

SPA-Based Coalition Activities

Sizzle Reels and Slides

Stephanie Chen, Division Chief, Prevention Services

SAPC | Substance Abuse
Prevention and Control



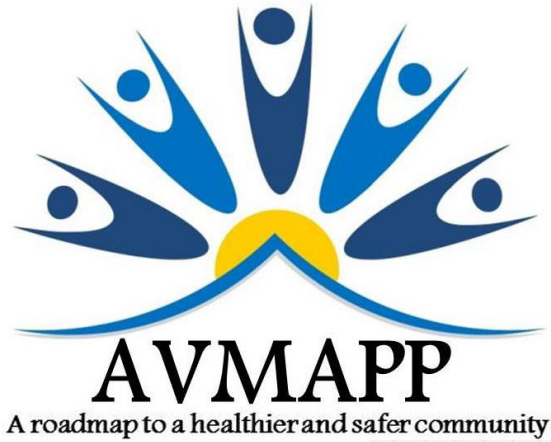
COUNTY OF LOS ANGELES
Public Health

Wednesday October 14, 2026

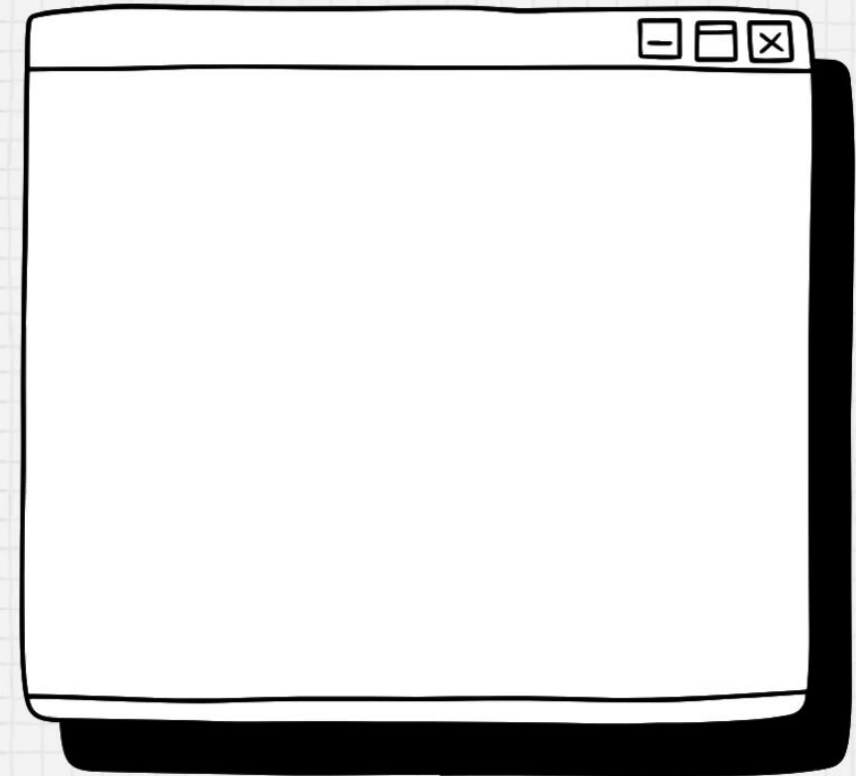
PREVENTION

The Bureau of Substance Abuse Prevention and Control's (SAPC) Prevention Division oversees primary prevention services throughout Los Angeles County for youth, young adults, and adults.

