists of 5 Junior High / Middle Schools, 6 High Schools, 1 Continuation High School and 3 Community / Alternative Schools. Cannabis is the most widely used and most readily available illicit psychoactive substance in the United States.

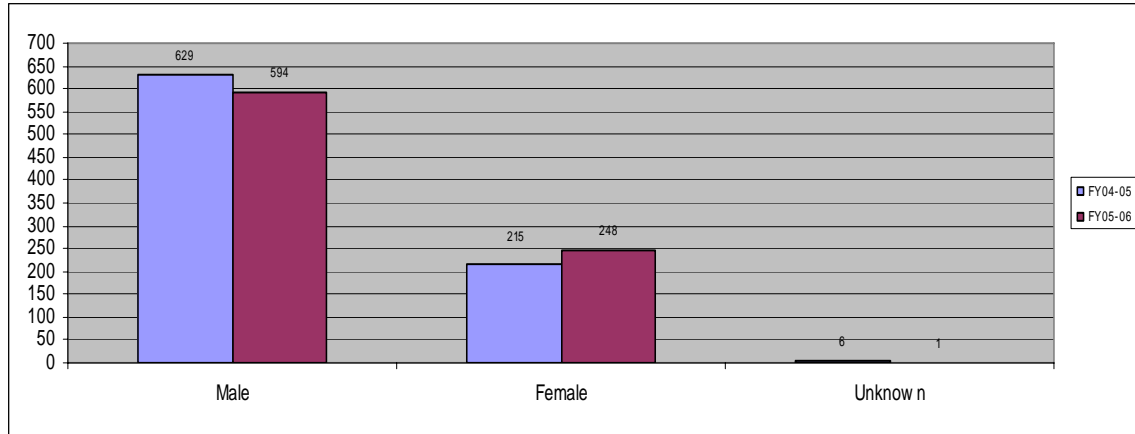
The secondary drug of choice for adolescents ages 12-20 is Alcohol. Alcohol use is readily available due to the closeness of the Mexican border, where underage drinking is not enforced and encouraged by various marketing outlets (i.e., Television, Radio Broadcasting, and flyers of Mexican night clubs). The majority of the adolescent who received treatment admitted to first experimenting with alcohol. Alcohol is the second leading substance associated with deaths in the United States, behind tobacco.

During the FY 05-06, amphetamine use decreased, but it continues to be the tertiary drug of choice for Adolescents. Although the reporting data along with the qualitative reports of area users and the increasing adult rates of use continue to identify methamphetamine use among adolescents as a clear and present prevention target. With continued alcohol and drug treatment, the Adolescent Programs hopes to continue with this decrease trend of amphetamine use and all other substances.

Adults

All data reported below is based on internal Imperial County service records for both the adult ODF and Prop. 36 program for FY 04-05 and 05-06 and law enforcement records from the California Department of Justice.

Table 1c Gender



Overall Table 1c reflects a marginal decrease of 4% of adults who received services for both the Adult ODF and Prop. 36 in FY 05-06. Additionally, Table 1c illustrates a drop in Adult Alcohol and Drug services for males by approximately 6%, while a slight increase of 1% is showed by the female adult population in FY 05-06.

Table 2c Ethnicity

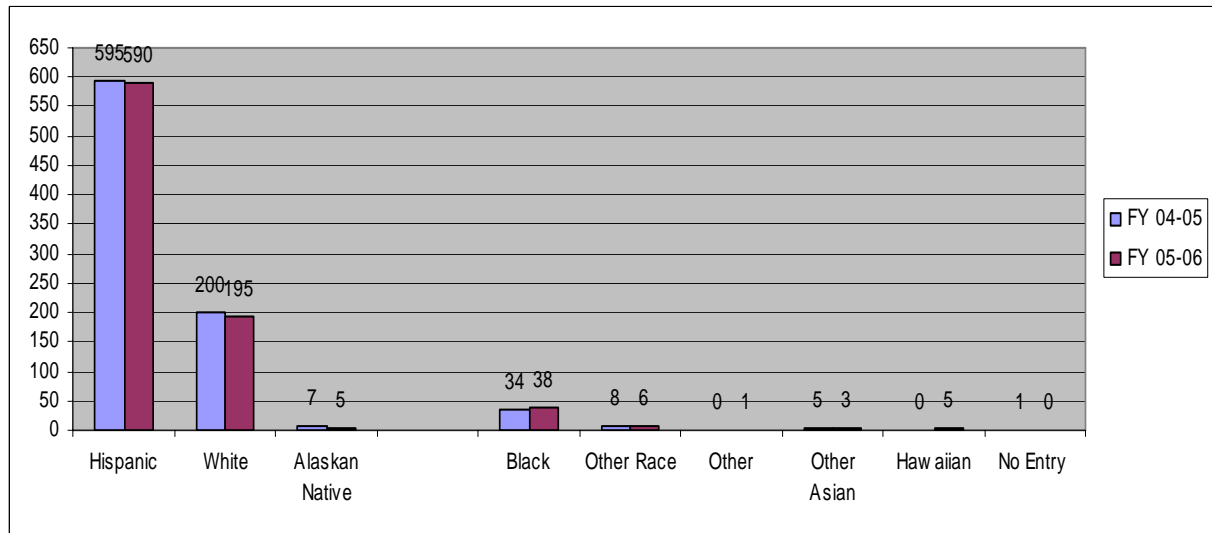


Table 2c reflects a decrease in service for the following ethnic adult groups: Hispanic by less than a 1%, White by approximately .02%, Alaskan/Native American by 30%, and Other Asian by 40%. The ethnic groups that saw an increase in services were African-American by approximately 12% and Hawaiian, which increased from 0 to 5 in number.

Table 3c Language

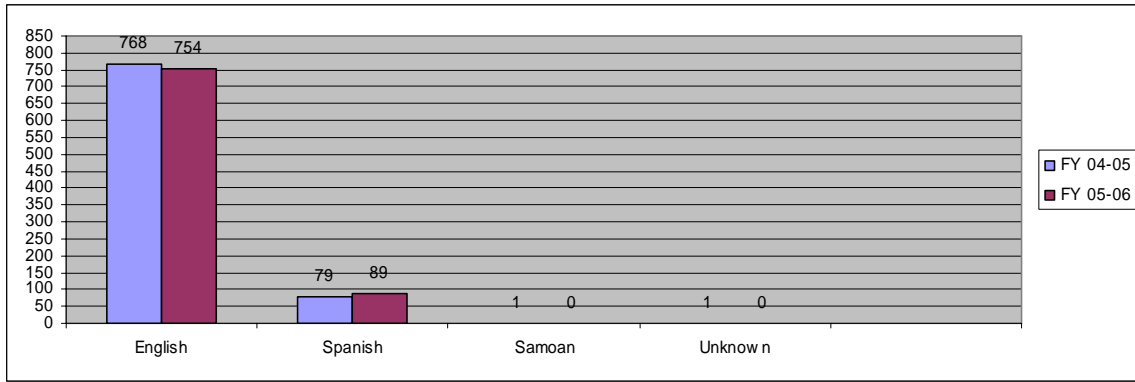


Table 3c reflects a drop of approximately 2% of adult clients served by the Adult ODF and Prop. 36 program that identified English as their primary language spoken. Moreover, service records also show an increase of approximately 13% of clients serviced by the Adult ODF and Prop. 36 program that identified Spanish as their primary language spoken.

