County of Los Alamos

1000 Central Avenue Los Alamos, NM 87544



BCC Agenda - Final

LOS ALAMOS Los Alamos County DWI Planning Council

George Marsden, Chair; Judy Lovejoy, Vice Chair; David Griego; Jaime Gonzales; Juanita McNeil; Jordan Redmond; Brandi Seekins; and Lisa Zuhn, Members

Thursday, January 14, 2021

8:30 AM

Due to COVID-19 Concerns, meeting will be conducted remotely.

Zoom Meeting Link: https://zoom.us/w/94346397705

I. CALL TO ORDER

II. PUBLIC COMMENT

III. BUSINESS

13724-21 Approval of Minutes from the December 10, 2020 Meeting

Presenters: George Marsden

<u>Attachments:</u> <u>BCC DWI December Minutes</u>

13725-21

<u>Presenters:</u> Donna Casados and Brandi Seekins

Attachments: Be Above Dec 2020 Campaign

FY22 Los Alamos County Prevention Plans and Guidelines

<u>13720-21</u> DWI Law Enforcement Numbers

13721-21 DWI Compliance Numbers

13722-21 DWI Treatment

Presenters: Donna Casados and Jordan Redmond

IV. BOARD/STAFF COMMUNICATIONS

13723-21 Chairman's Report

<u>Presenters:</u> George Marsden

V. COUNCIL COMMUNICATIONS

VI. PREVIEW OF NEXT MEETING

February 11, 2021 - Approval of FY22 Protocols and Identify FY22 Components DWI

Distribution and Grant

VII. ADJOURNMENT



County of Los Alamos BCC Meeting Minutes Los Alamos County DWI Planning

1000 Central Avenue Los Alamos, NM 87544

George Marsden, Chair; Judy Lovejoy, Vice Chair; David Griego; Jaime Gonzales; Juanita McNeil; Jordan Redmond; Brandi Seekins; and Lisa Zuhn, Members

Council

Thursday, December 10, 2020

8:30 AM

Due to COVID-19 Concerns, meeting will be conducted remotely.

Zoom Meeting Link: https://zoom.us/w/97607658352

I. CALL TO ORDER

Meeting was called to order at 8:32 a.m. by Chair George Marsden.

Present 7 - Councilor Marsden, Councilor Lovejoy, Councilor Griego, Councilor McNiel, Councilor Seekins, Councilor Gonzales, and Councilor

Redmond

Absent 1 - Councilor Zuhn

II. PUBLIC COMMENT

Attendees introduced themselves.

III. BUSINESS

Approval of Minutes from the November 12, 2020 Meeting

Presenters: George Marsden

<u>Attachments:</u> BCC DWI November Minutes

A motion was made by David Griego, seconded by Jordan Redmond that the Minutes be Approved

as presented. The motion passed by a unanimous vote.

Approval

Absent: 1 - Councilor Zuhn

DWI Prevention Efforts

Presenters: Donna Casados

Attachments: Be Above Nov 2020 Campaign Report

Donna Casados reported:

Be Above the Influence Campaign November Results.

Brandi Seekins (LAPS) reported:

Social Media prevention and Peaceful Parent through the holidays. Youth Resiliency Committee efforts- Children and Family Safety

DWI Law Enforcement Numbers

Presenters: Jaime Gonzales

Jaime Gonzales reported: DWI numbers for November- 5 Saturation Patrols pending. Shoulder Taps pending.

DWI Compliance Numbers

Monica Schwiner Reported:
November Municipal Pretrial- 2
November Regular Probation- 0
November Pretrial Magistrate- 1
November Probation Magistrate- 0
Active DWI Probation Magistrate Cases- 7
Active DWI Pretrial Magistrate OpenCases- 4
Active DWI Probation Municipal OpenCases- 10
Active DWI Pretrial Municipal Open Cases- 4
Probation Magistrate DWI Active Warrants- 2
Pre-trial Magistrate DWI Active Warrants- 1

Probation Municipal DWI Active Warrants- 4 Pre-trial Municipal DWI Active Warrants- 0

Classes being done virtually.

