



North County Prevention Partnership
www.ncppsanteo.org

**California Drug-Free Communities Grantees
Regional Meeting Presentation**

Rancho Cordova, 6/18/2014

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Key Strategy: “Licensee Education on Alcohol & Drugs (LEAD) training, and compliance checks to reduce retail access to alcohol.”



CMCA

- One-on-One Interviews
- Community Mobilization
- SSF Violence Prevention Coalition

Healthy Retailer Campaign

- Healthy Retailer Surveys
- TMAC youth participation
- Collaboration with TEC
- Partnership with Daly City/Pacifica Coalition

Compliance Checks

- LEAD training
- Enforcement
- Media/Public Ed
- DCPD Partnership

Reduction of Youth Alcohol Access (Retail)

Blight Reduction

- Fire Code enforcement
- Lee Law enforcement

Compliance Checks: A Closer Look

Compliance Checks

- LEAD training
- Enforcement
- Media/Public Ed
- DCPD Partnership

- LEAD training well attended (~150)
- SSFPD hosts training and supports local departments in COAST-21
- Stanley Roberts of KRON-4 did “People Behaving Badly” segment on Shoulder Tap Decoy Operations in SSF in Mar 2013
 - Featured NCPP SSFPD partner Ken Chetcuti
- On May 31st, DCPD conducted compliance checks in Daly City and cited 6 of 21 merchants for providing alcohol to a minor. (6 Chinese restaurants)

Effects of Interrelated Strategies

Youth & Community Stakeholder Involvement

- Healthy Retailer surveying
- CMCA trainings
- NCPP Strategic Planning

Data

- CMCA (Qualitative)
- Healthy Retailer
- Compliance Checks

Reduction
of Youth
Retail
Access to
Alcohol

Strengthened Partnerships

- Tobacco Education Coalition
- COAST-21 compliance checks
- SSF Violence Prevention
- Alcohol Merchants



Above: Owen Molloy receives an RBS Training certificate from NCPP; Below: Attendees at the NCPP Town Hall in Daly City with special guest David Mineta from ONDCP



Above: Pacific Islander community leaders with Congresswoman Jackie Speier; Below: Be The Change youth collaborative after conducting the Youth Access Survey at Terra Nova High School





Above: RAMA presentation to Daly City Council; Below: NCPP Youth Coalition with Jerry Hill at the YLI Communities in Action Recognition Event in Foster City

Above: Youth Access Survey Findings & Rec Report presentation to Pacifica City Council; Below: Communities Mobilizing for Change on Alcohol Training at the SSF Municipal Building