Table 4c Diagnosis

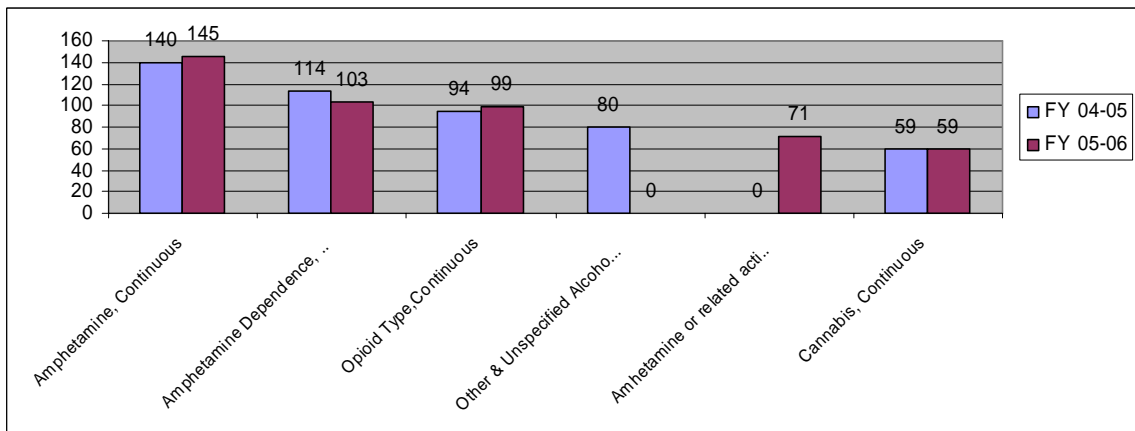


Table 4c reflects increases of the following substance abuse diagnosis for adults being service by both Adult ODF and Prop. 36 in FY 05-06: Amphetamine or related acting sympathomimetic abuse increased by 710%, Continuous Opioid increased by 5%, and Continuous Amphetamines use increased by 4%. Alternatively, service records also show a drop in substance abuse diagnosis for adults that are Amphetamine Dependence by approximately 9% for FY 05-06, more than offset by an increase of 71 people newly diagnosed with Amphetamine or related sympathomimetic abuse.

Table 5c Age

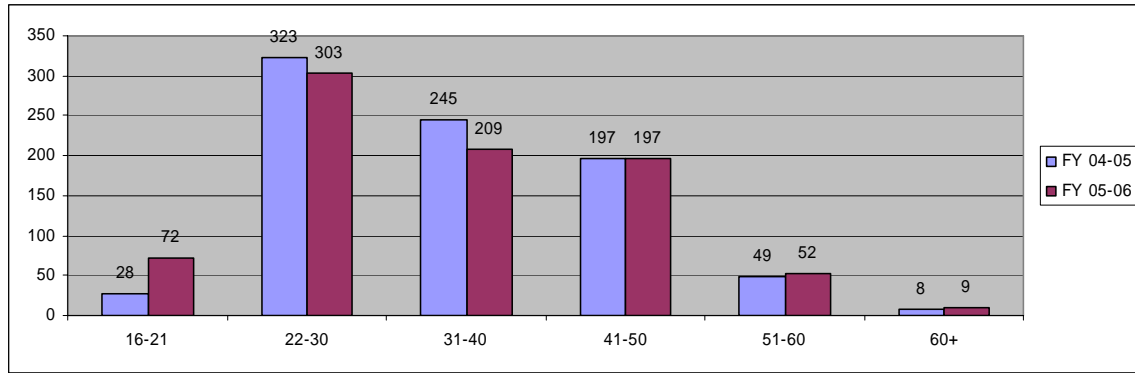


Table 5c reflects increases of the following adult age groups being served by both Adult ODF and Prop. 36 Program: adults ages 16-21 increased by approximately 157%, adults ages 50-60 increased by 6%, and adults ages 60+ increased by 13%. Moreover, Table 5c also illustrates a decrease of the following ages groups served by both Adult ODF and Prop. 36: adults ages 22-30 by 6% and adults ages 31-40 by 15%. Clients ages 41-50 maintain at the same level of service for both fiscal years 04-05 and 05-06.

Table 6c Adult Arrest Records

	Adults						
	Total # Felony Arrests	Drug Related Felony Arrests	% Of Drug Related Felony Arrests	Total Misdemeanor Arrests	Drug Related Misdemeanor Arrests	% Of Drug Related Misdemeanor Arrests	Total Arrests
2000	2152	814	38%	4501	1130	25%	6653
2001	2065	698	34%	4417	1027	23%	6482
2002	2147	796	37%	4480	1242	28%	6627
2003	2148	718	33%	4556	1267	28%	6704
2004	2147	676	31%	4931	1394	28%	7078
2005	2491	854	34%	5328	1629	31%	7819

*(Source: http://justice.doj.ca.gov/cjsc_stats/)

As indicated by Table 6c, the adult arrest records for drug related matters in Imperial County has steadily increased county wide. From 2000 through 2005 the average percentage of drug related felony arrests in Imperial County has been approximately 35% of all Felony arrest in Imperial County, while the percentage of drug related misdemeanor arrests averages at 27%. These figures illustrate a real serious drug issue in the community of Imperial County, in which about 1 out of every 4 arrests recorded by Imperial County law enforcement officers results from a drug related matter.

Adult Summary

A review of new intakes to adult outpatient services indicates that over 85% are referred by a local agency or through court actions. As such, substance use data will reflect the treatment concerns of those agencies, as well as legal statutes. In reviewing the data, three illicit drugs make up the majority of treatment-seeking individuals use patterns: amphetamines, opioids, and cannabis. This distribution suggest that considering treatment participant data may capture the scope of substance-related impairments in the community. It is safe to hypothesize that both amphetamine and opioid use are identified by their harmful effects and interdiction efforts by local narcotics task forces. Cannabis

use and by proxy treatment referrals are tied to the relatively large half life of the metabolic breakdown by-products related to the fat-soluble nature of THC; if an individual is put in a position of drug testing, regardless of circumstance, THC will be detected for periods up to one month from previous use and well after all behavioral effects of the substance have subsided.

Of note are the relatively low levels of alcohol treatment being reported by the Adult Outpatient Clinic. Such numbers suggest lower use levels, or lower impairment levels, however these expectations do not hold consistent when compared to youth data, where 70% of high school seniors report drinking, nor to local alcohol specific programs like sober roads where D.U.I.-convicted participants are increasing. As such, it may be prudent to suggest that prevention focus be dedicated towards alcohol use prevention noting that ancillary services to individuals impaired through alcohol use may be less recognized or availed.

In summary, the drugs of choice for the adult population maintain consistent from FY 04-05 to 05-06 making Amphetamine, Opioid, and Cannabis abuse the predominate drugs of presentation for treatment within the adult population ages 16-60+ who obtained services from Alcohol and Drug Adult program.

Pregnant Women

All data reported below is based on internal Imperial County service records from the adult Perinatal Program.

Table 1d Gender

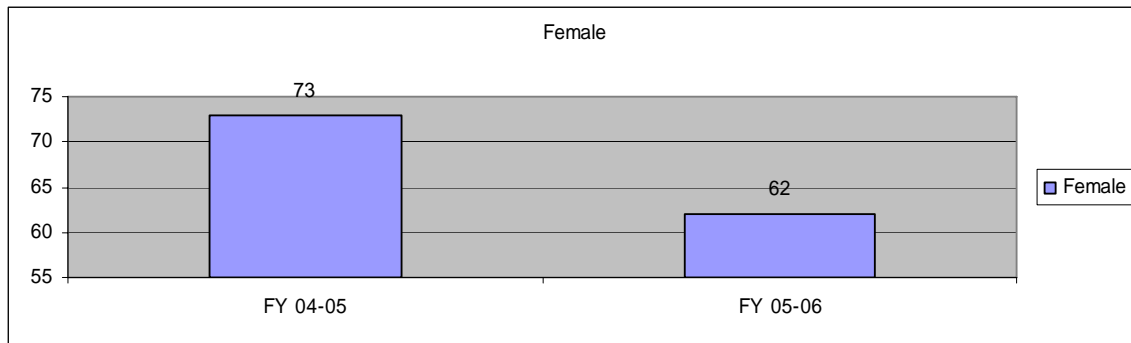


Table 1d reflects a moderate decrease in the number of women serviced in the Perinatal Program in FY 05-06. There was a decrease of approximately 15% from FY 04-05 through FY 05-06.

