

A faint line graph with square markers is overlaid on the top half of the cover. It shows a fluctuating trend across approximately 15 data points.

# Measuring Up

Facing the Challenge  
of Substance Abuse

2009 Community Indicators Report  
Santa Barbara Fighting Back



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## Preface

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It is the hope of the Fighting Back Steering Committee that the *2009 Community Indicator Report* will be of practical value in changing the course of substance abuse in our community. We encourage readers to share this information with others and use it to discuss these issues. Public awareness and education has always been one of the most valuable tools in the fight against substance abuse. The fight against substance abuse is far from over. We must continue to strengthen our prevention efforts in our schools, support parents in talking to their children about substance abuse, and strengthen community partnerships to address this issue.

*Tom Thomas, Co-Chair  
Santa Barbara Fighting Back Steering Committee*



On behalf of the Santa Barbara Fighting Back Steering Committee, I am pleased to introduce the *2009 Community Indicator Report*, once again focusing on the scope and consequences of alcohol and drug abuse in our community. This report provides data that measures the progress toward three primary goals: reducing youth substance abuse, increasing treatment services, and reducing excessive alcohol consumption. Data in each of these areas provides both good news and red flags. As a whole, the report presents a useful guide in helping develop public policy in the area of substance abuse, and demonstrates the good reasons for community members to become a partner in the fight against substance abuse.

*Bill Cirone, Co-Chair  
Santa Barbara Fighting Back Steering Committee*



The Council on Alcoholism and Drug Abuse is pleased to be the administrative agency for Santa Barbara Fighting Back and appreciates the commitment of time and dedication to this issue that is demonstrated by the members of the Fighting Back coalition. As Fighting Back enters our 20th year as a community collaborative, it is important to celebrate our successes, as well as to look ahead to the challenges we continue to face in reducing substance abuse in our community. Over the past few years we have focused on prevention education campaigns targeting underage drinking and marijuana use among youth, as well as a normative campaign emphasizing the number of kids who *don't* use. Our public policy advocacy has focused on establishing a ban on storefront marijuana dispensaries in the City of Santa Barbara and a social host ordinance at the county level designed to penalize adults who serve alcohol to minors at house parties. We are pleased that the Social Host Ordinance ordinance passed with a 4 to 1 vote! We hope you will learn more about the success of our prevention, intervention and treatment programs described in this report or by visiting [www.cadasb.org](http://www.cadasb.org). It is our intention that this report will inspire its readers to understand the continually changing nature of this issue and to support the fight against substance abuse in our community.

*Penny Jenkins, Project Director,  
Santa Barbara Fighting Back*

# Executive Summary

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Santa Barbara Fighting Back has focused on three primary goals in recent years: (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. This report presents the most recent data from the community-wide indicators selected to measure our progress in reaching these goals and to assist in identifying emerging substance abuse problems.

## Reducing Youth Substance Abuse

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### The Good News . . .

- Juvenile arrest charges for drugs other than marijuana or alcohol in the city of Santa Barbara have been declining since 2005.
- Reported 30-day alcohol use among 7th graders has declined since 2006 and remains below the California average.
- The percentage of 7th graders who reported binge drinking in the past 30 days declined by 46% from 2006 to 2009. Reported binge drinking among 9th graders decreased by 35% from 2008 to 2009. We will continue to monitor this indicator to see if it is an ongoing trend.
- Fewer 7th graders report drinking at school than their counterparts statewide.
- The percentage of 7th graders who reported using marijuana in the past 30 days decreased between 2006 and 2009 and was lower than the California average in 2008.
- Less than 9% of 9th graders reported using drugs other than marijuana in the past 30 days. After an increase from 2003 to 2008 in reported use of psychedelics among 9th graders, there was a significant decline in 2009, which we hope will continue.
- Fighting Back's prevention and intervention programs show outstanding success rates among program participants, based on evaluation studies. (See pages 26 - 27.)

### Red Flags . . .

- The number of juvenile arrests for alcohol and drug offenses in South Santa Barbara County increased by 68% between 2003 and 2008.
- The number of juvenile arrests for alcohol-related charges in the city of Santa Barbara doubled between 2005 and 2008.
- Reported 30-day alcohol use among local 11th graders is significantly higher than the state average and has remained unchanged since 2003.
- Nearly one in three 11th graders reported binge drinking during the past month in 2009 and rates are significantly higher than the California average.
- One in five 9th graders and one in three 11th graders report involvement with drinking and driving. These rates are higher than the California average.
- The percentage of 11th graders reporting drinking at school increased by 57% between 2008 and 2009 and is higher than the California average.
- Between 2006 and 2008, the percentage of 9th and 11th graders reporting drinking to get drunk increased significantly, and one in three 11th graders report this behavior.
- Past 30-day marijuana use has been steadily increasing among local 9th graders since 2006 and in 2008 was 1.6 times the state average. Reported marijuana use among local 11th graders was 1.4 times the state average in 2008, and increased by 19% between 2008 and 2009.
- Local 9th and 11th graders reported frequent use of marijuana (10 or more days in the past month) at a rate over 1.5 times the state average for these grades in 2008. The percentage of 11th grade students reporting frequent marijuana use increased by 56% from 2008 to 2009.

- Although only a small percentage of 7th graders report using marijuana at school, that percentage nearly tripled between 2008 and 2009. Reported marijuana use at school among 11th graders increased by 64% between 2008 and 2009 and is above the state average.
- In 2009, 15% of 11th graders reported using drugs other than marijuana in the past 30 days. Reported inhalant use among 11th graders has continuously increased since 2003. From 2003 to 2009, reported cocaine use tripled, methamphetamine use increased 453%, and use of psychedelics increased 528% among 11th graders.
- Over the past three years the perception of the harmfulness of marijuana declined significantly among 7th and 11th graders. As of 2009, 9th and 11th grade students perceive frequent use of marijuana as less harmful than alcohol use.
- The percentage of students who reported having been offered, sold or given an illegal drug on school property increased at all grade levels from 2008 to 2009, and reached its highest point in seven years among 11th graders. Over 42% of 11th graders reported access to drugs at school in four years out of six.
- In 2009, 11th graders reported easier access to marijuana (76%) than to alcohol (72%).
- While overall suspensions declined in 2008-09, there was no corresponding decline in alcohol and drug related suspensions.

## Increasing Substance Abuse Treatment Services

### The Good News . . .

- The percentage of youth in treatment whose primary drug was methamphetamine declined from 7% in 2004-05 to 1% in 2008-09.
- The percentage of adults in treatment in South Santa Barbara County whose drug of first choice was methamphetamine declined from 29% in 2006-07 to 17% in 2008-09.
- 70% of adult clients graduating from the Clean & Sober Court Treatment Program are still sober at follow-up.

### Red Flags . . .

- Based on reported risk behaviors, we estimate that 2,153 students (22% of the student body) in the Santa Barbara High School District need substance abuse intervention or treatment services.
- In 2008-09, marijuana far surpassed alcohol as the most prevalent drug used by youth in treatment, rising from 43% of the youth treatment population to 70% over the past three years.
- Between 2008 and 2009 the number of alcohol and drug related deaths among South Santa Barbara County residents more than tripled.
- In 2008-09, heroin surpassed methamphetamine as the second most prevalent drug used by adults in treatment in South Santa Barbara County, rising from 14% of the adult treatment population to 25% over the past three years.
- Reduced funding has resulted in significant declines in admissions to county funded treatment programs.

## Reducing Excessive Alcohol Consumption

### The Good News . . .

- The percentage of collisions that were caused by drunken drivers declined from 8% in 2008 to 6.7% in 2009.

### Red Flags . . .

- Over 73% of UCSB students under the legal drinking age reported drinking in the past month and 52% of UCSB students reported binge drinking during the past two weeks.
- Negative consequences resulting from drinking are significant, with 49% of UCSB students in 2008 reporting a serious personal problem and 17% reporting public misconduct as a result of drinking.
- The City of Santa Barbara had a much higher rate of alcohol-related collisions in 2008 than California cities of similar size, ranking 5th out of 103 cities. At the same time, it had a much lower rate of DUI arrests, ranking 90th out of 102 cities. This appears to indicate a need for greater DUI enforcement to prevent alcohol-related collisions.

# 1 Juvenile Arrests for Alcohol and Drug Offenses

Juvenile arrests for alcohol and drug offenses is an indicator of the level of illegal drug and alcohol activity among youth in our community. It is also a measure of the degree of police efforts aimed at youth substance abuse and the effectiveness of local law enforcement strategies.

## What Was Measured

**A.** The number of juveniles arrested in South Santa Barbara County by the Santa Barbara Police Department and the Sheriff's Department for alcohol and drug offenses for the years 2003 through 2009. These rates include felony and misdemeanor arrests for possession and sale of illegal drugs, driving under the influence, possession of alcohol, public drunkenness violations, and the use of false identification to purchase alcohol.

*Source: Santa Barbara Police Department; Santa Barbara County Sheriff's Department*

**B.** Juvenile arrest charges for drug violations from the Santa Barbara Police Department's data system, which tracks up to three arrest charges for each incidence of crime. The chart on the following page illustrates the number of arrest charges for being under the influence of, possessing or selling heroin, cocaine, and marijuana, methamphetamine (or amphetamines), alcohol, and other drugs.

*Source: Santa Barbara Police Department*

## How We Measure Up

- The number of juvenile arrests for alcohol and drug offenses in South Santa Barbara County increased by 68% between 2003 and 2008. It is too soon to determine whether the slight downward trend in 2009, due primarily to fewer arrests in the Sheriff's jurisdiction, will continue.
- The number of juvenile arrests for alcohol-related charges in the city of Santa Barbara more than doubled (103% increase) between 2005 and 2008.
- Marijuana arrests among juveniles in the city of Santa Barbara are far more frequent than those for any other substance besides alcohol. The number of marijuana-related arrest charges has remained fairly stable over the past seven years.
- Juvenile arrest charges for drugs other than marijuana or alcohol in the city of Santa Barbara have been declining since 2006.



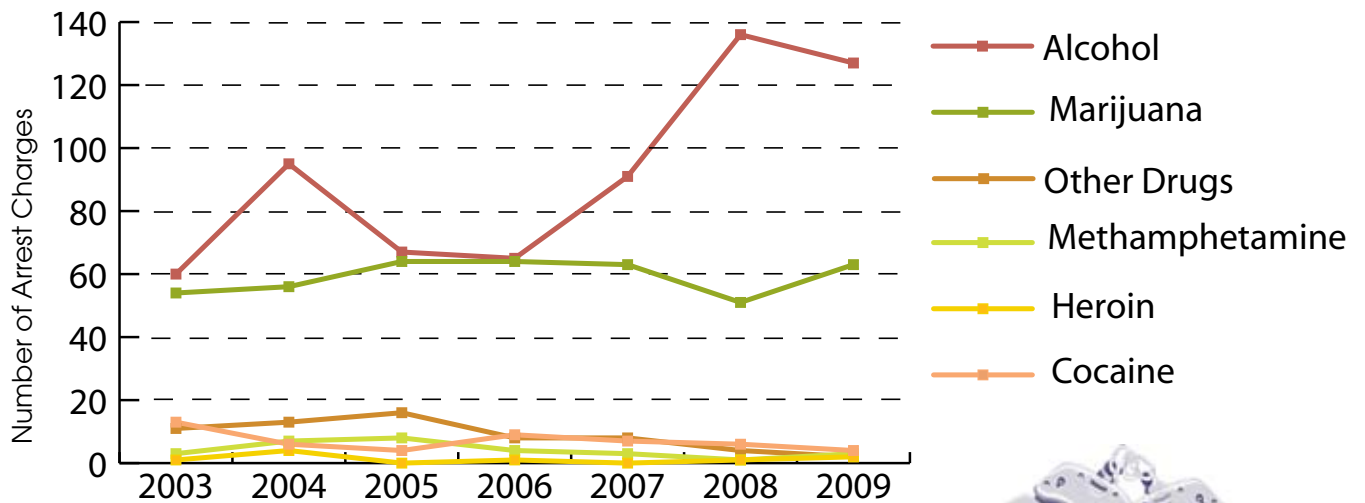
## Alcohol and Drug Arrests for Juveniles In South Santa Barbara County Trending Upward

**A** Number of Juvenile Arrests in South Santa Barbara County for Alcohol and Drug Offenses



## Juvenile Arrests for Alcohol-Related Charges in Santa Barbara are Increasing

**B** Juvenile Arrest Charges for Alcohol and Drug Violations in the City of Santa Barbara



## 2

## Alcohol Use Among 7th, 9th, and 11th Grade Students

Alcohol is the number one drug used by local teens. Students who report drinking in the last 30 days, particularly in high school, may be regular users, and not just students who experiment.

### What Was Measured

**A.** The percentage of 7th graders who reported using any alcoholic beverage during the last 30 days compared to the California average.

**B.** The percentage of 9th graders who reported using any alcoholic beverage during the last 30 days compared to the California average.

**C.** The percentage of 11th graders who reported using any alcoholic beverage during the last 30 days, compared to the California average.

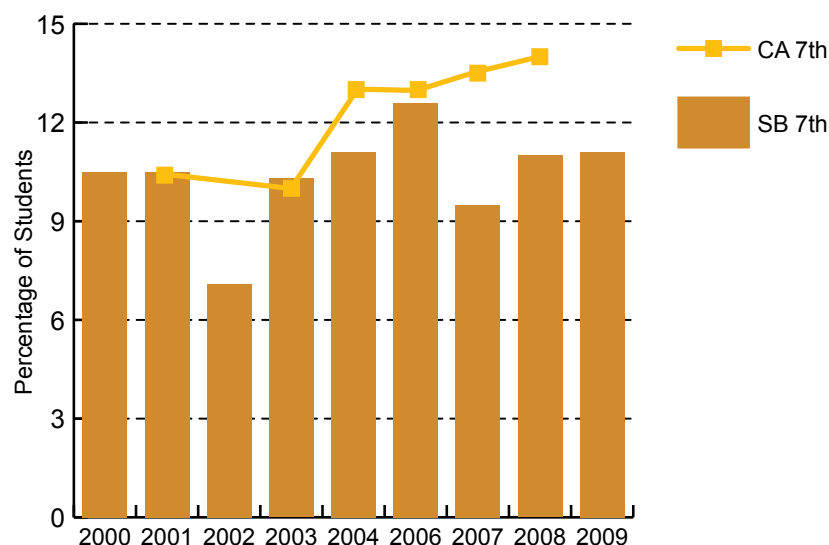
*Source: California Healthy Kids Survey (2000-2009). Data not available for 9th and 11th graders in 2001, 2002 and 2005.*

### How We Measure Up

- While reported 30-day alcohol use among 7th graders had been increasing through 2006, it has declined since and remains below the California average.
- Reported 30-day alcohol use among 9th graders remains unchanged and is similar to the California average. (The one-year increase in 2008 is not indicative of an upward trend.)
- Reported 30-day alcohol use among local 11th graders is significantly higher than the state average. There has been no statistically significant change in reported use since 2003.

