



SAPC DIRECTOR UPDATE – BH COMMISSION

Serving Youth Across the SUD Continuum

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Los Angeles County Dept of Public Health



Nexus with Behavioral Health Commission Responsibilities

- **Proposition 1 requires reporting on all behavioral health services and funding sources, and this presentation:**
 - Highlights select approaches on DPH-SAPC's SUD prevention services – particularly around media campaigns and Positive Youth Development programs – to provide a sense of how they may complement what is offered through BHSA.
 - Highlights select SUD treatment services for young people, including:
 - Specialty SUD system levels of care covered by Drug Medi-Cal.
 - Initiatives to reimagine youth services and family/caregiver services.



SAPC Prevention Services

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*Media Campaigns and Positive Youth Development
and Leadership Programs*



SUD Prevention Services: An Overview

Over 150 sites and 40+ County and community partners

200,000 individuals served/year

50,000 parents and guardians served/year

75,000 students served/year

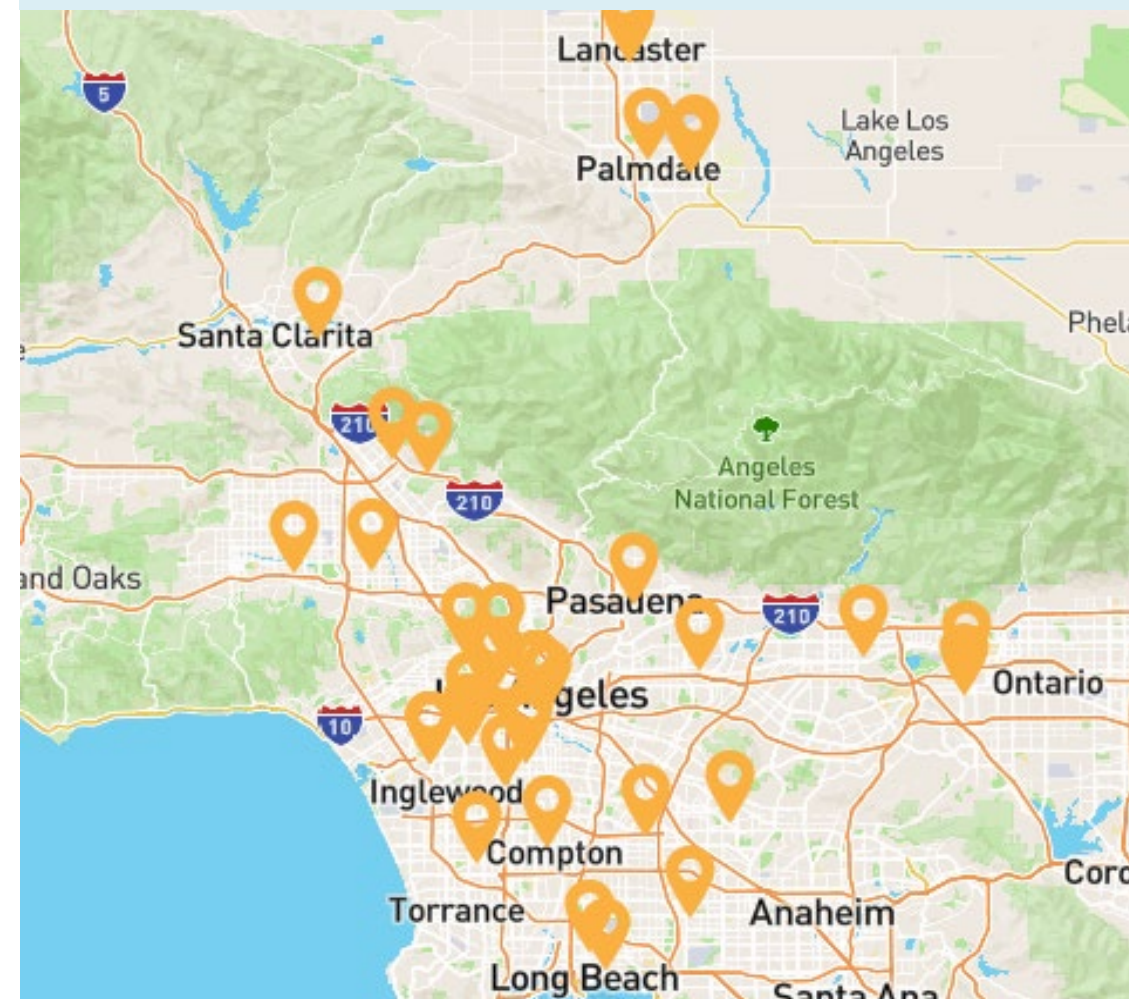
2,800 community presentations and outreach events provided/year

3,000 student education sessions provided/year

400 parent education sessions provided/year

250 large-scale events (20 or more attendees)/year

SUD primary prevention services are offered at over 150 locations throughout LA County, mostly in school-based settings.





