

# SANTA BARBARA COUNTY BOARD AGENDA LETTER



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

**Agenda Number:**  
**Prepared on:** 2/8/01  
**Department Name:** Alcohol, Drug & Mental Health  
**Department No.:** 043  
**Agenda Date:** 2/27/01  
**Placement:** Administrative  
**Estimate Time:** 15 mins 3/6/01 30 mins 3/20/01  
**Continued Item:** NO  
**If Yes, date from:**

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**TO:** Board of Supervisors

**FROM:** Merna McMillan, Ph.D., Director  
Alcohol, Drug & Mental Health Services (ADMHS)

**STAFF CONTACT:** Al Rodriguez, Program Manager, Alcohol and Drug Program  
Extension 5442

**SUBJECT:** Alcohol and Drug Program Planning

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**Recommendation(s):** That the Board of Supervisors please set March 6, 2001 as the date to consider the following recommendations:

1. Endorse the initiation of a strategic planning process for the ADMHS Alcohol and Drug Program.
2. Participate in the strategic planning process by supporting Town Hall meetings within each supervisorial district.
3. Set March 20, 2001, to receive the 2000 community indicators report from the Fighting Back Program as part of the environmental scan.

**Alignment with Board Strategic Plan:** The recommendations are primarily aligned with Goal No. 1, An Efficient Government Able to Respond to the Needs of the Community.

## **Executive Summary and Discussion:**

The purpose of the strategic planning process is to achieve the best structure for ADMHS' Alcohol and Drug Program (ADP) service delivery in Santa Barbara County. In addition to the services that it directly funds, ADP has a key role in coordinating public and private services to all individuals and families affected by alcohol or drug problems throughout the County. The planning process will update and build upon the service priorities originally identified in the June 1998 Search Conference. It is a priority for the planning process to assist with the integration of ADP services within ADMHS and to contribute to overall ADMHS strategic planning. The resulting recommendations will include both proposed actions by County government as well as a broad vision for alcohol and drug treatment and prevention services countywide.

A small team of key stakeholders has already met to complete Phase I, "Planning to Plan." They have identified the following project goals:

1. The primary goal is to develop a written strategic plan that fully and accurately reflects the service philosophy of ADP Services and guides program planning and decision-making.
2. The plan should describe specific steps to increase capacity to provide alcohol and drug services that are comprehensive, accessible, and integrated.
3. The plan should describe how ADP interacts with community-based organizations, other County departments, and other systems of care.
4. The plan should address the removal of barriers and increased accessibility of integrated alcohol and drug services to individuals and families in the criminal justice system, the social service system, and/or other systems of care.
5. The plan should address the removal of barriers and increased accessibility of integrated services for people with co-occurring mental illness and substance abuse or dependency.
6. The plan should ensure coordination with other current or anticipated planning efforts (e.g. Proposition 36, Children & Families Commission, etc.).
7. The written document resulting from the strategic planning process should include recommendations regarding:
  - the desired vision, mission, and values for alcohol and drug services county-wide;
  - action plan for ADP services;
  - policy statements for adoption by County government to implement the strategic plan; and
  - specific steps to evaluate and update the plan over time.

The Phase II (Environmental Scan, Communication, Strategic Issues) portion of the process will begin in late February 2001. Key stakeholders are being identified. The Community Recovery Network Steering Committee has offered to assist in organizing Town Hall meetings and have sent your Board a description of their proposal by separate letter. The Town Hall meetings will occur in at least five locations, and will be co-sponsored by the South County Community Recovery Network, a soon-to-be-identified North County alcohol and drug service provider, and the ADP Strategic Planning Steering Committee. Public comment will be solicited on subjects such as: gaps in services, strategies for reducing stigma and changing attitudes, and improving and strengthening treatment systems. County Supervisors are asked to support the Town Hall meetings.

Santa Barbara County Fighting Back Program has recently released their 2000 Community Indicators Report on Substance Abuse on the South Coast, entitled, *Measuring Up: Facing the Challenge of Substance Abuse*. The information it provides is very important to the ADP Strategic Planning process. The report highlights Fighting Back's strategies and presents the most recent data in three areas:

- 1) reducing substance abuse among youth aged 12 to 17,
- 2) increasing treatment services for youth, adults, and families, and
- 3) reducing excessive alcohol consumption and the related mayhem.

The report, which will be presented to the Board March 20, 2001, will be a major contribution to efforts underway in the education system, criminal justice system, and business community to increase public awareness and promote progress toward these goals.

The target completion date for Phase III (Recommendations, Action Plan, Performance Measures, and Evaluation Method) is July 2001.

**Mandates and Service Levels:**

Section 11801.5 of the Health and Safety Code authorizes the County Alcohol and Drug Program to conduct a planning process to identify major problems in the County related to the inappropriate use of alcohol and drugs, identify populations affected by these problems, determine the specific objectives the County expects to achieve in alleviating these problems, determine the programs and services required to achieve these objectives, and measure achievement of these objectives.

**Fiscal and Facilities Impacts:**

None.

**Special Instructions:**

Please send one (1) copy of the Minute Order to:

Merna McMillan, Ph.D., Director.  
Alcohol, Drug & Mental Health Services  
300 N. San Antonio Rd.  
Santa Barbara, CA 93110

**Concurrence:**

N/A