

# Elevate Youth Project Overview



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

[NorthCoastalPreventionCoalition.org](http://NorthCoastalPreventionCoalition.org)  
[OneChoicePrevention.org](http://OneChoicePrevention.org)

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



## Expanding Local Partnerships

- Vista Community Clinic – Fiscal Agent
- North County NAACP Youth Council
- North Coastal Prevention Coalition

# The Elevate Youth Team



Erica Leary,  
Program Manager



Debbie Matthews,  
Program Supervisor  
(started Feb 2022)



Destini Perkins,  
Community Health Specialist  
(started Jun 2022)



Brandon Bornes\*,  
Youth Substance Use Specialist  
FT Apr – Nov 2022

*\*currently per diem, recruiting for a full-time replacement; also requesting funder approval to add another Community Health Specialist*

# Funding from Prop 64 Cannabis Tax Revenue



Counties covered  
by all Elevate youth  
California partners



Funded in Cohort 3:  
November 2021-  
November 2024 (3 years)

An additional 61 awards  
were announced in  
Cohort 4 in November  
2022

# Statewide Program Goal



**THE CENTER**  
*at Sierra Health Foundation*

## Elevate Youth California Program Goal

Grounded in social justice youth development, the Elevate Youth California Program supports a statewide network of organizations working on youth substance use disorder prevention, education and early intervention start-up activities and/or enhancement efforts in low-income urban and rural areas throughout California, with a focus on impacting policy, systems and environmental change.

# Program Strategies



THE CENTER  
at Sierra Health Foundation

## Implementation Strategies

**Proposals *are required to include youth activism* and at least one other strategy including mentorship and/or a peer-led support program:**

- Youth activism for policy, system and environmental change (required)
  - Mentorship/relationship building
  - Peer-led support and leadership programs
-

