

Community Prevention & Wellness Initiative

June 20, 2014 Training

Prevention WINS & Media

Inga Manskopf



Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION

Adolescent Medicine

Prevention WINS: Overview



Prevention WINS: Overview

Individual programs & community strategies

- Evidence based curriculum for middle school students
- Evidence based programs for parents
- Social marketing & parent education
- Prevention clubs at schools
- Media advocacy
- Advocacy
 - Alcohol policy
 - Prescription drug policy
 - Marijuana policy



Media interviews

If only media interviews were like this!

Who will forget this?

Hopefully, they will never be like this.

Prevention WINS

Media relations preparation

PreventionWorksInSeattle.org

- Primary purpose
- Developed by PR professional
- Reporters visit website & blog

Local data easy to find and understand

- Website & blog
- Coalition members

Prevention WINS

Media & coalition members

Coalition members have different strengths

- Carolyn, Rob: parenting
- Kipp: law enforcement (approval needed from SPD)
- RADD: teens
- Gary: treatment, advocacy
- Lisa, Amy, Jill: schools

Provide talking points, stay on point

Impressions often more important than content



Example: Roosevelt High School, March 2014

Letter to Roosevelt High School parents from the principal about an increase in number of students under the influence/in possession at school.

“Leaked” to media.

March 3rd, 2014
Dear Roosevelt Freshmen Parents and Guardians,
As your student enters high school, s/he is confronted with a world of possibilities. While the majority of those possibilities are constructive, promoting growth and learning, others are more harmful. With their march toward adulthood, more and more doors will open to what are traditionally thought of as adult experiences and, unfortunately, some of those experiences include the use of drugs and alcohol.
This fall we are experiencing an increase in students being under the influence and/or in possession of marijuana/alcohol at school or school related activities. In fact, our discipline incidents with respect to marijuana/alcohol use are double what they were this time last year. The freshmen class accounts for approximately half of those numbers. We are taking a multipronged approach to addressing the concerns and issues around the increase in our student use of these substances during the school hours. We recognize that staff, students and parents need to be educated regarding the increased use as well as some of the underlying causes.
With that, we would like to invite you to attend a Parent/Guardian night at Roosevelt on March 19th from 7-8:30 p.m. in the library. The guest speaker, Dr. Leslie Walker, Chief of Adolescent Medicine at Seattle Children's Hospital, will provide parents with information about healthy adolescent brain development, the impact of marijuana and drugs on the brain, and what parents can do to prevent drug use among their children.



Example: Roosevelt High School, March 2014

Preparation

- Blog post about the problem
- Coalition members
 - All members received letter
 - Provided with main message and talking points
 - Long-term members well-versed
- Change in culture: OK to talk about drug problem
- Coordinator provides media with background information
- Children's Hospital media department screening



Example: Roosevelt High School, March 2014

Seattle Times

The Seattle Times Editorials
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Originally published April 17, 2014 at 3:09 PM | Page modified April 18, 2014 at 11:34 AM

Editorial: Reject pot scare tactics, like drug-dog patrols at Roosevelt High School

With legal marijuana stores to open within months, now is the time for a smart, fact-based prevention campaign aimed at teens.

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Seattle Times Editorial

HERE is an image from a War on Drugs time capsule: drug-sniffing dogs sticking their noses in Roosevelt High School students' lockers searching for marijuana.

Washington voters in 2012 rejected a prohibitionist approach by legalizing marijuana. Policy shouldn't slip back. But the drug-dog idea, as proposed by parents in a recent Seattle Times story, reflects genuine anxiety about raising teenagers in the new world of legal marijuana. In search of the future, parents are reaching to the past.

Instead of drug-dog patrols, the state owes fulfillment of the Initiative 502 campaign promise to voters.

That promise was clear: marijuana tax revenues would buy a robust, fact-based prevention campaign, particularly aimed at underage users.

Rejecting the scaremongering tactics used for

READER COMMENTS

“ The law w confines of you legalized for th
“ Eventually move on to dev rewarding the.
“ Our legaliz off it. That's be most of it. It's...
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By **Jerry Large**
Seattle Times staff columnist

Teens need to know pot's impact on their health

Making more information available may help more young people say no to marijuana.

One of the worries attached to Washington's legalization of recreational-marijuana sales and use is that young people could be harmed by it. Actually, the drug is already easy to get, but there may be a shortage of moderating information about it.

