



SAN DIEGO: State of the City Profile

CENSUS / DEMOGRAPHIC INFORMATION

San Diego Primary Metro Area (surrounding counties).....	2,813,833
San Diego County.....	2,813,833
City of San Diego	1,223,400

Racial composition of San Diego County: white (67%), black (6%), Asian (9%), Other (13%), two or more (5%)
ETHNICITY: Hispanic (of any race) 27%

DRUG SITUATION & PREVALENCE

- **YOUTH PREVALENCE:** The 2001 Youth Risk Behavior Survey showed 22.5% currently using marijuana, slightly lower than the national rate (23.9%) from YRBS.
- **ARRESTEES:** ADAM data indicate that 62% of adult male arrestees and 61% of adult female arrestees in 2001 tested positive for at least one illicit substance.
- **DEATHS:** Drug-induced deaths in the PMSA increased 36% from 205 in 1995 to 279 in 1998 (7.8 to 10.1 deaths per 100,000 population).
- **ER MENTIONS (1997-2001):** Cocaine mentions decreased by 63%; heroin/morphine mentions decreased by 33%; marijuana increased by 1500%; methamphetamine decreased by 18%.
- **DRUG TYPE:** Methamphetamine, heroin, and cocaine pose the greatest drug threats to San Diego; marijuana is also widely available, posing a significant threat.

FEDERAL DOLLARS ('01 /'02)

- SAPT Block Grant: \$9.4M / \$10.0M
- CSAP Discretion: \$97K / \$300K
- CSAT Discretion: \$0 / \$499K

TREATMENT UTILIZATION & CAPACITY

- 53 treatment providers located in San Diego PMSA;
- 34 providers list outpatient departments as treatment modalities
- The state of California collects both admissions and discharge data in TEDS.
- San Diego has 6 drug courts in operation

MEDIA CAMPAIGN

- Advertising: \$1.3M total plus pro bono value match
 - \$918K share of national buy
 - \$131K multicultural advertising
 - \$225K local general market
- Non-Advertising:
 - MJ Press Conf (9/17/02)
 - San Diego County Office of Education is an active campaign partner

PREVENTION Community Coalitions

- San Diego County Prevention Coalition
- SAY San Diego, Inc.
- The Border Initiative
- North City Prevention Coalition
- Coronado SAFE Foundation
- Oceanside Substance Abuse Prevention Coalition
- San Diego County Committee Against Substance Abuse

LAW ENFORCEMENT

- In 2001, there were 3,555 arrests for driving under the influence of drugs or alcohol in San Diego. This is a 14.1% increase from the previous year when there were 3,117 such arrests.
- As of October 2001, there were 2,914 full-time law enforcement employees in San Diego. 2,154 of the employees were officers and 760 were civilians.
- Southwest Border HIDTA