

Prevention Policy Consortium Action Team Accomplishments

June 2013-June 2014

Washington Healthy Youth Coalition (WHY Coalition) Underage Alcohol Use Prevention Team Accomplishments

WHY Coalition

- Leaders met with Attorney General Bob Ferguson to affirm continued commitment to underage drinking prevention.
- The new name for the coalition is Washington Healthy Youth coalition. The name change was necessary to reflect an emphasis on underage alcohol AND marijuana use.
- Coalition established a youth marijuana misuse/abuse prevention sub-group.
- Completed A3 Results Washington Planning Process.

Let's Draw the Line between Youth and Alcohol

- Reaching 5,000 people in 42 communities.
- Let's Draw the Line 2014 – 34 Washington community groups participated in the project this spring. Each community received up to \$1,000 for completion of a Community Assessment of Neighborhood Stores (CANS) surveys and their choice of two other projects from a menu of 10 possible projects. The project concluded June 30.

Law Enforcement Partnerships

- Four communities participated in Spring 2013 with only 5% violation rate on sales to minors.
 - Communities were offered \$6,500 in funding to implement additional compliance, alcohol purchase surveys and community awareness work from spring break through graduation season.
 - Each coalition received training in working with law enforcement and media.
 - Law enforcement received training on Conducting Alcohol Compliance Checks.
 - There is funding for up to six communities to test new fidelity of implementation guidance for alcohol compliance checks and purchase surveys.
 - Seven Community Prevention and Wellness Initiative (CPWI) coalitions and one former Enforcing Underage Drinking Law (EUDL) Discretionary Grant recipient received up to \$3,000 to implement a combination of alcohol compliance checks, alcohol purchase surveys and community awareness about law enforcement. Many of the participating coalitions enjoyed being involved in implementing alcohol purchase surveys and reinforcing communication to stores and staff who asked for identification.
 - The eight coalitions are: Oak Harbor (Island County), Concrete (Skagit County), Castle Rock (Cowlitz County), West Central Spokane (Spokane County), Moses Lake (Grant County), Quincy (Grant County) and Omak (Okanogan County).
 - A no-cost extension has been submitted to the office of Juvenile Justice Delinquency Prevention for EUDL Block Grant and a budget revision of the EUDL Discretionally Grant.

I-1183 Advisory Committee

- Linda Becker, Ph.D., DBHR and Julia Dilley, Ph.D., Multnomah County, OR, presented preliminary findings regarding increases in use by youth and changes in attitudes toward use by youth in our state.

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Adult Alcohol Misuse/Abuse Prevention (Young Adults and Pregnant Women/SBIRT) Action Team Accomplishments

- Developed an action plan to provide outreach to colleges and universities and used training funds from Screening, Brief Intervention, and Referral to Treatment (SBIRT) grant to support non-grantee sites with training.
- Coordinating conference in October, 2014 to provide SBIRT Training to healthcare community.
- Department of Health (DOH) is now creating online training for physicians, nurses and other healthcare workers through the WHIN institute.

Marijuana Misuse/Abuse Prevention Action Team Accomplishments

Engage Liquor Control Board in Rule Making

- LCB provided recommendations to legislature on Medical Marijuana (MMJ) and included several protective factors to support and several risk factors MMJ to youth and 18-21 year old segments (home grows allowed, tax breaks, and increased purchase amounts). The team continues to educate rule makers about these issues and to also communicate to prevention field (Washington Association of Substance Abuse and Violence (WASAVP) and Coalition of Coalitions (CoC)).

Website and Resources & FAQ's

- FAQ's completed. Info now available statewide at www.learnaboutmarijuanawa.com.
- Built page on Athena for Marijuana Misuse/Abuse Prevention <http://www.theathenaforum.org/marijuana>.
- Marijuana Education Movie completed and available online and in hard copy—dissemination taking place with CPWI, DFC, and WASAVP— exploring dissemination via Office of Superintendent of Public Instruction (OSPI). Consider updating movie for 2014.
- Map created of Marijuana Stakeholders and state agency roles to help guide workgroup mission and analyze gaps.
- Parent Tool Kit collaboratively developed with DOH, LCB, DBHR and Inga Manskopf and Dr. Leslie Walker of Seattle Children's Hospital for parents of middle school youth. Inga Manskopf, Dr. Walker and Kevin Haggerty, Ph.D. and Rico Catalano, Ph.D. (UW-SDRG) developed original guide. Toolkit available on the Athena Forum <http://www.theathenaforum.org/parenttoolkit>.
- [Parent Guide to MJ](#) article in *Parent Map* agrees that parents should use zero tolerance messages with youth.

Conference to gather state leaders and key stakeholders

- Youth Marijuana Use Prevention symposium, completed July 2013.

Tobacco Misuse/Abuse Prevention Team Accomplishments

Participated in and Presented at TAP Summit

- December 2013, Attended by 117 people.
 - Included a call for advocates to join efforts with Heart, Lung, & American Cancer Society.
 - Held a health meeting to address the creation of a community driven, statewide tobacco coalition that will provide advocacy prevention funding.

Washington Health Improvement Network (WHIN)

- Webinar for healthcare providers on screening and referring patients to cessation services.

