



Winter 2011

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



NCPYC Youth present at National Conference

Youth members of the North Coastal Prevention Youth Coalition (NCPYC) co-presented a workshop with adult members of the North Coastal Prevention Coalition (NCPC) at CADCA's 21st Annual Leadership Conference in February. The workshop entitled "Giving Diverse Youth a Voice in Promoting Awareness of Social Host Ordinances" focused on strategies implemented by NCPC in San Diego County to engage youth in developing multiple projects to reach English and Spanish speaking residents to inform them of Social Host Ordinances (SHO) and the consequences of underage drinking. The presentation also highlighted the efforts to recruit and train a



NCPYC members Alexandria Gonzalez, Araceli Reyes, Damaris Torres and Coral Varona on a tour of the Pentagon.

diverse group of youth, involve them in the decision-making process, and develop campaign strategies including working with media outlets and retailers.

NCPC decided to present on this topic since many cities across the nation have adopted local social host ordinances as one strategy to prevent underage drinking and often find it challenging to diffuse information about SHO to the general public. The presentation included a brief history of NCPC, demonstration of the projects that NCPC and NCPYC has put into action including the community forums, the youth voice project and how we successfully got media to cover these youth-led activities.



Join NCPYC— jmoffat@vistacommunityclinic.org

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420 Remix - A Celebration of Sober and Drug Free Life choices



The 420 Remix – A Celebration of Sober and Drug Free Life Choices event has become a successful tradition in the Tri-City area. Last year over 1,000 youth participated in the event! The purpose of the 420 Remix is to reclaim April 20th, often viewed as the drug culture's unofficial "holiday" for smoking marijuana, as a day to celebrate a sober and drug-free life.

This year, NCPC will again host the 420 Remix at Boomer's! in Vista. NCPC is currently seeking donations from local organiza-

tions and community members in it's "**\$420 for 420 Remix**" fundraising campaign.

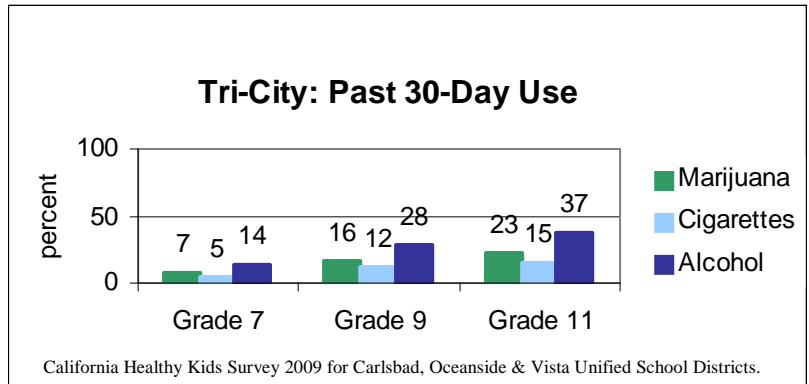
NCPC is inviting coalitions and organizations from other areas that Boomer's! serves to attend this year's 420 Remix to learn about the event in an effort to expand this event to other parts of California in 2012.

If you would like to support this amazing event with a donation or by volunteering, please contact NCPC at (760) 631-5000 x 7149 or info@northcoastalpreventioncoalition.org.

SAVE THE DATE: Wednesday, April 20, 2011 at 

National and Local Substance Abuse Trends

- National and local data indicate an upward trend in marijuana use among youth. Nationally, 15.9% of sophomores reported using marijuana in the past 30 days in 2009 compared to 13.8% in 2008. Locally, 23% of 11th graders in 2009 compared to 17.5% in 2007 reported using marijuana in the past 30 days.
- Nearly 4 out of 10 (37%) of all Tri-City region 11th graders report drinking alcohol in the last month.
- The past 30 day use of cigarettes, alcohol and marijuana among 9th graders is twice that of 7th grades in the Tri-City region.
- Personal disapproval of marijuana use dramatically decreases between 7th and 11th grade, with only 40% of Tri-City 11th graders strongly disapproving of someone using marijuana once a month or more compared to 67% of Tri-City 7th graders.
- 11th graders in the Tri-City region reported it's much easier to obtain marijuana in 2009 (56%) than in 2007 (48%).



