

**City of Simi Valley Updates to the Strategies Recommended by the
Simi Valley Community Task Force on Heroin Prevention**

Strategy	Response	City Progress Notes
Implement educational programs beginning with 6 th grade students through high school youth	The City's Youth Council could provide input into the programming. The School District has a Drug Prevention Curriculum in place. The Park District can add educational programs, discussion groups, and community forums to its existing activity programming.	The Youth Council provided positive input to the Simi Valley Unified School District (SVUSD) Intervention Counselor at the March 19 Youth Council meeting regarding proposed programming.
Employ media targeted to youth	The City currently provides resources on its website regarding addiction. The Board of Education is supportive of this strategy. The Park District can use its website, Facebook, press releases, and brochures to provide information about the risks of heroin use, healthy alternatives and more.	City to issue quarterly press releases and update the City's web page as needed. Youth Council featured Straight Up Ventura County's trivia program during the Youth Summit on February 28, 2013, and hosted Teen Addiction and Resources Informational Panel directed at youth during its April 30, 2013 public meeting. The City initiated an electronic notification process for Youth Summit participants, including notifying youth of the Teen Addiction and Resources informational panel, and promoted the panel through Simi Valley Television, SVTV.
Provide drug and alcohol awareness classes for parents and kids	The City currently provides the Parent Project classes. The School District has a Drug Prevention Curriculum in place. The Park District can add educational programs, discussion groups, and community forums to its existing activity programming.	On-going. The Police Department hosts Parent Project classes. The City participated in the Reality Party for Parents on June 1, 2013, educating parents, and including Youth Council member volunteer participants.
Disseminate information to the public on intervention/treatment programs	The City currently provides resources on its website for those battling addiction. The Board of Education is supportive of this strategy. The Park District can participate in this.	Complete. City staff updated the resources on the Heroin webpage, and has included the Youth Council's teen crisis resource information, as printed on student identification cards, on the City's website. A link to the webpage has been provided to the SVUSD and Rancho Simi Recreation and Park District (RSRPD) for the purposes of linking to the City's site. Information was also disseminated to the public at the Youth Council Teen Addiction and Resources Informational Panel on April 30, 2013, and the Reality Party for Parents on June 1, 2013.

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<p>Promote positive activities for youth</p>	<p>The City currently provides information on its website on the City programs for youth and links to the Park District and Simi Valley Public Library websites. The Board of Education is supportive of this strategy. The Park District is already doing this.</p>	<p>On-going. The Simi Valley Public Library is creating a Teen Lounge, opening July 1, 2013, and has ongoing programs for teen readers, as well as opportunities for youth to volunteer. The City hosted a Volunteer Fair on April 13, 2013 in conjunction with the Rancho Simi Recreation and Park District's Community Showcase. As a result of recommendations from the Youth Summit, the Youth Council is working with RSRPD providing input to its teen programming, including summer trips targeting older teens, and a movie night scheduled for October, 2013, as well as working with local business LaserTag Extreme which is hosting a monthly Teen Scene and promoted the activity at the April 2, 2013 Youth Council meeting. The City hosted a Youth Employment Job and Career Expo on May 4, 2013.</p>
<p>Continue attempts to educate public via written materials and social media</p>	<p>The City could issue periodic joint press releases and other media with the School District and Park District and include information on the Police Department's Facebook page regarding resources available. The Board of Education is supportive of this strategy. The Park District has placed articles in the Oak Park Newsletter and the Simi Valley Reporter. Two interviews with Time Warner have also been taped and will be played on community television. These efforts can be continued.</p>	<p>The City will coordinate to issue quarterly press releases. The Simi Valley Police Department provides periodic updates on its Facebook page.</p>
<p>Continue to develop web site information regarding drugs and alcohol abuse</p>	<p>The City's Citizen Advisor updates the Directory of Social Services on an on-going basis. The Board of Education is supportive of this strategy. The Park District will do this.</p>	<p>Complete. The City -recently updated the Directory of Social Services in June, 2013. The Youth Council's teen crisis resource information, as printed on student identification cards, is also included on the City's website.</p>

