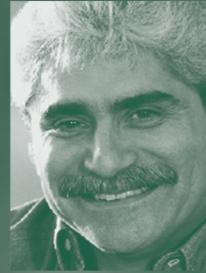
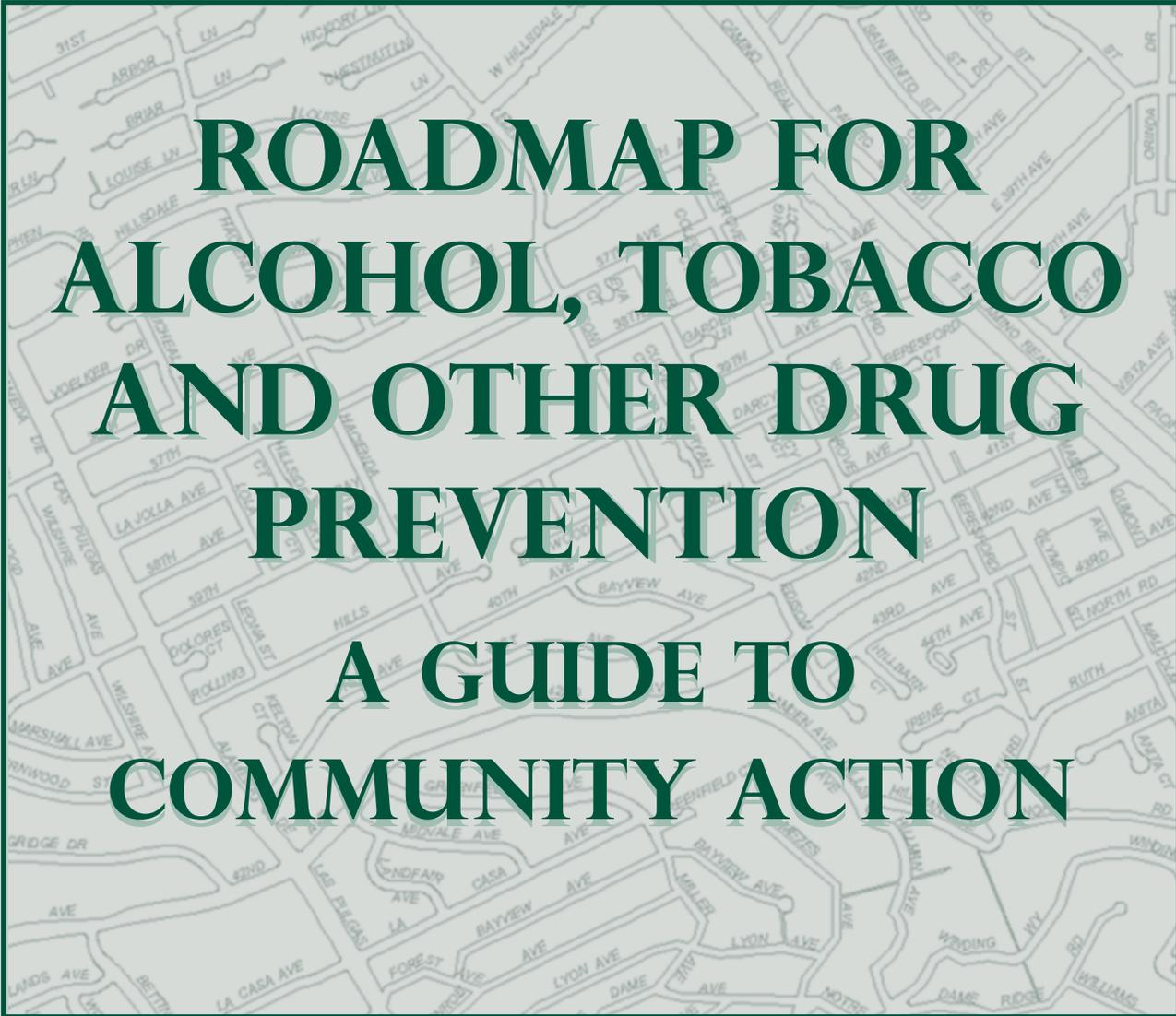


# Healthy Communities

SAN MATEO COUNTY



*A Community Health Improvement Initiative to Eliminate Health Disparities*



## ROADMAP FOR ALCOHOL, TOBACCO AND OTHER DRUG PREVENTION A GUIDE TO COMMUNITY ACTION

**Healthy Communities  
San Mateo County  
Roadmap for Alcohol, Tobacco and  
Other Drug Prevention:  
A Guide for Community Action**



**San Mateo County Board of Supervisors**

**Jerry Hill, President**

**Mark Church • Rose Jacobs Gibson • Richard S. Gordon •**

**Adrienne J. Tissier**



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Summer 2006

Dear Fellow San Mateo County Community Leaders,

It is with great pleasure that I present this *Roadmap for Alcohol, Tobacco and Other Drug (ATOD) Prevention*, a collaborative effort on behalf of the San Mateo County community. This is only the beginning of how we can work together to prevent substance use and promote a healthier community. The data included in this document highlight the enormous toll that alcohol, tobacco and other drugs have on the health of our community – cigarette smoking remains as the single most preventable cause of disease and death in the United States and alcohol and illicit drug use are associated with many of the country and our community's most serious problems. As was understood when I called the Health Disparities Summit in May of 2004, these issues have an even greater effect within low-income communities and communities of color.

The impact that ATOD use has, makes it clear that we must work together “upstream” to prevent substance use, misuse and abuse. This *Roadmap* provides a guide for action using this prevention approach, focusing on five key areas that influence the level of ATOD use: 1) individuals' **connections** to family, friends **and other sources of support** that can assist them in making good decisions regarding alcohol, tobacco and other drugs; 2) the **social and cultural norms** that we promote regarding ATOD; 3) **access and availability** of ATOD to youth and other populations; 4) **policies, laws and enforcement** of measures that affect ATOD use; and 5) the overall **community capacity for prevention**. Across these areas, this *Roadmap* promotes collaborative approaches to prevention that focus on institutional, community and public policy change.

I would like to express my deep appreciation to the leaders from schools, community-based organizations, law enforcement, County government staff and concerned residents of San Mateo County, who have worked in partnership and persevered to develop this *Roadmap* and build an action plan to continue to address this issue. The spirit of cooperation and partnership that exists in San Mateo County around critical concerns facing our residents never ceases to inspire me. Substance use is an issue that is often hidden or misunderstood until the consequences become severe, and I am committed to the proactive approach that this *Roadmap* recommends. I look forward to working with you further on ATOD prevention in our county

Sincerely,

A handwritten signature in cursive script, appearing to read "Rose Jacobs Gibson".

The Honorable Rose Jacobs Gibson  
San Mateo County Board of Supervisors



## EXECUTIVE SUMMARY

Alcohol, tobacco and other drug (ATOD) misuse and abuse unarguably result in poor health for the San Mateo County community. Data suggest that the impact of ATOD is often greatest in lower-income areas, communities of color, and specific regions within the County. This *Roadmap* aims to provide structure and guidance to community and individual actions that will strengthen ATOD prevention.

This *Roadmap* encompasses the input of local leaders and local data to describe five broad areas in which all community members can contribute to preventing ATOD misuse and abuse:

- 1) A wide range of organizations and community members can develop and **support efforts that build positive youth assets and connect isolated or vulnerable populations to community members**. Examples of isolated and vulnerable populations include older adults, migrant agricultural workers and youth aging out of foster care. These efforts can lead to a reduction of ATOD use and associated potential harms.
- 2) **Community action to shape social and cultural norms** can lessen the long-standing acceptance of ATOD use and advertising aimed at influencing young people and others. For example, binge drinking among young people in San Mateo County reflects a public health problem that warrants a thoughtful social marketing campaign.
- 3) There are specific actions that communities can take to **reduce access or availability of ATOD within the retail, social and school settings**. Individual decisions, organizational practices, and community policies can reduce the ease of obtaining ATOD. In addition, collaborating with groups that serve alcohol and dispense prescription medications can promote a healthier community.
- 4) **Strengthened enforcement of existing laws related to ATOD use and new public and organizational policies that discourage ATOD use** can contribute to lowering ATOD use among youth and promoting healthier choices among all San Mateo County residents. Opportunities exist to learn from communities that have adopted policies that reduce the availability, affordability, or prominence of ATOD in their communities. There are also untapped allies for ATOD prevention who have successfully advocated for policies that promote community health.
- 5) Finally, **the San Mateo County community as a whole can improve its capacity to prevent, rather than respond to, the harmful effects of ATOD**. With increased awareness, involvement, and collaboration among community leaders, the case for prevention can be strengthened. Such actions will contribute to greater resources to support ATOD prevention and to the ongoing collection of information to ensure that prevention resources are used wisely.

Everyone in the community has a role to play in preventing the harms that result from ATOD misuse and abuse. Many visionaries, leaders, professionals, and volunteers are continuously working to create a healthier San Mateo County. The Task Force believes that the proactive approach and strategies outlined in this *Roadmap* will support and enhance ATOD prevention by guiding a wide range of partners in moving to collective action.



## BACKGROUND



### ***History of Healthy Communities San Mateo County***

San Mateo County community members and organizations recognize that health disparities exist throughout many arenas of health care and health outcomes in this county and are committed to eliminating them. With guidance and support from Supervisor Rose Jacobs Gibson and the County Health Department, the community came together in May 2004 at the first *Healthy Communities Summit* to begin identifying local disparities and developing a plan of action to reduce them.

After several follow-up meetings and a thorough review of the data, the community and organizations involved in this process identified three priority areas<sup>1</sup> on which to concentrate: Prevention of Childhood Obesity; Alcohol, Tobacco, and Other Drug Prevention; and Linguistic Access to Healthcare. The initiative, named *Healthy Communities San Mateo County: A Community Health Improvement Initiative to Eliminate Health Disparities*, started to address these areas due to the high rates of overweight and obesity and substance use/abuse in communities that experience increased health disparities. An assessment of linguistic access to health services is also currently taking place as a result of the Summit.

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<sup>1</sup> Mental health was also discussed as a priority area, and is being addressed separately by the Mental Health Services Act (Prop. 63) Planning. The results of this effort will also be linked to the three directives discussed here.

**Strategy: Spectrum of Prevention**

The *Healthy Communities Initiative* utilizes the Spectrum of Prevention<sup>2</sup> model, a framework that encourages a multifaceted scope of solutions to a given problem. According to this public health model, strategic plans that incorporate solutions from all levels of the Spectrum are more effective and sustainable than those of limited breadth. This approach recognizes that success in addressing complex health issues requires a collaborative approach among stakeholders and a commitment to change on a variety of levels.

**Table 1: Spectrum of Prevention**

<b>Level of Spectrum</b>	<b>Definition of Level</b>
1. Strengthening Individual Knowledge and Skills	Enhancing an individual's capability of preventing injury or illness and promoting safety
2. Promoting Community Education	Reaching groups of people with information and resources to promote health and safety
3. Educating Providers	Informing providers who will transmit skills and knowledge to others
4. Fostering Coalitions and Networks	Bringing together groups and individuals for broader goals and greater impact
5. Changing Organizational Practices	Adopting regulations and shaping norms to improve health and safety
6. Influencing Policy Legislation	Developing strategies to change laws and policies to influence outcomes

Source: The Prevention Institute; [http://www.preventioninstitute.org/spectrum\\_injury.html](http://www.preventioninstitute.org/spectrum_injury.html); (06/23/05)

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<sup>2</sup> Cohen, L; Swift, S. "The Spectrum of Prevention: Developing a Comprehensive Approach to Injury Prevention." *Injury Prevention* 1999; 5:203-207.

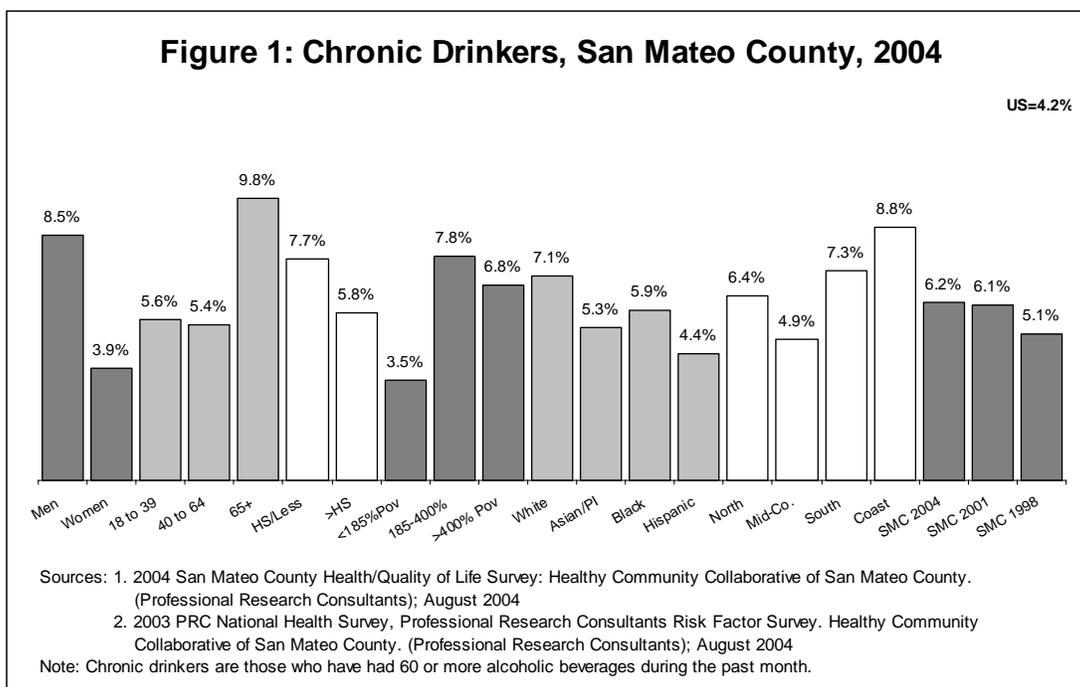
## PREVALENCE AND RISK OF ATOD USE IN SAN MATEO COUNTY

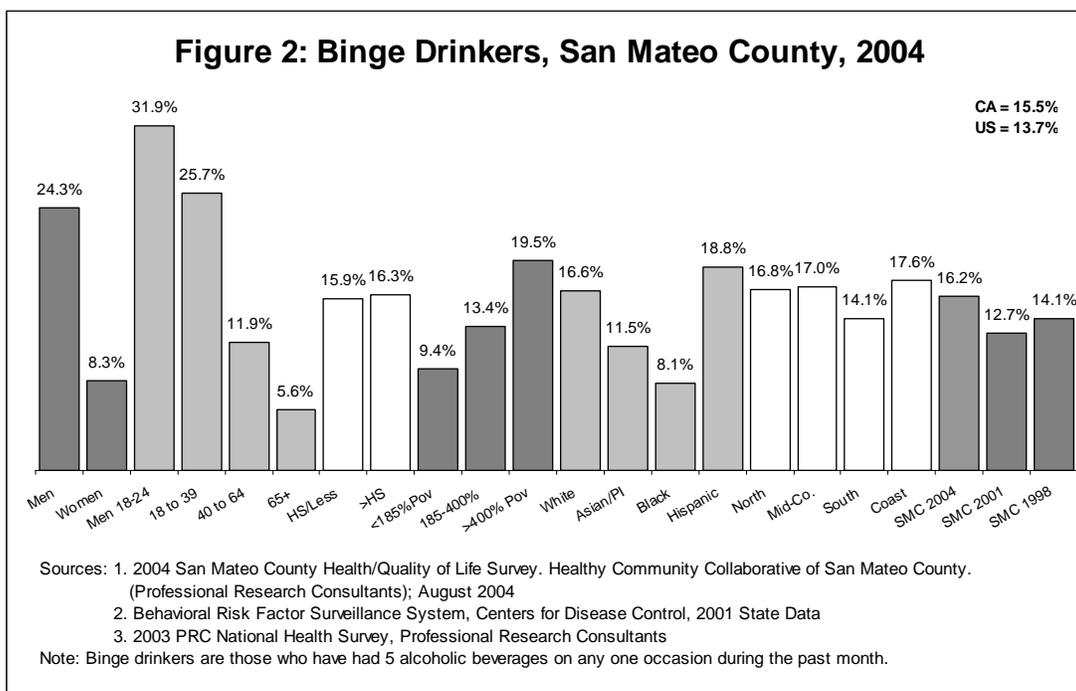
Use of alcohol, tobacco and other drugs (ATOD) is common and, for alcohol and tobacco at certain ages, legal in our society. In many cases, use does not automatically mean abuse. However, increased substance use is a risk factor for many negative consequences, such as academic failure, violence, HIV transmission, arrest or imprisonment, disease, and death. The inverse is also true; where unhealthy environments or other risk factors exist, substance use is more likely.

When compared to the State, San Mateo County fares better on most risk factors for substance abuse; our County has lower rates of school dropout, enrollment in alternative education, domestic violence calls, reported runaways, births to adolescents, and substantiated referrals of child maltreatment. However, for some of these indicators, the African American, Latino, and/or Hawaiian/Pacific Islander populations in the County are overrepresented. Rates of ATOD use (prevalence) among adults and youth also vary across populations and regions of the County.

### Use Among Adults

Sixty-seven percent of adults in San Mateo County currently drink alcohol. Within this category, some types of drinking are causes for concern. Chronic drinking (6.2% averaged two or more drinks per day) and binge drinking (16.2% had five or more drinks on at least one occasion in the previous 30 days) rates among adults in the County are higher than the national rates (4.2% and 13.7% respectively). Chronic drinkers (Fig. 1) are more likely to be men (8.5%), age 65 and older (9.8%), with a high school education or less (7.7%), residents of the Coastside region (8.8%), and those with incomes between 185% and 400% of the federal poverty level (7.8%). Binge drinkers (Fig. 2) are more likely to be young men between the ages of 18-24 (31.9%), Hispanic (18.8%) or White (16.6%), and live on the coast (17.6%). The binge drinking rate increased significantly between survey years 2001-2004 (from 12.7% to 16.2%).





The good news is that the rate of adults who currently smoke (11.5%) is lower than the State (17.2%) and national (20.9%) rates and is better than the 2010 goal of 12% or lower.

Approximately 4% of adults self-report illegal drug use. Illegal drug use (self-reported) is highest among young adults (8%), Latinos (7%), and residents of the Coastside (7%). While a comparable national rate is not available, the 2004 National Survey on Drug Use and Health reports that, for people age 12 or older, the overall rate of current illicit drug use is 7.9%<sup>3</sup>.

