



March 18, 2022

Monthly coalition meeting

# Opening question

In honor of International Women's Day: who is a woman, other than a relative, that is/was influential in your life?



# Today's agenda

Welcome, introductions and Team Building	9:00	Mary Segawa WHY Co-Chair
Implementing the Alcohol Assessment Tool	9:15	Julia Dilley
Legislative Wrap-up: <ul style="list-style-type: none"><li>→ WASAVP</li><li>→ Prevention Voices</li></ul>	9:45	Steve Alyssa/Megan
Work Group Updates: <ul style="list-style-type: none"><li>→ Communications Team</li><li>→ Delta-8 Team</li></ul>	10:00	Martha
WHY Goals and Objectives—Next Steps	10:05	Kasey
Meeting <u>wrap-up</u>	10:40	Martha
Round Table Member updates	10:45	
Adjourn	11:00	Mary Segawa WHY Co-Chair

# Olympia School District an unfortunate (unintended) message



SCHOOL BUS

STOP

04-20

04-20

011210



## **Excerpts from an email to Olympia School District Superintendent Patrick Murphy (3/4/22):**

“...a great deal of our work in prevention involves identifying products, advertisements, or messages that could appeal to youth, inadvertently send a pro-drug message to youth, or even send a mixed message...”

“...April 20th, or 04-20, is the day most associated with cannabis/marijuana use after being popularized by "High Times" magazine in the early 1990s. Numerous cannabis retail stores in our area embrace the number (e.g., 420 Carpenter, 420 West, 420 Capitol, Top Shelf 420, etc.). Finding ways to slip in the date 04-20, the time 4:20, or even just a reference to 420 in television shows or movies is typically associated with a not-so-covert pro-marijuana stance (e.g., Quentin Tarantino's frequent use of clocks set at 4:20 in Pulp Fiction). Sadly, well-respected studies demonstrate this date is associated with more marijuana use than other days (e.g., Bravo et al., 2017) and is associated with higher risk of a fatal crash than other days (e.g., Staples & Redelmeier, 2018)...”

“...Seeing a school bus numbered 04-20, and literally even written out like the date, seemed almost impossible to believe. And I fully believe that youth notice this...”

“...In the interest of acting on research and promoting healthy behaviors, I would hope the Olympia School District rennumbers this bus. With the clear and direct association with cannabis use, it was disappointing seeing a school bus that children ride numbered in this way. Further, I would be worried about students thinking it is funny to use an edible or other cannabis-product on this bus on April 20th, which falls on a school day, a Wednesday, this year.”

## **Reply from Olympia School District Executive Director of Operations Frank Wilson (3/6/22):**

“Thank you for sharing your concern and expertise with us. We have not heard this concern previously.

Bus number 04-20 is simply bus number four purchased in the year 2020. This number is used for inventory and maintenance tracking.

We'll take a look at the number on this bus and find a way to alter it in our system. We certainly do not want to portray a negative reference.

This change will likely create some discussion with families of students using this bus. We'll take that on as a learning opportunity.”

# Save the date (and look out for an email with the details)!

- College Coalition on Substance misuse, Advocacy, and Prevention's Annual Conference and Professional Development Meeting
  - Friday, May 20<sup>th</sup>, 8:30 a.m. to 4:30 p.m.
  - Speakers include:
    - *Meaningful Fun: Engaging the Whole Student to Promote Health and Wellness*
      - Christine Szaraz, M.S., L.M.H.C., Kerri Mahoney, M.P.H., & Smita Majumdar Das, Psy.D., M.P.H., M.B.A., Stony Brook University
    - *The Power of Prevention: Inspiration from Research and Advocates*
      - David S. Anderson, Ph.D., George Mason University
    - *Supporting student athletes around substance use and mental health*
      - Adrian Ferrera, Ph.D., L.P.C., C.M.P.C., West Virginia University
    - *Liberating Collegiate Recovery Spaces*
      - Keith Murphy, L.P.C., L.C.A.D.C., Rutgers University
    - *Mental Health Consequences of Exposure to Law Enforcement: Opportunities for Clinicians*
      - Maayan Simckes, Ph.D., M.P.H., Department of Health



