

**SPECIAL PROVISIONS FOR FEDERALLY FUNDED PROGRAMS****CONTRACTOR NAME: REACH OUT WEST END**

1. Financial records shall be kept that clearly reflect the source of funding for each type of service for which reimbursement is claimed. These documents include, but are not limited to: all ledgers, books, vouchers, time sheets, payrolls, appointment schedules, client data cards, and schedules for allocating costs.
2. Contractor shall engage in outreach activities. Outreach is a service element that helps identify eligible pregnant, parenting women, and injection drug users in need of treatment services and encourages them to take advantage of these services. Outreach may include engagement of prospective program individuals by informing them of available treatment services, and can serve as “pre-treatment” by reinforcing prevention and education messages prior to enrollment in treatment. Outreach also may be used to educate the professional community on perinatal, and injection drug user services so that they become referral sources for potential clients.
3. Substance Use Disorder (SUD) treatment services provided with Substance Use Prevention and Treatment Block Grant (SUBG) funding shall follow treatment preferences established in 45 CFR 96.131:
  - a) Pregnant Intravenous Drug Users (IVDUs);
  - b) Pregnant substance users;
  - c) IVDUs; and
  - d) All other eligible individuals
4. Everyone receiving SUD treatment services must provide documented evidence of their Tuberculosis (TB) status, and, if positive, evidence of ongoing treatment or a physician’s clearance to participate in a SUD treatment program. Contractor will refer individual’s needing TB testing/treatment to proper health care professionals for specialized care. Contractor shall ensure the following related to TB services:
  - a) Identify individuals at high risk of infection.
  - b) If an individual is denied admission due to lack of capacity, the individual is referred to a health care professional for TB services [i.e.: Managed Care Plan (MCP), Primary Care Physician (PCP), and Department of Public Health (DPH)]. TB services consist of testing, treatment, and counseling.
  - c) Provide TB referrals for testing and treatment as necessary. Provide referrals to an individual’s PCP, MCP, or by utilizing DBH’s voucher system through DPH, or Contractor can provide skin testing on site when necessary certifications and training are in place to provide such service.
    - When utilizing the DBH voucher system to refer individuals for TB testing or chest x-ray, assist the individual in obtaining an appointment with DPH for the needed test.

- d) Refer individuals testing positive to necessary TB treatment.
  - e) Reduce barriers for individuals to accept TB treatment.
  - f) Participate in follow-up monitoring activities, particularly after individuals leave treatment by disseminating information through educational bulletins and information on the need for continued treatment for those diagnosed with TB.
5. In the event of insufficient capacity in a SUD treatment facility, the Contractor shall refer pregnant women or IVDUs to another program with an available treatment slot; or provide interim services within 48 hours of initial request until treatment becomes available.
6. The Contractor agrees to ensure that, to the maximum extent practicable, each individual who requests and is in need of treatment for a substance use disorder is admitted to a program within 10 days after making the request. If placement cannot occur within 10 days of the request, the Contractor agrees to ensure that interim services will be made available to pregnant women and intravenous drug users within 48 hours of the request and placement occurs within 120 days of the request.

At minimum, Interim Services shall include the following:

- a) Counseling and education about human immunodeficiency virus (HIV) and TB, and includes at minimum the following topics:
    - Risks of needle sharing
    - Risks of transmission of disease to sexual partners and infants, steps to ensure that HIV and TB transmission does not occur (infection prevention strategies)
    - Effects of alcohol and drug use on the fetus (for pregnant women)
  - b) In addition to counseling and education, referrals shall be provided for:
    - HIV and/or TB testing and treatment services, if necessary
    - Prenatal care (for pregnant women)
    - Referrals based on an individual's needs that may include, but are not limited to: self-help recovery groups, pre-recovery and treatment support groups, sources for housing, food and legal aid, case management, children's services, medical services, and Temporary Assistance to Needy Families (TANF)/Medi-Cal services.
7. Transportation shall be provided or arranged for to and from the recovery and treatment site, and to and from ancillary services for perinatal women who do not have their own transportation.
- Transportation may be provided or arranged for to and from the recovery and treatment site, and to and from ancillary services for youth and other individuals actively engaged in a SUD treatment, or recovery support program, who do not have their own transportation.

8. The Contractor agrees that data shall be maintained regarding Interim Services, TB and HIV referrals and services provided. A tracking log report provided by DBH shall be submitted by the 10<sup>th</sup> calendar day of the following month to [DBH-SUDRSADMIN@dbh.sbcounty.gov](mailto:DBH-SUDRSADMIN@dbh.sbcounty.gov). If the 10<sup>th</sup> calendar day lands on a holiday/weekend, the log is due the following business day.
9. Contractor shall collect California Outcomes Measurement System (CalOMS) Treatment (Tx) data on all clients. Contractor shall ensure CalOMS data is entered into the DBH billing and transactional database system by the 7<sup>th</sup> of the month following the reporting month. CalOMS data is required regardless of the source of funds used for the client's treatment services. For example, if a contractor receives DBH funding, and provides services to private-pay clients, the Contractor shall collect and submit CalOMS Tx data for all clients, including those who are privately paying for their services.

DBH generates and distributes CalOMS reports to Contractor's on a monthly basis. Contractor will review and reconcile these reports timely.

- a) Open Admission Report: Ensuring when services are no longer rendered, discharge occurs. For clients identified as not receiving services for 30 days or more discharge data shall be entered into the DBH billing and transactional database system within fourteen (14) days of the report distribution date.
  - b) Annual Update Report: Annual updates are completed for clients in treatment for twelve months or more, continuously in one contractor and one service modality with no break in services exceeding 30 days. Example: a client in a narcotic treatment modality, for twelve months or longer. For such a client, the Contractor collects the CalOMS Tx data approximately one year from the day the client was admitted. Contractor will ensure all clients identified on the report as not having an Annual Updated completed will complete the Annual Update fourteen (14) days from the report distribution date.
  - c) Error Report: Errors can occur in the CalOMS data entered which will result in the CalOMS record being rejected by the Department of Health Care Services (DHCS). Errors must be corrected to ensure proper CalOMS reporting. All CalOMS errors identified must be reconciled and corrected by the last Friday of the applicable month according to the report distribution date.
10. Drug and Alcohol Treatment Access Report (DATAR) is the DHCS system to collect data on treatment capacity and waiting lists and is considered a supplement to CalOMS Tx. DATAR assists in identifying specific categories of individuals awaiting treatment and identifies available treatment facilities for these individuals.

All SUD treatment contractors that receive SUD treatment funding are required to submit the one-page DATAR form each month in the web based DATAR application. In addition, certified Drug Medi-Cal contractors and Licensed Narcotic Treatment Programs must report, whether or not the contractors receive public funding. Contractor must submit DATAR reports for each month by the 5<sup>th</sup> of the following month. For example, for the

month of September, the DATAR report must be submitted by the 5th of October.

- DBH utilizes the data and reports to monitor capacity and utilization. Contractor must notify the assigned DBH Program Coordinator and DHCS's Family Services Unit upon reaching or exceeding 90 percent of its treatment capacity within seven days by emailing FSU at [DHCSPerinatal@dhcs.ca.gov](mailto:DHCSPerinatal@dhcs.ca.gov).
    - The subject line in the email must read "Capacity Management."
  - DBH provides DATAR access for designated Contractor staff completing DATAR entries. Contractor shall have two (2) individuals assigned per clinic location to complete monthly DATAR entries: one primary and one back up. Contractor shall notify DBH at [DBH-SUDRSADMIN@dbh.sbcounty.gov](mailto:DBH-SUDRSADMIN@dbh.sbcounty.gov), or most recent email address as provided by DBH SUDRS Administration, within 10 business days of the need to add or delete designated staff completing DATAR entries.
11. Contractors providing youth services must comply with the current DHCS Adolescent Substance Use Disorder Best Practices Guide. Adolescent Substance Use Disorder Best Practices Guide is to be utilized until new guidelines are issued by DHCS. Adolescent Substance Use Disorder Best Practices Guide is posted online at: [https://www.dhcs.ca.gov/Documents/CSD\\_CMHCS/Adol%20Best%20Practices%20Guide/AdolBestPracGuideOCTOBER2020.pdf](https://www.dhcs.ca.gov/Documents/CSD_CMHCS/Adol%20Best%20Practices%20Guide/AdolBestPracGuideOCTOBER2020.pdf).
12. Contractors providing perinatal treatment services must comply with the current DHCS' Perinatal Practice Guidelines. Current Perinatal Practice Guidelines are to be utilized until new guidelines are issued by DHCS. Perinatal Practice Guidelines are posted online at: [https://www.dhcs.ca.gov/Documents/CSD\\_KS/CSD%20Perinatal%20Services/Perinatal-Practice-Guidelines.pdf](https://www.dhcs.ca.gov/Documents/CSD_KS/CSD%20Perinatal%20Services/Perinatal-Practice-Guidelines.pdf).

---END OF ADDENDUM---

**Substance Use Prevention, Treatment, and Recovery Services Block Grant  
(SUBG) State Fiscal Program Specifications**

(Verbatim language from Biennial 2024-26  
SUBG County Application, Enclosure 2, Article II. General)

Contractor acknowledges and agrees that any references to the County herein also pertains to the Contractor and/or any subcontracting agency.

**II. General**

**1. Additional Contract Restrictions**

This Contract is subject to any additional restrictions, limitations, or conditions enacted by the Congress, or any statute enacted by the Congress, which may affect the provisions, terms, or funding of this Contract in any manner.

**2. Hatch Act**

County agrees to comply with the provisions of the Hatch Act (USC, Title 5, Part III, Subpart F., Chapter 73, Subchapter III), which limit the political activities of employees whose principal employment activities are funded in whole or in part with federal funds.

**3. No Unlawful Use or Unlawful Use Messages Regarding Drugs**

County agrees that information produced through these funds, and which pertains to drugs and alcohol-related programs, shall contain a clearly written statement that there shall be no unlawful use of drugs or alcohol associated with the program.

Additionally, no aspect of a drug or alcohol-related program shall include any message on the responsible use, if the use is unlawful, of drugs or alcohol (HSC, Division 10.7, Chapter 1429, Sections 11999-11999.3). By signing this Enclosure, County agrees that it will enforce, and will require its subcontractors to enforce, these requirements.

**4. Limitation on Use of Funds for Promotion of Legalization of Controlled Substances**

None of the funds made available through this Contract may be used for any activity that promotes the legalization of any drug or other substance included in Schedule I of Section 202 of the Controlled Substances Act (21 USC 812).

**5. Debarment and Suspension**

County shall not subcontract with or employ any party listed on the government wide exclusions in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR part 1986 Comp. p. 189) and 12689 (3 CFR part 1989., p. 235), "Debarment and Suspension." SAM exclusions contain the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549.

The County shall advise all subcontractors of their obligation to comply with applicable federal debarment and suspension regulations, in addition to the requirements set forth in 42 CFR Part 1001.

If a County subcontracts or employs an excluded party, DHCS has the right to withhold payments, disallow costs, or issue a CAP, as appropriate, pursuant to HSC Code 11817.8(h).

**6. Restriction on Distribution of Sterile Needles**

No SUBG funds made available through this Contract shall be used to carry out any program that includes the distribution of sterile needles or syringes for the hypodermic injection of any illegal drug unless DHCS chooses to implement a demonstration syringe services program for injecting drug users.

**7. Health Insurance Portability and Accountability Act (HIPAA) of 1996**

All work performed under this Contract is subject to HIPAA, County shall perform the work in compliance with all applicable provisions of HIPAA. As identified in Exhibit E, DHCS and County shall cooperate to assure mutual agreement as to those transactions between them, to which this provision applies. Refer to Exhibit E for additional information.

**A. Trading Partner Requirements**

1. No Changes. County hereby agrees that for the personal health information (Information), it will not change any definition, data condition or use of a data element or segment as proscribed in the Federal Health and Human Services (HHS) Transaction Standard Regulation (45 CFR 162.915 (a)).
2. No Additions. County hereby agrees that for the Information, it will not add any data elements or segments to the maximum data set as proscribed in the HHS Transaction Standard Regulation (45 CFR 162.915 (b)).
3. No Unauthorized Uses. County hereby agrees that for the Information, it will not use any code or data elements that either are marked "not used" in the HHS Transaction's Implementation specification or are not in the HHS Transaction Standard's implementation specifications (45 CFR 162.915 (c)).
4. No Changes to Meaning or Intent. County hereby agrees that for the Information, it will not change the meaning or intent of any of the HHS Transaction Standard's implementation specification (45 CFR 162.915 (d)).

**B. Concurrence for Test Modifications to HHS Transaction Standards**

County agrees and understands that there exists the possibility that DHCS or others may request an extension from the uses of a standard in the HHS Transaction Standards. If this occurs, County agrees that it will participate in such test modifications.

**C. Adequate Testing**

County is responsible to adequately test all business rules appropriate to their types and specialties. If the County is acting as a clearinghouse for enrolled providers, County has obligations to adequately test all business rules appropriate to each and every provider type and specialty for which they provide clearinghouse services.

**D. Deficiencies**

County agrees to correct transactions, errors, or deficiencies identified by DHCS, and transactions errors or deficiencies identified by an enrolled provider if the County is acting as a clearinghouse for that provider. When County is a clearinghouse, County agrees to properly communicate deficiencies and other pertinent information regarding electronic transactions to enrolled providers for which they provide clearinghouse services.

**E. Code Set Retention**

Both parties understand and agree to keep open code sets being processed or used in this Contract for at least the current billing period or any appeal period, whichever is longer.

**F. Data Transmission Log**

Both parties shall establish and maintain a Data Transmission Log which shall record any and all Data Transmissions taking place between the Parties during the term of this Contract. Each party will take necessary and reasonable steps to ensure that such Data Transmission Logs constitute a current, accurate, complete, and unaltered record of any and all Data Transmissions between the parties, and shall be retained by each Party for no less than twenty-four (24) months following the date of the Data Transmission. The Data Transmission Log may be maintained on computer media or other suitable means provided that, if it is necessary to do so, the information contained in the Data Transmission Log may be retrieved in a timely manner and presented in readable form.

**8. Nondiscrimination and Institutional Safeguards for Religious Providers**

County shall establish such processes and procedures as necessary to comply with the provisions of USC, Title 42, Section 300x-65 and CFR, Title 42, Part 54.

**9. Counselor Certification**

Any counselor or registrant providing intake, assessment of need for services, treatment or recovery planning, individual or group counseling to participants, patients, or residents in a DHCS licensed or certified program is required to be registered or certified as defined in CCR, Title 9, Division 4, Chapter 8.

**10. Cultural and Linguistic Proficiency**

To ensure equal access to quality care by diverse populations, each service provider receiving funds from this Contract shall adopt the Federal Office of Minority Health Culturally and Linguistically Appropriate Service (CLAS) national standards as outlined online at:

<https://minorityhealth.hhs.gov/omh/browse.aspx?lvl=2&lvlid=53https://thinkculturalhealth.hhs.gov/clas/standards>

**11. Intravenous Drug Use (IVDU) Treatment**

County shall ensure that individuals in need of IVDU treatment shall be encouraged to undergo AOD treatment (42 USC 300x-23 (45 CFR 96.126(e)).

**12. Tuberculosis Treatment**

County shall ensure the following related to Tuberculosis (TB):

- A. Routinely make available TB services to individuals receiving treatment.
- B. Reduce barriers to patients' accepting TB treatment.
- C. Develop strategies to improve follow-up monitoring, particularly after patients leave treatment, by disseminating information through educational bulletins and technical assistance.

**13. Trafficking Victims Protection Act of 2000**

County and its subcontractors that provide services covered by this Contract shall comply with the Trafficking Victims Protection Act of 2000 (USC, Title 22, Chapter 78, Section 7104) as amended by section 1702 of Pub. L. 112-239.

**14. Tribal Communities and Organizations**

County shall regularly review population information available through Census, compare to information obtained in the California Outcome Measurement System for Treatment (CalOMS-Tx) to determine whether the population is being reached, and survey Tribal representatives for insight in potential barriers to the substance use service needs of the American Indian/Alaskan Native (AI/AN) population within the County geographic area. Contractor shall also engage in regular and meaningful consultation and collaboration with elected officials of the tribe, Rancheria, or their designee for the purpose of identifying issues/barriers to service delivery and improvement of the quality, effectiveness, and accessibility of services available to AI/AN communities within the County.

**15. Cannabis Restriction**

Grant funds may not be used, directly or indirectly, to purchase, prescribe, or provide cannabis or treatment using cannabis. Treatment in this context includes the treatment of opioid use disorder. Grant funds also cannot be provided to any individual who or organization that provides or permits cannabis use for the purposes of treating substance use or mental disorders. See, e.g., 45 CFR. § 75.300(a) (requiring HHS to "ensure that Federal funding is expended . . . in full accordance with U.S. statutory . . . requirements."); 21 USC § 812(c) (10) and 841 (prohibiting the possession, manufacture, sale, purchase or distribution of cannabis). This prohibition does not apply to those providing such treatment in the context of clinical research permitted by the DEA and under an FDA-approved investigational new drug application where the article being evaluated is cannabis



or a constituent thereof that is otherwise a banned controlled substance under Federal law.

**16. Participation of County Behavioral Health Director's Association of California**

The County AOD Program Administrator shall participate and represent the County in meetings of the County Behavioral Health Director's Association of California for

the purposes of representing the counties in their relationship with DHCS with respect to policies, standards, and administration for AOD abuse services.

The County AOD Program Administrator shall attend any special meetings called by the Director of DHCS. Participation and representation shall also be provided by the County Behavioral Health Director's Association of California.

**17. Adolescent Best Practices Guidelines**

County must utilize DHCS guidelines in developing and implementing youth treatment programs funded under this Enclosure. The Adolescent Best Practices Guidelines can be found at:

[https://www.dhcs.ca.gov/Documents/CSD\\_CMHCS/Adol%20Best%20Practices%20Guide/AdolBestPracGuideOCTOBER2020.pdf](https://www.dhcs.ca.gov/Documents/CSD_CMHCS/Adol%20Best%20Practices%20Guide/AdolBestPracGuideOCTOBER2020.pdf)

**18. Byrd Anti-Lobbying Amendment (31 USC 1352)**

County certifies that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 USC 1352. County shall also disclose to DHCS any lobbying with non-Federal funds that takes place in connection with obtaining any Federal award.

**19. Nondiscrimination in Employment and Services**

County certifies that under the laws of the United States and the State of California, County will not unlawfully discriminate against any person.

**20. Federal Law Requirements:**

- A. Title VI of the Civil Rights Act of 1964, Section 2000d, as amended, prohibiting discrimination based on race, color, or national origin in federally-funded programs.
- B. Title VIII of the Civil Rights Act of 1968 (42 USC 3601 et seq.) prohibiting discrimination on the basis of race, color, religion, sex, handicap, familial status or national origin in the sale or rental of housing.
- C. Age Discrimination Act of 1975 (45 CFR Part 90), as amended 42 USC Sections 6101 – 6107), which prohibits discrimination on the basis of age.
- D. Age Discrimination in Employment Act (29 CFR Part 1625).
- E. Title I of the Americans with Disabilities Act (29 CFR Part 1630) prohibiting

discrimination against the disabled in employment.

- F. Title II of the Americans with Disabilities Act (28 CFR Part 35) prohibiting discrimination against the disabled by public entities.
- G. Title III of the Americans with Disabilities Act (28 CFR Part 36) regarding access.
- H. Section 504 of the Rehabilitation Act of 1973, as amended (29 USC Section 794), prohibiting discrimination on the basis of individuals with disabilities.
- I. Executive Order 11246 (42 USC 2000(e) et seq. and 41 CFR Part 60) regarding nondiscrimination in employment under federal contracts and construction contracts greater than \$10,000 funded by federal financial assistance.
- J. Executive Order 13166 (67 FR 41455) to improve access to federal services for those with limited English proficiency.
- K. The Drug Abuse Office and Treatment Act of 1972, as amended, relating to nondiscrimination on the basis of drug abuse.
- L. Confidentiality of Alcohol and Drug Abuse Patient Records (42 CFR Part 2, Subparts A – E).

**21. State Law Requirements:**

- A. Fair Employment and Housing Act (Government Code Section 12900 et seq.) and the applicable regulations promulgated thereunder (2 CCR 7285.0 et seq.).
- B. Title 2, Division 3, Article 9.5 of the Government Code, commencing with Section 11135.
- C. Title 9, Division 4, Chapter 8 of the CCR, commencing with Section 13000.
- D. No federal funds shall be used by the County or its subcontractors for sectarian worship, instruction, or proselytization. No federal funds shall be used by the County or its subcontractors to provide direct, immediate, or substantial support to any religious activity.

**22. Additional Contract Restrictions**

- A. Noncompliance with the requirements of nondiscrimination in services shall constitute grounds for DHCS to withhold payments under this Contract or terminate all, or any type, of funding provided hereunder.
- B. This Contract is subject to any additional restrictions, limitations, or conditions enacted by the federal or state governments that affect the provisions, terms, or funding of this Contract in any manner.

**23. Information Access for Individuals with Limited English Proficiency**

- A. County shall comply with all applicable provisions of the Dymally-Alatorre Bilingual Services Act (Government Code sections 7290-7299.8) regarding access to materials that explain services available to the public as well as providing language interpretation services.

- B. County shall comply with the applicable provisions of Section 1557 of the Affordable Care Act (45 CFR Part 92), including, but not limited to, 45 CFR 92.201, when providing access to: (a) materials explaining services available to the public, (b) language assistance, (c) language interpreter and translation services, or (d) video remote language interpreting services.

**24. Subcontract Provisions**

County shall include all of the foregoing Part II general provisions in all of its subcontracts. These requirements must be included verbatim in contracts with subrecipients and not through documents incorporated by reference.

**AGREEMENT FOR THE PROVISION OF  
SUBSTANCE USE DISORDER SERVICES  
ENVIRONMENTAL PREVENTION STRATEGIES AND SERVICES**

**CONTRACTOR NAME:** REACH OUT WEST END

**A. Contractor shall provide Environmental Prevention Strategies and Services as defined herein to San Bernardino County residents.**

**B. FACILITY LOCATIONS:**

Contractor shall provide the above services in and from the following address(es):

Upland Location	Yucca Valley Location
1126 W. Foothill Blvd, Ste. 250	7248 Joshua Ln.
Upland, CA 91786	Yucca Valley, CA 92284

**C. Definitions**

1. Substance Use Disorder Primary Prevention Data Quality Standards and Definitions (PPDQS) – The Substance Abuse Mental Health Services Administration (SAMHSA) and the PPDQS, have classified prevention strategies into six categories. The definitions, along with practical examples of the application, of each strategy are provided below and are taken from 45 CFR 96.125.
  - a. Information Dissemination Strategy – Provides awareness and knowledge of the nature and extent of alcohol, tobacco, and drug use, abuse and addiction, and their effects on individuals, families, and communities. It also provides knowledge and awareness of available prevention programs and services. Information dissemination is characterized as “One-way” communication from the source to the audience, with limited contact between the two. A message is delivered, but there is little opportunity for an exchange of information with those who receive the message. Examples of this strategy include print and electronic media, speaking engagements, resource directories, clearinghouses, or health fairs/promotions. In an effort to collect the best possible prevention related data, California does not collect demographics for Information dissemination type services/activities as they are generally estimated figures with no documented basis.
  - b. Education Strategy – Involves two-way communication and is distinguished from the Information Dissemination Strategy by the fact that interaction between the educator/ facilitator and the participants is the basis of its activities. Activities under this strategy aim to affect critical life and social

skills, including decision making, refusal skills, critical analysis, and systemic judgement abilities. Approaches used in this strategy involve some form of education to enhance individual efforts to remain free from substance misuse. However, not all activities within this strategy need to be conducted by a teacher or in a classroom/school setting.

