

North Coastal Prevention Coalition



**For reasons of health and safety, no use of any alcohol,
nicotine, marijuana or other drugs for youth under 21**

NorthCoastalPreventionCoalition.org

OneChoicePrevention.org

One Choice is an initiative of the Institute for Behavior and Health.



**Got Outcomes! Coalition of Excellence
COALITION OF THE YEAR**



**National Exemplary Award for
Innovative Substance Abuse
Prevention Programs, Practices,
& Policies**

Funding and Partnerships



The **Vista Community Clinic** serves as the fiscal agent for NCPC grants and contracts. This includes funding from:

- County of San Diego, HHSA, Behavioral Health Services (federal SAPT block grant prevention funding)
- Drug Free Communities funding from 1998-2009
- Federal STOP Act grant

NCPC partners with many other agencies to accomplish goals.

San Diego County Prevention Initiatives

- Binge and Underage Drinking Prevention
 - Prescription Drug Abuse Task Force
 - Methamphetamine Strike Force
 - Marijuana Prevention Initiative

[Regional Prevention Providers like VCC/NCPC work locally to support these initiatives]



NCPC Awards



- 'Got Outcomes!' Coalition of Excellence in 2008 by Community Anti-Drug Coalitions of America (CADCA)
- National Exemplary Award for Innovative Substance Abuse Prevention Programs, Practices, and Policies in 2010 and 2018 from the National Association of State Alcohol and Drug Abuse Directors
 - North Coastal Region Public Health Champion Award 2013

NCPC Overview

- **North Coastal Prevention Coalition (NCPC) was founded in 1993. The mission 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.**
- **NCPC's vision is that all residents and public and private sectors of Carlsbad, Oceanside and Vista are empowered to create healthy communities free from problems associated with alcohol, tobacco, marijuana and other drugs.**
- **NCPC is housed within VCC's Health Promotion Center which includes a variety of programs to improve community health.**
- **NCPC is embracing 'One Choice Prevention' message as way to reframe its youth substance use prevention efforts.**

A Community Approach to Prevention

One Choice for Health: ***A Data-Informed, Youth-Driven Prevention Message***

Robert L. DuPont, MD and Caroline DuPont, MD
Institute for Behavior and Health, Inc.

Clear Message – Clear Choice

- It's not “Just Say No”
- Youth substance use is a health issue, not a moral issue
- A clear message of no-use for health is supported by the science of the developing brain
- Promotes teen self-care and autonomy
- It ***IS*** possible!

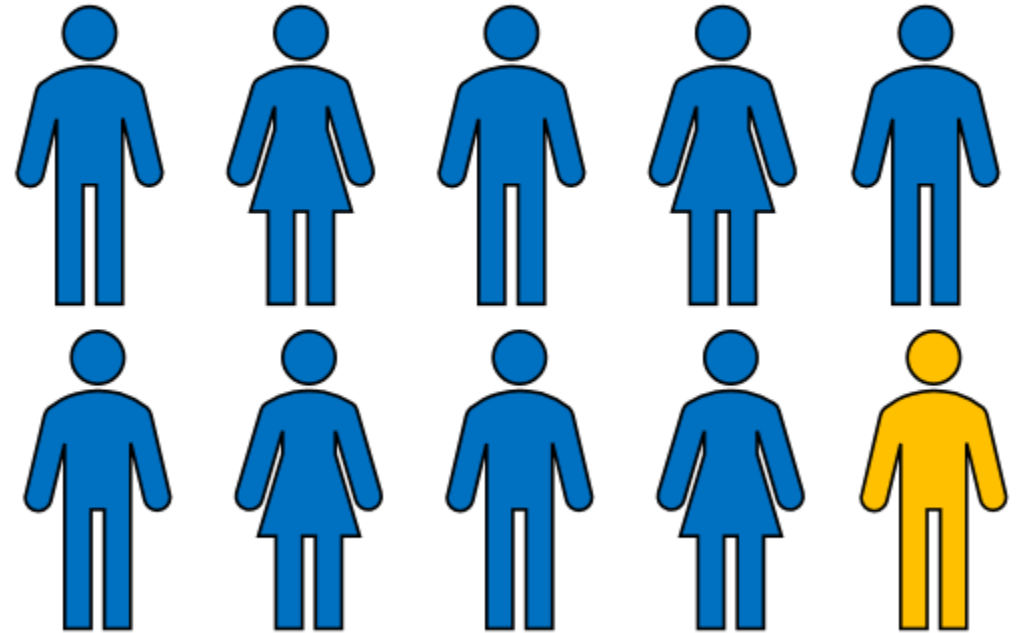
Who Can Make 'One Choice'

- Anyone and everyone
- Teens who have never used any substance
- Teens who may have used in the past but are making One Choice today
- People with substance use problems actively making One Choice, including those in early and long-term recovery

Why is 'One Choice' Critical?

