

**Strategic Prevention
Plan
2007 – 2010**

**Alcohol and Drug Prevention Division
Ventura County Behavioral Health Department**



**Ventura County
Behavioral Health Department
Alcohol and Drug Prevention Division**

TABLE OF CONTENTS

- I. INTRODUCTION AND COUNTY OVERVIEW 1
 - VENTURA COUNTY DEMOGRAPHICS 3
 - VISION AND MISSION 3
 - GUIDING PRINCIPLES 3
- II. SPF STEP 1 – NEEDS AND RESOURCE ASSESSMENT..... 4
 - NEEDS ASSESSMENT 4
 - RESOURCES 20
- III. SPF STEP 2 – CAPACITY BUILDING..... 24
 - DIVISION STAFFING..... 25
 - FUNDED PROJECTS 25
 - DIVISION BUDGET 26
 - STATE INCENTIVE GRANT (SIG) – VENTURA COUNTY LIMITS PROJECT 27
 - SUMMARY 28
- IV. SPF STEP 3 – PLANNING PROCESS 29
 - PREVENTION INITIATIVES FOR VENTURA COUNTY 2007-2010 30
 - PROBLEM STATEMENTS, GOALS, OBJECTIVES AND STRATEGIES 2007-2010 30
- V. SPF STEP 4 – IMPLEMENTATION 35
 - IMPLEMENTATION PLANS 35
- VI. SPF STEP 5 – EVALUATION 40
 - CONTRACT COMPLIANCE AND MONITORING 40
 - PROCESS AND OUTCOME EVALUATION..... 41

I. INTRODUCTION AND COUNTY OVERVIEW

In 1996, a Strategic Plan for alcohol and drug prevention was developed by the Ventura County Behavioral Health Department (VCBH). While Ventura County's previous alcohol and other drug prevention efforts relied heavily on individually-focused educational efforts to increase resistance and refusal skills among individuals, the new plan was designed to effect changes in behavior by shifting the focus to an environmental approach: altering factors (i.e., the physical and social contexts) in which drinking and other drug use occurs. By combining educational and informational efforts with physical and policy changes at the neighborhood, institutional and municipal levels, alcohol and drug-related problems were successfully reduced. Using a Strategic Plan that had been ratified by VCBH administration, the County Board of Supervisors and the State Alcohol and Drug Programs, Ventura County began to direct much of its efforts toward environmental/policy change, relying on comprehensive, strategic, community-based initiatives which employ multiple prevention strategies.

Funding Grassroots Efforts: The Partners in Prevention Program

This change in approach followed from extensive reviews of research demonstrating: (1) the rather limited effects of educational prevention programs to promote individual-level change; (2) growing evidence confirming the effectiveness of prevention approaches that address the environment surrounding alcohol and other drug use; and (3) the desire among local community coalitions to take action to improve their communities and prevent AOD problems themselves. VCBH prevention staff developed a work plan and, through community-involved planning and implementation grants, began implementing environmental approaches aimed at altering the context and social norms of problem alcohol/other drug use. Local community coalitions were, and continue to be, the foundation of this approach.

Over a period of years, it became clear that community members are eager to tackle community health and safety issues. Community residents are tireless, creative and courageous. Moreover, they have a lasting commitment because the environments they are changing are *their* streets, *their* parks, *their* neighborhoods. Modest planning grants of between \$5,000 and \$10,000 have helped community coalitions get started, and provide a means for making training and technical assistance available -- both of which are critical to long-term success.

The county has provided start-up funds to about 30 community-level coalitions to date, many of which have developed strong work plans based on local assessments of community need. With the proper planning and organization, these groups qualified for an additional implementation grant of \$50,000, subject to certain reporting and evaluation conditions.

Unlike funding approaches which rely on long-established community based organizations (CBOs) with expensive funding requirements, the Partners in Prevention program has leveraged prevention dollars by mobilizing entire community groups and local residents to address AOD problems. This approach makes it possible to deliver resources -- including training, technical assistance, and financial support -- to groups that are motivated and ready for change. The relatively small contracts also make it possible for VCBH to provide similar opportunities to many other neighborhoods and communities within the county, while sustaining efforts in communities where prevention initiatives are already underway.

State Incentive Grant: The Ventura County Limits Project

The strategy of collaboration has broadened beyond the community level. The VCBH Prevention Division received a large grant over a three-year period to address underage and

binge drinking utilizing a Community Partnership. Known as Ventura County Limits, this project has brought together every law enforcement agency, city government and college in the County to share data and address common problems of alcohol use among people with uncommon tools. The resources of the grant were allocated in a manner that would: (1) increase local capacity for sustained collaboration; (2) assist with the adoption of responsible policies and practices that have specific, concrete and measurable outcomes; and (3) complement the grassroots and community prevention efforts of the Partners in Prevention program.

Ventura County Limits' prevention strategies were developed using information obtained through strategic data collection efforts (e.g., community-wide surveys, focus groups, reviews of law enforcement statistics, etc.) and expert knowledge of environmental prevention. It is also built upon a 10-year foundation of grassroots coalition work to address alcohol and drug problems. In this sense, Ventura County Limits is "a natural outgrowth of the prevention experiences in the county over the past decade."

One example of success in this "blended" approach of community-level coalitions and municipal prevention policy was evident at the 2007 OJJDP National Leadership Conference, where some thirty-three members of the Ventura County Limits community partnership took the stage to receive national recognition as a "Success Story," for Social Host laws in all jurisdictions.

Sustainable Local Prevention Results

VCBH has achieved significant changes in community alcohol and drug related problems across Ventura County as a result of the environmental prevention efforts implemented over the last decade. One example is Social Host laws to address underage home drinking parties. Each of the 10 cities in Ventura County, as well as the unincorporated areas, has adopted a Social Host Ordinance, which penalizes individuals who host a gathering where underage attendees are drinking alcohol. Also, a Responsible Retailing Program has been launched to increase compliance with state and local regulations among businesses that sell and serve alcohol, using a "support plus enforcement" approach. At this time, VCBH is revising our previous Strategic Plan for prevention in light of these new policies and programs, using indicators that continue to suggest that there is more work to be done.

Overall, Ventura County's prevention strategies consist of:

- funding community collaborations to increase awareness and mobilize the community to support environmental prevention efforts (e.g., high school prom policies on alcohol);
- supporting the implementation of new policies, laws and practices that promise to decrease the risks of AOD problems across entire communities or regions (i.e., focusing on two settings in particular – home parties and problem outlets);
- implementing community education and media advocacy campaigns to affect behavior at the individual, family and community levels (e.g., social host liability laws); and
- sustaining the involvement of concerned groups, local experts, and policy makers in systematically reducing identified AOD problems.

VENTURA COUNTY DEMOGRAPHICS

Ventura County is home to an estimated 799,720 residents who live in 10 cities and unincorporated areas. The population in Ventura County has grown 6.2 percent in the past six years, as compared to a 7.6 percent population increase statewide. With 408.2 persons per square mile, Ventura County’s population density is almost double the statewide figure. The average household size is 3.04 people, slightly higher than the statewide average of 2.87.

As in California, the trend toward ethnic diversity continues in Ventura County, particularly in the younger Hispanic/Latino population. Slightly higher than the statewide average, 36.0 percent of all Ventura County residents are of Hispanic/Latino origin, 53.7 percent are White not Hispanic, 6.3 percent are Asian, 2.1 percent are Black, and 1.2 percent are American Indian/Alaska Natives. For Ventura County young adults 18-25 years of age, 51.1 percent are Hispanic/Latino and 39.5 percent are White. For children up to 5 years of age, 46.7 percent are Hispanic/Latino and 43.3 percent are White.

In addition to growing ethnic diversity, Ventura County has a significant immigrant population. One of every five residents in Ventura County is foreign born. Among Ventura County residents at least 5 years old, just over one-third (34.8%) speak a language other than English at home. Furthermore, 40 percent of these individuals report that they do not speak English “very well.” Of those speaking a language other than English at home, 80 percent speak Spanish, 11 percent speak Asian languages and 8 percent speak other Indo-European languages. Some of the community issues facing Ventura County families include a lack of affordable housing, language barriers, challenges related to recently emigrating, and transportation.

VISION AND MISSION

The vision of the VCBH Alcohol and Drug Prevention Division is:

Healthy individuals, families, and communities across Ventura County, that are safe and free from alcohol and other drug problems.

The mission of the VCBH Alcohol and Drug Prevention Division is:

To implement effective and sustainable primary prevention initiatives, guided by the best available local data, to systematically reduce community AOD problems.

GUIDING PRINCIPLES

The following principles have guided and continue to shape prevention planning and implementation across Ventura County:

- ✓ Fund collaborative and community-based coalitions
- ✓ Collect and use data strategically
- ✓ Collaborate across communities
- ✓ Develop and implement prevention policies
- ✓ Conduct ongoing monitoring and evaluation

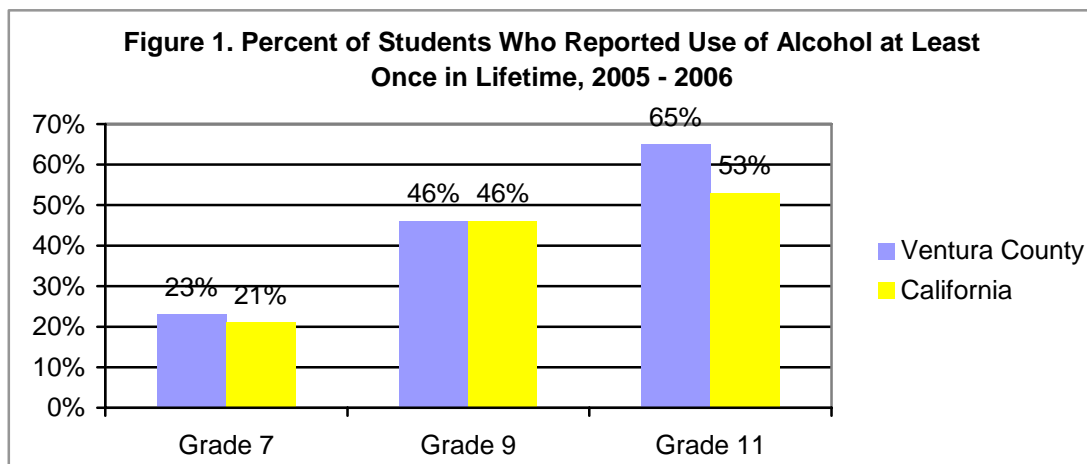
II. SPF STEP 1 – NEEDS AND RESOURCE ASSESSMENT

NEEDS ASSESSMENT

Over the last 11 years, the VCBH Alcohol and Drug Prevention Division has been using data to help drive their decisions and strategies in addressing a wide range of alcohol and drug problems. For example, for the last six years, the Prevention Division has been collecting Place of Last Drink surveys from participants in the Drinking Driver Program, an educational program for those who have been arrested for DUI and meet certain eligibility criteria. These data help VCBH staff and their community partners to understand the circumstances and settings pertaining to heavy drinking in the County. The Place of Last Drink database and other data sets collected locally, as well as secondary data provided by county and state agencies, have been used to further evaluate the needs of Ventura County residents. Selected examples of data pointing to AOD prevention needs are presented on the following pages.

California Healthy Kids Survey

A comparison of county and state-level California Healthy Kids Survey (CHKS) data^{1,2} showed that Ventura County 7th and 11th graders who have “ever used” alcohol exceeds state averages (Figure 1).

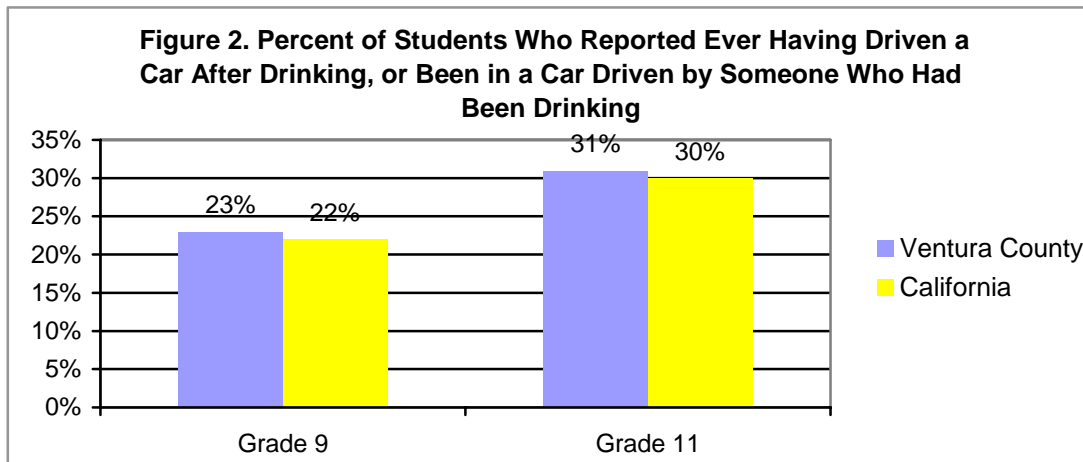


Use of alcohol in the past 30 days is high among Ventura County high school students: 28 percent of 9th graders and 40 percent of 11th graders reported using alcohol at least once in the past 30 days. These rates were similar to state averages (28% and 37%, respectively). According to 2005-2006 CHKS data, high school students in Ventura County also report binge drinking at similar rates compared to state averages (i.e., 13% of 9th graders and 23% of 11th graders reported having consumed five or more drinks in a row during the previous 30 days in Ventura County while 13% of 9th graders and 21% of 11th graders reported the same statewide).

¹ Technical Report: Fall 2005 – Spring 2006, Ventura County. Downloaded from http://www.wested.org/chks/pdf/rpts_dl/0406s_56_56.pdf on July 30, 2007.

