



February 17, 2023

Monthly coalition meeting

Today's agenda

Agenda Items	Time	Lead
Welcome, Introductions and Team Building	9:05	Mary Segawa WHY Co-Chair
Department of Health Agency Update	9:20	Heidi Glesmann
Hot Topics <ul style="list-style-type: none">• Legislative Update<ul style="list-style-type: none">○ Prevention Voices○ WASAVP○ Other• THC Fact Sheet Update	9:40	Megan Derek/Stacey Members Harrison
Communications Team	10:20	Kendra
Meeting wrap up	10:25	Martha
Round Table Member updates	10:30	
• Adjourn	11:00	Mary Segawa WHY Co-Chair

Do you recognize these slogans?

Think different.
~ Apple

We bring good things to life.
~ General Electric

Don't live life without it.
~ American Express

There are some things money can't buy. For everything else, there is MasterCard

Open happiness.
~ Coca Cola

Just do it.
~ Nike

Bet you can't eat just one.
~ Lays

The relentless pursuit of perfection.
~ Lexus

I'm lovin' it.
~ McDonalds

The happiest place on earth.
~ Disneyland

Just keep swimming.
~ Dory from Finding Nemo

The quicker picker upper.
~ Bounty

Snap! Crackle! Pop!
~ Rice Crispies

The best or nothing.
~ Mercedes-Benz

The ultimate driving machine.
~ BMW

You're in good hands.
~ Allstate

That was easy.
~ Staples

Have it your way.
~ Burger King

What's in your wallet?
~ Capital One

Confidence in Motion.
~ Subaru

Let's go places.
~ Toyota

Belong anywhere.
~ Airbnb

Opening question

Thinking of a slogan on the previous slide or another not mentioned, what is a slogan that describes how you are feeling today?



Agency Update: Department of Health

Heidi Glesmann



YOUTH CANNABIS & COMMERCIAL TOBACCO PREVENTION PROGRAM

Program and Organizational Update – 2/17/2023

YCCTPP Mission Statement:

The Youth Cannabis and Commercial Tobacco Prevention Program's (YCCTPP) mission is to:

- Prevent initiation and reduce cannabis and commercial tobacco use by youth ages 12-20,
- Support adults and peers who influence these youth,
- Leverage resources for promoting and supporting commercial tobacco dependence treatment for all ages,
- And reduce cannabis and commercial tobacco-related inequities within Washington State.

YCCTP Program Goals:

- Establish Networks that foster collaboration and innovation in youth cannabis and commercial tobacco use prevention.
- Promote sustainability through evaluation, program, and personnel development, and establishing relevancy to current issues.
- Promote equity through centering voices of those who endure inequities, building a space for those with lived experience, while acknowledging past oppression and the harm it has caused to communities.
- Utilize upstream prevention approach by drawing from existing science-based frameworks to create policy, systems, and environmental change.
- Leverage partnerships and resources to have universal barrier-free access to commercial tobacco dependence treatment.

YCCTPP Core Values:

YCCTPP Centers Equity through the utilization of these core values:

- **Collaboration:** We are committed to our partners in this work and understand to best serve Washingtonians; we must practice transparency and work with our communities.
- **Excellence:** We strive to demonstrate best practices, high performance, and compelling value in our work every day.
- **Innovation:** We are committed to being adaptable and flexible with our approach, looking to new ways to address the needs of Washingtonians.
- **Seven Generations:** Inspired by Native American cultures, we seek wisdom from those who came before us to ensure our current work protects those who will come after us.
- **Stewardship:** We are committed to ensuring funds are spent in a way that prioritizes those in Washington State with high need.

