

• MEMORANDUM •

DATE: September 7, 2012

TO: Task Force on Heroin Prevention

FROM: Laura Behjan, Simi Valley City Manager
Dr. Kathy Scroggin, Simi Valley Unified School District Superintendent
Larry Peterson, Rancho Simi Recreation and Park District General Manager

SUBJECT: Agenda Item VII. Discussion of Agencies' Feedback Regarding Recommended Strategies to Combat Heroin Abuse

RECOMMENDATION

It is recommended the Task Force review the feedback provided by the City Council, the Simi Valley Board of Education, and the Rancho Simi Recreation Park District Board of Directors regarding the recommendations contained in the Summary Report for use in finalizing the strategies to combat heroin abuse in Simi Valley.

OVERVIEW

The City Council, Simi Valley Board of Education, and the Rancho Simi Recreation and Park District Board of Directors have reviewed the strategy recommendations made by the Task Force on Heroin Prevention related to their jurisdictions and have each indicated support for their implementation. The strategies that identify the City of Simi Valley as the lead agency, and the City Council's response is included in Attachment A (page 3). The Simi Valley Board of Education has indicated their support for the strategies that identify the Simi Valley Unified School District as the lead agency, and has provided an overview of the Drug Prevention Curriculum Implemented in the School District and the meeting agenda from their meeting with Not One More in Attachment B (page 5). None of the recommended strategies identify the Rancho Simi Recreation and Park District as the lead agency, however Rancho Simi Recreation and Park District has provided a response to the strategies and has taken additional action as provided in Attachment C (page 9).

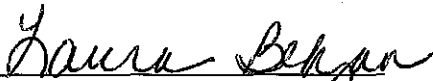
There are a number of strategies that identify the City of Simi Valley, Simi Valley Unified School District and the Rancho Simi Recreation and Park District (Tri-Agencies) all as the responsible agencies, and those strategies, and the Tri-Agencies' response, is included in Attachment D (page 16).

The City Council discussed the recommendations relevant to the City at its August 20, 2012 meeting. As a result of this discussion, it was determined that due to current budgetary constraints, recommendations with a significant cost impact to the City cannot be implemented in their current state at this time, such as the addition of School Resource Officers. In an effort to be responsive to the request for additional Police presence on the school campuses, the Police Department is in the process of evaluating current resources available and opportunities to restructure to enhance the presence of the Police Department on the school campuses.

The City Council expressed its support for the strategies with minimal cost impacts related to education outlined in the Summary Report. In addition to the strategies included in the attachments, the City Council provided additional feedback related to the future of the Task Force and its mission. Included were recommendations that the Task Force expand its role from a focus on heroin to a focus on drug prevention, the use of Police Department volunteers in the community and on campuses where appropriate, a focus on identifying doctors who are over prescribing opiate based medications, expanding the membership of the Task Force to follow the structure of the Task Force on Homelessness, including engaging the medical community to participate, and setting Task Force meetings for a minimum of every other month.

SUMMARY

The City Council, Simi Valley Board of Education, and the Rancho Simi Recreation and Park District Board of Directors have reviewed the strategy recommendations made by the Task Force on Heroin Prevention related to their jurisdictions and have each indicated support for their implementation.


Laura Behjan, City Manager
City of Simi Valley

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Strategies Identifying the City of Simi Valley as the Lead Agency

Strategy	Cost Implication	Implementation Considerations
Develop middle and high school peer support groups.	None.	Members of the Youth Council could be engaged to work on their individual campuses.
Develop ability for anonymous reporting of drug possession, sales, or use.	None.	The We Tip program is in place.
Provide anti-drug education in 6 th grade (perhaps Every 15 Minutes program).	Could be considerable. If Police Officers host one assembly per school at the elementary school level, there are 21 elementary schools, which would require 21 officer visits. This does not include the cost of materials or the amount of time required to generate materials for the presentations.	The Police Department could work with the School District to identify age appropriate education. An Every 15 Minutes program may be more appropriate at the high school level.
Provide information to detainees being released by SVPD and Ventura County Sheriff on where and how to get help.	Minimal. Cost of materials.	The Police Department books offenders through the Ventura County Sheriff's Department and could provide informational pamphlets to be distributed to detainees upon release.
Educate Neighborhood Watch program participants about what to look for to determine drug use and sales, how and where to report, etc.	None.	Staff could conduct outreach to current and new program participants.
Conduct random K-9 searches at schools.	No additional cost over the current budget.	Random K-9 searches are currently conducted; Simi Valley Police Department is working with the Simi Valley Unified School District to increase the number of searches during the 2012-13 School Year.
Mail educational flyers with water and cable bills.	Minimal cost implications. (Approximately \$650)	The City's Waterworks District #8 serves approximately 60% of water customers throughout the City; the remaining portion are served by Golden State Water.

