



June 23, 2023

Monthly coalition meeting

Today's agenda

No	Agenda Items	Time	Lead
1.	Welcome, Introductions and Team Building	9:05	Kasey Kates WHY Co-Chair
2.	LCB Agency Update	9:20	Kathy Hoffman, LCB
3.	Youth Presentations: Teens for Tomorrow WHS Action Squad	9:40	Alaina Green, Clark County Teens for Tomorrow; Rebecca Morales, WHS Action Squad
4.	Social Media Workshop	10:05	Melissa Thoenke, Anne Paulsen, Zoe Hammes-Hefti, HCA Communications Team
5.	Communications Team Cannabinoid Team	10:25	Kendra Harrison
6.	Meeting <u>wrap up</u>	10:40	Martha
7.	Round Table Member updates	10:45	
8.	Adjourn	11:00	Kasey Kates WHY Co-Chair

Opening question

What is your favorite summertime activity?



Liquor and Cannabis Board update

Kathy Hoffman

Youth Presentations:

Teens for Tomorrow WHS Action Squad

Alaina Green, Clark County Teens for Tomorrow

Rebecca Morales, WHS Action Squad

Red Ribbon Week Poster Contest, Workshop, Mentoring Project



Adriana, Alexa, Leo, Porcia, Samantha, Valerie



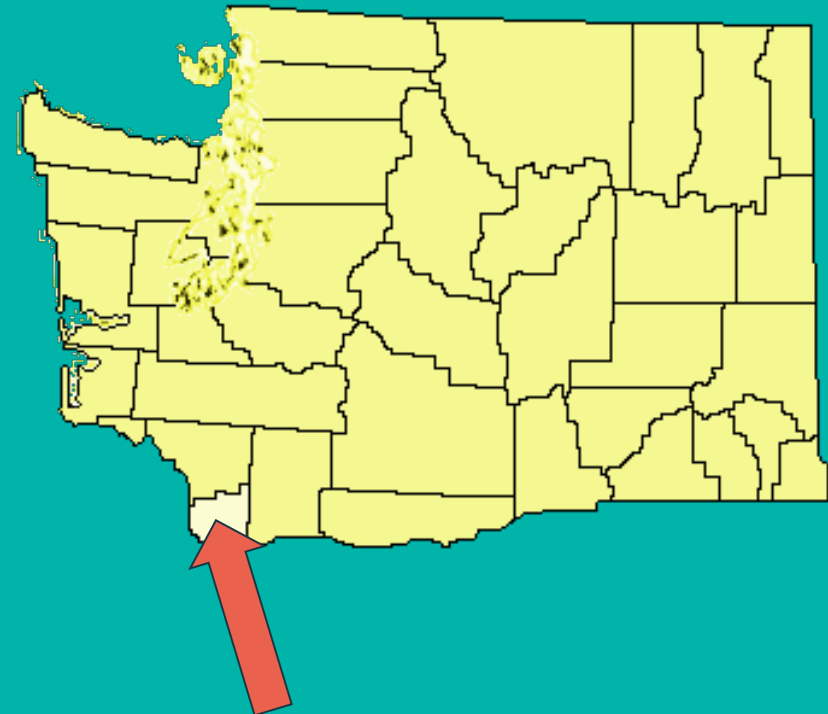
