



PORTFOLIO:

**MICHAEL
THAI**

WWW.MITHCREATIVE.COM

BRANDING





**ADVANCING
HEALTHY
COMMUNITIES**



**SAN DIEGO
APP
CHALLENGE**



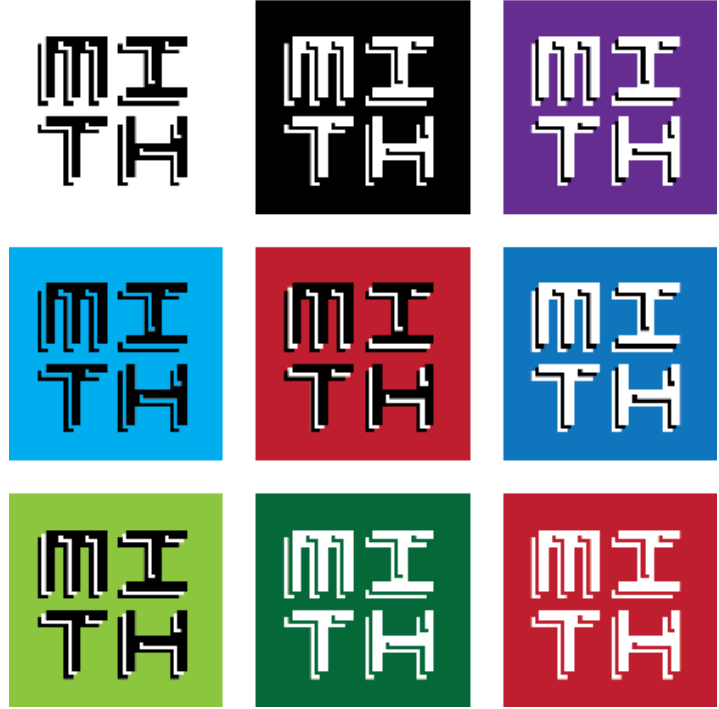
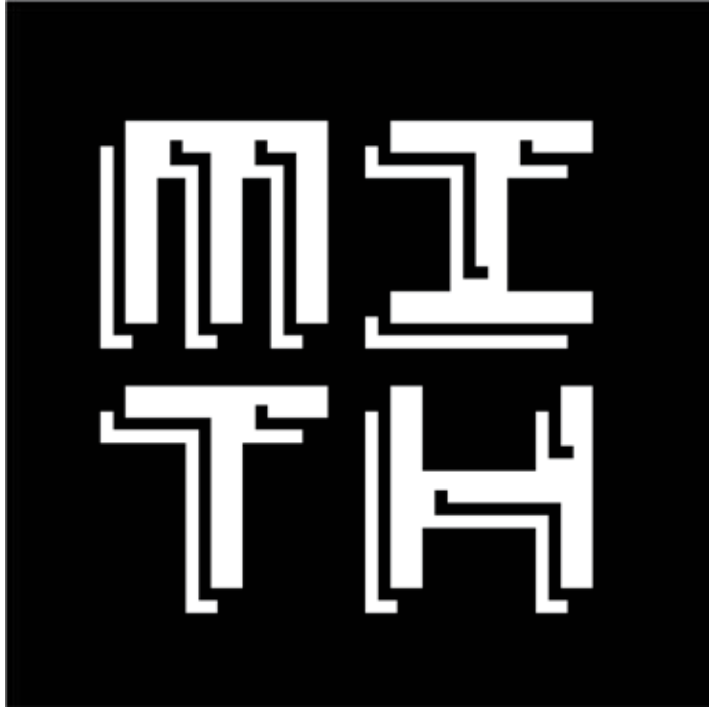
**WESTSIDE
IMPACT
PROJECT**

Directed by the Institute for Public Strategies



CHULA VISTA
*Envision
Broadway*

The Gateway to the Bayfront





SMART PUMPZ

■ Green Apple

- ✦ The World's Smartest Pre-Workout[†]
- ✦ Active Nootropics[†]
- ✦ The Right Ingredients At The Right Doses![†]

NET WT - 720 g



Directions: Take 1 scoop 20-30 minutes before exercise for beginner / intermediate athletes. Advanced athletes take up to two scoops. Do not exceed more than two scoops per day.

DO NOT EXCEED RECOMMENDED DOSAGE.

Disclaimer:

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to cure or prevent any disease.

