

Published January 20th, 2010

## Rich Appointed Alcohol Policy Coordinator

By Andrea A. Firth



Jaime Rich (Zaffanella), Lamorinda Alcohol Policy Coordinator Photo A. Firth

University in Boston where she obtained a Masters in Clinical Exercise Physiology. For the past ten years, Rich has been actively involved in student character education and parent education at Wagner Ranch Elementary and Orinda Intermediate Schools and Miramonte High School. She has participated on and chaired innumerable committees and currently serves as the Co-chair of the Healthy Choices Committee at Miramonte.

If you would like to participate in Rich's survey regarding underage alcohol consumption and access, contact her via email at [Jaime@chd-prevention.org](mailto:Jaime@chd-prevention.org).

Reach the reporter at: [andrea@lamorindaweekly.com](mailto:andrea@lamorindaweekly.com)

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Jaime Rich (Zaffanella) was recently hired by the Center for Human Development (CHD) to serve as the coordinator for alcohol policy in Lamorinda. Rich will evaluate local policies with the goal to reduce underage access to alcohol throughout Lamorinda, including at Saint Mary's College.

CHD is a community-based organization that offers a spectrum of services for at-risk youth, individuals, families, and communities in the Bay Area. Funded in part by the County, CHD works to address challenges facing the community including the issue and consequences of underage drinking. The deaths of three teenagers in Lamorinda, in the past three years, have been linked to alcohol consumption.

One of Rich's first tasks is to survey a cross section of Lamorinda residents, including seniors, parents, and students, regarding their perceptions related to underage drinking and access to alcohol. "I want to speak to a variety of residents to ask them about underage drinking in the community and where they think young people are getting access to alcohol," states Rich. She will also be speaking with the owners of local retail outlets that sell alcohol about their experiences with local teens.

"The promotion of healthy behaviors has always been important to me for my family and within my community," states Rich. An 18-year resident of Orinda, Rich felt like the position with CHD had been created for her. "I'm comfortable in front of groups of young people," states Rich, who has a relaxed and open style. "I like the energy that comes from working with youth and imparting knowledge to them," she adds.

Rich developed an interest in prevention as it relates to healthcare issues by the time she attended graduate school at Northeastern