



PHILADELPHIA: State of the City Profile

CENSUS / DEMOGRAPHIC INFORMATION

Philadelphia Consolidated Metro Area (surrounding cities).....	6,188,463
Philadelphia Primary Metro Area (surrounding counties).....	5,100,931
Philadelphia County.....	1,517,7550
City of Philadelphia	1,517,550

Racial composition of Philadelphia County: white (45%), black (43%), Asian (5%), Other (5%), two or more (2%) **ETHNICITY:** Hispanic (of any race) 9%

DRUG SITUATION & PREVALENCE

- **YOUTH PREVALENCE:** The 2001 YRBS showed 21.4% currently using marijuana, unchanged from 1999 and slightly lower than the national rate (23.9%) from YRBS.
- **ARRESTEES:** ADAM data indicate that 71% of adult male arrestees in 2001 and 59% of adult female arrestees in 2000 tested positive for any illicit drug.
- **DEATHS:** Drug-induced deaths in the PMSA declined 10% from 685 in 1995 to 615 in 1998 (13.8 to 12.4 deaths per 100,000 population).
- **ER MENTIONS (1994-2001):** Heroin mentions increased 125%; cocaine mentions are stable; marijuana mentions increased 164%; methamphetamine remained stable.
- **DRUG TYPE:** Based on Pulse Check, besides marijuana, heroin is considered the most commonly abused drug. Crack is considered to be the drug problem resulting in the most serious consequences.

FEDERAL DOLLARS

('01 / '02)

- **SAPT Block Grant:**
\$13.5M / \$12.8M
- **CSAP Discretion:**
\$2.3M / \$1.2M
- **CSAT Discretion:**
\$1.2M / \$2.9M

TREATMENT UTILIZATION & CAPACITY

- 76 treatment providers located in the Philadelphia pmsa;
- 59 of the providers list outpatient departments as treatment modalities.
- Philadelphia has 1 operational drug court

MEDIA CAMPAIGN

- **Advertising:** \$3.8M total plus pro bono value match
 - \$2.8M share of national buy
 - \$168K multicultural advertising
 - \$813K local general market
- **Non-Advertising:**
 - MJ and kids media roundtable (12/16/02)
 - MJ Press Conf (9/17/02)
 - Mural Guide Launch Event

PREVENTION Community Coalition

- Community Peacemakers of Fishtown and New Kensington
- Township of Bensalem
- Oakwood Drug Free Communities Program
- Gloucester County Drug-Free Coalition

LAW ENFORCEMENT

- There were 24,845 people arrested in Philadelphia for committing narcotics violations during 2001. Of those arrested, 2,341 were non-residents and 2,447 were juveniles.
- Most of the heroin available in Philadelphia is transported from New York City and, to a lesser extent, Baltimore by couriers
- **HIDTA:** Philadelphia / Camden