I Perform Above the High: A Youth-Led Campaign to Prevent Marijuana Use

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As required by the 2019 NACS Conference

I/we have signed a disclosure statement and note the following conflict/s of interest:

- No conflict of interest
Objectives

- Generate ideas for implementing marijuana prevention campaigns in local communities
- Become familiar with effective multi-faceted strategies designed for substance use prevention education activities
- Learn strategies for collaborating with youth partners in policy work and coalitions
Who we are:

The California Health Collaborative is a nonprofit organization based in Fresno that is committed to enhancing the quality of life and health of the people of California, particularly the underserved and underrepresented.
Marijuana Use by Fresno County Youth

Fresno County Student Insight Survey: 2017-18

- Lifetime Use – 30% had used marijuana at least once
- 17% used marijuana 4 or more times
- 30 Day Use – 18% had used marijuana 1 or more days in the last month
- 6% had used marijuana 10 days or more in the last month

*n=6434
## Program Overview

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iPATH Campaign

- Local school/community Youth Advisory Boards (YAB)
- YAB members are trained as local advocates for marijuana use prevention efforts.
- Primary goal of de-glamorizing marijuana use and challenging the social norms that promote drug use in their communities.
iPATH Campaign

- Youth involved in iPATH come from diverse educational, ethnic and socio-economic backgrounds.
- Youth take part in planning for program activities including collecting data, community needs assessments and asset mapping.
Youth Engagement Approach

- Creating partnerships where youth are acknowledged and treated as peers with equal decision making authority
- Offering opportunities for meaningful sustained participation that allow youth to become fully engaged in the issues that impact them most (take action and see the results)
- Demonstrating that youth can inform and impact community decisions
Engaging Youth in Data

- Youth are engaged in working with local data collected in local schools to identify environmental prevention strategies that may best impact marijuana use in their communities.

- Youth collaborate with other adults from various sectors in the community to identify joint solutions (no pun intended) to preventing youth access to marijuana and the glamorization of marijuana in our communities.
Youth Coalitions

- Youth Coalitions meet once a week to implement their identified strategies and campaigns.

- Meetings are structured to allow time for discussion on current issues and trends with marijuana use that may assist prevention staff. Youth also receive opportunities to discuss these issues on how they impact youth in an effort to build confidence in discussing the need for marijuana use prevention efforts in their community.

- Youth learn every level of campaign planning from community assessment to implementation to evaluation.
Examples of iPATH Youth Engagement Activities

CHC’s Mobile Unit is utilized at events on school campuses and in the community. It was designed by youth attending the 2018 Youth Empowerment Summit.
Fresno County Youth Activities

**Educational Campaigns**

- Radio PSA Campaigns
- Billboard Campaigns
- Poster Campaigns
- Local Trainings for Youth
Targeted Campaigns – Hash Oil/Edibles

- Youth in various Fresno County communities are tackling the issue of e-cigarette use and marijuana edibles by educating elected officials on butane hash oil and electronic cigarettes in an effort to curtail the use of BHO in public venues.
Partnering with Tobacco Control

- Tobacco-Free & Marijuana Free/Vape Free Parks - Youth are collaborating with tobacco-control advocates to include marijuana language in order to ensure marijuana users don’t identify loopholes
Fresno County Youth Activities

Media Policy Activities

- Youth advocates worked with local media partners to engage them in marijuana prevention efforts – and stop glamorizing marijuana use.
Meetings with Elected Official & Law Enforcement

- Youth are training and collaborating with law enforcement to educate communities on the impact of marijuana use among youth and encourage communities to opt out of marijuana sales.
Fresno County Youth Activities

Social Media Campaigns

- Deglamorizing marijuana use and educating the community through social media efforts particularly on dates highly promoted for marijuana use (April 20th)/local marijuana events
Lessons Learned

- Well informed, engaged and confident youth can influence change
  - Provide training and technical support commensurate with demonstrated abilities and readiness level
  - Youth should be considered partners, not tokens, with equal decision making authority

- Successful youth engagement is often a reflection of appropriate adult involvement

- Tobacco control programs are great partners in marijuana prevention efforts

- Creating opportunities for youth to be at the table in marijuana prevention also creates opportunities for all sectors to benefit from learning from youth about the issues that impact them the most