

## NCPC Committee 2: New and Existing Programs

**GOAL: By June 2010, NCPC will reach at least 2000 people through outreach and activities.**

Activities	Action Steps	Who is Responsible?	By When?	Progress/Outcomes
<b>Enhance visibility at public events (Short Term)</b>	Put together a list of upcoming events & contact info.			
	Decide a realistic # of events to attend.			
	Create a contact list/NCPC Directory.			
	Health fairs and community events			
	School events: <ul style="list-style-type: none"> <li>• PTA/PTSO meetings</li> <li>• ELAC/DLAC</li> <li>• SARB</li> </ul>			
	Chamber of Commerce Events			
	Faith based meetings/events			
<b>Announcements in high schools (Short Term)</b>	CHS 'school loop'.	Rosemary Eschelman, Carlsbad		
	Joint media release with police departments and schools	PD's, schools, TCPC		
	Provide PSA's to play on HS news stations	TCPC (youth conference PSA's?)		
<b>Sticker shock events (Short Term)</b>	Recruit businesses to participate	Jovonne	Spring 2009	<i>*Erica will get samples of another retail project developed by SAY San Diego to share at NCPC.</i>

Committee Chair: LILIANA SANDOVAL; Secretary: CHARLENE GUILLERGAN

*last rvsd 9/4/09*

Members: Charles Cooluris, Jovonne Dempster, Loretta Adame, Carmela Muñoz, Jim Provenza, Danel Vickerman

## NCPD Committee 2: New and Existing Programs

**GOAL: By June 2010, NCPD will reach at least 2000 people through outreach and activities.**

Activities	Action Steps	Who is Responsible?	By When?	Progress/Outcomes
	Schedule date, logistics in partnership with MADD and NCPYC	Jovonne	June 4, 2009	<i>Sticker Shock campaign held 6/4, recruited 12 stores to participate.</i>
<b>Social host ordinance in Carlsbad (Short Term)</b>	Contact councilmembers and law enforcement			
	Continue to recruit supporters – both youth and adults			
	Help inform public when adopted			
<b>DUI Checkpoints (current and on-going),</b>	Help support law enforcement at DUI checkpoints in all 3 cities	NCPYC	December 2010/ Quarterly as available	
<b>Facilitate forums on underage drinking prevention</b>	Coordinate annual forums on underage drinking prevention (one English and one Spanish per year)	TCPC staff and NCPD Board members	Annually	<i>English and Spanish forums held in May 2009</i>

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	Identify collaborative partners, times, and locations	TCPC staff	December 2010	<i>Spanish forum planned for 9/23 at TCMC</i>
<b>Coordinate annual 420 Remix event</b>	Plan in coordination with Boomers, schools, community partners and fundraising committee	ALL	April 20, 2009	
<b>Speakers Bureaus- have a list of speakers from NCPC who are able to do specific presentations (short Term/ on going)</b>	Identify topics and appropriate speakers			
<b>Contact professional athletes (Long Term/on going)</b>				

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