# And sorry this is on May 20th

- Hello, my WHY Coalition friends!
- Please know how badly I feel that 5/20 is an already scheduled WHY Coalition meeting
- We polled our steering committee for possible dates, then had to ask speakers which date they could make
- I was lobbying for Friday the 13<sup>th</sup> (always a favorite as a “Jason”)
- 5/20 was the sole date that worked for all the speakers
- We’ll record it, so if that lets you see something you’d hoped to see, please know that option exists

The background features abstract, overlapping geometric shapes in various shades of blue, including a solid dark blue on the left and right edges, and lighter, semi-transparent blue shapes in the center and bottom right. The overall design is clean and modern.

# Implementing the Alcohol Assessment Tool

Julia Dilley



# Monitoring Out-of-store Alcohol Purchases

Julia Dilley, PhD MES

Epidemiologist – Multnomah County Health Dept &  
Oregon Health Authority Public Health Division

Alcohol Action Network (AAN) volunteer

*AAN is a project of the American Public Health Association*



# Background: Need for information

- During the pandemic many states relaxed alcohol policies
- Regulatory agencies did not always have opportunity to prepare for monitoring outside of brick-and-mortar stores
- Stories were shared about how alcohol was being distributed in inappropriate ways
- Some states are contemplating making changes permanent
- **Information is needed to inform policymaking, and to advocate for resources and/or authority for monitoring and enforcement**

Photo: mixed drinks in unsealed cups placed next to driver during a “drinks to-go” observation. Okanogan County, WA. July 2021.

# AAN's work to meet this need



*Alcohol Action Network (AAN)* developed an online toolkit to support monitoring out-of-store alcohol transactions



AAN provides

Planning form and collaboration agreement  
Unique web link for each project's volunteers  
Report of the jurisdiction's findings



AAN will report on combined data (for jurisdictions that agree to share)

# Observation Tool Methods

- **Observations are not intended for enforcement action**
- Types of alcohol transactions to observe
  - **Home delivery of grocery/convenience or meal orders**
  - **Curbside pickup of grocery/convenience or meals with Drinks-to-Go**
- Adult (21+) volunteers record information about a purchase that they planned or that would be “normal” for them
- Some sites are providing small incentives or covering the cost of purchases; others are doing with their coalitions and volunteers without any funding

# Online Tool Questions

The observation form is easily completed on a smartphone

- **Basic information:** type of purchase, where and when, organization names of alcohol licensee and 3<sup>rd</sup> party delivery (if used)
- **What was purchased:** order content and cost, type of alcohol, type of packaging
- **How ID was checked:** the observer's age group is reported – no other personal information about the observer is included in the data
- **Photos:** receipts, packages, information that tells the story of the purchase

## Data Collection Form

Type of delivery (check all that apply):

- Home delivery (i.e., direct shipping to the home OR delivery by the licensee OR third-party delivery service)
- Curbside pickup/drinks to-go (i.e., customer picked up the order from the licensee in person for off-premise consumption)

Store or vendor name:

Store or vendor city:

Store or vendor state:

Date of delivery (please enter in MM/DD/YY format):

Time of delivery (please enter in 24-hour HH:MM format):

# Pilot test results

May – July 2021, conducted in 1 Western US State



June 2021. Thurston County, WA.

