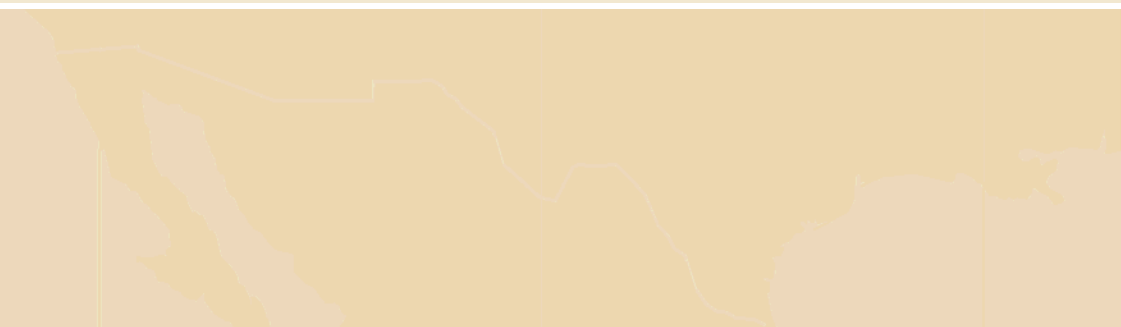


Building Bridges for Border Health



San Diego-Tijuana Border Initiative
2007 Annual Report



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 2007

Board of Directors

Ross Porter	President
Doretta Winkelman	Treasurer
Laurie Silvan	Secretary
Jovita Juarez	Board Member
Lowell Lindsay	Board Member
Michael D. Stevens	Board Member

Outgoing Board Members 2007

Doretta Winkelman
Jovita Juarez

Management Team/Staff

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

Incoming Staff

Carlos F. Vera	Program Coordinator
Candice M. Porter	Program Coordinator
Daniella Cardenas	Prevention Coordinator

Consultant Team

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



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

The litany of lawsuits, peaceful marches and objections to the proposed fence along the U.S.-MEXICO border have been unable to stop the bulldozers, floodlights, high technology sensors, cameras, and construction crews that are now a part of the landscape along the San Diego-Tijuana border region and elsewhere along the 1,120 km border. What also remains unstoppable, is the myriad of border health issues that plague the region; substance abuse among youth and adults, DUI crashes, underage drinking, drug-related crime, lack of access to services for the uninsured or the poor, tobacco-related deaths and disease, just to name a few.

The Border Initiative is proud to participate in the resolution of at least some of these border health problems through its programs and services all of which had measurable success in 2007. By building cohesive and equitable partnerships with MADD San Diego County, Centros de Integración Juvenil in Tijuana, Tobacco Control Advocates and promoting a collaborative atmosphere in border health, we are making a difference. Much work, however, remains to be done and we must shift our thinking toward a new and better-organized system for border health that will elevate all of us, our services and most importantly, our border populations.

The Border Initiative continues to promote an ideology based on sharing of work plans, resources, information, cooperation, and teamwork. Our success thus far as an organization and our accomplishments in 2007 can be directly attributed to the breath and extent of our partnerships. The ongoing support of our Board of Directors, staff and community partners make it possible for the Border Initiative to achieve its programmatic and border health objectives.

More importantly, given the climate of political and social hostility present in our region today we recommit ourselves personally and professionally to building bridges rather than fences for improved and enhanced border health services. We look forward to working with you in 2008!

Sincerely,



Ross Porter
President, Board of Directors



Veronica Baeza, MPA
Executive Director



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 in California and the municipality of Tijuana in Baja California. 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, San Ysidro and Tijuana to support the efforts of the Coalition to prevent and reduce substance.

