

# Annual Progress Report

San Diego County Prevention System  
Fiscal Year 2018/2019

Prepared by the Center for Community Research  
for the County of San Diego, Health and Human Services Agency,  
Behavioral Health Services



Funded by the County of San Diego, Health and Human Services Agency, Behavioral  
Health Services

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## Section One: Report Overview and Key Strategies and Accomplishments

**Report Overview.** The Annual Progress Report summarizes the key prevention strategies and activities enacted through San Diego County’s Alcohol and Other Drug (AOD) Prevention Initiatives toward achieving their stated goals and objectives during FY 2018/19, as per the County’s Strategic Prevention Plan. The report also highlights the accomplishments, challenges, and emerging trends identified by each Initiative and Regional Program Manager, and provides policy-related updates and outcomes. The findings documented in this report derive from Annual Review Meetings that Center for Community Research (CCR) conducts with each Initiative and Regional Program Manager; bi-monthly and/or quarterly Status Meetings with Initiative Program Managers; and information shared by Initiative leads and Regional Prevention Providers at workgroup meetings throughout the fiscal year.

This section summarizes the policy-driven strategies and activities utilized during FY 2018/19 to advance goals and objectives for each of the following Initiatives: Binge and Underage Drinking; Prescription Drug Abuse Task Force; Marijuana Prevention; and Methamphetamine Strike Force. The accomplishments described in this section primarily result from County-funded prevention strategies; however, some indirect or ancillary regional prevention activities are also included as they reflect the highly collaborative nature of San Diego County’s AOD prevention system across multiple agencies and sectors.

### I. Binge and Underage Drinking Initiative

**Problem Statement:** Youth consumption of alcohol and binge drinking behavior leads to physical impairment, intoxication, and other health-related problems. Factors contributing this problem include: (1) social and retail availability of alcohol to youth at public/private venues; (2) sales to minors by licensed alcohol outlets; and (3) lack of consistent enforcement of laws intended to deter underage drinking.

**Goals and Objectives:** The Binge and Underage Drinking Initiative (BUDI) engages in strategies to reduce youth consumption of alcohol and binge drinking behaviors. During FY 2018/19, BUDI worked collaboratively with Regional Prevention Providers to meet the Initiative’s two primary goals and four objectives listed below:

- (1) To reduce underage drinking and binge drinking behaviors in public and private venues through:
  - Increasing Social Host Ordinance enforcement
  - Implementing policies of local control to reduce alcohol problems
  - Increasing multi-sector collaboration to decrease youth access to alcohol
- (2) To reduce alcohol over-service and high-risk drinking behavior through:
  - Increasing the number of Responsible Beverage Sales and Services Ordinances, Deemed Approved Ordinances, and other policies for local alcohol-related controls established in the county

**Initiative Strategies:** The prevention activities BUDI implements to meet its goals and objectives primarily center on strategies for raising awareness and utilization of three alcohol-related local control policies: Social Host Ordinances (SHO); Deemed Approved Ordinances (DAO); and Responsible Beverage Sales and Services Ordinances (RBSS). Key activities to advance strategies during FY 2018/19 are described below and include: increasing multi-sector collaboration and partnerships; policy advocacy and advancement; and data collection/utilization.

## **I. Multi-Sector Collaboration and Partnerships**

i. **Alcohol Policy Panel General Assembly Breakfasts:** The Alcohol Policy Panel (APP) General Assembly Breakfasts provide the Prevention System with an opportunity to educate key stakeholders about evidence-based policies of local control and other strategies for addressing alcohol-related impacts. They also provide Regional Prevention Providers with opportunities to engage their elected municipal officials, city representatives, law enforcement partners, and community members around these topics. During FY 2018/19, BUDI hosted four APP General Assembly Breakfasts, each featuring keynote speakers who shared their expertise on the following topics:

- ✓ The political landscape related to alcohol policy at the state level and how it may impact local level efforts.
- ✓ The relationship between alcohol and suicide.
- ✓ The role of planning and zoning efforts in communities how these efforts may impact alcohol availability within communities.
- ✓ The evolving role of the alcohol industry and how it relates to national, state and local communities.

All breakfasts were well attended with representation across various sectors, including: municipal and county government; law enforcement; community planning and development; education; retail development; and the general community.

ii. **Alcohol Policy Panel Sector Leaders:** BUDI actively recruits representatives from multiple sectors to serve as advisors, namely Sector Leaders, who share their expertise pertinent to alcohol-related policy issues. Sector Leaders participate in quarterly meetings facilitated by BUDI to lend their support to prevention efforts, discuss strategies, and provide guidance on issues, as needed. BUDI has successfully recruited Sector Leaders representing local law enforcement; planning groups; county agencies; treatment and prevention organizations; faith-based communities; business/retail communities; colleges/universities; and the military. During FY 2018/19 Alcohol Policy Panel Sector Leaders were very active in supporting efforts to update Social Host Ordinances with the four duties to inspect. Selected examples of Sector Leader support are provided below.

- ✓ Identified and analyzed over 22 alcohol-related bills introduced into state legislature that would impact alcohol-prevention efforts throughout the County to inform future policy-related efforts.
- ✓ Coordinated meetings with Senator Toni Atkin's office with Assemblywoman Lorenza Gonzalez regarding SB 58 which would allow bars to serve alcohol until 4 a.m.

- ✓ Submitted a letter of opposition regarding SB 352 which would allow the Alcohol Beverage Control to approve additional on-sale alcohol licenses in counties which are already overconcentrated without the usual safe guard processes in place.
- ✓ Expressed support for AB 127 which would allow for increased driving under the influence research under the supervision of the California Highway Patrol.
- ✓ Supported efforts to update Social Host Ordinances with the four duties to inspect.

**iii. Capacity Building Workshop:** BUDI hosted three Capacity Building Workshops during FY 2018/19 to support the work of alcohol prevention providers in San Diego County. Capacity Building Workshops were held on the following topics:

- ✓ Alcohol Restricted Use Sub-District (ARUS) Ordinance. Facilitated a workshop open to alcohol prevention providers from all across San Diego County to discuss Alcohol Restricted Use Sub-District (ARUS) ordinances. The ARUS ordinance is a land-use tool that gives residents and neighborhood councils the option to create zones in a jurisdiction where no new alcohol licenses can be issued. Guest speaker, Sarah Blanch, Westside Impact Project for IPS, presented information on the conceptual framework that has been proposed for Los Angeles, updated participants on the status of the proposed ordinance and led a discussion regarding how these concepts could be used in San Diego County.
- ✓ Health in All Policies. Discussion of the national movement, Health in All Policies, that utilizes systems-based change to implement health positive policies and actions within communities.
- ✓ PourSafe. Guest speaker, Jerry Hall, PourSafe Founder, presented to workshop participants on PourSafe - a map and data portal designed to help inform community advocates and leaders about local alcohol-outlet licensing. The PourSafe database contains a wide variety of information and data points related to alcohol licenses and concerns in San Diego County and other parts of California.

**iv. BUDI Young Advocates:** Young Advocates are the BUDI’s college-aged prevention group. During FY 2018/19, Young Advocates worked to expand social media efforts to provide additional platforms for information dissemination that are commonly used by their target population. Additionally, Young Advocates collaborated with the North Central region on efforts related to alcohol prevention efforts and engaged with their team on Community Survey projects.

**v. Operation Safe Prom:** In collaboration with local law enforcement, the San Diego County Office of Education, and all regional prevention teams, BUDI successfully facilitated “Operation Safe Prom” during Alcohol Awareness Month (April 2019). Speakers at the media event highlighted Social Host awareness and the importance of safe and sober driving during high school prom season. This successful event was covered by two broadcast media reporters.

## II. Policy Advocacy and Advancement

- i. **Social Host Ordinances (SHOs):*** In collaboration with the Regional Prevention Providers, BUDI examined various strategies for enhancing SHO enforcement, countywide. Strategies considered amending the language of some municipal SHOs to include a civil administration citation component and/or a “duties to inspect” clause and amending language to include marijuana (and other drugs).
- ii. **Deemed Approved Ordinances (DAOs):*** BUDI has continued to raise awareness about DAOs as a key strategy for increasing local control around alcohol outlet density and responsible retailer practices.
  - ✓ BUDI staff worked closely with the South Region to discuss the implementation of a DAO/CUP that would cover not just alcohol-related businesses, but other high-risk businesses such as smoke shops, marijuana dispensaries and check cashing stores.
  - ✓ BUDI staff updated its DAO Matrix highlighting best municipal practices throughout California. Regional Providers utilize this matrix to review and advocate for best DAO practices with their city councils, community members, law enforcement, retailers and others.

## III. Data Collection and Utilization

- i. **Licensee Education on Alcohol and Drugs (LEAD) and Special Event Training:*** In collaboration with Alcoholic Beverage Control (ABC), Responsible Hospitality Coalition (RHC), and the Regional Prevention Providers, BUDI continued to support the Prevention System’s role in facilitating LEAD and Special Event Trainings throughout San Diego County and in obtaining participant tracking data.
- ii. **Overconcentration of Alcohol Retailers Tool:*** BUDI staff updated the overconcentration map for tracking the actual number of currently licensed retail establishments for both on-sale and off-sale licenses in each region relative to the number of ABC-allowable establishments. The database is searchable by census tract, city, region, and countywide. Within the database, Regional Providers may develop a “heat map” to identify areas of overconcentration by degrees (low to high) within their regions for use in media and policy advocacy. During FY 2018/19 BUDI developed and distributed maps to regional providers in order to facilitate their local alcohol prevention efforts.
- iii. **Using Local Data:*** In collaboration with CCR, BUDI continued to reinforce the wealth of local data available for Regional Prevention Providers to use in their prevention work (e.g., countywide SHO enforcement data; LEAD Training and LEAD Survey data). Additional efforts to ensure that Prevention Providers carefully reference the data in reports and media outputs are ongoing.

**Regional Prevention Provider Activities:** To further BUDI objectives for reducing youth access to and use of alcohol in social and retail environments, Regional Prevention Providers engage in a variety of strategic activities within their respective regions. **Table 1** below identifies the Regional Prevention Providers’ key policy-driven activities enacted during the 2018/19 fiscal year. Highlighted

accomplishments and successful outcomes primarily result from County-funded participatory strategies but may also reflect ancillary collaborative partnership in support of the County’s Strategic Prevention Plan (SPP).