Youth SUD Prevention Programs: Program Examples

Programs utilize evidence-based practices (EBP) or promising practices as an SUD primary prevention intervention

Project Name	Activities
Youth Advocate Program	Establish youth leadership afterschool program to engage youth/adult leadership activities and social/recreational events designed to increase self-confidence, self-esteem, and social refusal skills. Host a minimum of 12 meetings.
Botvin Life Skills Training (LST)	Implement and facilitate LST in collaboration with the school district/community partners to receive effective education on critical life and social skills such as decision-making, refusal skills, critical analysis (e.g., of media messages) and systematic judgment abilities.
Community Presentations, Youth Summits, and Health Fairs	Engage youth/young adults and/or program participants through youth/adult leadership activities, social/recreational events, and community/classroom education sessions.

Program Highlight: LA County Our SPOT Program



The Los Angeles Our SPOT (Social Places and Opportunities for Teens) Program

- **Operated by Parks and Recreation Department in the unincorporated areas of the County**, many of which are in communities with concentrated poverty
- Open at **13 of 59 (or 23.2%) local and community regional parks**
 - Locations are selected based on the size of the youth population, school drop-out rates, proportion of households below the federal poverty level, crime index score and a parks' needs assessment
- Serves youth in **grades 7-12** in high-need communities
- Reaches over **1,500 youth** and logged over **40,000 visits** annually
- **As alternative activities to substance use and misuse, the program includes these positive youth development programmatic components:**
 - **Immersive Arts and Cultures:** Develops a world of creativity through various arts, fostering self-discovery with 20 over partnerships with community organizations
 - **Life Skills and Workforce Development:** Equips teens with essential life skills and workforce development, empowering them for personal and professional success
 - **Health and Wellbeing:** Prioritizes holistic health and wellbeing, offering support and resources to ensure their physical, mental, and emotional stability
 - **Safe Passages:** Enhances community safety with essential gang prevention and intervention services like peace maintenance, crisis response, and safety training
 - **Youth Leadership:** Nurtures youth voices to instill resilience, preparing them to become influential voices in their community



Fentanyl Campaign Overview

Reason: Reduce the impact of the fentanyl overdose crisis.

Key Messages:

- Establish and build relevance of fentanyl risk
- Prevent and reduce use of substances that may be laced with fentanyl
- Increase the use of naloxone

Target Audiences:

- **Susceptible Teens (age 13-17)**
- At Risk Males (age 18-24)
- High Risk Males (age 25-39)

Duration:

- Year 1: October 23, 2023 – March 11, 2024
- Year 2: July 29, 2024 - March 7, 2025 (32 weeks)

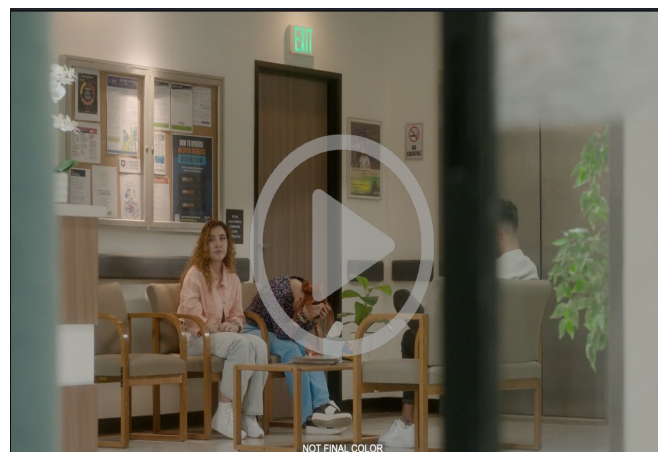
Long-Term Outcomes: Reduce fentanyl-related emergency department visits, hospitalizations, and overdose deaths in LA County

