

# Youth Marijuana Prevention & Education

## YMPEP Planning Meeting Meeting Summary, 01/08/2018

Location: 2109 Sumner Ave, Aberdeen WA 98520

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**Support and Backbone Staff:** Matthew Shellhart - CHOICE, Carol Palay - CHOICE, Megan Moore - CHOICE

**In Attendance** Mary Goelz – *Pacific County Public Health*, Jackie Smith - *Pacific County Health Department*, Mary Anne O' Garro – *Thurston County Public Health*, Kateri Wimsett – *Thurston County Public Health*, Yasmina Aknin – *Cowlitz County Health and Human Services*, Casey Peters – *Lewis County Public Health and Social Services*, Ginger Hake – *Wahkiakum Community Networ*, Stacy Mueller – *True North-ESD 113*, Ben Johnson – *Mason County Public Health*, Beth Mizushima – *Grays Harbor Public Health and Social Services*, Angie Ward – *WA Traffic Safety Commission*, Anne Larson – *Target Zero Manager for Thurston County*

### I. Welcome and Introductions

Matthew Shellhart, Program Manager for the Youth Marijuana Prevention and Education Program at CHOICE, welcomed attendees and facilitated introductions. Matt then walked through the desired outcomes of the meeting agenda, which were to host the WA Traffic Safety Commission Partnership Discussion, discuss the top strategies, and a group discussion on the activities that correlate with the top strategies.

Matt also informed the group that next month he will have a rough draft of the project proposal for the group to review, and the final draft will be submitted in March.

### II. WA Traffic Safety Commission Partnership Discussion

Angie Ward from the WA Traffic Safety Commission informed the group that there is a \$20,000 grant available right now for use of reducing serious injuries and accidents on Washington's roadways.

The Governor's Highway Safety Association partnered with Ford to create funding targeted towards youth and driving under the influence of marijuana. Angie noted that this funding source is a lot more flexible because it is not federal funding, so YMPEP could use it for their strategies.

Some of the gaps identified are that young people are not clear on the consequences of driving under the influence of marijuana and more teens are mixing alcohol and marijuana use.

To receive the funding, YMPEP needs to submit a proposal by the end of February and use the grant by September 30, 2018. Matt would like to focus the proposal on educating youth and parents with a social norm campaign. Mercer Island is working on something similar at Rainier Beach High School, so YMPEP could review their strategies to get ideas.

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One group member also suggested setting up an ADHOC work group to narrow down details on the proposal, target audience strategies, and work on replicable results data.

### III. Presentation on Strategies

Matt created a document that had each strategy the YMPEP group will be focusing on. He divided the YMPEP group into three smaller groups and asked each group to identify the activities, intended outcomes, and short term impact of each strategy.

#### Group Work on Activities:

#### Activity P-3, Components 1, 4, & 6-

Activities:

- Post “Not for Kids” on social media platforms
  - Promote via coalitions
  - Concern it targets a younger population
- Post educational materials on social media, give to coalitions to disseminate
  - Matt will develop material
  - Schools, faith-based organizations, YMCA, law enforcement, primary care clinics, libraries, transportation, physical therapy offices, pharmacies
  - Public Health Departments will tailor to their counties
- Integrate pilot projects surrounding education for parents
  - Working through organizations that deal with high risk families
- Add questionnaire into the DBHR surrounding lock boxes
- Partner messages with other substance campaigns
  - No PSAs but pieces online/social media at least 2X a year
  - Thurston Talk, etc.
- Social Host Ordinance Assessment
  - Department of Health will create an assessment as part of yearly presentation

One suggestion is to make sure that we are developing activities based on our target populations; also discussed 15-18-year-olds enticed by “not for kids”

- Intended for 5 and under but does not hurt to implement
- Matt will clarify with Crystal from DOH

Intended Outcomes:

- Increase awareness
- Increase positive social norms, decreased availability
- Increase education

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- Create healthy beliefs about clear standards by parents and adult influencers

