GOVERNOR'S INTERAGENCY COORDINATING COUNCIL FOR THE
PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS
GOVERNOR'S PREVENTION ADVISORY COUNCIL
November 19, 2009 – 9:30–12:30 p.m.

MINUTES

The twenty-eighth meeting of the Governor's Prevention Advisory Council (GPAC) was convened at 9:30 a.m., on November 19, 2009 at the Department of Alcohol and Drug Programs (ADP). These minutes provide a brief summary of the discussions and decisions made during the Council meeting.

1. INTRODUCTIONS AND ANNOUNCEMENTS

Renée Zito, ADP's Director and Chair of the GPAC, welcomed GPAC members and guests. She began the meeting by inviting members and attendees to introduce themselves and provide announcements:

- **Mary Strode**, Department of Public Health, Tobacco Control Section, announced the Great American Smoke-Out being held today.

- **J'Neen Rice**, California National Guard, introduced herself.

- **Tom Herman**, California Department of Education, Safe and Healthy Kids Program, shared information about their work with California's 58 counties in regards to school safety, violence prevention, anti-bullying efforts, and prevention of tobacco, alcohol and other drugs. Mr. Herman added that they are facing severe financial cutbacks, due to federal changes for Safe and Drug-Free Schools and Communities funding.

- **Jacqueline Duerr**, substituting for Dr. Linda Rudolph, Department of Public Health, stated that Dr. Rudolph has been working with ADP's State Epidemiological Workgroup (SEOW) to provide continued guidance and support. Ms. Dewar also discussed H1N1 vaccines and climate change, two priority projects their department is engaged in.

- **Ray Murillo**, California State University (CSU), Office of the Chancellor, talked about the fourth biennial report on the California State University's Alcohol Policies and Prevention, presented to the CSU Trustees in September 2009.

- **Michelle Famula**, Student Health Center, University of California, Davis, reported they are in the first year of implementing a substance abuse intervention and education program. Funding has been used to create a resource for individuals who self-identify as being in need of counseling. These changes have been successful in helping students with mental health issues continue their education.

- **Beth Hoffman**, California Community Colleges, stated that she will be presenting information regarding Screening and Brief Intervention services in the Community College setting during the California Screening, Brief Intervention, and Referral to Treatment (CASBIRT) subcommittee update.

- **Patty Wong**, substituting for Leslie Witten-Rood, Office of Traffic Safety, introduced herself.

- **Betsy Sheldon**, substituting for Jeff Spano, California Community Colleges, introduced herself, and related her body of work to mental health issues. Ms. Sheldon is interested in the alignment between Alcohol and Other Drug (AOD) prevention and mental health.

- **Debbie Wender**, Department of Social Services, introduced herself.

- **Jose Phillips**, California Conservation Corps, introduced himself and expressed interest in GPAC subcommittees.

- **Virginia Clark**, California Conservation Corps, talked about her interest in Screening, Brief Intervention, and Referral to Treatment (SBIRT).

- **Jaime Taylor**, Department of Alcoholic Beverage Control, reported on some of the recent changes underway at their department regarding acceptance of identification as valid proof of age.

- **Christian Albrecht**, Department of Alcoholic Beverage Control, was present.

- **Alan Lieberman**, Attorney General's Office, provided an update on their work around Alcoholic Energy Drinks (AED's). He noted that the Attorney General's Office has been working with ADP to develop a web page targeting parents, educators, and the public on AED's. He spoke briefly about the Food and Drug Administration's (FDA) letter to the makers of AED's stating that the products are not generally recognized as safe.

- **Ruby Lim**, substituting for Lana Fraser, Department of Rehabilitation, introduced herself.

- **Jerlena Desta-Griffin**, substituting for Judy Sakaki, Office of the President, University of California, is pleased that UC Irvine has joined with the Coalition for Safer Schools as a partnership in working with the city's local population of bartenders and their interactions with the college environment.

2. OPENING REMARKS

Following introductions, Director Zito recapped the 22nd Annual National Prevention Network (NPN) Research Conference hosted in Anaheim, California on September 15-18, 2009. Overall, the conference was a success, with approximately 940 attendees. Workshops on topics such as capacity building, implementing evidence-based programs, and program sustainability were presented during the conference. Director Zito pointed out resource materials from the conference, which was included in the GPAC members' folders.