Manufactured By Optimized Nootropics LLC.
PMB 317, 10606 Camino Ruiz Ste 8.
San Diego, CA 92126

Supplement Facts

Serving Size: 1 Capsule
Servings per container: 90 Capsules

Amount Per Serving	% Daily Value
Proprietary Blend	140 mg
Bauhinia Purpurea L(Leaf and Pod) Extract, Garcinia Cambogia, Norcochlorine HCl, Hemerocallis Fulva(Flower) Heat Concentrated Extract, Yohimbe(Pausinystalia 3ohimbe)(Bark) Extract (AlphaShred)	
Caffeine	135 mg

* Percent Daily Value are based on a 2,000 calorie diet
† Daily Value not established

OTHER INGREDIENTS: MODIFIED FOOD STARCH, GELATIN, VEGETABLE STEARATE, SILICON DIOXIDE, RED 3, BLUE 1, RED 40, TITANIUM DIOXIDE.

• Personal Trainer Recommended •

Clean Energy - Intense Focus | Engineered For Cognitive Enhancement Throughout Your Workout | www.OptimizedNootropics.com



LAYOUT

THE BINGE AND UNDERAGE DRINKING INITIATIVE



An opportunity for San Diego County residents to promote health and wellness in our communities. Use your creativity and innovation to design a mobile app that:

FOSTERS HEALTHY BEHAVIORS

CREATES A COMMUNITY OF HEALTH CHAMPIONS

FINDS HEALTHY RESOURCES AND MORE

No programming experience required!
Visit www.sdappchallenge.com for more details.



#sdappchallenge
#preventionworks



The Binge and Underage Drinking Initiative, led by the Institute for Public Strategies, is funded by the County of San Diego Health and Human Services Agency.



Envision Broadway

VIRTUAL Business Mixer



Chula Vista City Councilmembers Mike Diaz and Jill Galvez will be hosting two live, online town hall mixers to update business owners along Broadway and South Bay residents on getting back to normal after the pandemic.

FRI, JUNE 19, 2020

2:00 PM - 3:30 PM PDT

Food & Beverage Establishments:

<https://bit.ly/2X54ASi>

4:00 PM - 5:30 PM PDT

Retail & Other Businesses:

<https://bit.ly/2XyjHTv>

For more information contact Jovita Arellano at: jarellano@publicstrategies.org

Sponsored by Envision Broadway and the Institute for Public Strategies.
"Strengthening Communities to Prevent Substance Use Disorder"



IPS South Bay is funded by the County of San Diego, Health and Human Services Agency, Behavioral Health Services.



OPERATION SAFE GRADUATION



#TOOMUCHTOLOSE

Providing a private home or hotel for those under 21 to drink is **UNSAFE & ILLEGAL**, even if you don't provide the alcohol.

Penalties can include being arrested, fined \$1,000, jail time up to 6 months and charges for the cost of police services.

> 33% of college students binge drink - consuming 5 or more drinks in a row

> 1 in 4 college students report academic consequences from drinking

> Youth who begin drinking earlier in life are more likely to develop an alcohol use disorder later as adults



BUDI



If You Suspect Underage Drinking Call 9-1-1

Alcohol Policy Panel is funded, in part, by the County of San Diego, Health and Human Services Agency.

MAKING OUTDOOR DINING SAFE AND HEALTHY



THESE DINING AREAS
ARE POPULAR AMONG

California has seen a boon of restaurants who are taking advantage of expanded dining footprint options. These regulatory changes allow restaurants with an alcohol license (aka on-sale retailer) to expand their restaurant footprint into public spaces such as sidewalks, parking lots, alleys and streets. These dining areas are popular among business owners and patrons alike, but can also put customers, staff and the public at risk unless sensible standards are established and maintained.

Some of the risks include:

- Over service of alcoholic beverages.
- Youth access to alcoholic beverages.
- Exposure to COVID-19.
- Placing customers and staff too close to vehicle traffic areas.
- Inefficient rotation to staff and patrons.

ufficient oversight

establishing



DEA NATIONAL R_x TAKEBACK

SATURDAY
APRIL 25, 2020
10 AM - 2 PM



IPS SOUTH BAY IS FUNDED BY THE COUNTY OF SAN DIEGO, HEALTH AND HUMAN SERVICES AGENCY.



SAVE THE DATE

GENERAL ASSEMBLY MEETING AND WORKSHOP

LOCATION:

Shadowridge Golf Club
1980 Gateway Dr.
Vista, CA 92081

DATE/TIME:

Friday, November 8, 2019
Breakfast Presentation from 9-11 a.m.
Workshop from 12-3 p.m.*

COST (continental breakfast included):

Early-bird: \$12 (until November 1 at 5 p.m.)
Regular: \$15

REGISTER:

Please register and pay by November 4 at:
<https://bit.ly/2luYwCP>

Secondhand Effects of Alcohol

KEYNOTE SPEAKER:

Tom Greenfield, Ph.D

Dr. Greenfield is the scientific director of the Public Health Institute's Alcohol Research Group in Emeryville, CA.

