



**TRANSFER OF
KNOWLEDGE
WORKSHOP**



**Alcohol, Drugs
and the
Teenage Driver**

101120

**MENT OF THE YOUTH AUTHORITY
OF CRIMINAL JUSTICE PLANNING**

**U.S. Department of Justice
National Institute of Justice**

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PREFACE

The Department of the Youth Authority, in cooperation with the Office of Criminal Justice Planning, is conducting a series of Transfer of Knowledge Workshops on a variety of subjects that are of importance to the prevention of delinquency, crime and violence.

This publication is the product of a Transfer of Knowledge Workshop on Alcohol, Drugs and the Teenage Driver that was sponsored by the Department of the Youth Authority and the Office of Criminal Justice Planning in May, 1985.

The Workshop was conducted over a two and one-half day period in Sacramento, California. It was designed to bring together people and programs from various size locales to form a blend of realistic and promising solutions to combat the problems caused by alcohol, drugs, and the teenage driver. Participants came from diverse professional backgrounds with a wide range of experience which included education, government, law enforcement, and alcohol and drug program expertise from five locations — San Diego, Monterey Park, Fresno, Tuolumne and Sacramento.

ACKNOWLEDGEMENTS

This particular Workshop was a prime example of a State and local partnership in action. The planning and workshop process brought together seven State departments in a cooperative effort to facilitate a transfer of knowledge to volunteers from five local communities in an effort to enhance program strategies for reducing alcohol and drug-related traffic accidents among our young people.

The Workshop Planning Committee, made up of representatives from the Department of Alcohol and Drug Programs, Department of Alcoholic Beverage Control, California Highway Patrol, State Department of Education and Office of Traffic Safety, provided leadership and impetus for bringing together an excellent cadre of presenters. These presenters shared a wealth of information which covered school based models, interagency models, support systems and implementation strategies with the selected community teams. A complete list of Planning Committee members, presenters, team participants, staff and additional guests is available in the appendix.

A special thanks goes to all those people who took time from their busy schedules to contribute their knowledge, time and enthusiasm to make the Workshop a success.

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ACQUISITIONS

INTRODUCTION

"Scotty was one of my best friends for the last 10 years. One night he and his friend went to a party where there was a lot of drinking going on. His mother told me that she got a call from Scotty who said: 'Mom, I'll be home in a bit. We're just going to stay at the party a while.' They never made it home. They drank, they drove, and Scotty died!"

*Cassandra Elston
S.A.D.D. Chapter, President
McClatchy High School, Sacramento*

Each year alcohol abuse is responsible for approximately 8,000 deaths and 40,000 injuries nationally among our young people. Of every sixty children born today, one will die and three will be seriously injured in traffic accidents related to alcohol. Unfortunately, the number one killer of youth is driving under the influence of alcohol and/or drugs.

California has placed a high priority on efforts to deal with this problem, evidenced by a number of activities. One such activity was the April 10-14, 1985, Youth Drinking and Driving Prevention Conference titled, "Keep Friendship Alive by Teamwork '85," co-sponsored by the Office of Traffic Safety, the Department of Alcohol and Drug Programs, Stanislaus County and the Department of Education. The conference was attended by approximately 380 high school students and 80 adult advisors. It was unique in that it was planned by students who had previously attended national youth drinking and driving prevention conferences. One of the students who had helped to plan this conference was D.J. Findley from Woodland High School, Woodland, California. D.J. relayed the following youth conference recommendations to the participants of the Alcohol, Drugs and the Teenage Driver Transfer of Knowledge Workshop:

The Legislature should appoint a Youth Alcohol and Drug Abuse Advisory Board to provide input to the Legislature on youth substance use and driving. The Board will provide input on the implementation of the following recommendations:

- Alcohol advertisements must include the following message — "When using our product, do not drink and drive." The alcohol advertisement must be accompanied by "counter ads" in a suggested ratio of 3 to 1.
- A conviction for the first offense for driving under the influence under the

age of 18 will result in immediate revocation of the driver's license for six months and the successful completion of a comprehensive counseling program. Penalties for subsequent offenses shall increase proportionately.

- A sustained funding base for youth services must be developed. An increased emphasis should be placed on the necessity of having comprehensive youth programs at all levels of local and state government.
- An increase of funds for *both* teacher and student training. This must include improved and updated materials toward education of substance abuse and traffic safety and the establishment of minimum standards for course content and amount of required classroom hours.

These youth-generated recommendations are particularly significant when coupled with the program content of the Transfer of Knowledge Workshop.

PROGRAMS

Prevention programs can range from a singular strategy to a multi-faceted community action plan. The following programs fall into two main categories: School Based Models and Interagency Models.