@TeensForTomorrowClarkCounty



We are Teens for Tomorrow



TeensForTomorrow.clark.wa.gov



Clark County, WA

Our project

An educational poster contest and mentoring project

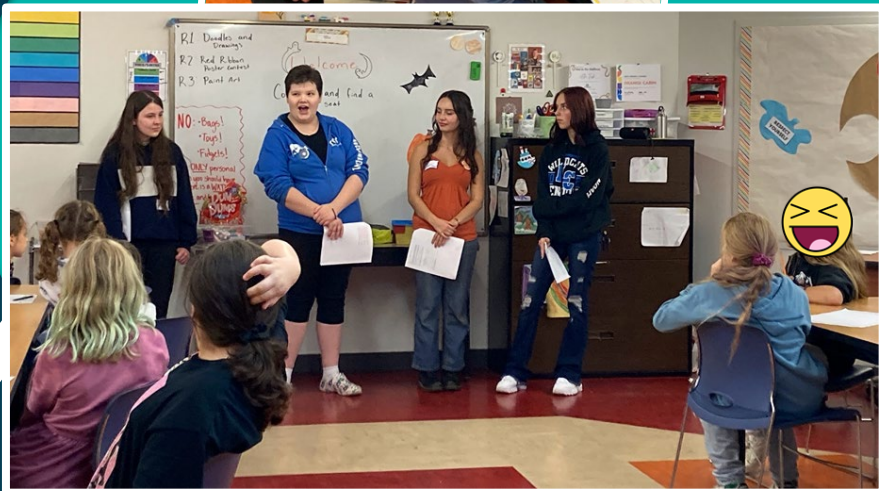
- Three-day workshop celebrating Red Ribbon Week
- Teaching young kids healthy coping skills through fun activities
 - ◆ Breathing exercises with bubbles
 - ◆ Poster contest
 - ◆ Positive affirmations
- Mentoring about mental health and coping skills



Innovation

To make learning fun and keep the youth engaged we led interactive activities.

- Bubble Breathing
- Positive Affirmations
- Icebreakers
- Drawing coping skills



Sustainability

Toolkit for re-creating the workshop

- Inexpensive
- For all age groups
- Can be done year round

Find toolkit on our projects page @

[Teensfortomorrow.clark.wa.gov](https://teensfortomorrow.clark.wa.gov)



Partners & Collaboration



BOYS & GIRLS CLUBS
OF SOUTHWEST WASHINGTON



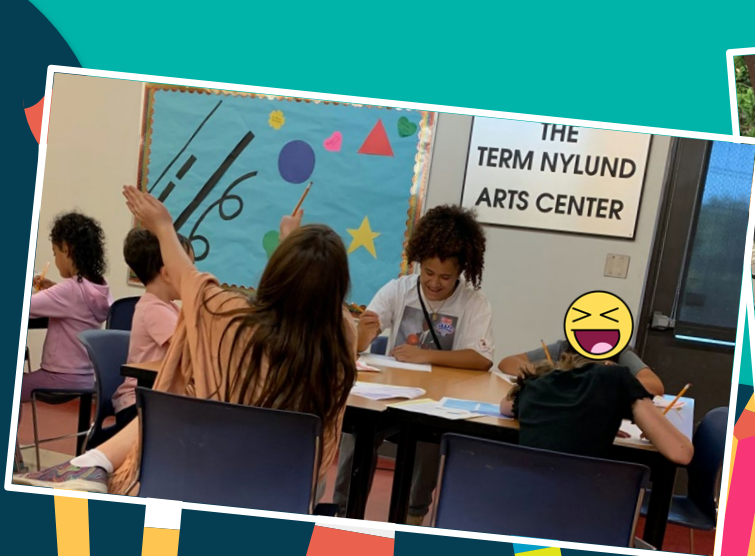
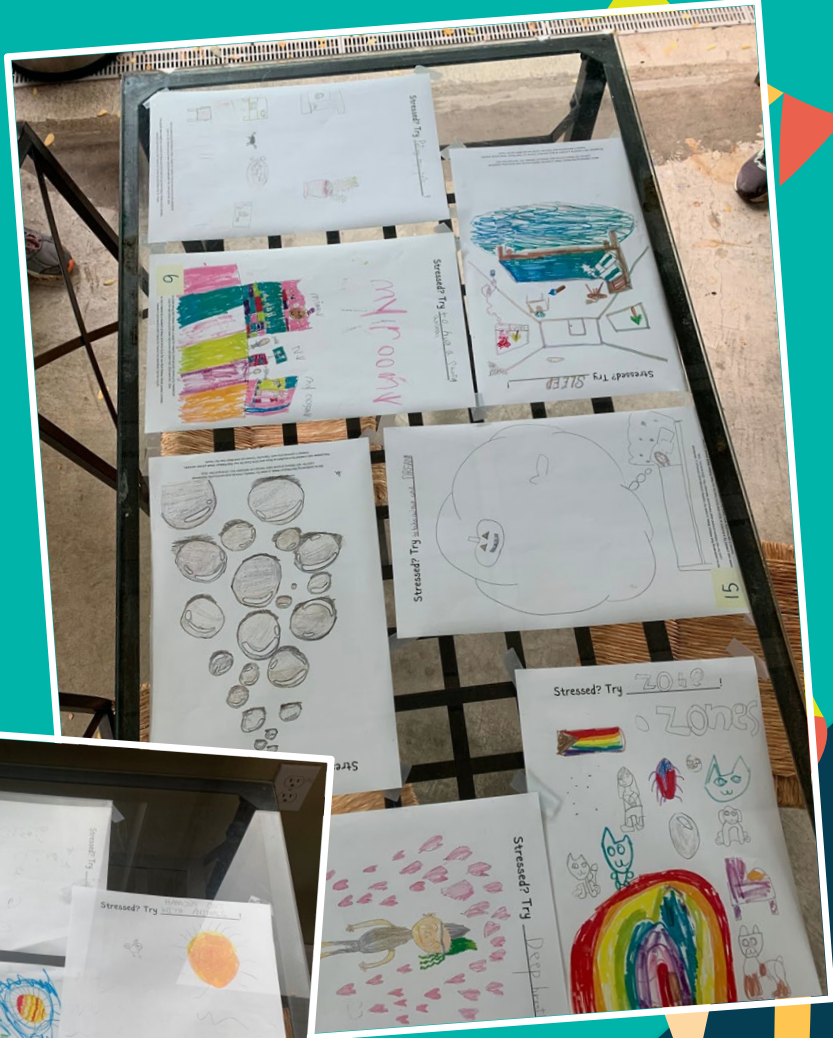
LATTE da

