

Marin County, Division of Alcohol, Drug and Tobacco Programs
Prevention Contractors and Initiatives

The following programs are being implemented with Substance Abuse Prevention and Treatment (SAPT) Prevention Set-Aside funds.

COMMUNITY-BASED PREVENTION: ALCOHOL ACCESS, CONSUMPTION AND PROMOTION
YOUTH-LED MEDIA ADVOCACY CAMPAIGNS
GRANTEE: YOUTH LEADERSHIP INSTITUTE

Partners that Have Committed to Participate:

- | | |
|--------------------------------|----------------------------------------|
| * HHS: Women's Health Services | * MCOE: Alternative Education Programs |
| * Huckleberry Youth Programs | * San Rafael Canal Ministries |
| * Making Waves | * Safe Routes to School |
| * Marin AIDS Project: REACH | * The Marin Institute |
| * Marin City Services Network | |

PROGRAM SUMMARY: Youth Leadership Institute (YLI) will facilitate the Marin Youth Health Advisory Council in applying environmental prevention strategies to reduce alcohol access, consumption and promotion among young people in Marin County. Specific activities include conducting youth-led surveys on alcohol access and the alcohol retail environment and implementing campaigns to reduce alcohol industry sponsorship and promotion at community events.

YLI will also help create and support Friday Night Live/Club Live (FNL/CL) youth groups and their adult allies in developing and implementing projects throughout Marin. The community projects will promote the leadership and advocacy skills of young people, especially non-traditional youth leaders, through training, technical assistance, resources and cultivating a supportive network of youth and youth-service providers.

MEDIA
GRANTEE: O'RORKE, INC.

PROGRAM SUMMARY: O'Rorke Inc. will implement a comprehensive and holistic media relations program that consists of media outreach around alcohol and other drug use. Program components will include: 1) providing media training and technical assistance for staff, youth, grantees and other stakeholders; 2) identifying opportunities for media advocacy; and 3) effectively implementing media advocacy methods.

SCHOOL-BASED ALCOHOL AND OTHER DRUG PREVENTION
GRANTEE: MARIN COUNTY OFFICE OF EDUCATION

Partners that Have Committed to Participate:

- | | |
|-----------------------------------------|----------------------------------------|
| * Bolinas Stinson Union School District | * Ross Valley School District |
| * Dixie School District | * San Rafael City Schools |
| * Kentfield School District | * Sausalito Marin City School District |
| * Lagunitas School District | * Shoreline Unified School District |
| * Larkspur School District | * Tamalpais School District |
| * Marin County Rural School Districts | * Brandeis Hillel Day School |
| * Mill Valley School District | * Marin Academy |
| * Novato Unified School District | * Saint Mark's School |
| * Reed Union School District | * The Branson School |
| * Ross School District | |

PROGRAM SUMMARY: The Marin County Office of Education (MCOE), in partnership with all public school districts and select private schools, will acquire and implement alcohol, tobacco, other drug and violence

prevention curriculum that is compliant with the No Child Left Behind Act (NCLB), as well as will provide staff and teacher training for middle and high schools to implement the NCLB-compliant curriculum. In addition, MCOE will integrate a media literacy component into the primary prevention curricula and provide staff training and mini-grant opportunities to the schools. Students will utilize these resources to develop various media literacy projects.

BINGE DRINKING AMONG YOUTH AND YOUNG ADULTS

GRANTEE: YOUTH LEADERSHIP INSTITUTE

Partners that Have Committed to Participate:

- * College of Marin
- * Dominican University
- * Huckleberry Youth Programs
- * HHS: Community Health & Prevention
- * The Marin Institute
- * Breaking the Link: High School and College Students

PROGRAM SUMMARY: Youth Leadership Institute will convene a Community Action Team comprised of diverse sectors of the community to reduce binge drinking among high school and college-age individuals. The Community Action Team will focus on the following communities- College of Marin, Dominican University, local High Schools and 18-24 year olds not attending college.

RESPONSIBLE BEVERAGE SERVICE INITIATIVE

Partners that Have Been Participating in this Project:

- * Marin County Sheriff's Department
- * Marin County Drinking Driver Program, a Program of Bay Area Community Resources
- * Novato Police Department
- * San Rafael Police Department
- * The Marin Institute
- * Youth Leadership Institute

PROGRAM SUMMARY: The County is implementing a comprehensive Responsible Beverage Service (RBS) Program, consisting of free server training, policy development activities and enforcement of alcohol-related laws. Comprehensive RBS programs have been effective in reducing sales and service of alcohol to minors and obviously intoxicated persons, and reducing DUI's and single vehicle nighttime crashes.