Reported Alcohol Use Among 7th Graders Remains Below The California Average

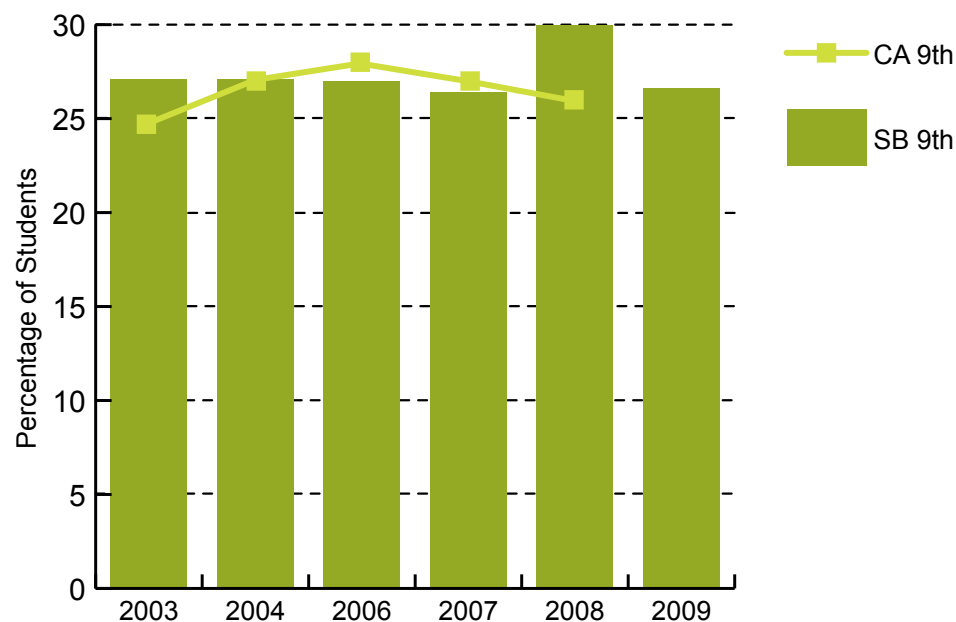
**A** Percentage of 7th Grade Students Who Reported Using Any Alcohol in the Past 30 Days





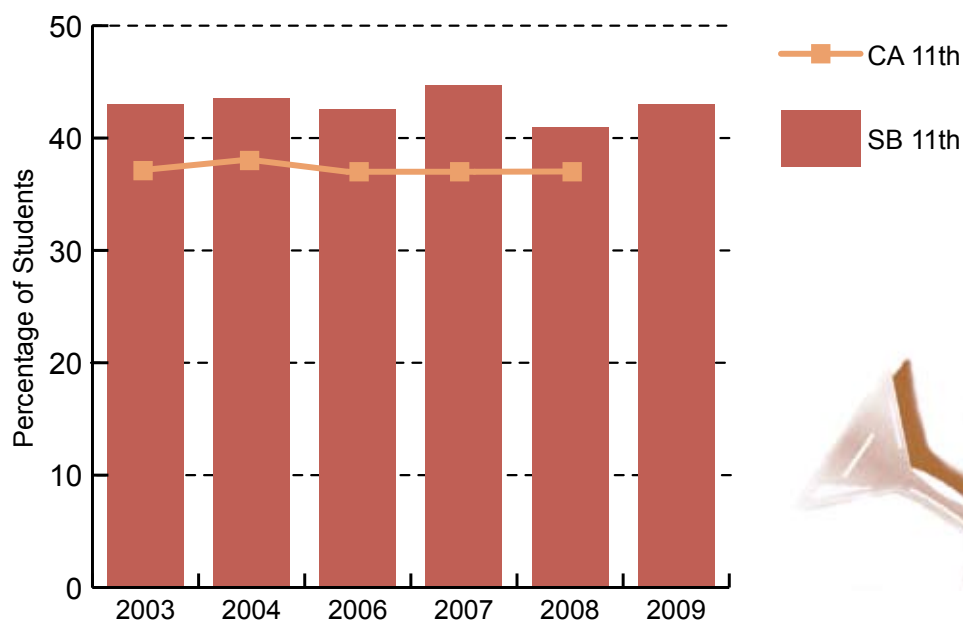
## Reported Alcohol Use Among 9th Graders Remains Unchanged

### **B** Percentage of 9th Grade Students Who Reported Using Any Alcohol in the Past 30 Days



## Reported Alcohol Use Among 11th Graders Remains Significantly Higher Than Statewide

### **C** Percentage of 11th Grade Students Who Reported Using Any Alcohol in the Past 30 Days



# 3

## Binge Drinking Among 7th, 9th, and 11th Grade Students

Because teens have limited drinking experience and low body weight, those who binge drink are highly vulnerable to intoxication and a variety of acute alcohol-related problems.

### What Was Measured

**A.** The percentage of 7th graders who reported engaging in binge drinking (five or more drinks in a couple of hours) in the past 30 days, compared to the California average.

**B.** The percentage of 9th graders who reported engaging in binge drinking in the past 30 days, compared to the California average.

**C.** The percentage of 11th graders who reported engaging in binge drinking in the past 30 days, compared to the California average.

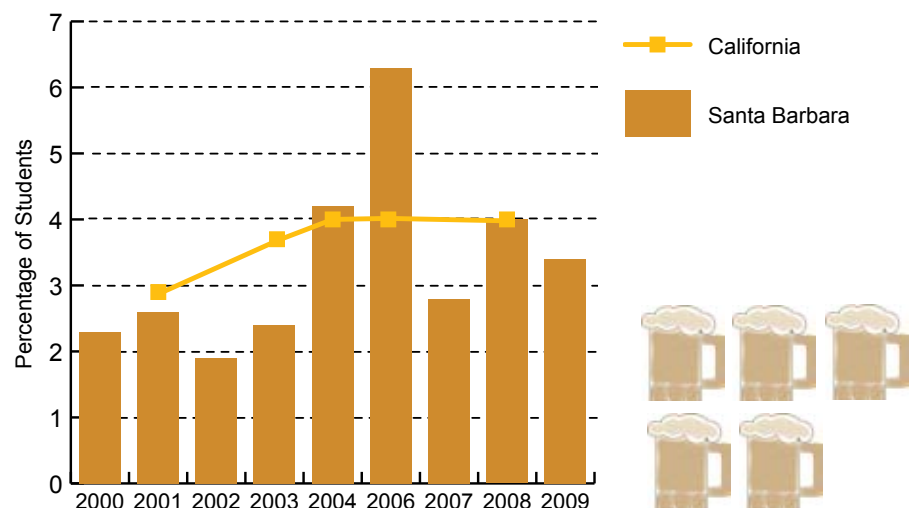
*Source: California Healthy Kids Survey (2000-2009). Data not available for 9th and 11th graders in 2001, 2002 and 2005.*

### How We Measure Up

- 30-day binge drinking rates increased significantly among 7th graders through 2006, but dropped by 46% from 2006 to 2009.
- Binge drinking rates for 9th graders have been trending upward and by 2008 were significantly above the California average. These rates decreased by 35% from 2008 to 2009. We will continue to monitor this indicator to see if it is an ongoing trend.
- Nearly one in three 11th graders reported binge drinking in 2009 and rates are significantly higher than those for California, which unlike in Santa Barbara, have been declining since 2003.

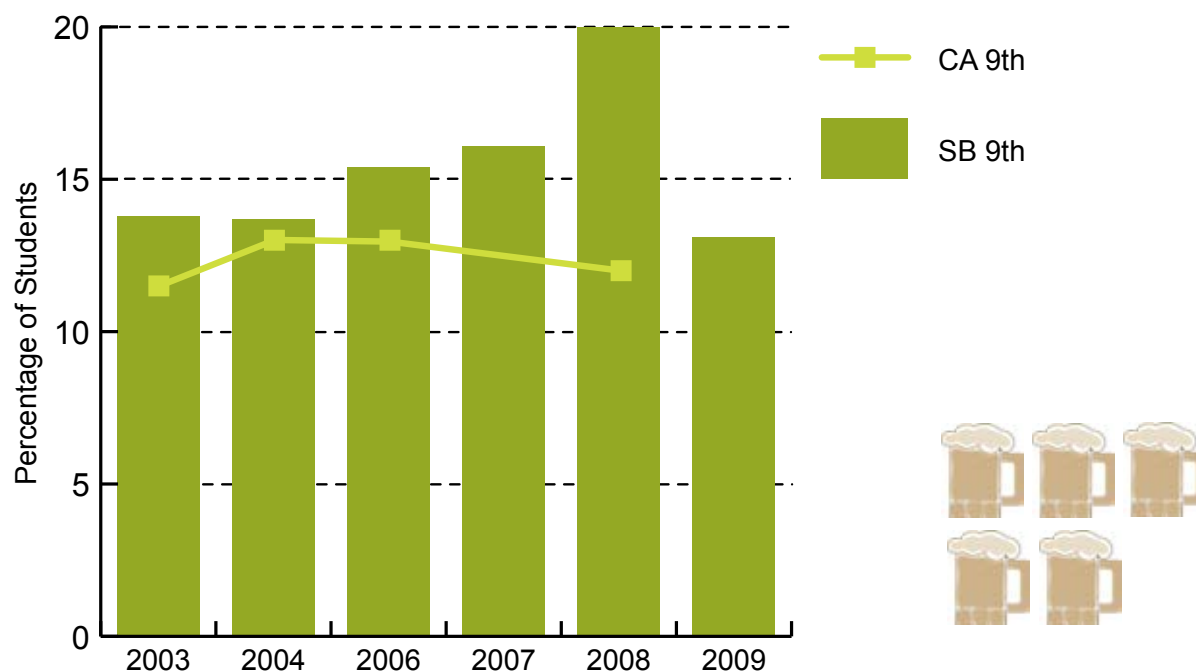
Binge Drinking Among 7th Graders Declines by 46% from 2006 to 2009

**A** Percentage of 7th Grade Students Who Reported Binge Drinking in the Past 30 Days



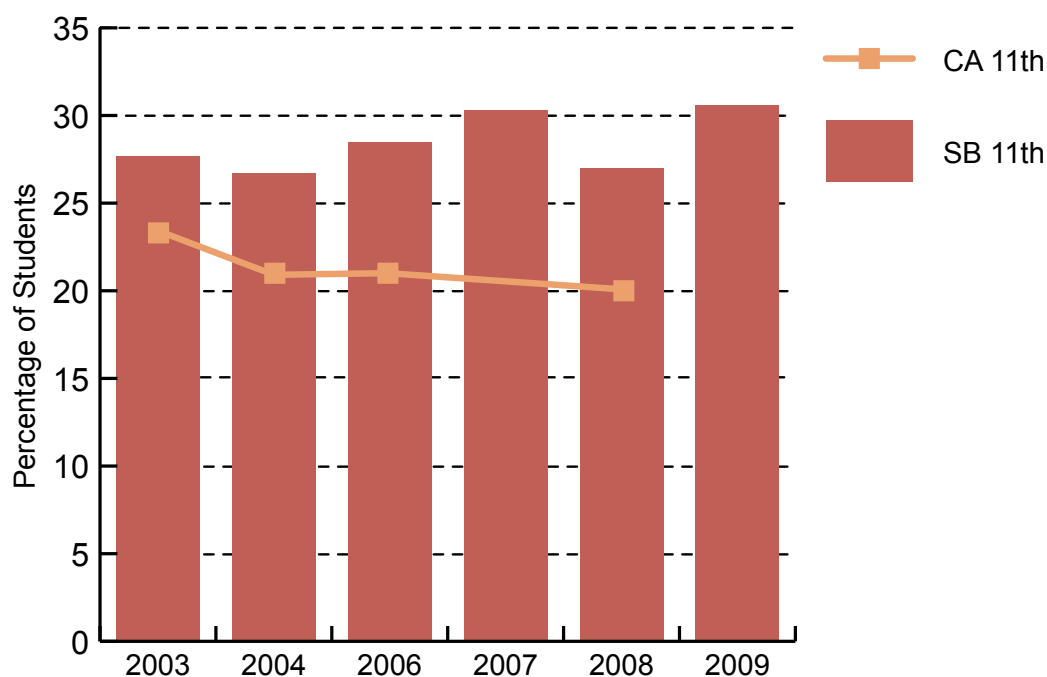
## Binge Drinking Declines Significantly Among 9th Graders in 2009

### B Percentage of 9th Grade Students Who Reported Binge Drinking in the Past 30 Days



## Reported Binge Drinking Among 11th Graders Significantly Higher than State Average

### C Percentage of 9th Grade Students Who Reported Binge Drinking in the Past 30 Days



## 4 High Risk Users of Alcohol Among 7th, 9th, and 11th Grade Students

High risk behaviors involving alcohol include drinking and driving, drinking at school, and drinking to get drunk. Alcohol use at school is a key indicator of serious involvement, as well as a lack of attachment or sense of belonging to the school.

### What Was Measured

- A.** The percentage of 9th and 11th graders who reported driving a car after drinking alcohol, or riding in a car driven by a friend when he or she had been drinking, compared to the California average.
- B.** The percentage of 7th, 9th and 11th graders who reported using alcohol on school property, compared to the California average.
- C.** The percentage of 7th, 9th and 11th graders who reported drinking “to get drunk” or to “feel it a lot,” compared to the California average. *Because the response options to this survey question changed in 2009, the data is not comparable to previous years.*

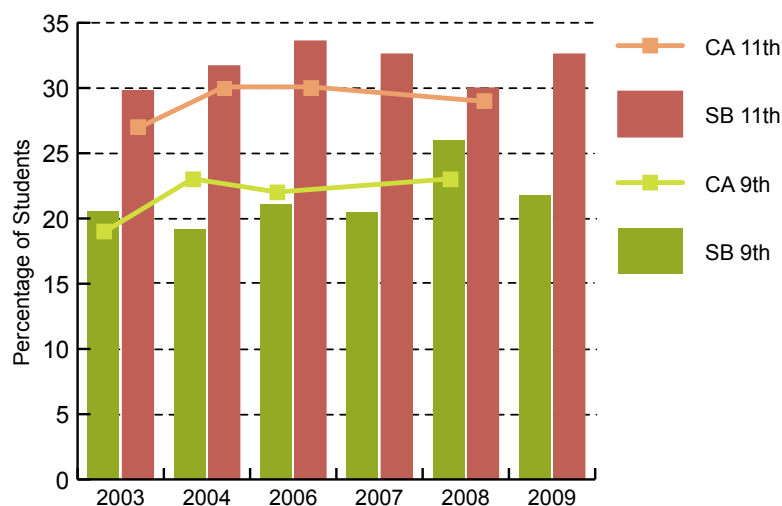
Source: California Healthy Kids Survey (2003-2009). Data not available for 2005.

### How We Measure Up

- More local 9th and 11th graders report involvement with drinking and driving than their counterparts statewide.
- Fewer 7th graders report drinking at school than their counterparts statewide. Ninth graders now report drinking at school at rates higher than the California average. Following a significant decline in the percentage of 11th graders reporting drinking at school from 2006 to 2008, this indicator rose by 57% in 2009.
- Between 2006 and 2008, the percentage of 9th and 11th graders reporting drinking to get drunk increased significantly.