He co-leads the National Alcohol Surveys conducted by the NIAAA-funded National Alcohol Research Center, which reveals underlying drinking behaviors and problems associated with alcohol, and helps inform policy decisions.

While most alcohol research focuses on the harm to the drinker, Dr. Greenfield will provide a multinational cultural context on alcohol's harm to others and policy implications.

 **LIVE** This event will be live streamed.

* Please note the time differs from our regular afternoon sessions.

The Alcohol Policy Panel of San Diego County is a volunteer coalition of diverse community leaders who are concerned about the alcohol abuse is having on our communities. Members provide leadership to the County's Binge and Underage Drinking Initiative, which de



A historically rich, culturally diverse, thriving community that is attractive, safe, pet friendly, and a popular destination for dining, entertainment and shopping.



Ed Hanson's Muffler Service Is "Where All Your Pipe Dreams Come True"

By Rachel Gibbon

Ed Hanson's Muffler Service, 3916 N. Barcelona St.

Hanson's Muffler Service has been a fixture in Casa de Oro since 1991, when Ed Hanson moved his shop here from North Park. In 2015, the business was sold to a new owner,

Cuyamaca College. As a student in the tool room and then at Guy Hill Cadillac. Today, it is to maintain a reputation for developed by Ed Hanson.

People come from all over and even from out of state to serviced at Hanson's because good. Kevin Peterson, one of has been with the company Milnick has been on board

Mufflers, catalytic converters and exhaust systems are all repaired at the shop for all types of from small sedans to school tractors. Hanson's can cut whatever is needed to get j

you want from your ride.

The shop is one of the cleanest repair find. Attention to detail is everywhere, even landscaping. Ryan and his employees who make sure the alley by the business is kept

If you need other automotive services, Amor's Auto Care at 8621 Troy St. in San general automotive work. This is also a top with highly trained mechanics and among h

Ryan and his wife Jennifer, who met in pride in serving a wide demographic and



HÙNG SỬ VIỆT
San Diego

NĂM THỨ BA
CHỦ ĐỀ

TINH THẦN BẤT KHUẤT LẠC HỒNG - HẠO KHÍ VIỆT NAM

CẢ | VÕ | NHẠC | DẠ VÕ | VÕ THUẬT | GIẢI KHUYẾN HỌC | GIẢI NAM THANH NỮ LỊCH
Với sự hỗ trợ:
CLB Hùng Sĩ Việt Nam Cali | Hội Đền Hùng San Diego | ROSA PARE ELEMENTARY SCHOOL | CÔNG ĐỒNG VN SAN DIEGO

CHỦ NHẬT, NGÀY 08 THÁNG 01 NĂM 2017
Vào LÚC 5:30 GIỜ CHIỀU
LY'S GARDEN RESTAURANT
4350 54th St, San Diego, CA 92115

GIÁ VÉ: \$30 - \$40
(Bao Âm Thực)

