Protect What’s Next: Youth Prevention In Colorado

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Retail Marijuana Education Program
Colorado Department of Public Health & Environment
CDPHE & Marijuana

1. Data and Trends
2. Retail Marijuana Education Program
3. Medical Marijuana Registry
4. Laboratory testing and assurance
5. Food safety
6. Waste disposal
7. Medical Marijuana Research Grants
Marijuana Literature Review

- Health Effects
- Use & Trend Data
- Public Health Statements

www.colorado.gov/cdphe/marijuana-health-report
Youth Use in Colorado

YOUTH MARIJUANA USE REMAINS RELATIVELY UNCHANGED

- 2009: 43% (Have used marijuana at least once in their lifetime)
- 2011: 39% (Have used marijuana at least once in the last 30 days)
- 2013: 37% (Have used marijuana at least once in the last 30 days)
- 2015: 38% (Have used marijuana at least once in the last 30 days)

Healthy Kids Colorado Survey, 2015
Youth Use in Colorado

CO YOUTH CURRENT MARIJUANA USE COMPARED TO THE NATIONAL AVERAGE

- Colorado Average: 21.2%
- National Average: 21.7%

MARIJUANA USE

4 out of 5 (78%) Colorado high schoolers, have **NOT** used marijuana in the last 30 days.

Healthy Kids Colorado Survey, 2015
Protective Factors

ADULTS CAN HELP REDUCE YOUTH MARIJUANA USE

Supportive Teachers:
Youth who agree that teachers care and encourage them are 1.7x LESS likely to use.

Talking with Parents:
Youth who can ask a parent/guardian for help are 1.6x LESS likely to use.

Family Rules:
Youth who have clear family rules are 1.7x LESS likely to use.

Parents’ Opinion:
If a parent feels like it’s wrong, their children are 4x LESS likely to use.

Healthy Kids Colorado Survey, 2015
Retail Marijuana Education Program

- Public Awareness Campaigns
- Education and Prevention
- Colorado.gov/Marijuana
- Statewide Integration
- Evaluate
Effective Marijuana Prevention

SAMHSA’s Center for Substance Abuse Prevention Strategies:

• Policy Strategies that Prevent Access
• Community-based Coalitions
• Evidence-informed Health Education Curricula
• Social Marketing: Change Norms
## Policy Strategies to Prevent Youth Access

### Effective Policies & Programs to Restrict Youth Access & Exposure to Drugs/Alcohol

Applications for Marijuana

The recommendations and best practices listed below are based on research to effectively restrict access and prevent use by youth to substances such as alcohol and tobacco.

<table>
<thead>
<tr>
<th>Policies to Limit the Availability or Accessibility of the Substance for Youth</th>
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<tbody>
<tr>
<td><strong>Recommendations and Best Practices from Other Substances:</strong></td>
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<tr>
<td>1 Price Increase the Unit Price [Tobacco: Community Guide] (Alcohol: Community Guide)</td>
</tr>
<tr>
<td>2 Place Smoke-Free Policies [Tobacco: Community Guide]</td>
</tr>
<tr>
<td>3 Smoke-free parks/amusement parks/other public spaces [Tobacco: TobaccoFreeParks.org]</td>
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</tbody>
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bit.ly/MJ_Policies
Community-Based Coalitions

- Colorado Communities in Phases 1 & 2
- Funding for 5 years
- 48 communities/counties

Photo credit: The University of Washington, Center for CTC
Community Outreach

Photo courtesy of CREA Results

Photo courtesy of IDEA Marketing
Colorado Funding Direct Youth Services

- Evidence-based Curricula
- School Health Professionals Funding
- Bullying Prevention Grants
- Mentoring/After School Program Funding
- MJ-Free Schools resources
- Health care provider resources
Social Marketing Campaigns

1. Good to Know
2. Good to Know - Trusted Adult
3. Good to Know - Pregnant and Breastfeeding
4. Protect What’s Next
5. Lo Que Debes Entender
Best Practices: Public Health Communication

1. Segment the audience
2. Listen to their perspectives
3. Test the message
4. Go to the audience
5. Keep listening and adapting
Campaign Timeline

