Tipping the Scale Towards Health: Creating Effective Public Health & Public Safety Partnerships

Meeting of the Minds
November 10, 2011

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Session Goal

How can behavioral health and public safety systems collaborate to help individuals move towards health, and away from substance abuse?

Objectives:
1. Learn about Tip the Scale Operations
2. Identify barriers to cross-discipline work between public health & public safety — and ways to overcome these barriers
3. Identify “Win-Win” for systems in this collaboration
4. Identify ways effective collaboration strengthen communities
Context

✔ 15 Years of Multidisciplinary Collaboration on Shared Problems
✔ Local, State, Federal cooperation
✔ Annual Report Card, Meth Hotline & Website
✔ Extensive News Media Coverage
✔ Policy Successes
✔ Innovation & Collaboration
Health: “Building Better Health”

Safety: “Fostering Safe Communities”

Thriving: “Promoting Thriving Families”

Live Well San Diego! 10-Year Initiative

Building a Better System
Supporting Healthy Choices
Pursuing Policy Changes for a Healthy Environment
Improving the Culture from Within
BUILDING BETTER HEALTH

3 Behaviors
NO EXERCISE
POOR DIET

4 Diseases
CANCER
HEART DISEASE
TYPE 2 DIABETES
LUNG DISEASE

That Result in

Over 50 Percent
OF DEATHS IN SAN DIEGO

Lead to
Alcohol, tobacco & other drug use

Operation Tip the Scale
www.no2meth.org
What We Are Trying to Accomplish, And, How We Do It
Tip the Scale Goals

• Increase Perception of Risk/Arrest via High Visibility Enforcement and Probation/Parole Compliance

• Promote Treatment and Recovery

• Promote of the Meth Hotline

Operation Tip the Scale
www.no2meth.org
Strategy

• Rotate Operations Throughout A Region With Multidisciplinary, Multi-jurisdiction Team

• Use Media To Magnify The Accountability Message To Probationers/Parolees:
  “We Are Watching - Stay On Your Toes!”
East Region Partners

San Diego County
Sheriff’s Department
Probation Department
Alcohol & Drug Services
Child Welfare / Drug Endangered Children (DEC)
Animal Control

Local Law Enforcement
El Cajon & La Mesa Police Depts.
SDSU Police Dept
Metropolitan Transit Service
CA Dept. of Corrections and Rehabilitation

Federal
U.S. Marshall Service
U.S. Postal Service

Local Community Organizations
Institute for Public Strategies
Mental Health Systems, Inc.
Freedom Ranch
McAlister Institute
South Region Partners

☑ All previously listed County Agencies
☑ CA Dept. of Corrections & Rehabilitation
☑ SDSU Police Dept
☑ IPS & MHS Inc.

PLUS!!
San Diego, Chula Vista, National City, & Coronado Police Depts

Federal
U.S. Border Patrol
Immigration and Customs Enforcement (ICE)
U.S. Fish & Wildlife Service
North Region Partners

- **All previously listed County Agencies**
- CA Dept. of Corrections & Rehabilitation
- SDSU Police Dept
- IPS & MHS Inc

PLUS!!
San Diego, Carlsbad, Escondido & Oceanside Police Depts
Occupational Health Services DUI Program
Tip the Scale Components

- Directed Patrol - Vehicles/Bicycles/Trolley
- Parole/Probation Compliance Checks
- Warrant Sweeps
- Treatment Engagement
- Distribution of Informational Pamphlets
- Media Advocacy
Treatment Conversations

- **NOT** Treatment or Assessment
- Engagement with Local Resources
- Reinforcement & Teachable Moment
Drug Endangered Children

- **Intervene** with parents where substances are in home for the safety of the child

- Child Protective Services on site during operations

- Every Tip the Scale has **resulted in at least one DEC case**
Media is Prevention & Deterrent

- Media Component In Every Op
- Ride-along’s Include TV & Print Coverage
- Tight Talking Points & Messaging
- Op-eds As Addendum
Media Helps Magnify the Message

Media Accomplishments

- **27** TV News Stories  
  + countless ‘teasers’
- **6** Print News Stories
- **3** Guest Editorials aka Op-Eds
- At least **6** positive letters to the editor

A new approach to the East County drug scourge

Operation Tip the Scale  
www.no2meth.org
For me, it’s good because I know you’re going to come at any time,” she said to officers. “If you guys let me alone entirely and just let me out of jail and said, ‘That’s it’ I’d be….I’d make bad decisions.”
Results
East Region
Round 1: March - October 2009

- Santee/Lakeside / Unincorporated El Cajon
- City of EL Cajon
- City of La Mesa
- City of Lemon Grove/Spring Valley
- Alpine (2010)
East County Results
March – April 2010
4 Ops
5 Communities

- Arrests: 238
- Drug Related Warrant Arrests: 99
- Trolley Contacts: 16,828
- Trolley Citations: 366
- Treatment Conversation: 83 (1 admit)
- Informational Pamphlets: 357
- Rural Marijuana Seizure 14.7 lbs
- Meth Hotline Calls: 83 (50% from East County)
- TV Coverage at each op with 2-4 stations
- Summary News Event with 5 TV stations
Violent Crime Down 4.1% in East County
  • (Up 1% County wide during first six months of 2009)

Property Crime Down 24.5% in East County
  • (Down 17% County wide during first six months of 2009)

1,474 Fewer Victims in East County during Op Period
Imperial Beach Results: August 2010

- Arrests: 40 (19 Felony)
- Field Interviews: 45
- Treatment Conversations: 34
- Informational pamphlets: 51
- Warrants Arrests: 12
- TV Coverage from 5 local stations
October 2010 Vista

Calendar 2011
- March in Poway
- July in San Marcos
- October in Escondido
- Coast before end of year
Cumulative

- Arrests: 111
- Treatment Conversation: 83
- Informational pamphlets: 161
- Media Coverage: 25
- DEC: 7 call outs, 5 children in protective custody
So What’s the Long Term Benefits of Collaboration Across Public Health and Safety?

Reductions in Crime, AND...
• Real Working Relationships at the Local Level
• Stronger Collaboration on other Projects
• Opportunities for Leadership & Staff Growth
• Win-Win: Less Recidivism, More Recovery, Healthier Families & Communities
• Public Support
LETTERS: NCT, Nov. 8, 2011

Tip the Scale operation makes community safe

I read with great interest the North County Times story about the Tip the Scale operation that was carried out Oct. 20 ("Meth sweep fights crime, offers counseling," Oct. 22). I am thrilled that our law enforcement officers and treatment professionals are partnering to provide options for drug addicts, rather than just simply throwing them in jail.

The operation made clear the difference that a few people can make in a short amount of time. It's partnerships like Tip the Scale that have the power to make meaningful environmental changes to North County communities.

I would like to congratulate all the law enforcement officers, the treatment professionals and the Meth Strike Force for such a wonderful operation.

Adriana Andres
Escondido

Read more: http://www.nctimes.com/news/opinion/letters/letters-nct-nov/article_4336d904-3591-5344-95ab-3fc3b89c69e9.html#ixzz1d9EPuD7x
Next Steps

Public Safety and Public Health are Good Partners

- Maintain and Expand Operations
- Coordinate with Other Kinds of Sweeps
- Continue to Document and Measure Success
Thank You~

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