In 2007 the *Drug-Free Border Coalition* surveyed 501 youth in the communities of National City, Imperial Beach, San Ysidro and 2,031 youth in the municipality of Tijuana. Youth answered anonymously on questions of age of first use, personal and parental disapproval of drug use, and perception of risk associated with drug use for alcohol, tobacco, marijuana, and methamphetamines. The survey data revealed the following:

National City, Imperial Beach, San Ysidro

The survey sample represented youth ages 8-25 (mean age = 14.2 years). The majority (86%) of respondents were between the ages of 10-17. Many were Hispanic (62%) however an ethnically diverse group including whites (14%), mixed/other races (14%), African Americans (5%), and Asian Pacific Islanders (5%) also completed surveys. More respondents were female (59%) than male (41%). Half of the sample resided in the intervention target cities including San Ysidro (22%), Imperial Beach (17%), and National City (11%).

Age of First Use: In this sample, alcohol was used at an earlier age than any of the four drugs. Mean age of first drug use was about 12-13 for alcohol and tobacco, 13 for marijuana and 14 for methamphetamines. Among all users, 89.3% first used tobacco by age 17 and 99.4% first used alcohol by age 20.

Substance	Mean Age
Tobacco	12.9
Alcohol	12.6
Marijuana	13.3
Methamphetamine	13.9

30-Day Drug Use: In the overall sample of youth, three out of four (74.7%) indicated that they were drug free in the past 30 days. Use ranged from a low of 1.4% for methamphetamines and 7.9% for marijuana, to a high of 14.3% for tobacco and 18.7% for alcohol. Drug use was positively associated with age; as age increased, so did substance use. Almost no drug use was reported by youth in the 8-11 age group, while half of 18-25 year olds used alcohol or tobacco and one-fourth smoked marijuana. About 3% of males ages 15-25 reported using methamphetamines. Illegal use of tobacco was reported by 7.7% of youth, including 23.1% of 15-17 year olds. Underage drinking was reported by 16.8% of youth, including 32.5% of 15-17 year olds and 46.2% of 18-20 year olds.

Personal and Parental Disapproval of Drug Use: Youth perception of parental disapproval was high for all four drugs, ranging from 88% for alcohol to 98% for methamphetamines. For tobacco, alcohol and marijuana, younger respondents (elementary and middle school age youth) reported higher perceptions of parental disapproval than did older youth. Interestingly, methamphetamine use was disapproved by all parents, regardless of age. Youth disapproval of peer drug use was highest for methamphetamines (96%). Disapproval of use was lowest for alcohol and tobacco; just 67% of youth thought it was "very wrong" for their peers to use alcohol and 68% thought it was "very wrong" to use tobacco.

Perception of Risk: Youth perception of risk in using drugs varied among drug types, with tobacco and meth use perceived as riskier than marijuana and alcohol. Interestingly, youth of all ages perceived tobacco and methamphetamines as risky, however, older youth perceived marijuana and alcohol as less risky than younger youth. Youth that perceived great risk in using tobacco, alcohol, marijuana or methamphetamines were significantly less likely to use these substances. Perception of risk was lowest among marijuana users. Interestingly, perception of risk was moderately high even among tobacco, alcohol and methamphetamine users.

Youth that perceived their parents to disapprove of drugs, disapproved of peers' use, or perceived drug use to be of great risk were significantly less likely to use drugs; this was especially true among Hispanic youth. Of greatest concern was the high prevalence of drug use among non-Hispanic youth in the intervention target cities, coupled with a perceived lack of parental disapproval. Given that strong parental disapproval was significantly noted among non-users, it appears that parents play a critical role in keeping their children drug free.

Tijuana

Analyses were conducted on a subset of 1,467 surveys (2,031 total surveys) representing all respondents that were students, aged 10-25, living in Tijuana. The majority (97%) of survey participants were single with an average age of 14.9 years. More respondents were female (58%) than male (42%). Respondents indicated that they had lived in Tijuana an average of 12.7 years; in fact 69% of respondents were born in Baja California (the sample included students from 29 of Mexico's 32 states; 5% of participants were born in the United States). While most (73%) respondents went to secondary or preparatory school, 10% attended University. Of the 139 students that attended University, 81% were female.

Age of First Use: Mean age of first drug use varied. Alcohol was used at an earlier age (12.6 years) while marijuana was first used at age 15. Among users, 91% first tried tobacco and 95% first tried alcohol before the legal age of 18.