Comment from observer, age 40+: *Last weekend the groceries -- including an obvious 6-pack of beer -- were left on our doorstep with no contact. We heard the doorbell ring, but when we got there the truck was pulling away. In fairness, this was during a significant heat wave in our area, so I am sure the driver was only trying to get back to their cool truck, and our home is not visible to any other homes so that it's unlikely someone would have seen the beer, but that is definitely not a good practice.*



# Coding main outcomes of transactions

- **Out of compliance/of significant concern:** transaction violated laws, rules, or did not meet current guidelines or anticipated requirements from policies in development

## Reason-specific codes

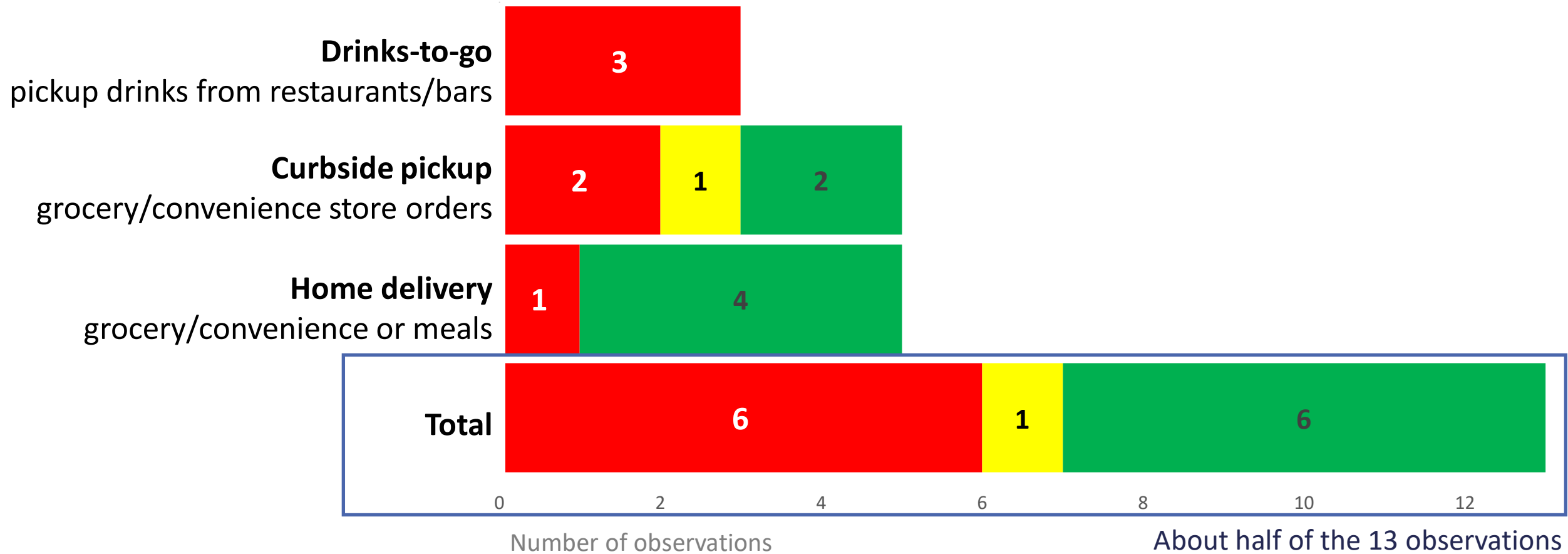
- **Delivery of alcohol to a minor**
- **Delivered alcohol to inappropriate place** (passenger area of vehicle, no contact delivery to home)
- **Packaging out of compliance**
- **Risk for non-compliance of ID/age check:** ID was not formally checked when alcohol was given to a person ages 21-29
- **No evidence of concerns**

# Results

■ Out of compliance/significant concern

■ Risk for non-compliant ID check

■ No concerns



About half of the 13 observations were out of compliance or at risk

# What we learned in that pilot jurisdiction

**Most transactions were not compliant with laws or guidelines/anticipated rules**

**Young adult ID checking may be of specific concern**

- In the 3 observations done by young adults ages 21-29, none of them had IDs checked (2 were curbside pickup, 1 drinks-to-go)