YCCTPP Objectives 1/2

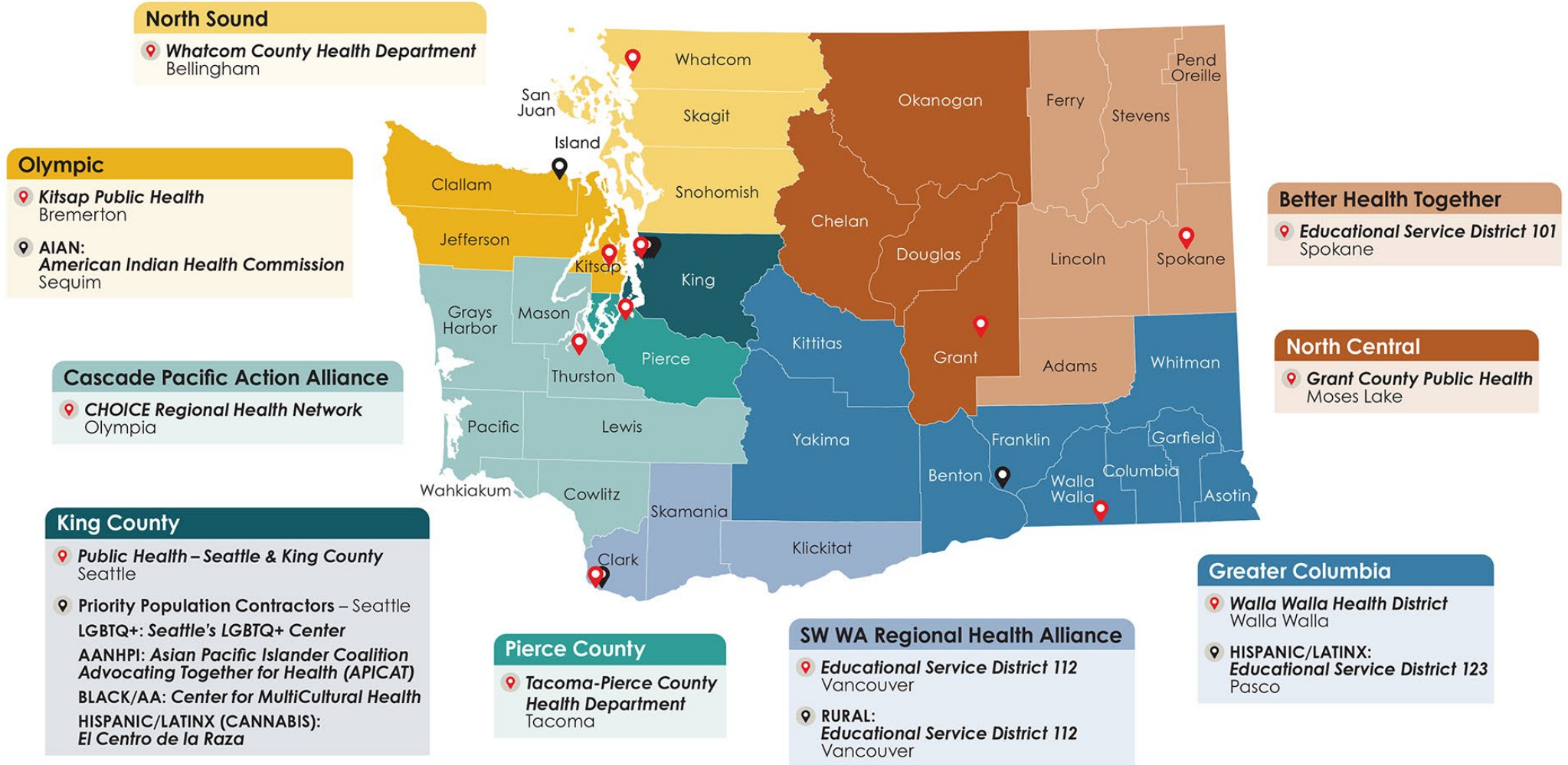
- Decrease percentage of 10th grade students (statewide) who have used cannabis and commercial tobacco on at least one day in the past 30 days.
- Decrease percentage of 10th grade students who have used cannabis and commercial tobacco on at least one day in the past 30 days in African American/Black, Latino/Hispanic, Asian/Pacific Islander, American Indian/Alaska Native, and LGBTQ+ population.
- Decrease the percentage of 10th grade students who first used cannabis and commercial tobacco before they were 14 years old.