Table 2d Ethnicity

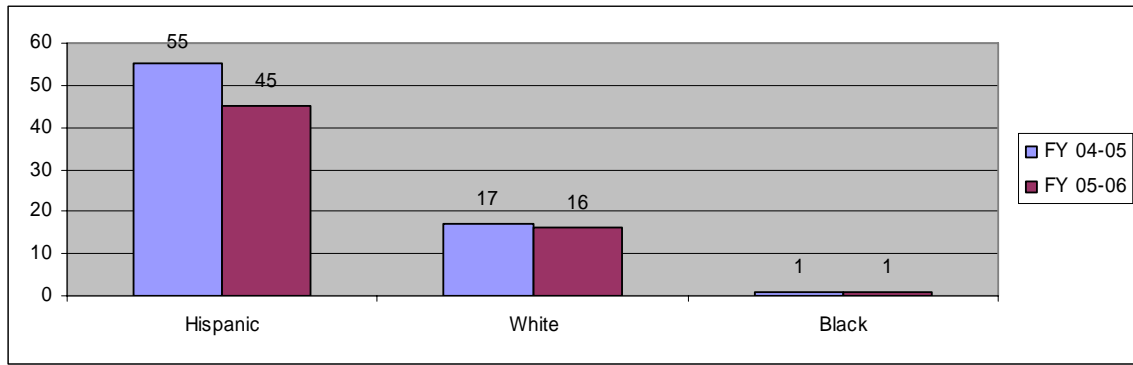


Table 2d illustrates the drop in numbers of Hispanics by approximately 18% and a 6% decline in number of whites served in FY 05-06. Although the Black ethnic group served in the Perinatal Program is relatively small, there group remained the same for both FY 04-05 and FY 05-06.

Table 3d Language

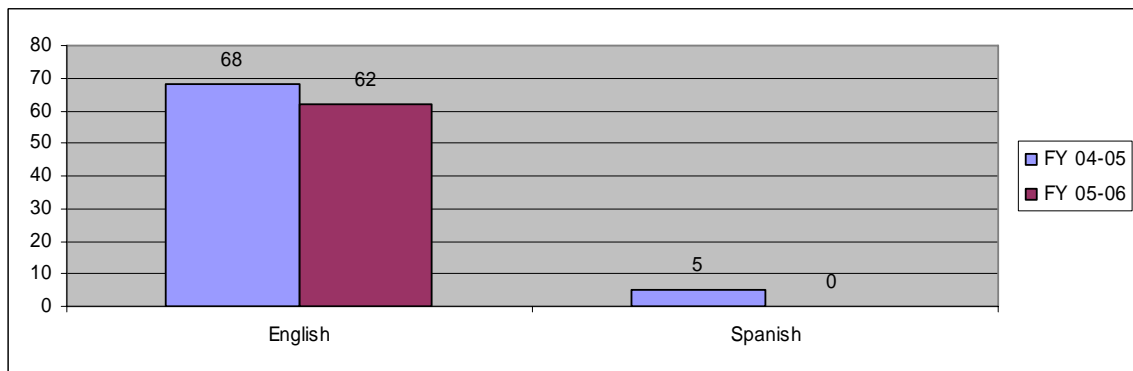


Table 3a reflects a decrease in clients served that identified English as their primary language spoken by approximately 9% in FY 05-06. Moreover, there were no perinatal client's served in FY 05-06 that identified Spanish as their primary language spoken.

Table 4d Diagnosis

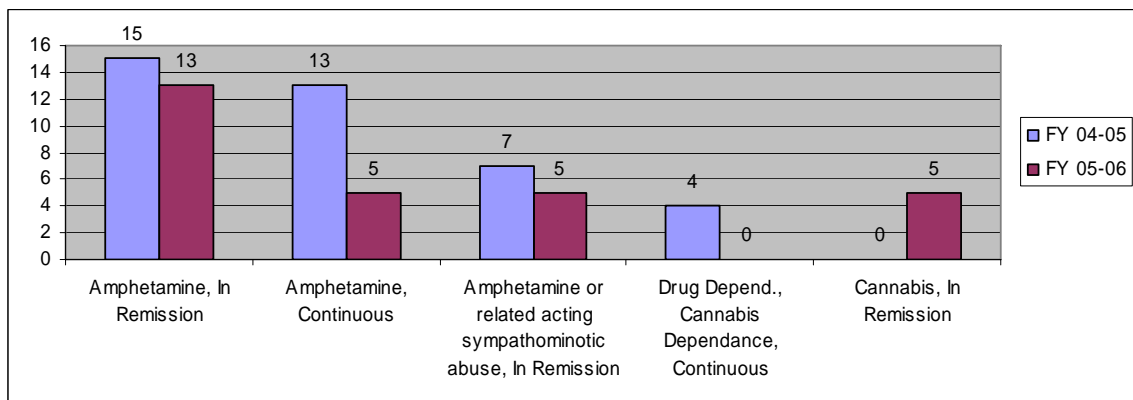


Table 4d illustrates a declining pattern of the following substance abuse diagnosis in the Perinatal Program for FY 05-06: Amphetamine, in remission dropped by approximately 13%, Continues Amphetamine use dropped by 62%, Amphetamine or related acting sympathomimetic abuse dropped by 29%.

Table 5d Age

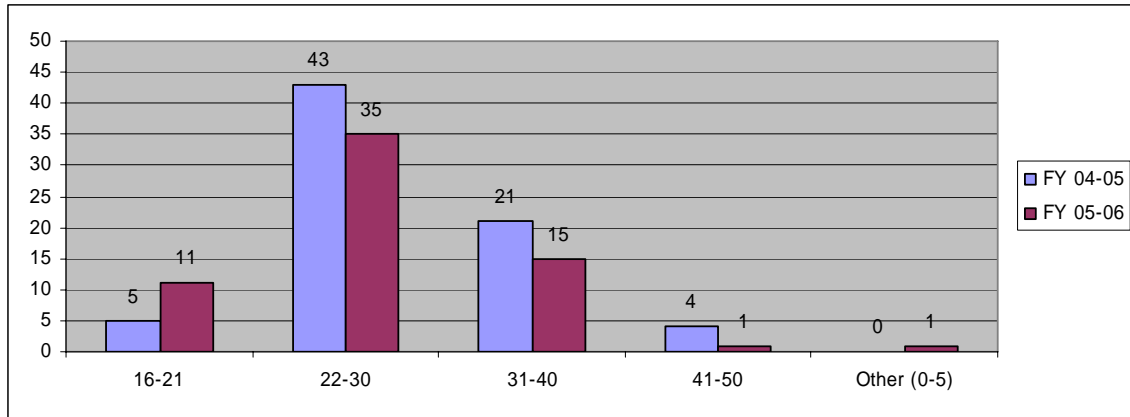


Table 5d illustrates that the only two age groups that increased in numbers for FY 05-06 were age groups 5-11 by approximately 120% and age groups 0-5 by 100%. Moreover, Table 5d portrays a healthy declining pattern for the following age groups: 22-30, 31-40, and 41-50.

Perinatal Summary

The Perinatal Program use data reflect that of the Adult Outpatient Clinic, from which the Perinatal women are referred in a System of Care model. The preponderance of amphetamine use diagnoses is related to Child Protective Services interventions on identified families, as are, to a lesser extent, opioid and cannabis diagnoses. Women attending the Perinatal Program are very rarely self-referred, then usually as a pre-emptive act to attempt to diminish the severity of social service or legal system interventions. The majority of the women are cross-addicted to nicotine; some use alcohol. There are currently no women referred for alcohol use, indicating a selective focus for referral perhaps, rather than usage trends among child-bearing women.

In summary, the drugs of choice for the adult population maintain consistent from FY 05-06 to 06-07 making Amphetamine and Cannabis were the drugs most popular within the perinatal population ages 16-50 who obtained services from Alcohol and Drug Perinatal program.