The following program is being implemented with the Governor's portion of federal Safe and Drug Free Schools and Communities grant funds.

COMMUNITIES MOBILIZING FOR CHANGE ON ALCOHOL (CMCA) PROGRAM

IMPLEMENTATION: YOUTH LEADERSHIP INSTITUTE EVALUATION: MK ASSOCIATES

PROGRAM SUMMARY: The Communities Mobilizing for Change on Alcohol (CMCA) program, which utilizes a community-organizing framework, has been rigorously evaluated and found to be effective in reducing youth (13-20 years) access to alcohol. Young people will be recruited to form three community-specific councils that will work to mobilize other youth, parents and community members to change the policies and practices around the sale and provision of alcohol. The intended impact of the CMCA program is to mobilize youth and community members to advocate for policies to reduce alcohol access, and in so doing, reduce youth alcohol use. Marin County was awarded a Safe and Drug Free Schools and Communities grant to implement the CMCA program in Novato, San Rafael and Southern Marin.

The following program is being implemented with the Office of Juvenile Justice and Delinquency Prevention grant funds. Additional funds have been provided by Alcoholic Beverage Control.

ENFORCING UNDERAGE DRINKING LAWS: COMMUNITIES TRIALS INITIATIVE

*EVALUATION: WAKE FOREST UNIVERSITY SCHOOL OF MEDICINE
TECHNICAL ASSISTANCE: PACIFIC INSTITUTE FOR RESEARCH AND EVALUATION (PIRE)*

IMPLEMENTATION: YOUTH LEADERSHIP INSTITUTE AND NOVATO POLICE DEPARTMENT

PROGRAM SUMMARY: The Enforcing Underage Drinking Laws (EUDL) Discretionary Program is part of a National Community Trials Initiative involving a total of thirty-four (34) cities from five states (California, New York, Connecticut, Florida and Missouri). Of the six communities in California, Novato was selected as an intervention city. The EUDL program seeks to reduce the availability and consumption of alcohol by youth (under 21) by implementing research-based best and most promising practices. The key elements include: 1) developing and maintaining a local community coalition that advocates for policies that reduce the social and commercial availability of alcohol to youth; 2) conduct compliance checks of establishments that sell and serve alcohol; and 3) conduct driving while intoxicated (DWI) enforcement activities.

The following program is being implemented with federal State Incentive Grant funds from the California Department of Alcohol and Drug Programs.

STATE INCENTIVE GRANT TO REDUCE BINGE DRINKING & RELATED COMMUNITY PROBLEMS

IMPLEMENTATION- PHASE I: MARIN COUNTY ADTP & MARIN AOD PREVENTION COLLABORATIVE

IMPLEMENTATION- PHASE II: MARIN COUNTY ADTP, MARIN AOD PREVENTION COLLABORATIVE AND THE YOUTH LEADERSHIP INSTITUTE, BAY AREA COMMUNITY RESOURCES, O'RORKE, INC., HUCKLEBERRY YOUTH PROGRAMS AND COMMUNITY VIOLENCE SOLUTIONS

EVALUATION: MK ASSOCIATES

PROGRAM SUMMARY: ADTP was awarded the State Incentive Grant (SIG) for a three-year period (October 1, 2004 – September 30, 2007) to reduce binge drinking among youth and young adults and related community problems. The focus of Phase I (Year 1) of the SIG is to 1) broaden the Marin Alcohol and Other Drug Prevention Collaborative to include more diverse participation; 2) provide capacity-building training opportunities in topics including environmental prevention, media advocacy and youth leadership; 3) select evidence-based community prevention strategies emphasizing environmental and public policy approaches; and 4) develop a plan that coordinates and expands efforts around binge drinking and related community problems.

Phase II (Years 2 and 3) of the SIG will focus on implementing the plan to reduce binge drinking and related community problems. The **Youth Leadership Institute** will conduct all Policy Change and/or Development activities as well as the Prevention of Sexual Assault activities through the Breaking the Link Collaborative which includes Community Violence Solutions and Huckleberry Youth Programs. **O'Rorke, Inc** will conduct all media campaigns and public relations activities. **Bay Area Community Resources** will conduct the Responsible Beverage Service trainings as well as work with local alcohol sellers/servers to implement changes to policies and practices. A coalition of local law enforcement agencies including the **Novato Police Department, San Rafael Police Department, Twin Cities Police Authority, Mill Valley Police Department, San Anselmo Police Department** and the **County Sheriff's Office** will implement increased enforcement activities.