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The Orange County edition of *Prevention File* is published in cooperation with the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team (ADEPT). Please address all comments to ADEPT, Santa Ana Transit Tower, 405 W. Fifth St., Suite 211, Santa Ana, CA 92701; or call ADEPT at 714/834-4058; or e-mail tperrino@hca.co.orange.ca.us.

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We feel that for whatever time it takes students to compose a poster or write an essay, they are spending that much time thinking about the issues of alcohol, tobacco and other drugs.

AND THE WINNERS ARE . . .

"WOULD YOU WANT TO PAY \$4.75 FOR A PACK OF DEATH AND REGRETS?" asks 6th grader Sarah

Miklos in her first-place essay for Orange County's Alcohol, Tobacco, Other Drug and Violence Prevention Poster and Creative Writing Contest. Many of Miklos's fellow students answered the question with a resounding no. These students from 49 schools entered the countywide contest sponsored in part by the Orange County Health Care Agency's Alcohol and Drug Education and Prevention Team (HCA/ADEPT). See below for a list of other sponsors.

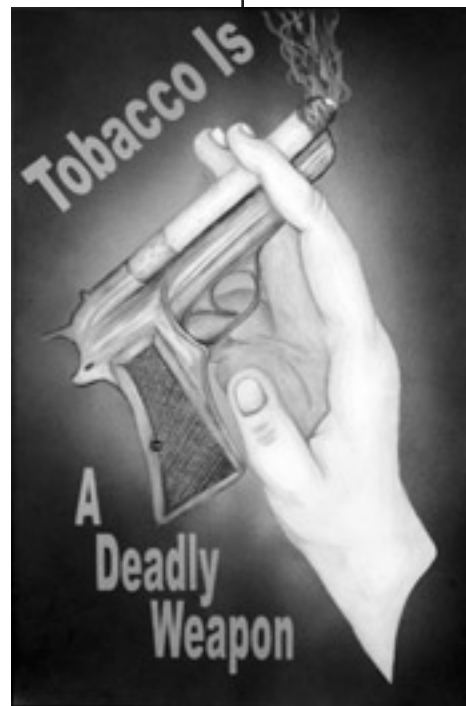
Since 1982, the contest has asked students from 1st through 12th grades to create posters that celebrate lifestyles free from alcohol, tobacco and other drugs. According to Sally Warrick, educational specialist at the Orange County Department of Education (OCDE), the contest is all about prevention.

"We feel that for whatever time it takes students to compose a poster or write an essay, they are spending that much time thinking about the issues of alcohol, tobacco and other drugs," she says. In addition to the individual aspect, communities are exposed to these positive prevention messages repeatedly as posters are placed throughout Orange County communities.

This year's contest attracted 264 posters and 124 writings from both public and private schools throughout the county, which were eligible to submit up to three entries in each category. Poster categories included color, which required art based on the theme Follow Me, Drug and Violence-Free; black and white; and two categories of counter ads, namely counter-alcohol ads and counter-tobacco ads. For these counter ads, which have been part of the contest since 1996, students parodied popular advertisements for alcohol and tobacco, thereby countering the messages of big alcohol and tobacco companies.

Writing categories consisted of essays, poetry, letters to the editor and opinion/editorial pieces. Added to the contest this year was a violence prevention component, which was sparked by a new collaboration with the Violence Prevention Coalition of Orange County.

One of the goals of the contest is community involvement. To this end, organizers asked the public to judge the entries. Responding to flyers sent to schools and to community-based organizations, approximately 50 community members viewed the entries and marked ballots. Based on these ballots, winners were chosen in the various categories from elementary, middle school and



Graeme Badley • Grade 10 • First Place

WHERE TO FIND THE WINNERS

Readers can view all of the winning posters, poems, essays, letters to the editor and opinion/editorial pieces at the contest's website: www.ocde.k12.ca.us/prevention. Two excerpts are reprinted below.

Feeling I can achieve any dreams I perceive
Running like the wind playing ball with my friend
Extending my mind, contributing to mankind
Encouraging others to see life is better drug free!

Anthony Santiago • Grade 6 • Poetry • First Place

This excerpt is from a winning essay:
 "Another reason to stay alcohol-, drug-, and smoke-free is that I have a little sister. Leah looks up to me. Sometimes having a little sister is annoying because that means that she wants to do everything that I do. When I want to go out with my friends, she wants to come. She watches me and she mimics everything I do. I know that I will never smoke knowing that I am a role model for my little sister. I have to set a good example."