YCCTPP Objectives 2/2

- Identify and eliminate commercial tobacco-related disparities
- Prevent youth and young adults from beginning to use commercial tobacco
- Increase quitting among commercial tobacco users
- Eliminate exposure to secondhand smoke

Youth Cannabis and Commercial Tobacco Prevention Program (YCCTPP)

Regional Network and Priority Populations Contractors



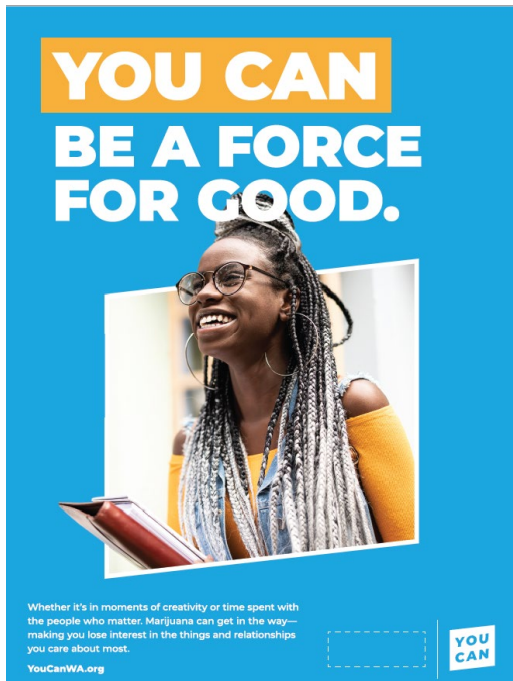
YCCTPP Report Out:

EXAMPLES OF CURRENT PROJECTS

Media



Statewide (Cannabis)



- Expansion of *You Can* Assets
- Recently completed Media Buy, with over 47 million impressions



Tailored Media (Cannabis)

- Peer to Peer education and outreach program tailored for LatinX/Hispanic youth
- Featuring digital trivia and youth ambassador testimonials about their choice to not use cannabis

Priority Population Partners



Seattle LGBTQ Center



- Developed a queer and trans affirming coloring book celebrating substance free spaces and lifestyles
- 18 coloring page submissions by youth artists
- Available in print and online



ESD 123

- Formed a cessation workgroup and developed 2 surveys to assess cessation treatment landscape in LatinX/Hispanic community
- Survey will help develop a culturally appropriate cessation toolkit

What Tobacco Cessation Resources are Helpful for You?

When it comes to quitting smoking or vaping commercial tobacco and other nicotine products, what types of messages, tools, and materials are helpful to you?

We want to hear from you!

Your feedback will help us create better resources and support for you and the community.
Your answers are anonymous, we will not collect personal identifiable information or contact you directly.

Regional Partners



Pierce County

Help your community overcome tobacco use.
Advance your career as a Certified Tobacco Treatment Specialist.

- Promoting and offering cessation treatment specialist training to build capacity for local treatment options for tobacco users in Pierce county



Better Health Together

Youth who register will receive a beanie, bag, be entered for raffle prizes and so much more!!

Join us on
SATURDAY FEB 25TH, 10-3PM

Calling all High Schoolers for a
REGIONAL YOUTH LEADERSHIP CONFERENCE

NEW DATE!!

NEW ESD 101, Talbott Center
4202 S Regal St
Spokane, WA 99223

Save your spot



**FREE MOBILE COFFEE TRUCK!
FREE TRANSPORTATION!**

Questions?
Contact Kirsten Fuchs (kfuchs@esd101.net) or Lorraine Holokai (lholokai@esd101.net)

<https://tinyurl.com/4y2h5dn8>

- Hosting a youth leadership conference February 25, 2023
- Goal is to develop leadership skills of youth in the region, and across the state.

Regional Partners



Southwest Washington

USE YOUR VOICE!
A FREE, YOUTH-LED TRAINING

Open to **Washington State youth** ages **12-18** interested in mental health, youth substance prevention, policy change, or improving public speaking skills.
No volunteer or leadership experience is necessary!

- **Q+A session with state lawmakers**
- **Youth-led, interactive workshops**
- **Youth-to-youth conversations about:**
 - What topics are affecting **youth** *right now?*
 - How can I make a difference if I can't vote yet?
 - Will lawmakers even listen to **me?**
 - How are **laws** made?

Register Here!
December 7th & 8th
Start: 5:30 PM
Finish: 7:30 PM
bit.ly/useyourvoice2022

IN-PERSON
ESD 112 Conference Center
2500 NE 55th Ave
Vancouver, WA 98661

ZOOM

FREE CHIPOTLE PROVIDED!

