

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: 5/13/04
Department Name: Alcohol, Drug & Mental Health
Department No.: 043
Agenda Date: 7/20/04
Placement: Administrative
Estimate Time:
Continued Item: NO
If Yes, date from:

TO: Board of Supervisors

FROM: James L. Broderick, PhD., Director
Alcohol, Drug and Mental Health Services

STAFF: Al Rodriguez, Assistant Director
ADMHS-Alcohol and Drug Program

CONTACT: (805) 681-5442

SUBJECT: Application for California State Incentive Grant (SIG) Project for the Reduction of Binge Drinking-Related Problems Among Youth and Young Adults in Isla Vista

Recommendation(s):

That the Board of Supervisors:

- A. Authorize the Director of Alcohol, Drug and Mental Health Services (ADMHS) to develop and submit an application for a California State Incentive Grant (SIG) Project through the Department of Alcohol and Drug Programs to fund initiatives to reduce binge drinking and related problems among youth and young adults in Isla Vista for the three-year period commencing October 1, 2004 through September 30, 2007, in an estimated annual amount of \$250,000.

Alignment with Board Strategic Plan:

The recommendations(s) are primarily aligned with Goal No.2. A Safe and Healthy Community in Which to Live, Work, and Visit, and Goal No.7. Strengthen the Safety and Well-Being of Children and their Families to Ensure a Strong Future for our Community.

Executive Summary and Discussion:

ADMHS is seeking authorization to develop and submit an application for a California State Incentive Grant (SIG) Project to fund the reduction of binge drinking-related problems among youth and young adults in Isla Vista. The California Department of Alcohol and Drug Programs successfully applied for federal funding to reduce past 30-day alcohol binge drinking among youth and young adults between the ages of 12-25 years of age. The State is releasing \$10.2 million to fund up to 58 awards state-wide in Fiscal Year (FY) 2004-07, with a maximum allowable award for Santa Barbara County of up to \$250,000 per year for three-years.

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The State has chosen to implement this project by establishing a competitive grant application process and local county Alcohol and Drug Program Offices are designated as the primary applicants eligible to apply for funding under this grant. The California SIG Program is designed to create system changes that result in better coordination and efficacy of the State's overall prevention system, thereby enabling state and local programs to obtain optimal results with all available federal, state and county substance abuse prevention funding.

In anticipation of the release of this grant ADP has reviewed its alcohol and other drug related crime in police calls (ASIPS) data and determined that while binge drinking occurs throughout the county, the sheer prevalence and concentration of these problems in Isla Vista (IV) requires additional investment of funds and community efforts to address unsafe alcohol use. In April, 2004 ADP convened a planning committee to develop a proposal for the SIG Project Request For Application (RFA). Representatives from UCSB's Offices of Student Health and Student Affairs, Sheriff Department's IV Foot Patrol, Santa Barbara City College and the YMCA's IV Teen Center have met several times to identify appropriate research-based prevention strategies for the proposal. Suggested components of the SIG Project proposal include 1) hiring graduate students to conduct non-intrusive risk assessments of student-occupied off-campus residential environments and providing social host training for occupants of residences with repeated problems (Social host training deals with explaining the liability of hosts whose guests drink alcohol); 2) developing a collaborative approach between landlords and tenants to reduce problems in these residential settings; 3) conducting screening and brief intervention and referral of students that seek medical attention for alcohol related injuries at Goleta Valley Hospital; 4) working with Latino teens engaged in underage drinking in Isla Vista; 5) expanding the Landlord Notification initiative by the Sheriff Department's IV Foot Patrol; and 6) conducting a multi-county Media Campaign on Binge Drinking. **The Advisory Board on Alcohol and Drug Problems endorsed ADP's interest in applying for this grant with its focus on Isla Vista at its most recent meeting on June 7, 2004.**

Currently, ADMHS funds a prevention initiative through the Isla Vista (IV) Alcohol and Other Drug (AOD) Council, which serves as a broad-based coalition of public agencies and residents of IV. The Council has agreed to serve as the "collaborative" for this project, avoiding the need to create a new advisory body simply to meet the grant's requirements. The decision to focus on IV is based on the need to develop additional prevention strategies due to the continuing problem with high risk drinking in the area. Other agencies may be brought into this collaborative, as needed. Funding from the SIG Project would expand the existing prevention initiatives occurring within the retail/business sector to residential "party" environments that require significant law enforcement resources. Our county is strongly positioned for this grant, given ADP's use of this prevention model and your Board's endorsement of this approach through the adoption of ADMHS' Alcohol and Drug Program Strategic Plan in 2002. The due date for the grant application is July 29, 2004, with implementation beginning on October 1, 2004.

Outcomes and Performance Measures:

The SIG Project will provide funding resources to strengthen the County's existing evidence-based community projects by emphasizing an approach designed to address factors within local community environments that contribute to individual, family and community alcohol-related problems. The State's adoption of an environmental approach to prevention is a shift from a traditional education or intervention model and is aimed at changing community practices that encourage high risk drinking behaviors.