Strategies Identifying the City of Simi Valley as the Lead Agency

Limit drug availability (e.g. drop off programs).	None.	The Prescription Drug Drop-Off program is available 24 hours per day, 7 days per week at the Simi Valley Police Station and support group pamphlets are positioned near the drop-off.
Maintain on-campus presence and support, e.g. School Resource Officers.	No additional cost implication over the current budget.	There are currently two School Resource Officers in place.
Increase the number of School Resource Officers by two.	Estimated cost is approximately \$171,550 per additional Officer.	City Council might choose to instruct staff to consider this item during future budget cycles.
Implement diversion programs.	None.	The City and County currently work with the Ventura County Superior Court to identify the appropriate candidates for diversion.
Distribute informational material to drug users.	Minimal. Cost of materials.	The Police Department books offenders through the Ventura County Sheriff's Department and could provide informational pamphlets to detainees upon their release.
Ride Alongs for people working on their credentials to reach out to the people using drugs on the streets.	None.	Civilians interacting with people under the influence poses a safety concern to the civilian and Police Officer. The Police Department could provide informational pamphlets to be distributed to detainees upon their release by the Ventura County Sheriff's Department.

**Drug Prevention Curriculum Implemented in
Simi Valley Unified School District**

- **Second Step**
 - Evidence-based program which teaches students, kindergarten through fifth grade, skills for social and academic success in the areas of:
 - Skills for learning
 - Empathy
 - Emotion Management
 - Problem Solving
 - Effective at improving students' social and emotional knowledge and skills, prosocial attitudes, and behavior.
 - Reduces problem and aggressive behaviors by building the social and emotional competence that is crucial for academic success.

- **Keepin' It Real (KIR)**
 - A culturally grounded drug prevention curriculum for grades 6-9 that has been proven effective for reducing drug use and establishing anti-drug attitudes and beliefs.
 - Teaches kids *HOW* to say "NO"
 - Alcohol
 - Tobacco
 - Other Drugs
 - Enhances life skills
 - Decision-making
 - Communication
 - Drug-resistant Strategies
 - The evaluation results have shown that the "program produced significant effect in reducing gateway drug use (alcohol, tobacco and marijuana), increasing attitudes that support drug-free choices, and increasing resistance strategies useful in avoiding drug use."
 - Implement curriculum in our 6th grade classes
 - Approximately 30 of our elementary teachers have been trained
 - In the 2011-2012 school year, we expanded the KIR curriculum
 - 18 of our 21 elementary schools implement the KIR curriculum
 - Additional elementary schools will receive training as soon as it is available

- **Project Alert**

- 7th & 8th grade substance abuse program
- Gives students insight, understanding, and actual skills for resisting substance abuse.
- Successfully addresses
 - Tobacco
 - Alcohol
 - Marijuana
 - Inhalants, etc.
- Implemented at each middle school in our district
- All 7th and 8th grade teachers have been trained
- Project Alert in 7th grade
 - Eleven lessons, including six videos
 - Lessons 1-11 include the following:
 - Marijuana
 - Consequences of Smoking and Smoking Cessation
 - Alcohol (including consequences and alternatives)
 - Peer/Social Pressure
 - Resisting Internal and External Pressures
 - Inhalants
 - Practicing Resistance Skills
 - Influence From the Media
 - Benefits of Not Using Drugs
- Project Alert in 8th grade
 - Three booster lessons
 - Lessons include the following:
 - Resisting Drugs
 - Frequently Asked Questions About Cocaine and Methamphetamines
 - What Teenagers Want to Know About Prescription Drugs and Cough Medicine
 - Practice Resisting External and Internal Pressures
 - Benefits of Resisting Drugs