- December 2022, ESD 112 held a youth led training which focused on substance prevention and policy change
- 70 youth attended



North Sound

- Supporting schools in implementing effective and equitable Substance Use Discipline Policies
- In Partnership with Cascadia Youth Mental Health
- Currently working to implement in 2 schools in region

YCCTPP Report Out:



UP AND COMING



Up and Coming Projects

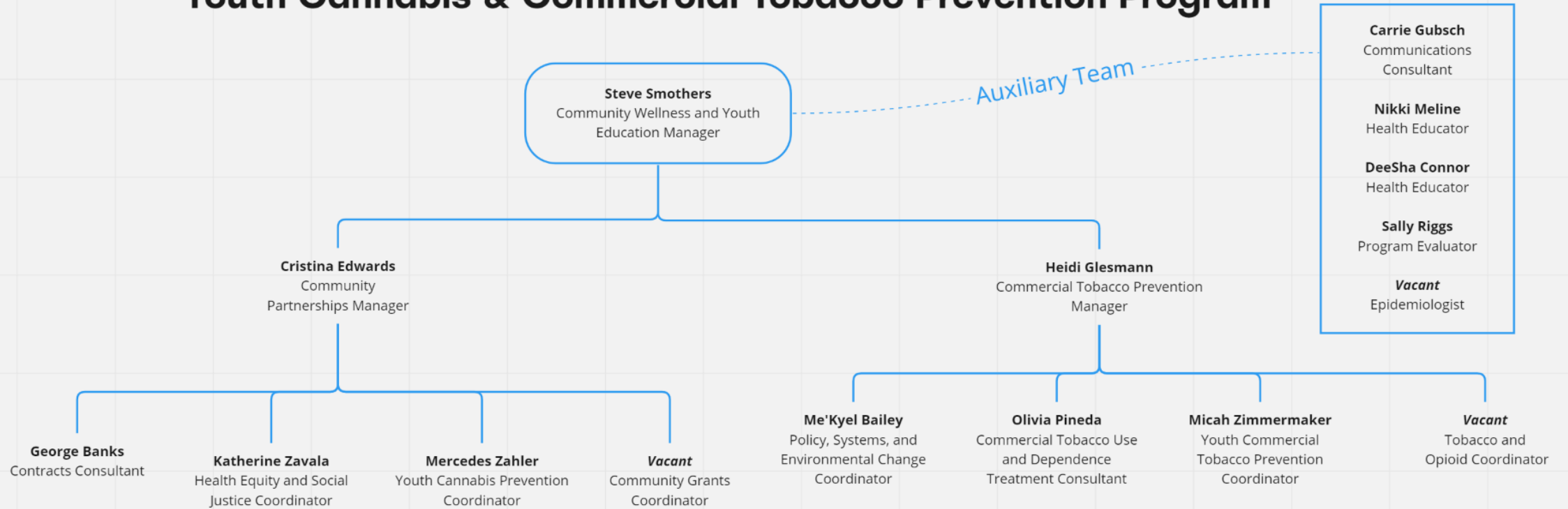
- Statewide Commercial Tobacco Youth Media Campaign
- Community Capacity Building Grants Program
- Statewide Menthol Commercial Tobacco Project
 - Capacity Building with Center of Black Health and Equity
 - Tailored Media
 - Cessation Toolkit (partnership with CMCH, funded by ASTHO)

YCCTPP Report Out:

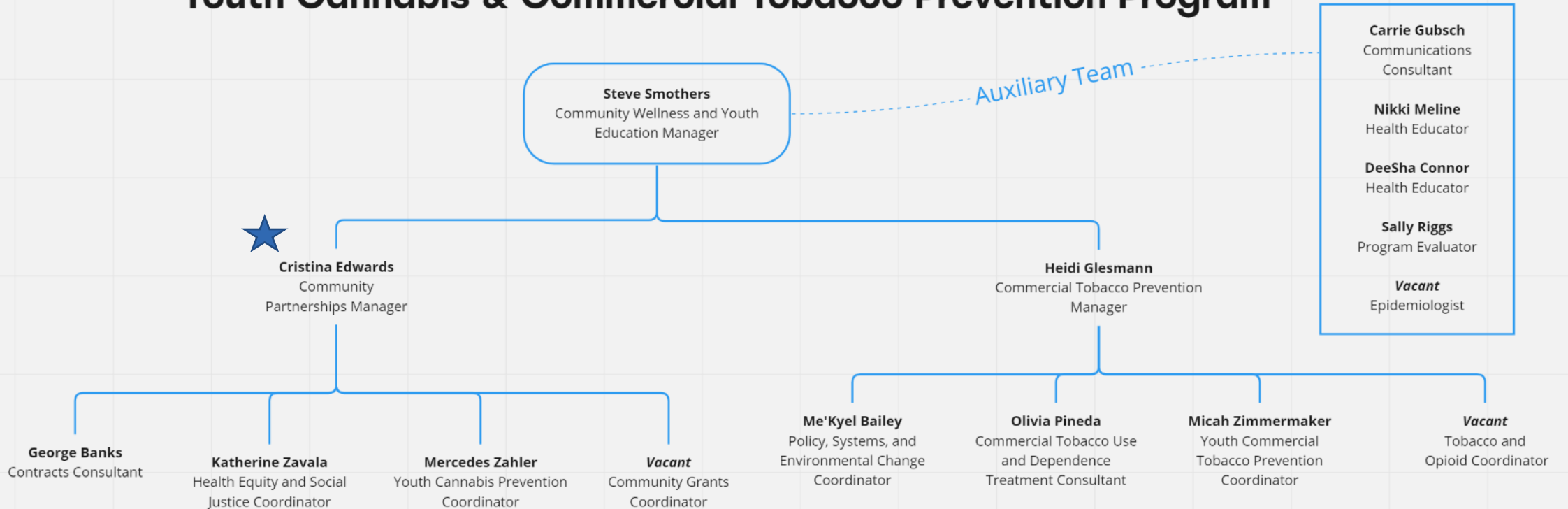


ORGANIZATIONAL UPDATE

Youth Cannabis & Commercial Tobacco Prevention Program

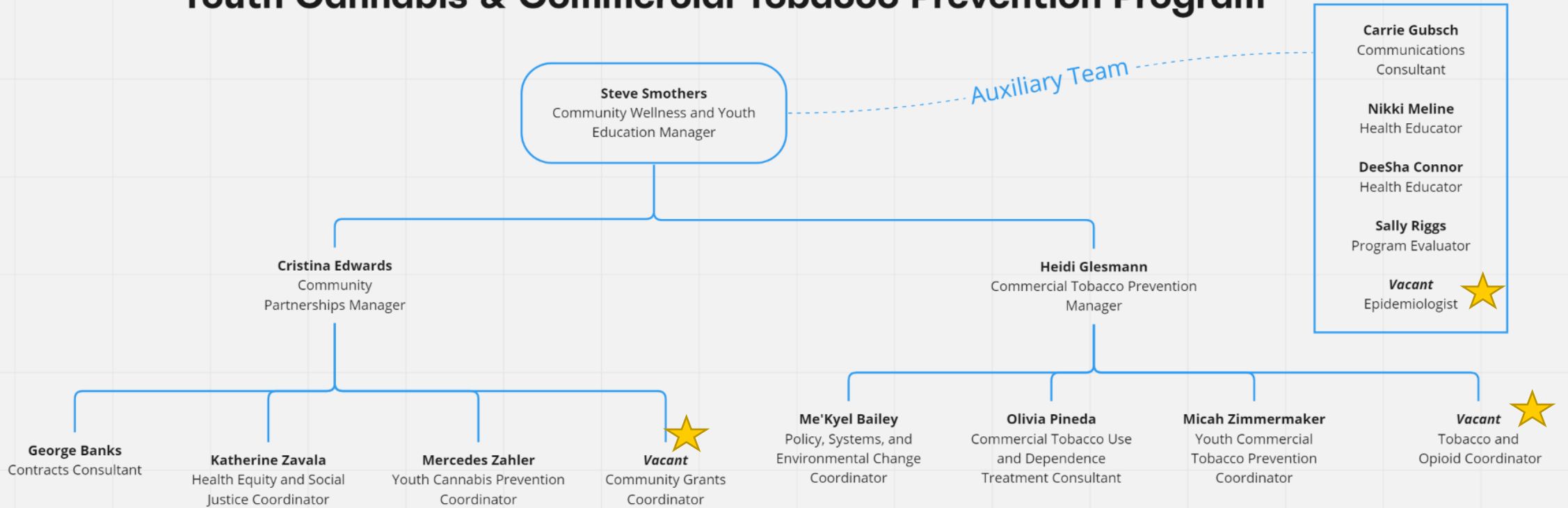


Youth Cannabis & Commercial Tobacco Prevention Program



★ = new to the team

Youth Cannabis & Commercial Tobacco Prevention Program



★ = in the process of recruitment

Meet the Team!



Steve Smothers
*Community Wellness and
Youth Education Manager*



Cristina Edwards
*Community Partnership
Manager*



Heidi Glesmann
*Commercial Tobacco
Prevention Manager*

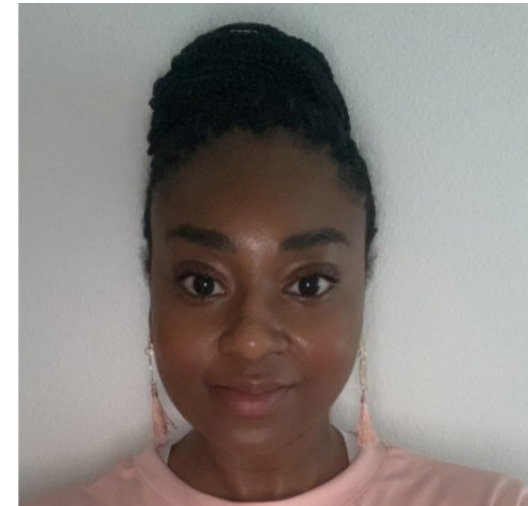
Meet the Team!



Micah Zimmermaker
*Youth Commercial Tobacco
Prevention Coordinator*



Olivia Pineda
*Commercial Tobacco Use
and Dependence Treatment
Consultant*



Me'Kyel Bailey