Substance	Mean Age
Tobacco	13.7
Alcohol	12.6
Marijuana	15.1
Methamphetamine	14.6
Ecstasy	13.1

30-Day Drug Use: Overall, approximately seven out of ten or 71.6% of youth indicated that they were drug free in the past 30 days. There was very little use of illicit drugs, namely marijuana, methamphetamines or ecstasy at any age. Alcohol and tobacco use, however, were positively associated with age; as age increased, so did use. At the primary grade level, 7% of youth reported drinking alcohol and 2% reported using tobacco. Underage smoking was reported by 7.7% of youth and underage drinking was reported by 21.5% of youth. The legal age to use tobacco or alcohol in Mexico is 18.

Personal and Parental Disapproval of Drug Use: Youth perception of parental disapproval was moderate for alcohol (79%) and slightly higher for tobacco (84%). Parental disapproval of illicit drug use was very high, averaging 97%. Youth disapproval of peer drug use was highest for methamphetamines and ecstasy (97%), followed closely by marijuana (94%). Disapproval of peer use was lowest for alcohol and tobacco; just 45% of youth thought it was "very wrong" for their peers to use alcohol and 48% thought it was "very wrong" to use tobacco.

Perception of Risk: Youth perception of risk in using drugs was relatively high across all drug types; alcohol was perceived as the least risky drug. Ecstasy and meth were rated the greatest risk. Interestingly, youth of all ages consistently rated use of methamphetamines and ecstasy as very risky, followed closely by tobacco and marijuana. Alcohol use received lower risk scores, particularly among students in grades 7-12. Public health interventions that address the risks associated with drug use and encourage parents to express their strong disapproval of drug use are likely to deter youth use.

The key to reducing Tijuana students' use of tobacco and alcohol may involve controlling youth access. Over 90% of students had consumed these products before reaching the legal age of 18. The survey did not explore if their access was commercial or social and additional research in this area may reveal important intervention opportunities.

Detailed reports are available for review by contacting Veronica Baeza at 619-220-0085 or via e-mail: veronica@borderinitiative.org. Membership in the Drug-Free Border Coalition is free, to join contact the San Diego-Tijuana Border Initiative at 619-220-0885 for further information.



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.

The alcohol and tobacco industries continue to target cultural and ethnic groups 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 border region, remains aggressive and predatory.

The Hispanic/Latino population remains an important market for the alcohol industry across all media outlets. "The Center on Alcohol Marketing and Youth (CAMY) released a report on the exposure of Hispanic youth to alcohol advertising that showed the alcohol industry focusing on the Hispanic population in its marketing tools. In August 2005, Anheuser-Busch created a new vice-presidential job to oversee Hispanic marketing. Molson Coors Brewing Company also named a vice-president in charge of sales and marketing to Hispanics. SABMiller's Miller Brewing Company signed a \$100 million advertising package with Univision Communications. On television, CAMY's report showed that in 2003 and 2004, 10 alcohol brands spent nearly \$160 million advertising on Spanish language television. In magazines, alcohol advertising in 15 magazines accounted for nearly 80 percent of Hispanic youth exposure in 2004. On the radio, Hispanic youth hear 272 percent more radio advertising for Beck's Beer than their non-Hispanic counterparts. Similarly, they heard 194 percent more for Coors Beer and 78 percent more for Budweiser." (Source: Martinez, Leandra. *Hispanic Business* May 4, 2007). In addition, alcohol industry income from underage drinkers is estimated at \$22 billion a year, most of it from beer. (Source: *National Research Council and Institute of Medicine*, 2003).