### Use Among Youth

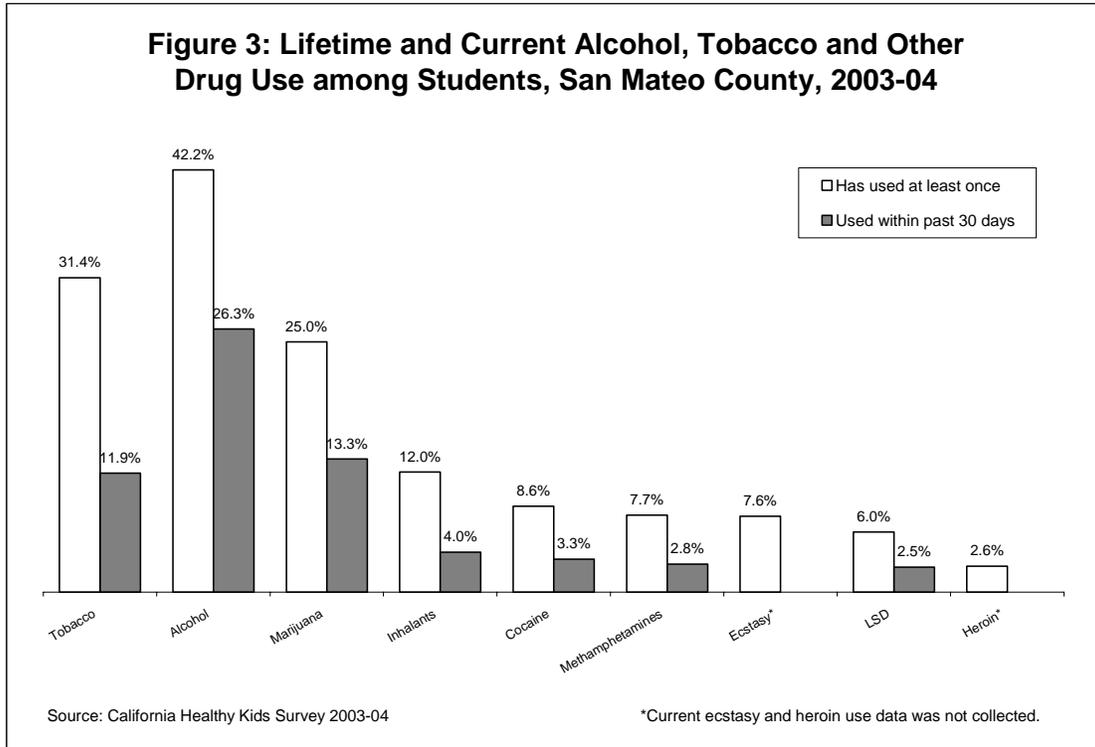
Among youth in our county, the majority do not use alcohol, drugs or tobacco. (Fig. 3) However, 42.2% of San Mateo County students in grades 7, 9, 11, and non-traditional (NT) settings have used alcohol at least once in their lives; 26.3% are current users; and 25.1% of 11th graders have “had enough alcohol to feel it a lot” or “until [they] get really drunk.” Of great concern is that 13.4% of 9th, 11th, and NT students have mixed alcohol with driving on three or more occasions, and compared to other regions, Coastside students are more likely to be current alcohol users and more likely to mix alcohol and driving.

One in four San Mateo County students, grades 7, 9, 11, and NT, have used marijuana at least once and 13.2% report current use. African Americans (19.7%), Latinos (16.9%), and Hawaiian/Pacific Islanders (16.7%) report greater current use of marijuana than other groups. As with alcohol, Asian youth have the lowest current use rate, and Coastside youth are more likely to be current users than their counterparts in other regions.

About one in three students (31.4%) report having used tobacco at least once in their lifetime and 11.9% report use in the past 30 days. Asian youth are also much less likely to use tobacco

<sup>3</sup> Substance Abuse and Mental Health Services Administration (SAMHSA); National Survey on Drug Use and Health, Results from the 2004 National Findings.

than other groups. Very few students report ever having used (lifetime) or currently using (past 30 days) cocaine, methamphetamine, LSD or ecstasy.



It is also worth noting that, anecdotally, there have been reports of misuse of prescription or over-the-counter (OTC) medications among several populations: such as, pain medication misuse among older adults; steroids and medications to treat attention-deficit and hyperactivity disorders (ADHD) as physical and mental performance-enhancers used by youth or young adults; and parties where young people take “cocktails” of OTC’s. Task Force participants identified a need to better understand substance use among older adults and its connection to isolation and depression, which may accompany life changes inherent in the aging process. Regardless of age, major life changes can be a significant factor leading to ATOD use, misuse or abuse. These issues represent areas of deficiency of information that merit further investigation.



## ASSESSMENT OF COMMUNITY NEEDS

As part of the process of designing an action plan, the County contracted with an external consultant to conduct a thorough assessment of countywide indicators for ATOD use, as well as risk and protective factors. Part of the consultant's analysis included examining levels of developmental assets in youth. According to the Search Institute, "developmental assets are 40 concrete, common-sense, positive experiences and qualities essential to raising successful young people; ... [and] have the power during critical adolescent years to influence choices young people make and help them become caring, responsible adults."<sup>4</sup>

The Task Force was interested in understanding how young people in San Mateo County fare with regard to their developmental assets because assets are linked to higher academic achievement and lower substance use and engagement in other risk-taking behavior. In other words, the more assets a young person has, the less likely s/he is to engage in ATOD use/abuse.

In addition to the assessment of countywide indicators, the Task Force recommended that four specific populations and one sector be examined in-depth because very little substance use data about them exist. These data were collected through key informant interviews and focus groups. The selected populations and sector were:

- Older adults (persons ages 65 and over)
- Young adults (persons ages 19-29)
- Migrant workers (persons, many of whom are immigrants, who work on farms and as temporary day laborers)
- Young people in or emancipated from foster care
- Alcohol and tobacco retail environment

Task Force members used the needs assessment results to identify key priorities. A detailed description of each priority area can be found in the Action Plan included in this *Roadmap*.

### *Priority Area 1: Individual/Family Connectedness*

- There is mounting evidence of correlation between high internal and external youth assets and low ATOD use as well as other positive youth outcomes.
- There is a strong base of youth asset promotion in San Mateo County – levels of internal assets and external assets all exceed statewide averages.
- Asset levels of youth decrease with age (especially internal assets) and differences are evident across ethnicities (Fig. 4) and regions.
- Key informant interview and focus group results with populations perceived to be at greatest risk, suggest isolation among older adults, agricultural workers, and youth who have aged out of the foster care system.



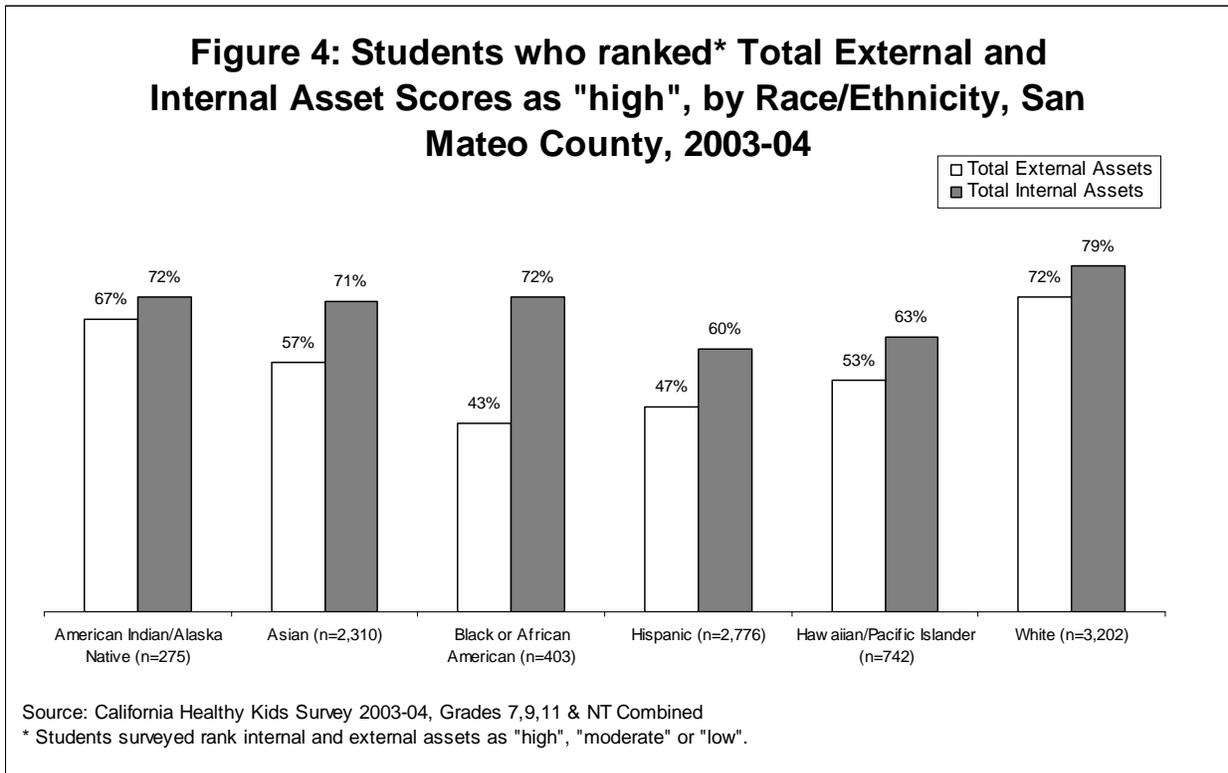
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<sup>4</sup> For detailed information about Search Institute's Developmental Assets, visit: <http://www.search-institute.org/assets/>

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"If you can take care of loneliness, you can take care of depression,  
which leads people to drink and do drugs."  
- Focus group participant -

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**Priority Area 2: Social and Cultural Norms**

- Data demonstrate the common acceptance of alcohol, in particular, as well as general acceptance of tobacco, marijuana and other drugs.
- Media and other socio-cultural influences can have detrimental results on use of ATOD.
- Key informants highlight the need to increase adults' understanding of the power that persuasion advertising has on young people.

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"We are accustomed to drinking...it is [something] that happened  
where we come from...we like it."  
- Focus group participant -

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*Priority Area 3: Access to/Availability of Alcohol, Tobacco and Other Drugs*

- More than half of youth report that it is easy to obtain alcohol (57%), tobacco (55%) and marijuana (47%).
- Key informants suggest high rates of alcohol and tobacco sales to minors.
- Older adults report ease in “overusing” alcohol and obtaining multiple dosages of prescriptions.
- Avenues are available to enlist partners in addressing legal ATOD access that results in harm, such as overuse of alcohol and misuse of prescription medications.

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“They’ll go back to the [doctor or pharmacist] and say ‘I dropped my pills’ or ‘I can’t find them’. They’ll lie to get more pills.”

~ Focus group participant ~

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*Priority Area 4: Policies, Laws & Enforcement*

- Resources for enforcement of existing laws related to selling alcohol and tobacco are very modest.
- Competing demands for law enforcement time and current ATOD penalty structures do not provide strong incentives for active enforcement.
- Licensing policies and fees vary considerably across San Mateo County.
- Key informants recommend greater attention to environmental prevention strategies that aim to change environments that promote (actively or passively) ATOD use.

*Priority Area 5: Community Support & Capacity for Prevention*

- There are limited and unsustainable funding streams supporting prevention activities.
- Many barriers exist for undertaking prevention efforts, including societal tolerance for experimentation, industry’s power and resources, and underinvestment in research.<sup>5</sup>
- Investing “upstream” reduces costs (e.g., hospitalization, injuries, arrests, suspension rates, and other social and legal problems can be decreased).

The comprehensive review and report of quantitative indicators and qualitative results used to define the Prevalence and Risk of ATOD Use in San Mateo County and Assessment of Community Needs will be available online in August 2006 at <http://www.smhealth.org/hppp>.



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<sup>5</sup> *An Agenda to Combat Substance Abuse*, Health Affairs; 24:4 (1005-1013)



## ATOD PREVENTION TASK FORCE

Following the recommendations of the *Healthy Communities Summit* results, an Alcohol, Tobacco and Other Drug (ATOD) Prevention Task Force was formed and convened for the first time on March 28, 2005. Task Force membership was voluntary and reached a total of 235 members. The Task Force met ten times up to April 2006 prior to the *Roadmap's* release in June 2006. Participants include community members and leaders in law enforcement, schools, courts and probation, youth-serving organizations and advocacy groups, health care systems, community-based organizations (including existing prevention providers), policy makers, County departments and agencies, as well as representatives from the Drug and Alcohol Advisory Board (DAAB), Tobacco Education Coalition (TEC), and Youth Commission. A smaller advisory committee ("Planning Workgroup") was formed to guide the process and prepare for the energetic Task Force meetings and was made up of members from community-based organizations whose primary work is ATOD prevention, as well as Health Department and Human Services Agency staff. A list of Task Force participants is included as Appendix A.

### ***Vision***

The Task Force developed this vision to guide the development of the *Roadmap*:

We envision a community where alcohol, tobacco and other drugs no longer contribute to poor health outcomes of children, families and residents in San Mateo County.

### ***Planning Process***

The Task Force was charged with the development of a flexible framework adaptable to individual communities' specific assets and needs in relation to ATOD prevention. It was a participatory process, where many community voices were heard, incorporated and strengthened through active involvement. As part of a larger initiative to eliminate health disparities in San Mateo County, the Task Force's efforts are being joined to the overarching goal of healthy communities and populations. The end result contributes to an array of initiatives, activities, and programs designed to improve health and well-being of children, youth, young adults, adults and older adults. The *Roadmap* embraces a full range of approaches to ATOD prevention. Its objectives incorporate the perspectives of the individual, family, and community, while also aiming to influence the policy arena and environments that affect ATOD use.



## GUIDE TO USING THE ROADMAP

Three questions consistently encountered throughout the process of developing the *Roadmap* were: “*Who should use this Roadmap?*”; “*How can I or my organization use the Roadmap?*” and “*What can I do to address ATOD prevention?*” The following represent ideas of how to initiate implementation and use of the *Roadmap*, and raise community understanding of the importance of ATOD prevention efforts.

### ***Who should use this Roadmap?***

While many of the following sectors include members who are already active in addressing ATOD prevention, there are many more stakeholders who can use this *Roadmap* to improve health outcomes of members of their community:

- Non-profit organizations
- Government agencies
- Elected officials at all levels (city, County, state, national)
- Community coalitions
- Healthcare organizations
- Faith community (for example, churches and other faith-based organizations)
- Youth-serving organizations
- Law enforcement
- Private funders and foundations
- Schools and school districts
- Parents and families
- Other groups who are directly or indirectly involved in general prevention or health promotion efforts

### ***How can I (or my organization) use this Roadmap?***

The Task Force created the *Roadmap* to serve as a guiding document for prevention efforts. The following represent ideas for putting the *Roadmap* to use:

- Prioritize strategies identified in *Roadmap* that align with your organization’s mission and scope of influence
- Understand linkages between issues you (as a community member, parent, son or daughter, family member, tax payer) work on and the impact of substance use or abuse
- Assist in becoming an advocate for greater community attention to ATOD prevention, and prevention in general
- Use to promote and enable community partnerships, for example, by collaborating with organizations that will implement objectives
- Use as a grant needs statement
- Rely on to inform prevention funding
- Use to improve land use and influence local policies; for example, examining and limiting the number and density of alcohol and tobacco retail licenses/outlets
- Advocate to reduce alcohol and tobacco sponsorship of community events

In addition, there is an index guide of potential partners for all objectives at the end of the Action Plan. The index can help you or your organization determine which objectives apply specifically to you, in addition to identifying other organizations or sectors you may wish to collaborate or partner with in implementation efforts.

Finally, Appendix B includes a list and description of current ATOD prevention programs, services or assets in San Mateo County. This inventory emerged from a need identified by the Task Force to understand existing community resources and how the roadmap can be used by a variety of providers.

### ***What can I do to address ATOD prevention?***<sup>6</sup>

If you have a role in the school setting, you can do the following:

- Examine factors that may contribute to or enable student drinking or tobacco and other drug use in your school or community (e.g., easy access to ATOD, peer pressure, adults' failure to address the issue)
- Determine what steps, if any, are being taken within your school system to help young people build their assets and resist the pressure to drink or use
- Educate parents about the negative consequences of underage ATOD use
- Develop an active partnership with the families of students
- Implement and/or enforce school policies prohibiting ATOD use on school grounds
- Engage students in addressing and finding solutions to school-wide problems

If you own or manage a business in your community, you can do the following:

- Implement a written policy concerning the use of ATOD by your employees
- Identify specific programs offered to employees and families through the workplace that address ATOD use
- Learn about community programs that address ATOD use prevention and how you can get involved
- Support efforts taken in your community to limit underage drinking and tobacco or other drug use by youth
- Support schools and agencies that provide positive experiences and opportunities for youth
- Report alcohol or tobacco sales to minors and hold entities accountable

If you are a concerned citizen, you can do the following:

- Learn how easily children/youth in your community can obtain alcohol, tobacco or other drugs and develop prevention steps that your community can take to prevent or deter underage alcohol use
- Find out what educational programs and policies your community has in place to prevent children/youth from drinking or using tobacco and other drugs
- Initiate "alcohol and tobacco-free" events in your community
- Encourage collaboration among public and private schools, community businesses, local government, and the police force to develop and enforce policies and prevention programs related to ATOD use
- Report alcohol or tobacco sales to minors and hold entities accountable
- Support positive opportunities and activities for youth involvement
- Be a positive role model for your teen and other young people in your community
- Do not serve alcohol or provide tobacco to minors
- Foster or mentor a child or young person
- Serve as a source of social support for an older adult in your community

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<sup>6</sup> Modified from "What you can do" available from the Leadership to Keep Children Alcohol Free; <http://alcoholfreechildren.org/> (May 24, 2006)

## PRINCIPLES FOR ACTION

Below are suggested principles for implementing objectives and action steps in the ATOD Prevention Roadmap. These principles represent the ATOD Prevention Task Force's aspirations for how interested allies can successfully achieve the Roadmap's goals. It is recommended that all of these principles be considered when taking actions, while acknowledging that it may not be possible to meet all principles in every action step.

1. **Use the ATOD Prevention Roadmap as a basis for action.** Many community partners and stakeholders contributed to its development and it reflects the work of several sectors. Communicate your intent to the Task Force and rely on members' expertise as a source of technical assistance and inspiration!
2. **Engage youth, family and the community** in the development of strategies. These populations provide necessary information when implementing actions and increase the chance of success and sustainability. Rely on them for motivation, purpose and guidance.
3. **Partner with existing organizations, programs, and coalitions.** Partnership generates broad perspectives while striving for common goals and results in the reduction of duplicated or unconnected efforts.
4. Tailor or adapt strategies so that they are **culturally, linguistically and community-appropriate**. Recognize that not all successful strategies are meant to be implemented in any and all locations or situations. Respect and respond to differences in each community.
5. **Recognize underlying socioeconomic inequities and health disparities;** focus efforts on populations or geographies that are at a disadvantage. Not all stakeholders can participate equally or approach the same issue on an even "playing field".
6. **Use available data and community input/expertise** to influence action, determine focus, select priorities, and establish outcome measures. Data can be quantitative in the form of indicators or surveys results (for example) or qualitative in the form of community input, forums, "fishbowls", or focus group results (for example).
7. **Use practices and strategies that have evidence of achieving the intended and/or positive outcomes.** Evaluate the results/outcomes of the actions you take so that you and others can measure achievements, learn from the experience, and reproduce successful local practices and strategies.
8. **Address the issues from multiple angles and address the underlying causes of problems.** Take a multidisciplinary approach to actions and consider addressing system, environmental, community and individual changes simultaneously; strive to address prevention issues as "upstream" as possible.



