



Underage Marijuana Use Prevention Toolkit

June 20, 2014

Summer Coalition Leadership
Institute





Elements of the Toolkit

- DVD: [Marijuana and Teens after I-502](#) - Mercer Island Communities that Care
- What Parent's Need to Know - Washington State Liquor Control Board (WSLCB)
- Key Messages and Talking Points - DSHS
- I-502 State Agency Roles and Contacts Factsheet
- CD: Marijuana Prevention Messages (posters, billboards, etc.) - Best Care Prevention
- Parent's Guide to preventing underage marijuana use - Seattle Children's Hospital & Social Development Research Group (SDRG)

Available on The Athena Forum:

<http://www.theathenaforum.org/parenttoolkit>





What Parents Need to Know--LCB



Washington State
Liquor Control Board

Marijuana Know the Facts

Marijuana is not harmless.

Marijuana impairs coordination and perception, affects learning and memory, and can increase anxiety, panic and paranoia. Research shows one in eight youth who use marijuana by age 14 become dependent.

Some of the risks of smoking marijuana vs. consuming marijuana-infused foods are different.

Inhaling any kind of smoke harms your lungs. Consuming marijuana-infused foods can also be dangerous because it takes longer to feel the effects. It's easier to have too much because the effects are delayed.

Recreational marijuana use has age restrictions.

Only those 21 and older can possess marijuana, with a limit of 1 ounce of useable marijuana, 16 ounces in solid form, and 72 ounces in liquid form.

Where you can use marijuana is limited.

Marijuana cannot be used in view of the public. It is also not allowed on federal and most tribal lands.

The penalties for marijuana use for those under 21 can be severe.

If you are under 21, you can be charged with Minor in Possession. If you have more than 40 grams, it is a Class "C" felony (\$10,000 fine and/or 10 years in jail).

It's not okay for parents to share marijuana with their kids.

It is a felony to provide marijuana to any minor.



Washington State
Liquor Control Board

Marijuana What Parents Should Know

Most youth choose not to use marijuana. However, some will try it, and some will continue to use it.

Brain development continues through age 25. The use of any drug, including marijuana, can impair brain development.

Marijuana use increases risk of academic problems. Marijuana's effect on learning, memory, and motivation can lead to difficulties in school.

Talk Early. Talk Often.

- You are the number one influence in your child's life.
- Talk early and talk often about making the right choices.
- Set expectations.
- Discuss rules and enforce consequences.

For more information about marijuana:
www.LearnAboutMarijuanaWA.org
or www.drugfree.org

To contact the WSLCB email:
prevention@liq.wa.gov



If someone you know is struggling with substance use, call:
Recovery Helpline at 1.866.789.1511.

To obtain this publication in an alternative format, contact the agency ADA coordinator at (360) 664-1783.

CIB70/07-13





Key Messages and Talking Points-- DSHS



Preventing Underage Marijuana Use Key Messages and Talking Points

Messages to Parents

- It's not ok to share marijuana with children who are under the age of 21. Just like alcohol, marijuana is illegal for anyone under the age of 21. Just like alcohol, it is illegal for adults to provide marijuana to anyone under the age of 21. Possessing more than 40 grams of marijuana, regardless of age, is also illegal.
- Marijuana is linked to school failure. Because the teen brain is still developing, marijuana has a negative effect on attention, motivation, memory and learning. Students who use marijuana tend to get lower grades and are more likely to drop out of school. (<http://www.drugabuse.gov/publications/marijuana-facts-parents-need-to-know/want-to-know-more-some-faqs-about-marijuana>).
- Teens are at higher risk for addiction. During 2013, 72% of Washington youth (12-17) who entered publicly-funded addiction treatment listed marijuana as their primary drug (DSHS/BHSIA). The estimated public cost for their treatment was \$7.6 million. Because the teen brain is still developing, early use of marijuana is more likely to lead to addiction, compared to those who wait until they are adults. One in four adults who started using an addictive substance before the age of 18 is now addicted (<http://www.casacolumbia.org/addiction-research/reports/adolescent-substance-use>).
- Know the risks and teach your teens. The good news: when teens know how drugs can harm them, their use goes down. The bad news: fewer students see marijuana use as risky. One in five Washington 10th graders uses marijuana regularly, and only one in four sees little or no risk in doing this ([2012 Washington State Health Youth Survey-HYS](#)).
- Most teens are making healthy choices. Although teens think everyone is using marijuana, the fact is that most teen don't. About one in five 10th graders, and one in four 12th graders, uses marijuana regularly (HYS). When teens know that not using marijuana is the norm, they are more likely to "fit in" with the crowd by not using it.
- You are the most powerful influence in your child's life. Even when children reach their teen years, they still care about what parents say. If your teen knows you don't approve of drug use, they won't want to disappoint you. Talk early and often about the risks, set clear rules against drug use, and enforce reasonable consequences for breaking the rules. Get tips for talking with your teens at www.StartTalkingNow.org.
- Take action if you think your teen is using marijuana. Talk to your school's counselor, or for free, confidential referrals to help in your area, call the [Washington Recovery Help Line](#) at 1-866-789-1511.

