

San Diego-Tijuana Border Initiative

2006 Annual Report



We're ready to grow.

Our Mission

The San Diego-Tijuana Border Initiative is a nonprofit organization whose mission is to encourage closer collaboration among social and community service providers with the specific intent of promoting public health policy development for issues of importance to the border region.

Leadership 2006

Board of Directors

Victor Botello	President
Doretta Winkelman	Treasurer
Laurie Silvan	Secretary
Merle Okino O'Neill	Board Member
Ross Porter	Board Member

Outgoing Board Members 2006

Merle Okino O'Neill

Incoming Board Members 2007

Jovita Juarez
Lowell Lindsay
Michael D. Stevens

Management Team

Veronica Baeza	Executive Director
Francisco L. Manzano	Deputy Director
Kaare S. Kjos	Program Director

Program Leaders

Kaare S. Kjos	Drug-Free Border Coalition
Francisco L. Manzano	South Region Tobacco Control Initiative
Jovita Juarez	South Bay Cinco de Mayo Con Orgullo Para La Familia Coalition
Frank Lopez	South Bay Cinco de Mayo Con Orgullo Para La Familia Coalition

Consultant Team

Marianne Brown, MPH	Program Evaluation
Sonnenberg & Company CPAs	Audit
Claudia Chalberg	Print and Graphic Design

New Address

The San Diego-Tijuana Border Initiative will move to a new location effective June 30, 2007. Information will be sent as soon as it is available.

Letter from the President of the Board of Directors and the Executive Director

In 2006, the San Diego-Tijuana Border Initiative celebrates five years as an incorporated nonprofit organization, working in border-health issues in the San Diego-Tijuana region.

The San Diego-Tijuana Border Initiative is at a crucial stage in its organizational development and looks forward to reaching the next level both in its programmatic goals and its mission. In an environment where funding for binational border projects is limited, the Border Initiative has found the means to continue its cross-border work by enhancing its partnerships on both sides of the border. Working with key partners such as Centros de Integración Juvenil in Tijuana and Mothers Against Drunk Driving in San Diego allows the Border Initiative to better serve the border community without the need for new funds or new programs; capitalizing on existing funds and existing successful programs.

By the same token, the Border Initiative needs to grow in all aspects. Much needed additional staff, funding and resources would allow the Border Initiative to move from a cooperative role in border-health to a leadership role in border-health.

The ongoing support of our Board of Directors, staff and community partners makes it possible for the Border Initiative to make a difference in the San Diego-Tijuana region. We hope to continue to our commitment for a healthier border region. Together, we can reach the next level... we look forward to working with you in 2007!

Sincerely,



Victor Botello
President, Board of Directors



Veronica Baeza, MPA
Executive Director

Accomplishments

Drug-Free Border Coalition

The mission of the Drug-Free Border Coalition is to reduce substance abuse among youth in the San Diego-Tijuana region by linking and supporting groups and individuals engaged in prevention on both sides of the border.

The Drug-Free Border Coalition works to address substance abuse problems in the border region by focusing its efforts in the communities of National City, Imperial Beach and San Ysidro, a mostly urban area with a population of 118,958, which is 63% Hispanic. The goals of the program are to: (1) reduce substance abuse among youth, and over time, adults by addressing the factors in our community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse and (2) establish and strengthen collaboration among the private nonprofit agencies, Federal, State and local governments in the communities of National City, Imperial Beach and San Ysidro to support the efforts of the Coalition to prevent and reduce substance abuse.

In 2006 the Drug-Free Border Coalition organized 6 educational and informational forums and workshops attended by 2,311 persons from San Diego and Tijuana. It responded to 81 requests for training and trained 1,970 persons from San Diego and Tijuana. Additionally, the Coalition responded to 115 requests from 45 agencies in the border region for technical assistance.

In 2006 the Drug-Free Border Coalition conducted a five-year membership analysis and found the following:

Coalition members from 76 different agencies, representing 16 different sectors of the community, attended Drug Free Border Coalition meetings. There were more agencies representing “Other organizations involved in reducing substance abuse” (n=39, 32%) than any other sector, followed closely by “Government” (n=33; 28%); 69% of Coalition members that attended meetings were from these two sectors. In terms of participation, the Media, Civic, Community, Volunteers, Law enforcement, and Youth sectors were the least represented.

