

**Department of Health Care Services
Strategic Prevention Framework State Incentive Grant**

Final Report

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

The purpose of the Strategic Prevention Framework State Incentive Grant (SPF SIG) final report is to solicit your feedback on implementation of the project, and to document the successes achieved and lessons learned. Please use the following outline as a guide for structuring your report.

I. Needs Assessment

- Please describe the extent to which SPF SIG data will be collected beyond the project and how it will be used to guide your county's Strategic Prevention Plan needs assessment process.

The needs assessment was initiated by the Prevention Research Center (PRC) before CSP was asked to participate in the SPF SIG project. It was based on PRC's assessment that Huntington Beach was selected as a study city. When CSP became involved in 2012, we reviewed secondary data and conducted key informant interviews with HBPD officers, School Resource Officers and members of the Downtown Residents Association to determine which sub-groups within the 12-25 age group to focus on and the appropriate strategies to employ to reduce underage and excessive drinking.

Beyond the close-out of the project, SPF SIG data will not be tracked or collected by CSP. Huntington Beach Police Department (HBPD) data has not been linked historically to Orange County's Strategic Prevention Plan needs assessment process. However, HBPD will continue to collect data collected during the course of the SPF SIG project and use it to inform their operations to reduce excessive and underage drinking. For example, HBPD will continue to utilize DUI data to plan the time, location and frequency of their DUI check points and saturation patrols. Similarly, HBPD will continue to use the "place of last drink" data to monitor high risk drinking at on-sale establishments, issue warnings and initiate progressive discipline. HBPD will conduct foot patrols in the Downtown area, IMPACT inspections and monitor RBS training of on-sale establishment staff.

Additionally, CSP will continue to support HBPD in their DUI prevention efforts (DUI Checkpoints and RBS Training) through the Orange County Health Care Agency (OCHCA) Impaired Driving Project.

- Include lessons learned or suggestions to improve the needs assessment process.

An adequate assessment can be completed rather quickly if it is well-planned and properly defined. CSP was able to identify the principal alcohol issues facing Huntington Beach within the 12-25 age group by reviewing secondary data including the CHKS, OTS, a report on Alcohol in Downtown HB and conducting key informant interviews. It became clear that House Parties and over-service in Downtown establishments were the main factors contributing to alcohol problems in this age group.

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II. Program Management and Collaboration

- Describe the role of the county behavioral health office (alcohol and other drug services) in the project and the extent of their participation.

The Orange County Health Care Agency (OCHCA) was approached by PRC while they were conducting their preliminary needs assessment and asked if they would oversee the implementation of SPF SIG project in Huntington Beach. OCHCA removed themselves from consideration and suggested PRC work with a community provider. This led PRC to CSP.

OCHCA participation in the SPF SIG grant would have required releasing a Request for Proposals (RFP), and selecting a provider to administer the project. The RFP process is costly and time consuming. By removing themselves from consideration, OCHCA enabled the State Department of Alcohol and Drug Programs to contract directly with CSP for the provision of the SPF SIG project services. Removing this level of bureaucracy enabled CSP to invest a larger percentage of the grant funds into the community.

- Describe subcontractors and their roles. Note any changes in subcontractors during the project and the impact of those changes.

CSP's subcontractor, the HBPD, played an integral role in implementing SPF SIG strategies by increasing routine DUI enforcement operations and party and foot patrols during holidays and weekends, and providing CSP with operation data monthly. The additional operations, including Saturation and Foot Patrols, allowed CSP to pair visibility appropriately.

Although the HBPD remained the subcontractor throughout the SPF SIG project, there were personnel changes within the PD which impacted the project. Lieutenant John Cottrell, CSP's primary SPF SIG contact, was promoted after the first year of the project and was replaced by Lieutenant Kelly Rodriguez. A "hand-off" meeting was organized to bring the new Lieutenant "up to speed". As a resident of Downtown Huntington Beach, Lieutenant Rodriguez had a high level of commitment to addressing and resolving the issues of over-service of patrons and related DUI's. Cooperation between CSP and HBPD improved during her leadership.

At the conclusion of the second year of the SPF SIG project, the HB Chief of Police, Ken Small, retired and was replaced by a Chief Robert Handy, who came to HB from Phoenix via San Bernardino. Chief Handy viewed alcohol abuse and impaired driving as one of Huntington Beach's highest priorities and was more supportive of the SPF SIG project than Chief Small. This change in leadership marked the high point of collaboration between CSP and HBPD.

- Describe your interactions with the Prevention Research Center staff and the support and technical assistance provided.

CSP was well supported by PRC staff throughout the SPF SIG project. Our PRC evaluator, Rick McGaffigan, served as a coach and facilitator throughout the project. Rick did a nice job of ensuring our strategies were evidence-based and integrated into work plans and the budget. He met with us regularly over the course of the project to monitor

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project progress, provide technical assistance, discuss challenges, and assist with work plans, and to offer suggestions for visibility strategies. One of the benefits of working with Rick was his knowledge of and practical experience working with law enforcement on alcohol prevention and policy development.

- Describe your collaboration with law enforcement and other stakeholder agencies.

Although CSP had a long history of collaboration with the HBPD, our relationship evolved over the course of the SPF SIG project. As mentioned above, we were fortunate to work on the SPF SIG project with the HBPD during a time where there was a change in command and turnover in leadership. At the start of the SPF SIG project, implementation of strategies, provision of data and routine communication were difficult. However, the changes in leadership helped to improve communication and streamline implementation.