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<p>Develop list of rehabilitation centers, post on website</p>	<p>The City currently posts its Directory of Social Services on its website, and could provide to other agencies for posting. The Board of Education is supportive of this strategy. The Park District will do this.</p>	<p>City has provided an electronic version of the Directory of Social Services to SVUSD and RSRPD for their websites.</p>
<p>Request local news outlets to run articles on the subject of alcohol and drug abuse every four months</p>	<p>The City can coordinate with the School District and Park District on this. The Board of Education is supportive of this strategy. The Park District can prepare regular press releases to discourage heroin and other drug use, and promote healthy alternatives.</p>	<p>City to coordinate issuing quarterly press releases.</p>
<p>Educate service providers on available resources</p>	<p>The City and Park District host the “Meet and Greet” for local service providers. This event can be expanded by inviting community residents. Additional copies of the Directory of Social Services can be provided as needed. The Board of Education is supportive of this strategy.</p>	<p>The City and the Rancho Simi Recreation and Park District hosted the Youth Service Providers Meet and Greet on Wednesday, January 23, 2:30 p.m. – 4:00 p.m. at Rancho Santa Susana Community Center and 50 organizations participated.</p> <p>The City attended and promoted the Ventura County SELPA’s Agency 101 Workshop on January 30, 2013.</p> <p>The City will work with the Free Clinic of Simi Valley to include drug and alcohol prevention and treatment resources at the Free Clinic’s public Health and Fitness Expo scheduled for October 19, 2013.</p>
<p>Issue Public Service Announcements, i.e. bus shelters</p>	<p>The City can provide support for entities that wish to post public service announcements in the bus shelters. The Board of Education is supportive of this strategy. The Park District can participate in this, which might also include public service announcements at the local movie theaters.</p>	<p>Three NOM public service announcements were placed at bus shelters throughout the City in January 2013.</p>

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Coordinate with religious institutions to meet, develop ideas and collaborate on solutions	The City can participate in this. The Board of Education is supportive of this strategy. The Park District can participate in this.	City staff met with representatives from the Simi Valley Unified School District, Rancho Simi Recreation and Park District, and faith community on January 14, 2013 to initiate discussion of ways to collaborate.
Coordinate regional efforts	The City can participate in this. The Board of Education is supportive of this strategy. The Park District can participate in this.	The Simi Valley Police Department coordinates with the Drug Enforcement Administration and the Ventura County Combined Agency Task Force.
Hold community forums targeted to parents	The City can participate in this. The Board of Education is supportive of this strategy. The Park District can participate in this.	The Police Department held an Anti-Drug Community Forum in September 2012 and participated in the NOM Community Forum in January 2013. The Police Department will assist in the Drug Forum being held at Santa Susana High School in February 2013. The City also participated in the Reality Party for Parents on June 1, 2013, which included an informational panel comprised of representatives from the Simi Valley Police Department, Simi Valley Unified School District, Ventura County Public Health, and Ventura County Child Death Review Board.
Place articles discouraging drug use and indicating where and how to get help	The City can coordinate with the School District and Park District.	Summer 2012 and Spring 2013 City Focus newsletters contained an article with resources. Senior News/News Bytes newsletters have included prevention information regarding disposing of medications at the Police Department drop-off box.
Identify resources for parents and youth	The City currently posts its Directory of Social Services on its website. The Board of Education is supportive of this strategy. The Park District can participate in this.	Ongoing. Staff will continue to update Directory as appropriate.
Involve businesses by placing posters at their locations that advise people about the places to go and people to talk to	The City can participate in this. The Board of Education is supportive of this strategy. The Park District can participate in this.	Pamphlets to be provided to the Chamber of Commerce. Pamphlets were distributed to business customers through the City's Waterworks District #8 electronic and mailed bills.

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Develop a survey to ask the community: are they aware of drug use, the age of the user, do they reside in Simi Valley, do they know what to look for, do they know where to get help; do they have recommendations, etc.	The City can participate in this. The Board of Education is supportive of this strategy. The Park District can participate in this.	The City is supportive of this strategy.
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In addition to the strategies provided above, the following strategies were identified and ranked by a majority of the Task Force members subsequent to the preparation of the preceding list.

Strategy	Response	Update
Make sure parents see the details of events – death, arrests, etc.	The City would need to determine if there is an appropriate way to share this information. The Board of Education is supportive of this strategy. The Park District would be willing to participate in this if appropriate.	An appropriate method to share this information while maintaining privacy has not been identified.
Education on the dangers of pill usage	The City can participate in this. The Board of Education is supportive of this strategy. The Park District can participate in this.	On-going. Included in education/outreach efforts already addressed.
Build peer pressure to keep students off drugs and tobacco	The City can participate in this. The Board of Education is supportive of this strategy. The Park District can participate in this.	Youth Council is supporting NOM clubs on campuses.
Additional treatment options through our local hospitals (e.g. Narcan/Naloxone which prevents or reverses the effects of opioids)	The City can participate in this. The Board of Education is supportive of this strategy. The Park District will become informed about Narcan and determine whether or not Park Rangers should be trained on its use.	Narcan is available in the Emergency Room of Simi Valley Hospital and on the ambulances that respond to overdoses. Providing this medication outside of a hospital environment would be a determination to be made by the Ventura County Public Health Department.