## Short Term Impact:

- Reduce unintended exposure to marijuana
- Reduced access, reduced positivity
- Increased knowledge
- Decrease parental favorable attitudes

## Activity P-4, Components 2& 3-

### Activities:

- Public Health Departments and ESD 113 will promote the usage of state tobacco, drug, e-cigarette, and weapons- free school signs
- ESD will educate school administrators about the policies and procedures by utilizing the WA State school-based Substance Use Policy Guidebook
- Educate district administrators about alternatives to suspension
- Pilot a “soft” approach for alternatives to suspension at a couple of schools – 3 schools in 5 years
  - Thurston Thrives has principals and ESD official on their board
  - Do not measure results on schools with high suspension rates but rather teacher/ administrative satisfaction or classroom behavior improvement
- Create an assessment for schools based on readiness
- Survey Schools about suspension and drug policies
  - Presentation during back to school events about new policies
- Update policies in ESD 112 & 113
  - What are the “best practices” when meeting with school officials, trauma informed training, and staff training on drug policies
  - Coordinate with mental/behavioral health services offered in schools

### Intended Outcomes:

- Enforcing a social norm of schools being tobacco, drug, e-cigarette, and weapons free
- Increase the presence of caring adults to include school environment, supportive relationships, family, mentors, and community support
- Increase of enforcement of policy norms around alternatives to suspensions focusing on OSPI data and suspension curriculum
- Getting schools to adopt new policy ideas
- Outreach to admin, teachers, parents, and students

### Short term Impact:

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- Reduce impact of trauma which affects substance abuse
- Reduce suspensions related to substance use
- Online curriculum instead of suspension

## **Activity P-6, Component 2- Educate youth and parents on the laws of potential harms of marijuana use through paid or earned media**

### Activities:

- YMPEP media campaigns: Under the influence of you, Listen2YourSelfie, Start talking now
- Public Health Departments will promote through social media and send to all community sectors that engage youth/ target parents \*
  - To promote traffic safety commission messages
- Partnering with WA Traffic Safety/Target Zero to promote positive social norms
  - Some examples: Parents – you're the best teacher; behind every teenage driver is an adult
  - Dispelling myths, state the law, and potential harm

### Intended Outcomes:

- Increase communication between parents and kids about marijuana use
- Support of anti-drug norms and pro-social behavior through community

### Short term Impact:

- Increase knowledge about driving under the influence of marijuana
- Decrease parental favorable attitudes

## **Activity P-7, Components 1 & 4-**

### Activities:

- Reach out to one jurisdiction each year to discuss a Social Host Ordinance
- Each county could identify what type of stores to target
  - Component 3 is too specific for store owners, which creates less flexibility
- Assessment to test readiness
- Look at places that already have tobacco free and include marijuana and vaping
- Signage/stickers for businesses
  - Design a logo for each county

### Intended Outcomes:

- Increase safe spaces
- Reduce Access

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- Support of anti-drug norms and pro-social behavior through community
- Create healthy beliefs about clear standards by parents and adult influencers

Short term Impact:

- Less access to places to use substances
- Decrease parental favorable attitudes

## **Activity P-8, Components 1-3-**

Activities:

- Hand out window clings (messages not too broad for local level)
- Collaborate with partners, i.e. school resource officers/law enforcement, to create messages surrounding local needs
  - All counties agreed to participate in social media campaign with tobacco and vaping already
- Component 1 would be the Liquor and Cannabis Board
- Component 2 would be under the Department of Health
- Work with food services i.e. restaurants and bars to promote messages
- PSA on laws to dispel myths

Intended Outcomes:

- Increase social norms

Short term Impact:

- Increased positive social norms, awareness, cultural
- Reduced public spaces that have access to marijuana exposure

## **IV. Next Steps & Closing**

- ❖ Next meeting is February 12<sup>th</sup>, 2018 from 1 pm- 4 pm
  - Location is TBD