## ACTION PLAN

### ***Mission***

The ATOD Prevention Task Force engages the community in a collaborative process of developing a roadmap to address the impact of alcohol, tobacco and other drug use, misuse or abuse in San Mateo County. The roadmap will provide the community with information, priorities, and guidance in establishing short- and long-term strategies for ATOD use, misuse and abuse prevention.

### ***Primary areas of concern / Priority areas***

The ATOD Prevention Task Force selected five areas of concern in which to set priorities and recommendations for action:

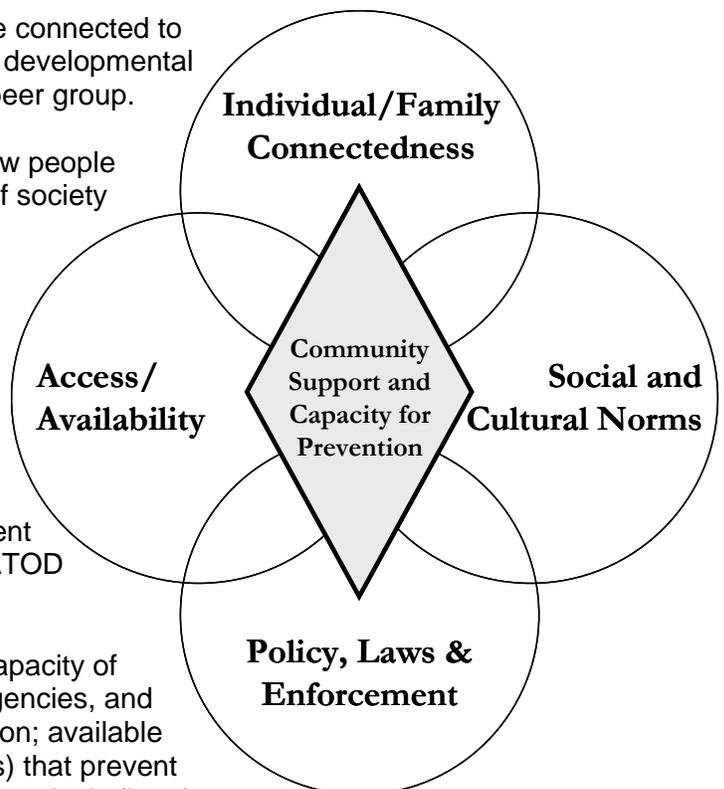
Individual/Family Connectedness: How people are connected to and/or engaged with a community, an individual's developmental assets, or how people associate with others in a peer group.

Social and Cultural Norms: Unwritten rules for how people are expected to act in a given group or segment of society or widely accepted behaviors.

Access to/Availability of Alcohol, Tobacco and Other Drugs: Factors that influence and/or facilitate the use of ATOD by youth or adults in different settings (e.g., retail, public/community events).

Policies, Laws & Enforcement: Established regulations, organizational policies and enforcement practices that encourage, discourage or prohibit ATOD use by different segments of the population.

Community Support & Capacity for Prevention: Capacity of community-based organizations, governmental agencies, and community members to engage in ATOD prevention; available resources (services, programs, educational efforts) that prevent use/misuse/abuse of alcohol, tobacco or other drugs, including those that serve as an alternative to ATOD use.



### ***Criteria used for developing and setting objectives:***

- Promotes the goal of the priority area
- Compatible with task force purpose and scope of influence
- Relevant to task force vision and mission
- Consistent with area of concern
- Addresses health inequities / disparities
- Viable, doable, achievable – able to succeed

***Additional considerations by the Task Force included:***

- Supporting objectives that have been set by organizations, coalitions or agencies in previous planning efforts
- Objectives that will have an effect on the greatest number of people using limited resources available
- Human and economic resources available to start with (i.e. agencies or organizations willing to allocate resources)

At the end of the Action Plan, there are two index guides in table format that show how each objective fits into the Spectrum of Prevention; how objectives overlap with those of another priority area; as well as potential partners for each objective.

## Priority Area 1: Individual/Family Connectedness

**GOAL: To promote and improve connections between and among individuals, peers, families and communities and strengthen individual assets.**

**Objective 1:** By 2010, support existing programs or develop strategies to improve the internal<sup>7</sup> and external<sup>8</sup> asset levels of youth and young adults.

	<b>Action Steps</b>
<b>A</b>	Identify programs currently serving specific populations that report lower asset levels and identify successful strategies currently being used (e.g., Hawaiian/Pacific Islander and African American/Black youth).
<b>B</b>	Compile more data and information on issues surrounding asset levels among populations with lower levels (e.g., Hawaiian/Pacific Islander and African American/Black populations) to better inform existing programs and strategies.
<b>C</b>	Identify resources necessary to sustain and enhance current successful services or programs and support new efforts aimed at promoting positive youth development.
<b>D</b>	Establish mechanisms <sup>9</sup> to recognize schools that demonstrate improvement in their students' internal and external assets, and to encourage sharing lessons learned with other schools.
<b>E</b>	Identify a pilot district interested in expanding on ATOD prevention using an asset development approach.
<b>F</b>	Develop a plan for supplementing existing efforts in the pilot district, including engaging schools that have effectively adopted such an approach as a source of support, coaching and disseminating lessons learned.

**Objective 2:** By 2010, support existing programs or develop strategies to address challenges of physical and social<sup>10</sup> isolation faced by older adults.

	<b>Action Steps</b>
<b>A</b>	Partner with agencies serving older adults to advocate for improved accessibility (social, linguistic, economic, and geographic) to programs, services and activities that serve as alternatives to ATOD use.

<sup>7</sup> Internal assets are the "characteristics and behaviors that reflect positive internal growth and development". (e.g., positive values and identities, social competence, commitment to learning) – [www.search-insitute.org/assets/](http://www.search-insitute.org/assets/)

<sup>8</sup> External assets are the "positive experiences young people receive from the world around them". (e.g., supporting and empowering, setting boundaries and expectations, positive and constructive use of time) [www.search-insitute.org/assets/](http://www.search-insitute.org/assets/)

<sup>9</sup> Similar to Project Cornerstone in Santa Clara County ([www.projectcornerstone.org](http://www.projectcornerstone.org)), which is a program that honors organizations whose interactions with young people exemplify youth asset development in action.

<sup>10</sup> Social isolation refers to, for example, people without transportation/ability to leave home; no connection to family; lack of stable connection to peers or others.

<b>B</b>	Support and/or expand existing efforts that focus on meeting the needs of isolated, depressed or homebound elderly residents like visiting volunteer programs, home repairs/chores and formal or informal social groups of common interests.
<b>C</b>	Support and/or expand existing health education and promotion programs/efforts, such as staff training, for healthcare providers (physicians, pharmacists, nurses, nurse practitioners) that serve older adults to increase awareness of isolation and ATOD (including medication) use/misuse among this population and how to better connect them to others using existing resources.
<b>D</b>	Compile more data and information from older adults themselves, on issues surrounding isolation to better inform existing programs and strategies.
<b>E</b>	Develop strategies and pilot programs to address the prevention of ATOD (including medication) use/abuse/misuse with an emphasis on building intergenerational connections.
<b>F</b>	Identify resources necessary to implement pilot programs or to enhance, expand or replicate current successful services or programs that address challenges of physical and/or social isolation among this population.

**Objective 3:** By 2010, support existing programs or develop strategies to address challenges of isolation, caused by cultural, linguistic, economic, and geographic barriers, faced by immigrant transient/seasonal workers.

	<b>Action Steps</b>
<b>A</b>	Partner with agencies serving immigrant transient/seasonal worker populations to advocate for improved accessibility (cultural, social, linguistic, economic, and geographic) to programs, services and ATOD-alternative events or locations.
<b>B</b>	Investigate the possibility of either increasing mobile social services to this population or the number of community-based services focused on improving their quality of life, including the reduction of harmful ATOD use.
<b>C</b>	Compile more data and information <sup>11</sup> from the population, on issues surrounding language limitations as they relate to isolation as a risk factor for ATOD use/misuse/abuse, to better inform existing programs and strategies.
<b>D</b>	Partner with groups that are currently working with the immigrant transient/seasonal workers to expand current efforts that include life skills development, health promotion and ATOD prevention.
<b>E</b>	Identify resources necessary to implement pilot programs or to enhance current successful services or programs.

<sup>11</sup> Note on strategy: information can be gathered through use of "fishbowls," results from linguistic access study, etc. Fishbowls are a method of gathering qualitative information about a particular population while simultaneously problem-solving with those affected and their service providers.

**Objective 4:** By 2010, increase collaboration among organizations that focus on connections among family, peer, adult, youth and/or community and ATOD prevention to enhance service and program delivery.

	<b>Action Steps</b>
<b>A</b>	Identify ATOD prevention programs currently serving specific populations with low or lower than average asset levels.
<b>B</b>	Identify duplication of services/programs and areas for further collaboration.
<b>C</b>	Engage mentoring, intergenerational, volunteer, and faith-based programs in collaborative efforts.
<b>D</b>	Build and/or sustain the capacity of the organizations identified in previous action steps.

**Objective 5:** By 2010, support improvements in the foster care system of services in order to reduce isolation of youth in foster care and young adults emancipating from the foster care system.

	<b>Action Steps</b>
<b>A</b>	Pursue strategies aimed at enhancing programs that offer independent and transitional living skills training to foster youth.
<b>B</b>	Identify and support a coalition of youth-based service providers, and community organizations, focused on empowering foster youth as they transition to adulthood.
<b>C</b>	Support related objectives from the “Emancipating Foster Youth Strategic Plan”.



## Priority Area 2: Social and Cultural Norms

**GOAL: To support and influence existing social and cultural norms that promote positive and healthy lifestyle choices.**

**Objective 1:** By 2010, launch a social marketing campaign, highlighting existing positive social and cultural norms, to address prevalent mixed messages regarding ATOD use.

	<b>Action Steps</b>
<b>A</b>	Identify, approach and convene stakeholders in developing and promoting positive lifestyle choices, general prevention, and asset development in a multilevel and integrated campaign.
<b>B</b>	Inform adults who have legal access to alcohol and can provide it to youth (e.g., young adults, older siblings or friends, parents and other family members) about Social Host Laws (consequences of serving to underage guests at private social events) using local data.
<b>C</b>	Develop messages and design campaign(s) to address mixed messages <sup>12</sup> surrounding perception of harm of ATOD use (e.g., tobacco vs. marijuana).
<b>D</b>	Identify messages that need to be targeted toward specific communities. <sup>12</sup>

**Objective 2:** By 2010, reduce acceptance of binge drinking (5 or more drinks on one occasion) by focusing on positive lifestyle choices available to individuals and communities.

	<b>Action Steps</b>
<b>A</b>	Use San Mateo County data to make the community aware of binge drinking as a problem.
<b>B</b>	Dispel myths of binge drinking as “normal” among certain groups through education and use of the mass media.
<b>C</b>	Provide more choices and increase alternative options to ATOD use, especially among 16-20 year olds, including collaboration with community- and faith-based organizations.
<b>D</b>	Involve community colleges and universities in/bordering San Mateo County in collaborative efforts to increase activities not focused on ATOD (“alternative” activities) for young people.
<b>E</b>	Collaborate/partner with existing resources to increase knowledge and use of “alternative” activities.
<b>F</b>	Promote a positive family unit by targeting parents and extended families and encouraging family nights.
<b>G</b>	Build efforts to target and reduce inappropriate advertising of alcohol to youth and specific populations.

<sup>12</sup> See Task Force workgroup’s notes for mixed/targeted messages (e.g., tobacco vs. marijuana use; African-American young men).

**Objective 3:** By 2010, increase the capacity of youth and adults to serve as role models and community leaders.

	<b>Action Steps</b>
<b>A</b>	Support the existing network of mentor programs (e.g., the Mentoring Coalition of San Mateo County).
<b>B</b>	Support/encourage involvement of caring adults, mentors and mentees in activities, coalitions, etc. that address ATOD use/abuse/misuse (e.g., the Partnership for a Safe & Healthy Pacifica; Youth Leadership Institute and Youth Development Initiative efforts).
<b>C</b>	Support the development of recognizable community leaders by engaging and training people of all ages to participate in mentoring programs and community coalitions.
<b>D</b>	Raise awareness of the importance of positive and caring role-models at any age.
<b>E</b>	By June 30, 2007, at least two regions within San Mateo County (North, South, Central or the Coast Side) will have an active youth coalition. <sup>13</sup>

**Objective 4:** By 2010, advocate against advertising and media promotion of alcohol and tobacco that encourages use among young people.

	<b>Action Steps</b>
<b>A</b>	Increase youth and parent awareness about how advertising and media promotion of alcohol and tobacco influences use by young people.
<b>B</b>	Develop advocacy efforts using evidence-based strategies.
<b>C</b>	Build advocacy efforts to reduce inappropriate advertising of alcohol that targets specific ethnic and cultural groups.
<b>D</b>	Positively recognize the retail environment that works toward decreasing ATOD advertising, access and consumption by youth (e.g., Project LEAD).

**Objective 5:** By 2010, pilot efforts to engage peer/health educators within the migrant worker community in increasing awareness of risks of ATOD use and promoting positive lifestyle choices.

	<b>Action Steps</b>
<b>A</b>	Research and examine the possibility of expanding or enhancing existing health promotion efforts in this population.
<b>B</b>	Partner with organizations already working with this population and encourage efforts to be led by migrant workers.
<b>C</b>	Involve community colleges and universities in and bordering San Mateo County and other community organizations to collaborate in the development of a program, train peer/health educators, and to assist in the implementation of efforts.

<sup>13</sup> From Tobacco Education Coalition Strategic Plan 2005

**Objective 6:** By 2010, pilot efforts to engage peer/health educators within the older adult community in increasing awareness of risks of ATOD (including medication) use or misuse and promoting positive lifestyle choices.

	<b>Action Steps</b>
<b>A</b>	Research and examine the possibility of expanding existing health promotion efforts in this population.
<b>B</b>	Partner with organizations already working with this population and encourage efforts to be led by leaders in the older adult community.
<b>C</b>	Involve community colleges and universities in and bordering San Mateo County and other community organizations to collaborate in the development of a program, train peer/health educators, and to assist in the implementation of efforts.



### **Priority Area 3: Access to/Availability of Alcohol, Tobacco and Other Drugs**

**GOAL 1: To decrease access to/availability of alcohol, tobacco and other drugs (ATOD) for youth.**

**Objective 1:** By 2010, reduce youth access to alcohol from retail environment sources.

	<b>Action Steps</b>
<b>A</b>	Provide culturally competent retail and merchant education about youth access laws and penalties to establishments that sell alcohol in their local communities.
<b>B</b>	Expand responsible beverage service training to establishments throughout San Mateo County, including on-sale, off-sale, and temporary sale outlets. <sup>14</sup>
<b>C</b>	Partner with law enforcement to consistently conduct at least two compliance checks per outlet per year in local jurisdictions and obtain youth access baseline data.
<b>D</b>	Collect relevant data about alcohol outlet density and licenses, noise disturbances, youth access rates, violation data, and perceived access (e.g., Alcoholic Beverage Control (ABC), California Healthy Kids Survey (CHKS), law enforcement, other sources).
<b>E</b>	Review zoning policies for alcohol retail outlets in proximity to schools.
<b>F</b>	Revise and administer (implement) the Youth Access Survey every two years, to a selected sample size in San Mateo County.
<b>G</b>	Utilize media, including student newspapers and PTA newsletters, to highlight youth access data and related policies or projects to reduce youth access to alcohol.
<b>H</b>	Implement ATOD community policies or projects to reduce youth access to ATOD.

**Objective 2:** By 2010, reduce youth access to tobacco from retail environment sources.

	<b>Action Steps</b>
<b>A</b>	Provide culturally competent retail and merchant education about youth access laws and penalties to establishments that sell tobacco.
<b>B</b>	Partner with law enforcement to conduct at least two stings per outlet per year in local jurisdictions and obtain baseline data.
<b>C</b>	Review zoning policies for tobacco retail outlets in proximity to schools.
<b>D</b>	Revise and administer (implement) the Youth Access Survey every two years, to a selected sample size in San Mateo County.

<sup>14</sup> An on-sale license refers primarily to restaurants or bars, or location of on-site consumption. An off-sale license refers primarily to liquor or grocery stores, or location where alcohol is not consumed on-site. A temporary license refers primarily to event or one-time sale permits.

<b>E</b>	Partner with youth programs and TUPE programs in the county to engage youth in advocacy efforts and youth access data collection efforts.
<b>F</b>	Utilize media, including student newspapers and PTA newsletters, to highlight youth access data and related policies or projects to reduce youth access to tobacco.
<b>G</b>	Implement ATOD community policies or projects to reduce youth access to ATOD.
<b>H</b>	Advocate for the full adoption of tobacco retail licenses (similar to alcohol licenses) throughout San Mateo County.

**Objective 3:** By 2010, reduce youth access to ATOD from social sources, such as the home environment and other social events.

	<b>Action Steps</b>
<b>A</b>	Revise and administer (implement) the Youth Access Survey every two years, to a selected sample size in San Mateo County.
<b>B</b>	Target adults who have legal access to alcohol and can provide to youth (e.g., young adults, older siblings or friends, parents and other family members) with education about alcohol laws and access, developmental and environmental consequences of youth alcohol use and abuse, as well as how to provide/ensure nonalcoholic environments for young people.
<b>C</b>	Research best practices about social host laws/ordinances, including lessons from experts in the field (e.g., Marin and San Diego Counties).
<b>D</b>	Adopt or implement ATOD community policies or projects to reduce youth access to ATOD from social sources.
<b>E</b>	Partner with law enforcement to consistently conduct at least two compliance checks at social sources per year in local jurisdictions and obtain youth access baseline data.
<b>F</b>	Collect relevant data about alcohol outlet density and licenses, noise disturbances, youth access rates, violation data, perceived access, sources or points of access (e.g., ABC, CHKS, law enforcement, CA Nutrition Council maps of alcohol outlets, Probation/Juvenile Hall, other sources).

**Objective 4:** By 2010, reduce alcohol, tobacco and/or other drug use and access at schools and other youth settings.

	<b>Action Steps</b>
<b>A</b>	Engage young people to change norms and culture at school environment through evidence-based practices.
<b>B</b>	Utilize CHKS, Youth Access Survey, and suspension data to inform efforts to reduce ATOD use and access at school.
<b>C</b>	Determine best practices for reducing access/use to other drugs at school by learning from other counties and school districts.
<b>D</b>	Engage school staff and administrators in the analysis of information collected and in changing the school environment.

<b>E</b>	Engage community and school partnerships to support the development of youth assets
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**Goal 2: To influence legal access to ATOD in a way that reduces the possibility of harmful outcomes\* to users and/or others.** (\*Harmful Outcomes could include: legal, interpersonal or health)

**Objective 5:** By 2010, reduce misuse of prescription drugs among youth, adults and older adults.

<b>Action Steps</b>	
<b>A</b>	Educate physicians, pharmacists, parents/family members, schools, youth and older adults on the prevalence and harms of misusing prescription drugs.
<b>B</b>	Educate and engage healthcare providers and other older adult service providers (e.g., senior centers, staff at senior housing, social service agencies) on the prevalence and likelihood of misuse of prescription drugs.
<b>C</b>	Increase awareness of prevalence and harms of misusing prescription drugs to enhance physical and/or mental performance.

**Objective 6:** By 2010, develop and encourage the adoption of Responsible Beverage Service (RBS) policies at social events (corporate, public, private).