² Aggregated California Data Technical Report: 2004 – 2005 & 2005 – 2006. Downloaded from http://www.wested.org/chks/pdf/sec_agg0406_reqmods.pdf on July 30, 2007.

More than one in five 9th and 11th grade students in Ventura County reported having driven or ridden in a car driven by a friend who had been drinking. These rates are similar to reports of students across the state (Figure 2).



Overall, the percentages of young people who report that alcohol is easy to obtain are high as well: 35 percent of 7th graders, 65 percent of 9th graders, and 80 percent of 11th graders in Ventura County reported that alcohol is “fairly easy” or “very easy” to obtain.

Ventura County Community College District Student Survey

Ventura County has three community colleges (in Moorpark, Oxnard, and Ventura); a new four-year university Cal State Channel Islands in the Camarillo area; and California Lutheran University, a private institution in Thousand Oaks. Clapp, Shillington, and Segars (2000) found that for college students, parties were among the most common occasions for socializing and were the settings most associated with heavy drinking.

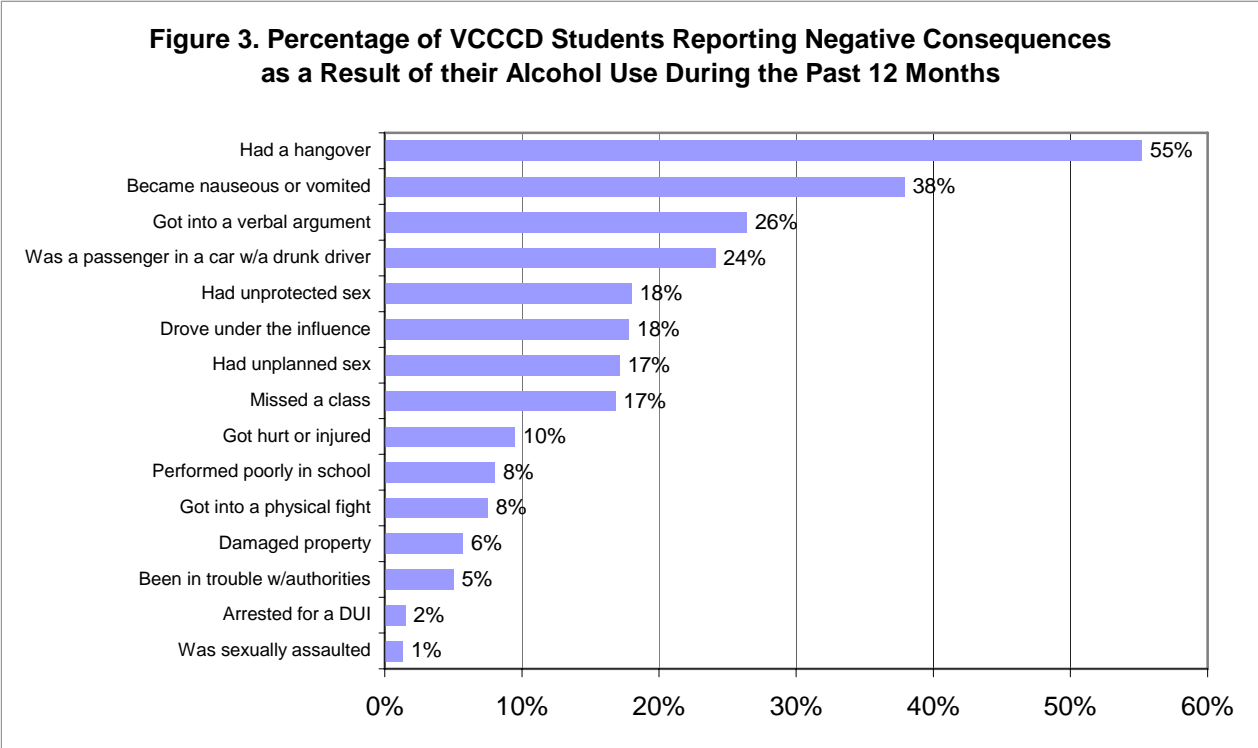
Students from the three community colleges in Ventura County participated in the Community College District Student Survey, a telephone survey sponsored by the VCBH Prevention Division asking students about their drinking related behaviors and circumstances surrounding their consumption of alcohol during the past 30 days.³ Overall, one in two students reported using alcohol within the past 30 days prior to the survey and more than one in four engaged in binge drinking (Table 1).

Age Group	Used Alcohol (%)	Binge Drank (%)	Most Drinks in One Day (Average Number)
18-20	40.1	25.1	6.3
21-25	68.2	36.8	5.7
26+	51.0	15.2	3.7
All Students	49.7	26.2	5.5

³ *Alcohol Use among Community College Students: Selected Findings from the Ventura County Community College District Student Survey*, K. Donovan and J. Slay (Ventura, CA: Ventura County Behavioral Health Department Publication).

Forty percent of underage students consumed alcohol 30 days prior to participating in the study and 25 percent of those under the legal drinking age met criteria for binge drinking. Thirteen percent of students were classified as *heavy and frequent* alcohol users meaning that they drank at least once during the past two weeks and admitted to drinking three or more times per week. Younger students also reported drinking more heavily on the day they drank the most.

Approximately 75 percent of all students reported at least one negative consequence as a result of their drinking and about 25 percent reported 4 or more negative consequences (i.e., ranging from experiencing a hangover to missing a class or to much more serious consequences like sexual assault). The most common negative consequences were physical in nature (e.g., hangover and nausea/vomiting); however, almost one in four reported being a passenger in a car with a drunk driver and 18 percent reported driving under the influence or having unplanned sex (Figure 3). The survey also revealed that the type and frequency of negative consequences worsened with increased amounts/frequency of drinking.



In the same community college survey, underage students were much more likely to report drinking at a private residence when asked to name the location where they had drunk the most during the past 30 days (87.7% compared to 55.9% of older students). Underage students also were more likely to describe their most recent drinking event as having been a “house party” (52.0%) compared with students 21 years or older (35.4%). Students aged 18 to 20 were significantly more likely to have consumed more drinks on any one day in the past 30 days compared to older students (more than 6 drinks compared with 5 drinks consumed by “of age” students). Significantly greater percentages of underage students reported negative consequences as a direct result of their alcohol use (e.g., getting sick, missing class, getting injured/hurt, etc). Twice as many underage students admitted to damaging property and/or getting into verbal arguments due to drinking compared with their “of age” counterparts. Also,

significantly greater percentages of underage students responded affirmatively to 10 of 11 potential indicators for increased risk/harms as part of their recent drinking activities.⁴

Over 20 percent of underage community college students purchased their own alcohol; of those who did, a little more than half used a fake ID to obtain it and almost half were sold alcohol without one. More than 70 percent of underage drinkers admitted to giving money to either someone they knew or to a stranger to purchase alcohol for them. When asked how easy it was for someone to obtain a fake ID, almost two-thirds of all students perceived it to be at least somewhat easy and just under half believed it was easy for an underage person to purchase alcohol in a store near where they lived. These data suggest a need for consistent enforcement of existing retail alcohol outlet policies and additional practices to reduce the ease of purchasing alcohol by underage students.

Students who participated in the Ventura County Community College District Student Survey reported alarming behaviors related to drinking and driving. Over 20 percent of students drove themselves home on the day of their “wettest” event. During the past 12 months, one in three underage drinkers reported being a passenger in a car where the driver was “drunk” compared to one in five students who were 21 and older. In addition, over one-quarter of underage drinkers admitted to driving under the influence during the past year, as did almost 20 percent of students 21 and older. These data suggest a need for increased efforts to prevent impaired driving, particularly among underage and young adult students.

Random Digit Dial Telephone Survey of Ventura County Residents

Results from a countywide telephone survey of adult residents in Ventura County revealed that the second and third highest rated alcohol-related concerns among residents (i.e., that were occurring near their homes) were “binge drinking” and “drinking at parties in private homes where only youth were present.” The survey also indicated that almost 30 percent of Ventura County residents (aged 18-25) who binge drink reported that their last “binge drinking occasion” took place in their own homes and almost half (45.2%) reported binge drinking recently at someone else’s home. Among adults 18 and older, alcohol consumption was found to be highest among 18 to 20 year olds (32.7 drinks in the last 30 days), followed by 21 to 25 year olds (22.3 drinks in the last 30 days). Young adults also were found to binge drink at almost three times the rate of older adults (i.e., 42.0% of those 18-25 years of age reported binge drinking during the past 30 days compared with 14.5% of those 26 and older).⁵

More than half (57%) of survey respondents reported hearing about binge drinking among young people and close to half (46%) recognized the apparent ease of access for youth trying to obtain alcohol.⁶ Survey participants expressed strong local support for public policies among Ventura County residents to limit alcohol problems and many reported high levels of support for imposing penalties on older adults who illegally provide alcohol to teenagers as well as laws that allow police to recover costs for service when they have to come back the same night to the same party after providing warning to a house party involving underage drinking.

⁴ *Alcohol Use among Community College Students: Selected Findings from the Ventura County Community College District Student Survey*, K. Donovan and J. Slay (Ventura, CA: Ventura County Behavioral Health Department Publication).

⁵ *Underage and Binge Drinking: Selected Findings from a Telephone Survey of Ventura County Residents*, G. Robinson (Ventura, CA: Ventura County Behavioral Health Department Publication, 2005).

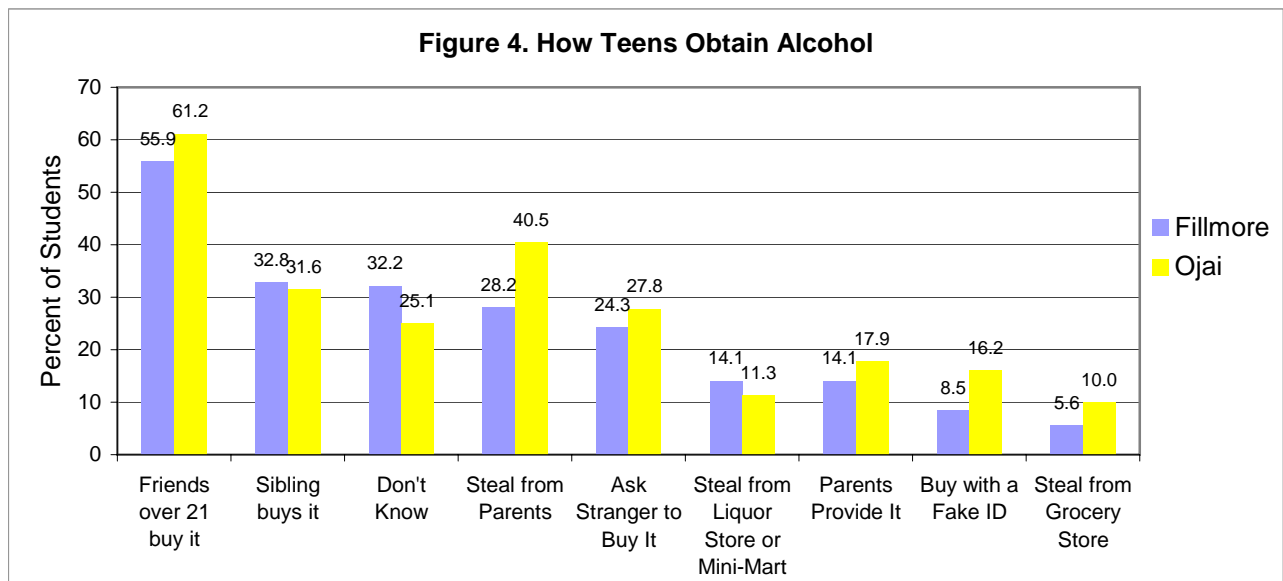
⁶ *Ventura County Facts and Figures – Underage Drinking and Home Parties*. (Ventura, CA: Ventura County Behavioral Health Department/Ventura County Limits Publication, undated).

Middle and High School Student AOD-Related Surveys

In order to assess the issue of underage drinking in one of the County’s municipalities (i.e., Fillmore), a local coalition conducted a survey with middle and high school students. The results of the survey pointed to a problem with underage drinking and shed light on how youth were obtaining alcohol. Of the 271 students participating in the survey (which was conducted in both English and Spanish), 34 percent admitted to having used alcohol during the previous 30 days. Of those who had consumed alcohol during the past month, 66 percent indicated that it was at a home party and 67 percent reported that an adult had provided the alcohol to them. When asked whether they had ever experienced a list of potentially dangerous co-occurring circumstances in situations where people were drinking, Fillmore middle and high school students reported that they had seen someone show a weapon (25%), threaten another person with violence (35%), and saw people engaged in an argument or fight (59%). Other findings from the survey were that almost half (48%) of 7th graders reported that they had ridden in a car with a drunk driver and about one-quarter (24%) of 11th graders binge drank during the past 30 days. Also, just over one-fourth (26%) of all students who reported drinking in the past 30 days indicated that there were illegal drugs being used where they had been partying. Lastly, the survey documented that young people had concerns about alcohol abuse among their peers, parents, and other adults.

In June 2007, a survey of high school students was conducted in two communities within Ventura County; namely, Fillmore and Ojai. In Fillmore, 179 students, mostly 9th and 10th graders (86%), and mostly Latino (64%), completed a brief survey about alcohol use among high school students. In Ojai, 9th and 11th graders (97%) made up most of the respondents and a majority was White (57%). Despite the striking differences in grade levels and ethnicity, students at both high schools responded similarly throughout the survey. For example:

- Most reported moderate to significant alcohol use among their peers (66% in Fillmore, 71% in Ojai).
- The most common way teens get alcohol include: obtaining it from friends over 21 who buy it; stealing it from parents; and/or asking a sibling to purchase it for them (Figure 4).



- A majority of students indicate that it is “easy” or “very easy” for people under 21 to obtain alcohol (69% in Fillmore, 71% in Ojai).
- The most common places where teens are reporting using alcohol, or where they have seen others use alcohol, include parties, a friend’s home, in parks and at school.
- In both schools, about half of the students were aware of the new Social Host law within its first year, while the other half (47% in Fillmore and 50% in Ojai) had not yet heard of the Social Host Ordinance, which went into effect in both cities in early 2006.