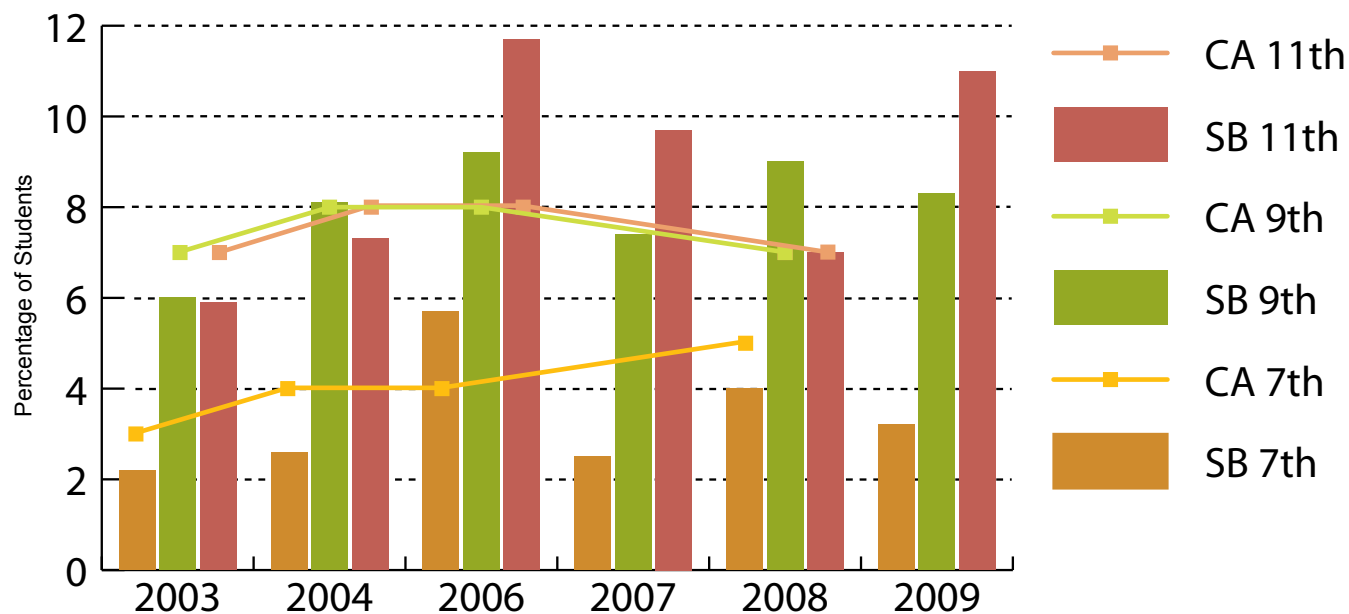
One in Five 9th  
Graders and  
One in Three  
11th Graders  
Report  
Involvement  
with Drinking  
and Driving

**A** Percentage of 9th and 11th Graders Who Reported Drinking and Driving, Or Riding in a Car Driven by a Friend Who Had Been Drinking



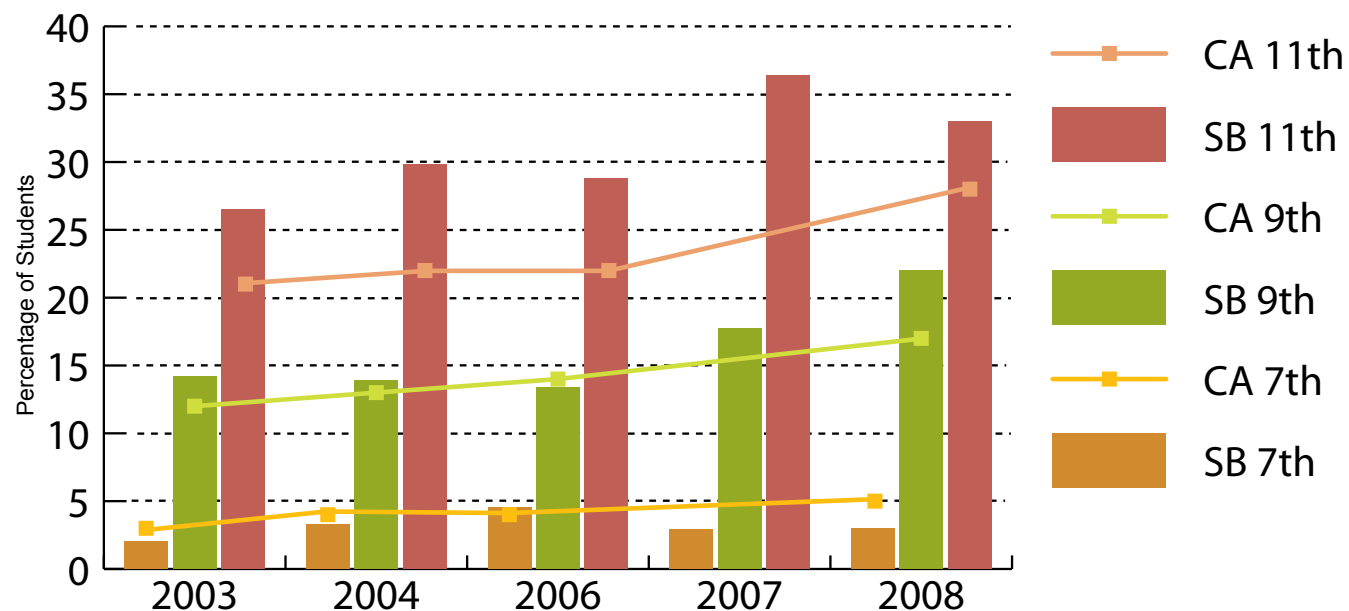
## Reported Drinking at School Increased Significantly in 2009 Among 11th Graders

**B** Percentage of 7th, 9th, and 11th Grade Students Who Reported Drinking on School Property



## Drinking to "Get Drunk" Has Increased Significantly Among 9th and 11th Graders

**C** Percentage of 7th, 9th, and 11th Grade Students Who Reported Drinking "To Get Drunk" Or "To Feel it A Lot"



## 5 Marijuana Use Among 7th, 9th, and 11th Grade Students

Use of marijuana exceeds all other illegal drugs among local youth. Because the THC content of marijuana has increased significantly in the last decade, it has become a more addictive drug for adolescents.

### What Was Measured

- A.** The percentage of 7th grade students who reported any use of marijuana during the past 30 days.
- B.** The percentage of 9th grade students who reported any use of marijuana during the past 30 days.
- C.** The percentage of 11th grade students who reported any use of marijuana during the past 30 days.

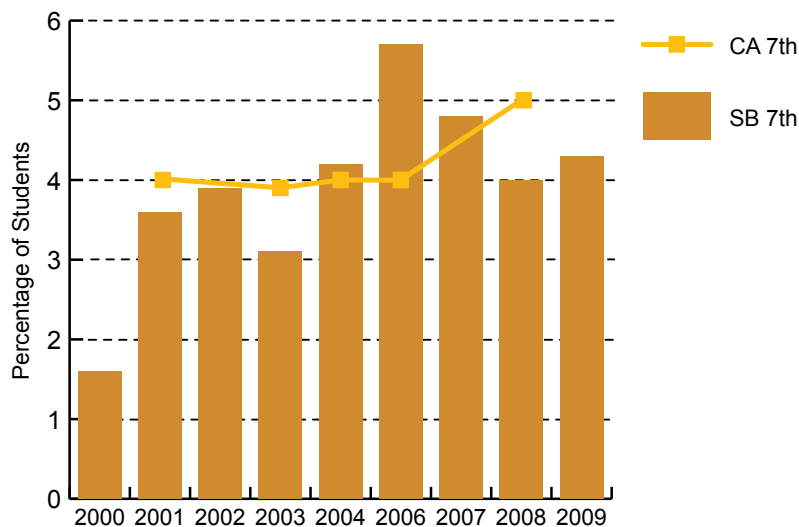
*Source: California Healthy Kids Survey (2000-2009). Data not available for 9th and 11th graders in 2001, 2002 and 2005.*

### How We Measure Up

- Reported marijuana use in the past 30 days among 7th graders decreased between 2006 and 2009 and was lower than the California average in 2008.
- Among 9th graders, reported marijuana use has been steadily increasing since 2006 and in 2008 was 1.6 times the state average. Male students were 1.4 times more likely to report frequent use of marijuana than female students.
- Among 11th graders, reported marijuana use was 1.4 times the state average in 2008, and increased by 19% between 2008 and 2009. Male students were 2.2 times more likely to report frequent use of marijuana than female students.

Reported Marijuana Use Among 7th Graders Shows Decrease From 2006 to 2009

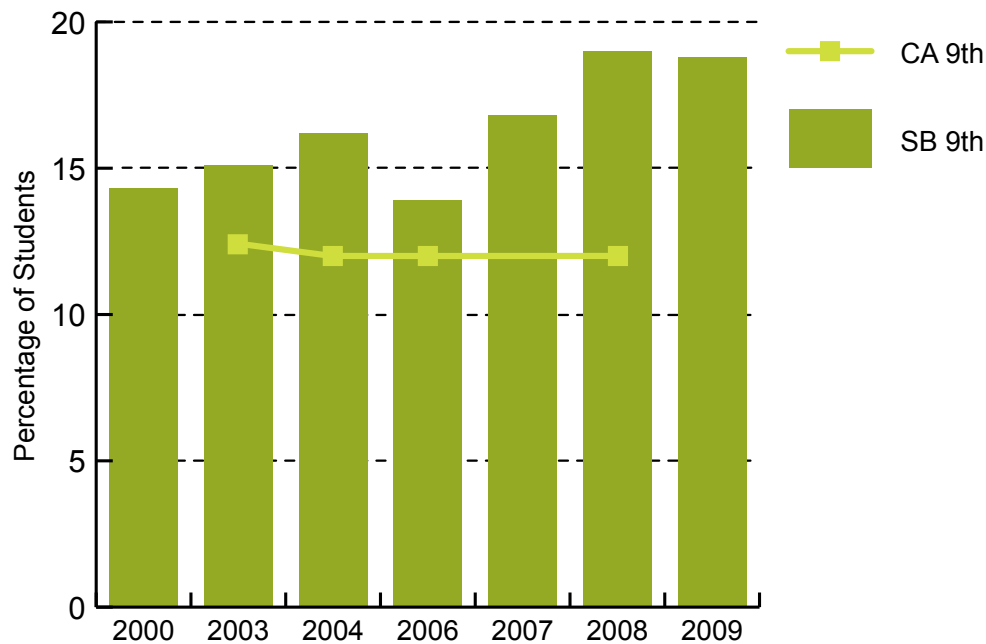
**A** Percentage of 7th Grade Students Who Reported Using Marijuana in the Past 30 Days





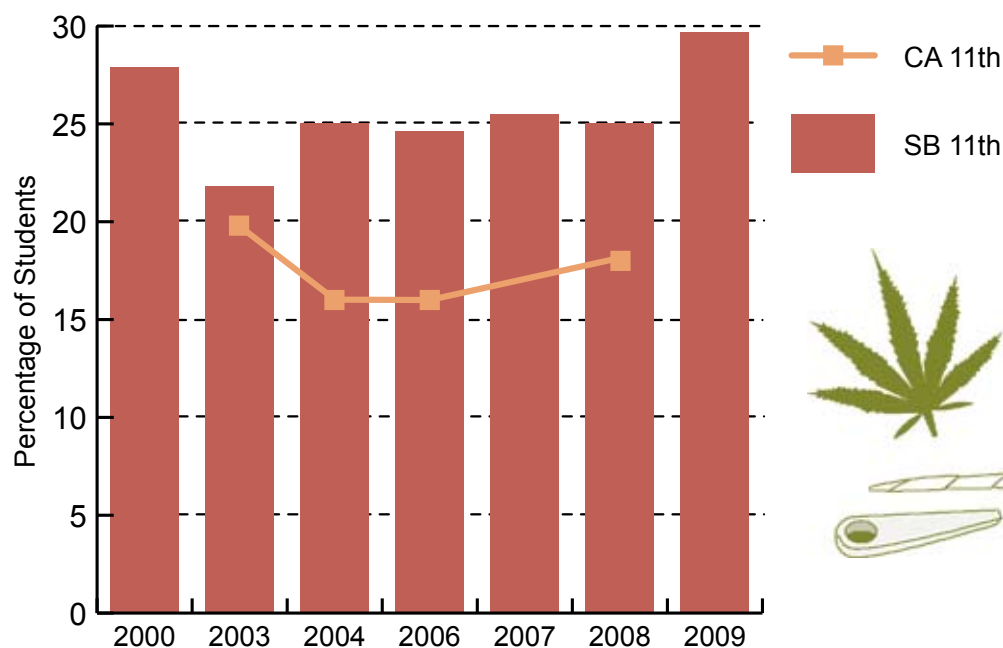
## Marijuana Use Among Local 9th Graders is 1.6 Times Higher Than the State Average

### **B** Percentage of 9th Grade Students Who Reported Using Marijuana in the Past 30 Days



## Marijuana Use Among 11th Graders Increased Significantly in 2009 and is Higher Than the California Average

### **C** Percentage of 11th Grade Students Who Reported Using Marijuana in the Past 30 Days



**H**igh risk users of marijuana include those who use frequently and those reporting using marijuana on school property. Because marijuana can be easily concealed, consumed quickly, and its effects are long lasting, its use has been particularly associated with attending school “high.”

### What Was Measured

- A.** The percentage of 7th, 9th and 11th graders who reported using marijuana ten or more days in the past month, compared to the California average.
- B.** The percentage of 7th, 9th and 11th graders who reported using marijuana on school property in the past 30 days, compared to the California average.

*Source: California Healthy Kids Survey (2003-2009). Data not available for 2005.*

### How We Measure Up

- Local 9th and 11th graders reported frequent use of marijuana at a rate over 1.5 times the state average for these grades in 2008.
- The percentage of 11th grade students reporting frequent marijuana use increased by 56% from 2008 to 2009.
- Although only a small percentage of 7th graders report using marijuana at school, that percentage nearly tripled between 2008 and 2009.
- There has been no significant change in the percentage of 9th graders reporting using marijuana at school over the past five years, however, they do so more frequently than their counterparts statewide.
- Reported marijuana use at school among 11th graders increased by 64% between 2008 and 2009 and is above the state average.

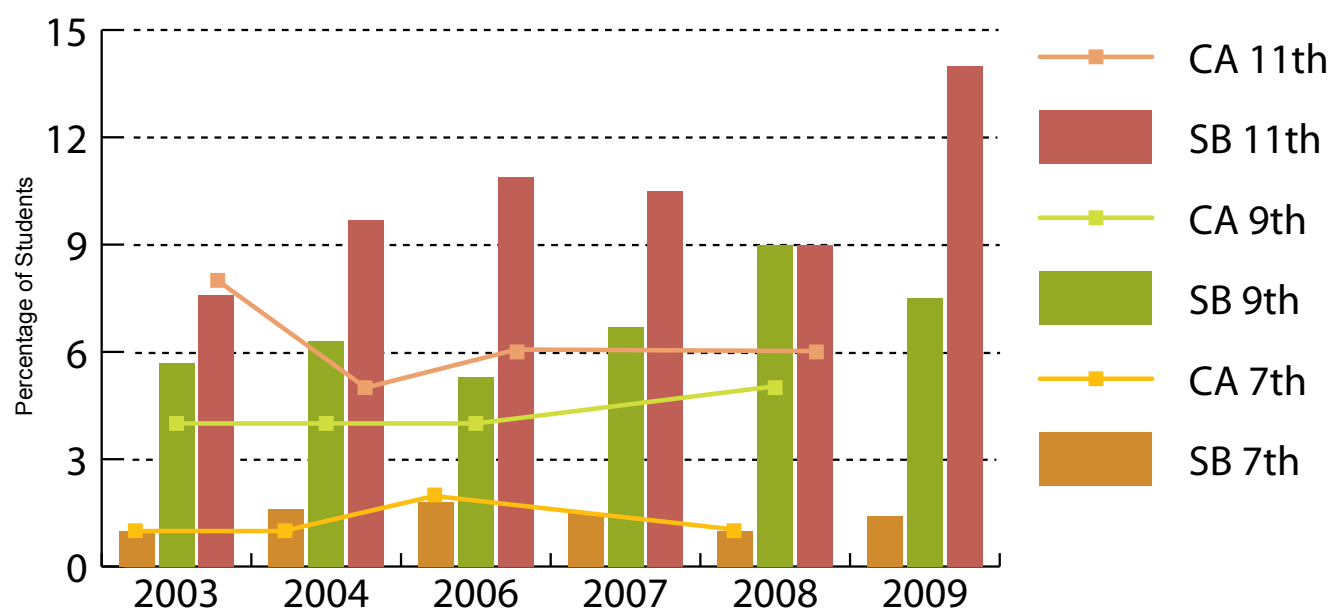


### Marijuana is More Potent Than it Used to Be

A typical marijuana joint in 1974 contained less than one percent THC; the average concentration now is over ten percent. This makes marijuana a more highly addictive drug for adolescents than it was in the past. Frequent use of marijuana, over time, can cause damage to the areas of the brain that are developing during adolescence.