- c. Alternatives Strategy – Provides for the participation of target populations in activities that exclude alcohol, tobacco, and other drug use. The assumption is that constructive and healthy activities offset the attraction to or otherwise meet the needs usually filled by alcohol, tobacco, and other drugs and would, therefore, minimize or remove the need to use these substances. Alternative activities and programs redirect individuals from potentially problematic settings and activities to situations free from the influence of substances of misuse.
- d. Problem Identification and Referral Strategy – Aimed at identification of those individuals who have indulged in illegal/age-inappropriate use of tobacco or alcohol and those individuals who have indulged in the first use of illicit substances and to assess whether their behavior can be reversed through education. It should be noted, however, that this strategy does not include any activity designed to determine if a person is in need of treatment. A key aspect of this strategy is that the services and/or activities are geared toward behavioral change, not therapy for substance use disorder treatment. There is a potential for some of the services within this strategy to bridge into treatment. It is important that Providers are aware that administration of addiction diagnosis and severity instruments, case management, and/or preparation for treatment intervention are not a component of this strategy and cannot be funded with SUBG Block Grant primary prevention set-aside dollars.
- e. Community-Based Process Strategy – Aims to enhance the ability of the community to more effectively provide prevention services for substance use disorders. Activities in this strategy include organizing, planning, and enhancing the efficiency and effectiveness of service implementation, interagency collaboration, coalition building, and networking. This strategy very closely aligns with a broad range of activities such as assessment, capacity building, planning, implementation of services, and program and/or service evaluation.
- f. Environmental Strategy – Establishes or changes written and unwritten community standards, codes and attitudes, thereby influencing incidence and prevalence of strategy is divided into two subcategories to permit distinction between activities which center on legal and regulatory initiatives and those which relate to the service and action-oriented initiatives. Environmental strategies are efforts aimed at changing or influencing

community standards, institutions, structures, or attitudes that shape individuals' behaviors. Environmental strategies focus on creating an environment that makes it easier for people to act in healthy ways.

2. Client(s) – A San Bernardino County resident who will be receiving the services as described in the Request for Proposal (RFP).
3. Community-Based Process – A prevention strategy that establishes or changes written and unwritten community standards, codes and attitudes, thereby influencing the prevalence of substance use disorders. The strategy also enhances the ability of the community to effectively plan and implement prevention services for substance use disorder problems.
4. Coalition Member – An individual who lives and/or works within their community, who is willing to build relationships, raise awareness, and inform community members about pressing problems, prevention efforts, and engage in social action in their community. Coalition members shall not be employed by the County or local government.
5. Cultural Competence – The acceptance and understanding of cultural norms and their possible influence on the participant's issues and/or behavior, i.e., using the understanding of the differences between the prevailing social culture and that of the participant's family, to aid in developing individualized supports and services.
6. Department of Behavioral Health (DBH) – DBH under state law provides mental health and/or substance use disorder treatment and prevention services to County residents. In order to maintain a continuum of care, DBH operates or contracts for the provision of 24-hour residential treatment, non-medical withdrawal management (detoxification) services, Outpatient Treatment services, Intensive Outpatient Treatment (IOT), case management, prevention services, recovery services and crisis and referral services. Community services are provided in all major County metropolitan areas and are readily accessible to County residents.
7. Environmental Prevention Priority Areas – The Environmental Prevention Priority Areas were identified as high priority, community problem statements to address identified primary prevention problem areas throughout San Bernardino County. Each of the four Environmental Prevention Priority Areas contain problem statements, goals, objectives and strategies. Environmental Prevention Priority Areas include Alcohol Prevention, Cannabis Prevention, Methamphetamine Prevention, and Opioid Prevention and including any emerging substances. Refer to the Strategic (Substance Use Disorder) Prevention Plan for specific goals, objectives and strategies.
8. Evidence-based Program – Program or collection of practices that has a record of success. That is, there is reliable, trustworthy and valid evidence to suggest that when the program is used with a particular group, the program will advance the consumer in a positive manner.

9. High-Rate Users/Binge Drinking – Binge drinking is defined as five or more drinks at a single setting (within a few hours) for males and four or more drinks for females.
10. Institute of Medicine (IOM) – A nonprofit organization specifically created for providing science-based advice on matters of biomedical science, medicine, and health purpose. The IOM was chartered in 1970 as a component of the National Academy of Sciences. The IOM provides a vital service by working outside the framework of government to ensure scientifically informed analysis and independent guidance. The IOM's mission is to serve as adviser to the nation to improve health. The IOM provides unbiased, evidence-based, and authoritative information and advice concerning health and science policy to policy-makers, professionals, leaders in every sector of society, and the public at large.
11. Institute of Medicine Categories – The chronic care model adopted by the State DHCS that recognizes substance use disorders as a chronic disease. This model (as related to prevention), traditionally developed to delay or avert the onset of behavioral health illnesses, approaches prevention from both the individual, as well as the community level; classifying prevention efforts into three separate categories: Universal, Selective, and Indicated.
  - a. Universal Prevention– Are interventions targeted to the general public, an entire community, or to a whole population group, such as all children in a school or an entire city.
  - b. Selective Prevention – Are interventions targeted to individuals, neighborhoods, or subgroups of the whole population with identified risk factors for the development of substance use disorders or problems related to substance use disorders. These populations are placed at higher risk simply by being associated with or classified as part of a high-risk group or location, such as children of substance misusers or neighborhoods with high crime rates and allow easy access to substances of misuse.
  - c. Indicated Prevention – Are interventions targeted to areas, individuals or subgroups that are identified as beginning to experience the negative effects of problematic substance misuse; having non-clinical but detectable signs or symptoms foreshadowing substance use disorders.
12. Logic Model – A Logic Model document serves as a planning tool to clarify and graphically display what the project intends to do and what it hopes to accomplish and impact. A logic model summarizes key program elements, explains the rationale behind program activities, clarifies intended outcomes, and provides a communication tool. A logic model is a map that is developed to clarify and communicate what the project intends to do and its presumed impact.
13. Work Plan – Work Plan documents provide an outline of tasks to be completed for each identified Environmental Prevention initiative. Work Plans provide an overview

of identified goals, objectives, target populations, and geographic areas that the Proposer(s) will address with tentative timelines and completion dates per Environmental Prevention Initiative.

14. Media Advocacy – A strategy that uses the power of the media to advance an environmental prevention agenda. This strategy requires news story development that clearly presents specific substance use disorder problems and the policies and social changes required to resolve them. Media advocacy develops and promotes news-making pieces and opinion-editorials to the media, supports communities in campaigns, plans and conducts media conferences.
15. Performance Measure – Performance measure is a qualitative or quantitative characterization of performance. Performance measures are important because they help to set goals and standards; detect and correct problems; manage, describe, and improve processes; and document accomplishments.
16. ECCO Electronic Records System – A web-based tool required by the California Department of Health Care Services (DHCS) that is used to collect meaningful outcome measures from DHCS funded Substance Use Disorder Prevention Programs in California. Information collected via ECCO satisfies the federal reporting needs required by use of Substance Use Prevention Treatment and Recovery Services (SUBG) Block Grant funds. Additionally, ECCO can be strategically used to enhance local prevention efforts. Training for use of the ECCO system can be made available from State DHCS and DBH.
17. Program – Proposer's, Contractor's, Provider's, or Vendor's/Applicant's overall services described in this RFP; including but not limited to; the operations, facility, equipment, staff and methodology and modality, etc.
18. State – The "State and/or applicable State agency" as referenced in this RFP may include the Department of Health Care Services (DHCS), the Department of State Hospitals (DSH), the Department of Social Services (DSS), Mental Health Services Oversight and Accountability Commission (MHSOAC), the Department of Public Health (CDPH), and the Office of Statewide Health Planning and Development (OSHPD).
19. Strategic Prevention Framework (SPF) – The Strategic Prevention Framework (SPF) developed by the Substance Abuse and Mental Health Administration (SAMHSA) is a planning process for preventing substance use and misuse. The SPF provides an evidence-based outcomes approach that reflects Cultural Competence and Sustainability. The Strategic Prevention Framework's effectiveness understands community needs and involves community members in all stages of the planning process. The SPF includes Assessment, Capacity, Planning, Implementation, and Evaluation.
  - a. Assessment – Assess population needs, resources, and readiness to address problems and gaps in service delivery.



- b. Capacity – Mobilize and/ or build financial and organizational resource capacity to address need; convey partnerships/ coalitions, assess readiness, and improve cultural competency.
  - c. Planning – Develop a comprehensive strategic plan.
  - d. Implementation – Implement evidence-based programs, infrastructure activities.
  - e. Evaluation – Monitor and measure process and outcome data of implemented programs, policies, and practices for effectiveness and sustainability to continuously refine and improve prevention services, effectively apply resources and appropriately develop a workforce.
20. Strategic (Substance Use Disorder) Prevention Plan (SPP) – The Strategic Prevention Plan (SPP) document describes the structured delivery of SUD Prevention Services, and an overview of San Bernardino County's problem statements, goals and objectives. The SPP outlines County needs into four Environmental Prevention Priority Areas. The SPP provides an overview of the current County approach to prevention services and activities. The mission of the SPP is to prevent and reduce harms related to alcohol and other drugs throughout San Bernardino County, utilizing the Strategic Prevention Framework. The State, DHCS, requires each County to outline and identify a framework and create a strategic plan for delivery of prevention services.
21. Substance Use Disorder (SUD) – Substance Use Disorder includes substance use and substance dependence. Substance use is a maladaptive pattern of substance use manifested by recurrent and significant adverse consequences related to the repeated use of substances. Substance dependence is a cluster of cognitive, behavioral, and physiological symptoms indicating that an individual continues use of substances despite significant substance related problems. SUD Services is the provision of services to prevent or reduce the harm of alcohol and other drugs throughout San Bernardino County through community action, education, support, and collaboration.
22. Substance Use Disorder and Recovery Services (SUDRS) – DBH- Substance Use Disorder and Recovery Services (SUDRS) provides a full range of SUD prevention, education and treatment services for communities and residents of San Bernardino County through contracts with community-based organizations and County-operated clinics with the goal of promoting prevention, intervention, recovery and resiliency for individuals and families.
23. Sustainability – A prevention component that focuses on sustaining positive outcomes, not sustaining any particular program. Sustainability should be implemented from the beginning of a program design and should be revisited and revised throughout the life of a program. Key activities for sustainability involve building support, showing results, and obtaining continuous funding.

**D. Background Information**

In 1998, both the U.S. Department of Education and the Center for Substance Abuse Prevention proposed that funds allocated for SUD prevention be awarded to programs that are scientifically defensible and performance based. It is, therefore, expected that all prevention programs show evidence of performance based prevention services that are scientifically defensible with measurable results.

DBH develops a strategic plan every five years that is reviewed on an annual basis which outlines the County's approach to SUD prevention services through the use of community-based, environmental prevention strategies. The DBH County Prevention Services are founded on the Strategic Plan for SUD Prevention and hereby incorporated by reference.

Successful environmental prevention services in the County produce effective community-level results through the use of five integrated strategies that produce sustainable outcomes, which include the following:

- Data collection and analysis
- Community organizing
- Policy development based on environmental or community condition change
- Media advocacy, and
- Enforcement

These five strategies are designed to produce changes in the community environment and align with the SUD Prevention Priority Areas: Alcohol Prevention, Cannabis Prevention, Methamphetamine Prevention, and Opioid Prevention. Successful outcomes in prevention efforts have previously been developed through work that employs a logic model that integrates the five strategies into clear prevention campaigns.

**E. Program Requirements**

1. Program services are implemented through community collaborations consisting of prevention service providers, regional community members, and often, key members from law enforcement, school, and other health and social services systems. Within the region, these collaborations work to advance the goals of one or more of the SUD Prevention Priority Areas through specific regional campaign plans. Experience from successful prevention campaigns has also determined that many effective strategies begin in local communities and are then developed into regional, multi-regional and countywide efforts. Consequently, in addition to the regional efforts, the prevention service providers receive and provide support and leadership in planning, developing, and implementing the countywide campaigns for the prevention priority areas.
2. Prevention campaigns conducted will include problem identification, data collection and analysis, priority setting, research supported strategy development, establishment of performance measures, program implementation, and evaluation

and feedback. Logic Models and Work Plans will describe how each regional/community level prevention service develops local campaign plans in response to a prevention priority area and how the effort works in conjunction with other prevention service providers to implement countywide efforts on behalf of each priority area. In addition, the Logic Models and Work Plans shall describe how the goals will be advanced for each SUD Prevention Priority Area selected using a community based environmental prevention approach and incorporating the five integrated strategies described. The Logic Model and Work Plan includes activities in support of countywide prevention efforts that assist in achieving the overall goals of SUD Prevention Priority Areas.

3. Program Objective

Contractor shall advocate, establish, and maintain evidence based SUD prevention services and shall provide technical assistance to communities to achieve changes in conditions that reduce SUD problems among youth and young adults in San Bernardino County. The prevention services shall be provided in accordance with the County Strategic Prevention Framework and shall implement evidence based prevention strategies in the regions. Contractor shall provide services as part of an integrated County effort, at community, regional, and county levels, to implement the Prevention Framework and support the SUD prevention priority areas described below and referred to as SUD Prevention Priority Areas.

- a. Alcohol Prevention
- b. Cannabis
- c. Methamphetamine Prevention
- d. Opioid Prevention

Contractor shall provide countywide technical assistance to the communities, cities, and stakeholders as approved by DBH.

Region(s)	Additional Services
<ul style="list-style-type: none"> <li>• Low Desert</li> <li>• West End</li> </ul>	<p>Co-facilitation/coordination of DBH-approved Media and Applied Data and Research Workgroups.</p> <p><b>Note:</b> Co-facilitation/coordination will be based on direction and approval by DBH.</p>

F. General Requirements

- 1. Provide regional and/or local evidence based prevention services through the engagement of diverse community members, local organizations, and public agencies and youth/young adults to change community conditions that contribute to

SUD problems. Include all SUD Prevention Priority Areas described below. Contractor shall select all SUD Prevention Priority Areas and objectives based on a comprehensive needs assessment. Statement of Goals below shall be included in the proposed Work Plan.

2. Initiatives to be addressed under this program are as follows:
  - a. Alcohol Prevention – to reduce the problems associated with the accessibility, sales, and misuse of alcohol by diverse youth and young adults.
  - b. Cannabis Prevention – to reduce the problems associated with accessibility, favorable attitudes, sales, and misuse of cannabis by diverse youth and young adults.
  - c. Methamphetamine Prevention – to reduce the problems associated with accessibility, manufacture, distribution, sales, and use of methamphetamines by diverse youth and young adults.
  - d. Opioid Prevention – to increase education and reduce the problems associated with availability, incorrect disposal and misuse by diverse youth and young adults.
3. Logic Models and Work Plans
  - a. For each SUD Prevention Priority Area, Contractor shall develop and maintain a Logic Model and Work Plan that identifies the specific campaign activities and schedules the timely completion of the deliverables as they relate to the objectives listed.
  - b. The Logic Model and Work Plan shall describe how the Contractor shall advance the goals of each SUD Prevention Priority Area, using an environmental prevention approach and incorporating the five integrated strategies as described in the Background Information portion of this Addendum. The Logic Model and Work Plan will also include activities in support of countywide prevention efforts to achieve the overall goals of the SUD Prevention Priority Areas.

The Prevention priority areas:

- The comprehensive campaign strategy developed per prevention priority area;
- The specific goals and objectives to be advanced per prevention priority area;
- How deliverables shall be linked to the specific goals and objectives of each priority area;
- The prevention activities and other tasks necessary to achieve each deliverable;

- The initial, intermediate, and final outcomes;
- Timelines for completion of the listed activities and tasks;
- How the Proposer(s) shall achieve final outcomes;
- How the quality of work shall be assured; and
- How achievement of these objectives will be documented.

Contractor shall complete a Logic Model and Work Plan for each fiscal year of the contract.

4. Statement of Objectives

Contractor shall advocate for achievement of each SUD Prevention Priority Area indicated in Contractors County approved Logic Models and Work Plans:

a. Alcohol Prevention:

- Enacted and/or expanded public policies that discourage private party hosts from making alcohol available to minors, as measured by enacted or expanded ordinances.
- Enacted policies and/or increased enforcement of existing policies and practices requiring responsible beverage service and sales training by owners and staff of retail outlets selling alcoholic beverages, as measured by enacted ordinances and/or increased enforcement including citations, minor decoy operations, and other compliance activities.
- Expansion of alcohol-free community events, public parks, and other recreational areas, as measured by enacted and/or expanded local ordinances and/or other policies.
- Enacted and/or expanded public policies to limit the density of stores selling alcohol in communities over-concentrated with alcohol outlets, as measured by enacted and or expanded local ordinances.
- Enacted and/or expanded policies to limit selling of low cost oversized alcoholic single serving items, fortified alcohol products, and promotional items, as measured by enacted or expanded local ordinances or business policies.
- Implement a community-based campaign designed to educate youth, young adults, and families about the harmful effects of alcohol use.

**Note: Responsible Beverage Service (RBS) training shall not be reimbursed under the Contract.**

b. Cannabis Prevention:

- Enacted and/or expanded public policies based on the State of California's Proposition 64 and the County's local ordinances regarding cannabis.
- Implement a community-based campaign designed to educate youth, young adults, and families about harmful effects of cannabis use.
- Initiate community enforcement efforts to reduced youth and young adult retail access to cannabis.
- Assess and monitor for land use policies used elsewhere to give cities local control to address potential issues associated with sales, use, distribution, and manufacturing of cannabis.
- Join efforts with the State and local agencies for data collection.
- Monitor cannabis use through surveys and treatment data to establish a baseline for future implementation.

c. Methamphetamine Prevention:

- Implement a community-based campaign designed to educate youth, young adults, and families about harmful effects of methamphetamine use.
- Research, identify, and conduct enforcement operations to restrict the availability of sales of illegal drug paraphernalia and illegal drug precursors in retail stores as measured by local ordinances, policy enactment, and procedural changes.
- Monitor methamphetamine use through surveys and treatment data to establish a baseline for future implementation.

d. Opioid Prevention:

- Educate the community of the safe disposal of unwanted and/or expired prescription drugs in cities and unincorporated areas of the county.
- Implement a community based campaign designed to educate youth, young adults and families about the harmful effects of opioid misuse.
- Increase awareness of the opioid prescription use and misuse for youth and young adults as measured by local survey.
- Monitor opioid use through surveys and treatment data to establish a baseline for future implementation.

**G. Program Deliverables**

Contractor shall achieve specified deliverables. Each deliverable shall be completed by June 15 of each fiscal year of the contract. Copies of the specified documentation of deliverables

identified as completed in each reporting period shall be made available upon request of DBH. The following deliverables shall be achieved in the initial contract period.

1. Collaboration Meetings – Contractor shall support the County’s goal of developing collaborative community partnerships.
  - a. Community Coalition Meetings – Contractor shall be expected to conduct a minimum of 12 meetings per year with one or more community collaborations that consist of coalition member, strategic partner, youth and young adults in support of advancing each SUD Prevention Priority Area, and initiate improvement in diverse community conditions. Strategic partners shall be community members representing key systems that have ready access to and can work with law enforcement, school districts, faith communities, health care organizations, media, parents and/or youth. Meetings shall be documented by meeting minutes, membership lists, commitment letters, sign-in sheets, and policy support letters from collaborative members.
  - b. Workgroup Meetings – Contractor shall meet with the DBH approved Applied Data and Research (ADR), Policy and Media Advocacy Workgroups at minimum once per month, or as directed by DBH to discuss regional and countywide SUD prevention issues, strategies, and prevention campaign activities. Participation in the monthly workgroups shall help the Contractor in implementing accountable and effective prevention programs, services, and defining outcomes.
  - c. Co-chair Meetings – Contractor shall provide the optional services of co-facilitating/co-coordinating the DBH approved ADR, Policy and Media Advocacy Workgroups in collaboration with designated DBH staff.
2. Coalition Member Recruiting – Contractor shall engage and retain a minimum of 20 culturally and linguistically diverse community members from the Contractor’s chosen region(s), of which approximately 40% of members shall be identified as strategic partners. Strategic partners shall advocate in support of community changes, initiate improvement in community conditions or practices that address each SUD Prevention Priority Area. Coalition members should be representative of the communities they serve. Active recruitment of coalition members shall include youth ages 12-17 and young adults ages 18-25. Youth and young adults shall represent approximately 20% of the coalition. The Contractor shall collect and maintain annual commitment letters from each community member, strategic partner, youth and young adult, to identify roles and responsibilities. Coalition members, including those who have been identified as strategic partners, are not required to be unique to the Contractor. It is understood that some strategic partners work across many regions. Selected coalition members shall not be employed by the County or local government.

3. Media Stories – Contractor and/or their community partners shall develop and submit a minimum of 12 unduplicated media pieces per year in San Bernardino County. Pieces could appear in broadcast, web-based or print media and should be supportive of the Contractor's County approved Work Plan campaign strategies. Media pieces may also include articles submitted as opinion/editorials. Pieces shall advance positions that advocate for specific policies or practices that shall address each SUD Prevention Priority Area and initiate improvement in community conditions. Published media pieces shall be documented using copies, and pieces that are broadcast through electronic media outlets shall be documented by listing title, date, time and the television, radio station, or web site that presented the piece.
  - a. All media pieces, print or electronic, shall be submitted to DBH for review in accordance with DBH Media Approval Protocols and Guidelines.
  - b. A minimum of three (3) media pieces shall be available in the County's threshold language(s).

**Note: Translation services shall not be reimbursed under the Contract.**

4. Media Event or News Conference – Contractor shall plan and conduct a minimum of one media event or news conference that advances specific policies or practices that address each SUD Prevention Priority Area and initiate improvement in community conditions. Media activities shall be consistent and supportive of the Contractor's approved Work Plan campaign strategies. Contractor shall maintain copies of published and unpublished media outputs including print and video or audiotape of electronic broadcasts. Youth under the age of 18 who participate in media events shall have signed parental consent to participate. Consent shall be maintained and on file at the agency for review by DBH.

Schedules and agendas for all media events and news conferences shall be submitted for review and approval in accordance with DBH Media Approval Protocol and Guidelines.

5. Community Policies – Contractor, in support of community partners and residents, should research and prepare a minimum of one local governing organization (neighborhood-community, City, County, etc.) or institutional (business related organization, Chamber of Commerce, etc.) policies to address each SUD Prevention Priority Area, and initiate improvement in community conditions per contract period. The policies shall be consistent and supportive of the Contractor's approved Work Plan campaign strategies, and shall be presented to the local governing authority (City Council, City Planning Commission, Board of Supervisors, Chamber of Commerce, business association, other appropriate groups, etc.). All community policies shall be submitted to DBH, for review and approval, at least ten business days prior to submission and presentation to the



appropriate governing or business organization for consideration. Copies of the submitted and/or adopted policies shall document activities.

6. Youth and Young Adult Participation – Contractor shall engage culturally and linguistically diverse youth and young adults between 12 and 25 years of age, as regular members in one or more community collaborations in support of advancing specific policy recommendations that address each SUD Prevention Priority Area and initiate improvement in community conditions. Meeting minutes and collaboration membership lists shall document youth participation.
7. Additional Program Conditions
  - a. Assessment – Contractor shall be required to participate in the Applied Data and Research Workgroup (ADRW) and shall be required to conduct community-level risk assessments using ADRW approved tools and protocols. All data collected shall be provided to DBH Research and Evaluation unit (R&E) and shall not be utilized without specific approval of DBH.
  - b. Prevention professional(s) shall attend regularly scheduled Prevention Provider Meetings authorized by DBH and other meetings which DBH deems appropriate.
  - c. Data Collection and Reporting Requirements – Environmental Prevention Services data shall be collected and reported as deemed necessary by DBH.
    - ECCO SUD Data Service – Data shall be entered in to the ECCO system by the 5<sup>th</sup> of the month in accordance with DBH directives. The monthly data entries shall include pertinent information related to strategic objectives, date of prevention activities, demographic information, if applicable, and Primary Prevention strategies employed in the delivery of service. In addition, Contractor shall submit ECCO entries within five business days of the previous month and shall make all revisions to ECCO entries in accordance with DBH timelines.
    - Contractor shall demonstrate progress in achieving measurable results as listed in the Strategic Prevention Plan for each Priority Area.
    - Contractor shall evaluate program outcomes quarterly to assess progress toward achieving goals and objectives. Contractor shall evaluate relevant data (statistical and anecdotal), problems encountered in achieving or failing to achieve proposed objectives, methods employed to resolve stated problems, etc., and this information shall be provided in Quarterly Reports. Contractor shall use the evaluation results to refine, improve and strengthen programs. Contractor shall submit quarterly progress reports describing specific accomplishments, services provided, counts, and collections to DBH by the 30<sup>th</sup> calendar day of the month following the end of each quarter.

Reports shall be submitted in the format and on a schedule approved by DBH.

- Annual Report – Contractor shall report annually to the County on year-to-date accomplishments, services provided, counts, and collections for each priority area as outlined in each work plan. Included shall be an analysis of how the resources invested in SUD prevention affected the city level, regional change, or a change in the targeted population within the County. All outcomes shall be clearly identified along with the process used to measure outcomes.