<b>Table 1. BUDI: Regional Policy-Driven Activities and Successful Outcomes</b>	
<b>North Inland</b>	<p><b>Social Host Ordinance</b></p> <ul style="list-style-type: none"> <li>– Continued efforts of the Protect Your Prom Memories campaign in Escondido promoting alcohol-free parties and SHO awareness.</li> <li>– Facilitated community meetings on topics related to SHO awareness and youth access to alcohol.</li> </ul> <p><b>Increasing Multi-Sector Collaboration</b></p> <ul style="list-style-type: none"> <li>– Engaged in media advocacy and prevention messaging during Red Ribbon Week at five high school football games to encourage students to avoid alcohol-involved parties.               <ul style="list-style-type: none"> <li>– Program engagement reached an estimated 5,000 spectators.</li> </ul> </li> </ul> <p><b>Responsible Beverage Sales and Service</b></p> <ul style="list-style-type: none"> <li>– Continued facilitation of LEAD and Special Event trainings in San Marcos.</li> </ul>
<b>North Coastal</b>	<p><b>Social Host Ordinance</b></p> <ul style="list-style-type: none"> <li>– Conducted SHO law enforcement briefing in Carlsbad.</li> <li>– Developed and distributed Operation Safe Prom materials at local businesses to promote the event and SHO awareness.</li> </ul> <p><b>Policies of Local-Control</b></p> <ul style="list-style-type: none"> <li>– Facilitated a meeting with Oceanside Assistant City Attorney in March 2019 to discuss amending Oceanside’s SHO to include marijuana.               <ul style="list-style-type: none"> <li>✓ Following the meeting, Oceanside Police Department updated their training bulletin to inform officers that the current ordinance can be interpreted to include marijuana due to federal prohibition.</li> </ul> </li> </ul> <p><b>Increasing Multi-Sector Collaboration</b></p> <ul style="list-style-type: none"> <li>– In coordination with the San Diego County Sheriff Department and the San Dieguito Alliance, the North Coastal Region organized 22 Start Smart Driving Safety programs at four high schools.</li> </ul> <p><b>Responsible Beverage Sales and Service</b></p> <ul style="list-style-type: none"> <li>– Facilitated 2 LEAD and 19 Special Event trainings during FY 2018-19.</li> <li>– Conducted a Halloween Sticker Shock with youth coalition members to promote SHO awareness.</li> <li>– Conducted a Thanksgiving Sticker Shock at 20 retail outlets in Oceanside and Vista.</li> </ul>

**Table 1. BUDI: Regional Policy-Driven Activities and Successful Outcomes**

<p><b>North Central</b></p>	<p><b>Social Host Ordinance</b></p> <ul style="list-style-type: none"> <li>– ELEVATED students held a press-conference to increase awareness of the City’s SHO and explained the risks surrounding youth consumption of alcohol.</li> <li>– Supported BUDI’s Countywide media event for Operation Safe Prom in April 2018 and provided a student public health advocate from the University of California, San Diego (UCSD) to speak at the event.</li> </ul> <p><b>Responsible Beverage Sales and Service</b></p> <ul style="list-style-type: none"> <li>– Participated in a Sticker Shock in December 2018 with Primo’s, a local off-sale establishment in Tierra Santa.</li> </ul>
<p><b>Central</b></p>	<p><b>Policies of Local Control</b></p> <ul style="list-style-type: none"> <li>– Continued to work with the San Diego Police Department and the San Diego City Attorney’s Office regarding changes to the municipal code to address Alcohol Licensing.</li> </ul> <p><b>Responsible Beverage Sales and Service</b></p> <ul style="list-style-type: none"> <li>– Continue to check ABC transmittals on a daily basis to send new licenses to community members.</li> </ul>
<p><b>East</b></p>	<p><b>Social Host Ordinance</b></p> <ul style="list-style-type: none"> <li>– Collaborated with the East County Youth Coalition, Mount Miguel High School and Grossmont School District to develop and implement a campaign to educate students and community members on the importance of SHOs.</li> <li>✓ The campaign resulted in a “Reality Party” video that enacted what could happen at underage parties when alcohol is present. In addition to the video, an automated message was released to all Mount Miguel students’ households before winter break with a message reminding students and parents about SHO’s and its requirements.</li> <li>– The East County Youth Coalition hosted Red Ribbon Week (October 22-27<sup>th</sup>, 2018) at Mount Miguel High School to educate students about the dangers of alcohol and drug use and facilitated a meeting for teachers to discuss the importance of SHOs.</li> </ul> <p><b>Policies of Local Control</b></p> <ul style="list-style-type: none"> <li>– East County project staff met with the Santee Community Oriented Policing Committee (COMPOC), including Mayor John Minto, to present the feasibility of a passing a DAO in the City of Santee.</li> <li>– Hosted a media event in the City of Lemon Grove on October 27<sup>th</sup>, 2018 to highlight the implementation of new signage in all Lemon Grove parks reminding visitors of the no smoking and drinking policies.</li> <li>– Supported the Casa de Oro Alliance in their efforts to improve the Campo Road Business Corridor.</li> <li>– East County staff continues to work with Casa de Oro in coordination with the Valle de Oro Planning Group to identify specific requirements for</li> </ul>

**Table 1. BUDI: Regional Policy-Driven Activities and Successful Outcomes**

	<p>alcohol retailers, smoke shops selling drug paraphernalia and other high-risk businesses that have the potential to negatively affect the community.</p> <ul style="list-style-type: none"> <li>- Continued to support the Casa de Oro Alliance in its efforts to increase community engagement and capacity around DAO and CUPs.</li> </ul> <p><b>Increasing Multi-Sector Collaboration</b></p> <ul style="list-style-type: none"> <li>- Collaborated with Casa de Oro Community Alliance to organize a presentation to the Valley de Oro Community Planning Group on February 5<sup>th</sup>, 2019 on the importance of placing additional regulations on the local high-risk businesses. <ul style="list-style-type: none"> <li>✓ Following the presentation, the Planning Group unanimously approved a motion to recommend and forward the Risk Related Business Information Package to the County to inform future Camp Road Business Corridor Specific Plan preparation activities.</li> </ul> </li> </ul> <p><b>Responsible Beverage Sales and Service</b></p> <ul style="list-style-type: none"> <li>- Continued facilitation of monthly LEAD Trainings in La Mesa.</li> <li>- Continued RBSS Ordinance advocacy efforts in Lemon Grove.</li> </ul>
<p><b>South</b></p>	<p><b>Social Host Ordinance</b></p> <ul style="list-style-type: none"> <li>- Worked closely with the City of Imperial Beach to amend their Social Host. Coordinated meetings with the Imperial Beach Sheriff’s Department and provided model ordinances from nearby communities that previously updated their SHO to include marijuana and controlled substances. <ul style="list-style-type: none"> <li>✓ City council voted on April 17, 2019 to amend their SHO by adding marijuana and other controlled substances to their existing ordinance.</li> </ul> </li> <li>- During FY 2018 South Region started a campaign in the City of National City to amend their SHO to include the four duties to inspect in addition to adding marijuana and other controlled substances to their existing ordinances. <ul style="list-style-type: none"> <li>✓ Developed draft language for the updated ordinance and engaged local grass-roots organizations to ensure strong community support for the proposed amendments to City Counsel.</li> </ul> </li> <li>- Organized several meetings with police command staff in the City of Coronado to discuss amending their SHO.</li> </ul> <p><b>Policies of Local Control</b></p> <ul style="list-style-type: none"> <li>- Provided technical assistance to Imperial Beach City Council members and residents on DAO/CUPs. <ul style="list-style-type: none"> <li>✓ Community support for these policies is increasing.</li> </ul> </li> <li>- Initiated discussions with Chula Vista officials about amending the city’s CUP permitting process to include public input.</li> <li>- Engaged retailers, Chamber of Commerce, and the Executive Director of Third Ave Village Association around CUPs and DAOs for new breweries in Chula Vista’s business district.</li> </ul>

**Table 1. BUDI: Regional Policy-Driven Activities and Successful Outcomes**

	<p><b>Increasing Multi-Sector Collaboration</b></p> <ul style="list-style-type: none"> <li>– Launched police regulated business campaign in Chula Vista in an effort to place new conditions on high-risk businesses in Chula Vista as they are often associated with a host of crime problems. <ul style="list-style-type: none"> <li>✓ The campaign aims to work with the city, businesses and grass-roots community organizations to advance three policies: (1) Police Regulated Business Ordinance, (2) Deemed Approved Ordinance (DAO) and (3) a strong Conditional Use Permit Ordinance (CUP).</li> </ul> </li> <li>– Developed a special committee, the Chula Vista Advisory Group, to guide initiatives within the Police Regulated Business Campaign. This multi-sector committee is comprised of law enforcement, fire department officials, businesses, residents, schools and faith-based groups. <ul style="list-style-type: none"> <li>✓ The Advisory Group meets on a monthly basis to discuss strategy and future direction of the campaign.</li> <li>✓ All members of the Advisory Group have been provided with spokesperson training by the South Region so they can better advocate for the proposed policies at City Hall and before the media.</li> </ul> </li> <li>– Developed a coalition of businesses and residents residing along the Broadway Corridor in Chula Vista that is meant to inform future efforts of the Police Regulated Business Campaign. <ul style="list-style-type: none"> <li>✓ South region held their first Business Mixer on April 11<sup>th</sup>, 2019 that was very well attended with representation from over twenty businesses in Chula Vista, the Mayor, City Attorney’s Office, City Council members and representation from the Port of San Diego.</li> </ul> </li> </ul> <p><b>Responsible Beverage Sales and Service</b></p> <ul style="list-style-type: none"> <li>– Continued facilitation of LEAD Trainings in Chula Vista and Imperial Beach.</li> </ul>
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**II. Prescription Drug Abuse Task Force**

**Problem Statement:** The use of prescription pain medicines in unlawful and illicit ways adversely affects public health and safety. Factors contributing this problem include: (1) over-prescribing and misuse of pain medicines; (2) over-supply of prescribed medicines; (3) illicit diversion of prescribed pain medicines for non-prescribed use; (4) youth access to and misuse of pain medicines; and, (5) public perception that prescription pain medicines are not harmful.