Another development that helped improve our collaboration with the HBPD was a change in the composition of the HB City Council. In the November 2012 election, the HB residents replaced several pro-business city council members with candidates who were focused on public safety. The new city council recognized the problems associated with the high concentration of on-sale establishments and wanted to empower the PD to properly address the alcohol-related problems.

CSP also collaborated with the Downtown Residents Association and the Downtown Business Improvement District to assess problems associated alcohol, promote our media campaign, and to recognize several downtown businesses for their commitment to responsible beverage service.

- Include lessons learned or suggestions relative to program management and collaboration.

Much of CSP's success with the project was in large part due to collaboration with community partners and law enforcement that had both a personal and organizational commitment to reducing problems associated with high risk drinking in Huntington Beach,

III. Planning

- Please comment on the use of a research-based prevention logic model to guide selection of project activities. Include how this process might be improved.

It was useful to have logic models to show the evidence-based strategies for each of the alcohol related community problems. This enabled the community providers to work with law enforcement and collaboratively choose strategies that made sense based on local conditions.

- List any leveraged resources, activities, or funding sources. If available, quantify the fiscal benefit to the project.

HBPD was the recipient of an OTS grant which funded numerous DUI check points. Checkpoints were an important strategy to raise awareness and reduce impaired driving and since we did not have to pay for them through the SPF SIG project, CSP was able to fund other operations such as saturation, party and foot patrols. Additionally, HBPD was able to implement successful DUI operations in a Downtown parking structure where bar

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patrons parked their vehicles. HBPD would not have been able to implement the parking lot operations without SPF SIG funding.

CSP was able to take advantage of another leveraging opportunity. CSP Project PATH was operating a small team of impaired driving health educators in Huntington Beach. One of their strategies was training on-sale establishment staff in responsible beverage service. In one year, the CSP health education team trained more than 500 bar and wait staff from Huntington Beach.

- Describe the successes and challenges encountered during the planning phase of the project.

The alcohol problems identified in Huntington Beach in the SPF SIG project were recognized by residents and the HBPD as serious problems. The SPF SIG project brought resources that the PD viewed as valuable and motivated them to collaborate enthusiastically. SPF SIG offered HBPD tens of thousands of dollars each year to invest in alcohol prevention operations. Additionally, the project was able to train bar staff in RBS and provide visibility around their operations to raise public awareness.

IV. Project Implementation

- Please describe the differences between how the program was planned versus how the program was actually implemented.

As mentioned above, the two main areas of focus were house parties and the Downtown bar area. Through the party patrols, there were a small number of social host ordinance violations early on. However, the HBPD became concerned about potential liability after citing the party hosts; how would the intoxicated minors be able to go home safely. In the end, HBPD stopped enforcing the social host ordinance and shifted most of the SPF SIG resources to the Downtown area and reducing over-service and impaired driving.

- The SPF SIG project demonstrated the practical application of prevention research under various community conditions. Please comment on your experience of bringing research to practice in your community.

The HBPD was receptive to focusing on evidence based strategies and were familiar with the police operations and most of the policy solutions that were presented. HBPD was particularly interested in exploring the suitability of the deemed approved ordinance (DAO) for Huntington Beach as a way to impose new restrictions on problem establishments. HBPD and city staff researched DAO for several weeks but opted not to pursue the ordinance since there was no evaluation data to support their effectiveness. However, the HBPD and city staff began to take a closer look at their existing policies and realized they could pass a new conditional use permit and couple that with their existing Entertainment Permit and achieve the same outcomes as if they had a DAO.

- List the successes and challenges associated with project implementation.

One of the challenges we faced working in Huntington Beach is that we wanted to implement police operations during the summer months when the city experiences its heaviest drinking and the most alcohol-related problems. However, summer was the busiest

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time of the year for the HBPD and it was difficult for them to cover their normal duties, implement the OTS funded checkpoints, and properly manage their special events such as, the 4th of July parade and the US Open of Surfing. HBPD was understaffed and it was difficult to incorporate the SPF SIG police operations.

V. Results/Outcomes

- Please describe how evaluation results will be used to refine, improve, and guide future prevention efforts.
- Include how program evaluation results will be made available to the public.

Results from evaluation of the overall SPF SIG project have not been provided but we look forward to receiving and sharing information regarding the results of the statewide project with our community partners in Huntington Beach and Orange County.

VI. Lessons Learned

- List any recommendations that would be useful to other prevention providers who wished to implement this project.

Community providers need to be sensitive to the fact that most of our municipal law enforcement agencies are short staffed and a project like this could seem overwhelming. Once you are able to get “buy in” you need to be sensitive to changing priorities in the PD. A homicide or a missing child might require PD resources to be shifted around and you may need to wait until things return to normal. It’s important to remember that the PD is part of the city government and they work for the mayor and city council. They may not be able to implement certain strategies if they are not supported by their upper management.

VII. Future Efforts and Sustainability

- Identify all aspects of the program that will continue, and include what factors contributed to the decision to continue them.
- Describe collaboration between agencies established for the purposes of this project that will continue and what form it will take.

The aspects of the project that will continue are the Ambassador Program (collaboration between HBPD and the Downtown alcohol establishments including the coordinated bar security), Checkpoints, Saturation patrols, Foot patrols, PAS operations (passive alcohol sensor), IMPACT inspections, use of POLD data to trigger written warnings and progressive discipline, placement of DUI messages on the mobile electronic sign, and use of social media to provide visibility around alcohol operations.

In addition, CSP, will continue to offer free RBS training to Huntington Beach establishments as we are contracted with the Health Care Agency to do so for the next 2 years.