

# 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
- Elevate Youth CA, 2021-2024

NCPC partners with many other agencies to accomplish goals.

# 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 a connected community where youth are alcohol and drug-free, make responsible choices and reach their full potential.
- NCPC is housed within VCC's Community Health Department which includes a variety of programs to improve community health.
- NCPC adopted the 'One Choice Prevention' initiative in 2020 as way to reframe its youth substance use prevention efforts.

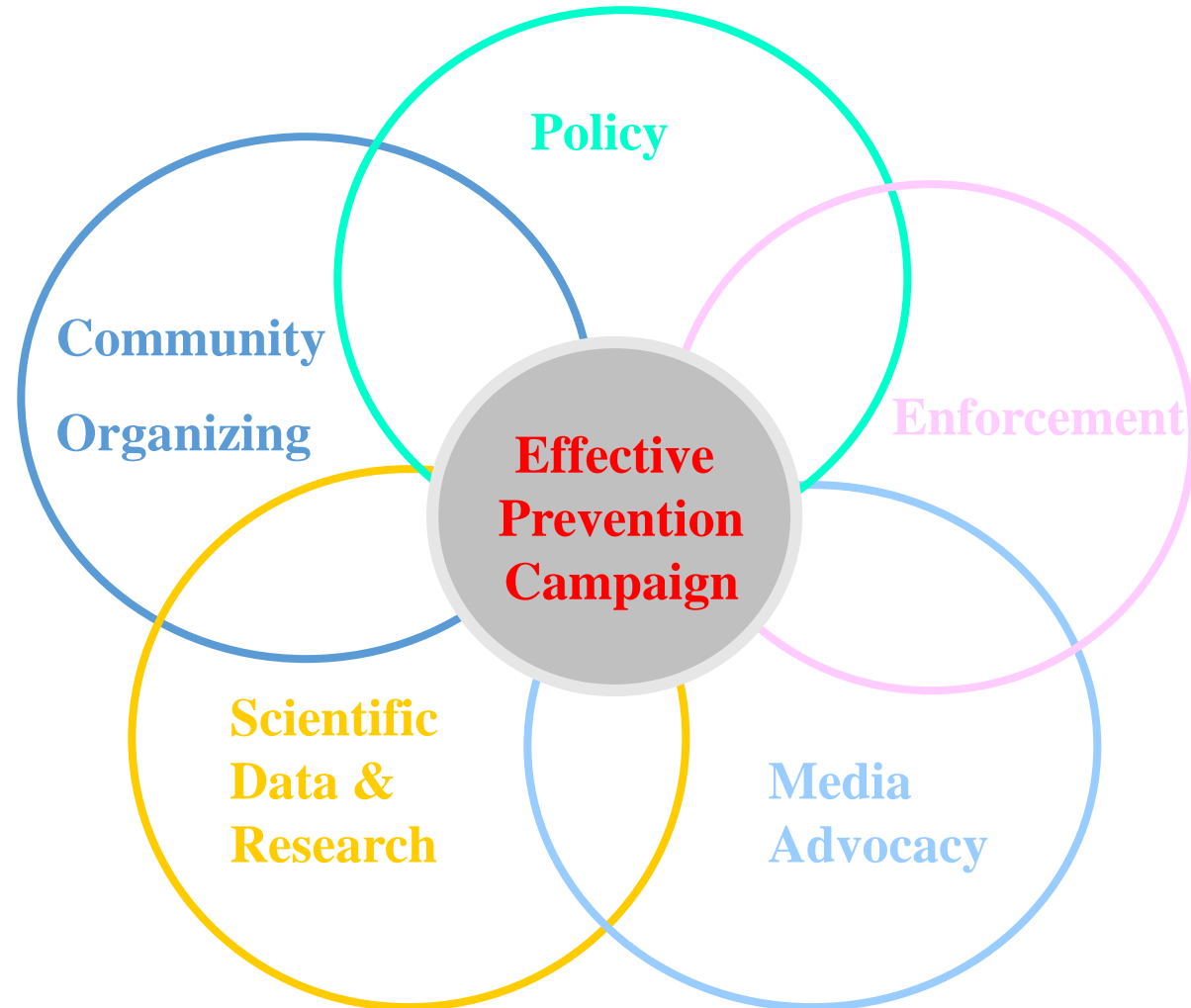
# Prevention Advocacy

- ☑ Focus on policy and policy change
- ☑ Focus on the social, political and economic context of ATOD related problems
- ☑ Long term focus on policy development
- ☑ People gain power by acting collectively
- ☑ Individual as advocate
- ☑ Professionals help create avenues for citizens to develop and express their voice

# Elements of an Advocacy Campaign

The County's prevention strategy uses an environmental prevention/ community change model to prevent substance use problems.

*Model courtesy of Institute for Public Strategies.*



# Supporting the County's Initiatives

- Binge and Underage Drinking Prevention (BUDI)
- Marijuana Prevention Initiative
- Substance Use and Overdose Prevention Task Force (new name, combining the Meth Strike Force and Prescription Drug Abuse Task Force)

# Binge and Underage Drinking Prevention

Reduce underage and high-risk drinking by changing community policies, practices, and norms regarding alcohol over-consumption.

- Social host ordinance awareness and enforcement
- Responsible alcohol sales and service training and local ordinances
- Special event training





# Binge and Underage Drinking Prevention

- Promote two Sticker Shock campaigns with 20 local off-sale outlets in Oceanside and
- Recruit on-sale retailers in the North Coastal Region that sell alcohol with to-go orders and/or delivery and use BUDI warning stickers to remind delivery drivers to check customers' IDs.





# Binge and Underage Drinking Prevention

- Collaborate with the Responsible Hospitality Coalition (RHC), the ABC, and local city departments to assess and promote compliance with AB 1221, requiring server training for all on-sale employees