Director Zito went on to talk about the new Director of the Office of National Drug Control Policy (ONDCP), Richard Gil Kerlikowske, who is promoting a new message which moves away from the "War on Drugs" philosophy to one that recognizes drug abuse and addiction as a complex and dynamic public health issue. Director Zito encouraged the GPAC members to provide recommendations regarding long-term funding assistance and collaboration between education, prevention, enforcement, and treatment. These recommendations will be directed to ONDCP as they prepare the 2010 National Drug Control Strategy.

Joël Phillips of the Community Prevention Initiative provided an overview of the Prescription Drug Misuse/Abuse (PDM) website. Mr. Phillips discussed that one of the recommendations of the PDM Task Force was to increase awareness about prescription drug use. He noted that one of the most serious areas of concern was adolescents' misperceptions of prescription drugs as "safe" and the proliferation of parties where youth engage in high-risk prescription drug use. Often, these parties include the added risk of alcohol consumption. The Prescription Drug Misuse/Abuse website will be accessible through ADP's website, the Center for Applied Research Solutions (CARS) website, as well as on My Prevention Community.

Mr. Phillips demonstrated the website. It is very straightforward with a number of facts, information, survey data, and research studies on PDM. The website targets various community members and organizations with suggestions as to what they can do about PDM. Mr. Phillips also referenced a recent SAMHSA toolkit for schools comparable to a presentation made to the California Department of Education in September entitled, "What Can Schools Do?"

Tom Herman commented that he liked the website and that it contained very useful information and targeted a wide audience.

Director Zito announced a couple of ways ADP plans to promote the dissemination of information on PDM. Also, a subcommittee of the Prescription Drug Task Force will be formed to explore ideas on how to spread awareness of PDM within California's higher education systems. GPAC members were encouraged to contact Mr. Phillips if interested in participating in this workgroup.

Lastly, Director Zito announced the next ADP conference scheduled for June 15-17, 2010, at the Radisson Hotel in Sacramento. The theme is "Strongest Together: Building Quality Services During Challenging Times." Proposals to present at this conference are being accepted. The submission deadline for proposals is January 29, 2010. More information is posted at www.cce.csus.edu/adp.

3. AGENDA MATERIAL REVIEW

The following materials were provided to GPAC members:

- A copy of a news release from the FDA regarding AED's;
- A copy of a letter to manufacturers of AED's from the FDA stating their intention to look into the safety and legality of their products;
- A mock-up of the AED webpage which includes information to be added to the GPAC website;
- A list of presentations from the 22nd Annual NPN Research Conference with available web links to PowerPoint presentations and handouts;
- A statement by R. Gil Kerlikowske from the 2009 International Association of Chiefs of Police regarding the evolution of the National Drug Policy;
- A "save the date" flyer for the 2010 ADP conference;
- A copy of the presenter's PowerPoint presentation along with information on public health law and policy as it pertains to Tobacco Retailer Licensing (TRL);
- A copy of the PowerPoint from ADP's State Needs Assessment and Planning (SNAP) Unit;
- Two informational handouts on electronic cigarettes;

- A copy of an article on a powdered energy drink called "BLOW" which is being marketed to look like cocaine; and
- A recommendation of the California Screening, Brief Intervention, and Referral to Treatment (CASBIRT) subcommittee endorsing the adoption of SBIRT services for high-risk AOD use as a standard practice of care for all university, college, and community college student health and counseling centers.

Michael Cunningham briefly described these materials in the context of the day's presentations and discussions.

4. PRESENTATIONS

"Local Tobacco Retailer Licensing: Why it is Beneficial and How to Make it Happen"
Mary Strode, STAKE Act Coordinator, Tobacco Control Section, California Department of Public Health

Mary Strode presented on TRL, how it is implemented in communities, and the positive outcomes TRL has had on community retailers and youth access to tobacco products.

Ms. Strode stated that while many states have tobacco licensure laws, California is the only state with a focus on local retailer licensing. California's focus on local TRL has proven effective by reducing rates of sales to minors. A total of 68 "strong policies" have been enacted as of November 2009, with a total of 105 policies in place overall. Ms. Strode added that strong retailer licensing laws are increasing in rural jurisdictions. The success of TRL is demonstrated by the outcomes of these policies, which include suspension and revocation of licenses, tracking and monitoring sales to minors, and the imposition of penalties for violating tobacco policies. According to Ms. Strode, one jurisdiction's illegal sales rated dropped from about 37 percent pre-ordinance adoption to only two percent post-ordinance adoption.

Next, Ms. Strode showed a video highlighting California's TRL story and talked about how local retailer licensing efforts are supported and provided examples of coordinated youth advocacy efforts around licensing.