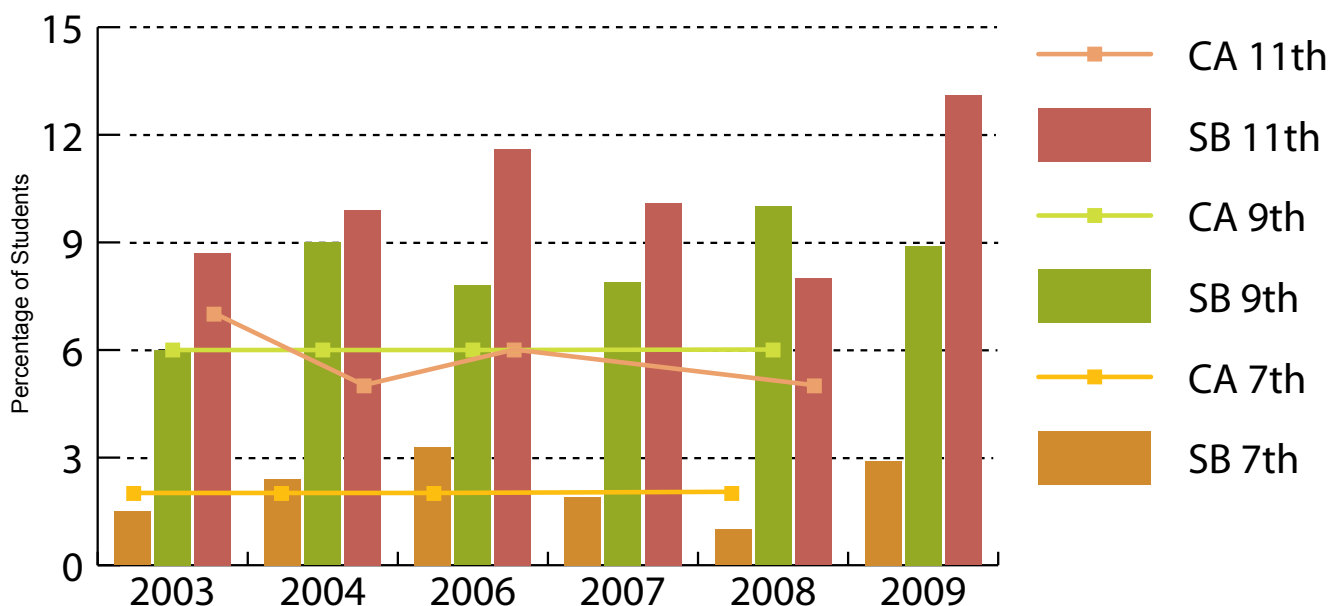
## Frequent Marijuana Use Increased 156% Among 11th Graders From 2008 to 2009 and is Significantly Higher Than the State Average

**A** Percentage of 7th, 9th, and 11th Grade Students Who Reported Using Marijuana Ten or More Days in the Past 30 Days



## Marijuana Use at School Increased Significantly Among 7th and 11th Graders in 2009

**B** Percentage of 7th, 9th, and 11th Grade Students Who Reported Using Marijuana on School Property in the Past 30 Days



The use of drugs other than alcohol and marijuana, while affecting a smaller percentage of local youth, is of serious concern because it represents a pattern of drug use that extends to more dangerous and addictive drugs including methamphetamine, cocaine, LSD, other psychedelics, and inhalants. The percentage of youth who use these drugs, as well as frequent marijuana users, represent a population of high risk drug users who are in need of intervention and treatment.

### What Was Measured

- A.** The percentage of 7th, 9th and 11th graders who reported using inhalants during the past 30 days, compared to the California average.
- B.** The percentage of 9th and 11th graders who reported using cocaine during the past 30 days, compared to the California average.
- C.** The percentage of 9th and 11th graders who reported using methamphetamine during the past 30 days, compared to the California average.
- D.** The percentage of 9th and 11th graders who reported using LSD or other psychedelics during the past 30 days, compared to the California average.

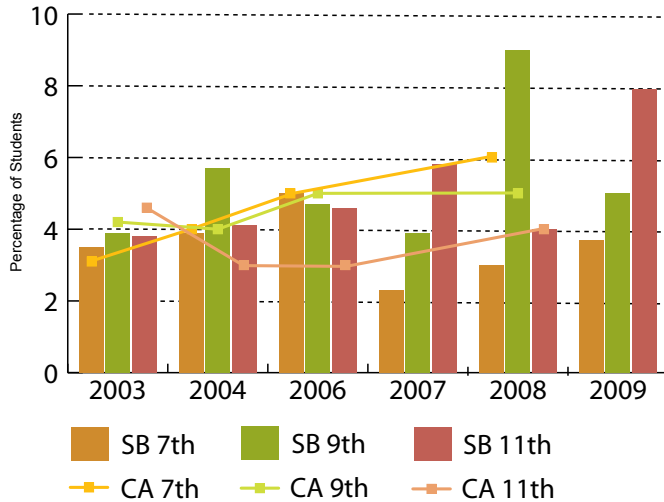
*Source: California Healthy Kids Survey (2003-2009). Data not available for 2005.*

### How We Measure Up

- In 2009, 15% of 11th graders and less than 9% of 9th graders reported using drugs other than marijuana in the past 30 days.
- Reported inhalant use among 11th graders has continuously increased since 2003.
- From 2003 to 2009, the percentage of 11th graders reporting cocaine use has tripled. In 2008, reported cocaine use among 9th graders was twice the California average.
- The reported use of methamphetamine among 11th graders has increased by 453% from 2003 to 2009 and more than doubled in between 2008 and 2009.
- The reported use of psychedelics among 11th graders has increased 528% from 2003 to 2009. After an increase from 2003 to 2008 in reported use of psychedelics among 9th graders, there was a significant decline in 2009, which we hope will continue.
- National statistics point to an increase in prescription drug abuse among youth. Although we do not have a measure of current or past 30 day prescription drug abuse among local students, 33% of Santa Barbara 11th graders and 17% of 9th graders reported having used a prescription drug without a doctor's orders "in order to get high or stoned" *in their lifetime*.

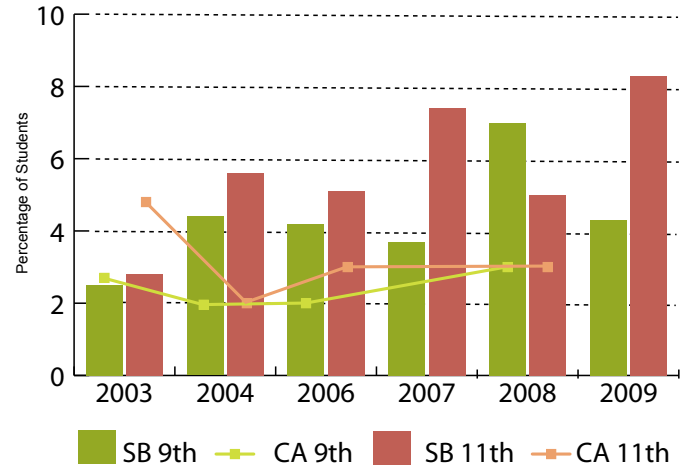
## Inhalant Use Steadily Increasing Among 11th Graders

**A** Percentage of 7th, 9th, and 11th Graders Who Reported Using Inhalants in the Past 30 Days



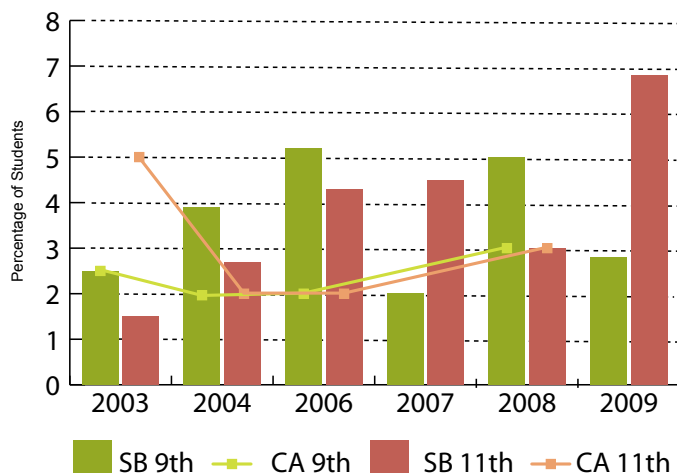
## Cocaine Use Has Tripled Among 11th Graders from 2003 to 2009

**B** Percentage of 9th and 11th Graders Who Reported Using Cocaine in the Past 30 Days



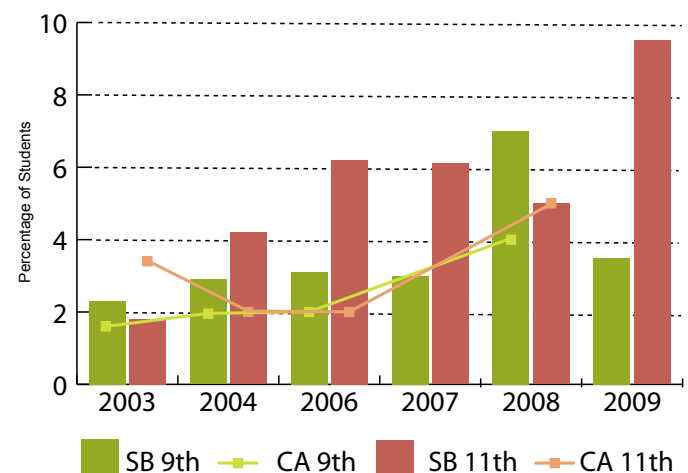
## 11th Grade Methamphetamine Use Increased 453% from 2003 to 2009

**C** Percentage of 9th and 11th Graders Who Reported Using Methamphetamine in the Past 30 Days



## 11th Grade Use of Psychedelics Has Increased 528% from 2003 to 2009

**D** Percentage of 9th and 11th Graders Who Reported Using LSD or Other Psychedelics in the Past 30 Days



**Y**outh who use alcohol or drugs at a young age are more likely to report academic problems, substance use, and delinquent behavior in both middle school and high school. By young adulthood, early alcohol use is associated with employment problems, other substance abuse, and criminal and other violent behavior. Young people who begin drinking before age 15 are four times more likely to develop alcoholism than those who begin drinking at 21.

### What Was Measured

- A.** The average age at first use for 7th, 9th, and 11th grade students who reported using alcohol at least once in their lifetime.
- B.** The average age at first use for 7th, 9th, and 11th grade students who reported using marijuana at least once in their lifetime.
- C.** The percentage of 11th grade male and female students reporting various ages at first use for alcohol.
- D.** The percentage of 11th grade male and female students reporting various ages at first use for marijuana.

*Source: California Healthy Kids Survey (2004-2009). Data not available for 2005.*

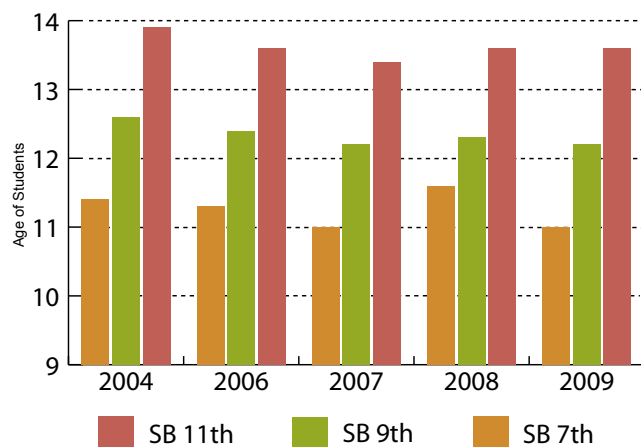
### How We Measure Up

- Reported age at first use of alcohol has remained unchanged since 2004 for all grades.
- Reported age at first use of marijuana has remained steady amongst 9th and 11th graders, but 7th graders report using at a younger age than previously.
- Amongst 11th grade males who have used alcohol at least once in their life, almost one third report first use at age 12 or younger.
- 11th graders who report marijuana use at least once in their lifetime are most likely to report first use between the ages of 13 and 15.



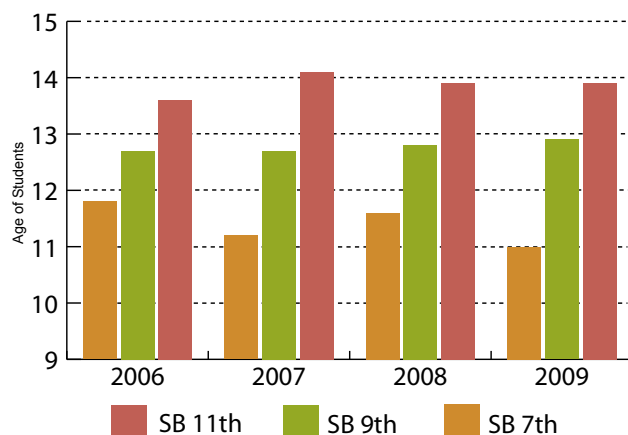
## Age at First Use of Alcohol Remains Unchanged for All Grades

**A** The Average Age at First Use For 7th, 9th, and 11th Graders Who Reported Using Alcohol (Lifetime Use)



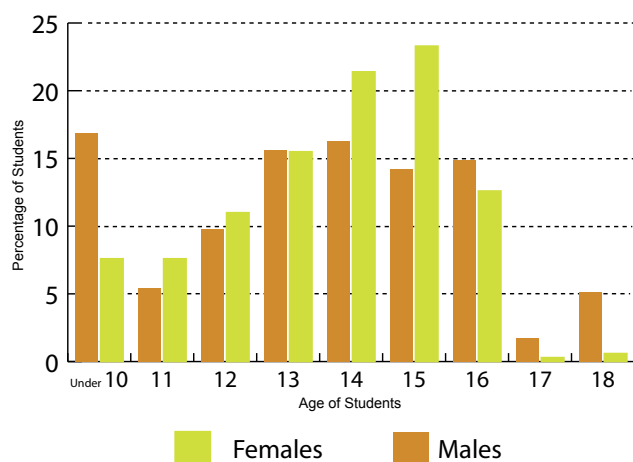
## Age at First Use of Marijuana Has Decreased Among 7th Graders

**B** The Average Age of First Use For 7th, 9th, and 11th Graders Who Reported Using Marijuana (Lifetime Use)



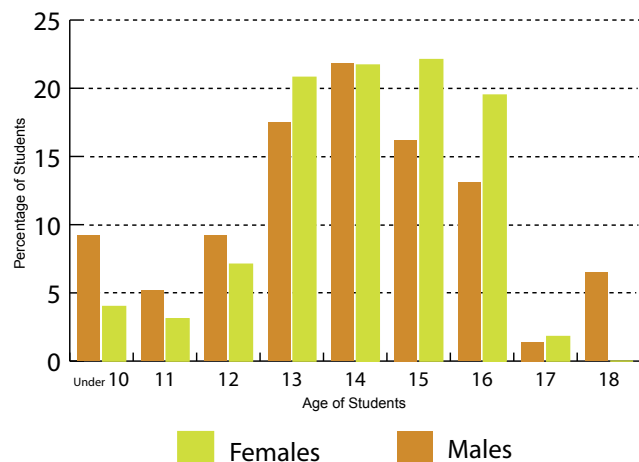
## One Out of Three 11th Grade Males Reported First Using Alcohol at Age 12 or Younger

**C** Percentage of 11th grade males and females reporting age at first use for alcohol.



## 11th Grade Marijuana Users Are Most Likely to Have Begun Smoking Between the Ages of 13 and 15

**D** Percentage of 11th grade males and females reporting age at first use for marijuana.



Student attitudes about alcohol and drug use have been shown to have a direct correlation with use rates. When youth perceive less risk in drug use, their rates of use tend to increase. Changes in attitudes toward alcohol and other drug use is also a measure of the effectiveness of prevention education and public awareness efforts.

## What Was Measured

Attitudes about substance use were measured by asking students how harmful they thought it was to use various substances. Students were asked how much they thought people risked harming themselves physically and in other ways when they used substances occasionally or frequently. The response categories included: (a) great, (b) moderate, (c) slight, and (d) none. The charts on the following page illustrate:

**A.** The percentage of 7th, 9th and 11th graders who rated the harmfulness of frequent use of alcohol (five or more drinks once or twice a week) as great or moderate, as compared to similar ratings from students in these grades statewide.

**B.** The percentage of 7th, 9th and 11th graders who rated the harmfulness of frequent use of marijuana (smoking once or twice a week) as great or moderate, as compared to similar ratings from students in these grades statewide.