8. Requirements for Service Delivery

- a. Regional Services – Contractor shall develop, implement and maintain regional-based SUD prevention services within one or more SUDRS prevention services regions, to meet the goals listed in the Strategic Plan for Prevention. Regional-based services shall operate within a specific DBH prevention region or community. Contractor shall implement activities that include planning, development and/or review of relevant data, setting priorities and strategies for improving community conditions that affect diverse children, youth, young adults and families, and the development and implementation of specific prevention campaigns in support of the SUD Prevention Priority Areas. To leverage local, regional and countywide efforts, services shall also, in conjunction with other prevention service providers, contribute to the countywide initiative effort through leadership, support, and technical assistance.
- b. Collaborative and Environmental Services Model – Prevention services shall clearly reflect evidence-based services developed using a prevention campaign model and shall demonstrate integration of the five strategies. Contractor shall, in providing prevention services, only use Federal SUD prevention strategies approved for funding under Federal Substance Use Prevention and Treatment Block Grant (SUBG) guidelines. Implementation shall describe the involvement of multiple partners in collaboration to achieve program objectives, the development and implementation of environmental, policy-focused approaches, and the development and implementation of a strategic media plan.
- c. Participation in Countywide Media Advocacy Services – Contractor shall make available copies of final linguistic and culturally competent media releases (news pieces or opinion/editorials), plans for media events and news conferences to DBH for tracking broadcasts, publications, and news pieces. Contractor shall also work with the countywide media advocacy workgroup to ensure an effective and consistent presentation of materials and that releases of news pieces and the timing of media events are coordinated to assure media interest. Contractor shall acquire previously

designed drafts of culturally and linguistically appropriate news pieces, as available, from the countywide media advocacy workgroup and customize these drafts for local media release to ensure consistency of message as supporting the SUD Prevention Priority Areas.

Contractor shall provide the optional services of co-facilitating/co-coordinating the DBH approved Media Advocacy Workgroup in collaboration with designated DBH staff.

- d. Participation in Countywide Policy Workgroup – Contractor shall support and advance Countywide SUD Prevention Priority Areas by providing leadership, support, and resources for the SUD prevention priority areas, as a part of the overall prevention effort. Participation in prevention priority areas, including cannabis, alcohol, methamphetamines, and opioids, may include leadership or active participation in the policy work group or subcommittee. Contractor activities and level of support shall be described in the annual Work Plan. Contractor shall work collaboratively with other prevention service providers to ensure coordination and successful outcomes of the countywide prevention policy initiative goals and objectives. Contractor shall provide the optional services of co-facilitating/co-coordinating the DBH approved Policy Workgroup in collaboration with designated DBH staff.
- e. Federal and State Prevention Services Requirements – Changes in Federal and/or State of California SUD prevention service requirements may occur, primarily in how outcomes are identified and reported. Contractor shall, for all service categories, participate with the County as necessary to develop and implement required changes into the prevention program and services.
- f. SUDRS Information and Guidelines – Contractor agrees to adhere to all memos, letters, or instruction given by the Deputy Director and/or Senior Program Manager in the provision of any and all SUD programs. Contractor acknowledges full understanding of the provisions referenced in any memos, letters, or instructions given and agrees to operate the respective SUD prevention programs in accordance with the provisions of such information and the provisions of the Contract. At the option of the County, changes may be made during the Contract period. Such changes, when made, will be binding on the Contractor.

#### **H. Staffing Requirements**

Contractor shall recruit, hire and maintain program staff with the knowledge, training and experience necessary in planning and implementing SUD problem prevention strategies to provide required diverse community services.

1. Staffing Requirements for Regional-Based SUD Environmental Prevention Services:

Contractor shall employ full time key staff person(s) that meet the qualifications listed and shall demonstrate evidence of the minimum range of experience and skills within the proposed program staffing. Contractor is not required to have a unique staff member for each of the key staff skills if the available staff individual possesses the range of skills required for the key staff positions.

- a. On-Site Manager – There shall be a full-time on-site program manager for the program unless prior written approval is received from DBH. The program manager's time may be divided between administration and direct services.
- b. Prevention Services Specialist – Position shall require at least one year prevention services experience to include one or more prevention campaigns or at least 40 hours of training within the Prevention Professional Competencies prior to providing environmental prevention services, and 20 hours annually of continuing education thereafter. Position requires knowledge of the underlying principles of the public health perception of SUD; knowledge of the underlying principles and application of environmental strategies that advance policy based prevention approaches to reduce SUD; and competency to translate community-based planning objectives to reduce SUD into action plans using environmentally focused strategies with specific policy goals.
- c. Media Advocacy Specialist – Position shall require at least one year prevention services experience to include one or more prevention campaigns or at least 40 hours of training within the Prevention Professional Competencies prior to providing environmental prevention services, and 20 hours annually of continuing education thereafter. Position requires knowledge of the underlying principles of the use of media advocacy to reduce SUD; competency in translating community based planning objectives to reduce SUD into policy goals for media advocacy; and competency in planning, developing and implementing effective media action plans for SUD prevention campaigns.
- d. Community Organization Specialist – Position shall require at least one year prevention services experience to include one or more prevention campaigns or at least 40 hours of training within the Prevention Professional Competencies prior to providing environmental prevention services, and 20 hours annually of continuing education thereafter. Position requires knowledge and competency in organizing, developing and sustaining community-based collaborations aimed at achieving environmental change to reduce community SUD and knowledge of the purpose and function of multi-system collaboration to affect organizational and systems changes to reduce SUD in communities.

2. Review and Comment on the Qualifications of Prevention Services Staff – DBH shall receive, review and comment on the candidates under consideration for hire and shall receive a copy of the candidates resume and supporting documentation for file within five business days of the candidate's hire. If candidates have previous prevention work experience, this may waive the initial 40 hours of initial training required.
3. Qualification Documentation – Contractor shall maintain a copy of the resume and any supporting documentation that personnel assigned to the program meet the above standards in the personnel file for all personnel hired under the Contract by the last day of the first full month of employment. Documentation shall be maintained in the program's personnel file and shall be available for County monitoring purposes.
4. Ethnic or Cultural/Linguistic Representation and Sensitivity – Contractor, in all service categories provided, shall ensure that staff providing services be representative of the ethnic or cultural configuration of the community served or is sensitive to the ethnic and cultural/linguistic diversity of the community served. Educational information, media pieces, flyers, and/or meeting information shall be provided in, at minimum, threshold languages identified by DBH. Provisions for translation services shall be provided by the Contractor.
5. Clearances for Employees and Volunteers:
  - a. Clearances for Work with Minors – Employees, volunteers, and interns, who work directly with minors, shall have appropriate criminal background checks and clearances completed by Contractor prior to employment and annually thereafter. Documentation shall be maintained in the program's personnel file and shall be available for County monitoring purposes.
  - b. Department of Justice (DOJ) – Employees, volunteers, and interns shall successfully register with and receive an appropriate clearance by DOJ that conducts criminal background checks for persons who work with minors.
  - c. Drug Testing – Employees, volunteers, and interns shall be drug tested prior to hire and drug test results shall be negative for illegal drug use, including cannabis. Documentation shall be maintained in the program's personnel file and shall be available for County monitoring purposes.
  - d. Tuberculosis Testing – Employees, volunteers, and interns shall be tested for tuberculosis prior to hire, and annually thereafter and will be free of active disease, documented by a negative skin test and being symptom free. Documentation shall be maintained in the program's personnel file and shall be available for County monitoring purposes.
  - e. References – Employees, volunteers, and interns shall provide a minimum of one personal and one prior employment reference. Contractor shall verify reference information, and employees and volunteers shall not have any unresolved negative references for working with minors.

- f. Removal – Contractor shall immediately remove an employee, volunteer, or intern with an unresolved negative clearance from working directly with minors.

**I. Administrative Requirements**

1. Contractor must have the ability to maintain adequate files and records and meet statistical reporting requirements.
2. Contractor shall have the administrative and fiscal capability to provide and manage the proposed services and ensure an adequate audit trail.
3. Regulations and Standards
  - a. Contractor shall comply with all State and Federal statutes, regulations, and DBH Guidelines regarding confidentiality.
  - b. Contractor shall ensure staff are knowledgeable on the County DBH Notice of Substance Use Disorder and Recovery Services Grievance and Complaint Procedures and ensure that any complaints by clients are referred to the County in accordance with the procedures. The Policy consists of items such as:
    - DBH-SUDRS follows-up on all complaints;
    - Strict timelines are followed for complaint resolution;
    - DHCS can be contacted as well or if complaint remains unresolved; and/or
    - DBH ACCESS Unit shall be notified of all complaints  
A copy of the County DBH Notice of Personal/Civil Rights shall be given to each client upon entry into the program and shall be displayed in an area accessible and conspicuous to all clients and staff/volunteers/interns.
  - c. Contractor shall ensure all incidents with clients, community members or stakeholders are reported on the “Unusual Occurrence/Incident Report” County form QM053. Incidents can be, but are not limited to:
    - Dangerous Behavior;
    - Medical/Injury;
    - Disturbance/Destruction of Property;
    - Victimized;
    - Death;
    - Dangerous Behavior – Self;
    - Sexual Behavior; and/or

- Other's (not listed).

All incidents shall be reported to Contractor's supervision staff immediately. Staff witnessing the incident shall complete the QM053 form. Supervisory staff shall conduct an investigation and complete applicable sections for the QM053 form and submit a copy to the DBH Program Manager/designee by the next working day.

4. Evaluation and Management Processes

- a. Evaluation Requirements – Contractor shall maintain the technical capacity to identify performance indicators and to collect and report data on program performance and outcomes. Contractor shall be required to participate in a countywide evaluation system to evaluate prevention, treatment, and recovery programs.
- b. Evaluation Plan – Proposer(s) shall develop a program evaluation plan that assesses the achievement of each objective for their proposed program, including process and outcome measures. Proposers(s) shall describe how program operations and activities shall be measured and what data shall be utilized in determining the effectiveness of program services. Proposer(s) shall also describe the selection of instruments to be used, including its appropriateness with respect to cultural sensitivity and relevance to the specific population that the program shall target. Contractor will utilize instruments/tools to collect data and outcomes, taking into consideration their appropriateness with respect to cultural sensitivity and relevance to the specific population that the program serves. The evaluation plan shall be approved by DBH.
- c. Quality Management Process – Proposer(s) shall describe the internal quality management process the Proposer(s) shall use to ensure that appropriate and adequate services are provided; include how outcome data and other appropriate and adequate services shall be provided; include how outcome data and other appropriate information shall be used in a continuous quality improvement process.
- d. Performance Management Process – Contractor shall describe the internal performance management process the Contractor will use to ensure that program performance standards and outcomes are achieved in accordance with the logic models and work plans for each respective priority area. Describe how corrective action is initiated.
- e. County Objectives – Proposer(s) shall describe the SUD Prevention Priority Areas the Proposer(s) shall support and advance by linking program prevention services to one or more of them and how Proposer(s) shall do so.

**J. Program Consideration**

1. Geographical/Regional Service Area(s) – DBH's regional system of services consists of seven regions. The County is divided into the following regions: Central Valley, East Valley, West Valley, Mountains, High and Low Desert, and Needles. Contractor shall provide services to their specific regions identified.
2. Service Location Requirements – Environmental Prevention Services
  - a. Sites and Facilities – Contractor shall provide, schedule or otherwise arrange all sites, facilities, facility management, supplies and other resources necessary to provide program services or scheduled activities or events. Contractor may utilize multiple sites and/or locations within the service area.
  - b. Disabled Access – All sites and facilities shall be physically and programmatically accessible to the disabled, pursuant to ADA and California Title 24.
  - c. Sites, Facilities and Program Related Permits, Licenses and Certification – Contractor shall obtain and maintain all required site, facilities and program related permits, licenses and certifications necessary to provide program services, activities and events. Documentation shall be maintained in the program's files and shall be available for County monitoring purposes.

---END OF ADDENDUM





## **WORKPLAN REACH OUT**

### **Reach Out Low Desert**

**Low Desert: Morongo Valley, Yucca Valley, Pioneer Town, Landers, Joshua Tree, Twentynine Palms**

### **Priority Area: Alcohol**

**July 1, 2026 – June 30, 2027**

**Goal: To reduce the problems associated with accessibility, sales, and use of alcohol by diverse youth and young adults.**

### **OBJECTIVES**

- a.) Enacted and/or expanded public policies that discourage private party hosts from making alcohol available to minors, as measured or enacted by expanding ordinances.
- b.) Enacted policies and/or increased enforcement of existing policies and practices requiring responsible beverage service and sales training by owners and staff of retail outlets selling alcoholic beverages, as measured by enacted ordinances and/or increased enforcement including citations, minor decoy operations and other compliance activities.
- c.) Expansion of alcohol-free community events, public parks, and other recreational areas, as measured by enacted and/or expanded local ordinances and/or other policies.
- d.) Enacted and/or expanded public policies to limit the density of stores selling alcohol in communities over-concentrated with alcohol outlets, as measured by enacted and or expanded local ordinances.
- e.) Enacted and/or expanded policies to limit the selling of low cost oversized alcoholic single serving items, fortified alcohol products and promotional items, as measured by enacted or expanded local ordinances or business policies.
- f.) Implement a community-based campaign designed to educate young adults and families about the harmful effects of alcohol use.

## STRATEGY 1: RESEARCH &amp; DATA

Objectives	Target	Tasks	Responsible Person	Deadline
1.1 Assess the need for enactment and/or expansion of policies and ordinances aimed at reducing problems associated with the accessibility, sales, and use of alcohol by diverse youths and young adults	<b>Service Area(s):</b> Morongo Valley, Pioneer Town, Yucca Valley, Landers, Joshua Tree, Twentynine Palms  <b>Target #:</b> DBH directed # surveys to be disseminated & evaluated	Research, review, analyze, and track existing policies, local ordinances, and procedural strategies to determine needs for training, technical assistance (TA), and policy development. Areas of review include: <ul style="list-style-type: none"> <li>• Social Host Ordinance (SHO) (Obj. A)</li> <li>• Responsible Beverage Services (RBS) (Obj. B)</li> <li>• Policy allowing restaurants to sell alcoholic beverages to-go (Obj. B)</li> <li>• Ordinances aimed at supporting alcohol-free parks (Obj. C)</li> <li>• Local ordinances and zoning strategies designed to limit the density of stores selling alcohol in communities over-concentrated with alcohol outlets (Obj. D)</li> <li>• Business policies and local ordinances designed to limit the selling of low-cost oversized alcoholic single serving items, fortified alcohol products, and promotional items (Obj. E)</li> </ul>	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Media Advocacy Specialist</li> <li>• Community Organization Specialist</li> <li>• Evaluation Associate</li> <li>• Consultant</li> </ul>	December 31, 2026 and 2x per year
		Request and monitor local law enforcement, Hi Desert Crime tracker and other local qualitative and quantitative data to assess the need for modification or expansion of enforcement strategies. <ul style="list-style-type: none"> <li>• Citations related to SHO (Obj. A)</li> <li>• Alcohol and Beverage Control (ABC) data on RBS compliance and minor</li> </ul>		

	<b>Target:</b> Conduct 1 risk assessment within service area.	decoy operations (Obj. B) <ul style="list-style-type: none"> <li>Youth arrests or tickets issued regarding public intoxications, sobriety checkpoints, possession of alcohol (Obj. B)</li> <li>Alcohol outlet inspection data (Obj. D)</li> </ul>		
1.2 Evaluate the need to implement or enhance policies and ordinances that address issues related to the accessibility, production, distribution, sale, and use of alcohol among youth and young adults.	<hr/> <b>Target:</b> minimum of 1 focus group per year	Perform one risk assessment/environmental scan of parks, alcohol outlets, or other high-risk areas within the Low Desert to assess the need for enhanced enforcement efforts and/or policy expansion. This may be in conjunction with law enforcement's inspection of alcohol outlets and general compliance checks (Obj. B, D, and E).	<ul style="list-style-type: none"> <li>On-Site Manager</li> <li>Prevention Services Specialist</li> <li>Media Advocacy Specialist</li> <li>Community Organization Specialist</li> <li>Evaluation Associate</li> <li>Policy Associate</li> </ul>	June 15 <sup>th</sup> , 2027
		Conduct Community Level Risk Assessments using ADR approved tools and protocols as required by DBH to monitor the perception, gaps and needs around the accessibility, sales, and use of alcohol by diverse youth and young adults	<ul style="list-style-type: none"> <li>Prevention Services Specialist</li> <li>Media Advocacy Specialist</li> <li>Community Organization Specialist</li> </ul>	June 15, 2027
1.3 Establish a baseline for future implementation of alcohol use prevention strategies, community-based campaigns, and resources, designed to support risk and protective factors		Collect and evaluate emerging qualitative and quantitative data via focus groups, coalition meetings and or townhalls involving healthcare providers, adults, young adults, and youth to monitor and address alcohol use, prevention and treatment services available within the Morongo Basin. (Obj. A-F)	<ul style="list-style-type: none"> <li>Prevention Services Specialist</li> <li>Community Organization Specialist</li> <li>Evaluation Associate</li> <li>Consultant</li> </ul>	December 31, 2026, and ongoing

## STRATEGY 2: POLICY DEVELOPMENT

Objectives	Target	Tasks	Responsible Person	Deadline
	<p><b>Service Area(s):</b> Morongo Valley, Pioneer Town, Yucca Valley, Landers, Joshua Tree, Twentynine Palms</p> <p><b>Target #: 1</b> for the contract period</p>	<p>Collaborate with and mobilize coalition members to prepare and support one of the following policies/ordinances</p> <ul style="list-style-type: none"> <li>• Reinstatement of laws allowing restaurants and bars to only sell and serve alcohol in house, if applicable. (<i>Obj. B</i>)</li> <li>• Public or internal business policies and/or ordinances to limit the density of locations selling alcohol in communities over-concentrated with alcohol outlets through licensing and zoning efforts. (<i>Obj. D</i>)</li> <li>• Area-wide and/or internal business policies that limit the selling of low-cost oversized alcoholic single serving items, fortified alcohol products, and promotional items. (<i>Obj. E</i>)</li> <li>• Work with schools or youth serving organizations to implement internal protocols that ensure students receive accurate, age-appropriate educational information on alcohol.</li> <li>• Others as identified via Research &amp; Data strategies</li> </ul>	<ul style="list-style-type: none"> <li>• On-Site Manager</li> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>• Consultant</li> <li>• Evaluation Associate</li> <li>• Coalition members</li> </ul>	June 15, 2030

**STRATEGY 3: COMMUNITY ENGAGEMENT**

Objectives	Target	Tasks	Responsible Person	Deadline
3.1 Enhance capacity to increase awareness of the harmful effects of alcohol use, while promoting protective factors that prevent substance use, support recovery, and reduce the risk of dependence.	<p><b>Service Area(s):</b> Morongo Valley, Pioneer Town, Yucca Valley, Landers, Joshua Tree, Twentynine Palms</p> <p><b>Target:</b> 20 diverse coalition members</p> <p><b>Target #:</b> 12 Coalition meetings</p> <p><b>Target:</b> 40% of members are strategic partners</p> <p><b>Target:</b> 20% of members are youth/young adults</p> <p><b>Target:</b> At least 4 educational presentations to reach 400 community members/youth annually</p>	<p>Host a minimum of 12 coalition meetings, with the primary goal of developing and strengthening collaborative partnerships focused on substance use prevention. (Obj. A-F)</p> <p>Retain a minimum of 20 culturally and linguistically diverse coalition members from which approximately 40% identify as strategic partners and 20% represent youth (ages 12-17) and young adults (ages 18-25). (Obj. A-F)</p> <p>Engage youth through coalition-hosted activities such as service projects, group discussions, peer-led workshops, and interactive learning experiences that promote personal growth, resilience, and positive community involvement. (Obj. A-F)</p> <p>Provide community education via presentations, coalition meetings, webinars, conferences and Town Halls to build capacity and advance awareness of consequences associated with the accessibility, sales &amp; use of alcohol as well as policies, ordinances, prevention, and recovery strategies. (Obj. A-F)</p>	<ul style="list-style-type: none"> <li>Community Organization Specialist</li> <li>Prevention Services Specialist</li> <li>On Site Manager</li> </ul>	June 30, 2027
3.2 Engage the community on prevention efforts surrounding alcohol use.				

<p>3.3 Promote and increase availability and access to alcohol-free community events, parks and recreational spaces.</p>	<p>Target: Host at least one alcohol free community event</p>	<p>Partner with local organizations to host an alcohol-free community event (ex. Community block party, National Innovative Community Conference) focused on providing activities such as (<i>Obj. C</i>):</p> <ul style="list-style-type: none"> <li>• Indirect education around the risks associated with underage drinking</li> <li>• Alcohol prevention and recovery services, strategies, and resources</li> <li>• Interactive games and activities</li> <li>• Guest speakers and/or entertainment</li> </ul>	<p>Community Organization Specialist</p> <ul style="list-style-type: none"> <li>• On Site Manager</li> </ul>	<p>June 15, 2027</p>
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## STRATEGY 4: MEDIA ADVOCACY

Objectives	Target	Tasks	Responsible Person	Deadline
4.1 Develop and disseminate media stories that advance positions advocating for specific policies or practices related to alcohol and initiate improvement in community conditions	<p><b>Service Area(s):</b> Morongo Valley, Pioneer Town, Yucca Valley, Landers, Joshua Tree, Twentynine Palms</p> <p><b>Target:</b> Develop and disseminate a minimum of 4 evidence-based media pieces that will reach a minimum of 500 community members.</p> <hr/> <p><b>Target:</b> 1 out of the 4 will be in another threshold language.</p> <hr/>	<p>Collaborate in countywide media advocacy initiatives to develop and disseminate culturally and linguistically appropriate, evidence-based media campaigns aimed at educating the public and supporting prevention, recovery, and policy awareness. These campaigns should be unique (unduplicated), accessible, and tailored to meet the needs of diverse communities through a variety of media formats that may include:</p> <ul style="list-style-type: none"> <li>• Public service announcements (PSAs)</li> <li>• Radio and television broadcasts</li> <li>• Web-based content and videos</li> <li>• Social media campaigns</li> <li>• Digital ads or infographics</li> <li>• Print materials (e.g., flyers, brochures, posters)</li> <li>• Community newsletters or local publications</li> </ul>	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Community Organization Specialist</li> </ul>	June 15, 2027
4.2 Implement a community wide campaign focused on raising awareness of the risks and harmful effects of alcohol use.	<p><b>Target:</b> Develop and promote 1 community led media campaign</p>	<p>Coordinate and implement a community-led prevention campaign that leverages social media and local partnerships to raise awareness about the harmful effects of alcohol use (Obj. F). May include:</p> <ul style="list-style-type: none"> <li>• Art and Awareness Campaigns: Coalition members create posters, murals, or digital art with prevention messages.</li> <li>• Reels and Videos: Coalition</li> </ul>	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Community Organization Specialist</li> </ul>	June 30, 2030

		<p>members, teens and young adults create short videos, reels, or TikToks highlighting the risks of underage drinking.</p> <ul style="list-style-type: none"> <li>• Family Education Nights: Coalition-led events combining workshops, games, and presentations on alcohol prevention.</li> </ul>		
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**STRATEGY 5: ENFORCEMENT**

Objectives	Target	Tasks	Responsible Person	Deadline
5.1 Strengthen enforcement capacity through the use of risk assessments and active community partnerships	<b>Service Area(s):</b> Morongo Valley, Pioneer Town, Yucca Valley, Landers, Joshua Tree, Twentynine Palms	Partner with a community coalition, local law enforcement, or code enforcement agencies to conduct joint compliance and or Environmental Scan checks at retail outlets to ensure adherence to laws and ordinances restricting the sale of alcohol. (Obj. B)	<ul style="list-style-type: none"> <li>On-Site Manager</li> <li>Prevention Services Specialist</li> <li>Media Advocacy Specialist</li> <li>Community Organization Specialist</li> <li>Evaluation Associate</li> <li>Consultant</li> </ul>	June 15, 2027
	<b>Target:</b> Support 1 risk assessment annually	Educate local retailers, bars and restaurants on ordinances regarding the sale of alcohol, voluntary compliance tools, responsible sales and signage to discourage underage use. Provide retailers with information on Responsible Beverage Service certification.	<ul style="list-style-type: none"> <li>Prevention Services Specialist</li> <li>Community Organization Specialist</li> <li>Consultant</li> </ul>	June 15, 2027
	<b>Target:</b> Educate 5 retailers, restaurants or bars on responsible alcohol sales.	Conduct assessment of current signage, and if needed support the implementation of new and improved signage to promote alcohol-free parks and other recreation areas and provide findings to local city officials and Parks and Recreation Department. (Obj. C)	<ul style="list-style-type: none"> <li>Evaluation Associate</li> <li>Prevention Services Specialist</li> </ul>	June 15, 2030
5.2 Effectively communicate and disseminate accurate and relevant information about Social Host Ordinance to the community to promote awareness, understanding and involvement.	<b>Target:</b> Implement 1 new sign		<ul style="list-style-type: none"> <li>Media Services Specialist</li> <li>Prevention Services Specialist</li> <li>Community Organization Specialist</li> <li>Consultant</li> </ul>	June 15, 2030



## WORKPLAN REACH OUT

### REGION: LOW DESERT

Morongo Valley, Yucca Valley, Pioneer Town, Landers, Joshua Tree, Twentynine Palms

### Priority Area: Cannabis

Goal: To reduce the problems associated with accessibility, favorable attitudes, sales, and use of cannabis by diverse youth and young adults.