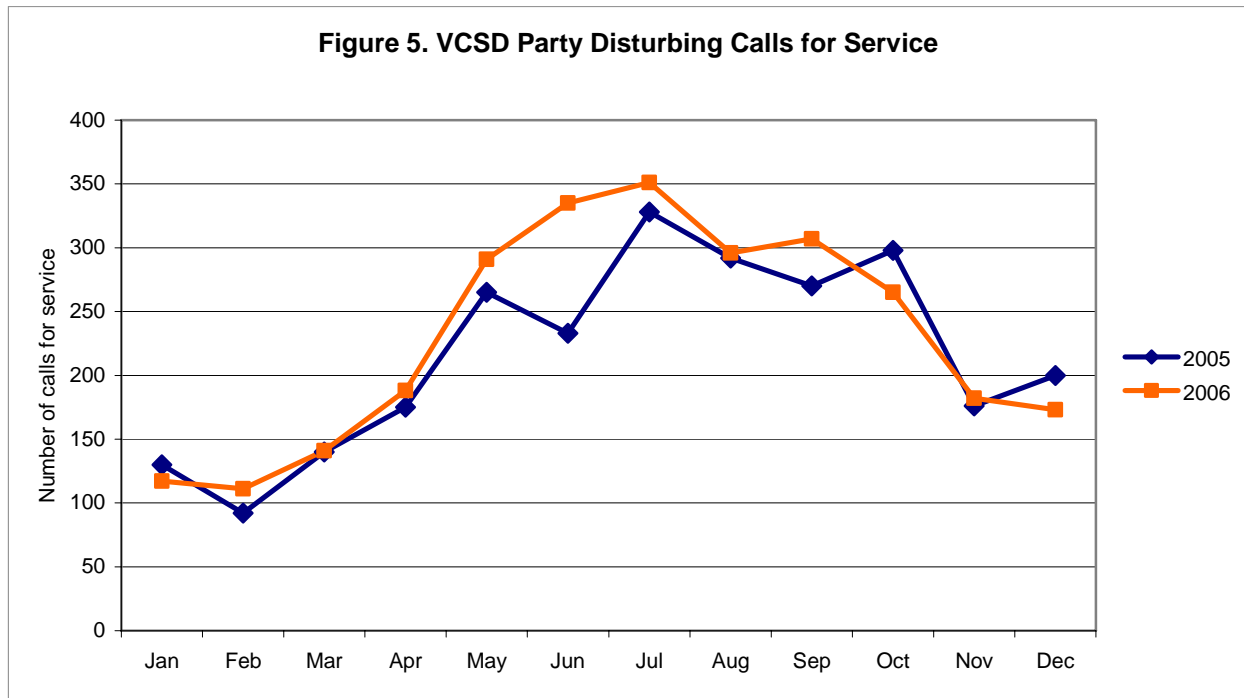
High School Student Focus Groups Related to AOD

Focus groups were conducted in three high schools in spring 2007 to gather new information regarding teen alcohol use directly from the students themselves. Thirty-five students participated in the series of focus groups held. Information shared by students during the focus groups confirmed and validated other data sources (e.g., student surveys, community college student survey, Place of Last Drink survey, etc.). In sum, high school students believe that underage drinking is normative. Also, students report drinking on school campuses and even admit to having done so during class (by disguising liquor in soda and juice cans). Despite drinking as a norm, students indicated that students who do not drink are not excluded or stigmatized because of their choice. There was some disagreement about whether students are driving under the influence: at one school this was reported as common practice while at another school it was reported as unusual. Students reported houses, parks and beaches as common locations where they drink, and all agreed that access to alcohol is easy. Students indicated that alcohol is obtained via a variety of methods, including the use of fake IDs, stealing it, and/or having older friends and relatives buy it for them.

Ventura County Sheriff’s Department Party Calls for Service

In aggregate form, party disturbing calls for service to law enforcement can be a crude measure for detecting the number of gatherings that get out of control and become potentially dangerous. In the past, examination of party disturbing calls for service have been used to approximate the number of parties that may have involved alcohol and other drugs. For example, there is typically a trend in party disturbing calls across the year. More specifically, the warmer months (June through October) and the end of the year (December) have higher numbers of calls for service as more parties typically occur during those times. This trend can be seen in Figure 5.⁷ These data, provided by the Ventura County Sheriff’s Department, includes the unincorporated areas of Ventura County along with five cities in which the Sheriff’s Department contracts to provide local law enforcement. The figure shows that in 2006, party disturbing calls were higher than in 2005 for 9 of the 12 months.

⁷ Ventura County Sheriff's Department Crime Analysis Unit Data Files



In one community of Ventura County, local law enforcement shed additional light on the problem of underage drinking at home parties, providing statistics on the type of calls they were responding to on a consistent basis. In one summer, Ventura County Sheriff’s deputies responded to complaints regarding 298 problem parties involving underage drinking and/or drug use in Ojai and the Ojai Valley. This computed to an average of about 25 underage drinking parties each week in just one area of the county for which data were available.⁸ The former Chief of Police in Ojai reported that two-thirds of the youth sexual assault cases that his department was responding to involved alcohol, and that the alcohol often was consumed in a home party setting. Officers in Ojai also were responding to 4-5 calls per month involving non-lethal alcohol and/or drug overdoses among young teenagers (sometimes as young as 13 or 14 years old). And again, the overdoses were occurring in home party settings. It was also reported by local law enforcement that about 25 percent of the time, an adult was home when they responded to a home party call.

DUI Statistics

In 2005, there were 4,139 DUI arrests in Ventura County resulting in .8 DUI arrests for every 100 licensed drivers (Table 2) (Department of Motor Vehicles, 2007).⁹ Though we see a 5.3% decrease in DUI arrests in 2005 compared to 2004, there is a slight increase of 2.3% in arrests since 2003.^{10,11} Between 2003 and 2005, juvenile arrests account for only about one percent of

⁸ *Adult Accountability for Underage Drinking: The Case for Social Host Laws* (Ventura, CA: Ventura County Behavioral Health Department/Ventura County Limits Publication, June 2005).

⁹ 2007 Annual Report of the California DUI Management Information System, California Department of Motor Vehicles.

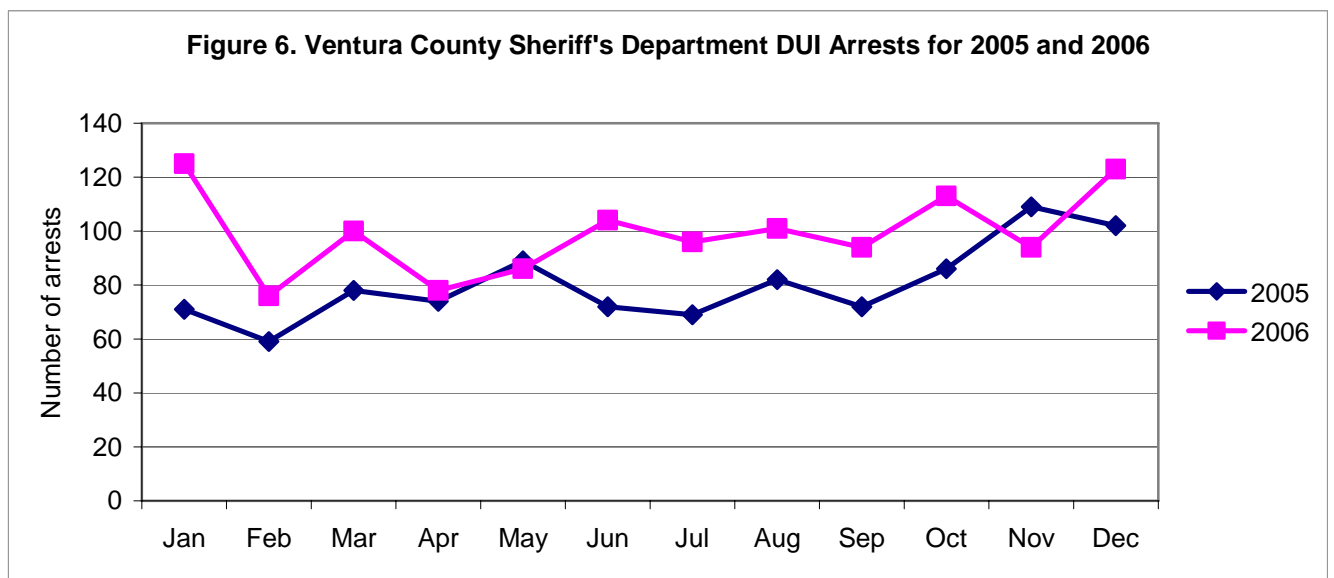
¹⁰ 2006 Annual Report of the California DUI Management Information System, California Department of Motor Vehicles.

¹¹ 2005 Annual Report of the California DUI Management Information System, California Department of Motor Vehicles.

DUI arrests from 2003 -2005 while arrests of adults driving under the legal drinking age is between 8 and 9 percent.

	2003	2004	2005
Total DUI Arrests	4,047	4,370	4,139
<i>Under 18</i>	48 (1.2%)	51 (1.2%)	39 (.9%)
<i>18 to 20</i>	362 (8.9%)	355 (8.1%)	366 (8.8%)

The Ventura County Sheriff’s Department (VCSD) patrols all unincorporated areas of the county, as well as contracts to provide local law enforcement in five contracted cities: Camarillo, Fillmore, Moorpark, Ojai, and Thousand Oaks. In the figure below, DUI arrests from 2005 and 2006 are depicted using data from the VCSD. In 2006, in 10 of 12 months, DUI arrests were higher than in 2005 (Figure 6). In total, there were 963 DUI arrests by VCSD in 2005 and 1,190 in 2006. Upon further examination, in 2005, 13 percent of DUI arrests by VCSD were of persons under 21 years of age, while in 2006 there was a slight increase to 17 percent.



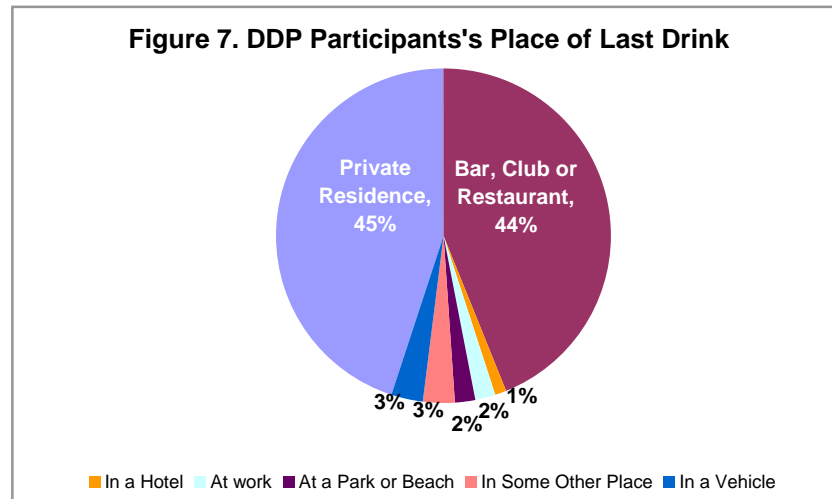
Place of Last Drink Survey

The VCBH Prevention Division has capitalized on strong local data collection from DUI offenders for years. Convicted drivers are mandated to complete the Drinking Driver Program (DDP) to help prevent further episodes of drinking and driving. In Ventura County, prevention funds are used to collect and analyze these data. From January 2002 to May 2007, 10,961 Ventura County residents in the program completed the Place of Last Drink (POLD) Survey. It is estimated that over 95 percent of DDP participants complete a POLD survey, suggesting that data from the POLD survey are representative of convicted DUI offenders countywide. Data

gathered through Ventura County’s Place of Last Drink Survey indicated that among participants.¹²

- Almost 1 in 4 consumed 10 or more drinks prior to their arrest
- 1 in 3 reported a BAC twice the legal limit or higher
- Over one-third had at least one passenger in their care at the time of arrest

Almost an equal proportion of DDP participants reported a private residence or a bar, club or restaurant as their Place of Last Drink (POLD) (Figure 7).¹³



Convicted DUI offenders who report having had their last drink in a bar, club or restaurant have some unique characteristics:

- Persons whose POLD was a bar, club or restaurant had, on average, a significantly higher BAC at time of arrest compared with those who reported drinking anywhere else prior to arrest.
- Those who had been drinking at a bar, club or restaurant reported consuming fewer numbers of drinks compared with those drinking somewhere else, yet reported higher Blood Alcohol Concentrations.
- Females were more likely to have been drinking at a bar, club or restaurant.
- Those coming from a bar, club or restaurant were more likely to have a passenger in the car with them.