She spoke about TRL's key successes which included a dramatic drop in local illegal sales rates and building successful partnerships. She also shared the key challenges of the adoption and implementation of TRL, and explained that strategic planning, patience, and commitment are necessary for success with this type of program.

Finally, Ms. Strode explained how they plan to move forward by:

- adapting training and technical assistance to support the diverse variety of projects and levels of experience;
- providing support for local policy implementation;
- pursuing innovative, cost-effective strategies; and
- weaving tobacco advertising and marketing restrictions into licensing ordinance language.

Following the presentation, Ms. Strode asked if there were any questions or comments. One member asked if there are any strategies to control compliance, and if there is education to make it easier for business to comply. Ms. Strode responded by saying education is important. Once a policy is created, letting people know the policy exists is crucial. It is important to get citizens' reactions to the proposed policies, as well as educate retailers about their new responsibilities. Alan Lieberman commented that tobacco litigation has been done for the last ten years and so far TRL is one of the best methods. He went on to say that licensing is effective because of the fines, but many retailers may see these fines as the "cost of doing business." In addition to fines, the

suspension of licensing is the best deterrent for retailers because it affects their bottom line.

Consequences under state law are not as punitive, so the use of local laws and their sanctions is very important. In larger regions, like Los Angeles County, the percentage of reduction does not appear to be very substantial. He explained that the reduction does not necessarily indicate to what extent retail access has been reduced.

Ms. Strode added that a study conducted this year shows that reducing the rate of smoking at a young age has a measurable and positive impact on future tobacco use. Strong enforcement of illegal sales laws has significantly reduced the problem of adolescent smoking behaviors.

Joël Phillips said that reported rates on youth accessibility of tobacco products at the retail level have lowered dramatically. However, we haven't seen such dramatic results in our youth surveys; specifically, youth reported rates of smoking have not paralleled declines in retail sales rates. The point is that TRL clearly limits accessibility; however, far too many youth are still continuing to smoke.

Another council member asked if the tobacco industry is fighting as vigorously as before, and asked how the tobacco industry is making its presence felt. Ms. Strode said the tobacco industry still opposes the local ordinances and retailer associations voice their opposition, but the opposition is lessening due to advocacy and growing support for policy implementation.

Lastly, an audience member asked how local coalitions work with handling advocacy of a specific ordinance and what the restrictions are for advocacy and lobbying for specific ordinances.
Ms. Strode informed the GPAC that there is a strong reliance on youth advocates. In addition, technical assistance is provided to local partnerships on guidelines for advocating certain policies that limit retail access by adolescents.

5. ROUNDTABLE DISCUSSION

Director Zito initiated a discussion on the importance of using the GPAC structure to surface emerging issues in the prevention field. The last GPAC meeting introduced the issue of electronic cigarettes and the increased misuse of prescription drugs among California's student population, particularly at institutions of higher learning. She added that sources for emerging issues can be from GPAC member agencies, the various work groups, and California-specific data.

Director Zito indicated that emergency rooms, police, and local sheriffs, as well as the California Highway Patrol, are the first to see emerging AOD trends. She asked if it would be beneficial to invite the agencies that are not currently represented on the GPAC to either sit on the GPAC or provide us with regular updates. The GPAC members agreed. Letters will be sent asking organizations to become involved in GPAC activities.

Next, Mr. Cunningham explained that ADP has a system in place to make data-informed decisions and to prioritize efforts to address emerging trends. Tracie Walker, from ADP's SNAP Unit, provided a brief snapshot of trends identified through ADP's needs assessment process.

The following are questions, comments, and concerns as voiced by the GPAC members and meeting participants:

Question: Why is there such a difference between our state numbers and national studies? National studies show declines, but the California Healthy Kids Survey (CHKS) shows increases in overall use.

Answer: Overall, we believe CHKS provides an accurate picture of student use of alcohol and other drugs in California. There are different methods used in survey administration, for example, the National Household Survey is done by telephone. This might account for some difference in the reported rates of use. It should be noted that youth in California schools participating in the state survey have the option not to participate, and secondly, are asked to indicate how honest they were in their survey responses.

Question: Has the use of medical marijuana in our state contributed to changes in our overall reported rates of marijuana use?

Answer: The implications of medical marijuana have not really been addressed; we do not have specific data on this issue. We will follow up on this issue.

Comment: The California Student Survey has been in use for the past two decades. Adult surveys do not typically ask a comprehensive set of questions around adult-specific illegal AOD use and can't be compared with those of youth. Plans are in place to implement the Youth Risk Behavior Survey, which will be conducted along with the adult Behavioral Risk Factor Surveillance System. Questions for including additional survey items will be considered. Responses to these items could have an impact on future policy directions.