#### Objectives:

- A.) Enacted and/or expanded public policies based on the State of California's Proposition 64 and the County's local ordinances regarding cannabis.
- B.) Implement a community-based campaign designed to educate youth, young adults, and families about harmful effects of cannabis use
- C.) Initiate community enforcement efforts to reduce youth and young adult retail access to cannabis.
- D.) Assess and monitor for land use policies used elsewhere to give cities local control to address potential issues associated with sales, use, distribution and manufacturing of cannabis.
- E.) Join efforts with the State and local agencies for data collection
- F.) Monitor cannabis use through surveys and treatment data to establish a baseline for future implementation.

**Note:** The "Completion Date" column has been intentionally removed for this application. Per DBH guidance, that column is used during program

## STRATEGY 1: RESEARCH &amp; DATA

Objectives	Target	Tasks	Responsible Person	Deadline
1.1 Research and assess city policies and ordinances that prohibit the sale which decrease or limit accessibility to cannabis.	<b>Service Area(s):</b> Morongo Valley, Pioneer Town, Yucca Valley, Landers, Joshua Tree, Twentynine Palms  <b>Target:</b> DBH-directed # of surveys to be disseminated & evaluated  <b>Target:</b> minimum of 1 focus group annually  <b>Target:</b> minimum of 1 environmental scan annually	Research, identify, and document nearby cities that have successfully implemented strategies or ordinances to limit cannabis sales, use, distribution, or manufacturing (Obj. D)	Prevention Services Specialist <ul style="list-style-type: none"><li>• Consultant</li></ul>	June 15, 2027
1.2 Collaborate with local stakeholders to acquire data related to cannabis use to assess the needs and gaps		Build and strengthen partnerships with law enforcement, school districts, youth servicing organizations, and coalition members to collect data concerning cannabis use annually (Obj. E and F).	<ul style="list-style-type: none"><li>• On-Site Manager</li><li>• Prevention Services Specialist</li><li>• Community Organization Specialist</li><li>• Evaluation Associate</li></ul>	June 15, 2027
1.3 Conduct needs assessments via private and public sector data as well as DBH approved surveys and other approved assessment tools		Collect and evaluate emerging qualitative and quantitative data via focus groups, coalition meetings and or townhalls involving healthcare providers, adults, young adults, and youth to monitor and address cannabis use, prevention and treatment services available within the Morongo Basin. (Obj. E and F)	<ul style="list-style-type: none"><li>• On-Site Manager</li><li>• Prevention Services Specialist</li><li>• Media Advocacy Specialist</li><li>• Community Organization Specialist</li></ul>	December 31, 2026 and ongoing
		Conduct Community Level Risk Assessments using ADRW approved tools and protocols as required by DBH to monitor the perception, gaps and needs around	<ul style="list-style-type: none"><li>• Media Services Specialist</li></ul>	June 15, 2026

		with accessibility, favorable attitudes, sales, and use of cannabis among the youth and young adult populations (Obj. E, F)	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> </ul>	
		Perform an assessment/environmental scan of parks, smoke shops or other high-risk areas within the Low Desert to assess the need for enhanced enforcement efforts and/or policy expansion. This may be in conjunction with law enforcement's inspection of smoke shops and other businesses (Obj. C)	<ul style="list-style-type: none"> <li>• On Site Manager</li> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>• Consultant</li> <li>• Evaluation Associate</li> </ul>	June 15, 2026

## STRATEGY 2: POLICY DEVELOPMENT

Objectives	Target	Tasks	Responsible Person	Deadline
2.1 Enact and/or expand policies or ordinances that align with the interests of target areas and Proposition 64	<p><b>Service Area(s):</b> Morongo Valley, Pioneer Town, Yucca Valley, Landers, Joshua Tree, Twentynine Palms</p> <p><b>Target #:</b> 1 for the contract period</p> <hr/> <p><b>Target#:</b> minimum of 1 for the contract period</p>	<p>Collaborate with coalition members and community stakeholders to support one of the following policies/ordinances (Obj. A)</p> <ul style="list-style-type: none"> <li>• Enactment/expansion of the Social Host Ordinance (SHO) to include cannabis</li> <li>• Development of institutional policies within the service area to provide youth, young adults and parents with presentations, educational resources, and prevention strategies related to cannabis use.</li> <li>• Others as identified by Research &amp; Data strategies</li> <li>• Enactment of local policy to control density and zoning of cannabis sales retail space</li> </ul>	<ul style="list-style-type: none"> <li>• On-Site Manager</li> <li>• Prevention Services Specialist</li> <li>• Media Advocacy Specialist</li> <li>• Community Organization Specialist</li> <li>• Policy Associate</li> <li>• Evaluation Associate</li> </ul>	June 15, 2030
2.2 Renew/extend existing institutional policies with educational institutions to provide cannabis prevention services, training, and resources.		Continue to collaborate with secondary schools in the Low Desert to improve protective factors and reduce risk factors for both general population and indicated population youth through engagement, evidence based prevention education and resource navigation.	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> </ul>	June 15, 2030

**STRATEGY 3: COMMUNITY ENGAGEMENT**

Objectives	Target	Tasks	Responsible Person	Deadline
3.1 Build capacity to expand awareness and knowledge about the negative impacts of cannabis use as well as increase protective factors to deter use and dependence	<p><b>Service Area(s):</b> Morongo Valley, Pioneer Town, Yucca Valley, Landers, Joshua Tree, Twentynine Palms</p> <p><b>Target #:</b> 20 diverse coalition members</p> <hr/> <p><b>Target:</b> 12 Coalition meetings</p> <hr/> <p><b>Target:</b> 40% of members identify as strategic partners</p> <hr/> <p><b>Target:</b> 20% of members identify as youth/young adults</p> <hr/> <p><b>Target:</b> At least 8 educational presentations reach 350 community members/youth annually</p>	Foster community leaders and champions by engaging, retaining, and expanding coalition membership that represents multiple community sectors.	<ul style="list-style-type: none"> <li>• On-Site Manager</li> <li>• Prevention Services Specialist</li> <li>• Media Advocacy Specialist</li> <li>• Community Organization Specialist</li> </ul>	June 15, 2027

<p><b>3.2 Engage the community on prevention efforts surrounding cannabis use.</b></p>	<p><b>Target #:</b> Provide a minimum of 4 educational presentations to reach 400 community members annually.</p>	<p>Mobilize the community coalition to provide Cannabis community education focused on raising awareness on the legalities and the risks associated with cannabis use as well as prevention and healthy alternatives. (Obj. A-F)</p>	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Media Advocacy Specialist</li> <li>• Community Organization Specialist</li> <li>• Consultant</li> </ul>	<p>June 15, 2027</p>
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## STRATEGY 4: MEDIA ADVOCACY

Objectives	Target	Tasks	Responsible Person	Deadline
4.1 Develop and disseminate media stories that advance positions advocating for specific policies or practices related to cannabis and initiate improvement in community conditions	<p><b>Target:</b> Develop and disseminate a minimum of 4 evidence-based media pieces that will reach a minimum of 400 community members.</p> <hr/> <p><b>Target:</b> minimum of 1 out of the 4 will be in another threshold language.</p>	<p>Participate in countywide Media Advocacy services to create and disseminate linguistically and culturally competent unduplicated evidence-based media campaigns in the form of PSA's, broadcasts, web-based, social media, and/or print media to community members (Obj. B). May include</p> <ul style="list-style-type: none"> <li>• Public service announcements (PSAs)</li> <li>• Radio PSAs</li> <li>• Web-based content and videos</li> <li>• Social media campaigns</li> <li>• Digital ads or infographics</li> <li>• Print materials (e.g., flyers, brochures, posters)</li> <li>• Community newsletters or local publications</li> </ul>	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Media Advocacy Specialist</li> <li>• Community Organization Specialist</li> </ul>	June 15, 2027
4.2 Implement a community-wide campaign focused on raising awareness of the risks and harmful effects of cannabis use.	<p><b>Target:</b> Develop and promote 1 community led media campaign per contract period</p>	<p>Coordinate and implement a community led prevention campaign that leverages local partnerships to raise awareness about the harmful risks of cannabis use (Obj. B). May include:</p> <ul style="list-style-type: none"> <li>• Art and Awareness Campaigns- Community Coalition members create posters, murals, or digital art with prevention messages.</li> <li>• Reels and Videos- Coalition members, teens or young adults create short videos, reels, or TikToks highlighting</li> </ul>	<ul style="list-style-type: none"> <li>• Community Organization Specialist</li> <li>• Prevention Services Specialist</li> <li>• Community Coalition Members</li> </ul>	June 15, 2030



		<p>the risks associated with cannabis use.</p> <ul style="list-style-type: none"> <li>• Family Education Nights – Coalition-led events combining workshops, games, and presentations on the harmful effects of cannabis use.</li> </ul>		
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**STRATEGY 5: ENFORCEMENT**

Objectives	Target	Tasks	Responsible Person	Deadline
5.1 Build enforcement capacity by utilizing risk assessments and mobilizing community partnerships	<b>Service Area(s):</b> Morongo Valley, Pioneer Town, Yucca Valley, Landers, Joshua Tree, Twentynine Palms  <b>Target : 1 presentation per fiscal year</b>	Partner with community members to conduct compliance or Environmental Scan checks at retail outlets to ensure adherence to laws and local ordinances restricting the sale of cannabis and present findings to local governments and law enforcement. (Obj. C)	<ul style="list-style-type: none"> <li>On-Site Manager</li> <li>Prevention Services Specialist</li> <li>Media Advocacy Specialist</li> <li>Community Organization Specialist</li> <li>Evaluation Associate</li> <li>Consultant</li> </ul>	June 15 <sup>th</sup> , 2027
		Work with local municipalities, public parks, or event organizers to implement or improve at least one no smoking sign in a community space.	<ul style="list-style-type: none"> <li>On-Site Manager</li> <li>Prevention Services Specialist</li> <li>Media Advocacy Specialist</li> <li>Community Organization Specialist</li> </ul>	June 15, 2027
	<b>Target:</b> Educate 5 retailers, smoke shops or convenience stores on laws associated with cannabis.	Work with local retailers, smoke shops, and convenience stores to provide educational resources and guidelines on proper age verification procedures, and the legal consequences of unlawful distribution or sale of cannabis (Obj. C).	<ul style="list-style-type: none"> <li>Media Advocacy Specialist</li> <li>Prevention Services Specialist</li> <li>Evaluation Associate</li> <li>Community Organization Specialist</li> </ul>	June 15, 2027



## **WORK PLAN REACH OUT**

### **Region: Low Desert**

**Morongo Valley, Yucca Valley, Pioneer Town, Landers, Joshua Tree, Twentynine Palms**

### **Priority Area: Methamphetamine**

**July 1, 2026 – June 30, 2027**

**Goal: To reduce the problems associated with accessibility, manufacture, distribution, sales, and use of methamphetamines by diverse youth and young adults.**

### **OBJECTIVES**

- a. Implement a community-based campaign designed to educate young adults, and families about harmful effects of methamphetamine use.
- b. Research, identify, and conduct enforcement operations to restrict the availability of sales of illegal drug paraphernalia and illegal drug precursors in retail stores as measured by local ordinances, policy enactment, and procedural changes.
- c. Monitor methamphetamine use through surveys and treatment data to establish a baseline for future implementation.

**Note:** The "Completion Date" column has been intentionally removed for this application. Per DBH guidance, that column is used during program implementation to record the actual date each activity is completed. For proposal purposes, projected timelines are instead reflected in the Deadline column.

**STRATEGY 1: RESEARCH & DATA**

Objectives	Target	Tasks	Responsible Person	Deadline
1.1 Establish a foundation to guide future implementation of methamphetamine prevention strategies and community resources that strengthen protective factors and address risk factors.	<p><b>Service Areas</b> Yucca Valley, Morongo Valley, Joshua Tree, Pioneer Town, Landers, Twentynine Palms</p> <hr/> <p><b>Target:</b> Conduct 1 risk assessment within priority area.</p> <hr/> <p><b>Target:</b> DBH-directed # of surveys to be disseminated &amp; evaluated</p>	Conduct Community Level Risk Assessments using ADRW approved EP Survey tools and protocols as required by DBH to monitor the perception, gaps and needs around methamphetamine accessibility, manufacture, distribution, sales, and use among youth and young adult populations (Obj. C).	<ul style="list-style-type: none"> <li>Prevention Services Specialist</li> <li>Community Organization Specialist</li> </ul>	June 15, 2027
1.2 Evaluate the need to implement or enhance policies and ordinances that address issues related to the accessibility, production, distribution, sale, and use of methamphetamine		Research, identify, and evaluate current policies, local ordinances, and procedural strategies aimed at restricting the availability and sale of illegal drug paraphernalia and precursor chemicals in retail settings. This includes assessing enforcement practices, gaps in regulation, community impact, and stakeholder	<ul style="list-style-type: none"> <li>Prevention Services Specialist</li> <li>Evaluation Associate</li> <li>Consultant</li> </ul>	October 31, 2026

among youth and young adults.		engagement to determine the need for the development, enactment, or expansion of effective policies and ordinances. (Obj. B)		
1.3 Assess current enforcement strategies designed to reduce the accessibility, manufacture, distribution, sales, and use of methamphetamine		<p>Evaluate the need to modify or expand enforcement strategies, policies, or ordinances. Collect and analyze data from local law enforcement agencies and retail establishments such as:</p> <ul style="list-style-type: none"> <li>• Current procedures and protocols governing the sale and monitoring of illegal drug precursors and paraphernalia.</li> <li>• Details of enforcement practices, such as risk assessments, compliance checks, citation issuance, compliance checks, and follow-up actions.</li> <li>• Data on emergency response calls, arrests among youth and young adults, and incidents involving possession or distribution linked to illegal drug paraphernalia.</li> <li>• Review of existing diversion programs, community policing efforts, and retailer education initiatives designed to reduce illegal access to drug-related materials.</li> </ul>	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>• Evaluation Associate</li> </ul>	December 31, 2026
1.4 Assess current use trends and associated community problems to implement community	Service Area(s): Morongo Valley, Pioneer Town, Yucca	Collect and evaluate qualitative and quantitative data via focus groups held at townhalls and community coalition meetings including healthcare providers, adults, young	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>•</li> </ul>	December 31, 2026

<p>driven, evidence-based prevention solutions</p>	<p>Valley, Landers, Joshua Tree, Twentynine Palms</p> <p>Target #: 1 focus group per year</p>	<p>adults, and youth to monitor and address methamphetamine use, prevention and treatment services available within the Morongo Basin. (Obj. B)</p>		
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## STRATEGY 2: POLICY DEVELOPMENT

Objectives	Target	Tasks	Responsible Person	Deadline
2.1 Strengthen and or expand policies aimed at reducing the accessibility, production, distribution, sale, and use of methamphetamines among diverse youth and young adult populations.	<p><b>Service Area(s):</b> Morongo Valley, Pioneer Town, Yucca Valley, Landers, Joshua Tree, Twentynine Palms</p> <p><b>Target #: 1</b> Government or institutional policy or ordinance.</p>	Pass one local government or institutional policy that limits the accessibility, manufacture, distribution, sale, or use of methamphetamines and related materials (e.g., glass pipes), with the goal of modifying or expanding these policies to enhance public health and harm reduction efforts among youth and young adults. (Obj. B)	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Community Organization Specialist</li> <li>• Prevention Services Specialist</li> <li>• On Site Program Manager</li> <li>• Policy Associate</li> <li>• Evaluation Associate</li> </ul>	June 15, 2027

## STRATEGY 3: COMMUNITY ENGAGEMENT

Objectives	Target	Tasks	Responsible Person	Deadline
3.1 Build capacity to expand awareness and knowledge about the negative impacts of methamphetamine use as well as protective factors to deter use and dependence	<p><b>Service Area(s):</b> Morongo Valley, Pioneer Town, Yucca Valley, Landers, Joshua Tree, Twentynine Palms</p> <p><b>Target:</b> 20 diverse coalition members</p> <hr/> <p><b>Target:</b> 12 Coalition meetings</p> <hr/> <p><b>Target:</b> 40% of members identify as strategic partners</p> <hr/> <p><b>Target:</b> 20% of members identify as youth/young adults</p>	<p>Host a minimum of 12 coalition meetings, with the primary goal of developing and strengthening collaborative partnerships focused on substance use prevention. (Obj A)</p> <p>Retain a minimum of 20 culturally and linguistically diverse coalition members from which approximately 40% identify as strategic partners and 20% represent youth (ages 12-17) and young adults (ages 18-25). (Obj A)</p> <p>Engage youth through coalition-hosted activities such as service projects, group discussions, peer-led workshops, and interactive learning experiences that promote personal growth, resilience, and positive community involvement. (Obj A)</p> <p>Conduct community education focused on raising awareness on the legalities and the risks associated with cannabis use as well as prevention and healthy alternatives. Presentations will be conducted at, but not limited to, educational institutes/schools, coalition meetings, Town Halls, and treatment. (Obj. A)</p>	<ul style="list-style-type: none"> <li>Prevention Services Specialist</li> <li>Community Organization Specialist</li> <li>Strategic Partners</li> <li>Consultant</li> </ul>	June 15, 2027
	<p><b>Target #:</b> Provide a minimum of 4 educational presentations to reach 400 community members annually.</p>	<p>Provide community education in presentations, coalition meetings, webinars, and Town Halls to youth, young adults, elected officials, law enforcement, community members, and supporting agencies to build capacity and advance awareness of consequences associated</p>	<ul style="list-style-type: none"> <li>Media Advocacy Specialist</li> <li>Prevention Services Specialist</li> <li>Community Organization Specialist</li> </ul>	June 15 <sup>th</sup> , 2027



	<p>_____</p> <p><b>Target #: 4 community events</b></p>	with methamphetamine production, sale, and use as well as prevention and recovery strategies.		
3.2 Continue to mobilize and support the community coalition to garner additional community and local municipality support for Healthy Cities Initiative Action Team Projects to support prevention, recovery and prevent relapse.		Conduct a minimum of 4 community events per year, that address upstream solutions to environmental prevention of methamphetamine use in the Low Desert by offering basic needs support, resource navigation, connecting those in recovery to the community, offering volunteering and community action opportunities, leadership opportunities for youth and young adults and substance use prevention and recovery resources.	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> </ul>	June 15 <sup>th</sup> , 2027

## STRATEGY 4: MEDIA ADVOCACY

Objectives	Target	Tasks	Responsible Person	Deadline
4.1 Develop and disseminate media stories that advance positions advocating for specific policies or practices related to methamphetamine and initiate improvement in community conditions	<p><b>Service Area(s):</b> Morongo Valley, Pioneer Town, Yucca Valley, Landers, Joshua Tree, Twentynine Palms</p> <p><b>Target #:</b> Develop and disseminate a minimum of 4 evidence-based media pieces that will reach a minimum of 800 community members.</p>	<p>Collaborate in countywide media advocacy initiatives to develop and disseminate culturally and linguistically appropriate, evidence-based media campaigns aimed at educating the public and supporting prevention, recovery, and policy awareness. These campaigns should be unique (unduplicated), accessible, and tailored to meet the needs of diverse communities through a variety of media formats, which may include: (Obj. A)</p> <ul style="list-style-type: none"> <li>Public service announcements (PSAs)</li> <li>Radio</li> <li>Online content and videos</li> <li>Social media campaigns</li> <li>Digital ads or infographics</li> <li>Print materials (e.g., flyers, brochures, posters)</li> <li>Community newsletters or local publications</li> </ul>	<ul style="list-style-type: none"> <li>Media Advocacy Specialist</li> <li>Prevention Services Specialist</li> <li>Community Organization Specialist</li> </ul>	May 30, 2027

## STRATEGY 5: ENFORCEMENT

Objectives	Target	Tasks	Responsible Person	Deadline
5.1 Build enforcement capacity by utilizing risk assessments and mobilizing community partnerships	<p><b>Service Area(s):</b> Morongo Valley, Pioneer Town, Yucca Valley, Landers, Joshua Tree, Twentynine Palms</p> <p><b>Target #:</b> Support 1 risk assessments annually</p> <hr/> <p><b>Target #:</b> Educate 5 tobacco retailers or convenience stores annually on laws associated with drug paraphernalia sales.</p>	Partner with community coalition members, local law enforcement or code enforcement agencies to conduct compliance and or Environmental Scan checks at retail outlets to ensure adherence to laws restricting the sale of methamphetamine precursors and drug paraphernalia.	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>• On Site Manager</li> <li>• Consultant</li> </ul>	March 31, 2027
		Work with local tobacco retailers or convenience stores to provide education on legal restrictions regarding the sale of drug paraphernalia and precursors, offering voluntary compliance tools and signage to discourage illicit sales.	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>• Policy Associate</li> <li>• Evaluation Associate</li> </ul>	June 15, 2027



## Work Plan Reach Out

### Region: Low Desert

Morongo Valley, Pioneertown, Landers, Yucca Valley, Joshua Tree, Twentynine Palms

### Priority Area: Opioid and other Emerging Substances

July 1, 2026 to June 30, 2027

**Goal:** to increase education and reduce the problems associated with availability, incorrect disposal and use by diverse youth and young adults.

### OBJECTIVES

- A.) Educate the community of the safe disposal of unwanted and/or expired prescription drugs in cities and unincorporated areas of the county
- B.) Implement a community-based campaign designed to educate youth, young adults and families about the harmful effects of opioid use.
- C.) Increase the awareness of opioid prescription use for youth and young adults as measured by local survey.
- D.) Monitor opioid use through surveys and treatment data to establish a baseline for future implementation.
- E.) Provide training, treatment resources, and education to combat any other emerging substance.

**Note:** The "Completion Date" column has been intentionally removed for this application. Per DBH guidance, that column is used during program implementation to record the actual date each activity is completed. For proposal purposes, projected timelines are instead reflected in the Deadline column.