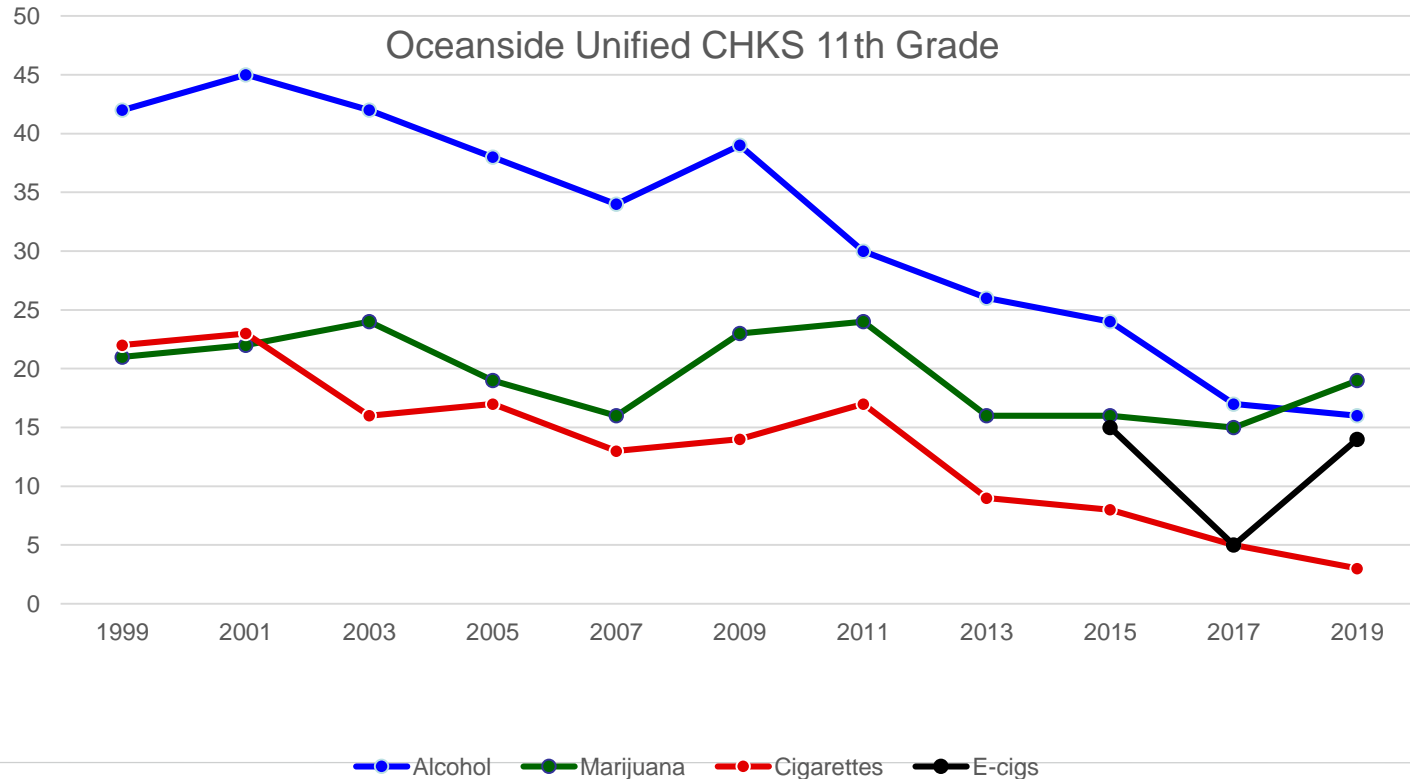
# Our Project

**OVERALL GOAL:** Increase perception of harm of daily marijuana use by high school students.

## **Summary and Purpose:**

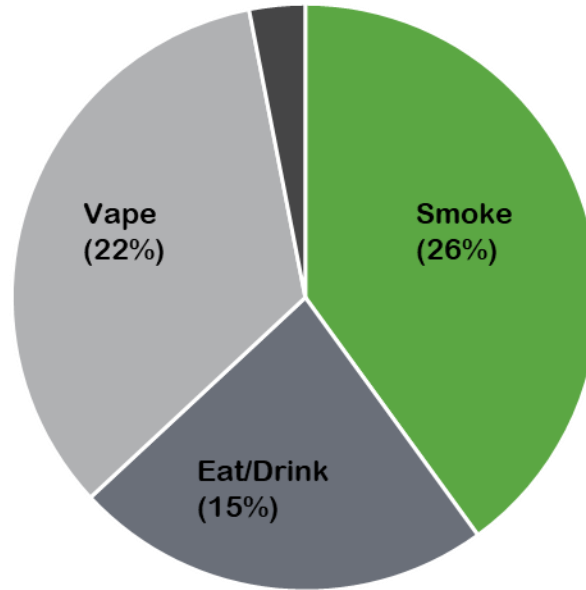
The North San Diego County NAACP Youth Council will work with Vista Community Clinic and the North Coastal Prevention Coalition to *build leadership and advocacy skills among Youth Council members, advocate to prioritize youth prevention with local cannabis tax revenue in Oceanside and Vista, and utilize peer support and policy change to prevent youth vaping.*

# Why? – Marijuana Use and Vaping Increasing



# Why? – Vaping Has Increased

If Used MJ, How Did You Use?  
VUSD CHKS 2019, 11<sup>th</sup> Grade





# Objectives (through November 2024):

1. NAACP Youth Council members will facilitate/participate in:
  1. Prevention education and peer leadership
  2. 6 youth listening sessions
  3. 4 family engagement activities
  4. Annual 420 Remix event
2. Policy campaign to impact priorities for local cannabis tax revenues
3. Policy campaign to prevent youth vaping
4. Provide education, brief intervention, support, and resource coordination for youth with existing substance use issues

# Year 1 Highlights – Nov 2021 to Nov 2022

Expanding BSU Chapters and Student Involvement  
Currently supporting 7 school chapters:

1. Valley Middle School
2. Sage Creek High School
3. Vista High School
4. Rancho Buena Vista High School
5. El Camino High School
6. Oceanside High School
7. Balboa Academy

Upcoming BSU partnerships:

1. San Marcos High School
2. Mission Vista High School
3. San Pasqual High School
4. Carlsbad High School

# 420 Remix 2022

BOS Proclamation presented May 24, 2022





# Family Engagement Activities

Johnny's Ambassadors Walk, 9/18/22

Family BBQ, 10/15/22



# Youth Prevention Education





# Cannabis Tax Campaign – Public Opinion Survey



Share your opinion about how Vista should spend its Cannabis Tax Fund!

Scan QR Code!



**YOUR VOICE MATTERS!**

NCPC | ONE CHOICE | elevate YOUTH CALIFORNIA | YOUTH & COLLEGE DIVISION | VCC Vista Community Clinic

This Program is supported in part by the Elevate Youth CA, managed by The Center at Sierra Health Foundation under Contract with CA DHCS through Prop 64, CA Cannabis Tax Fund, Allocation 3, Youth Education Prevention Early Intervention and Treatment.



# Warning Label Improvement


Based on the students' observations and concerns...

1. Size
2. Color
3. Placement
4. Verbiage




# NAACP Youth Council Black History Brunch


**Save the Date**  
**NSDC NAACP YOUTH COUNCIL**  
**5th Annual**  
**Black History Celebration Brunch**  
**February 4, 2023 11am-1pm**



*"The Black Family"*  
El Corazon Senior Center  
3302 Senior Center Drive, Oceanside CA, 92056  
*Sponsored Tables Available*  
NSDC Youth Council Advisor - Debbie Matthews 760-453-5347  
NSDC Youth Council Advisor - Nicholle Rankin 760-805-9062

 **THE COURAGEOUS YOUTH COLLEGE NAACP**

**\$65-ADULT**  
**\$25-YOUTH**





# Questions

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