SCHOOL BASED MODELS

The elementary school years are a formative period for future attitudes and decisions concerning alcohol and drug use. Youngsters are confronted with the very difficult choice of "to use or not to use" at a time when peer group influences markedly increase and when they are in a tremendous state of indecision and uncertainty. The lack of skills to make healthy decisions, coupled with mounting peer pressure to conform, puts the young adolescent in a high risk category to use substances such as drugs and/or alcohol. Programs should be aimed at providing primary alcohol/drug abuse prevention services to students who are just beginning to come into contact with these negative influences.

Additionally, one of the most effective ways to prevent young people from substance abuse is through the use of older positive peer role models. The impact upon a young person who is reached by an older positive peer role model is greater than what could be attained had a professional, teacher or parent delivered the same program.

Consequently, if a program can combine pre-driver intervention along with older positive peer counseling, it will have a high potential for success.

Youth Educator Program

The Youth Educator Program is a school based primary prevention program administered by the Center for Human Development through a contract with the Contra Costa County Drug Program Administrator's office in cooperation with the Contra Costa County Superintendent of Schools. Funding for this project is made possible through a Senate Bill 1409 Grant from the California Department of Alcohol and Drug Programs and the State Department of Education. The Program brings together school and community sources to cooperatively build and deliver a culturally relevant drug and alcohol abuse prevention program to junior high school students and their families.

It has as its underlying philosophy that high school students (called young

educators) are more effective as positive peer role models for the targeted 7th and 8th grade adolescents, than professionals, teachers or parents.

One of the goals is to establish an effective ongoing program. In order to do this, a partnership between the school/community and the Center for Human Development must be formed. This enables schools/communities to continue worthwhile programs in an independent fashion. The partnership is one where the school/community provides support from administrators, faculty, staff, community leaders, etc., in implementing the program.

Initially, the Youth Educator staff contacted the various schools in Contra Costa County. Presently, schools in the immediate and surrounding areas are contacting the Youth Educator Office.

Usually an individual from the community is identified to serve as an Area Coordinator. This individual coordinates all program activities in the school and works closely with school personnel to plan implementation dates, schedules, etc. In addition, the Area Coordinator directs the high school Youth Educator group. The Center for Human Development trains the Area Coordinator and the high school Youth Educators. They also provide all training, curriculum materials, on-going consultation/supervision, program development and technical assistance.

For further information contact:

Julie Lee
Youth Educators
3702 Mt. Diablo Blvd.
Lafayette, CA 94549
Telephone: (415) 283-3104

Peer Assistance League (PAL)

The Peer Assistance League is a joint project of the Orange County Department of Education and the Orange County Health Care Agency funded through Senate Bill 1409 by the State Department of Education and Department of Alcohol and Drug Programs. It has as its target population students in grades 2 through 12. PAL's basic philosophy is that prevention programs must deal with the underlying causes of negative behavior by teaching young people to deal with everyday problems and the stress created by these problems.

Various studies point to low self-esteem, poor inter-personal skills and social incompetence as underlying causes of much of the chemical abuse in our society. PAL recognizes how critical these causes are and addresses

each of them in a practical manner. Through a comprehensive program based upon successful established curriculum models, PAL assists students in their personal growth and development. By building skills related to self-esteem, self understanding and social interaction, students have a chance to discover their own solutions.

Project Self-esteem is the elementary school component geared for grades two through six. It consists of a series of 40-minute lessons conducted by both teachers and parent volunteers designed to enhance a child's self-concept and to strengthen his or her personal and interpersonal skills.

The middle school components consist of the Star Program and the Friendship Club. Both are designed to increase positive social interactions and improve academic achievement. The Star Program consists of 50 lessons conducted by regular classroom teachers on assertive skills, stress management, decision-making, problem solving and the understanding of difficult personality styles.

The Friendship Club Program concentrates on helping new students to select caring, constructive friends and positive role models. Counselors, teachers, and/or parents act as club advisors.

The high school component centers on peer counseling. A minimum of two hours a week for 16 weeks is required to complete the basic course. PAL trained students then assist peers through a variety of formal and informal means in relationship to substance abuse and other issues.

PAL also has a community component in which they are involved with the Orange County Substance Abuse Prevention Network. This coalition of public/private agencies made up of parents, educators, treatment providers, law enforcement and social service representatives promotes and enhances the quantity, quality and coordination of substance abuse prevention efforts and services in the community.

For further information contact:

Dr. Bert Simpson or Sally Warrick
Peer Assistance League
200 Kalmus
Costa Mesa, CA 92626
Telephone: (714) 966-4374

S.A.D.D.

S.A.D.D. is a nationwide grass roots program designed to wipe out the

largest killer of America's teens — drinking and driving. It is an intervention model which includes school, family, and community components: curriculum, student committees, and the parent/student contract.

