



**City of Richmond**

**Report to Committee**

**To:** Community Safety Committee  
**From:** Shawn Issel  
Manager, Policy Development & Corporate Programs  
  
Ted Townsend  
Manager, Communications & Corporate Programs  
**Re:** **Richmond Substance Abuse Strategy Funding Contributions from Stakeholders**

*To Community Safety - Feb 10, 2004*  
**Date:** January 20, 2004  
**File:** 3000-09

**Staff Recommendation**

That \$26K in funding be approved for implementing the first six months of the Richmond Substance Abuse Strategy, and

That the balance of funding for the first six months of the Richmond Substance Abuse Strategy be provided through in-kind contributions from the partners and stakeholders on the Richmond Substance Abuse Task Force.

Shawn Issel  
Manager, Policy Development & Corporate Programs  
(4184)

Ted Townsend  
Manager, Communications & Corporate Programs  
(4399)

Att. 1

**FOR ORIGINATING DIVISION USE ONLY**  
**CONCURRENCE OF SR. DIRECTOR,  
COMMUNITY SAFETY**  
*J. Harwick*

## Staff Report

### Origin

The Richmond Substance Abuse Strategy was approved at the July 28, 2003 Council meeting. At the September 11, 2003 Community Safety Committee, staff presented a report requesting the full funding (\$96K) from casino revenues be set aside by Council for implementing the Richmond Substance Abuse Strategy.

A second option available to Council was to approve \$52K which would provide six month's funding for the high priority initiatives in the strategy. At that meeting the following referral was made,

***That the motion, "That a six month portion of the Substance Abuse program proceed on the basis that the City would provide one-half of the \$52,000 in funding, and that the balance of \$26,000 would be provided through financial or in-kind contributions from the other partners and stakeholders", be referred to staff and to the Richmond Substance Abuse Task Force for their comments .***

At the same time staff were requested to confirm with the stakeholders the level of support which the agencies could provide.

The purpose of this report is to present the comments from the Substance Abuse Task Force regarding the referral, to confirm the level of support agencies are able to contribute in order to implement the strategy, and to provide an update on the activities of the Richmond Substance Abuse Task Force since September, 2003.

### Analysis

Since September the task force has continued to work on implementing the strategy. The task force elected Vince Battistelli, Executive Director, RADAT as the interim chair until the revised Terms of Reference are approved by Council. In addition representatives from SUCCESS, Richmond District Parents' Association and the Ministry of Children and Family Services have been made aware of, and are in support of the strategy, attending the monthly Task Force meetings.

In order to continue implementing the strategy the Task Force was required to focus on two areas: 1) gauging support from community stakeholders for the initiatives within the strategy requiring funding, and 2) beginning preliminary work on specific goals in anticipation of funding.

#### Support from Community Stakeholders

In response to the committee referral, the Richmond Substance Abuse Task Force concurs that community stakeholders should join the City in supporting implementation of the strategy through matching financial or in-kind contributions. The Task Force has worked to determine the level of in-kind support the City could expect from the agencies represented on the Task Force and the current level of programs and services offered by these agencies which support the strategy. The Task Force found that community stakeholders have already provided extensive

in-kind support during the development of the Richmond Substance Abuse Strategy, through the contribution of staff and/or volunteer time to support Task Force meetings, public consultation and related activities. In addition, a number of community groups represented on the Task Force, as well as local media outlets, have identified in-kind contributions they are prepared to make directly in support of the Richmond Substance Abuse Strategy (see *Attachment 1*). These are preliminary commitments, which specifically relate to the awareness campaign. This campaign is to be implemented within the first six months following approval of funding for the strategy's work plan.

The implementation funding will also support coordination activities under the Interagency Cooperation pillar of the strategy, to ensure that both new and existing activities to deal with substance abuse are continued in a efficient, effective and integrated fashion. A number of the task force's supporting agencies provide a wide variety of ongoing services dealing with substance abuse within the community. While these are existing pre-funded programs, they are integral to the success of the Richmond Substance Abuse Strategy and the agencies responsible have committed to aligning these activities with any work undertaken by the Richmond Substance Abuse Task Force.

For example, Richmond Health Services directly funds more than \$1.3 million annually in community services dealing with substance abuse. This includes funding of counselling, support and outreach services provided by RADAT and addictions treatment, prevention, education and support services at the Gilwest Clinic, including methadone treatment, needle exchange and other medical support programs for intravenous drug users.

The Richmond RCMP's activities in support of the strategy, include the target enforcement through the Drug Section focussed on criminal organizations involved in trafficking of cocaine, crystal methamphetamine, marijuana and other controlled substances. Specifically, the Green Team has been developed to focus on combating the proliferation of marijuana grow operations and associated crime. In addition to enforcement activities, the RCMP have devoted resources to educating landlords and property managers, and members of the real estate and insurance agencies about the issues surrounding grow-ops, through individual and group presentations media publicity activities and the block Watch program. The detachment is also developing a program, in partnership with the Richmond School District, to begin introduction of the D.A.R.E. program into Richmond schools.

