



# County of Santa Cruz

## HEALTH SERVICES AGENCY

P.O. BOX 962, 1080 EMELINE AVENUE  
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### HEALTH SERVICES AGENCY ADMINISTRATION

March 4, 2002

AGENDA: March 19, 2002

BOARD OF SUPERVISORS  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, CA 95060

### **SUBJECT: Applications to the Community Foundation of Santa Cruz County for Alcohol and Drug Prevention Grant Funding**

Dear Members of the Board:

The Health Services Agency (HSA) requests your Board's approval for the Alcohol and Drug Program to submit applications to The Community Foundation of Santa Cruz County for three alcohol and drug prevention projects including a \$10,000 grant to complete an alcohol media prevention campaign; a \$1,000 grant for a First Night Santa Cruz youth venue; and a \$1,000 grant for the Santa Cruz County Friday Night Live (FNL) Youth Council to conduct a Connections in Action (CIA) youth training.

#### **Media Campaign**

The Santa Cruz County FNL Youth Council, in partnership with community leaders and law enforcement, will design a campaign that addresses underage drinking norms and traffic safety. Messages (print ads, public service announcements, radio and/or TV spots) will be developed about building community awareness on traffic safety and the social norms of underage drinking. The goals of the project are:

1. To have a positive impact on social norms among young people that see underage drinking as acceptable behavior.
2. To increase traffic safety awareness among young people.

#### **First Night Santa Cruz**

First Night Santa Cruz, is an annual alcohol and drug free event held every New Year's Eve in downtown Santa Cruz. The Alcohol and Drug Program has been supporting the youth venue for the past several years in providing alcohol drug-free alternative activities for youth ages 12-20 and would like additional funding to support these activities with an additional venue.

#### **Youth Leadership Training**

Connections in Action is a Youth Leadership Training put on by the FNL Youth Council to educate youth in alcohol, tobacco and other drugs as well as violence prevention and other issues. This training promotes peer to peer education at local high schools and middle schools throughout the County.

The deadline for the applications is March 29, 2002. All of the applications are in the process of being prepared, and will be forwarded to your Board once completed. If funded, HSA will return to your Board to accept and appropriate the funds in the HSA Alcohol and Drug Program budget. The grants will be used only for services and supplies associated with the activities listed above. The proposals will not result in any increase in net County cost. If funded, the campaign will begin in April 2002.

It is, therefore, RECOMMENDED that your Board:

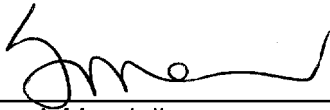
1. Authorize the Health Services Agency Alcohol and Drug Program to submit proposals to The Community Foundation of Santa Cruz County for \$10,000 to complete a media advocacy campaign; \$1,000 for First Night Santa Cruz services; and \$1,000 for Youth Leadership Training.

Sincerely,



Rama Khalsa, Ph.D.  
Health Services Administrator

RECOMMENDED:



Susan A Mauriello  
County Administrative Officer

cc: County Administrative Officer  
Auditor Controller  
County Counsel  
HSA Administration  
Alcohol and Drug Program