Sarah Miklos • Grade 6 • Essay • First Place

high school grade levels. An HCA/ADEPT grant funded gifts to participating classrooms; and donations from the Orange County Substance Abuse Prevention Network, the local chapter of the American Academy of Pediatrics and the Violence Prevention Coalition of Orange County funded prizes for the contest winners.

To enhance prevention education at individual school sites, OCDE provided a bibliography that teachers could use in conjunction with participation in the contest. Geared to various grade levels, it provided resources to those teachers who wished to delve into issues surrounding alcohol, tobacco and other drug abuse.

As for the winning posters, you may see them when you travel on the streets of Orange County. Contest organizers have reproduced—and enlarged—the winning posters for display in 30 bus shelters. Thanks to a generous donation by Clear Channel Outdoor, the posters decorate the shelters "just like the posters advertising movies," according to Warrick. The posters will rotate to various bus shelters throughout the year. In addition, one of the posters by three-time winner Kacie Paik will adorn the cover of a brochure published by the Alcohol and Drug Advisory Board.

Currently several school and community sites, including ADEPT's and OCDE's offices, exhibit the artwork. The posters help create an environment that promotes a healthy lifestyle for youth. Staff members at the school and community sites report a positive response from viewers.

Winning writings will be published in the American Academy of Pediatrics magazine and in a booklet that will be sent to the Orange County Board of Supervisors, contest sponsors and those schools with winning entries.

The Orange County Department of Education surveyed middle school students who participated in the contest. Of those who completed the survey, 90 percent said that as a result of participating in the contest, they have a stronger commitment to refrain from drinking alcohol. In addition, 80 percent said they feel more comfortable talking to their friends about the consequences of drinking alcohol, and 79 percent said they are more willing to listen and/or talk to their parents about drinking.

Warrick hopes that school personnel will visit the

contest's Website at www.ocde.k12.ca.us/prevention and download some of the winning posters as screensavers for their computers. She envisions computer laboratories and teachers' desks with these colorful and creative "ongoing reminders for kids." The more of these reminders that students see, the more they participate in activities such as the contest, the less likely they will be to purchase a pack of "death and regrets." □

Editor's note: Other sponsors are Orange County Board of Supervisors, Orange County Alcohol and Drug Advisory Board; County of Orange Health Care Agency Tobacco Use Prevention Program; Orange County Substance Abuse Prevention Network; Orange County Department of Education Peer Assistance Leadership Program; Orange County Chapter 4 of the American Academy of Pediatrics; Community Alliance Network; Community Service Programs—Positive Action Toward Health; Clear Channel Outdoor; Violence Prevention Coalition of Orange County; and National Council on Alcohol and Drug Dependence—Orange County.



Tyler Fellon • Grade 3 • Poster • First Place



Entertainment Policing— Forming Nontraditional Collaborations

SOUTHERN CALIFORNIA IS A HUGE TOURIST AND ENTERTAINMENT MECCA, and because of that, it presents unique challenges when it comes to alcohol and other drug prevention. Amusement parks, resort hotels and miles of beaches attract people who just want to have fun—and that fun often includes the use of alcohol and other drugs.

Those in the prevention field must consider not only local communities and local residents but also the millions of visitors who travel to the area each year to vacation and have a good time.

In Orange County, a new collaboration has begun addressing the issues of tourism and entertainment policing. CSP-Project PATH and the Community Alliance Network have joined with the Southern California Tourism Safety and Security Association (SCTSSA) to bring information and education to local venues. The effort addresses not just visitors from out of state or out of the country but those who come from other Southern California neighborhoods to attend sporting events, concerts and theme parks.

"Many people come to Orange County because they want to have a great time, and we want that," said Mary Hermann, health education

supervisor for Project PATH. "But we want them to be safe while they're here. And, we want our businesses and the people who live in the community to be safe."

Dave Wiggins, president of SCTSSA, shares those sentiments.

Those in the prevention field must consider not only local communities and local residents but also the millions of visitors who travel to the area each year to vacation and have a good time.

"Tourists do things on vacation that they would probably never do at home," he said. "They get intoxicated, they drive under the influence, and they put themselves in unsafe places because they are out of their element. We are interested in keeping them safe while keeping the community safe."

Both Hermann and Wiggins said they realize that the entertainment and tourism industries are vital to the local economy, and they don't want to hinder business. However, they noted that responsible alcohol service can actually enhance business by preventing issues of liability should problems occur.

