



Working Together for Alcohol and Drug Free San Marcos Youth

MISSION

The San Marcos Prevention Coalition mission is to reduce youth alcohol and drug use and advocate for safe and healthy neighborhoods by improving environmental norms and community policies and enhancing efforts to promote and deliver effective substance abuse prevention.

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Underage Drinking Retail Signage Prevention Campaign

The San Marcos Prevention Coalition in conjunction with their National Guard coalition partner visited 50 alcohol retailers in San Marcos to invite them to participate in a voluntary underage drinking prevention campaign.

The Underage Drinking Retail Signage Prevention Campaign places warning signs (left) reminding people that buying, selling, or providing alcohol to youth under age 21 is against the law and punishable by fines and/or jail.

In San Marcos, alcohol is the most abused drug by our youth and a survey of San Marcos residents rated underage drinking as the #1 problem in neighborhoods. Research shows underage youths can successfully purchase alcohol for themselves from retail stores, or ask someone of legal age to purchase it for them (shoulder tap).

The Underage Drinking Retail Signage Prevention Campaign will:

- 1) Deter youth from trying to purchase alcohol.
- 2) Deter adults of legal age from purchasing alcohol for minors.
- 3) Remind store clerks to card patrons and not sell alcohol to anyone under 21 years old.

Most San Marcos alcohol retailers agreed to participate in this voluntary campaign including big chain grocery stores, gas stations, small markets and liquor stores. The size of the sign is 11" x 17" and the warning information is in 9 different languages. The Underage Drinking Retail Signage Campaign is being supported by the California Department of Alcoholic Beverage Control (ABC).

This Underage Drinking Retail Signage Campaign will assist in reducing youth access and consumption of alcohol to reduce underage drinking. For more information about the campaign, contact SMPC Program Manager KC Strang at 858-688-5537 or via [kcstrang1@gmail.com](mailto:kcstrang1@gmail.com).



## NEW ELECTRONIC CIGARETTE POLICY IN SAN MARCOS



Source: Google

The use of Electronic Cigarettes (e-cigarettes) in all smokefree locations is now prohibited in San Marcos, and e-cigarettes and liquid nicotine must be placed behind the retail counter like traditional cigarettes.

With support from the coalition and its partners, and members of the community, the San Marcos city council voted unanimously to approve this policy.

According to the University of Michigan's Monitoring the Future study more teens use e-cigarettes than traditional, tobacco cigarettes or another tobacco product—the first time a U.S. national study shows that teen use of e-cigarettes surpasses use of tobacco cigarettes.



Source: Google

In response to the policy change, the City noted, “by creating smoke-free areas throughout San Marcos Community, the rule change demonstrates the City’s commitment to improving the health, safety and well-being for residents.”

## Parents in San Marcos Learn About Prevention

During the fall of 2014, hundreds of parents in San Marcos attended the various presentations held around the San Marcos Unified School District to learn about alcohol and drug prevention. UCSD professor, Dr. Mary ET Boyle taught parents at San Elijo Middle School and Mission Hills High School to understand and appreciate the teen’s brain while learning strategies on alcohol and drug prevention.



San Marcos Middle School



Source: Google

Dr. Beatriz Villarreal from Mano a Mano Foundation taught the importance of family values while learning strategies on alcohol and drug prevention during adolescence. For future presentations please visit our website calendar.

## SMPC Monthly Meetings

The San Marcos Prevention Coalition (SMPC) meets most months on the 4<sup>th</sup> Thursday from 8am to 9:30am at the North County Regional Education Center, located at 255 Pico Avenue in San Marcos, CA.

SMPC meetings draw together community members and leaders to collectively work on preventing and reducing youth substance abuse. Additionally, the meetings have expert speakers that present on a variety of topics from current trends and substance abuse statistics, to effective substance abuse prevention tools, campaigns, and actions.

For more information about our monthly meetings please visit our website [www.sanmarcospreventioncoalition.org](http://www.sanmarcospreventioncoalition.org) or call Leticia Robles at 619-392-6963 or email at [lettyrobles74@gmail.com](mailto:lettyrobles74@gmail.com).



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[sanmarcospreventioncoalition@gmail.com](mailto:sanmarcospreventioncoalition@gmail.com)



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