These are just few examples of existing programs conducted by community agencies. Funding of the Richmond Substance Abuse Strategy will provide enhanced coordination of all services in this field to ensure the community's needs are being served.

In addition, the goal of Interagency Cooperation extends beyond the borders of Richmond. With implementation funding there is an opportunity to work with other groups outside Richmond on joint initiatives which would optimize costs and benefits. For example, the North Shore Task Force on Substance Abuse has made enquiries of staff regarding the possibility of coordinating efforts for specific initiatives, initially under the goals of Prevention/Education and Treatment. One of the benefits of coordinating regionally is the increased ability to influence decision making with other levels of government, particularly the Vancouver Coastal Health Authority.

Given the interest shown by the North Shore Task Force in coordinating activities, staff propose approaching the Four Pillars Coalition in Vancouver to determine their interest in working cooperatively on appropriate initiatives.

Preliminary Work

The first phase of the Richmond Substance Abuse Strategy implementation will include an awareness campaign aimed at raising public knowledge and understanding of issues surrounding substance abuse within Richmond. A sub-committee for the Prevention/Education goal was formed and has started work on the awareness campaign, identifying means to measure the success of the campaign using the indicators in the strategy.

Next Steps

Sub-committees will be formed and task force representatives will be appointed for the remaining four goal areas. Each of the sub-committees will develop and implement specific actions to support their goal area.

The Task Force initially indicated to Committee that the strategy would take approximately 18 months to implement. In developing the means to measure success, the Education/Prevention sub-committee have determined that a minimum of two years would be needed in order to accurately evaluate any significant changes. This does not affect the amount of funding required, only the length of time needed to determine the success of the strategy.

Based on the level of support being offered by community stakeholders, staff recommend that \$26K in funding be approved for six months. At the end of six months the task force will submit a report outlining work to date, the remaining work to be completed in the strategy and a breakdown of the costs associated with that work. The Task Force will review areas where there may be in-kind contributions available, but anticipate that the majority of the work will have a hard cost and will require funding from the remaining \$44K in casino revenues that has been held in reserve to support strategy implementation, pending Council approval.

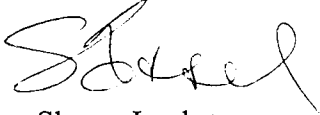
**Financial Impact**

The total funding available for the Richmond Substance Abuse Strategy was \$96K and would come from the casino revenues set aside for the substance abuse strategy. The cost of implementing the first six months is \$52K. Through in-kind contributions from stakeholder agencies that amount has been reduced to \$26K, leaving a balance of \$26K unused at the end of the strategy.

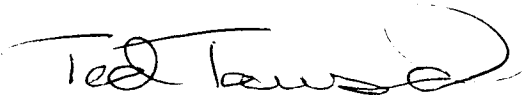
Cost of Richmond Substance Abuse Strategy	\$96,000
Cost of first six months of implementing Substance Abuse Strategy	-\$26,000
<b>Sub-total</b>	<b>\$70,000</b>
Cost to complete strategy	-\$44,000
<b>Balance remaining</b>	<b>\$26,000</b>

## Conclusion

Task force representatives continue to be committed to this initiative and representatives from additional groups identified in the revised terms of reference have pledged support as evidenced by the level of in kind contributions being offered by other agencies. The Task Force has continued to implement the strategy in areas where funding was not required and look forward to beginning in-depth work on the overall strategy.



Shawn Issel  
Manager, Policy Development & Corporate Programs  
(4184)



Ted Townsend  
Manager, Communications & Corporate Programs  
(4399)

**In-Kind Contributions from RSATF Stakeholder Agencies**

<b>Organization</b>	<b>In-Kind Contribution</b>	<b>\$\$ Value</b>
Turning Point	Development of an information booth promoting alcohol and drug treatment and recovery, which can be used at public open houses, mall displays and other events in support of the Substance Abuse strategy public awareness campaign	\$1,300.00
Heart of Richmond Aids Society	Promotional activities in support of promoting alcohol and drug awareness among HIV Aids population and collaborating with other community agencies	\$1,638.00
S.U.C.C.E.S.S.	Coordination of a workshop to raise public awareness of substance abuse issues, in partnership with other community agencies. Use of S.U.C.C.E.S.S networks to translate and distribute awareness campaign materials to the Chinese community and media, including promotion of the campaign through the monthly S.U.C.C.E.S.S. Newsletter with 10,000 copies distributed across the region.	\$8,000.00
Local Media	Commitment of newspaper space, in partnership with the Task Force and its supporters, for special informational supplements to be delivered to all homes in Richmond, on substance abuse issues.	\$4,000.00
RADAT	In addition to the general prevention activities of promoting awareness RADAT will devote one-quarter time of one of its Prevention Specialists to working on new awareness initiatives and coordinating that work with other agencies in the community. This will include preparation of a variety of information materials.	\$ 15,750.00
Total:		\$30,688.00