The collaboration was formed this year after Hermann and Nina

Kudszus, health educator for the Community Alliance Network, presented responsible beverage service training at an Anaheim nightclub that serves both locals and tourists. The club had been the source of numerous problems, including fights, vandalism and public drunkenness. Wiggins,



wearing his other hat as an Orange County law enforcement officer, had organized the meeting, and he quickly recognized that the type of training Hermann and Kudzus were offering could be a great asset to SCTSSA as well.

SCTSSA is a nonprofit association of Southern California tourism industry leaders, law enforcement, and security professionals involved in tourism crime, security and safety issues. The association is devoted to improving the safety and security of the millions of guests who visit Southern California each year, as well as the tens of thousands of employees who work in tourism-related fields. One of its purposes is to raise awareness about the shared responsibility for tourism safety and security.

"This [collaboration] was just a natural for our organization because so many of our members are ABC-licensed (licensed by the state Department of Alcoholic Beverage Control)," Wiggins said. "They are all concerned about safety and liability."

Wiggins said businesses are especially receptive to the types of training Hermann and Kudzus offer because they are positive and informative. The message is not "you're in trouble" but "you're part of the community, and these are some of the things you can do to keep it safe," Wiggins said.

Hermann and Kudzus are available to do training for the various businesses in SCTSSA.

The two said that training servers for the entertainment and tourism industries differs somewhat from training for other servers. For one thing, those industries don't have a regular clientele. The clientele changes every day, so servers have to be extra vigilant in determining an unfamiliar customer's level of intoxication. Servers may also need to use a different approach when refusing service to an intoxicated stranger than they do when refusing service to someone they know as a regular customer.

Hermann said that entertainment and tourist venues also need to be more vigilant about identification checking. Because customers come from out of state or out of the country, servers may be unfamiliar with the types of IDs they carry. Unless servers are educated about different ID types, they may not be able to detect fake identification.

Once vacationers are in a bar or club they may drink more than

they normally would; and while under the influence of alcohol in an unfamiliar place, they can become easy targets for crooks, Wiggins said.

According to Wiggins, there are thieves who prey specifically on vacationers because they have let their guard down to enjoy themselves and are carrying valuable items such as video cameras.

Wiggins said that recently Orange County has been hit by a rash of spiked-drink incidents in which women—often tourists—unknowingly accept drinks laced with drugs from men they don't know. Once the drugged drinks overpower

Preventionists also encourage servers in Orange County to inform customers about local and free or low-cost transportation services available to people who don't want to drink and drive.

them, they are sexually assaulted or otherwise victimized.

"Women need to know who they are drinking with," Wiggins said. "And, they need to watch their drinks" to prevent spiking.

Kudzus said that to help with the drink-spiking problem, prevention groups have placed brochures and displayed flyers in women's restrooms, warning women of the potential danger. They have also educated servers about being alert to possible spikers.

Preventionists also encourage servers in Orange County to inform customers about local and free or low-cost transportation services available to people who don't want to drink and drive. Driving under the influence is always a poor choice, but doing so in a place where you don't know your way around can be especially hazardous.

Approaching the issue in another way, preventionists have also backed entertainment events that don't involve alcohol. One such event was an alcohol- and drug-free concert for young people, held at the Spectrum, a popular Orange County venue.

Hermann said that practicing responsible beverage service not only protects tourists and businesses; it benefits the local community. For though tourists may find Orange County a great place to let loose and have fun, others call the area home.

All in all, Hermann, Kudzus and Wiggins find the collaboration to be an extension of work they were already doing.

"It's a natural fit for us to work with them [the tourism association]," Hermann said. "It's another way for us to communicate with our merchants." □

For more information contact Mary Hermann at 714/441-0807.



A SAFE AND PLEASANT PLACE TO VISIT

Due to an innovative community-policing program initiated three years ago by the Irvine Police Department, the Spectrum is known as a safe and pleasant place to go on a weekend night.

ON A TYPICAL FRIDAY OR SATURDAY NIGHT, 30,000 to 40,000 people from all areas of Orange County come to the Spectrum, Irvine's 1.5 million-square-foot shopping mall and entertainment center. There, they patronize more than 100 businesses, including approximately 20 nightclubs, bars and restaurants that are licensed by California's Department of Alcoholic Beverage Control. You would think that given the high density of these popular ABC outlets, the entertainment center would be rife with alcohol-related problems. You would be wrong. Due to an innovative community-policing program initiated three years ago by the Irvine Police Department, the Spectrum is known as a safe and pleasant place to go on a weekend night.