DWI Treatment

Presenters: Donna Casados and Jordan Redmond

Donna Casados reported:

RACSTOP contract funds will more than likely be fully expended in January. RACSTOP will continue to provided services as in-kind services.

Darrin's Place considering contracting under Health Care Assistance Program.

Jordan Redmond reported:

Groups provided online and in person.

LAFC interviewing for 2 new providers as demand grows.

Los ALamos County YRRS Data 2019

Presenters: George Marsden

Attachments: YRRS Data LAHS 2019 (002)

Extended meeting will be held on January 14th to discuss prevention programming concerns during COVID-19 pandemic.

IV. BOARD/STAFF COMMUNICATIONS

Chairman's Report

Presenters: George Marsden

George Marsden reported:

Teen Center- Very little in person activities being offered at this time due to COVID-19.

Staff Report

Presenters: Donna Casados

Donna Casados reported:

CARES Act Funding Applications have been processed and completed.

Family Resource and Support Education Programs- formalizing agreements.

Social Services Division looking at new location for SSD Office.

V. COUNCIL COMMUNICATIONS

VI. PREVIEW OF NEXT MEETING

Extended meeting (8:30 a.m. to 10:30 a.m) to discuss prevention programming concerns during COVID-19 pandemic.

VII. ADJOURNMENT

The meeting adjourned at 10:02 a.m.



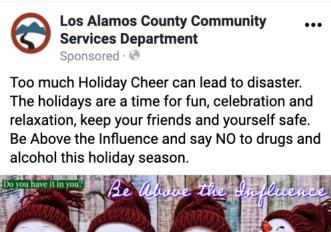
In August 2020 the Los Alamos County Social Services Department launch the "Be Above the Influence" Campaign. A campaign to challenge teens to be above the influence of drugs and alcohol, and to encourage adults to talk to their kids and/or students about these negative influences. This campaign is scheduled to run August 2020 – July 2021.

Social media campaigns were created and launched for the month of December; results are below.

No additional posters were created or placed in new locations.

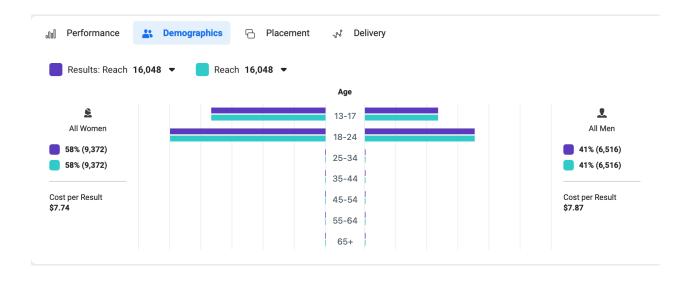
December 2020 Campaign: Ran Dec. 1 - 31, 2020. 2 ads on Facebook & Instagram were ran, for a total budget of \$225.

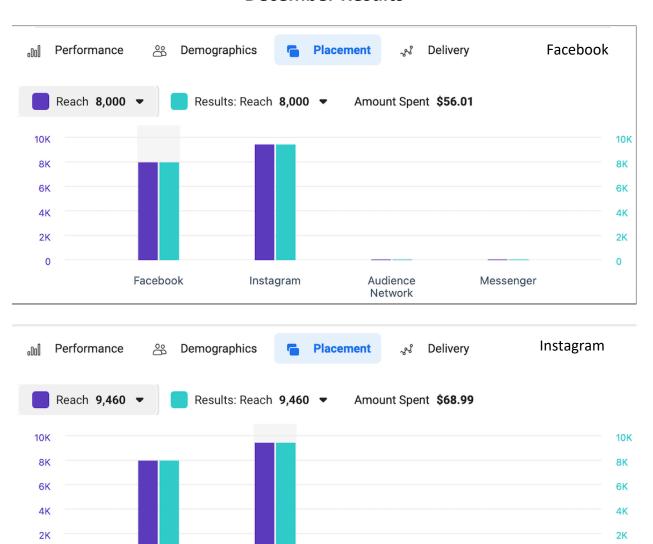
- 1) Facebook & Instagram: Do you have it in You? Be Above the Influence image, \$125 budgeted, total add spend \$125.00
 - a. **Targeted audience:** Youth within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
 - b. **Total Impressions:** 35,762 (total amount of ad was displayed)
 - c. **Total Reach:** 16,048 (total amount of people who saw our content)