## STRATEGY 1: RESEARCH &amp; DATA

Objectives	Target	Tasks	Responsible Person	Deadline
1.1 Conduct comprehensive needs assessments using public and private sector data, through DBH-approved surveys and assessment tools, to establish a baseline that will guide future program planning and implementation.	<p><b>Service Areas:</b> Morongo Valley, Pioneertown, Landers, Yucca Valley, Joshua Tree, Twentynine Palms</p> <p><b>Target:</b> DBH determined # of surveys to be disseminated &amp; evaluated per month</p>	<p>Conduct and evaluate Community Level Risk Assessments using ADRW approved EP Survey tools and protocols as required by DBH to monitor the perception, gaps and needs around accessibility, favorable attitudes, sales, and use of opioids among the youth and young adult populations.</p> <ul style="list-style-type: none"> <li>• Yucca Valley</li> <li>• Twentynine Palms</li> <li>• Unincorporated communities: Morongo Valley, Landers, Pioneertown, Joshua Tree</li> </ul>	<ul style="list-style-type: none"> <li>• Prevention Services</li> <li>• Specialist</li> <li>• Community Organization Specialist</li> <li>• Evaluation Associate</li> </ul>	June 15, 2027
1.2 Assess the need for the enactment and/or expansion of policies and ordinances aimed at reducing the problems associated with the accessibility, distribution and use of opioids and emerging substances by diverse youth and young adults.		<p>Research local data, policies, prevention programs and ordinances related to opioids and emerging substances to assess the need for policy development. Policies/ordinances and programs to review include:</p> <ul style="list-style-type: none"> <li>• Safe Disposal Ordinances and Take-Back Programs</li> <li>• Local Regulations on Opioid Prescribing and Dispensing practices</li> <li>• Ordinances supporting Substance-Free Public Spaces and Events</li> <li>• Zoning and Land use policies limiting the concentration of high-risk retailers.</li> <li>• Local regulations on opioid prescribing and dispensing practices.</li> <li>• Business policies and local ordinances restricting the sale and marketing of emerging substances.</li> <li>• ODASH</li> <li>• Hi Desert Crime Tracker</li> </ul>	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Evaluation Associate</li> <li>• Consultant</li> </ul>	October 31, 2026

		Conduct one focus group per year at a local community center, community club or organization, school, or community coalition meeting within the Morongo Basin to assess community member perceptions regarding opioid use.		
1.3 Monitor opioid use, health outcomes, and disposal practices to guide the development of education, training, and campaign materials.		Monitor current statistics on opioid use, health outcomes, and disposal practices related to opioids and emerging substances to use in developing education, training and campaign materials. Data can include prescription drug monitoring, opioid overdose cases (Obj. D)	<ul style="list-style-type: none"> <li>Evaluation Associate</li> </ul>	June 15, 2027 (ongoing)

## STRATEGY 2: POLICY DEVELOPMENT

Objectives	Target	Tasks	Responsible Person	Deadline
2.1 Develop a policy/ordinance aimed at decreasing access to and harms of opioids among youth and young adults	<p>Target #: 1 for the contract period</p> <p>Service Area(s): Morongo Valley, Yucca Valley, Pioneer Town, Landers, Joshua Tree, Twentynine Palms</p>	<p>Collaborate with and support coalition members and community stakeholders to develop at least one policy/ordinance (one for the entire grant period). Examples include:</p> <ul style="list-style-type: none"> <li>• Create MOU agreement with multiple local retailers/bars to have a minimum of one staff member trained and equipped with Naloxone.</li> <li>• Create MOU with local organizations to provide Naloxone training and community naloxone/overdose prevention access points</li> <li>• Create and implement a Community Early Warning and Data Equity Tool application for tracking and reporting substance use and substance use paraphernalia in public spaces to better assess locations of high use and address problems through policy formation. Partner with and sign MOU with local municipalities, medical providers, schools and NGO's to further the reach and prevention impact in the community.</li> <li>• Partner with healthcare providers, including pharmacists, to develop and implement internal policies and procedures that facilitate the identification of individuals with Opioid Use Disorder (OUD) and establish referral pathways to community-based recovery support services.</li> <li>• Work with local school district, community college or other youth/young adult serving organizations to implement internal protocols that ensure students receive accurate, age-appropriate educational information on opioids and emerging substances.</li> <li>• Collaborate with local municipalities to</li> </ul>	<ul style="list-style-type: none"> <li>• On-Site Manager</li> <li>• Prevention Services Specialist</li> <li>• Media Advocacy Specialist</li> <li>• Community Organization Specialist</li> <li>• Evaluation Specialist</li> </ul>	June 15, 2030

		establish and promote alternative opioid disposal methods, such as secure drop boxes, mail-back programs, or take-back events.		
2.2 Pursue the renewal of MOUs with schools and partner organizations to ensure the continual delivery of resources, training and educational presentations.	<p><b>Target:</b> Renew at least one MOU established within our service area.</p> <p><b>Service Areas:</b>  Morongo Valley,  Yucca Valley,  Joshua Tree,  Pioneer Town,  Landers,  Twentynine Palms</p>	Continue collaborating with schools and community organizations to educate youth parents or the community on the effects of opioids and promote healthy coping skills through the delivery opioids prevention presentations.	<ul style="list-style-type: none"> <li>Prevention Services Specialist</li> </ul>	December 31, 2026



**STRATEGY 3: COMMUNITY ENGAGEMENT**

Objectives	Target	Tasks	Responsible Person	Deadline
3.1 Enhance capacity to increase awareness, and promote protective factors that prevent substance use, support recovery, and reduce the risk of dependence.	<p><b>Service Areas:</b> Morongo Valley, Landers, Pioneertown, Yucca Valley, Joshua Tree, Twentynine Palms</p> <p><b>Target:</b> 20 diverse coalition members</p> <hr/> <p><b>Target #:</b> 12 Coalition meetings</p> <hr/> <p><b>Target:</b> 40% of members identify as strategic partners</p> <hr/> <p><b>Target:</b> 20% of members identify as youth/young adults</p>	<ul style="list-style-type: none"> <li>• Host a minimum of 12 coalition meetings, with the primary goal of developing and strengthening collaborative partnerships focused on substance use prevention. (Obj. A-F)</li> <li>• Retain a minimum of 20 culturally and linguistically diverse coalition members from which approximately 40% identify as strategic partners and 20% represent youth (ages 12-17) and young adults (ages 18-25). (Obj.A-F)</li> <li>• Engage youth through coalition-hosted activities such as service projects, group discussions, peer-led workshops, and interactive learning experiences that promote personal growth, resilience, and positive community involvement. (Obj. A-F)</li> <li>• Provide community education presentations, coalition meetings, webinars, conferences and Town Halls to build capacity and advance awareness of consequences associated with the accessibility, sales &amp; use of alcohol as well as policies, ordinances, prevention, and recovery strategies. (Obj. A-F):</li> </ul>	<ul style="list-style-type: none"> <li>• On-Site Manager</li> <li>• Prevention Services Specialist</li> <li>• Media Advocacy Specialist</li> <li>• Community Organization Specialist</li> </ul>	June 15, 2027

<p>3.2 Engage the community on prevention efforts surrounding opioids and emerging substances by providing training and education on risks of use, overdose recognition and response and reversal medication.</p>	<p>Target #: reach a minimum of 750 community members to educate and train to administer Naloxone</p>	<p>Conduct evidence-based educational presentations to raise awareness about the risks associated with opioids use and emerging substances use Provide comprehensive training for diverse community members on the proper administration of Narcan (Naloxone) to effectively prevent and respond to opioid overdoses, both fatal and non-fatal. Target audiences are planned to include:</p> <ul style="list-style-type: none"> <li>• Staff within local organizations and establishment</li> <li>• Community members and Parents</li> <li>• Families and support networks of law enforcement personnel, including law enforcement</li> <li>• College and university students, including campus staff and faculty</li> <li>• Healthcare providers, first responders, and social service workers</li> <li>• Faith-based organizations and community leaders</li> <li>• Youth organizations, including high school students and after-school programs</li> </ul> <p>Disseminate an opioid-focused educational infographic that clearly outlines the steps to administer Naloxone and provides information on additional local resources, treatment options, and support services available within the community.</p>	<ul style="list-style-type: none"> <li>• On-Site Manager</li> <li>• Prevention Services Specialist</li> <li>• Media Advocacy Specialist</li> <li>• Community Organization Specialist</li> </ul>	<p>June 15, 2027</p>
<p>3.3 Educate the community on the safe disposal of unwanted and/or expired prescription substances in cities and</p>	<p>Target: Create 2 educational videos to disseminate via all social media platforms.</p>	<p>Create video campaigns on where to find local Rx drop boxes and educate community members on responsible prescription medication disposal. (Obj. B and C).</p>	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Prevention Services Specialist</li> </ul>	<p>First video posted to social media by October 31, 2026 and ongoing</p>

unincorporated areas of the county.	1 of the 2 will be in another threshold language.			
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## STRATEGY 4: MEDIA ADVOCACY

Objectives	Target	Tasks	Responsible Person	Deadline
4.1 Develop and disseminate media stories that advance positions advocating for specific policies or practices related to opioid and initiate improvement in community conditions.	<p>Service Area(s): Morongo Valley, Yucca Valley, Pioneer Town, Landers, Joshua Tree, Twentynine Palms</p> <p>Develop and disseminate a minimum of 4 evidence-based media pieces that will reach a minimum of 500 community members</p>	<p>Engage in countywide Media Advocacy efforts to design and distribute linguistically and culturally appropriate, evidence-based campaigns across multiple platforms including PSA's, broadcasts, digital/web-based outlets, social media, and print media or community outreach.</p> <p>Campaigns may include:</p> <p>Media campaigns will aim to raise awareness around:</p> <ul style="list-style-type: none"> <li>• Policy education</li> <li>• Prevention education</li> <li>• Safe Disposal</li> <li>• New trend of emerging substances</li> <li>• Recovery resources</li> </ul>	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Community Organization Specialist</li> </ul>	First media piece disseminated by October 31, 2026

**STRATEGY 5: ENFORCEMENT**

Objectives	Target	Tasks	Responsible Person	Deadline
5.1 Obtain drop box data from existing partnerships and collaborations.	Service Area(s): Morongo Valley, Yucca Valley, Pioneer Town, Landers, Joshua Tree, Twentynine Palms	Continue monitoring the prescription drug drop box located at the Morongo Basin Sheriff Station. Rx Drop Box will also serve as a vessel to house paper media via brochure holder offering relevant Rx disposal information, Coalition flyers, and any relevant SAMHSA, CADCA, DEA, and DBH campaign flyers. (Obj. A)	<ul style="list-style-type: none"> <li>On-Site Manager</li> <li>Prevention Services Specialist</li> </ul>	June 15, 2027
5.2 Expand education, awareness and enforcement capacity in our rural areas for existing policies and ordinances surrounding opioids, synthetic opioids and other emerging substances.	Target #: Support 1 risk assessment annually  Service Area(s): Morongo Valley, Yucca Valley, Pioneer Town, Landers, Joshua Tree, Twentynine Palms	Reach Out and the Morongo Basin Community Coalition will conduct tobacco retail risk assessments to identify and work to restrict the availability of sales of illegal drugs and emerging substances in retail stores.	<ul style="list-style-type: none"> <li>On-Site Manager</li> <li>Prevention Services Specialist</li> <li>Media Advocacy Specialist</li> <li>Community Organization Specialist</li> </ul>	March 31, 2027

**Work Plan  
Reach Out**



**Region: West End**

**Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village**

**Priority Area: Alcohol**  
**July 1, 2026 to June 30, 2027**

**Goal: To reduce the problems associated with accessibility, sales, and use of alcohol by diverse youth and young adults.**

**OBJECTIVES**

- A) Enacted and/or expanded public policies that discourage private party hosts from making alcohol available to minors, as measured by enacted or expanded ordinances.
- B) Enacted policies and/or increased enforcement of existing policies and practices requiring responsible beverage service and sales training by owners and staff of retail outlets selling alcoholic beverages, as measured by enacted ordinances and/or increased enforcement including citations, minor decoy operations, and other compliance activities.
- C) Expansion of alcohol-free community events, public parks, and other recreational areas, as measured by enacted and/or expanded local ordinances and/or other policies.
- D) Enacted and/or expanded public policies to limit the density of stores selling alcohol in communities over-concentrated with alcohol outlets, as measured by enacted and or expanded local ordinances.
- E) Enacted and/or expanded policies to limit selling of low-cost oversized alcoholic single serving items, fortified alcohol products, and promotional items, as measured by enacted or expanded local ordinances or business policies.
- F) Implement a community-based campaign designed to educate youth (ages 12-17), young adults (ages 18-25), and families about the harmful effects of alcohol use.

**Note:** The "Completion Date" column has been intentionally removed for this application. Per DBH guidance, that column is used during program implementation to record the actual date each activity is completed. For proposal purposes, projected timelines are instead reflected in the Deadline column.



## STRATEGY 1: RESEARCH &amp; DATA

Objectives	Target	Tasks	Responsible Person	Deadline
1.1 Assess the need for enactment and/or expansion of policies and ordinances aimed at reducing problems associated with the accessibility, sales, and use of alcohol by diverse youths and young adults	Service Areas Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village	Research, review, analyze, and track existing policies, local ordinances, and procedural strategies to determine needs for training, technical assistance (TA), and policy development. Areas of review include: <ul style="list-style-type: none"> <li>• Social Host Ordinance (SHO) (Obj. A)</li> <li>• Responsible Beverage Services (RBS) (Obj. B)</li> <li>• Policy allowing restaurants to sell alcoholic beverages to-go (Obj. B)</li> <li>• Ordinances aimed at supporting alcohol-free parks (Obj. C)</li> <li>• Local ordinances and zoning strategies designed to limit the density of stores selling alcohol in communities over-concentrated with alcohol outlets (Obj. D)</li> <li>• Business policies and local ordinances designed to limit the selling of low-cost oversized alcoholic single serving items, fortified alcohol products, and promotional items (Obj. E)</li> </ul>	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>• Consultant</li> </ul>	October 31, 2026
1.2 Assess current enforcement strategies designed to reduce the accessibility, sales, and use of alcohol by diverse youths and young adults		Request and evaluate local law enforcement and other data to assess the need for modification or expansion of enforcement strategies. <ul style="list-style-type: none"> <li>• Citations related to SHO (Obj. A)</li> <li>• Alcohol and Beverage Control (ABC) data on RBS compliance and minor decoy operations (Obj. B)</li> <li>• Youth arrests or tickets issued regarding public intoxications, sobriety checkpoints, possession of alcohol (Obj. B)</li> <li>• Alcohol outlet inspection data (Obj. D)</li> </ul>	<ul style="list-style-type: none"> <li>• Consultant</li> <li>• Evaluation Associate</li> <li>• Program Director</li> <li>• On-site Manager</li> <li>• Law Enforcement</li> </ul>	June 15, 2027 (collected quarterly)
	Target: Conduct 1 risk assessment within priority area.	Perform one risk assessment/environmental scan of either parks, alcohol outlets, and other high-risk areas within the West End to assess the need for enhanced enforcement efforts and/or policy expansion. This may be in conjunction with law enforcement's inspection of alcohol outlets and general compliance checks (Obj. B, D, and E).	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>• Law enforcement</li> </ul>	June 15, 2027
1.3 Establish a baseline for future implementation of alcohol use prevention strategies, community-based campaigns, and resources, designed to support risk and protective factors	Target: DBH-directed # of surveys to be disseminated & evaluated	Conduct Community Level Risk Assessments using ADRW approved tools and protocols as required by DBH to monitor the perception, gaps and needs around the accessibility, sales, and use of alcohol by diverse youth and young adults	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> </ul>	June 15, 2027

## STRATEGY 2: POLICY DEVELOPMENT

Objectives	Target	Tasks	Responsible Person	Deadline
2.1 Implement and strengthen public policies and ordinances to address issues related to the accessibility, sale, and use of alcohol and related products among diverse youth and young adults	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target:</b> 1 for the contract period</p>	<p>Collaborate with and mobilize coalition members to prepare and support one of the following policies/ordinances</p> <ul style="list-style-type: none"> <li>• Reinstatement of laws allowing restaurants and bars to only sell and serve alcohol in house, if applicable. (<i>Obj. B</i>)</li> <li>• Public or internal business policies and/or ordinances to limit the density of locations selling alcohol in communities over-concentrated with alcohol outlets through licensing and zoning efforts. (<i>Obj. D</i>)</li> <li>• Area-wide and/or internal business policies that limit the selling of low- cost oversized alcoholic single serving items, fortified alcohol products, and promotional items. (<i>Obj. E</i>)</li> <li>• Work with schools or youth serving organizations to implement internal protocols that ensure students receive accurate, age-appropriate educational information on alcohol.</li> <li>• Others as identified via Research &amp; Data strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Community Organization Specialist</li> <li>• Prevention Services Specialist</li> <li>• Program Director</li> <li>• On-site Program Manager</li> <li>• Coalition Members</li> </ul>	June 15, 2027



**STRATEGY 3: COMMUNITY ENGAGEMENT**

Objectives	Target	Tasks	Responsible Person	Deadline
3.1 Strengthen capacity to raise awareness of the harmful effects of alcohol use, while promoting protective factors that prevent substance use, support recovery, and reduce the risk of dependency	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target:</b> 20 diverse coalition members</p> <p><b>Target #:</b> 12 Coalition meetings</p> <p><b>Target:</b> 40% of members identify as strategic partners</p> <p><b>Target:</b> 20% of members identify as youth/young adults</p> <p><b>Target:</b> At least 8 educational presentations reach 350 community members/youth annually</p>	<p>Host a minimum of 12 coalition meetings, with the primary goal of developing and strengthening collaborative partnerships focused on substance use prevention. (Obj. A-F)</p> <p>Retain a minimum of 20 culturally and linguistically diverse coalition members from which approximately 40% identify as strategic partners and 20% represent youth (ages 12-17) and young adults (ages 18-25). (Obj. A-F)</p> <p>Engage youth through coalition-hosted activities such as service projects, group discussions, peer-led workshops, and interactive learning experiences that promote personal growth, resilience, and positive community involvement. (Obj. A-F)</p> <p>Provide community education via Alcohol and Other Drug (AOD) presentations, coalition meetings, webinars, conferences and Town Halls to build capacity and advance awareness of consequences associated with the accessibility, sales &amp; use of alcohol as well as policies, ordinances, prevention, and recovery strategies. Target audiences may include (Obj. A-F):</p> <ul style="list-style-type: none"> <li>• Youth (12 – 17) &amp; Young adults (18 – 25)</li> <li>• Coalition members</li> <li>• Elected officials</li> <li>• Law enforcement</li> <li>• Community members</li> <li>• Parents and staff</li> <li>• Supporting agencies</li> </ul>	<p>• Prevention Services Specialist</p> <p>• Community Organization Specialist</p> <p>• Community Stakeholders</p> <p>• Coalition Members</p>	<p>June 15, 2027 (ongoing)</p> <p>June 15, 2027</p> <p>May 31, 2027</p>
	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target:</b> Host at least one alcohol-free community event</p>	<p>Partner with local organizations to host an alcohol-free community event (ex. Community block party, National Innovative Community Conference) focused on providing activities such as (Obj. C):</p> <ul style="list-style-type: none"> <li>• Indirect education around the risks associated with underage drinking</li> <li>• Alcohol prevention and recovery services, strategies, and resources</li> <li>• Interactive games and activities</li> <li>• Guest speakers and/or entertainment</li> </ul>	<p>• Media Advocacy Specialist</p> <p>• Prevention Services Specialist</p> <p>• Community Organization Specialist</p> <p>• Program Director</p> <p>• On-site Manager</p>	<p>June 15, 2027</p>

**STRATEGY 4: MEDIA ADVOCACY**

Objectives	Target	Tasks	Responsible Person	Deadline
4.1 Develop and disseminate media stories that advance positions advocating for specific policies, ordinances or practices related to alcohol use and initiate improvement in community conditions	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target:</b> Develop and disseminate a minimum of 4 evidence-based media pieces that will reach at least 1000 community members</p> <p><b>Target:</b> 2 of the 4 media pieces will be in a threshold language.</p>	<p>Participate in countywide Media Advocacy services to create and disseminate linguistically and culturally competent unduplicated evidence-based media campaigns in the form of PSA's, broadcasts, web-based, social media, and/or print media to community members (Obj. F). May include:</p> <ul style="list-style-type: none"> <li>• Policy education</li> <li>• Prevention education</li> <li>• Recovery resources</li> </ul>	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Program Director</li> <li>• On-site Manager</li> </ul>	June 15, 2027
4.2 Implement a community wide campaign focused on raising awareness of the risks and harmful effects of alcohol use.	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target:</b> Develop and promote 1 youth-led media campaign.</p>	<p>Coordinate and implement a youth-led prevention campaign that leverages social media and local partnerships to raise awareness about the harmful effects of alcohol use (Obj. F). May include:</p> <ul style="list-style-type: none"> <li>• Art and Awareness Campaigns: Youth create posters, murals, or digital art with prevention messages.</li> <li>• Reels and Videos: Teens and young adults create short videos, reels, or TikToks highlighting the risks of underage drinking.</li> <li>• Family Education Nights: Coalition-led events combining workshops, games, and presentations on alcohol prevention.</li> </ul>	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Coalition Youth</li> </ul>	April 30, 2027

## STRATEGY 5: ENFORCEMENT

Objectives	Target	Tasks	Responsible Person	Deadline
5.1 Strengthen enforcement capacity through the use of risk assessments and active community partnerships	<b>Service Areas</b> Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village  <b>Target:</b> Conduct 1 risk assessment per year	Build and strengthen partnerships with local city officials and law enforcement to develop strategies to increase enforcement of the Social Host Ordinance (SHO) designed to discourage private party hosts from making alcohol available to minors. (Obj. A)  Partner with local law enforcement and/or ABC to support enforcement operations by conducting a risk assessment to identify whether (Obj. B): <ul style="list-style-type: none"> <li>• Retail outlets selling alcoholic beverages are practicing responsible beverage service and sales</li> <li>• All staff serving alcohol hold Responsible Beverage Service (RBS) certification</li> </ul>	<ul style="list-style-type: none"> <li>• Program Director</li> <li>• On-site Program manager</li> <li>• Consultant</li> <li>• City officials</li> <li>• Law enforcement</li> </ul>	December 31, 2026
	<hr/> <b>Target:</b> Implement 1 new sign (if needed)	Provide retailers with information on RBS requirements and educational material on responsible sales and compliance. (Obj. B)  Conduct assessment of current signage, and if needed support the implementation of new and improved signage to promote alcohol-free parks and other recreation areas and provide findings to local city officials and Parks and Recreation Department. (Obj. C)	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>• Consultant</li> </ul>	May 30, 2027
			<ul style="list-style-type: none"> <li>• City officials</li> <li>• Parks &amp; Recreation officials</li> <li>• Media Advocacy Specialist</li> </ul>	May 30, 2027
5.2 Build enforcement capacity by supporting law enforcement in sobriety checkpoints and promote safe, sober driving alternatives.	<b>Service Areas</b> Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village  <b>Target:</b> Collaborate with law enforcement to attend Sobriety checkpoint and disseminate 1500 informational rack cards yearly	Partner with local law enforcement and support in sobriety checkpoints to enforce DUI law codes (see below) and in addition provide information on alternative options for not Driving Under the Influence (Obj. B)  Vehicle Code 23152(a) VC – driving under the influence of alcohol and Vehicle Code 23152(b) VC – driving with a BAC of .08% or greater.	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>• Law enforcement</li> <li>• Consultant</li> </ul>	June 15, 2027 (Ongoing)

<p>5.3 Effectively communicate and disseminate accurate and relevant information about SHO to the community, parents, and staff in order to promote awareness, understanding, and involvement</p>	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target:</b> 500 community members reached with SHO information</p>	<p>Ensure that the community, parents, and staff are well-informed and have a clear understanding of SHO, its purpose, and its impact, fostering transparency, engagement, and support (Obj A).</p>	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> </ul>	<p>March 31, 2027</p>
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**Work Plan  
Reach Out**



**Region: West End**

**Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village**

**Priority Area: Cannabis**  
**July 1, 2026 to June 30, 2027**

**Goal: To reduce the problems associated with accessibility, favorable attitudes, sales, and use of cannabis by diverse youth and young adults.**

**OBJECTIVES**

- A) Enacted and/or expanded public policies based on the State of California's Proposition 64 and the County's local ordinances regarding cannabis.
- B) Implement a community-based campaign designed to educate youth, young adults, and families about the harmful effects of cannabis use.
- C) Initiate community enforcement efforts to reduce youth and young adult retail access to cannabis.
- D) Assess and monitor for land use policies used elsewhere to give cities local control to address potential issues associated with sales, use, distribution, and manufacturing of cannabis.
- E) Join efforts with State and local agencies for data collection.
- F) Monitor cannabis through surveys and treatment data to establish a baseline for future implementation.

**Note:** The "Completion Date" column has been intentionally removed for this application. Per DBH guidance, that column is used during program implementation to record the actual date each activity is completed. For proposal purposes, projected timelines are instead reflected in the Deadline column.