<b>Action Steps</b>	
<b>A</b>	Research best practices about RBS policies by learning from experts in the field (e.g., Solano, Marin and San Diego Counties).
<b>B</b>	Develop RBS policies with County and city leaders and support the adoption of County-wide and city-specific RBS policies.
<b>C</b>	Train groups and organizations that provide alcoholic beverage service at social events about RBS policies and practices.
<b>D</b>	Disseminate RBS policies and increase awareness of liability issues as a means of encouraging or prompting policy adoption.

**Objective 7:** By 2010, develop and implement countywide Social Host Laws or policies to limit adults' contribution to or facilitation of underage drinking.

<b>Action Steps</b>	
<b>A</b>	Research and review policies, such as restrictions on time/quantity sold; increased penalties for violations of ATOD laws; increased local control of and restrictions on licensing/permitting; and stiffer penalties for facilitating ATOD use by youth to glean best and promising community policies and practices.
<b>B</b>	Research success and plausibility of enforcing countywide "keg registration ordinances".

<b>C</b>	Research successful strategies for the implementation of Social Host Laws or policies (consult with experts in Marin & San Diego Counties).
<b>D</b>	Support implementation of County-wide and city ordinances related to adult facilitation of youth access to ATOD (e.g., stronger “shoulder tapping” penalties for adults).
<b>E</b>	Target adults who have legal access to alcohol and can provide alcohol to youth (e.g., young adults, older siblings or friends, parents and other family members) with education about alcohol laws and access, and legal consequences of providing alcohol to youth.

## Priority Area 4: Policies, Laws and Enforcement

**GOAL: To improve enforcement of existing policies and pursue new policies that limit youth access to ATOD and promote healthier choices for all.**

**Objective 1:** By 2010, promote awareness of, compliance with and consistent enforcement of existing laws that prohibit ATOD sales, distribution and/or access among merchants, law enforcement agencies and schools.

	<b>Action Steps</b>
<b>A</b>	Collect data on existing laws (by City and County), compliance practices (among merchants and school districts) and enforcement practices (by law enforcement jurisdictions) that discourage ATOD use.
<b>B</b>	Identify and prioritize training needed to increase understanding of existing laws among merchants, school personnel and law enforcement.
<b>C</b>	Identify best practices in compliance and enforcement among merchants, schools and cities to recognize promising approaches and to offer models for entities striving to improve.
<b>D</b>	Develop plans to achieve increased compliance and enforcement in jurisdictions committed to reducing the impact of substance use in their community. <sup>15</sup>

**Objective 2:** By 2015, establish a consistent, countywide policy climate that discourages ATOD use.

	<b>Action Steps</b>
<b>A</b>	Obtain information from communities that have achieved success with policy interventions on ATOD (such as increased fees, quantity/time restrictions, Social Host Ordinances, among others) to share lessons learned with interested communities in San Mateo County. (e.g., Marin, San Diego & Solano Counties).
<b>B</b>	Enlist leaders from sectors interested in pursuing policy changes within San Mateo County to shape recommendations for further action.
<b>C</b>	Create model ordinances that could be adopted at the County unincorporated area level to prompt adoption across San Mateo County jurisdictions.
<b>D</b>	Build alliances with local health advocates to strengthen support for new policies targeting ATOD reduction.
<b>E</b>	Offer recommendations for consideration by Board of Supervisors, City Council members, school district trustees, and other relevant elected leaders.

<sup>15</sup> By June 30, 2007, there will be a 20 percent increase in the number of jurisdictions who report conducting two or more tobacco enforcement activities in the past year. (From Tobacco Education Coalition Strategic Plan 2005)

**Objective 3:** By 2010, support policies that improve implementation of best practices for effective prevention of ATOD use by youth in the school setting.

	<b>Action Steps</b>
<b>A</b>	Review existing California Department of Education work to synthesize best practices research relevant to schools, including key principles of youth asset development and other strategies that have proven effective in ATOD prevention. <sup>16</sup>
<b>B</b>	Work with San Mateo County Office of Education to understand school-level agents and barriers to adopting best practices through activities such as focus groups, surveys or other mechanisms to obtain input from schools.
<b>C</b>	Enlist youth guidance on effective strategies relevant to schools in San Mateo County through Youth Advisory Councils.
<b>D</b>	Research other communities' efforts to assist schools in prevention and asset development (e.g., SF Peer Resource Center, Santa Clara asset development technical assistance) to understand community-level models for assisting schools.
<b>E</b>	Link with Social and Cultural Norms objective recognizing schools that have been successful in promoting youth development and improving school climate.
<b>F</b>	Assist sectors that provide prevention resources for schools (e.g., law enforcement, CBOs) in understanding best practices and opportunities to address schools' interests and needs.
<b>G</b>	Develop plan for assisting school districts interested in adopting policies that would incorporate best practices in improving prevention climate at the school level.

**Objective 4:** By 2010, increase collaborative advocacy regarding alcohol and other drug prevention by organizations that promote health and well-being

	<b>Action Steps</b>
<b>A</b>	Research advocacy strategies adopted by anti-smoking and other prevention advocates to learn from their success in promoting reduction in smoking, drawing out key lessons for adaptation to reducing AOD use.
<b>B</b>	Enlist respected partners (e.g., voluntary agencies, professional associations) that aim to improve community health and well-being.
<b>C</b>	Develop collaborative advocacy and media strategy that strengthens the case for ATOD prevention.

<sup>16</sup> Including West-Ed/CHKS principles of: 1) promoting caring relationships among adults and youth; 2) promoting high expectations; and 3) promoting meaningful opportunities for youth participation.

**Objective 5:** By 2010, reduce alcohol advertising, sponsorship and sales at major community events and promote organizational policies that reduce or eliminate the emphasis on alcohol or tobacco use at social or community events.

	<b>Action Steps</b>
<b>A</b>	Identify major festival and fairs that attract community members and usually include alcohol advertising, sponsorship or sales and/or promote alcohol or tobacco use.
<b>B</b>	Identify community partners involved in leading such events that share the goal of promoting health and well-being.
<b>C</b>	Work with these partners to explore potential avenues for replacing support from alcohol or tobacco companies with healthier alternatives.
<b>D</b>	Research and compile examples of organizational practices that discourage alcohol or tobacco use (e.g., County, health care providers, other employers).
<b>E</b>	Promote successful practices that reduce alcohol advertising to other major events.
<b>F</b>	Enlist and encourage major employers and County agencies to adopt such policies in their event planning. <sup>17</sup>

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<sup>17</sup> By June 30, 2007, at least two community colleges or trade schools will adopt and implement smoke-free policies. **(From Tobacco Education Coalition Strategic Plan 2005)**



## **Priority Area 5: Community Support and Capacity for Prevention**

**GOAL: To build and support the systems and resources necessary to foster and sustain effective ATOD prevention and to achieve objectives in the four areas of concern.**

**Objective 1:** By 2010, improve visibility and awareness of ATOD prevention issues as key community priorities.

	<b>Action Steps</b>
<b>A</b>	Promote and implement the actions in the Roadmap
<b>B</b>	Develop synthesis of information from the Roadmap to facilitate the understanding of the importance of ATOD prevention among elected officials and other leaders.
<b>C</b>	Develop a permanent County-endorsed group responsible for raising awareness about ATOD prevention.
<b>D</b>	Create a social marketing plan using a coordinated public message to present the importance of addressing ATOD prevention to different audiences (e.g., elected officials, parents, etc.).
<b>E</b>	Involve community stakeholders, city representatives and other leaders (e.g., faith leaders) in the development and promotion of the messages.
<b>F</b>	Create or increase collaboration between agencies/programs engaged in health-related prevention, in addition to ATOD (e.g., violence, physical activity, nutrition, etc.), in order to create a comprehensive climate of health and safety.

**Objective 2:** By 2010, increase the number of residents and organizations advocating, volunteering, and acting in support of ATOD prevention.

	<b>Action Steps</b>
<b>A</b>	Invite stakeholders (including people in recovery) to participate in community prevention actions.
<b>B</b>	Educate agencies and organizations on substance abuse trends and emerging best-practices.
<b>C</b>	Increase schools' capacity and roles in ATOD prevention among youth.
<b>D</b>	Enlist a broader segment of the community (e.g., faith-based organizations, after-school programs) in aligning efforts with a youth asset development approach.

**Objective 3:** By 2010, increase coordination among prevention providers to maximize effectiveness of resources dedicated to prevention.

	<b>Action Steps</b>
<b>A</b>	Develop mechanisms to maintain an updated inventory of prevention providers (e.g., CIP, continuous community asset mapping, etc.).
<b>B</b>	Map existing community assets and resources in order to evaluate saturation, gaps and/or other service needs.
<b>C</b>	Create and maintain a San Mateo County Prevention Listserv that offers a forum for information and resource sharing.
<b>D</b>	Establish/create an alliance that supports mentoring of communities by communities (Prevention Council/Consortium, Youth Access Collaborative) to include law enforcement, youth, non-profit organizations, ABC, government, and others as identified.
<b>E</b>	Create or increase collaboration between agencies/programs doing health-related prevention, in addition to ATOD (e.g., violence, physical activity, nutrition, etc.), in order to better utilize resources.
<b>F</b>	Facilitate links to and dissemination of emerging best practices research in ATOD prevention, to be used by prevention providers in shaping future action.

**Objective 4:** By 2010, develop additional, sustainable funding for prevention programs that engage participants and serve as alternatives to substance use.

	<b>Action Steps</b>
<b>A</b>	Create collaborative efforts for researching and developing funding opportunities, especially those that promote sustainability of prevention efforts and build organizational capacity.
<b>B</b>	Improve methods of promoting ATOD prevention in order to increase likelihood of funding.
<b>C</b>	Collectively outreach to County, local, and school governments, as well as local and national foundations, for additional prevention funding.
<b>D</b>	Explore the viability of a local alcohol tax or increasing licensing fees to support prevention activities that foster youth developmental assets.
<b>E</b>	Establish a Countywide multidisciplinary group responsible for seeking funding or developing sustainable funding sources for prevention efforts.
<b>F</b>	Establish principles for seeking and accepting funding to avoid possible conflicts of interest.

**Objective 5:** By 2010, improve the systematic collection and coordination of community-based indicators used for the evaluation of prevention actions.

	<b>Action Steps</b>
<b>A</b>	Develop mechanisms to gather and maintain updated inventory of indicators used by prevention providers to measure process, progress and outcomes.

<b>B</b>	Develop a community-based report card on indicators used in evaluating prevention actions, using Tobacco's Community of Excellence indicators as a model.
<b>C</b>	Continue to measure internal and external assets <sup>18</sup> among youth (e.g., connectedness to community/school/family and peers).
<b>D</b>	Develop measures of internal and external assets for adults.
<b>E</b>	Train organizations that work on ATOD prevention to conduct self-evaluations, as well as interpret and use data (indicators and/or evaluation results) to shape future efforts.
<b>F</b>	Share data, results and information with organizations that work on ATOD prevention.

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<sup>18</sup> As established by the Search Institute's 40 developmental assets.

**Table 2: Index of Objectives, Levels of the Spectrum of Prevention and Overlap with other Priority Areas**

Priority Areas & Objectives		Spectrum of Prevention Levels					Overlap with other Priority Areas					
		Strengthening Individual Knowledge and Skills	Promoting Community Education	Educating Providers	Fostering Coalitions and Networks	Changing Organizational Practices	Influencing Policy Legislation	Individual / Family Connectedness	Social & Cultural Norms	Access / Availability	Policies, Laws & Enforcement	Community Capacity for Prevention
Individual / Family Connectedness	1. Internal/external assets of youth	x		x	x	x		/	x			x
	2. Isolation of older adults	x		x	x			/	x			x
	3. Isolation of immigrant workers	x		x	x			/	x			
	4. Collaboration on connections				x	x		/				x
	5. Improvements in foster care				x	x	x	/				x
Social & Cultural Norms	1. Social marketing campaign		x	x	x		x	x	/	x	x	
	2. Reduce binge drinking		x		x	x		x	/	x		
	3. Role models & community leaders		x	x	x			x	/			x
	4. Alcohol advertising to youth		x	x			x		/	x	x	
	5. Peer/health educators (migrants)	x		x	x				/			x
	6. Peer/health educators (older adults)	x		x	x				/			x
Access to / Availability of ATOD	1. Youth access to alcohol (retail)			x		x	x	x	/		x	x
	2. Youth access to tobacco (retail)			x		x	x	x	/		x	x
	3. Youth access to ATOD (socially)		x				x	x	/		x	x
	4. Use & access at schools		x		x	x	x	x	/		x	x
	5. Misuse of prescription drugs	x	x	x					/	x		
	6. Responsible Beverage Service			x		x	x		/		x	
	7. Social Host Laws		x				x		/		x	

Priority Areas & Objectives		Spectrum of Prevention Levels					Overlap with other Priority Areas				
		Strengthening Individual Knowledge and Skills	Promoting Community Education	Educating Providers	Fostering Coalitions and Networks	Changing Organizational Practices	Influencing Policy Legislation	Individual / Family Connectedness	Social & Cultural Norms	Access / Availability	Policies, Laws & Enforcement
Policies, Laws & Enforcement	1. Enforcement of ATOD sales laws			x		x	x		x		x
	2. Policy climate		x		x		x		x		
	3. Effective prevention in schools				x	x	x	x	x		
	4. Collaborative advocacy				x		x				
	5. Alcohol sponsorship (community)				x	x	x		x		
Community Support & Capacity for Prev.	1. Visibility of ATOD prevention		x		x			x	x	x	
	2. Advocacy & support of prevention		x	x	x	x		x	x	x	
	3. Coordination among providers			x	x	x		x	x	x	
	4. Additional, sustainable funding				x	x	x	x	x	x	
	5. Evaluation & data		x	x	x	x		x	x	x	

**Table 3: Index of Objectives and Potential Partners**

Potential Partners	Individual / Family Connectedness					Social & Cultural Norms						Access to / Availability of ATOD							Policies, Laws & Enforcement					Community Support & Capacity for Prev.				
	1	2	3	4	5	1	2	3	4	5	6	1	2	3	4	5	6	7	1	2	3	4	5	1	2	3	4	5
<b>COMMUNITY</b>																												
Asian American Recovery Services	x			x		x	x	x	x			x	x	x	x			x	x	x	x			x	x	x		
Coastside Health Committee			x			x	x	x	x	x		x	x	x	x			x		x		x		x	x	x		
Colleges (Cañada College, College of San Mateo, College of Notre Dame de Namur)							x			x	x						x						x	x	x	x	x	
Community groups and clubs																	x											
Community leaders, partnerships and collaboratives			x			x	x	x	x	x		x	x	x	x			x		x		x		x	x	x	x	
Community members (adults)	x	x	x					x	x			x		x	x	x	x	x	x	x	x	x	x	x	x			
Community-based organizations	x		x			x	x	x														x				x		
Core Agencies, Shelters			x																									
El Centro de Libertad	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x						x	x	x		
El Concilio of San Mateo County			x			x				x												x				x		
Faith community and faith-based organizations	x	x	x	x	x	x	x	x		x	x													x	x	x		
Family Resource Centers	x		x	x	x	x	x	x		x	x																	
Free At Last																									x	x		
Jewish Family & Children’s Services	x	x		x		x			x						x	x		x										
Neighborhood associations, watches																		x							x			
One East Palo Alto Partnership	x			x		x	x	x	x			x	x	x	x			x						x	x	x		
Partnership for a Safe & Healthy Pacifica	x			x		x	x	x	x			x	x	x	x			x	x	x	x			x	x	x	x	

Potential Partners	Individual / Family Connectedness					Social & Cultural Norms						Access to / Availability of ATOD							Policies, Laws & Enforcement					Community Support & Capacity for Prev.				
	1	2	3	4	5	1	2	3	4	5	6	1	2	3	4	5	6	7	1	2	3	4	5	1	2	3	4	5
Prevention / Treatment providers (incl. faith-based)	x	x	x			x	x	x												x				x	x	x		x
TUPE-funded programs													x															
<b>PUBLIC / GOVERNMENT AGENCIES</b>																												
Board of Supervisors						x		x				x	x	x			x	x	x	x		x	x	x	x	x	x	x
City governments						x		x				x	x	x			x	x	x	x		x	x	x	x	x	x	x
City Parks and Recreation; Community Centers																								x	x			
County and City Planners (Zoning)												x	x															
County Manager																											x	x
Criminal Justice System					x			x						x	x			x	x	x				x				x
Department of Motor Vehicles														x														
Drug and Alcohol Advisory Board (DAAB)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Elected officials (State, County and/or Local)						x		x				x	x	x			x	x	x	x		x	x	x	x	x	x	x
Health Department	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Human Services Agency	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Law enforcement (Local and County)												x	x	x	x			x	x	x	x	x		x	x	x		x
Mental Health		x								x	x																	
Office of Education; School Districts; Schools (public & private)	x			x	x	x	x	x	x						x	x					x			x	x	x	x	x
Peninsula Library System, CIP (Community Information Program)																										x		

Potential Partners	Individual / Family Connectedness					Social & Cultural Norms						Access to / Availability of ATOD							Policies, Laws & Enforcement					Community Support & Capacity for Prev.				
	1	2	3	4	5	1	2	3	4	5	6	1	2	3	4	5	6	7	1	2	3	4	5	1	2	3	4	5
Probation Department					x			x						x				x	x					x				x
SAMTrans, CalTrain		x	x																									
State Department of Alcoholic Beverage Control (ABC)												x		x	x		x	x	x	x	x	x	x					
Tobacco Education Coalition (TEC)													x									x	x					
<b>HEALTH CARE</b>																												
Healthy Communities Collaborative						x	x		x	x	x					x					x		x	x	x	x	x	
Hospital discharge planners		x									x					x												
Pharmacists' Associations											x					x												
Physician Associations, The Medical Society											x					x					x							
Private medical groups and hospitals											x					x												
San Mateo County Hospital Consortium		x				x	x		x	x	x					x					x		x	x	x	x	x	
VA Hospitals & Services											x					x												
<b>BUSINESS/ RETAIL</b>																												
Business associations or organizations (Chambers of Commerce, Downtowns)												x	x				x	x	x		x	x	x					
Local merchants, business owners												x	x	x	x			x	x	x				x	x			
Restaurants, Bars (on sale)												x					x											
Retail stores (off sale; e.g., Liquor Stores, small grocery, mini-marts)												x	x	x				x										

