

Prevention WINS

- Drug Free Communities coalition serving NE Seattle
- Seattle Children's Hospital, Adolescent Substance Abuse Program
- Primary Activities:
 - Social marketing & education for parents
 - Support middle & high school prevention clubs
 - Advocacy

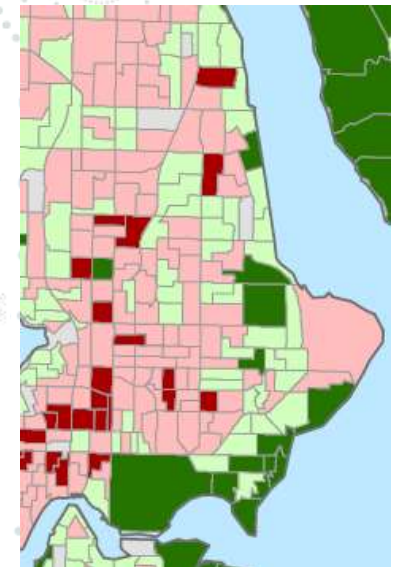
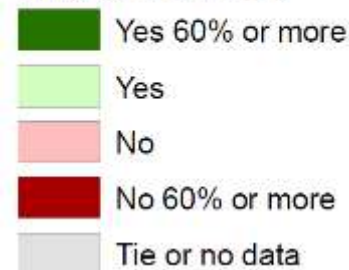


Advocacy

- Media Advocacy
- Legislative Advocacy
 - Alcohol policy – Initiative 1183, Seattle Nightlife Initiative
 - Prescription drug policy – King County Take Back Your Meds
 - Marijuana policy – Initiative 502 implementation



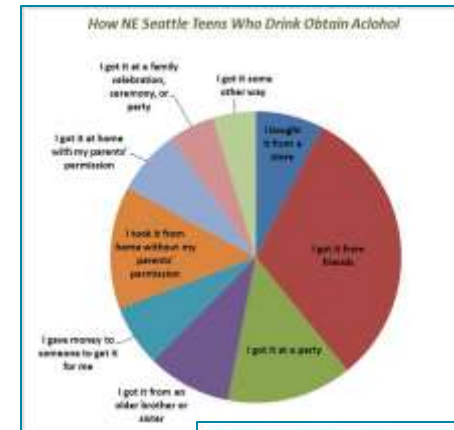
Precinct results Initiative 1183



Initiative 502 Implementation

Prior to November:

- Read I-502
- What is happening in NE Seattle?
 - Talk to coalition members especially school-based, parents, youth, law enforcement, and treatment providers.
 - Understand Healthy Youth Survey data
 - How would the community be affected by I-502?
- Educate coalition



How is marijuana obtained?

- 88% obtain from friend or relative
- 59% obtain for free
- 87% of transactions occur indoors
- Only 6% report obtaining marijuana from a stranger



Liquor Control Board Rulemaking

- Read Initial Draft Rules
- Compare to best practice **policies** for preventing underage drinking and tobacco use.
 - Center's for Disease Control & Prevention
 - United States Surgeon General's calls to action
 - National Prevention Strategy
 - Underage Drinking Enforcement Training Center
 - Alcohol Policy Information System
 - Tobacco Master Settlement Agreement
 - Center for Alcohol Marketing & Youth

Letter to Liquor Control Board

Prevention policy	What the initial rules say	Suggested change	Citation
Limit hours of sale.	Marijuana retail outlets may be open 6:00 a.m. to 2:00 a.m.	Marijuana retail outlets may be open 9:00 a.m. to 10:00 p.m.	<i>The Guide to Preventive Community Services</i> , www.thecommunityguide.org

Before June 2012 when I-1183 was put into practice, state-run liquor stores were generally open between the hours of 9:00 a.m. and 10:00 p.m., with some variations according to location. Restricting hours of sale for alcohol is one strategy identified by *The Guide to Preventive Community Services* as reducing alcohol-related public health problems. Limiting marijuana retail outlet hours to 13 hours per day provides adequate access to consumers and may limit negative public health consequences.

Letter to Liquor Control Board

Prevention policy	What the initial rules say	Suggested change	Citation
Ban on advertising	Some restrictions are placed on advertising.	Ban all advertising.	Surgeon General guide to tobacco prevention: www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/sgr_chapt6.pdf

Myriad research shows that there is a connection between alcohol and tobacco advertising and youth consumption of alcohol and tobacco. When looking at the link between advertising and underage drinking, the Center for Alcohol Marketing and Youth reports that exposure to alcohol advertising shapes attitudes and perceptions about alcohol use among adolescents. These attitudes and perceptions predict their positive expectancies and intentions to drink. A complete ban on alcohol advertising would be the most effective alcohol policy for reducing underage drinking.

Despite the finding that a ban on alcohol advertising would likely be a best practice for reducing underage drinking, the reality is that alcohol advertising is not banned and regulations are weak. Therefore, if the Board decides not to ban marijuana advertising we urge you to refer to tobacco advertising restrictions to guide marijuana advertising regulations.

Letter to Liquor Control Board

- In collaboration with coalition members, write letter to LCB
 - Cite best practice information
 - Include local information
 - Get information from coalition members & others who are local experts
- Post letter to website & blog, share with all coalition members and key stakeholders



Draft Rules

Read Draft Rules

- compare to letter
- share with coalition
- blog

Prevention Policy	PWINS Comments	What Proposed Rules Say
Limit hours of sale	Marijuana retail outlets may be open 9AM to 10PM	Retail stores may be open between 8AM and 12AM (changed from 6AM to 2AM)
Ban products that attract youth	No products that may be attractive to children, including adolescents.	<i>Do not address.</i>
Merchant education	Include a Responsible Vendor Program that includes education for vendor employees.	<i>Do not include a RVP.</i>

Draft Rules

Prevention Policy	PWINS Comments	What Proposed Rules Say
Ban on advertising.	Ban advertising.	<p>“All marijuana advertising of products sold in the state of Washington may not contain any statement, or illustration that:</p> <ul style="list-style-type: none"> · Is false or misleading; · Promotes over consumption; · Represents the use of marijuana has curative or therapeutic effects; · Depicts a child or other person under legal age to consume marijuana, or includes: <ul style="list-style-type: none"> o Objects, such as toys, characters, or cartoon characters suggesting the presence of a child, or any other depiction designed in any manner to be especially appealing to children or other persons under the legal age to consume marijuana; or o Is designed in any matter that would especially be appealing to children . . .

Next Steps

- More research!
- Letter to Liquor Control Board
- Coalition & community education
- Prepare for future
 - Legislative session – changes to marijuana laws likely
 - Liquor Control Board – rulemaking never ends!
 - Local issues -- laws, enforcement, neighborhood impacts, unexpected consequences

For more information . . .

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