Fentanyl Campaign – Snapshot

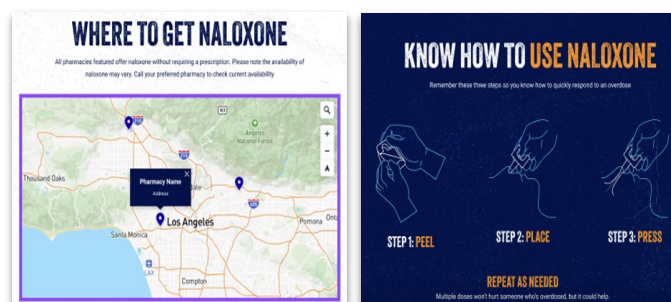
SOCIAL MEDIA



VIDEOS – PLAY SAMPLE ↓



FENTANYLFRONTLINE.ORG



INFLUENCERS – PLAY SELECT TIK TOK POSTINGS ↓



@daniashleyy



@giagabriellaa



@honey_robinson



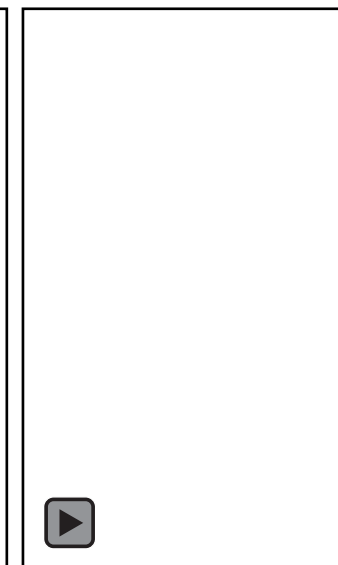
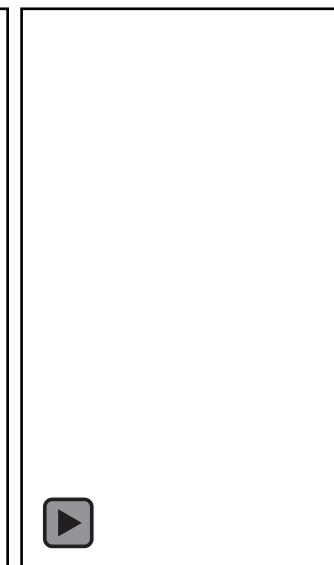
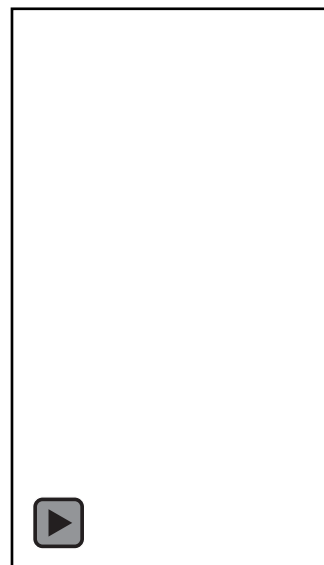
@officialC5



@bobbyblandino



@sheppardlol





Fentanyl Campaign – Message Delivery, Impact, and Effect

Influencer Performance – Year 1			
INFLUENCER	FOLLOWERS	ENGAGEMENT RATE (Level of Interaction – Likes/Shares/Comments)	VIEW-THROUGH RATE (% viewed video for 2+ seconds)
@officialc5	134,000	0.73%	83.25%
@bobbyblandino	410,100	0.58%	66.70%
@giagabriellaa	205,200	0.49%	72.18%
@honey_robinson	277,200	0.40%	53.56%
Benchmark		0.40%	9.19%

Message Delivery Performance
<u>17.5 Million Impressions</u> <i># of times the ads were displayed/seen on screen</i> <i>(Facebook, Instagram, Snapchat, Tick Tok, Digital Video, YouTube)</i>
<u>87% Net Reach</u> <i>351,000 LA County teens who were online</i> <i>and likely exposed to the campaign</i>
<u>44% Effect Reach</u> <i>178,000 LA County teens who saw the ads</i> <i>at least three times making it likely they were</i> <i>influenced by the campaign</i>

Post Campaign Survey Results
<u>95% Campaign Awareness</u> <i>Almost all teens surveyed (176 of 185) and</i> <i>who saw ads remembered its message</i>
<u>62% Intend to Carry Naloxone – Campaign Aware</u> <i>Of the 62% of teens who were campaign aware,</i> <i>indicated they intend to carry naloxone versus</i> <i>11% of teens who were not aware of the campaign</i>

