



San Marcos  
Prevention  
Coalition

Fall/Winter 2015/16  
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**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 coalition  
meeting in  
December 2015**

## Tobacco Retailers License Ordinance Proposal in San Marcos

The City of San Marcos is considering adopting a Tobacco Retailers License (TRL) ordinance. The TRL would require all tobacco retailers to obtain a local license for a fee to sell these products. More than 100 cities in California have already passes a TRL and it has proven to be an effective tool to prevent and reduce tobacco sales to minors.

Additionally, the TRL ordinance can include language to expressly prohibit the selling of drug paraphernalia. Despite state law that prohibits selling drug paraphernalia, smoke shops in San Marcos sell bong and pipes.

Once adopted, non-compliance of the Tobacco Retailers License ordinance could result in loss of license and/or fines.

San Marcos youth and advocates supporting the TRL at the San Marcos Council Chambers.



### The TRL fees collected will pay for consistent enforcement efforts to:

- 1) Prevent youth drug use
- 2) Reduce tobacco sales to minors
- 3) Reduce drug paraphernalia

The TRL ordinance proposal is scheduled to be voted on at the February 2016 Student and Neighborhood Relations Commission meeting before it moves forward to the San Marcos City Council.



## San Marcos Youth Past 30-Day Alcohol and Drug Use

	2009	2011	2013	2015	Reduction (2013-2015)
7 <sup>th</sup> Grade	14%	15%	9%	6%	<b>-33%</b>
9 <sup>th</sup> Grade	25%	23%	19%	10%	<b>-47%</b>
11 <sup>th</sup> Grade	36%	30%	24%	23%	<b>-4%</b>

### Alcohol

	2009	2011	2013	2015	Reduction (2013-2015)
7 <sup>th</sup> Grade	6%	8%	6%	2%	<b>-66%</b>
9 <sup>th</sup> Grade	14%	16%	15%	8%	<b>-47%</b>
11 <sup>th</sup> Grade	19%	23%	18%	16%	<b>-11%</b>

### Marijuana

	2009	2011	2013	2015	Reduction (2013-2015)
7 <sup>th</sup> Grade	5%	6%	4%	2%/5%	<b>-50%</b>
9 <sup>th</sup> Grade	11%	9%	6%	4%/8%	<b>-33%</b>
11 <sup>th</sup> Grade	12%	11%	7%	6%/13%	<b>-15%</b>

### Tobacco

E-Cigs in Blue

Rx Pain Drugs 2015	
<b>7<sup>th</sup> Grade</b>	<b>2%</b>
<b>9<sup>th</sup> Grade</b>	<b>3%</b>
<b>11<sup>th</sup> Grade</b>	<b>5%</b>

Rx and E-Cig question only asked in 2015

## California Healthy Kids Survey 2015

<https://chks.wested.org/>

## Red Ribbon Week Activities

**Teen Presenters, Mission Hills High School Students talk to 5<sup>th</sup> graders about making a drug free life choice.**



**Pledging to live a healthy drug free lifestyle.**

**San Marcos Unified School District schools attend the city council to receive a proclamation in honor of Red Ribbon week celebrations.**



**SMPC members at the Red Ribbon Luncheon in honor of prevention and Enrique "Kiki" Camarena.**



## 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. We will not meet in December 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](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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