**Stronger guidance may be needed around “drinks-to-go”**

- None of the 3 observations were in compliance with packaging guidelines
- Improper placement of drinks-to-go in vehicles may also be a concern

# Who is using the tool now?

AAN is working with 6 states as of Mid-March 2022

## Example: State of Oregon

- Oregon's Liquor & Cannabis Commission (OLCC) is leading, with an advisory group of representatives from the state's Public Health Division, Alcohol & Drug Policy Commission, State Patrol, and co-owner of a highly respected Oregon restaurant chain
- Asking coalitions, colleges, and personal contacts to identify "local points of contact" – a small stipend is provided to support time and volunteer incentives
- Each local point of contact will recruit volunteers and submit a total of 5 observations; observers should be ages 21-26
- Focused on home delivery (including to college dorms/Greek housing), and the role of 3<sup>rd</sup> party delivery agents
  - Purchase types: meal delivery, and grocery/convenience store orders defined as either "low" or "high" alcohol amounts
- Data collection planned in two waves: April-May and July-August 2022



[Home](#)

[Alcohol Availability Observational Tool](#)

[Membership Resources](#)

[Action Alerts](#)

[Join us](#)

### What is the Alcohol Action Network?

The Alcohol Action Network (AAN) is a project of the American Public Health Association and is a nationwide network of alcohol prevention practitioners and researchers engaging in alcohol policy issues in their states or local communities. AAN was initially established to address the shifting alcohol policy landscape at the start of the COVID-19 pandemic and continues to bring prevention specialists together to address policy issues as they arise.

We welcome members with a range of experiences with alcohol policy to join our network. Please click "Join us" above or email us at [leadership@apha-atod.org](mailto:leadership@apha-atod.org) for more information.

Accessing and using  
this tool in your  
jurisdiction

AAN is sharing this tool with interested states and jurisdictions, and offering technical assistance (TA)

- Check website: [www.alcoholactionnetwork.com](http://www.alcoholactionnetwork.com)
- Contact AAN: [leadership@apha-atod.org](mailto:leadership@apha-atod.org)

# Thank you!

Julia Dilley

[julia.dilley@multco.us](mailto:julia.dilley@multco.us)

# Legislative Wrap-up:

## WASAVP, Prevention Voices

Discussion



# Workgroup Update

Communications Team, Delta-8 Team

# Break

We will resume the meeting at 10:12!

# WHY Goals and Objectives

Kasey Kates

# The State Prevention Enhancement (SPE) Policy Consortium - Strategic Plan Update

January	<ul style="list-style-type: none"> <li>• Prevention 101</li> <li>• Begin Resources &amp; Needs Assessment</li> <li>• Work through capacity building sections</li> <li>• Identify support staff for Plan updates</li> </ul>	July	<ul style="list-style-type: none"> <li>• SEOW recommendations, priority setting</li> <li>• Finalize art, design</li> <li>• Edits back to workgroups</li> </ul>
February	<ul style="list-style-type: none"> <li>• No SPE Meeting</li> <li>• Distribute RA</li> <li>• <b>Workgroups to start work</b></li> </ul>	August	<ul style="list-style-type: none"> <li>• No SPE Meeting</li> <li>• <b>Workgroups finalize accomplishments and action plans</b></li> <li>• NA completion</li> <li>• Draft plan complete</li> </ul>
March	<ul style="list-style-type: none"> <li>• <b>Round robin of workgroup updates</b></li> <li>• RA initial review</li> <li>• Review workforce development section</li> </ul>	September	<ul style="list-style-type: none"> <li>• Final priority setting, goals, last time to see draft plan</li> <li>• <b>Workgroups present action plans and accomplishments</b></li> </ul>
April	<ul style="list-style-type: none"> <li>• No SPE Meeting</li> <li>• Engage Communications team</li> <li>• SEOW continue</li> <li>• <b>Workgroups continue priority setting</b></li> </ul>	October	<ul style="list-style-type: none"> <li>• No SPE Meeting</li> <li>• Edit final draft</li> <li>• Final plan to print</li> </ul>
May	<ul style="list-style-type: none"> <li>• Initial SEOW presentation for NA</li> <li>• Complete RA and Section 4</li> </ul>	November	<ul style="list-style-type: none"> <li>• Present final plan at SPE meeting</li> <li>• Present final plan at Provider Meeting</li> <li>• Celebrate!</li> </ul>
June	<ul style="list-style-type: none"> <li>• No SPE Meeting</li> <li>• <b>Workgroups submit draft action plans</b></li> <li>• Work through cover design, art, graphics, layout</li> </ul>	December	<ul style="list-style-type: none"> <li>• No SPE Meeting</li> </ul>