Sgt. Al Murray is the supervisor of the police department's law enforcement efforts at the Spectrum. He credits the success of his Spectrum team to the active involvement of a wide array of community partners. These partners include government organizations—such as ABC, the Orange County Fire Authority, the California Department of Motor Vehicles and the Harbor Superior Court—and private entities, such as the Irvine Company, which owns the property; Irvine Spectrum Management, which manages it; community groups like the nonprofit Irvine Prevention Coalition; and the many entertainment businesses at the Spectrum.

"It's all about cooperation," says Murray. "We make sure we are all on the same wavelength."

Keeping everyone on the same wavelength is, in part, a function of regular meetings of all the stakeholders. Every few months, they come together with the police to discuss crime trends and to brainstorm approaches to problems. Many of the meetings are educational sessions in which



participants learn about some aspect of preventing alcohol-related problems. The Department of Motor Vehicles, for example, runs a session about false identification, the Orange County Fire Authority demonstrates how to avoid problems created by overcrowding, and the police department instructs stakeholders about strategies to prevent underage drinking.

One of the most useful educational programs is the Responsible Beverage Service training, which ABC provides to those who work in establishments where alcohol is served. Among other things, RBS training teaches people how to recognize intoxicated patrons, how to cut these patrons off and how to encourage the consumption of food with alcohol. Although the training is not required, businesses are very supportive of the program and find value in having their employees participate. According to Murray, in addition to preventing alcohol-related problems, RBS training helps protect the businesses from liability.

Private security guards who work for Spectrum Management Company are key partners with the



police department's Spectrum team. Recognizing that these private personnel are often the first on the scene, the department conducts ongoing training sessions to help them collaborate in the enforcement effort.

"People see that police are working with security, so they cooperate with security personnel," says Murray. "And if security knows what police expect, they can serve as a backup."

In addition to training the Spectrum's security guards, police officers teach security personnel who are employed by the individual ABC outlets to respond legally and appropriately to a variety of problems. This training extends to managers and door personnel, too.

"We need to maximize our manpower," says Murray, adding that one sergeant and three officers from the police department cannot do the job alone. Collaborating with partners helps the police officers maintain a safe environment with limited resources.

Communication, critical to the program, is continuous. Police carry cell phones so that both private security guards and employees of individual businesses can reach them at a moment's notice. In addition, the police officers listen to the radio

communications among the security guards. Thereby, the officers anticipate trouble spots and respond quickly.

Personal interaction is an important aspect of the program.

"The vendors know us personally," says Murray. "We walk the beat and talk to them every day. It's a lot like old-style policing."

Old-style or not, the police use the latest technology. Murray points to electronic driver's license scanners, which many of the ABC outlets have installed, as examples. The scanners detect fake driver's licenses by reading the licenses' magnetic strips. Use of the scanners has reduced underage drinking at the Spectrum, from 294 fake ID incidents in 2001 to 250 in 2002 to 60 as of May 2003.

"The word is out," says Debra Bianchi, executive director of Irvine Community Drug Prevention, one of several nonprofit organizations that make up the Irvine Prevention Coalition. "Young people know that if you use a fake ID, you will be caught. And there will be consequences. That prevents underage drinking."

The Irvine Company, the owner of the Spectrum, is so impressed with the effectiveness of the scanners that it requires new ABC outlets to install them as a condition of the lease. And the support of the Irvine Company goes beyond requiring scanners. As part of its partnership with the police department, the company meets with police officers when a new Spectrum tenant is expected so that the police can prepare, or "stay ahead of the eight ball," as Murray says. In addition, the company built a 4,000-square-foot police substation on the Spectrum property in 2001. This self-contained substation has office space, meeting space and a temporary holding cell.

One result of the collaboration at the Spectrum is the proactive nature of law enforcement there. Murray says that when the Spectrum opened five years ago, the police responded to incidents after the fact. Now, police—and their partners—actively prevent problems.

"We don't have to be heavy in terms of enforcement," says Chief Dave Maggard, director of public

safety for the Irvine Police Department. "We really try to educate."

The entertainment environment of the Spectrum demands what Murray calls a "special kind" of police officer.

"You need a certain skill set," he says. "You need to be multidimensional. You need to be a communicator and be patient. You need to know how to deal with kids and adults, how to deal with emergency situations. Things can change quickly."