Agency Representation by Sector and Meeting Attendance by Sector

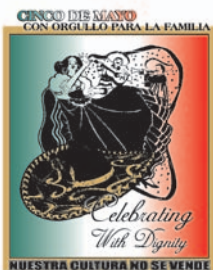
Number of Agencies by Sector	Sector	Attendance by Sector
1	Media	3
3	Civic	3
2	Community	5
4	Volunteers	7
3	Law Enforcement	8
4	Youth	8
6	Parents	14
9	Federal Government	18
3	Business	21
7	Youth Organizations	21
3	Religious	25
13	State Government	25
5	Healthcare	27
11	Local Government	29
5	Schools	35
39	Substance Abuse	329

The information provided by the Member Attendance analysis will prove fruitful in the coming years, as the Coalition continues to grow and meet its objectives. Lastly, the Coalition also conducted youth substance abuse surveys for the first time and collected data from 237 youth in San Diego. The youth provided information on age of first use, personal and parental disapproval of drug use, and perception of risk associated with drug use, especially alcohol, tobacco, marijuana, and methamphetamines. A full report is available for review by contacting Kaare S. Kjos at kaare@borderinitiative.org. Membership in the Drug-Free Border Coalition is free, to join contact the San Diego-Tijuana Border Initiative at 619-584-8269.

South Bay Cinco de Mayo Con Orgullo Para La Familia Coalition

The mission of the Cinco de Mayo con Orgullo campaign is to promote the true meaning of the Cinco de Mayo holiday while reducing instances of violence, crime, underage drinking, and DUI citations in the South Bay. The goals of the program are to: (1) stop sponsorship/advertisements that encourage binge drinking, underage drinking and heavy consumption of alcohol and, which target the Hispanic/Latino community and (2) promote a greater awareness of the negative impact alcohol and tobacco advertising has on the Hispanic/Latino and other ethnic communities and (3) reduce alcohol and tobacco abuse among Hispanic/Latino and other ethnic communities.

Through media advocacy, policy change to reduce the availability of alcohol and tobacco to underage youth and community education, the South Bay Cinco de Mayo Con Orgullo Para La Familia Coalition is a project designed to draw attention to the exploitation and health risks currently associated with the Cinco de Mayo holiday. The alcohol and tobacco industries target various cultures in San Diego County in an effort to increase their market share of sales. This is true for all cultures but their effort towards Hispanics/Latinos, especially in the South Bay, has been particularly aggressive and predatory.



In 2006, the South Bay Cinco de Mayo Con Orgullo Para La Familia Coalition provided 9 community presentations to children, youth, parents, and community leaders in National City, Imperial Beach, and San Diego. The annual Cinco de

Mayo Con Orgullo festival held in Kimball Park in National City was attended by more than 3,500 making it the largest event in San Diego County, free of alcohol and tobacco sponsorships centered around Cinco de Mayo.

South Region Tobacco Control Initiative

The South Region Tobacco Control Initiative focuses on public health policy advocacy campaigns that restrict tobacco sponsorship and outdoor smoking in the municipalities of National City, Imperial Beach, Bonita and the Port of San Diego.

In May 2006 the South Region Tobacco Control Initiative achieved success in Imperial Beach with the passage of the "Smoke-free Parks and Beaches" ordinance in partnership with the City Council of Imperial Beach. The ordinance prohibits smoking in any public park or beach and finds that the smoking of tobacco, or any other weed or plant, is a positive danger to health and a material annoyance, inconvenience, discomfort and health hazard to those exposed to second-hand smoke.



In December 2006 the South Region Tobacco Control Initiative achieved its most successful policy campaign to date. The Unified Port of San Diego, whose land controls encompasses 2 piers, 17 bay front parks and several small beaches in the cities of San Diego, National City, Chula Vista, Imperial Beach, and Coronado adopted a "Smoke-free Parks and Beaches" ordinance. Becoming the first Port district authority in the nation to do so, the Unified Port of San Diego's action to protect not only public health, but also public environmental interests was unsurpassed. The ordinance was strongly and publicly supported by the Harbor Police, tobacco control advocates and environmentalists in addition to receiving the near-unanimous vote of support from the Port Commissioners.