THERE ARE
#BIGGERCHOICES
THAN WEED

Social Media Campaign Objective

Inform the public of health risks and dangers of prolonged/continuous use of weed

Audience

- Teens: 13-17-year-olds that are susceptible to experimenting using drug
- Young Adults: 18-29-year-olds who are high-risk users
- Community: 21-44-year-olds parents, guardians, educators, authorities as people who may influence youth

Key Message

There are **#BiggerChoices** Than Weed

Duration

April to September 2025

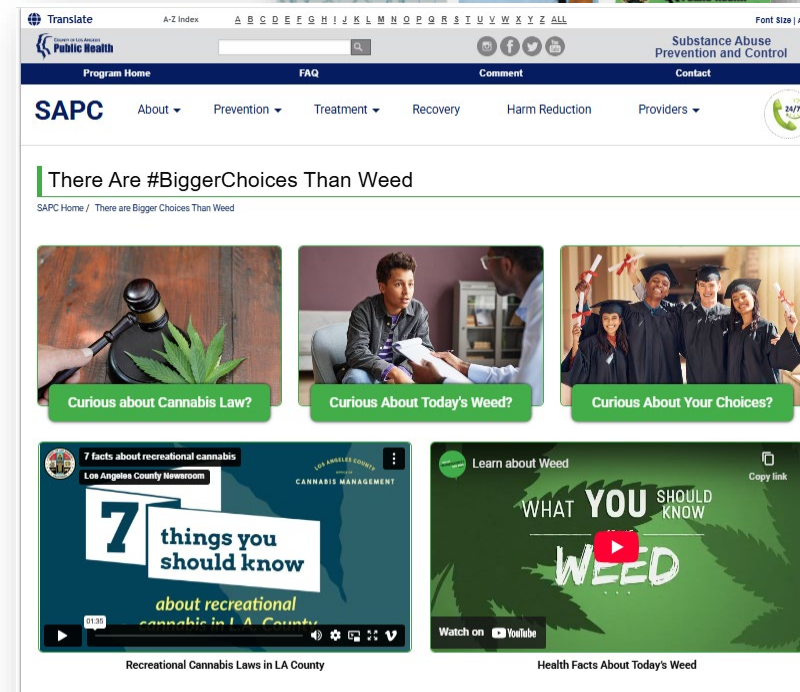


Cannabis Campaign Yields

- Social media posts
 - [Weed vs Bright Future](#)
 - Encourage Tough Conversations
 - Harmful Effects- Physical: Pulmonary/ Anxiety
 - Harmful Effects- Prenatal
 - Harmful Effects- Brain: Depression/ Psychosis
 - Harmful Effects- Community
 - Harmful Effects- Goals
- Cannabis campaign landing page
 - bit.ly/BiggerChoices



The risks of weed are real—lung problems, anxiety, depression, and mental conditions. Teens who use are 11x more likely to develop psychosis. Help them make #BiggerChoices for a better future. Share and learn more bit.ly/BiggerChoices.