BAND: *Autumn Drift* | SOUND MANAGER: DẶNG MỸ | DECORATION & LIGHT MANAGER: MICHAEL HIỆP

Điện Thoại: LIL KIM TRANG: 858.610.4774 | LÊ SANG: 619.721.4161 | KIM ANH MỸ: 619.565.8107 | BÍCH TRUYỀN: 858.231.6520

CASA de ORO ALLIANCE

FALL FESTIVAL

SATURDAY OCTOBER 6TH 10 AM - 3 PM

SPRING VALLEY ACADEMY
3900 CONRAD DRIVE, SPRING VALLEY

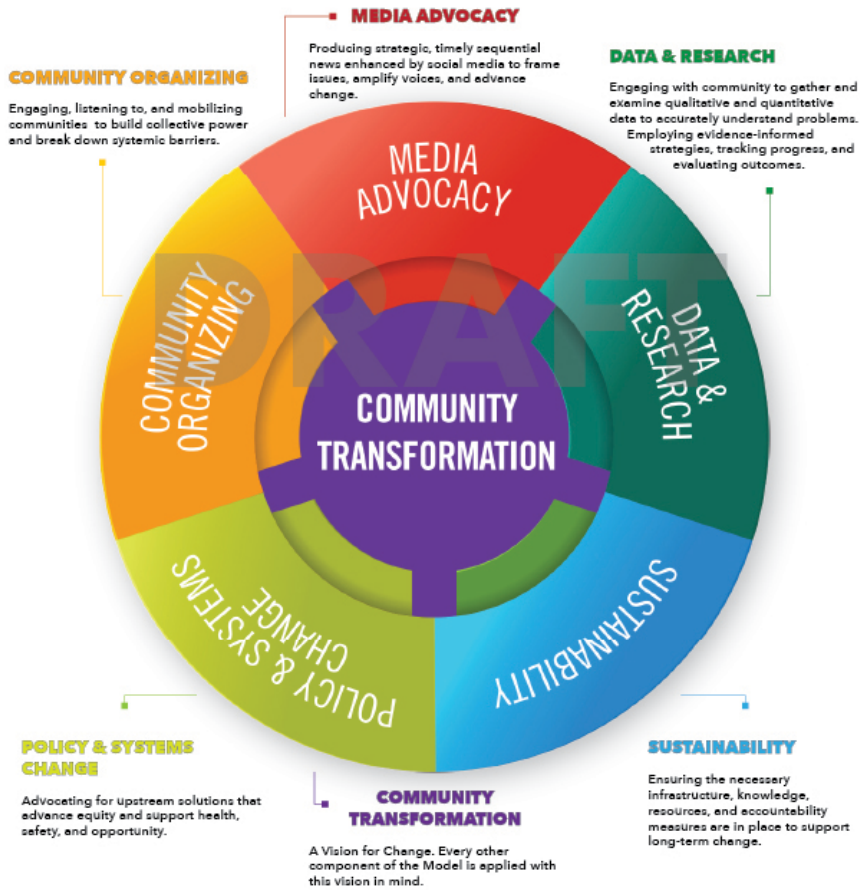


INFOGRAPHICS

APPROACH TO COMMUNITY TRANSFORMATION (THE ACT MODEL)



IPS's Approach to Community Transformation (ACT) Model is our demonstrated framework for creating upstream change. It is a dynamic, integrated, strategic, non-linear approach that is customizable to achieve a vision for community change. The ACT Model has been applied in communities around the nation.



THE ACT MODEL IS APPLIED IN PARTNERSHIP WITH COMMUNITY

WHAT IS MEDIA ADVOCACY?

It is the strategic use of news media to advance and shape positive social change. It requires working closely with news outlets to craft and frame strategically placed and timed news stories that raises the issue on the public agenda and builds support for change.

WHAT IT IS:

- Strategic
- Part of a larger strategic plan
- Connects to the bigger picture
- Usually has a call to action
- Creates movement to solutions
- Is a series or cluster of media efforts working together

WHAT IT IS NOT:

- Reporting on events
- Isolated media pieces
- Fails to connect to a larger strategic plan
- Designed only to inform/educate
- Focuses only on the problem

MEDIA PLANNING TEMPLATE

	RAISING THE ISSUE ON THE PUBLIC AGENDA	FRAMING THE ISSUE	INTRODUCING SOLUTIONS	EMPOWER STAKEHOLDERS	APPLY PRESSURE, GIVE COVER TO POLICYMAKERS	PROMOTE CHANGE AS IT HAPPENS
	DATE	DATE	DATE	DATE	DATE	DATE
PURPOSE						
HOOK						
TARGET AUDIENCE						
SPONSORSHIP OR AUTHOR						
DATA / RESEARCH						
MEDIA OUTLETS						

DEVELOPING YOUR STRATEGIC PLAN

- Develop clear, specific goals before you start. Answer the question, "What does success look like?"
- Coincide media with related events and ensure continuation of coverage.
- Each media piece should move the story forward from the prior one.
- Have a key takeaway or call to action for each piece.
- Those with power to create the desired change or influence those who do.
- Should be trust influencers of your target audience.
- Support your arguments with available data and research when possible.
- Use media outlets your target audience utilizes.

HOW CAN MEDIA ADVOCACY IMPACT POLITICAL AND SOCIAL CHANGE?

- Raising the issue on the public agenda (early stage)** – Alerting your target audience to a problem.
- Framing the issue** – Helps the reader understand how to think about the issue.
- Introducing solutions** – Shows it's doing on how to solve the problem.
- Empower Stakeholders** – Highlight the work of stakeholders on the issue, ensure their perspective is part of the conversation.
- Apply pressure/give cover** – Demonstrate support for solutions so policymakers understand this is a priority from their constituents.
- Highlight change as it happens** – This helps maintain momentum of your efforts.
- Promote enforcement (later stage)** – Once a new policy is passed, this helps ensure it is properly implemented and utilized.