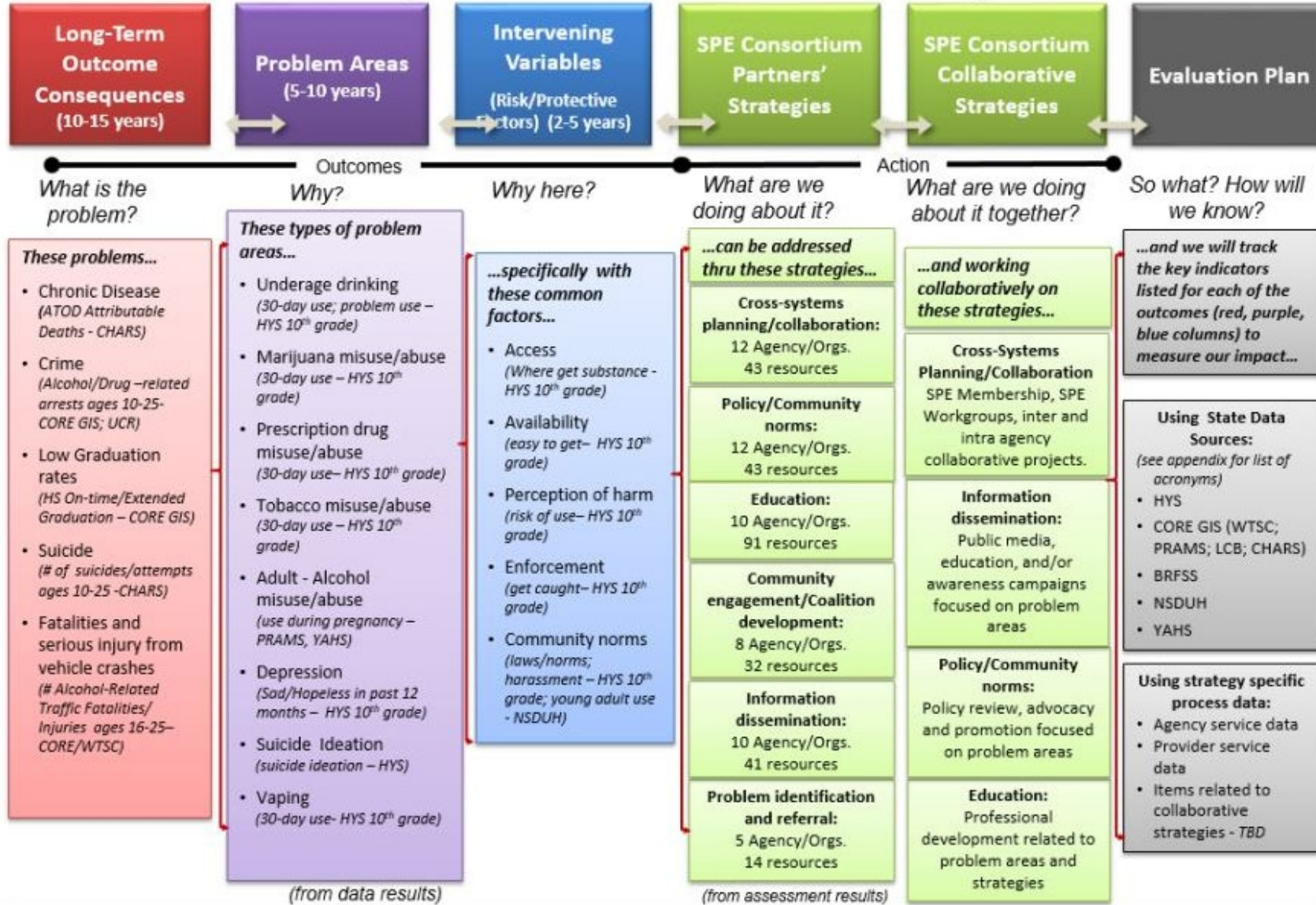
# Our March Presentation to SPE



- ▶ History, goals, & membership
  - ▶ Highlighting our membership to include Washington State Agencies and Statewide Organizations
- ▶ What we've been doing
  - ▶ Reviewing our 2018 Action Plan and doing the Strategic Plan kickoff presentation at our last WHY meeting
- ▶ Successes, barriers, and goals
  - ▶ Annually we review our accomplishments
  - ▶ Recognizing capacity and time challenges
  - ▶ Goals TBD!



# SPE Policy Consortium State Plan Logic Model



# Problem Areas - Healthy Youth Survey Data

- ▶ Reduce percentage of 10th graders reporting they drank alcohol in the past 30 days from 20% in 2016 to 15% in 2023
- ▶ Reduce percentage of 10th graders reporting they used marijuana in the past 30 days from 17% in 2016 to 12% in 2023



# Intervening Variables - Risk and Protective Factors

- ▶ Access
- ▶ Availability
- ▶ Perception of harm
- ▶ Enforcement
- ▶ Community Norms





# Strategies - 2018 WHY Action Plan

Vitality Team

## WHY 2018-2019 Action Plan

### SPE Consortium Collaborative

Action Plan Strategies - Underage Drinking and Youth Marijuana Use Prevention

Workgroup Team: Maintain integration with the state Washington Healthy Youth Coalition (WHY) to support the established priorities which include: Analyze and Monitor Issues/Policies; Promote Policy Change; Supporting Youth Influencers; and Support Law Enforcement.