Of the 18-25 year olds arrested for a DUI who participated in the DDP.¹⁴

- Approximately two-thirds were binge drinking prior to their DUI arrest;
- About 1 in 5 reported consuming 11 or more drinks prior to arrest;

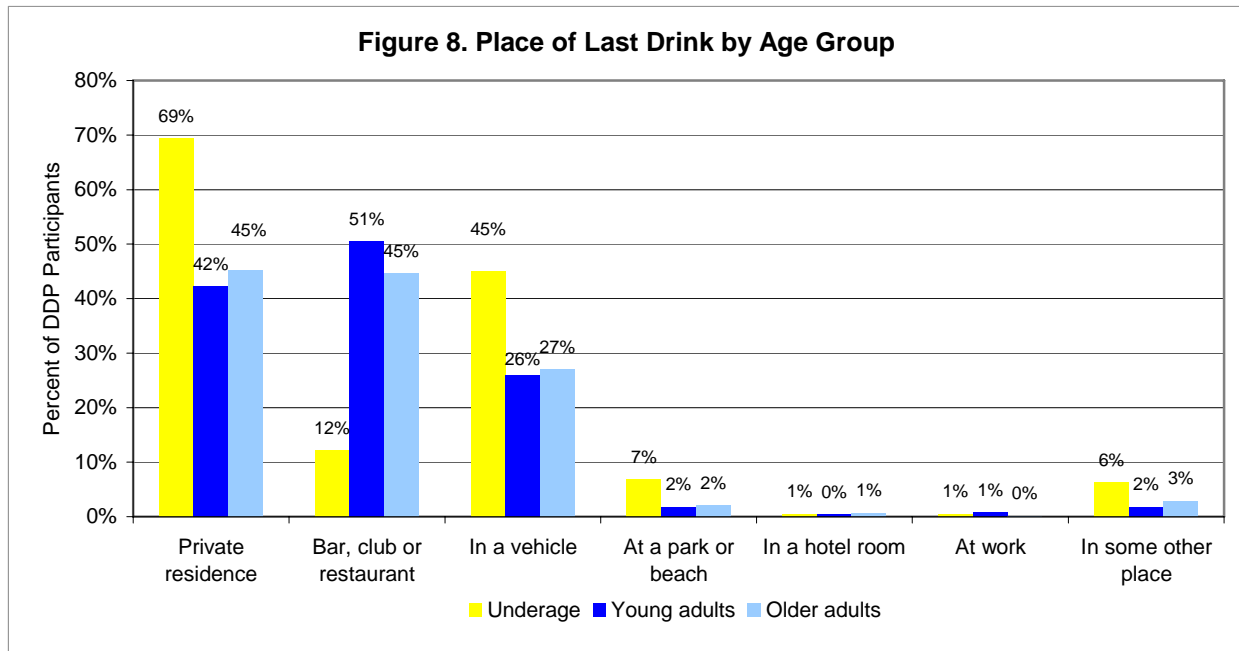
¹² *Quarterly POLD Update, Fall 2006*. Donovan, K., & Slay, J. (Ventura, CA: Ventura County Behavioral Health Department Publication, 2006).

¹³ *Ventura County Place of Last Drink Survey SPOTLIGHT: Bars, Clubs and Restaurants, May 2007*. Donovan, K., & Slay, J. (Ventura, CA: Ventura County Behavioral Health Department Publication, 2007).

¹⁴ *Quarterly POLD Update, Fall 2006*. Donovan, K., & Slay, J. (Ventura, CA: Ventura County Behavioral Health Department Publication, 2006).

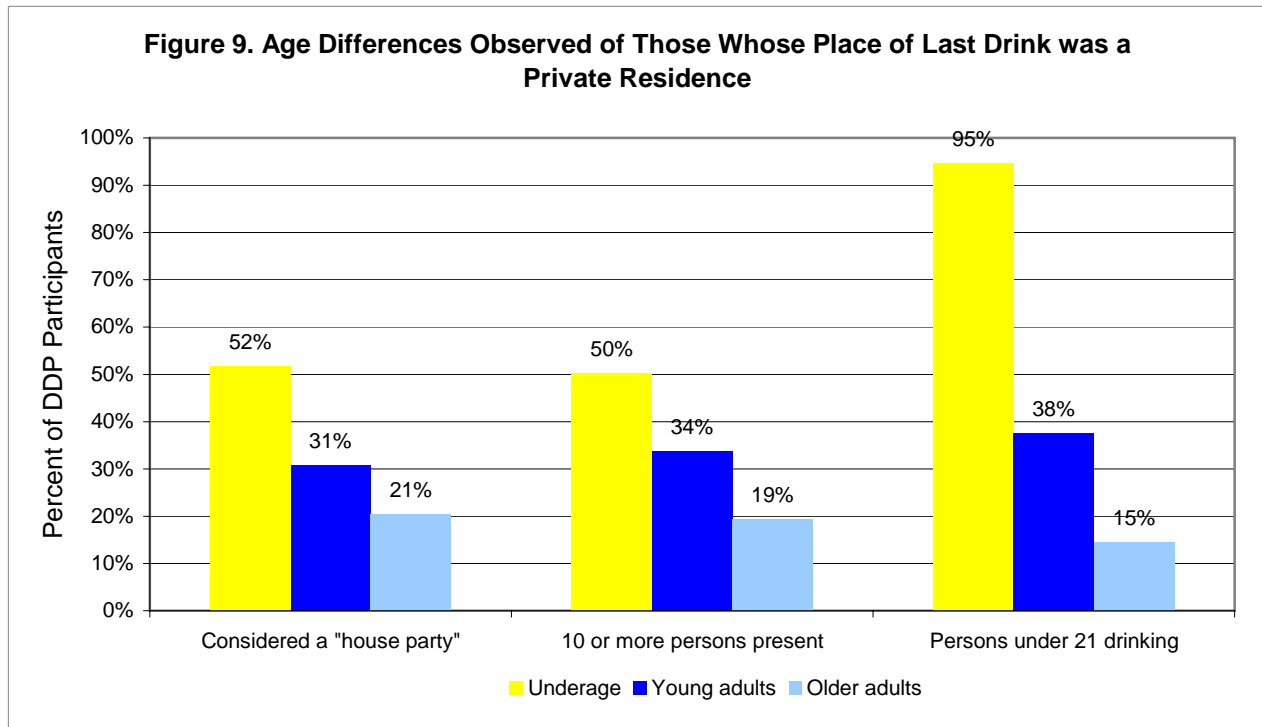
- More than one-quarter had a Blood Alcohol Concentration (BAC) twice the legal limit or more (i.e., .16 or higher); and
- Three-quarters of 18 and 19 year olds arrested for a DUI were drinking at a private residence or home party.

Underage drinkers (aged 18-20) from the DDP program appear to use alcohol somewhat differently compared to drinkers over 21 years of age.¹⁵ In fact, underage drinkers are much more likely to report a private residence as their Place of Last Drink (Figure 8) and they are less likely to have been drinking in more than one place the night of their DUI arrest compared to older DDP participants.



Also, for those DDP participants who reported their Place of Last Drink in a private residence, the underage drinkers are more likely to report that this setting was a “house party” (51.7%), that 10 or more persons were present (50.3%) and that people under 21 years of age were drinking at their Place of Last Drink (94.6%) (Figure 9). This suggests that underage drinkers are likely drinking with their peers rather than “crashing” a gathering of young adults or older adults.

¹⁵ *Ventura County Place of Last Drink Survey SPOTLIGHT: Underage Drinkers* (In press, Donovan, K., & Slay, J. Ventura, CA: Ventura County Behavioral Health Department Publication).



Also, underage drinkers exhibit riskier behavior than older drinkers. For example, underage drinkers are more likely to report having mixed drinks/shots on the night of their DUI arrest and are more likely to report using other drugs prior to their arrest. It appears that underage drinkers may be placing themselves and others at greater risk and experiencing greater negative consequences when driving under the influence. Underage drinkers, like young adult drinkers, are more likely to have at least one or more passengers in their car compared to older adults (51.6% vs. 51.9% vs. 32.5%, respectively). By having a greater number of persons in the car, more lives are at risk if the underage drinking driver is in a crash. Moreover, underage drinkers are also more likely to have been involved in an accident (26.1% vs. 16.2% of young adults and 14.0% of older adults). Though similar rates of damage and bodily injury are seen in underage drinkers as other age groups, this finding may suggest that underage drinkers are taking greater risks with a greater number of persons at risk. Lastly, the likelihood of binge drinking decreases with age. A significantly higher percentage of underage drinkers meet criteria for binge drinking on the night of arrest, compared with older “of age” drinkers.

Data Pertaining to On-Sale Retail Alcohol Establishments

Of the young adults aged 18-25 in the Drinking Driver Program who reported their Place of Last Drink as a bar, club or restaurant in Ventura County, 51 percent were drinking in one of sixteen licensed establishments (i.e., out of more than 875 total licensed on-sale establishments in the county). The average blood alcohol concentration of the young adults who cited these outlets was .13, and they reported having consumed an average of six drinks on the day of their arrest. Additionally, a total of 65 percent met criteria for binge drinking. These data suggest that a relatively few bars may account for significant proportion of problematic drinking in Ventura County. As a result, VCBH wanted to determine whether the most commonly cited alcohol outlets were also outlets in which local law enforcement were frequently called to address alcohol-related events such as disturbance, violence, and other problematic behaviors.

The twenty most common bar/club or restaurant locations mentioned by participants in the Drinking Driver Program were shared with the Ventura County Sheriff's Department so that they could gather calls for service data for those establishments. Using the frequency and type of calls for service along with the rankings of Place of Last Drink mentions for each establishment, twelve locations were identified as "problematic outlets." VCBH sponsored a series of structured observational risk assessments for these problematic outlets.

Trained observers, using a standardized observation protocol, assessed the twelve establishments twice. Findings revealed significant problems with serving practices and related behaviors at many of these alcohol outlets. For example, at several outlets the alcohol serving staff did not check identification and relied on security staff at the door to verify ages of patrons entering the establishment. Several establishments were found to free-pour drinks. At one outlet, shots of liquor were served in large plastic cups that exceeded the legal size of 1.5 ounce containers. Staff in one outlet was observed to be drinking alcohol while working. In one establishment, a woman was observed passed out on the bathroom floor. These observations point to a need for increased responsible retail practices and polices.

An additional source of data regarding retail alcohol establishments in Ventura County stemmed from a focus group held with alcohol beverage servers, bartenders, and bouncers/security. Participants of the focus group had worked in the alcohol beverage industry in Ventura County for an average of 10 or more years. Some of the most notable findings from the focus group were that:

- Most had never received any formal beverage service training.
- Whether or not underage drinking was allowed in retail outlets depended on individual staff choices and the attitudes of management.
- How drinks were prepared and served was dependent upon the person pouring or serving the drink. Oftentimes, attractive patrons were more likely to be served "heavier drinks" by opposite sex servers.
- Most reported that there were rules around staff using alcohol while on the clock; however, they were not followed often.
- Drug use occurred at alcohol establishments by some patrons and staff during regular business hours, as well as after hours.
- Staff would allow certain activities to occur without notifying management or the police (e.g., use of drugs, sexual behaviors, fighting/violence). Many also reported that notifying police often "wasn't worth it."
- Participants agreed that drink specials encouraged heavier drinking by patrons and that special occasions (e.g., bachelorette/bachelor parties, football games or other sporting events on television) were associated with a higher incidence of problem behaviors.
- Participants estimated that about half of the patrons drove away from their establishment intoxicated.
- Some participants believed that focusing on server behaviors will help to reduce problems related to over-service of alcohol and overuse among patrons.

- Participants were supportive of responsible beverage service training, and offered a couple of ideas about what should be included in the training.

Alcohol Related Crashes and Fatalities

In Ventura County, the number of alcohol-involved vehicle collisions rose steadily in recent years among 18-25 year olds. A reported 540 serious injuries and 36 deaths among this age group occurred between 2000 and 2003. The estimated costs of fatalities due to impaired driving among young adults in Ventura County for the years 2001 through 2003 were placed at \$3.8 million per death, or approximately \$136.8 million.¹⁶

Between 2001 and 2005, there were 93 alcohol-involved fatal collisions in Ventura County resulting in the deaths of 101 individuals. Also, 3,236 persons were injured in the 2,274 non-fatal injury collisions that occurred in the County over the same four-year period.¹⁷

Treatment Admissions Data

In fiscal year 2006-2007, Ventura County had 1,035 methamphetamine admissions into drug and alcohol programs showing a 270 percent increase from five years ago when there were only 383 admissions (Figure 10).^{18,19} Statewide, methamphetamine admissions in California increased by 112 percent from 2000 to 2005, with 77,793 admissions in 2004-2005.²⁰ Six years ago, the majority of people admitted into drug rehabilitation in Ventura County reported that they used primarily heroin. By 2005, methamphetamine had replaced heroin as the most abused drug among people entering rehabilitation facilities in Ventura County.²¹

¹⁶ *Circumstances of Drinking Prior to DUI Arrest among Persons 18 to 25 Years of Age in Ventura County*, G. Robinson, S. Osborn, and D. Hicks (Ventura, CA: Ventura County Behavioral Health Department Publication, 2005).

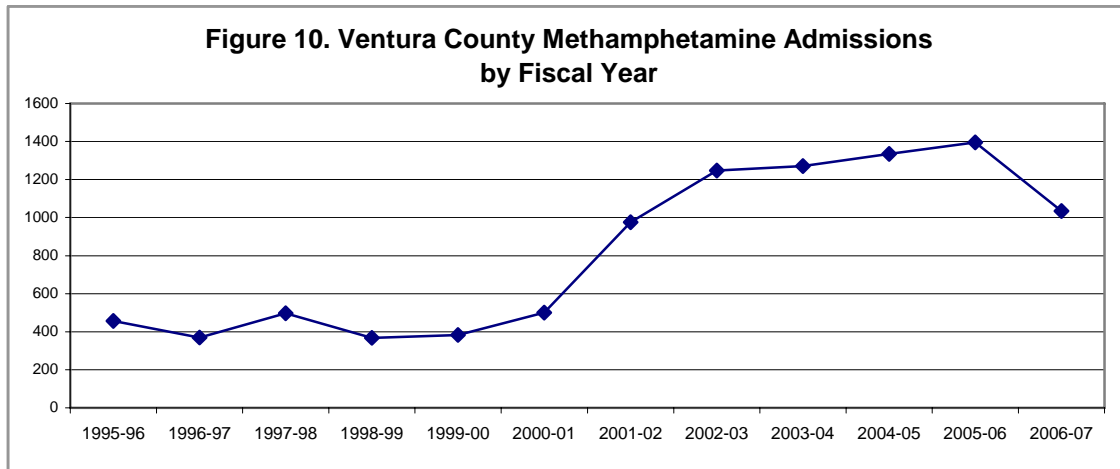
¹⁷ Statewide Integrated Traffic Records System Data, 2001 – 2005.