Ad Name	Reach	Impressions
Dec - Teens	16,048	35,762
13-17 Female	3,936	9,414
13-17 Male	2,592	6,055
13-17 Uncategorized	64	169
18-24 Female	5,436	11,269
18-24 Male	3,924	8,679
18-24 Uncategorized	96	176
> Results from 1 ad 1	16,048 People	35,762 Total





Instagram

Audience

Network

0

Facebook

0

Messenger

- 2) **Facebook & Instagram**: Rise Above Influence video, \$100 budgeted, total add spend of \$100.
 - a. **Targeted Audience:** Adults within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area.
 - b. Total Impressions: 33,995 (total amount of ad was displayed)
 - c. **Total Reach:** 16,660 (total amount of people who saw our content)

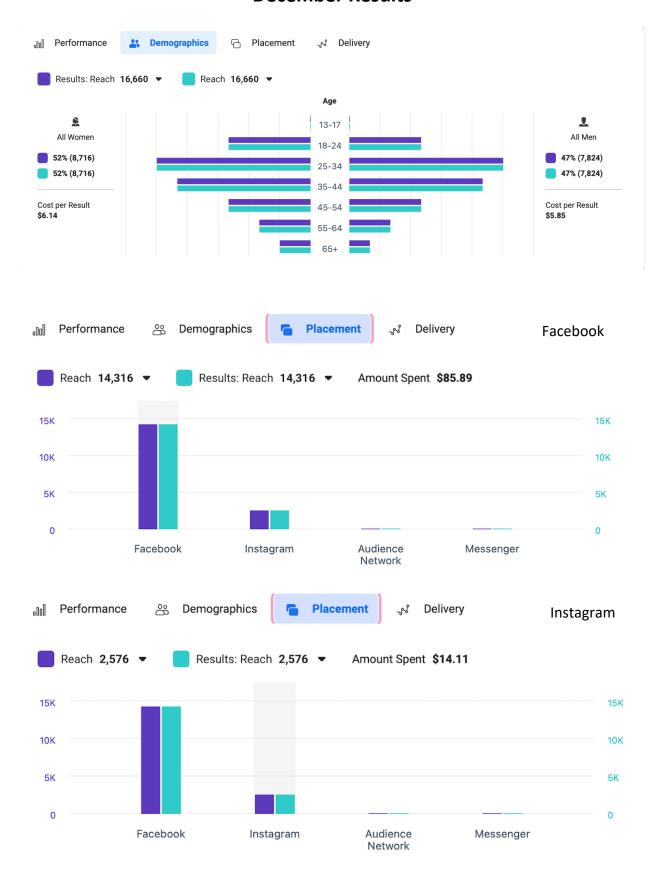


Many of us look forward to celebrations during the holidays, yet it is also a time when some people are more likely to drink beyond their limits than at other times of the year. Don't suffer from the adverse consequences that range from fights and falls to traffic crashes.

Be Above the Influence and Drive Safe and Sober this holiday season.



Ad Name	•	Reach	Impressions
Adults		16,660	33,995
18-24	Female	1,396	2,748
18-24	Male	1,216	2,553
18-24	Uncategorized	16	53
25-34	Female	2,520	5,080
25-34	Male	2,432	4,469
25-34	Uncategorized	32	86
35-44	Female	2,188	4,842
35-44	Male	2,096	4,093
35-44	Uncategorized	28	50
45-54	Female	1,320	2,918
45-54	Male	1,104	2,605
45-54	Uncategorized	20	41
55-64	Female	788	1,537
55-64	Male	608	1,174
55-64	Uncategorized	19	19
65+	Female	504	1,028
65+	Male	368	696
65+	Uncategorized	3	3



In Summary:

- 1) In the Month of December Social Services spent \$225 between four campaigns on social Media.
 - a. Two campaigns on Facebook
 - i. One targeting Teens within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
 - ii. One targeting adults within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
 - b. Two campaign on Instagram
 - i. One targeting Teens within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
 - ii. One targeting adults within the Los Alamos, White Rock, Jemez Springs, Espanola, and Pojoaque area
- 2) Between the 4 campaigns we had a total reach of 32,708
- 3) Between the four campaigns we had a total of 57 clicks on the link to our website and/or the images.
 - a. This is a 36% increase from November
- 4) Compared to the November Campaign, we reached 6,900 more adults.