Eastside Neighborhood in Oceanside

The Eastside Neighborhood Association (ENA) Leadership Program ended in January 2011. ENA emerged in 2004 with the support of the North Coastal Prevention Coalition/Vista Community Clinic. The goal of the leadership program was to empower ENA members to become self-sufficient in order for them to continue fighting neighborhood issues. ENA will continue working under the umbrella of the North Coastal Prevention Coalition and with the support of the City of Oceanside through its Neighborhood Services. The city will allow members to hold community meetings at Chavez Resource Center, as well as using a phone line and office equipment at the same facility, so that members can develop flyers and other press materials to promote meetings and events. ENA members plan to continue hosting its three annual events (see dates below).

It has been a privilege to work all these years with dedicated and committed leaders who have volunteered hundreds of hours to change the physical and social conditions and improve the quality of life in their neighborhood. Thank you to all ENA members for their commitment and dedication to make the City of Oceanside a desirable place to live.

ENA 2011 Events

Día del Niño – April 30th

National Night Out – August 2nd

La Posada – December 16th



NCPC Recognized Nationally with 2010 NASADAD Award

The North Coastal Prevention Coalition was awarded the 2010 National Exemplary Award for Innovative Substance Abuse Prevention Programs, Practices, and Policies for **countering pro-marijuana influences** by the National Association of State Alcohol and Drug Abuse Directors (NASADAD) and The National Prevention Network. This award highlights



Erica Leary, John Byrom, Aaron Byzak and Fred Becker accepting 2010 NASADAD Award in Denver, August 2010.

innovation and showcases evidence-based, state-of-the-art substance abuse prevention programs in the United States.

We encourage your participation in NCPC's newsletter.

If you have any ideas for our upcoming issue and/or would like to submit an article for publication, please contact:

Leticia Robles, Media Specialist
lrobles@vistacommunityclinic.org

760-631-5000 Ext. 7153

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.

Emerging Issues

Nothing Nice in this 'Spice'

On November 24, 2010, the United States Drug Enforcement Administration (DEA) announced it will temporarily add five chemicals to its list of Schedule I substances, the most restrictive category. This will make possessing or selling these substances illegal for at least one year while further study is conducted.



So, what are these substances and what's the concern? They are synthetic cannabinoids (or THC), manufactured to mimic the effects of marijuana but sold under the guise of incense. They come packaged in small plastic jars or foil bags with names such as "K2," "Spice," "Yucatan Fire," "Blueberry Mamba," "Genie," etc. and are sold in liquor and convenience stores, gas stations,

smoke shops, and head shops. Their use continues to grow, and has been linked to adverse effects such as panic attacks, heart palpitations, respiratory complications, aggression, mood swings, altered perception, and paranoia (*Medical News Today, NMS Labs Now Performs Urine Tests For Metabolites Of Synthetic Cannabinoids Found In K2 And Spice*). The DEA has received an increasing number of reports from poison control centers, hospitals, and law enforcement agencies regarding these products.

To read the full article printed in the North County Times and find out more about how you can help ensure synthetic THC stays out of local businesses by being the 'eyes and ears' and reporting violations, visit the NCPC News page at www.northcoastalpreventioncoalition.org.

The Danger Next Door:

Drifting Tobacco Smoke in Multi-Unit Housing

The dangers of secondhand smoke are again back in the spotlight. According to the 2010 U.S. Surgeon General's report on tobacco, there is no safe level of exposure to tobacco smoke, and that includes secondhand smoke. The report also states that damage from tobacco smoke is immediate since chemicals in tobacco smoke reach your lungs very quickly every time you inhale.