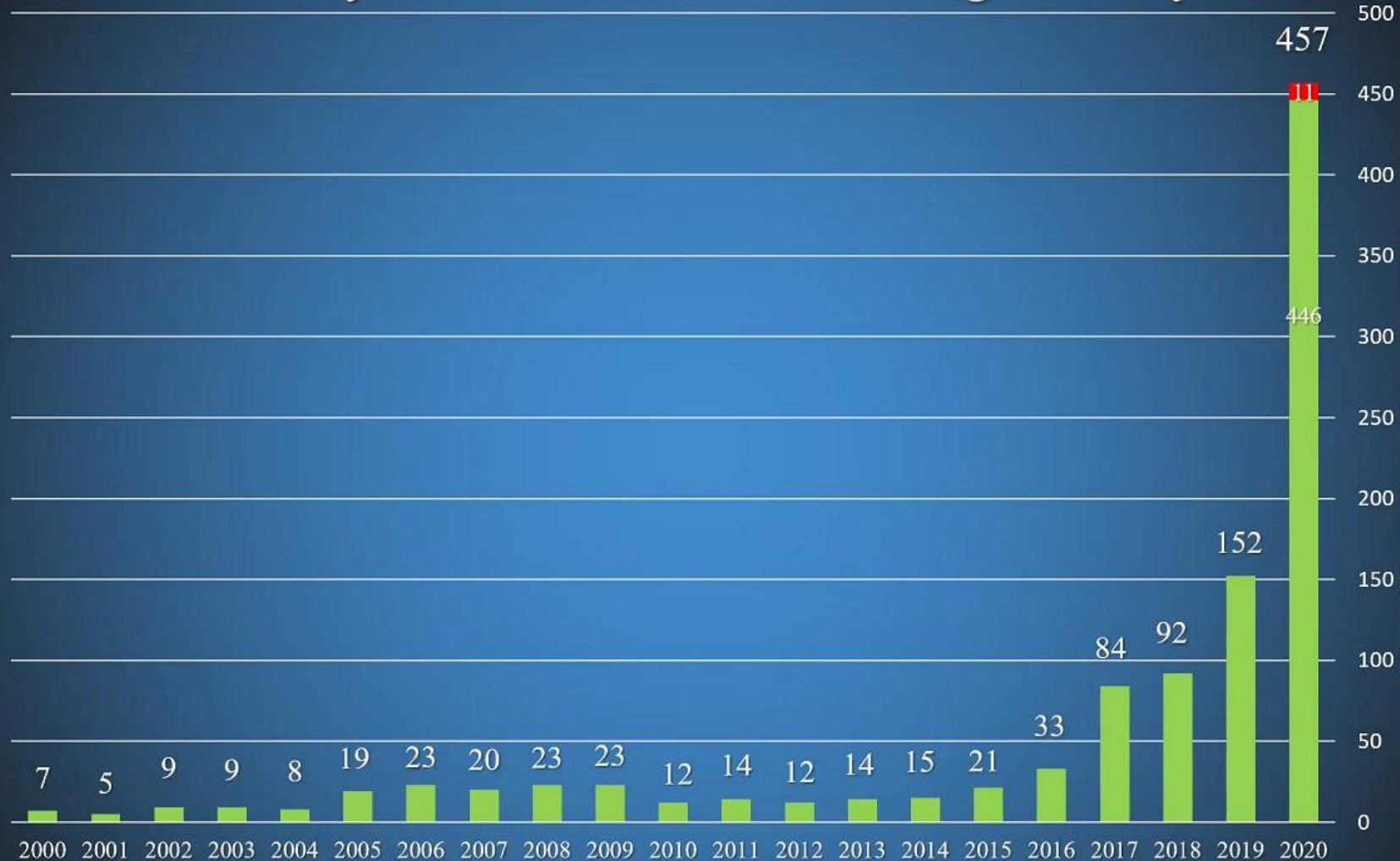
Substance Use Disorders are Pediatric-Onset Diseases