Los Alamos County Prevention Framework and Guidelines; Post COVID-19 Purpose:

The purpose of this blueprint framework is to utilize SAMHSA's Strategic Prevention Framework (SPF) to **Assess** substance abuse and related **risk and protective factors** in Los Alamos County by systematically examining the health status indicators that may be used to identify key problems and assets in LAC community.

Risk factors are associated with a higher likelihood of developing a problem (e.g., low impulse control, peer substance use).

Protective factors are associated with a lower likelihood of developing a problem (e.g., academic achievement, parental bonding, and family cohesion).

Questions:

- 1. What substance misuse problems (e.g., overdoses, alcohol poisoning) and related harmful behaviors (e.g., prescription drug misuse, underage drinking) are occurring in the community?
- 2. How often are these substance misuse problems and related harmful behaviors occurring?
- 3. Which ones are happening the most?
- 4. Where are these substance misuse problems and related harmful behaviors occurring (e.g., at home or in vacant lots, in small groups or during big parties)?
- 5. Who is experiencing more of these substance misuse problems and related harmful behaviors (e.g., males, females, youth, adults, members of certain cultural groups)?

Sources to Examine Data:

- NM DOH 2019 LAC Youth Risk and Resiliency Survey (YRRS).
 http://youthrisk.org/pdf/countyreports/YRRS-2019-HS-countyreport-losalamos.pdf
- NM DOH 2019 NM Youth Risk and Resiliency Survey (YRRS). http://youthrisk.org/
- NM DOH 2019 Santa Fe County Youth Risk and Resiliency Survey (YRRS).
 http://youthrisk.org/

Keep in Mind: Prevention planners cannot change a substance misuse problem directly. Instead, they need to work through the underlying risk and protective factors that influence the problem.

A prevention program or practice can only make a difference if it is a good match for both the problem and its underlying factors.

Assessing Capacity for Prevention:

It is very important in this first step of the SPF to not only assess the problems and underlying risk and protective factors but to also include an assessment of the community's capacity. Assessing a community's available resources and readiness to address substance misuse is a key part of the prevention planning process. Prevention efforts are more likely to succeed when they are informed by a complete assessment of a community's capacity to address the identified substance misuse problems. Capacity for prevention includes two main components: resources and readiness.

Resources include anything a community can use to establish and maintain a prevention effort that can respond effectively to local problems. Examples include:

People (e.g., staff, volunteers) - **Specialized knowledge** and skills (e.g., research expertise) **Community connections** (e.g., access to population groups) - **Concrete supplies** (e.g., money, equipment, technology) - **Community awareness** about local substance misuse problems (e.g., high rates of opioid overdose) - **Existing efforts** to address those problems (e.g., policies).

A well-planned and focused resource assessment will produce far more valuable information than one that casts a wide net. To that end, it's helpful to focus capacity assessments on resources that are related to your priority problem(s). At the same time, keep in mind that useful and accessible resources may also exist beyond the boundaries of the community's substance misuse prevention effort. Many organizations, including state and government agencies, law enforcement, health care centers, and faith-based organizations are also working to reduce the impact of substance misuse and other harmful behavioral health problems.

Readiness describes the motivation and willingness of a community to commit local resources to addressing identified substance misuse problems. Factors that affect readiness include: Knowledge of the substance misuse problem - Existing efforts to address the problem Availability of local resources - Support of local leaders - Community attitudes toward the problem.