Potential Partners	Individual / Family Connectedness					Social & Cultural Norms						Access to / Availability of ATOD							Policies, Laws & Enforcement					Community Support & Capacity for Prev.					
	1	2	3	4	5	1	2	3	4	5	6	1	2	3	4	5	6	7	1	2	3	4	5	1	2	3	4	5	
<b>YOUTH</b>																													
Community agencies serving youth; providing opportunities for involvement, and/or alternatives	x			x	x			x																	x				
For Youth, By Youth																								x					
Friday Night Live Chapters	x			x		x	x	x	x			x	x	x	x			x	x	x	x	x		x					
Friends for Youth	x			x	x			x																					
Mentoring programs / The Mentoring Coalition	x			x	x			x																	x	x			
Parent groups, associations (e.g., PTA)																									x				
Parents, guardians or foster parents	x				x	x	x	x	x			x	x	x	x	x	x	x					x	x	x	x			
Police Action Leagues								x																	x				
School-based programs (e.g., PASS)			x							x																			
The Center for Youth	x			x				x							x							x				x			
Young people	x					x	x	x	x			x	x	x	x	x	x	x	x	x	x	x	x	x	x				
Youth commissioners; Youth councils												x	x	x	x	x		x	x	x	x	x	x	x	x				
Youth Development Initiative (YFES)	x			x	x	x	x	x	x			x	x	x	x			x						x	x	x			
Youth groups, organizations: Boys and Girls clubs; YMCA, YWCA																									x				
Youth in foster care					x																								
Youth Leadership Institute (YLI)	x			x		x	x	x	x			x	x	x	x			x	x	x	x	x		x	x	x			
Youth United for Community Action (YUCA)	x			x		x	x	x	x															x					

Potential Partners	Individual / Family Connectedness					Social & Cultural Norms						Access to / Availability of ATOD							Policies, Laws & Enforcement					Community Support & Capacity for Prev.					
	1	2	3	4	5	1	2	3	4	5	6	1	2	3	4	5	6	7	1	2	3	4	5	1	2	3	4	5	
Youth-led/based advocacy groups												x	x	x	x	x		x	x	x	x	x		x	x				
<b>OLDER ADULTS</b>																													
American Association of Retired Persons (AARP)		x									x																		
Assisted living centers		x									x																		
Caretakers, family members		x									x				x														
Commission on Aging		x									x														x				
In-Home Support Services (Health Department/Public Authority)		x									x																		
Older adults		x									x				x									x	x				
Senior Centers		x									x				x										x				
Senior living facilities		x									x				x										x				
<b>MIGRANT WORKERS</b>																													
Migrant workers (seasonal, day laborers, agricultural)			x								x																		
North Street Clinic			x								x																		
Puente de la Costa Sur			x								x																		
South Coast Children's Services			x								x																		
Other CBO's, agencies working with migrant populations			x								x																		
<b>OTHER</b>																													
California Prevention Collaborative																x	x					x							
Celebrities, sports figures						x	x	x								x													

Potential Partners	Individual / Family Connectedness					Social & Cultural Norms						Access to / Availability of ATOD							Policies, Laws & Enforcement					Community Support & Capacity for Prev.				
	1	2	3	4	5	1	2	3	4	5	6	1	2	3	4	5	6	7	1	2	3	4	5	1	2	3	4	5
Consumers in recovery (through associations)																x									x			
Corporations (workplace environment, employers)																x	x						x	x	x	x	x	x
Event planners & locations (e.g., Expo Center, County Fair)																	x						x					
Foundations and funding agencies (e.g., Peninsula Community Foundation)																							x				x	x
Media (including TV, radio, newspapers, internet, and other)						x	x	x	x							x							x					
Professional organizations																x	x											
<b>TASK FORCE WORKGROUPS</b>																												
Individual / Family Connectedness	x	x	x	x	x	x	x	x				x	x	x	x						x			x	x	x	x	x
Social & Cultural Norms	x	x	x			x	x	x	x	x	x	x	x	x	x	x				x	x		x	x	x	x	x	x
Access to / Availability of ATOD						x	x		x			x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x
Policies, Laws & Enforcement						x			x			x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x
Community Support & Capacity for Prevention	x	x		x	x			x		x	x	x	x	x	x				x					x	x	x	x	x



## COMMUNITIES IN ACTION

The purpose of the *Roadmap* up to this point has been to describe the process of its development and to define goals and objectives that will achieve the Task Force's vision to achieve a community where alcohol, tobacco and other drugs no longer contribute to poor health outcomes for San Mateo County residents. Although there is much work to be done to prevent and reduce the detrimental effects of ATOD, the Task Force recognizes that there are many organizations in the County's communities currently working toward this end and along the lines of the *Roadmap's* priority areas, goals and objectives.

The following programs involving youth represent a few examples submitted by Task Force members of continuing efforts that aim to prevent the negative impact of ATOD use, misuse or abuse throughout the County. This is not meant to serve as a complete list of "best practices";<sup>19</sup> rather it is a display of programs that have been successful in their implementation at the local level. A comprehensive look at best practices and model strategies, from across the nation, will be available in July 2006 at <http://www.smhealth.org/hpppp>.

**Table 4: Programs' intersection with Roadmap Priority Area and Spectrum of Prevention**

Sample Program:		STAY Safe	YLI	PSHP	TUPE	FFY
Fits into Roadmap Priority Area:		1.IFC, 2.SCN, 4.PLE, 5.CCP	All	2.SCN, 3.AA, 4.PLE, 5.CCP	2.SCN, 4.PLE, 5.CCP	1.IFC, 5.CCP
Level of the Spectrum of Prevention	Individual	x	x		x	x
	Community	x	x	x	x	x
	Providers		x			
	Coalitions / Networks	x	x	x		x
	Organizations			x		x
	Policy / Legislation	x	x	x	x	

### ***STAY Safe (Supportive Transitions for All Youth to be Safe)***

STAY Safe of Asian American Recovery Services in Daly City, is a youth development and ATOD prevention program that combines several strategies in its prevention efforts. It is a collaborative project involving community partners from school districts, community foundations, and County and State programs. Components of the STAY Safe program include: elementary and middle school life skills training programs, a mentorship program that pairs middle school students (mentees) with high school student mentors, and SSYC (STAY Safe Youth Coalition) which allows youth to actively develop and implement environmental prevention projects. Past SSYC projects have included the "SSYC (pronounced "sick") Truth" campaign in which the youth involved presented results and recommendations developed from research they conducted among youth in their community.

The life skills programs are based on SAMHSA-endorsed "Life Skills Training"; the environmental prevention projects are based on the SAMHSA-endorsed "Community Mobilizing for Change and Action (CMCA)" model.

<sup>19</sup> For the purposes of this report, "best-practices" incorporates evidence-, research- or science-based, research-validated or promising practices. The main idea is to implement practices that have been studied and have collected evidence that the practice or program effectively accomplishes what it sets out to do.

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“[SSYC] makes me more active in my community...it helps me to know we can actually make a change...it keeps me motivated to stay in school and to work against the bad effects tobacco and alcohol can have on my community.”

~ Zara Lozano, a high school freshman involved in both STAY Safe mentoring and SSYC

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### ***Youth Leadership Institute (YLI)***

Youth Leadership Institute (YLI) works with young people and the systems that impact them to build communities that invest in youth. In San Mateo County, YLI operates youth development programs and projects that address ATOD prevention through environmental strategies. YLI has several programs for youth to be involved in, including youth coalitions and councils, youth action research teams, and Friday Night Live Partnership Chapters administered throughout the County. YLI has been active in community coalitions, and much of their youth-involving work has a community wide-impact. YLI has served as an expert in linking youth development practices with the latest environmental prevention and evaluation strategies, and has aided other programs in their community based efforts. They serve as the trainer for several local programs including STAY Safe mentioned above. YLI has been recognized by SAMHSA with the Exemplary Program Award for their youth council model, and has also received the Community Anti-Drug Coalition of America award.

### ***Partnership for a Safe and Healthy Pacifica (PSHP)***

Initiated by the community in the aftermath of the tragic alcohol-related deaths of two young people, the Partnership for a Safe and Healthy Pacifica brings together players from different sectors of the community to prevent further damage resulting from alcohol use. In the shadow of the accident, the Partnership immediately went to work developing sub-committees that are implementing a variety of projects including the creation of an educational DVD, a teen night, and a candlelight vigil and march commemorating the anniversary of the accident attended by 400 community members. The Social Norms and Access sub-committees developed a program to provide conscientious alcohol vendors with “Responsible Alcohol Merchant Awards” (RAMA). The Partnership is now beginning to develop a formal strategic plan to take further action. They will be focusing some of their future efforts on policy, specifically implementing evidence-based strategies making all individuals responsible for what occurs in their home, including underage drinking.

### ***TUPE (Tobacco Use Prevention Education)***

TUPE uses tax monies from cigarette sales to provide prevention education in schools. One local program has been able to make great strides in the policy arena regarding smoking at public events. Two recent victories include the smoke-free policies implemented at the Pacifica Fog-Fest and the Daly City Fil-Am Friendship Festival. Students and TUPE staff working to make the Pacifica Fog-Fest smoke-free are Pacifica residents, and worked closely with the Fog-Fest Board to enact the policy. There was great support from both the Board and the public for the group’s policy, which made smoking only allowable in designated areas. Enforcement was difficult in the pilot year, because it lay heavily on the students; however, they hope to garner greater police support for the coming year. The policy was officially passed February 2006, after

its initial pilot implementation in 2005. Similar to the Fog-Fest policy, the Daly City Fil-Am Friendship Festival smoke-free policy has also gained public support and has helped to make the festival more family-friendly. Along with the policy advancement, the TUPE program also promotes youth asset development by offering opportunities for young people to become more involved in their community to enact real, meaningful and lasting change.

### ***Friends for Youth (FFY)***

Friends for Youth (FFY) is a one-on-one mentoring program that has been in operation for 27 years. The offshoot of a similar Colorado-based program, FFY seeks to pair at-risk youth in meaningful mentor relationships with a responsible adult from the community. FFY uses a youth development/life skills framework, building developmental assets of middle- and high school-aged youth by providing opportunities for positive interactions with adults, which research has shown helps youth make positive choices in the future. Some of these positive choices include increased engagement in school, decreased problem (or “risky”) behaviors, and delayed onset of substance use. Along with their mentoring program, FFY has a Mentoring Institute that trains other programs in effective mentoring strategies. Along with the training aspect, the Mentoring Institute serves on a number of community mentoring coalitions, including the San Mateo County Mentoring coalition, as well as the newly developed Bay Area Mentoring coalition.

There are many other local organizations directly or indirectly working on ATOD prevention. Other efforts in San Mateo County highlighted by Task Force members that incorporate best practices and address different levels simultaneously in their strategies, as the Spectrum of Prevention recommends are:

- Local Kaiser Hospitals recently adopted no-smoking policies for their employees and buildings
- Anti-gang and violence prevention work in San Mateo is being done by faith-based organizations in collaboration with local law enforcement agencies
- The Health Department continues to work on medication misuse prevention among the older adult population
- Breathe California (formerly American Lung Association of San Mateo County) is working to create smoke-free outdoor air policies at local community colleges

The Task Force encourages the community to join the movement and become actively involved in ATOD prevention efforts.

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The *Roadmap* is also available online at:  
<http://www.smhealth.org/hppp>





## San Mateo County

### Alcohol, Tobacco and Other Drug (ATOD) Prevention Task Force

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We thank the following Task Force members for their time, energy and incredible dedication, with a special thank you to the Advisory Council and Planning Workgroup for its guidance and support and to Task Force members (\*) who provided assistance with the Needs Assessment.

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Rebecca Nassarre, Alcoholics Anonymous, Hospitals and Institutions	Stacey Nitta*, New Perspectives
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Kathleen O'Rourke*, Jefferson Elementary School District (Prevention Providers Coalition)	Lisa Okada, San Mateo County Sheriff's Office (Needle Exchange Coalition)
Michelle Oppen, San Mateo County Health Department	Pat Paik, Pacifica Resource Center
Irma Palacios, Youth and Family Enrichment Services	Denise Patch, City of Daly City, Parks and Recreation
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Sosefina Pita, San Mateo County Health Department	Jamila Pounds, Edgewood Center for Children and Families
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Chris Rodriguez*, San Mateo County Health Department	Barry Rosen, Sequoia Center
Aileen Rowe, San Mateo County Office of Education	Judith Royal, San Mateo County Probation

Deborah Rutledge, Daly City Youth Health Center	Merle Saber, Youth and Family Enrichment Services
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Chris Saldivar, Belmont-Redwood Shores School District	Laarni San Juan, San Mateo County Health Department
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Mona Shah, Youth Leadership Institute	Cheryl Sinclair, Seton Coastside
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Vicki Smothers, San Mateo County Health Department / Free at Last	Cindy Stack-Keer, Kaiser Permanente, Redwood City
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Melieni Talakai, San Mateo County Health Department	Beverly Thames, San Mateo County Health Department
Dave Theis, Sequoia Union High School District	Christina Tillotson, San Mateo County Health Department
Jackie Toliver, San Mateo County Health Department	Robin Tomlinson, San Mateo County Health Department
Deborah Torres, San Mateo County Health Department	Selina Toy Lee, San Mateo County Human Services Agency
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Sheryl Uyan, San Mateo County Human Services Agency	Deborah Vargas, Free At Last
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Susan Vickrey, Pacifica School District	Marie Violet, Sequoia Hospital
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Stephan Wahl, Kaiser Permanente, South San Francisco	Patricia Waters, One East Palo Alto Partnership
Diane Webster, San Mateo County Health Department	Barry Weiss, San Carlos Parks and Recreation
Jasmin Wettstein, San Mateo County Health Department	Teresa Wild, Student in the Drug and Alcohol program at UC Berkeley
Lisa Williams, San Mateo County Sheriff's Office	Duke Williams, San Mateo County Office of Education
Cassandra Wilson, Daly City Community Service Center	Tanya Wisner, Women's Recovery Association
Melissa Wong*, San Mateo County Health Department	Ruth Woods, Ravenswood City School District
Laura Woodworth, Women's Recovery Association	Patricia Wool, San Carlos School District
John Yap, Youth and Family Enrichment Services	Alan Yosef, FSA of San Mateo
Carol Young-Holt, Formery of North Street Community Resource Center	

**Additional Contributors to Needs Assessment**

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Shawn Parks*, San Mateo County Sheriff's Department	Wendy Taylor*, Puente de la Costa Sur - Pescadero

### San Mateo County Alcohol, Tobacco and Other Drug Prevention Program List

Name of Organization/Program	Contact person	Phone Number	Email	Description
African American Community Health Advisory Committee	Gloria Brown	650-726-9059	grbrown@aachac.org	Addressing the health of the African American community in San Mateo County.
After School Grant Programs (Redwood City)	Adilah Haqq-Smith	650-780-7313	asmith@redwoodcity.org	Free after school programs available at many Redwood City School District schools.
AIDS Community Research Consortium (ACRC)	Gregory W. Edwards EdD, ED	1-800-864-ACRC 650-364-6563 fax: 650-364-9001	talktome@acrc.org  www.acrc.org	ARCC provides direct services through its HIV/AIDS & HCV programs. Programs are HIV/AIDS Living Now®, Hepatitis C Living Now®, Vivamos Ahora (Spanish Living Now®), HIV Food Services program, & a technical assistance program.
American Cancer Society (ACS; Cancer Society)	Gay Brownlee, Community Service Director	1-800-ACS-2345 650-578-9902 fax: 650-578-9940	www.cancer.org	Advocacy - (national, state, local)
American Heart Association San Mateo County Office (Heart Association)	Sharon Topping, ED	650-259-6700 fax: 650-259-6890	www.americanheart.org	The American Heart Association is a national voluntary health agency whose mission is to reduce disability & death from cardiovascular diseases & stroke.
Asian American Recovery Services (AARS; Stay Safe Youth Coalition (SSYC))	Etan Zaitso	650-756-3230	ezaitso@aars-inc.org  www.aars-inc.org	Provide 20 weeks of After-School life skills groups to 60 participants of Fernando Rivera Middle School & Policita Middle School in Daly City. The goal of this program is to keep middle schools students alcohol & drug free by providing them with a safe place to discuss cultural & adolescent issues. This group also assists students with the transition to high school. High school programs offer life skills groups at Jefferson, Westmoor, Oceana & Terra Nova High Schools & opportunities to participate in the Stay Safe Youth Coalition (SSYC) planning & implementing environmental prevention efforts.

<b>Name of Organization/Program</b>	<b>Contact person</b>	<b>Phone Number</b>	<b>Email</b>	<b>Description</b>
Bay Area Community Resources <i>(BACR; New Perspectives)</i>	Stacey Nitta, Program Director	650-330-7452 or 650-566-8517 fax: 650-321-4532	snitta@bacr.org  www.bacr.org	Provides after-school & summer recreation & socialization activities, teaches social skills, problem solving, conflict mediation & career choices. Also provides tutoring, environmental education, pregnancy prevention & community service projects.
Belmont/Redwood Shores School District-Ralston Middle School <i>(Project Alert)</i>	Christopher Saldivar	650-637-4880 x1632	solainsf@comcast.net  www.belmont.k12.ca.us	Project Alert (7/8th grade: middle school)/Middle School Curriculum/This is a researched based curriculum that deals primarily with ATOD prevention.
Belmont/Redwood Shores School District-Ralston Middle School	Christopher Saldivar	650-637-4880 x1632	solainsf@comcast.net  www.belmont.k12.ca.us	Too Good For Drugs (elementary: 3rd Grade)/Elementary /This is a researched based curriculum that deals primarily with ATOD prevention.
Big Brothers & Big Sisters of San Francisco & the Peninsula		415-503-4050 fax: 415-503-4051	info@sf-bbbs.org  www.sf-bbbs.org	BBBS of San Francisco & the Peninsula seeks to make a positive difference in the lives of children by promoting their self-esteem, expanding their awareness of life's opportunities, & providing them with guidance & support through long-term, one-to-one mentorship with caring adult volunteers.
Boys & Girls Clubs <i>(Coastside-Half Moon Bay)</i>		650-712-9710	www.bgc-coastside.org	The Boys & Girls Club of the Coastside is a youth development organization dedicated to promoting the health, social, educational, vocational & character development of the community's boys & girls. Programs & activities are designed to instill in the children a sense of belonging, competence, usefulness & a sense of influence.
Boys & Girls Clubs <i>(Coastside High School Club-Half Moon Bay)</i>		650-726-9596	www.bgc-coastside.org	Programs: Summer School at Half Moon Bay High School - Tuesdays after school. Smart Moves Summer School at Half Moon Bay High School - Thursdays after school
Boys & Girls Clubs <i>(Coastside Middle School Club-Half Moon Bay)</i>		650-712-9710	www.bgc-coastside.org	Programs: Smart Girls – It's a Girl Thing Tuesdays & Thursdays – Lunchtime, Cunha Middle School, Tuesday afternoons, Parks & Recreation Center.