The South Region Tobacco Control Initiative also signed a "Smoke-free Events/Venues policy" with the U.S. Sandcastle Competition Committee making the 26-year old national event 100% smoke-free. Additionally, the U.S. Sandcastle Competition Committee signed a "Tobacco and Alcohol Non-Sponsorship policy" making the annual parade, sandcastle-building events, booths, entertainment stages, and food areas free of tobacco and alcohol corporate sponsorships. For demonstrating a commitment to public health in Imperial Beach and adopting a non-sponsorship policy, the San Diego-Tijuana Border Initiative granted the U.S. Sandcastle Competition Committee a \$1,000.00 sponsorship.

Financial Statements

Condensed Statement of Financial Position (Un-Audited)

December 31, 2006

ASSETS

Cash	\$	40,820
Accounts Receivable	\$	13,972
Net Fixed Assets	\$	<u>1,046</u>
TOTAL ASSETS	\$	<u><u>55,838</u></u>

LIABILITIES AND NET ASSETS

Accounts Payable	\$	1,337
Net Assets Unrestricted	\$	<u>54,501</u>
TOTAL LIABILITIES AND NET ASSETS	\$	<u><u>55,838</u></u>

Condensed Statement of Activities (Un-Audited)

For the Year Ended December 31, 2006

SUPPORT AND REVENUE

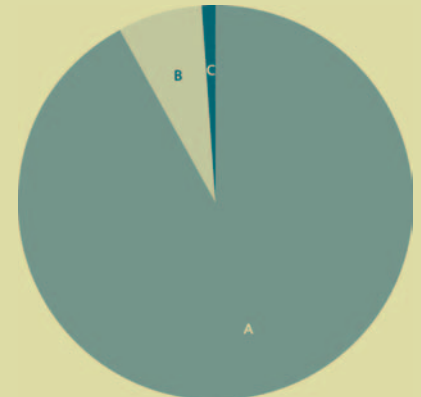
Contracts and Grants	\$	155,182
Program Fees	\$	12,531
Other Income	\$	<u>1,079</u>
TOTAL SUPPORT AND REVENUE	\$	<u><u>168,792</u></u>

EXPENSES

Salaries and Related	\$	127,013
Consultants	\$	15,717
Program	\$	14,301
Phone and Internet	\$	1,315
Printing	\$	7,215
Other Expenses	\$	<u>6,035</u>
TOTAL EXPENSES	\$	<u><u>171,596</u></u>

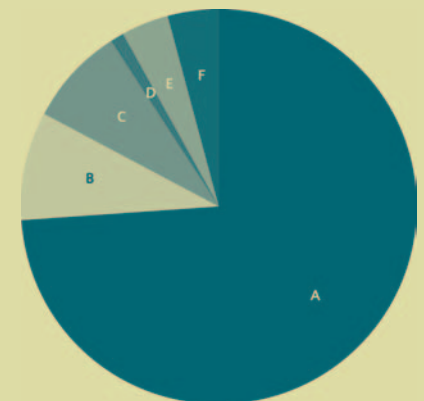
CHANGE IN NET ASSETS \$ **(2,804)**

Support and Revenue



■ A. Contracts and Grants	92%
■ B. Program Fees	7%
■ C. Other Income	1%

Expenses



■ A. Salaries and Related	74%
■ B. Consultants	9%
■ C. Program	8%
■ D. Phone and Internet	1%
■ E. Printing	4%
■ F. Other Expenses	4%

Funding Sources

Drug-Free Border Coalition

Funding provided by:

Substance Abuse and Mental Health Services Administration and the President's Office of National Drug Control Policy



South Bay Cinco de Mayo Con Orgullo Para La Familia Coalition

Funding provided by:

City of National City

Cheng Capital/92101 Residential

County of San Diego, Supervisor Greg Cox, County Board of Supervisors

Franklin Croft, Inc.

J.C. Towing, Inc.

Marina Chiropractic, Inc.

Pulte Homes

R. del Real (community member)

R. P. Chavez and H. L. Chavez (community members)

Ron Baza and Associates, Inc.

USA Federal Credit Union

South Region Tobacco Control Initiative

Funding provided by:

Tobacco Control Resource Program, Health and Human Services Agency, County of San Diego



Additional funding for the San Diego-Tijuana Border Initiative provided by:

Cable Positive, Inc. / Tony Cox Community Fund

The Border Health Initiative of Project Concern International

The California Endowment



**San Diego - Tijuana
BORDER INITIATIVE**