

PROPOSITION 64 PUBLIC HEALTH & SAFELY GRANT PROGRAM
Project Summaries (in alphabetical order)

ALAMEDA COUNTY - \$1,000,000

Lead Public Agency: Alameda County Probation Department (ACPD)

Alameda County's Prop 64 Public Awareness and Juvenile Intervention Program addresses the need for increased juvenile cannabis and substance use prevention and intervention programs; raises awareness about the health impacts of adolescent cannabis use for youth as well as educating their parents, caregivers, and schools; and improves evaluation of programs and their effectiveness on reducing juvenile cannabis use. The ACPD will contract with Youth Alive to serve 120 northern county youth with the Teens on Target prevention program (30 youth per year) and the Pathways intervention program (10 youth per year). Probation will also contract with the City of Union City Youth and Family Services to provide 66 southern county youth prevention and intervention services as well as holding quarterly community forums to raise awareness about adolescent substance use, the impact of adult-use legalization, and potential consequences. Additionally, grant funding will be used to contract with Social Change, a local communication and marketing firm, to design and implement a comprehensive, county-wide youth marijuana education initiative.

CONTRA COSTA COUNTY - \$999,346

Lead Public Agency: Department of Alcohol and Other Drugs Services (AODS)

The Contra Costa County's Local Impact of Proposition 64 project will partner AODS and the Tobacco Prevention Project (units within the Behavioral Health Division and Public Health Department) to implement a Peer-2-Peer education program for substance use prevention and launch a school-based substance use treatment program within a specific high school and its feeder middle school in southeast Antioch. This program will develop 4 high school peer educators per year to serve as mentors to 90 middle school students (over a 2-year period) in an after-school setting. Peer educators will run 3 cycles of an 8-week program, supervised by an adult Project Coordinator. The Coordinator will deliver workshops, train and recruit mentors, recruit program participants, and act as a liaison to school administrators. Additionally, a Substance Use Counselor will be placed at each school site to offer one-on-one and group counseling services, attempting to eliminate barriers for access to treatment, reduce school suspensions and contact with probation. The project will also launch a social media campaign aimed at changing the perception, attitude, knowledge, and behavior concerning juvenile marijuana use.

EL DORADO COUNTY - \$1,000,000

Lead Public Agency: El Dorado Sheriff's Office

The El Dorado County's Prop 64 Cannabis Compliance and Community Education Initiative project addresses the impacts of legalizing adult cannabis use by hiring a full-time Deputy Sheriff's Officer (DSO) to primarily focus on an Anti-Marijuana Youth

Outreach Pilot Program and compliance/enforcement activities. The youth outreach pilot will focus on 5th and 6th graders within one county school district, engaging students in cannabis-focused education and outreach. Anti-drug messaging will be integrated into existing elementary and middle school music education programming. Parents will also be involved in attendance at evening information sessions provided by the Sheriff's Office which will discuss youth brain development and the dangers of marijuana use, especially regarding vaping. The Prop 64 dedicated DSO will ensure compliance of legal marijuana retailers and manufacturers by providing oversight of permitting processes as well as appropriate materials and up-to-date cannabis resources, and will work with the Narcotics Unit on enforcement of illegal marijuana cultivation, manufacturing, and distribution operations in the county.

HUMBOLDT COUNTY - \$1,000,000

Lead Public Agency: Humboldt County Sheriff's Office

The Humboldt County Sheriff's Education, Analysis, and Enforcement Project is a 3-pronged approach to build greater connections with the youth population through mentorship and drug education activities, mitigate cannabis-related environmental damage within the county, and expand resources for the Sheriff's Office Marijuana Enforcement Team (MET). As part of the youth prevention and intervention component, the Sheriff's Office will create a dedicated public-focused Community Services Officer to conduct substance use education activities within the schools, with special consideration given to the county's southernmost region. This project will implement an Explorer Program-model with law enforcement and provide alternative activities to address truancy and drug-related behavioral issues. A second component of this project involves contracting with the Integral Ecology Research Center to examine cultivation-related damage to county ecosystems and work on plans for restoration. Lastly, the Sheriff's Office will expand its MET by hiring an additional Deputy Sheriff, a crime analyst, and funding for over-time for sworn personnel to allow more oversight of the cannabis industry and increase public safety.

LAKE COUNTY - \$996,173

Lead Public Agency: Lake County

The Cannabis Code Enforcement & Family WRAP Program addresses 2 primary needs within the county: youth and family services due to the impact of substance use and enforcement of unlawful cannabis activity. The Family WRAP component will partner with the Lake County Office of Education and Juvenile Probation to identify and refer approximately 10 youth and families per year to this multi-disciplinary, closed-loop case management approach. The WRAP team will consist of a lead facilitator, youth partner, parent partner, rehabilitation specialist, individual from juvenile probation, and a member from behavioral health. This team will engage the youth substance use diversion and/or treatment, independent life skills, provide pro-social opportunities, and assist with attendance and/or academic needs. Parents of youth will receive assistance with basic needs, parenting/life skills, increasing protective factors within the family unit, substance use/behavioral health needs and employment skills, as applicable. The project's

enforcement element will include the hiring of a full-time Code Enforcement Officer and additional resources to help identify/cite unlawful cultivation and mitigate further environmental impacts within the county.

