

**Moving Our Own Cheese:  
Recognizing the Need for Change  
in Border Public Health**

**San Diego-Tijuana Border Initiative  
2008 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 2008

### Board of Directors

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

### Incoming Board Members for 2009

Eloisa Orozco	Board Member
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### Management Team/Staff

Veronica Baeza	Executive Director
Francisco L. Manzano	Deputy Director
Kaare S. Kjos	Program Coordinator
Daniella Cardenas	Prevention Coordinator

### Consultant Team

Marianne Brown, MPH	Program Evaluation
Bruce Eiter and Associates	Accounting and Audit
Claudia Chalberg	Print and Graphic Design
Construct Web	Web Design

## Contact Information

**San Diego - Tijuana  
BORDER INITIATIVE**

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veronica@borderinitiative.org  
www.borderinitiative.org

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

In 2008 the Border Initiative began an internal process of evaluation and assessment around its mission and its strategic plan. After nearly ten years of successfully working on substance abuse prevention and tobacco control issues, the staff is poised to take those experiences and achievements and channel them into other arenas. While substance abuse prevention issues were of leading importance in 1998 to the San Diego–Tijuana border region, this is no longer the case. The border region now faces massive tribulations with housing affordability, urban sprawl, environmental quality, public safety and of course serious infectious and chronic diseases.

Of particular interest to the staff are environmental issues especially those related to water conservation, recycling programs and asthma rates among others. We are also looking into other public health areas including asthma, HIV/AIDS education and health promotion as well as academic mentoring and gang prevention programs for youth. A formal assessment and strategic planning session is scheduled for mid-to-late 2009.

The border region's unique perspective and diverse public health contrasts provide a backdrop for how nonprofits and residents alike will jointly or separately respond to the emerging challenges and dilemmas of the region. We look forward to the renewed opportunity of working cross-border for a better San Diego and a better Tijuana.

Sincerely,



Ross Porter  
President, Board of Directors



Veronica Baeza, MPA  
Executive Director



# Program Accomplishments

## Drug-Free Border Coalition

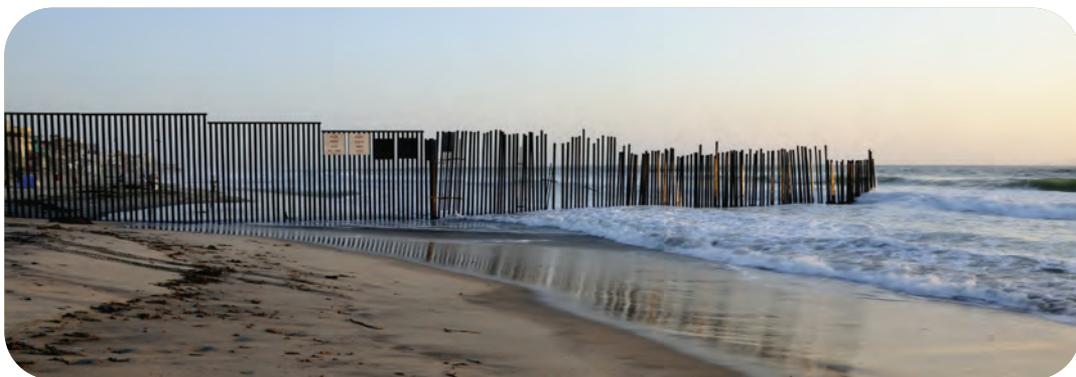
The mission of the *Drug-Free Border Coalition* is to reduce substance abuse among youth in the San Diego-Tijuana region by linking and supporting groups and individuals engaged in prevention on both sides of the border.

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 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 abuse.