Messages to Teens

- Marijuana – It's Not So Natural. Marijuana has more than 400 chemicals, including THC. The average potency of THC has increased dramatically since the 1980s. Spread the facts. Visit www.abovetheinfluence.com.
- Marijuana – It's Not Popular. Four out of five Washington 10th graders do NOT use marijuana. Spread the facts. Visit www.abovetheinfluence.com.
- Marijuana – It Impairs Driving. Marijuana is the most common illegal drug involved in auto fatalities. Spread the facts. Visit www.abovetheinfluence.com.
- Marijuana – It Limits Performance. Marijuana impairs your memory, learning, coordination and reaction time. It can also increase your risk of injuries in activities and sports. Spread the facts. Visit www.abovetheinfluence.com.
- Marijuana – It's Addictive. Because your brain is still growing, it may be hard to quit when you want to. For 72% of teens who enter treatment for addiction, marijuana is the reason. Spread the facts. Visit www.abovetheinfluence.com.
- Life has many challenges - show others you're strong enough to face them. Live above the influence. Visit www.abovetheinfluence.com.
- Stay original – be yourself. Live above the influence. Visit www.abovetheinfluence.com.
- Don't Keep It In. Talk It Out. No problem is too big or too small. Call 1.866.TeenLink or visit them at 866teenlink.





Implementing I-502 Implementing State Agency Roles and Contacts

Implementing Initiative 502 State Agency Roles and Contacts

Purpose

This document provides an overview of how the I-502 Dedicated Marijuana Fund (part IV of I-502) will be invested and state agency responsibilities for developing and implementing the retail system, public health and education programs, and enforcing the law.

Dedicated Marijuana Fund Distribution

Tier 1: Funds collected by the state treasurer through marijuana excise taxes, license fees, penalties, and forfeitures will be disbursed every three months as follows:

- \$1,250,000 to the state Liquor Control Board for administration.
- \$125,000 to the state Department of Social and Health Services (DSHS) to design and administer the Healthy Youth Survey, analyze data and produce reports.
- \$50,000 to DSHS to contract with the WA State Institute for Public Policy to conduct a cost-benefit evaluation and produce four reports from September 2015 through September 2016.
- \$5,000 to the University of Washington Alcohol and Drug Abuse Institute (U.W.) to create, maintain and update web-based public education materials with scientifically accurate information about the health and safety risks of marijuana use.

Tier 2: After these primary disbursements, the following programs will receive funding:

- 50% to the state's Basic Health Plan.
- 19.07% to the State General Fund.
- 15% to the DSHS Division of Behavioral Health and Recovery to implement and maintain programs and practices aimed at preventing or reducing substance abuse and dependence among middle and high school age students. At least 85% of these funds must be directed to evidence-based programs; 15% of funds may be directed to research-based or emerging best practices or promising practices.
- 10% to the Department of Health to create, implement, operate and manage a marijuana education and public health program.
- 5% to the Health Care Authority to contract with community health centers for primary health and dental care services, migrant health services, and maternity health care services.
- Six-tenths of 1% to the U.W. and four-tenths of 1% to Washington State University for research on the short- and long-term effects of marijuana use.
- .03% to the Building Bridges programs.