¹⁸ Based on California Alcohol and Drug Data System (CADDSS) as prepared by the Department of Alcohol and Drug Programs, Office of Applied Research and Analysis. Downloaded from http://www.adp.ca.gov/OARA/pdf/Meth_Admissions_County.pdf.

¹⁹ California Outcomes Measurement System, Treatment Admissions Data. Ventura County Behavioral Health Department, July 2007.

²⁰ Based on California Alcohol and Drug Data System (CADDSS) as prepared by the Department of Alcohol and Drug Programs, Office of Applied Research and Analysis. Downloaded from http://www.adp.ca.gov/OARA/pdf/Meth_Admissions_County.pdf.

²¹ Methamphetamine users are stealing people's identities, people say. Adam Foxman, March 25, 2007, Ventura County Star. Downloaded from <http://www.venturacountystar.com/news/2007/mar/25/the-no-1-illegal-substance-abused-in-ventura-in/>.



Data from the California Outcomes Measurement System shows that 37 percent of all treatment admissions for 2006-2007 was due primarily to methamphetamine use, followed by heroin (30%), marijuana (11%), alcohol (10%), cocaine/crack (6%), OxyCodone/OxyContin (3%) (Table 3).²²

Table 3. Primary Drug of Treatment Admission, Fiscal Year 2006 - 2007

<i>Drug</i>	<i>Percent of Admissions</i>	<i>Number of Admissions</i>
Heroin	30.1	855
Alcohol	9.8	278
Barbiturates	0.2	6
Other Sedatives or Hypnotics	0.0	0
Methamphetamines	36.5	1,035
Other Amphetamines	0.8	24
Other Stimulants	0.0	1
Cocaine/Crack	6.0	169
Marijuana/Hashish	11.4	324
PCP	0.0	0
Other Hallucinogens	0.0	0
Benzodiazepine Tranquilizers	0.2	5
Other Tranquilizers	0.0	1
Non-Prescription Methadone	0.1	3
OxyCodone/OxyContin	2.5	71
Other Opiates or Synthetics	1.8	51
Inhalants	0.0	0
Over-the-counter	0.1	3
Ecstasy	0.1	2
Other Club Drugs	0.0	1
Other	0.3	8
Total	100.0	2,837

²² California Outcomes Measurement System, Treatment Admissions Data. Ventura County Behavioral Health Department, July 2007.

Other Methamphetamine-Related Data

Since 2001, 39 deaths in Ventura County, or 14% of drug-related deaths, were due to Methamphetamine use (Table 4).²³ In fact, 15.4 deaths per 10,000 deaths regardless of cause are due to use of Methamphetamine.

	Deaths due to Meth.	Total Drug Deaths	% Drug Deaths due to Meth.	Rate of Meth. Deaths per 10,000 Deaths due to all causes
2001	4	51	7.8%	8.0
2002	11	56	19.6%	21.7
2003	7	70	10.0%	13.2
2004	4	44	9.1%	7.8
2005	13	57	22.8%	26.6
2001-2005	39	278	14.0%	15.4

Methamphetamine use has a number of negative consequences that affect the community, including child endangerment, violence, and crime. In addition to the costs related to treating those with methamphetamine abuse, societal costs related to crimes associated with use of this illegal substance places a financial burden on communities.

- More than half (57%) of child abuse and neglect cases in Ventura County involve methamphetamine.²⁴
- In Ventura County, methamphetamine abusers make up 60 percent of the people referred to California's Proposition 36 drug diversion program for nonviolent offenders. Methamphetamine abusers account for 50 percent of those referred to the program across the state.²⁵
- In a national survey by the National Association of Counties in 2005, 27 percent of counties reported increases in identity theft due to methamphetamine use. The county officials responding also linked methamphetamine to increases in burglaries, robberies, domestic violence and jail populations.²⁶

²³ California Automated Vital Statistics Systems, Death Records: Ventura County Public Health Department Epidemiology and Health Statistics Group (as of July 2007).

²⁴ 'Meth is a monster,' says recovering addict. Tamara Koehler, March 25, 2007, Ventura County Star. <http://www.venturacountystar.com/news/2007/mar/25/no-headline-na1fcmethintro25/>

²⁵ Methamphetamine users are stealing people's identities, people say. Adam Foxman, March 25, 2007, Ventura County Star. Downloaded from <http://www.venturacountystar.com/news/2007/mar/25/the-no-1-illegal-substance-abused-in-ventura-in/>.

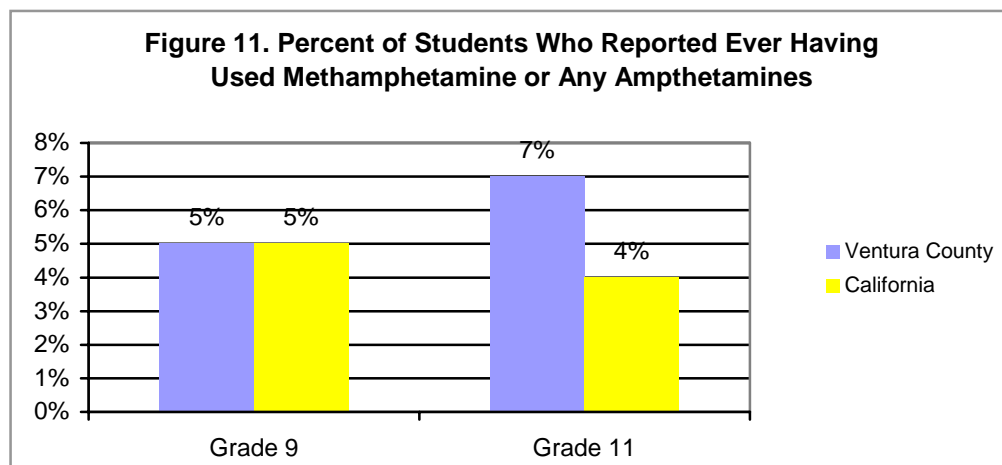
²⁶ Methamphetamine users are stealing people's identities, people say. Adam Foxman, March 25, 2007, Ventura County Star. Downloaded from <http://www.venturacountystar.com/news/2007/mar/25/the-no-1-illegal-substance-abused-in-ventura-in/>.

- About 80 percent of felonies in the county courts are methamphetamine-related and 95 percent of teenagers in Juvenile Drug Court reported to have used the drug.²⁷

The ability to track how addictions may be related to the rate of crime is challenging, though there are a number of crimes that are directly associated with use and trafficking of illegal substances. The following are the numbers of bookings at the Ventura County Jail related to methamphetamine (Table 5). Possession charges of methamphetamine appear to have declined from 2005 to 2006, while charges for transporting methamphetamine have increased slightly.

Charge	Penal Code	2004	2005	2006
Possession of Methamphetamine	11377(a)	1,697	1,700	1,428
Possession for Sale of Methamphetamine	11378	273	271	214
Transportation of Methamphetamine	11379	248	255	301

Methamphetamine use is not restricted to adults, as demonstrated in the latest California Healthy Kids Survey for Ventura County. A higher percentage of 11th graders in Ventura County reported having used methamphetamine or any amphetamine at least once compared to statewide reports (Figure 11).^{28,29}



²⁷ 'Meth is a monster,' says recovering addict. Tamara Koehler, March 25, 2007, Ventura County Star. <http://www.venturacounty.com/news/2007/mar/25/no-headline-na1fcmethintro25/>

²⁸ Technical Report: Fall 2005 – Spring 2006, Ventura County. Downloaded from http://www.wested.org/chks/pdf/rpts_dl/0406s_56_56.pdf on July 30, 2007.

²⁹ Aggregated California Data Technical Report: 2004 – 2005 & 2005 – 2006. Downloaded from http://www.wested.org/chks/pdf/sec_agg0406_reqmods.pdf on July 30, 2007.

Other Drug Use Statistics

According to the Place of Last Drink survey, underage male drinkers are more likely to have used drugs prior to the DUI arrest than their female counterparts. Almost 20 percent of underage males (19.2%) reported using drugs on the day of their DUI arrest whereas only 6 percent of underage females reported the same.

In a high school survey conducted in the cities of Fillmore and Ojai in June 2007, 58 percent of Fillmore students reported moderate to significant use of drugs among teens in their community. In Ojai, 70 percent of surveyed students reported the same. This may indicate that drug use is more prevalent among teens in the Ojai community. When asked if they noticed an increase in drug use, most of the students in both cities who indicated an increased reported marijuana as the drug in which they have seen a greater increase in use among their peers. According to the California Healthy Kids Survey, 37% of 11th grade males and 32% of 11th grade females reported having been high from using drugs at least once in their lifetime in Ventura County.³⁰

In Ventura County, between 2002 and 2004, the average rate of drug-induced death was 73.3. The age-adjusted rate for drug-induced death in the county from 2002 to 2004 is 9.0 per 100,000 persons.³¹ This is far higher than the Healthy People 2010 National Objective of 1.2 per 100,000.

Summary

In short, significant amounts of data regarding alcohol and other drug use among Ventura County residents, as well information pointing to the devastating consequences of AOD use, indicate a continued need for prevention strategies to help reduce the impact of substance use on the lives of individuals, and to increase overall community health, safety and well being for everyone living in Ventura County.

RESOURCES

The Ventura County Behavioral Health Department Alcohol and Drug Prevention Division's resources to address the needs outlined in this Strategic Prevention Framework are comprehensive and diverse. They include Prevention Division Staff, Prevention Division Contract Providers, the Meth Task Force and Ventura County Council on Alcohol Policy, local research and data, the Ventura County Limits Community Partnership and its Law Enforcement Collaborative, Municipal Collaborative, Higher Education Collaborative, and the Community Partnership's strategic use of media and channels for communication.

To exponentially increase the comprehensive nature of the Prevention Division's resources, careful and strategic planning is done in terms of contracts negotiated, partners who are engaged, data that are collected and analyzed, and initiatives that are designed and executed.

The Alcohol and Drug Prevention Division resources include:

³⁰ Technical Report: Fall 2005 – Spring 2006, Ventura County. Downloaded from http://www.wested.org//chks/pdf/rpts_dl/0406s_56_56.pdf on July 30, 2007.

³¹ County Health Status Profiles 2006, California Department of Health Services.

Prevention Division Staff

The **Prevention Division staff** is comprised of a Manager of the Division, an Underage and Binge Drinking Initiative Program Administrator and a Management Assistant. The primary roles of the Manager of the Division and the Program Administrator are strategic plan and process development, contract development and initiation, program oversight, contract monitoring and the dynamic initiation of a catalytic process of strategic and comprehensive community action to address underage and binge drinking, impaired driving and illegal and prescription drug use with a special emphasis on Methamphetamine.

Prevention Division Contract Providers

Community Coalitions who engage community members/residents and key community partners in understanding the circumstances, conditions and factors that contribute to underage and binge drinking, and/or impaired driving and/or illegal and prescription drug use, learn about the appropriate prevention strategies to address these community health and safety issues and implement a strategic community plan to address these issues using an environment/public policy approach with measurable outcomes. The resource of community coalitions is cost effective, sustainable and directly inked to the other key resources in the community such as elected officials, policy makers, youth, law enforcement, and the community residents. The Prevention Division has funded over thirty such community coalitions and they often request funding for two to three years and the vast majority stays active even without funding. The policies that are set in place in their communities have a lasting positive impact on the health and safety of residents, and there has been evidence of significant and lasting community norm changes.

Youth Development/Youth Engagement and Youth Action Prevention Providers are engaged via contracts to assure that youth and young adults are an active and integral part of the discussions about scope and nature of the issues and the solutions. Through this process a large number of youth and young adults throughout the county have had, and will have, opportunities to be involved in the implementation of the solutions. This process also engages adult allies and organizational allies in the process.

Community Assessment and Remediation Prevention Providers have contracts to assess Special Events and fundraisers and work with event organizers, local law enforcement and municipal authorities to establish conditions and policies that will work to remediate and/or proactively prevention conditions that contributed to alcohol and other drug related community health and safety risks. Additionally, the Prevention Division has contracted to have on-sale outlets that show up in significant numbers on the Place of Last Drink Survey assessed. Sixty percent of the 18-25 year old POLD survey respondents, who were arrested and convicted coming out of a bar or club, were coming out only 18 of the approximate 900 bar/clubs/restaurants in Ventura County. All Prevention Providers are responsible for community level assessment and remediation, but the countywide efforts of specific assessment and remediation focused providers has been called out here.

Pacific Institute for Research and Evaluation/Center for the Study for Law and Enforcement Policy (PIRE/CSLEP) continues to be an important resource. Under contract with our Division they created the “Model Social Host Liability Report with Legal Commentary” that facilitated the development of a Social Host Liability Ordinance in all ten cities in Ventura County as well as a Board of Supervisors initiated SHLO for all county unincorporated areas of the county. Also, under contract with the Prevention Division they have developed a “Best Practices

Guide for Retail Alcohol Compliance Report with Legal Commentary.” This will be used to assist local municipalities in establishing the “best practices.” We continue to utilize PIRE/CSLEP as a resource to provide high-level comprehensive, legal and directional documents and input.

Research and Evaluation Contractors have long been an important partner in prevention for Ventura County. In fact, the Prevention Division has had an ongoing contractual relationship with researchers/evaluators since the development of our Strategic Plan in 1996. The current research and evaluation contractor, EVALCORP Research and Consulting, works with Ventura County’s Alcohol and Drug Prevention Division on a number of key projects, assisting the Division through gathering, analyzing, and making use of critical data to effectively identify needs, develop policy solutions, and assess the impact of prevention initiatives. Examples of current and/or recent projects include: Place of Last Drink Survey database management, State Incentive Grant local evaluation design and implementation, youth/young adult surveys, focus groups, data mapping, and data-related publication development.

