

How to Help

The North Coastal Prevention Coalition meets monthly and welcomes community participation:

2nd Thursday of each month from 9-10 AM

S.D. County Health & Human Services

North Coastal Regional Offices—Community Room

1701 Mission Ave., Oceanside

In addition to attending monthly meetings, residents and agency representatives have supported Coalition efforts by building relationships within the community, writing letters to local leaders, and attending Council meetings.

The North Coastal Prevention Youth Coalition (NCPYC) meets bi-weekly and also welcomes high school students to its meetings at the Oceanside REACH site, 4700 North River Road, Oceanside.

Program Contact Information

The following programs are managed by the Vista Community Clinic in collaboration with the North Coastal Prevention Coalition.. **Staff can be reached at 760-407-1220.**

- The **Tri-City Prevention Collaborative** is a project of the North Coastal Prevention Coalition, with Vista Community Clinic serving as the fiscal agent. Funds are provided by the County of San Diego, Health and Human Services Agency, Alcohol and Drug Services.
 - ⇒ Erica Leary, Program Manager (x150)
 - ⇒ John Byrom (x149), Jovonne Dempster (x146), Debbie Obregon (x174), & Leticia Robles (x143)
- The **Drug-Free Communities Program** and the **STOP Act Underage Drinking Prevention Program** are managed by the Center for Substance Abuse Prevention (CSAP).
 - ⇒ Carmela Muñoz (x147), Rachel Bruckman (x153), & Miguel Pinedo (x145)
- The **Tobacco Control Programs** are funded by the County of San Diego and the State of California.
 - ⇒ Gena Knutson, Program Manager (x165)
 - ⇒ Liliana Sandoval (x142), Dannah Hosford (x166), Charlene Guillergan (x158), & Luzmam Vigil (x161)

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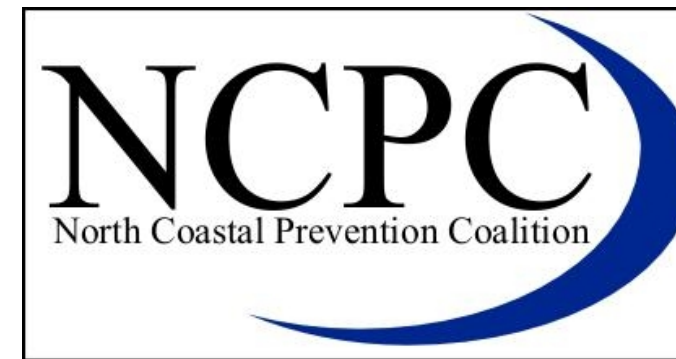
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- **President:** Aaron Byzak, Office of San Diego County Supervisor Pam Slater-Price
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- Leonard Mata, Oceanside Police Department
- Paul Savo, The Fellowship Center
- Tess Stewart Todd, Carlsbad Resident
- Maria Yanez, Vista Community Clinic

General Membership

- American Heart Association (858-410-3820)
- Becker Institute (760-434-7266)
- Carlsbad Police Department (760-931-2162)
- Carlsbad Unified School District (760-729-9291)
- County of San Diego, HHS, Alcohol and Drug Services (619-584-5007)
- Drug Enforcement Administration (858-616-4100)
- The Fellowship Center (760-745-8478)
- Mothers Against Drunk Driving (760-746-6233)
- McAlister Institute (760-721-2781)
- North County Coastal Career Center (760-631-6150)
- North County Health Services (760-736-8705)
- Occupational Health Services (760-891-1533)
- Oceanside Police Department (760-435-4900)
- Oceanside Unified School District (760-967-1322)
- San Dieguito Alliance for Drug-Free Youth (858-755-6598)
- Vista Community Clinic (760-407-1220)
- Vista Sheriff's Department (760-940-4551)
- Vista Unified School District (760-726-2170)
- Various community members
- **You! Join us and make a difference!**



Serving the communities of Carlsbad, Oceanside, and Vista to reduce the harm of alcohol, tobacco, marijuana and other drugs.

1st Quarter 2009

NCPC wins "Coalition of the Year 2008" Award

The North Coastal Prevention Coalition (NCPC) is thrilled to receive CADCA's Got Outcomes! Coalition of the Year Award. Sponsored by Community Anti-Drug Coalitions of America (CADCA), this award program recognizes three coalitions per year in different categories. The award will be presented at CADCA's National Leadership Forum in Washington D.C. in February 2009.

The North Coastal Prevention Coalition (NCPC) is a non-profit organization that began in 1993 as the Oceanside Substance Abuse Prevention Coalition. Working with partners in education, law enforcement, social services, governmental agencies, and the private sector, the coalition revised its mission statement in 2005.

Our 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.

Coalition efforts include the support of "social host" ordinances to reduce underage drinking at home parties, enforcement of regulations to eliminate the sale of drug paraphernalia, and tobacco retail licensing to hold businesses accountable for tobacco sales to minors.



North Coastal Prevention Coalition members at monthly meeting— Representative from Congressman Brian Bilbray presents a resolution in honor of NCPC's CADCA award on December 11, 2008.

Based on data collected from local school surveys (see chart on page 2), it was clear that alcohol, marijuana and cigarettes remain the primary drugs of choice for adolescents. For this reason, NCPC remains committed to changing social norms and policies that contribute to youth access to alcohol, tobacco, and marijuana.

