

YMPEP Planning Meeting

Meeting Summary, 12/11/2017

Location: 100 West Public Works Drive Shelton, WA 98584

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

In Attendance: Ben Johnson – *Mason County Public Health*, Meghan Sullivan Goldenberger – *TOGETHER!*, Teresa Lavagnino - *Healthy Living Collaborative of SW WA*, Jackie Smith - *Pacific County Health Department*, Mary Goelz – *Pacific County Public Health*, Beth Mizushima - *Grays Harbor Public Health and Social Services*, Mary Anne O’Gerra – *Thurston County Public Health*, Kateri Wimsett – *Thurston County Public Health*, Yasmina Aknin – *Cowlitz County Health and Human Services*, Dianne Swanson - *Cowlitz County Health and Human Services*, Casey Peters – *Lewis County Public Health and Social Services*, Ginger Hake – *Wahkiakum Community Network*

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 share a presentation on Social Host Ordinances, share a presentation on Youth and Driving Under the Influence of Marijuana, and identify strategies that correlate with the desired target populations.

II. Meghan’s Presentation: Social Host Ordinances (SHOs)

Meghan’s presentation introduced Social Host Ordinances that could be a possible strategy for the YMPEP Planning Team to implement into their strategic plan. She discussed what a Social Host Ordinance is, how it works, who can be a social host, and she explained the history of other cities that successfully passed a Social Host Ordinance.

The presentation can be found [here](#).

Matt wanted to point out that the current Social Host Ordinance guide is outdated and there is more current data. The guide can be found [here](#). YMPEP could work with the Liquor and Cannabis Board to update the guide by next spring, if desired. Matt expressed that this potential strategy would be impactful for our region because it does line up with the target population and the Needs Assessment.

III. Mary Ann O’Garro’s Presentation: Youth Driving Under the Influence of Marijuana

Mary Ann’s presentation reviewed the driving laws surrounding minors driving under the influence of marijuana. She also presented data surrounding different statistics of crashes related to marijuana influence.

The presentation can be found [here](#).

Matt shared that he reached out to the Executive Director of Target Zero and in the next two weeks will have meetings with all the regional leads about a potential partnership with YMPEP.

IV. Identifying Strategies: Group Discussion

During the previous meeting, the group discussed the pros and cons of each strategy in the implementation guide. Matt took that feedback and highlighted the most supported strategies from each group. He then divided everyone into smaller groups and wanted them to focus on the most supported strategies in further detail. Matt asked them to analyze how each strategy aligns with the target populations, the needs assessment, and will benefit the region as a whole.

The first strategy was Strategy C, P6: A Partnership between WA Traffic Safety Commission:

- Aligns under component 2.
- Already media developed for this strategy
 - Example of media campaign: Take data about delayed reaction while under the influence of marijuana when you're driving, which is like driving from point a to point b specifically in each county
- Increase risk/harm perception and awareness, decrease favorable attitudes of marijuana
- Hits all 4 target populations depending on what the message is
- One suggestion to focus on officer education, drug training, who hosts it, and who takes that training
- Target Zero, social norm campaign – could be potential partner
 - Could help with data and campaign promotion
 - Use data – this % of population is not using, etc.
 - Purchase social media campaign products – tailored towards different social media platforms
- Public Health would be hosts

Questions the group had around this strategy:

- Are the campaigns culturally relevant to specific communities?
- Youth are different than adults for tailoring messaging
- Even if not a direct fit, offer options for partnering – increased collaboration

The group liked idea of partnering with the state and target zero but note that it is hard to commit without knowing what it looks like.

The second strategy was Strategy D, P7: Advocate for Enforcement or Public Use Bans (Social Host Ordinances)

- Must implement at a county level if not smaller, on city level, instead of a regional approach
- Concern that it is time consuming and expensive
- Could use this strategy to collect data, gather information for stakeholders, provide information for interested parties
- Harder in rural small towns, political divides
- Concern that the civil penalty/fine would disproportionately impact low-income individuals

Youth Marijuana Prevention & Education

- Group consensus leaning more towards prevention/education, rather than enforcement/punitive
- County commissioners want to hear from the people, not state workers - potential for community building

The group decided that this strategy might be too big for them to implement into the YMPEP strategic plan, but they were interested in collecting more research around this idea such as creating a readiness assessment or pre-policy piece for this idea to see for future development. The group suggested they could interview key leaders, gather data around marijuana use with ACEs screenings, and create a generic PowerPoint that each county can tailor towards their community.

Matt reiterated that although we are laying a foundation for activities, the group can still submit an amendment that creates flexibility to change for the future if they decide a strategy is not working. Matt also mentioned for the group to not get discouraged about creating or developing media campaigns because that will be his responsibility. He will weigh in with each county with communication imbedded with the templates.

The third strategy was Strategy B, P3: Educating parents and the public on the harms of marijuana use

- Matt brought up the idea of a lock box partnership, which could create an education piece with marijuana retailers
- Develop campaign to educate why it's important to lock up marijuana
- Doesn't align with the target populations – targets younger children, not teenagers
- Data does not support that lock boxes are a deterrent for teens
- Could focus on the safety piece of locking up anything harmful
- DBHR adult survey could add a few questions around this
- Focus on education around locking it up/create a pilot project around lock boxes in Mason County

The group was not against this idea but there was concern. Since the Public Health Department is already developing public health improvement through suicide prevention, opioid use, and other programs, they could potentially set aside some funding for marijuana prevention. Matt expressed hesitation of grouping marijuana with everything else because he doesn't want to deter attention from marijuana prevention but rather have independent mentioning of marijuana campaigns.

V. Next Steps and Closing

- Next meeting is January 8th, 2017 from 1 pm – 4 pm, at Grays Harbor Public Health Department
- 2109 Sumner Ave, Aberdeen WA 98520