Good information exists, but more of it needs to be in people's hands, at their fingertips and talked about enough to sink in. I'm not advocating 1950s drug-scare drama but a stronger recognition that whatever you put in your body has an impact, and sometimes it may not be an impact you want.

Marijuana changes the brains of young users in detrimental ways, and the more a person smokes, the worse the effect can be. It's smart to know what

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“ A lot of proponents push the supposed non-impact of pot are the same folks pushing the miracle effect of "homeopathic"... (May 12, 2014) MORE

“ Now is a heck of a time for the media to start talking about the effects of marijuana. You sure didn't see much... (May 12, 2014) MORE

“ Marijuana is a pretty pointless drug any way you look at it. It's a shame so many people are deceived by it. Just seems... (May 11, 2014) MORE

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Originally published Saturday, April 12, 2014 at 8:03 PM

Pot laws have parents worried about effect on kids

Some Seattle parents want to bring drug-sniffing dogs into high schools. Experts say there are better ways to deter youth drug use, but they're disappointed state officials haven't come up with a more aggressive education campaign.

By **Bob Young**
Seattle Times staff reporter

Rob Levin was stunned to hear that his son, a ninth-grader at Seattle's Roosevelt High, was already smoking pot with his friends.

Levin was even more disturbed to hear his son say kids were dazed and confused at school, taking hits from smokeless vaporizer pens in classes and hallways.

"I was politely in the school's face about this," said Levin, a lawyer. He wrote Roosevelt's principal, "roundtabled" with other parents and has been pushing school officials to bring drug-sniffing dogs into Roosevelt.

He also helped organize a recent meeting for parents at the school featuring Dr. Leslie Walker, chief of adolescent medicine at Seattle Children's. Among other warnings about pot, Walker said she knew a boy so high that he didn't feel anything while a dog "gnawed his arm to the bone." She declined to be more specific.

Although it's still illegal for minors to use pot and it remains a felony to sell pot to minors, parents like

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E-mail article
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PREV 1 of 3 NEXT



MARCUS YAM / THE SEATTLE TIMES

Rob Levin, whose son is a ninth-grader at Roosevelt High School, is suggesting the Seattle school district bring drug-sniffing dogs into schools. Some experts say there are better ways, but many are frustrated state officials haven't stepped up with prevention messages.

READER COMMENTS

HIDE / SHOW COMMENTS

“ Since the attorney's kid is already getting high, and there is nowhere for him to buy legal mj, I guess



Example: Roosevelt High School, March 2014

KING 5

<http://www.king5.com/news/cities/seattle/Roosevelt-student-drug-abuse-251475541.html>



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Example: Roosevelt High School, March 2014

KPLU

Youth & Education 4:32 PM TUE MARCH 18, 2014

Seattle Public Schools: Spike In Marijuana Use Not Just Seen At Roosevelt High

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By KYLE STOKES

Seattle High School Students: 'In The Past 30 Days, Have You...?'

Substance	2008	2010	2012
Drank alcohol?	32%	28%	24%
Used marijuana?	21%	21%	23%
Smoked cigarettes?	12%	10%	8%

Source: Seattle Public Schools, Youth Risk Behavior Survey (2008-2012)

The rates at which Seattle high school students report using alcohol have dipped since 2008, but the district's lead substance abuse counselor suspects marijuana use has crept up since the last survey data came out in 2012.

[Listen](#) 2:00

Roosevelt High School has invited an expert on teen substance abuse to address concerned parents after the the school's principal [sent a letter to parents](#) about an increase in drug and alcohol use at the school.

The letter by principal Brian Vance said the school's number of disciplinary incidents involving marijuana and alcohol use had "doubled" since last year, from 12 incidents to 24.

Seattle Public Schools officials say they've observed a similar trend district-wide.

"Specifically, really this school year, we've seen a dramatic increase in marijuana use on campus by our students," said Lisa Sham, who runs Seattle Public Schools' drug and

<http://kplu.org/post/seattle-public-schools-spike-marijuana-use-not-just-seen-roosevelt-high>



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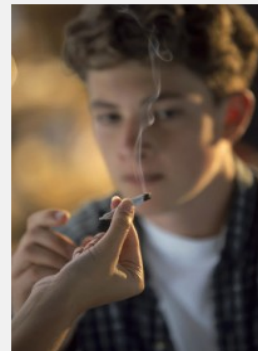
Adolescent Medicine

Example: Roosevelt High School, March 2014

Seattle PI

Why legal marijuana will be good for Washington kids

Posted on April 30, 2014 | By Jake Ellison



Will legal marijuana be the bane of youth or can it help society curb use among kids? (Getty Images)

There is no perfect world in which kids have no interest in marijuana and no access to it. In fact, many kids have interest in it, and for decades most kids have said access to marijuana is easy. Even so, as one Seattle principal noted in his letter about recent marijuana use, more than 70 percent of kids don't do drugs or alcohol.