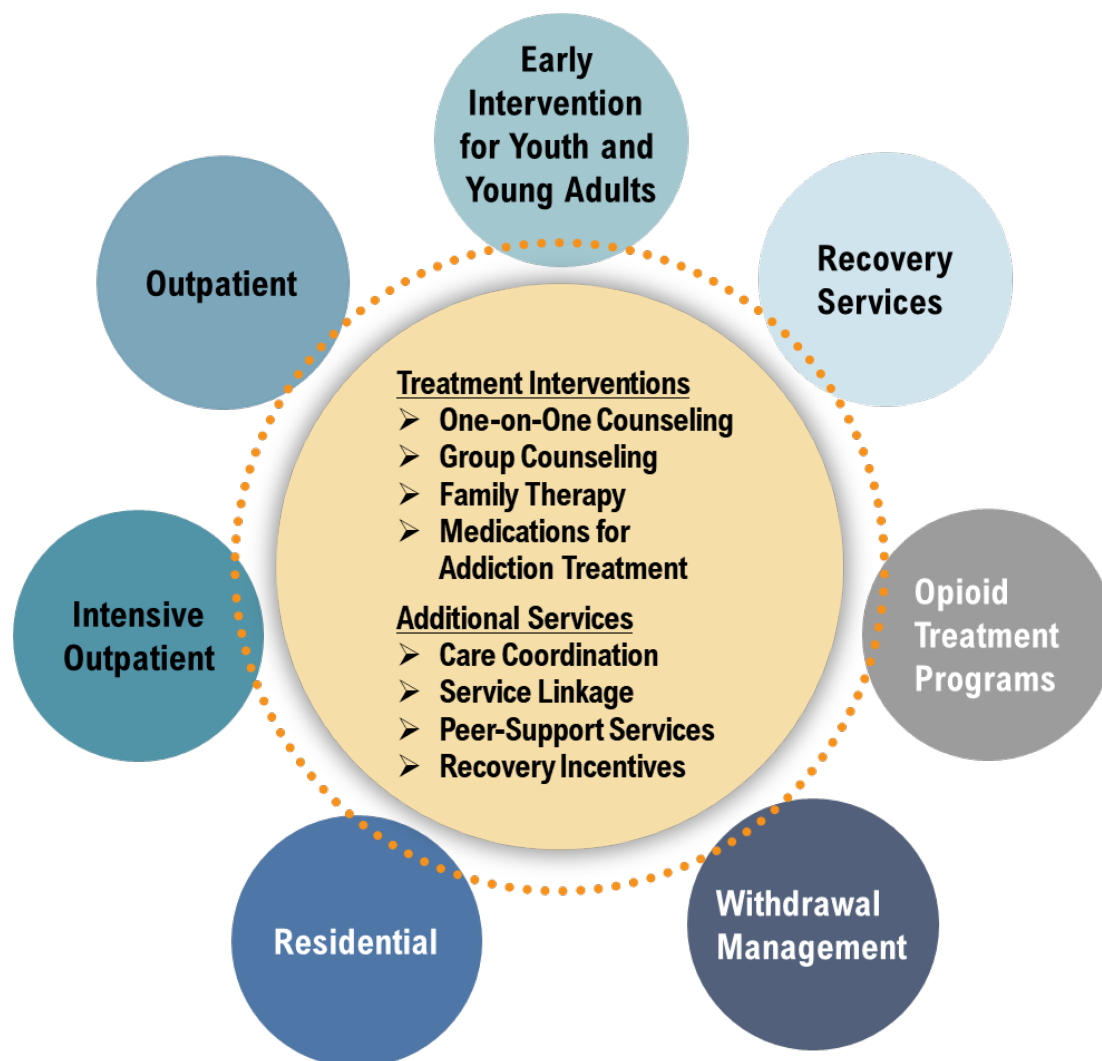


SAPC Treatment Services

*Overview of SAPC Contracted Drug Medi-Cal (DMC)
Early Intervention and Treatment Services*



Youth (12-17) SUD Network At-a-Glance



DMC-Certified Youth SUD Network

✓ <i>Provider Agencies:</i>	30
✓ <i>Number of Sites:</i>	50
✓ <i>Outpatient:</i>	50
✓ <i>Intensive Outpatient:</i>	45
✓ <i>Residential (beds):</i>	1
✓ <i>Field-Based Sites:</i>	94

