



City of Richmond

Report to Committee

To: Community Safety Committee
From: Shawn Issel
 Manager, Policy Development & Corporate Programs
Re: **UBCM Community Methamphetamine Response Funding Program**

to Community Safety - May 09, 2006
Date: May 2, 2006

File: 03-1087-01

Staff Recommendation

That Richmond Addiction Services be provided with a letter of support with respect to their application for funding from the UBCM Community Methamphetamine Response Funding Program.

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

FOR ORIGINATING DIVISION USE ONLY		
CONCURRENCE OF GENERAL MANAGER 		
REVIEWED BY TAG	YES <input checked="" type="checkbox"/> <i>RS</i>	NO <input type="checkbox"/>
REVIEWED BY CAO	YES <input checked="" type="checkbox"/> <i>D</i>	NO <input type="checkbox"/>

Staff Report

Origin

In November, 2005 the Province announced the release of two million dollars to support community-based anti-meth programs. The UBCM was appointed to administer the funding, providing up to \$10,000 in seed grants to support projects and initiatives that respond to the specific dynamics of this issue in individual communities.

In order to apply for this funding eligible applicants must have local government support. There are two requests for letters of support – Miscellaneous Productions and Richmond Addiction Services. The purpose of this report is to outline the criteria for support and the rationale for recommending Council support Richmond Addiction Services application.

Analysis

This program was established to respond to local concerns around methamphetamine use and production. There is up to \$10,000 in funding available for applicants proposing an initiative which benefits the Richmond community. Eligible applicants can be local governments or community organizations with local government support. The requirement for a letter of support acknowledges that initiatives are intended to serve local community needs and as such, Council is best suited to determine the most suitable applicant for funding. Two requests for a letter of support from Council have been received:

1. Miscellaneous Productions (*Attachment 1*)– a not-for-profit charitable society based in Vancouver that makes performance, art and new media. Proposing to develop *e-race* - Phase 3 - a curriculum package, including marketing campaign and launch event in Richmond (based on their DVD/video *e-race* developed during Phase 1 and 2 - a year long training and collaboration project using a cast of Richmond youth).
2. Richmond Addictions Services (*Attachment 2*) – a not-for-profit charitable society that provides alcohol and drug outpatient counselling and prevention/education services to people who live and work in Richmond. Proposing to undertake a assessment identifying populations in Richmond using methamphetamine and the extent of that use, and then develop messaging and prevention initiatives appropriate to the groups identified.

The key selection criteria used by the UBCM to review applications are as follows:

- Prevention Focus – projects should relate to local communities
- Community Support – partners must demonstrate contributions from other partners
- Collaboration – demonstrate community partnerships including education, health authorities, law enforcement and addiction service providers
- Barrier Reduction – participation by youth and other disenfranchised community members in community safety initiatives.
- Method of evaluation
- Project Timeline

In order make an recommendation regarding providing a letter of support to either, or both of the applicants, staff utilized the UBCM criteria to evaluate each of the proposals. The following table outlines staff's findings:

	Miscellaneous Productions	Richmond Addiction Services
Prevention Focus	<p>Curriculum package available for purchase by local agencies and School District (Miscellaneous Productions indicated they have not contacted the School District to determine if this product would be suitable for classroom use)</p> <p>Launch event in Richmond</p> <p>Marketing campaign throughout BC, although with a focus on Richmond.</p>	<p>The assessment will identify populations in Richmond using methamphetamine.</p> <p>Based on this assessment prevention practices would be tailored to meet the needs of specific Richmond populations.</p>
Community Support	<p>Contacted Richmond Addictions Services for support. Richmond Addictions Services asked to see the proposal before they could commit to support and gave the proviso that they would not be able to support if they elected to develop their own proposal.</p> <p>Initial contact with Richmond Safe Communities Alliance Board member, but was never formally considered by the Board</p> <p>ICBC indicated they were approached but declined funding the proposal</p>	<p>In kind contributions from RCMP and Richmond School District</p>
Collaboration	<p>see comment re: community support</p>	<p>RCMP, Richmond School District, possibly University College of the Fraser Valley</p>
Barrier Reduction	<p>If the School District supported the curriculum package it would reach youth in schools across the community. However, there is no indication that the School District has seen this proposal.</p>	<p>Based on the results of the assessment, messaging and prevention strategies could be addressed at youth and disenfranchised community members.</p>
Evaluation	<p>none mentioned</p>	<ul style="list-style-type: none"> • a primary evaluation at the six months • secondary evaluation process at one year
Timeline	<p>none mentioned</p>	<ul style="list-style-type: none"> • July 2006 – December 2006: Info and data collection/Analysis of data • January 2007- March 2007: Program development with stakeholder input • October 2007: Program Implementation, 6 month measurement • April 2007: 12-month measurement

