



BOARD OF SUPERVISORS  
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors  
105 E. Anapamu Street, Suite 407  
Santa Barbara, CA 93101  
(805) 568-2240

Department Name: First District  
Department No.:  
For Agenda Of: November 4, 2008  
Placement: Set Hearing  
Estimated Tme: 40 Minutes on 11-18-08  
Continued Item: No  
If Yes, date from:  
Vote Required: Majority

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**TO:** Board of Supervisors

**FROM:** Board Member First District Supervisor Salud Carbajal  
Kathy Gallagher, Director, Social Services Department  
Ann Detrick, Director, Alcohol, Drug and Mental Health Services  
Contact Info: Nancy Gottlieb, Interim Division Chief, Alcohol, Drug and Mental  
Health Services 681-4908

**SUBJECT: Methamphetamine Prevention Network Report**

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**County Counsel Concurrence**

As to form: N/A

**Other Concurrence:** N/A

As to form:

**Auditor-Controller Concurrence**

As to form: N/A

**Recommended Actions:**

Set a hearing for November 18, 2008 to consider recommendations regarding the Methamphetamine Prevention Network (MPN) Report:

1. Accept the report from the Methamphetamine Prevention Network;
2. Endorse the transition of the MPN into the Substance Abuse Coordinating Council (SACC) that would address alcohol and drug problems that affect residents of Santa Barbara County, including methamphetamine. The MPN would transition and convene as the Substance Abuse Coordinating Council during 2009;
3. Support the continuation of work started by the Meth Prevention Network under the newly formed Substance Abuse Coordinating Council to continue implementing strategies to combat methamphetamine, drug and alcohol abuse, which include:
  - a. Television/Coalition/County Media Campaign;
  - b. County Data Project;
  - c. Demonstration Project focused on treating parents and children;
  - d. Drug Endangered Children Protocol and Coordination (DEC);
  - e. Drug Paraphernalia Law Enforcement – Operation Pipeline; and
  - f. Endorsement of efforts to obtain grant and foundation funding to implement strategies;

4. Encourage cities within the County to:
  - a. Designate a member of the City Council and/or appropriate staff to serve on the MPN's Leadership Council/Substance Abuse Coordinating Council; and
  - b. Contribute resources to the MPN and local coalitions in support of their efforts;
5. Adopt a resolution proclaiming November 2008 as Methamphetamine Awareness Month in Santa Barbara County.

### **Summary Text:**

At its meeting of February 13, 2007, the Santa Barbara County Board of Supervisors supported the creation of the Methamphetamine Prevention Network. The MPN, a collaborative effort of public and private organizations dedicated to reducing meth abuse throughout Santa Barbara County, established a Leadership Council and five Task Forces that began meeting in June 2007. The MPN has worked to continue to refine and implement strategies to combat methamphetamine developed at a Meth Summit held in December 2006. While great strides have been made in the fight against methamphetamine use and abuse in Santa Barbara County, the latest trends suggest that while momentum is on our side, there is still work to be done. The attached report summarizes the MPN's accomplishments to date, the latest trends of use and abuse, strategies already implemented by the MPN, and additional strategies that have been identified by the MPN as continued priorities; and recommended next steps.

### **Background:**

In 2006, the Santa Barbara County Board of Supervisors requested information about the impacts of methamphetamine on the County. This request was in response to various Departments' reports that their services were being strained including County jail overcrowding, waiting lists for detoxification and overwhelming caseloads for Child Welfare Services. These impacts were attributed, at least in part, to methamphetamine abuse. A report outlining the available data about meth, compiled by the County Executive Office and other County Departments, was provided to the Board in December 2006 and included plans for a Methamphetamine Prevention Network Summit that was held December 14, 2006.

During the December 2006 Meth Summit, several recurring themes were emphasized by the participants:

- **Collaboration and communication** - Improved collaboration, coordination and communication between all affected individuals, businesses and agencies, both public and private, is needed;
- **Coordination of information and data** - Increased availability of information and coordinated data collection in order to facilitate measurement of actual impacts and success of strategies is needed;
- **Build upon existing efforts** - Strategies that build upon the efforts of existing local anti-drug community coalitions such as Fighting Back; and
- **Public outreach** - Strategies for development of effective public outreach to communities and residents across the County.