MEDIA OUTLETS

Media advocacy can be adapted for a variety of media outlets. Consider what are the best methods for reaching your target audience. This can include non-traditional means like fact sheets, story maps, podcasts, billboards, issue briefings, social media and more.

TARGET AUDIENCE

Your target audience are those with the ability to create the change you are seeking or influence those who do.

Contact: Craig Reed
Email: Craig@publicstrategies.org



Institute for Public Strategies <http://www.publicstrategies.org/>



Alcohol in West Hollywood

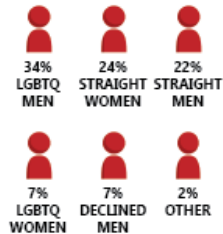
A Community Perception Telephone Survey on Bars and Clubs



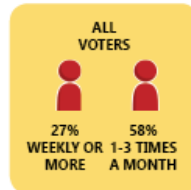
In June 2018, 402 active voters in West Hollywood participated in a telephone survey conducted by Harstad Strategic Research, Inc. The survey was intended to gauge West Hollywood voters' perceptions of bars' and clubs' impact, if any, on public health and safety and quality of life in the City of West Hollywood.

DEMOGRAPHICS OF RESPONDENTS

Self-reported gender orientation of survey participants.



While a majority of West Hollywood voters visit bars or clubs at least monthly, only about 1/4 do so on at least a weekly basis (skews toward younger voters).



Participants were divided in perceptions of whether problems are caused by visitors or caused equally by visitors and West Hollywood residents.



Survey participants said problems associated with West Hollywood's bar/club scene are caused:

SAFETY

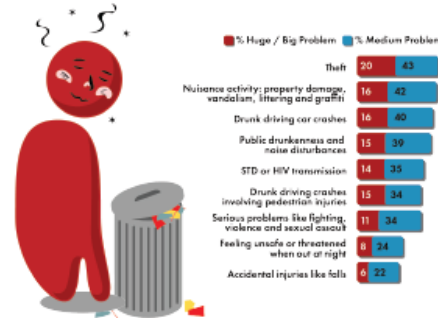


The majority of survey participants reported feeling 'Very Safe' or 'Fairly Safe' outside after dark in West Hollywood. About 1/8th reported feeling 'Unsafe.'



PERCEIVED PROBLEMS ASSOCIATED WITH WEST HOLLYWOOD'S BAR/CLUB SCENE

When asked what specific ways voters had been negatively affected by the party scene at West Hollywood bars and clubs, the top five recurring answers were: NOISE, ASSAULT, PROPERTY CRIME, PUBLIC INTOXICATION, TRASH



At least 1/3rd of voters reported 7 out of 9 problems associated with partying in public in West Hollywood as at least "medium" or "large" problems.

22. How often do you think underage drinking laws are enforced by bars and clubs in West Hollywood?



23. How often do you think the laws prohibiting serving alcohol to people who are already drunk are enforced by bars and clubs in West Hollywood?



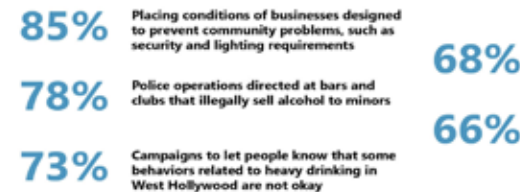
UNDERAGE AND BINGE DRINKING

66% of respondents believe bars and clubs in West Hollywood enforce underage drinking laws "almost all" or "most" of the time.

66% of respondents, conversely, believe bars and clubs serve drunk patrons* "almost all" or "some" of the time.

SUPPORTED INTERVENTIONS

% OF RESPONDENTS WHO SUPPORT SPECIFIC STRATEGIES TO REDUCE TAXPAYER COSTS, INJURIES, DEATHS AND CRIME:



68% More DUI Checkpoints

66% Police operations directed at bars and clubs illegally selling alcohol to already drunk people

WEB



[The Challenge](#) [Register](#) [The Rules](#) [Contestants](#) [Contact](#)

The Challenge

Register Here

Can you imagine how technology can improve the health and well-being of people and communities?

The Binge and Underage Drinking Initiative in San Diego County invites all creative and/or technology-inspired contestants to participate in the **SAN DIEGO APP CHALLENGE**.

This contest challenges you to think of what it means for individuals to lead a vibrant and healthy life where everyone can thrive, or for communities to promote healthy social, economic, and physical environments.