Ventura Adult and Continuing Education- Responsible Beverage Sales and Service Pilot Project is a new and innovative pilot project to develop and institutionalize RBSS training at a local level through Adult Education. This has long been a significant need in the county to increase compliance of On-sale and Off-sale alcohol beverage establishments and special events. This resource has the capacity to meet the enormous need, is based on a cost recovery/fee for service model, and will allow municipalities to create the mandate with the “resource” available locally.

Media and media related contractors are in place and are an essential component of the AOD environmental/public policy prevention. The media campaigns create awareness, engage the community at large in the discussion and are essential in the process of changing community norms in relationship to underage and binge drinking, impaired driving and illegal and prescription drug use.

AOD/Meth-Related Task Force and VC Council on Alcohol Policy are two of the Prevention Division’s new initiatives that will function as major resources for our SPF.

Methamphetamine Task Force The Prevention Division is facilitating the development of a countywide; Board of Supervisor chartered Methamphetamine Task Force (MTF). The Coordinator of the MTF will be contracted for using Prevention Division set-aside funds. The main goal of the MTF is to compile indicators of the magnitude and nature of Meth problems across Ventura County, bringing together the systems that are most affected, including behavioral health, public health, public safety and criminal justice leaders. Based on the findings of the MTF, the County of Ventura will develop an Action Plan, similar to those used in other counties, to counter the community effects of the Meth production, sale, use, abuse and related risk factors (e.g., child endangerment, health risks, community safety risks, addiction, etc.) through coordinated action.

Ventura County Council on Alcohol Policy The Prevention Division is contracting for the development and coordination of a countywide council on alcohol policy. Key leaders will convene to study and make policy recommendations on current and emerging alcohol and other drug prevention related issues. This council will be a significant resource in helping determine policy direction and policy recommendations in relationship to the Prevention Division’s strategic prevention framework initiatives.

Local AOD Research and Data

Extensive local data is collected and analyzed to serve as a directional guidepost and to measure the impact of prevention initiatives. The division initiated a Place of Last Drink Survey over five year years ago. Through this survey information is collected and analyzed from respondents who have been arrested and convicted of drinking and driving. We currently have over 11,000 completed surveys. These data provide a wealth of information in terms of underage and binge drinking and impaired driving. Additionally, we use data from the California Health Kids Survey, crime data from local jurisdictions, CHP data, and local treatment data. Additional data indicators pertaining to Meth will be gathered as part of the Meth Task Force.

Community Partnership/Collaboratives

The Division's underage and binge drinking initiative, Ventura County Limits, had as a central focus the development and activation of a Community Partnership and three sub-collaboratives (Law Enforcement, Municipal, and Higher Education) to address underage and binge drinking. This SPF is resplendent in the significant contributions of this Community Partnership and the individual collaboratives. These will continue to be a major resource to address the SPF initiatives.

Channels for Communication

The Prevention Division has as a significant resource, numerous locally developed data and research rich publications, reports, Issue Briefings, newsletters and comprehensive website (www.venturacountylimits.org). The Division also conducts media campaigns to highlight issues that are related to its prevention initiatives thereby creating a community dialogue about these issues with the intended outcome of influencing community perceptions and norms.

III. SPF STEP 2 – CAPACITY BUILDING

Based on a Strategic Plan developed by VCBH and approved by the Board of Supervisors in 1996, Ventura County's Alcohol and Drug Prevention efforts are focused on altering the conditions, settings and circumstances that contribute to community alcohol and drug related problems. Research shows that changes to the physical, social and policy environment are cost-effective and produce long-lasting results. A central feature of this work is community engagement and mobilization.

For over a decade, VCBH's Alcohol and Drug Prevention Division has funded grass roots community coalitions comprised of concerned citizens and/or community groups who come together to address identified alcohol- or drug-related problems in their own communities. In 1996, the Division established a process for awarding two types of grants for facilitating community action aimed at supporting and enhancing public health and safety. First, community groups are able to apply for a Planning Grant of up to \$10,000 to gather together community members charged with: (1) identifying specific factors which contribute to problems, (2) learning about appropriate strategies that can be used to address them, and (3) developing a strategic plan for the next level of funding (i.e., an Implementation Grant).

Implementation Grant funds are awarded to community coalitions with well defined plans for environmental change strategies based on community assessment. For example, after identifying a high school football stadium as a problematic alcohol environment, a community coalition might first gather additional relevant data and then organize parents and young people to thoroughly assess the factors that contribute to the problems of underage consumption. Based on their assessment, they may develop a strategic action plan to implement stadium policies that would strengthen security and limit alcohol availability through a stadium gate policy. They might also build community support for new or improved policies to be implemented by the athletic department, the school site administration, or local law enforcement, depending on the nature and extent of the problems. These awards may be up to \$50,000 per year.

Over the past decade, the Ventura County Alcohol and Drug Prevention Division has funded more than 30 coalitions, many of which have successfully altered problem environments. Some of the specific accomplishments of these community-based groups include the following:

- Added lighting and community patrols to make parks safer and drug-free;
- Changed policies at local restaurants and bars to protect both patrons and neighbors;
- Improved school stadium and event policies to limit alcohol incidents;
- Secured pledges from parents assuring that their home parties are alcohol-free;
- Worked with local law enforcement to establish new retail alcohol policies and develop a Responsible Retailer Program
- Mobilized residents to create alcohol-free and family friendly community events;
- Added conditions to community events to increase community health and safety;
- Identified and altered identified areas (e.g., abandoned houses, dark corners of parks, party homes) where young people congregate to use alcohol and other drugs; and
- Identified the need for improved city policies to deal with underage drinking and unruly home parties, successfully advocating for and implementing Social Host Liability Ordinances in every jurisdiction across Ventura County.

DIVISION STAFFING

For the past nine years VCBH has had only two prevention staff: Kathy Staples, the Manager of the Alcohol and Drug Prevention Division, and one Management Assistant II. Kathy has worked in the Alcohol and Drug Prevention Division for 23 years and has managed this Division for almost 21 years. In 2005, Dan Hicks joined the Division as a Program Administrator, who has managed the multi-year State Incentive Grant (SIG) grant awarded to Ventura County in FY04-05. Dan will continue serving as a Program Administrator for the Division beyond the term of the SIG grant, which comes to a close on September 30, 2007.

Beginning July 2007, five additional staff positions began to be supported with primary prevention funds. These five VCBH positions are responsible for the development and implementation of junior high and high school-based services to augment the Division's existing array of prevention efforts aimed at youth.

FUNDED PROJECTS

The Alcohol and Drug Prevention Division funds approximately fifteen contractors each year. Examples of the types of prevention projects funded by the Prevention Division include over the past several years include:

- o Regionally diverse neighborhood coalitions;
- o A countywide Special Events Assessment and Remediation project;
- o A youth development project which promotes social change regarding underage and binge drinking;
- o A youth community action initiative with a countywide Youth Summit as its centerpiece
- o A comprehensive countywide media advocacy campaign;
- o The development of a Model Municipal Strategies for Managing Alcohol Establishments Report and Legal Commentary (similar to the Model Social Host Liability Report and Legal Commentary) by PIRE/CSLEP;
- o Other numerous other local community based prevention initiatives.

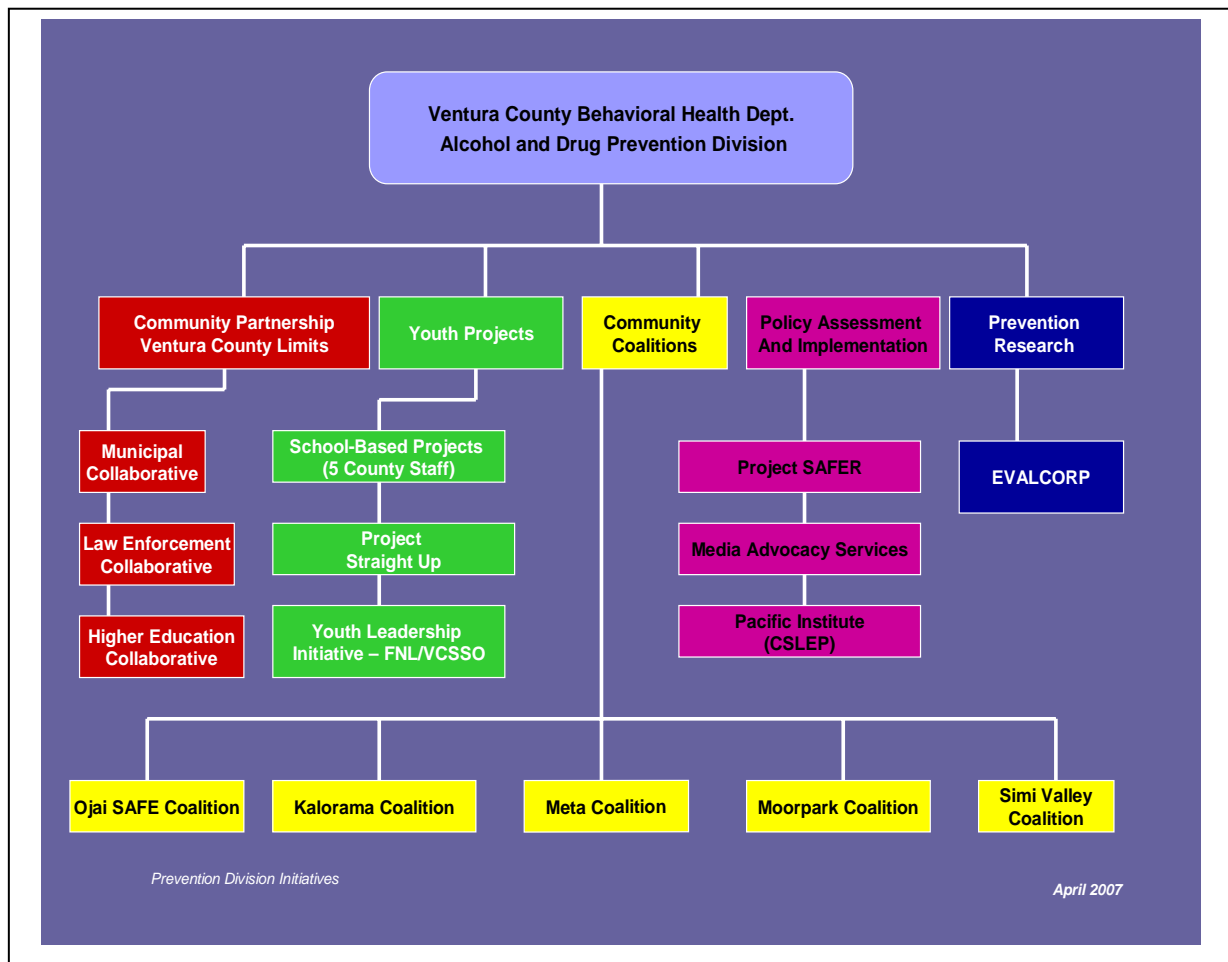
In addition to these activities, the Division maintains an array of research, training and technical assistance resources to support successful prevention outcomes. Since 2001, the Division has worked closely with the Drinking Driver Programs to collect information from virtually all adults who have been arrested and convicted of DUI about the circumstances that led to their arrest, including their Place of Last Drink (POLD). This ongoing survey initiative provides invaluable information for prevention planning as well as monitoring of community change. In 2004, the Division funded a countywide random digit dial (RDD) telephone survey to gather information about community concern concerning alcohol and other drug issues, perceptions of the extent of these problems, and support for various kinds of community interventions. Over the years the Prevention Division has contracted with various research and evaluation institutions, including the Rand Corporation, Claremont Graduate University and the Social Science Research Center of California State University, Fullerton. In 2006, Evalcorp, Inc., an established research and evaluation contractor, was engaged to assist with prevention planning, needs assessment, formative evaluation and outcomes assessment activities.

The Prevention Division continually supports community engagement in prevention by awarding contracts and grants to community efforts that will improve community health and safety while decreasing the incidence and severity of alcohol and other drug use. At the same time, the

Division enhances those efforts through training, technical assistance, data collection and analysis, research, and evaluation to achieve the most coordinated initiatives possible.

As depicted in the diagram below (Figure 12), the VCBH Alcohol and Drug Prevention Division provides funding for a strategic array of services, with community coalitions as a foundation for environmental change. Youth projects, technical and policy consultants, and prevention researchers support our community partnership, and the Division's overall mission.

Figure 12. VCBH Alcohol and Drug Prevention Division Funded Projects



DIVISION BUDGET

The Prevention Division’s budget is comprised of more than \$1 million in federal monies annually that are received from the State Department of Alcohol and Drug Programs. In accordance with Federal requirements, twenty percent (20%) of the total alcohol and drug funds received by VCBH are set-aside for primary prevention services.

In addition, the Division attempts to augment its budget with grant funds for projects that meet local needs, consistent with VCBH priorities and the guidelines and requirements of the funding source. An additional \$955,000 in grant funds were included in the Division budget for the last

several years under State Incentive Grant (SIG) funding to address underage and binge drinking in Ventura County.

STATE INCENTIVE GRANT (SIG) – VENTURA COUNTY LIMITS PROJECT

In 2004, the Prevention Division was successful in securing a major multi-year grant from the State Department of Alcohol and Drug Programs to address underage and binge drinking among 15 to 25 year olds. Ventura County was one of only 13 counties in California awarded funding under this competitive State Incentive Grant process, which requires local policy and environmental change strategies be implemented to reduce dangerous drinking among youth.

The project, known as Ventura County Limits, got off to an encouraging start in February 2005 when over 150 community leaders attended a project launch of the countywide Community Partnership. At the core of this initiative is a strong commitment to policy-based approaches to prevention, which has been shown to be effective through research and experience.