- 9 out of 10 adults – 90% – with substance use disorders began smoking, drinking or using other drugs **before age 18**
- The earlier and heavier the use, the more likely a person will develop later problems

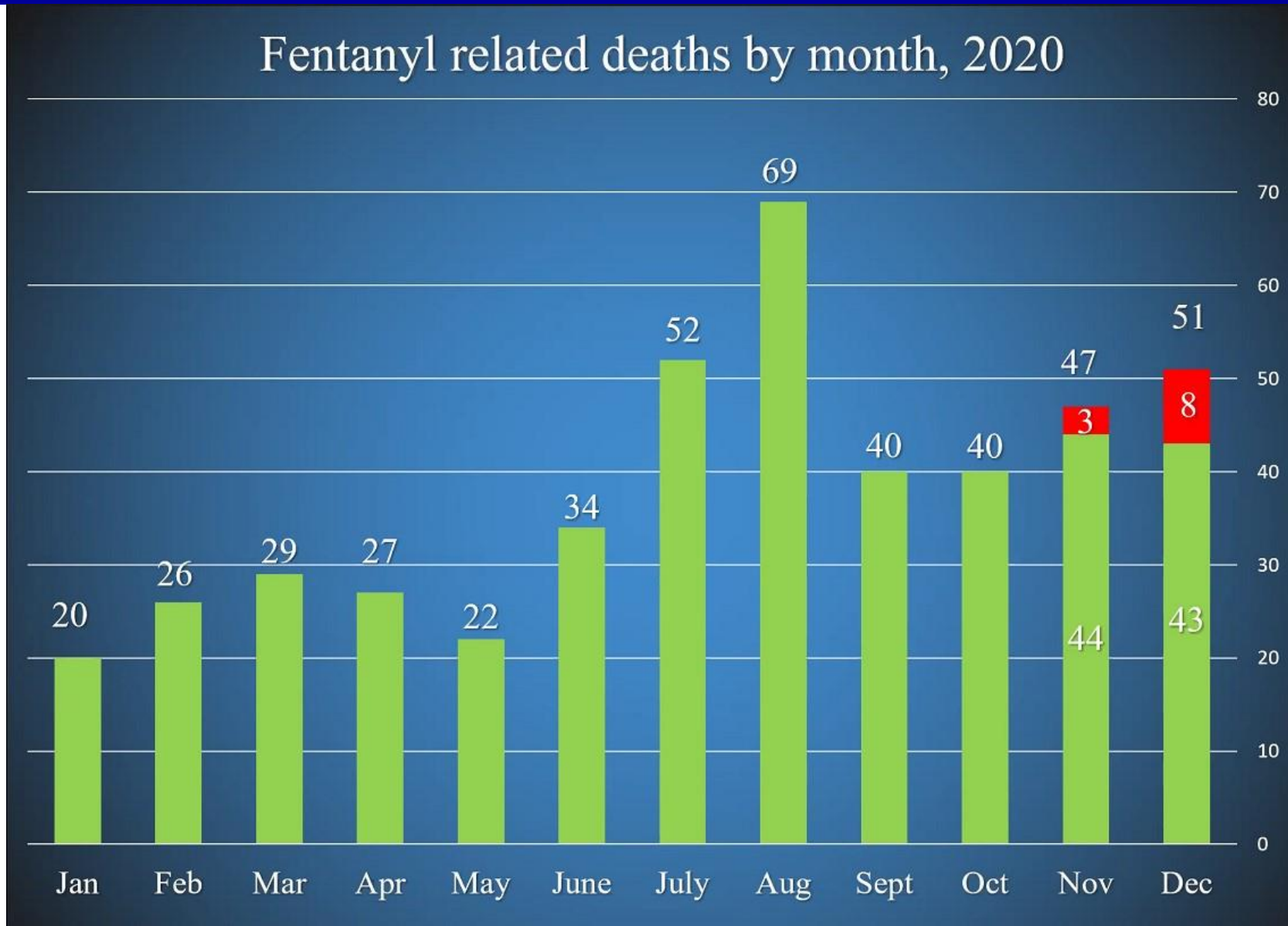


Opioid Epidemic in San Diego

Fentanyl related deaths in San Diego County



Opioid Epidemic in San Diego



Opioid Epidemic in San Diego

SDME Fentanyl fatalities, 2020

446 confirmed

11 pending (as of 03/13/21)