**Goals and Objectives:** The Prescription Drug Abuse Task Force (PDATF) has one key goal – to reduce the misuse, abuse and addiction to prescription pain medication through decreasing access to prescription pain medicines for illicit and non-medically recommended use.

**Initiative Strategies:** During FY 2018/19, the PDATF worked in close collaboration with the San Diego County Prevention System to accomplish its goal and related objectives through activities tied to the Initiative’s key strategies (i.e., expanding multi-sector collaboration with strategic partners and the medical community; and promoting/encouraging safe prescribing protocols, safe storage practices,

and safe disposal opportunities). Key activities enacted through the PDATF to advance its strategies during FY 2018/19 are described below and include: increasing multi-sector collaboration and strategic partnerships; and information dissemination. The PDATF's accomplishments and successful outcomes are also highlighted.

## **I. Increasing Multi-Sector Collaboration**

- i. **PDATF Executive Committee:*** The PDATF Executive Committee meets quarterly and participates in an annual retreat to update the PDATF's Annual Action Plan and strategize key prevention activities across sectors for the upcoming fiscal year. Executive committee members represent Behavioral Health Services (BHS); Drug Enforcement Agency (DEA); Medical Examiner's Office; Emergency Department; Probation; San Diego Association of Governments (SANDAG), and the HOPE Together Foundation. Collectively, the Executive Committee considers the most current data from the Annual PDATF Report Card and research on prescription pain medication misuse, abuse and addiction to inform future and ongoing efforts.
- ii. **PDATF Quarterly Meetings:*** During this FY 2019/19, the Initiative continued to encourage and promote multi-disciplinary collaborations amongst various agencies/disciplines through attendance at PDATF Quarterly Meetings. Experts present at the meetings on topical issues and trends related to prescription pain medicines, such as the challenges and opportunities of engaging media to cover pertinent stories; the trends, opportunities and challenges around reducing Rx-impaired driving; Medication-Assisted Treatment (MAT); and reducing overdose deaths. All PDATF Quarterly Meetings in FY 2018/19 were very well attended by AOD prevention and treatment providers, law enforcement, county agency representatives, prosecution, doctors, pharmacists, elected officials' representatives, and parent advocates. Quarterly trainings were held on naloxone availability and utilization, fentanyl trends, juvenile smuggling and the San Diego County Team 10 Narcotics Task Force.

## **II. Collaboration with Medical Community on Safe Prescribing and Safe Disposal**

- i. **The Medical Task Force:*** The Medical Task Force (MTF) is the PDATF's safe prescribing workgroup. During the 2018/19 fiscal year, the MTF continued its collaboration with the MAT community to increase the nexus between prevention and treatment providers.
  - ✓ The MTF completed implementation of \$52,000 in grant monies awarded to the PDATF by the California Department of Public Health to promote MAT via an inventory and possible expansion of current MAT resources; promotion of Naloxone utilization through the use of a preprinted prescription; and, implementation of academic detailing practices among pharmacists and doctors with high-risk prescribing patterns.
- ii. **The Prescription Drug Abuse Pharmacy Committee:*** The Pharmacy Committee is a sub-committee of the MTF that was developed to help pharmacists specifically address issues related to doctor shopping. During FY 2018/19, the Committee developed fraud warning posters to educate pharmacists about recognizing fraudulent prescription, how to interact with law enforcement and reporting standards.

- iii. **Safe Disposal Committee:** Convened in 2014, the Safe Disposal Committee focuses on increasing local safe disposal practices. Committee members include representatives from Environmental Health and Hazardous Waste, DEA, UCSD School of Pharmacology, City of Chula Vista, and others. During FY 2018/19, the Safe Disposal Committee developed informational handouts for each of the six HHS San Diego County Regions with locations of safe disposal sites and tips on utilizing safe disposal practices. Additionally, the Safe Disposal Committee participated in the planning processes of the two DEA Take Back Days that occurred during FY 2018/19.
- iv. **Prevention Committee:** Convened in 2017, the Prevention Committee focuses on increasing education efforts on topics related to prescription drugs. Committee members include representatives from DEA, UCSD School of Pharmacology, SAY San Diego, HIDTA, Hope2Gether Foundation and others. During FY 2018/19, the Prevention Committee partnered with our local schools to implement educational presentations on juvenile smuggling as well as general education related to prescription drug misuse. Additionally, the Prevention Committee continues to work with the San Diego County Office of Education to coordinate the implementation of naloxone in schools.

### III. Collaboration with Strategic Partners

- i. **National Take Back Events:** The Initiative continued to work collaboratively with the Drug Enforcement Agency (DEA) and Regional Prevention Providers to support and promote Take Back Events and permanent Collection Box sites, where unused medications can be deposited year-round.
  - ✓ During FY 2018/19, a total of 22,221 pounds of medications were collected at Take Back Day events in San Diego County, with 14,295 pounds collected at year-round Collection Box locations.
- i. **Juvenile Smuggling Presentation:** In collaboration with the U.S. Attorney's Office, San Diego District Attorney, Drug Enforcement Administration, U.S. Customs and Border Protection and Homeland Security Investigations, the PDATF Task Force participated in an event at the Chula Vista Library to raise awareness to the issues surrounding juvenile smuggling. The event educated high school students and parents on the consequences and dangers that occur as a result of juvenile and young adult smuggling.
  - ✓ The PDATF Prevention Committee continues to work on this collaboration and is currently assisting in the development of presentations appropriate for various age groups and populations. Additionally, the committee continues to build partnerships with local schools to implement presentations throughout the entire County of San Diego.

### IV. Information Dissemination

- i. **Updated PDATF Website:** PDATF developed an updated website to be more user-friendly for PDATF members and community members looking for information.
  - ✓ [www.sandiegorexabusetaaskforce.org](http://www.sandiegorexabusetaaskforce.org) OR [www.sdpdatf.org](http://www.sdpdatf.org)
  - ✓ [www.facebook.com/sandiegorexabusetaaskforce](https://www.facebook.com/sandiegorexabusetaaskforce)

- ii. **Annual Prescription Drug Abuse Report Card:** For more than a decade, the annually produced PDATF Report Card has been tracking prescription drug abuse-related trends in San Diego County. The Report Card is also utilized to promote data-driven prevention planning.
- ✓ In coordination with the County of San Diego, the Sherriff’s Department, DEA, Medical Examiner’s Office, U.S. District Attorney’s Office and other leaders, the 2018 Prescription Drug Abuse Report Card (featuring 2017 data) was released at a media event in October, attracting strong media coverage.
  - During the 2018/19 fiscal year, the PDATF worked collaboratively with key stakeholders, partners, and agencies to develop the 2019 report card (featuring 2018 data). The PDATF reviewed the report card with representatives from BHS, DEA, the Medical Examiner’s Office, the District Attorney’s office, and CCR to interpret the key data points and discuss trends. These data show increases for several key Rx-related indicators including: unintentional death rates; emergency room opioid activity; and pharmacy burglaries.
- ✓ In San Diego County, per capita opioid prescriptions dropped from 33 pills in 2017 to 27.4 in 2018.

The preliminary 2018 Report Card data was shared with key stakeholders at the PDATF Quarterly Meeting in May, where it served as a springboard for partners to discuss data implications and prevention priorities for the 2019/20 fiscal year.

**Regional Prevention Provider Activities:** The Regional Prevention Providers engaged in various activities during the past fiscal year to advance the PDATF’s goal for reducing the misuse, abuse, and addiction to prescription pain medicines in San Diego County. **Table 2** displays each of the six Prevention Providers’ activities related to the Initiative’s key strategies. Highlighted accomplishments and successful outcomes primarily result from County-funded participatory strategies but may also reflect ancillary engagement with established and developing partnerships in support of the County’s SPP.

Table 2. PDATF: Regional Policy-Driven Activities and Successful Outcomes	
<b>North Inland</b>	<p><b>Take Back Day/Safe Disposal</b></p> <ul style="list-style-type: none"> <li>– Facilitated a community meeting to promote Take Back Day events.</li> <li>– Developed messaging to include Pet Medication in proper safe disposal media advocacy messaging.</li> <li>– Provided outreach and education at community meetings to encourage safe storage and disposal practices.</li> </ul>
<b>North Coastal</b>	<p><b>Take Back Day/Safe Disposal</b></p> <ul style="list-style-type: none"> <li>– Continued to participate in Take Back Day events with youth volunteers at Tri-City Medical Center in Oceanside and Walgreen’s in Vista, surveying participants about how they hear about Take Back Events.</li> <li>– Participated in the April 2019 Live Well San Diego Grandparents Raising Grandchildren event in Escondido where there was a portable prescription drug drop box available for participants.</li> </ul>

Table 2. PDATF: Regional Policy-Driven Activities and Successful Outcomes	
<b>North Central</b>	<p><b>Take Back Day/Safe Disposal</b></p> <ul style="list-style-type: none"> <li>– ELEVATED students designed and distributed a ‘protect the ones you love’ magnet along with other prevention resources at the San Diego Police Department Eastern station on Take Back Day.</li> <li>– Promoted Take Back Day events through social media platforms to increase community awareness of the 7 available takeback sites in the North Central region.</li> <li>– North Central staff co-chair PDATF Prevention Committee.</li> <li>– Partnered with the DEA to present to students at Mission Bay High and Clairemont High School on the emerging trends associated with Fentanyl and teen drug smuggling.</li> </ul>
<b>Central</b>	<p><b>Take Back Day/Safe Disposal</b></p> <ul style="list-style-type: none"> <li>– Staff coordinated with the local Ralph’s pharmacy to participate in the Central Division’s Take Back Day events.</li> <li>– Staff supported Take Back Day events in the Mid-city division.</li> </ul>
<b>East</b>	<p><b>Take Back Day/Safe Disposal</b></p> <ul style="list-style-type: none"> <li>– Collaborated with community members to promote Take Back Day events and disseminate information on permanent safe disposal locations that are available year-round.</li> <li>– Distributed flyers to promote Take Back Day events at East County pharmacies encouraging community members to participate in Tack Back Day activities.</li> </ul>
<b>South</b>	<p><b>Take Back Day/Safe Disposal</b></p> <ul style="list-style-type: none"> <li>– Participated in Take Back Day in collaboration with youth coalition members.</li> <li>– Partnered with the DEA, U.S. Attorney’s Office, San Diego County District Attorney’s Office, local law enforcement agencies and school districts to support the Juvenile Drug Smuggling Campaign. Organized multiple town hall meetings to support the campaign.</li> </ul>

### III. Marijuana Prevention Initiative

**Problem Statement:** Marijuana use by youth negatively affects overall health and contributes to family and community problems. Factors contributing to this problem include: (1) increased access to marijuana; (2) increased tolerance and acceptance of youth use of marijuana; and (3) decreased perception of harm from marijuana use by youth and general community.

