Welcome to this special edition of the PRC Community Outreach Newsletter! In this edition we celebrate the 25th anniversary of PARTS (Preventing Alcohol Related Trauma) in Salinas, California. This edition also includes a new article from Prevention Research Center scientists on the costs of alcohol and other drug abuse in California, and an abstract from the Pacific Institute for Research and Evaluation on program effectiveness of Responsible Beverage Service Training. Next edition we will include more from the PARTS 25th Anniversary celebration!

Congratulations PARTS!

On January 13, 2017, the PARTS coalition celebrated their 25th anniversary by hosting a luncheon in Salinas, CA*. Guests included current and former volunteers and student leaders, and members from the following: Sun Street Centers Board members, Monterey County Sheriff’s Office, Salinas Police Department, City of Salinas Mayor and Staff, Monterey County Health Department and Monterey County Behavioral Health. An alumni student leader was DJ for the event, and councilwoman Gloria de la Rosa provided welcoming remarks and acknowledgement of sponsors and dignitaries. Dr. LisaMarie Miramontes from the Prevention Research Center presented on the history of parts, prevention outcomes, and future plans. A program was distributed to each guest, along with a gift. The presentation and PARTS Annual Report, can be found at:

http://sunstreetcenters.org/prevention/coalitions/

A history of the coalition is provided in the program handout (available on the link above) and also described in an interview by Martin Dodd, who helped establish parts with the assistance of the Prevention Research Center and community members. In the video, Martin talks in depth about the history, how PARTS got its name, and more. You can view the entire interview at:
https://www.youtube.com/watch?v=VpwBhXTKEuI&feature=youtu.be

*After PARTS was established in Salinas, 1992, PARTS expanded to cover Seaside and Soledad. Details on the youth leadership group (STEPS) are provided in the presentation and program booklet.
Recent PIRE publication
Title: Evaluation of a Responsible Beverage Service and enforcement program: Effects on bar patron intoxication and potential impaired driving by young adults.

Abstract: One of the risk factors associated with alcohol-related harm is the amount of alcohol consumed and continuing service to intoxicated drinkers. The recent published study looked at the impact of RBS training as intervention along with targeted enforcement and corrective actions of 10 randomly selected problem areas in two communities, one in New York, the other in Ohio.

While the results of the study varied, the researchers noted that when servers were trained in RBS and bar managers and owners were aware of the programs and its enforcement, there were less intoxicated drinkers and more efforts to deny service to obviously intoxicated drinkers, and indications that the strategy helped reduce impaired driving.

The full abstract can be viewed at: https://www.ncbi.nlm.nih.gov/pubmed/28107050

How much does alcohol and other drug abuse cost Californians?

Use of alcohol and other drugs can create serious health, safety, and social problems. But how much do these problems cost taxpayers and individuals? How much do these problems vary from place to place? What are the relative costs of alcohol as compared to other drugs? A recent study conducted at the Prevention Research Center of Pacific Institute for Research and Evaluation was designed to answer these questions for all 58 California counties as well as 50 mid-sized cities in California.

Studies of economic and social costs related to alcohol and other drug use and abuse are usually made at state and national levels. The current study innovatively drills down to the county and city level, allowing for a more detailed understanding of how these problems vary from place to place and enabling local policy makers to assess the nature of problems in their jurisdiction.

The findings show that alcohol related problems are more common and costly than problems related to the use of other drugs. In California as a whole, alcohol misuse and use disorders cost $129 billion in 2010. That is about three times the $44 billion bill for illicit drug use. The cost for alcohol use and misuse works out to $3,450 for each California resident. The costs of these problems varied greatly from one area to another. Comparing the 58 counties, the counties with the highest rate of alcohol problems had per capita costs three times that of the counties with the lowest rate (ranging from $7,819 to $2,588). For drug related problems, the counties with the highest rate of problems had more than six times the per capita cost of counties with the lowest rate (ranging from $3,786 to $608). The variation is even greater from city to city. The highest per capita cost within a city was $10,734 in Stockton, 11 times higher than in Sunnyvale, which had the lowest cost for alcohol related problems. For drug related problems, the city with the highest per capita cost was Merced at $7,159, almost 19 times higher than in Sunnyvale, which again had the lowest cost.

Impaired driving in California cost an estimated $26 billion in 2010, with crashes attributable to alcohol dominating these costs. Of the estimated $10 billion in violence costs linked to substance use, 73% were attributed to alcohol and 27% to illicit drugs. Similarly, 73% of the $127 billion in other illness and injury costs were attributed to alcohol. Conversely, 82% of the estimated $4 billion in non-violent crime costs were attributable to drugs as were 74% of the estimated $2 billion in treatment costs.