With unprecedented local research on alcohol-related problems now available, and scientific information about the views of Ventura County residents on underage drinking to inform policy development, the Division is moved forward with an ambitious campaign to decrease the human and financial costs of underage and binge drinking by altering the settings and social norms that contribute most to these pervasive problems. To do this, the VCBH has established community-based project work groups, known as Collaboratives, to effect systems-level changes.

Municipal Collaborative – City management and elected officials had expressed a keen interest in the development of a county-wide conference to explore Municipal Strategies for the management of alcohol problems, addressing the contexts where youthful drinking is most problematic (and costly) for cities and the County. Working closely with law enforcement, the Municipal Collaborative was successful in advancing Social Host Liability across the county between 2005 and 2007. Residential settings, on-sale alcohol establishments, off-sale alcohol establishments, and public settings including one-day special events, are all under consideration by participants in this Collaborative. In addition, the City of Ventura was chosen as the pilot for the Ventura County Limits Responsible Retailer Program. Four other cities are currently in the process of putting the essential elements of the Program in place so that they too may implement the comprehensive program in their cities.

Law Enforcement Collaborative – Led by Chief Deputy Geoff Dean of the Ventura County Sheriff's Department, this group has high-level representation from all municipal jurisdictions, and has advanced practical policy solutions to the problems of underage drinking parties. Through the Ventura County Limits initiative, and with extensive participation from members of the Law Enforcement Collaborative, enforcement and reporting procedures for Social Host Liability Ordinances were developed and put into effect. Social Host laws have not only been enacted, but they are enforced across all 10 cities in the county, as well as in the unincorporated areas of the county. This group of individuals has also played a prominent role in the training and professional development of law enforcement teams, actively participating in the annual conference of OJJDP focusing on the enforcement of underage drinking laws.

Higher Education Collaborative – This Collaborative includes representatives from each of the college and university campuses in Ventura County, and has investigated the scope and nature of alcohol-related problems among college students, with particular emphasis on determining the times, places, settings and circumstances of drinking that contribute most to these problems. In 2005, the Prevention Division commissioned a survey of 1,457 community college

students to learn more about alcohol risk behaviors and settings. Results from this survey provide a new local research basis for the work of this group.

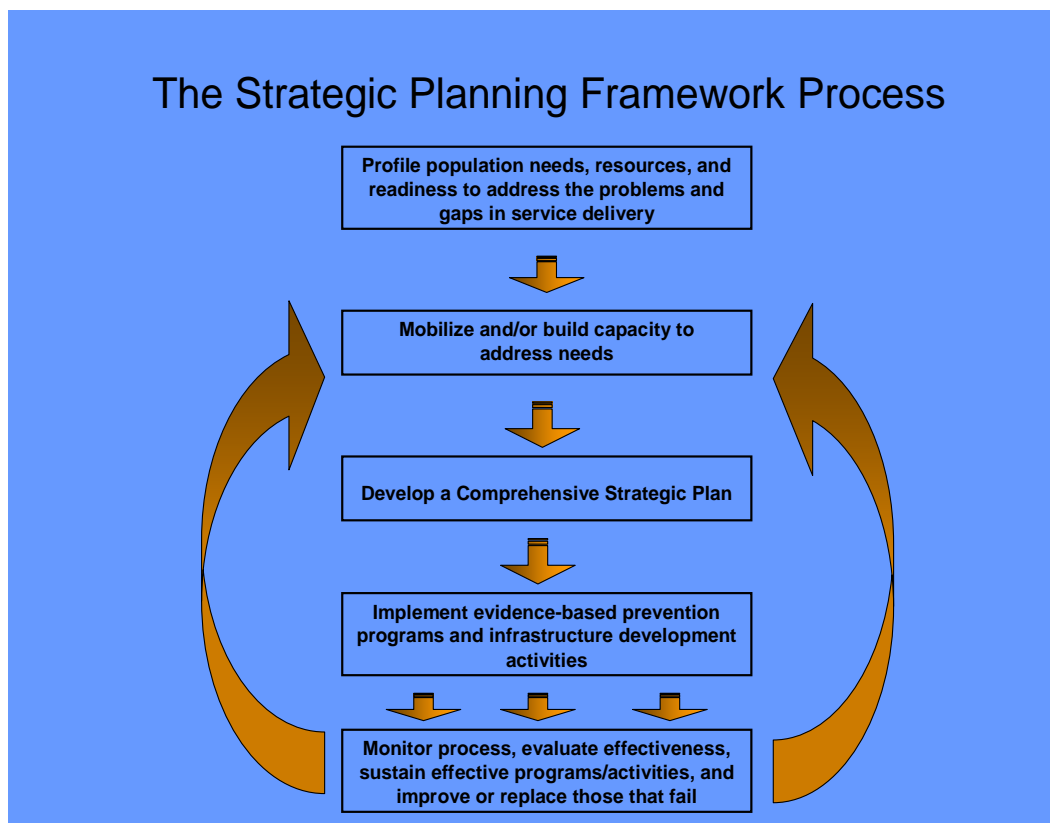
SUMMARY

Through its staff, contractors and ongoing prevention initiatives funded through its annual budget, and augmented with grant funds that are consistent with the Ventura County Prevention Strategic Plan, the Prevention Division actively works to engage law enforcement, local governments, community-based organizations, educational institutions, concerned residents, youth and young adults in community change initiatives that reduce the factors that contribute to alcohol and other drug related community problems. The latest prevention research and our many years of experience suggest that it is only through active partnerships and collaborations that sustained improvements in community health and safety can be achieved.

IV. SPF STEP 3 – PLANNING PROCESS

Consistent with the Strategic Prevention framework approach, Ventura County’s Alcohol and Drug Prevention Division relies on information gathered through regularly conducted needs analyses (SPF Step 1 – Assessment) and other applied research initiatives (e.g., surveys, focus groups, analyses of existing data, key informant interviews, and comprehensive evaluations of initiatives) to establish prevention priorities.

Capacity is well thought through each year as decisions are made about which contractors will receive competitive grant funds (SPF Step 2). Significant planning (SPF Step 3) goes into each chosen prevention strategy implemented throughout the County – whether it is a new media campaign, policies aimed at the reduction of binge and underage drinking, the Responsible Retailer Program, or other specific prevention initiative. As part of their planning process, the Division calls on the expertise of their own staff, local experts, policymakers, law enforcement, community collations and other pertinent stakeholders.



The implementation (SPF Step 4 – Implementation) of prevention strategies is monitored closely through formative evaluation methodologies to facilitate the achievement of intended outcomes (SPF Step 5 – Evaluation).

These strategic approaches to prevention began years ago when VCBH first adopted its environmental approach. The formulation of the current Strategic Plan served to further refine

the steps outlined above, and helped to set measurable goals and objectives for the next several years.

PREVENTION INITIATIVES FOR VENTURA COUNTY 2007-2010

During the SPF planning process, VCBH also established three primary Prevention Initiatives:

- Underage and Binge Drinking Prevention Initiative,
- Impaired Driving Prevention Initiative, and
- Other Drug Use Prevention Initiative.

The specific problem statements, goals, objectives and strategies are listed below for each Prevention Initiative.

PROBLEM STATEMENTS, GOALS, OBJECTIVES AND STRATEGIES 2007-2010

Based on an analysis of local data related to alcohol and other drug use across Ventura County, and consistent with the directions pursued by the State Department of Alcohol and Drug Programs in conformance with federal requirements for the measurement of performance outcomes for the use of prevention monies, Ventura County will pursue three principal Strategic Initiatives, as follows:

① Underage and Binge Drinking Prevention Initiative

PROBLEM STATEMENT: Ventura County youth under legal drinking age have easy access to alcohol in public and private settings, which results in alcohol poisonings, impaired driving crashes, assaults and other individual and community harms.

DATA HIGHLIGHTS:

- The proportion of high school students who have “ever used” alcohol exceeds state averages
- High school students access alcohol from adults over 21 and most often are drinking in homes
- Underage drinkers, including middle and high school students, report that obtaining alcohol is easy, adult residents agree
- There is strong local support for public policies among Ventura County residents to limit alcohol problems and many reported high levels of support for imposing penalties on older adults who illegally provide alcohol to teenagers
- Greater percentages of underage community college students reported negative consequences as a direct result of their alcohol use compared to their older peers
- About 10% of DUI arrests in Ventura County were drivers under 21 years of age in 2005
- In one municipality, local law enforcement report that two-thirds of youth sexual assault cases involved alcohol

GOAL 1: Reduce Underage Access to Alcohol in Multiple Settings

OBJECTIVES:

- (a) Increase Public Discussion/Understanding of Issues

- (b) Decrease Social Access – Parties, friends, family
 - i) Increase Enforcement of Social Host Ordinances
 - ii) Encourage Use of TRACE among local agencies
- (c) Decrease Off-Sale Access
- (d) Decrease On-Sale Access
- (e) Decrease Access at Community Events and Festivals

STRATEGIES:

- Fund community coalitions to conduct local assessment and remediation of underage AOD problems
- Engage youth through community change projects such as Straight Up
- Engage school systems in addressing underage drinking through school and sports league policies
- Conduct assessments of community festivals and special events to alter factors that contribute to underage drinking
- Collaborate with law enforcement and other stakeholders to gain compliance among on- and off-sale retail alcohol establishments
- Implement a comprehensive media campaign to support the active enforcement of Social Host Liability laws

PROBLEM STATEMENT: Binge Drinking in Ventura County is a major public health and safety issue and contributes to injuries and deaths among both youth and adults.

DATA HIGHLIGHTS:

- Young adults binge drink at almost three times the rate of older adults
- One quarter of community college students who reported using alcohol in the past 30 days binge drank at least once during that time
- Approximately two-thirds of 18-25 year olds who received a DUI were binge drinking prior to their arrest, and more than one-quarter of them reported a BAC that was twice the legal limit or more
- Almost one quarter of 11th graders in Ventura County report binge drinking in the past 30 days

GOAL 2: Reduce Problems Associated with Binge Drinking

OBJECTIVES:

- (a) Increase Public Discussion/Understanding of Issues
- (b) Decrease Second-hand Effects of Over-service (sexual assaults, fights, alcohol-involved traffic crashes – injury and fatal)
- (c) Increase Safe Service Practices (Responsible Retailer Program)
- (d) Increase Enforcement of Public Nuisance, Loud Party, and Social Host Liability Laws
- (e) Decrease Access at Community Events and Festivals

STRATEGIES:

- Hold a series of community forums on binge drinking in Ventura County
- Utilize available media to increase public awareness of the harms associated with binge drinking (e.g., release publications, newspaper articles)
- Engage community members in utilizing local powers available to them (e.g., civil and criminal penalties)
- Fund community coalitions to conduct local assessment and remediation of binge drinking problems and its consequences
- Engage youth through community change projects such as Straight Up
- Engage school systems in addressing underage drinking through school and sports league policies
- Conduct assessments of community festivals and special events to alter factors that contribute to binge drinking
- Collaborate with law enforcement and other stakeholders to gain compliance among on- and off-sale retail alcohol establishments
- Implement a comprehensive media campaign to support the active enforcement of Social Host Liability laws

② Impaired Driving Prevention Initiative

PROBLEM STATEMENT: Each year, thousands of individuals are arrested for impaired drinking in Ventura County, causing harms to themselves and their passengers, and threatening community safety. Worse yet, impaired driving results in serious injury and fatal traffic crashes at alarming rates.

DATA HIGHLIGHTS:

- Between 2000 and 2004, 540 serious injuries and 36 deaths occurred among 18-25 year olds in Ventura County
- The estimated costs of fatalities due to impaired driving among young adults in Ventura County for the years 2001 through 2003 were placed at \$3.8 million per death, or approximately \$136.8 million
- In 2005, there were 4,139 DUI arrests in Ventura County, almost 10% were of drivers younger than 21
- Underage drivers are more likely to have one or more passengers in their car and more likely to be in an accident when driving impaired compared to older adults
- From 2001-2005, there were 93 fatal collisions in Ventura County, resulting in 101 deaths
- There were 2,274 non-fatal injury collisions that occurred in the County between 2001 and 2005

GOAL: Reduce mortality and morbidity attributed to DUI's by implementing universal and selected strategies for likely impaired individuals

OBJECTIVES:

- (a) Reduce impaired driving among youth and adults
- (b) Decrease the number of non-fatal crashes by 15%
- (c) Reduce mortality by 20%

STRATEGIES:

- A. Supply Side (alcohol providers) to increase awareness of RRP and encourage participation
 - Support local law enforcement agencies in developing and implementing local alcohol enforcement programs
 - Have numerous jurisdictions participate in RRP (reduce sales to intoxicated persons, over service)
 - Work with local law enforcement to reduce over service
 - Alcohol beverage partnerships
 - Institute a media campaign corresponding with the Responsible Retailer Program
 - Institute a Pledge Program for local alcohol retailers (on- and off-sale)
 - Direct engagement of top percentage of potentially problematic outlets to develop and implement house policies which deter or prevent impaired driving

- B. Demand Reduction/Individual Responsibility Side
 - Develop print media to support message aimed at individuals (e.g., consequences of DUI arrest)
 - Institute alternative to driving programs

- C. Enforcement
 - Partner with VCSD, CHP and other municipal law enforcement agencies to provide training, data sharing and media support to increase perceptions that impaired drivers will be caught and actually arrested for DUIs

③ Other Drug Use Prevention Initiative

PROBLEM STATEMENT: Available data sources indicate that a significant proportion of all treatment admissions in Ventura County are attributable to methamphetamine and other drug use.