- **Project (TND) Toward No Drug Abuse**

- Project TND focuses on three factors that predict tobacco, alcohol, and other drug use, violence-related behaviors, and other problem behaviors among youth.
 - Motivation factors
 - Skills
 - Decision Making
- TND is implemented in 9th grade health classes and incorporates 12 lessons.
- Teachers teach all lessons

- **The Brain: Understanding Neurobiology Through the Study of Addiction**
 - Developed through a partnership of the National Institutes of Health (NIH) and the National Institute on Drug Abuse (NIDA).
 - Created as a tool for high school science teachers to make this subject-area easier to teach and learn.
 - SVUSD uses this curriculum as a supplement to alcohol, tobacco, and other drug abuse prevention tools.
 - Taught in 10th grade
 - Curriculum covers:
 - Where do drugs act?
 - How drugs alter neurotransmission.
 - How drug abuse begins.
 - When does abuse become addiction?
 - Long-term effects of drug abuse and addiction.
 - Addiction and treatment.

- **Tobacco Free Generations**
 - Comprehensive tobacco-use prevention and intervention program for pregnant and parenting teens.
 - Provides seven cross-curricular tobacco-specific lessons with strong language arts and visual arts links.
 - Lessons emphasize the responsibility young parents must embrace for their own health and the health of their children.
 - This curriculum is used at Apollo High School in the Minor Parent Program.

- **Additional Classroom Curriculum**
 - Health curriculum includes
 - Tobacco
 - Alcohol
 - Drug Use
 - Physical Education curriculum addresses
 - Healthy Living
 - Effects of Drug and Alcohol Use

- **CHAMPS**
 - Behavioral side of Response to Intervention (RTI)
 - Proactive strategies for effective student behavior
 - Creates positive instructional strategies
 - Applied school wide and in the classroom setting

**Meeting Agenda between NOM and SVUSD
August 15, 2012**

1. Implement educational programs beginning with 6th grade students through high school youth.
2. Develop middle school and high school peer support groups. Promote student groups to support anti-drug use.
3. Invite organizations to attend back-to-school night, health fairs, etc.
4. Provide drug and alcohol awareness classes for parents and kids.
5. Disseminate information to the public on intervention/treatment programs.
6. Provide anti-drug education in 6th grade.
7. Create 12-step group on school campuses.
8. Develop a survey for parents and students.
9. Real people and former addicts speaking to school kids.
10. Education on the dangers of pill usage.
11. Public Awareness: Have parents/guardians sign drug forms in addition to students.
12. More drug prevention education in schools.

194-12-a

**RANCHO SIMI RECREATION AND PARK DISTRICT
INTEROFFICE MEMORANDUM**

DATE: September 6, 2012
TO: Board of Directors
FROM: General Manager
SUBJECT: Continued Review and Discussion Regarding Heroin Task Force
Recommendations for Agency Implementation

SUMMARY

This item was first presented to the Board during its regular meeting on August 16, 2012. A complete copy of the previous staff report is attached at Exhibit A. The next meeting of the Heroin Task Force is scheduled for September 12, 2012, at 6:00 pm. At its last meeting the Heroin Task Force requested its member agencies to review each of the applicable developed strategies and determine whether or not a response to each was feasible and/or appropriate. The table in the attachment indicates the proposed Park District response to each of the strategies. In most areas the Park District can either participate or directly implement the applicable strategies, and full cooperation with the Task Force, its members, and other community groups is contemplated. To date, the Park District has taken the following steps to help in the fight against the use of Heroin (see attached copies of some of these items at Exhibit B):

Participated on the Heroin Task Force

Expanded the Park District's web site to include; information about the Heroin Task Force and its members, links to the Task Force meeting agendas and reports, and links to other important web sites containing valuable information on this and related subjects

Attended and also hosted several meetings of the Community Coalition United

Hosted and attended a 12-hour Mental Health First Aid USA course put on by the Community Coalition United and Ventura County Behavioral Health

Agreed to host a second session of the 12-hour Mental Health First Aid USA course put on by the Community Coalition United and Ventura County Behavioral Health, on September 4th and 5th

Attended the Community Forums on heroin and other drug abuse and related issues held in the communities of both Thousand Oaks and Santa Clarita

Advertised the Task Force on Heroin Prevention's efforts on the District's "The Volunteer Scoop" for June 1, 2012, distributed to over 700 Park District volunteers

Published articles on Heroin use in the District's Fall 2012 Reporter and also in the District's Fall 2012 Oak Park Newsletter, combined circulation of approximately 47,000 households

Placed ads in both District activity brochures on the Anti Heroin Rally on September 15, 2012, organized by Not One More.