How, then, do we go about accomplishing this?

[Read More...](#)





Why build an app about public health?

Because, according to Benjamin Franklin, an ounce of prevention is worth a pound of cure.

We are all susceptible to illnesses, injury, and diseases (hello, COVID-19), whether it is because of genetics, the environment, or lifestyle choices.

But if we could make it convenient to find healthy resources in our neighborhoods, track our health goals, or join a community of personal champions, then we will have accomplished a major tenet of public health – **PREVENTIONWORKS!**

Speaking of COVID-19... our team was inspired to create this challenge because we are all experiencing ways in which our physical and mental health are being challenged. So we decided to "rewrite the story" – evaluate our own habits and vices and look at ways to improve our own physical and mental stamina so that we come out of this stronger than ever.

Click Here to Register

General Timeline


Deadline for Submissions Winners Announced

<http://sdappchallenge.com/>

ALCOHOL POLICY PANEL

OF SAN DIEGO COUNTY

[HOME](#) [ABOUT US](#) [ADVOCACY](#) [NEWSROOM](#) [CONTACT US](#)



Environmental Prevention

Environmental prevention is a comprehensive approach to preventing problems by addressing the underlying conditions in a community that cause those problems.


[Learn more](#)

VISION
MISSION

MEET
ADVOCATES

JOIN
US

REGISTER
FOR
APPBREAKFAST



The San Diego Alcohol Policy Panel is a coalition of volunteer community advocates who have come together to prevent binge and underage drinking in San Diego County.

Our Vision: A safe, healthy, inviting, attractive and thriving San Diego community that is full of opportunity and free of alcohol-related problems.

<https://alcoholpolicypanel.org/>

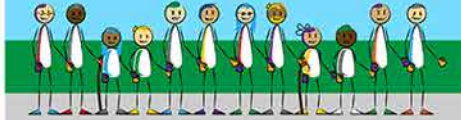


VIDEO

ACT FOR EQUITY



What is fair?



IPS's ACT

Change



DATA &
RESEARCH



COMMUNITY
ORGANIZING



MEDIA
ADVOCACY



POLICY & SYSTEMS
CHANGE



SUSTAINABILITY

We are empowered!



https://youtu.be/fX3p_XfFILO

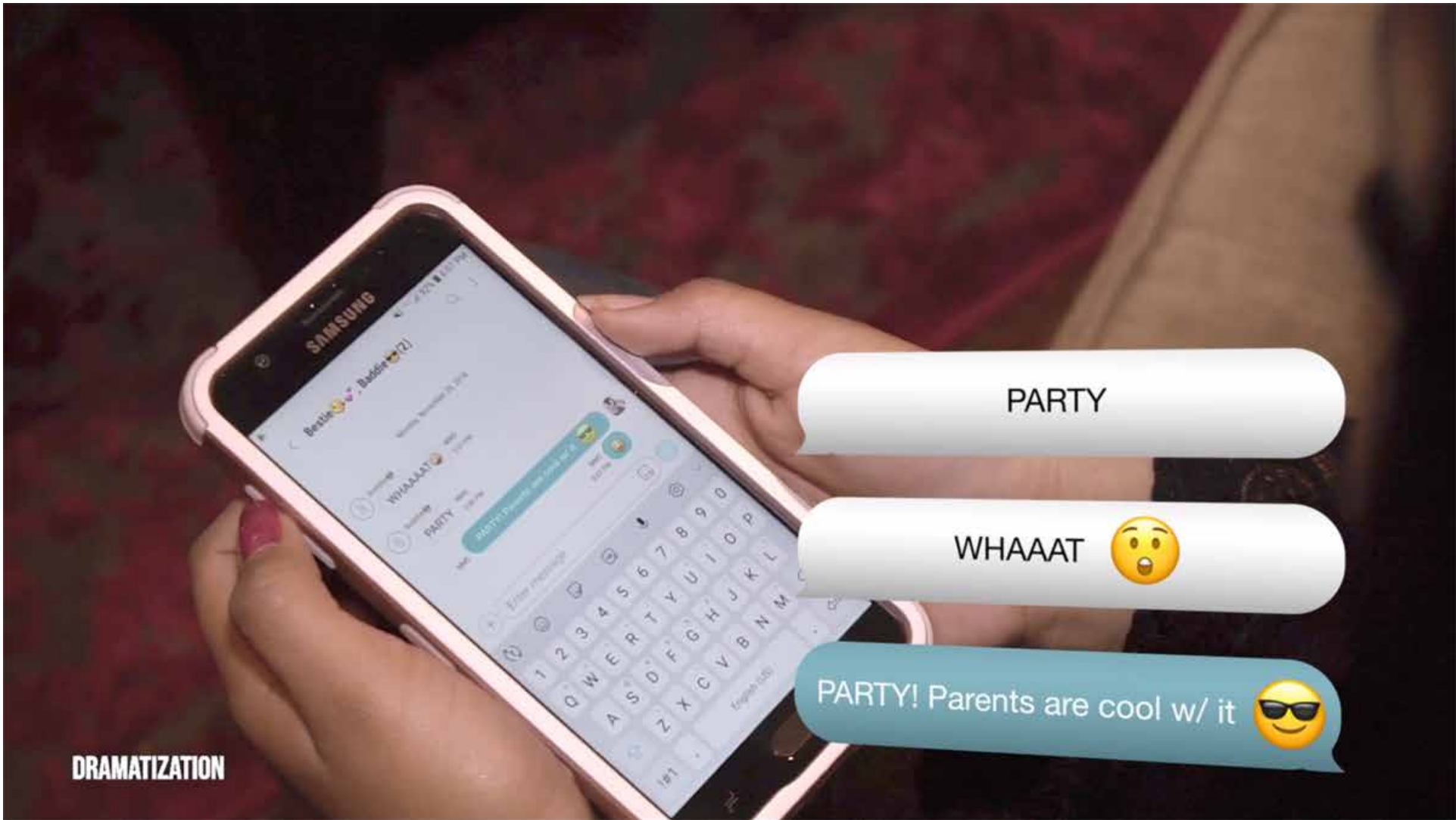
Social Host Ordinances:



<https://youtu.be/yj0DkAWbxkU>



<https://youtu.be/KiWdPUB9X7M>



DRAMATIZATION

https://youtu.be/riPKEC_V2uU

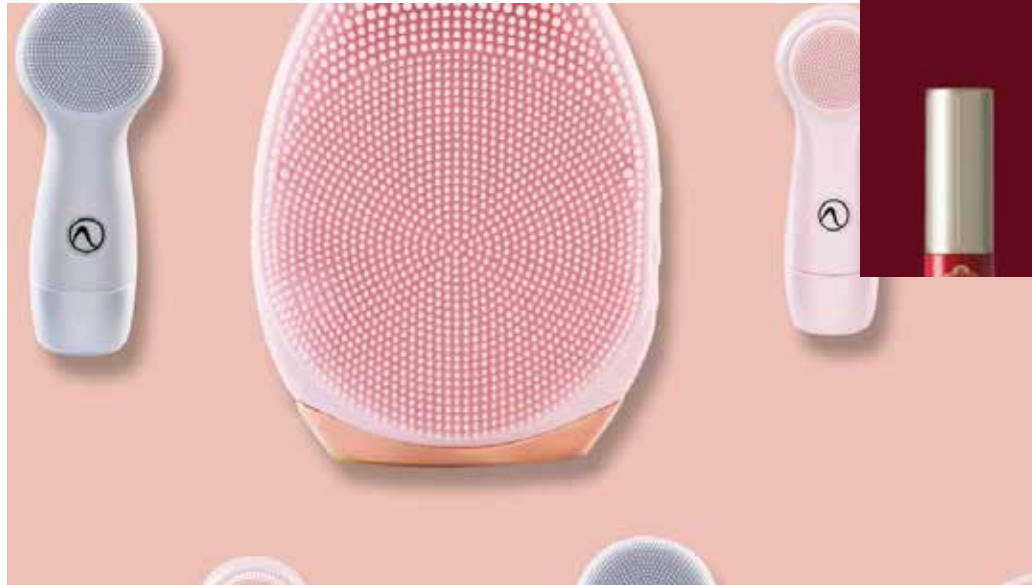
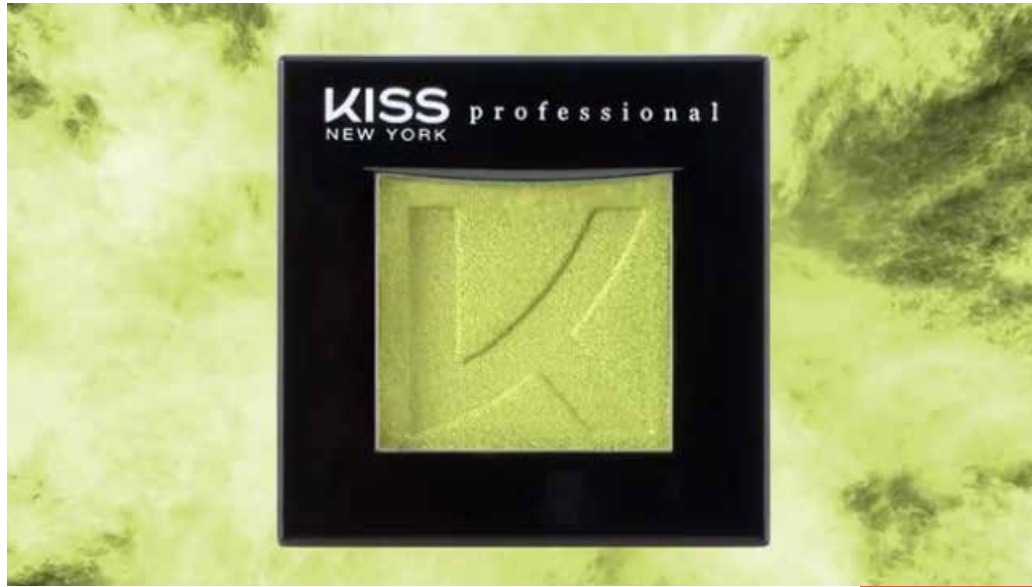
The Hi-Chew logo is rendered in a bold, stylized font with a blue-to-white gradient and a thick white outline. A red and yellow swoosh is positioned behind the letters 'H' and 'C'. A small 'TM' trademark symbol is located to the right of the logo.