Nevertheless, almost all of the current public discussion around legal cannabis starts from the self-blinded position that legalization will make marijuana available to kids. Publications with headlines such as "How to Keep Kids Safe With the Legalization of Marijuana" give the impression that marijuana will suddenly become a big issue for kids.

Well, maybe legalization will have the opposite effect, even with kids' attitudes about the dangers of marijuana slipping toward the "not so dangerous" side.

Why would that work?

Lifting the veil of fear and secrecy.

Fear of the law. Fear of the consequences. Fear hasn't historically kept kids from pot, but it has kept them and their parents from talking about it openly. It has kept parents who use marijuana from admitting that use to their kids and

school officials for fear of having their lives turned inside out by the law.

It has kept the very prolific use of marijuana hidden in plain sight — a hypocrisy that clearly hasn't worked.

"When I was a kid," said Lisa Sharp, manager for drug prevention and intervention at Seattle Public Schools, "I went through the D.A.R.E. program, which is a lot of scare tactics — 'you're going to go to jail forever' type of thing. We don't do that because that doesn't work with kids."

Now, with legalization, that veil is lifting. Maybe the hypocrisy can be eliminated, too.

"Now that it's legal," Sharp said, "parents and kids now are admitting that families use, where maybe



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Example: Roosevelt High School, March 2014

Follow-up

Short debrief during May coalition meeting

- Parent experience
- Media expert advice:
 - Don't let the media control you – you control the message!
 - Cohesive message & talking points
- Others willing to talk to media if you do not

Blog posts:

- [Links](#) to media stories
- [Additional information](#) about the problem
- [Correcting misperceptions](#)



Example: Pot party at Seattle Center, December 2013

What happened . . .

- LEAH seminar about community-based prevention
- Emails with Children's doctors, SDRG researchers
- Email to Seattle Center staff and board members
- Leaked to media who contacted Children's
- Shared by ? with organizer/journalist



Example: Pot party at Seattle Center, December 2013

The result . . .

<http://www.kirotv.com/news/news/pot-party-pushback/nb4sY/>

NEWS December 4, 2013

Antidrug Activists Try to Shut Down Pot Party

Treatment Professionals Say Celebration at Space Needle Is Bad for Children

by [BEN LIVINGSTON](#)



Three weeks ago, I reported that the Seattle Center issued its first-ever permit for a pot party, which takes place December 6 inside a big tent at the foot of the Space Needle. (Full disclosure: They issued the permit to me.) The story went viral. Jimmy Fallon even joked about it on his TV show, suggesting several stoner Christmas carols we'd be singing.

But some people find no humor in the pot party.

Nine drug-abuse-prevention leaders sent a letter to the

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SLOG Slog Music
MUSIC, NIGHTLIFE, AND DRINKS

« SeaTac Prop 1 Campaign Expects Judg... | Mars Hill Blames the Mark Driscoll... »

WEDNESDAY, DECEMBER 11, 2013

MAILBAC Teacher: Pot Party Sent Bad Message to Kids

posted by [DOMINIC HOLDEN](#) on WED, DEC 11, 2013 at 4:10 PM

Nathan Hale High School health teacher Annemarie Michaels-Plumpe writes this letter to the editor about a party last Friday, sponsored and covered by *The Stranger*, celebrating the one-year anniversary of marijuana legalization. Held at Seattle Center, the party was 21 and over, and hidden from public view inside a closed canopy. But Michaels-Plumpe says adults having fun with pot in a somewhat public setting sent a dangerous message to children:

I am writing this letter in response to Ben Livingston's *Stranger* article entitled: **Antidrug Activists Try to Shut Down Pot Party -Treatment Professionals Say Celebration at Space Needle Is Bad for Children.**

There is evidence that favorable community opinion about a drug such as alcohol or marijuana correlates with not only **increased use by teens** but also an impression among them that the dangers are less than they might be. Allowing for marijuana use as long as the public cannot see its use—such as throwing a party to celebrate the legalization of a drug by using that drug in a large group, in a public place where families gather—is **definitely sending a clear message** about our community's opinion on the use of marijuana.