In 2010, alcohol caused or contributed to an estimated 22,281 deaths in California and drug abuse added another 5,533. Deaths (summed across the impaired driving, violence, and other mortality categories) accounted for 64% of the estimated $173 billion in substance misuse and use disorder costs in the state. Injury deaths alone – including impaired driving crashes, homicides, suicides, and overdoses among others – accounted for 28% of total costs. Long-term illness deaths associated with substance abuse accounted for the remaining 36%. In 2009, substance misuse and abuse in California caused or contributed to an estimated 514,000 violent crimes – rapes, robberies and assaults – with alcohol responsible for 350,000 and illicit drugs for 164,000.

The study emphasizes the usefulness of having more localized cost estimates. Lead study author Ted Miller stated, “We can provide cost estimates for any California county and for the 50 cities included in the study. We
want to make this information available to policy makers and the public throughout the state to help them with planning and resource allocation.”  Study co-author, Paul Gruenewald stated, “Our research over many years indicates the importance of the local community environment in predicting and preventing alcohol and other drug problems. This research provides an important tool to communities in California.”

The researchers based cost estimates on available data regarding the incidence of impaired driving crashes (including fatalities, injuries, and property damage), other alcohol related crimes and injuries, alcohol and drug abuse related medical conditions and costs of treatment for alcohol and other drug abuse disorders, fetal alcohol effects, child abuse and neglect related to alcohol and other drug use, and risky sex leading to sexually transmitted diseases among young people related to alcohol and drug use.

Costs for each type of alcohol and/or drug related problem included tangible costs, such as spending on medical care, property damage, public services (police, fire, etc.), adjudication, and sanctioning. Tangible costs can be direct (paid out of pocket) or indirect (e.g., the value of wages and fringe benefits not earned or the estimated cost of replacing household work not done, because people are killed, injured, or ill). Intangible costs put a value on things one cannot buy and sell -- pain, suffering, and lost quality of life.

The researchers used estimates of the incidence and prevalence of alcohol and other drug use, abuse and related problems to calculate costs in 2010 dollars for all 58 counties and a sample of 50 cities with populations between 50,000 and 500,000 persons in California. The estimates were built from archival and public-use survey data collected at state, county and city-levels over the years from 2009 to 2010.

With regard to the geographic distribution of problems and costs, the more rural northern and central areas of the state (excluding the San Francisco Bay Area) had higher per capita costs resulting from alcohol and other drug problems. The geographic distribution of costs was generally similar for alcohol and drugs. But the cost related to alcohol was uniformly greater than that for other drugs. Alcohol burden was greatest in the north central valley, more rural southern counties and Los Angeles. Costs related to illicit drug use were most substantial in the state’s northern tier and San Francisco Bay area.

Costs related to substance abuse varied considerably between cities within counties, with some city areas exhibiting far greater costs than others. Although costs related to alcohol are dominant across the board, urban areas tend to have greater costs related to illicit drug use than do rural or suburban areas.

The estimates of cost provided by this research help convey the magnitude of alcohol and other drug use problems. These assessments also can help set priorities for allocation of scarce prevention and treatment resources, compare performance of prevention and treatment efforts, and quantify returns on prevention and treatment investments.

Dr. Miller concluded, “Efficient funding of substance abuse prevention, enforcement and treatment hinges upon understanding the variation of alcohol and other drug problems from place to place. For example, our data can inform local decisions about prioritizing police enforcement of impaired driving versus drug-related crime. Because estimated costs combine data across many health and social issues, they provide an effective, comprehensible, and comprehensive measure for use in understanding how communities shape their distinctive social environments and for monitoring the effectiveness of our intervention strategies.”


The Pacific Institute for Research and Evaluation is an independent, nonprofit organization merging scientific knowledge and proven practice to create solutions that improve the health, safety, and well-being of individuals, communities, and nations around the world.

For further information, contact Diane Williams, Communications Officer, Executive Services and Corporate Communications, Email: williamd@pire.org.
Responsible Beverage Service Training

Below is data from PARTS Responsible Beverage Service training program from 2014-2015. As shown in the chart, a total of 283 people were trained on how to sell and serve alcohol responsibly; to reduce sales service to underage and intoxicated patrons.

The focus and outcomes of RSBT:

- RBS Training provide owners, managers, and staff of establishments that sell or serve alcohol knowledge and skills to help them serve alcohol responsibly.
- Training helps reduce sales/service to underage and intoxicated patrons.
- Training includes how to check IDs, and to recognize early signs of excessive drinking.

Juvenile Arrests Over Time

The data below contains juvenile arrest data relating to alcohol and other drugs. Data covers an 8-year period, from 2006-2014. Offenses reported included marijuana, intoxication, and dangerous drugs. The most improvements were in the number of arrests relating to alcohol (42% decrease), intoxication (68% decrease) and liquor laws (38% decrease).

We will share more information from the PARTS 25th Anniversary celebration in our next newsletter.