Youth Prevention Strategies

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Jessica Neuwirth, Retail Marijuana Education Program Coordinator
Colorado Department of Public Health and Environment
Building a Framework for Public Health & Retail Marijuana
Statewide Coordination
Data Trends & Health Effects

MARIJUANA USE

4 out of 5 Colorado high school students have NOT used marijuana in the last 30 days.
Responsive Regulatory System
What informs our prevention efforts for youth?
Shared Risk & Protective Factors

- Social Norms
- Economic Stability
- Resilience
- Connectedness
- Behavioral Health
# Learnings from Alcohol & Tobacco

## 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.

### Policies to Limit the Availability or Accessibility of the Substance for Youth

<table>
<thead>
<tr>
<th>Recommendations and Best Practices from Other Substances</th>
<th>State-level Policies to Prevent Youth Access to Retail Marijuana:</th>
<th>Local Level Policy Considerations to Prevent Youth Access:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Price</strong> Increase the Unit Price [Tobacco: Community Guide] (Alcohol: Community Guide)</td>
<td>Proposition AA passed in 2013 permitting a 15% excise and 15% sales tax on all retail marijuana (updated from 10% on July 1, 2017 per Senate Bill 17-267).</td>
<td>If local communities need additional funding to support efforts to restrict youth access and prevent use among youth, communities have the ability to increase local taxes (excise and/or sales) on marijuana to fund local prevention work. Where possible, earmark the taxes for prevention efforts dedicated to a specific agency. Local tax measures have to be put to the voters of that jurisdiction.</td>
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<td><strong>2 Place</strong> Smoke-Free Policies [Tobacco: Community Guide]</td>
<td>Senate Bill 13-283 added marijuana to the Colorado Clean Indoor Air Act, banning smoking of marijuana in all public indoor areas. The state could consider strengthening the definition of smoking in the CCIAA to include vaporizers/e-cigarettes.</td>
<td>Local governments may consider strengthening the definition of smoking to include vaporizers/e-cigarettes. Several municipalities in Colorado have updated their smoke-free code (Durango, Edgewater, Fort Collins, Lakewood). Additionally, local governments can define &quot;public&quot; use in a manner that allows private clubs for marijuana consumption. It is important that public health advocate for definitions that protect health.</td>
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<td><strong>3 Smoke-Free parks/amusement parks/other public spaces</strong> [Tobacco: TobaccoFreeParks.org]</td>
<td>Senate Bill 13-283 made it illegal to use (smoke or consume) all marijuana and related products in any indoor or outdoor public space, including sidewalks, parks, amusement parks, playgrounds, and outdoor patios.</td>
<td>Local prevention programs and governments may work to increase enforcement of the ban on public use, including broad education about requirements.</td>
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Surveillance Data

**Marijuana Use**
4 out of 5
81% of Colorado youth DO NOT use marijuana.

**Current Use**
Colorado compared to the national average
- National Average: 20%
- Colorado Average: 19%

**Youth Marijuana Use Remains Relatively Unchanged Since Legalization**

**How Youth Usually Use Marijuana**
Among youth who currently use, usual method of use
- Smoke: 78%
- Eat*: 10%
- Dab*: 8%
- Vape: 4%
Formative Research

Asked young people, what do you think about...

- Marijuana in Colorado?
- Health statements?
- Why do you use?
- Why don’t you use?

Focus Groups & In-depth Interviews
Rural and Urban Youth
Ages 12 - 20
What does youth prevention look like?
Communities that Care
Grassroots Coalition Building
---
Positive Youth Development
Training System
---
Equip Parents
with “Start the Conversation” workshops
---
Educate
Clinicians and Providers in Schools
---
Education & Resource Guide
bit.ly/MJ_Resource
Initial Education + Prevention Campaigns
New, Comprehensive Campaign

RESPONSIBILITY  
— Grows Here —

TIPS FROM MEG THE BUDTENDER

Say hello to Meg, Colorado’s trusted budtender. She’s here to educate adults 21 and older on marijuana laws, its effects, and how to use it responsibly.

Trusted Adults  .  .  .  .  Youth  .  .  Pregnant & BF Women  .  .  Marijuana Consumers  .  .  MJ Retailers
FIND YOUR MOMENT

There are many important moments in life that can shape your future. Moments where you find out what you’re passionate about, make new friends and earn the trust and freedom that come along with growing up.

It’s important to understand how using marijuana before you are 21 can get in the way of these moments.
YOUR WORDS HAVE POWER

Adults can forget about the power that their words can have on youth.

This campaign will remind parents, coaches and other influential role models just how important their words can be and encourage them to speak with youth about underage marijuana use.
Campaign Tactics - Youth

- Digital Banners
- Digital Video / Advanced TV
- Digital Radio
- Social Media
- Website
- Public Relations
- Search Engine Marketing
Paid Media Strategic Considerations

- Statewide reach for all audiences.
- Media tactics based on audience population size and how they consume media.
- Targeted media based on behavior & context helps avoid waste.
- Guarantee continuous presence in strategic “evergreen” tactics.
Thank you

Jessica Neuwhirth
Prevention Services Division
Colorado Department of Public Health and Environment
Jessica.neuwhirth@state.co.us