### WHY Goals:

- Reduce percentage of 10<sup>th</sup> graders reporting they drank alcohol in the past 30 days from 20% in 2016 to 15% in 2023
- Reduce percentage of 10<sup>th</sup> graders reporting they used marijuana in the past 30 days from 17% in 2016 to 12% in 2023

WHY Work Group	Tasks	Team to Lead	Is this within our Scope? Y or N	Should this task be worked on in the 18-19 year? Y or N	Team activities to accomplish task
	<b>Lead: Cristal Connelly</b>				
Vitality Team Coalition Health	Connect with Coalitions around the state – what are their issues, what is important to them and how WHY could support them	VT	Y	Y	
Vitality Team Coalition Health	Six months from now use survey to inform us	VT	Y	Y	
Vitality Team Coalition Health	Coalition is vital, meets at cadence that works, bring in others that want to help – help others that can help understand how and their importance at the table (central and eastern WA representation and bringing on under-represented populations)	VT	Y	Y	
Vitality Team Coalition Health	How we use data – and synthesize data buckets to get several level views. <a href="#">Discussion: Perhaps this group could be a liaison with RDA who is working on a project such as this. Making sure that the lens from different agencies.</a>	VT / DT in tandem	Y	Y	Recruit data folks and data team
Vitality Team Coalition Health	Survey community coalitions for what their needs are re: policy, communication, support to inform the WHY direction and activity.	VT – AdHoc Team Creation, to DT for survey creation, to CT for action			