**Goals and Objectives:** The Marijuana Prevention Initiative (MPI) engaged in numerous activities during the 2018/19 fiscal year to advance its primary goals and objectives of reducing youth access to and use of marijuana, and increasing youth perception of harm regarding marijuana use.

**Initiative Strategies:** Key to the MPI’s strategies for accomplishing its goals and objectives center on highlighting the short- and long-term impacts of marijuana on the developing adolescent brain. The MPI works collaboratively with Regional Prevention Providers and other key partners to disseminate a uniform message across multiple platforms including: media campaigns; community forums; educational resource development; presentations; and conference and webinar participation. Activities enacted through the MPI to advance its objectives during FY 2018/19 are described below

and include expanding key collaborations and partnerships, and data/information dissemination. Accomplishments and successful outcomes are also highlighted.

## I. Collaborations and Partnerships

*i. **Key Leadership Team (KLT):*** The MPI continues to meet quarterly with the KLT, a multi-sector leadership team working to identify and discuss evidence-based and data-informed strategies for reducing youth marijuana use. The KLT also provides Regional Providers and their youth groups with guidance on prevention strategies. The KLT membership currently includes representation from law enforcement, probation, education, medical researchers, public health, and adolescent treatment providers. The KLT will continue to grow and expand as needed to support the MPI. Below are selected events facilitated through the KLT to engage and educate its members during FY 2018/19:

- In May 2019, MPI recruited Joanna Jacobus, PhD, to be a part of the KLT. Dr. Jacobus is a researcher at the University of California, San Diego and currently conducting the National Adolescent Brain Development Study (ABCD).
- KLT began working with the newly created Prevention Technology Transfer Center (PCCT) to coordinate the Western region prevention and collaboration on a multitude of substances including marijuana.

*ii. **Youth Access Workgroup (YAW):*** Regional Prevention Providers and other engaged partners meet quarterly to discuss trends, share data, strategies and best practices for reducing marijuana use among San Diego County youth. The YAW frequently invites guest presenters from various sectors and disciplines to share their expertise with prevention partners. During the 2018/19 fiscal year, guest presentations included:

- ✓ Lieutenant Matt Novak, San Diego Police Department Narcotics Unit, discussed marijuana and special events.
- ✓ Phillip Emrhein, McAlister Institute Program Manager, presented on youth trends related to marijuana seen throughout the County.
- ✓ Dr. Joanna Jacobus, Assistant Professor Department of Psychiatry, presented preliminary findings from the Adolescent Brain Development Study (ABCD).
- ✓ Salvador Espinosa, Associate Professor at San Diego State University School of Public Affairs, discussed current policy focused marijuana research.
- ✓ Leon Wirschem, Environmental Health HAZMAT, provided an overview and update regarding Butane Hash Oil (BHO) labs in San Diego County.

*iii. **Synthetic Drug Workgroup (SDW):*** As part of its mandate to decrease access to Spice, the MPI and SAY San Diego collaboratively developed and co-facilitate a quarterly synthetic drug workgroup. Workgroup meetings have produced ongoing collaborations and media events with partners from the City Medical Director, Emergency Medical Services first responders,

and concerned community groups. During FY 2018/19, the SDW invited Rachel Crowley, DEA Prevention, to present on the recently implemented juvenile smuggling educational program that includes topics on synthetic cannabinoids and other drugs. In FY 2018/19 SDW members advocated and provided input for the City of San Diego to update their SHO to include spice, marijuana and controlled substances. Additional efforts include SDW reporting out on spice poisoning's occurring in the City of San Diego.

During the 2018/19 fiscal year, guest presenters included:

- ✓ Ray Gary, Toxicologist, San Diego County Medical Examiner's Office, presented on fentanyl related deaths in San Diego County.
- ✓ Leslie Mukau, MD EMOC Chair, presented on the utilization of naloxone and how to recognize the signs and symptoms of an opioid overdose.
- ✓ Sergeant Rick Aguilar, San Diego Police Department Narcotics, presented on spice enforcement and updated the group on current trends related to fentanyl.

**iv. Partnership with Youth:** The MPI's partnerships with various agencies targeting youth also continued to grow, as evidenced by the many requests the Initiative receives from schools and community organizations to provide presentations, trainings, and forums. Partnerships with Regional Prevention Providers and other stakeholders, such as Urban Core and the non-traditional student population, facilitated the provision of more than a dozen presentations to an estimated 2,500 students and identified at-risk youth ages 12-17, countywide. Additional youth partnerships during FY 2018/19 included participation in a town hall led by Clairemont High School students.

**v. Community Partnerships:** As is the case for each Initiative, MPI's extended community partnerships are essential to achieving its goals and objectives. The MPI partnered with multiple community and government agencies throughout the 2018/19 fiscal year to provide trainings, forums, and presentations. Selected examples of the MPI's community partnerships include the San Diego Unified School District Advisory Board; SAMSHA Pacific Technology Transfer Center Region 9 (PTTC-9); McAlister Institute; DEA; law enforcement; probation; school nurses; San Diego Office of Education; and San Diego Youth Services.

- ✓ Facilitated a training session at the Grandparents Raising Grandchildren symposium with Live Well San Diego.
- ✓ Partnered with the San Diego County Office of Education for their drug symposium.
- ✓ Partnered with UCSD to put on a media event regarding the Adolescent Brain Cognitive Development Study (ABCD).
- ✓ Partnered with McAlister Institute to facilitate several youth trainings.

**vi. State and National Partnerships:** The MPI receives a significant and ever-increasing number of requests to speak at state and national conferences. During FY 2018/19, the MPI was

invited to become a member of the Pacific Technology Transfer Center (PTTC) Region 9 Advisory Board representing the Western states. The PTTC is funded by the Substance Abuse and Mental Health Service Administration (SAMSHA) to develop and disseminate prevention tools and strategies needed to reduce substance misuse. As an Advisory Board member, the MPI will assist and guide the work and prevention efforts of the PTTC; aid in building and maintaining collaborative regional relationships; advise on technical assistance needs, regional priorities and delivery methods; and provide feedback and input on the development of tools and resources.

**vii. *Media Advocacy:*** During this fiscal year, MPI’s media advocacy efforts focused on emerging research related to marijuana and the adolescent brain; marijuana-impaired driving and the dangers of marijuana food products (edibles).

**viii. *Information Dissemination:*** Local, state, and national data drive the MPI’s strategies for accomplishing its goals and objectives. As such, the MPI identifies and utilizes the most recent and relevant public health data available to inform the initiatives prevention activities. These data are regularly updated and provide the basis for the MPI’s informational material development, trainings, and presentations.

The MPI website (mpisdcounty.net) is an important conduit for sharing the MPI’s data-driven resources, presentations, informational cards, and data with partners at local, state, national, and global levels. The MPI also showcases media work through the MPI YouTube page.

During FY 2018/19, the MPI updated its Points of Consideration document with the most recent California Healthy Kids Survey data, San Diego County AOD treatment data, and other state and national data on the implications of youth marijuana use. The document provides Prevention Providers with consistent messaging and data points.

**ix. *Drugged Driving:*** MPI has continued to promote its “Put Drugged Driving on Your Radar” campaign with regional prevention providers partners to get drugged driving proclamations in their city. To date, MPI has successful assisted the City of San Diego, Poway, San Marcos, Escondido. The Youth Advocacy Coalition continues to attend checkpoints and disseminate MPI material and engage with media.

**Regional Prevention Provider Activities:** During FY 2018/19, the Regional Prevention Providers engaged in a wide variety of activities to support and further the MPI’s goals and objectives. **Table 3** highlights their efforts to reduce youth access to and use of marijuana. The accomplishments and successful outcomes highlighted below primarily result from County-funded participatory strategies but may also reflect ancillary engagement with established and developing partnerships in support of the County’s SPP.

**Table 3. MPI: Regional Policy-Driven Activities and Successful Outcomes**

<p><b>North Inland</b></p>	<p><b>Reducing Youth Access to Marijuana</b></p> <ul style="list-style-type: none"> <li>– Facilitated a community forum in collaboration with CSU, San Marcos Athletic Department and Greek Societies on marijuana use and health titled <i>Weed: What do you know?</i> <ul style="list-style-type: none"> <li>✓ Over 170 attendees participated in the forum which included presentations from CSU, San Marcos Administration and Housing; CSU, San Marcos Police; The Deputy District Attorney and San Diego County Behavioral Health Services.</li> </ul> </li> </ul> <p><b>Increasing Public Awareness of the Harmful Effects Associated with Youth Marijuana Use</b></p> <ul style="list-style-type: none"> <li>– Organized the What’s in Your Vape community meeting to discuss topics related to vaping THC and other drugs. <ul style="list-style-type: none"> <li>✓ Over 160 parents and students attended the event with representation from the Valley Center and Oak Glen High Schools, several faith communities and the general public.</li> <li>✓ Media advocacy was involved in the event.</li> </ul> </li> <li>– Collaborated with the City of San Marcos, California Highway Patrol, San Marcos Sheriff’s Station, and YAC to facilitate Anti-Drugged Driving Rallies. <ul style="list-style-type: none"> <li>✓ Rallies were organized in Escondido, San Marcos, Poway, San Diego and Valley Center and involved both print and televised media advocacy.</li> <li>✓ Over 120 individuals participated with representation from youth and adult community members, law enforcement, fire department and elected city officials.</li> <li>✓ An estimated 10,000 motorists and passenger message impressions were made throughout all five rallies.</li> </ul> </li> </ul>
<p><b>North Coastal</b></p>	<p><b>Reducing Youth Access to Marijuana</b></p> <ul style="list-style-type: none"> <li>– Organized and facilitated meetings with Oceanside Assistant City Attorney in March 2019 to discuss amending the city’s SHO to include marijuana.</li> <li>– The current ordinance can be interpreted to include marijuana due to federal prohibition. The City has updated its training bulletin for the Oceanside Police Department.</li> </ul> <p><b>Increasing Public Awareness of the Harmful Effects Associated with Youth Marijuana Use</b></p> <ul style="list-style-type: none"> <li>– Facilitated meetings with a Vista Apartment Managers group, Pro Active Apartment Managers (PAAM). All members of PAAM participate in the CFMH program.</li> <li>– Collaborated with the San Dieguito Alliance to provide vaping presentations to Parent Teacher Associations throughout the San Dieguito region.</li> <li>– Provided regular input and information regarding marijuana policy to City Council members throughout the North Coastal region.</li> <li>– North Coastal provided input and opposition to Vista’s Measure Z which allows 11 medical marijuana dispensaries to open in the region.</li> </ul>

