



North Coastal Prevention Coalition

Implementing Environmental Prevention Strategies (EPS) at the Local Level

CSAP's Center for the Application of Prevention Technologies

West Regional Technical Expert Panel

June 22, 2010
Erica Leary, MPH
Program Manager

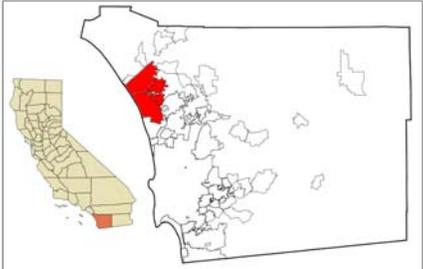


NCPC Mission

➤ The mission of the North Coastal Prevention Coalition is to reduce the harm of alcohol, tobacco, marijuana and other drugs in the cities of Carlsbad, Oceanside and Vista through community **action**, **education**, **support** and **collaboration**.

NCPC Region



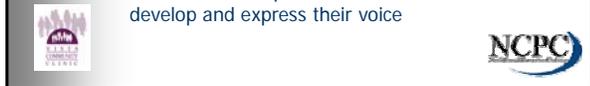
 

NCPC Funding and Partnerships

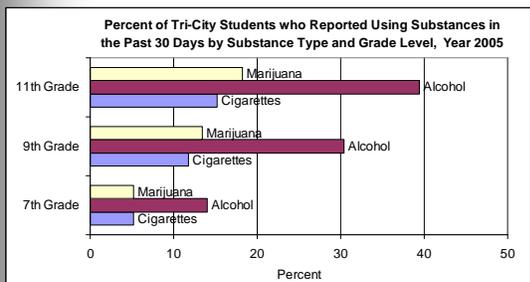


Environmental Prevention Strategies

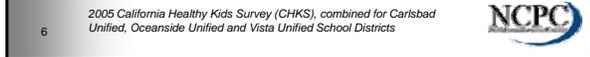
- ✦ Focus on policy and policy change
- ✦ Focus on the social, political and economic context of ATOD related problems
- ✦ Long term focus on policy development
- ✦ People gain power by acting collectively
- ✦ Individual as advocate
- ✦ Professionals help create avenues for citizens to develop and express their voice

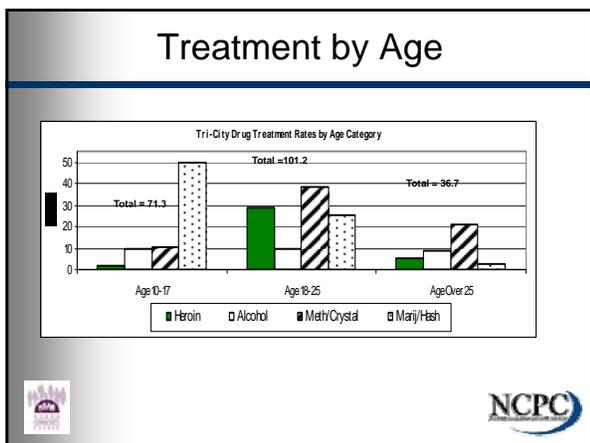


Student Survey Data



2005 California Healthy Kids Survey (CHKS), combined for Carlsbad Unified, Oceanside Unified and Vista Unified School Districts





- ### Reducing Youth Access to Alcohol
- Community-wide strategies to prevent underage drinking:
- Decoy and shoulder tap operations;
 - Parent pledges;
 - Monitoring alcohol license applications;
 - Underage drinking community forums;
 - Social host ordinances
- NCPC



Monitoring Alcohol Outlet Density and Location



Advocating to keep the local movie theater alcohol free

North County Times, Friday, March 2, 2007

Suds not part of show in O'side

■ CinemaStar won't pursue alcohol proposal

By Bob Bennett

© 2007 NCT

OSCEOLA — An

proposal to bring

alcohol to the

local movie theater

has been rejected

by the theater's

management.

The proposal was

submitted to the

theater's board of

directors last week.

The board voted

to reject the

proposal.

The theater's

management

said the proposal

was not in line

with the theater's

mission.

The theater's

management

said the theater

is a family-

friendly venue.

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Initial proposal to bring alcohol to local movie theater was rejected by the theater's board of directors.



Social Host Ordinance



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Media coverage helps inform the public



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Health Advocates Rejecting Marijuana (HARM) San Diego County's Marijuana Prevention Initiative

- Reduce illegal drug paraphernalia
- Eliminate the sale of pro-drug merchandise;
- Responsible retailer campaign;
- Counter marijuana media normalization;
- Address proliferation of dispensaries.

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Environmental Strategies: Restricting Head Shops

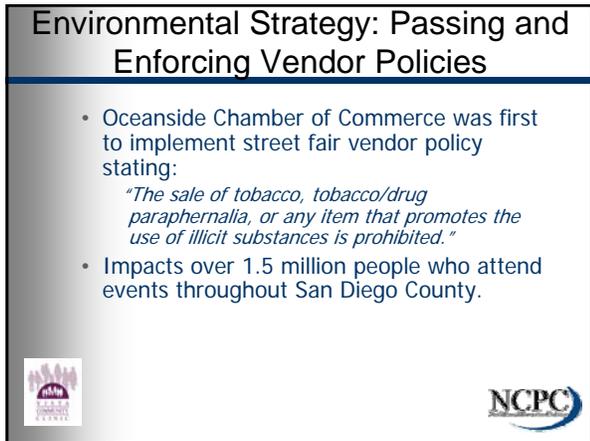


Enforcement Efforts Reduce Availability of Drug Paraphernalia



Environmental Strategy: Passing and Enforcing Vendor Policies

- Oceanside Chamber of Commerce was first to implement street fair vendor policy stating:
"The sale of tobacco, tobacco/drug paraphernalia, or any item that promotes the use of illicit substances is prohibited."
- Impacts over 1.5 million people who attend events throughout San Diego County.



Pro-drug items now prohibited at street fairs and outdoor venues



Responsible Retailer Campaign to Change Social Norms



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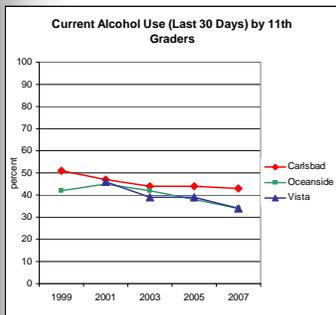
Youth Rally for Retailer Responsibility



Retailer Campaign Successes



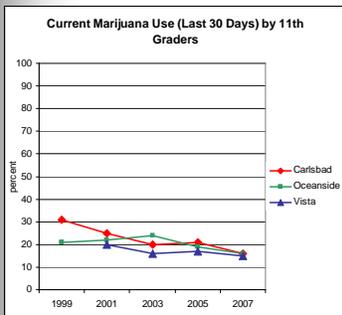
Long Term Outcomes: Underage Drinking



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Long Term Outcomes: Marijuana Use



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Acknowledgements

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North Coastal Prevention YOUTH Coalition/
 Friday Night Live members 2010.



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