In 2008 the *Drug-Free Border Coalition* worked extensively with MADD San Diego and its *Latino Action Committee (LAC)* to produce and place several ads, banners and electronic billboard messages to prevent drunk driving. The ads were placed both southbound and

northbound at the San Ysidro and Otay Mesa border crossings. The ads, all Spanish and English, reminded drivers and pedestrians alike that drunk driving is a preventable crime. The print ads and banners promoted the well-recognized slogan “Pass the Keys” (“Pasa las llaves”), while the electronic billboard ads featured a real mother and LAC volunteer whose young son was killed by a drunk driver near the border on Interstate 5. Additionally, the electronic billboards featured the slogan “Don’t Cross the Line” (“No cruces la linea”) reminding northbound drivers about the dangers of drinking and driving. **61 million people entered the United States through the San Ysidro and Otay Mesa Ports of Entry in 2008 and were exposed to these messages.**

Also in 2008, the *Drug-Free Border Coalition* worked with the Youth 2 Youth Center from Operation Samahan in National City to conduct “drug wear” assessments in National City, Chula Vista and San Ysidro. Drug Wear refers to any clothing or accessory item that displays alcohol, tobacco or illicit drug use and is available for sale at public stores. **More than 100 clothing stores were assessed by staff and youth volunteers and any items found were photographed.** The information was compiled and submitted to San Dieguito Alliance for Drug Free Youth, who is responsible for the Drug Wear project county-wide.



The *Drug-Free Border Coalition* conducted a member satisfaction survey in 2008. The results from the survey are below:

Staff Support: Opinion regarding the quality of the San Diego-Tijuana Border Initiative (SDTJBI) staff support was very high (4.8 out of 5).

Communication: Opinion regarding the quality of the communication between SDTJBI and the Coalition was quite high (4.6 out of 5). Members noted a high level of comfort in expressing their own views and members' willingness to listen to one another.

Meetings: Opinion regarding the quality of Coalition meetings was high (4.4 out of 5). Meetings were seen as worthwhile, used an effective format, and were held at convenient times and locations.

Support for the Drug-Free Border Coalition (DFBC) Activities: Overall, support for current DFBC activities was high, scoring a 4.0 or higher (out of 5). Of the three primary activities (drug use survey, media relations and special events), support was highest for collecting drug use data from youth, followed by special events (in particular public education and garnering letters of support), and media relations.

Comfort in Participating in DFBC Activities: Generally, Coalition members were comfortable participating in the various DFBC activities. Comfort was highest in collecting survey data and distributing agency information at

booths. Comfort was lowest in preparing press kits.

Partnerships: Members were asked to rate their support for partnerships with these agencies: San Dieguito Alliance, MADD, Prevention Coalition, Operation Samahan, SAY San Diego, and Cross-Border partners. Support was highest for partnering with SAY San Diego on its Cinco de Mayo Con Orgullo celebrations and working with MADD on "shoulder tapping" and "sticker shock" activities. Support was lowest for working with Operation Samahan and its Youth to Youth Center. Collaboration with cross border partners on common issues/projects was also rated somewhat low. When asked to suggest other agencies that the DFBC should partner with, the American Lung Association, South Bay Community Services, Mental Health Services, and Chaplain David Walden were mentioned specifically.

Comfort in Conducting Partner Activities: Comfort in partnering with other agencies was generally high, ranging from 3.8 to 4.8 (out of 5). Members felt the lowest level of comfort when securing letters of support from government or law enforcement, serving as MADD chaperones, and identifying activities for Operation Samahan youth.

Over the past eight years, the *Drug-Free Border Coalition* has evolved, altered and modified its strategic plan and activities to reflect the changes in border region communities and to better address the complex issues of youth and adult substance abuse. Regardless of these adjustments, the *Drug-Free Border Coalition* has remained steadfast in accomplishing its mission—to reduce substance abuse among youth. Assessing our communities in order to determine the best and most appropriate strategies and activities to combat our drug problem is at the forefront of the Drug Free Border Coalition work. If the war on drugs can be won, it will be Coalition members who will serve as the foot soldiers that will deliver the victory to our communities.