Through media and policy advocacy to reduce the availability of alcohol and tobacco to underage youth in Hispanic/Latino and other ethnic communities, 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. To this end, in 2007, the **South Bay Cinco de Mayo Con Orgullo Para La Familia Coalition** achieved the following in print, television and radio outlets:

- 7 press releases and 1 joint news release in conjunction with the 4 other Cinco de Mayo Coalitions in the San Diego County
- 1 Op Ed piece
- Television news coverage from KUSI 9/51, FOX 6 and Univision 17
- Radio coverage from Magic 92.5, EXA, La Preciosa
- Print coverage from the National City Times, Philipino Press, Star News, El Latino, La Prensa and El Diario

In 2007, the **South Bay Cinco de Mayo Con Orgullo Para La Familia Coalition** provided a total of 16 community presentations to children, youth, parents, community leaders and community collaborative groups in National City, Imperial Beach and San Diego. The **South Bay Cinco de Mayo Con Orgullo Para La Familia Coalition** held its annual Cinco de Mayo festival at Kimball Park in National City; the event was attended by more than 6,000 making it the largest tobacco and alcohol-free event in San Diego County focused on the true meaning of Cinco de Mayo.



South Region Tobacco Control Initiative

The South Region Tobacco Control Initiative focuses on public health policy advocacy campaigns that restrict tobacco sponsorships and increase smoke-free outdoor environments. The South Region Tobacco Control Initiative had previously achieved four major public health policy successes in the municipalities of National City, Imperial Beach, Bonita and the Port of San Diego as reported in both the 2005 and 2006 annual reports. Implementation and enforcement of the smoke-free ordinances has been successful and seamless for every community and entity with the ordinance having been supported by residents, community partners, local officials, city staff and law enforcement.

In April 2007, the South Region Tobacco Control Initiative signed a "Smoke-free Events/Venues policy" with the Bonita Business and Professional Association. The 9th annual 2006 Bonita Rootin' Tootin' Chili Cook-off was 100% smoke-free. Additionally, the Bonita Business and Professional Association also signed a "Tobacco and Alcohol Non-Sponsorship policy" making the annual cook-off event, booths, entertainment stages and food areas free of tobacco and alcohol corporate sponsorships. For demonstrating a commitment to public health in Bonita and adopting a non-sponsorship policy, the San Diego-Tijuana Border Initiative granted the Bonita Business and Professional Association a \$100.00 sponsorship.

In September 2007, the South Region Tobacco Control Initiative successfully responded to a Request For Proposal (RFP) from the Tobacco Control Resource Program, Health and Human Services Agency, County of San Diego. The South Region Tobacco Control Initiative was awarded a contract to continue working on three major tobacco control policy advocacy activities. The new contract awarded in November 2007 has the South Region Tobacco Control Initiative working on three policy projects: "Tobacco in the Entertainment Industry" in the South Bay region, "Smoke-free Parks and Beaches" in the City of Encinitas, and "Smoke-free Multi-unit Housing" in the communities of Chula Vista, Coronado, San Ysidro.

"Cigarette smoking has been identified as the number one preventable cause of morbidity and premature mortality worldwide. Smoking is responsible for approximately one in five deaths in the United States. From 1997 to 2001, smoking killed an estimated 438,000 people in the United States each year. This includes an estimated 259,494 male and 178,404 female deaths annually. Among adults, the three leading specific causes of smoking attributable deaths were from lung cancer (123,836), chronic obstructive pulmonary disease (90,582) and ischemic heart disease (86,801)." (Source: <http://slati.lungusa.org/>).

Progress on strong and pertinent tobacco control policies at the County and State level remains high. However, the San Diego-Tijuana Border Initiative along with public health advocates recognize that much work remains to be done in the areas of smoke-free housing, tobacco retailer licensing, tobacco prevention and control spending, and increasing cigarette taxes. These and other significant tobacco control policy changes, along with the political resolve needed to achieve them, remain the hallmarks of the work ahead for the South Region Tobacco Control Initiative.