RISK AND PROTECTIVE FACTORS

RISK FACTORS:

- **Proximity to Mexico**

The major risk factor for youth in Imperial County is the proximity to Mexico. Imperial County is bordered with Mexicali, Mexico. Due to the lack of entertainment in Imperial County, youth go to Mexicali to drink on a regular basis. Some youth go on a daily and weekly basis. In Mexico, the legal drinking age is 18 years and it is probably a major factor in sustaining crowds of binge drinkers every weekend night. In Mexicali, most drinking establishments do not enforce laws against serving alcoholic beverages to minors, or if they do, they lack the training to detect and check proper I.D. Many of the

local drinking establishments cater to Americans which encourages binge drinking. The nightclubs in Mexicali offer alcoholic beverages at a very low cost, and heavy drinking is encouraged. Some bars serve “all you can drink specials or Happy Hour special” at a very low price, or “Ladies night” where ladies drink for free. Additionally, bars and clubs in Mexicali have late closing hours till 4:00 a.m.

- **Isolation**

Imperial County is an isolated community located approximately 120 miles east of San Diego and 100 miles south of Palm Springs, CA. Imperial County is formed by 7 small communities (table 1). Most entertainment, shopping, and major health services are centralized in the city of El Centro, CA. Most communities are a long distance from El Centro, Ca. The city of Winterhaven is located about 50 miles east of El Centro, Ca; The City of Niland is approximately 35 miles North of El Centro, and Brawley California is approximately 15 miles North of El Centro, Ca. Many residents rely on public transportation to travel around the County. This is really a big problem as public transportation is limited and has only recently begun to provide evenings and Saturday service.

- **Alcohol and Drug Use and Availability**

Children in Imperial County are at very high risk of use/abuse/dependence of illegal substances, since alcohol is readily available for consumption in this community and across the border in Mexicali, Mexico, as well. As mentioned in the section above, many youth travel to Mexicali, Mexico to binge drink. Alcohol is also easily accessible to youth in Imperial County. Underage drinking is a part of our local culture from birthday celebrations to after football game parties. Local police chiefs’ report multiple call outs each weekend to rowdy underage drinking parties during the school year especially after football games. Many home parties with kegs occur with youth at their homes when parents are away, or have parents who are permissive or do not provide adult supervision during parties. Additionally, youth also obtain alcohol from older youth who purchase it for them. This permissive atmosphere typically leads to extreme intoxication in youth.

- **Low Education Levels**

The County’s low education levels present a serious risk factor in two ways. First, many adults in Imperial County are not proficient in English and cannot read in their primary language. The State of California Employment Development Department reported in the Workforce Investment Act Data Summary for 2001 that there were 17,515 economically disadvantaged persons over the age of 16 years in the Imperial County workforce. Of those, 35% reported being limited English and 54.4% didn't graduate from high school. The lack of education and English Language proficiency adversely affects the ability of parents to participate in their children’s education. Secondly, our Imperial Valley children persistently have the lowest achievement test scores in the State. This low academic performance perpetuates the cycle of an under-educated population. Due to the poverty, unemployment and literacy problems previously mentioned, parents are ill equipped to provide training and educated prevention support to their children regarding alcohol and drugs.

PROTECTIVE FACTORS:

Imperial County Agencies have been collaborating in building a strong foundation in our community by developing effective prevention strategies in order to reduce substance abuse in Imperial County. Lack of available funds has been an obstacle in expanding the Protective Factors (below) within the county.

- **Random Sobriety Checks**

During the major holidays, such as Memorial Weekend, Thanksgiving Weekend, and Year's Eve, the California Highway Patrol, Sheriff Department and local city law enforcement agencies set up sobriety checkpoints within the city and on local highway ways to decrease and deter Driving Under the Influence. While random sobriety check points have apprehended many individuals driving under the influence, research shows, more consistent checkpoints, would deter individuals from driving under the influence, and decrease alcohol related accidents.

- **Operation Turn Around:**

In the past, Imperial County Agencies have assisted the Highway Patrol, and Police Department to set up checkpoints for preventing minors from going across the border to Mexicali. Law enforcement agents checked I.D.s and permission slips. Minors not having notarized letters from their parents giving them permission to leave the County were turned back. Operation Turn Around, while a success, is not done on a regular basis due to lack of coordination and funding.

- **Law Enforcement Actions to Reduce Impact of Alcohol Use:**

Imperial County enforces Zero Tolerance laws that reduce the impact of alcohol use by prosecuting individuals and businesses that violate the minimum drinking age. Law enforcement has also enforced laws and prosecuted individuals driving under the influence.

- **Media Advocacy/News Making in Support of Local Programs and Longer-Term Policy Change:**

Imperial County Behavioral Health Services has two weekly Talk-In Radio Show, one in Spanish and one in English, which informs residents of Imperial and Mexicali Valleys on different health related issues to include the dangers of early alcohol use and abuse. It provides information on ways to prevent youth from using/abusing alcohol, treatment referrals for individual who have an alcohol addiction and on the different treatment modalities. Additionally, Imperial County's local newspaper, Imperial Valley Press, has run several stories informing the public on the hazards of alcohol abuse. It has printed statistics on alcohol related accidents, deaths and crime. Local television news (KYMA Channel 11 and KWST Channel 13) stations have also ran stories on the hazards of alcohol abuse, what the communities are doing to reduce alcohol abuse and have interviewed the Director of Imperial County's Behavioral Health Services/ Alcohol and Drug Programs on the programs the agency offers. Additionally, ICBHS has contracted with Sure Helpline Center for the development of Public Service Announcements on radio, television, and newspaper pertaining to substance abuse prevention topics.

- **Imperial County Behavioral Health Services-Alcohol and Drug Prevention Unit:**

The Alcohol and Drug Prevention Unit has been providing information dissemination and community-based prevention strategies. Outreach presentations are provided to local schools, public and private agencies, community at large and health fairs, conference and trainings. Imperial County Behavioral Health Services airs a weekly radio show in English and Spanish on KUBO 88.7 Radio Bilingue. This radio station is transmitted in Imperial County and Mexicali, Baja California. The radio show “Let’s Talk About” and “Expresate” provides alcohol and drug and mental health awareness education regarding how to access treatment service, understanding signs and symptoms of mental health disorders and information of chemical dependency.

- **Imperial and Mexicali Valleys Alcohol and Drug Prevention and Mental Health Awareness Binational Committee:**

ICBHS-ADP is an active member of the Binational Committee, which targets the development and deployment of specific alcohol and drug abuse prevention and mental health resources, efforts, strategies and approaches responsive to youth, parents, families, schools, the workplace and the faith community in Imperial and Mexicali Valley border community. This Binational Committee provides a coordinated binational effort in reducing border binge drinking by providing media advocacy and news making in support of change in local and longer term policy changes.

- **FORT Yuma Alcohol and Drug Prevention Programs:**

Fort Yuma-Quechan Indian Reservation borders the states of Arizona, California (Imperial County) and Mexico. Currently, there are 2,450 Quechan members. Fort Yuma Alcohol and Drug Prevention Programs provides daily alcohol and drug education sessions, youth activities, AA support groups, alcohol and drug individual and group counseling sessions for youth and adults. ICBHS has a contract with Fort Yuma ADAPP to provide prevention services. This partnering agency will assist in providing educational and prevention services to Native American ages 12-25 living on the Quechan Indian Reservation to reduce binge drinking.

- **Imperial Valley Safety Services:**

The services provided via Imperial Valley Safety Services are for first offenders DUI program, group counseling, one-on-one counseling and alcohol education/prevention services. Imperial Behavioral Health Services-Alcohol and Drugs program has a fiscal contract with Imperial Valley Safety Services to provide the aforementioned prevention services. This agency would be accessible to our target population ages 18-25 to decrease recidivism of a DUI offense and reduce binge drinking.