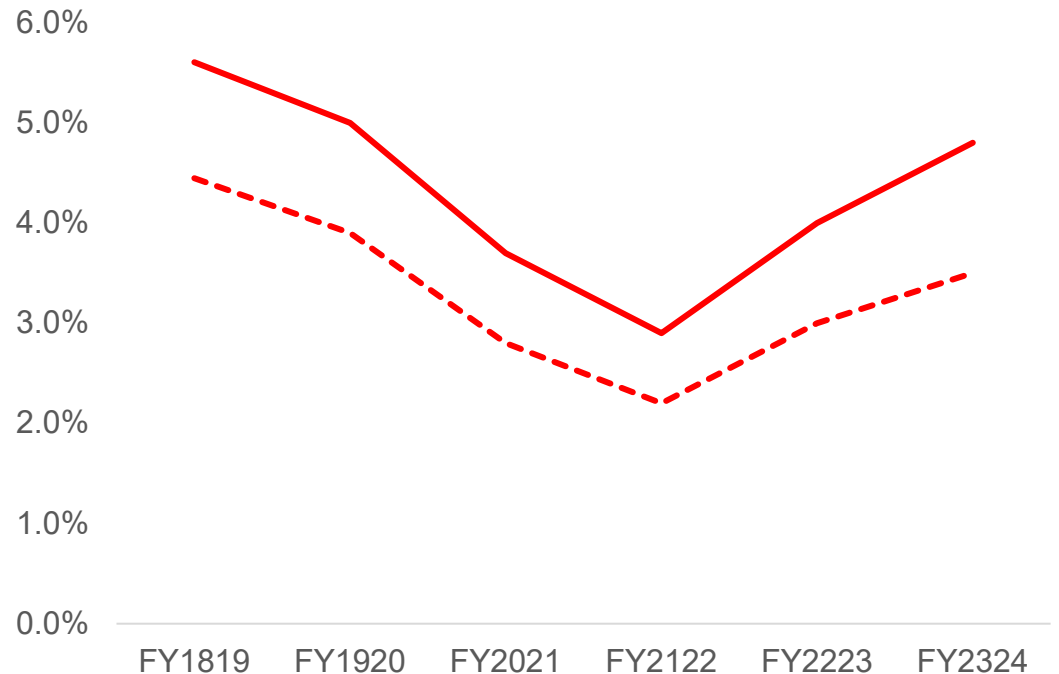
Field-Based Service Sites

✓ <i>Schools:</i>	70
✓ <i>STRTPs:</i>	20
✓ <i>Other:</i>	4
✓ <i>In-Home:</i>	8

Youth Admissions & Primary Substance Use



% Youth Patients (Admissions) Served FY18-19 to FY23-24

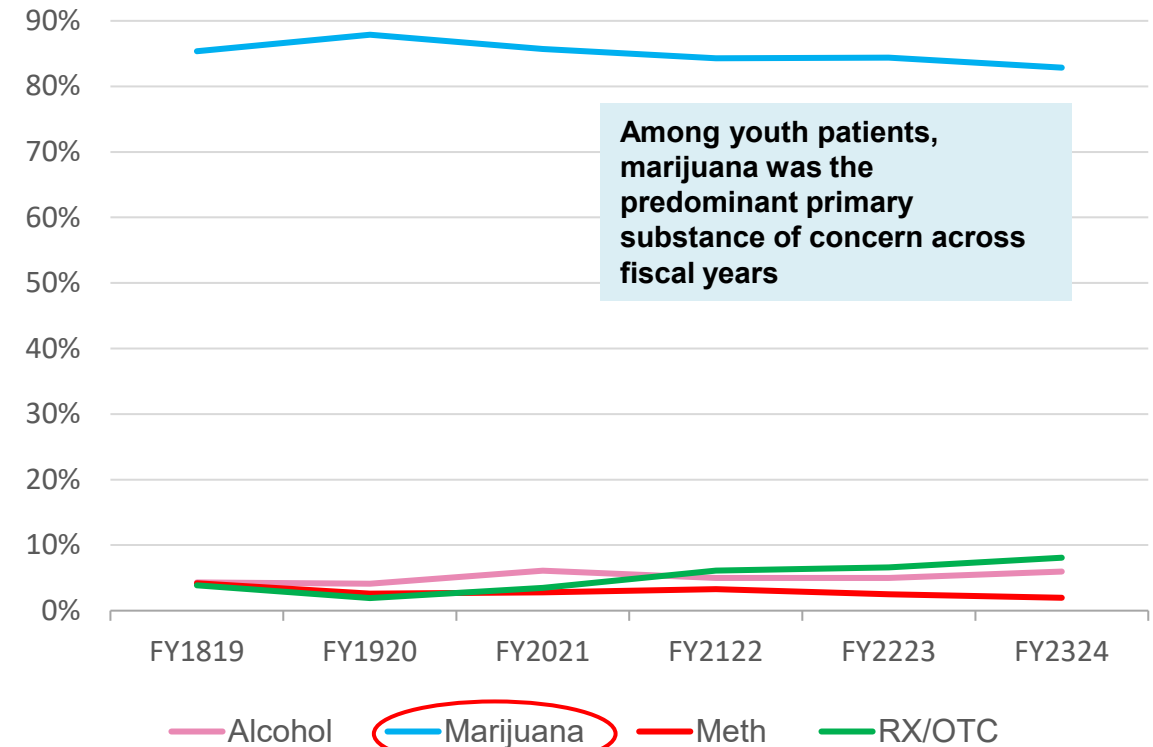


--- % of Total Youth SUD Admissions — % of Total Youth SUD Patients

Note: Provided trends of youth patients and admissions; a patient can have more than one admission in a year; youth patients are less likely to have more than one admission.