### Organized by workgroup:

- ▶ Vitality Team
- ▶ Policy Team
- ▶ Communications Team
- ▶ Data Team

### Pros:

- ▶ Detailed
- ▶ Emphasis on workgroups
- ▶ Shared responsibility

### Cons:

- ▶ Long and duplicative
- ▶ Broad
- ▶ Capacity challenges

# 2022 WHY Action Plan

## DRAFT WHY Coalition 2022-2023 Action Plan

### Strategic Prevention Enhancement goals for WHY Coalition:

- Reduce percentage of 10<sup>th</sup> graders reporting they drank alcohol in the past 30 days from 20% in 2016 to 15% in 2023
- Reduce percentage of 10<sup>th</sup> graders reporting they used marijuana in the past 30 days from 17% in 2016 to 12% in 2023

- ▶ Simple
- ▶ Incorporates 2018 Action Plan efforts that are still relevant
- ▶ Acknowledges workgroups and individual coalition member engagement
- ▶ Honors priorities YOU have each voiced

Goal (broad, primary outcome)	Objectives	Strategies / Who (approach taken to achieve goal)	Who	Tactics (tool to pursue the objective)	Outcomes	Notes
Reduce percentage of 10 <sup>th</sup> graders reporting they drank alcohol and/or used marijuana in the past 30 days	Provide vibrant educational tools and resources	Strengthen online presence through StartTalkingNow.org and Facebook account  Develop fact sheets on emerging issues	Communications Team  Ad Hoc Teams such as Delta-8 or Policy			To discuss with the larger group
	Expand membership for the broader coalition and related workgroups with attention to diverse and inclusive membership		Greater Coalition			Strategy to be created by coalition
	Intentional use of data to inform our strategies and tactics	Support the communication of HYS results related to alcohol and cannabis use by youth	Communications Team			NOTES: Provide and strengthen support that helps the HYS concerning alcohol and marijuana use by youth Perception of harm Being more intentional about tying the HYS results to WHY's work
	Education and information sharing among coalition members to activate stakeholder engagement					Strategy and Who to be discussed by coalition

# Breakout rooms: 10-15 minutes

- ▶ Instructions:
  - ▶ Review the objective: What does that mean to you? Any suggested edits or changes?
  - ▶ Review the strategies: What are the 1-3 broad strategies we must do to achieve that objective?
  - ▶ Review the who: Who from the coalition should lead these efforts?
  - ▶ Review the tactics: What are the more detailed tactics need to complete each strategy?
  - ▶ Review the outcomes: What are our desired short, mid, and long-term outcomes?
- ▶ Room 1 (Martha):
  - ▶ Objective 1: Provide vibrant educational tools and resources
- ▶ Room 2 (Mary):
  - ▶ Objective 3: Intentional use of data to inform our strategies and tactics
- ▶ Room 3 (Kasey)
  - ▶ Objective 2: Expand membership for the broader coalition and related workgroups with attention to diverse and inclusive membership
  - ▶ Objective 4: Education and information sharing among coalition members to activate stakeholder engagement

# Report out: 5-10 minutes

- ▶ Instructions:
  - ▶ 1-2 people from each group (besides the facilitator) share a brief summary and insights from discussion
- ▶ Room 1 (Martha):
  - ▶ Objective 1: Provide vibrant educational tools and resources
- ▶ Room 2 (Mary):
  - ▶ Objective 3: Intentional use of data to inform our strategies and tactics
- ▶ Room 3 (Kasey)
  - ▶ Objective 2: Expand membership for the broader coalition and related workgroups with attention to diverse and inclusive membership
  - ▶ Objective 4: Education and information sharing among coalition members to activate stakeholder engagement

# Next steps

- ▶ Incorporate feedback from today to create final draft of WHY Action Plan
- ▶ Review 2021 HYS data including as part of SPE Needs Assessment (April and May SPE meetings)
- ▶ Review draft Action Plan at April WHY meeting
- ▶ Complete Resource Assessment (date TBD - sent from SPE)
- ▶ Send SPE draft Action Plan by June



# Meeting wrap-up & Round Table