Table 3. MPI: Regional Policy-Driven Activities and Successful Outcomes	
<b>North Central</b>	<p><b>Reducing Youth Access to Marijuana</b></p> <ul style="list-style-type: none"> <li>– Collaborated with Central Region staff and community members to advocate for the passage of a policy update to include marijuana (and other drugs) to the existing Social Host Ordinance in San Diego. Presented critical issues related to marijuana to city council members and at Public Safety Livable Neighborhood meetings throughout the year. <ul style="list-style-type: none"> <li>✓ The City of San Diego updated the existing Social Host Ordinance to include marijuana and other drugs.</li> </ul> </li> </ul> <p><b>Increasing Public Awareness of the Harmful Effects Associated with Youth Marijuana Use</b></p> <ul style="list-style-type: none"> <li>– Collaborated with the MPI on multiple presentations covering marijuana’s effects on the body to address the decreasing perception of harm among youth. <ul style="list-style-type: none"> <li>✓ Presentations were done at Mission Bay High and Clairemont High Health and Medical Science Academy.</li> </ul> </li> <li>– Provided sober driving presentations at Kearny High, Urban Corps and Serra High that warned of dangers related to impaired driving emphasizing that driving under the influence doesn’t just mean alcohol but also includes other drugs and marijuana.</li> </ul>
<b>Central</b>  <b>Central (cont.)</b>	<p><b>Reducing Youth Access to Marijuana</b></p> <ul style="list-style-type: none"> <li>– Collaborated with the North Central Region staff and community members to advocate for the passage of a policy update to include marijuana (and other drugs) to the existing Social Host Ordinance in San Diego. Presented critical issues related to marijuana to city council members and at Public Safety Livable Neighborhood meetings throughout the year. <ul style="list-style-type: none"> <li>✓ The City of San Diego updated the existing Social Host Ordinance to include marijuana and other drugs.</li> </ul> </li> </ul> <p><b>Increasing Public Awareness of the Harmful Effects Associated with Youth Marijuana Use</b></p> <ul style="list-style-type: none"> <li>– Disseminated educational materials from the MPI to youth and community.</li> </ul>
<b>East</b>	<p><b>Reducing Youth Access to Marijuana</b></p> <ul style="list-style-type: none"> <li>– Advocated for a smoke-free and alcohol-free ordinance specifically naming marijuana as a prohibited substance in Lemon Grove public parks. <ul style="list-style-type: none"> <li>✓ Lemon Grove City Council approved the ordinance. East County partners and youth advocates spoke at the media event with public officials.</li> </ul> </li> </ul>
<b>South</b>	<p><b>Reducing Youth Access to Marijuana</b></p> <ul style="list-style-type: none"> <li>– Collaborated with the City of Imperial Beach to amend their SHO to include marijuana. Facilitated meetings with the Sheriff’s Department and provided model ordinances from cities that have previously amended their social host ordinance.</li> </ul>

Table 3. MPI: Regional Policy-Driven Activities and Successful Outcomes	
	<ul style="list-style-type: none"> <li>✓ On April 17<sup>th</sup>, 2019 Imperial Beach City Council voted to amend their Social Host Ordinance by adding marijuana and other controlled substances to their existing ordinance.</li> <li>– Coordinated a campaign in the City of National City to amend their current SHO to include the four duties to inspect and add marijuana and other controlled substances.</li> <li>✓ These collaborative efforts will continue to be an ongoing engagement during FY 2019/20.</li> </ul> <p><b>Increasing Public Awareness of the Harmful Effects Associated with Youth Marijuana Use</b></p> <ul style="list-style-type: none"> <li>– Disseminated MPI educational materials to youth and community.</li> </ul>

## IV. Methamphetamine Strike Force

**Problem Statement:** Methamphetamine availability and use affects health and public safety. Factors contributing this problem include: (1) availability of high quality, low price meth in the region; (2) decreased penalties for meth possession and use discourages drug treatment; (3) meth use exacerbates chronic health conditions; (4) cyclical and generational meth use in families, limited family support, and poor parenting skills; and, (5) stigmatization of meth users and their families.

**Goals and Objectives:** The Methamphetamine Strike Force’s (MSF) goal is to reduce the social, economic and personal costs of methamphetamine use. The MSF’s primary environmental prevention objectives focus on increasing awareness of and participation in the Crime Free Multi-Housing Program, and expanding multi-sector collaborations and partnerships to address impacts of meth involvement on individuals, families, and communities.

**Initiative Strategies:** During FY 2018/19, the MSF worked collaboratively with the San Diego County Prevention System and strategic partners across multiple sectors to advance the Initiative’s primary goal. Key strategies and accomplishments are described below.

### I. Crime Free Multi-Housing Program

- i. **Crime Free Multi-Housing (CFMH):*** MSF continued its emphasis on expanding awareness of and participation in the CFMH program across San Diego County. Strategic planning for CFMH occurs at bi-monthly Neighborhood Safety Workgroup (NSW) meetings.

### II. Multi-Sector Collaboration and Partnerships

- i. **MSF Quarterly Meetings:*** The Initiative continued to encourage and promote multi-disciplinary collaborations amongst various agencies and organizations through attendance at MSF Quarterly Meetings. At these meetings, experts present information about meth-related trends, public health impacts, prevention, intervention, treatment, and policy. MSF Quarterly Meetings continued to be well attended by law enforcement partners, judicial/prosecutorial

representatives, prevention and treatment providers, and government personnel. Topics addressed at this year's meetings included:

- ✓ Methamphetamine effects within our communities with a panel of presentations representing mental health services, emergency departments, law enforcement, border patrol and treatment facilities.
- ✓ Trends related to methamphetamine in our detention facilities, law enforcement agencies and the San Diego and Imperial County High Intensity Drug Trafficking Area (HIDTA).
- ✓ Methamphetamine and elder abuse with presentations from the District Attorney's Office and Adult Protective Services.
- ✓ Implications of 2018 Report Card data for informing FY 2019/20 preventions strategies.

Additionally, many partners who attend MSF Quarterly Meetings also participate in one or more of the MSF's four workgroups: The Executive Coordinating Committee; Meth and Families; Law Enforcement Drug Trends; and Neighborhood Safety Workgroup. Each workgroup focuses closely on specific components of meth prevention related to families, crime, and health, countywide. The Coordinating Committee provides MSF with guidance and strategic direction for accomplishing its goals and objectives.

- ii. **Tip the Scale Operations:*** In July 2018, MSF coordinated its 24<sup>th</sup> Tip the Scale Operation in collaboration with county organizations, law enforcement agencies, and media outlets to cover the event. Data available for the Tip the Scale Operation conducted in Lemon Grove resulted in 30 contacts, one felony arrests and 15 misdemeanor arrests. Additionally, 12 of the 16 arrestees participated in a treatment conversation, and 3 received a courtesy transport directly to a treatment program.
- ✓ After Tip the Scale Operations, the Meth Strike Force Hotline often sees a 50-percent jump in calls from residents who are either reporting crime or seeking drug treatment.

- iii. **Annual MSF Report Card:*** First developed in 1997, the Annual MSF Report Card tracks meth-related trends in San Diego County and promotes data-driven prevention planning. During FY 2018/19, MSF continued working collaboratively with multi-sectoral partners and county agencies to capture key data points for the 2019 MSF Report Card (with 2018 data). The preliminary data were reviewed by representatives from BHS, SANDAG, DEA, the Medical Examiner's Office, the District Attorney's office, Child Welfare Services, and CCR to interpret the data and discuss trends. Disturbingly, these data show increases for all key meth-related indicators including: death rates; emergency department discharges; admissions to County-funded treatment facilities; adult arrestees testing positive for meth at the time of arrest; and meth seizures.

The MSF additionally shared the data with key stakeholders at the Quarterly MSF Meeting in June, where it served as a springboard for partners to discuss implications and prevention priorities for the 2019/20 fiscal year.

**Regional Prevention Provider Activities:** At the regional level, prevention activities for reducing impacts of meth use primarily focus on increasing awareness of and participation in the CFMH Program by engaging key stakeholders across multiple sectors. **Table 4** below highlights key Regional

Prevention Providers’ activities and outcomes that primarily result from County-funded participatory strategies but may also reflect ancillary engagement with established and developing partnerships in support of the County’s SPP.