With respect to the UBCM criteria Richmond Addiction Services' application thoroughly addresses each of the selection criteria established by UBCM. While the Miscellaneous Productions application is worthwhile in its objective to develop a curriculum package, it failed

to provide firm commitments from stakeholders and partners in the area of community support and collaboration, and did not address evaluation or timeline.

Financial Impact

There is no financial impact to the City. Provincial funding of up to \$10,000 would be made available to successful applicants as determined by UBCM.

Conclusion

The UBCM Community Methamphetamine Response Funding Program was established to provide local communities with resources to respond to local concerns about methamphetamine use. Although both proposals are admirable in their intent, the proposal by Richmond Addiction Services meets all the criteria established by UBCM.



Shawn Issel
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The Honourable Mayor Malcolm Brodie and City Council
c/o Councillor Linda Barnes
City of Richmond
6911 No. 3 Road
Richmond, BC
V6Y 2C1

March 23, 2006

Dear Mayor Brodie and City Council Members:

Please consider this letter as our formal request for support from the City of Richmond City Council for the *e-race* – Phase 3 project.

If Richmond City Council approves our request, and as stipulated by the guidelines of the Union of British Columbia Municipalities (UBCM) – Community Methamphetamine Response Funding Program Application Guide, passes a resolution from Council approving our application, MISCELLANEOUS Productions Society will be applying for the project outlined below.

To date, we are in the process of adding the active support of Richmond Addiction Services, who sponsored Phase 1 and 2 of this project, and the Richmond Safe Communities Alliance.

MISCELLANEOUS Productions Society would like the support of City Council for this project that would encompass the following components:

- Creating and producing a curriculum package for our DVD/video adaptation of *e-race* – exploring “speed” in young lives with a very diverse cast made up of youth aged 15 – 27 years old from Richmond, BC.

- Public Education / Marketing campaign of the *e-race* package with a focus on Richmond as well as the rest of BC.
- Some kind of launch event in Richmond in partnership with the City of Richmond, Richmond Addiction Services and Richmond Safe Communities Alliance in which our organizations promote the educational and awareness-raising package. This could possibly be tied to the Richmond Public Art Committee's installation of the *e-race* sculptural car, depending upon timing, etc. We are hoping to launch this DVD, Curriculum Package and Public Education Campaign in September 2006. Moving Images Distribution, the largest distributor of independent film and video in Western Canada, has picked up the *e-race* DVD for international distribution and will boost our distribution of the *e-race* package.

Please note: we were honoured that Mayor Brodie attended our live performance of *e-race* at the Gateway Theatre Studio B in September 2006 and participated in our Talkback Session after the show. The first two phases of the project were sponsored by the City of Richmond through the Richmond Arts Centre/Cultural Centre and Gateway Theatre. Also, Council members may have seen our transit shelter advertisements, as well as our posters, postcards and local newspaper ads all around Richmond in August and September 2005.

Background

The original performance of *e-race* was highly educational, focused on raising awareness and originally presented in Richmond in September 2005. This professional artists and community youth collaboration and participation project included young people from Richmond aged 15 – 27 years old from at-risk, high risk and “mainstream” backgrounds. The youth participants took part in *e-race – Phase 1 & 2* - our year-long training and collaboration project. In this project, professionals collaborated with ten young writer-performers and 23 interning technicians to create a script and production that gave an authentic youth voice to a story that used art as a tool to prevent the attraction and addiction of young people to “speed.”

e-race was adapted for DVD/video at the end of the run by a professional video production crew. Please see our excellent web page on *e-race* at < <http://www.miscellaneous-inc.org/e-race.htm> > for details on our work on this very professional and successful project to date.

