



# SAPC DIRECTOR UPDATE - BEHAVIORAL HEALTH COMMISSION

## Prevention Services

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# Substance Use Prevention Categories

**Universal** – Entire population regardless of risk of substance use

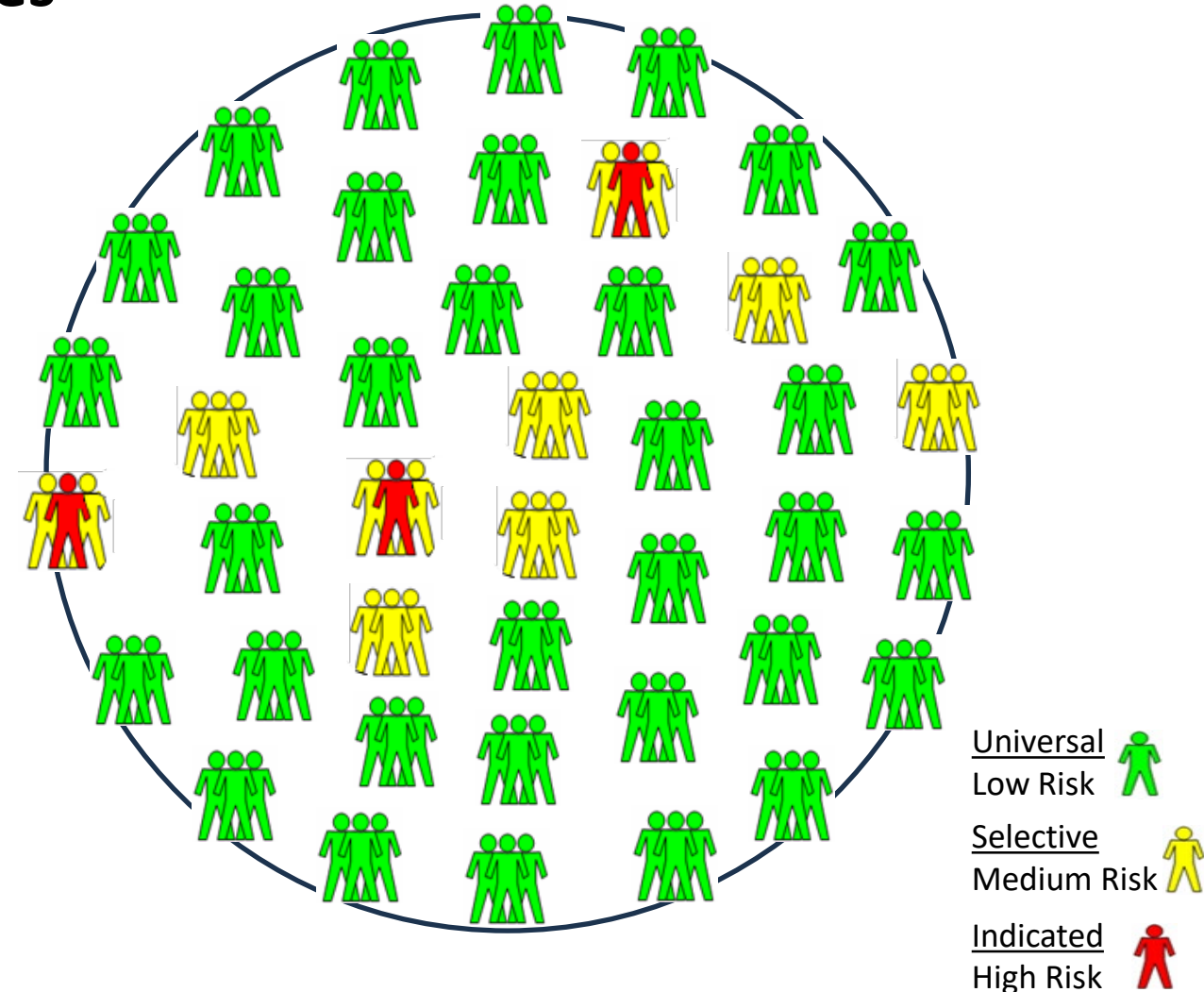
- *DPH CORE Centers*
- *Media Campaigns / Policy Change*