- **Sober Roads:**

The services provided by Sober Roads are for multiple offenders drinking driver (D.U.I) program, PC 1000 Drug Diversion Program and court-mandated offenders. Imperial Behavioral Health Services-Alcohol and Drugs program has a fiscal contract with Sober Roads to provide the education and prevention information to decrease recidivism of DUI offense and reduce binge drinking.

- **Sure Helpline Center:**

The Sure Helpline Center offers person to person over the phone crisis intervention, information and referral services for people of all ages. Sure Helpline phones are

answered 24 hours a day by Para-professionals trained in crisis intervention, listening and referral techniques. Sure Helpline has developed a resource manual, which assists in assessing community resource. This non-profit organization would be accessible to our target population to provide alcohol and drug information dissemination and refer individuals for alcohol treatment.

II. CAPACITY

CURRENT SERVICES:

Imperial County Behavioral Health Services Alcohol & Drug Program (ICBHS-ADP) is the central provider of primary prevention services to Imperial County residents. As a main prevention provider for Imperial County residents, ICBHS-ADP has implemented four comprehensive prevention strategies that are primarily provided through both of its adolescent and adult outpatient clients.

ICBHS-ADP has one main out-patient clinic centrally located at 1295 State Street, El Centro, CA that serves both adults and adolescents. In addition, ICBHS-ADP has 15 satellite out-patient clinics that are co-located in the following school districts to better service adolescents:

- Brawley Elementary School District
- Brawley Union High School District
- Calexico Unified School District
- El Centro Elementary School District
- Central Union High School
- Imperial County Office of Education – Alternative Education
- San Pasqual Valley Unified School District

ICBHS-ADP has taken an active roll in providing the following evidence based prevention service strategies, as appropriate for each target group (i.e., children, youth, adult, and older adults):

1. Information Dissemination: This service provides awareness and knowledge of the nature and extent of alcohol, tobacco, and use abuse and addiction and their effects on individuals, families and communities. This strategy is being implemented by both adolescent and adult county substance abuse counselors (SAC), in which they provide knowledge and awareness of available prevention programs and services. Our information dissemination is characterized by one-way communication from the substance abuse counselor to the audience, with limited contact between the two.
2. Education: This strategy is primarily facilitated by ICBHS-ADP's adolescent satellite clinics that are co-located within school districts in Imperial County. Moreover, this strategy involves two-way communication in that the substance abuse counselor/facilitator interacts with the participants through the basis of

activities. Activities under this strategy aim to affect critical life and social skills, including decision-making, refusal skills, critical analysis (e.g. media messages) and judgment abilities.

3. Problem Identification and Referral: ICBHS-ADP aim in implementing this strategy is to identify those who would benefit from local services not currently provided by ICBHS-ADP, such as employment assistance program, anger management programs, academic tutoring programs, driving while under the influence/driving while intoxicated education programs.

4. Community-Based Process: This strategy aims to enhance the ability of the community to more effectively provide prevention and treatment services for alcohol, tobacco, and drug abuse disorders. ICBHS-ADP has strategically implemented this strategy by organizing, planning, and collaborating with local alcohol and drug providers and non-alcohol and drug providers such as:
 - Imperial County Office of Education,
 - Imperial County Health Department,
 - Imperial County Department of Social Services,
 - Local school districts,
 - Red Ribbon Prevention Task Force,
 - Imperial Valley Teen Violence Prevention Collaboration
 - Bi-national Alliance on Substance Abuse Prevention and Mental Health Awareness Coalition

These efforts have led to coalition building and the sharing of limited resources to enhance the efficiency and effectiveness of alcohol and drug prevention services implemented.

Moreover, Imperial County complements its primary prevention efforts by contracting with local service providers, such as the Sure Helpline Center and Fort Yuma ADAPP (Quechan Native American Tribe). Due to the remote location of the Quechan Native American Tribe, Fort Yuma ADAPP is contracted to facilitate and provide preventive educational services for the area of Winterhaven. Additionally, the Sure Helpline Center is contracted for the provisions of information dissemination for the entire community of Imperial County as they are readily available 24 hours a day and are very knowledgeable about local and regional resources.

SERVICE GAPS:

ICBHS-ADP and their collaborative prevention partners have identified the following service gaps related to community prevention efforts:

- Concentrated prevention services are not readily available for outskirt communities in Imperial County

- The lack of an overall alcohol and drug comprehensive prevention plan / strategy for Imperial County
- The lack of a county wide collaborative working group that solely focuses on prevention efforts and services for residents of Imperial County

CAPACITY BUILDING:

ICBHS-ADP continues to build capacity by actively participating in local coalitions and prevention oriented meetings to inform the community and local stakeholders of the Strategic Prevention Framework assessment progress, findings, and prevention efforts.

ICBHS-ADP is committed to partnering with local community stakeholders who share an interest in preventing alcohol and drug-related problems in Imperial County. At present ICBHS-ADP is inviting local community based organizations and community stakeholders to participate in Imperial County's Alcohol and Drug Prevention Steering Committee. The Prevention Steering Committee is currently composed of the ICBHS-ADP adult, adolescent, CalWORKs, and perinatal managers and three county administrative analysts with the intentions of expanding capacity by engaging county prevention providers, which include the local Public Health Department, Imperial County Office of Education, Imperial County District Attorneys Office, and other community based organizations. The goal is to form a County wide Prevention system and infrastructure to foster sustainability.

The role of Imperial County's Alcohol and Drug Prevention Steering Committee is to develop the Strategic Prevention Framework and report on the assessment progress, findings, and prevention efforts to ICBHS-ADP Executive Committee. ICBHS-ADP Executive Committee is convened by the Director or designee of ICBHS-ADP, to involve local stakeholders of all level in the Strategic Prevention Framework process.

ICBHS-ADP Executive Committee will play a critical role in the development of Imperial County's Prevention Plan by sharing their expertise in combination with the data gathered, analyzed, and summarized by Imperial County's Alcohol and Drug Prevention Steering Committee.

This steering committee has held several planning meetings during the last year and has also requested the assistance of Ms. Annette Padilla, Prevention by Design Consultant. Two planning meetings were conducted with Ms. Annette Padilla in 2006.

In an effort to share the Strategic Prevention Framework process with the broader community of Imperial County, a number of community outreach efforts will be provided by Imperial County's Alcohol and Drug Prevention Steering Committee. In the last four months (March 2007, April 2007, May 2007, and June 2007) members of ICBHS-ADP steering committee have participated in the Interagency Steering Committee (ISC) meetings as well as other planning meetings with local partners, providers, and consumers and shared Imperial County's Strategic Prevention Framework assessment progress, findings, and prevention efforts. ISC membership is one of the most diversified and complete representative body in Imperial County which consists of department/agency directors from the following organizations:

1. Office of Education
2. Department of Social Services
3. Probation Department
4. Police Chiefs Rep.
5. Office of Education, Student Well-Being & Family Resources
6. Behavioral Health, Drug and Alcohol Programs
7. Office of Employment Training
8. Sheriff's Office
9. Local Coordinating Committee Co-Chairs
10. Imperial Valley College
11. San Diego State University-IV Campus
12. Behavioral Health Mental Health Services
13. Employment Development Department
14. Health Department
15. County Executive Office
16. County Courts
17. District Attorney

Other community outreach and engagement efforts are underway with the assistance of Imperial County Public Health Department, Imperial County Department of Social Services, and Imperial County Office of Education.