For more information or to see the full report, please contact Veronica Baeza at 619-476-3556 Ext. 102 or via e-mail: [veronica@borderinitiative.org](mailto:veronica@borderinitiative.org). Membership in the *Drug-Free Border Coalition* is free; to join contact the San Diego-Tijuana Border Initiative at 619-476-3556 Ext. 102 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 San Diego–Tijuana Border Initiative continues to serve as the fiscal agency for the South Region Cinco de Mayo Con Orgullo Para La Familia Coalition. **In 2008, the Border Initiative managed \$12,350.00 in grants and donations for the Coalition.**

For more information on the Coalition, please contact Veronica Baeza at 619–476–3556 Ext. 102 or via e-mail: [veronica@borderinitiative.org](mailto:veronica@borderinitiative.org). Membership in the Cinco de Mayo Coalition is free: to join contact the Chairperson, Jovita Juarez at 619–227–4588 for further information.



## South Region Tobacco Control Initiative



The South Region Tobacco Control Initiative focuses on public health policy advocacy campaigns that restrict tobacco use and reduce second-hand smoke exposure. **The South Region Tobacco Control Initiative in March 2008 achieved success in the City of Encinitas where an extensive and restrictive smoke-free parks, beaches, walking and hiking trails, and outdoor dining patios ordinance was unanimously passed by the city council.** The ordinance had extensive support from residents, business owners; community partners especially San Dieguito Alliance for Drug Free Youth, local officials, city staff and law enforcement. With the passage of this ordinance the City of Encinitas also greatly improved its standing in the tobacco control community and joined 14 other cities throughout the County of San Diego that already had smoke-free parks and/or beaches ordinances. At the time the City of Encinitas passed its smoke-free ordinance, four cities remain without one: the cities of Carlsbad, San Marcos, Lemon Grove and Santee. The City of Encinitas ordinance served as a catalyst for both San Marcos and Carlsbad, both of whom passed smoke-free parks/beaches ordinances in April and July respectively. The Carlsbad ordinance mirrored much of what the City of Encinitas had done with its ordinance.

In 2008 the Tobacco Control Initiative also launched two new tobacco control campaigns “Countering Tobacco in the Entertainment Industry” and “Smoke-free Multi-unit Housing” in the communities of Chula Vista, Coronado and San Ysidro. The “Countering Tobacco in the Entertainment Industry” campaign yielded early success when various movie chains including Ultra Star, Landmark Theaters, and Edwards Cinemas agreed to consider placing no-cost anti-smoking ads advertising the free California Smoker’s Helpline, 1-800-NO-BUTTS, before the start of all feature films. The project presents an opportunity to inform a vast and captive audience about the dangers of smoking and options available for quitting.

Progress on “Smoke-free Multi-unit Housing” policies in Coronado, Chula Vista and San Ysidro has only just begun. Staff started an extensive door-to-door survey process in 2008, which when completed in 2009, will yield more than 200 tenant surveys on exposure to second-hand smoke and opinions about various smoking policies. Staff has been extremely successful in getting **four articles published** in *El Latino*, *La Prensa San Diego*, and *Salud/Health* magazine regarding the dangers of second-hand smoke and the rights of tenants to live in smoke-free environments.

**For more information on the South Region Tobacco Control Initiative please contact Francisco L. Manzano at 619-476-3556 Ext. 102 or via e-mail: frank@borderinitiative.org. Volunteer opportunities in tobacco control are readily available by joining the Tobacco Free Communities Coalition; to join contact the American Lung Association of California, San Diego Region at 619-297-3901 for further information. Resources and information on a wide variety of tobacco control topics are also available online at [www.smokefreesandiego.org](http://www.smokefreesandiego.org).**