<b>Table 4. MSF: Regional Policy-Driven Activities and Successful Outcomes</b>	
<b>North Inland</b>	<p><b>Crime Free Multi-Housing</b></p> <ul style="list-style-type: none"> <li>– Facilitated manager trainings, safety inspections, and property certifications in Escondido.</li> <li>– Continued efforts to bring apartment communities into full CFMH compliance.</li> </ul>
<b>North Coastal</b>	<p><b>Crime Free Multi-Housing</b></p> <ul style="list-style-type: none"> <li>– Participated in Vista Apartment Manager meetings to discuss issues related to CFMH implementation and related efforts.</li> </ul>
<b>North Central</b>	<p><b>Crime Free Multi-Housing</b></p> <ul style="list-style-type: none"> <li>– Facilitated several manager trainings, safety inspections, and resident engagement meetings in collaboration with City of San Diego Crime Resource Officers. <ul style="list-style-type: none"> <li>✓ Seven properties completed CPTED’s, five communities have held resident engagement meetings.</li> <li>✓ Increased program capacity by adding twelve new properties yielding 2,181 new units.</li> <li>✓ Co-hosted the semi-annual Management Trainings in November 2018 and June 2019.</li> </ul> </li> </ul> <p><b>Engaging Key Stakeholders</b></p> <ul style="list-style-type: none"> <li>– Organized and facilitated a student-led Town Hall in collaboration with Clairemont High School students where they presented research findings on several substances including methamphetamine. <ul style="list-style-type: none"> <li>✓ The program was highlighted at the Clairemont Town Council meeting in February 2019.</li> </ul> </li> </ul>
<b>Central</b>	<p><b>Crime Free Multi-Housing</b></p> <ul style="list-style-type: none"> <li>– Facilitated a Manager’s Training for 23 individuals in November 2018. <ul style="list-style-type: none"> <li>✓ Eleven properties have been fully certified; 35 were re-certified.</li> </ul> </li> <li>– Staff members introduced a new councilmember to the CFMH program and received allocated funding from the Police Department to purchase additional CFMH signs for complexes.</li> </ul>
<b>East</b>	<p><b>Crime Free Multi-Housing</b></p> <ul style="list-style-type: none"> <li>– Provided technical assistance and training to the Casa de Oro Policy Committee and others on CFMH.</li> <li>– Convened a Town Hall meeting in May 2019 where a panelist discussed topics related to CFMH.</li> </ul>
<b>South</b>	<p><b>Crime Free Multi-Housing</b></p> <ul style="list-style-type: none"> <li>– To date, the South region has trained and certified three apartment communities.</li> </ul>

Table 4. MSF: Regional Policy-Driven Activities and Successful Outcomes	
<b>South (cont.)</b>	<p><b>Engaging Key Stakeholders</b></p> <ul style="list-style-type: none"> <li>– Worked with the San Diego Police Department, local apartment communities and SAY San Diego in the South Region to implement CFMH.</li> </ul>

## Section Two: Challenges and Identified Strategies for Resolution

Each of the Initiative and Regional Prevention Providers were asked to identify any primary challenges they have experienced while working to meet their goals and objectives during the 2018/19 fiscal year. They were also asked to share strategies and efforts they have made to resolve the identified challenges. **Table 5** displays the challenges the Initiative and Regional Prevention Providers have identified and ways in which they are being addressed.

**Table 5. Initiative and Regional Challenges and Strategies for Resolution**

Initiative	Challenges	Resolution Strategies
<b>BUDI</b>	<ul style="list-style-type: none"> <li>✓ Recruiting businesses to support alcohol prevention efforts continues to be a challenge due to the concern that alcohol restrictions are anti-business.</li> <li>✓ Addressing ABC’s implementation of AB 1221 which allows for the online RBSS/LEAD training. The current online training does not meet the standards of the in-person trainings.</li> </ul>	<ul style="list-style-type: none"> <li>✓ To combat these concerns BUDI has utilized the quarterly Alcohol Policy Panel Breakfasts and Workshops to provide additional education on alcohol-related issues and develop relationships with community allies. Additionally, BUDI has presented at local business organizations such as the Downtown San Diego Partnership to educate and build relationships with the business community.</li> <li>✓ BUDI has met with ABC regularly to advocate for improvements to the online training and to maintain in-person trainings for municipalities and businesses that would prefer trainings that utilize best practices.</li> </ul>
<b>PDATF</b>	<ul style="list-style-type: none"> <li>✓ Continuing forward momentum within some of the PDATF’s committees and identifying new areas of focus.</li> </ul>	<ul style="list-style-type: none"> <li>✓ To encourage additional multi-sector collaboration the Medical Task Force is merging with the Pharmacy Committee to continue</li> </ul>

		the forward momentum of these groups moving forward.
<b>MPI</b>	<ul style="list-style-type: none"> <li>✓ The perception of harm related to marijuana continues to be an ongoing issue that is being addressed by the MPI.</li> <li>✓ Vaping continues to be an ongoing and common trend in middle and high schools.</li> <li>✓ The State’s decision to allow for marijuana deliveries in cities with bans creates a youth access issue and over rules the promised local control.</li> </ul>	<ul style="list-style-type: none"> <li>✓ MPI will continue to counter misperceptions through outreach, education, and media advocacy; emphasize that adolescent use at schools is prohibited; and share research on the harms associated with chronic use.</li> <li>✓ MPI will continue to work with schools and the newly created SDCOE Advisory Committee to develop policies to address the vaping devices.</li> <li>✓ MPI will continue to attend the Board of Cannabis Control meetings and additionally identified community meetings to discuss additional options to address this loophole.</li> </ul>
<b>MSF</b>	<ul style="list-style-type: none"> <li>✓ Not enough regional coordination on CFMH media strategies.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Developed outreach materials from the Neighborhood Safety Workgroup to create a similar branding for CFMH programming to be utilized by all regional providers.</li> </ul>
<b>Region</b>	<b>Challenges</b>	<b>Resolution Strategies</b>
<b>North Inland</b>	<ul style="list-style-type: none"> <li>✓ Increased difficulty inserting approved messaging that attracts media outlets. Further, the lengthy county approval process makes it challenging to get out relevant materials.</li> </ul>	<ul style="list-style-type: none"> <li>✓ North Inland would like to work with Initiative leads and the County to streamline the media review and approval process.</li> </ul>
<b>North Coastal</b>	<ul style="list-style-type: none"> <li>✓ The passage of Measure Z in Vista which will allow 11 medical dispensaries to open in the North Coastal region.</li> </ul>	<ul style="list-style-type: none"> <li>✓ North Coastal will continue to increase efforts to engage city officials, community members, and youth around the public health impacts of marijuana use.</li> </ul>

<p><b>North Central</b></p>	<ul style="list-style-type: none"> <li>✓ Some school administrations are unwilling to address opioid misuse and lack of strong parent participation around AOD issues.</li> <li>✓ Political resistance to developing local policies of alcohol and marijuana control.</li> </ul>	<ul style="list-style-type: none"> <li>✓ North Central will continue to share data about youth opioid issues with school administrators, and work to develop incentives for increasing parent attendance at AOD prevention events.</li> <li>✓ Will continue meeting with City Council members to share new data showing the costs/impacts of poor local control.</li> </ul>
<p><b>Central</b></p>	<ul style="list-style-type: none"> <li>✓ The increasing normalization of marijuana use.</li> <li>✓ Increases in mobile marijuana lounges and lacking support from statewide legislators to address these issues.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Central is working with youth to develop age-appropriate marijuana messaging that will resonate with elementary and middle school youth.</li> <li>✓ Central region staff currently working with the California Narcotics Officers Association to strategize and address this issue.</li> </ul>
<p><b>East</b></p>	<ul style="list-style-type: none"> <li>✓ Challenge in utilizing environmental prevention strategies to address AOD issues related to homelessness.</li> <li>✓ Resistance from the Lakeside Chamber regarding a Town Hall meeting at the Lakeside Community Center.</li> </ul>	<ul style="list-style-type: none"> <li>✓ East County staff continue to advocate for systemic changes to address AOD issues experienced in the homeless population. Working with the Easy County Homeless Task Force to identify opportunities to implement systemic change within the homeless population.</li> <li>✓ East County staff is making a concerted effort to be visible and engaged in the Lakeside Community and continuing discussions with the Lakeside Chamber about potential opportunities for partnerships.</li> </ul>
<p><b>South</b></p>	<ul style="list-style-type: none"> <li>✓ Resistance from the business community when launching the Police Regulated Business Campaign in Chula Vista as it</li> </ul>	<ul style="list-style-type: none"> <li>✓ The South region redesigned campaign efforts and developed a strategic implementation plan to engage the business and residential</li> </ul>

<b>South (cont.)</b>	was viewed as being anti-business.	communities. Currently, the South region is in the process of developing a coalition of businesses and residents to speak to the media and city council about the need for additional regulations for high-risk businesses to ensure public safety.
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## Section Three: Emerging Trends

CCR asked the Initiatives and Regional Providers to discuss any emerging AOD-related trends they have identified during the 2018/19 fiscal year. Identified trends are provided below in **Table 6**.

**Table 6. Initiative and Regional Identified AOD-Related Trends**

Initiative	Identified AOD-Related Trends
<b>BUDI</b>	<ul style="list-style-type: none"> <li>✓ Increased interest in CUP/DAO's by local governments. For example, the City of Chula Vista is discussing implementing a CUP/DAO that would cover not just alcohol-related businesses, but other high-risk businesses such as smoke shops, marijuana dispensaries and check cashing stores.</li> <li>✓ Continuous increase in the number of alcohol licenses approved throughout the County and becoming more available at fast food restaurants and movie theaters.</li> <li>✓ Law enforcement agencies utilization of other enforcement tools in lieu of social host such as noise violations and minor in possession. This is done in part because officers are more familiar with these methods and because they are less resource intensive in locations where the social host ordinance does not have civil/admin. options.</li> <li>✓ Noticeable decline in the number of drinking and driving collisions for those between the ages of 16-20.</li> </ul>
<b>MSF</b>	<ul style="list-style-type: none"> <li>✓ Increasing amount of drug seizures and purity of methamphetamine while the price continues to decrease due to the increased supply.</li> <li>✓ Increased number of methamphetamine related deaths.</li> </ul>
<b>PDATF</b>	<ul style="list-style-type: none"> <li>✓ An increase in fentanyl-related seizures and overdoses.</li> </ul>

<b>MPI</b>	<ul style="list-style-type: none"> <li>✓ Increased interest and acceptance amongst school districts desire to engage in substance prevention and treatment services.</li> <li>✓ Increased number of meetings and forums to address the gap in prevention education in schools.</li> <li>✓ Decreasing age of initiation of using vaping products, continues to be a problem among this population.</li> <li>✓ CBD products or products advertised as containing CBD are being sold in several local stores despite the federal ban. The contents of the products are unknown to the user and may CBD products nationally have been tested and found to contain little to no amounts of CBD.</li> </ul>
<b>Region</b>	<b>Identified AOD-Related Trends</b>
<b>North Inland</b>	<ul style="list-style-type: none"> <li>✓ Increasing use of marijuana.</li> <li>✓ Increasing use of vaping products.</li> </ul>
<b>North Coastal</b>	<ul style="list-style-type: none"> <li>✓ Increasing availability of CBD products being sold everywhere despite the federal law banning this action. The increased availability of CBD products decreases perceived risk of marijuana overall.</li> <li>✓ Vaping continues to be a concern among parents, schools, and youth-serving organizations.</li> </ul>
<b>North Central</b>	<ul style="list-style-type: none"> <li>✓ A decrease in the perception of harm of marijuana among youth.</li> <li>✓ School resource officers are seeing an increase in marijuana use on campus. Within San Diego Unified School District 82% of calls for service between September 2018 – May 2019.</li> <li>✓ Increased interest from communities in how marijuana is marketed with things such as mobile vans and billboards in and near residential zones.</li> <li>✓ Findings from a recent survey administered to middle school students, and recent ‘what I wish my parents know’ community conversations, indicates academic pressure and social disconnects are difficult for students to manage. As a result, there is a growing concern among school administration and parents that without proper coping skills some may initiate substance use.</li> </ul>
<b>Central</b>	<ul style="list-style-type: none"> <li>✓ Increase in fentanyl use and fentanyl deaths throughout the County.</li> </ul>
<b>East</b>	<ul style="list-style-type: none"> <li>✓ Decrease in the use of alcohol and an increase in the use of marijuana</li> <li>✓ Continuing increase of vaping marijuana products.</li> </ul>