Exposure to environmental tobacco smoke in multi-unit housing is one of the more recent areas of concern. A new study released by the American Academy of Pediatrics (AAP) shows that children living in multi-unit homes where no one smokes inside have a 45 percent increase in cotinine (a chemical compound found in tobacco) levels compared with children who live in detached homes. It is believed that smoke seeping through walls or shared ventilation systems is the cause for these statistics. The AAP believes smoking bans in multi-unit housing may reduce children's exposure to tobacco smoke. Residents with chronic health conditions are severely irritated by drifting tobacco smoke as well.

Last year, the U.S. Department of Housing and Urban Development urged local public housing authorities to establish smoke-free policies and the next step will be a federal policy that protects children in public housing from tobacco smoke.

One way you can help in the fight against secondhand smoke is to speak to your landlord about a smoking policy for the health and welfare of the children in your community.

For more information on non-smoking multi-unit housing and apartments, please visit:

www.northcoastalpreventioncoalition.org/programs/tobacco-control

Prescription Medication Abuse Parent Education

The Wal-Mart Foundation awarded the Tri City Medical Center (TCMC) Foundation with a \$25,000 grant to educate parents in the Tri-City area about Prescription Medication Abuse. North Coastal Prevention Coalition was selected to partner with the Foundation to educate 1200 parents on the dangers of prescription abuse. It is the fastest growing problem our youth face.

If you know of a group that would like a presentation, please contact John Byrom at North Coastal Prevention Coalition:

(760) 631-5000 x 7149 or jbyrom@vistacommunityclinic.org.

How to Help

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

2nd Thursday of each month from 8-9 AM
S.D. County Health & Human Services Agency
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 City Council meetings.

The North Coastal Prevention Youth Coalition (NCPYC) welcomes high school students interested in becoming prevention advocates and developing leadership skills. Contact Jon Moffat for more information: 760-631-5000 x7144.

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 760-631-5000.*

- 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. Funding for the **STOP Act (Sober Truth on Preventing Underage Drinking)** is provided by the Center for Substance Abuse Prevention.
 - ⇒ Erica Leary, Program Manager (x7150)
 - ⇒ John Byrom (x7149), Debbie Obregon (x7174), Leticia Robles (x7153), Jon Moffat (x7144), Nannette Stamm (x7145), Carmela Muñoz (x7147)
- The **Tobacco Control Programs** are funded by the County of San Diego, Health and Human Services Agency, Tobacco Control Resource Program and the State of California, Department of Public Health, Tobacco Control Program.
 - ⇒ Gena Knutson, Program Manager (x7165)
 - ⇒ Dannah Hosford (x7166), Maria Gutierrez (x7158)

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Find us on: 

2011 Board of Directors

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- Maria Russell, Eastside Neighborhood Assn.
- Maria Yanez, Vista Community Clinic
- John Lundblad, City of Oceanside (alternate)
- Bishop Foley Parker, Holiness Ministries Coalition (alternate)

Participating Organizations

- Becker Institute (760-434-7266)
- CA Alcoholic Beverage Control (760-471-4237)
- Carlsbad Police Department (760-931-2162)
- Carlsbad Unified School District (760-729-9291)
- City of Vista (760-643-2892)
- County of San Diego, HHSA, Alcohol and Drug Services (619-584-5007)
- Drug Enforcement Admin. (858-616-4100)
- Eastside Neighborhood Assn. (760-435-3400)
- The Fellowship Center (760-745-8478)
- Holiness Ministries Coalition (619-251-6964)
- Mothers Against Drunk Driving (858-564-0780)
- McAlister Institute (760-721-2781)
- Occupational Health Services (760-752-5322)
- Oceanside Police Department (760-435-4900)
- Oceanside Unified School Dist. (760-967-1322)
- Phoenix House (760-729-2830)
- San Dieguito Alliance for Drug-Free Youth (858-755-6598)
- University of CA San Diego Health Sciences (619-543-3873)
- Vista Community Clinic (760-631-5000)
- Vista Sheriff's Department (760-940-4551)
- Vista Unified School District (760-726-2170)
- Various community members
- **You! Join us and make a difference!**