6. COUNCIL WORKGROUPS

Evidence-Based Practices Workgroup
Christina Borbely, Prevention Specialist, Center for Applied Research Solutions (CARS)

Dr. Borbely invited the GPAC members to become involved in the Phase 2 investigation of Evidence-Based Practices (EBP) in our state. She added that the work done through the Phase 2 investigation will build on the completed Phase 1 investigation. Dr. Borbely explained that the Phase 2 investigation would include direct input from agencies that have identified a point of contact. She added that the process of collecting information from these appointed EBP "experts" is ongoing and participation from all agencies is encouraged.

Dr. Borbely covered the topics that will be included in the Phase 2 investigation. In addition, she stated she will be contacting individuals to help synthesize and dialogue the findings resulting from the Phase 2 investigation. The timeframe for completion of the Phase 2 investigation is anticipated for the end of February; however, due to a variety of scheduling factors, this deadline may only include initial findings.

Underage Drinking Prevention Workgroup
Jaime Taylor, Alcoholic Beverage Control

Jaime Taylor announced that the workgroup is working on a new website regarding AED's. The website will be housed on ADP's website. An informative brochure regarding AED's is also being produced by the workgroup. This brochure will be disseminated in the 2010 Town Hall Meeting kits and through ADP's Resource Center. Ms. Taylor stated the workgroup had successfully

disseminated printed materials at the Red Ribbon Event at Hughes Stadium, and that the workgroup is gearing up for the 2010 Town Hall Meetings to be held in March.

High Rate Underage Users Workgroup
Tom Herman, California Dept. of Education

Tom Herman reported the workgroup is continuing their work with Student Assistance Programs (SAP's) and is attempting to incorporate a brief intervention model in their SAP's. Mr. Herman also discussed the issue of elimination of Title IV, Part A funding for Safe and Drug-Free Schools and Communities. The Title IV funding has financed many prevention efforts in the state. CDE is committed to school safety. The possibility of "bridge" funding can allow state-level infrastructure to stay in place. Mr. Herman urged GPAC members and guests to address California senators regarding the Title IV funding. He noted that funding will end as of July 2010, and that the funding impacts the important work of the CHKS.

CASBIRT Subcommittee

Workgroup Update
Michael Cunningham, ADP

Michael Cunningham addressed a draft recommendation by the CASBIRT subcommittee on Screening, Brief Intervention, and Referral to Treatment (SBIRT). The recommendation endorses the adoption of SBIRT services for high risk AOD use, as a standard practice in care for all university, college, and community college student health and counseling centers.

One issue of concern was the use of the term "Standard of Practice," which could mean that if schools do not have funds to conduct screenings, they are still open to be sued because they are not providing this service. Mr. Cunningham stated the workgroup will work with legal entities to discuss this phraseology and determine what would be best for the institutions. The goal is not to create a barrier, but to provide encouragement. The workgroup will continue to work with secondary education, the CSU system, and local community colleges on implementing SBIRT services across their systems.

Overview of SBIRT in the Community College Setting
Beth Hoffman

Beth Hoffman gave a brief snapshot of the current level of AOD prevention involvement by the California Community College Student Health Services. The research committee of the state professional organization, known as Health Services Association of California Community Colleges, prepares and collects an annual web-based survey of health services membership to compile data on several practice-related issues.

Ms. Hoffman briefly went over this year's survey results, and added that a total of 41 completed responses were collected from this survey and that two new questions were added to the survey this year.

She explained that one result of the CASBIRT Subcommittee has been a decision to promote the use of SBIRT as a best practice in community colleges to facilitate the implementation of this approach. A training on SBIRT will be conducted in Sacramento in March 2010 and all interested

parties may attend free of charge. A “save-the-date” flyer will announce this training once the curriculum has been developed.

Mr. Cunningham commented that this training will be part of a series conducted under a federal grant to raise SBIRT awareness. The trainings also show how SBIRT can be implemented in a variety of settings. Hands-on technical assistance will be available for follow-up. The CASBIRT Subcommittee will continue to work on this area and will bring back finalized recommendations for screening at the university level.

7. OTHER ANNOUNCEMENTS

Director Zito asked the members if they had recommendations for future presentations. The following are the topics that members proposed for future meetings.

