Marijuana and Youth Prevention: An Inclusive & Interactive Approach

LEE ANNE DODGE, MS, PS-C

CALEB GILBERT, MSW, PS-C
Learning Objectives

Upon completion of this course, Participants will be able to:

- Describe three important considerations in the development of effective prevention messaging addressing youth marijuana use by utilizing the Strategic Prevention Framework; and

- Utilize this information in their work with youth prevention.
Introductions

- Who are we?
- Who are you?
Introductions

Sustainability and Cultural Competence

- Assessment
- Capacity
- Planning
- Implementation
- Evaluation
Gathering information: Quantitative & Qualitative

- Quantitative:
  - State Student Health Survey
  - State Epidemiological Outcomes Workgroup (SEOW)
    - www.maineseow.com

- Qualitative:
  - Focus Groups
  - Key Informant Interviews
  - Capitalize on Partnerships:
    - Ex: Youth leadership summit
Assessment

• Consider pulling together a work group of local stakeholders who know the community
  ○ This work group will assist throughout the entire process

• Hot-Spot Mapping
  ○ Activity: Map out a hypothetical place- Share ideas from towns/cities that you are familiar with
<table>
<thead>
<tr>
<th>Domain</th>
<th>Risk</th>
<th>Protective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Level</td>
<td>Truancy, impulsivity, high sensation seeking, depression (f), anxiety, bullying (f), positive attitudes towards use, belief that it relaxes/reduces tension, early onset of cigarette and alcohol use,</td>
<td>Self-control/emotional mgmt., refusal assertiveness, intention not to use, having future aspirations (f), good sleep habits,</td>
</tr>
<tr>
<td>Parent/Family</td>
<td>Higher parental education and income, inconsistent and decreasing monitoring and communication, divorced or separated, parents who some cigarettes, foster care and homelessness,</td>
<td>Father communication (m), parental monitoring,</td>
</tr>
</tbody>
</table>
## Assessment

<table>
<thead>
<tr>
<th>Domain</th>
<th>Risk</th>
<th>Protective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer</td>
<td>Having friends who use, normative beliefs about peer use</td>
<td>Having fewer friends who use, having a friend with an authoritative mother</td>
</tr>
<tr>
<td>Community</td>
<td>Increasing presence of abandoned structures, community norms favorable to use, law enforcement permissive of use, high rates of crime (rural),</td>
<td>Neighborhood cohesion,</td>
</tr>
</tbody>
</table>

**CAPT Tool:** Strategies and Interventions to Prevent Youth Marijuana Use:  
Assessment

- Things to consider during assessment - *Intention to Use*:

  - Refusal & decision making skills
  - Parent or caring adult disapproval
  - Perception of harm
  - Peer use

  Perception that marijuana is easy to access
  Belief that marijuana will relieve tension and help relax
  Having future aspirations (protective factor)

what else might impact "intention to use"?

Capacity

- Who has experience working with media firms?
  - Are they linking to what the assessment says?
  - Don’t be afraid of questioning their “expertise.”
  - Involve youth in the process.
  - Share what you know.
• Pitfalls: What happens when working with media firms that lack capacity?
Capacity

- Stoner Sloth: https://www.youtube.com/watch?v=7rHm8GbTHyE
- Talking Shoe
- Gone Missing
- Keep me off the Grass
- Precautions around edibles demonstrations: How young is too young?
Look into other states (CO) established a connection with states that have legalized marijuana

- **Lab Rat:**

- **Protect what’s next:** [http://protectwhatsnext.com/](http://protectwhatsnext.com/)
- **Good to know CO:** [http://goodtoknowcolorado.com/](http://goodtoknowcolorado.com/)
- **Driving High:** [https://teens.drugabuse.gov/blog/post/colorado-uses-humor-highlight-drugged-driving-laws](https://teens.drugabuse.gov/blog/post/colorado-uses-humor-highlight-drugged-driving-laws)
- **Above the Influence:** [https://www.youtube.com/watch?v=k-EkHuHkFvA](https://www.youtube.com/watch?v=k-EkHuHkFvA)
Capacity

- Where else are youth hearing messages?
  - Consider building capacity with adults who work with youth
    - Schools
    - Colleges
    - Regional Tech Centers (CTE)
Planning

- Where
  - What is the best format and where will youth see the messages?

- When
  - Is there a particular time of year that should be targeted?

*What are some things that work well for you during the planning step?*
Implementation

- Relied on partnerships with key stakeholders who are able to disseminate far and wide.
  - We heard them in testimony from youth during public hearing for marijuana legalization bill (2015).
Implementation

- Maine’s Youth Presentation:
  - There is an accompanying script and webinar.
  - Presentation link sent to Maine health educators through the DOE.
  - Community Prevention Providers partner with local schools to present.

**HERE IT IS!!**

http://prezi.com/d9aytjpbf1hc/?utm_campaign=share&utm_medium=copy&rc=ex0share
Implementation

- College Presentation Created
  - Addresses electronic vaping devices
  - Originally created to target Resident Assistants
  - BASICS (assessment tool)
  - Prime for Life

**HERE IT IS!** But before we begin, who would like some baked goodies!?

- [https://prezi.com/vjzgipgqcrdn/addressing-substance-use-on-campus/](https://prezi.com/vjzgipgqcrdn/addressing-substance-use-on-campus/)
Evaluation

• Look at formal quantitative tools to track trends
  o State student health surveys, SEOW, Behavioral Risk Factor Surveillance System (BRFSS), etc.

• Qualitative
  o Seek feedback from partners about how the messages were received.
  o Seek feedback from youth a youth serving organizations.
Cultural Competence

- Know local conditions
- Cultural competence of media firms
- Embrace cultural humility
Sustainability

- How do you keep it going when funding changes?
- Sustaining doesn’t mean keeping the same. Make it a fluid process (remember the SPF is not a linear process).
Future Considerations

- Emerging trends we are hearing about in Maine:
  - Vaping
  - Edibles
  - Dabs
Future Considerations

- An Emerging Trend:

![Bar chart showing usage of electronic vapor products](chart.png)

- Electronic Vapor Products
- Lifetime: 33.5%
- Past 30-Day: 18.4%
- Source: Maine Integrated Youth Health Survey
Future Considerations

- An Emerging Trend:
  - Vaping Prevention Campaign out of Bangor:
    
    https://www.youtube.com/watch?v=w9j467uTl8M
Future Considerations

**Marijuana Legalization:**

- States that voted to legalize Marijuana via Citizens’ Initiative in 2016:
  - Maine
  - Massachusetts
  - Nevada
  - California

- This adds to the list of already legalized States: Alaska, Colorado, Oregon, & Washington

*What does this mean for prevention?*
Other Strategies

Maineparents.net

- **Information for parents:**
  [http://maineparents.net/TeensandMarijuana/index.htm](http://maineparents.net/TeensandMarijuana/index.htm)

- **Interactive “drug room:”**
  [http://maineparents.net/Teenroom/index.shtml](http://maineparents.net/Teenroom/index.shtml)
Questions?

Lee Anne Dodge: ldodge@southportland.org

Caleb Gilbert: caleb.gilbert@opportunityalliance.org