I'm a high school health teacher and I do not try to scare my kids from using drugs. I tell them what I know to be the truth based on studies and what I hear from professionals in the field of addiction and recovery. If the study had a small sample or wasn't repeated with the same results then I tell them that also.

The THC levels in the marijuana being sold today are **physically addictive to 20 percent of teen users**. Teens who are dabbing—burning and inhaling the hash oil which has even higher THC levels—for those whose brains are not used to THC have



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Media outreach: Pro-active & reactive

Stories pitched by media experts

- First Town Hall Meeting (coalition media rep)
- Reduction in underage drinking rates (coalition media rep)
- Release of underage drinking film (Seattle Children's Hospital)
- King County medicine return program (BOH pro-bono media consultant)

Published opinion pieces

- Minimum legal drinking age (coordinator)
- Pot party (co-chair)

Media outreach: Pro-active & reactive

Stories “leaked” by community members

- Parent pledge
- Liquor Control Board investigating mini-mart
- Pot party at Seattle Center
- Roosevelt principal’s letter

Media looking for experts

- Almost all stories featuring Leslie
- Anna’s story

The screenshot shows the Seattle Children's website with a navigation bar at the top containing links for 'Contact', 'Advertise', 'Calendars', and 'Newsletter'. Below the navigation bar are several menu items: 'schools & learning', 'health & development', 'community build & advocate', 'at home living', and 'going places'. A prominent banner reads 'NEWSLETTER SIGN UP NOW! NEWS, EVENTS, GIVEAWAYS, ACTIVITIES!'. The main content area features an article titled 'HEALTH & DEVELOPMENT Anna's Lessons about Teen Drinking and Driving' published on June 8, 2012. The article includes a photo of a damaged car and text describing a teen's experience with a car accident. To the right of the article is a sidebar titled 'Reducing Teen Underage Drinking Requires a Community Approach' with a sub-section 'Prevention WINS' that details a community-based program. On the left side of the page, there are several smaller articles, including one about a house for sale in Ringwood for \$479,000 and another about a 'Fun Day' event.

A few things about working with Children's Hospital

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Home > On the Pulse

How to keep kids safe with the legalization of marijuana

In This Section...

Author: On the Pulse

PUBLISHED FEBRUARY 24, 2014 IN: HEALTH AND SAFETY

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The legalization of marijuana in the state of Washington with the impending legalization of marijuana sales has sparked concern among many parents who have to think about what this means for their children.

Leslie Walker, MD, division chief of Adolescent Medicine at Seattle Children's Hospital, recently co-authored a guide for parents about preventing underage marijuana use. You can read the full article here. It's important for parents to know the facts, learn about marijuana and be aware of the messages that their children may see.

The law

In November 2012, Washington Initiative 502 (I-502) "on marijuana reform" passed allowing legalized small amount marijuana-related products for most adults. This spring, marijuana will become more mainstream throughout the state with the impending legalization of marijuana sales in select approved businesses. Possession by anyone young than 21, possession of larger amounts and growing unlicensed or unregulated marijuana, will still remain illegal under the law.

The risk and dangers for kids

There are many risks for those who experiment with marijuana. "One of the biggest things that people need to know is that it's addictive," says Walker. "The body becomes dependent on it."

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Home > Teenology 101 > Drugs and Alcohol

Drugs and Alcohol

All Articles in the Category 'Drugs and Alcohol'

In This Section...

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E-Cigarettes and marijuana

Author: Yolanda Evans, MD, MPH

PUBLISHED MAY 2, 2014 IN: DRUGS AND ALCOHOL

POST COMMENT

In the past few months I've had the privilege to speak with parents of high school students about the prevention of drug use. One of the questions that's come up repeatedly from school staff has been, "What do we do about e-cigarettes?" Now I've noticed the e-cigarette vendor signs in urban areas and have read the media hype about e-cigarettes, but I hadn't realized how prevalent they were in schools, nor had I understood another common use for these mini vaporizers: they're a way to use marijuana undetected.