One element of the community-policing program that will not change is the department's commitment to maintaining and improving the partnerships at the Spectrum. Maggard sees the Spectrum program as a "small-scale look at what we're trying to do throughout the city." In fact, the department partners with schools and community groups, including the Irvine Prevention Coalition, on a variety of programs to prevent alcohol, tobacco and other drug abuse.

"Collaboration is what is happening in Irvine," says Bianchi. "We take it for

granted, but it is unusual in terms of what is happening in other cities. The police benefit because the community is on their team. And they provide support and services to us. It's a win/win."

Crime statistics show that the Spectrum program works. Drunk-in-public incidents in Irvine plunged from 201 in 2001 to 88 in 2002 to 43 as of May 2003, and DUIs decreased from 66 in 2001 to 44 in 2002 to 6 as of May 2003.

The partners at the Spectrum understand that the less crime there

is at the entertainment center, the more successful it will be. Through collaboration, education, communication and effective use of technology, the Irvine Police Department's Spectrum team proactively fights alcohol-related crime and creates an atmosphere that encourages people to come back.

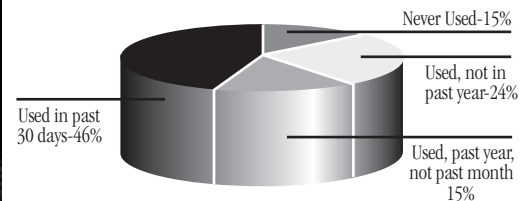
"The city is really proud," says Maggard. "The Spectrum is both a safe and successful gathering place for our community." □

The word is out. Young people know that if you use a fake ID, you will be caught. And there will be consequences. That prevents underage drinking.

ALCOHOL, TOBACCO AND OTHER DRUG USE IN ORANGE COUNTY



Orange County Alcohol Use Prevalence



KNOWLEDGE OF ALCOHOL, TOBACCO AND OTHER DRUG USE RATES is vital when planning for the allocation of resources and services. But all too often that information is not available at the local level.

"Prevalence data on alcohol, tobacco and other drug use is nationwide or statewide at best," said Richard Kite, a research analyst for the County of Orange Health Care Agency's Alcohol and Drug Education and Prevention Team (ADEPT). "In terms of setting some outcomes locally we felt it was important to know about the prevalence of use for various types of substances."

The County of Orange Health Care Agency saw the value in getting more information about the behavior of Orange County adults when it comes to their alcohol, tobacco and other drug use, so in 2003 it commissioned the Orange County Health Needs Assessment Project to complete the survey design and conduct the data collection and MSI International to analyze the data and write the Orange County Alcohol, Tobacco, and Other Drug Use Survey report.

From April 4 to May 25, 2002, the Orange County Health Needs Assessment Project conducted a telephone survey—in English, Spanish and Vietnamese—of 3,104 male and female

Orange County residents aged 18 and older. The survey was weighted to assure that ethnic groups were accurately sampled. Respondents were also screened to assure they were Orange County residents.

In terms of tobacco use, the survey found that 15 percent of respondents were smokers. That translates to about 315,000 residents. While that may seem like a lot, Orange County smoking rates are well below the 23 percent rate for the state of California and the 26 percent smoking rate for the nation as a whole. And, in 2000 the U.S. Centers for Disease Control and Prevention found Orange County to have the lowest prevalence of tobacco use—then 13 percent—of 99 metropolitan areas in the United States. More than half of adult residents—59 percent—have never smoked.

While Orange County measures up well with its rates of overall tobacco use, the smoking rate of those aged 18 to 24 is above average at 20 percent. As with all other substance use in Orange County, tobacco use was consistently most prevalent among white males. According to the study, 59 percent of the county's males had

smoked at least once in their lifetimes. Males also accounted for 63 percent of the county's current smokers.

It's no secret that once a person is hooked on cigarettes, chances are that the tobacco industry has a customer for life.

But Orange County smokers, who, on average, smoke just over half a pack a day, aren't just harming themselves. According to the study, about 11 percent of the county's current nonsmokers live with people who do smoke, boosting the number of people exposed to tobacco smoke on a regular basis to 26 percent. Reducing exposure by nonsmokers to environmental tobacco smoke is a prevention strategy that is consistent with the county's overall prevention efforts, which are generally focused on changing the environments where people tend to use harmful substances, according to Kite.