## STRATEGY 1: RESEARCH &amp; DATA

Objectives	Target	Tasks	Responsible Person	Deadline	
1.1 Research and assess city policies and ordinances that prohibit the sale which decrease or limit accessibility to cannabis.	<b>Service Areas</b> Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village	Research, identify, and document nearby cities that have successfully implemented strategies or ordinances to limit cannabis sales, use, distribution, or manufacturing ( <i>Obj. D</i> )	<ul style="list-style-type: none"><li>• Prevention Services Specialist</li><li>• Consultant</li></ul>	June 15, 2027	
1.2 Collaborate with local stakeholders to acquire data related to cannabis use to assess the needs and gaps		Build and strengthen partnerships with law enforcement, school districts, youth servicing organizations, and coalition members to request data concerning cannabis use annually ( <i>Obj. E and F</i> ). This shall include, but not limited to: <ul style="list-style-type: none"><li>• Sobriety Checkpoints Data</li><li>• Youth Court Data</li><li>• Student surveys (district or CHKS)</li></ul>	<ul style="list-style-type: none"><li>• Consultant</li><li>• Evaluation Associate</li><li>• Program Director</li><li>• On-site Manager</li></ul>	June 15, 2027	
1.3 Conduct needs assessments via private and public sector data as well as DBH approved surveys and other approved assessment tools		<hr/> <b>Target:</b> Conduct 1 risk assessment within priority area.	Conduct Community Level Risk Assessments using ADRW approved tools and protocols as required by DBH to monitor the perception, gaps and needs around with accessibility, favorable attitudes, sales, and use of cannabis among the youth and young adult populations ( <i>Obj. E, F</i> )	<ul style="list-style-type: none"><li>• Prevention Services Specialist</li><li>• Community Organization Specialist</li></ul>	June 15, 2027
		<hr/> <b>Target:</b> DBH-directed # of surveys to be disseminated & evaluated	Perform one risk assessment/environmental scan of parks, smoke shops and other high-risk areas within the West End to assess the need for enhanced enforcement efforts and/or policy expansion. This may be in conjunction with law enforcement’s inspection of smoke shops and other businesses ( <i>Obj. C</i> )	<ul style="list-style-type: none"><li>• Media Advocacy Specialist</li><li>• Prevention Services Specialist</li><li>• Community Organization Specialist</li><li>• Program Director</li><li>• On-site Manager</li></ul>	March 31, 2027
1.4 Research previous efforts made by cities in the West End that work in conjunction with Proposition 64 to identify		Research the “Cultivation Ordinance” (which limited amount of cannabis plants to be grown residentially). Research alternatives and/or expand SHO (Social Host Ordinance) to include cannabis ( <i>Obj. A</i> )	<ul style="list-style-type: none"><li>• Prevention Services Specialist</li><li>• Community Organization Specialist</li></ul>	October 31, 2026	

cannabis ordinances to be enacted.			• Consultant	
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**STRATEGY 2: POLICY DEVELOPMENT**

Objectives	Target	Tasks	Person	Deadline
2.1 Enact and/or expand policies or ordinances that align with the interests of target areas and Proposition 64	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target:</b> 1 for the contract period</p>	<p>Collaborate with coalition members and community stakeholders to support one of the following policies/ordinances (Obj. A)</p> <ul style="list-style-type: none"> <li>• Enactment/expansion of the Social Host Ordinance (SHO) to include cannabis</li> <li>• A non-punitive, school policy in which students who are identified using cannabis are referred for counseling and a peer support group hosted by Reach Out. The alternative service, such as Youth Court, will offer AOD (Alcohol &amp; Other Drugs) presentations, and interactive and educational activities focused on increasing knowledge around Proposition 64, the risks associated with cannabis use as well as prevention and healthy alternatives.</li> <li>• Development of institutional school policies within the service area to provide students and parents with presentations, educational resources, and prevention strategies related to cannabis use.</li> <li>• Others as identified by Research &amp; Data strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Community Organization Specialist</li> <li>• Prevention Services Specialist</li> <li>• Program Director</li> <li>• On-site Program Manager</li> <li>• Coalition Members</li> <li>• Community Stakeholders</li> </ul>	June 15, 2027

## STRATEGY 3: COMMUNITY ENGAGEMENT

Objectives	Target	Tasks	Responsible Person	Deadline
3.1 Build capacity to expand awareness and knowledge about the negative impacts of cannabis use as well as protective factors to deter use and dependence	<b>Service Areas</b> Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village	Host a minimum of 12 coalition meetings, with the primary goal of developing and strengthening collaborative partnerships focused on substance use prevention. (Obj. A-F)	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>• Community Stakeholders</li> <li>• Coalition Members</li> <li>• Media Advocacy Specialist</li> </ul>	June 15, 2027 (ongoing)
	<b>Target #:</b> 20 diverse coalition members	Retain a minimum of 20 culturally and linguistically diverse coalition members from which approximately 40% identify as strategic partners and 20% represent youth (ages 12-17) and young adults (ages 18-25). (Obj. A-F)		June 15, 2027
	<b>Target:</b> 12 Coalition meetings	Engage youth through coalition-hosted activities such as service projects, group discussions, peer-led workshops, and interactive learning experiences that promote personal growth, resilience, and positive community involvement. (Obj. A-F)		May 31, 2027
	<b>Target:</b> 40% of members identify as strategic partners <b>Target:</b> 20% of members identify as youth/young adults <b>Target:</b> At least 8 educational presentations reach 350 community members/youth annually	Conduct community education focused on raising awareness on the legalities and the risks associated with cannabis use as well as prevention and healthy alternatives. Presentations will be conducted at, but not limited to, educational institutes/schools, coalition meetings, Town Halls, and treatment facilities. Target audiences may include (Obj. A-F): <ul style="list-style-type: none"> <li>• Youth (12 – 17) &amp; Young adults (18 – 25)</li> <li>• Coalition members</li> <li>• Elected officials</li> <li>• Law enforcement</li> <li>• Community members</li> <li>• Parents and staff</li> <li>• Supporting agencies</li> </ul>		



## STRATEGY 4: MEDIA ADVOCACY

Objectives	Target	Tasks	Responsible Person	Deadline
4.1 Develop and disseminate media stories that advance positions advocating for specific policies or practices related to cannabis and initiate improvement in community conditions	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target:</b> Develop and disseminate a minimum of 4 evidence-based media pieces that will reach at least 1000 community members</p> <p><b>Target:</b> 2 of the 4 media pieces will be in a threshold language.</p>	<p>Participate in countywide Media Advocacy services to create and disseminate linguistically and culturally competent unduplicated evidence-based media campaigns in the form of PSA's, broadcasts, web-based, social media, and/or print media to community members (Obj. B). May include:</p> <ul style="list-style-type: none"> <li>• Policy education</li> <li>• Prevention education</li> <li>• Recovery resources</li> </ul>	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Program Director</li> <li>• On-site Manager</li> </ul>	April 30, 2027
4.2 Implement a community-wide campaign focused on raising awareness of the risks and harmful effects of cannabis use.	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target:</b> Develop and promote 1 youth-led media campaign.</p>	<p>Coordinate and implement a youth-led prevention campaign that leverages social media and local partnerships to raise awareness about the harmful effects of alcohol use (Obj. B). May include:</p> <ul style="list-style-type: none"> <li>• Art and Awareness Campaigns: Youth create posters, murals, or digital art with prevention messages.</li> <li>• Reels and Videos: Teens and young adults create short videos, reels, or TikToks highlighting the risks associated with cannabis use.</li> <li>• Family Education Nights: Coalition-led events combining workshops, games, and presentations on alcohol prevention.</li> </ul>	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Coalition Youth</li> </ul>	May 31, 2027

**STRATEGY 5: ENFORCEMENT**

Objectives	Target	Tasks	Responsible Person	Deadline
5.1 Build enforcement capacity by utilizing assessment data and mobilizing community partnerships	<b>Service Areas</b> Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village  <b>Target:</b> At least 1 presentation per year	Present findings from environmental scans/assessments to coalitions or local law enforcement to facilitate more engagement in expanding policies and enforcement strategies (Obj. C)	• Program Director • On-site Manager	June 15, 2027
	<b>Target:</b> Educate 5 retailers, smoke shops or convenience stores on laws associated with cannabis.	Work with local retailers, smoke shops, and convenience stores to provide educational resources and guidelines on proper age verification procedures, and the legal consequences of unlawful distribution or sale of cannabis (Obj. C).	• Media Advocacy Specialist • Prevention Services Specialist • Community Organization Specialist	June 15, 2027
5.2 Pursue the renewal of MOUs with schools and partner organizations to ensure the continued delivery of resources, training/ presentations.	<b>Service Areas</b> Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village  <b>Target:</b> Renew at least 1 MOU established within our servicing cities	Continue collaborating with schools and community organizations to educate youth parents or the community on the effects of cannabis and promote healthy coping skills through the delivery cannabis (marijuana) prevention presentations (Obj. E).	•Program Director •On-site Manager	June 15, 2027

**Work Plan  
Reach Out**



**Region: West End**

Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village

**Priority Area: Methamphetamine**

July 1, 2026 to June 30, 2027

**Goal: To reduce the problems associated with accessibility, manufacture, distribution, sales, and use of methamphetamines by diverse youth and young adults.**

**OBJECTIVES**

- A) Implement a community-based campaign designed to educate youth, young adults, and families about harmful effects of methamphetamine use.
- B) Research, identify, and conduct enforcement operations to restrict the availability of sales of illegal drug paraphernalia and illegal drug precursors in retail stores as measured by local ordinances, policy enactment, and procedural changes.
- C) Monitor methamphetamine use through surveys and treatment data to establish a baseline for future implementation.

**Note:** The "Completion Date" column has been intentionally removed for this application. Per DBH guidance, that column is used during program implementation to record the actual date each activity is completed. For proposal purposes, projected timelines are instead reflected in the Deadline column.

## STRATEGY 1: RESEARCH &amp; DATA

Objectives	Target	Tasks	Responsible Person	Deadline
1.1 Establish a foundation to guide future implementation of methamphetamine prevention strategies and community resources that strengthen protective factors and address risk factors.	Service Areas Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village	Conduct Community Level Risk Assessments using ADRW approved EP Survey tools and protocols as required by DBH to monitor the perception, gaps and needs around methamphetamine accessibility, manufacture, distribution, sales, and use among youth and young adult populations (Obj. C).	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> </ul>	June 15, 2027
1.2 Evaluate the need to implement or enhance policies and ordinances that address issues related to the accessibility, production, distribution, sale, and use of methamphetamine among youth and young adults.	<p>Target: Conduct 1 risk assessment within priority area.</p> <p>Target: DBH-directed # of surveys to be disseminated &amp; evaluated</p>	Research, identify, and evaluate current policies, local ordinances, and procedural strategies aimed at restricting the availability and sale of illegal drug paraphernalia and precursor chemicals in retail settings. This includes assessing enforcement practices, gaps in regulation, community impact, and stakeholder engagement in order to determine the need for the development, enactment, or expansion of effective policies and ordinances (Obj. B).	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Evaluation Associate</li> <li>• Consultant</li> </ul>	October 31, 2026
1.3 Assess current enforcement strategies designed to reduce the accessibility, manufacture, distribution, sales, and use of methamphetamine		<p>Evaluate the need for modifying or expanding enforcement strategies, policies, or ordinances, collect and analyze data from local law enforcement agencies and retail establishments such as (Obj. B):</p> <ul style="list-style-type: none"> <li>• Current procedures and protocols governing the sale and monitoring of illegal drug precursors and paraphernalia.</li> <li>• Details of enforcement practices, such as risk assessments, compliance checks, citation issuance, compliance checks, and follow-up actions.</li> <li>• Data on emergency response calls, arrests among youth and young adults, and incidents involving possession or distribution linked to illegal drug paraphernalia.</li> <li>• Review of existing diversion programs, community policing efforts, and retailer education initiatives designed to reduce illegal access to drug-related materials.</li> </ul>	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>• Evaluation Associate</li> </ul>	December 31, 2026

## STRATEGY 2: POLICY DEVELOPMENT

Objectives	Target	Tasks	Responsible Person	Deadline
2.1 Strengthen and or expand policies aimed at reducing the accessibility, production, distribution, sale, and use of methamphetamines among diverse youth and young adult populations.	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p>Target: 1 for contract period</p>	Pass one local government or institutional policies that limit the accessibility, manufacture, distribution, sale, or use of methamphetamines and related materials (e.g., glass pipes), with the goal of modifying or expanding these policies to enhance public health and harm reduction efforts among youth and young adults (Obj. B).	<ul style="list-style-type: none"> <li>•Media Advocacy Specialist</li> <li>•Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>•Program Director</li> <li>•Program Manager</li> <li>•Consultant</li> </ul>	June 15, 2027

### STRATEGY 3: COMMUNITY ENGAGEMENT

Objectives	Target	Tasks	Responsible Person	Deadline
3.1 Build capacity to expand awareness and knowledge about the negative impacts of methamphetamine use as well as protective factors to deter use and dependence	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target:</b> 20 diverse coalition members</p> <p><b>Target:</b> 12 Coalition meetings</p> <p><b>Target:</b> 40% of members identify as strategic partners</p> <p><b>Target:</b> 20% of members identify as youth/young adults</p> <p><b>Target:</b> At least 8 educational presentations reach 350 community members/ youth annually</p>	<p>Host a minimum of 12 coalition meetings, with the primary goal of developing and strengthening collaborative partnerships focused on substance use prevention (Obj. A-C)</p> <p>Retain a minimum of 20 culturally and linguistically diverse coalition members from which approximately 40% identify as strategic partners and 20% represent youth (ages 12-17) and young adults (ages 18-25). (Obj. A-C)</p> <p>Engage youth through coalition-hosted activities such as service projects, group discussions, peer-led workshops, and interactive learning experiences that promote personal growth, resilience, and positive community involvement. (Obj. A-C)</p> <p>Conduct community education focused on raising awareness on the legalities and the risks associated with cannabis use as well as prevention and healthy alternatives. Presentations will be conducted at, but not limited to, educational institutes/schools, coalition meetings, Town Halls, and treatment facilities. Target audiences may include (Obj. A-F):</p> <ul style="list-style-type: none"> <li>Youth (12 – 17) &amp; Young adults (18 – 25)</li> <li>Coalition members</li> <li>Elected officials</li> <li>Law enforcement</li> <li>Community members</li> <li>Parents and staff</li> <li>Supporting agencies</li> </ul>	<p>• Prevention Services Specialist</p> <p>• Community Organization Specialist</p> <p>• Community Stakeholders</p> <p>• Coalition Members</p> <p>• Media Advocacy Specialist</p>	<p>June 15, 2027 (ongoing)</p> <p>June 15, 2027</p> <p>May 30, 2027</p>
3.2 Empower individuals with lived or living experience of substance use to actively participate in leadership	<p><b>Target:</b> Provide at least 2 presentations to engage 50 at-risk individuals</p> <p><b>Target:</b> Obtain</p>	Provide accessible and culturally responsive prevention education to at-risk or recovering individuals, using engagements strategies to build trust	• Media Advocacy Specialist	June 15, 2027



development, educational prevention opportunities, and policy change.	feedback from at least 50 participating individuals	Strengthen connections for referrals to higher level of care as appropriate	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> </ul>	
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## STRATEGY 4: MEDIA ADVOCACY

Objectives	Target	Tasks	Responsible Person	Deadline
4.1 Develop and disseminate media stories that advance positions advocating for specific policies or practices related to methamphetamine and initiate improvement in community conditions	<p><b>Service Areas</b> Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target:</b> Develop and disseminate a minimum of 3 evidence-based media pieces that will reach at least 750 community members</p> <hr/> <p><b>Target:</b> 1 of the 3 media pieces will be in a threshold language.</p>	<p>Collaborate in countywide media advocacy initiatives to develop and disseminate culturally and linguistically appropriate, evidence-based media campaigns aimed at educating the public and supporting prevention, recovery, and policy awareness. These campaigns should be unique (unduplicated), accessible, and tailored to meet the needs of diverse communities through a variety of media formats, including (Obj. A):</p> <ul style="list-style-type: none"> <li>• Public service announcements (PSAs)</li> <li>• Radio and television broadcasts</li> <li>• Web-based content and videos</li> <li>• Social media campaigns</li> <li>• Digital ads or infographics</li> <li>• Print materials (e.g., flyers, brochures, posters)</li> <li>• Community newsletters or local publications</li> </ul>	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> </ul>	December 31, 2026

## STRATEGY 5: ENFORCEMENT

Objectives	Target	Tasks	Responsible Person	Deadline
5.1 Build enforcement capacity by utilizing risk assessments and mobilizing community partnerships	<b>Service Areas</b> Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village	Partner with local law enforcement and code enforcement agencies to conduct joint compliance and Environmental Scan checks at retail outlets to ensure adherence to laws restricting the sale of methamphetamine precursors and illegal drug paraphernalia (e.g., pseudoephedrine, glass pipes, butane torches). (Obj. B)	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>• Program Director</li> <li>• Program Manager</li> <li>• Consultant</li> <li>• Law Enforcement</li> </ul>	June 15 2027
	<b>Target:</b> Support 1 risk assessment annually  <b>Target:</b> Educate 5 retailers, smoke shops or convenience stores on laws associated with drug paraphernalia sales.	Work with local retailers, smoke shops, and convenience stores to provide education on legal restrictions regarding the sale of drug paraphernalia and precursors, offering voluntary compliance tools and signage to discourage illicit sales. (Obj. B)	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>• Consultant</li> <li>• Retailers</li> </ul>	June 15, 2027



**Work Plan  
Reach Out**



**Region: West End**

**Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village**

**Priority Area: Opioids and other Emerging Substances**  
**July 1, 2026 to June 30, 2027**

**Goal: To increase education and reduce the problems associated with availability, incorrect disposal and use by diverse youth and young adults.**

**OBJECTIVES**

- A) Educate the community of the safe disposal of unwanted and/or expired prescription drugs in cities and unincorporated areas of the county
- B) Implement a community-based campaign designed to educate youth, young adults and families about the harmful effects of opioid use.
- C) Increase awareness of the opioid prescription use and misuse for youth and young adults as measured by local survey.
- D) Monitor opioid use through surveys and treatment data to establish a baseline for future implementation.
- E) Provide training, treatment resources, and education to combat any other emerging substance.

**Note:** The "Completion Date" column has been intentionally removed for this application. Per DBH guidance, that column is used during program implementation to record the actual date each activity is completed. For proposal purposes, projected timelines are instead reflected in the Deadline column.

## STRATEGY 1: RESEARCH &amp; DATA

Objectives	Target	Tasks	Responsible Person	Deadline
1.1 Conduct comprehensive needs assessments using public and private sector data, along with DBH-approved surveys and assessment tools, to establish a baseline that will guide future program planning and implementation.	Service Areas Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village  Target: DBH-directed # of surveys to be disseminated & evaluated	Conduct Community Level Risk Assessments using ADRW approved EP Survey tools and protocols as required by DBH to monitor the perception, gaps and needs around accessibility, favorable attitudes, sales, and use of opioids among the youth, young adult, and adult populations (Obj. D)	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> </ul>	June 15, 2027
1.2 Assess the need for the enactment and/or expansion of policies and ordinances aimed at reducing problems associated with the accessibility, distribution, and use of opioids and emerging substances among diverse youths and young adults.		Research and identify current policies and local ordinances related to opioids and emerging substances to assess the need for policy development. Policies/ordinances to review include: <ul style="list-style-type: none"> <li>• Safe Disposal Ordinances and Take-Back Programs (Obj. A)</li> <li>• Local Regulations on Opioid Prescribing and Dispensing Practices (Obj. B)</li> <li>• Ordinances Supporting Substance-Free Public Spaces and Events (Obj. C)</li> <li>• Zoning and Land Use Policies Limiting the Concentration of High-Risk Retailers (Obj. D)</li> <li>• Business Policies and Local Ordinances Restricting the Sale and Marketing of Emerging Substances (Obj. E)</li> </ul>	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Evaluation Associate</li> <li>• Consultant</li> </ul>	October 31, 2026
1.3 Monitor opioid use, health outcomes, and disposal practices to guide the development of education, training, and campaign materials.		Monitor current statistics on opioid use, health outcomes, and disposal practices related to opioids and emerging substances to use in developing education, training and campaign materials. Data can include prescription drug monitoring, opioid overdose cases (Obj. D)	<ul style="list-style-type: none"> <li>• Evaluation Associate</li> </ul>	June 15, 2027 (Ongoing)

**STRATEGY 2: POLICY DEVELOPMENT**

Objectives	Target	Tasks	Responsible Person	Deadline
2.1 Develop or enforce a policy/ordinance aimed at decreasing access to and harms of opioids among youth and young adults.	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target #:</b> 1 for the contract period</p>	<p>Collaborate with coalition members, and community stakeholders to support the implementation of one local governing organization or institutional policy (Obj. D) May include:</p> <ul style="list-style-type: none"> <li>• Partnering with healthcare providers, including pharmacists, to develop and implement internal policies and procedures that facilitate the identification of individuals with Opioid Use Disorder (OUD) and establish referral pathways to community-based recovery support services.</li> <li>• Work with schools or youth serving organizations to implement internal protocols that ensure students receive accurate, age-appropriate educational information on opioids and emerging substances.</li> <li>• Collaborate with local municipalities to establish and promote alternative opioid disposal methods, such as secure drop boxes, mail-back programs, or take-back events.</li> </ul>	<ul style="list-style-type: none"> <li>• Community Organization Specialist</li> <li>• Prevention Services Specialist</li> <li>• Program Director</li> <li>• On-site Program Manager</li> <li>• Consultant</li> </ul>	June 15, 2027

**STRATEGY 3: COMMUNITY ENGAGEMENT**

Objectives	Target	Tasks	Responsible Person	Deadline
3.1 Enhance capacity to increase awareness of the harmful effects of opioid and other substance use, while promoting protective factors that prevent substance use, support recovery, and reduce the risk of dependence.	<b>Service Areas</b> Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village	Host a minimum of 12 coalition meetings, with the primary goal of developing and strengthening collaborative partnerships focused on substance use prevention (Obj. A-E)		June 15, 2027 (ongoing)
	<b>Target #:</b> 20 diverse coalition members	Retain a minimum of 20 culturally and linguistically diverse coalition members from which approximately 40% identify as strategic partners and 20% represent youth (ages 12-17) and young adults (ages 18-25) (Obj. A-E).	• Prevention Services Specialist	
	<b>Target #:</b> 12 Coalition meetings	Engage youth through coalition-hosted activities such as service projects, group discussions, peer-led workshops, and interactive learning experiences that promote personal growth, resilience, and positive community involvement (Obj. A-E)	• Community Organization Specialist	June 15, 2027
	<b>Target #:</b> 40% of members identify as strategic partners	Conduct evidence-based presentation to raise awareness about the risks associated with illegal and legal opioids/prescription medication use and emerging substances (e.g., carfentanyl, fentanyl, xylazine, NOS, Delta 9). These sessions will cover key topics such as health risks, overdose rate data, proper medication disposal, the importance of Naloxone, and the dangers of synthetic drug contamination. Presentations will be delivered in various community settings, including but not limited to (Obj. A and E):	• Community Stakeholders	
	<b>Target #:</b> 20% of members identify as youth/young adults	<ul style="list-style-type: none"> <li>• Schools/educational settings</li> <li>• Coalition meetings</li> <li>• Town halls</li> <li>• Healthcare facilities</li> <li>• Nonprofit organizations</li> </ul>	• Coalition Members	May 30, 2027
	<b>Target #:</b> At least 8 educational presentations reach 350 community members/ youth annually		• Media Advocacy Specialist	

3.2 Engage the community on prevention efforts surrounding opioids and emerging substances.	<p><b>Service Areas</b>            Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target #:</b> Educate &amp; train at least 400 community members to administer Naloxone</p>	<p>Provide comprehensive training for diverse community members on the proper administration of Narcan (Naloxone) to effectively prevent and respond to opioid overdoses, both fatal and non-fatal. Target audiences include, but are not limited to:</p> <ul style="list-style-type: none"> <li>• Staff within local organizations and establishment</li> <li>• Community members and Parents</li> <li>• Families and support networks of law enforcement personnel, including law enforcement</li> <li>• College and university students, including campus staff and faculty</li> <li>• Healthcare providers, first responders, and social service workers</li> <li>• Faith-based organizations and community leaders</li> <li>• Youth organizations, including high school students and after-school programs</li> </ul>	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> </ul>	June 15, 2027
	<p><b>Target #:</b> Provide Youth Community Educational Sessions to 1 cohort of at least 9 youth participants</p>	<p>Develop and disseminate an opioid-focused educational brochure that clearly outlines the steps to administer Naloxone and provides information on additional local resources, treatment options, and support services available within the community.</p>		June 15, 2027
	<p><b>Target #:</b> Provide Adult Community Educational Sessions to 1 cohort of at least 9 adult participants</p>	<p>Support the mobilization and education of youth and adults through the development of Adult and Youth Community Educational Sessions aimed at raising awareness about the harmful effects and concerns related to opioid use and other emerging substances</p> <p>Collaborate with diverse community organizations to provide additional resources and targeted education tailored to specific module topics, addressing both opioids and the evolving landscape of substance use. Examples of emerging substances include Delta-9 THC products, vaping-related substances, nitrous oxide (NOS), Zyn, and other newly prevalent drugs</p>		April 30, 2027

<p>3.3 Host a community event that raises awareness, engages stakeholders, and advances policies addressing substance use disorders to reduce substance use and improve community well-being.</p>	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target #:</b> Conduct 1 substance-free media event</p>	<p>Conduct an event designed to promote and advance specific policies or practices that address substance use disorders. The event will aim to raise public awareness, engage key stakeholders, and foster dialogue that supports community-based solutions and policy improvements, ultimately contributing to the reduction of opioid use and emerging substances and enhancing overall community well-being. Examples may include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Community Events</li> <li>• Town Halls</li> <li>• Conferences (National Innovative Communities Conference [NICC])</li> </ul>	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> <li>• Prevention Services Specialist</li> <li>• Community Organization Specialist</li> <li>• Program Director</li> <li>• On-site Manager</li> </ul>	<p>June 15, 2027</p>
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## STRATEGY 4: MEDIA ADVOCACY

