**Department of Health Care Services**

**Strategic Prevention Framework State Incentive Grant**

**FINAL REPORT**

**Project Period: April 1, 2012 – May 31, 2016**

**Needs Assessment**

Data collection of the different activity accomplished during the grant consisted of reports or logs. All of the activity reported during the grant period will continue, although the grant has ended. Data collection will remain the same, nonetheless. Some of the data collected is being reported to the California Office of Traffic and Safety (OTS) due to grants we continue to have with their organization. Downtown Foot Patrol activity is still collected and reviewed by the Ventura Police Department’s Alcohol Enforcement Officer in order to keep abreast of any issues at the alcohol establishments. A log listing the message and placement of the electronic signboards continues in order to avoid repeated messages and to ensure the signboards are moved throughout the city. Collection of the results of displaying the DUI Crashed Car Trailer continues in order to share the data with other law enforcement agencies, Ventura County Behavioral Health and OTS.

Many of the activities reported in the grant were already in place before the SPF SIG was awarded to the City of Ventura Police Department (VPD). The needs assessment was developed through collaboration with the Ventura Police Department and Ventura County Behavioral Health Alcohol and Drug Program (VCBH) administrators. VPD continues to assess the needs of the community through our own police statistics/calls for service. VPD also regularly works with VCBH to obtain current research and trend information, POLD data and the Healthy Kids Survey.

Suggestion would be to make the “needs assessments” with VCBH more regular (i.e. annually or bi-annually).

**Program Management and Collaboration**

The SPF SIG grant was awarded to the City of Ventura Police Department. We did not work with Ventura County Behavioral Health in order to implement the activity outlined in the work plan. The grant coordinator was within the Ventura Police Department. There were no “sub-contractors” per se, at least none that were charged with implementing the work plan activities.

Any subcontractors included businesses such as the local radio station, printers and a media and design firm. All were very receptive to working to achieve the goals of the grant. The subcontractors used assisted with the visibility portion of the grant objectives (printing posters, re-development of the Responsible Retailer Program, radio commercials, etc.).

VPD worked with Rick McGaffigan of PRC. Mr. McGaffigan provided direction with a quarterly goals calendar, offered assistance and suggestions on the implementation of the work plan activities and was always available to answer questions and provide support.

The Ventura Police Department was the recipient of the grant and therefore did not have to “work” with the local law enforcement agency. The grant was under the direction of VPD’s Alcohol Enforcement Unit. The Alcohol Enforcement Unit consisted of a sworn officer and a civilian employee. Access to data was not an issue. The Alcohol Enforcement Unit was authorized to write and retrieve press releases, access police reported data and had an already established working relationship with the local prevention providers. The Alcohol Enforcement Officer coordinated the activities and because she was within the police agency, knew how to plan the activities around the sworn officers’ deployment and other obligations.

Fortunately, VPD already had relationships with local organizations, so the collaboration was not difficult. Communication and planning made program management fairly uneventful.

**Planning**

The selection of the project activities was not difficult due to the fact that nearly all of the activities were already in place prior to the grant. However, the logic model did present a few new types of activities that were implemented (i.e. nuisance patrol and sustained visibility campaigns).

Funding sources used during the project included an OTS grant for DUI Checkpoints and DUI Saturation Patrols.

The planning phase was successful in that the majority of the work plan activities were already in place. Relationships with local prevention providers, VCBH, ABC, OTS, the Ventura Unified School District and media sources were already in place. The challenge of the planning phase was to balance the list and number of activities with the availability of personnel to carry out the activities.

**Project Implementation**

There was not any difference in the planning of the program versus its actual implementation.

The Ventura Police Department has long been a supporter of implementing programs based on research. We have had a long relationship with VCBH who has stood along and supported our alcohol use permit ordinance and our social host ordinance. Both ordinances have been successfully implemented in our community for the last ten years due in part to information gathered by PRC and PIRE. Research and data collection by Evalcorp, who is contracted by VCBH has also provided information to guide direction of activities (i.e. POLD data).

The project implementation was again successful due to the program being assigned to the VPD Alcohol Enforcement Unit. The Unit originally consisted of only one sworn peace officer. With the implementation of the program, a part-time civilian employee, whose role was to be the grant coordinator, assisted the Alcohol Enforcement Officer with the coordination of the activities, the reporting, scheduling of events, follow up, etc. The amount of activities planned could not have been completed to the level they were with only one person.

The challenges of the project implementation included scheduling of the work plan activities to ensure achieving a balanced and sustainable message to the community and ensuring the monthly reporting accurately covered all of the elements requested. For example, often times, a natural part of the Alcohol Enforcement Officers job was to talk to retailers about POLD data, but each conversation was not recorded in the monthly report.

**Results/Outcomes**

It is intended to use the evaluation results to continue to define the role of the Alcohol Enforcement Unit as well as VPD’s Traffic Unit and patrols response to calls for service. The Alcohol Enforcement Unit also works collectively with the School Resource Officers to educate minors about the consequences of underage drinking. Clearly it is dependent on knowing what the evaluation results are to determine exactly how they will be used to refine, improve and guide future prevention efforts.

Although the grant has ended VPD will continue the activities. The number and frequency may be limited by funding, however. Visibility efforts will continue with the use and expertise of VPD’s Civic Engagement Officer. Evaluation results will be made available to the public through social media resources, Responsible Retailer Program and Alcohol Enforcement Unit web pages.

**Lessons Learned**

It would be a recommendation for prevention providers to make an effort to develop relationships with law enforcement before the implementation of the project. Understanding law enforcement’s role, limitations, expectations, organization, mindset, etc. is vital to being able to successfully work with a para militaristic organization who, by its nature, is reactive and is limited in its proactive resources.

**Future Efforts and Sustainability**

The aspects of the program that will continue include:

Foot Patrols, DUI Crashed Car Trailer events at the schools and special events, Retail Enforcement/Compliance Checks, continued Training on alcohol policy, enforcement and regulations, DUI Checkpoints, DUI Saturation Patrols, Electronic Signboard Messaging, DUI Visibility efforts, Responsible Retailer Program, Minor Decoy Operations, Shoulder Tap Operations, Responsible Beverage Service Training, Promote state mandated PSO training for security guards, Patrol Officer training on ABC laws and Social Host, Enhance Conditional Use Permit, continued enforcement and education of Social Host Ordinance.

The influencing factor to continue the aforementioned programs is based on the fact that all of these programs were in place prior to the project. These programs are integrated into the Alcohol Enforcement Unit and Traffic Division’s duties. These programs will be able to be continued due to existing funding and/or funding through recurring OTS grants.

As mentioned prior, VPD already had active working relationships with VCBH, local prevention providers (Project Safer and Straight Up), local radio stations, printers, media and design firm, Ventura Unified School District, Ventura College, Cal State Channel Islands, other law enforcement agencies, OTS, ABC and alcohol establishments, etc.

The Alcohol Enforcement Officer is at the forefront of maintaining these relationships via communication, active participation, assistance, coordination, like minded goals, sharing, etc. VPD has also made it a priority for Command Staff to also maintain relationships with these entities which in turn supports the Alcohol Enforcement Unit/VPD’s objectives.