

**Health Advocates Rejecting Marijuana (HARM)**  
P.O. Box 2448  
Del Mar CA 92014-1748  
Tel. and Fax: (858) 755-6598  
E-mail: [judistrang@earthlink.net](mailto:judistrang@earthlink.net)  
Contact: Judi Strang, Facilitator

**Countywide Media Advocacy Project**  
Institute for Public Strategies (IPS)  
590 Third Avenue, Suite 204  
Chula Vista, CA 91910  
Tel: (619) 497-9100, ext. 329  
Fax: (619) 476-9104  
E-mail: [istinchcomb@publicstrategies.org](mailto:istinchcomb@publicstrategies.org)  
Contact: Jeff Stinchcomb, Project Manager

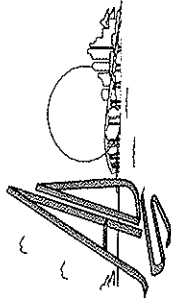
**Tijuana Border Project**  
Institute for Public Strategies (IPS)  
590 Third Avenue, Suite 204  
Chula Vista, CA 91910  
Tel: (619) 497-9100, ext. 329  
Fax: (619) 476-9104  
E-mail: [kherbsttritt@publicstrategies.org](mailto:kherbsttritt@publicstrategies.org)

**Responsible Hospitality Coalition**  
Institute for Public Strategies  
13753 Recuerdo Drive  
Del Mar, CA 92014  
Tel: (858) 793-1585 Fax: (858) 793-1585  
E-mail: [fhcsd@aol.com](mailto:fhcsd@aol.com)

Contact: Marian Novak, Director  
**San Diego County Office of Education**  
**Friday Night Live** (High School Youth)  
6401 Linda Vista Road  
San Diego, CA 92111  
Tel: (619) 718-6667 Fax: (619) 682-5252  
E-mail: [sdfni@sdcoe.net](mailto:sdfni@sdcoe.net)  
Contact: Deborah Pint, Coordinator  
**Club Live** (Middle School Youth)  
Tel: (619) 718-6668 Fax: (619) 682-5252  
E-mail: [mailto:clublive@sdcoe.net](mailto:mailto:clublive@sdcoe.net)  
Contact: Deborah Pint, Coordinator

**Prevention Evaluation Project**  
Telesis II of California, Inc.  
409 Camino del Rio South, Suite 205  
San Diego, CA 92108  
Tel: (619) 497-0193 Fax: (619) 497-0582  
E-mail: [dcleveland@telesis.org](mailto:dcleveland@telesis.org)  
Contact: David Cleveland, Director

Never doubt that a small group of thoughtful  
committed citizens can change the world; indeed it  
is the only thing that ever has."  
Margaret Mead, Anthropologist



### SERVICE NUMBERS

**Alcohol & Drug Services (ADS) Administration**  
(619) 584-5007

Visit our website at [www.sdads.org](http://www.sdads.org).

**Access & Crisis Line**  
1 (800) 479-3339

### **BOARD OF SUPERVISORS**

Greg Cox  
District 1

Pam Slater-Price  
District 3

Ron Roberts  
District 4

Walter F. Ekard

Chief Administrative Officer

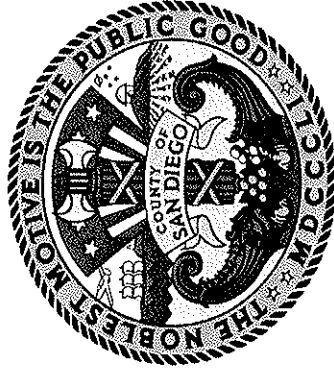
Nick Macchione, Director  
Health and Human Services Agency

Susan Bower, Deputy Director  
Alcohol and Drug Services

Dianne Jacob  
District 2

Bill Horn  
District 5

## County of San Diego Health and Human Services Agency



**ALCOHOL AND DRUG SERVICES**  
3255 Camino Del Rio South  
San Diego, CA 92108

Mission Statement:  
Lead the County of San Diego in reducing  
alcohol and other drug problems through  
community engagement

## DIRECTORY OF PREVENTION SERVICES

All programs listed in this pamphlet receive funding by contract with the County of San Diego Alcohol and Drug Services to provide prevention, treatment, recovery, and/or ancillary services. Except as restricted by State licensing regulations, services are provided without discrimination on the basis of age, sex, race, disability or ability to pay.

## PREVENTION PROGRAM

The prevention strategy consists of three primary countywide initiatives: the **Underage Drinking Initiative**, which addresses underage drinking issues in our communities and across the Border; **Methamphetamine Strike Force**, which addresses the personal, community and environmental impact of methamphetamine to the region, and the **Marijuana Initiative - Health Advocates Rejecting Marijuana (HARM)**, which focuses on the normalization of marijuana products and use by business and media. Providing a targeted focus on these issues allows the County to develop long term, strategic and sustainable prevention plans for each initiative, provides coordination and shared resources where possible, and provides flexible prioritization in each region regarding how each initiative will be tailored to individual community needs.