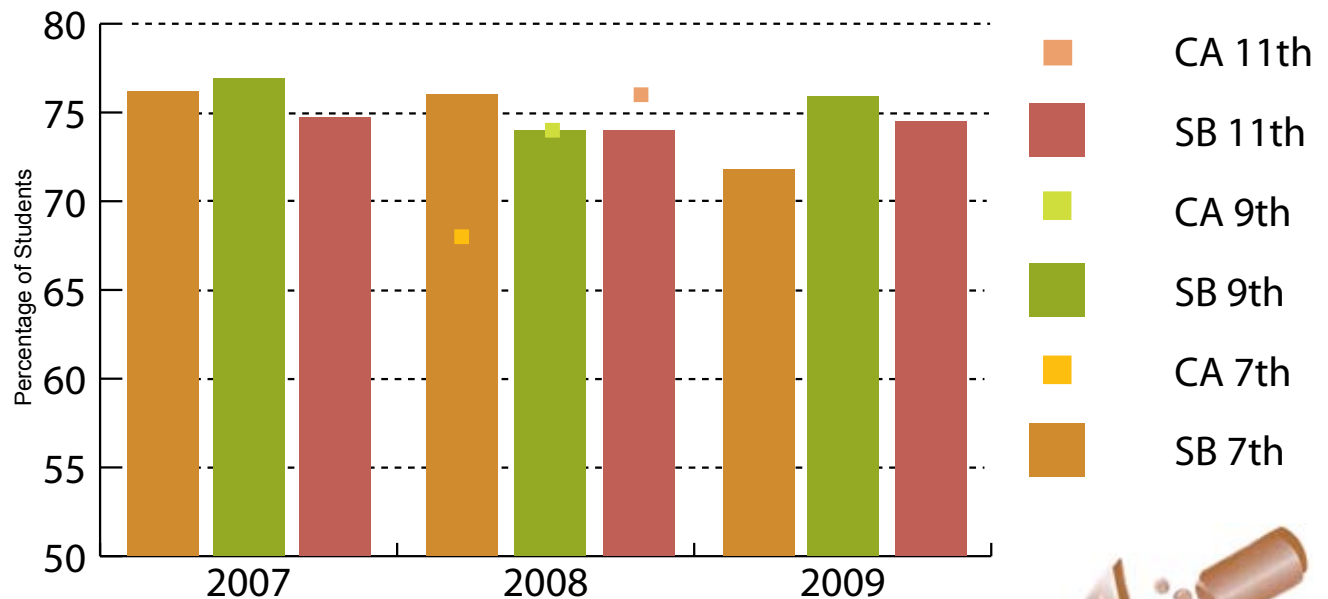
*Source: California Healthy Kids Survey (2007-2009). Changes in the survey questions in 2007 preclude comparing 2007 data on this indicator to data from previous years. Statewide data is collected biannually and is only available for 2008.*

## How We Measure Up

- Perceptions of the harmfulness of frequent use of alcohol and marijuana among local 9th and 11th graders are similar to those of students their age statewide; however perceptions of harm among 7th graders are higher than the state average.
- Over the past three years, the perception of frequent use of alcohol as harmful has remained relatively the same for 9th and 11th graders, but it has declined somewhat among 7th graders.
- Over the past three years the perception of the harmfulness of marijuana declined significantly among 7th and 11th graders.
- As of 2009, 9th and 11th grade students perceive frequent use of marijuana as less harmful than alcohol use.

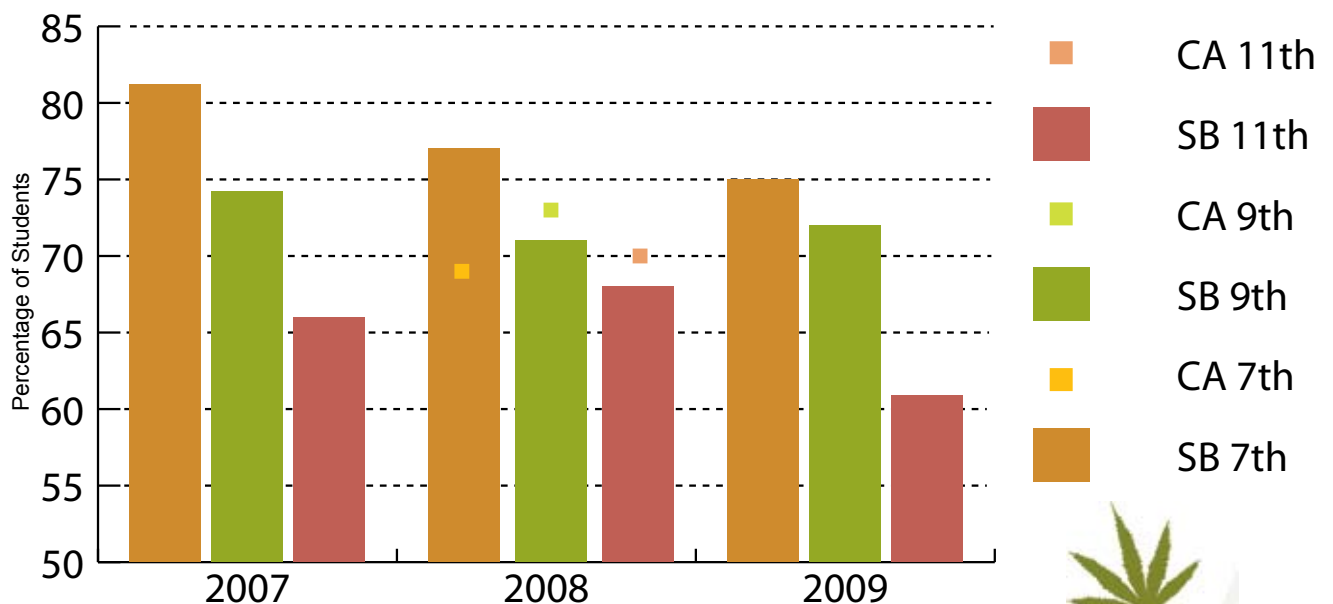
## Perceptions of the Harmfulness of Alcohol Remain Stable for 9th and 11th Graders, Decline Among 7th Graders

**A** Percentage of Students Rating Frequent Use of Alcohol as Harmful, By Grade



## Perceptions of the Harmfulness of Marijuana Decline Among 7th and 11th Graders

**B** Percentage of Students Rating Frequent Use of Marijuana as Harmful, By Grade



Student access to alcohol and other drugs is a significant environmental risk factor both at school and in the community.

### What Was Measured

**A.** The percentage of 7th, 9th, and 11th grade students who reported having been offered, sold, or given an illegal drug on school property during the past year.

**B.** The percentage of 7th, 9th, and 11th grade students who report that it is “easy” or “fairly easy” to obtain alcohol.

**C.** The percentage of 7th, 9th, and 11th grade students who report that it is “easy” or “fairly easy” to obtain marijuana.

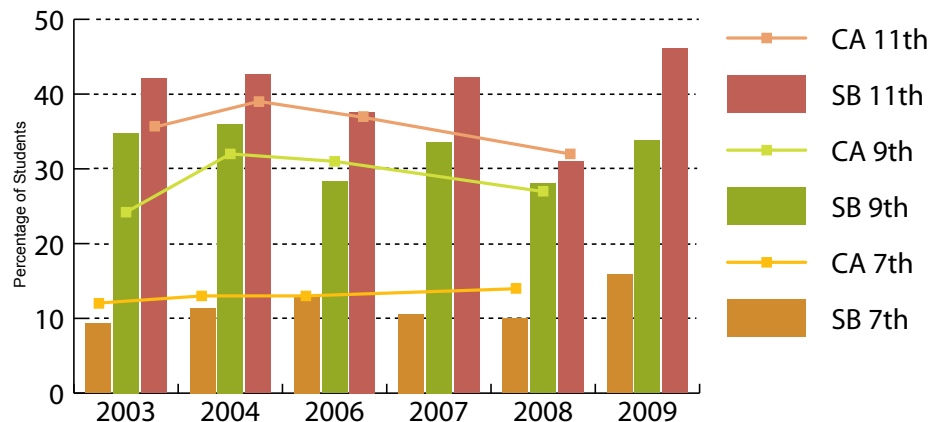
Source: California Healthy Kids Survey (2003-2009). Data not available for 2005.

### How We Measure Up

- The percentage of students who reported having been offered, sold or given an illegal drug on school property increased at all grade levels from 2008 to 2009, and reached its highest point in seven years among 11th graders.
- The fact that over 42% of 11th graders reported access to drugs at school in four years out of six is cause for concern.
- In 2009, 33% of 7th graders, 58% of 9th graders, and 72% of 11th graders reported that alcohol was easy to obtain. This is a slight decline over previous years for 9th and 11th graders.
- In 2009, 11th graders reported easier access to marijuana (76%) than to alcohol (72%), and the percentage of those reporting very easy access to marijuana rose significantly in 2009.

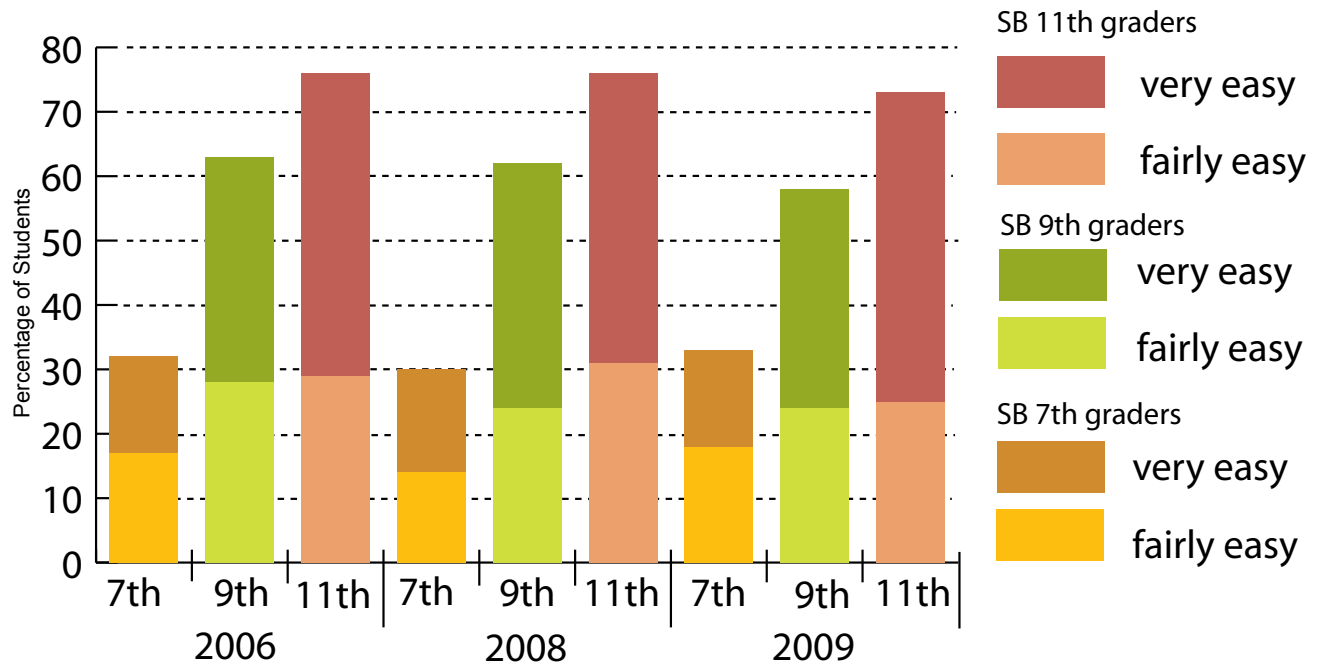
Students in All Grades Report Increased Access to Drugs at School in 2009

**A** Percentage of Students Who Reported Having Been Offered, Sold, or Given an Illegal Drug on School Property in the Past Year



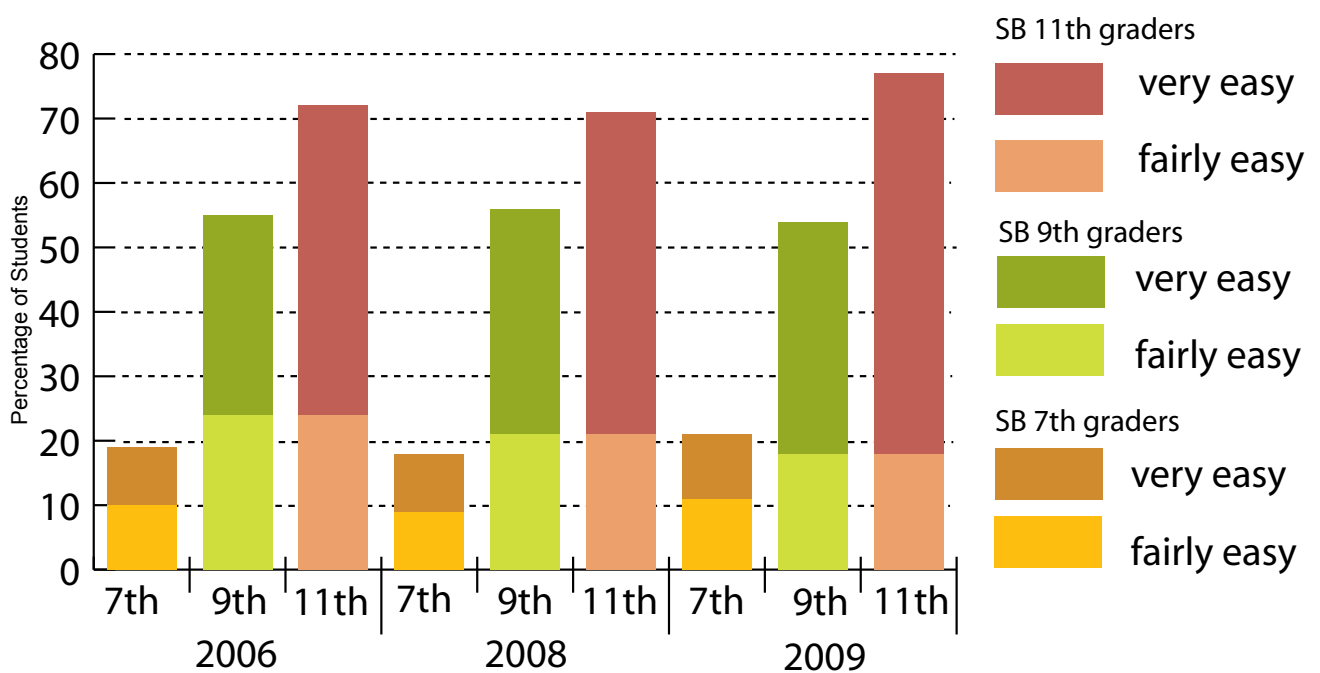
## One in Three 7th Graders, and Most 9th and 11th Graders Perceive Alcohol to be Readily Available

### B Percentage of 7th, 9th, and 11th Grade Students Who Report That It is “Fairly Easy” or “Very Easy” to Obtain Alcohol



## Reported Availability of Marijuana Increasing Among 11th Graders

### C Percentage of 7th, 9th, and 11th Grade Students Who Report That It is “Fairly Easy” or “Very Easy” to Obtain Marijuana



Lack of commitment to school, often indicated by truancies and disciplinary problems, puts youth at high risk for substance abuse. Research by the Los Angeles County Office of Education concluded that chronic absenteeism is the most powerful predictor of delinquent behavior. In order to address a serious truancy problem in local schools, the Truancy Intervention and Parent Accountability Program was established in 1997 as a partnership between the District Attorney's Office, schools, Fighting Back, and community agencies. Parents of truant students received a letter from the school informing them of their son or daughter's truancy. If the truant behavior continued, various interventions were provided at each level of truancies designed to keep students from progressing to the point of a hearing before the School Attendance Review Board and probation department supervision. Due to funding constraints, the program was discontinued in 2008-09.

### What Was Measured

- A.** The number of secondary school students in South Coast schools who were truant (defined as 18 unexcused absences from class periods) and entered the Truancy Intervention Program. The number and percentage of these students who progressed to various stages of the intervention process due to additional truancies.
- B.** The number of suspensions for alcohol and drug related school offenses compared to the number of suspensions for any offense in the Santa Barbara High School District.

