

PROCLAMATION
Presented by Supervisor Dianne Jacob
HONORING COMMUNITIES AGAINST SUBSTANCE ABUSE

WHEREAS, the health, safety and well-being of residents is of primary concern for the County of San Diego and on July 13, 2010, the San Diego County Board of Supervisors adopted *Live Well San Diego* to achieve the County's vision of safe, healthy and thriving communities; and

WHEREAS, the *Live Well San Diego* vision is about uniting all sectors—business, schools, military and veteran's organizations, community- and faith-based organizations, and all levels of government—in order to bring about positive change; and

WHEREAS, Communities Against Substance Abuse (CASA) is a non-profit community coalition that address the root causes of alcohol, tobacco, and illegal drug use and abuse using science-based prevention strategies; and

WHEREAS, since 1986, CASA has been a catalyst in San Diego striving to prevent substance abuse using education, action research, advocacy and service to create healthy, safe and thriving communities; and

WHEREAS, CASA's approach for tobacco, alcohol, and drug abuse prevention is grounded in the philosophy that place matters with prevention initiatives focusing on population level change; and

WHEREAS, in an effort educate people how in-store product marketing influences consumption of unhealthy products, CASA conducted 177 store assessments in East, South and Central Regions for the Healthy Stores for a Healthy Community statewide initiative; and

WHEREAS, CASA has championed a policy-change initiative to reduce exposure to second hand smoke at Native American gaming and resort facilities resulting in casino changes to smoke-free areas and influencing one newly opened casino and resort to be smoke-free; and

WHEREAS, CASA has mobilized community efforts in El Cajon, La Mesa, Lemon Grove and the unincorporated communities to amend second-hand smoke policies to include electronic smoking devices; and

WHEREAS, CASA's smoke-free multiunit housing efforts have resulted in the adoption of new smoke-free policies at five apartment complexes; and

WHEREAS, by focusing on youth-driven projects, the CASA sponsored high school program, Students Together Against Alcohol 'N Drugs (STAAND), allows students to work together to reduce substance use and abuse, and a Secret Shopper program that allows volunteers ages 21 and above to complete alcohol sales and service risk assessments in bars and restaurants in East County; and

WHEREAS, CASA staff are integral members of the East Region *Live Well San Diego* Leadership team; and

WHEREAS, CASA is committed to continuing to advance *Live Well San Diego* into the future, and is embracing strategies of this long-term vision; NOW THEREFORE

BE IT PROCLAIMED by Chairman Bill Horn and all members of the San Diego Board of Supervisors on this 21st day of May 2015 that they commend the **COMMUNITIES AGAINST SUBSTANCE ABUSE** for its outstanding service, leadership, and commitment to the health and wellness of county residents, and do hereby declare this day to be the **"COMMUNITIES AGAINST SUBSTANCE ABUSE LIVE WELL SAN DIEGO DAY."**