CITY OF MARYSVILLE - \$990,000

Lead Public Agency: Yuba County Office of Education (YCOE)

The Positive Family Support Program & Youth Recreation Program will provide 2 project components to the youth in Marysville. The YCOE in cooperation with the Marysville Joint Unified School District will implement an evidence-based school intervention support program (for approximately 30-40 youth/families annually) to promote home-school connections, family/caregiver engagement, and help breakdown resource barriers for those youth impacted by cannabis use. The support component has 3 levels of service. Tier 1 will include an accessible family resource center, located at one of the educational sites, to provide education, materials, and community linkages for all identified youth and their families. Tier 2 will provide services to youth to reduce/eliminate cannabis use and/or involvement, including academic support, targeted interventions, and behavior change plans. Tier 3 will provide one-on-one support and community-based linkages to impacted families concerning the social, emotional, and environmental issues related to underage cannabis use. The second component is a Youth Recreation Program to provide pro-social activities and resources such as sports, community, health and education services as well as a Summer Night Lights Program.

MONTEREY COUNTY - \$996,545

Lead Public Agency: Monterey County Administrative Office (CAO)

The Cannabis Consumer Outreach Team project provides diverse components to mitigating legalized cannabis in Monterey County. The Monterey County Health Department's Cannabis Education Program (CEP) unit will expand its efforts by contracting with Sun Street Centers to provide youth cannabis prevention and diversion services to approximately 40 youth and their families annually. This community-based organization will prepare individualized case management plans and link clients to services as well as help youth avoid school expulsions. Parents of identified youth will receive parenting skills training and drug education. The Monterey County Office of Education will provide school-based education and prevention curriculum to approximately 1,500 eighth grade students. The CCOT project will include the creation of several educational and social marketing campaigns to increase public health awareness regarding cannabis use and illicit products including CEP presence at community events. Grant funds will also be used to enhance inspection and compliance of licensed cannabis businesses including continuing public health education/safety. The District Attorney and Sheriff Offices will increase their capacities to testing illegal/counterfeit cannabis products.

SANTA CRUZ COUNTY - \$1,000,000

Lead Public Agency: County of Santa Cruz

The Thriving Youth & Community Project will provide a culturally responsive model to prevent and divert youth from cannabis use and prevent youth involvement with the juvenile justice system by increasing their protective factors/decreasing risk factors, building better decision-making skills, promoting healthy behaviors, and engaging youth with school and community. The project will help divert students from school suspension or citations by referrals to the Mobile Response Team, comprised of trained program specialist who will conduct intake screenings and assessments to identify the appropriate “pathway” for each youth. Targeted youth are middle and high school students, including youth at alternative education sites. Approximately 125 youth (annually) will receive preventative services, 50 youth (annually) will receive intervention services, and 30 youth (annually) will receive smoking/vaping cessation services. Program components will be implemented at both school and community sites after school, evenings, and weekends. Continued support will be provided through youth leadership, mentoring, employment, resiliency and skill building opportunities (via Friday Night Live) and/or ongoing behavioral health services.

SONOMA COUNTY - \$1,000,000

Lead Public Agency: County Permits and Resource Management Department (PRMD)

Sonoma’s Proposition 64 Grant Program will expand current youth cannabis initiatives within the county: [CANNABIS] Decoded and Friday Night Live. The [CANNABIS] Decoded campaign (youth marijuana education) will augment existing materials on marijuana use and its harmful impacts on youth and their families and will dedicate additional efforts to priority populations where they live, work, and go to school. These materials and curriculum will also be incorporated into the juvenile DUI education and prevention program as well as in the Friday Night Live programming, with a focus on middle school students. Friday Night Live will provide participating youth with prosocial activities, and help build protective factors and meaningful relationships between families and the community. Additionally, the Code Enforcement Section of the PRMD will use grant funding for surveillance activities to eliminate unregulated cannabis operations and to identify and mitigate corresponding environmental and/or public hazards. Grant funds will also be used to hire an Office Assistant, for maintaining all Prop 64 grant-related reporting/evaluation documentation, and a seasonal Code Enforcement Inspector, specific to cannabis regulations and illicit activities.

TRINITY COUNTY - \$1,000,000

Lead Public Agency: Trinity County Sheriff’s Office (TCSO)

The Trinity CARES (Coordinated Active Response to Ensure Student Safety) Program and Code Enforcement project will address the need for comprehensive prevention and intervention services in school settings to mitigate outcomes of underage substance use (e.g., risky behaviors, truancy, violence, bullying) and provide for additional code enforcement activities. The CARES program will utilize a multi-disciplinary Mobile

Response Team (MRT) comprised of individuals from the Trinity County Office of Education, the Probation Department, the TCSO, and the Department of Behavioral Health to provide substance use education, prevention, and intervention services. The goal of the CARES component is to increase protective factors in the community and target those at-risk youth with high Adverse Childhood Experiences scores impacted by cannabis activities in their area. A Deputy Sheriff Juvenile Specialist position will be created to serve as lead to the MRT, collaborating with the CARES partners to provide trauma-informed, crisis management approaches as well as individualized strengths-based case management. Grant funding will also assist the TCSO in surveillance activities to improve cannabis enforcement and mitigate collateral damage created by cultivation and hazardous chemicals.