The Program emphasizes that teenagers must take responsibility for their own behavior. They're the ones who are doing the drinking and driving; therefore, they're the ones who have to solve the problem.

Four major mechanisms underlie the effects of SADD: 1) fear/arousal/motivation; 2) peer pressure; 3) public commitment not to drink; and 4) the alteration of the meaning of drinking and driving. These mechanisms and their effects are described below:

- SADD utilizes a message to arouse fear and motivation in a number of ways. While the threat of bodily injury and death are included, the major thrust of SADD's threat message is that drinking and driving can lead to a loss of the driving privilege and that the legal aspects of driving under the influence can be highly embarrassing and humiliating.
- SADD attempts to use peer pressure to prevent drinking and driving by teaching students ways to intervene with impaired peers, and by giving practice in using such skills through role-playing. The emphasis of peer pressure is evidenced by SADD's adoption of the national slogan, "Friends Don't Let Friends Drive Drunk" for bumperstickers and buttons.
- SADD provides a number of opportunities for students to make a public commitment not to drive after drinking or to ride with an intoxicated individual. Chief among these is the parent/student contract. Other opportunities include joining SADD, wearing buttons, displaying bumperstickers, and using key chains.
- SADD is seeking, through the curriculum and the informational activities in the schools, to alter the image of drinking and driving, and the drinking driver, in such a way that it is perceived as counter-normative within the youth culture. SADD seeks to change the image of "drinking and driving is cool" to "drinking and driving is dumb."

SADD has the following program elements:

- a. The SADD curriculum is composed of 15 sessions, and is designed to be taught in the sophomore year. The curriculum stresses the unpleasant consequences of driving under the influence. Students are taught peer pressure skills (to intervene with a friend who is too impaired to drive), and are given practice in using these skills in role-playing situations.
- b. Student SADD members are encouraged to organize into five committees with the objective to alter the school/community climate regarding

driving under the influence. The Town Awareness and Public Relations Committee serve information dissemination functions. The Town Awareness Committee serves to distribute literature on driving under the influence at shopping centers and supermarkets and coordinates the sale of SADD T-shirts, bumperstickers, and buttons. The Public Relations Committee performs a similar function within the school, and also prepares press releases and other media materials. The Junior Prom and Senior Week Committees seek to reduce the incidences of driving under the influence during these two periods in which alcohol consumption traditionally increases. The School Awareness Committee serves to coordinate a SADD Day in the school to generate student enthusiasm for the program.

- c. The parent/student contract stipulates that the student will call the parent if he/she has been drinking, or the person responsible for driving has been drinking, and that the parent will either pick the student up or provide taxi fare and discuss the matter at a later date. The contract serves two purposes. First, it is intended to have a direct, preventative function, and to establish a public commitment not to drink and drive. Second, it is intended to stimulate family discussion of drinking and driving.

For further information contact:

John Berndt
S.A.D.D.
800 Scenic Drive
Modesto, CA 95350
Telephone: (209) 571-6084

Friday Nite Live

The Friday Night Live Project, which is being tested in the County of Sacramento, began in May, 1984. The Project is made possible by grants from the California Office of Traffic Safety, the State Department of Alcohol and Drug Programs, the Sacramento County Office of Education, the American Insurance Association, the Anheuser Busch Company, and the Greater Sacramento New Car Dealers Association.

The project is designed to reduce by 20% the number of teenagers killed or maimed in alcohol and/or drug related accidents in Sacramento County.

The two staff members operate out of the Sacramento County Office of Education as part of the Substance Abuse Prevention Program.

The pivotal feature of the program is a 15-minute wide-screen multi-image show that is fast paced and speaks to teens on their own turf, using their own music, language, people and situations. The slide show is presented to the entire student body of each high school. Every student hears the same message of caring about each other and not letting friends drive drunk. The Project Director and additional speakers from MADD, SADD and Law Enforcement reinforce the message of FNL through sharing of personal experiences and stories rather than lecturing or preaching.

To sustain the impact of FNL, teachers are provided with four or five classroom activities on drinking, driving and drug use which are tailored to their teaching area. These activities are used by the teachers throughout the remainder of the school year.

A most important aspect of the FNL Program is the formation of student action groups where students assume the responsibility for changing attitudes and behavior about driving under the influence. FNL has chosen Students Against Driving Drunk (SADD) as the most viable student action group. The FNL Program works with each high school to identify a faculty advisor for SADD, introduces SADD to the entire student body, encourages student signups during the assembly, and provides organizational and developmental assistance to the newly formed SADD Chapter.

The FNL Project also has a responsibility to encourage changes in community attitudes toward drinking and driving. The Project Director speaks to community groups, encourages tough law enforcement and initiates community activities that publicize the simple message of taking care of each other and not letting people drive drunk.

For further information contact:

Dr. Paul Wyatt/Ms. JoAnn Boyle
California Friday Night Live Project
Substance Abuse Prevention Program
Sacramento County Office of Education
9738 Lincoln Village Drive
Sacramento, CA 95827
Telephone: (916) 366-2180

Safe Rides

Safe Rides is a teen operated escort service that provides free rides for intoxicated teenagers and teenagers stranded by intoxicated drivers. The California Office of Traffic Safety has awarded a three-year grant to the

City of Manhattan Beach to provide sponsorship. Additionally, the Safe Rides Program is designated as an Explorer Post of the Boy Scouts of America.

The guiding philosophy is that teens can be more effective at helping their peers than can traffic experts.

Safe Rides has an Advisory Board composed of community leaders, representatives from local agencies dealing with teenagers and alcohol abuse, advocacy groups such as M.A.D.D. and S.A.D.D. and local high school teen advocate members. The Advisory Board has developed specific program policies which include the following:

- Teen volunteers must be high school students to age 19, mature and responsible. If driving, they must have a good driving record. Not all volunteers must be able to drive since only one member of the male/female or male/male pair needs to drive.
- Teen advocates serve as dispatchers, and each car (provided by volunteers) will be equipped with a voice contact radio system. The volunteer cars will also be provided with plastic seat covers and air sick bags.
- Each car will respond to, and carry a maximum of two passengers who will be 18 and under.
- Safe Rides will operate between 11:00 p.m. and 3:00 a.m. Friday through Saturday nights.
- Telephones (Number is 374-CARE) will be answered by a trained teen advocate who will be supervised by a trained adult volunteer.
- Adult supervisors will be 24 and older, have good rapport with teenagers and serve as a positive role model for teen volunteers.
- Callers must be screened over the telephone to determine the degree of inebriation and advised on what steps to take until the car arrives.
- If the caller is too drunk to care for him/herself, Safe Rides will not provide a ride home. Instead, alternatives to drinking and driving will be discussed with sober friends.
- Volunteers must remain in volunteers' car and watch rider(s) enter their home(s). They will not confront parents of riders.
- All volunteers will sign an oath pledging never to drive while intoxicated themselves or drive without wearing seat belts.
- Volunteers must make a six-month commitment to the program and be willing to work one weekend a month.
- Volunteers must complete an intensive 12-hour training session (four two-hour weeknight meetings and two four-hour Saturday meetings)

covering such topics as communication skills, driving safely (emphasis on night driving), basic car maintenance, police techniques for handling difficult situations and paramedical training.

For further information contact:

Adrienne Davis
Teen Advisory Center
710 Pier Avenue
Hermosa Beach, CA 90254
Telephone: (213) 372-9118

INTERAGENCY MODELS

The interagency approach to problem-solving is a viable method that will often produce significant results. Once key agencies collectively identify the problem, establish a sound organizational structure and begin implementation the benefits can be substantial. These benefits surface in many forms: improved service delivery; improved information sharing; better utilization of existing resources; improved public education programs and increased public confidence.

Tulare Committee on Teenage Alcohol Abuse

The Tulare Committee on Teenage Alcohol Abuse is a community based program made up of approximately fifty members representing the schools, parents, youth service bureau, law enforcement, city government, probation department, news media, mental health and other key individuals in the community. This large membership meets several times each year with various sub-committees convening more often. Their major efforts are directed toward the casual recreational drinker as opposed to the serious drinker or alcoholic.

Simply stated, their goal is to reduce the use of alcohol by teenagers. Their basic premise is that they care enough about young people to expend time and effort to educate both them and the community as a whole, on the dangers associated with alcohol consumption. Funding for the program has primarily been from donations from local service groups.

The Tulare Program is divided into six (6) components, each with a subcommittee and responsibility:

- School curriculum update, reviews alcohol and drug curriculum being

presented in the elementary and high schools and makes recommendations.

- *Student Activities* — Primarily responsible for preparing activities for alcohol awareness week.
- *Parent Education* — Responsible for preparing and disseminating pamphlets in English and Spanish to parents regarding teenagers and alcohol. Also offers suggested guidelines on curfews, parties, etc.
- *Community Awareness* — Responsible for keeping the community informed through newspaper articles, bumperstickers, radio public service announcements, etc.
- *Licensee Education* — Responsible for educating off-sale owners to the community.
- *Finance Committee* — Responsible for raising funds through local efforts for various projects.

For further information contact:

Chief Roger Hill
Tulare Police Department
415 E. Kern
Tulare, CA 93274
Telephone: (209) 688-2001

Comprehensive Driving Under the Influence System Improvement Project

Project S.M.A.S.H. (San Mateans Advocating Sober Highways) is a county-wide Driving Under the Influence Project administered by the San Mateo County Department of Health Services through a grant from the California Office of Traffic Safety. The Project was designed as a systems approach involving law enforcement, the media, citizen groups, treatment and prevention programs and the judiciary in a coordinated effort to combat drinking and driving. The underlying theme, "Be a Friend For Life Don't Let a Friend Drive Drunk," is central to the effort to get otherwise responsible people to intervene in situations where a drinker is contemplating getting behind the wheel. The overall goals of the Project include reductions in fatalities, injuries and economic cost.

The four main strategies: intervention, education, control and threats are manifested in the following six project components.

- *"Be a Friend For Life" Campaign* — This is a public information and education program conducted under contract with a public relations

firm. It includes public service announcements, point of sale materials, an employer participation program and publicity around specific activities from other project components.

- *Safe Rides* — Safe Rides is a nationally sponsored program of the Explorer Division of Boy Scouts of America. It provides safe rides home for teenagers who have been using alcohol or drugs and are not fit to drive, and for teenagers who are stranded somewhere with someone unfit to drive. Under a contract with Project SMASH, Safe Rides provides a toll-free, county-wide telephone number and dispatches cars from four locations in the county. Each car contains two trained student volunteers who are in constant contact by CB radio with an adult volunteer at the dispatch station. All rides are confidential. Project SMASH funding provides for a half-time program coordinator, printing, telephone, and other administrative overhead costs.
- *Server Awareness Training* — Training bar, restaurant, and liquor store owners/managers in strategies for controlling the purchase/consumption of alcoholic beverages by potential drunk drivers is provided by Project SMASH consultants in conjunction with the local restaurant and hotel owners. The trainings include techniques for recognizing dangerously inebriated customers and ways of cutting off service without insulting or embarrassing valued patrons. Trainings also include discussions about owner liability and consequences of a DUI arrest.
- *Jail Education Services* — Some of the most serious, long-time DUI offenders end up in jail without the benefit of alcohol education, assessment, or treatment services. Project SMASH provides alcohol education and assessment services in the county jail through a contract with Clinton House (Salvation Army). This agency visits the minimum security facility twice a month and conducts discussions that cover a variety of alcohol-related problems, including driving under the influence.
- *Teen Alternatives Program* — Pros for Kids is a group of former professional athletes who work with teenagers around the Bay Area. Their role with Teen Alternatives is to provide leadership and organizational training so that the young participants can ultimately be responsible for all major operations of the program. Under contract with Project SMASH, Pros for Kids provides a nonschool-based prevention program for high school students in San Mateo County.
- *Sanctions* — Project SMASH organized a Project Steering Committee to identify the potential for improvements in the areas of law enforcement, prosecution, adjudication, probation, record keeping, and communications. The goal of such improvements is to make sanctions for DUI

offenders swift and certain. Cost savings to the county and to local jurisdictions is also a desirable tertiary outcome. The public relations firm is working with the Committee in bringing DUI offenders to justice. The critical element in this process is to make sure that potential offenders perceive that there is a significant risk to drinking and driving.

Project SMASH has also conducted training for police officers to help them detect drivers under the influence at lower blood alcohol levels and to preserve and present evidence more effectively.

The Project is designed to operate on a county-wide level. The reasons for this include: (a) The Municipal Court System and District Attorney's Office are organized at the county level; (b) The electronic and printed media cover the same geographical area; (c) The County Office of Education coordinates the activities of 26 area high schools; (d) Most prevention and alcohol/drug treatment programs in the area are organized and coordinated by county operated agencies.

For further information contact:

J. Thomas Hicks
Project SMASH
225 W. 37th Avenue
San Mateo, CA 94403
Telephone: (415) 573-3942

Alcohol and Drug Abuse Prevention Task Force

The Alcohol and Drug Abuse Prevention Task Force (A.D.A.P.T.) is a multi-agency group made up of eight elected officials who represent over 1.5 million residents throughout San Diego County. Membership comes from the San Diego City Council, San Diego Unified School District, State Senate, San Dieguito Union High School, San Diego County Schools, Poway Unified School District, and the Board of Supervisors. Additionally, A.D.A.P.T. has a 15-person citizen advisory committee that provides valuable input from all segments of the community to the task force.

The A.D.A.P.T. motto is "Dedicated to freeing our youth from alcohol and drug abuse," with a corresponding logo which is "Keys," symbolic of the ability of each ADAPT member to open the doors of his or her respective organization. Task force funding comes from donations along with the various government entities contributing time and resources.

ADAPT has the following goals:

- To provide recommendations for legislation to city, county, state, and federal governments.

- To develop commitment among public officials for, and to provide leadership and direction to, drug and alcohol prevention programs.
- As elected officials to provide a forum for the public to discuss drug and alcohol programs and their effectiveness. To make recommendations based on these findings as appropriate.
- To determine what the current level of drug and alcohol abuse is among youth in San Diego County.
- To promote cooperation between public and private service sectors.
- To promote a countywide, comprehensive, consistent school-based program of drug and alcohol abuse prevention.
- To identify and secure sources of financial support for activities.
- To educate and sensitize the media to the impact of drug and alcohol abuse on youth, families and the community.

Although involved in a multitude of projects, the following are recently successful endeavors:

- Media breakfast, designed to heighten the sensitivity of the news media in relationship to the problem.
- Workshop for elected school officials, designed to increase awareness and educate the officials as to the real nature of the problem.
- Fund raising project which raised \$4,000 from the private sector which was used to finance a three-day mountain retreat to train alcohol and drug free youth in peer counseling techniques.
- Supported and publicized safe rides programs and ultimately conveyed the message to all local high schools.
- Presently forming non-profit ADAPT Products Inc. to create and produce public service announcement video tapes, etc.
- Expanding San Diego Unified School District Liquor Store Awareness Program which will make liquor store personnel in locations near high schools more cognizant of the problem.
- Attempting to bring the Friday Nite Live Program from Sacramento to San Diego.

For further information call:

Joe Davis
 A.D.A.P.T.
 202 C Street
 San Diego, CA 92101
 Telephone: (619) 236-6611

SUPPORT SYSTEMS

Depending on the magnitude of the problem there are a number of resources available at the federal, state, and private level. The following are just a few examples:

CALIFORNIA OFFICE OF TRAFFIC SAFETY

Due to concern about the increasing number of traffic accidents nationwide during the mid-1960's, Congress enacted the Highway Safety Act of 1966. The purpose of this Act is to promote a coordinated, comprehensive highway safety program in each of the states to reduce traffic accidents and also the deaths, injuries and property damage resulting from such accidents. The Act includes both incentives and sanctions in relation to the administration of each state's traffic safety program.

Following passage of the Federal Act, the California Legislature added Chapter 5 to Division 2 of the California Vehicle Code providing for establishment of the California Traffic Safety Program. It stipulates that the Governor shall have the responsibility for the administration of the program with full power to take all action necessary to secure benefits available under the Highway Safety Act.

To fully implement the enabling legislation, the California Office of Traffic Safety (OTS) was created. OTS is charged with the coordination of the California Traffic Safety Program which is defined as the Governor's combined legislative organizational and financial plan to improve traffic safety efforts statewide. This program is intended to encompass not only state government operations, but also those of political subdivisions and the private sector.

Federal program administrators have identified six priority program areas as having the greatest potential for reducing the accident toll:

- Alcohol and Other Drugs
- Police Traffic Services
- Occupant Protection
- Traffic Records
- Emergency Medical Services
- Traffic Engineering and Operational Improvements

Based on the nature of the workshop only the "Alcohol and Other Drugs Program" will be discussed.

Alcohol and Other Drugs Program

Alcohol abuse is the largest single factor contributing to fatal accidents. Tough enforcement programs have been shown to be effective, at least for short periods of time. Alcohol safety is a very complex problem, and many elements (Enforcement, Public Education, Traffic Courts, Treatment/Rehabilitation and Licensing Systems) enter into a successful program. To bring these elements together a well organized community based effort is required. Only a few communities have such systems in place, and there appears to be considerable opportunity to obtain additional safety benefits in this area.

For Federal fiscal year, October 1, 1985 through September 30, 1986, Office of Traffic Safety will have approximately \$14,800,000 of which \$4,406,444 is allocated to the Alcohol Program.

Program Process Overview

Each year OTS solicits proposals addressing traffic safety problems. The solicitation is accomplished by requesting a memorandum proposal from all eligible and interested public agencies. This approach helps insure wide participation in the program as well as give OTS a broad base from which to select countermeasure programs. If OTS identifies a major problem area for which no proposal has been received, OTS will initiate a meeting with the jurisdiction(s) involved for the purpose of encouraging interest in developing a countermeasure program.

Agencies submitting a proposal are requested to follow a prescribed proposal format that contains a problem statement, project objectives, proposed solution, time required and cost estimate.

Typically, State and local agencies submit proposals upon request; however, they may, independent of any request, approach OTS for a traffic safety grant.

OTS considers all requests and determines which will be funded on the basis of several criteria.

For further information contact:
Office of Traffic Safety
7000 Franklin Blvd., Suite 330
Sacramento, CA 95823
Telephone: (916) 445-0527

CALIFORNIA HIGHWAY PATROL:

The California Highway Patrol is a statewide traffic law enforcement agency headquartered in Sacramento with eight division offices and 97 local area offices throughout the State. Although their primary responsibility is the enforcement of traffic laws, they have numerous public affairs and prevention programs. Their recent major awareness effort "Sober Graduation" is a prime example of a multi-media effort at bringing statewide attention to the problem of alcohol/drugs and the teenage driver.

This program was devised to bring a message directly to those age groups which tend to be over-represented in the drinking driver accident category. It is also designed to bring the message in terms which would have a particularly strong attraction at a highly important moment in life — graduation, when one facet of life culminates and another begins.

The following components make up the "Sober Graduation" Program:

- Media kits describing the program are provided to all local CHP offices for their use in stimulating news media coverage. They also include a listing of fatal and injury accident statistics by county, copies of the Sober Graduation logo, a suggested news release and a printed sheet which portrays the 30 second television spot.
- Bumper stickers
- Posters
- Outdoor billboards
- Radio public service announcements
- 30 second T.V. spot
- Support Groups:
 - S.A.D.D.
 - California Broadcasting
 - M.A.D.D.
 - California State P.T.A.
 - Disneyland

There is every indication that Sober Graduation will become an annual event, permitting each class of graduating high school seniors (and college level graduates as well) to be exposed to the wisdom of a sober graduation.

For further information contact:

Kent Milton, Office of Public Affairs
C.H.P. Headquarters
2555 First Avenue
Sacramento, CA 95804
Telephone: (916) 445-1564
or any local C.H.P. office

PRIVATE SECTOR

Involving the private sector in addressing the problem of teenage alcohol and drug abuse can often provide the resources necessary to initiate or sustain a viable program.

The following are some basic guidelines recommended to link up with the private sector:

- Identify prospective participants by contacting the local Chamber of Commerce, business leaders, reviewing newspapers and TV, service clubs, library funding source information centers, etc.
- Determine what the prospective participant may want in return, i.e., tax write-off, positive press coverage, benefit to society at large, etc.
- Determine the most effective approach: letter, phone call, personal contact, etc.
- Find out what they are willing to provide: funding, advertising, computer access, printing equipment, space, etc.
- Be specific as to program needs: identify needs, prioritize needs and costs, prepare presentation, etc.
- Keep the contributor interested by follow-up: letters, reports, news clippings, etc.

For further information contact:

Judy Ludwig, Mayor's Office
City of Sacramento
915 I Street
Sacramento, CA 95814
Telephone: (916) 449-5592

California State Automobile Association

An excellent example of a resource available through the private sector is the California State Automobile Association.

All of the AAA Alcohol Programs available are developed through Teachers College, Columbia University, by funding provided by the AAA Foundation for Traffic Safety. Materials are extensively field-tested with thousands of students from grade levels K-12 and adults representing urban, suburban and rural communities throughout the country before being used.

- *Elementary School — K Through 6 — Starting Early:* An alcohol awareness program for the elementary school utilizes classroom instruction that draws upon the younger student's real-life experiences to ensure personal and social relevance. Participatory teaching activities of

demonstrated effectiveness for each grade level are emphasized, especially those that build fun into learning.

Five lessons are presented in each of the seven teacher's guides (K-6) with reproducible pages for classroom use. Program materials include a complete kit, containing all seven guides, color coded file folders, two film strips and accompanying tape cassettes, two 17" x 22" game charts and lap book. A related film for teachers and administrators is also available.

- *Junior High School — AL-CO-HOL* — The AL-CO-HOL for junior high school program addresses drinking and driving situations that junior high school students might experience. Class members work teams to role-play, form discussion groups, play games and complete take-home assignments. Teams accumulate points as the course progresses.

Program materials include a student handbook, teacher guide, supplementary materials packet, a related film for teachers and administrators, and a series of trigger films for classroom use.

- *Senior High School — AAA's Alcohol Countermeasures for High School Driver Education* presents specific objectives — informational, attitudinal and behavioral — to assist students in reducing their chances of becoming involved in driving-while-intoxicated (DWI) situations. Participatory teaching techniques reinforce concepts in such a manner that students will be encouraged to make mature and responsible decisions about drinking and driving. Designed for high school driver education and adult alcohol-related classes

Program materials include: "You, Alcohol and Driving," a student text; "If You Drive, What About Drinking?" (transparencies or slides); and the "Teacher's Guide to Alcohol Countermeasures." A documentary film for teachers and administrators is also available. Together, these materials provide a succinct, factual and intriguing overview of how alcohol can impair driving ability.

For further information contact:

Traffic Safety Department
California State Automobile Association
150 Van Ness
P.O. Box 1860
San Francisco, CA 94101-9957
or the local safety/public relations department

MOTHERS AGAINST DRUNK DRIVERS (M.A.D.D.)

Although only in existence for about five years, M.A.D.D. has become a powerful nationwide influence on the drinking and driving problem. M.A.D.D. is a non-profit organization with over 350 chapters, of which there are 30 in California. They are staffed primarily with volunteers and college interns.

They focus their efforts on three main areas:

- *Victim Services:*
 - Provide moral and emotional support to victims and their families, advise victims of legal recourse.
 - Serve as liaison between the victims and law enforcement.
 - Gather reports, data, etc.
 - Conduct hospital visitations.
 - Establish liaison with the media.
- *Public Education:*
 - M.A.D.D. provides speakers and materials to interested groups.
 - Networks with other agencies and programs, i.e., S.A.D.D., Friday Nite Live, etc.
- *Legislation:*
 - M.A.D.D. has been responsible for passing over 300 pieces of legislation.
 - They are active at the federal, state and local level.

M.A.D.D. has been a leader in bringing the magnitude of the problem to the American public.

For further information contact:

M.A.D.D.

669 Airport Freeway, Suite 310

Hurst, Texas 76053

or your local M.A.D.D. Chapter

CONCLUSION

"If you are going to a party, please plan ahead. Choose someone to drive who hasn't been drinking."

Cassandra Elston

The problem of alcohol/drugs and the teenage driver cannot be allowed to go unchecked. Research and experience have shown that if teenagers are given the correct information and trained in decision making skills, they can and will make sound decisions.

It is simply a matter of increasing public awareness, gaining student and community support, and implementing *your* community plan.

APPENDICES

ALCOHOL, DRUGS AND THE TEENAGE DRIVER WORKSHOP

PROGRAM

First Day — May 29, 1985

- 4:00-5:00 p.m. Registration
- 5:00-6:00 p.m. Welcome — Bill Reid, California Youth Authority
Keynote Address — Cassandra Elston
Youth Conference Recommendations — D.J. Findley
- 6:00-7:00 p.m. Dinner
- 7:00-8:00 p.m. Loose Association Theatrical Group — Stanislaus County

Second Day — May 30, 1985

- 7:30-8:00 a.m. Continental Breakfast
- 8:00-8:30 a.m. Friday Nite Live — Dr. Paul Wyatt, Director
- 8:30-10:00 a.m. pre-Driver Program panel — Charles Godoy, Moderator
California State Automobile Association — Anita Eckert
Youth Educators — Contra Costa County — Julie Lee and Yvonne Marshall
Peer Assistance league — Orange County — Bert Simpson and Sally Warrick
- 10:00-10:15 a.m. Break
- 10:15 a.m.-12:15 p.m. High School Program Panel — Capt. Lee Denno, Moderator
Safe Rides — Manhattan Beach Teen Advocate Center — Adrienne Davis
SADD — Stanislaus County — John Berndt
Tulare Committee on Teenage Alcohol Abuse,
Chief Roger Hill and Bill Carlson
Sober Graduation — CHP Office of Public Affairs — Kent Milton
- 12:15-1:15 p.m. Lunch
- 1:15-3:30 p.m. Application of Learnings —
Ed Harrington, Participant Team Workshops
- 3:30-3:45 p.m. Break
- 3:45-5:00 p.m. Team Reports

Third Day — May 31, 1985

- 7:30-8:00 a.m. Continental Breakfast
- 8:00-9:30 a.m. Ways to Work Together Panel — Edward Garcia, Moderator
Youth Alcohol Coordination — Office of Traffic Safety — Marilyn Sabin
Comprehensive D.U.I. System Improvement Project —
San Mateo County — J. Thomas Hicks
Alcohol and Drug Abuse Prevention Task Force —
San Diego County — Dave Spisak
- 9:30-9:45 a.m. Break
- 9:45-11:45 a.m. Implementation Strategies Panel — Michael Cunningham, Moderator
How to Involve Private Enterprise — Judy Ludwick, City of Sacramento
Building Broad Base Support — M.A.D.D. Chapter, Sacramento —
Dave French, President
Working with the Media —
CHP, Office of Public Affairs — Kent Milton
Federal Funding — National Highway Traffic Safety
Administration — Al Crancer, Ph.D.
- 12:00-1:00 p.m. Lunch
- 1:00-2:30 p.m. Development of Action Plans — Ed Harrington —
California Youth Authority — Participant Team Workshops
- 2:30-3:15 p.m. Team Reports — Richard Tillson,
Assistant Deputy Director, California Youth Authority, Moderator
- 3:15-3:30 p.m. Concluding Remarks
Ronald Hayes, Deputy Director — California Youth Authority

ALCOHOL, DRUGS AND THE TEENAGE DRIVER

PLANNING COMMITTEE

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ALCOHOL, DRUGS AND THE TEENAGE DRIVER

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(in order of appearance)

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ALCOHOL, DRUGS AND THE TEENAGE DRIVER

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