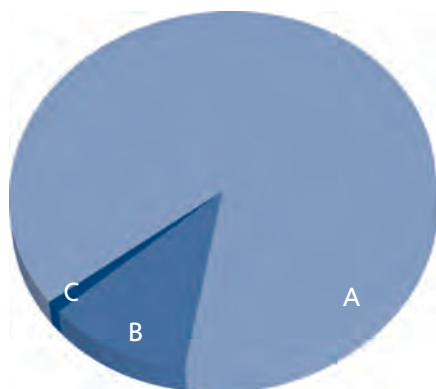


Financial Statements (Un-Audited)

Condensed Statement of Financial Position

December 31, 2007

Support and Revenue



- A. Contracts and Grants 88%
- B. Program Fees 11%
- C. Other Income 1%

ASSETS

Cash	\$ 43,830
Accounts Receivable	\$ 7,032
Net Fixed Assets	\$ 445
Security Deposit	\$ 400
TOTAL ASSETS	\$ <u>51,707</u>

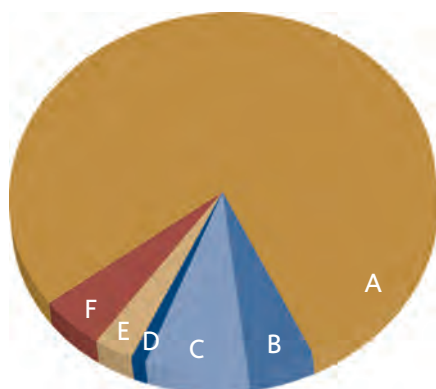
LIABILITIES AND NET ASSETS

Accounts Payable	\$ -
Net Assets Unrestricted	\$ 51,707
TOTAL LIABILITIES AND NET ASSETS	\$ <u>51,707</u>

Condensed Statement of Activities

For the Year Ended December 31, 2007

Expenses



- A. Salaries and Related 79%
- B. Consultants 5%
- C. Program 8%
- D. Phone and Internet 1%
- E. Printing 3%
- F. Other Expenses 5%

SUPPORT AND REVENUE

Contracts and Grants	\$ 152,067
Program Fees	\$ 19,703
Other Income	\$ 1,476
TOTAL SUPPORT AND REVENUE	\$ <u>173,246</u>

EXPENSES

Salaries and Related	\$ 138,498
Consultants	\$ 8,483
Program	\$ 14,301
Phone and Internet	\$ 1,494
Printing	\$ 4,768
Other Expenses	\$ 7,896
TOTAL EXPENSES	\$ <u>175,440</u>

CHANGE IN NET ASSETS \$ (2,194)

NET ASSETS AT BEGINNING OF YEAR \$ 53,900

NET ASSETS AT END OF YEAR \$ 51,706

Note: 2007 Audited Financial Statements available by request
as of September 30, 2008

Funding Sources

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



Funding provided by:
Board of Supervisors, County of San Diego, Supervisor Greg Cox
City of National City
Coca-Cola

Cox Communications, Inc.
EDCO Disposable Corp.
Elegant Events Party Rentals
Hometown Buffet
Imperial Fish & Seafood Inc.
J.C. Towing, Inc.
Kabeer Investments Group
Knoefler Enterprises
La Preciosa/EXA Radio
Mile of Cars Association
Moynahan Towing
National City Times
Neighborhood National Bank
Philipino Press
Point Loma Credit Union
San Diego Clowns
Sempra/SDG&E
South Bay Volkswagen
Starbucks
Sycuan Band of the Kumeyaay Nation
Wal-mart

Drug-Free Border Coalition

South Bay Cinco de Mayo Con
Orgullo Para La Familia Coalition

Funding Sources

South Region Tobacco Control Initiative

Funding provided by:
Tobacco Control Resource Program,
Health and Human Services Agency, County of San Diego



Additional Funding

Additional funding for the San Diego-Tijuana Border Initiative provided by:
American Lung Association of California, Region 4, San Diego Office
Donor, Doretta Winkelman, Treasurer of the Board of Directors
Donor, Ross Porter, President of the Board of Directors
Fundraising, Ross Porter, President of the Board of Directors
Project Concern International, US Border Programs
U.S. Consulate General, Tijuana, Baja California, MEXICO



**San Diego - Tijuana
BORDER INITIATIVE**