Included an ad on the Park District's Teen Newsletter for Fall 2012 regarding the upcoming Anti-Drug Community Forum to be held at the Boys and Girls Club in Simi Valley on September 27, 2012

Taped two segments with Time Warner Cable (links below) which address the Heroin Task Force, along with other RSRPD programs and events. They are available for viewing every Saturday and Sunday from 11:30 pm on TWC's So Cal Channel 101 and the California Channel (check local listing) under Local Edition. They are also on TWC's Video on Demand in My Government OnDemand 24/7. These links are from the TWC Local Edition YouTube channel:

<https://www.youtube.com/watch/?v=9XuK992ZWZE&feature=auto>

<https://www.youtube.com/watch/?v=NdZe2z2P4jc&feature=BFa&Ji=>

Additional steps will be taken in connection with the Heroin Task Force's important efforts, and also as directed by the Board and/or staff.

BOARD ACTION

Staff recommends the Board continue its review and consideration of this item and provide appropriate direction to staff. Staff will incorporate any changes and transmit the Park District's response to the Heroin Task Force for its further consideration.


Larry Peterson
General Manager

Additional Proposed Strategies to Combat Heroin Abuse

No.	Strategy	Ranking	Responsible Agency	Park District Response
1	Implement educational programs beginning with 6th grade students through high school youth	4.625	All	The Park District can add educational programs, discussion groups and community forums to its existing activity programming.
2	Make sure parents see the details of events - deaths, arrests, etc.	4.6	All	Not applicable to Park District
3	Develop middle school and high school peer support groups	4.5	SVUSD/ City of Simi Valley	Not applicable to Park District
4	Employ media targeted to youth	4.5	All	The Park District can use its web site, Facebook, press releases, and brochures to provide information about the risks of heroin use, healthy alternatives and more.
5	Invite organizations which provide resources to youth and families (such as the City, Police Department and Park District) to participate during middle school and high school events such as back to school night, health fairs, college information nights, and other events to distribute information about	4.375	SVUSD	The Park District will participate if invited.
6	Provide drug and alcohol awareness classes for parents and kids	4.375	All	The Park District can add educational programs, discussion groups and community forums to its existing activity programming.
7	Disseminate information to the public on intervention/treatment programs	4.375	All	The Park District can participate on this.
8	Promote positive activities for youth	4.25	All	The Park District is already doing this.
9	Real people and former addicts speaking to school kids, (i.e. youth to youth)	4.2	SVUSD	Not applicable to Park District
10	Education on the dangers of pill usage	4.2	All	The Park District can participate on this.
11	Public Awareness- have parent/guardian sign drug forms in addition to students	4.2	SVUSD	Not applicable to Park District

Additional Proposed Strategies to Combat Heroin Abuse

No.	Strategy	Ranking	Responsible Agency	Park District Response
12	Continue attempts to educate public via written materials and social media	4,125	All	The Park District has placed articles in the Oak Park Newsletter and the Simi Valley Reporter. Two interviews with Time Warner have also been taped and will be played on community television. These efforts can be continued.
13	Build peer pressure to keep students off drugs	4	All	The Park District can participate on this.
14	More drug prevention education in schools	4	SVUSD	Not applicable to Park District
15	Develop ability for anonymous reporting of drug possession, sales, or use	4	SVPD	Not applicable to Park District
16	Continue to develop website information regarding drugs and alcohol abuse	4	All	The Park District will do this.
17	Provide anti-drug education in 6th grade (perhaps the every 15 minutes program)	4	SVPD/SVUSD	Not applicable to Park District
18	Develop list of rehabilitation centers, post on website	4	All	The Park District will do this.
19	Request local news outlets to run articles on the subject of alcohol and drug abuse every four months	4	All	The Park District can prepare regular press releases to discourage heroin and other drug use, and promote healthy alternatives.
20	Educate service providers on available resources	4	All	The Park District and the City of Simi Valley have hosted a "Meet and Greet" for service providers. This can be done again. It can also be expanded by inviting residents of the community.