<b>South</b>	<ul style="list-style-type: none"> <li>✓ Restaurant bars in Chula Vista are converting into nightclubs after 10PM and remaining open until midnight or 2AM. This morphing occurs both on weeknights as well as weekends. Many cities are not aware of this occurring or the criminal activity happening in these establishments' afterhours. <ul style="list-style-type: none"> <li>– ABC doesn't hold much power to prevent or control establishments morphing. It is critical for prevention providers to educate public officials about this continuing trend as the enforcement burden falls on local governments.</li> </ul> </li> </ul>
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## Section Four: New or Amended AOD-Related Ordinances

**Table 7** highlights the Initiative-related ordinances that were approved or amended during the 2018/19 fiscal year.

**Table 7. New or Amended AOD-Related Ordinances**

Key Prevention Strategy	New or Amended Ordinances
Social Host Ordinance (SHOs)	<ul style="list-style-type: none"> <li>✓ The City of San Diego amended its SHO to include marijuana-specific language (2019).</li> <li>✓ The County of San Diego amended its SHO to include marijuana-specific language (2019).</li> <li>✓ Poway amended its SHO to include marijuana specific language (2019).</li> <li>✓ National City amended its SHO to include marijuana specific language (2019).</li> <li>✓ Imperial Beach City Council voted to amend their SHO to include marijuana and other controlled substances in their existing ordinance (2019).</li> </ul>
Responsible Beverage Sales and Service (RBSS)	AB 1221 passed which allows for online RBSS/LEAD training.
Other Alcohol-Related Policies of Local Control	No new or amended ordinances.
Reduced Access to Marijuana	No new or amended ordinances.
Crime Free Multi-Housing	No new or amended ordinances.

## Section Five: Prevention System Data for Tracking Countywide Outcomes

This section highlights data collected by the Prevention System for tracking Initiative-level progress toward accomplishing their primary objectives as stated in the County’s SPP. For outcomes related to the BUDI and MSF (i.e., increasing implementation or utilization of local control policies, such as SHO, DAO, and RBSS; and CFMH program participation), the Prevention System collected data utilizing tracking tools and protocols specifically developed to support systematic and consistent data collection efforts across regions and fiscal years. For outcomes related to the MPI’s objectives for decreasing youth use of marijuana use and increasing perception of harm, the Prevention System collects and analyzes San Diego County Community Perception Survey and California Healthy Kids Survey (CHKS) data. Primary indicators for the PDATF’s objectives are sourced from Safe Disposal data (i.e., Take Back Day events; year-round Rx Collection sites) and from Controlled Substance Utilization Review and Evaluation System (CURES) data. Selected outcome data related to the key objectives per each Initiative for FY 2018/19 are presented below, along with trend-level data collected across previous fiscal years.

### I. Binge and Underage Drinking Initiative

**Objective:** Increasing Implementation and Utilization of Local Control Policies

- i. **Social Host Ordinance (SHO) Enforcement Data:** Increasing awareness of and support for SHO enforcement is one of the BUDI’s primary strategies for reducing underage drinking in the social environment. SHOs are established in each of San Diego County’s 18 municipalities and its unincorporated area. CCR collects and documents SHO enforcement efforts (i.e., the total number of SHO citations/arrests) issued by the nine municipal Police Departments and Sheriff’s Department. These data support BUDI’s planning efforts for increasing countywide SHO enforcement. **Table 8** displays total SHO enforcement efforts across the past ten calendar years and law enforcement agencies. Data collected during the current contract cycle (i.e., July 1, 2015-June 30, 2020) are highlighted in light green.

**Table 8. Total SHO Citations/Arrests Countywide: Police Departments\* and Sheriff’s Department**

Agency	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	All
Police Departments	20	25	23	37	88	24	15	11	6	2	4	4	259
Sheriff’s Department	0	8	20	20	21	75	29	38	23	13	5	2	254
<b>Total</b>	<b>20</b>	<b>33</b>	<b>43</b>	<b>57</b>	<b>109</b>	<b>99</b>	<b>44</b>	<b>49</b>	<b>29</b>	<b>15</b>	<b>9</b>	<b>6</b>	<b>513</b>

\*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.

- ii. **RBSS LEAD and Special Event Trainings and Participation:** Increasing participation in LEAD and Special Events trainings is one of the BUDI’s primary strategies for decreasing underage drinking in the retail environment. Every year, the Responsible Hospitality Coalition (RHC)

works closely with ABC, BUDI, and Regional Prevention Providers to reduce harms related to over-service of alcohol and sales of alcohol to minors. In order to quantify these efforts, CCR developed a tracking system (i.e., sign-in sheets and tracking tools) to track the following across time: (a) the number of LEAD and Special Event trainings conducted; (b) the regions in which the trainings occurred; (c) the number of participants trained; and, (d) the city of business where the participant is employed. Prevention Providers also administer a LEAD Training Survey at the conclusion of each class. The survey asks participants about their perceived importance and utility of LEAD Training. The Prevention System frequently draws upon findings from both data sets to expand community support for mandatory RBSS ordinances in their region’s municipalities and/or strengthen existing RBSS ordinances and related policies.

Currently, there are 11 municipalities in San Diego County with RBSS ordinances; these are: Carlsbad, Chula Vista, Encinitas, El Cajon, Imperial Beach, National City, Oceanside, Poway, San Marcos, Solana Beach, and Vista. **Table 9 below** displays participation data for RBSS LEAD and Special Event Trainings that occurred during FY 2018/19 and across previous fiscal years. Data collected during years of the current contract cycle (i.e., July 1, 2015-June 30, 2020) are highlighted in green.

**Table 9. Number of RBSS LEAD and Special Event Trainings, and Participants by Fiscal Year**

Fiscal Year	LEAD		Special Events	
	Number of Trainings	Number of Participants	Number of Trainings	Number of Participants
2010-11	34	2,203	99	3,009
2011-12	36	2,429	52	1,900
2012-13	34	1,655	82	2,681
2013-14	41	2,071	79	2,161
2014-15	38	2,436	111	2,791
2015-16	56	2,362	134	4,183
2016-17	54	2,439	149	3,272
2017-18	59	2,705	146	3,718
2018-19	43	987	126	2,930
<b>Total</b>	<b>395</b>	<b>19,287</b>	<b>978</b>	<b>26,645</b>

\*Implementation of AB 1221 which allowed for an online RBSS/LEAD training. This may explain the decreasing numbers seen during FY 2018/19.

- ✓ During FY 2018/19, a total of **987** persons were trained across **43 LEAD Trainings**, countywide.
- ✓ During FY 2018/19, a total of **2,930** volunteers were trained across **126 Special Event Trainings**, countywide.

## II. Prescription Drug Abuse Task Force

**Objective:** Decreasing Access to Prescription Pain Medicines for Illicit and Non-Medically Recommended Use

- i. **Safe Disposal Data:** As part of its safe disposal objective, Take Back Day events and Collection Boxes are key PDATF strategies for decreasing access to prescription pain medicines for illicit and non-medical use. To accomplish this objective, the PDATF collaborates with the DEA and Regional Prevention Providers to support and promote Take Back Day Events and Collection Box sites where unused medications can be deposited, year-round. With the exception of FY 2015/16 when only one Take Back Event occurred, the DEA sponsored two Take Back Events per year. **Table 10** displays the number of pounds of medications disposed of at Take Back Day events and at Collection Box locations for FY 2018/19 and across previous fiscal years to identify trends. Data collected during the first two years of the current contract cycle (i.e., July 1, 2015-June 30, 2020) are highlighted in green

**Table 10. Safe Disposal: Pounds of Medication Disposed by Fiscal Year**

Fiscal Year	Take Back Day Events	Sheriff's Department Collection Boxes*	Totals
2010-11	7,446	3,400	10,846
2011-12	13,008	5,128	18,136
2012-13	16,707	9,902	26,609
2013-14	18,732	13,872	32,604
2014-15	17,676	13,079	30,755
2015-16	14,595	14,725	29,320
2016-17	17,772	15,901	33,673
2017-18	21,824	16,199	38,023
2018-19	22,221	14,295	36,516
<b>Total</b>	<b>149,981</b>	<b>106,501</b>	<b>256,482</b>

\*Several police stations also collect medications but amounts collected are not routinely tracked.

- ✓ **During this current contract cycle, nearly 137,000 pounds of medication were deposited at Take Back Day events and Collection Box sites.**

- ii. **CURES Data:** The PDATF also tracks the number of prescription pain pills dispensed per capita to all San Diego residents, across all ages. The numbers of prescribed pills are derived from prescribers (dispensers) reporting to the state (i.e., utilizing CURES), and do not include prescriptions filled through the Veteran's Administration, any military hospitals and clinics, or in-hospital patient medications. Pain medications include only pills; solution-based prescriptions are 2.5% of all pain medication and are not included. **Table 11** provides the number of pain pills dispensed to San Diego County residents between 2010 and 2017. Data collected during the current contract cycle (i.e., July 1, 2015-June 30, 2020) are highlighted in green.

**Table 11. Number of Pain Pills Dispensed per San Diego County Resident**

2010	2011	2012	2013	2014	2015	2016	2017
33.4	35.9	37.9	36.3	39.7	39.1	37	33

- ✓ The number of pain pills dispensed in San Diego County per capita in 2017 dropped 10.8% to 33 from 37 in 2016.