- Collaborate with RHC, BUDI, and local city staff to assess and promote compliance with local ordinances that require training for off-sale employees
- Provide 10 “special event” trainings per year for volunteer alcohol servers at community events.



# Marijuana Prevention Initiative

- Continue to be an active member of the North County Stakeholders to advocate for decoy operations legal and illegal marijuana delivery operations
- Collaborate with MPI and youth coalitions to provide workshops on marijuana risks with a focus on adolescent brain development and mental health.



# Marijuana Prevention Initiative

## ADVOCACY OBJECTIVES

Collaborate with allied partners to promote smart public health marijuana policies related to:

- Promoting clean air policies
- Promoting consumer protection re: potency and warning labels
- Maintaining cannabis taxes to address prevention
- Restricting marketing that impacts youth, such as billboards
- Addressing the 'medical' marijuana loophole that gives access to those 18+.





# Substance Use and Overdose Prevention

*[Future years]*

- Promote Crime Free Multi-Unit (CFMH) housing program and support local jurisdictions in providing safe and drug-free housing for residents.
- Collaborate with County's efforts to feature CFMH properties, such as the online interactive mapping system.



# Substance Use and Overdose Prevention

- Partner with task force to increase messaging about the overdose risk of using recreational drugs laced with fentanyl.
- Increase safe disposal opportunities in the region with a focus on expanding permanent drop box locations.
- Volunteer at bi-annual Take Back Days held in October and April in Oceanside (Tri-City Medical Center), Vista (courthouse), and Carlsbad (Safety Center)
- Identify at least one person in the North Coastal region to be featured in the Initiatives' *Voices of Hope* video series.



# Other Activities

## Expand Youth Coalition Chapters

- Expand youth coalitions efforts to include middle school and/or college age youth.





# Other Activities

## Adult and Youth Presentations and Workshops

Conduct adult and youth leadership workshops, and trainings to educate, inspire, mobilize, and build capacity among youth and adults to effectively respond to SUD related community conditions and problems.





# Please Join Us!



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