We had 3 partners and gained new friends!

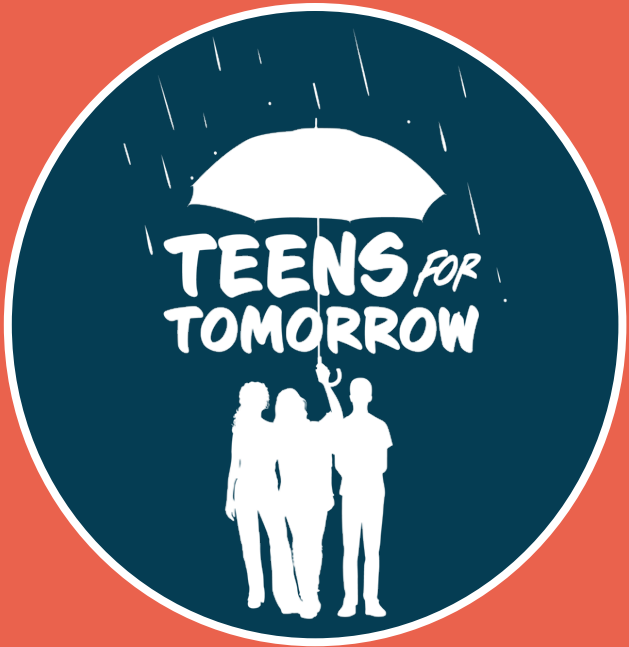
- **Boys and Girls Club** - provided us with the space and connection to kids
- **West Van for Youth** - sponsored our prizes
- **Latte Da** - displayed the posters during Red Ribbon Week (Oct. 23-31)

Impact

- 36 youths ages 1st-5th grade participated in our workshops
- Posters were displayed at Latte Da for 10 days, with around 150 viewers
- 3 new partnerships



Red Ribbon Week Poster Contest



Innovation Interactive

Sustainability Toolkit for you to use,
inexpensive, all-ages

Collaboration 3 new partners

Impact 36 kids, 150 people saw the
posters

Add your positive affirmations to the mirror!

The background features a light cream color with various watercolor-style elements. There are large, soft-edged shapes in shades of pink, brown, and dark grey. Interspersed are clusters of green leaves, some with detailed vein patterns, and thin, wavy grey lines that meander across the page.

WHS Action Squad

Althea Arabala
Jhillian Guevarra
Diana Olsen-Adams
Lily Yost

Meet Washington HS Action Squad

Lily

Diana

Althea

Jhillian





About Our Project

- Inform on the Physical harms of Substances
- Inform on the Mental harms on Substances
- How our communities impact youth substance abuse


Our Work at our School

We've done work at setting up tables at information about goals to connect with




Our Work with the Health Department

Talk to someone you trust.