Name of Organization/Program	Contact person	Phone Number	Email	Description
Boys & Girls Clubs <i>(DeLue Boys &amp; Girls Club-Daly City)</i>		650-991-5760	www.midpenbgc.org	This site will serve as a focal point for the youth in the community, providing programs in homework assistance, computer literacy, gang/drug prevention, arts & crafts, sports, health & fitness & recreation.
Boys & Girls Clubs <i>(College Park Club (Formerly Turnbull Learning Academy Club)-San Mateo)</i>		650-312-6967	www.midpenbgc.org	SMART Moves curriculum: SMART Moves is a national Boys & Girls Clubs of America program designed to teach youth the self-destructive effects of drugs, alcohol, tobacco, & early sexual behavior. Character & Leadership Development, Education & Career Development, Health & Life Skills, The Arts, Sports, Fitness & Recreation, Technology-Club Tech.
Boys & Girls Clubs <i>(San Mateo Club)</i>	Daniel Dadoun, ED	650-347-9891 fax: 650-347-9896	www.midpenbgc.org	Character & Leadership Development, Education & Career Development, Health & Life Skills, The Arts, Sports, Fitness & Recreation, Technology
Boys & Girls Clubs <i>(Hillside Elementary Satellite-South San Francisco)</i>		650-580-1864	www.theclubs.org	
Boys & Girls Clubs <i>(Ingrid B. Lacy Middle School Club-Pacifica)</i>		650-359-6118	www.theclubs.org	
Boys & Girls Clubs <i>(Pacifica Club)</i>		650-355-1334	www.theclubs.org	
Boys & Girls Clubs <i>(Paradise Valley Club-South San Francisco)</i>		650-583-2348	www.theclubs.org	
Boys & Girls Clubs <i>(South San Francisco Club)</i>		650-589-7909	www.theclubs.org	

Name of Organization/Program	Contact person	Phone Number	Email	Description
Boys & Girls Clubs <i>(Center for a New Generation-Menlo Park)</i>		650-321-8935	www.bgcp.org	Most activities offered at the BGCP fall into five core program areas: Academics, Physical Education, Science & Technology, Social Education, & Visual & Performing Arts. The club also offers two specialty programs: Healthy Choices & the Center for a New Generation that provides targeted support to select members. Our Center for a New Generation at the James Flood Magnet School offers a unique academic program: Homework Assistance, Supplemental Math & Language Arts Classes, Enrichment Activities
Boys & Girls Clubs <i>(McNeil Family Clubhouse-Menlo Park)</i>		650-322-6255	www.bgcp.org	Most activities offered at the BGCP fall into five core program areas: Academics, Physical Education, Science & Technology, Social Education, & Visual & Performing Arts. The club also offers two specialty programs: Healthy Choices & the Center for a New Generation that provides targeted support to select members.
Boys & Girls Clubs <i>(Mervin G. Morris Branch-Redwood City)</i>		650-364-0176	www.bgcp.org	
Boys & Girls Clubs <i>(Moldaw-Zaffaroni Clubhouse-East Palo Alto)</i>		650-330-1090	www.bgcp.org	
Breathe California: Golden Gate Public Health Partnership <i>(formerly American Lung Association of San Francisco &amp; San Mateo Counties)</i>	Linda Civitello-Joy, President & CEO	650-994-5864 fax: 650-994-4610	info@ggbreathe.org  www.ggbreathe.org	In order to reduce the impact of tobacco use & addiction in our community, we offer a number of programs which utilize cessation, prevention & education as tenants to promote a healthier lifestyle.
Cabrillo Unified School District  <i>(School-Linked Services; Coastside Prevention Partnership)</i>	Eva Forchini, Prevention Coordinator	650-712-7118 fax: 650-726-8683	forchinie@cabrillo.k12.ca.us  www.cabrillo.k12.ca.us	Coordinates educational programs, delivers prevention & support services & case management, & refers students & family members in need to collaborative, interagency partners. The goal is for students to increase their school success & demonstrate competencies in life & decision making. Partners with Sheriff's Activities League to provide after school services at Half Moon Bay High School.

Name of Organization/Program	Contact person	Phone Number	Email	Description
Center for Caregiver Training (CCT)	Celi Adams RN, Founder/Clinical Director	415-563-9286	celi@caregiving101.org  www.caregiving101.org	Provide FREE Classes for non-professional caregivers in the SF Bay Area. These classes are designed to make living with a serious illness easier — by teaching families & friends the practical skills they need to care for a loved one at home. Offer In-Service Training for professional caregivers. Generally, they focus on two topics — how to work more effectively with family caregivers, & how to navigate our increasingly complex health care system. Through our National Caregiver Training Initiative, we provide training & support to enable organizations to build local caregiver training programs modeled on our CAREGIVING 101 curriculum.
Christian Counseling Centers, Inc.	Dr. Jonathan Arnold PhD, President	650-570-7273	ccsanmateo@christiancounseling.net  christiancounseling.net/SanMateo.htm	Supportive therapy groups for both relationship & personal issues. Marital & premarital assessments & therapy. Guidance & interventions for parent child conflicts. Treatment for Silicon Valley Stress & depression issues. Fees are set by each therapist. In the case of financial hardship sliding scales are available. Insurance is accepted in most cases. Victim of Crime Benefits are accepted. Medicare & MediCal are not accepted.
City of Daly City-Parks & Recreation Department (DCPRD)	Denise Patch, Recreation Supervisor	650-991-8004 fax: 650-991-0303	dpatch@dalycity.org  http://www.ci.daly-city.ca.us	Provides a variety of programs & classes for youth through seniors. For specific age group activities, please call 650-991-8001.
Coastside Children's Programs (CCP)		650-726-7413	ccp@coastsidechildren.org  www.coastsidechildren.org	Administers child care & learning centers that provide educational, recreational & skill-building activities through before- & after-school programs, & full-time summer activities

Name of Organization/Program	Contact person	Phone Number	Email	Description
Coastside Collaborative for Children, Youth & Families	Cheryl Sinclair	650-712-1598 fax: 650-712-1598	CherylSinclair@dochs.org	The Coastside Collaborative is services, agencies & individuals working together to benefit the children, youth & families of the coastside. Some of the collaborative ongoing projects include the annual Youth Summit, Monthly Teen concerns, the green ribbon kid-friendly awards & the pre-kindergarten summer program.
Daly City Peninsula Partnership	Irma Orantes	650-746-8305	iorantes@dalcity.org	Focus on children's well-being in San Mateo County.
Daly City Peninsula Partnership <i>(Our Second Home (OSH) - Family Support Center)</i>	Sharon Issurdatt, LCSW, Mental Health Specialist	650-301-3303 fax: 650-992-3030	sharon@oursecondhome.org  www.oursecondhome.org	Our Second Home serves families & caregivers with children up to the age of five with comprehensive, family support services, including individual & family counseling.
Daly City Youth Health Center  <i>(DCYHC, Project PLAY)</i>	Barbara Raboy, Director	650-985-7000 fax: 650-985-7019	barbraboy@aol.com  www.dalcityyouth.org	DCYHC is dedicated to improving teen health & well-being. The Center has over 15 years experience in providing teen-friendly services to youth & is the only provider of healthcare services in Northern San Mateo County exclusively dedicated to serving youth & young adults. The DCYHC is a collaborative project of the Jefferson Union High School District & the San Mateo Medical Center. DCYHC's providers are specialized in their work, easy to talk with, respectful of teens, non-judgmental & make teens feel comfortable. Our health center is located off-campus in the heart of Daly City, & is accessible to all teens.
Delinquency Prevention Commission <i>(Juvenile Justice Commission)</i>	John Quinlan	650-363-1295 or 650-573-2853	jquinlan@co.sanmateo.ca.us	Coordinate on a countywide basis the work of those organizations engaged in activities designed to prevent juvenile delinquency.

Name of Organization/Program	Contact person	Phone Number	Email	Description
East Palo Alto Head Start/Stanford University	Edith Wu	650-246-1706	ewu@ihsdinc.org	Head Start is a federally-funded program that has proven successful & effective for children & families. It provides free, comprehensive child development & educational programs, as well as support services for children from ages 3-5 & their families. The program includes a developmentally-appropriate curriculum that reflects the varied ethnic, cultural, & linguistic backgrounds of the children & families it serves. Currently the San Mateo Head Start program serves more than 700 children in centers, & home-based programs.
Edgewood Center / Kinship Support Network (Redwood City)		650-326-6439 fax: 650-367-9685	info@edgewoodcenter.org  www.edgewoodcenter.org	Edgewood's Kinship Support Network is designed to help these fragile families achieve self sufficiency. Ours is the first program in the nation to provide comprehensive, private-sector support services to relative caregiver families. We have program sites in San Francisco & San Mateo Counties.
Edgewood Center / Kinship Support Network (South San Francisco)		650-588-9580 fax: 650-588-9581		
El Centro de Libertad  (The Freedom Center; Centro de Libertad- Anger Management Series)	George Borg, ED	650-599-9955 Redwood City 650-560-9995 Half Moon Bay	recovery@elcentrodelibertad.org gborgsteps@aol.com  www.elcentrodelibertad.org	Providing an anger management series at Pilarcitos Alternative School, a prevention education group for boys at Cunha Middle School. On-campus prevention/intervention staffing (for outreach, resource & referrals) 4 hours per week at Half Moon Bay High School. Parent education workshops in Half Moon Bay & teacher in-service on AOD related topics in Pescadero (& have provided presentations to parent & youth groups in Pescadero -by arrangement)

Name of Organization/Program	Contact person	Phone Number	Email	Description
<p>El Centro de Libertad</p> <p><i>(The Freedom Center; Centro de Libertad-Summer leadership development program)</i></p>	<p>George Borg, ED</p>	<p>650-599-9955 Redwood City 650-560-9995 Half Moon Bay</p>	<p>recovery@elcentrodelibertad.org gborgsteps@aol.com</p> <p>www.elcentrodelibertad.org</p>	<p>A summer leadership development program is provided to 20 young people who are former participants in the middle school program. The summer leadership development program is provided for six weeks. 4 days per week &amp; includes two five-day camping experiences. The provider also organizes &amp; presents a community carnival each spring. Program participants are involved (with adult supervision) in planning &amp; running events.</p>
<p>El Concilio of San Mateo County</p> <p><i>(Nuestro Canto de Salud; Concilio de Salud)</i></p>	<p>Gloria Flores-Garcia, Project Director</p>	<p>650-373-1080 fax: 650-373-1090</p>	<p>gfgarcia1@yahoo.com</p> <p>www.el-concilio.com</p>	<p>El Concilio of San Mateo County (ECSMC) was incorporated in 1980 to assist &amp; unite Latino organizations in San Mateo County. Outreach Programs: Diabetes Program, AIDS &amp; Chemical Dependency, Tobacco, PEEP/MCCHEP, Physical Education, Youth Promotores, Day Worker Program, Telecommunications Outreach</p>
<p>Fair Oaks Community Center</p> <p><i>(Core Service Center)</i></p>	<p>Teri Chin, Human Services Manager</p>	<p>650-780-7500</p>	<p>nlomeli@redwoodcity.org</p> <p>redwoodcity.org/parks/cc/fairoaks.html</p>	<p>Child Care &amp; Pre-School, Crisis Intervention, Education, Emergency Food, Shelter, Holiday Food &amp; Toy/Book Programs, Housing Assistance, Immigration &amp; Citizenship, Information &amp; Referral, Legal Services including Housing &amp; Employment, Senior Services including lunch program &amp; computer classes, Translation &amp; Forms Assistance</p>
<p>Family Resource Centers</p> <p><i>(Jefferson Family Center-Daly City)</i></p>		<p>650-301-8836</p>		<p>Public Health Nurse, Cal-Works/Medi-Cal Services, Early Intervention/Prevention Programs, Second Harvest Food Bank, Support groups for both adults &amp; students, Tooth Mobile, Bilingual Services: Chinese (Mandarin), Case Management, Mental Health Services</p>
<p>Family Resource Centers</p> <p><i>(Bayshore Family Center-Daly City)</i></p>		<p>650-301-8828</p>		<p>Public Health Nurse, Cal-Works/Medi-Cal Services, Early Intervention/Prevention Programs, Second Harvest Food Bank, Support groups for both adults &amp; students, Individual &amp; group therapy, Bilingual Services: Chinese &amp; Spanish, Case Management, Mental Health Services</p>

Name of Organization/Program	Contact person	Phone Number	Email	Description
Family Resource Centers  <i>(John F. Kennedy Family Center-Daly City)</i>		650-301-8820		Public Health Nurse, Cal-Works/Medi-Cal Services, Early Intervention/Prevention Programs, Second Harvest Food Bank, Support groups for both adults & students, Tooth Mobile, Bilingual Services: Farsi & Spanish, Case Management, Mental Health Services
Family Resource Centers  <i>(Benjamin Franklin Family Center-Colma)</i>		650-301-8845		Public Health Nurse, Cal-Works/Medi-Cal Services, Early Intervention/Prevention Programs, Second Harvest Food Bank, Support groups for both adults & students, Tooth Mobile, Bilingual Services: Spanish, Case Management, Mental Health Services
Family Resource Centers  <i>(Cabrillo Unified School District; School Linked Services-Half Moon Bay)</i>		650-712-7182		Case Management, Prevention Education, Information & Referrals, Coastside Family Events, Conflict Resolution, Second Harvest Snack Food Distribution, Parent Education Speakers, Dental Clinic Liaison, Bilingual Services: Spanish, Mental Health Services
Family Resource Centers  <i>(Pescadero Elementary &amp; Middle School-Pescadero)</i>		650-879-1685		Mental Health Services, Consultation to teachers, Home visits, Case management, Conflict Resolutions Training, Basic Needs Assistance, Information & referral, Site clinic, Bilingual Services: Spanish
Family Resource Centers  <i>(Taft Family Center-Redwood City)</i>		650-569-3868		Mental Health Services, Parent Education, Adult Education, Home Visiting, Parent Involvement in Leadership, Cal-Works/Medi-Cal services, Information & Referrals, Basic Needs Assistance, Bilingual Services: Spanish, Case Management
Family Resource Centers  <i>(Hoover Family Center-Redwood City)</i>		650-482-5925		Mental Health Services, Parent Education, Adult Education, Cal-Works/Medi-Cal services, Home Visiting, Parent Involvement in Leadership, Basic Needs Assistance, Pediatric clinic, Bilingual Services: Spanish, Information & Referrals, Case Management

Name of Organization/Program	Contact person	Phone Number	Email	Description
Family Resource Centers <i>(Fair Oaks Family Center-Redwood City)</i>		650-482-5926		Mental Health Services, Parent Education, Adult Education, Home Visiting, Parent Involvement in Leadership, Healthy Family Application assistance, Basic Needs Assistance, Bilingual Services: Spanish, Cal-Works/Medi-Cal services, Case Management
Family Resource Centers <i>(Connect Family Resource Center-East Palo Alto)</i>		650-617-1400		Jump Start, Social Skills Group, Home Visiting Program, Student Success Team Liaison, Preschool Enrollment & Education, Counseling Services, Advocacy, Information & Referral, Bilingual Services: Spanish, Tongan & Fijian, Case Management, Mental Health Services, Cal-Works/Medi-Cal services
Family Resource Centers <i>(Kennedy Family Center-Redwood City)</i>		650-569-3864		Mental Health Services, Parent Education, Adult Education, Home Visiting, Parent Involvement in Leadership, Basic Needs Assistance, Information & Referrals, After School Academic Support, Summer Bridge Program, Bilingual Services: Spanish, Cal-Works/Medi-Cal services
Family Resource Centers <i>(Sequoia Teen Resource Center-Redwood City)</i>		650-366-2927		Case Management, Basic Needs Assistance, Educational Programs, Prevention Education Classes, Information & Referrals, Cal-Works/Medi-Cal services, Mental Health Services
Family Resource Centers <i>(Samaritan House-San Mateo)</i>		650-347-3648		Mental Health Services, Parent Education, Adult Education, Home Visiting, Basic Needs Assistance, Bilingual Services: Spanish, Cal-Works/Medi-Cal, Food Stamps, General Assistance, Information & Referrals
Family Resource Centers <i>(Garfield-Menlo Park)</i>		650-369-3759		Mental Health Services, Parent Education, Adult Education, Basic Needs Assistance, Bilingual Services: Spanish, Cal-Works/Medi-Cal, Food Stamps, General Assistance, Case management, Information & referral

Name of Organization/Program	Contact person	Phone Number	Email	Description
Family Service Agency of San Mateo County  <i>(Northern California Unit; Family Loan Program)</i>	Laurie Wishard, President	650-403-4300 fax: 650-403-4303	info_fssm@yahoo.com  www.familyserviceagency.org	Family Service is proud to offer services seven days a week in English, Spanish & other languages as needed. Our staff of 220 offer assistance to over 17,000 people a year who range in age from six weeks to 100 years old. Family Service has locations all over San Mateo County. The following types of services are available: For Children: Early Learning & Child Care Program, Child & Family Visitation Center, Early Learning & Child Care Locations. For Families: Counseling Center, Family Loan Program. For Seniors: Senior Services Center, Intergenerational Center at Fair Oaks
Free at Last  <i>(Community Justice Initiative; Drug Diversion Program)</i>	Gerardo Barragan, CEO	650-462-6999 fax: 650-462-1055	tlaloc52002@yahoo.com  www.freeatlast.org	Provides services to south San Mateo County. Prevention Services include the following: Outreach, education, youth presentations, vocational & life skill groups. AOD free social events, parenting events & educations. Drop in services for youth in a safe & drug free environment.
Friends for Youth  <i>(Mentoring Services)</i>	Sarah Kremer	650-559-0200 fax: 650-368-4475	sarah@mentoringinstitute.org  www.homestead.com/prosites-ffy/aboutus.html	Mentoring Services is direct services branch of Friends for Youth. Creates & sustains community-based, long-term one-to-one relationships. Volunteer adult mentors matched one-to-one w/young people (ages 8-17) from the community who referred by teachers, counselors, or other youth professionals as needing a positive, supportive adult in their lives. Junior & Senior Friends spend an average of 3 hours a week together for at least 1 year. The Mentoring Services Program Team also coordinate group activities such as rock climbing, art making, study skills or gang prevention workshops, college tours or kite building.

Name of Organization/Program	Contact person	Phone Number	Email	Description
Friends for Youth <i>(Mentoring Institute)</i>	Sarah Kremer	650-559-0200 fax: 650-368-4475	sarah@mentoringinstitute.org  www.homestead.com/prosites-ff/aboutus.html	The Mentoring Institute disseminates info to mentoring community on safe & effective practices. The Mentoring Institute is committed to supporting youth by strengthening mentoring programs, promoting best practices in the field, & educating youth professionals on effective mentoring service delivery through trainings, workshops, conferences, & products.
Gardner Center	Mike Montoya		mikemike@stanford.edu  gardnercenter.stanford.edu	The John W. Gardner Center for Youth & their Communities works in close partnership with community members – both youth & adults – to build communities that work for youth & to develop young people who will grow up to lead them. Actively involved in prevention design/community schools project at Cunha
Hope Preservation, Inc. <i>(NIA Mentoring Project)</i>	Phelicia Jones	650-591-3306	hopepreservation@msn.com  www.progressiveu.org/2005/blog/nat/hope-preservation	Provides a mentoring program for youth between ages 9-12 in San Mateo. Alcohol, drug, tobacco & HIV prevention are addressed in this peer education program through a series of monthly group mentoring meetings/workshops. Weekly education sessions address substance abuse prevention issues. Participants also have opportunities to participate in community outreach efforts.
Jefferson School District <i>(Kids At Risk Esteem Services (KARES); School-Linked Services)</i>	Jeff Davies	650-746-2419	jdavies@jsd.k12.ca.us  www.jsd.k12.ca.us	KARES is a collaborative, community based alcohol & drug prevention program in Daly City. Collaborators include Jefferson, Bayshore and Jefferson Union High School Districts, Pyramid Alternatives, DC Parks & Recreation Department, DC Police Department, DC Library Association, & the DC Partnership, John F. Kennedy & Bayshore Family Resource Centers. These agencies work cooperatively to provide alcohol & drug education to target at risk students; alternative after school programs including tutoring & computer skills & life skills support; school-wide assemblies; development of students' self esteem; parent education with invited speakers & family resource services to assist families of participating students.