Additional Proposed Strategies to Combat Heroin Abuse

No.	Strategy	Ranking	Responsible Agency	Park District Response
21	Allow an increased number of event and activity flyers to be distributed by teachers in middle schools and high schools during announcements	3.875	SVUSD	If allowed by the School District, the Park District can prepare flyers (and a sufficient number of copies) advertising activity programming
22	Provide information to detainees being released by SVPD and Ventura County Sheriff on where and how to get help	3.875	SVPD	Not applicable to Park District
23	Educate Neighborhood Watch program participants about what to look for to determine drug use and sales, how and where to report, etc.	3.875	City of Simi Valley/SVPD	Not applicable to Park District
24	Issue Public Service Announcements, i.e., bus shelters	3.875	All	The Park District can participate on this, which might also include service announcements at the local movie theaters.
25	Coordinate with religious institutions to meet, develop ideas and collaborate on solutions	3.75	All	The Park District can participate on this.
26	Conduct random K-9 Searches at schools	3.75	SVPD	Not applicable to Park District
27	Coordinate regional efforts	3.75	All	The Park District can participate on this.
28	Additional treatment options through our local hospitals (e.g. Narcan/Naloxone which prevents or reverses the effects of opiodes)	3.6	All Agencies/Simi Valley Hospital	The Park District will become informed about Narcan and determine whether or not Park Rangers should be trained on its use.
29	Hold community forums targeted to parents	3.5	All	The Park District can participate on this.

Additional Proposed Strategies to Combat Heroin Abuse

No.	Strategy	Ranking	Responsible Agency	Park District Response
30	Place articles discouraging drug use and indicating where and how to get help	3.5	All	The Park District can participate on this.
31	Mail educational flyers with water and cable bills	3.5	City of Simi Valley	Not applicable to Park District
32	Identify resources for parents and youth	3.5	All	The Park District can participate on this.
33	Distribute informational material to drug users	3.4	SVPD	When applicable, the Park District can participate on this.
34	Ride alongs for people working on their credentials to reach out to the people using drugs on the streets	3.4	SVPD	Not applicable to Park District
35	Promote student groups to support anti-drug use	3.4	SVUSD	Not applicable to Park District
36	Limit drug availability, e.g., drop off programs	3.25	SVPD	Not applicable to Park District
37	Involve businesses by placing posters at their locations that advise people about the places to go and people to talk to	3.125	All	The Park District can participate on this.
38	Maintain an on-campus presence and support, e.g., School Resource Officers	3.125	SVPD/SVUSD	Not applicable to Park District

Additional Proposed Strategies to Combat Heroin Abuse

No.	Strategy	Ranking	Responsible Agency	Park District Response
39	Introduce age appropriate prevention programs in schools starting at a younger age (K-6) so children learn how to say no to drugs	3	SVUSD	Not applicable to Park District
40	Increase the number of School Resource Officers by two	3	City of Simi Valley/SVPD	Not applicable to Park District
41	Create 12 step group on school campuses	3	SVUSD	Not applicable to Park District
42	Develop a survey to ask the community: are they aware of drug use; the age of the user; do they reside in Simi Valley; do they know what to look for; do they know where to get help; do they have recommendations; etc.	2.75	All	The Park District can participate on this.
43	Implement diversion programs	2.75	SVPD	The Park District does participate in the Simi Valley Police Department diversion program by allowing community service hours through its volunteer program

Tri-Agency Strategies Recommended by the Simi Valley Community Task Force on Heroin Prevention