Readiness assessments should reflect the preparedness of the community sectors that will be involved in addressing the priority problem and/or will be affected by it. To do this, prevention planners must engage in a culturally competent assessment process that includes representatives from across community sectors. A thorough capacity assessment should include information about:

- 1. The cultural and ethnic makeup of the community
- 2. How problems are perceived among different sectors of the community
- 3. Who has been engaged in previous prevention efforts
- 4. Existing barriers to participation in prevention efforts

Looking at the Data: 2019 NM YRRS LAC HS

*Red Arrows: Cause for Concern

*Green Arrows: Better than NM and or Trending Correctly

Results from the 2019 High School NM YRRS revealed both encouraging and concerning trends in New Mexico. Rates of youth alcohol use are much lower than the rates of 10 years earlier, but most of the downward movement in rates happened by 2015, with very little variation in rates since then. Tobacco use trends have exhibited a mixed pattern. Rates of current use of cigarettes, cigars, spit tobacco, and hookah continued to decrease through 2019, but the rate of e-cigarette use has increased, resulting in no decrease in the rage of overall tobacco use. The rates of use of most drugs have not changed markedly for most drugs, but the rates for current synthetic marijuana use has more than doubled since 2017, and the rate of current inhalant use has increased by 25% since 2015. Rates of suicide attempts have been stable over the past ten years, but rates for suicidal ideation have been increasing among girls, the rate of feeling sad or hopeless has increased among both boys and girls.

The rate of obesity or overweight, after increasing for several years, has not increased since 2015. Rates for most violence-related behaviors have not changed greatly. However, the rate of ever being physically forced to have sexual intercourse is higher in New Mexico than in the U.S.

This report puts the findings for New Mexico alongside YRRS results for Los Alamos County.

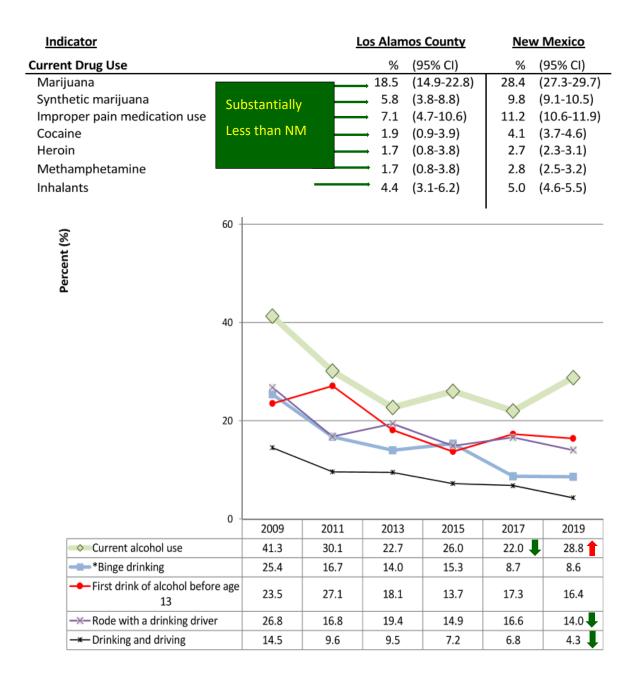
Please use these results to help make New Mexico and your own community a safer and healthier place for all of our young people. For more YRRS results, see www.youthrisk.org.