Objectives	Target	Tasks	Responsible Person	Deadline
4.1 Develop and disseminate media stories that advance positions advocating for specific policies or practices related to opioid use and emerging substance that initiate improvement in community conditions.	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p> <p><b>Target:</b> Develop and disseminate a minimum of 4 evidence-based media pieces that will reach at least 1000 community members</p> <hr/> <p><b>Target:</b> 2 of the 4 media pieces will be in a threshold language.</p>	<p>Engage in countywide Media Advocacy efforts to design and distribute linguistically and culturally appropriate, evidence-based campaigns across multiple platforms including PSA's, broadcasts, digital/web-based outlets, social media, and print media or community outreach. Campaigns may include:</p> <ul style="list-style-type: none"> <li>• Policy education</li> <li>• Prevention education</li> <li>• Safe Disposal</li> <li>• New trend of emerging substances</li> <li>• Recovery resources</li> </ul>	<ul style="list-style-type: none"> <li>• Media Advocacy Specialist</li> </ul>	June 15, 2027

<p><b>4.2 Increase the availability of locations to dispose of unwanted or expired prescription drugs and educate the community of the safe disposal options.</b></p>	<p><b>Service Areas</b>  Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek &amp; Mt. Baldy Village</p>	<p>Create video campaign on where Rx drop boxes are located to educate community members on responsible prescription disposal. (Obj. A, B and C).</p> <p>Build relationships with partners to determine a place to Install a Medication Drop Box within the service area. The Rx Drop Box will also feature a brochure holder to distribute informational materials, including safe medication disposal guidelines, Coalition flyers, and campaign materials from SAMHSA, CADCA, DEA, and DBH. (Obj. A)</p>	<p>• Media Advocacy Specialist</p>	<p>April 30, 2027</p>
	<p><b>Target:</b> Create 1 video and disseminate via all social media platforms.</p> <hr/> <p><b>Target:</b> Install one Rx Drop box in 1 of our services in our servicing cities (1 for contract period).</p>		<p>• Program Director  • On-site Manager</p>	<p>May 30, 2027</p>



**STRATEGY 5: ENFORCEMENT**

Objectives	Target	Tasks	Responsible Person	Deadline
5.1 Enforce existing regulations, laws, or policies that exist in the State of California surrounding Opioid use and emerging substance.	<b>Service Areas</b> Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village	Attend IEOCC meetings regularly to stay updated on opioid-related issues and to help identify and report any law or code violations to the appropriate governing bodies. (Obj. A and D)	<ul style="list-style-type: none"> <li>• Prevention Services Specialist</li> <li>• Program Director</li> <li>• On-site Manager</li> </ul>	June 15, 2027
5.2 Pursue the renewal of MOUs with schools and partner organizations to ensure the continued delivery of resources, training/presentations	<b>Service Areas</b> Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village  <b>Target:</b> Renew at least 1 MOU established within our servicing cities	Continue collaborating with schools and community organizations to educate youth parents or the community on the effects of opioids and promote healthy coping skills through the delivery opioids prevention presentations. (Obj. A and D)	<ul style="list-style-type: none"> <li>• Program Director</li> <li>• On-site Manager</li> </ul>	June 15, 2027
5.3 Obtain Rx Dropbox data from existing partnerships and collaborations.	<b>Service Areas</b> Rancho Cucamonga, Montclair, Upland, Ontario and Chino, Chino Hills, Fontana, Guasti, Lytle Creek & Mt. Baldy Village	Continue to collect disposal of medication amount data from Medication Dropbox partnerships. (Obj. A and D) <ul style="list-style-type: none"> <li>•National Take Back Data</li> <li>•Medication Drop Boxes and partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• Program Director</li> <li>• On-site Manager</li> <li>• Consultant</li> </ul>	June 15, 2027

# LOGIC MODEL-EPLD Alcohol

## INPUTS

## OUTPUTS

## OUTCOMES

### Situation/problems and priorities

Problems associated with the accessibility, sales, and use of alcohol by diverse youth and young adults

Contributing factors: Early initiation of use and family history of use, alcohol is readily available via social events, family members and within the community, lack of enforcement and community awareness of current policies/ordinances.

### Inputs

Staff (outreach & policy, communication, evaluation)  
Policy consultant

#### Coalitions

- Partners for Innovative Communities (PIC)
- Fontana Community Coalition (FCC)
- SB County Behavioral

Law enforcement partners  
Cities  
School districts  
Healthcare providers  
Retailers  
Media platforms  
Education materials  
Training materials, space, equipment

### Activities and participation

#### Strategy 1 (Research & Data)

- County perception surveys
- Needs assessment using data from different sources, e.g., retailers, PD, ABC.
- SHO citation data
- Law enforcement records
- ABC Data

#### Strategy 2 (Policy Development)

- Public policy to limit retailer density, and type of sales.

#### Strategy 3 (Community Engagement)

- Coalition building
- Community education
- Video campaign
- Youth led campaign
- Leadership academy
- Youth Court
- Alcohol free event
- RBS Classes

### Outputs

# survey collected

# policy initiatives started

# coalition members  
# coalition meetings  
# community education presentations  
# video campaigns  
# views, engagements  
# community leaders engaged  
# Youth Court sessions  
# youth participated in Youth Court

# alcohol free events  
# participants in alcohol free event

# RBS classes  
# RBS participants  
# youth led campaigns

# media pieces released

# risk assessments/  
environmental scan conducted

### Short-term outcomes

Increased awareness among community members:

- Social Host ordinances
- Risks and legalities of supplying alcohol to minors
- Coalitions & organizations that combat underage alcohol sales and use
- Healthy coping mechanisms and prevention tools
- Positive decision-making skills and resources to replace alcohol related consumption at community events
- Risks of oversized single serving items, fortified alcohol products, and promotional items

Increased interest among the community in getting involved in community solutions to underage drinking prevention

Improved partnerships to achieve enforcement, e.g.:

- Law enforcement
- School districts
- Retailers
- Party and community event hosts

Increased sense of safety among the community related to alcohol use and availability of solutions

### Mid-term outcomes

Increased compliance with ABC standards and social host ordinances

Growth of coalitions and community capacity to address alcohol use

Enactment of policy to limit density of alcohol retailers

Decreased sales of low-cost oversized alcoholic single serving items, fortified alcohol products, and promotional items

Improved enforcement of Social Host Ordinances

### Long-term outcomes

Decreased alcohol use amongst youth and young adults

Decreased density of alcohol retailers

Decrease rate of ABC compliance infractions

Increased number of alcohol-free events, parks, and recreational areas

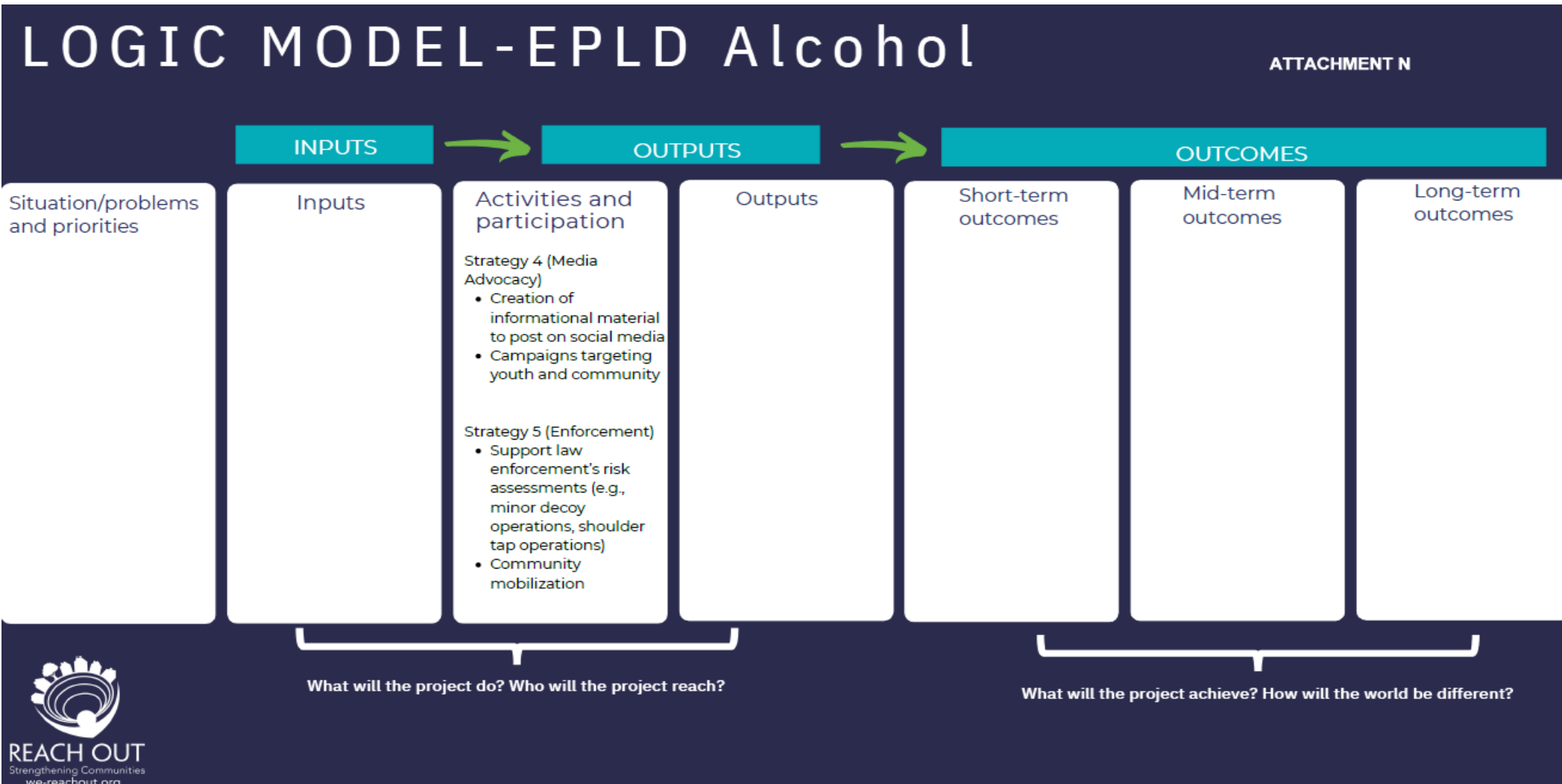
Decreased rate of underage drinking citations

What will the project do? Who will the project reach?

What will the project achieve? How will the world be different?

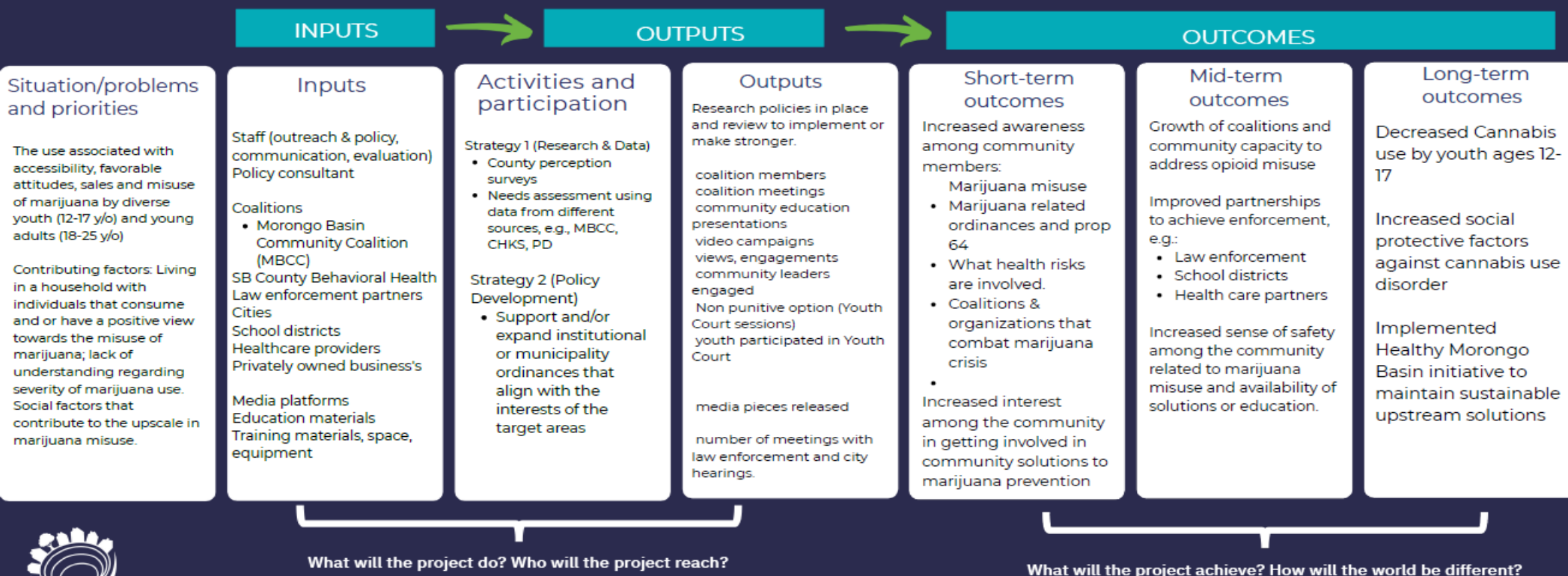


**REACH OUT**  
Strengthening Communities  
we-reachout.org



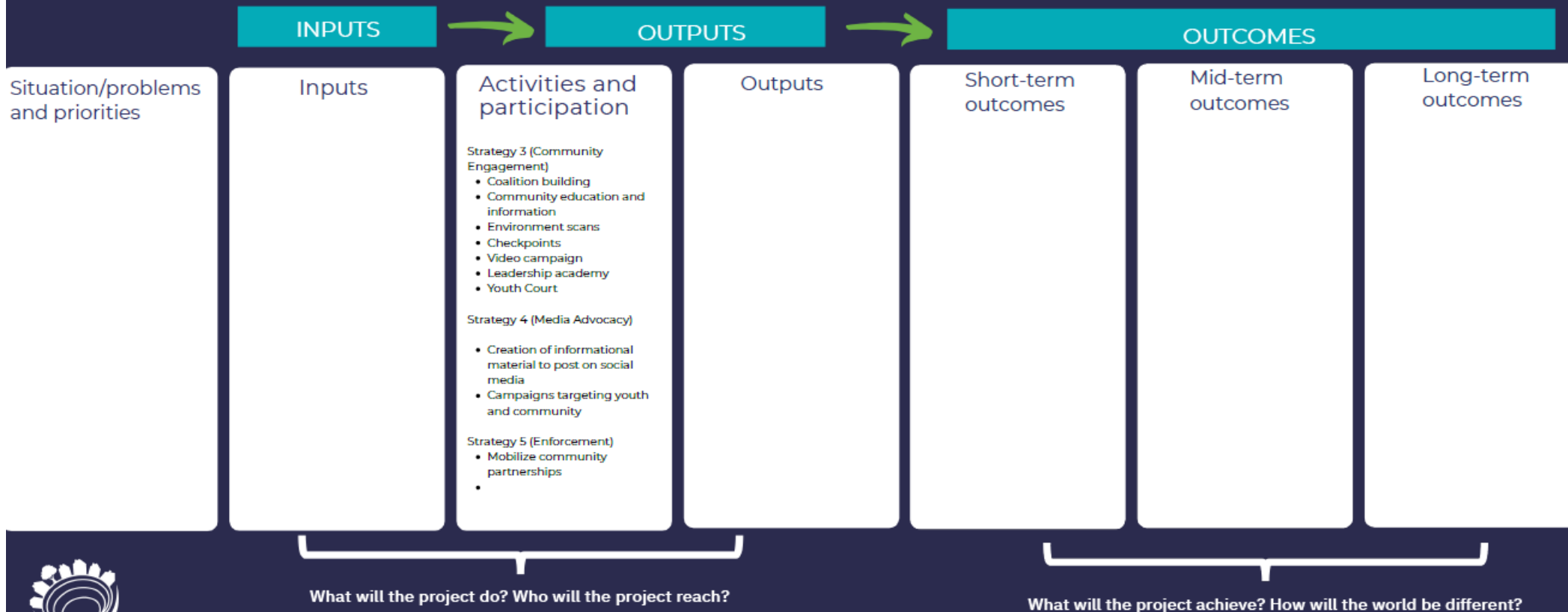
# LOGIC MODEL-EPLD Cannabis

ATTACHMENT N



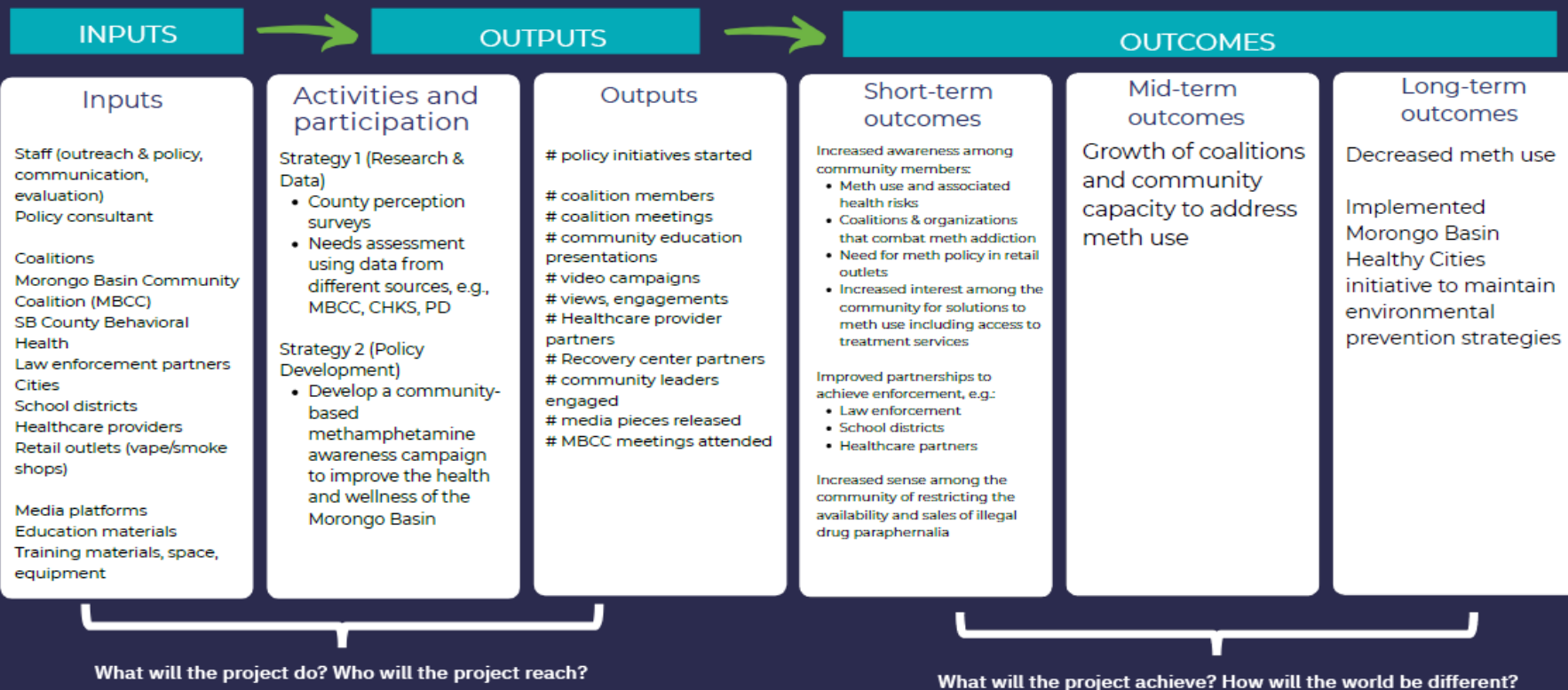
**REACH OUT**  
Strengthening Communities  
we-reachout.org

# LOGIC MODEL-EPLD Cannabis



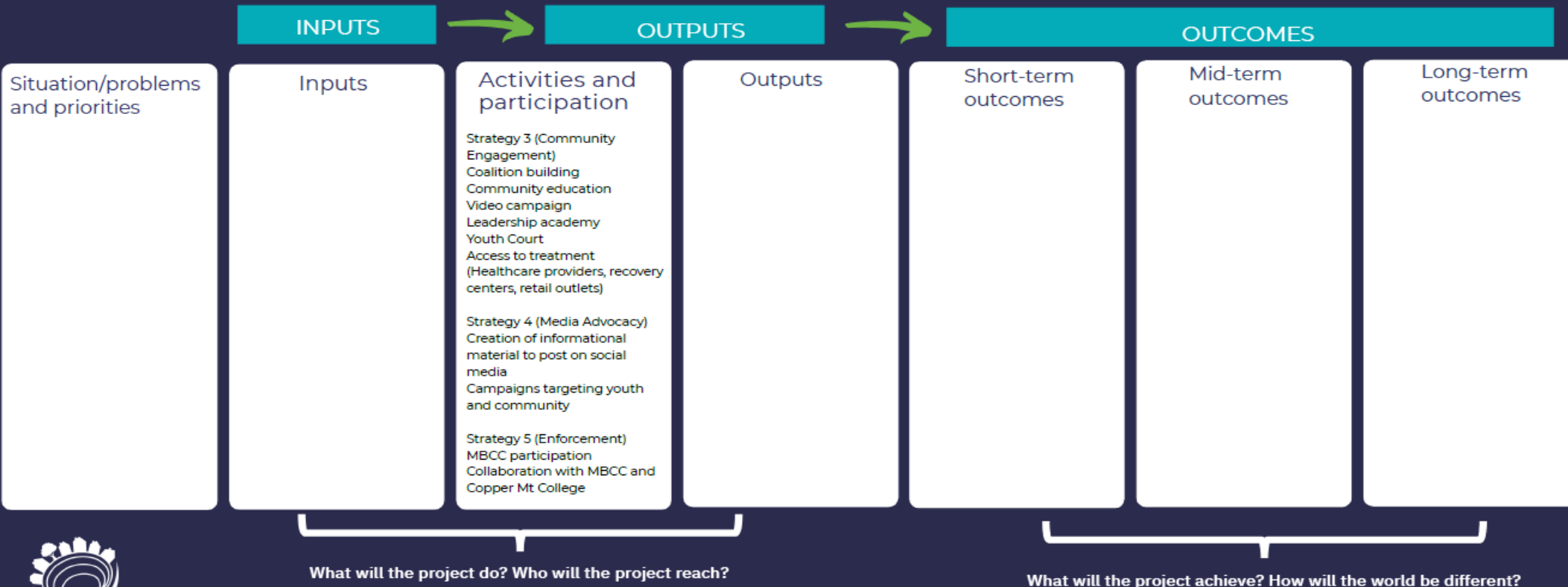
# LOGIC MODEL-EPLD Methamphetamine

ATTACHMENT N



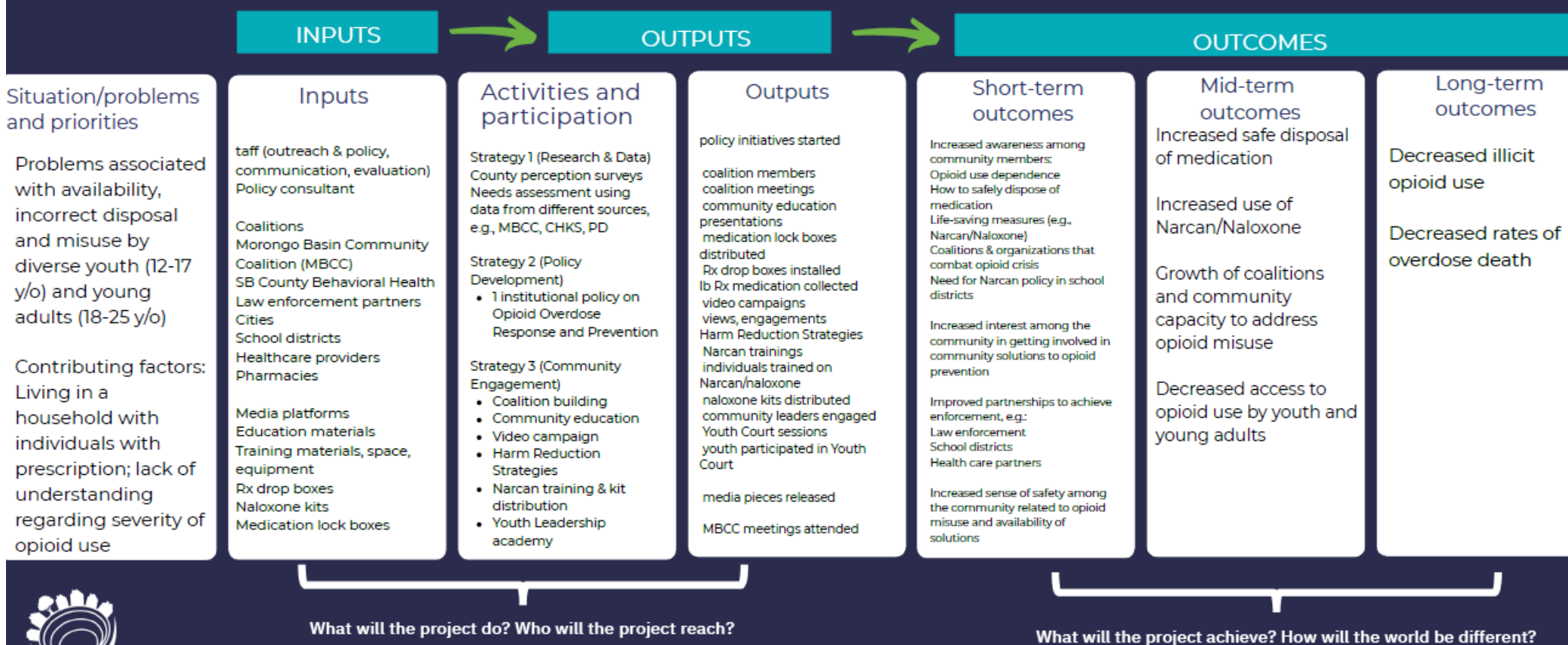
**REACH OUT**  
 Strengthening Communities  
[we-reachout.org](http://we-reachout.org)