### III. Marijuana Prevention Initiative

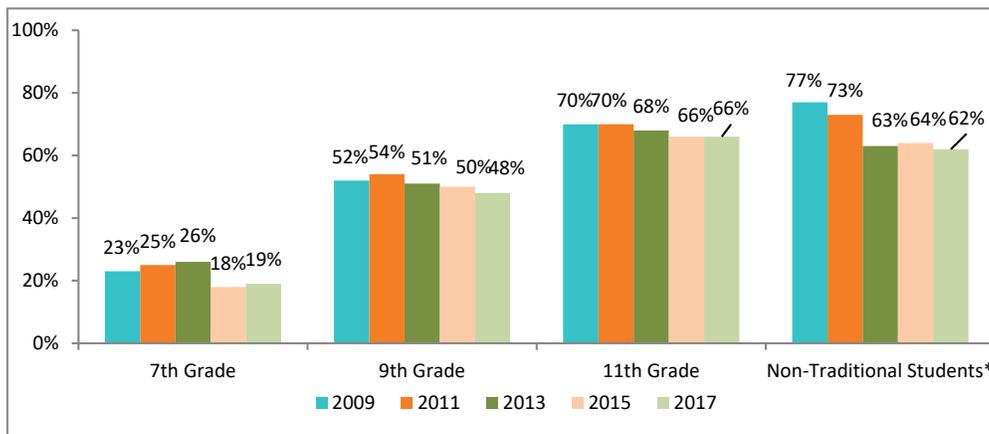
**Objective:** Decreasing Youth Use of Marijuana and Increasing its Perception of Harm

- i. **CHKS Data:** The California Healthy Kids Survey (CHKS) is administered every other year in most San Diego County school districts. It surveys middle and high school youth attending both traditional/mainstream and non-traditional/alternative schools (e.g., continuation schools). The MPI analyzes San Diego County CHKS reports to track perceived ease of access to marijuana, self-reported past 30-day use of marijuana, and perception of harm.

**Figures 1-3** below show trends for perceived ease of access, past 30-day use, and perception of harm among 7<sup>th</sup>, 9<sup>th</sup>, and 11<sup>th</sup> grade students (CHKS, Main Report for San Diego County, 2009-2017). It is important to note that the response rate for non-traditional students was lower in 2013 than in 2009, 2011, 2015 and 2017. The lower response rate may account for differences between 2013 findings and findings from other years for this population.

**Perceived Ease of Access (Figure 1):** The percentage of students who think that marijuana is “very easy” or “fairly easy” to obtain has been decreasing among all grade levels since 2009. The sharpest decline has been among 7<sup>th</sup> graders between 2013 and 2015. Still, in 2017, more than half of high school students and almost two-thirds of non-traditional students reported that marijuana is very easy or fairly easy to get.

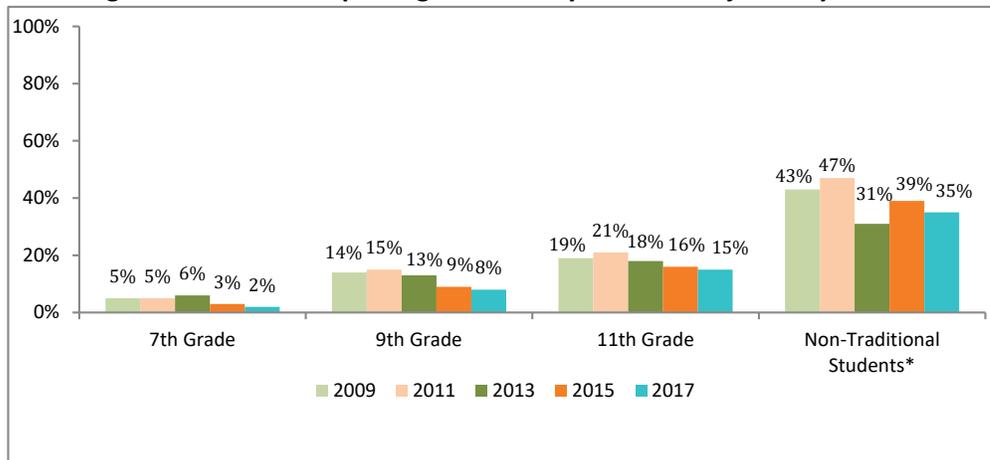
**Figure 1. Students Reporting That Marijuana is Very Easy or Fairly Easy to Obtain<sup>1</sup>**



**Past 30-Day Use (Figure 2):** According to the 2017 CHKS Main Report for San Diego County, the percentage of students who reported using marijuana in the past 30 days has decreased or remained the same across grade levels since 2009.

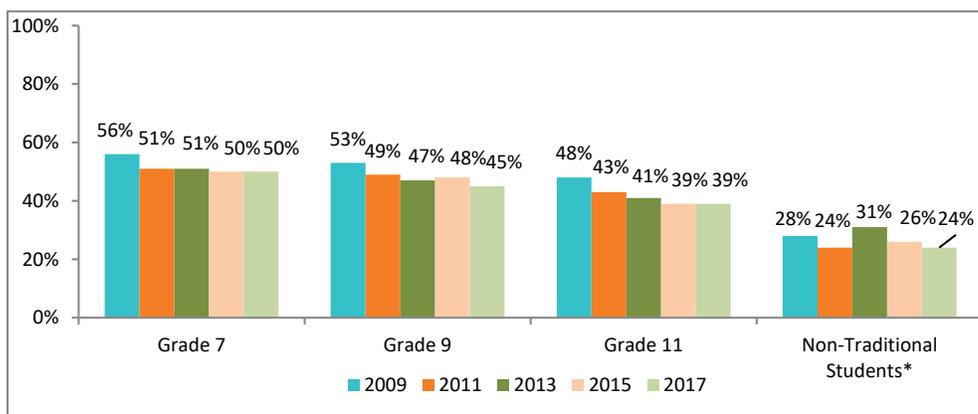
<sup>1</sup> The response rate for non-traditional students participating in the 2013 Survey was lower than in 2009, 2011, 2015 and 2017 which may in part account for the decrease in ease of access rates among this population in 2013.

**Figure 2. Students Reporting Past 30-Day Use of Marijuana by Grade Level<sup>1</sup>**



**Perception of Harm (Figure 3):** The percentage of students reporting that people greatly risk harming themselves physically and in other ways by smoking marijuana “once or twice a week” has decreased or remained the same since 2009. In 2017, approximately half of 7<sup>th</sup> and 9<sup>th</sup> graders reported that people risk harming themselves greatly by smoking marijuana once or twice a week, and slightly less than 1 in 4 nontraditional students agreed.

**Figure 3. Students Reporting That People Risk Harming Themselves Greatly by Smoking Marijuana Once or Twice a Week<sup>2</sup>**



**San Diego County Community Perception Survey Data:** The San Diego County Community Perception Survey was developed by the Center for Community Research (CCR) in close collaboration with members of the San Diego County Prevention System to systematically collect and assess local alcohol and other drug-related (AOD) perceptions and opinions. The survey was administered in both English and Spanish to a diverse sample of adult residents in all 18 municipalities and the unincorporated regions of San Diego County. County-contracted Regional Prevention Providers first

<sup>2</sup> The response rate for non-traditional 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.

administered the survey in 2011, and again in 2014, 2016 and 2019. A total of 1,829 surveys in 2011; 1,871 surveys in 2014; 2,023 surveys in 2016 and 2,107 surveys in 2019 were collected and analyzed. The findings from the Community Surveys have allowed the Prevention System to monitor trends and track changes in community AOD-related perceptions and opinions over time and identify emerging issues of concern.

**Table 12** below presents Community Perception Survey findings for items concerning perception of harm related to marijuana use (CCR, 2011, 2014, 2016,2019). In the most current administration year (i.e., 2019) just over three-quarters (76%) of San Diego County residents participating in the countywide Community Perception Survey agreed that it is harmful for people under 21 years old to smoke marijuana. Overall, perceptions related to the harmfulness of smoking marijuana have decreased since the first survey administration in 2011. In 2011, 80% of respondents believed smoking marijuana every day or every week to be harmful to someone’s health compared to 68% in 2019.

**Table 12. San Diego Community Perception Survey Findings for 2011, 2014, 2016 &2019**

Percent of Respondents Indicating that the Following Items are Harmful to Someone’s Health				
Survey Item	2011 (n=1,774-1,775)	2014 (n=1,821-1,836)	2016 (n=1,507-1,509)	2019 (N=2,072 – 2,082)
Smoking marijuana if a person is under 21 years old*	–	76%	77%	<b>76%</b>
Smoking marijuana every day or every week	80%	77%	76%	<b>68%</b>

\*Item added to the Community Survey in 2014

#### IV. MSF

**Objective:** Increasing CFMH Program Participation

- i. **CFMH Data:** Increasing CFMH program engagement is one of the MSF’s primary prevention strategies for addressing impacts related to meth and crime. Importantly, the Regional Prevention Providers work collaboratively with crime prevention specialists within their respective regions to encourage CFMH participation, compliance with Crime Prevention Through Environmental Design (CPTED) inspections, and support full property certification. CCR developed the CFMH Participation Tracking Tool to standardize and more systematically document and track the number of known apartment communities participating in the CFMH Program by region and countywide across fiscal years. Due to variance among data sharing relationships with law enforcement partners across regions and municipalities, the CFMH Tracking Tool only documents CFMH properties known to the Prevention Providers through their collaborative partnerships. **Table 13** highlights CFMH outcomes achieved during the current contract cycle.

**Table 13. Number of New and Fully Certified CFMH Properties, Countywide**

<b>Fiscal Year</b>	<b>New CFMH Apartment Communities (Any Phase)</b>	<b>Newly-Certified CFMH Apartment Communities (Phase 3 Only)</b>
2015/16	48	43
2016/17	22	18
2017/18	9	19
2018/19	28	19
<b>Total</b>	<b>107</b>	<b>99</b>

**Initiative-Level Progress to Date:** As illustrated throughout this report, San Diego County’s Prevention System has made strong progress with its environmental prevention strategies towards meeting the four AOD Initiatives’ five goals and seven objectives as stated in the County’s Strategic Prevention Plan (2016-2021). During FY 2018/19, all Initiatives have continued to build and maintain the leadership, infrastructure, and community partnerships essential to enacting effective environmental prevention and advancing AOD-related policies of local control. In sum, the Initiative and Regional Prevention Providers’ strategically deliberate efforts, use of standardized evaluation tools, and increased levels of collaboration have served to collectively elevate the Prevention System during FY 2018/19 and provides a very solid foundation for moving forward with.