New Mexico Youth Risk and Resiliency Survey

Risk Behaviors at a Glance

Los Alamos County Grades 9-12

Indicator Unintentional Injury		Los Alan	nos County (95% CI)	<u>Nev</u> %	<u>w Mexico</u> (95% CI)
Rarely or never wore a bicycle helmet		42.6	(32.1-53.9)	80.0	(78.6-81.3)
Rarely or never wore a seath	elt	4.9	(2.4-9.8)	6.3	(5.8-6.9)
Rode with a drinking driver		14.0	(10.0-19.3)	20.2	(19.4-21.1)
Drinking and driving	Substantially	4.3	(1.8-10.3)	6.4	(5.8-7.1)
Marijuana use and driving	Less than NM	11.2	(6.2-19.4)	19.4	(18.3-20.6)
Texting and driving		→ 32.2	(24.2-41.3)	38.3	(36.5-40.1)
Violence				· 	
In a physical fight		23.4	(18.3-29.3)	25.9	(24.8-27.0)
In a physical fight on school p		8.9	(5.5-13.9)	9.1	(8.4-9.9)
Carried a weapon on school p		3.1	(1.5-6.2)	4.2	(3.8-4.7)
Skipped school because of sa	fety concerns	8.2	(5.6-11.9)	13.7	(12.9-14.5)
	MUCH Higher than SF	→ 28.4	(23.1-34.3)	17.4	(16.5-18.2)
,	County and NM	─ 17.8	(14.6-21.5)	13.3	(12.6-14.1)
Physical dating violence		7.4	(3.6-14.7)	9.8	(9.2-10.5)
Sexually assaulted (Forced to do sexual things)		11.1	(7.9-15.4)	11.3	(10.6-12.0)
Ever forced to have sexual intercourse		9.5	(7.0-12.8)	9.1	(8.5-9.7)
Mental Health					
Non-suicidal self-injury High	ner than SF County and NM	28.8	(22.4-36.2)	21.8	(20.9-22.7)
Felt sadness or hopelessness		35.8	(32.0-39.8)	40.8	(39.8-41.9)
Seriously considered suicide Higher than SF County and NM		→ 21.3	(17.4-25.9)	18.9	(18.1-19.7)
Planned suicide		15.8	(12.2-20.2)	16.5	(15.8-17.3)
Attempted suicide		6.4	(3.5-11.5)	9.9	(9.3-10.6)
Injured in a suicide attempt		3.0	(1.1-7.6)	3.2	(2.9-3.6)
Tobacco Use					
Current use of any tobacco p	roduct	→ 30.4	(23.5-38.2)	37.2	(36.0-38.5)
Current e-cig use	Substantially	— 26.9	(22.3-32.1)	33.4	(32.2-34.6)
Current cigarette smoking	Less than NM	5.8	(3.6-9.3)	8.3	(7.8-9.0)
Current hookah use		4.1	(1.8-9.0)	7.5	(6.9-8.0)
Current cigar use		6.6	(3.3-12.8)	7.8	(7.2-8.4)
Current spit tobacco use		6.2	(3.0-12.3)	5.5	(5.1-6.0)
Alcohol Use					
Current drinking Higher tha	n SF County and NM	28.8	(23.4-34.8)	27.5	(10.7-12.4)
Binge drinking	-	→ 8.6	(4.5-15.9)	11.5	(10.7-12.4)
High intensity binge drinking			(0.8-5.5)	3.2	(2.8-3.6)
First drink before age 13	-	16.4	(12.1-21.8)	20.1	(19.2-21.1)
Drinking and driving	-	4.3	(1.8-10.3)	6.4	(5.8-7.1)



^{*}Starting in 2017, binge drinking referred to 5 or more drinks on a single occasion for boys, and 4 or more drinks on a single occasion for girls, in the past 30 days. Before 2015, binge drinking referred to 5 or more drinks on a single occasion in the past 30 days for both boys and girls.