There's always someone who will be willing to listen.



24-hour crisis txt line: Text HOME to 741741

DECISIONS & CANNABIS

You cannot consent while under the influence.



Cannabis use can affect your ability to set and maintain boundaries. Do not let cannabis use put you in unsafe situations. Stay safe, practice autonomous consent.



PC²
PIERCE COUNTY PREVENTION COLLABORATIVE

Tacoma-Pierce County Health Department
Healthy People in Healthy Communities

This poster was brought to you by Washington State Department of Health, Dedicated Cannabis Account Funding and developed by Tacoma-Pierce County Health Department's Pierce County Prevention Collaborative Youth.



It's okay to ask for help.



Using cannabis and other drugs could put you in risky situations.

National Suicide Prevention Lifeline - 1.800.273.8255.
Or text "HOME" to the Crisis Text Line at 741741.
TeenLink - Call or Text - 1.866.833.6546 - Chat - teenlink.org/chat.
Washington Recovery Helpline - Call or Text - 1.866.789.1511.
Remember, if you are struggling, know you are not alone.

This poster was brought to you by Washington State Department of Health, Dedicated Cannabis Account Funding and developed by Tacoma-Pierce County Health Department's Pierce County Prevention Collaborative Youth.

Where to See More of Our Work



Teens are
2 times



More likely to use e-cigarettes after seeing ads

CANS Survey

Washington State Community Assessment of Neighborhood Stores (CANS) 2022 Inspection Record		
Store Name: <i>Rite Aid</i>	Date: <i>5/11/22</i>	Start Time:
Street:	Initials of inspectors:	End Time:
City:	Store Type	
Nearby Landmark:	<input type="checkbox"/> Convenience	<input type="checkbox"/> Grocery/Supermarket <input checked="" type="checkbox"/> Other: <i>pla</i>
A. Community Environment		
Can you see any of these youth-friendly places when you are standing on the store property?	Check any situations that suggest young people "hang out" on store grounds:	
School <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2+ youth hanging out in front of store <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Places of worship <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Graffiti or gang tagging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Parks, playground or sports fields <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Benches or picnic tables <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Daycare or childcare center <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Bulletin boards/ads for youth events <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Malls or youth-focused stores <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Bike racks <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Other: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Other: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
B. Advertising		
Does the store have ads that appeal to youth outside the store?		
<input type="checkbox"/> Soda/sweetened drinks <input type="checkbox"/> Energy drinks <input type="checkbox"/> Candy or ice cream <input type="checkbox"/> School supplies <input type="checkbox"/> Sports teams (Mariners, Seahawks) <input type="checkbox"/> Other:		
Are there family-friendly ads outside the store? <input type="checkbox"/> "Let's Draw The Line" materials		
<input type="checkbox"/> Stickers/signs from local youth orgs <input type="checkbox"/> Stickers/signs for "family friendly" or similar <input type="checkbox"/> Other:		
Alcohol and Tobacco Advertising details	Tobacco Advertising	Alcohol Advertising
Total number of exterior ads : on windows/doors (facing out), building, gas pumps, sidewalk or border areas – with brands, prices, symbols. (if "0" skip questions below)	Number: <i>0</i> <small>(not necessarily the total of the numbers below)</small>	Number: <i>0</i> <small>(not necessarily the total of the numbers below)</small>
Neon or lighted ads <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Free-standing ads ("sandwich board signs") <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Offers for "buy one get one free" <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Offers for special prices or deals <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Offers for a free gift or prize <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Ads for menthol cigarettes <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Ads for fruit, sweet or exotic-flavored tobacco <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Ads for "e-cigarettes" or "electronic cigarettes" <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Ads for "natural," "organic" or "additive free" tobacco <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Ads for specialty products ("strips", "orbs" or "snus") <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Total number of interior ads : on windows/doors (facing inside) – with brands, prices, symbols. (if "0" skip questions below)	Number: _____ <small>(not necessarily the total of the numbers below)</small>	Number: _____ <small>(not necessarily the total of the numbers below)</small>
Free-standing ads ("sandwich board signs" or other) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Offers for "buy one get one free" <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Offers for special prices or deals <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Offers for a free gift or prize <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Ads for menthol cigarettes <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

