

Agenda Report

TO: CITY COUNCIL **DATE:** January 8, 2001
FROM: CYNTHIA J. KURTZ, CITY MANAGER
SUBJECT: AUTHORIZATION TO APPLY FOR DEMAND TREATMENT GRANT FUNDS AND FACILITATE IMPLEMENTATION OF A DEMAND TREATMENT PROJECT IN PASADENA

RECOMMENDATION

It is recommended that the City Council:

1. Adopt a resolution authorizing submittal of a grant application to Join Together for Pasadena to implement a *Demand Treatment!* project; and,
2. Authorize submittal of a letter of commitment from the Mayor for the application.

BACKGROUND

It is estimated that more than three quarters of people with serious alcohol and drug problems go without treatment. Reasons people do not seek treatment include people not realizing that they have a problem, the belief that they can deal with the problem themselves, the belief that no one can help them and/or feelings of shame due to the stigma associated with substance abuse.

Demand Treatment! is a new nationwide project organized to increase the number of people who get alcohol and drug intervention and quality treatment in local communities. *Demand Treatment!* is coordinated by Join Together (a project of the Boston University School of Public Health) and funded primarily by the Robert Wood Johnson Foundation. This project's approach is to take active steps to drive up the demand for treatment. A key component of this national project is a City Partners initiative. *Demand Treatment!* will support teams from up to 12 cities and counties to work with the project over the next two to five years to increase demand in their communities. Each City Partner will be eligible for a total of \$60,000 for the first two years to help offset costs associated with its participation. In addition to the funding, City Partners will receive technical assistance such as training for their local leaders and service providers (i.e.,

seminars on effective interventions, leadership development, marketing & publicity), and shared learning workshops with other City Partners. Federal agencies are also committed to allocating resources to help with research and encouraging local agencies' participation and collaboration. The project will work with City Partners to:

- Develop and implement strategies to achieve measurable increases in the number of people receiving treatment;
- Improve access to and expand the local alcohol and drug treatment system; and,
- Identify and take steps to remove discriminatory barriers to treatment.

The Pasadena Public Health Department has taken the lead to assess the level of interest and feasibility of establishing a *Demand Treatment!* project in Pasadena. Staff has hosted two meetings with representatives from 12 agencies administering substance abuse prevention, intervention, and treatment services in the Pasadena area. As a result, the following community partners have committed to collaborating in this effort: AIDS Service Center, All Saints Church, Casey Family Programs, Day One, Impact Drug and Alcohol Treatment Center, Pacific Clinics, Pasadena Council on Alcoholism and Drug Dependency, Project Day, Social Model Recovery Systems, Throop Church, Union Station, and Urban Revitalization Development Corporation.

If funded, this forming coalition will focus on two approaches to increase the demand for substance abuse treatment in Pasadena – consumer empowerment and large-scale screening. Consumer empowerment involves providing individuals and families with the information and tools that will enable them to help themselves. Large-scale screening involves providing drug and alcohol screening to individuals at work or other areas where individuals congregate with referrals and follow up. These methods will help individuals to self identify and provide intervention and referrals to significant numbers of people in need of services, increasing demand for treatment.

In November 2000, California voters passed Proposition 36, the initiative that diverts non-violent drug offenders from jail to drug treatment programs which is also expected to drive up demand for substance abuse treatment. One of the issues the coalition is preparing for is the demand that will be created by the implementation of this initiative.

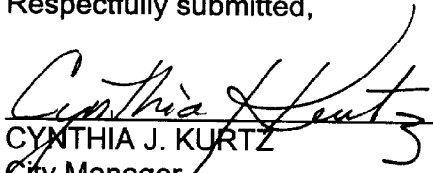
The application is due January 16, 2001. Funding announcements will be made in February 2001 with program activities beginning in March 2001.

FISCAL IMPACT

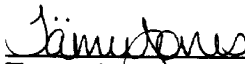
This action by City Council will have no fiscal impact. Staff will return to Council to recognize funds for the FY 2001 operating budget should the grant be awarded to Pasadena.

CITY COUNCIL
Authorization to Apply for Demand Treatment Funds
January 8, 2001


Respectfully submitted,


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