Also, I have attached our Evaluation Report on Phase 1 and 2 of *e-race* written by two psychologists, Dr. George Tien and Tristin Wayte, which scientifically proves that the work changed the attitudes of youth participants and audience members towards "speed." It is the first research of its kind in Canada and is very exciting news for MISCELLANEOUS Productions.

MISCELLANEOUS Productions – Mandate and History

MISCELLANEOUS Productions Society is a Canadian registered charitable organization that merges high art, community development and popular culture to create and present issue-based works of art. For the past six years, we have devoted ourselves to working with young and elder members of the community of Richmond, BC. Our purposes are:

- to educate and increase the public's understanding and appreciation of the arts while providing performances of an artistic nature,
- to educate the public and professionals about prevention of and responses to societal problems through various artistic works.

We bring in teams of professional artists, technicians and social workers to collaborate with integrated groups of culturally diverse, at-risk/high risk, marginalized, low-income and "mainstream" youth and elders to create original performances, videos, art exhibitions and publications.

We have a strong history of using art to confront issues of violence and racism, and have been working with and making art about culturally diverse youth who come from organized crime and street-involved backgrounds – including Indo-Canadian and Aboriginal gang members and multi-racial youth from the street racing community in Richmond, BC - since July 2000.

MISCELLANEOUS Productions, founded in July 2000, is considered to be one of the most diverse organizations in Canada, uniting professional artists and non-professionals of various cultural backgrounds and ages who find their roots on six continents.

Performance, video, publications and Public Education projects completed to date include: *THE REENA PROJECT / Outcasts & Angels* (2001), *What You Carry With You...* (2003), *MISCELLANEOUS Magazine* (2004) and *e-race* (2005 - 6). The *e-race* DVD, which will be undergoing another edit in May 2006, has been picked up for international distribution by Moving Images Distribution.

Project Description – Curriculum Package and Marketing Campaign for the *e-race* DVD

In February 2006, Moving Images Distribution, the largest distributor of independent film and video in Western Canada, picked up MISCELLANEOUS Productions' *e-race* DVD for distribution – with a focus on British Columbia.

Elaine Carol, Artistic Director of MISCELLANEOUS Productions, has decided to improve upon the original edit of *e-race* and hired Mary Ungerleider, an extremely experienced, professional editor. We will be going into the edit suite in May 2006.

The staff of Moving Images Distribution told us the DVDs that are their “top sellers” feature Aboriginal and multicultural youth and they expect *e-race* to do very well because our work includes exactly this make-up of diverse youth.

However, in order to ensure abundant sales, Moving Images staff has strongly advised that we include a Curriculum Package for the *e-race* DVD. They also suggest that we augment their marketing of the *e-race* DVD in their catalogue, which features all of their other titles, with a specific Marketing and Public Education Campaign for our message communicated through our unique community-based and professional production.

The cost for this project is \$20,000 and we will need to fundraise for these expenses. Union of British Columbia Municipalities (UBCM) – Community Methamphetamine Response Funding Program offers \$10,000 in cash funding for projects such as these, provided there is a resolution from the City Council approving the application.

We will focus this project on Richmond and work with the City of Richmond, Richmond Safe Communities Alliance and Richmond Addiction Services, as well as Richmond RCMP and Richmond School District #38.

This Marketing Campaign will include mailing advertising postcards to film and video festivals, multicultural festivals, teachers, secondary and post-secondary schools, counsellors, addiction treatment centres, youth-serving agencies and organizations, community centres, libraries, etc. throughout British Columbia and Canada. To date, we have had requests for the *e-race* DVD from all of the above-mentioned sources. In addition, we have a database of more than 400 contacts who are interested in our work, the majority in British Columbia.

If our application is successful, we plan to invite the following experts to assist us in creating, writing and designing the Curriculum Package:

- Eric D. Wong, Diversity Consultant
- Esther Oh, M.S.W., Addictions Counsellor for youth and Social Worker for *e-race* youth participants, Richmond Addictions Services
- Elaine Carol, Artistic Director of MISCELLANEOUS Productions & Director/Head Writer of *e-race* – will also work on the conceptual design of the package
- Rob and Maeve Lodder, Graphic Designers and Owners of Corporate Graphics
- Chris Randle, Photographer for *e-race*,
- Alex Lee, ICBC – ICBC Loss Prevention Coordinator - Richmond (advisor)
- Sharon Boglari, ICBC – Manager, Youth Strategies - ICBC Provincial Loss Prevention Strategies (advisor).