Prevention research has shown that policy efforts by coalitions can impact binge drinking rates if geared towards

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changing the environmental risk factors that encourage high risk and binge drinking behavior, such as the availability of and access to alcohol. A coalition works with community stake holders to advocate for policy changes to reduce high-risk drinking environments. The IV AOD Council is a prevention coalition comprised of UCSB students, IV residents, landlords, community leaders, and business people, whose mission is to reduce the availability and use of alcohol, increase public safety, and improve community health through the implementation of environmental prevention strategies.

The IV AOD Council has worked collaboratively to present several policy based prevention initiatives which serve to reduce the availability of alcohol in IV. These existing initiatives include the adoption of the IV Safety Ordinance, the adoption of a permitting process for drinking alcohol in IV Parks, a pilot project aimed at improving keg registration, and writing a conditional use permit (CUP) for new alcohol licenses in IV. These initiatives are designed to impact the availability of alcohol in the retail and open space environments, as well as to reduce illegal keg purchases. However, many problems related to binge drinking still occur in residential settings and require additional initiatives to help reduce the availability of alcohol therein. The proposed programs will focus primarily on high risk drinking in residential settings.

The ultimate outcome from the grant funding will be to reduce binge drinking in the last 30 days by college students in Isla Vista by 50% by the end of 2007. The SIG for which ADP is applying is comprised of two parts—Phase 1 and Phase 2. This application is being solicited by the State for a one-year planning grant—Phase 1. Phase 2 grants may be sought if during Phase 1 the recipient is able to develop an implementation plan, produce evaluation tools and establish the necessary coalitions and advisory bodies for carrying out the actual prevention project's work during the following two years of Phase 2.

The following performance measures are representative of the outcomes of the SIG Project:

- To promote community commitment to preventing local alcohol and other drug problems, increase the number of County residents participating in substance abuse coalitions by 45% from 69 to 100 as measured through ADMHS Re-Occurring Performance Measure #197.
- To reduce current drinking among youth and young adults in IV (ages 12-25) by 50% by the year 2007, as measured through the University Core Survey and California Healthy Kids Survey.
- To increase the total dollars allocated annually to prevention from 3% of the total ADP budget to 10% through June 30, 2007 as measured through the 2002ADP Strategic Plan Objective 4.1.

Mandates and Service Levels:

Should the County be awarded the SIG Project, the County of Santa Barbara would be required to meet grant requirements for: submission of progress and financial reports, lobbying, debarment, audits, drug-free workplace, civil rights compliance, non-supplantation of funds and confidentiality.

The required services would consist of:

- Conducting a planning process that refines proposed prevention strategies;
- Addressing state-wide prevention goals adopted through the Governor's Prevention Advisory Council;
- Meeting prevention-based Performance Partnership Goals and Outcomes measures adopted by the federal Center for Substance Abuse Prevention;

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- Demonstrating use of evidenced-based prevention strategies which will be documented by local Sheriff's data and then analyzed by ADP's prevention consultant at the University of California at Berkeley;
- Documenting a reduction in binge drinking over the past 30 days by targeted youth, which is a State required performance measure that is captured by the University Core Survey and California Healthy Kids Survey;
- Evidencing cultural competence by project contractors and within adopted strategies; and
- Engaging community representatives in a collaborative, problem solving process.

In addition, the grant application would require a Project Director to oversee the implementation and management of this collaborative program. If authorized, ADMHS proposes to allocate grant resources to support the costs of up to .50 FTE part-time Project Director through a Contractor on Payroll to avoid long term costs beyond the grant period. All other grant services would be provided through contract agreements with existing or newly developed contractors.

Fiscal and Facilities Impacts:

There will be no anticipated facility impacts, no increase in General Fund contribution and no match requirement. If the grant is approved by the State ADP, we will present to your Board a request to accept the grant and approve either a Final Budget Adjustment, or Budget Revision for FY 2004-2005 (the first year of the grant). The costs for the grant will be to fund the proposed projects consisting of peer based risk assessment, social host training, landlord notification, emergency room screening and brief intervention, and a multi-county media campaign. These project amounts have not yet been defined. The total indirect cost for the SIG Project is 8% and can only be applied towards personnel, travel, and other direct costs.

A sustainability plan will be developed in Year-One of the grant to identify those services that can be reasonably sustained with other funding sources such as Federal Prevention Set-Aside funds or Drug Medi-Cal payment for services provided at Goleta Valley Hospital.

Special Instructions:

Please return (2) Certified Minute Orders to Al Rodriguez, Assistant Director, ADMHS-Alcohol & Drug Program, 300 N. San Antonio Road, Santa Barbara, CA 93110

Concurrence:

Advisory Board on Alcohol and Drug Problems
University of California, Santa Barbara
Isla Vista AOD Council
Santa Barbara City College
University of California, Berkley
Isla Vista Teen Center
Isla Vista Safety Committee
Sheriff's Department