Substance Use Disorder Prevention System, San Diego County Style

2018 Live Well San Diego Advance Break-Out Session
Enhancing public health and safety through research solutions
Today’s Objectives

Learn About…

1. San Diego County’s Prevention System Infrastructure

2. Evaluation and Data Activities

3. Prevention System Accomplishment and Key Findings
San Diego County’s Prevention System Infrastructure
Role of Prevention in Live Well San Diego

BUILDING BETTER HEALTH COMPONENT FRAMEWORK

Vision
Improving the health of residents and supporting healthy choices

Themes
- Improve Access to Quality Care
- Increase Physical Activity
- Support Healthy Eating
- Stop Tobacco and Other Drug Use

Goal Areas
- Provide Quality and Efficient Care
- Advance Active Living
- Encourage Healthy Eating
- Support Tobacco- and Drug-Free Lives

Improved Access to Quality Care
- Call for Active Communities
- Promote Access to Healthy Foods
- Favor Tobacco- and Drug-Free Environments

Improved Systems

Strategic Approaches
- Building a Better Service Delivery System
- Supporting Positive Choices
- Pursuing Policy and Environmental Changes
- Improving the Culture from Within

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CCR Center for Community Research
Six HHSA designated regions

- North Inland
- North Coastal
- North Central
- East
- Central
- South
Adopted by the Board in 1997 to reduce the impacts of AOD abuse on youth

- Emphasizes evidence-based practices, community engagement, and system integration
AOD Prevention System Infrastructure

Countywide Programs

4 AOD Prevention Initiatives

- Binge & Underage Drinking Initiative (BUDI)
- Methamphetamine Strike Force (MSF)
- Prescription Drug Abuse Task Force (PDATF)
- Marijuana Prevention Initiative (MPI)

Strategies of Initiatives Inform Activities of Providers

Six Regional Prevention Providers

- North Coastal
- North Central
- North Inland
- Central
- East
- South

Countywide Programs

- Evaluation Services
- Countywide Media Advocacy
- Friday Night Live/Club Live Youth Engagement
- Programs Used to Enhance Strategies & Provider Activities
4 County-wide Prevention Initiatives

**BUDI** — Preventing underage drinking and over-service through alcohol-related polices of local control (e.g., Social Host; Deemed Approved; and Responsible Beverage Sales & Services Ordinances)

**MSF** — Address availability and use by increasing Crime-Free Multi-housing Program participation to reduce drug use in apartment communities and Tip the Scale

**PDATF** — Decreasing access to Rx for non-medically recommended use by promoting safe storage, safe disposal, and safe prescribing practices

**MPI** — Decreasing youth access to and use of marijuana through education and multi-sector collaboration
Systematic and Collaborative

Common goal: addressing impaired driving & shared messaging around it
Advisory committees guide the work of the initiatives

Workgroups enhance coordinated and strategic implementation

Implement and sustain policies/practices through collaborative partnerships

Coordinated media and prevention messaging

Leaders in addressing emerging trends
Data Driven Approach

- Data to Inform Prevention
  - Local
  - Multiple sources
  - Research-based & evidence-based strategies

- Evaluation Focus
  - Assess implemented changes
  - Support regional prevention work through data
  - Non-duplicative
  - Emergent trend assessments

- Challenges
  - Potential gaps in local data sources
  - Some delay in version provision

Think “AND” -- not “either” “or”
Binge and Underage Drinking Initiative
Police Department enforcement data are presented in aggregate from the following municipalities: Carlsbad, Chula Vista, Coronado, El Cajon, Escondido, La Mesa, Oceanside, National City, and San Diego. SHO enforcement efforts vary across departments and are dependent on agency priorities and focus areas.

255 SHO Citations/Arrests since 2007

Continued decrease in enforcement since 2011 for PDs; and 2012 for Sheriff’s Department

*Police Department enforcement data are presented in aggregate from the following municipalities: Carlsbad, Chula Vista, Coronado, El Cajon, Escondido, La Mesa, Oceanside, National City, and San Diego.

\(^\text{5}\) SHO enforcement efforts vary across departments and are dependent on agency priorities and focus areas
The percent of San Diegans who answered “yes” when asked if they had heard of Social Host Ordinances increased from 22% in 2011 to 36% in 2016.

3 out of 4 San Diegans support laws that allow hosts to be fined for allowing underage drinking at their party (as reported in 2016).

Source: San Diego County Community Perception Survey
What Officers Have Seen at Underage Drinking Parties

- Characteristics of 92 parties where SHO violations were issued:
  - More than half (55%) of the parties were *hosted by minors.*
  - Over two-thirds (67%) of parties hosted by minors took place when parents were not at home.
  - Minors hosted 11 parties with 100 or more “guests.”

- Severe intoxication: documented 68 cases of severe intoxication at these parties.
  - *Almost all of them* (91%) were minors.
  - 23 of severely intoxicated minors required hospitalization or paramedic treatment at the scene.
  - Many minors were unconscious when deputies discovered them and called for EMS.

*Minor = a person who is under the legal drinking age of 21 years old
Responsible beverage sales and service trainings: certification course that trains sellers and servers of alcohol how to responsibly sell alcoholic beverages at retail establishments. Can be compared to a food handler’s license.