457 Total (preliminary)

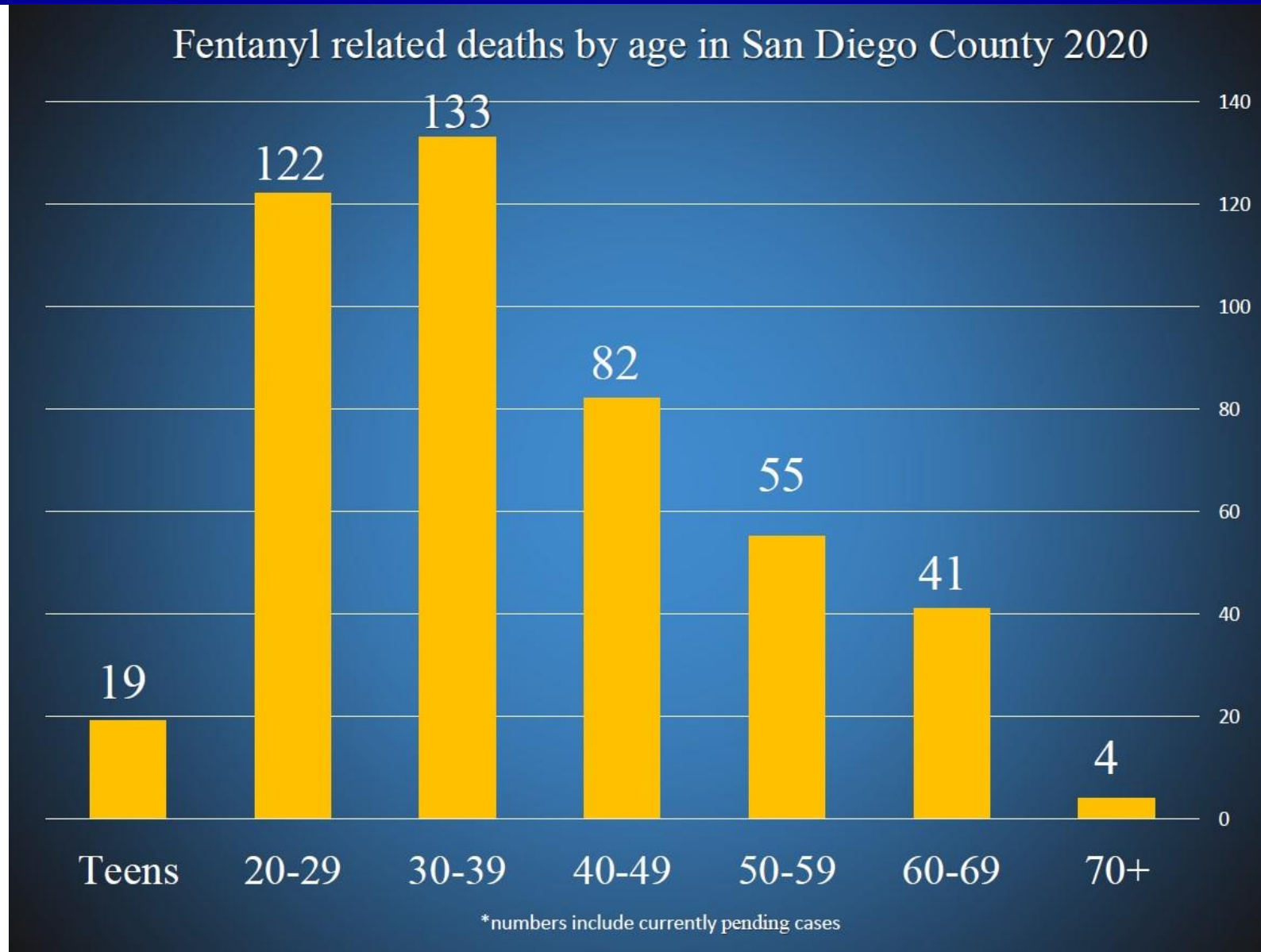
351 male (77 %)

106 female (23 %)

Average age = 37 years old

Age range: 14 - 76 years old

Opioid Epidemic in San Diego



Opioid Epidemic in San Diego

2019

vs

2020

152 Total

133 male (88 %)

19 female (12 %)

