



A Tradition of Stewardship
A Commitment to Service

Agenda Date: 4/8/2014

Agenda Placement: 4B

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Shelli Brobst for HOWARD HIMES - Director
Health & Human Services Administration
REPORT BY: Shelli Brobst, Contracts Analyst - 253-4720
SUBJECT: Proclamation declaring April as "Alcohol Awareness Month"

RECOMMENDATION

Presentation of a Proclamation to Jacqueline Loeks, Deputy Director, Alcohol and Drug Administrator, declaring April 2014 as "Alcohol Awareness Month" in Napa County.

EXECUTIVE SUMMARY

Since 1987, Alcohol Awareness Month, founded and sponsored by the National Council on Alcoholism and Drug Dependence, Inc. (NCADD), has encouraged communities to reach out to the American public with information about alcohol and alcoholism. The disease of alcoholism is a disease that is treatable and people can and do recover.

FISCAL IMPACT

Is there a Fiscal Impact? No

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

The National Council on Alcoholism and Drug Dependence (NCADD): Each April since 1987, the NCADD has sponsored Alcohol Awareness Month to increase public awareness and understanding, reduce stigma and to encourage local communities to focus on alcoholism and alcohol-related issues (NCADD, 2014). This April, the NCADD and the Napa County Health and Human Services Agency, Alcohol and Drug Services Division are highlighting this important public health issue.

Almost 100,000 persons die each year from alcohol related causes, drinking and driving crashes, other accidents, falls, fires, alcohol related homicides, suicides, and the disease of alcoholism. Napa County in particular is ranked ninth highest of the 58 counties for alcohol involved collisions and statistics for driving under the influence, which is inclusive of underage youth 21 years old and younger. Napa County is ranked 13 out of 58 for alcohol related collisions and incidents for persons age 21-34, which indicates and supports the increase of binge drinking for this age group. Additionally alcohol is the primary factor in the four leading causes of death for young person's age 10-21.

Please join the Napa County Health and Human Services Agency, Alcohol and Drug Services Division and joint partners in Alcohol Awareness Month activities listed on our website at www.countyofnapa.org. This year's theme, "Youth and the Law."

SUPPORTING DOCUMENTS

A . Proclamation

CEO Recommendation: Approve

Reviewed By: Karen Collins