E-cigarettes are small vaporizers that look like a pen. The American Academy of Pediatrics highlighted this week that half the Poison Center calls on e-cigarette liquids involved children, so they are becoming more and more common in households. To use an e-cigarette, the nicotine liquid is heated and the user can inhale to receive the same sensation as smoking a cigarette, but without as much of the smell as traditional cigarettes. The people who advertise e-cigarettes state that their advantage is that the user does not receive all the toxins, but what they don't tell you is that a user is still receiving the nicotine and continues to be addicted to it. Nicotine itself is a toxin that can lead to heart and large vessel disease and as a physician, I recommend avoiding it.

Marijuana, in the form of concentrated hash oil, can be used in place of the nicotine when used. When used, the vapor does not have the pungent smell of the typical joint or bong which makes it extremely difficult for anyone to know if the oil is nicotine or hash. Teens can use the e-cigarette to take a hit while sitting in class (it may look like they're chewing on a pen) and a teacher may not even notice. If an e-cigarette is found by school staff, they have no way of knowing what is in it.

The Centers for Disease Control (CDC) found that amongst those in high school, tobacco use has declined overall, but the use of e-cigarettes has doubled. In WA, where marijuana has been legalized for those age 21 and over, we're finding that marijuana use among 12th graders has exceeded tobacco use with 27% reporting use of marijuana and 16% using tobacco. Both drugs can have harmful effects on the body. Marijuana affects the teen's developing brain and can drop IQ points, lead to lack of motivation, and is associated with poor school achievement. Teens who use marijuana are also

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How The PR Department Can Help You

patient privacy and confidentiality are given the priority. We require a legal guardian to sign any information before any information is shared with the media.

Children's, all media need to come through the PR Department. All media must be escorted by a member of the PR department while they are at the hospital. At satellite or off-site reporters may be escorted at all times by other staff members. All media must be escorted at all times at those facilities.

Parents, physicians and staff should follow the hospital's communication plan which provides guidance on media relations, response to inquiries, and release of information to members of the media.

RADIO INTERVIEWS

- > What to expect
- > What to wear, how to act
- > Preparing your messages
- > Handling tough questions

TV INTERVIEWS

- > What to expect
- > What to wear, how to act
- > Preparing your messages
- > Handling tough questions

PRINT/WEB INTERVIEWS

- > What to expect
- > What to wear, how to act
- > Preparing your messages
- > Handling tough questions

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Children's Hospital's social media

Blogs, Facebook, YouTube, Twitter

Seattle Children's Hospital shared a link.
February 21

Seattle Children's has 250 free tickets to the "Youth Drugs Forum: Keeping Kids Safe in Changing Times" at Town Hall Seattle on February 26th. Click here to get your free tickets: <http://bit.ly/1nTW1xY>

Division Chief for Adolescent Medicine, Dr. Leslie Walker, who is well known for her work and research in the prevention and treatment of substance abuse, will be moderating the discussion. For more information, visit the ParentMap calendar here: <http://bit.ly/1c8yfcu>



Youth Drug Summit: Keeping Kids Safe in Changing Times - Calendar - ParentMap
www.parentmap.com

February 26, 2014 - February 26, 2014: The legalization of marijuana in Washington State has real implications for parents and kids. What are current teen attitudes about drug use and accessibility? How will things change when legal ...

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146 likes, 1 comment, 24 shares

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Home > Teenology 101

A parent's role in prevention of underage drinking

In This Section:
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Author: Teenology 101

PUBLISHED MARCH 28, 2014 IN: DRUGS AND ALCOHOL [JUMP TO COMMENTS](#)

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As a follow up to our post last week on the Safe Roads Awareness, we wanted to share a video that discusses the importance of you, as a parent, in preventing underage drinking and the consequences that are associated with it. In this video post, Dr. Leslie Walker talks about how important your communication with your teen is in preventing alcohol use.



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VIDEO: Dr. Leslie Walker shares how #parents can help prevent teen drinking & drug abuse bit.ly/1ftr28g

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146 "likes", 24 shares

Lessons learned

- Most people don't know what prevention really is
 - Media
 - Sector leaders
 - Parents
 - Grantee
- Know local data, talk about local issues/what you know and observe



Lessons learned

-
- Your coalition will tell the same story repeatedly, for years
 - Sometimes, messages are mis-communicated
 - “Only 30% of our sophomores drink.”
 - “Why do you want to lock up kids?!”

Questions?



Want more information?

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