446 confirmed

11 pending

457 Total (prelim)

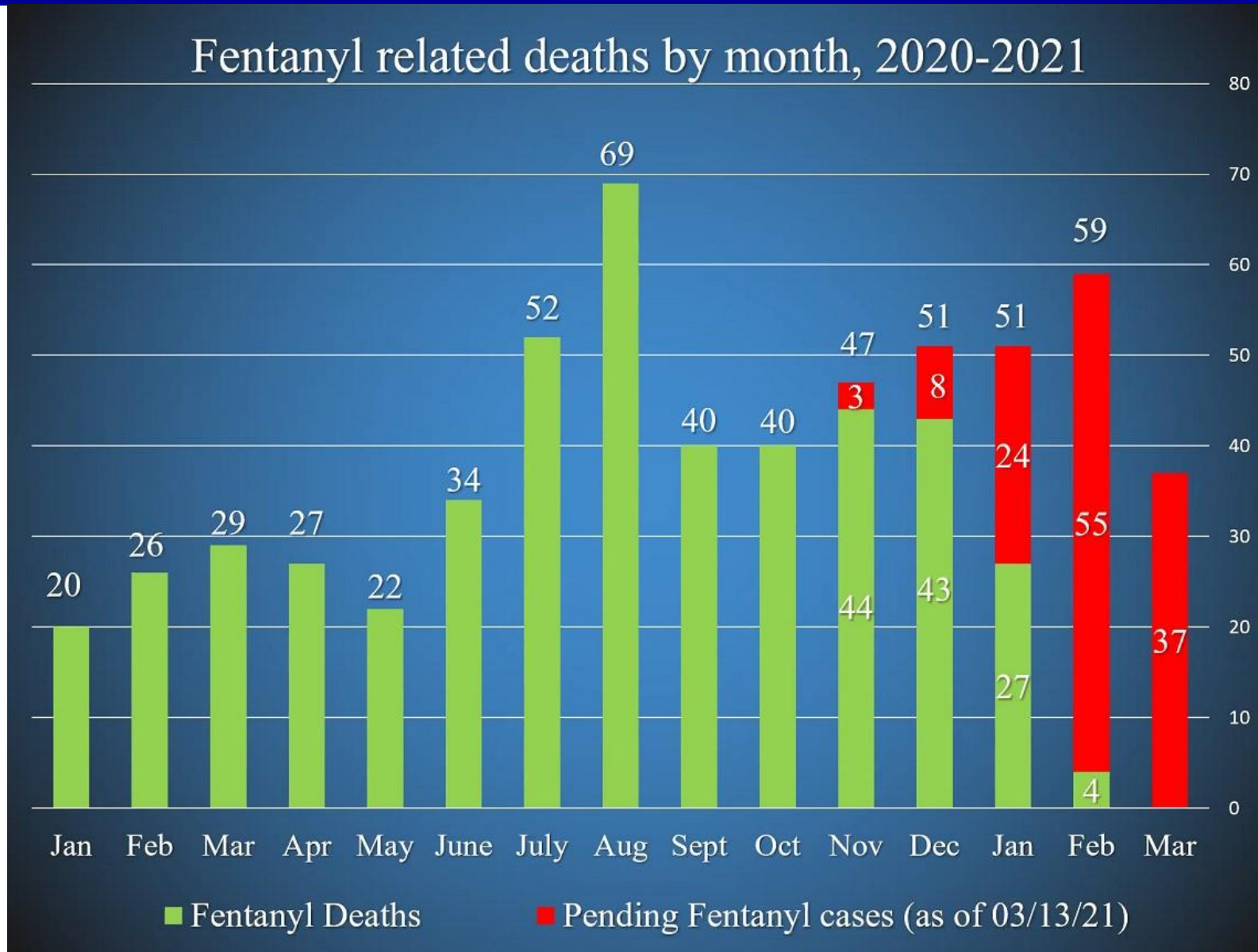
351 male (77 %)

106 female (23 %)

305 more Fentanyl deaths than 2019*

*this number could change as cases are closed

Opioid Epidemic in San Diego



Opioid Epidemic in San Diego

Counterfeit “M/30” tablets



Fentanyl, Acetaminophen, Dipyrone

Prevention Action Steps

- **Flyers: Urgent Community Alert!**
- **News media messaging**
 - **Avoid drugs**
 - **Never use alone**
 - **Carry Naloxone**
- **County messaging campaign (signs/billboards)**
- **Social media (District Attorney)**
- **Virtual prevention curriculum & presentation (DEA)**

Dr. Roneet Lev- Press Conference



[Click here for video!](#)

Medicated Assisted Treatment (MAT)

Addiction:

A chronic **brain disease** characterized by drug seeking and use that is compulsive, or difficult to control, despite harmful consequences.