Strategy	Response
Implement educational programs beginning with 6 th grade students through high school youth	The City's Youth Council could provide input into the programming. The School District has a Drug Prevention Curriculum in place. The Park District can add educational programs, discussion groups, and community forums to its existing activity programming.
Employ media targeted to youth	The City currently provides resources on its website regarding addiction. The Board of Education is supportive of this strategy. The Park District can use its website, Facebook, press releases, and brochures to provide information about the risks of heroin use, healthy alternatives and more.
Provide drug and alcohol awareness classes for parents and kids	The City currently provides the Parent Project classes. The School District has a Drug Prevention Curriculum in place. The Park District can add educational programs, discussion groups, and community forums to its existing activity programming.
Disseminate information to the public on intervention/treatment programs	The City currently provides resources on its website for those battling addiction. The Board of Education is supportive of this strategy. The Park District can participate in this.
Promote positive activities for youth	The City currently provides information on its website on the City programs for youth and links to the Park District and Simi Valley Public Library websites. The Board of Education is supportive of this strategy. The Park District is already doing this.
Continue attempts to educate public via written materials and social media	The City could issue periodic joint press releases and other media with the School District and Park District and include information on the Police Department's Facebook page regarding resources available. The Board of Education is supportive of this strategy. The Park District has placed articles in the Oak Park Newsletter and the Simi Valley Reporter. Two interviews with Time Warner have also been taped and will be played on community television. These efforts can be continued.

Tri-Agency Strategies Recommended by the Simi Valley Community Task Force on Heroin Prevention

Continue to develop web site information regarding drugs and alcohol abuse	The City's Citizen Advisor updates the Directory of Social Services on an on-going basis. The Board of Education is supportive of this strategy. The Park District will do this.
Develop list of rehabilitation centers, post on website	The City currently posts its Directory of Social Services on its website, and could provide to other agencies for posting. The Board of Education is supportive of this strategy. The Park District will do this.
Request local news outlets to run articles on the subject of alcohol and drug abuse every four months	The City can coordinate with the School District and Park District on this. The Board of Education is supportive of this strategy. The Park District can prepare regular press releases to discourage heroin and other drug use, and promote healthy alternatives.
Educate service providers on available resources	The City and Park District host the "Meet and Greet" for local service providers. This event can be expanded by inviting community residents. Additional copies of the Directory of Social Services can be provided as needed. The Board of Education is supportive of this strategy.
Issue Public Service Announcements, i.e. bus shelters	The City can provide support for entities that wish to post public service announcements in the bus shelters. The Board of Education is supportive of this strategy. The Park District can participate in this, which might also include public service announcements at the local movie theaters.
Coordinate with religious institutions to meet, develop ideas and collaborate on solutions	The City can participate in this. The Board of Education is supportive of this strategy. The Park District can participate in this.
Coordinate regional efforts	The City can participate in this. The Board of Education is supportive of this strategy. The Park District can participate in this.
Hold community forums targeted to parents	The City can participate in this. The Board of Education is supportive of this strategy. The Park District can participate in this.
Place articles discouraging drug use and indicating where and how to get help	The City can coordinate with the School District and Park District.

Tri-Agency Strategies Recommended by the Simi Valley Community Task Force on Heroin Prevention

Identify resources for parents and youth	The City currently posts its Directory of Social Services on its website. The Board of Education is supportive of this strategy. The Park District can participate in this.
Involve businesses by placing posters at their locations that advise people about the places to go and people to talk to	The City can participate in this. The Board of Education is supportive of this strategy. The Park District can participate in this.
Develop a survey to ask the community: are they aware of drug use, the age of the user, do they reside in Simi Valley, do they know what to look for, do they know where to get help; do they have recommendations, etc.	The City can participate in this. The Board of Education is supportive of this strategy. The Park District can participate in this.

In addition to the strategies provided above, the following strategies were identified and ranked by a majority of the Task Force members subsequent to the preparation of the preceding list.

Strategy	Response
Make sure parents see the details of events – death, arrests, etc.	The City would need to determine if there is an appropriate way to share this information. The Board of Education is supportive of this strategy. The Park District would be willing to participate in this if appropriate.
Education on the dangers of pill usage	The City can participate in this. The Board of Education is supportive of this strategy. The Park District can participate in this.
Build peer pressure to keep students off drugs and tobacco	The City can participate in this. The Board of Education is supportive of this strategy. The Park District can participate in this.
Additional treatment options through our local hospitals (e.g. Narcan/Naloxone which prevents or reverses the effects of opiodes)	The City can participate in this. The Board of Education is supportive of this strategy. The Park District will become informed about Narcan and determine whether or not Park Rangers should be trained on its use.