

Health Advocates Rejecting Marijuana (HARM)
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Countywide Media Advocacy Project
Institute for Public Strategies (IPS)
590 Third Avenue, Suite 204
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Contact: Jeff Stinchcomb, Project Manager

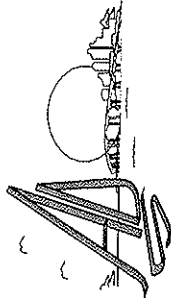
Tijuana Border Project
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Responsible Hospitality Coalition
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Contact: Marian Novak, Director
San Diego County Office of Education
Friday Night Live (High School Youth)
6401 Linda Vista Road
San Diego, CA 92111
Tel: (619) 718-6667 Fax: (619) 682-5252
E-mail: sdfni@sdcoe.net
Contact: Deborah Pint, Coordinator
Club Live (Middle School Youth)
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Contact: Deborah Pint, Coordinator

Prevention Evaluation Project
Telesis II of California, Inc.
409 Camino del Rio South, Suite 205
San Diego, CA 92108
Tel: (619) 497-0193 Fax: (619) 497-0582
E-mail: dcleveland@telesis.org
Contact: David Cleveland, Director

Never doubt that a small group of thoughtful
committed citizens can change the world; indeed it
is the only thing that ever has."
Margaret Mead, Anthropologist



SERVICE NUMBERS

Alcohol & Drug Services (ADS) Administration
(619) 584-5007

Visit our website at www.sdads.org.

Access & Crisis Line
1 (800) 479-3339

BOARD OF SUPERVISORS

Greg Cox District 1	Dianne Jacob District 2
Ron Roberts District 4	Pam Slater-Price District 3
	Bill Horn District 5
	Walter F. Ekard Chief Administrative Officer
	Nick Macchione, Director Health and Human Services Agency
	Susan Bower, Deputy Director Alcohol and Drug Services

County of San Diego Health and Human Services Agency



ALCOHOL AND DRUG SERVICES
3255 Camino Del Rio South
San Diego, CA 92108

Mission Statement:
Lead the County of San Diego in reducing
alcohol and other drug problems through
community engagement

DIRECTORY OF PREVENTION SERVICES

All programs listed in this pamphlet receive funding by contract with the County of San Diego Alcohol and Drug Services to provide prevention, treatment, recovery, and ancillary services. Except as restricted by State licensing regulations, services are provided without discrimination on the basis of age, sex, race, disability or ability to pay.

PREVENTION PROGRAM

The prevention strategy consists of three primary countywide initiatives: the **Underage Drinking Initiative**, which addresses underage drinking issues in our communities and across the Border; **Methamphetamine Strike Force**, which addresses the personal, community and environmental impact of methamphetamine to the region, and the **Marijuana Initiative - Health Advocates Rejecting Marijuana (HARM)**, which focuses on the normalization of marijuana products and use by business and media. Providing a targeted focus on these issues allows the County to develop long term, strategic and sustainable prevention plans for each initiative, provides coordination and shared resources where possible, and provides flexible prioritization in each region regarding how each initiative will be tailored to individual community needs.

Accomplishments Include:

- Advanced Social Host Ordinances to approval in 16 of the 18 cities within the County, as well as unincorporated areas
- Created the Countywide Law enforcement Task Force on Underage Drinking and DUI
- Worked with Tijuana officials to establish and allocate funds for Responsible Beverage Services and Sales training to reduce problems of U.S. youth drinking in Tijuana
- The Tijuana Border Project received federal designation as a SAMHSA Model Program
- Developed and implemented a youth-led campaign to raise public awareness of video games promoting drug use
- Succeeded in establishing policies at community events to prohibit sales of pro-marijuana-themed merchandise
- Created a street fair vendor policy prohibiting the sale of drug paraphernalia or any item that promotes the use of illicit drugs
- Worked with community members to pass permanent alcohol-free beaches
- Provided Responsible Beverage Service training to over 1000 persons annually and train over 700 volunteers to serve alcohol responsibly at special events around the County.

CENTRAL SAN DIEGO COUNTY

Collaboration for Economic and Social Change

Palavra Tree, Inc.
1212 South 43rd Street, Suite C
San Diego, CA 92111
Tel: (619) 263-7768
E-mail: Denise_R_Reed@att.net

Contact: Denise R. Reed, Director

Mid-City for Youth

Social Advocates for Youth (SAY)
5348 University Avenue, Suite 201
San Diego, CA 92105
Tel: (619) 582-9056 Fax: (619) 582-9057
E-mail: mbaum@saysandiego.org

Contact: Mary Baum, Program Manager

North City Prevention Coalition

Social Advocates for Youth (SAY)
4340 Genesee Avenue, Suite 207
San Diego, CA 92117
Tel: (619) 582-9056, ext. 201
Fax: (858) 974-3603

E-mail: mbaum@saysandiego.org

Contact: Mary Baum, Program Manager

Vitality San Diego

Institute for Public Strategies
590 Third Avenue, Suite 204
Chula Vista, CA 91910
Tel: (619) 476-9100, ext. 315
Fax: (619) 476-9104

E-mail: dtomsky@publicstrategies.org

Contact: Dan Tomsky, Program Manager

EAST SAN DIEGO COUNTY

East County Community Change Project

Institute for Public Strategies (IPS)
131 Avocado Avenue
El Cajon, CA 92020
Tel: (619) 456-9607 Fax: (619) 476-9104
E-mail: scatwell@publicstrategies.org

Contact: Susan Crandall, Project Manager

NORTH SAN DIEGO COUNTY

Tri City Prevention Collaborative

Vista Community Clinic
1000 Vale Terrace
Vista, CA 92084
Tel: (760) 407-1220, ext. 150 Fax: (760) 414-3736
E-mail: eleary@vistacommunityclinic.org

Contact: Erica Leary, Program Manager

San Dieguito Alliance for Drug-Free Youth

P.O. Box 2448
Del Mar CA 92014-1748
Tel: (858) 755-6598 Fax: (858) 755-6598
E-mail: judistrang@earthlink.net

Contact: Judi Strang, Executive Director

North Inland Community Prevention Program (NICPP)

Mental Health Systems, Inc.
12344 Oak Knoll Road, Suite C-1
Poway, CA 92064
Tel: (858) 391-9303 Fax: (858) 391-9302

E-mail: nicpp@mhsinc.org

Contact: Clark Kiser, Program Manager

SOUTH SAN DIEGO COUNTY

South Bay Community Change Project

Institute for Public Strategies (IPS)
590 Third Avenue, Suite 204
Chula Vista, CA 91910
Tel: (619) 476-9100, ext. 318
Fax: (619) 476-9104

E-mail: kherbsfritt@publicstrategies.org

Contact: Kim Herbsfritt, Project Director

COUNTY- WIDE INITIATIVES & SERVICES

Methamphetamine Strike Force (MSF)

590 Third Avenue, Suite 204
Chula Vista, CA 91910
Tel: (760) 749-8792 Fax: (760) 749-9486
E-mail: angelagoldberg@sbcglobal.net

Contact: Angela Goldberg, Facilitator

Underage Drinking Initiative

6505 Alvarado Road, Suite 205
San Diego, CA 92120
Tel: (619) 594-3384 Fax: (619) 594-3268
E-mail: rdiccio@alcoholpolicypanel.org

Contacts: Ray DiCiccio