

San Diego County Methamphetamine Prevention Initiative

Identified Problem:	Contributing Factors:
<p>Environmental problems resulting from the accessibility of methamphetamine and meth-related activity (e.g., exposure to toxic chemicals in residences and in public places; neighborhood blight; increased criminal activity; chronic nuisance related behavior; and increased costs to business and public systems)</p>	<ol style="list-style-type: none"> 1. Cultural norms that obscure or subtly promote use (e.g., value on work/productivity; body image perceptions, especially among women; increased value on youth and sexuality) 2. Lack of enforcement resources and insufficient/ineffective policies 3. Widespread availability to high quality, low cost meth and its precursor chemicals 4. Proximity to border (meth production in Mexico, distribution in San Diego County); large rural areas 5. Gangs, international cartels, etc. 6. Ideal for criminal enterprise (ease, high-profit and discreteness of manufacturing and selling)

Goals	Resources	Strategies	Expected Outcomes			Measurement Indicators <small>[P = Process Indicator; O = Outcome Indicator]</small>
			Short Term July 2005 – Dec 2006	Intermediate Jan 2007 – June 2009	Long Term July 2009 - June 2010	
Reduce the prevalence of meth-related activities in residential neighborhoods	<ul style="list-style-type: none"> • Existing organized community collaborations • Meth Initiative members (experience, expertise) • Strategic partners (local government, enforcement, etc.) 	Data collection/ Research	Process & outcome indicators identified; baselines established; Stakeholder/community assessment conducted	Ongoing monitoring of data indicators; assessment of intermediate expected outcomes conducted	Ongoing monitoring of data indicators; assessment of long-term expected outcomes conducted	<ul style="list-style-type: none"> ◇ P: Data indicators collected & baselines established ◇ O: Stakeholder/community assessment completed ◇ O: Evaluation reports completed
		Policy Development	Existing policies reviewed & assessed (e.g., codes enforcement, housing related – owner occupied & rental); model policies beginning to be developed	Model policies developed; policy advocacy (develop issue briefings & supportive materials, meetings with elected officials, etc.)	Policies are adopted (e.g., codes enforcement, housing related)	<ul style="list-style-type: none"> ◇ P: Number of model policies drafted ◇ P: Number of advocacy activities ◇ O: Increased number of policies adopted/implemented
		Community Engagement	Desired community partners identified & contacted; presentations to community groups occurring; Environmental Meth Prevention Clearinghouse research & development begun	Key partnerships established; integrate meth prevention strategies into existing regionwide community groups; Clearing house developed & launched; Countywide Neighborhood Safety Council established	San Diego County Meth Prevention Initiative Clearinghouse updated & maintained regularly; Countywide Neighborhood Safety Council actively involved in policy advocacy & adoption	<ul style="list-style-type: none"> ◇ P: Number/type of activities carried out by Initiative & partners ◇ O: Number of new partnerships ◇ O: Clearinghouse developed/launched ◇ O: Countywide Neighborhood Safety Council established (NSC) ◇ O: Increased policy advocacy & adoption activities by NSC
		Media Advocacy	Media plan developed; training of media spokespersons begun	Media plan implemented; pool of active trained media spokespersons	Policy & solution-focused meth news coverage	<ul style="list-style-type: none"> ◇ P: Number of media activities/outputs ◇ O: Increased policy & solution-focused meth news coverage
		Enforcement	Presentations to enforcement & civic groups; greater emphasis/priority on enforcement	Cooperation between enforcement & community (residents, bus. owners, apt mgrs) in targeted areas (Safe Streets Now, Crime-free Multi-housing, etc.)	Increased enforcement by property mgrs, residents, code enforcement, LE, etc.; increased inter-agency cooperation & focus on enforcement (Health, CPS, property mgrs assoc, etc.)	<ul style="list-style-type: none"> ◇ P: Number of presentations conducted ◇ O: Increased emphasis/priority on enforcement ◇ O: Increased inter-agency cooperation & focus on enforcement ◇ O: Decreased meth-related activities/ crime in residential neighborhoods