- DUI Programs under ADP’s direction. Specifically, it was asked how ADP integrates DUI efforts with alcohol and drug treatment programs. The major issue of concern in this area is that ADP licenses these programs but is not involved in the overall continuum of care for adjudicated offenders.

- Returning Veterans in Community Colleges. As many returning U.S. military veterans begin accessing their GI benefits for continuing education, colleges are ill-equipped to work within the military system to provide prevention services. Director Zito commented that the National Guard is working in this area and that it will be discussed at future GPAC meetings.

- Electronic Cigarettes. It was asked that the GPAC address this emerging trend and provide any input on the issue.

Director Zito added that, in the future, GPAC will look into resuming the member agency updates and overview portion of the meetings. ADP will send out an email for Council members to submit their ideas for future agency presentations.

SUMMARY/CLOSING

Director Zito thanked all members and participants for attending and announced the meeting dates for 2010 (February 25, May 20, August 19, and December 16).

Organization / Task	Appointed Members	November 19
1 ADP Policy	Renée Zito	P
Tech	Michael Cunningham	P
2 AG Policy	Richard Lopes	A
Tech	Alan Lieberman	P
3 CDE Policy	Gordon Jackson	A
Tech	Tom Herman	P
4 OTS Policy	Chris Murphy	A
Tech	Leslie Witten-Rood	A
	Representative: Betty Wong	P
5 UC Policy	Judy Sakaki	A
Tech	Michelle Famula, M.D.	P
	Representative: Jerlena Griffin-Desta	P
6 CSU Policy	Allison Jones	A
Tech	Paul Oliaro	A
	Representative: Ray Murrillo	P
7 ABC Policy	Steve Hardy	A
Tech	Christian Albrecht	P
	Representative: Jaime Taylor	P
8 DPH Policy	Linda Rudolph, M.D.	A
Tech	Mary Strode	P
	Representative: Jacquolyn Duerr	
9 CalEma Policy	Scott Frizzie	A
Tech	Wendy Tully	A
10 CA Com Coll Policy	Jeff Spano	A
Tech	Beth Hoffman	P
	Representative: Betsy Sheldon	P
11 DSS Policy	Linne Stout	A
Tech	Debbie Wender	A
12 CHP Policy	Jim McLaughlin	A
Tech	Robert Maynard	A
13 DOR Policy	Lana Fraser	A
Tech	Cheryl Grimm	A
	Representative: Ruby Lim	P
14 DMH Policy	Vacant	A
Tech	Cielo Avalos (New member as of - 7/15/09)	P
	Representative: Zoey Todd	P
15 CA Natl Guard Policy	Major Jeffery Moore	A
Tech	SSG J'Neen Rice (New member as of 9/1/09)	P
16 CCC Policy	Virginia Clark	P
Tech	Jose Phillips (New member as of – 7/31/09)	P
Gov's Rep (OPR)	Cynthia Bryant	A
	Representative: Brook Taylor	A

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PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS
GOVERNOR'S PREVENTION ADVISORY COUNCIL (GPAC)
November 19, 2009 – 9:30 a.m. to 12:30 p.m.
Department of Alcohol and Drug Programs
1700 K Street, First Floor Conference Room
Sacramento, California 95811

AGENDA

OPENING

1. Introductions/Announcements – Renée Zito/All **9:30 a.m.**

2. Opening Remarks – Renée Zito

3. Agenda/Material Review – Michael Cunningham

PRESENTATION

4. "Local Tobacco Retailer Licensing: Why it is Beneficial and How to Make it Happen" – Mary Strode, STAKE Act Coordinator, Tobacco Control Section, California Department of Public Health

- BREAK -

5. Roundtable Discussion - Renée Zito/Michael Cunningham

COUNCIL WORKGROUPS

6. Evidence-Based Practices Workgroup – Dr. Christina Borbely, Prevention Specialist, Center for Applied Research Solutions

7. Underage Drinking Prevention Workgroup – Jaime Taylor, Alcoholic Beverage Control

8. High Rate Underage Users Workgroup – Tom Herman, California Department of Education

9. California Screening, Brief Intervention, Referral, and Treatment (CASBIRT) Program Subcommittee
- Workgroup Update – Michael Cunningham
- Overview of SBI in Community College Setting – Beth Hoffman

OTHER ANNOUNCEMENTS

10. Request for Approval of Future Presentations

SUMMARY/CLOSING – Renée Zito **12:30 p.m.**

THE MEETINGS FOR 2010 ARE TENTATIVELY SCHEDULED FOR FEBRUARY 25, MAY 20, AUGUST 19, AND DECEMBER 16.