*Sources: District Attorney's Office, Santa Barbara High School District.*

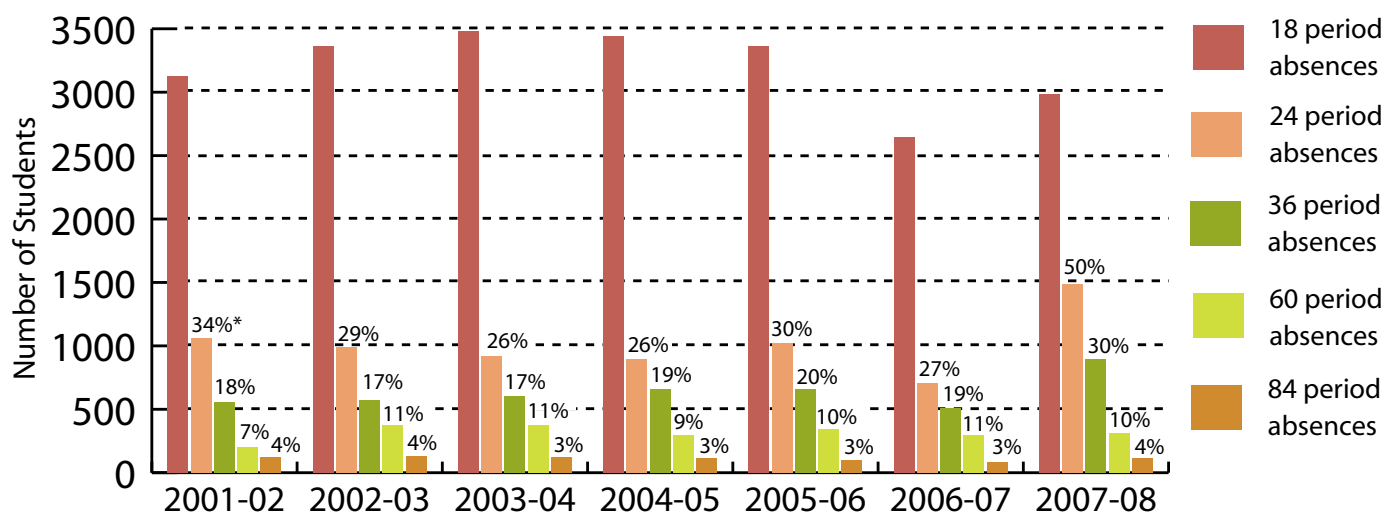
### How We Measure Up

- The truancy program was very effective over time, both in reducing overall truancies, and in reducing chronic truancies, with only 3%-4% of truant students advancing to the School Attendance Review Board hearing. In the final year of the program, it appears the initial letter was somewhat less effective, however the subsequent interventions continued to be successful in reducing chronic truancies.
- While overall suspensions declined in 2008-09, those that were alcohol and drug related remained constant.



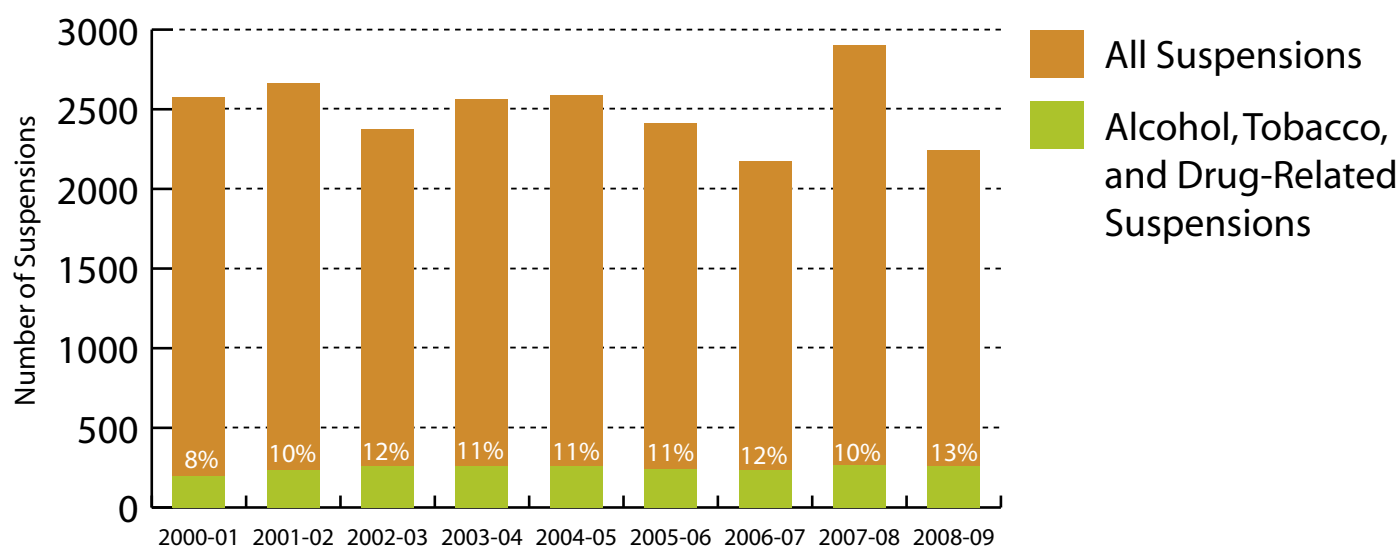
## Truancy Intervention Program Effective in Reducing Chronic Truancies

### A Numbers of Junior High and High School Students on the South Coast Who Were Truant And Received the Services of the District Attorney's Truancy Intervention Program



## While Overall Suspensions Declined in 2008-09, Those That Were Alcohol or Drug Related Remained Constant

### B Number of Suspensions for Alcohol and Drug Offenses as Compared to All Suspensions



## 12 Evaluation Results For Fighting Back's Prevention and Intervention Programs

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Fighting Back has developed a continuum of care that includes prevention and intervention programs targeting youth at all stages of risk or involvement in substance abuse problems.

- **Universal programs**, designed for the general population, such as all students in a school, include public awareness campaigns as well as components of our Youth Service System like Friday Night Live, sober activities, and prevention curricula.
- **Selective programs** are designed for youth and families at risk, such as poor school achievers. Examples include our school-based mentoring program, conflict resolution services, and the Fighting Back Parent Program.
- **Indicated programs** are designed for youth who are already experimenting with alcohol or drugs and include the SUPER Program, Teen Court, the Reconnecting Youth Program, and the Cannabis Youth Treatment Program.

Fighting Back has been fortunate in the past several years to partner with a team of researchers from RAND Corporation who have worked with program staff to implement and integrate evaluation into program management. Results from our ongoing evaluations of selective and indicated programs are summarized below.

### The Fighting Back Parent Program

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Based on the award-winning *Parent Project* curriculum, this educational program is designed specifically for parents who are facing the challenges associated with raising adolescents aged 10-18. The curriculum consists of six interactive classes. Parents are encouraged to bring their own experiences to the group and then work with the facilitator and each other to learn and incorporate effective parenting skills into their lives. Parents who completed the program showed statistically significant improvements in the following areas:

- Attitudes towards alcohol and marijuana use
- Parental competence
- Family cohesion
- Parenting practices, including parent-school involvement, decision making, parental monitoring, involvement of children in decisions, and knowing the parents of their children's friends

## The SUPER Program

The SUPER (Substance Use Prevention Education Resource) Program serves as a one-time diversion option for students found in possession of, or under the influence of, drugs or alcohol at school or during school functions. The program brings teens and parents together to help stop teen substance use/abuse, build family relationships and improve communication and consists of four, two-hour sessions.

**Parents** who completed the program showed statistically significant improvements in the following areas:

- Attitudes towards marijuana use
- Alcohol and drug knowledge
- Parent-school involvement
- Parent-child communication and family affection
- Parental monitoring and appropriate use of consequences

**Teens** who completed the program showed statistically significant improvements in the following areas:

- Perceived harm of alcohol and marijuana use
- Alcohol and drug knowledge
- Reductions in the use of alcohol and marijuana
- Self esteem
- Parent-Teen communication

## The Teen Court Program

Teen Court serves as an early intervention for first-time misdemeanor offenders by diverting them out of the traditional juvenile system. Youth agree to have their offense brought to a jury of their peers that determine appropriate terms and conditions of a ninety-day contract using established guidelines. All functions of Teen Court are carried out by teens, and sentences include jury duty, community service, counseling and education classes. Upon successful completion of the contract, the youth's offense is expunged from their juvenile record.

- 87% of teen court clients do not reoffend within one year of program completion.
- Teen Court graduates demonstrate better decision making and personal competence.

## The Reconnecting Youth Program

Reconnecting Youth is a school-based prevention program that helps high-risk youth achieve in school and decrease drug use, anger, depression, and suicidal behavior. Through small group skills training, the program enhances personal competencies and social support resources. Reconnecting Youth is facilitated by highly trained Youth Service Specialists at all South County secondary schools. This evidence-based curriculum is delivered as a daily class for students who have been referred, interviewed, and invited to the class. Students completing Reconnecting Youth classes showed statistically significant results in the following areas:

- Increased perception of the harmfulness of alcohol use
- Improved overall school performance, attendance, and grades
- Decreased past 30-day alcohol use
- Improved decision-making
- Decreased total drug use
- Improved anger control
- Improved alcohol and drug use control
- Improved mood management
- Decreased cigarette and other drug use

There has been no comprehensive study of the number of South Coast residents — either youth or adults — in need of treatment in recent years. At best, the following indicators give us various “windows” through which to view local adolescent treatment needs.

### How Many Adolescents Need Intervention or Treatment?

- 6% of 7th graders in 2009 reported use behaviors<sup>1</sup> indicating need for intervention or treatment, an increase from 5% in 2007.
- 19% of 9th graders and 33% of 11th graders would qualify for intervention or treatment for substance abuse based on their reported substance abuse behavior in the 2009 survey.
- We estimate<sup>2</sup> that 2,153 students (22% of the student body) in the Santa Barbara High School District need substance abuse intervention or treatment services.

*Source: California Healthy Kids Survey*

<sup>1</sup>Behaviors include: 3 or more days binge drinking, any drinking on school property, drinking to get drunk, use of marijuana 3 or more days, any use of marijuana on school property, all in the past 30 days.

<sup>2</sup>Applying the 9th grade rate to the 8th and 10th graders and the 11th grade rate to the 12th graders, for an estimated number of all students

- Approximately 86% of the 345 youth on supervised juvenile probation in Santa Barbara<sup>3</sup> have a term and condition for testing for drug and alcohol use.

*Source: Santa Barbara County Probation Department*

<sup>3</sup>Active juvenile caseload as of June 3, 2010.

The fact that at least one out of every five young people in the greater Santa Barbara area is in need of intervention or treatment for a substance abuse problem is cause for concern, especially in light of the fact that alcohol and other drug use by youth interrupts and in some cases destroys their ability to perform crucial developmental tasks. The younger the age at which substance abuse begins, the greater the likelihood for impairment of psychosocial development.

The good news is that youth also have the potential and vitality to move rapidly into recovery from alcohol and drug dependency. But they must have access to age-appropriate treatment and practical support in order to do so. More needs to be done to ensure that *all* youth with substance abuse problems, and their families, can have access to treatment.

## 14 Availability of Substance Abuse Treatment for Adolescents

Resources for adolescents with substance abuse problems on the South Coast include outpatient adolescent and family treatment programs and intervention programs in the schools. The rise and fall of treatment admissions is tied primarily to funding and capacity and is not an indicator of the need for treatment.

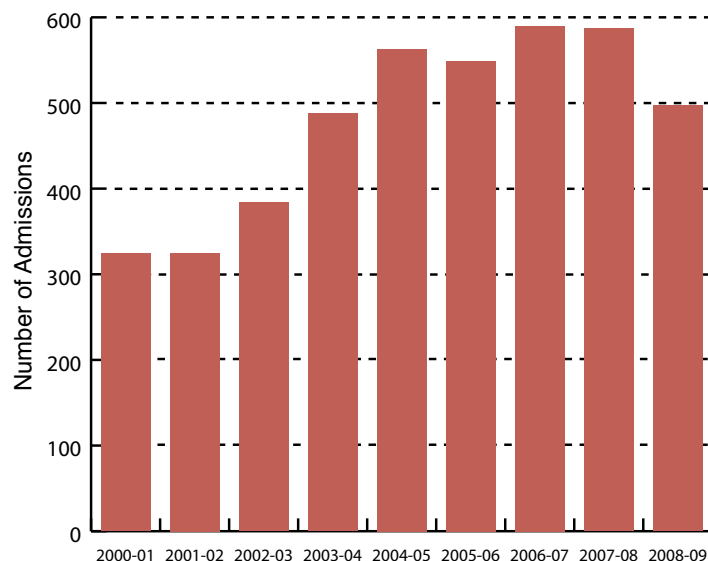
**The Daniel Bryant Youth and Family Treatment Center** opened in March, 2001. Treatment is individualized and programs vary between three to twelve months, depending on the severity of the addiction. Services are founded upon an evidence-based curriculum and incorporate group counseling with a focus on relapse prevention and life skills, acupuncture for detoxification and craving management, and random drug testing.

With federal funding, a new program targeting marijuana users was opened in December, 2004. **The Cannabis Youth Treatment Program** is a brief, 8-week treatment program for teens who are experiencing early negative consequences of marijuana use. This Best Practice program proved to be very effective during the three-year research study. In the three months after intake, 63% of youth had reduced their days of use by at least half and 28% reported no alcohol or drug use. One year later, 51% reported they were using half as many days as they did before treatment and 28% were still reporting no alcohol or drug use. These are excellent results and comparable to those obtained by the curriculum developers. This program has now been fully integrated into the treatment continuum at the Daniel Bryant Youth and Family Treatment Center.

**The Reconnecting Youth Program**, delivered by trained Youth Service Specialists at junior high and high schools, also provides intervention resources for youth with substance abuse problems, or those at-risk of involvement in drugs and alcohol. Delivered as a semester-long, daily class, this evidenced-based curriculum utilizes a peer-group approach to building life skills and reducing alcohol and drug use.

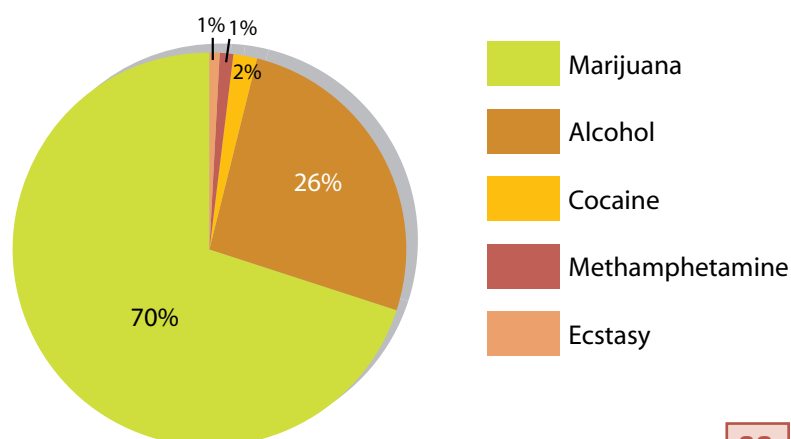
**Drug of First Choice:** In 2008-09, marijuana far surpassed alcohol as the most prevalent drug used by youth in treatment, rising from 43% of the treatment population to 70% over the past three years. The percentage of youth in treatment who use methamphetamine declined from 7% in 2004-05 to 1% in 2008-09.

**Admissions to County Funded Intervention and Treatment Programs in South Santa Barbara County for Youth Aged 12 - 17**



Source: Santa Barbara County Alcohol and Drug Programs

**Primary Drugs Used By Youth In County Funded Intervention & Treatment Programs In South Santa Barbara County in 2008-09**



# 15 Need for and Availability of Substance Abuse Treatment for Adults

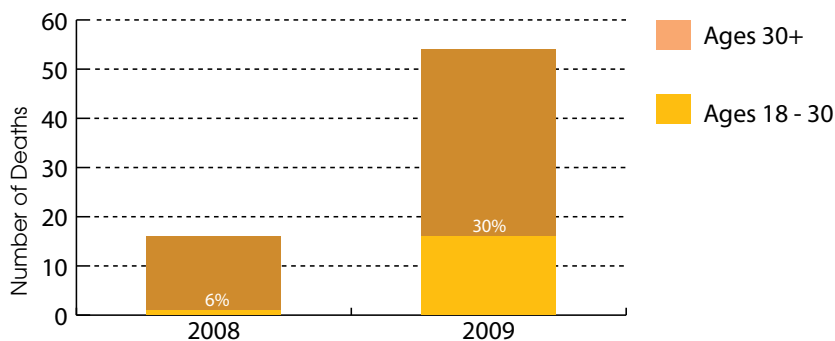
## Treatment Works!