*Policy, Systems and
Environmental Change
Coordinator*

Meet the Team!



Katherine Zavala
*Health Equity and Social
Justice Coordinator*



Mercedes Zahler
*Youth Cannabis Prevention
Coordinator*

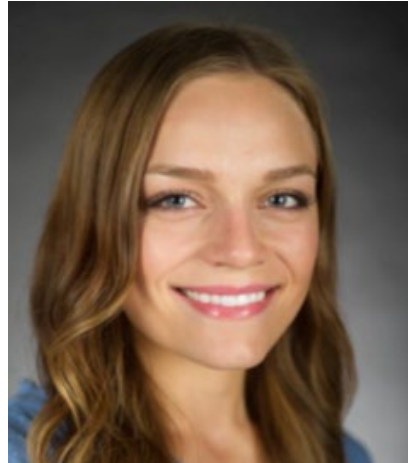


George Banks
Contracts Consultant

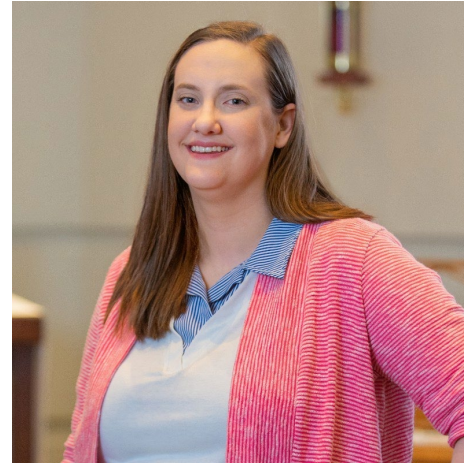
Meet the Team!



Sally Riggs
Program Evaluator



Nikki Meline
Health Educator



Carrie Gubsch
Communications Consultant



DeeSha Connor
Health Educator

Questions?



To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.

Hot topics:

Legislative updates

Prevention Voices

WASAVP

Others

THC Fact Sheet Update

Discussion

Communications Update

Kendra Wilson

Meeting wrap-up & Round Table

Our next meeting:
March 17, 2023