What is Medication Assisted Treatment (MAT)?

The use of certain medications combined with counseling and other behavioral therapies to treat substance use disorders and prevent opioid overdose.

Medicated Assisted Treatment (MAT)

Addressing Misconceptions

A **common misconception** of MAT is that it substitutes one addiction for another.

FACT. When properly prescribed, addiction medications can reduce drug cravings and prevent relapse without causing a "high."

There are **3** different medications to treat Opioid Use Disorder:

Methadone, Buprenorphine, & Naltrexone

Medicated Assisted Treatment (MAT)

MYTH: MAT can only be used for a brief time.

FACT: There is no one-size-fits-all duration. People may safely take medications used in MAT for months, years, several years, or even a lifetime.

MYTHS & FACTS

MYTH: Addiction medications are a “crutch” that prevent “true recovery.”

FACT: Individuals stabilized on MAT can achieve “true recovery,” according to leading addiction professionals and researchers.

Medicated Assisted Treatment (MAT)

The ultimate goal of MAT is full recovery, including the ability to live a self-directed life.



Benefits of this treatment approach

- Improve patient survival
- Increase retention in treatment
- Decrease illicit opiate use and other criminal activity among people with substance use disorders
- Increase patients' ability to gain and maintain employment
- Improve birth outcomes among women who have substance use disorders and are pregnant

Reducing the Stigma

Stigma

A set of negative beliefs that a group or society holds about a topic or group of people.

Stigma has the potential to negatively affect a person's self-esteem, damage relationships with loved ones, and prevent those suffering from addiction from accessing treatment.

Reducing the Stigma

When a person experiences stigma they are seen as less than because of their health status.



Stigma can negatively impact a number of areas, including:

- Willingness to attend treatment.
- Willingness to access to healthcare.
- Harm reduction.
- Self-esteem and mental health.

Reducing the Stigma, Language Matters!

Avoid these words

Addict

Drug Problem/Drug Habit

Drug Abuse

Clean

Dirty

Former addict

Opioid replacement

Use this instead

Person with a substance use disorder

Substance use disorder

Drug misuse, harmful use

Abstinent, not actively using

Actively using

Person in recovery

Medications for addiction treatment

Safe Prescription Drug Disposal Drop-Off Boxes



**Time to
clean out
your
medicine
cabinet?**

HELP PREVENT PRESCRIPTION
DRUG AND OPIOID ABUSE IN
YOUR HOUSEHOLD. PROPERLY
DISPOSE OF YOUR EXPIRED
OR UNUSED MEDICATIONS

**Available prescription drug
drop-off boxes:**

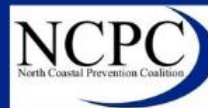
Sheriff's Station- 325 S Melrose Dr. #200 Vista, CA

CVS Pharmacy- 2510 El Camino Real Carlsbad, CA

Walgreens- 3752 Mission Ave. Oceanside, CA

Sheriff's Station- 182 Santar Pl, San Marcos, CA

For more available drop off boxes please visit:
<https://www.sandiegorxabusetaskforce.org/community-resources>



- Prevent prescription drug misuse by safely storing, tracking and properly or safely disposing your unwanted medications.
- Many of the disposal locations hours have been impacted by COVID-19, please call and confirm hours prior to going to a location for medication disposal.

Safe Prescription Drug Disposal Drop-Off Boxes



<https://www.sandiegorxabusetaforce.org/community-resources>

NEXT TAKE BACK DAY IS COMING UP!

Saturday April 24th 2021

Resources

- <https://northcoastalpreventioncoalition.org/>



- <https://alcoholpolicypanel.org/>



- <https://www.drugabuse.gov/>



- <https://www.sandiegorxabusetaskforce.org/>



- <https://www.no2meth.org/>



- <https://www.cdc.gov/rxawareness/index.html>



- <https://www.ccrconsulting.org/mpi>



- <https://www.samhsa.gov/>



- <https://onechoiceprevention.org/>