- In a county wide study of drug court programs, 91% of SATC graduates and 87% of Prop. 36 graduates had no more jail days in the year following treatment.
- 70% of clients graduating from the Clean & Sober Court Treatment Program are still sober at follow-up.

**T**he *Community Treatment Scorecard*, published by the Community Recovery Network in June, 2001, estimated that there were 12,000 persons in South Santa Barbara County who were severely enough impaired by substance abuse problems to require treatment. *The Scorecard* estimated that in 2001 there was one treatment space for every 8.6 people needing treatment.

## Alcohol and Drug Related Deaths Tripled in 2009

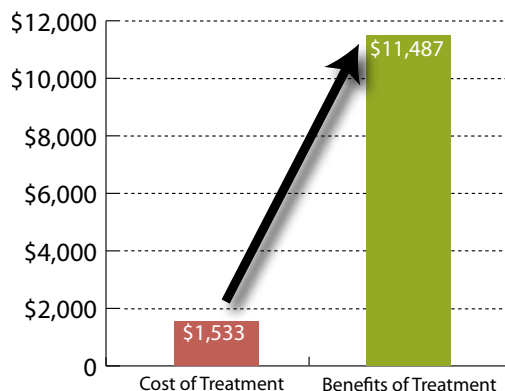
**Number of Alcohol and Drug Related Deaths of South County Residents Recorded by the Coroner's Bureau**



Another indicator of the need for treatment, and the impact of addiction on our community, are alcohol and drug related deaths. **Between 2008 and 2009 the number of alcohol and drug related deaths among South Santa Barbara County residents more than tripled, rising from 16 to 54.** The leading causes of death are linked to ingesting toxic levels of prescription drugs, illegal substances or a combination of both. Another trend the numbers show is an increase in alcohol and drug related deaths in young adults. Overdose deaths among people age 30 or younger in South County have increased to 30% of the deaths in 2009 from 6% in 2008. (Source: Santa Barbara County Sheriff-Coroner's Bureau)

## Cost Offset of Substance Abuse Treatment in California is 7:1

Accessible and effective community-based alcohol and drug treatment is imperative to reduce society's financial burden from problems associated with drug use. The benefits of treatment far outweigh the costs. A recent study of the cost savings of treatment in California showed that treatment has a benefit-cost ratio of seven to one. The largest offsets were due to reduced crime and increased employer earnings.

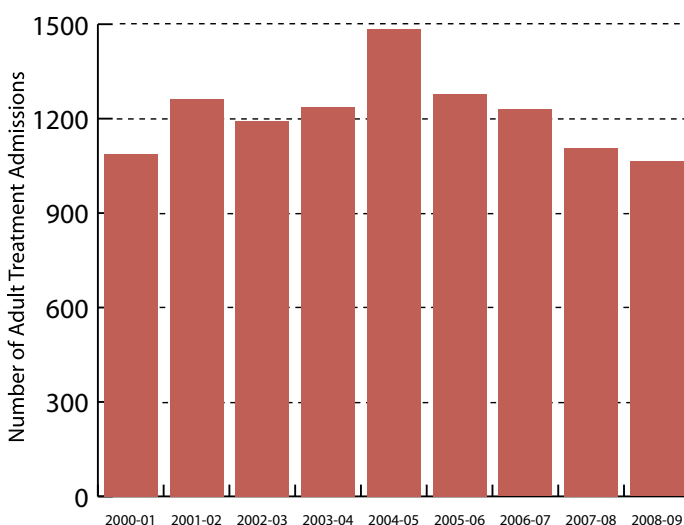


## Adult Treatment Admissions to County-Funded Programs

With the exception of a residential jail treatment program jointly funded by the Sheriff's Department and Santa Barbara County Alcohol, Drug and Mental Health Services, publicly funded adult treatment options in South County have been limited to outpatient services. A serious gap in the treatment continuum had been the lack of publicly-funded residential detoxification programs, a vital first step toward treatment. In January, 2004 the Project Recovery Residential Detox Program was opened at Casa Esperanza, in partnership with the City of Santa Barbara and County Alcohol, Drug and Mental Health Services, with a capacity of 12 beds.

The significant decline in treatment admissions in the past two years is due to severely declining public funds for substance abuse treatment. Out of necessity, more clients are being referred out of the county's treatment system and into privately funded treatment programs.

**Adult Admissions to County Funded Treatment Programs in South Santa Barbara County\***



*\*Does not include admission to private treatment programs  
Source: Santa Barbara County Alcohol and Drug Programs*

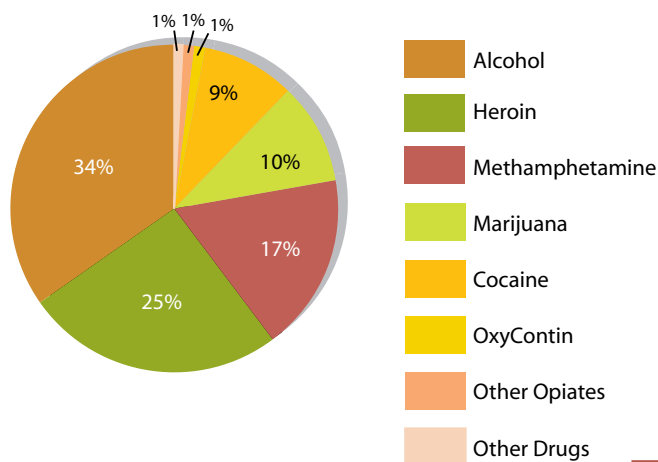
## Heroin Was the Primary Drug Used by One Out of Four Adults in Treatment in South Santa Barbara County in 2008-09

Alcohol has long been the primary drug of choice for adults in treatment, and was used by 34% of the treatment population in 2008-09. That same year, heroin surpassed methamphetamine as the second most frequently used substance with one in four addicts reporting heroin as their primary drug of choice.

Three years ago, methamphetamine was the second most frequently used drug by adults in treatment, used by 29% of the South County treatment population in 2006-07. That percentage declined in 2008-09 to 17%, reflecting a concerted community effort to prevent the spread of this highly addictive drug. However, the rise in heroin use is equally of concern.

Methamphetamine use also remains high among those in perinatal treatment programs. In babies born to addicted mothers, infant mortality is high and those who survive are almost guaranteed to have severe developmental and behavioral problems.

**Primary Drugs Used By Adults In County Funded Treatment Programs in South Santa Barbara County 2008-09**





## Excessive Alcohol Consumption and Underage Drinking Among College Students

The drinking behaviors of college students in our community affect levels of alcohol-related crime and public disturbances, as well as influencing high school students. And in its own right, this population deserves to be included in our prevention and intervention efforts.

### What Was Measured

- A. The percentage of UCSB students under the age of 21 who reported consuming alcohol in the past 30 days.
- B. The percentage of UCSB students who reported binge drinking in the previous two weeks, compared to students at other 4-year colleges.
- C. The percentage of UCSB students reporting negative consequences at least once during the past quarter as a result of drinking.

Source: *Safer California Universities Study Survey 2003 - 2008.*

### How We Measure Up

- 73% of underage students at UCSB reported drinking in the past month in 2008. This indicator has remained unchanged over time.
- In 2008, 52% of UCSB students reported binge drinking during the past two weeks. Aside from a slight decline in 2004, there has been no significant change in binge drinking rates.
- Negative consequences resulting from drinking are significant, with 49% of UCSB students in 2008 reporting a serious personal problem and 17% reporting public misconduct as a result of drinking.

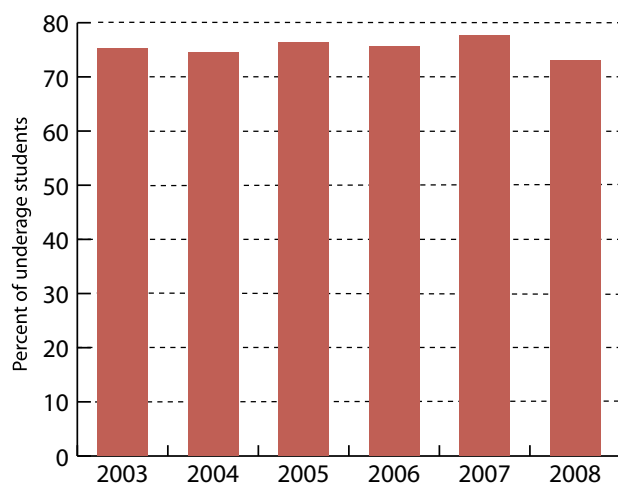
### UCSB Alcohol and Drug Prevention Programs

- In 2005, UCSB developed the College Alcohol & Substance Education (CASE) Program, a five-session course of small group treatment interventions, recently expanded to include two additional psycho-educational groups. A study of over 1,000 students who violated residence hall alcohol and drug policies and were mandated to participate in CASE showed a significant decrease in drinking behaviors and associated negative consequences.
- As of Fall 2007, all incoming UCSB students (freshmen and transfers) are required to complete an on-line alcohol education course within the first five weeks of their first quarter.
- In addition to program offices on campus and in Isla Vista, UCSB has a dedicated on-call alcohol and drug counselor available to provide screening and brief intervention for students.
- Since 2002, UCSB has been sending letters of concern to students arrested or cited in Isla Vista for alcohol or drug offenses, and to their parents. Since 2006, the process has included mandatory alcohol and drug counseling for students with repeat citations.



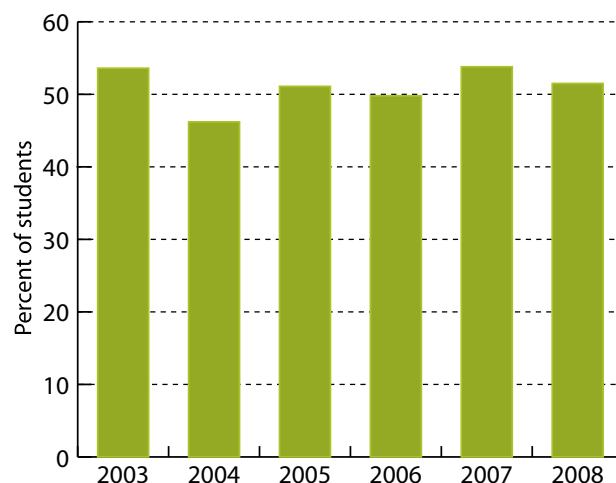
## Nearly 3 out of 4 UCSB Students Under Age 21 Report Drinking in the Past Month

**A Underage UCSB Students Who Reported Consuming Alcohol in the Past 30 Days**



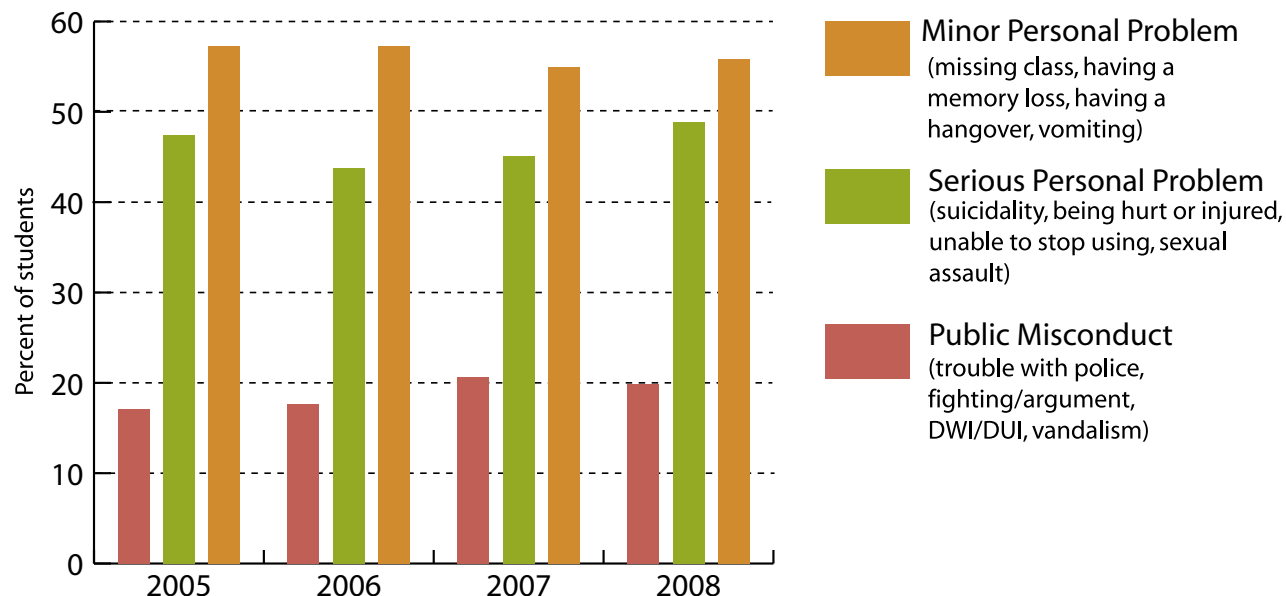
## Half of UCSB Students Report Binge Drinking in Past Two Weeks, Little Change Over Time

**B UCSB Students Who Reported Binge Drinking in the Previous Two Weeks**



## 49% of UCSB Students Report Serious Personal Problems in 2008 as a Result of Drinking

**C UCSB Students Who Reported Negative Consequences At Least Once During the Past Quarter As a Result Of Drinking**



## 17 DUI Arrests and DUI Related Collisions

The rate of arrests of drivers who are under the influence of alcohol is a measure of the level of excessive alcohol consumption in the community, as well as of the success of prevention efforts aimed at reducing drinking and driving. Because this measure is influenced by enforcement practices, it must also be viewed in the context of DUI-related collisions, which are independent of enforcement practices.

### What Was Measured



**A.** The number of arrests for DUI (driving under the influence) in South Santa Barbara County.

*Sources: Santa Barbara Police Department, Santa Barbara County Sheriff's Office, California Highway Patrol*

**B.** Office of Traffic Safety rankings of DUI arrests and alcohol involved collisions in 2008 for the cities of Santa Barbara, Goleta, and Carpinteria, and for Santa Barbara County, as compared to those of cities and counties of similar populations. Number 1 in the rankings is the highest or "worst." *Source: California Office of Traffic Safety*

**C.** The number of collisions involving a driver under the influence, expressed as a percentage of all collisions in South Santa Barbara County.

**D.** The number of collisions involving a driver under the influence that resulted in injury, expressed as a percentage of all injury collisions in South Santa Barbara County.

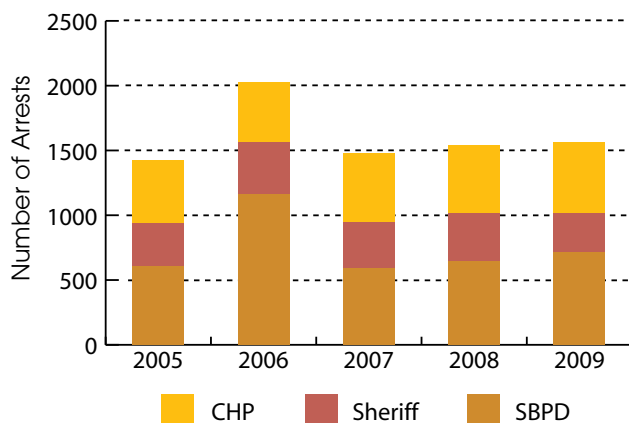
*Sources: Santa Barbara Police Department, Santa Barbara County Sheriff's Office, California Highway Patrol*

### How We Measure Up

- With the exception of a significant spike in arrests in 2006, the numbers of DUI arrests have been gradually increasing from 1,429 in 2005 to 1,565 in 2009 — a 10% increase.
- In 2009, 6.7% of all collisions were caused by drunken drivers, a somewhat lower percentage than in previous years.
- While overall injury collisions have declined, those caused by drunken driving remain largely unchanged. In 2009, 10.6% of all injury collisions were caused by drunken drivers, a higher percentage than in previous years.
- The City of Santa Barbara had a much higher rate of alcohol-related collisions in 2008 than cities of similar size in California, ranking 5<sup>th</sup> out of 103 cities. At the same time, it had a much lower rate of DUI arrests, ranking 90<sup>th</sup> out of 102 cities. This appears to indicate a need for greater DUI enforcement to prevent alcohol-related collisions.