# LOGIC MODEL-EPLD Methamphetamine ATTACHMENT N





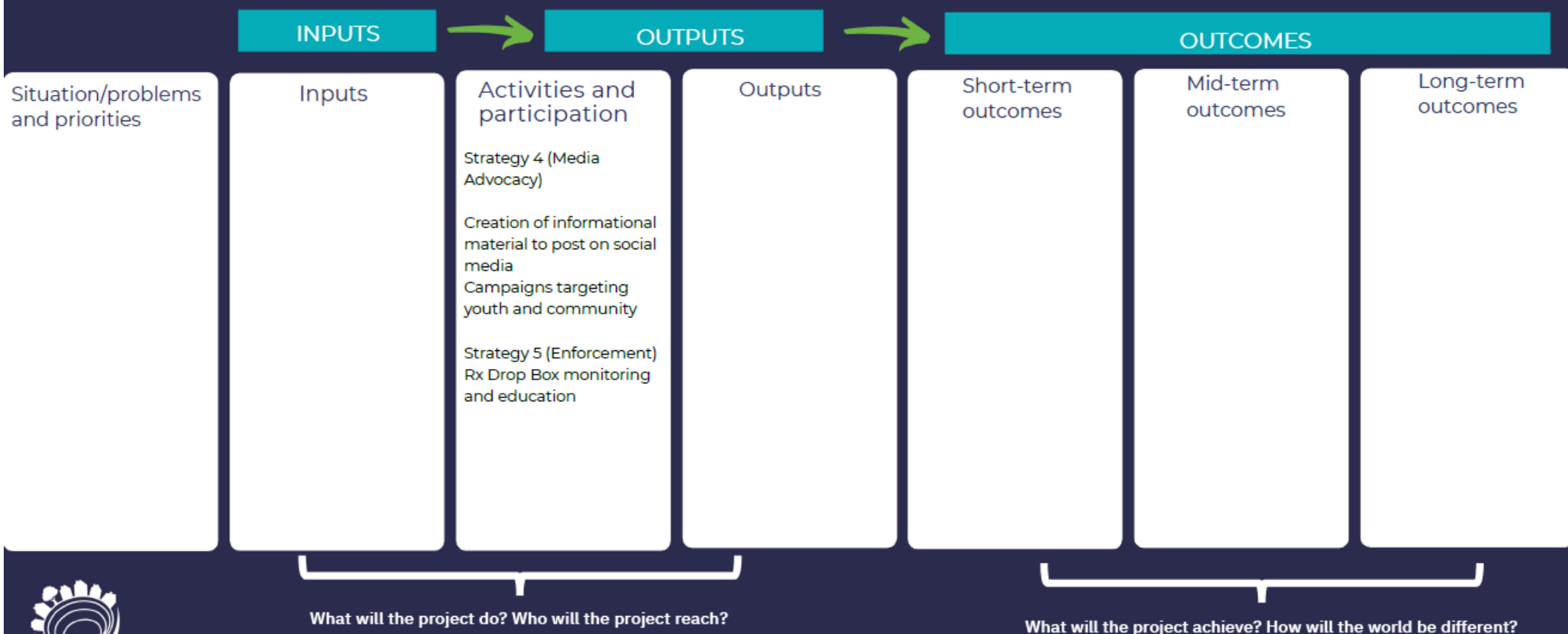
# LOGIC MODEL-EPLD Opioid



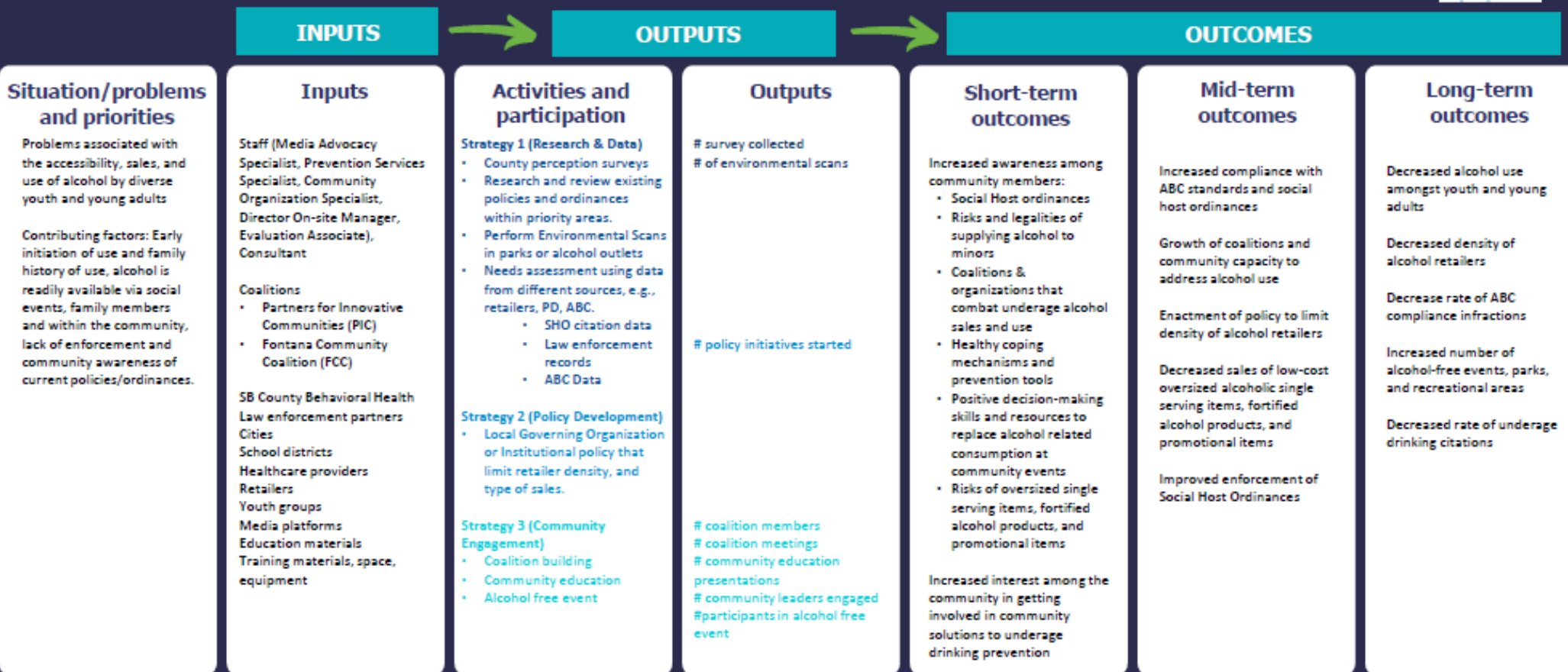
**REACH OUT**  
Strengthening Communities  
we-reachout.org



# LOGIC MODEL-EPLD Opioid



# Reach Out Environmental Prevention West End-Alcohol: 2026-2027



Goal: Alcohol Prevention – to reduce the problems associated with accessibility, sales, and use of alcohol by diverse youth and young adults.



# Reach Out Environmental Prevention West End-Alcohol: 2026-2027



## INPUTS

### Inputs

Situation/problems and priorities

CONTINUED FROM PREVIOUS PAGE

## OUTPUTS

### Activities and participation

#### Strategy 4 (Media Advocacy)

- Creation of informational material to post on social media
- Campaigns targeting youth and community
- Youth led campaign

#### Strategy 5 (Enforcement)

- Support law enforcement in sobriety checkpoints
- Community mobilization
- Ensure compliance through education on SHO to community
- Work with law enforcement/ABC to assess alcohol sales and provide RBS guidance.

### Outputs

# media pieces released  
# video campaigns  
# views, engagements  
# youth led campaigns

# risk assessments / environmental scan conducted  
# SHO resources distributed  
# notifications of compliance checks

## OUTCOMES

### Short-term outcomes

Improved partnerships with different sectors to achieve enforcement, e.g.:

- Law enforcement
- School districts
- Retailers
- Party and community event hosts

Increased sense of safety among the community related to alcohol use and availability of solutions

### Mid-term outcomes

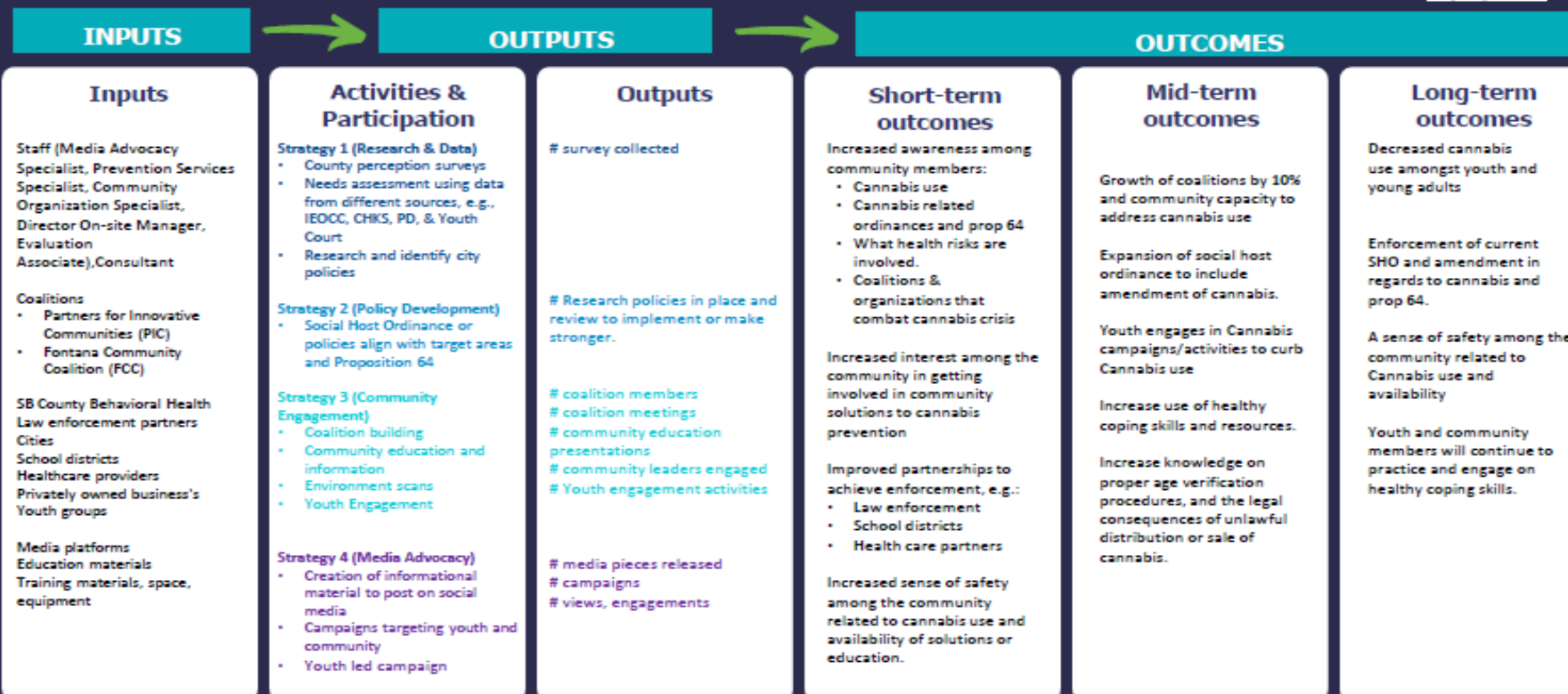
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### Long-term outcomes

Goal: Alcohol Prevention – to reduce the problems associated with accessibility, sales, and use of alcohol by diverse youth and young adults.



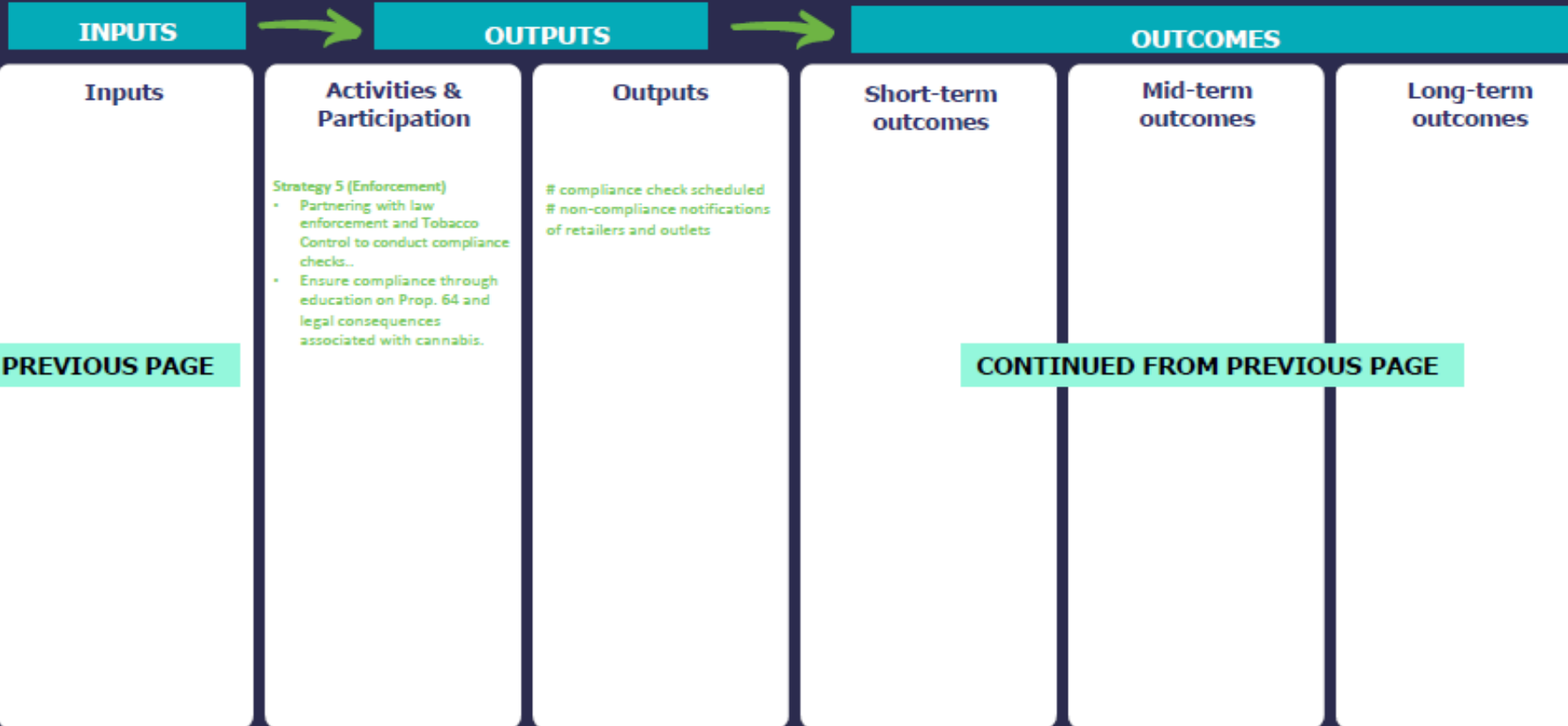
# Reach Out Environmental Prevention West End – Cannabis: 2026-2027



Goal: to reduce the problems associated with accessibility, favorable attitudes, sales, and use of cannabis by diverse youth and young adults.



# Reach Out Environmental Prevention: West End – Cannabis: 2026-2027



Goal: to reduce the problems associated with accessibility, favorable attitudes, sales, and use of cannabis by diverse youth and young adults.





# Reach Out Environmental Prevention: West End – Methamphetamine 2026-2027

## INPUTS

## OUTPUTS

## OUTCOMES

### Situation/problems and priorities

Decrease methamphetamine use among families, youth (12 – 17) and young adults (ages 18 – 25). Promote methamphetamine prevention by reducing the problems associated with accessibility, manufacture, distribution, sales, and use of methamphetamines by diverse youth and young adults.

Contributing factors: Early initiation of use and family history of use contributes to high frequency of methamphetamine use. Also, social determinates of health contribute to a lack of treatment services received.

### Inputs

Staff (Media Advocacy Specialist, Prevention Services Specialist, Community Organization Specialist, Director On-site Manager, Evaluation Associate), Consultant

#### Coalitions

- Partners for Innovative Communities (PIC)
- Fontana Community Coalition (FCC)

SB County Behavioral Health  
Law enforcement partners  
Cities  
School districts  
Healthcare providers  
Retail outlets (vape/smoke shops)  
Inland Empire Opioid Crisis Coalition (IEOCC)  
Youth groups

Media platforms  
Education materials  
Training materials, space, equipment

### Activities and participation

#### Strategy 1 (Research & Data)

- County perception surveys
- Needs assessment using data from different sources, e.g., IEOCC, CHKS
- Research and Identify current policies

#### Strategy 2 (Policy Development)

- Local governing organization or institutional policies aimed at limiting accessibility, manufacture, distribution, sales, and use of methamphetamines, to work on modifying or expanding (Meth pipe ban)

#### Strategy 3 (Community Engagement)

- Coalition building
- Community education

### Outputs

# survey collected

# policy initiatives started

# coalition members  
# coalition meetings  
# community education presentations  
# High risk participants  
# attendees

### Short-term outcomes

Increased awareness among community members:

- Meth use and associated health risks
- Coalitions & organizations that combat meth addiction
- Need for meth policy in retail outlets
- Increased interest among the community for solutions to meth use including access to treatment services

Improved partnerships to achieve enforcement, e.g.:

- Law enforcement
- School districts (Youth Court diversionary programs)
- Healthcare partners

Increased sense among the community of restricting the availability and sales of illegal drug paraphernalia

### Mid-term outcomes

Enactment of policy restricting the availability and sales of illegal drug paraphernalia

Growth of coalitions by 10% and community capacity to address meth use

Increase retail outlets knowledge on laws associated with drug paraphernalia sales.

### Long-term outcomes

Decreased meth use amongst youth and young adults

Decreased access to illegal drug paraphernalia and illegal drug precursors as measured by focus groups, law enforcement reports, CHKS data, and pre-post surveys.

Increase knowledge on existing meth precursors and paraphernalia

Goals: Methamphetamine Prevention – to reduce the problems associated with accessibility, manufacture, distribution, sales, and use of methamphetamines by diverse youth and young adults.



# Reach Out Environmental Prevention West End – Methamphetamine 2026-2027



## INPUTS

## OUTPUTS

## OUTCOMES

Situation/problems  
and priorities

Inputs

Activities and  
participation

- Strategy 4 (Media Advocacy)
- Creation of informational material to post on social media
  - Campaigns targeting youth and community

Strategy 5 (Enforcement)

- Partnering with law enforcement and Tobacco Control to conduct compliance checks..
- Ensure compliance through education on precursors and illegal drug paraphernalia (e.g., pseudoephedrine, glass pipes, butane torches)

Outputs

# media pieces released  
# video campaigns  
# views, engagements

# compliance check scheduled  
# precursors identified in stores  
in stores related to meth use.

Short-term  
outcomes

Mid-term  
outcomes

Long-term  
outcomes

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Goals: Methamphetamine Prevention – to reduce the problems associated with accessibility, manufacture, distribution, sales, and use of methamphetamines by diverse youth and young adults.





# Reach Out Environmental Prevention West End - Opioids/Emerging Substances: 2026-2027



## INPUTS

## OUTPUTS

## OUTCOMES

### Situation/problems and priorities

Problems associated with availability, incorrect disposal and use of opioids or emerging substances by diverse youth (12-17 y/o) and young adults (18-25 y/o)

Contributing factors: Living in a household with individuals with prescription; lack of understanding regarding severity of opioid use and emerging substances.

### Inputs

Staff (Media Advocacy Specialist, Prevention Services Specialist, Community Organization Specialist, Director On-site Manager, Evaluation Associate), Consultant

#### Coalitions

- Partners for Innovative Communities (PIC)
- Fontana Community Coalition (FCC)

SB County Behavioral Health  
Law enforcement partners  
Cities  
School districts  
Healthcare providers  
Pharmacies  
Youth Groups  
Inland Empire Opioid Crisis Coalition (IEOCC)

Media platforms  
Education materials  
Training materials, space, equipment  
Rx drop box  
Naloxone kits

### Activities and participation

#### Strategy 1 (Research & Data)

- County perception surveys
- Identify current policies and ordinances
- Monitor data from different sources, e.g., IEOCC, CHKS, PD

#### Strategy 2 (Policy Development)

- Implementation of an institutional or governmental policy to decrease opioid use or prevent overdoses.

#### Strategy 3 (Community Engagement)

- Coalition building
- Community education
- Narcan training & kit distribution
- Community Educational Sessions
- Community event

### Outputs

# surveys collected  
# policies/ordinances identified  
# data sources monitored

# policy initiatives started

# coalition members  
# coalition meetings  
# community education presentations  
# Narcan trainings  
# individuals trained on Narcan/naloxone  
# Opioid Prevention kits distributed  
# naloxone kits distributed  
# Community Educational Session participants  
# Sessions hosted  
# community leaders engaged  
# event attendees

### Short-term outcomes

Increased awareness among community members:

- Opioid misuse
- How to safely dispose of medication
- Life-saving measures (e.g., Narcan/Naloxone)
- Coalitions & organizations that combat opioid crisis
- Need of institutional or governmental policy

Increased interest among the community in getting involved in community solutions to opioid and emerging substances prevention.

Improved partnerships to achieve enforcement, e.g.:

- Law enforcement
- School districts
- Health care partners

Increased sense of safety among the community related to emerging substances and opioid use and availability of solutions

### Mid-term outcomes

Increased safe disposal of medication

Increased overdose response capacity and use of Narcan/Naloxone

Growth of coalitions and community capacity to address opioid use and emerging substances

Enactment of institutional or governmental policy

### Long-term outcomes

Decreased opioid use amongst youth and young adults

Decreased rates of overdose death

Sustained community involvement in opioid prevention initiatives

Goals: to increase education and reduce the problems associated with availability, incorrect disposal and use by diverse youth and young adults.





# Reach Out Environmental Prevention: West End - Opioids/Emerging Substances:2026-2027



## INPUTS

## OUTPUTS

## OUTCOMES

Situation/problems  
and priorities

Inputs

Activities and  
participation

- Strategy 4 (Media Advocacy)
- Creation of informational material to post on social media
  - Campaigns targeting youth and community
  - Install Rx Drop Box to promote safety disposal of opioids and resources.

Outputs

- # media pieces released
- # video campaigns
- # views, engagements
- # Rx drop boxes installed
- # flyers and resources displayed

Short-term  
outcomes

Mid-term  
outcomes

Long-term  
outcomes

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Goals: to increase education and reduce the problems associated with availability, incorrect disposal and use by diverse youth and young adults.