Name of Organization/Program	Contact person	Phone Number	Email	Description
Jewish Family & Children's Services <i>(JFCS)</i>	Beth L. Schecter, MPH, MBA	650-688-3022	beths@jfcs.org  www.jfcs.org	Programs include depth in the areas of services for families with children 0-14 (Parents Place Family Resource Center), Early Childhood Mental Health Consultation-a national best practice model, On The Mark Mentoring program, & parent education; Seniors At Home-home care & case management for seniors as well as volunteer based programs-food delivery, senior companions; & adult & family mental health services.
Kaiser Permanente Medical Center <i>(Health Education)</i>		650-299-2433 (in English) 650-299-2735 (En Espanol)	Healtheducation.Redwoodcity@kp.org  www.permanente.net/homepage/kaiser/pages/d13636-top.html	Health Education Resources: Health Education class registration & information (e.g. tobacco cessation, alcohol & drug), Lending library of books, videos, CDs, & DVDs, Free pamphlets & other educational materials, TV & VCR/DVD player, Internet access to health related information, Health store, Breastfeeding store, HIV pre & post testing, Body Composition Testing
Kaiser Permanente Medical Center <i>(Chemical Dependency Services)</i>		650-299-4778 Chemical Dependency 650-299-4777 Mental Health	www.permanente.net/homepage/kaiser/pages/d12931-top.html	We provide comprehensive assessment & treatment to those members affected by the problems of addiction. We provide two treatment programs: one for adults with chemical dependency issues & the other for teens & their families.
Kyros Ministry	Rev. Kibbie S. Ruth, ED	650-343-3377 fax 650-343-3387	kibbie@kyros.org  www.kyros.org	Abuse Prevention Workshops: Child Abuse, Clergy Sexual Abuse, Domestic Violence, Elder Abuse, Sexual Addiction, Sexual Harassment, Toxic Theology
Legacy Foundation (The) <i>(The Children's Place Program)</i>	Julie Scales	650-216-7211	Legacykids@sbcglobal.net  www.thechildrensplaceprogram.org	The program provides alcohol/drug prevention education & therapeutic group support to 160 children in eight elementary schools who are growing up in families where parental addiction is a problem. Provide staff workshops &/or consultations at each school site to educate staff about the effects of addiction on children & help staff identify children for referral. Contractor also provides educational workshops for parents focusing on the disease of addiction, parenting skills & community resources.

Name of Organization/Program	Contact person	Phone Number	Email	Description
Mental Health Association of San Mateo County	Melissa Platte, ED	650-368-3345 650-365-5772 fax: 650-368-2534	info@mhasmc.org  www.mhasmc.org	Our Programs: Spring Street Shelter: Provides a safe place to stay, meals, & linkages to counseling & community resources. Friendship Centers: provide social & recreational opportunities that include meals, activities & outings. Transitional Housing: provides single rooms to 7 people who work w/case manager to make the transition from being homeless to permanent housing. Agency-owned Supportive Housing: provides permanent, low-cost housing & support services for mental health consumers who are able to live w/a roommate & maintain an apartment. SAYAT (Support & Advocacy for Young Adults in Transition) provides intensive case management for young adults between ages of 18-23 who have emotional, mental, developmental or learning disabilities, &/or substance abuse issues & are not eligible for County Mental Health Services.
Millbrae School District <i>(Children's Network)</i>	Aileen Rowe (Millbrae)  Phil White (Spring Valley)  Frank Sebode (Lomita Park School)	650-697-5693 x29  650-697-5681	arowe@mesd.k12.ca.us  pwhite@mesd.k12.ca.us  www.smcoe.k12.ca.us/msd/do/index.htm	Provides after-school Homework Center Programs at Spring Valley & Lomita Park Elementary School for at-risk students in grades K through 3. The program also provides summer recreation to at-risk youth. The program includes tutoring & homework assistance, social development activities & life skill activities. In addition, the program recruits & trains adults & teen tutors. Parent education workshops are also offered in English & Spanish & the workshop provide parents with Parenting skills to support children's learning at home & on-site childcare is provided during the workshops. The goal of this program is to offer at-risk students a year-round safe place for at-risk students.

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Mills-Peninsula Health Services  <i>(Chemical Dependency Center)</i>	Dr. Michael Meneefee PhD, Clinical Director	650-696-5909 fax 650-696-5472	<a href="http://mills-peninsula.org/behavioralhealth/chemical.html">mills-peninsula.org/behavioralhealth/chemical.html</a>	Key program components include: Individual & relationship counseling, Northern California's only dedicated detoxification nursing unit, Emphasis on outpatient treatment, Flexible programming according to patient need (days, midday, evenings), Focus on family treatment. Patients can enter the program at any point from detoxification to outpatient treatment, based on need, Stress management education & assertiveness training, Relapse prevention, Onsite 12-step Recovery Program & the support of a 200-member alumni organization program
Mills-Peninsula Health Services  <i>(Retired Senior Volunteer Program (RSVP))</i>		650-696-4195	<a href="http://mills-peninsula.org/locations/rsvp.html">mills-peninsula.org/locations/rsvp.html</a>	RSVP is a nationwide network of experienced adults who contribute their time & talent to important programs that strengthen their communities. RSVP volunteers work at public & private nonprofit agencies throughout San Mateo County.
Mothers Against Drunk Driving  <i>(MADD)</i>	Wayne Hunnicutt, President; Dr. Emily F. Garfield	650-326-9813 fax: 650-326-9359	<a href="mailto:info@nta-yes.com">info@nta-yes.com</a>  <a href="http://www.madd.org">www.madd.org</a>	MADD's National Programs Department specializes in developing & maintaining public awareness programs at the chapter, state, & national level, involving the community as a whole in supporting MADD's mission. The department continually looks for new ways for MADD to reach a diverse population, with particular attention focused on helping youth.
National Association on Alcohol, Drugs & Disability  <i>(NAADD)</i>	John de Miranda	650-286-8047 fax: 650-286-9205	<a href="mailto:solanda@sbcglobal.net">solanda@sbcglobal.net</a>  <a href="http://www.naadd.org">www.naadd.org</a>	Works to improve access to prevention & treatment services for people with disabilities. Focuses on the intersection of disability & alcohol & drug problems. Works to improve access to prevention & treatment services for people with disabilities.

Name of Organization/Program	Contact person	Phone Number	Email	Description
Northern California Cancer Center <i>(NCCC; Center for information Services (CIS))</i>	Sharon Watkins-Davis, Director	800-422-6237 800-4-cancer NCCC	www.nccc.org	The CIS assists organizations seeking cancer-related expertise by providing: Education about the latest, most accurate cancer information, resources available from NCI, & referrals, Training on methods to educate their populations on cancer-related topics, Assistance in planning cancer education programs & evaluating their success, Assistance in developing new coalitions or strengthening existing coalitions, Advice about strategies to reach minority & medically underserved
One East Palo Alto <i>(OEPA, Safe Program)</i>	Warner Warren, Director of Programs	650-330-7459 fax: 650-644-0550	www.epa.net/oeпа/	OEPA designed 4 priority areas as vehicles to deliver programs, research, advocacy activities, & measurable outcomes: 1) Economic well-being of EPA residents 2) Preparing youth for success in school & beyond 3) Fostering a safe community 4) Actively engaging residents in nearly all facets of the Initiative. Approaching the end of its first two years of implementation, OEPA focused its efforts on community outreach & capacity building, small business development, affordable housing, & community technology infrastructure development.
Pacifica Collaborative	Julie Lancelle	650-738-6693	jlancelle@pacificasd.org	Our mission is to foster learning, healthy growth & positive change for Pacifica's children, youth & families through community collaboration (in & out of Pacifica)
Pacifica Resource Center/Tides Center	Pat Paik, Director	650-738-7470	pat@pacresourcecenter.org	Provide basic emergency services to Pacifica residents (food, rent, utilities); information & referral to stabilize people in crisis
Project Intermission		650-696-9925		Mentoring Program for young men age 13-18 that are using drugs or alcohol or are at risk.
Puente de la Costa Sur <i>(La Sala)</i>		866-892-8236	info@puentedelacostasur.org wendy@puentedelacostasur.org	Our place for Spanish & English language practice, socializing, distributions, referrals for services & jobs, games, snacks, & music.

Name of Organization/Program	Contact person	Phone Number	Email	Description
Rape Trauma Services: A Center for Healing & Prevention <i>(Rape Trauma Service Hotline)</i>	Sarah Jarvis, Director	650-692-RAPE 650-692-7273 fax: 650-652-0596	rtserv@mindspring.com  www.rapetraumaservices.org	RTA of SM Count strives to eliminate all forms of violence, with a special focus on sexual assault & abuse. Programs: Confidential 24-hour crisis line, crisis & long term counseling, support groups, accompaniment & advocacy
Ravenswood Family Health Center  <i>(South County Community Health Center)</i>	Luisa Buada, CEO	650-330-7400 fax: 650-321-1156	info@ravenswoodfhc.org  www.ravenswoodfhc.org	Provides medical services. Services are not free, but we will assist you in applying for public insurance programs (Healthy Families, Healthy Kids, Medi-Cal or Family PACT). If you do not qualify for one of these, you may apply for a discount that is based on your income & family size. Minimum cost of \$20 per visit, up to total of \$250 per year. Free Services: Immunizations, screenings, pregnancy tests.
Redwood City 2020  <i>(Teen Resource Center &amp; Wellness Center)</i>	Tajel Shah	650-423-2217	mail@redwoodcity.org www.redwoodcity2020.org	Redwood City 2020 forges together a remarkable community partnership, designed to support the success of all youth & families & to engage & strengthen the community. This collaboration is comprised of the City of Redwood City, the Redwood City Elementary School District, the Sequoia Union High School District, County of San Mateo, Stanford University/John W. Garner Center, Wells Fargo Bank, the Sequoia Healthcare District & Kaiser Permanente.
Redwood City School District  <i>(Project Alert)</i>	Diane Kizler	650-423-2274	dkizler@rcsd.k12.ca.us  www.rcsd.k12.ca.us	Project Alert (7/8th grade: middle School)/Middle School Curriculum/This is a researched based curriculum that deals primarily with ATOD prevention.
Redwood City School District  <i>(Too Good For Drugs)</i>	Diane Kizler	650-423-2274	dkizler@rcsd.k12.ca.us  www.rcsd.k12.ca.us	Too good For Drugs (elementary: 3rd Grade)/Elementary ATOD/This is a researched based curriculum that deals primarily with ATOD prevention
Salvation Army-Redwood City Corps <i>(Hispanic Corps)</i>	Bonnie Miller, Business Manager	650-368-4643 fax: 650 368-0316	www.salvationarmyusa.org	Emergency Housing

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San Carlos Youth Center	Jeri Fujimoto	650-802-4471	jfujimoto@cityofsancarlos.org	The San Carlos Youth Center is a drop in program that is offered to youth between 10 & 17 years old. They offer a variety of sports programs, organized group activities, a homework room, activity room which includes things like billiards, ping pong. They have a full size kitchen & offer healthy snacks to the youth that use the youth center.
San Mateo County Barrios Unidos <i>(Barrios Unidos)</i>	Maribel Andrade	650-373-1088	www.el-concilio.com/barrios.htm	The main objective is to provide a safe, secure, nurturing, & gang free environment for children to come to after school. The program provides homework assistance, arts & craft, recreation activities & field trips.
San Mateo County Health Department-Health Policy, Planning & Promotion <i>(Smoke Free Start for Families)</i>	Derek Smith	650-573-3989	dsmith1@co.sanmateo.ca.us www.smhealth.org/hppp	The San Mateo County Health Department's Smoke-free Start for Families (SFSF) program provides FREE comprehensive smoking cessation services for all San Mateo County residents. SFSF helps pregnant women, parents of young children, & other adult smokers who want to stop smoking & stay off tobacco.
San Mateo County Health Department-Health Policy, Planning & Promotion <i>(Active for Life Program)</i>	Doris Estremera	650-573-2003	destremera@co.sanmateo.ca.us www.smhealth.org/hppp	Active for Life encourages & helps adults age 50 & over plan & maintain their own self-directed exercise goals & activities. Participants meet with a health educator to design a plan that meets their preferences for what, where, when, & how much to exercise.
San Mateo County Health Department-Correctional Health Services <i>(Mental Health &amp; Recovery Programs)</i>	Richard Hayward PhD, Manager	650-363-7875 650 599-7340 Jail medical office	rhayward@co.sanmateo.ca.us www.smhealth.org	Correctional Health Services provides integrated medical, dental, mental health & chemical dependency treatment to the incarcerated adult population & medical & dental care to the juvenile hall population of San Mateo County.
San Mateo County Health Department-Correctional Health Services <i>(Choices Program)</i>	Richard Hayward PhD, Manager	650-363-7875 650 599-7340 Jail medical office	rhayward@co.sanmateo.ca.us www.smhealth.org	The Choices Program, a treatment program for adults—74 men & 30 women. Substance abuse education. Parenting skills & domestic violence prevention training. Correctional Health, together with Alcohol & Other Drug Services, helps inmates move from jail to community treatment programs.

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San Mateo County Health Department-Mental Health Services Division <i>(Coastside Mental Health Center)</i>	Mary Em Wallace, RN, MFT, PhD, Acting Chief	800-686-0101 650-726-6369 fax: 650-726-4963	mwallace@co.sanmateo.ca.us  www.smhealth.org/mental	Access to Services, Addiction Recovery, Advocacy, Crisis & Emergency Services, Dental Services, Early Intervention & Prevention, Education
San Mateo County Health Department-Mental Health Services Division <i>(La Esperanza Vive/Latino Peer Counseling)</i>	Teresa Hurtado	650-573-2257 fax: 650 572-9347	thurtado@co.sanmateo.ca.us  www.smhealth.org/mental	Emotional support, information, referrals for seniors/Spanish speaking population
San Mateo County Health Department-Mental Health Services Division <i>(Senior Peer Counseling)</i>	Carol Ann Bomberger ATR, Assistant Director	650-573-2716 fax: 650-572-9347	cbomberger@co.sanmateo.ca.us  www.smhealth.org/mental	Counseling for persons age 55 or older with concerns of aging such as loneliness, depression, grief or illness. Home visits & resources are available.
San Mateo County Health Department-Mental Health Services Division  <i>(Youth Case Management Team)</i>	Steven Munson, Supervising Mental Health Clinician	650 573-3504 fax: 650 349-0476	smunson@co.sanmateo.ca.us  www.smhealth.org/mental	Youth Case Managers are generally involved with youths that have been to Psychiatric Emergency Services (PES), are at risk of out-of-home placement, or are at risk of residential treatment. Youth Case Managers assess youths at PES & implement disposition, including inpatient hospitalization or outpatient services. They help direct all aspects of treatment for these at risk youths to help maintain them at home or in the least restrictive environment.
San Mateo County Health Department-Public Health Division  <i>(AIDS program/Edison Clinic)</i>	Ellen Sweetin MA, Director	650-573-2588 650-573-2385 fax: 650-573-2875	Esweetin@co.sanmateo.ca.us  www.smhealth.org/ph	The Program provides comprehensive, community-based prevention & testing services, HIV related health care, social services, advocacy, & referrals to community agencies providing drug treatment, housing, in-home care, food, dental care & other services.

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San Mateo County Health Department- Public Health Division  <i>(Child Health &amp; Disability Prevention Program (CHDP))</i>	Joanne MacDonald, Child Health Services Manager	650-573-2877 fax: 650-573-2859	JMacDonald@co.sanmateo.ca.us  www.smhealth.org/ph	The Child Health & Disability Prevention Program (CHDP) is a preventive health program serving San Mateo County's children & youth. CHDP assures that early & periodic health care is available to all eligible children, not only children with obvious health problems.
San Mateo County Health Department- Public Health Division  <i>(Maternal, Child &amp; Adolescent Health Programs)</i>	Dr. Anand Chabra, Director	650-573-3469 fax: 650-573-2042	achabra@co.sanmateo.ca.us  www.smhealth.org/ph	Infants & Children Programs: Black Infant Health, CHDP, Childhood Injury Prevention Program, CCS, Dental, Immunizations, Lead Program, Pre to Three, Health Resources for Schools  Teens & Adults Programs: Pregnant & Parenting Teen Programs, CPSP (Comprehensive Perinatal Services Program), SIDS (Sudden Infant Death Syndrome) Program, Case Management Services in Clinics, School-Based Programs, Young Dad's Program, Fatherhood Collaborative of San Mateo County
San Mateo County Health Department- Public Health Division  <i>(Mobile Clinic/Health Care for the Homeless)</i>		650-573-2786 fax: 650-573-3712	www.smhealth.org/ph	Free, Convenient & Confidential Medical Care For low-income & homeless people No one will be denied service.
San Mateo County Health Department- Public Health Division  <i>(Prenatal to Three Initiative – Perinatal Addiction Outreach Team)</i>	Jasmin Wettstein	650-573-2502 fax: 650-341-0674	jwettstein@co.sanmateo.ca.us  www.prenatalto3.org	A home visiting program providing ATOD pretreatment services, linkages to community resources, parenting & child development education to pregnant women & mothers with children under age six.
San Mateo County Human Services Agency <i>(Alcohol &amp; Other Drug Services (AOD))</i>	Esther Lucas	650-802-6432	elucas@co.sanmateo.ca.us  www.smchsa.org	AOD prevention contracts with community-based providers for prevention activities. Also coordinates planning efforts & access to countywide training & networking opportunities.