B. Advertising (cont.)		
Alcohol and Tobacco Advertising details	Tobacco Advertising	Alcohol Advertising
Ads for fruit, sweet or exotic-flavored tobacco	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Ads for "e-cigarettes" or "electronic cigarettes"	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Ads for "natural," "organic" or "additive free" tobacco	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Ads for specialty products ("strips", "orbs" or "snus")	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Ads below 3 1/2 feet	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Neon or lighted ads	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
3 dimensional ads or functional ads (moving parts)	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Inflatable signs with ads	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Ads within 2 feet of candy	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Ads within 2 feet of sports pictures	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Ads within 2 feet of toys	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
"Footprint" ads on floor	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
"Power walls" or pyramids of product on display	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Ads or displays just inside front door	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Ads or displays on aisle "end caps"	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Cost for a:	Pack of Marlboro Reds \$ <i>10</i>	6 pack of Bud Light \$ <i>10</i>
C. Healthy Food Options		
Healthy food options available (check if present):		
Bananas <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Any fresh vegetables <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Cost for a banana: \$ _____ per banana
Apples <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Eggs <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	\$ _____ per pound of banana
Lemon/Lime <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Lowfat milk (1% or less) <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
What is the quality of the fruits/vegetables available, overall? <input checked="" type="checkbox"/> No produce <input type="checkbox"/> Good <input type="checkbox"/> Fair <input type="checkbox"/> Poor		
Are there any ads, signs or labels promoting healthy foods outside the store ? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Are there any ads, signs or labels promoting healthy foods inside the store ? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Are there healthier foods (see above) next to the checkout stand? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Does the store have signs that they accept WIC or EBT? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
D. Products/Placement		
Products/placement details	Tobacco	Alcohol
Placed next to candy?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Next to checkout stand?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Placed near the door so it could be easily stolen?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
High Alcohol Content Drinks <input type="checkbox"/> Four Loko <input type="checkbox"/> Joose <input checked="" type="checkbox"/> Mike's Harder Lemonade <input type="checkbox"/> Blast <input type="checkbox"/> Tit <input type="checkbox"/> Sparks		
Are there specialty tobacco products for sale? <input type="checkbox"/> strips <input type="checkbox"/> orbs <input type="checkbox"/> snus <input type="checkbox"/> e-cigarettes <input checked="" type="checkbox"/> No		
Drug-related accessories for sale in the store: <input type="checkbox"/> Rolling papers <input type="checkbox"/> Glass pipes <input type="checkbox"/> Other:		
E. Notes		

CANS Results

Community Assessment of Neighborhood Stores

- These show that the more colorful advertising and fruit substance flavors is purposefully targeting youth.
- Not all stores in our community will let us conduct this survey in 2022 only 3 out of 10 stores let us.
- Chain stores have less advertising versus gas stations and mom and pop shops have advertisements less regulated

Any questions?



Thank you!



Youth Presentations:

Teens for Tomorrow
WHS Action Squad

How can WHY members support the work youth are engaging in to reduce youth alcohol and cannabis use?

Using your voice on social media

Presented by Melissa Thoemke, Anne
Paulsen, and Zoe Hammes-Hefti

What types of social media are missing?