Source: California Outcome Measurement System (CalOMS)/Los Angeles County Participant Reporting System (LACPRS) data. Substance Abuse Prevention and Control, Los Angeles County Department of Public Health; Analyzed and prepared by Health Outcomes and Data Analytics (HODA Division)

Primary Substance Use Among Youth Patients at Admission FY18-19 to FY23-24

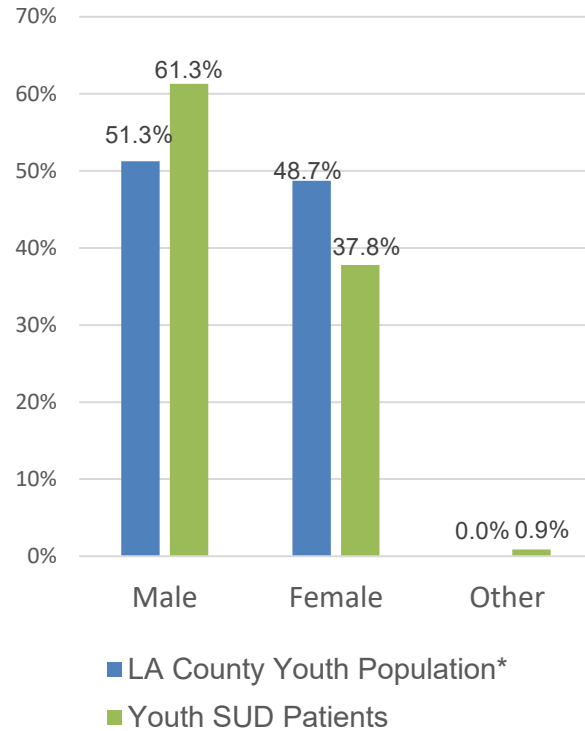


Note: Other drug includes PCP, hallucinogen, ecstasy, inhalant, club drugs and others; % based on non-missing. Meth: Methamphetamine, Rx: Prescription Drug, OTC: Over-the-Counter