It's no secret that once a person is hooked on cigarettes, chances are that the tobacco industry has a customer for life. Close to half of the county's smokers have not tried to kick the habit despite changes in California laws that have made cigarettes more expensive through excise tax increases and imposed limits on where people can smoke, such as bans on

tobacco use in bars and restaurants. About one in three Orange County smokers—29 percent—say they have no intention of quitting and 17 percent want to quit but have not really made an effort to do so. Prevention experts maintain that measures limiting places where people can smoke is a key strategy to reduce smoking.

Alcohol Use

According to the survey, almost 1.8 million or about 85 percent of all Orange County adults have consumed alcohol at least once in their lifetime and just under half said they drank alcohol in the past month. The county's overall alcohol use rates were about even with the rest of the nation.

As with tobacco use, whites and males again had the highest use rates, though females weren't far behind, with 79 percent reporting ever consuming alcohol versus 91 percent of males ever consuming.

The survey also explored binge or high risk drinking—consuming five or more alcoholic beverages on one occasion for males, four or more for females—and age of first use, both considered risk factors for alcohol-related problems. Responses to questions on drinking in the past month found that Orange County's binge drinking rate is about 15 percent, which is significantly lower than both the state rate at almost 22 percent and the national rate at just around 20 percent. These rates could indicate that prevention specialists are doing something right. But Kite said ADEPT does not intend to use the survey to directly grade any of its current or past prevention efforts.

As for age of first use, overall 42 percent of the county's adult population had their first alcoholic beverage before age 18. But the age of first drink varied considerably by current age and gender. For example, 56 percent of the county's residents who are currently aged 18 to 24 reported having their first experience with alcohol before the age of 18, compared with only one-fourth of respondents who are 65 and older. About half of the male residents had their first drink under the age of 18, compared with one-third of females.

The National Institute on Alcohol Abuse and Alcoholism says that early alcohol use may have long-lasting consequences. For example, people who begin drinking before age 15 are four times more likely to develop alcohol dependence at some time in their lives compared with those who have their first drink at age 20 or older.

According to Kite, like tobacco prevention, alcohol prevention in Orange County focuses on changing the alcohol-use environment.

"For example, if a bar has been identified through [various kinds] of research and observation as being a 'problematic alcohol environment' that facilitates dangerous forms of alcohol use, such as serving underage people, serving people to intoxication or allowing drug dealing in the parking lot, we try to change various aspects of that environment to make it safer. We feel that this approach has a bigger impact in the community than going after individuals who are potentially at risk for misusing substances," he said.

Drug Use

Orange County's rates of drug use were lower than the state's and the nation's rates overall. The survey found that 37 percent—or about 767,000 Orange County adults—had used at least one or more illicit drugs, such as marijuana, cocaine, heroin, hallucinogens, methamphetamines and club drugs such as ecstasy, or had misused prescription drugs such as pain relievers, tranquilizers, stimulants and sedatives.

Marijuana was the most-used illicit drug in the 30-day period prior to the survey. At 3 percent that adds up to about 71,000 adults. The next most frequently used drugs were prescription painkillers at 2 percent (about 31,000 adults) and methamphetamines at 1 percent (16,000 adults).

Again, white males aged 45 or younger accounted for the largest group of illicit drug users. But, among those surveyed about misuse of prescription drugs in the past year, the results

were more evenly distributed among males and females. According to the survey, white females under the age of 45 were just as likely to misuse prescription painkillers, sedatives and stimulants as were males in the same demographic. And white females under 45 actually misused prescription tranquilizers more than males of the same demographic in the past year.

Most of those surveyed first used illicit drugs, particularly marijuana and hallucinogens, during their high school or college years. Heroin and cocaine use, as well as the nonmedical use of pre-

scription drugs, typically started later in life, between the ages of 18 and 24.

This information further underscores ADEPT's practice of educating youths about the dangers of alcohol, tobacco and other drug use as early as possible.

"Prevention efforts need to address young people at a very early age, even in primary school," Kite said. "Age of first use is a fairly well established risk factor for developing problems with almost any kind of substance.

Our main intent for this study was to establish some baseline benchmarks for evaluating our future prevention efforts.

The earlier you start using, the more likely you are to develop problems. So we want to defer or delay any kind of use for as long as possible."

Although the 2002 Orange County Alcohol, Tobacco and Other Drug Use Survey was the first of its kind for the county, Kite sees the study as being valuable on both current and long-term levels.

"Our main intent for this study was to establish some baseline benchmarks for evaluating our future prevention efforts." □

For more information on the 2002 Orange County Alcohol, Tobacco and Other Drug Use Survey, call 714/834-4052 or go to www.ochalthinfo.com/adept/publications.htm.