ICBHS-ADP plans to include and engage representatives from the following areas to partake in Imperial County's Alcohol & Drug Prevention Steering Committee:

Law Enforcement		
County Victim Witness	Court Appointed Special Advocate	Judges
Police Departments	Jail Services	Imperial County Sheriffs Department
State Department of Corrections	California Highway Patrol	Imperial County Probation Department
Parole: State and Federal	Juvenile Hall Services	District Attorney

Education		
San Diego State University	Imperial Valley College	Imperial County Office of Education
Healthy Start Programs	Regional Occupational Programs	School Districts: Elementary, Secondary, and High School
Migrant Education	Adult Education Programs	Parent Teachers Association
United Family Pre-School	Early Childhood Education and Planning Council	Special Education Local Area Plan (SELPA)

Social Services		
Imperial County Department of Social Services	Children's Coalition	Catholic Charities
Shelter Provider Network	Domestic Violence Programs	Clinicas De Salud del Pueblo (Public Clinics)
Teen Parent Groups	Family Service Agencies	Department of Rehabilitation
Veteran Groups	Faith-Based Organizations	Family Resource Centers
Salvation Army	Foster Family Agencies	Youth Employment Services
Workforce Investment Board	Imperial County Office of Employment Training	Child Abuse Prevention Council
Cal-WORK's Program	Housing Authority: Imperial Valley and Calexico	Senior Housing, (Assisted and Independent Living)
Homeless Programs: Los Amigos, Guadalupe Men's Shelter, El Redentor Men's Shelter	Office of Aids Support – Imperial County Health Department	Imperial County Public Health Department
IV Ministries	Alcohol Anonymous (A.A.)	Turning Point & Victory Outreach

Additional Stakeholders		
HOSPICE	Hospitals: Brawley Pioneers and El Centro Regional	Food Banks
Pharmacies	Board and Care	Fire Department
Advocacy Groups	Business (Private)	Parks and Recreation Programs
Home Health Services	Hospital Associations	Area Agency on Aging
Media: Print, TV, and Radio	Imperial Valley Women's Clinic	Imperial Valley Methadone Clinic
Youth Advisory Council: Youth for Christ	Chamber of Commerce	Employment Development Department
Campeños Unidos	Farm Worker Coalition	Migrant Farm Worker Association

CULTURAL COMPETENCY IN CAPACITY BUILDING:

ICBHS-ADP strives to promote and build culturally appropriate capacity by insuring stakeholder diversity that reflects the demographics of Imperial County, including geographic location, age, gender, and race/ethnicity.

ICBHS-ADP is an active member of Imperial County Behavioral Health Cultural Competency Task Force (CCTF), which is the lead work group that completes the annual Cultural Competency Plan for Behavioral Health and the work group that oversees the Quality Improvement's Accessibility and Availability of Services.

ICBHS-ADP will play a vital role in analyzing accessibility and availability of alcohol and drug prevention services in Imperial County. The CCTF will provide ICBHS-ADP with the basis for much of the demographic data necessary to establish the target measures that will be used to evaluate if the required diversity is achieved. The CCTF and the Prevention Steering Committee will work together to provide any additional data. Efforts towards achieving diversity will drive the identification and recruitment of stakeholders throughout the development of the Strategic Prevention Framework process through the following strategies:

1. Geographic Location: Identify and engage stakeholders who have service areas reaching out to all regions of the county such as senior center focal points, senior nutrition sites, schools, community centers, and recreational areas.;
2. Age: Identify stakeholders who provide specialized services for children, transitional age youth, adults, and older adults such as senior peer counselors, youth counselors, peer trainers, vocational counselors;
3. Gender: Identify stakeholders with gender-specific outreach programs such as senior center men's and women's groups: gay, lesbian, and trans-gender service providers;
4. Race/Ethnicity: Identify stakeholders who have a mission/commitment to serve ethnically and racially diverse neighborhoods, and other Migrant/Immigration services. Identify community leaders and community centers in these diverse neighborhoods to assist with promoting participation.

III. PLANNING

All planning steps ICBHS-ADP has taken since the inception has been executed with an all inclusive community planning objective in an effort to align our energy with the Strategic Prevention Framework (SPF) process. ICBHS-ADP informed our partners of our progress and findings by participating in local committee meetings, such as the Interagency Steering Committee (ISC) meetings and coordinating stakeholder planning meeting with local partners, providers, and consumers.

STAKEHOLDER PLANNING MEETINGS:

The data and problem statements were reviewed in a series of stakeholder meetings designed to elicit stakeholder feedback from partners, providers, and consumers on the information gathered, development of problem statements and a review of prevention strategies in context. Stakeholder meeting groups included a teen group, a parent group, a provider/partner group, and an adult consumer/perinatal group. The interest invoked by the presentations universally exceeded expectations and lend credence to the formulation of a stakeholder prevention group.

Teen Group

In the month of June 2007 ICBHS-ADP facilitated two adolescent focus groups. The first focus group was coordinated and facilitated with ICBHS-ADP adolescent clients, who all agreed with the key problem areas identified through the assessment process. Moreover, a majority of the clients stated that the prevention plan, goals, and objectives were in line with their life goals in recovery. One female teen felt that more could be done, adding that alcohol and drugs are too accessible in the community.

A second focus group was coordinate and facilitated with adolescents detained at Imperial County's Juvenile Hall facility. Feedback from adolescents detained at a juvenile facility was similar to those obtained from ICBHS-ADP adolescent clients, with the exception that mostly all of the juvenile hall participants disagreed with the primary drug of choice identified in the prevention plan for adolescents between the ages 12-17. They felt the primary drug of choice from their observations is methamphetamine. The group shared that a majority of the adolescents detained at the facility were incarcerated for possession or being under the influence of methamphetamines. As a result of this feedback and other local qualitative sources of information, ICBHS-ADP generated prevention efforts in this area for the groups ages 12-17 in Imperial County. Please make reference to "*Priority Areas 3*" on page 30 of this plan.

Parent Group

A parent focus group was facilitated in the month of June 2007. Parents that participated in the focus groups felt that the information presented in the prevention plan was accurate, specifically on the primary drug of choice for adolescents and adults. Additionally, all parents present agreed with the goals, objectives, and strategies proposed but added that they would like to see more law enforcement involvement in decreasing underage drinking by monitoring youths crossing the border into Mexico as well as the enforcement of city ordinances and driving under the influence (DUI) laws.

Provider/Partner Group

A provider/partner group meeting was coordinated on June 29th with the Sure Helpline Center and Fort Yuma ADAPP. Both providers/partners were provided a draft copy of ICBHS-ADP Prevention Plan, which followed by a PowerPoint presentation that covered the following topics: Strategic Prevention Framework process applied in the development of the drafted prevention plan, the sources of information used in assessing the "drug of choice" for the different groups in Imperial County, key problem areas, goals, objectives, prevention strategies, and different evidence based service modalities. Both participating provider/partners provided feedback and shared their commitment in becoming active members of Imperial County's Alcohol and Drug Prevention Steering Committee.

Both providers/partners agreed with the key problem areas, goals, and objectives identified and discussed throughout the PowerPoint presentation and provided valuable feedback in the areas of possible evidence based strategies and service modalities. All feedback was taken into consideration in the development of ICBHS-ADP Prevention Plan.

Adult Consumer/Perinatal Group

On Thursday, June 28th, an informational presentation and discussion about the ICBHS-ADP Prevention Plan was facilitated at the Perinatal Program after program hours. Of the 24 women enrolled in the program, 15 choose to participate in the presentation after program hours, indicating the possibility of curiosity and engagement that was borne out in discussion. While interest and participation were high throughout the session, particular feedback focused on two aspects of the presentation. First, the participants felt that methamphetamine use amongst teens is under-reported in statistical data, adding support to the department decision to target methamphetamine use by teens. It was explained that without the use of drug testing, teens commonly copped to what are perceived to be less dangerous use patterns, primarily marijuana. Several participants included their own direct experiences as parenthetic evidence of this reporting pattern.

Additionally much discussion centered on intervention strategies that target pre-use behavioral indicators, including poor impulse control and failure to integrate trauma as a child. There were experiential reports of these impacts as well as current parental concerns that were fueling this discussion. In consensus, it was agreed to recommend from this group that earlier efforts to mitigate behavioral patterns shown to increase addictive behavior outcomes be a priority focus in prevention activities. The group felt that if similar prevention activities had occurred in their lives that they may well have had different, less painful and problematic current life situations.