Number of People Trained Since 2010

<table>
<thead>
<tr>
<th>LEAD Trainings</th>
<th>Special Events</th>
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<td>17,465</td>
<td>22,588</td>
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Methamphetamine Strike Force
Crime Free Multi-Housing (CFMH)

CFMH is Designed to Reduce:
• Crime,
• Drugs, and
• Gangs on apartment properties.

Benefits:
• Improved personal safety for tenants, landlords, and managers
• More stable resident base
• Lower maintenance and repair costs
• Increased property values

80 apartment communities have completed the program and are certified CFMH properties.
Key data points that help tell a story about meth issues in the county:

- Meth-related deaths
- ED Discharges
- Treatment admissions with meth as primary drug of choice
- Incarcerated individuals testing positive for meth
- Lab cleanup/seizure
- Arrests related to meth sales and possession
- Availability of meth
- Contacts made to county’s meth hotline
Marijuana Prevention Initiative
Community education to address perceptions and present local statistics

Target non-traditional school students

Addressing the changing landscape – Prop 64

Goals: Reduce youth access to and use of marijuana & decrease community acceptance and tolerance of youth marijuana use (target age: 12-25)

Community education to address perceptions and present local statistics
The response rate for non-traditional school students participating in the 2013 Survey was lower than in 2009, 2011, 2015 and 2017, which may in part account for the decrease in ease of access rates among this population in 2013.

Source: CHKS Main Reports, San Diego County: 2009 – 2017
### Perception of Harm in San Diego County

<table>
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<tr>
<th>Survey Item</th>
<th>2011 (n=1,774-1,775)</th>
<th>2014 (n=1,821-1,836)</th>
<th>2016 (n=1,507-1,509)</th>
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<tbody>
<tr>
<td>Smoking marijuana if a person is under 21 years old*</td>
<td>–</td>
<td>76%</td>
<td>77%</td>
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<tr>
<td>Smoking marijuana every day or every week</td>
<td>80%</td>
<td>77%</td>
<td>76%</td>
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*Item added to the Community Survey in 2014  
Source: San Diego County Community Perception Survey
Pro-Actively Addressing the Changing Landscape

**Toolkit with resource materials to be used by system partners:**
- Developed language impact on school policies that was sent to parents
- Fact sheet regarding current trends
- Workplace drug testing guidelines

**One of the first counties to develop report with marijuana trends**
- Centralized location for local marijuana-specific data points
- Meant to be used as a roadmap for the county
- Include policy considerations and impacts seen in other states that have legalized marijuana
Prescription Drug Abuse Task Force
Key data points that help tell a story about prescription drug/opioids issues in the county:

- Unintentional Rx-Related Deaths
- ED Discharges
- Youth reported lifetime Rx misuse
- Drug treatment admissions
- Arrestee’s self reported Rx misuse
- Pharmacy robberies/burglaries
- Pounds of safely disposed medications
- Number of pills dispensed per county residents
Take back day events and Sheriff’s Department Collection Boxes.

Several police stations also collect medications; however, amounts collected are not routinely tracked/reported.

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<th>FY 2011-12</th>
<th>FY 2015-16</th>
<th>FY 2017-18</th>
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<tr>
<td>Pounds of Medication Safely Disposed</td>
<td>18,136 pounds</td>
<td>29,320 pounds</td>
<td>38,023 pounds</td>
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110% increase since 2011

*Take back day events and Sheriff’s Department Collection Boxes. Several police stations also collect medications; however, amounts collected are not routinely tracked/reported.*
Pain Medication Pills Dispensed

**ANNUAL NUMBER OF PAIN MEDICATION PILLS DISPENSED PER SAN DIEGO COUNTY RESIDENT**

Source: Controlled Substance Utilization Review and Evaluation System (CURES) and US Census
Highlights
# Successes of the Prevention System

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<th>Category</th>
<th>Successes</th>
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<td><strong>Leaders in Policy Advancement</strong></td>
<td>• One of the first counties to pass SHOs</td>
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<td>• Established the Safe Pain Prescribing in Emergency Department, now used as across the state and the nation</td>
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<td><strong>Forward Thinking</strong></td>
<td>• One of the first counties to implement drop boxes at police stations</td>
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<td>• Target non-traditional populations / groups based on available information</td>
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<td>• Have won 3 National Association of Counties Awards for MSF and PDATF</td>
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<td><strong>Multi-Disciplinary Approach to Prevention</strong></td>
<td>• Identify collaborative partners across the county</td>
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<td>• Build and sustain strong relationships to address issues across the board</td>
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<td><strong>Invest in Data</strong></td>
<td>• Fund CHKS data collection</td>
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<td>• Use data to identify and inform needs/priority areas</td>
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Multiple Channels for Resource Distribution

- Multiple sources including:
  - Flyers
  - Brochures
  - Presentations, community forums, workshops
  - Social media (YouTube, Twitter, Facebook, Instagram)
- Website for accessing prevention research and resources:
  - **BUDI:** [http://www.youtube.com/user/AlcoholPolicyPanelSD](http://www.youtube.com/user/AlcoholPolicyPanelSD)
  - **MSF:** [http://www.no2meth.org](http://www.no2meth.org)
  - **PDATF:** [http://sandiegorxabusetaskforce.org](http://sandiegorxabusetaskforce.org)
  - **MPI:** [http://www.mpisdccounty.net](http://www.mpisdcounty.net)
Questions or Comments?

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