We have approached ICBC for some additional funding and they are considering granting MISCELLANEOUS Productions a portion of the costs of this project.

Please let me know if and when you would like me to meet with the City of Richmond Council regarding any questions, comments or concerns about the Union of British Columbia Municipalities (UBCM) – Community Methamphetamine Response Funding Program application and our *e-race* -- *Phase 3* project.

Thank you very much for the opportunity to put forward this request. We really appreciate it.

Submitted respectfully,

Elaine Carol
 Artistic Director
 MISCELLANEOUS Productions
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 Fax: 604-873-2909
 E-mail: elaine-c@mdi.ca
 Web Site: www.miscellaneous-inc.org

cc:

- **Christa Mullaly**, Richmond Addictions Services – Addictions Specialist – and Member of Richmond Safe Communities Alliance
- **Belinda Boyd**, Leader - Community Engagement - Vancouver Coastal Health - Richmond Health Services– and Member of Richmond Safe Communities Alliance

Mayor Malcolm Brodie and City Council
City of Richmond
6911 No. 3 Road
Richmond, BC
V6Y 2C1

April 28, 2006

Dear Mayor Brodie and Councilors:

Please accept this as Richmond Addiction Services' formal request for support from Mayor and Council for our application to the Union of British Columbia Municipalities (UBCM) *Communities Responding to Methamphetamine Funding Application*.

Richmond Addiction Services, in partnership with the Richmond Detachment of the RCMP and School District #38, will be applying for this funding if the City of Richmond passes a resolution to approve this application. The partnership between the above mentioned agencies will be in designing and carrying out the project through implementation and evaluation. At this time, the support enlisted is in-kind, however other avenues will be explored to augment the project financially if needed.

This is a brief description of the project:

Richmond is a unique community with many intricacies and complexities. What this means for prevention of substance use is that it is not necessarily a "one size fits all" approach that works best. Although there are overall trends regarding substance use, misuse and addiction from other geographical areas in British Columbia and Canada, best practice suggests that an approach from within the community is the most conscientious way to carry out service definition and implementation. In order to do this, the portrait of methamphetamine use in Richmond needs to be examined.

We have learned that in order to employ best practices in prevention we need to fully understand the issues and individual dynamics affecting specific populations. There are services currently being provided to youth and adults struggling with methamphetamine use and addiction. However, we do not have the entire scope of how methamphetamine is used in particular populations.

Essentially, there are three levels of prevention practice. Primary prevention is targeted to those individuals that have never used substances or have never been exposed to substances. Secondary prevention is used to engage individuals that are experimenting with use but have not yet developed a problematic relationship with a substance. Tertiary prevention is aimed at those individuals that are

experiencing distress as a result of their substance use. The aim of this project is to get a clear picture of the populations in Richmond that are using methamphetamine in order to tailor the messaging and target the prevention in an effective way. Are only those who currently misuse other substances engaging in methamphetamine use? If so, then we need to target populations with secondary and tertiary programs. Do youth who are experiencing disenfranchisement go from no use immediately to methamphetamine use? If so, targeting ESL populations with primary prevention messaging in conjunction with other services would be the strategy behind developing prevention initiatives.

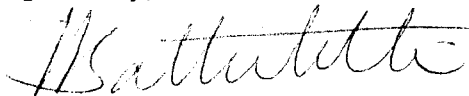
The RCMP Richmond Detachment, School District #38 and Richmond Addiction Services have been discussing the mutual benefit received by all upon conducting research to better understand substance misuse and addiction within our community, and therefore prevention. We are all in support and would very much like to take this opportunity to have access to the funds to grant us this information particularly around methamphetamine prevention strategies. We have begun inquiries with contacts and possible partners at the University College of the Fraser Valley - Criminology Department, who have conducted similar studies in other communities in BC regarding methamphetamine trends.

It is the collective belief of the partners that this project will have significant benefits for the City of Richmond and the most vulnerable among the youth population who are most likely to experiment with methamphetamines and other substances.

Council support for this project would clearly communicate to the UBCM that Richmond's municipal leadership is serious about addressing the issue of methamphetamine use in our community and would also play a significant role in our receiving funding.

Thank you for your support.

Respectfully,



Vince Battistelli
Executive Director