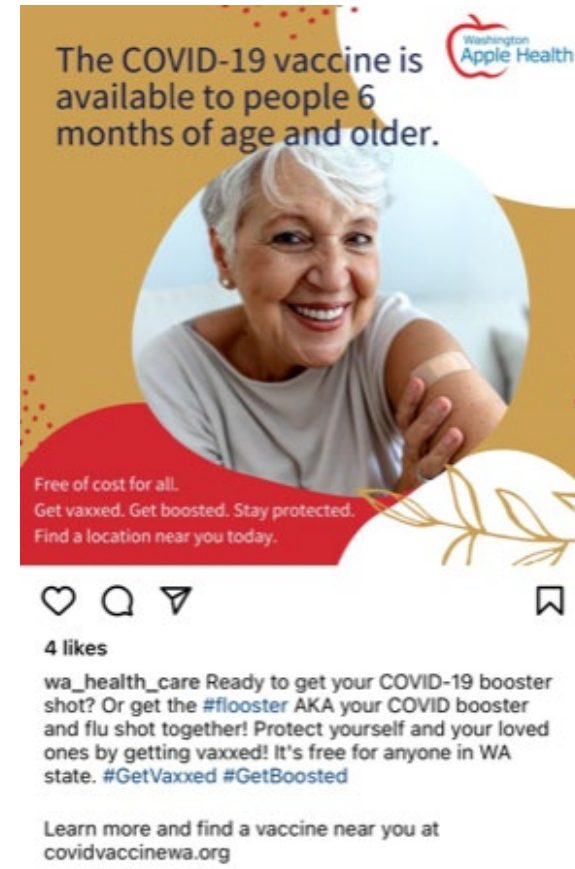


We know you can use social media, but have you:

- Encouraged or discouraged someone's behavior?
- Started a conversation?
- Promoted positive change?
- Participated in a movement?
- Had a strategy for what you share?

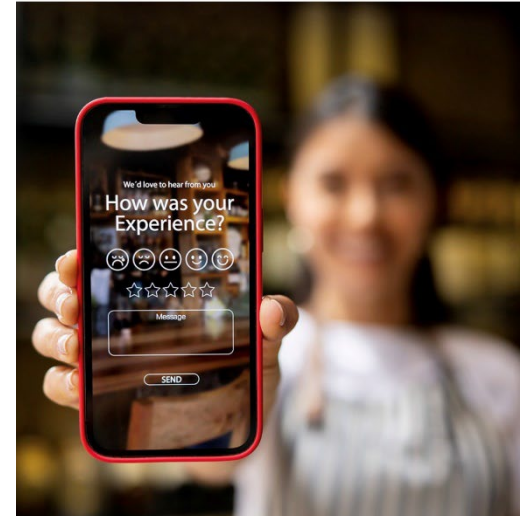
How do we use social media?

- Share information



How do we use social media?

- Transparency



Liked by wa_health_care and others

wa_health_care Are you a youth, parent, or provider who has accessed Family Initiated Treatment (FIT) for behavioral health services? We want to hear from you! There is an opportunity to make your voice heard by taking the FIT survey. #behavioralhealth

Take the survey by May 5 at <https://loom.ly/nONEyRo> (link in bio)

April 20

How do we use social media?

- Inform public of change



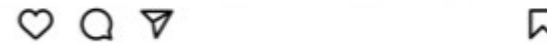
How do we use social media?

- Reassurance



How do we use social media?

- Encourage behavior



2 likes

wa_health_care Ready to go paperless with your Apple Health (Medicaid) information? It's easy! Log into your wahealthplanfinder.org account and select My Profile to update your notification preference to paperless. While you're there, make sure to update your contact information so we can reach you with important updates about your coverage.