DATA HIGHLIGHTS:

- In fiscal year 2006-2007, Ventura County had 1,035 methamphetamine admissions into drug and alcohol programs showing a 270 percent increase from five years ago when there were only 383 admissions
- By 2005, methamphetamine had replaced heroin as the most abused drug among people entering rehabilitation facilities in Ventura County
- Fourteen percent of drug-related deaths, were due to Methamphetamine use
- Between 2002 and 2004, the average rate of drug-induced death was 73.3
- The age-adjusted rate for drug-induced death in the county from 2002-2004 is 9.0 per 100,000 persons
- A higher percentage of 11th graders in Ventura County reported having used methamphetamine or any amphetamine at least once compared to the state

GOAL: Reduce associated harms stemming from illicit and misuse of licit drugs among both youth and adults

OBJECTIVE:

- (a) Obtain valid and reliable drug use data from multiple sources to effectively assess, plan, target and implement appropriate prevention strategies as warranted

STRATEGIES:

- Continue gathering data sources to reveal the depth and breadth of illicit and misuse of licit drugs in Ventura County among both youth and adults
- Develop a Meth Task Force that will call together key informants to examine and determine the extent and scope of other drug use problems in Ventura County

V. SPF STEP 4 – IMPLEMENTATION

The Ventura County Behavioral Health Department Alcohol and Drug Prevention Division has developed four primary goals to be achieved during a three-year time period (FY 07-08 through FY 09-10). Each of the goals includes one or more objectives designed to facilitate the achievement of all four goals and to benchmark progress over time. The four goal areas represent universal and selective prevention services, and cover a comprehensive array of specific tasks. At least one primary goal has been established for each of the County's three prevention initiatives.

Given the size and diversity of Ventura County, in conjunction with limited available prevention resources, the Prevention Division put together a set of Implementation Plans targeting both the County as a whole and specific targeted communities (e.g. neighborhoods or municipalities).

Ventura County's Implementation Plans will be monitored closely over the next three years. Updates will occur annually in compliance with the State's expectations.

IMPLEMENTATION PLANS

The County's Implementation Plans build on the combined competencies, skills and resources held by: 1) VCBH Prevention Division staff; 2) Members of Ventura County Limits Community Partnership, and 3) Prevention Contractors who provide community-based prevention services throughout the County. All of the funded Prevention Contractors maintain their own detailed Work Plans, which specify activities and benchmarks at the task level. The countywide Implementation Plans contained on the following pages serve as a comprehensive overview of tasks to be accomplished in aggregate by VCBH Prevention Division staff, Ventura County Limits, and contracted Prevention Providers.

VCBH Alcohol and Drug Prevention Division – Underage and Binge Drinking Prevention Initiative Implementation Plan

Problem Statement: Ventura County youth under legal drinking age have easy access to alcohol in public and private settings, which results in alcohol poisonings, impaired driving crashes, assaults and other individual and community harms.
Corresponding Goal: Reduce Underage Access to Alcohol in Multiple Settings

Objectives	Specific Tasks	Person/Agency Responsible	Outcomes/Measures			Timeframe for Accomplishing
			Short Term July 07 – June 08	Intermediate July 08 – Dec 09	Long Term Jan 10 – June 10	
Increase Public Discussion/Understanding of Issues	Community forums	VCBH/VCL & Funded Providers	# of community forums held	# of community forums held	Increased public awareness of underage drinking and its consequences	October 2007 through June 2008
	Media campaigns		Media campaign implemented	Media campaign implemented		
Decrease Social Access – Parties, friends, family	Increase Enforcement of Social Host Ordinances	VCBH/VCL & Funded Providers	# of SHO citations issued	# of SHO citations issued	Reduction in youth access to alcohol	October 07 through August 2009
	Encourage Use of TRACE among local agencies	LE Collaborative	LE Briefings in all jurisdictions	# of agencies using TRACE	# of convictions for provision/sale of alcohol under TRACE	By May 2010
Decrease Off-Sale Access	Responsible Retailer Program & collaboration with local law enforcement	VCBH/VCL & LE Collaborative	RRP implemented	# of municipalities participating in RRP	Reduce on- and off-sale access to underage drinkers	By June 2008
Decrease On-Sale Access						
Decrease Access at Community Events and Festivals	Risk assessments	Project SAFER	Results of risk assessments conducted	Results of risk assessments conducted	Reduce access at events and festivals for underage drinkers	March 2008 through August 2009
	Passage of event policies/ordinances			# of risk assessments completed	Increased number of event policies that restrict access to youth	

VCBH Alcohol and Drug Prevention Division – Underage and Binge Drinking Prevention Initiative Implementation Plan

Problem Statement: Binge Drinking in Ventura County is a major public health and safety issue and contributes to injuries and deaths among both youth and adults.
Corresponding Goal: Reduce Problems Associated with Binge Drinking

Objectives	Specific Tasks	Person/Agency Responsible	Outcomes/Measures			Timeframe for Accomplishing
			Short Term July 07 – June 08	Intermediate July 08 – Dec 09	Long Term Jan 10 – June 10	
Increase Public Discussion/Understanding of Issues	Community forums Media campaigns	VCBH/VCL & Funded Providers	# of community forums held Media campaign implemented	# of community forums held Media campaign implemented	Increased public awareness of binge drinking and its consequences	January 2008 through February 2010
Decrease Second-hand Effects of Over-service	Responsible Retailer Program (RRP) Safer community events and festivals	VCBH/VCL, Local Municipalities, LE & Funded Providers	RRP implemented	# of municipalities participating in RRP # of municipalities participating in RRP	Reduced second-hand effects of over service (alcohol-involved crimes, injuries, fatalities) Increased use of safe service practices in on- and off-sale outlets	October 2007 through July 2009 July 2009 through June 2010
Increase Safe Service Practices	Responsible Retailer Program	VCBH/VCL, Local Municipalities, LE	RRP implemented	Number of ordinance violations issued	Change over time in number of ordinances issued by type of ordinance	October 2007, ongoing, through July 2010
Increase Enforcement of Public Nuisance, Loud Party, and Social Host Liability Laws	Collaboration with LE Risk assessments	VCBH/VCL & LE Collaborative	Existing ordinances are enforced Results of risk assessments conducted	Results of risk assessments conducted # of risk assessments completed	Reduce opportunities for binge drinking at festivals	March 2008 through August 2009
Decrease Access at Community Events and Festivals	Passage of event policies/ordinances	Project SAFER			Increased # of event policies that prevent binge drinking	

VCBH Alcohol and Drug Prevention Division – Impaired Driving Prevention Initiative Implementation Plan

Problem Statement: Each year, thousands of individuals are arrested for impaired driving in Ventura County, causing harms to themselves and their passengers, and threatening community safety. Worse yet, impaired driving results in serious injuries and fatal traffic crashes.
Corresponding Goal: Reduce mortality and morbidity attributed to DUI’s by implementing universal and selected strategies for likely impaired individuals.

Objectives	Specific Tasks	Person/Agency Responsible	Outcomes/Measures			Timeframe for Accomplishing
			Short Term July 07 – June 08	Intermediate July 08 – Dec 09	Long Term Jan 10 – June 10	
Reduce impaired driving among youth and adults Decrease the number of non-fatal crashes by 15% Reduce mortality by 20%	Collaboration with LE for increased enforcement of existing laws	VCBH/VCL Members of LE	Maintenance of relationship with LE agencies	Baseline tracking of enforcement operations	Increase in enforcement/DUI arrests	October 2007, ongoing, thru 2010
	Implementation of the Responsible Retailer Program (RRP)	VCBH/VCL & LE Collaborative	Develop RRP media campaign	Number of municipalities participating in RRP	Campaign impact	By May 2008
	Implement a media campaign to support RRP	On- and off-sale alcohol establishments	Develop a Pledge Program for alcohol retailers	Number of media outputs	80% or more of retailers participating in Pledge Program	September 2007 through January 2009
	Institute a Pledge Program for alcohol retailers (on- and off-sale)		Identification of problematic outlets	Number of retailers participating in Pledge Program	Reduction in impaired driving, youth and adults	September 2007 through December 2009
	Engage top percentage of problematic outlets to adopt policies which deter/prevent impaired driving		Develop alternative-to-driving program	Development of policies to deter/prevent impaired driving	15% reduction in alcohol-involved non-fatal crashes	By January 2010
	Institute alternative-to-driving programs			Implement alternative-to-driving program	20% reduction in number of alcohol-related fatal crashes	By June 2010
					100% of problematic outlets adopt policy	By June 2010
					60% + of on-sale retailers offer alt-to-driving programs	By June 2010

VCBH Alcohol and Drug Prevention Division – Other Drug Use Prevention Initiative Implementation Plan

Problem Statement: Available data sources indicate that a significant proportion of all treatment admissions in Ventura County are attributable to methamphetamine and other drug use.

Corresponding Goal: Reduce associated harms stemming from illicit and misuse of licit drugs among both youth and adults.

Objectives	Specific Tasks	Person/Agency Responsible	Outcomes/Measures			Timeframe for Accomplishing
			Short Term Jul 07 – Jun 08	Intermediate Jul 08 – Dec 09	Long Term Jan 10 – Jun 10	
Obtain valid and reliable drug use data from multiple sources to effectively assess, plan, target and implement appropriate prevention strategies as warranted	Continue gathering data sources to reveal the depth and breadth of illicit and misuse of licit drugs in Ventura County among both youth and adults	VCBH/VCL	Obtain all requisite data sources	Develop strategies to address drug use based on data review	Implementation of Meth and other drug use prevention strategies countywide	October 2007, ongoing, through June 2008
	Develop a Meth Task Force that will call together key informants to examine and determine the extent and scope of other drug use problems in Ventura County	Meth Task Force Coordinator and members of the Meth Task Force	Convene Meth Task Force	Ongoing collaboration/ meetings with Meth Task Force	Ongoing collaboration/ meetings with Meth Task Force	By May 2008

VI. SPF STEP 5 – EVALUATION

The Ventura County Behavioral Health Department Alcohol and Drug Prevention Division has maintained a long history of data-driven prevention planning and implementation, and continually measures and monitors the impacts of the work carried out by Prevention Division staff, funded prevention coalitions and partners, and Ventura County Limits Community Collaboratives.

CONTRACT COMPLIANCE AND MONITORING

In order to obtain funding from the Prevention Division, each potential contractor must demonstrate a “need” based on data, develop a prevention strategy based on evidence that the problem exists, and articulate a plan for how outcomes will be assessed. After receiving funding, each prevention contractor is required to report progress toward goals and objectives on a monthly basis through a comprehensive reporting process. Additionally, justification must be provided every month to substantiate that prevention efforts are on-track, are being carried out on time according to pre-determined timelines each fiscal year, and are in compliance with the contract requirements stipulated by VCBH.

On a monthly basis, a comprehensive Monthly Progress Report is turned in by every funded provider/contractor. Prevention Division staff closely monitor and compile these reports, along with the volumes of substantiating documents justifying statements made in the Monthly Progress Reports. Examples of the types of information that contracted providers turn in, on a monthly basis, include: copies of brochures they have developed, reports written, data summaries, outlines for potential publications, results of needs assessments or environmental scans, findings from risk assessments conducted at events/festivals, evaluation outcomes, etc. The Monthly Progress Reports also contain information regarding where each contractor is at relative to their contracted deliverables and what is planned for the coming month. At the end of every fiscal year, each contractor documents the extent to which deliverables have been achieved and provides evidence of having achieved their contracted deliverables. It is not uncommon for Monthly Progress Reports to range in length from 10 to 15 pages, and year-end reports to be even lengthier.

In addition to the monthly qualitative reports, the VCBH Prevention Division monitors progress and outcomes achieved through in-person contract compliance meetings held individually on a monthly basis. During these meetings, contractors must articulate what has been accomplished to date, as well as anticipated activities for the coming months. These meetings also are an opportunity for the Prevention Division to provide any needed technical assistance and/or determine training needs among its contractors.

All of the funded providers come together for Quarterly Provider Meetings at the VCBH Prevention Division office. These meetings are useful not only for evaluative and monitoring purposes, but also for sharing challenges, lessons learned, and emerging local trends in prevention. Contractors repeatedly share with the Prevention Division staff that the Quarterly Provider Meetings are an extremely valuable forum for them and helps them do better work in their own communities.

Each provider is responsible for evaluating and communicating evidence of outcomes having been achieved to the Prevention Division. This expectation is built into the contracts of all of the

Division's community prevention providers. Also, each provider enters their activities into CalOMS, and provides documentation to the Prevention Division (every month) that accurate and timely data entry into CalOMS has occurred.

PROCESS AND OUTCOME EVALUATION

In addition to the needs assessment and evaluation related efforts carried out by funded community coalitions and providers, the Prevention Division works in collaboration with their research and evaluation partner (EVALCORP) to measure the implementation and outcomes associated with their countywide initiatives.

EVALCORP assists the Prevention Division in gathering critical information through primary data collection activities (e.g., designing and carrying out surveys with youth, young adults, and college students; conducting interviews with key informants; leading focus groups with key stakeholder groups; processing, merging, cleaning and analyzing the results of the Place of Last Drink survey initiative on a monthly basis; etc.), as well as through obtaining large data sets to measure need and document changes over time based on prevention initiatives underway in Ventura County (e.g., relevant Ventura County Sheriff's Department crime data, local police department data, the local office of the California Highway Patrol office data, Public Health statistics, census data for Ventura County, CHKS data, etc.). EVALCORP also has recently completed a process evaluation of the County's Social Host Ordinance policy advancement, implementation and enforcement efforts, and will complete the outcome evaluation component of SIG funded prevention activities within the next several months.

EVALCORP currently is well established to measure the impacts of the County's Underage and Binge Drinking Prevention Initiative and Impaired Driving Prevention Initiative. In fact, EVALCORP has focused a significant amount its research and evaluation activities toward assessing these two initiatives during the past eighteen months. Continued evaluation within these two initiatives will occur over the next several years, and will focus on the goals and objectives laid out in the County's Implementation Plans. The Meth Task Force will be a key partner in bringing together useful data to establish baselines and measure change over time relative to the Other Drug Use Prevention Initiative. It is anticipated, however, that EVALCORP will continue to lend data gathering and analysis expertise to measure the goal and corresponding objectives of the County's Other Drug Use Prevention Initiative.