



SUBSTANCE USE PREVENTION SERVICES

Substance use prevention services address both individual and community-level public health issues of drug access and availability, with key strategies targeting risk and protective factors associated with cannabis, alcohol, methamphetamine, and opioid use. In Los Angeles County, key prevention strategies are data-driven, equitable, comprehensive, and culturally and linguistically competent. These strategies promote community engagement and build capacity at a local level, enhancing the delivery of primary prevention services.

STRATEGY 1: Increase Community Education and Awareness Through Positive Youth Development Programs.

- Educating the public on recognizing substance misuse and abuse, including the short-term effects and long-term dangers of substances, is a key tool to reduce use and associated harms. Evidence-based and evidence-informed community education programs include skill-building activities to manage stress and healthy ways to cope, reduce risk, offer alternative activities, and highlight the risks and harms of use.

STRATEGY 2: Mobilize Community to Develop Strategies That Address Local Concerns Over Misuse of Substances.

- Through coalition-building, collaboration with applicable partners help reduce access and availability among youth and minimize associated harms.
- Coalitions partner with local stakeholders and community members to develop and enforce policies such as conditional use permits and social/commercial host ordinances that minimize substance-related harms, limit outlets that offer substances (if legal), and restrict access to minors.
- Coalitions engage local stakeholders and community members to advocate for safe prescribing and disposal practices, restricted online sales and delivery of substances to minors, advertising and packaging restrictions to minors, safe consumer labeling practices, and increased access to health and social services. Public health education highlights the benefits of policies that require additional provisions to ensure public safety.
- In collaboration with elected officials and community leaders, coalitions address the connection between substance-related harms and the community conditions impacting health outcomes. Coalitions support health equity policies that address chronic disinvestment and the social determinants of health.

STRATEGY 3: Enhance Data Collection to Assess the Scope of Use in Los Angeles County.

- Local outlet density reports, environmental scans, and community needs assessments evaluate community needs, strengths, and service gaps. Surveys are analyzed to determine the prevalence of substance use and other problematic behaviors across Los Angeles County, such as drug-seeking behaviors of teens.
- Through pilot programs, data collection efforts document the prevalence and issues of marijuana smoking in shared spaces, such as multi-unit dwellings, public parks, businesses, and schools. Other programs assess the extent of alcohol availability to minors through local alcohol delivery applications.

STRATEGY 4: Launch Countywide Media Campaign to Promote Education And Awareness.

- Media campaigns provide countywide awareness and education on priority substances that affect Los Angeles County communities. Media campaigns utilize a multipronged approach to provide messaging that involve the most relevant forms of media, including both general and targeted messaging, as well as a significant call to action.
- Los Angeles County continues to promote:
 - Opioid prevention media campaign messaging, highlighting prescription opioid contribution to overdose deaths. A fentanyl prevention media campaign is currently in development in order to address the recent overdose deaths among young adults and adults in Los Angeles County.
 - Methamphetamine prevention media campaign messaging, highlighting strategies for at-risk populations.
 - Cannabis prevention media campaign messaging targeting youth through locally created social/digital media campaign efforts.
- Los Angeles County is developing a media campaign focusing on women, and launching outreach events targeting college-age students to encourage safer practices when consuming alcohol.