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The Fresh Air Campus Challenge

- November 2013, Great American Smoke Out day campuses: Tacoma Community College, University of Washington, Tacoma, Edmonds Community College and Walla Walla Community College promoted a one day smoke free policy.

Other Tobacco Abuse Prevention Accomplishments

- Attorney General Ferguson, along with other state attorneys general will sign a letter to the FDA urging the FDA to ban menthol cigarettes.
- Staff from the Attorney General's office (AGO) sent a letter to R.J. Reynolds asking for information about recent magazine advertising campaigns, which raise concerns about youth exposure to cigarette advertising.
- Several public health organizations and six state attorneys general sent a letter to the CEO of Comcast (which owns Universal Studios) requesting that marketing materials for the upcoming feature film *Rush* be scrubbed of smoking and cigarette brand imagery.
- Meeting with Parent Teacher Association (PTA) Executive Director and provided information on movie smoking to help inform membership about the issue.
 - Resulted in a basis for making contact with the national PTA office.
 - Working with staff at Legacy to arrange a meeting between federal Health and Human Service officials and the national PTA Executive Director to discuss grass roots involvement in the movie smoking issue.
- Washington is chairing a recently-formed working group of state AGOs to review and update priorities for AGOs' public health-related work under the Master Settlement Agreement (MSA) (there are other MSA issues, such as enforcing payment requirements, dealing with bankrupt tobacco companies, etc., that do not directly involve advancing public health).
- Washington participated in a working group which submitted comments to the (FDA) on its proposed rule regarding the deeming of certain products to be "tobacco products."
- Washington continues to chair a workgroup on smoking in the movies, which is actively working with other stakeholders to develop policy advocacy and media strategies. The ultimate goal is to eliminate smoking in youth-rated movies (a goal that is also included in the SPE Strategic Plan).
- Washington continues to co-chair a working group that encourages and supports collaboration between state health departments and state AGOs.
- Washington State University adopted tobacco-free campus policy.
- Built Athena page for Tobacco Abuse Prevention <http://www.theathenaforum.org/tobacco>.

Prescription Drug Misuse/Abuse Prevention Action Team Accomplishments

Information Dissemination to Communities

- Built Athena page for Prescription Drug Abuse Prevention <http://www.theathenaforum.org/rx>.
- Reached out to Higher Education to promote this information (college coalition, and doctors in training).
- Conducted several presentations including;
 - State Board of Health @ SeaTac from King County Take Back Program – November 2013.
 - Joint Conference on Health (annual) presentation/exhibit table for Take Back Your Meds– October 2013 to October 2015. www.wspha.org
 - Board of Health presentation November 2013.
 - Prescription Statistics represented at Prescription Monitoring Program (PMP) National Meeting.
 - June 2014 group presentation to College Coalition – available online.
 - Provided 10,000 Good Samaritan Law / 911 Overdose Prevention Cards to 52 Washington State community coalitions for local distribution.

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Promote Value of Prescription Monitoring Program (PMP) to get continued advocacy

- PMP article sent to HCA.
- HB 1565 passed – Funding for Prescription Drug Monitoring.
 - In budget little over \$500,000/year for 2.0 FTE; Vendor system costs (~200,000/year) and Education/outreach.
- Drug take-back law passed by King County Board of Health.
- Received funding as part of PFS grant to incorporate PMP data into our data books for local communities.

Mental Health Promotion Action Team Accomplishments

Training to Specific Groups

- Suicide prevention training to coalitions in Battleground, North Kitsap, Gig Harbor, King County, Bellingham, Forks, Spokane, Wenatchee, and Grays Harbor. Information, strengths and challenges collected.
- Statewide Suicide Prevention Day launched on September 10, 2013 with Governor's Proclamation. Multiple agencies held activities statewide.
- Collaboration with DOH on training health care professionals in suicide prevention, youth suicide prevention activity.
- NW Indian College partnered with Colville Confederated Tribes last year on Suicide Prevention project.
- University of Washington (UW) has Substance Abuse and Mental Health Services Administration (SAMHSA) funded suicide prevention project for students at Seattle campus.
- Met with DSHS Secretary Quigley re: suicide prevention with Native American focus.
- Group created a website page on the Athena Website: <http://theathenaforum.org/mentalhealth>.

HB 1336/6431 implementation

- Training Educational Service Districts (ESD) how to use plan. Material should be up on the OSPI school safety website.
- Forefront has training curricula for nurses' schools and others in suicide prevention.
- DOH submitted 2014 suicide prevention SAMHSA grant, put together by MH Promotion Team Committee members.
- Juvenile Justice and Rehabilitation Administration (JJRA) and Suicide Prevention Conference 2014 set to be held September 8 & 9, 2014 at Great Wolf Lodge.
- Department of Health (DOH) will be convening a steering committee to develop a statewide plan for suicide prevention across the lifespan set to be held on August 5, 2014 in Tumwater.
- Promoted establishment of permanent cross agency statewide suicide prevention and mental health promotion group.
- Supported *Mental Health First Aid Training* implementation in collaboration with OSPI.
- Supported Department of Health (DOH)/Division of Behavioral Health and Recovery's (DBHR) effort to expand Washington's data on suicide and violent death reporting statistics.