

YMPEP Planning Team Meeting

Meeting Summary, 11/13/2017

Support and Backbone Staff: Matthew Shellhart – *CHOICE*, Megan Moore– *CHOICE*

In Attendance: Yasmina Aknin – *Cowlitz County Health and Human Services*, Dianne Swanson – *Cowlitz County Health and Human Services Department*, Casey Peters – *Lewis County Public Health and Social Services*, Ben Johnson – *Mason County Public Health*, Jennica Machado - *TOGETHER*, Stacy Mueller – *True North-ESD 113*, Ginger Hake – *Wahkiakum Community Network*, Mary Goelz – *Pacific County Public Health*, and Beth Mizushima – *Grays Harbor Public Health and Social Services*

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 review previous successful YMPEP strategies, participate in a facilitated workshop discussing the 5 suggested regional strategies within the logic model, and identify the top strategies that correlate with the YMPEP targeted populations.

II. Review Previous Successful YMPEP Strategies

Previously, Matt partnered with Ben Johnson to acquire lockboxes to distribute while attending school forums on the importance of locking away substances such as marijuana. The group discussed implementing this idea but they agreed that they need more open community gatherings to reach the public and educate parents.

Also, last May, the YMPEP partnered with ESD-113 to hold a marijuana forum. There were about 50-70 people and designated speakers. The YMPEP group could grow the event into an annual event. They could spread information to law enforcement, educators, and get local communities involved.

An event coming up in January is Prevention Day. Matt encouraged The YMPEP group to inform their coalitions and community members to speak with policy makers and discuss laws surrounding prevention policies.

III. Regional Strategies and Implantation Guidance

Strategy B, P2- Educate marijuana retailers on the law and potential harms of youth marijuana use.

- Likes:
 - It is an environmental strategy that needs to be implemented
 - It hits all of the target populations
 - Builds a relationship with retailers
- Dislikes:
 - Could be costly
 - Heavy work load for certain counties

P3- Educate parents and the public on the law, potential harms of marijuana use, not to use in front of children, and to keep marijuana inaccessible to kids in the home.

- Likes:
 - Component 4- Develop a region specific education campaign
 - ❖ Lock Boxes
 - Already existing material- “Not for Kids” (WA state poison control)
 - Hits 3 out of 4 target populations
 - ❖ Low grades, direct education to parents, and inexpensive for rural communities
- Dislikes:
 - Could be costly
 - Could be time consuming
 - Negative feedback on social media outlets
 - Data collection can be difficult working with retailers

P4 – Advocate for marijuana-free school environments.

- Likes:
 - Focus on schools with high suspension rates, OSPI data, and suspension curriculum
 - Policy change
 - ESD 113 has signage
 - Promotes WA school based substance use as a policy guide (Already developed)
- Dislikes:
 - Multiple school districts per county
 - Different school policies
 - Capacity of work
 - Stepping on toes
 - Long term project
 - Difficult for kids who use medical marijuana at school
 - May need to be at the state level

Strategy C, P5 – Advocate for screen-refer-systems in health care and education settings.

Youth Marijuana Prevention & Education

- Likes:
 - Connections to youth through WIC, PAT, and Family Planning
- Dislikes:
 - Complicated data sharing
 - Do not like for immediate implementation
 - Too big for a regional approach

P6 – Educate youth on the law and potential harms of marijuana use through paid or earned media.

- Likes:
 - Cheap/Fast to tailor to local community
 - Inexpensive (Cost could vary)
 - Social norms campaign – easy because of use of HYS data
- Dislikes:
 - WA state approval of media messaging
 - Not sure youth would benefit from traditional media

Strategy D - Overall likes and dislikes

- Likes:
 - Regional effort at county level
 - Work plan amendment as needed
 - Mirroring tobacco/vape efforts throughout region
 - P8 - Align with Mason County window clings “Marijuana Free Business”
- Dislikes:
 - Politics differ by county

IV. Next Steps & Closing

- ❖ Review of action plan template – the more specific we can be, the less revision
- ❖ Next meeting is December 11th at the Mason County Public Works Meeting Room
 - 100 West Public Works Drive, Shelton, WA 98584