HI-CHEW™

**gives back to
El Toro High School!**

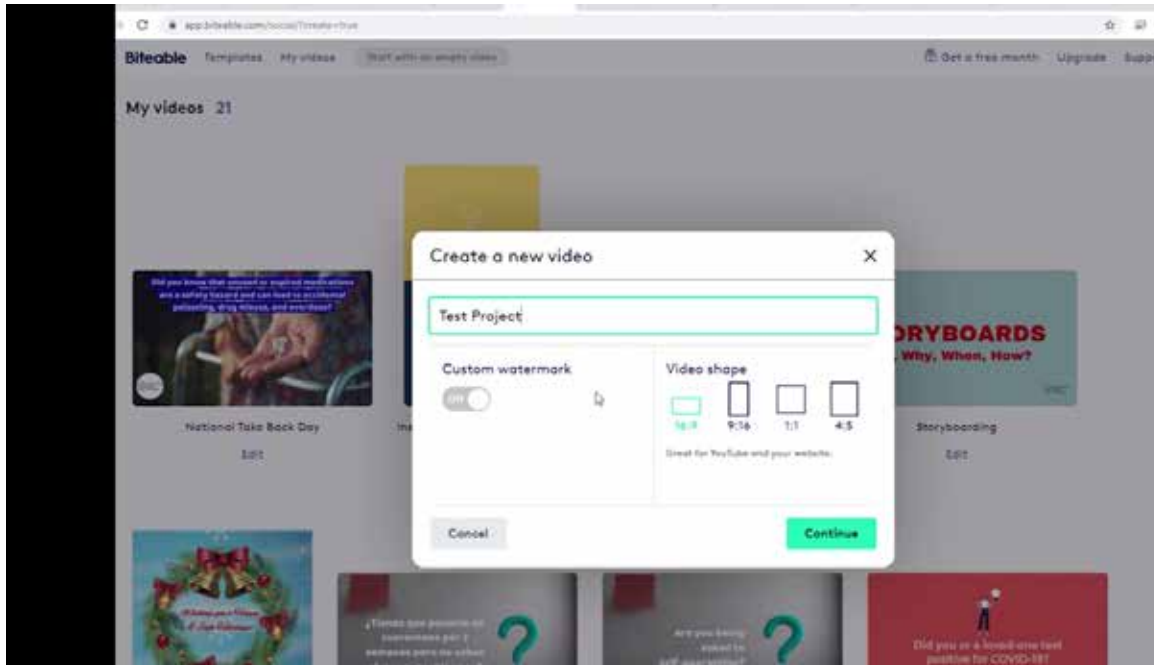


<https://youtu.be/rWoH4PcpdTA>



<https://youtu.be/j23DmUsFn0c>

TRAININGS



“Introduction to Biteable”

<https://youtu.be/zekiy9M3gd4>



“CWMA Speakwell: Effective Spokesperson Training”

<https://youtu.be/d9ACpyVglNo>

STORYBOARDS

What, Why, When, How?



“Training: Storyboarding”

<https://youtu.be/oqBczqtUl1U>