NCPC aims to create a community culture that promotes healthy and drug free life choices. The annual '420 Remix' event is one example, and is featured in a recent CADCA publication:

**"Stay Smart,
Don't Start—
The Truth
About Drugs
and Alcohol."**

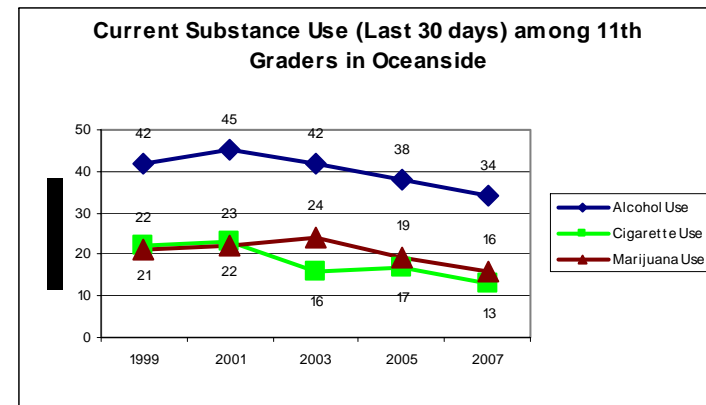


City of Oceanside and Representative from State Senator Wyland recognizing NCPC for 2008 CADCA award.

Collaboration Needed to Decrease Drug Abuse

- Alcohol is the most abused drug in the U.S. Approximately 40% of high school juniors report drinking in the past month.
- Teens who begin drinking before the age of 15 are four times more likely to develop alcoholism than those who begin at the legal age of 21.
- People who begin smoking before the age of 13 are more likely than non-smokers to have problems with alcohol and other drugs.
- Among 11th graders surveyed in 2007 in the Tri-City area, over 15% report having used marijuana in the past month.
- Teenagers whose parents talk with them about the dangers of drugs are 42% less likely to use drugs than those whose parents don't, yet only one in four teens reports having these conversations.

There is no simple solution to the problems of alcohol, tobacco, and other drug abuse. Bringing people together to share resources, ideas, and expertise creates opportunities to address issues in new ways, resulting in creative solutions.



Source: California Healthy Kids Survey, 2007. For CUSD and VUSD results, visit www.northcoastalpreventioncoalition.org.

Actions Speak Louder than Words: Neighborhood residents work together to improve their lives

Through funding from the Drug-Free Communities Support Program (DFC), the Eastside Neighborhood Association, an Oceanside resident task force, was formed in 2004 and is very active. Members have conducted neighborhood surveys to identify issues and monitor progress, held community forums, organized community clean-ups focusing on the local park and its surrounding area, and are planning efforts to build community leadership by attending meetings and regularly working with city officials.

One of the association's major events is Día del Niño (Day of the Child), an effort to promote positive neighborhood activities in the local park and celebrate children.



Eastside Neighborhood children enjoying their special day—Día del Niño.

Since 2005, Día del Niño draws over 1,000 residents together each April to celebrate the well-being of children. The event is an example of the power of community partnerships with support from city officials and many departments within the city of Oceanside, as well as local businesses.

In December 2008, another event brought together over 100 community members to La Posada, a traditional Latin holiday celebration. Neighborhood members of all ages enjoyed food, and children took turns breaking a piñata. All children received a goody bag with candy.



Día Del Niño Celebration, children interacting with firemen and learning about fire prevention.

All children received a goody bag with candy.

Tri-City Prevention Collaborative Promotes Policies and Collaboration to Address Alcohol, Marijuana and other Drugs

The Tri-City Prevention Collaborative (TCPC) serves as the regional prevention service provider for the cities of Carlsbad, Oceanside, and Vista.

Like other prevention collaboratives throughout San Diego County, TCPC efforts focus on “environmental prevention strategies.” Such strategies aim to address substance use, and its resulting negative social impact, as a problem within communities, and focus on system-wide changes that affect entire communities and populations of people.



Sixteen out of eighteen cities in San Diego County and the unincorporated area have adopted “social host” ordinances to help close a gap in

existing State law regarding underage drinking in private residences. Such policies strengthen the campaign goal to create a community standard that neither accepts nor condones youth drinking.

In the tri-city area, officers of the Oceanside Police Department and the Vista Sheriff's Patrol Station regularly review “social host” in their police briefings. Consequently, out of 90 officers surveyed in 2007 and 2008, 91% strongly agree that they will write citations for violations of the social host ordinance when appropriate.

Since 2004, the North Coastal Prevention Coalition has partnered with the Carlsbad Village Academy and other sponsors to support: “420 Remix—A Celebration of Sober and Drug Free Life Choices.” The event was founded in 2001 by the former director of the Scripps Student Assistance Program, when she noted that many students in their drug treatment program relapsed on April 20—the “unofficial” national holiday for smoking marijuana.



Los Oliver won the “420 Remix Battle of the Bands” on April 20, 2008.

When April 20 fell on Sunday in 2008, the event expanded beyond the school grounds to the Oceanside Pier Amphitheater and included a Battle of the Bands event. In addition, proclamations were issued by elected officials throughout San Diego County declaring April 20th Sober and Drug-Free Life Choices Day.



This smoke shop in Vista went out of business after law enforcement confiscated illegal paraphernalia.

The Tri-City Prevention Collaborative also promotes responsible business practices. Stores that sell drug paraphernalia or items that trivialize or glamorize drug use create an unhealthy norm and lower community standards. TCPC staff and youth coalition members conduct store assessments to ensure businesses are in compliance with State and local laws, and to ensure that effective regulations are in place to reduce the availability of drug paraphernalia within the community.

North Coastal Prevention Youth Coalition Promotes Youth Advocacy

The North Coastal Prevention Youth Coalition (NCPYC) encourages high school youth to become advocates for prevention issues. In the past, youth members have taken part in activities to benefit the community including clean-ups, conducting store assessments for drug paraphernalia, speaking to policy makers about prevention issues, attending statewide conferences, and being featured many times in local media stories. Youth also get to participate in fun, educational, alcohol-free and drug-free activities.