Key Problem Areas

Per the review of the summary assessment results, feedback from the community, and the preliminary work both Imperial County's Alcohol and Drug Prevention Steering Committee and ICBHS-ADP Executive Committee identified and agreed upon the following key problem areas and contributing factors for the following local groups:

Adolescents ages 12 through 17

1. Problem Area: Underage Alcohol Use
 - a) Local Contributing Factors:
 - Proximity to Mexican border
 - Local permissive culture
 - Peer pressure
2. Problem Area: Cannabis Use Among Adolescents
 - a) Local Contributing Factors:
 - Availability of drug due to proximity to Mexican border/drug importation corridor
 - Peer pressure
3. Problem Area: Amphetamine Use Among Adolescents
 - a) Local Contributing Factors:

- Availability of drug due to proximity to Mexican border/drug importation corridor
- Peer pressure

Adults ages 18 through 60 +

1. Problem Area: Drug and Alcohol use Among Pregnant Women and Women with Young Children
 - a. Local Contributing Factors:
 - Lack of specialized preventive focus for pregnant women or women with young children
 - Socio-economic marginalization and immigration concerns

2. Problem Area: Amphetamine Use Among Adults, Pregnant Women, and Women with Young Children
 - a. Local Contributing Factors:
 - Availability of drug due to proximity to Mexican Border/drug importation corridor
 - Peer pressure

3. Problem Area: Opioid use among adults
 - a. Local Contributing Factors:
 - Availability of drug due to proximity to Mexican Border/drug importation corridor
 - Peer pressure

Following the identification of local key problem areas and contributing factors, ICBHS-ADP Executive Committee continued to convene in an effort to evaluate priority areas, goals, and objectives for the community of Imperial County. The following are Imperial County’s priority areas, goals, and objectives that resulted per the consent of ICBHS-ADP Executive Committee:

Alcohol and Drug Prevention Priority Areas, Goals, and Objectives

Priority Area 1: Reduction of Underage Drinking

Goal 1: To reduce alcohol underage drinking by youth ages 12 to 18 as indicated by a reduction of treatment admissions during FY 07-08 by 20% with a presenting problem of Alcohol use.

Objective 1: Provide Prevention Education to middle school and high school age youth.

Objective 2: Provide Prevention Education to school personnel and other youth-associated adults to increase awareness of risks, symptoms of use, prevention strategies and referral sources and procedures.

Priority Area 2: Reduction of Marijuana Use

Goal 1: To reduce Marijuana use by youth ages 12 to 18 as indicated by a reduction of treatment admissions during FY 07-08 by 20% with a presenting problem of Marijuana use.

Objective 1: Provide Prevention Education to middle school and high school age youth.

Objective 2: Provide Prevention Education to school personnel and other youth-associated adults to increase awareness of risks, symptoms of use, prevention strategies and referral sources and procedures.

Priority Area 3: Reduction of Amphetamine Use

Goal 1: To reduce methamphetamine use by teens as indicated by a reduction of treatment admissions during FY 07-08 by 20% with a presenting problem of methamphetamine use.

Objective 1: Provide Prevention Education to middle school and high school age youth.

Objective 2: Provide Prevention Education to school personnel and other youth-associated adults to increase awareness of risks, symptoms of use, prevention strategies and referral sources and procedures.

Goal 2: To reduce methamphetamine use by adults as indicated by a reduction of treatment admissions during FY 07-08 by 20% with a presenting problem of methamphetamine use.

Objective 1: Provide Prevention Education to at-risk adults, including family members of individuals receiving treatment, pregnant and parenting women, and individuals with existing mental health disorders.

Objective 2: Provide Prevention Education to agencies that serve at risk adults, including CalWORKs, County Health Department, Clinicas de Salud del Pueblo, and Adult Educational Facilities.

Priority Area 4: Expand Prevention Capacity Comprehensively to Support At-Risk Groups in Imperial County

Goal 1: Develop local data collection systems based on prevailing national information on at risk groups and ages.

Objective 1: Educate Coalition members as to particular risk groups.

Objective 2: Develop inter-agency data sharing that measures baselines for at risk groups including drug-exposed infants and youth, behaviorally discontrolled pre-school children, and youth with trauma history.

Goal 2: Develop outcome measurement strategies to insure system integrity of prevention efforts.

Objective 1: Utilize existing outcome systems to develop and implement local measurements.

Objective 2: Share data with state to justify funding and to local coalition partners to justify continued support and possible expansion.

These goals and objectives are further described in detail through an integrated prevention matrix developed by Imperial County's Alcohol and Drug Prevention Steering Committee (Please make reference to Attachment 1).

Both a Mission and a Vision statement were created by members of ICBHS-ADP Executive Committee as a logical and strategic step towards the development of Imperial County's Comprehensive Prevention Plan.

Mission

...Imperial County Behavioral Health Services / Alcohol and Drug Programs' mission is to provide quality professional services that respect individuality and cultural diversity. Our service, offered in a nonjudgmental environment, will promote dignity and self-empowerment for individuals on their journey of wellness and recovery. Our goal is independence and community integration for individuals with the support of family, peers and the community.

Vision

... Imperial County Behavioral Health Services / Alcohol and Drug Programs' vision is to eradicate harmful alcohol and illegal drug use among children and adults by providing awareness, education, and treatment to the individual, their families; the community and assisting them in becoming capable persons who are able to make effective personal choices resulting in successful life management practices.

Imperial County's planning process will continue well beyond the submission of our initial Comprehensive Prevention Plan. We will continue to build the infrastructure to an on-going process of planning, action, learning, and innovation. The cornerstone of this planning process include: a commitment to collaboration and partnership; a commitment to on-going learning and innovation; and a commitment to developing and implementing comprehensive and evidence based outreach and prevention services for the community of Imperial County.

IV. IMPLEMENTATION

Based on the listed priority areas, goals, and objectives it is the intention of ICBHS-ADP to utilize all evidence based prevention services currently being provided by ICBHS-ADP and by both the Sure Helpline Center and Fort Yuma ADAPP (Quechan Native American Tribe). Through this arrangement ICBHS-ADP intervention efforts will focus

primarily in implementing selective preventive strategies, which will target those local groups identified earlier in the planning section of this plan. Selective prevention is a system approach designed to target the entire subsets of the total population that are deemed to be at risk for substance use or abuse by association or their membership in a particular population segment—for example, children of adult alcohol, dropouts, students who are failing academically, and children that are identified as high risk at 3-5 years of age.

Moreover, it is expected that ICBHS-ADP will expand the community capacity for environmental prevention strategies to meet specific objections identified in Attachment 1. ICBHS-ADP will focus on environmental prevention strategies that will include a systematic approach towards policy change, media advocacy, and community organizing and data collection and analysis. Time frames for these approaches have not been developed, yet they will be finalized as capacity reaches a point where work groups could be created and assigned different components of the environmental prevention strategies.

ICBHS-ADP understands that partnering with local community stakeholders who share an interest in preventing alcohol and drug-related problems in Imperial County is essential in both planning and implementation of Imperial County's Comprehensive Prevention Plan. Basic to capacity building of community coalitions and to entice local service providers towards prevention efforts, ICBHS-ADP will provide technical assistance and resources (i.e. funding or training materials), as they are made available to implement the different environmental prevention components mentioned above. All technical assistance which ICBHS-ADP provides will primarily focus on the program content of the specific prevention service, strategy, or component and outcomes/evaluation tools that should be used to gauge the impact of the prevention efforts in our local communities.