Santa Fe County Comparison: 2019 NM YRRS

New Mexico Youth Risk and Resiliency Survey

Risk Behaviors at a Glance Santa Fe County Grades 9-12

Violence				
In a physical fight	26.4	(23.6-29.4)	25.9	(24.8-27.0)
In a physical fight on school property	8.6	(7.0-10.5)	9.1	(8.4-9.9)
Carried a weapon on school property	3.2	(2.3-4.5)	4.2	(3.8-4.7)
Skipped school because of safety concerns	10.8	(8.8-13.2)	13.7	(12.9-14.5)
Bullied on school property	15.5	(13.3-18.0)	17.4	(16.5-18.2)
Electronically bullied	12.7	(10.7-15.1)	13.3	(12.6-14.1)
Physical dating violence	8.3	(6.9-10.0)	9.8	(9.2-10.5)
Sexually assaulted (Forced to do sexual things)	11.1	(9.0-13.7)	11.3	(10.6-12.0)
Ever forced to have sexual intercourse	8.9	(7.4-10.7)	9.1	(8.5-9.7)
Mental Health				
Non-suicidal self-injury	21.1	(17.9-24.7)	21.8	(20.9-22.7)
Felt sadness or hopelessness	→ 41.6	(38.6-44.7)	40.8	(39.8-41.9)
Seriously considered suicide	→ 16.6	(14.3-19.1)	18.9	(18.1-19.7)
Planned suicide	→ 13.5	(11.4-15.9)	16.5	(15.8-17.3)
Attempted suicide	9.4	(7.9-11.0)	9.9	(9.3-10.6)
Injured in a suicide attempt	3.0	(2.1-4.1)	3.2	(2.9-3.6)
Tobacco Use		'		
Current use of any tobacco product	→ 40.7	(36.2-45.4)	37.2	(36.0-38.5)
Current e-cig use	→ 37.0	(32.7-41.5)	33.4	(32.2-34.6)
Current cigarette smoking All much	8.6	(7.1-10.5)	8.3	(7.8-9.0)
Current hookah use higher	7.7	(6.2-9.7)	7.5	(6.9-8.0)
Current cigar use Than LAC	7.1	(5.6-9.0)	7.8	(7.2-8.4)
Current spit tobacco use	5.5	(3.9-7.7)	5.5	(5.1-6.0)
Alcohol Use				
Current drinking	28.4	(25.0-32.0)	27.5	(10.7-12.4)
Binge drinking	12.5	(9.7-15.8)	11.5	(10.7-12.4)
High intensity binge drinking All worse than NM	3.8	(2.6-5.5)	3.2	(2.8-3.6)
First drink before age 13	22.5	(20.0-25.2)	20.1	(19.2-21.1)
Drinking and driving	7.7	(5.8-10.2)	6.4	(5.8-7.1)
Current Drug Use	%	(95% CI)	%	(95% CI)
Marijuana	→ 33.9	(30.6-37.4)	28.4	(27.3-29.7)
Synthetic marijuana	11.6	(9.7-13.9)	9.8	(9.1-10.5)
Improper pain medication use	9.1	(7.4-11.2)	11.2	(10.6-11.9)
Cocaine	4.5	(3.1-6.4)	4.1	(3.7-4.6)
Heroin	2.4	(1.5-3.8)	2.7	(2.3-3.1)
Methamphetamine	3.4	(2.2-5.1)	2.8	(2.5-3.2)
Inhalants	4.5	(3.5-5.7)	5.0	(4.6-5.5)

Synopsis A:

- 1. LAC HS Youth are **drinking at a higher** rate than NM and SF County. 28.8% for LAC compared to 27.5% for NM and 28.4% for SF County.
- 2. Additionally, looking at trends 22.0% of LAC HS Youth in 2017 reported drinking while by comparison 28.8% reported same for 2019, this is a significant increase and needs to be addressed.
- 3. Based on the statistics of 1 and 2 above, the main risk factor that needs to be addressed is Alcohol Use among LAC HS Youth.
- 4. If there is consensus on this risk factor, the next steps are to identify what prevention programing is currently available (specific to Alcohol Use Prevention) in LAC and also what expertise exists to address this issue.

Synopsis B:

- LAC HS Youth are reporting substantially higher rates of bullying on school property of 28.4% and electronic bullying of 17.8% than reporting NM HS Youth of 17.4% and 13.3% respectively.
- LAC HS Youth are also reporting much higher rates of non-suicidal self-injury of 28.8% and seriously considered suicide of 21.3% than reporting NM HS Youth of 21.8% and 18.9% respectively.
- 3. Based on the statistics of 1 and 2 above, the main risk factors that need to be addressed are Mental Health and Violence among LAC HS Youth.
- 4. If there is consensus on these risk factors, the next steps are to identify what prevention programing is currently available (specific to Mental Health and Violence Prevention) in LAC and what expertise exists to address these issues.

Final Synopsis C:

- 1. Is there currently a collective environmental and or other Prevention Strategy (s) that address the three identified, based on data, risk factors?
- 2. What are the immediate next steps needed to effectively address these risk factors by utilizing Data Driven Prevention Strategies?

SAMHSA's Strategic Prevention Framework