**Selective** – Subset of population due to being at higher risk of substance use

- *DPH Student Wellbeing Centers*
- *Dept Parks & Recreation Our SPOT*

**Indicated** – Individuals showing early signs of a substance use problem

- *Educational Sessions with Probation Youth*





# Designing Prevention Programming – Cannabis Example

## Conduct Needs Assessment to Identify Local Priorities and Design/Implement Targeted Interventions

### Step 1: Gather and analyze publicly available data sources (e.g., surveys).

		LAC	SPA 1	SPA 2	SPA 3	SPA 4	SPA 5	SPA 6	SPA 7	SPA 8
<b>Prevalence:</b> Proportion of the population with a condition at a specific point or period of time.	Youth 12-17 used cannabis in past month	7.6%	8.8%	7.7%	6.0%	7.9%	8.8%	8.4%	7.3%	8.0%
	Young adults 18-25 used cannabis in past month.	21.3%	25.0%	21.1%	17.2%	22.4%	25.0%	22.8%	19.7%	23.4%
<b>Contributing Factors:</b> Amendable factors that contribute to use and serve as potential targets for interventions.	Perceived great risk of daily cannabis use, 18+	32.5%	23.8%	35.3%	36.3%	27.0%	16.1%	42.6%	39.6%	25.1%
	Agree cannabis use harms youth brain development, ages 18+	79.5%	81.4%	82.1%	76.0%	81.7%	69.9%	81.9%	83.5%	76.9%
<b>Access and Availability:</b> How easy is it to get a substance vs. how much is available to purchase within an area.	Perceived easy access to cannabis, ages 12+	81.2%	84.9%	81.1%	82.9%	86.4%	79.5%	79.5%	78.1%	86.5%
	Cannabis dispensaries, rate per 100,000 people	11.1%	1.0%	14.4%	3.4%	24.7%	10.3%	11.9%	8.7%	8.3%
<b>Social Norms:</b> Family/peer practices, media, music, movies, and ads that influence beliefs, attitudes, actual use.	Close friends use cannabis, age 12+	43.1%	48.7%	37.8%	46.5%	44.8%	58.0%	47.1%	34.0%	37.9%
	Family members use cannabis, age 12+	38.4%	45.6%	33.4%	40.1%	37.4%	43.5%	47.5%	33.9%	34.4%

### Step 2: Conduct individual and group interviews, environmental scans, surveys etc. for the local area

Determine a potential service area (e.g., several cities, Service Planning Area-SPA) and (1) conduct individual and group interviews, environmental scans (e.g., walk around area to physical factors such as number of liquor stores), and surveys; and (2) analyze data to identify priorities.

### Step 3: Design and implement interventions specifically to address identified local needs

After analyzing prevalence, contributing factors, access and availability, and social norms data for all local substance use issues (e.g. alcohol, cannabis, methamphetamine, opioids), determine programs most important to address in order to reduce impact of substance on both individuals and communities.



# SAPC Substance Use Prevention – Key Strategies

Strategy Description		Program Examples
1	Increase <b>community education</b> and awareness through <b>Positive Youth Development</b> programs	<ul style="list-style-type: none"><li>● Parent/Guardian Presentations</li><li>● Peer/Youth Leadership Program</li><li>● After-School Programs</li></ul>
2	<b>Mobilize community</b> to develop strategies that address local concerns over substance misuse	<ul style="list-style-type: none"><li>● Community Coalitions</li><li>● Alcohol/Cannabis Retailer Education</li><li>● Prescription Drug Take-Backs</li></ul>
3	Enhance <b>data collection</b> to assess the scope of use in Los Angeles County	<ul style="list-style-type: none"><li>● Alcohol/Cannabis Density Reports</li><li>● Community Needs Assessment</li><li>● Scans at Alcohol/Cannabis Retailers</li></ul>
4	Launch countywide <b>media campaign</b> to promote education and awareness	<ul style="list-style-type: none"><li>● <a href="#"><u>Fentanyl Frontline</u></a></li><li>● <a href="#"><u>#Bigger Choices Than Weed</u></a></li><li>● <a href="#"><u>In Every Corner – Substance Use</u></a></li></ul>



# DPH-SAPC Funded Prevention Providers

## Directly DPH Operated

### 43 Student Wellbeing Centers

Safe, accessible environments on school campuses where students can receive guidance, resources, and education on substance use and other related health and social topics to support their physical, emotional, and social wellbeing and reduce substance use.