Name of Organization/Program	Contact person	Phone Number	Email	Description
San Mateo County Human Services Agency <i>(Drug &amp; Alcohol Advisory Board (DAAB))</i>	Fred Koehler, Chair	650-802-6425 fax: 650-802-6440	pmorrissey@co.sanmateo.ca.us  www.smchsa.org	Advises the Alcohol & Drug Program, Prevention & Early Intervention Services & Board of Supervisors about alcohol & drug prevention & recovery service needs in the county
San Mateo County Human Services Agency  <i>(San Mateo County Tobacco Education Coalition (TEC))</i>	Susan Henkin-Haas, Public Health Educator	650-802-6577 General Info 650-802-6545	shenkin-haas@co.sanmateo.ca.us  www.smchsa.org	The San Mateo County Tobacco Education Coalition was established with wide community representation to assure the fullest collaboration among agencies & target populations for addressing the problem of tobacco use in the county. The role of the coalition is to identify priority tobacco education needs & work with residents & agencies to provide services to meet those needs. Interested community members can call for ways to become involved.
San Mateo County Human Services Agency  <i>(Tobacco Prevention Program (TPP))</i>	Susan Henkin-Haas, Public Health Educator	650-802-6545	shenkin-haas@co.sanmateo.ca.us  www.smchsa.org	Aims to reduce # of county residents using tobacco products. Conducts community outreach, education & advocacy activities in 4 areas: reducing the public's exposure to secondhand smoke, reducing youth access to tobacco products, countering pro-tobacco influences & promoting the availability of tobacco cessation services. Also provides support to the San Mateo County Tobacco Education Coalition.
San Mateo County Office of Education  <i>(Safe &amp; Drug-Free Schools; TUPE (Tobacco Use Prevention Education) &amp; Youth Development Grant)</i>	Alicia Goldstein	650-802-5342	agoldstein@smcoe.k12.ca.us  www.smcoe.k12.ca.us	Safe & Drug-Free Schools; TUPE & Youth Development grant is a technical assistance service to every school district through their prevention coordinators. We are a link between CA Dept of Ed & the school districts for funding compliance issues assisting them in designing research-based programs & provide staff development. We facilitate planning process & help find grant funding for ATOD activities. We also link prevention coordinators to State-wide events, such as FNL conferences

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San Mateo County Probation Department <i>(Juvenile Services Division)</i>	Stuart J. Forrest, Deputy Chief Probation Officer	650-363-4244 fax: 650-363-4829	stuforrest@co.sanmateo.ca.us  www.co.sanmateo.ca.us	The Juvenile Services Division of the San Mateo County Probation Department is committed to serving the community needs for protection & safety. Through advancing the principles of balanced & restorative justice, victims are compensated & public losses restored. Innovative programs & interventions stress youth asset development, offender accountability, family stability, & social responsibility, thereby reducing the impact of crime & delinquency in the community. The Juvenile Services Division performs mandated probation functions including submitting accurate & timely reports to the Juvenile Court & the supervision & monitoring of youthful offenders in the field, as well as prevention/intervention services to youth & their families not yet under the Court's jurisdiction.
San Mateo County Probation Department <i>(Institution Services)</i>	Stewart Peterson, Deputy Chief Probation Officer	650-312-5327 Camp Glenwood 650-363-4373	speterson@co.sanmateo.ca.us  www.co.sanmateo.ca.us	The Institution Services Division of the San Mateo County Probation Department protects the public by operating Hillcrest Juvenile Hall & Camp Glenwood in compliance with state standards. These facilities provide safe, secure & humane detention for juvenile offenders. Both the Juvenile Hall & Camp Glenwood provide educational, social, emotional, & physical programs designed to promote responsible pro-social & law abiding behavior when the youth returns to the community.
San Mateo Medical Center -Daly City Clinic <i>(The HIP Project)</i>		650-301-8600	www.sanmateomedicalcenter.org	Roll out program to entire Primary Care Department at the San Mateo Medical Center.
San Mateo Medical Center-Daly City Clinic <i>(Assessment Needs of Teens)</i>		650-301-8600	www.sanmateomedicalcenter.org	Surveying the needs of our Teen Clinics
Senior Centers <i>(Twin Pines Senior Center)</i>		650-595-7444	www.belmont.gov	Recreation, health screenings, meals

<b>Name of Organization/Program</b>	<b>Contact person</b>	<b>Phone Number</b>	<b>Email</b>	<b>Description</b>
Senior Centers ( <i>Burlingame Parks &amp; Recreation Dept</i> )		650-558-7300	<a href="http://www.burlingame.org">www.burlingame.org</a>	Meals, social, education & recreation programs
Senior Centers ( <i>Doelger Senior Center</i> )		650-991-8012	<a href="http://www.doelgercenter.com">www.doelgercenter.com</a>	Speakers, information, health screenings, meals
Senior Centers ( <i>Self-Help for the Elderly/Daly City Center/St. Andrews Parish Hall</i> )		650-757-0881	<a href="http://www.selfhelpelderly.org">www.selfhelpelderly.org</a>	Providing nutritional meals & a multitude of recreational activities, senior living education & support services.
Senior Centers ( <i>Lincoln Park Community Center</i> )		650-991-8018	<a href="http://www.doelgercenter.com">www.doelgercenter.com</a>	Nutrition & social center, nursing services
Senior Centers ( <i>East Palo Alto Senior Center</i> )		650-329-5900	<a href="http://www.stanford.edu/~jamila/EPA.html">www.stanford.edu/~jamila/EPA.html</a>	Recreation, information, health screenings, meals
Senior Centers ( <i>Foster City Parks &amp; Recreation Department Senior Wing</i> )		650-286-2585	<a href="http://www.fostercity.org">www.fostercity.org</a>	Senior Trips & Classes, Drop-in Recreation
Senior Centers ( <i>Senior Coastsiders</i> )		650-726-9056	<a href="http://www.seniorcoastsiders.org">www.seniorcoastsiders.org</a>	Classes, transportation, information, meals
Senior Centers ( <i>Menlo Park Senior Center</i> )		650-330-2280	<a href="http://www.menlopark.org">www.menlopark.org</a>	Referrals, recreation & meals
Senior Centers ( <i>Peninsula Volunteers Little House</i> )		650-326-2025	<a href="http://www.penvol.org">www.penvol.org</a>	Recreation, information, classes, health screenings, meals
Senior Centers ( <i>Fair Oaks Senior Center</i> )		650-780-7525	<a href="http://www.redwoodcity.org/parks/cc">www.redwoodcity.org/parks/cc</a>	Recreation, education, information, referrals, meals
Senior Centers ( <i>San Bruno Senior Center</i> )		650-616-7150	<a href="http://www.sanbruno.ca.gov">www.sanbruno.ca.gov</a>	Recreation, classes, information, referrals, meals
Senior Centers ( <i>San Carlos Senior Center</i> )		650-802-4384	<a href="http://www.cityofsancarlos.org">www.cityofsancarlos.org</a>	Recreation, classes, information, health screenings, meals

<b>Name of Organization/Program</b>	<b>Contact person</b>	<b>Phone Number</b>	<b>Email</b>	<b>Description</b>
Senior Centers ( <i>Pacifica Senior Services</i> )		650-738-7384	<a href="http://pacifica.ca.us/CITYHALL/div_sr.html">pacifica.ca.us/CITYHALL/div_sr.html</a>	Classes & Group Activities, Senior Organizations & Clubs, Transportation, Volunteer Opportunities Services that coordinate with county agencies to provide assistance: Employment Opportunities, Health Insurance Counseling, Home Care, Housing, Legal Aid, Medi-Cal, Medi-Care, Residential Care Homes, Shopping Assist for Homebound Seniors (S.A.S.H.), Social Security / SSI, Tax Assistance (February 1 though April 15), Nutrition Services
Senior Centers ( <i>Veterans Memorial Senior Center</i> )		650-780-7270	<a href="http://www.redwoodcity.org/parks/cc">www.redwoodcity.org/parks/cc</a>	Senior Services: Variety of information & resources in the areas of health & wellness, housing, legal, financial, care giving needs, transportation & in home services. The center also provides a Nutrition Program, Special events & Classes.
Senior Centers ( <i>City of San Mateo Senior Center</i> )		650-522-7490	<a href="http://www.cityofsanmateo.org">www.cityofsanmateo.org</a>	Recreation, classes, information, meals
Senior Centers ( <i>Martin Luther King Center</i> )		650-522-7497	<a href="http://www.cityofsanmateo.org">www.cityofsanmateo.org</a>	Classes, meals
Senior Centers ( <i>Self-Help for the Elderly/San Mateo Center/(Central Park)</i> )		650-342-0822	<a href="http://www.selfhelpelderly.org">www.selfhelpelderly.org</a>	Providing nutritional meals & a multitude of recreational activities, senior living education & support services.
Senior Centers ( <i>South San Francisco Senior Services/El Camino Senior Center</i> )		650-877-5996	<a href="http://www.ssf.net">www.ssf.net</a>	Recreation, education, health screenings, information, home repair services, meals
Senior Centers ( <i>Magnolia Senior Center</i> )		650-829-3820	<a href="http://www.ssf.net">www.ssf.net</a>	Recreation, education, health screenings, information, home repair services, meals
Sequoia Hospital. Health & Wellness Services	CHW Community Lifeline	1-800-236-8550	<a href="http://www.sequoiahospital.org">www.sequoiahospital.org</a>	Lifeline is a personal emergency telephone response system.

Name of Organization/Program	Contact person	Phone Number	Email	Description
<i>(Lifeline; Sequoia Hosp</i>				
Sequoia Hospital. Health & Wellness Services <i>(*Drug-Free Workplace *Alcoholic Beverages *Non-Smoking Policy)</i>	Marie Violet, Health & Wellness Services Manager	650-367-5995	mviolet@chw.edu  www.sequoiahospital.org	These are Sequoia Hospital Policies for employees, patients & visitors that outline 1) establishing a drug-free workplace 2) establishing an alcohol-free workplace 3) establishing a smoke-free workplace
Sequoia Hospital. Health & Wellness Services <i>(Freedom from Smoking Classes)</i>	Health & Wellness Services Dept	650-367-5998	www.sequoiahospital.org	Smoking Cessation Class series for the community using American Lung Association curriculum
Sequoia Hospital. Health & Wellness Services <i>(Kids Are Giants Too)</i>	Marie Violet, Health & Wellness Services Manager	650-367-5995	mviolet@chw.edu  www.sequoiahospital.org	Educational program & activity workbook for 4th graders. Message is "Eat Healthy, Stay Active, Be Tobacco Free"...you have the freedom to choose. In partnership with the San Francisco Giants Baseball.
Seton Medical Center Coastside	Bernadette Smith, President & CEO	650-563-7100	www.setoncoastside.org	Al-anon Support Group Alcoholics Anonymous
Sheriff's Activities League (& subgroup, Students In Action) <i>(Half Moon Bay High School)</i>	Silvia Valle & Shawn Parks (Sheriffs Dept.)	Silvia: 650-712-7199 Shawn: 650-573-2846	valles@cabrillo.k12.ca.us  sparks@co.sanmateo.ca.us	Co-locates at the Boys & Girls Club at HMB High. Provides after school activities/youth development programs: tutoring, homework, fieldtrips, higher education planning & assistance, sports, youth internships & community service opportunities. Students in Action, a subgroup of the Sheriffs Activities League, works to address & identify environmental concerns & contribute to improving the environment of their school.
Solidarity Fellowship <i>(SOFEL)</i>	Michael J. Shinkel, Founder/ED	650-341-3801		Primary Focus: Substance abuse treatment services. Services Provided: Substance abuse treatment. Type of Care: Residential long-term treatment (more than 30 days). Forms of Payment Accepted: Self payment

Name of Organization/Program	Contact person	Phone Number	Email	Description
South Coast Children's Services (SCCS)	Margaret Hacke-Sedillo, Project Horizons Director	650-879-0013 fax: 650-879-0708	ssc0@earthlink.net margarets@southcoast.net  www.southcoastchildren.org	SCCS has evolved into a stable & respected community-based organization that funds &/or administers a wide variety of programs serving the young people of the South Coast. This organization provides educational, recreational, & cultural opportunities for the youth of the rural southwest corner of San Mateo County.
South San Francisco Community Partnership	Valerie Sommer	650-829-3872	sommer@plsinfo.org	The SSFCP is a collaborative effort of the City of South San Francisco, South San Francisco Unified School District, SMC Health Department, local CBOs & the SSF community, working towards the goals of kindergarten success, literacy by third grade & healthy children & families. The Education & a Healthy Community Committees comprised of community stakeholders meet on a regular basis & work on collaborative projects to build strong families/successful children.
St. Vincent de Paul Society. San Mateo County District Council  (Catherine's Center)	Lorraine Moriarty, ED	650 343-4403 fax: 650 343-9495	SVDPLP@yahoo.com  www.svdp-sanmateoco.org	1000 volunteers help with providing emergency including services, emergency food, clothing, shelter, rent & utilities assistance. As a provider of safety net services, St. Vincent de Paul Society volunteers visit the poor in their homes, run three homeless help centers, lead an active jail ministry, & provide transitional residence for women previously incarcerated. Four recycle shops offer an outlet for distributing material goods for the needy.
Students Offering Support  (SOS)		650-369-2110	www.peerhelp.com	Creates curriculum & training on ATOD issues & Peer Mediation

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Teenage Pregnancy Prevention Coalition of San Mateo County  <i>(Plain Talk; Teen Talk)</i>	Kris Ahmeo or Cheri Livingston	650-367-1937 fax: 650-367-4940	kris@teenpregnancycoalition.org  www.teenpregnancycoalition.org	The TPPC of SM Co offers educational programs to further its mission of improving positive & honest communication between adults & youth, encouraging youth to make healthy choices, & to reduce teen pregnancy & HIV/STDs in the community. All programs are free of charge & are led by trained educators.
Toughlove International Support Groups.	Jo Anne Montoya, Regional Representative	650-780-9587	jomontoya@aol.com	Parents meet with a Toughlove facilitator to learn how to set limits & boundaries. The combination of a supportive community & the Toughlove principles help even the most troubled families begin to get back on track. Toughlove teaches parents how to change their own behaviors in order to make a real change in their kids.
Training & Health Education Center for Youth  <i>(The Center for Youth)</i>	Nancy Evans, ED	415-346-8316	nancy@theyouth.org  www.theyouth.org	The Center for Youth conducts 1) Life Skills Program; a substance abuse prevention & STD/HIV prevention program led by young adult educators 2) VOICES Program; a violence prevention & substance abuse prevention program. Both programs were evaluated & consistently proven effective at significantly reducing drug & alcohol use. They are conducted twice weekly at Peninsula High School in the San Mateo Union High School District & in the district's summer school health classes.
United States Government. Veterans Affairs Palo Alto Health Care System. Menlo Park Division.  <i>(National Center for Post-Traumatic Stress Disorder, Addiction Treatment Services)</i>	Fred D. Gusman MSW, Director	650-493-5000 x27314 fax: 650-617-2684	www.palo-alto.med.va.gov	Employment Training, Legal Services, Rehabilitation Services, Alcohol/Drug Recovery, Transitional Housing, Case Management Services, Advocacy & Encouragement, VBOC Business Outreach Center

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Woodside Elementary School District (K-8) <i>(Tribes)</i>		650-851-1571 fax: 650-851-5577	www.woodside.k12.ca.us	Tribes: A Way of Learning & Being Together (K-8) Community Building & inclusion for students, staff & parents
Woodside Elementary School District (K-8) <i>(Too Good for Drugs)</i>		650-851-1571 fax: 650-851-5577	www.woodside.k12.ca.us	Too Good for Drugs (6-8) Adopted Science based program
Woodside Elementary School District (K-8) <i>(Peer Counseling)</i>		650-851-1571 fax: 650-851-5577	www.woodside.k12.ca.us	Peer Counseling (K-8) Peer education on Conflict Resolution, peer buddy & tutoring
Woodside Elementary School District (K-8) <i>(Life Skills; Talk It Out; Communication Lab; Health &amp; Wellness Textbook)</i>		650-851-1571 fax: 650-851-5577	www.woodside.k12.ca.us	Life Skills (K-8) Character Education program Talk It Out (K-2) Barbara Poro's program Communication Lab by Ellen Dodge. (3-5) Building communication skills through role plays focusing on attentive listening, tone of voice, positive self talk, reading body language, accepting criticism etc. Health & Wellness textbook (6-8) by McGraw Hill. Textbook for health classes.
YMCA <i>(YMCA of San Francisco-Peninsula Family YMCA)</i>		650-286-9622	www.ymcasf.org/peninsula	YMCA offers an abundance of quality programs & outreach counseling services available to all members of the community regardless of financial limitations. Some examples are: Building Futures Mentoring Program, T.E.A.C.H.-Teaching Each-Other About Changing Habits (formerly YARP)
YMCA <i>(North Peninsula Family Alternatives (NPFA))</i>	Karyn Tribble LCSW, NPFA Director	650-877-8642 fax: 650-877-8643	www.ymcasf.org/Peninsula/community.html	NPFA provides counseling services & educational programs to the residents of South San Francisco, San Bruno, Millbrae & Brisbane. Programs & services offered include Family Counseling, School-Based Group & Individual Counseling, Teen Pregnancy & Violence Prevention programs.
YMCA <i>(YMCA of the Mid-Peninsula-East Palo Alto Branch)</i>		650-328-9622	www.ymcamidpen.org	Offers sports programs, camps, aquatics, youth programs, & after school programs for youth.

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YMCA (YMCA of the Mid-Peninsula-Sequoia Branch)		650-368-4168	www.ymcamidpen.org	Offers fitness classes, sports programs, camps, aquatics, youth programs, & more.
YMCA (Moonridge YMCA - Girls Club)	Kristen Flores	650-560-0099	kristinflores@yahoo.com	A Friday Night Club Live Chapter & Intel Computer Club House. Bi-lingual programming. Offers after school activities, guest speakers, referrals & FNL projects.
Youth & Family Enrichment Services  (YFES)	Bob Bybicki, ED	650-591-9623 fax: 650-591-9750	yfes@yfes.org  www.yfes.org	Youth & Family Enrichment Services (YFES) is a private non-profit agency in San Mateo County that provides a wide array of free & low-cost services to help children, teens & adults who are dealing with substance abuse, domestic violence, mental health, relationship & communication issues.
Youth & Family Enrichment Services  (YFES; Mis Hermanas)	Irma Palacios	650-591-9623	irma.palacios@yfes.org  www.yfes.org	Provides education & support services to a minimum of 80 young Latina women ages 14-18. May be referred by school personnel or self-referred. Mis Hermanas provides 8 workshop series of 12 weekly sessions each. Topics include drug use, cultural issues, the importance of education, career opportunities communication skills, conflict resolution, peer pressure, & other issues relevant to the lives of the participants.
Youth & Family Enrichment Services  (YFES; Alcohol & Drug Helpline / Counseling Services)		650-579-0353 650-692-6662	www.onyourmind.net	Provides info about alcohol & drug recovery programs & referrals to community services. Offers support for persons dealing with their own alcohol & drug issues or for those whose lives have been affected by alcohol & drug abuse. All services provided over the phone.
Youth & Family Enrichment Services  (YFES; School-based Services)		650-591-9623 x116 fax: 650-755-1754	www.yfes.org	This program provides family & group counseling services to schools throughout San Mateo County. Psycho education & counseling help at-risk youth & their families learn about anger management, socialization skills, self esteem & other issues. Crisis intervention & youth development services are also available.

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Youth & Family Enrichment Services <i>(YFES; Drug Diversion Program)</i>	M'Lissa Morgan, Program Manager	650-591-9623 x116 or 650 366-8433 fax: 650-366-8455	www.yfes.org	An early intervention program for youth referred for first-time misdemeanor offenses. The counseling program is designed to help youth struggling with difficult issues, such as family conflict, peer relationships, acculturation, drug & alcohol abuse, school-related challenges & anger management.
Youth & Family Enrichment Services <i>(YFES; Youth Development Initiative (YDI))</i>	Anne Hipskind, YDI Program Manager	650-401-8617 x20 fax: 650 401-7755	annehipskind@yfes.org  www.bethedifference.org	Promotes & advocates the development of youth in the community, by treating youth as valued resources & encouraging youth/adult interaction. High-school youth area able to be trained as Peer Mentors, serve as members of County boards & commissions, & educate adults about the importance of involving youth.
Youth Empowering Systems <i>(YES)</i>	Charlie Mendoza	1-800-624-1120	charliesplace1@comcast.net  www.nta-yes.com	YES provides program development & training for school personnel, students, parents, professionals & community representatives to address areas that support alcohol & drug prevention services for youth in San Mateo County.
Youth Leadership Institute <i>(YLI/FNL)</i>	Amanda Cue Katrina Socco	650-347-4047	acue@yli.org ksocco@yli.org  www.yli.org	Administrator of Friday Night Live in San Mateo County. Works with coastside groups to address ATOD environmental factors in their communities & schools. Works to build leadership skills through a youth development framework & environmental prevention strategies. Specifically partnered with Project Horizons, Students In Action of the Sheriff's Activity League, School Linked Services & Moonridge YMCA.



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