### Accomplishments Include:

- Advanced Social Host Ordinances to approval in 16 of the 18 cities within the County, as well as unincorporated areas
- Created the Countywide Law enforcement Task Force on Underage Drinking and DUI
- Worked with Tijuana officials to establish and allocate funds for Responsible Beverage Services and Sales training to reduce problems of U.S. youth drinking in Tijuana
- The Tijuana Border Project received federal designation as a SAMHSA Model Program
- Developed and implemented a youth-led campaign to raise public awareness of video games promoting drug use
- Succeeded in establishing policies at community events to prohibit sales of pro-marijuana-themed merchandise
- Created a street fair vendor policy prohibiting the sale of drug paraphernalia or any item that promotes the use of illicit drugs
- Worked with community members to pass permanent alcohol-free beaches
- Provided Responsible Beverage Service training to over 1000 persons annually and train over 700 volunteers to serve alcohol responsibly at special events around the County.

## CENTRAL SAN DIEGO COUNTY

### Collaboration for Economic and Social Change

Palavra Tree, Inc.  
1212 South 43<sup>rd</sup> Street, Suite C  
San Diego, CA 92111  
Tel: (619) 263-7768  
E-mail: [Denise\\_R\\_Reed@att.net](mailto:Denise_R_Reed@att.net)

Contact: Denise R. Reed, Director

### Mid-City for Youth

Social Advocates for Youth (SAY)  
5348 University Avenue, Suite 201  
San Diego, CA 92105  
Tel: (619) 582-9056 Fax: (619) 582-9057  
E-mail: [mbaum@saysandiego.org](mailto:mbaum@saysandiego.org)

Contact: Mary Baum, Program Manager

### North City Prevention Coalition

Social Advocates for Youth (SAY)  
4340 Genesee Avenue, Suite 207  
San Diego, CA 92117  
Tel: (619) 582-9056, ext. 201  
Fax: (858) 974-3603

E-mail: [mbaum@saysandiego.org](mailto:mbaum@saysandiego.org)  
Contact: Mary Baum, Program Manager

### Vitality San Diego

Institute for Public Strategies  
590 Third Avenue, Suite 204  
Chula Vista, CA 91910  
Tel: (619) 476-9100, ext. 315  
Fax: (619) 476-9104

E-mail: [dtomsky@publicstrategies.org](mailto:dtomsky@publicstrategies.org)  
Contact: Dan Tomsky, Program Manager

## EAST SAN DIEGO COUNTY

### East County Community Change Project

Institute for Public Strategies (IPS)  
131 Avocado Avenue  
El Cajon, CA 92020  
Tel: (619) 456-9607 Fax: (619) 476-9104  
E-mail: [scatwell@publicstrategies.org](mailto:scatwell@publicstrategies.org)

Contact: Susan Crandall, Project Manager

## NORTH SAN DIEGO COUNTY

### Tri City Prevention Collaborative

Vista Community Clinic  
1000 Vale Terrace  
Vista, CA 92084  
Tel: (760) 407-1220, ext. 150 Fax: (760) 414-3736  
E-mail: [eleary@vistacommunityclinic.org](mailto:eleary@vistacommunityclinic.org)

Contact: Erica Leary, Program Manager

### San Dieguito Alliance for Drug-Free Youth

P.O. Box 2448  
Del Mar CA 92014-1748  
Tel: (858) 755-6598 Fax: (858) 755-6598  
E-mail: [judistrang@earthlink.net](mailto:judistrang@earthlink.net)

Contact: Judi Strang, Executive Director

### North Inland Community Prevention Program (NICPP)

Mental Health Systems, Inc.  
12344 Oak Knoll Road, Suite C-1  
Poway, CA 92064  
Tel: (858) 391-9303 Fax: (858) 391-9302

E-mail: [nicpp@mhsinc.org](mailto:nicpp@mhsinc.org)  
Contact: Clark Kiser, Program Manager

## SOUTH SAN DIEGO COUNTY

### South Bay Community Change Project

Institute for Public Strategies (IPS)  
590 Third Avenue, Suite 204  
Chula Vista, CA 91910  
Tel: (619) 476-9100, ext. 318  
Fax: (619) 476-9104

E-mail: [kherbsfritt@publicstrategies.org](mailto:kherbsfritt@publicstrategies.org)  
Contact: Kim Herbsfritt, Project Director

## COUNTY- WIDE INITIATIVES & SERVICES

### Methamphetamine Strike Force (MSF)

590 Third Avenue, Suite 204  
Chula Vista, CA 91910  
Tel: (760) 749-8792 Fax: (760) 749-9486  
E-mail: [angelagoldberg@sbcglobal.net](mailto:angelagoldberg@sbcglobal.net)

Contact: Angela Goldberg, Facilitator

### Underage Drinking Initiative

6505 Alvarado Road, Suite 205  
San Diego, CA 92120  
Tel: (619) 594-3384 Fax: (619) 594-3268  
E-mail: [rdiccio@alcoholpolicypanel.org](mailto:rdiccio@alcoholpolicypanel.org)

Contacts: Ray DiCiccio