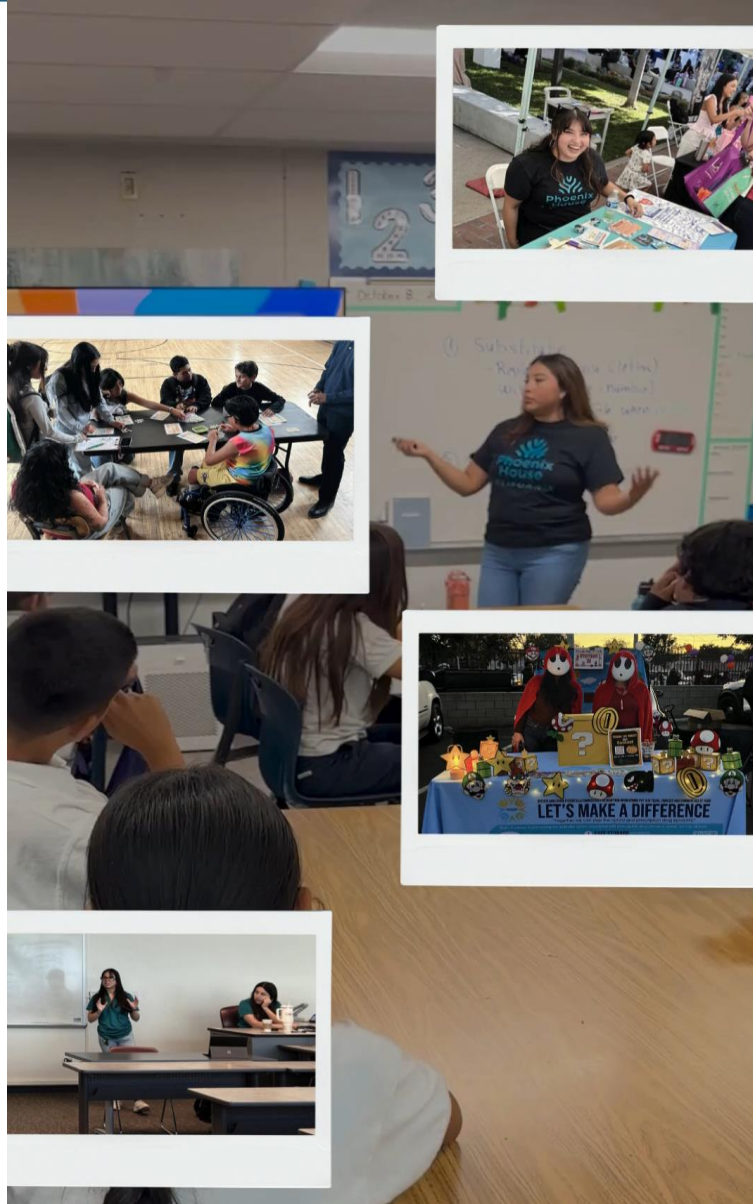




**Antelope Valley
Marijuana,
Alcohol, and
Pharmaceutical
Prevention
Coalition
(AVMAPP)**



Communities In Action



Burbank, Calabasas,
Canoga Park, Canyon
Country, Encino,
Glendale, LA Cañada-
Flintridge, San Fernando,
Sherman Oaks, Sun
Valley, Van Nuys,
Woodland Hills, and
others.

RAD

Rethinking Alcohol and Other Drugs

www.rad-sgv.org

@RADSGV







PIR Workgroup

The Problem Identification & Referral (PIR) Workgroup was developed to standardize services and refine PIR program goals. The workgroup:

- Established program goals and developed implementation roadmap.
- Reviewed and selected standardized evaluation tool.
- Identified opportunities and resources to support new providers in establishing PIR programs.
- Developed work plan language for providers to model.

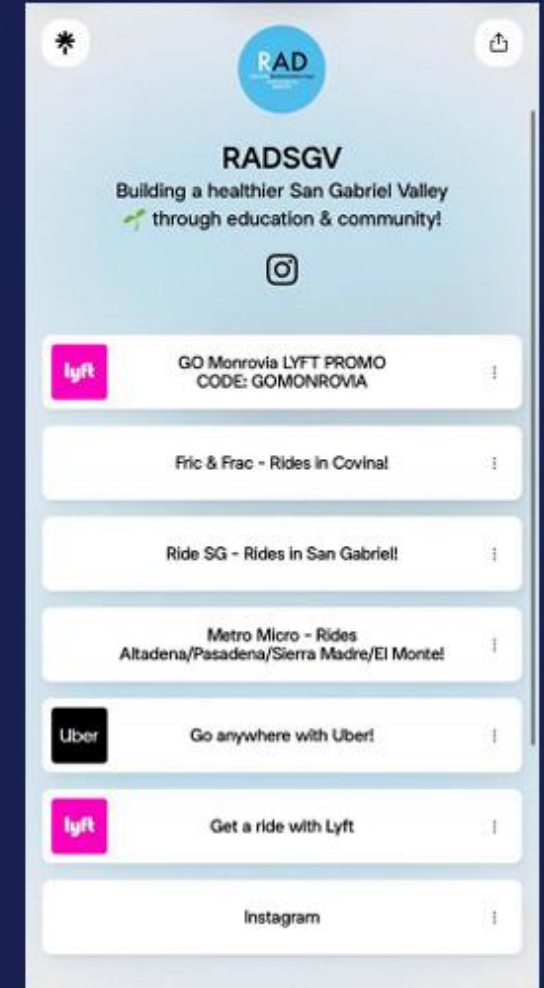




Outcomes FY 25-26

Alcohol Counter Marketing

- **Target cities:** Pasadena, La Verne, Monrovia, San Dimas, Glendora, Azusa, Covina, Alhambra, San Gabriel, El Monte, West Covina, Pomona
- **Participating on-sale retailers:** 96
- **Materials distributed:** 43,505
- **Ride-share services analytics:** 365 clicks





Outcomes FY 25-26

Alcohol Counter Marketing

- The Alcohol Counter Marketing Project promotes responsible alcohol use and prevent impaired driving across the region. The project engages on-sale alcohol retailers as partners in prevention efforts.
- The project used a counter-marketing approach, modeled after alcohol industry promotions, to encourage safer choices instead of increased alcohol consumption.
- SPA-3 providers partnered with bars and restaurants to distribute prevention materials during high-risk drinking periods.
- Bartenders shared prevention messages directly with patrons at the point of service.
- Messages highlighted the risks of binge drinking and driving under the influence and encouraged patrons to plan ahead for a safe ride home.
- The goal was to increase awareness, reduce alcohol-related harms, and promote healthier community norms.