At the conclusion of the Summit, the 125 participants acknowledged the need to assemble a group, the Methamphetamine Prevention Network, to continue to develop these and other strategies and subsequently implement them. The Board of Supervisors agreed that the Summit was a good beginning and much more needed to be done in a collaboration between public agencies, coalitions and service providers. At its meeting of February 13, 2007, the Board authorized the convening of the Meth Prevention Network. The MPN Leadership Council has worked together since June 2007 to develop and implement strategies that build upon the themes identified at the Summit.

**Recommendations:**

The recommendations in the report will enhance current efforts to combat meth use and abuse while sustaining the collaboration and momentum gained through the efforts of the MPN into the future.

**Substance Abuse Coordinating Council** - The MPN Leadership Council is the only group in Santa Barbara County that includes representatives of the five County departments that are primarily involved in and impacted by substance abuse issues (ADMHS, Probation, Public Health, Sheriff and Social Services) and the community coalitions and agencies involved in combating meth use and abuse. There are other groups that are advisory to the Board of Supervisors on related issues (e.g., Alcohol & Drug Advisory Board and Therapeutic Justice Coordinating Council), but their focus is on one particular County department (e.g., Alcohol and Drug Programs) or one jurisdictional area such as the courts. The SACC is intended to function as an umbrella council addressing a broad range of substance abuse issues affecting families and children in communities, cities and countywide.

The Leadership Council includes public and non-profit agency representatives from every aspect of substance abuse prevention, intervention and treatment. They have successfully collaborated to implement measures to reduce meth addiction and have worked together to leverage every public or private dollar available to do the greatest good for the most people. While the MPN has focused on meth, they recognize there is a need to address new emerging substance abuse trends, especially given that most meth users also abuse other substances.

The Leadership Council is planning to expand their efforts on prevention, treatment and intervention to address alcohol and other substance abuse issues as well as methamphetamine. Using a modified structure, the Leadership Council is recommending that the Meth Prevention Network transition to the Substance Abuse Coordinating Council (SACC) in 2009. The Council would continue the work of the Leadership Council but would expand to address all substance abuse issues in terms of its effects on County departments, non-profit providers, coalitions such as Fighting Back, families and the community. The SACC should include a representative of the Alcohol & Drug Advisory Board and the Therapeutic Justice Coordinating Council as those two groups are integral to the effort to reduce substance abuse in Santa Barbara County. We also hope to get representatives from each of the cities in the County to be active participants in our efforts.

The support to the SACC can be accomplished within existing County budget allocations and no additional funding is being requested at this time. In addition, encouraging cities within Santa Barbara County to support the efforts of the MPN and SACC will help implement future strategies and will ensure continued collaboration among local coalitions and public agencies involved in fighting substance abuse.

The MPN, through the Leadership Council and Task Forces, has already implemented strategies addressing prevention, treatment and intervention. In 2009, the Substance Abuse Coordinating Council would continue the MPN's work on important strategies that would require additional time to implement and continued support from the Board, including:

- **Television/Coalition/County Media Campaign** – Scheduled for implementation in January 2009, a 20-30 minute, locally produced documentary, one in English and one in Spanish, will be aired on television in a “roadblock” format, meaning ideally it would be shown on all local television networks on the same night at the same time. The media campaign is designed to educate youth and their parents about the dangers of meth use, as well as, provide a message that treatment is available and recovery is possible. As a result, the schools will play an important role in promoting the viewing of the documentary with coinciding curriculum instruction in the classroom. One or two town hall meetings, ideally co-hosted by the three television network anchors, would follow the documentary with a phone bank available to provide information and treatment referrals for those with issues associated with meth use. In September this approach was successfully employed in a national campaign to educate people about cancer.
- **County Coordinated Data Project** – At the Meth Summit, participants emphasized the need for an increase in the availability of information and coordinated data collection to facilitate measurement of the actual impacts of meth use and to deliver services more efficiently. The MPN was selected by the Information Technology Department to serve as a pilot project to develop a database that allows for sharing and cross referencing of information on individuals receiving services by the County. This single database would provide departments a more comprehensive perspective when making decisions about the most efficient and cost-effective way to deliver services. The coordinated data would also provide the County with a more comprehensive view on meth and substance abuse impacts and outcomes over time. Concern about protecting client privacy is paramount and data sharing is complex, making this strategy a longer term project.
- **Treatment Demonstration Project** – Research has shown that treatment is more effective if families remain intact. This proposal would fund family-based, comprehensive long-term substance abuse treatment services, community-based children and family counseling, and mental health services. Providing these services enhances the likelihood that children can remain safely at home with their families, in lieu of entering foster care. If removal is imminent, the funding would allow parents to receive long-term drug and alcohol treatment that is critical to combat methamphetamine use and the reunification process. Funding for this project will be sought through federal and state grants, as well as investigating possible options through existing funding streams such as Title IVE. Pursuing this option may require legislative action, which would require the Board's prior approval.
- **Drug Endangered Children Protocol (DEC) and Coordination** – Santa Barbara County DEC Protocol was implemented by law enforcement agencies in May 2006. DEC is a multi-agency approach involving Santa Barbara County Narcotics Enforcement Team (SBRNET), Santa Barbara County Sheriff's, District Attorney, Public Health, Social Services, Probation, and Santa Barbara, Santa Maria, Lompoc and Guadalupe Police Departments. The goal of the DEC is to ensure more effective protection to drug-endangered children whose lives are

