



**BOARD OF SUPERVISORS
AGENDA LETTER**

Agenda Number:

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

Department Name: ADMHS
Department No.:
For Agenda Of: 11/21/2006
Placement: Administrative
Estimate Time:
Continued Item: NO
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors
FROM: Department Director(s) James L. Broderick, Ph.D., Director
Alcohol, Drug & Mental Health Services
Contact Info: Al Rodriguez, ADMHS Assistant Director – Alcohol Drug
Program 805.681.5442
SUBJECT: FY 06-07 Future Leaders of America Contract

County Counsel Concurrence:

As to form: Yes No N/A

Auditor-Controller Concurrence:

As to form: Yes No N/A

Other Concurrence: N/A

As to form: Yes No N/A

Recommended Action(s):

That the Board of Supervisors:

- a) Approve and authorize the Chair to execute a contract (converting an existing purchase order) with Future Leaders of America (a local vendor) for prevention services in the Carpinteria area for the period of July 1, 2006 through June 30, 2007, in the amount of \$140,000;
- b) Authorize the Director of ADMHS to approve amendments to the proposed contracts, provided that any such amendments do not exceed ten percent (10%) of the contract's dollar amount.

Summary:

Alcohol, Drug and Mental Health Services (ADMHS) has contracted with Future Leaders of America (FLA) to support a coalition in Santa Maria to address under-aged drinking through the Safe and Drug Free Schools and Communities Grant Project for four years. The existing purchase order with FLA for Fiscal Year 2006-07 is in the amount of \$90,000. ADMHS proposes amending this contract to increase the scope of work to enable the Agency to develop a youth-based coalition in Carpinteria with the goal of facilitating drug and alcohol free youth development activities; raising community awareness of Carpinteria youth alcohol and other drug problems (AOD); encouraging youth leadership; and reducing youth access and use through youth advocacy and youth-led community mobilization. The proposed amendment, in the amount of \$50,000, would bring the contract total to \$140,000, thereby requiring Board of Supervisors approval.

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FLA has demonstrated their capability and capacity to attract and retain youth to leadership training and involvement in advocacy and community mobilization to prevent youth access to alcohol. In FY 05-06, over 100 countywide youth participated in FLA’s leadership training camp. Subsequently, 16 to 20 youth joined Project Access Teen Coalition in Santa Maria and became actively involved in community advocacy and efforts to reduce sales and advertising to underage youth. Of these 20 youth coalition members, 10 conducted pre and post-education surveys of 10 off-sale license retailers’ advertisements and violations of their licenses, including sales to minor violations. Subsequently, 10 youth provided education and information to 10 retailers about better compliance and responsible product placement, advertising, and sales of alcohol at their store location. FLA has also provided leadership training, coalition recruitment, and mentoring to youth in Friday Night Live clubs at the Santa Maria high schools.

In early in 2006, ADMHS engaged Carpinteria Cares for Youth (a community advocacy group) in a five-session planning process to identify problem statements and strategies. The group identified two problem areas in Carpinteria: 1) High rate of youth alcohol use; and, 2) Easy access to alcohol from commercial and social sources. To address youth access to alcohol in Carpinteria, FLA will develop and coordinate the Carpinteria Youth Leadership Council. The primary goal of the 15 to 25-member teen council will be to facilitate youth in identifying and implementing youth-led strategies that will follow an environmental approach of reducing youth use and access to alcohol and/or drugs in Carpinteria. Carpinteria Cares for Youth will serve in an advisory and supportive capacity.

Performance Measures:

Approval of the recommended action will assist ADMHS in meeting the following **Recurring Performance Measure:**

RPM 0197: to promote community commitment to preventing local alcohol and other drug problems by increasing the number of community coalition members involved in alcohol and other drug prevention services.

In addition the following outcomes are anticipated. Long-Term Outcomes: 1) develop a coalition of 15-20 youth involved and able to mobilize their peers, parents, and communities to prevent alcohol and drug problems; 2) influence norms regarding youth access and use of alcohol; 3) increase youth resiliency and individual, peer, school and community protective factors; 4) demonstrate increased knowledge, cultural competency and ability to mobilize around alcohol policy issues; 5) increase the enactment and enforcement of alcohol related policies.

The following associated impacts are expected: 1) Increased youth and community mobilization to decrease AOD use and access; 2) Youth involved in the solutions to community defined problems related to AOD use; 3) Decreased youth access and use of alcohol; 4) Reduce the promotion and access to alcohol by youth as measured by Merchant Assessment factors, which include alcohol ads targeting youth and placement of alcohol near youth products. 5) Reduce sales to minor violations, as identified by the California Department of Alcohol Beverage Control.

Fiscal and Facilities Impacts:

Budgeted: Yes No

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Fiscal Analysis:

The Future Leaders of America contract amendment is funded by a combination of Federal SAPT Block Grant and Safe and Drug Free Schools (SDFS) State Grant funds specified for prevention uses. These funding sources are identified in the Adopted FY 2006-07 Budget, Federal and State Revenues, State – Other Revenue Line Item 4339 and Federal Block Grant – Revenue Line Item 4360 (page D-158 in the County Budget Book, Alcohol and Drug Programs Division). FLA has utilized \$22,500 of the existing contract through the first quarter of FY 2006-07. The proposed expenditures are included in the FY 2006-07 budget for Professional and Special Services, Expenditure Line Item Account 7460. Execution of this contract will not increase the use of general fund dollars by the ADMHS Department.

Legal Positions:

FTEs:

Special Instructions:

Please send one (1) fully executed copy of the contract and minute order to:

Alcohol, Drug and Mental Health Services
ATTN: Jack Juntunen, Contracts Analyst
300 N. San Antonio Road
Santa Barbara, CA 93110

Attachments:

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Authored by:

Christina Toma, Departmental Analyst

cc: