



**SANTA FE CITY & COUNTY:
ADDRESSING ALCOHOL ABUSE**



**SIXTY (60) DAY REPORT
PRESENTATION**

JOINT CITY COUNCIL & COUNTY BOARD OF COMMISSION MEETING

September 17, 2009 – 5:30 pm to 7:00 pm

Santa Fe Public Schools Board of Education Chambers
610 Alta Vista, Santa Fe, New Mexico

SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

MEETING AGENDA

- I. Call To Order
- II. Roll Call
- III. Pledge Of Allegiance
- IV. State Pledge
- V. Invocation
- VI. Alcohol Abuse in Santa Fe County Overview
- VII. Committee Reports
 - a. Education
 - b. Law Enforcement & Judicial
 - c. Treatment
 - d. Alcohol Taxation
- VIII. Public Comment
- IX. Approval of the Santa Fe City and County: Addressing Alcohol Abuse Committee Recommendations
- X. Adjournment



SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

COMMITTEE MEMBERS

EDUCATION COMMITTEE

Councilor Carmichael A. Dominguez, Santa Fe City Council
Angélica K. Ruiz, Santa Fe Public Schools Board of Education
Rebecca Beardsley, Santa Fe County DWI Program
Galen M. Buller, Santa Fe City
Arturo N. Gonzales, Sangre de Cristo Community Health Partnership-SBIRT
Kancie Hollis, Santa Fe City
Frank Magourilos, Santa Fe County DWI Program
Shelley Mann-Lev, SFPS Office of Student Wellness and Santa Fe Underage Drinking Prevention Alliance
Larry Martinez, Presbyterian Medical Services
Summer Martinez, Pueblo de San Ildefonso
A. Terrie Rodriguez, Santa Fe City
Thomas A. Romero, Santa Fe Community College
Glenn Wieringa, NM Department of Transportation Traffic Safety Bureau

LAW ENFORCEMENT & JUDICIAL COMMITTEE

Billie Blair, Santa Fe Community Foundation
Judge Richard "Buzzy" Padilla, State of New Mexico
Deputy Chief Abram Anaya, Santa Fe Police Department
Rebecca Beardsley, Santa Fe County DWI Program
Galen M. Buller, Santa Fe City Manager
Erika Campos, CHRISTUS St. Vincent Regional Medical Center
Mayor David Coss
Richard De Mella, Santa Fe City Community Development Division
Cynthia Delgado, Santa Fe Underage Drinking Prevention Alliance
Councilor Carmichael A. Dominguez, Santa Fe City Council
Under Sheriff Robert Garcia, Santa Fe County Sheriff Department
Lt. Dale Lettenberger, Santa Fe Police Department
Angela R. "Spence" Pacheco, First Judicial District Attorney
Judge Stephen Pfeffer, First Judicial District Court
Jim Roeber, NM Department of Health Epidemiology and Response Division
Jon Singh, Santa Fe City Municipal Court
R. Alfred Walker, Santa Fe City Attorney



Chief Aric M. Wheeler, Santa Fe Police Department
Judge Ann Yalman, Santa Fe City Municipal Court

TREATMENT COMMITTEE

Sheriff Greg Solano, Santa Fe County Sheriff
Alex Valdez CHRISTUS St. Vincent Regional Medical Center
Roman Abeyta, Santa Fe County Manager
Kathy Armijo Etre, CHRISTUS St. Vincent Regional Medical Center
Sam Baca, Behavioral Health Collaborative
Mark Boschelli, Community Guidance Center, PMS
Yolanda Briscoe, Santa Fe Recovery Center
Elizabeth Cassidy, Volunteer
Linda Coco, Sangre de Cristo Community Health Partnership-SBIRT
Deputy Chief Robin R. Contreras, Santa Fe Police Department
Michael DeBernardi, The Life Link
Arturo N. Gonzales, Sangre de Cristo Community Health Partnership-SBIRT
Joan Heiden, Youth Shelters
Mary Justice, CARE Connection, Santa Fe County Health and Human Services
Eric Kraska, MD, Northern NM Emergency Medical Services, P.C.
Richard Lucero, SF County Sobering Center
Lizzy Lyons, Youth Shelters Street Outreach
Brenda Martinez, OptumHealth, Inc.
Thomas Peterson, Sangre de Cristo Community Health Partnership-SBIRT
Tom Ransburg, Santa Fe Recovery Center
Chad Reznicek, TeamBuilders Counseling Services
Sue Shaffer, TeamBuilders Counseling Services
Steve Shepherd, Santa Fe County Health and Human Services
Commissioner Liz Stefanics, Santa Fe County Commission
Kevin Wennelly, The Life Link
Gail Williams, Hospital Worker's Union District 1199

ALCOHOL TAXATION COMMITTEE

Mayor David Coss
Commissioner Harry B. Montoya, Santa Fe County Commission
Roman Abeyta, Santa Fe County
Philip Baca, NM Attorney General Office
Nicholas Ballas, SF Chamber of Commerce
Cynthia Delgado, Santa Fe Underage Drinking Prevention Alliance
Brian Lock, Santa Fe Brewing Company
Jim Roeber, NM Department of Health Epidemiology and Response Division
Liz Stefanics, Santa Fe County Commission



Santa Fe City & County Addressing Alcohol Abuse

Santa Fe County where no one drinks alcohol before the age of 21, where adults model low risk alcohol use, and no one drinks and drives.



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Creating Community Change

- Establish a sense of urgency
- Create a guiding leadership coalition
- Develop a vision & strategy
- Communicate the change vision
- Empower broad-based action
- Generate short-term wins
- Consolidate gains & produce more change
- Anchor new approaches into the culture

□ Adapted from: Kotter J.P.: *Leading Change*. Boston: Harvard Business School Press, 1996

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Santa Fe City & County: Addressing Alcohol Abuse

SANTA FE COMMUNITY PARTNERS



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Santa Fe Alcohol Use

INITIATION

- 24% of Middle School students report having their first drink of alcohol before the age of 11.
- 34% of High School students report having their first drink of alcohol before the age of 13.
- 22% of 18-20 years olds report having their first drink of alcohol before the age of 13.
- 77% of residents had their first drink of alcohol before the legal age of 21 years old.

Source: 2007 SFPS MS & HS YRRS, CYFD and 2009 Santa Fe Community Survey (SFCCS)

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Santa Fe Alcohol Use

CURRENT DRINKING

- 31% of SFPS Middle School students report current drinking
- 53% of SFPS High School students report current drinking
- 35% of 18-20 year olds reported current drinking
- **47% of residents are current drinkers (~46,000 Santa Fe County residents ages 18 and over)**

BINGE DRINKING

- 18% of SFPS Middle School students report binge drinking
- 33% of SFPS High School students report binge drinking
- 25% of 18-20 year olds report binge drinking
- **13% of residents are binge drinkers (~13,000 Santa Fe County residents ages 18 and over)**

Source: 2007 SFPS HS and MS YRRS, CYFD and Santa Fe Community Survey (SFCCS)

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Santa Fe DWI

ARRESTS

- In 2008, there were 1,308 DWI arrests in Santa Fe County. Of these, 10% (n=126) were underage drinkers 15-20 years old.

CONVICTIONS

- In 2008, there were a total 893 DWI cases heard and 684 convictions.
- In 2008, The average number of days to court disposition was 136.

NOTE: Between 2007- July 6, 2009, there were a total of 1,603 DWI conviction in Santa Fe County. The average number of days these convicted drunk drivers spent in jail was 10 and the average fine paid was \$421.

Source: DWI Resource Center

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Do we drive drunk?

DRINKING & DRIVING

- 12% of SFPS High School students report driving after drinking alcohol in the past 30 days.
- 12% of residents report driving while under the influence in past 12 months (~12,000 SF County residents)
- 2% of residents report driving after drinking 5 or more alcoholic beverages on one occasion in the past 30 days (~2,000 SF County residents)

RIDING WITH A DRINKING DRIVER

- 44% of SFPS Middle School students report riding in a car with an impaired driver in the past 30 days
- 32% of SFPS High School students report riding with an impaired driver in the past 30 days
- 14% of residents report riding in a car with someone who had been drinking in past 30 days (~14,000 SF County residents)

Source: 2007 YRRS and 2009 SFCCS (Reported Drinking and Driving)

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DWI: What is the Perceived Risk?

- 28% think it is **very likely** police would **stop** them if they were driving after having had too much to drink.
- 67% think it is **very likely** that they would be **arrested** if police had stopped them when driving after having too much to drink.
- 43% think it is **very likely** they would be **convicted** of a DWI if they were stopped and arrested for driving after having too much to drink.

In other words, residents don't think it is very likely that they will be stopped for DWI, but if they were stopped, they think it is likely they will be arrested. Once arrested, residents feel it is a 50/50 chance of being convicted of DWI.

Source: 2008 Santa Fe Community Survey
(Perceived Risk of Being Caught by Law Enforcement for Drinking and Driving)

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SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

SUMMARY

EDUCATION COMMITTEE

1. Community Education: Current Educational Strategies Awareness Program.
2. Community Education: Screening & Brief Intervention (SBI).
 - a. Training of existing staff in a variety of settings to conduct screening and brief interventions including primary care and behavioral health programs, Emergency Room and Urgent Care settings, workforce development centers, school-based health programs, city recreational programs, and other places where youth and adults participate in services.
 - b. Sustainability/continued Funding for two staff to deliver screening and brief interventions in the above settings.
 - c. Advocacy for our state to adopt Medicaid CMS codes to allow Medicaid reimbursement for SBI.
3. Parent Education: Parent Media Campaign.
4. Youth Education: Alcohol Education for High School and College.
5. Youth Education: Keep A Clear Mind for all 5th graders and their Parents.
6. Social Norms Campaign for Middle or High Schools.

LAW ENFORCEMENT & JUDICIAL COMMITTEE

1. Amend Article 23-6 SFCC 1987(City ordinance) to restrict sale or the consumption of alcoholic beverages on city property. This recommendation would reduce the cost of law enforcement because events held on City property would be alcohol free.
2. Increase public information access regarding law enforcement activities to influence social norms regarding alcohol use. Awareness activities must be consistent and frequent.
 - a. Develop informational Monthly dashboard to report DWI arrests, vehicle seizures, and underage drinkers, for publication in local media.
 - b. Create calendar for DWI checkpoints that incorporates the City of Santa Fe Police Department and the Santa Fe County Sheriff as well as other jurisdictions such as Tribal and State Police.



- c. Complete and publicize City of Santa Fe vehicle forfeiture program. Committee evaluated both City and County to achieve an understanding of the ordinances. Recommend that both programs be reviewed in six (6) months.
3. Actively support Governor Richardson DWI crime package on DWI with a Santa Fe community campaign that includes elected officials, community members, youth and nonprofits. Develop advocacy team comprised of City and County officials as well as members of the public and local nonprofit community to work in concert with the Governor's Office and Rachel O'Connor, DWI CZAR during the 2010 Legislature.

TREATMENT COMMITTEE

1. Support of the Treatment Committee with City and County resolutions or letters-of-support to behavioral health funding and law-making entities to link care across the Santa Fe community continuum through improving collaboration amongst existing services.
 - a. Letter or resolution to the Behavioral Health Collaborative/HSD requesting:
 - i. Adoption of CMS approved code for NM Medicaid to reimburse for Early Screening and Brief Intervention services.
 - ii. Allow primary care physicians to access "emergency medication funds" of Optum
 - iii. Support of Mobile Crisis Team in SF County funded by State or by Optum.
 - iv. The State to fund Assertive Community treatment (ACT) to expand beyond Medicaid.
 - b. Letter or resolution requesting Congressional delegation support.
 - i. Access to Recovery" funding (ATR funding).
 - ii. "Screening and Brief Intervention Referral to Treatment" (SBIRT) funding.
2. Create medically monitored care for sobering individuals, most likely by expanding the existing Sobering Center.
3. Expand and sustain the SBIRT (Screening, Brief Intervention, Referral to Treatment) program in the Emergency Department and on hospital floors, at health clinics, in schools, in jails, and volunteer counselors.
4. Increase the number of residential treatment beds.

ALCOHOL TAXATION COMMITTEE

1. Support the legislative work of the New Mexico Attorney General in passing the Alcohol Taxation Local Option during the 2010 session.



SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

INTERVENTION RECOMMENDATION SUMMARY

DATE

9/8/09

COMMITTEE NAME

Education Committee

PROBLEM DESCRIPTION

Many people in Santa Fe County are not aware of the multi-faceted educational interventions that are currently in place to address alcohol abuse in our community. Increasing their awareness of current strategies will contribute to a change in community norms about the importance of this issue as well as extending the impact of existing programs.

INTERVENTION RECOMMENDATION

Community Education: Current Educational Strategies

ESTIMATED COST

Depends on media

RECOMMENDATION OWNERS

Name	Contact phone	Email
Santa Fe County DWI Program	470-0756	preventionworks@msn.com
Santa Fe Public Schools	467-2573	smann@sfps.info
City of Santa Fe	955-6603	atrodriguez@santafenm.gov

INTERVENTION SCOPE OF WORK

Current Educational Strategies will provide ongoing information and updates about educational programs to address alcohol abuse targeted at the community, parents and youth through multiple media and information channels. Staff from all organizations involved with providing these services would work together to develop a campaign to inform the public about these efforts.

TIMEFRAME FOR COMPLETION

Ongoing.

PROPOSED INTERVENTION OUTCOMES

Increase in the knowledge of the public about alcohol prevention activities (based on the Santa Fe County Community Survey conducted by the SFPS).

COMMUNITY INPUT

Organizations providing related educational programs.
Local media outlets (print, radio and web).

YOUTH INPUT

Mayor's Youth Advisory Council.
Student Wellness Action Teams.

MEDIA/COMMUNICATION PLAN

This is a media and web-based campaign. The plan will be developed as part of the intervention.

STATUS

The Education Committee has developed a listing of existing educational programs which will be presented as part of the 60 day report. This matrix will be updated and disseminated on a quarterly basis through PSAs, radio interviews and other media outlets.

SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

INTERVENTION RECOMMENDATION SUMMARY

DATE

9/8/09

COMMITTEE NAME

Education Committee

PROBLEM DESCRIPTION

Binge drinking by youth and adults in Santa Fe County cause many harms including DWI, violence to self and others, alcohol-related injuries and alcohol-related diseases such as cirrhosis of the liver. By screening youth and adults for problem drinking, personalized brief interventions can be delivered to selected individuals which have been shown to reduce problem drinking.

INTERVENTION RECOMMENDATION

Community Education – Screening & Brief Intervention (SBI)

ESTIMATED COST

\$150,000 for staff to deliver
\$10,000 - 20,000 to train
existing staff

RECOMMENDATION OWNERS

Name	Contact phone	Email
Sangre de Cristo Community Health Partnership (SCCHP)	983-8011	arturo.gonzales@sdccchp.nm.org
City of Santa Fe	955-6642	klhollis@santafenm.gov
Santa Fe Public Schools	467-2573	smann@sfps.info

INTERVENTION SCOPE OF WORK

There are three components of this evidence-based strategy:

1. Training of existing staff in a variety of settings to conduct screening and brief interventions including primary care and behavioral health programs, Emergency Room and Urgent Care settings, workforce development centers, school-based health programs, city recreational programs, and other places where youth and adults participate in services.
2. Sustainability/continued Funding for two staff to deliver screening and brief interventions in the above settings
3. Advocacy for our state to adopt Medicaid CMS codes to allow Medicaid reimbursement for SBI.

TIMEFRAME FOR COMPLETION

The first phase of training to be completed by June 2010 and the second phase to be conducted by June 2011.

Two SBI staff will be funded and/or sustained by December 2009.
Medicaid reimbursement for SBI will be adopted by March 2012.

PROPOSED INTERVENTION OUTCOMES

Reduce binge drinking rates among youth and adults in Santa Fe County.

COMMUNITY INPUT

Hospital Emergency Rooms and Urgent Care settings
Primary Care and Behavioral Health agencies
High Schools
State Medicaid Program
State representatives

YOUTH INPUT

Mayor's Youth Advisory Board
Student Wellness Action Teams for legislative advocacy

MEDIA/COMMUNICATION PLAN

Inform community about the effectiveness of this approach to reducing binge drinking and other problem drinking.

STATUS

Training is being scheduled for behavioral health providers serving the Santa Fe Public School in November, 2009.
Funding for other training and staff needs to be identified.
Recommendations for training and advocacy need to be submitted to key decision makers.

SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

INTERVENTION RECOMMENDATION SUMMARY

DATE

9/8/09

COMMITTEE NAME

Education Committee

PROBLEM DESCRIPTION

New Mexico ranks first in the age that children start drinking alcohol. In Santa Fe County, about one-third of high school students report having their first drink of alcohol before the age of 13; about 20% of middle school students report having their first drink before the age of 11. Early age of initiation of alcohol use is associated with increased risk for both short and long-term alcohol-related harms, including alcohol dependence as adults. In addition, about one-third of Santa Fe County high school students report binge drinking. Increasing parental communication and disapproval could reduce early initiation and binge drinking.

INTERVENTION RECOMMENDATION

Parent Education: Parent Media Campaign

ESTIMATED COST

\$25,000 – \$35,000

RECOMMENDATION OWNERS

Name	Contact phone	Email
Santa Fe County DWI Program	470-0756	preventionworks@msn.com
Santa Fe Public Schools	467-2573	smann@sfps.info

INTERVENTION SCOPE OF WORK

Parent Media Campaign would be modeled after ParentsEmpowered.org, a media and educational campaign funded by the State of Utah and designed to prevent and reduce underage drinking by providing parents and guardians with information about the harmful effects of alcohol on the developing teen brain as well as educating parents about skills to prevent underage alcohol use. The program would include developing a website for parents and adapting media to Santa Fe County needs.

TIMEFRAME FOR COMPLETION

By May, 2011, the website and media campaign will be implemented.

PROPOSED INTERVENTION OUTCOMES

1. 20% increase in the number of high school students who report that their parents strongly disapprove of underage drinking.
2. Reduction in alcohol use by middle and high school students.

COMMUNITY INPUT

Parent Associations

YOUTH INPUT

Mayor's Youth Advisory Board
Student Wellness Action Teams

MEDIA/COMMUNICATION PLAN

This is a media and web-based campaign. The plan will be developed as part of the intervention.

STATUS

The Santa Fe Public Schools has some funds this year to initiate implementation through a proposal process this year. Additional funding may need to be identified.
Program recommendation needs to be submitted to key decision makers.

SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

INTERVENTION RECOMMENDATION SUMMARY

DATE

9/8/09

COMMITTEE NAME

Education Committee

PROBLEM DESCRIPTION

There is a significant increase in underage alcohol use and binge drinking at key transitions, including the beginning of high school (9th grade) and the beginning of college (freshman).

INTERVENTION RECOMMENDATION

Youth Education: Alcohol Edu for High School and College

ESTIMATED COST

\$20,000 for all SF
County high schools
\$5,000 per college

RECOMMENDATION OWNERS

Name	Contact phone	Email
City of Santa Fe	955-6642	klhollis@santafenm.gov
Santa Fe Public Schools	467-2573	smann@sfps.info
Santa Fe County DWI Program	470-0756	preventionworks@msn.com

INTERVENTION SCOPE OF WORK

Alcohol Edu; is an evidence-based, online, interactive alcohol education and prevention course designed to increase alcohol-related knowledge, discourage acceptance of underage drinking, and prevent or decrease alcohol use and its related negative consequences. Although high schools and colleges typically require the course for their entire freshman class each year, the course can be used with other high school and college populations as well, including parents. This 90 minute online interactive alcohol assessment and education program should be required for all High School and College Freshman, public and private.

TIMEFRAME FOR COMPLETION

This school year, at least one public and one private high school in Santa Fe County will pilot this program with all 9th grade students. By May 2010, 80% of high schools in SF County will agree to implement Alcohol Edu during SY11 and at least one college will agree to require Alcohol Edu for their incoming freshman class.

PROPOSED INTERVENTION OUTCOMES

1. Decrease current alcohol use rates among high school students.
2. Decrease binge drinking rates among high school and college freshman by 20%.
3. Decrease driving after drinking rates among high school and college freshman by 20%.

COMMUNITY INPUT

Local School Boards
Principals of charter and private high schools
Santa Fe Community College administration
St. John's College administration

YOUTH INPUT

Mayor's Youth Advisory Council
Student Wellness Action Teams
College students

MEDIA/COMMUNICATION PLAN

This program will be included in communications about community and school educational efforts to reduce underage binge drinking,

STATUS

Funding needs to be identified.
Program recommendation needs to be submitted to key decision makers.

SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

INTERVENTION RECOMMENDATION SUMMARY

DATE

9/8/09

COMMITTEE NAME

Education Committee

PROBLEM DESCRIPTION

New Mexico ranks first in the age that children start drinking alcohol. In Santa Fe County, about one-third of high school students report having their first drink of alcohol before the age of 13; about 20% of middle school students report having their first drink before the age of 11. Early age of initiation of alcohol use is associated with increased risk for both short and long-term alcohol-related harms, including alcohol dependence as adults.

INTERVENTION RECOMMENDATION

Youth Education: Keep A Clear Mind for all 5th graders and their Parents

ESTIMATED COST

\$12,000 for all SF County 5th graders, public and private (\$6/student)

RECOMMENDATION OWNERS

Name	Contact phone	Email
Santa Fe County DWI Program	470-0756	preventionworks@msn.com
Santa Fe Public Schools	467-2573	smann@sfps.info

INTERVENTION SCOPE OF WORK

Keep a Clear Mind (KACM) is an evidence-based, take home drug prevention program for elementary school students in grades 4-6 (ages 9-11) and their parents. KACM is designed to help children develop specific skills to refuse and avoid use of “gateway” drugs. The program consists of four weekly lessons based on a social skills training model: Alcohol, Tobacco, Marijuana, and tools to avoid drug use. Each Lesson introduces the topic for the week and is followed by sequence of five activities to be completed at home. By implementing this program at the 5th grade level, parents will be more likely to talk about alcohol with their children before they start drinking and children will understand more clearly that their parents disapprove of underage alcohol use.

TIMEFRAME FOR COMPLETION

By May, 2010, 50% of 5th grade classrooms (public and private) in Santa Fe County will utilize these lessons.

PROPOSED INTERVENTION OUTCOMES

By implementing the Keep a Clear Mind program, the following outcomes will be achieved:

1. Increase in parent communication with 10-11 year olds about disapproval of alcohol use.
2. Decrease in early initiation of alcohol use among youth in Santa Fe County.

COMMUNITY INPUT

Local School Boards and Principals of charter and private schools

YOUTH INPUT

Mayor's Youth Advisory Council
Student Wellness Action Teams

MEDIA/COMMUNICATION PLAN

This program will be included in communications about community and school educational efforts to reduce alcohol use by young children.

STATUS

Funding needs to be identified.
Program recommendation needs to be submitted to key decision makers.

SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

INTERVENTION RECOMMENDATION SUMMARY

DATE

9/8/09

COMMITTEE NAME

Education Committee

PROBLEM DESCRIPTION

In order to “fit in”, youth are drawn to experimenting with harmful and self-destructive behaviors, especially when they believe that “everybody’s doing it/having fun”. Youth frequently *overestimate* the amount of negative behaviors (alcohol, pot, and engaging in sexual behaviors) and misperceive the norms of their peer group and/or community norms.

INTERVENTION RECOMMENDATION

Social Norms Campaign for Middle or High Schools

ESTIMATED COST

\$20,000 per school

RECOMMENDATION OWNERS

Name	Contact phone	Email
Santa Fe County DWI Program	470-0756	preventionworks@msn.com
Santa Fe Public Schools	467-2573	smann@sfps.info
City of Santa Fe	955-6642	klhollis@santafenm.gov

INTERVENTION SCOPE OF WORK

Social Norms Campaign for Middle or High School Students: A Social Norms campaign communicates current realities (norms) to youth. For example, many youth believe that all teens drink alcohol, but that belief is not accurate according to all student surveys. Correcting that norm helps to keep teens from gravitating toward that misperceived norm in an attempt to “be cool” and fit in. The Social Norms campaign will communicate actual data about alcohol use and other related attitudes or behaviors to youth in a compelling and engaging way that helps them see that the actual norm is healthier than they currently believe.

TIMEFRAME FOR COMPLETION

School year 2010-2011.

PROPOSED INTERVENTION OUTCOMES

1. Decrease in early initiation of alcohol use among youth in Santa Fe County (as reported on the middle school and high school YRRS).
2. Reduce binge drinking rates among middle and high school students in Santa Fe County.

COMMUNITY INPUT

The community is involved but not nearly at the same level as youth and selected faculty/sponsors. Parents would likely need to be informed of the efforts and may also be a valuable source of information/perceptions as well.

YOUTH INPUT

Youth are involved in three significant and essential ways:

1. via focus groups to assess items/issues that are of importance to the students in that particular school and to establish baseline data regarding norms/perceptions
2. to provide input to the campaign itself; and
3. project teams to implement the campaign.

The campaigns are adults-led, and youth-driven. At both middle and high school levels, youth provide ideas for campaign by discussing meaningful concepts, icons, art, sports, culture, music, etc.

MEDIA/COMMUNICATION PLAN

Posters, flyers, radio PSAs, newsletters, gear (t-shirts, hats, etc.) and orientation to youth/faculty outreach would be developed as part of the campaign.

STATUS

Funding needs to be identified in order to develop and implement at Social Norms campaign about alcohol use.

SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

LAW ENFORCEMENT & JUDICIAL COMMITTEE

Sixty (60) Day Summary

The **Law Enforcement & Judicial Committee** determined that its focus would be to develop a better understanding of the linkage between the two areas and to address public perception on their effectiveness in regards to alcohol abuse and public safety. In addition, based on the limited resources the committee looked for areas of improvement that utilized the existing system and resources. The committee consisted of professionals from both areas as well as the public.

The current environment also provided the committee an opportunity to become a partner with the State regarding Governor Richardson's DWI Crime legislative package that he announced for the 2010 Legislative Session.

The committee's recommendations are a combination of short-term local initiatives as well as more long-term statewide work.

Lastly, we prioritized our own recommendations for the **Law Enforcement & Judicial Committee**. In order of priority:

- Amend Article 23-6 SFCC 1987(City ordinance) to restrict sale or the consumption of alcoholic beverages on city property. This recommendation would reduce the cost of law enforcement because events held on City property would be alcohol free.
- Increase public information access regarding law enforcement activities to influence social norms regarding alcohol use. Awareness activities must be consistent and frequent.
 - Develop informational Monthly dashboard to report DWI arrests, vehicle seizures, and underage drinkers, for publication in local media.
 - Create calendar for DWI checkpoints that incorporates the City of Santa Fe Police Department and the Santa Fe County Sheriff as well as other jurisdictions such as Tribal and State Police.
 - Complete and publicize City of Santa Fe vehicle forfeiture program. Committee evaluated both City and County to achieve an understanding of the ordinances. Recommend that both programs be reviewed in six (6) months.
- Actively support Governor Richardson DWI crime package on DWI with a Santa Fe community campaign that includes elected officials, community members, youth and nonprofits. Develop advocacy team comprised of City and County officials as well as members of the public and local nonprofit community to work in concert with the Governor's Office and Rachel O'Connor, DWI CZAR during the 2010 Legislature.

There were other recommendations that the group felt were also important and should be the next tier of effort and focus. In order of priority:

1. Increasing the age requirement for drivers' licenses
2. Reviewing and publishing retail sales to intoxicated and underage consumers
3. Evaluation of a Santa Fe Metro Court based on population.



SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

INTERVENTION RECOMMENDATION SUMMARY

DATE

September 5, 2009

COMMITTEE NAME

Law Enforcement & Judicial Committee

PROBLEM DESCRIPTION

Public alcohol beverage consumption on City of Santa Fe property, impacts public safety and models poor alcohol use.

INTERVENTION RECOMMENDATION

Amend Article 23-6 SFCC 1987(City ordinance) to restrict sale or the consumption of alcoholic beverages on city property. This recommendation would reduce the cost of law enforcement for alcohol free events held on City property.

ESTIMATED COST

No Cost

RECOMMENDATION OWNERS

Name	Contact phone	Email
Galen Buller	955-6848	gmbuller@santafenm.gov
Cynthia Delgado Committee Members	670-3002	cmdelgado@att.net

INTERVENTION SCOPE OF WORK

Propose the Amending of City of Santa Fe ordinance (Article 23-6 SFCC 1987) to restrict sale or consumption of alcohol beverages on city property. This recommendation requires the support of the Santa Fe City Council.

TIMEFRAME FOR COMPLETION

Ninety (90) days from introduction of amendment to the Santa Fe City Council.

PROPOSED INTERVENTION OUTCOMES

Reduce consumption of alcohol on city property and improve responsible adult modeling of alcohol use.

COMMUNITY INPUT

Received Law Enforcement & Judicial Committee input and City Legal staff, which drafted the ordinance. The ordinance will be open to public review during the hearing process.

YOUTH INPUT

Not Applicable

MEDIA/COMMUNICATION PLAN

When approved press releases will be issued.

STATUS

Ordinance is drafted and ready for presentation to the Santa Fe City Council.

SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

INTERVENTION RECOMMENDATION SUMMARY

DATE

September 6, 2009

COMMITTEE NAME

Law Enforcement & Judicial Committee

PROBLEM DESCRIPTION

Santa Fe public is unaware of existing law enforcement activities, alcohol laws and outcomes regarding alcohol by law enforcement, which contributes to a low perception of the risk of illegal alcohol-related behaviors.

INTERVENTION RECOMMENDATION

Increased public information access regarding law enforcement activities to influence social norms regarding alcohol use. Awareness activities must be consistent and frequent.

ESTIMATED COST

No cost, we hope to get support from local media.

RECOMMENDATION OWNERS

Name	Contact phone	Email
City Police Chief Arik Wheeler, Santa Fe City Police Department	955-5052	amwheeler@santafenm.gov
Deputy Chief Abram Anaya, Santa Fe City Police Department	955-5010	aranaya@santafenm.gov
Under Sheriff Robert Garcia, Santa Fe County Sheriff's Office	986-2400	ragarcia@co.santa-fe.nm.us
Shelly Moeller, Santa Fe Underage Drinking Prevention Alliance	660-9393	psii@mac.com

INTERVENTION SCOPE OF WORK

- (1) Develop informational Monthly dashboard to report DWI arrests, vehicle seizures, and underage drinkers, for publication in local media.
- (2) Create calendar for DWI checkpoints that incorporates the City of Santa Fe Police Department and the Santa Fe County Sheriff as well as other jurisdictions such as Tribal and State Police.
- (3) Complete and publicize City of Santa Fe vehicle forfeiture results. Committee evaluated both City and County to achieve an understanding of the ordinances. Recommend that both programs were reviewed in six (6) months.

TIMEFRAME FOR COMPLETION

- (1) First Dashboard to be completed by Oct. 20, 2009
- (2) DWI Checkpoint calendar to be completed by Nov. 1, 2009

(3) Review both City and County programs by March 1, 2010.

PROPOSED INTERVENTION OUTCOMES

Increase perception of risk of arrest for DWI, thus reducing the incidence of DWI. Increase perception of risk of citation for illegal provision, sales, or service of alcohol, thus reducing illegal provision, sales, and service, and associated underage and excessive drinking.

COMMUNITY INPUT

State Department of Health, Law Enforcement & Judicial Committee, Rachel O'Connor (NM DWI Czar), Santa Fe New Mexican, Journal North, including consultation with media editors and writers.

YOUTH INPUT

Schedule discussion with Mayor's Youth Advisory Council.

MEDIA/COMMUNICATION PLAN

Publication of Monthly Dashboard in local print media, radio and web sites.

STATUS

Ongoing

SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

TREATMENT COMMITTEE

Sixty (60) Day Summary

The **Treatment Committee** determined that its mission and purpose was to link care across a continuum through improving collaboration amongst existing services, advocacy for funding those services, and filling in the gaps where points on the continuum are lacking.

We found many opportunities to build on what we have without additional costs with one of the most important components being the support of the Committee through resolution or letter-of-support to behavioral health funding and law-making entities. (See Request on Summary Sheet #1).

We also found links across the Santa Fe City & County: Addressing Alcohol Abuse committees (Summary Sheet #2) and felt that our work would be strengthened by both some of the strategies already recommended by other groups, and by a few additional ideas.

Lastly, we prioritized our own recommendations for Treatment Interventions. In order of priority:

1. Create medically monitored care for sobering individuals, most likely by expanding the existing Sobering Center. (Summary Sheet #3)
2. Expand and sustain the SBIRT (Screening, Brief Intervention, Referral to Treatment) program in the Emergency Department and on hospital floors, at health clinics, in schools, in jails, and volunteer counselors. (Summary Sheet #4)
3. Increase the number of residential treatment beds. (Summary Sheet #5)

There were other recommendations that the group felt were also important and could, perhaps, be the next tier of effort and focus. In order of priority:

4. Assess and expand telehealth solutions for behavioral health.
5. Ensure discharge planning is taking place in the County jail.
6. Create an Intensive Outpatient Program for adolescents.
7. Mandatory treatment of individuals while in jail.
8. Involuntary treatment for DUI offenders and other substance abusers.



SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

INTERVENTION RECOMMENDATION SUMMARY

DATE

COMMITTEE NAME

Treatment

PROBLEM DESCRIPTION

There are some treatment system solutions that require little/no funding, only agreement to work through or collaborate. The group committed to work through those issues and assigned responsibilities accordingly.

INTERVENTION RECOMMENDATION

ESTIMATED COST

Letters and Collaboration Solutions

RECOMMENDATION OWNERS

Name	Contact phone	Email
Mary Justice		
Sam Baca		
Arturo Gonzales		
Erika Campos		
Erik Kraska		

INTERVENTION SCOPE OF WORK

Two main areas: 1) Letters/Resolution of support from the task force, 2) Evaluation and collaboration.

- 1) The team is drafting two letters to go from the Task Force to decision-making entities.
Letter A) Letter or Resolution to the Behavioral Health Collaborative/HSD requesting: adoption of CMS approved code for NM Medicaid to reimburse for Early Screening and Brief Intervention services; Allow primary care physicians to access "emergency medication funds" of Optum; Support of Mobile Crisis Team in SF County funded by State or by Optum; The State fund Assertive Community treatment (ACT) to expand beyond Medicaid. B) Letter or resolution from Task Force requesting that Congressional delegation support "Access to Recovery" funding (ATR funding) as well as "Screening and Brief Intervention Referral to Treatment" (SBIRT) funding.
- 2) Evaluation and Collaboration.
 - a) Support existing community assessment in process from Local Behavioral Health Collaborative, PMS, and CSV
 - b) SF County to put Human Service Guide online
 - c) Coordination between hospital and various existing services including: ACT, Youth Services providers, Online list/links to Human Service resource list
 - d) Research current practice and expansion of wet shelter through existing Interfaith group
 - e) Ensure Mental Health is represented on SF HPPC.

TIMEFRAME FOR COMPLETION

30-60 days

PROPOSED INTERVENTION OUTCOMES

Better coordination. Improvement of existing funding mechanisms. Increased federal funding.

COMMUNITY INPUT

Throughout workgroup.

YOUTH INPUT

Youth Shelters and Zia Teambuilders part of group.

MEDIA/COMMUNICATION PLAN

See letters/resolution request. None others required.

STATUS

In process.

SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

INTERVENTION RECOMMENDATION SUMMARY

DATE

COMMITTEE NAME

Treatment

PROBLEM DESCRIPTION

Some of the important recommendations fell out of the scope of our group.

INTERVENTION RECOMMENDATION

ESTIMATED COST

Request of Inclusion to other Task Force Work Groups

RECOMMENDATION OWNERS

Name

Contact phone

Email

Cynthia Delgado

Lisa Giuffra

INTERVENTION SCOPE OF WORK

Requests to other groups for action in support of Treatment efforts and a systematic approach:

- 1) Education Committee: The Treatment Group resolved that the first levels of intervention occur at home and the environment that leads to substance abuse can be curbed or encouraged at home. We'd like to request that the Education Committee include Parent education to identify and handle at-risk behaviors, set and enforce curfews etc, and regarding impact of "example" set at home.
- 2) Judicial and Law Enforcement: A) The Treatment Group resolved that two groups and the SF Behavioral Health Continuum (formerly Jail Diversion Project) should establish some training and education and/or a protocol for how to handle people who appear to need treatment and to determine most effective treatment plan for those individuals. B) Request review of the Washington State probation model which considers >24 years of age still "juvenile" to avoid escalation of criminal influences from adult criminals in the justice system.
- 3) Taxation Committee: The Treatment Group would like to request that the Taxation Group review availability of Stimulus funding for the training of Healthcare Workers for behavioral health screenings (SBIRT model).

TIMEFRAME FOR COMPLETION

30-60 days

PROPOSED INTERVENTION OUTCOMES

Better education for parents. Better coordination in sentencing of people requiring treatment. More availability of people qualified to conduct screenings and brief interventions.

COMMUNITY INPUT

Throughout workgroup.

YOUTH INPUT

Youth Shelters and Zia Teambuilders part of group.

MEDIA/COMMUNICATION PLAN

None others required.

STATUS

SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

INTERVENTION RECOMMENDATION SUMMARY

DATE

COMMITTEE NAME

Treatment

PROBLEM DESCRIPTION

Currently many requiring sobering AND medical monitoring or minor medical treatment use resources in our community's most expensive care modality (the Emergency Room and inpatient hospital rooms), thereby tying up those resources from others who may require them.

Rehab options for individuals suffering substance-dependence in Santa Fe County are few. Some seek assistance to achieve sobriety in local emergency departments. Some seek help within social model programs (e.g. the Sobering Center, AA, or Santa Fe Recovery) only to be sent to emergency departments for minor medical care and medications to mitigate the withdraw symptoms. Some are delivered by law enforcement and ambulance to emergency departments due only to intoxication. A substantial fraction eventually find themselves in jail or homeless.

Care for individuals suffering substance-dependence is better delivered in an environment geared for their specific needs. Diverting such individuals to an appropriate facility decompresses the emergency department and improves Santa Fe County's emergency medical and law enforcement systems. Helping individuals to overcome substance-dependence simultaneously improves Santa Fe's judicial system.

INTERVENTION RECOMMENDATION

ESTIMATED COST

Medically Monitored Care/Expand Sobering

Facility/Personnel

RECOMMENDATION OWNERS

Name	Contact phone	Email
Mary Justice (chair)		
Erik Kraska MD		
Richard Lucero		
Mark Boschelli		
Other stakeholders identified		

INTERVENTION SCOPE OF WORK

The group will meet in the coming weeks to outline strategies and a plan. While the group plans to build on what is available, this Intervention is long-term as it will require planning, collaboration AND funding.

Providing "medically monitored" care is not complex. If anything, such care should be simple and routine. Medically monitored care is meant to provide focused care for inebriates during the acute phase of their intoxication. It is also meant to help inebriates through brief withdrawals.

Medically monitored care is not a replacement for social model programs. Once deemed stable, ambulatory and appropriate, medically monitored patients are discharged either to a social model program or to an alternative care provider.

While the Medically Monitored Care team will design the strategies and costs, there are some initial steps outlined.

- 1) Involve other stakeholders in analysis and plan
- 2) Evaluate ABQ MATS (Metro Abq Treatment Services) Program.
- 3) Link with Crisis Stabilization and Social Model Program efforts

TIMEFRAME FOR COMPLETION

12 months with quarterly updates.

PROPOSED INTERVENTION OUTCOMES

Better, more cost-effective handling and treatment of substance abusers without major health complications.

COMMUNITY INPUT

Throughout workgroup.

YOUTH INPUT

Youth Shelters and Zia Teambuilders part of group.

MEDIA/COMMUNICATION PLAN

When project needs funding or comes to completion.

STATUS

Discussions have started. Waiting for ABQ to open its triage center to review it.

SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

INTERVENTION RECOMMENDATION SUMMARY

DATE

COMMITTEE NAME

Treatment

PROBLEM DESCRIPTION

The most effective evidence-based practice on the treatment continuum is to catch the behavior at its first signs. In addition to national data reviewed by the Department of Health's epidemiologist, as a mental health provider, Sangre de Cristo Community Health Partnership has been tracking the efficacy of its "SBIRT" Program with promising results. Unfortunately, the program is currently mostly in primary care settings which is not always the first place risk behavior becomes evident. With proper funding, the Screening, Brief Intervention, Referral to Treatment Program has the ability to train and provide counselors, or is willing to develop an "Institute" of sorts to train the counselors of other organizations so the efforts can be expanded. The program was formerly funded through a government grant. We do not currently fund this type of treatment appropriately through the State's Medicaid plan.

INTERVENTION RECOMMENDATION

ESTIMATED COST

Expand/Sustain SBIRT to ED, hospital floors, schools, volunteers and jails

Personnel

RECOMMENDATION OWNERS

Name	Contact phone	Email
Arturo Gonzales, Chair		
Joan Heiden, Youth Shelters		
Drs. Stec and Bednarz, CSV ED and Case Mgmt		
Sue Shaeffer, Teambuilders		
Other stakeholders identified: Liz Reynolds (HC for Homeless) and Nancy Adelsheim (Womens Health Services), Shelley Man-Lev, SFPS		

INTERVENTION SCOPE OF WORK

The group will meet in the coming weeks to outline strategies and a plan. The group plans to build on what is available, and could be up and running fairly quickly.

The first strategy will be to draft a resolution or letter for the signature of the Task Force that will request through the Behavioral Health Collaborative that NM State Medicaid and Optum adopt the CMS-approved payment code for an SBIRT assessment and brief intervention.

Additionally, the SBIRT team would work with additional stakeholders to understand what method would be more effective for each group of expansion (providing personnel or training personnel existing in the entity).

TIMEFRAME FOR COMPLETION

3-12 months depending on funding.

PROPOSED INTERVENTION OUTCOMES

Better, curbing of at-risk behavior that could become abuse without screening and intervention.

COMMUNITY INPUT

Throughout workgroup.

YOUTH INPUT

Youth Shelters and Zia Teambuilders part of group.

MEDIA/COMMUNICATION PLAN

When project holds a training, needs funding or comes to completion.

STATUS

Discussions have started. Workgroup will create specific tactics.

SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

INTERVENTION RECOMMENDATION SUMMARY

DATE

COMMITTEE NAME

Treatment

PROBLEM DESCRIPTION

There are many social model programs and three entities had already engaged in a study to assess what is available in the community and what needs still exist to offer our citizens comprehensive solutions. Additionally, most entities are engaged in figuring out better, more comprehensive ways to collaborate on caring for substance abusers (as well as mentally ill individuals) in effective outpatient settings.

The workgroup did, however agree that there is a need for an increase in the number of residential treatment beds available in the community. Currently Santa Fe Recovery Center is the only residential program in the area and the demand far outstretches its supply of beds. Additionally, there is a tendency to sentence an individual facing substance abuse-related charges to be required to spend time in prison while a residential bed becomes available. While some of those individuals may be appropriate, we recommend that the Treatment group and the Judicial and Law Enforcement Group create a protocol so people can more quickly access appropriate treatment versus waiting for just one treatment modality to become available.

INTERVENTION RECOMMENDATION

ESTIMATED COST

Expand Residential Treatment Bed Availability and Funding

Personnel/Facility

RECOMMENDATION OWNERS

Name

Contact phone

Email

Yolanda Briscoe, Chair

Tom Ransburt, SF Recovery

Sheriff Gregg Solano

Sam Baca, NM Beh Health liaison

Other stakeholders identified

INTERVENTION SCOPE OF WORK

The group will meet in the coming weeks to outline strategies and a plan. The group plans to build on what is available, however their biggest issue will likely be space and funding. Because there may be a construction requirement, this solution is a long-term prospect.

TIMEFRAME FOR COMPLETION

12 months depending on funding.

PROPOSED INTERVENTION OUTCOMES

Improved access to the level of treatment sometimes needed between Crisis Stabilization and Outpatient Treatment. More people going to the correct modality of treatment to help them.

COMMUNITY INPUT

Throughout workgroup.

YOUTH INPUT

Youth Shelters and Zia Teambuilders part of group.

MEDIA/COMMUNICATION PLAN

When project needs funding or comes to completion.

STATUS

Discussions have started. Workgroup will create specific tactics.

SANTA FE CITY & COUNTY: ADDRESSING ALCOHOL ABUSE

INTERVENTION RECOMMENDATION SUMMARY

DATE

September 14, 2009

COMMITTEE NAME

Alcohol Taxation Committee

PROBLEM DESCRIPTION

Reverse the substantial real decline in recent decades in taxes on alcohol. This decline is due in part to the fact that alcohol taxes are based on volume rather than the value of the good being purchased, so the amount of the tax does not automatically increase as the price of the product increases. In addition, alcohol taxes are not indexed for inflation; inflation has significantly eroded their real value over time and will continue to do so. The current level of New Mexico alcohol taxation does not significantly address the economic cost of alcohol abuse in health care, law enforcement, judicial system, incarceration and lost productivity in the State.

INTERVENTION RECOMMENDATION

Support the legislative work of the New Mexico Attorney General in passing the Alcohol Taxation Local Option during the 2010 session.

ESTIMATED COST

Need To Develop

RECOMMENDATION OWNERS (PROPOSED)

Name	Contact phone	Email
New Mexico Attorney General		
Santa Fe City Elected Officials		
Santa Fe County Elected Officials		
Santa Fe Community		
Santa Fe Non-Profit and Health Care Community		
Santa Fe County DWI Planning Council		
Santa Fe Underage Drinking Prevention Alliance		
MADD		
SADD Team from Hands Across Cultures		

INTERVENTION SCOPE OF WORK

Develop Alcohol Taxation advocacy team comprised of City and County officials as well as members of the public and local nonprofit community to work in concert with the New Mexico Attorney General's team during the 2010 Legislature.

TIMEFRAME FOR COMPLETION

First phase is the 2010 Legislative Session, which ends March 15, 2010. Second phase would be to prepare a local Santa Fe County referendum.

PROPOSED INTERVENTION OUTCOMES

Successful support of the New Mexico Attorney General's Alcohol Taxation Local Option Legislation, which would enable Santa Fe County to pursue a local option referendum to increase alcohol taxation and address the cost of alcohol abuse in Santa Fe County.

COMMUNITY INPUT

This recommendation requires community engagement. The Committee recommends that to kick off this campaign a joint City/County town meeting be held to introduce the legislation and gather community support, with a focus on our State Representatives and business leaders.

YOUTH INPUT

Mayor's Youth Advisory Council as well as schools will be invited and encouraged to be strategic partners in this campaign.

MEDIA/COMMUNICATION PLAN

- Develop Santa Fe campaign that engages and calls to action the community in support of the New Mexico Attorney General's Alcohol Taxation Local Option Legislation.
- Educate Public (letters, editorial column to print publications, radio interviews, etc.).
- Community meetings with Santa Fe County State Legislators and business leaders.
- Develop web campaign through paid and nonprofit outlets.

STATUS

In Development