V. EVALUATION

During the planning and implementation process ICBHS-ADP noted the lack of readily available comprehensive and updated data for alcohol and drug prevention evaluation purposes. In response to this local discrepancy, ICBHS-ADP has committed to developing a logical evaluation process that involves the development and implementation of an internal data collection capacity within ICBHS-ADP with the assistance of local partners such as Imperial County Office of Education, Imperial County Sheriffs, Imperial County Probation Department, and local police departments. Additionally, ICBHS-ADP will utilize the first years to initiate and establish the internal data collection capacity and to develop an evaluation plan that includes strategies to collect outcome data across the four priority areas mentioned above. Please see preliminary evaluation plans for Imperial County's Comprehensive Prevention Plan on the following table:

PRELIMINARY EVALUATION PLAN, BY PRIORITY AREA:	
INDICATOR	DATA SOURCE
<i>Priority Area 1: Reduction of Underage Drinking</i>	
Youth alcohol use in past 30 days	California Healthy Kids Survey – Imperial County Office of Education
Youth binge drinking in past 30 days	California Healthy Kids Survey – Imperial County Office of Education
Students that have had Full Glass of Alcohol in their Lifetime	California Healthy Kids Survey – Imperial County Office of Education
Students that Believe that Daily Alcohol Use is Harmful Compared to State	California Healthy Kids Survey – Imperial County Office of Education
Admission data for youth ages 12 - 18	AVATAR – ICBHS-ADP
Alcohol related arrests for youth ages 12 - 18	Local police departments - ICBHS-ADP
<i>Priority Area 2: Reduction of Marijuana Use</i>	
Youth marijuana use in past 30 days	California Healthy Kids Survey – Imperial County Office of Education
Students that have Used Marijuana within their Lifetime	California Healthy Kids Survey – Imperial County Office of Education
County Students that Think Frequent use of Marijuana (daily or almost daily) is Harmful	California Healthy Kids Survey – Imperial County Office of Education
Admission data for youth ages 12 - 18	AVATAR – ICBHS-ADP
Marijuana related arrests for youth ages 10 - 17	Department of Justice
<i>Priority Area 3: Reduction of Amphetamine Use</i>	
Youth methamphetamine use in past 30 days	California Healthy Kids Survey – Imperial County Office of Education
County Students that have Used Methamphetamine within their Lifetime	California Healthy Kids Survey – Imperial County Office of Education
Admission data for youth ages 12 - 18	AVATAR – ICBHS-ADP
Methamphetamine related arrests for youth ages 12 - 18	Local police departments - ICBHS-ADP
Methamphetamine related arrests for youth on probation ages 12 - 18	Imperial County Probation Department - ICBHS-ADP
Admission data for youth ages 18 - 60+	AVATAR – ICBHS-ADP
Methamphetamine related arrests for youth ages 18 – 60+	Local police departments - ICBHS-ADP
Methamphetamine related arrests for youth on probation ages 18 – 60+	Imperial County Sheriffs Department - ICBHS-ADP
<i>Priority Area 4: Expand Prevention Capacity Comprehensively to Support At-Risk Groups in Imperial County</i>	
Imperial County’s Alcohol and Drug Prevention Steering Committee Minutes	ICBHS-ADP
ICBHS-ADP Executive Committee Minutes	ICBHS-ADP
Surveys and Questionnaires	ICBHS-ADP

Conclusively, ICBHS-ADP will continue building capacity with local interested stakeholder and seeking methods to comprehensively expand an all inclusive community planning process. Additionally, ICBHS-ADP will strive to assure a logical evaluation plan that will accurately assist monitor local alcohol and drug trends and evaluate any progress in the four selected priority prevention areas for Imperial County. ICBHS-ADP is excited by the opportunity to implement the Strategic Prevention Framework in Imperial County and we are hopeful that the process will serve to further engage current partners and expand partnership opportunities with local stakeholder interested in developing and implementing preventive alcohol and drug activities for the community of Imperial County.

Integrated Prevention Service Matrix

In addition to the gathering of local data, community forums and discussion, ICBHS Alcohol and Drug Services has formulated an Integrated Prevention Service Matrix, based on prevention research and designed to act as an organizer for current and developing prevention activities locally. The horizontal axis of the graph indicates the modalities of prevention service delivery. Person-based prevention services are directly delivered to an individual that has been accessed as at risk within a given population. Situation-based services are delivered when a situation is adjudged to be at inherent risk for the development of problematic use. Environmental-based prevention strategies take aim at larger scale conditions with methods designed to reach greater numbers of people.

The vertical axis of the Integrated Prevention Service Matrix identifies specific target groups that data has clearly indicated contain a population of higher risk. For pregnant/postpartum women, both alcohol and drug using women and their children are at immediate risk. For three year old children, those who have difficulty conforming to preschool behavioral standards, particularly related to safety, impulse control and anger control are at significantly higher risk of use later in life. Elementary age children who experience a life event considered to be traumatic and who are not able to integrate this life experience are the next evidence-based risk group for future use. Junior high school through college represent times of initial use and imprudent use habits that may involve associated risk behaviors like driving while intoxicated and high risk sexual interactions. Finally, research is indicating that prevention awareness may need to be focused on our growing geriatric population, particularly in the context of the predominance of pain-management medications.

The model proposed for FY 07-08 relies upon specifically trained Substance Abuse Counselors to deliver Person-based Prevention Services. By utilizing Adolescent Services staff to deliver services to the Middle School-College-age populations, the individuals best acclimated to working with the adolescent populations are utilized. Where parents are the primary instrument of change in the family structure, adult staff is utilized. This is congruent with the frequent historical basis for risk where family system patterns recreate dis-potentiating behavioral styles. For the Geriatric population, the adult staff will provide training to the Geriatric Response Team, a systems-of-care team of various agencies that responds to issues involving geriatric populations.

Situation-based interventions will be conducted by the contract service providers for ICBHS Alcohol and Drug Services. The Sure Helpline Center is a well known and frequently utilized open source crisis line. The workers who staff the line are trained on the context of prevention to situation so that they may intervene on any situation that has context of risk for alcohol/substance use. Fort Yuma serves in a similar capacity the unique regional and cultural needs of the Quechan Tribe.

ICBHS has established a local talk radio/information show that broadcasts on a weekly basis for one hour in English and one hour in Spanish on a variety of mental health/alcohol and drug-related issues. Many of the show topics are directly related to alcohol and drug use prevention issues. Secondarily, in virtually every show, the connection between trauma, dissatisfying and marginalized lives and possible

alcohol/drug use are discussed. The most popular, in terms of listener participation, shows are the individual recovery stories, including the women of the Perinatal Program.

The Integrated Prevention Services Model as outlined for FY 07-08 represents an effort to provide comprehensive and integrated prevention services in the context of the state ADP Program requirements, however as we have developed this model, we have become aware of the service gaps that fuel our efforts to expand and enhance this model through this fiscal year and beyond. We have observed a need to branch out our education beyond the immediate person-based needs to service providers and agencies. We have noted a scarcity of prevention-related data, often having to construct our needs and goals on reverse-engineered data from intervention points. Our meetings with the Recovery Community of consumers were particularly enlightening as the data on need and problem presented were openly and critically de-constructed to indicate greater needs for methamphetamine intervention, particularly among adolescents who have downplayed their use patterns. We offer gratitude to all of our partners who engaged and provided feedback, as well as the process itself for the gifts of thought, feeling and action as data, in context of evidence-based risk assessment and prevention strategies clarified. This plan represents a significant step forward into comprehensive and integrated prevention strategies, data-driven, evidence-based, flexible and respectful of our local community needs.

Risk Groups Evidence-Based	Prevention Modalities		
	Person	Situation	Environmental
Pregnant/Post Partum	Adult Substance Abuse Counselor	Surehelpline/Ft. Yuma	Radio Show
Preschool	Adult Substance Abuse Counselor	Surehelpline/Ft. Yuma	Radio Show
Elementary	Adult Substance Abuse Counselor	Surehelpline/Ft. Yuma	Radio Show
Junior High	Adolescent Substance Abuse Counselor	Surehelpline/Ft. Yuma	Radio Show
High School	Adolescent Substance Abuse Counselor	Surehelpline/Ft. Yuma	Radio Show
College	Adolescent Substance Abuse Counselor	Surehelpline/Ft. Yuma	Radio Show
Geriatric	Adult Substance Abuse Counselor	Surehelpline/Ft. Yuma	Radio Show