jeopardized by their families' illegal manufacturing, sales, possession and use of drugs in the home. SBRNET, through the Safe Neighborhood Task Force, has been involved in revising the DEC protocols, renewing the Memorandum of Understanding's between involved DEC agencies, and conducted training on DEC to school-based Family Service Coordinators and Youth Program staff. SBRNET currently has a DEC Coordinator that is partially funded by the Probation Department. Additional funding may be needed in the future to allow the DEC Coordinator to devote more time to this effort. At the point that a proposal is submitted to a potential funding source, the MPN would ask that the Board take action to support the funding request.

- **Paraphernalia Law Enforcement – Operation Pipeline** - Developed by the Safe Neighborhood Task Force, Operation Pipeline is a countywide program that brings together all the law enforcement agencies located in Santa Barbara County to implement coordinated sweeps of stores that sell illegal drug paraphernalia. Other similar coordinated efforts are anticipated in the future.
- **Endorse the efforts of the Finance Task Force** – The Finance Task Force was created in spring 2008, to solicit and secure additional funding outside of the county for implementation of the various strategies. The Finance Task Force has developed a brochure to assist with the promotion of strategies needing financial support (i.e., Multimedia campaign, Treatment Demonstration Project, training and educational materials). Leadership Council members and other stakeholders will use the brochure to seek funding from a variety of sources, including local foundations, cities and private groups.

**Meth Awareness Month Resolution** - Finally, adopting a resolution proclaiming November 2008 as Methamphetamine Awareness Month in Santa Barbara County reinforces the vast and ongoing efforts of the MPN to increase awareness and decrease demand of this highly addictive and dangerous drug.

**Performance Measure:** Approval of the recommended actions will assist in meeting the following Performance Measures:

**Television/Coalition/County Media Campaign**

- Formal outcomes have yet to be developed, but it is anticipated that viewership and treatment referral would be two indicators of interest. Since collaboration is such a significant part of this project, an indicator on collaboration may be included.

**County Data Project**

- Creation and use of the database by the participating departments and the CEO's office.
- Anticipated long term outcomes include improvement in service delivery to clients utilizing county services and increased efficiencies in County staff coordination in providing services to clients.

**Demonstration Project**

- Reduction in the number of out-of-home placements of children related to methamphetamine use.

**Santa Barbara County Drug Endangered Children (DEC) Protocol & Coordination**

- Reduction in the number of drug-exposed children cases that occur.

**Paraphernalia Law Enforcement – Operation Pipeline**

- Reduction in the number of retail establishments selling drug paraphernalia in Santa Barbara County.

**Finance Task Force**

- Secure non-county funding from a variety of sources, including local foundations, cities and private groups, to support the implementation of long term MPN strategies.

**Fiscal and Facilities Impacts:** No additional funds are being requested.

Budgeted: Yes

**Staffing Impacts:** No additional positions are being requested at this time.

**Special Instructions:** Please send one (1) copy of the minute order to:

First District Office  
Supervisor Salud Carbajal

Department of Social Services  
ATTN: Diana Klopp  
234 Camino Del Remedio  
Santa Barbara, CA 93110

**Attachments:**

Meth Prevention Network Summary Report and Recommendations, November 2008

Resolution Proclaiming November 2008 as Methamphetamine Awareness Month in Santa Barbara County

**Authored by:**

Heather Gardner, Department Analyst

**cc:**

County Executive Office  
Probation Department  
Public Health Department  
Sheriff's Department