Youth Demographics in Treatment

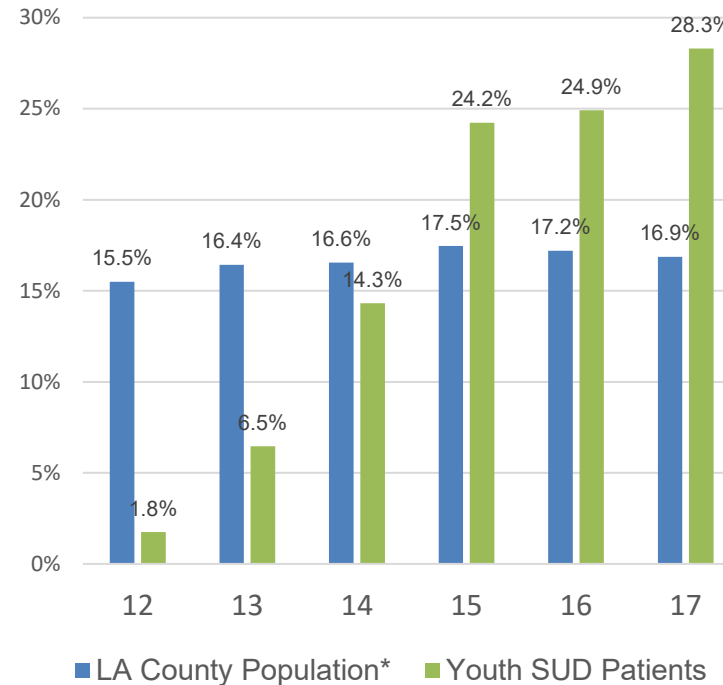


Gender



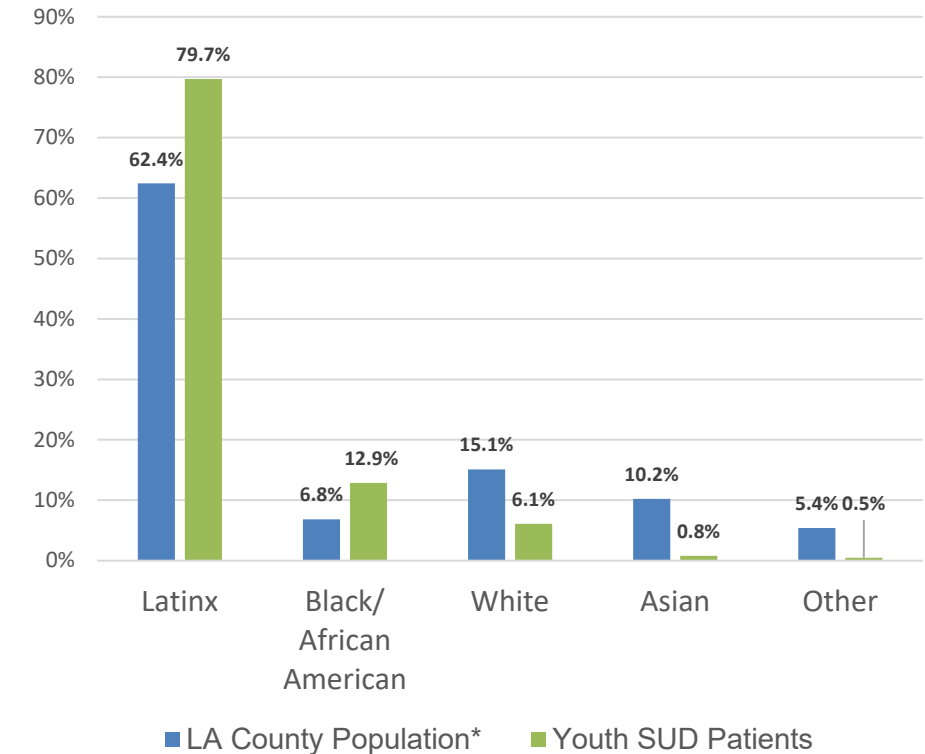
Males are over-represented among the youth SUD patients compared to the overall Youth population in LAC.

Age Groups



Compared to the general youth population in LAC, where all age groups have roughly equal representation in the population, the proportion of youth patients served in SAPC's specialty SUD system increased with adolescent age groups.

Race/Ethnicity



Whites and Asians are under-represented while Latinx and African Americans are over-represented among youth SUD patients compared to the general Youth population in LAC.

Note: Provided distribution of gender of the general population as context;

*County of Los Angeles, Internal Services Department, Information Technology Service, Urban Research-GIS Section, Population and Poverty Estimates of Los Angeles County Tract-City Splits by Age, Sex and Race-Ethnicity for July 1, 2023, Los Angeles, CA, April 2024.

Data source: California Outcome Measurement System (CalOMS)/Los Angeles County Participant Reporting System (LACPRS) data. Substance Abuse Prevention and Control, Los Angeles County Department of Public Health; Analyzed and prepared by Health Outcomes and Data Analytics (HODA) Division.



SAPC Treatment Services

*Beyond DMC Reimbursable Services:
Expanding Opportunities for Youth*



RYSE

Reimagining Youth SUD Engagement

Purpose

- Leverages system design principles to reimagine youth SUD services
 - Enhance youth engagement
 - Build more welcoming care settings
 - Hypercharge developmentally appropriate services
- Informed by youth and providers



BRIDGE PROGRAM: Caregiver & Family Supportive Services

Building **R**elationships, **I**nspiring **D**evelopment, **G**rowing **E**ngagement

- Launched in October 2024, the **BRIDGE** program is a family-focused initiative that enhances supportive services for caregivers and families of youth in treatment, particularly juvenile-justice-involved and youth with complex care needs.
- Available at 23 youth treatment locations covering all Service Planning Areas and Supervisorial Districts.

Components of BRIDGE Services

Early Family Engagement Services: Pre-admission interventions to raise awareness and encourage caregiver participation.






Family Education: Structured sessions (e.g., **Caregiver Guide**) for families that offer tools and strategies to support youth.

Community Outreach and Engagement: Activities aim at informing families about available SUD treatment services.

Family Support Groups: Safe spaces for families to connect and learn from others with shared experiences.

Leadership and Mentoring Programs: Mentoring programs that link youth and families to supportive opportunities and services.

Positive Family Development (PFD) Program: family-centered programming (parenting workshops, diversionary recreation)

BRIDGE Activities	FY 25/26 (March 2025)
 Families Served	1,298
 Outreach Events	331
 Family Support Groups	75
 Positive Family Development	79
 Family Education	162