- **JAN 2015**
  - Good To Know launch
- **JULY 2015**
  - Trusted Adult Messaging launch
- **AUG 2015**
  - Protect What’s Next Youth Campaign launch
- **HOLIDAY 2015-16**
  - Trusted Adult sponsored and social content continues to encourage conversation
- **JUNE 2016**
  - Goal Getter, goal discovery portal, launch
- **OCT 2016**
  - Universal Symbol messaging launch
- **FEB 2015**
  - Good To Know TV Spot airs
- **AUG 2015**
  - Lo Que Debes Entender launch
- **HOLIDAY 2015-16**
  - Lo Que Debes Entender New TV Spots air
- **JUNE 2016**
  - Updated and expanded Good To Know site launch with content for tourists
- **JUNE 2016**
  - Pregnant and Breastfeeding Women messaging launch
Youth Prevention: A Two-Sided Approach

- Authentic and relatable
- Positive focus
- Youth ownership
- Easily shared peer-to-peer

- Engage adults that youth trust
- Support these adults to discuss laws/health effects
Approach 1: Trusted Adults

**Objective:** Leverage trusted adults to reinforce the reasons not to engage in underage marijuana use.
Campaign Resources

TALKING TO YOUTH

THE BASICS

Starting a conversation about retail marijuana with young adults can help prevent youth from using before they turn 21. These tips can help you get a successful conversation started.

AGES 13-16

START THE CONVERSATION

According to the 2018 Healthy Kids Colorado Survey, youth with supportive parents, teachers, coaches and other adults are less likely to use marijuana before age 21. That’s why it’s important to start the conversation with youth before they first try marijuana. Start the conversation early, but don’t try to squeeze in the conversation on their way to school, or when you only have a few minutes. Decide when the time is right for both of you.

LISTEN

Be a good listener. Get their opinion. Don’t talk too much or down to them. If they allow you to be heard, they’re more likely to listen when you speak.

TALK ABOUT FRIENDS

Know who their friends are, what they’re like and how they feel.

PROMOTE SELF-CONFIDENCE

Teach youth that marijuana use is not something to be identified around. If they want to achieve their goals, being labeled a “pothead” could ruin their image to potential employers or even to someone they may want to date.

KEEP YOUR RELATIONSHIP STRONG

Let them know you’re on their side. You want them to make the best decision for themselves.

YOUR INFLUENCE MATTERS

You might be surprised at how much influence your words, actions and opinions can have on youth choices.

HELP THEM ACHIEVE THEIR GOALS

Help youth to achieve the passions, hobbies, dreams and interests they want for themselves, and prioritize these interests even using retail marijuana. If they’re focused on goals that are meaningful to them, they’re less likely to let marijuana get in their way.

AGES 17-20

KEEP THE CONVERSATION GOING

Even if you’ve talked before, youth issues and opinions change all the time. So, if you’re ever stuck, your role isn’t to give pressure, but to help them find more pressure moments.

STAY CONNECTED

Be involved in their life. It will help you be able to key into what they’re thinking and feeling.

SET EXPECTATIONS

Be clear about rules and expectations. Stick to the rules you set and be serious about consequences.

HELP THEM ACHIEVE THEIR GOALS

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2017 NATIONAL CANNABIS SUMMIT
Approach 2: Protect What’s Next

**Objective:** Establish a prevention campaign that deters the use of recreational marijuana by CO youth ages 12-20. Encourage youth to stop and think about their goals and how marijuana can get in the way.
Reaching Youth: Digital Tactics

Go on the adventure of a lifetime with Protect What's Next Adventures! Ramp up your rock climbing skills or become an Insta pro by learning how to turn your hobby into more than just a hobby. Sign up today and check back for new Adventures at protectwhatsnext.com/adventures

Focus on Your Future
Underage retail marijuana use comes with consequences that can negatively impact your goals and plans. Learn what these consequences are so you understand how using marijuana can affect your life now, and in the future.
Reaching Youth: Adventures
Reaching Youth: Protect What’s Next Challenge

- 62 middle schools participated
- More than 15,000 Challenges submitted
- Four $10,000 grand prizes distributed
Engaging Youth

- Constantly updating campaigns in real-time based on performance/metrics
- Incorporate youth feedback for campaign content
  - Youth Advisors Program
  - Youth Partnership for Health
Evaluation + Next Steps

- Youth exposed to the PWN campaign were significantly more likely to agree that marijuana made it harder to think and do things (34% vs. 26%).
- Additionally, youth exposed to the campaign were significantly more likely to believe that marijuana affected one’s body and caused cravings (36% vs. 26%).
Evaluation + Next Steps

English speaking adults who live with children had:

- A significant increase (11.6%) in plans to talk to children about the risks of using marijuana once they are old enough;
- A significant increase (10.5%) in the perceptions of risk for a teenager using marijuana once a week; and
- A significant increase (3.9%) in the perceptions of risks of storing marijuana in open containers in a home with children or teens.
Questions?

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