## Local DUI Arrests Increase Slightly Over Past 3 Years

### A DUI Arrests in South Santa Barbara County



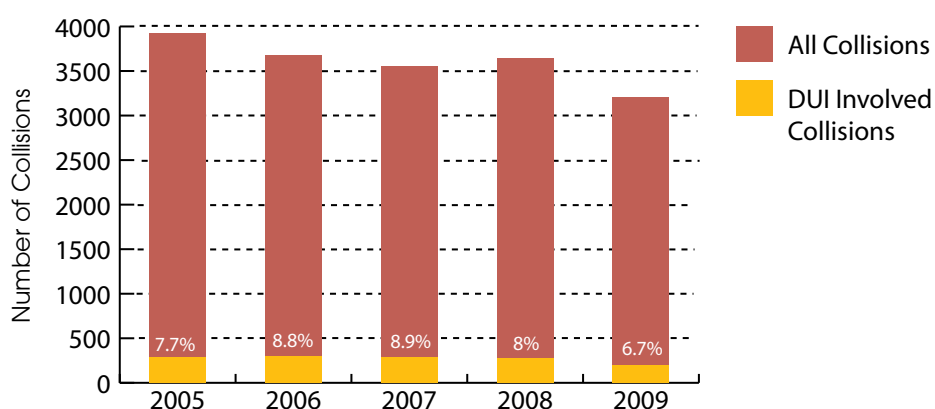
## Santa Barbara Has the 5th Highest Rate of Alcohol Involved Collisions

### B 2008 California Office of Traffic Safety Ratings For Cities and Counties of Similar Populations

Jurisdiction	Ranking by Daily Vehicle Miles Traveled	Ranking by Average Population
<b>City of Santa Barbara:</b>		
Alcohol Involved Collisions	3 <sup>rd</sup> out of 103	5 <sup>th</sup> out of 103
DUI Arrests		90 <sup>th</sup> out of 102
<b>City of Goleta:</b>		
Alcohol Involved Collisions	34 <sup>th</sup> out of 97	13 <sup>th</sup> out of 97
DUI Arrests		42 <sup>nd</sup> out of 96
<b>City of Carpinteria</b>		
Alcohol Involved Collisions	36 <sup>th</sup> out of 101	45 <sup>th</sup> out of 101
DUI Arrests		56 <sup>th</sup> out of 96
<b>Santa Barbara County</b>		
Alcohol Involved Collisions	16 <sup>th</sup> out of 58	25 <sup>th</sup> out of 58

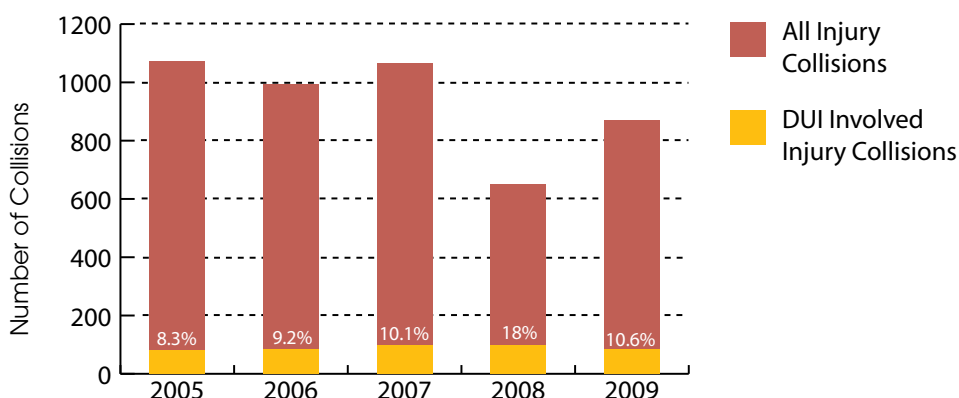
## Drunken Driving Was Responsible for 6.7% of All Collisions in 2009

### C DUI Involved Collisions Compared to All Collisions



## One Out of 10 Injury Collisions Was Caused by Drunken Driving in 2009

### D DUI Injury Collisions Compared to All Injury Collisions



# Taking Action:

## What South Coast Communities Can Do to Prevent Youth Substance Abuse

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No single agency or organization can tackle the problem of substance abuse among youth. It will take the efforts of every sector of our communities to turn the tide of substance abuse. The following are suggestions for how each sector of the community can help Fighting Back address our first goal: reducing alcohol and drug abuse among our youth aged 12 to 17.

### **Businesses:**

- Help support youth community service and sober activities.
- Provide incentives and financial support for “Free 4 the Weekend” and Red Ribbon Week activities.
- Provide employees with a paid hour each week to spend as a mentor to youth in our community.
- Become a sponsor of the annual “Mission for Mentors” telethon.
- Host parenting classes at your work site.
- Provide jobs for youth.

### **City and County Agencies:**

- Continue to expand collaborations with nonprofit and private sector agencies to provide youth services.
- Collaborate with businesses and youth serving agencies to create more adolescent-focused activities after school and on weekends.
- Support public policies that restrict youth access to alcohol and drugs. Support ordinances to reduce underage drinking.
- Ban storefront medical marijuana dispensaries, while regulating legal collectives and cooperatives.

### **Criminal Justice Agencies:**

- Support and participate in collaborative services for youth and fractured families.
- Support collaborative truancy intervention programs and increase parental involvement in these programs.
- Continue the efforts of the Police Activities League to strengthen self-esteem and resistance to drug and alcohol involvement and to develop relationships between youth and law enforcement personnel.
- Collaborate with schools and community-based agencies to assist in identifying at-risk youth who could benefit from targeted and coordinated prevention services.
- Vigorously pursue businesses who sell alcohol or tobacco to minors by conducting regular decoy operations.

### **Faith Community:**

- Recruit mentors from your congregations for local mentoring programs.
- Encourage conversations among teens and parents in your congregation about alcohol and drug abuse.
- Educate youth pastors and laypersons who work with youth to intervene and provide alcohol and drug counseling referrals.
- Provide sober activities for the youth in your congregations.

### **Service Organizations:**

- Adopt a youth development or substance abuse prevention program as an annual service project.
- Lend your financial and volunteer support to programs that help keep youth alcohol and drug free.

**Media Outlets:**

- Promote volunteer participation in mentoring and other prevention programs for youth.
- Provide a calendar of sober activities for youth and families.
- Continue to provide coverage of Fighting Back strategies and activities, editorials on alcohol and drug issues, and referral resources in the community.
- Publicize positive outcomes with examples of success; these positive endings to sad stories inspire others with hope.
- Conduct coordinated media campaigns targeting youth and parents focused on reducing youth drug abuse and underage drinking.
- Don't air or publish alcohol or tobacco advertisements that target youth.

**Parents:**

- Stay informed and keep the lines of communication with your children open about issues of alcohol and drug use.
- Ask for your children's opinions regarding current news items related to alcohol and drugs and discuss strategies for coping with the pressure to use substances.
- Become role models for your children by being alcohol and drug free, and participating in community awareness activities like the Summit for Danny.
- Seek help for family problems which may lead to substance abuse.
- Attend a Fighting Back Parent Program training.
- Advocate for more sober venues for youth activities and provide time and money for these activities.
- Create a parent network with the parents of your child's friends to monitor their activities and ensure that alcohol and drugs are not available at parties they attend.

**Parent, Teacher, and Student Associations (PTSAs):**

- Become better informed about alcohol and drug abuse problems and programs in your school and get involved with your school's Youth Service Specialist.
- Provide support for sober activities.
- Encourage parents to volunteer for after school and weekend programs for youth.
- Encourage parent education regarding responsible drinking as an adult.

**Schools:**

- Support and expand the number of Youth Service Specialists on campus in proportion to each school's population.
- Support research-based programs and curricula that increase youth's connection to school and develop resiliency.
- Expand alcohol and drug prevention resources at the elementary schools.
- Encourage the growth and development of after school programs and the use of school facilities as community centers.
- Provide training for all staff on identification and referral of youth with substance abuse problems.
- Involve coaches in substance abuse prevention programs.
- Continue to administer an annual youth substance abuse survey in order to monitor the success of prevention efforts and understand trends.
- Provide drug testing as a tool for students to resist alcohol and drugs.

**Youth Serving Agencies:**

- Stay open during evenings and weekends when youth most need organized sober activities.
- Train staff to recognize youth with substance abuse problems and provide referrals to treatment.

*For more suggestions, visit [www.cadasb.org](http://www.cadasb.org)*

# Taking Action:

## What South Coast Communities Can Do to Increase Access to Treatment

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Treatment capacity is largely a function of public funding for the uninsured and expanded substance abuse treatment benefits for the privately insured. It will take the efforts of everyone in our community to ensure that access to treatment is available for everyone who needs it. Here's what each sector of our community can do to help:

### Businesses:

- Join an Employee Assistance Program to receive counseling and referral benefits for your employees.
- Develop drug-free workplace policies and train your management staff to recognize employees with substance abuse problems and assist them in getting treatment.
- Become a sponsor for *Summit for Danny* to fund treatment scholarships.

### City and County Agencies:

- Continue to expand collaborations with nonprofit and private sector agencies in providing cost-effective treatment, as well as outreach to homeless and other underserved populations.

### Criminal Justice Agencies:

- Work to sustain and expand jail based treatment, Clean and Sober Court, Drug Court, Teen Court and other diversion programs for adults and juveniles.

### Faith Community:

- Educate pastors and laypersons to provide alcohol and drug counseling referrals.

### Health Care Providers:

- Encourage the training of all physicians in identifying patients with substance abuse problems and in the latest developments in the treatment of alcohol and drug abuse.
- Encourage brief interventions by physicians, as they have been shown to provide significant motivation for change.

### Media Outlets:

- Provide news stories and editorials on alcohol and drug issues and activities, and treatment referral resources.

### Parents:

- Learn how to recognize the signs and symptoms of substance abuse.
- Attend a Parent Program training.
- If you suspect that your son or daughter has a substance abuse problem, call the Daniel Bryant Youth and Family Treatment Center for an assessment (730-7575).

### Recovery Community:

- Support Twelve Step groups for adolescents.
- Collaborate with treatment programs by joining the Fighting Back Treatment Task Force.

### Schools:

- Train all staff to recognize youth who have a substance abuse problem and refer them to the Youth Service Specialist on campus.
- Utilize SUPER and Teen Court resources to intervene with youth who have substance abuse or behavioral problems.

### Service Organizations:

- Lend your financial and volunteer support to substance abuse treatment programs.

### Treatment Providers:

- Develop adolescent sober living facilities for youth returning to the community after residential treatment or while they are in intensive outpatient treatment.

### Youth Serving Agencies:

- Train your staff to recognize youth with substance abuse problems and provide appropriate referrals to treatment.

### All Community Members:

- Support the annual Summit for Danny climb to provide treatment scholarships for youth at the Daniel Bryant Youth and Family Treatment Center.

# Taking Action:

## What South Coast Communities Can Do to Prevent Excessive Alcohol Use

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Excessive alcohol use takes a heavy toll on our community in lives lost to drunk drivers, alcohol-related accidents or violence. Young and inexperienced drinkers face the risk of alcohol poisoning, date rape, and other consequences of inebriation. The following are suggestions for how each sector of the community can work together to reduce excessive alcohol use and the harm it causes.

### Bars and Restaurants:

- Provide employees with responsible beverage server training and make sure they know how to recognize someone spiking a drink.
- Consider staggering your closing hours with your neighboring bars.

### Businesses:

- Train management staff to recognize signs of alcoholism and make appropriate interventions with employees.

### City and County Agencies:

- Require and fund responsible beverage server training, and make it a condition of alcohol license transfers.
- Consider ordinances at the county level to eliminate sales of fortified wine and beer (consumed primarily by youth and homeless persons).
- Promote and enforce social host ordinances.
- Work with youth organizations and businesses to provide regular alcohol-free, youth focused entertainment on weekend nights in downtown Santa Barbara.

### Colleges and Universities:

- Continue to expand model programs like UCSB's College Alcohol and Substance Education Program and the availability of alcohol counselors on campus.
- Work with the Sheriff's Department to support the enforcement of keg registration laws and the landlord notification program in Isla Vista.

### Criminal Justice Agencies:

- Continue to expand DUI checkpoints.
- Pursue businesses who sell alcohol to minors by conducting regular sting operations.

### Health Care Providers:

- Encourage the training of all physicians in identifying patients with alcohol abuse problems and in the latest developments in the treatment of alcoholism.
- Encourage brief interventions by physicians as they have been shown to be particularly effective in reducing patient's alcohol use.

### Media Outlets:

- Play a key role in educating South County adults about alcoholism.
- Partner with Fighting Back in conducting coordinated media campaigns to prevent underage drinking.

### Parents:

- Become role models for your children by being alcohol free or practicing responsible drinking.
- Set clear expectations and consequences regarding underage use of alcohol and driving under the influence.

### Parent, Teacher, and Student Associations:

- Encourage parent education about how to communicate with their children about the dangers of alcohol use.

### Schools:

- Continue to support Sober Graduation, Red Ribbon Week, Free 4 the Weekend and other sober activities for youth.
- Implement prevention curricula and integrate alcohol prevention messages in health classes and other subjects.
- Continue to support the prevention efforts of your Youth Service Specialists.
- Encourage coaches to set clear standards about drinking for student athletes.



# Data Sources

## I. Reducing Youth Substance Abuse (Indicators 1 - 12)

*The California Healthy Kids Survey* was administered by the Santa Barbara School District annually from 2000 to 2009. The sample size for 9th and 11th graders in 2001 and 2002 was insufficient to be able to report data for those two years. Some indicators were not included in the 2005 survey administration. Survey response rates varied by year. Other data sources cited in this chapter include:

*California Department of Justice, Criminal Statistics Center;*  
*Santa Barbara Police Department's arrest reports;*  
*Santa Barbara County Sheriff's Department arrest reports;*  
*Santa Barbara High School District suspension reports; and*  
*Truancy Intervention and Parent Accountability Program: Annual Reports.*

## II. Increasing Access to Substance Abuse Treatment (Indicators 13 - 15)

Data sources cited in this chapter include:

*The Community Treatment Scorecard, Community Recovery Network, June, 2001;*  
*Santa Barbara County Sheriff-Coroner's Bureau;*  
*Santa Barbara County Probation Department;*  
*Santa Barbara County District Attorneys Office;*  
*Santa Barbara County Alcohol, Drug and Mental Health Services; and*  
*Ettner, S.L., D. Huang, et al. (2006) "Benefit-cost in the California treatment outcome project: does substance abuse treatment 'pay for itself'?" Health Services Research, 41(1): 192-213.*

## III. Reducing Excessive Alcohol Consumption (Indicators 16 - 17)

*The Safer California Universities Study Survey* was conducted by a team of researchers at the Prevention Research Center (PRC), a center of the Pacific Institute for Research and Evaluation (PIRE). The main purpose for this research is to collect data on alcohol and other drug use on collaborating campuses within the University of California and California State University systems.

Other data sources cited in this chapter include:

*Santa Barbara Police Department arrest and collision reports;*  
*Santa Barbara County Sheriff's Department arrest and collision reports;*  
*California Highway Patrol arrest and collision reports; and*  
*California Office of Traffic Safety comparative ratings of arrests and collisions.*



## Santa Barbara Fighting Back

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Santa Barbara Fighting Back is a community initiative to reduce the demand for illegal drugs and alcohol.

## Santa Barbara Fighting Back Steering Committee

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Bill Cirone, *Co-Chair*  
Superintendent, Santa Barbara County Schools

Tom Thomas, *Co-Chair*  
Community Relations Executive,  
Santa Barbara Bank & Trust

Marty Blum  
Former Mayor, City of Santa Barbara

Bill Brown  
Santa Barbara County Sheriff

Michael Brown  
Santa Barbara County Administrator

Dr. Robert Bryant  
President, Bryant & Sons, Ltd.

Dr. Jane Close Conoley  
Dean of The Gervirtz School  
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