How to create messages



Use one idea or call-to-action per post



Target your specific audience



Be relevant and engaging



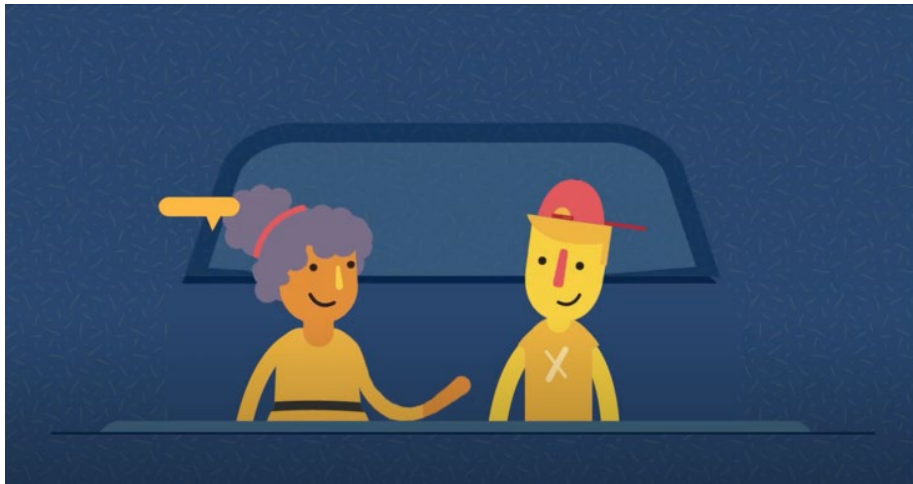
Use visuals to enhance your message

Examples of Start Talking Now



Connect with your teen by practicing healthy ways to cope with stress and anxiety. Moving your body, going for a walk, or deep breathing can improve mental health. Research shows that substance use can actually increase feelings of stress and anxiety.
#StartTalkingNow

Examples of Start Talking Now



Having open conversations with your teen can help them make better choices. Remember to talk about rules, values, and consequences.

What is the first thing that you think of when you see this post?



- Spa day
- Bonding
- Dad
- Love
- Happiness
- Self-care
- Family
- Fun

How would you caption this picture if you were posting this for the campaign?



- Spa day can be about clear skin AND clear expectations. Make conversations about substances part of your family bonding time.
- There's no healthier company than family #mentalhealthiswell
- Start new traditions with your family #remainsubstancefree
- Be here for every little moment #staysober
- The kitchen table isn't the only place for important conversations – connect to them where they are and be genuine.
- Take the time to connect with your teens.
- Fun time leads to chat time.

What do you think about the actual campaign post? [Your teen's wellness can be negatively impacted by alcohol, so make sure you talk to them about the risks and encourage ways to cope with stress.]



- Did not expect this photo with this language
- Little too buttoned up and professional to be warm and relatable
- Picture and caption do not match
- Too many words

What's a way you can tell friends "no" that maintains your friendship?

- I don't feel like it and I'm not sure if I ever will
- No thank you, that's not for me \ You do you, not for me
- Explain your reasoning respectfully
- Just say no and if they get mad they aren't a true friend
- That's not for me but we should plan something else another time
- I don't think it's something my social battery can handle

How do you handle FOMO when you see friends engaging in an activity that you don't want to do?

- I didn't participate for a reason
- Do something else with others / do something more fun
- Go do something I like instead
- Hang out next time
- I wouldn't miss out on something I didn't want to do
- Get on a different social platform so I don't have to watch
- Feel left out but realize it's better for me not to engage in an activity if it's bad for me
- -Let them have fun
- I go do positive things for myself, things that will benefit me and work in my favor
- Hang out with other friends
- Cry

What are ways you wish the adults in your life would start difficult conversations?

- Don't dumb it down
- Not in the car, I feel trapped and attacked
- Be open to having a conversation and not just giving a lecture
- Starting with they support me
- While doing something I enjoy
- Don't start with assumptions and accusations
- Not in the middle of a meal
- They have to promise to respect my boundaries because I feel fragile in my vulnerable moments
- Take me somewhere to eat and talk there
- Understand how I feel and notice when I'm uncomfortable
- Try not to make it awkward and ease into it
- Acknowledge that you see I'm struggling and you want to help
- Don't make the conversation about them
- Going on a walk is better than a car convo
- I want my parents to try to understand me and what's going on in my head
- Make it enjoyable and funny
- I don't want them to make me feel bad when I start crying cause they started the conversation

What's one thing you wish the adults in your life knew about you?

- Everything
- Living in this generation is insanely hard and the trauma everyone gets is unworlly
- I'm proud of who I am / I'm trustworthy / I'm trying my best
- They need to recognize when I'm sad and the struggles we go through as a teen / I'm always trying but struggling is normal
- We don't mean it when we say we hate you
- I wish they would ask about my boundaries and then respect them / I don't need to be an adult to have limits
- I love her and appreciate her so much even though it's hard for us a lot of the time
- You are not the one to decide how I want my life to be in the long run

Social Media Workshop

Anne Paulsen

Zoe Hammes-Hefti

HCA Communications Team

How can WHY members use this information to support our communication efforts?

Communications Team Cannabinoid Team Updates

Kendra

Martha

Meeting wrap-up

Martha

& Round Table

Members

Round Table question:

What conferences are you going to this summer?

Adjourn

Next WHY meeting: August 18, 2023
9:05 AM