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CoPALM

Coalition for Prevention
and Awareness in LA Metro



**Echo Park, El Sereno, Hollywood,
Mid-City Wilshire, Monterey Hills,
Mount Washington, Silverlake,
West Hollywood, and Westlake,
and others.**

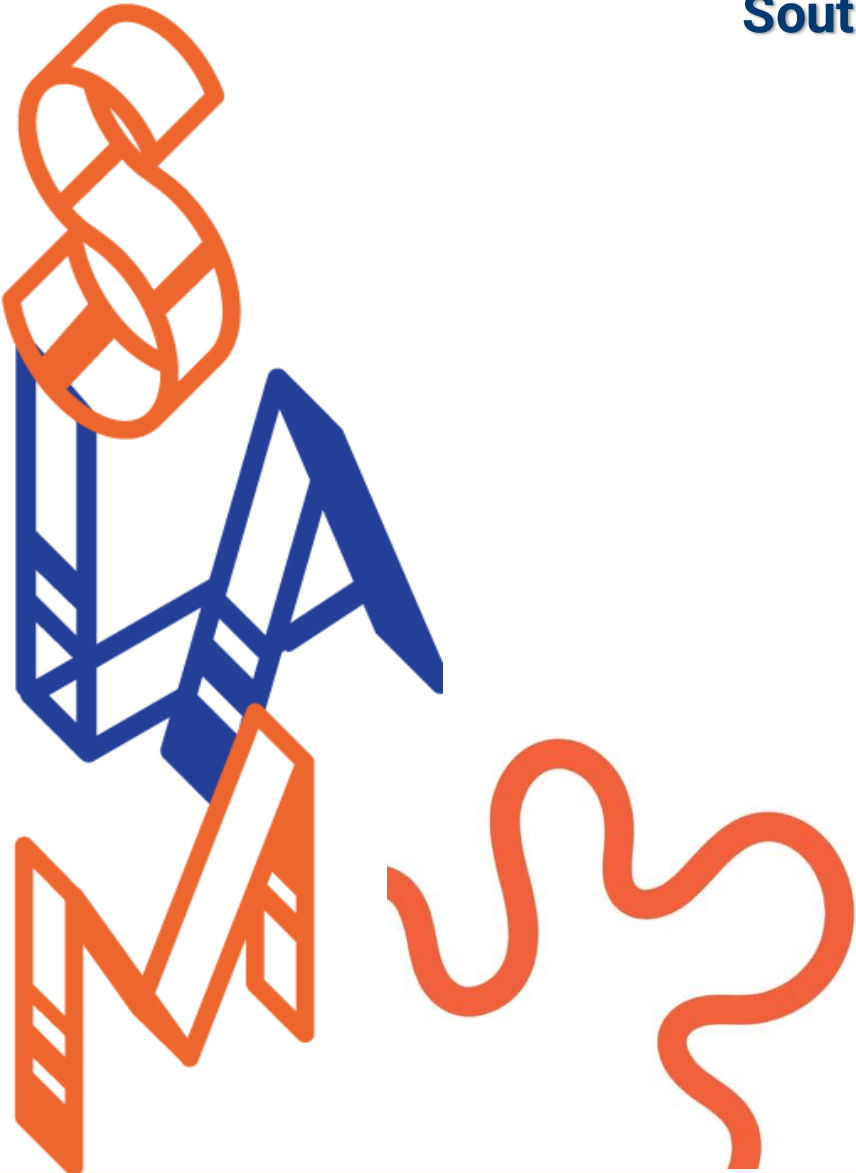
SPA-4 Sizzle Reel

Fall, 2025



Bel Air, Beverly Hills,
Brentwood, Culver City,
Ladera, Malibu, Mar Vista,
Marina del Rey, Pacific
Palisades, Palms, Playa
del Rey, Santa Monica,
Venice, West LA,
Westchester, Westwood,
and others.

South Los Angeles Movement (SLAM) Prevention Coalition





**We are the South East
Community Alliance (SECA)**



**SECA is a
coalition of community members,
organizations, and businesses coming
together to fight the substance
abuse/**

Artesia, Bell, Bellflower, Bell Gardens, Cerritos, City of Commerce, City Terrace, Cudahy, Downey, East Los Angeles, Hawaiian Gardens, Huntington Park, La Habra Heights, Lakewood, La Mirada, Los Nietos, Maywood, Montebello, Norwalk, Pico Rivera, Santa Fe Springs, Signal Hill, South Gate, Vernon, Walnut Park, Whittier, and others.



<https://www.canva.com/design/DAG5QxTGHkE/fYj1G8C7jlld7WkCmPMRBw/watch>

Athens, Avalon, Carson, Catalina Island, El Segundo, Gardena, Harbor City, Hawthorne, Inglewood, Lawndale, Lennox, Hermosa Beach, Manhattan Beach, Palos Verdes Estates, Rancho Dominguez, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates, San Pedro, Torrance, Wilmington, and others.

QUESTIONS?