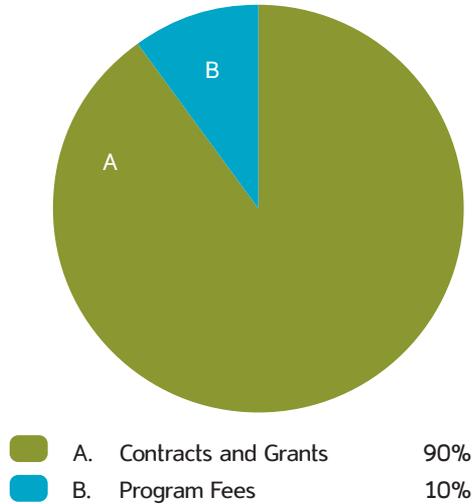


# Financial Statements (Un-Audited)

## Condensed Statement of Financial Position

December 31, 2008

### Support and Revenue



### ASSETS

Cash	\$ 49,574
Accounts Receivable	\$ 5,007
Net Fixed Assets	\$ 1,022
Security Deposit	\$ 400
<b>TOTAL ASSETS</b>	<b>\$ <u>56,003</u></b>

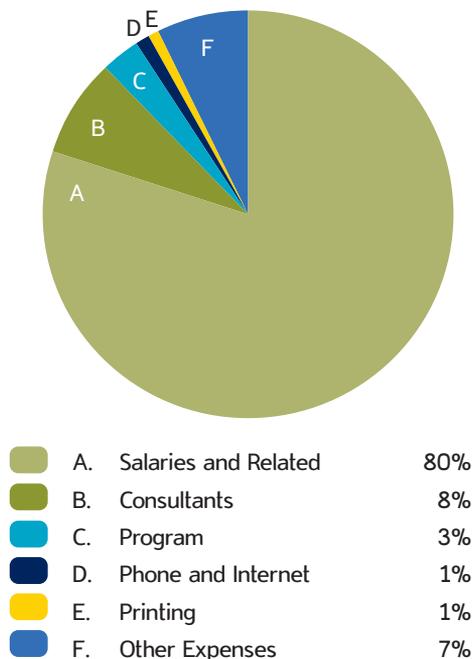
### LIABILITIES AND NET ASSETS

Accounts Payable	\$ 6,188
Net Assets Unrestricted	\$ 49,815
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ <u>56,003</u></b>

## Condensed Statement of Activities

For the Year Ended December 31, 2008

### Expenses



### SUPPORT AND REVENUE

Contracts and Grants	\$ 191,564
Program Fees	\$ 20,850
Other Income	\$ 788
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$ <u>213,202</u></b>

### EXPENSES

Salaries and Related	\$ 169,576
Consultants	\$ 16,921
Program	\$ 7,286
Phone and Internet	\$ 1,243
Printing	\$ 2,045
Other Expenses	\$ 15,899
<b>TOTAL EXPENSES</b>	<b>\$ <u>212,970</u></b>

### CHANGE IN NET ASSETS

<b>CHANGE IN NET ASSETS</b>	<b>\$ 232</b>
<b>NET ASSETS AT BEGINNING OF YEAR</b>	<b>\$ 55,771</b>
<b>NET ASSETS AT END OF YEAR</b>	<b>\$ <u>56,003</u></b>

Note: 2008 Audited Financial Statements available by request as of September 30, 2009

# 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 and in-kind contributions provided by:

American Lung Association of California, San Diego Office  
Board of Supervisors, County of San Diego, Supervisor Greg Cox  
City of National City (in-kind)  
Cox Communications, Inc.  
EDCO Disposable Corp. (in-kind)  
Elegant Events Party Rentals  
J.C. Towing, Inc. (in-kind)  
Kabeer Investments Group  
Knoefler Enterprises

## 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:

American Lung Association of California, Region 4, San Diego Office  
Project Concern International, US Border Programs  
U.S. Consulate General, Tijuana, Baja California, Mexico



## Additional in-kind/donations for the San Diego-Tijuana Border Initiative provided by:

Construct Web  
Henry's Farmers Market  
Costco