### 6 CORE Centers

Connecting to Opportunities for Recovery and Engagement (CORE) Centers at DPH Public Health Centers where anyone can come to get information and resources on how to prevent alcohol and substance use and know where to go for services.

**Total Funding: \$15,344,003**

## Other County Departments

### LA County Office of Education

Friday Night Live is a youth-adult partnership program focused on positive and healthy youth development and to create opportunities for engagement on substance use topics.

### Parks & Recreation

Our SPOT is a teen after-school program to provide a fun, safe and supportive place to participate in alternatives to substance use and other risky behavior. (e.g., leadership, recreation, visual arts, field trips).

### LA County Library

My Brother's Keeper is a peer-advocate program that uses outreach and education strategies to improve prevention outcomes for boys and young men of color.

**Total Funding: \$1,800,000**

## Community-Based Organizations

### 35 Prevention Education Programs

CBOs that provide substance use health promotion and education services in community settings (e.g., schools, faith-based locations) and which reinforce positive support systems and community connections.

### 8 Community Collaboration Programs

CBOs that address community factors that contribute to substance use through coalition and network development to address problematic availability, distribution, promotion, and sales via advocacy and policy action.

### 1 Media Campaign Vendor

Partner with DPH-SAPC in the development of social and mass media campaigns to educate community residents on priority substance related issues and to prompt defined action.

**Total Funding: \$28,475,014**

DPH-SAPC invests **\$59.4M** in prevention services, including the above programs. This includes 50% of federal block grant funds, which exceeds the regulatory minimum of 25%, and other discretionary funds to maximize community impact.

## Example - Substance Use Prevention Media Campaign

### Stories From the Frontline: *“Together We Defeat Overdose”*

**The Big Idea:** The fentanyl frontline is everywhere in LA. No matter where you are, you’re affected. But there’s something everyone can do.

**Execution:** Tell stories based on the true accounts of people who are on the frontlines of fentanyl.

#### **Target Populations:**

- Community Non-Users, Adults 25–44
- Experimenters - White/AA Male Adults 18-39
- Susceptible Non-Triers (Teens), 13–17

#### **Campaign Awareness:**

- Knowledge of risks associated with illicit fentanyl and counterfeit pills
- Experimentation is risky
- Attitudes towards carrying naloxone
- Education about overdose prevention
- Increase in SASH calls/RecoverLA website ([www.RecoverLA.org](http://www.RecoverLA.org))
- Increase awareness of SUD treatment services



# Example – Community Outreach and Education

When it comes to preventing the potential harms associated with prescription drug misuse or abuse, we can all take:

# 3 STEPS

*to keep our families and communities safe from the dangers of Rx medications.*

- 1 SAFE STORAGE** KEEP RX MEDICATIONS SECURE AND OUT OF REACH.  
KEEP MEDICATIONS IN THE ORIGINAL CONTAINER AND OUT OF REACH OF CHILDREN.
- 2 NOT SHARING** NEVER SHARE RX MEDICATIONS!  
SHARING RX MEDICATIONS CAN LEAD TO INJURY, ABUSE, OR EVEN DEATH.
- 3 SAFE DISPOSAL** PROPERLY DISPOSE OF ALL RX MEDICATIONS.  
DISPOSING OF UNUSED OR EXPIRED RX MEDICATIONS WILL REDUCE THE RISK OF MISUSE.



# WARNING

Don't buy alcohol for anyone under 21

**CALIFORNIA LAW** states that any person purchasing alcohol for a minor may be punished by:

- 6-12 months in Jail
- \$1000 FINE
- Or BOTH.

#RethinkAlcohol  
[rad-sgv.org](http://rad-sgv.org)



## SAPC Director Update - Topic Schedule



<b>February 13<sup>th</sup></b>	SAPC Overview
<b>March 13<sup>th</sup></b>	Reaching the 95%
<b>April 10<sup>th</sup></b>	Prevention Services
<b>May 8<sup>th</sup></b>	Value Based Care for Treatment Services
<b>June 12<sup>th</sup></b>	Serving Youth Across the SUD Continuum
<b>July 10<sup>th</sup></b>	Expanding care Options: Harm Reduction and Medications for Addiction Treatment (MAT)
<b>August 13<sup>th</sup></b>	The Evolving Capacity of the SUD System