



San Marcos
Prevention
Coalition

Summer 2015
Volume 1, Issue 3

IN THIS ISSUE

- Marijuana Prevention Campaign
- Social Host Awareness in San Marcos
- Monthly Meetings

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.

No SMPC Coalition meetings in June or July 2015

Marijuana Prevention Campaign

Teen's perception of harm of using marijuana continues to decrease, resulting in an increase in use. More than one-third of 7th graders and more than half of 11th graders in San Marcos do not perceive harm in smoking marijuana (CHKS 2013). The marijuana prevention campaign is targeted to families, educating the harms of youth marijuana use. The following four messages were put into eye catching 2-sided postcards:



March thru June postcards were mailed to San Marcos households with 11 to 19 year olds. Concurrently, advertisements were placed in San Marcos' local monthly publication SHARE. Additionally, the San Marcos Unified School District emailed it to every family in the district, including a Spanish version to Spanish speaking only parents.

The campaign will help the whole community of San Marcos bring awareness to the harms of marijuana use, giving families the vital facts they need to help prevent youth marijuana use.

For copies of tool kits and more information about the campaign, contact SMPC Program Manager K.C. Strang at 858-688-5537, or via kcstrang1@gmail.com.

SOCIAL HOST ORDINANCE AWARENESS IN SAN MARCOS

As the summer begins, graduations and family gatherings, the San Marcos Prevention Coalition would like to remind all residents to help prevent underage drinking and be reminded that providing alcohol to minors is against the law in all of San Diego county cities.

The SOCIAL HOST ORDINANCE is a law in San Marcos that prohibits party hosts, gatherings or events on private properties, to allow underage drinking and/or use of illegal drugs. The violation of the Social Host law is a misdemeanor punishable with a \$1,000 fine and up to six month in jail (SMMC 10.11.040).

REPORT UNDERAGE DRINKING

San Marcos Sheriff Station

(760) 510-5200

Alcohol is the most abused drug by San Marcos youth

- Past 30-day alcohol use increases from 9% in 9th grade to 24% in 11th grade (CHKS 2013).
- 54% of 11th graders reported getting obtaining alcohol from parties and 38% from their own home (CHKS 2013).
- Underage drinking reported as the #1 problem in San Marcos neighborhoods (SMPC Survey 2014).

The San Marcos Prevention Coalition launched a social host awareness campaign to remind party hosts of the law, help prevent underage drinking, and help maintain a safe and healthy city.

Social Host Ordinance Awareness Campaign

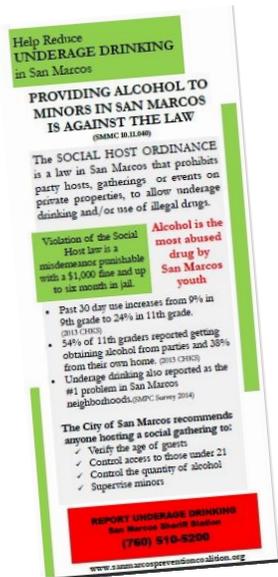
As part of the campaign, informational and valuable resources were developed to help educate the community. In addition, SMUSD Superintendent Dr. Kevin Holt joined in the effort with the San Marcos Preventing Coalition by co-authoring a social host article that was published by our local SHARE monthly newspaper.

SMPC Monthly Meetings

The San Marcos Prevention Coalition (SMPC) meets most months on the 4th Thursday from 8am to 9:30am at the North County Regional Education Center, located at 255 Pico Avenue in San Marcos, CA. We will not meet in June and July 2015.

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 or call Leticia Robles at 619-392-6963 or email at lettyrobles74@gmail.com.



Magnet with information about the social host law and contact information to the San Marcos Sheriff to report underage drinking parties.

A bilingual English/Spanish social host law brochure with details about the law, importance and recommendations.

Copies of these educational materials are available to distribute at community meetings. Contact Leticia Robles at 619-392-6963 or via lettyrobles74@gmail.com.



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