State Agency Roles

Department of Health:

- **Public Health Help Line:** Develop or secure a marijuana use help line that provides referrals to substance abuse treatment providers, uses evidence-based approaches to minimize harms associated with marijuana use, and does not solely advocate an abstinence-only approach. The Washington Recovery Help Line is currently providing these services.
- **Community Grants:** Develop a community grants program for local health departments or other community agencies that supports coordinated prevention/intervention strategies to reduce youth marijuana use and abuse.

- **Statewide Education Campaign:** Develop a media-based education campaign to reach youth and adults with scientifically-accurate information about the health and safety risks posed by marijuana use.
- **Policies:** With 2014 state budget proviso funding, contract with Educational Service Districts to assist schools in implementing policies that address tobacco and marijuana use.
- **Enforcement:** DOH enforcement officers have authority to enforce drug laws.
- **DOH Contacts:** Paj Nandi, Community Based Prevention Manager, 360-236-3665, paj.nandi@doh.wa.gov, and Paul Davis, Marijuana Education Program Manager, 360-236-3642, paul.davis@doh.wa.gov.
- For more information about DOH prevention programs visit: <http://www.doh.wa.gov/AboutUs/ProgramsandServices/PreventionandCommunityHealth/OfficeofHealthyCommunities.aspx>

Department of Social and Health Services - Division of Behavioral Health and Recovery:

- **Prevention:** Enhance and expand the Community Prevention and Wellness Initiative (CPWI) in the highest need communities in each county. CPWI integrates school and community-based, coalition-driven programs and will enhance resource to Tribal communities. CPWI coalition contacts: <http://theathensforum.org/cpwi-coalition>.
- **Treatment:** Train providers to implement evidence-based practices, brief intervention and referral to treatment and recovery support services.
- **Healthy Youth Survey:** Administer the survey at least every two years to students in 6th, 8th, 10, and 12th grades, collect data to identify health attitudes and behaviors, including drug and alcohol use, and produce reports.
- **Research:** Contract with Washington State Institute for Public Policy (WSIPP). Key components include public health impacts, costs associated with marijuana use, impacts of investments in research, evaluation, education, prevention, and intervention programs as well as economic impacts.
- **DBHR Contacts:** Sarah Mariani, Behavioral Health Administrator, Sarah.Mariani@dshs.wa.gov, 360-725-3774 or Scott McCarty, Prevention Systems Grant Manager, Scott.McCarty@dshs.wa.gov or 360-725-1457.
- For more information about state prevention resources and programs visit <http://www.dshs.wa.gov/dohr/preventionservices.shtml>.

Liquor Control Board:

- Develop, regulate and control the retail marijuana market.
- Implement and enforce licenses and rules for producers, processors, and retailers.
- Collect excise taxes, licensing and business fees, and authorize disbursements.
- **Contact:** Mary Segawa, Mary.Segawa@liq.wa.gov, or 360-664-1771.
- For more information on rule making and licensing visit www.liq.wa.gov.





'Best Care' Prevention Billboards

marijuana
IT'S NOT POPULAR

Most 10th and 12th grade students in Washington do NOT use marijuana.

Spread the Facts
Visit: www.teens.drugabuse.gov

Source: 2012 Washington State Healthy Youth Survey
© 2013 BestCare Treatment Services Matrix. All rights reserved. Permission to use ad required.
Ads developed by prevention staff in Jefferson, Grant, Deschutes, Crook Counties in Oregon

BESTCARE
TREATMENT SERVICES
606.7054

Jefferson County
PREVENTION
RISK FACTOR

SAM
SAMHSA
Substance Abuse and Mental Health Services Administration
A part of the U.S. Department of Health and Human Services

Washington
Recovery Help Line
24 hours a day, 7 days a week
866-789-1571
www.wa.gov/recoveryhelp.org

Washington State
Department of Social
& Health Services
Transforming lives



Parent's Guide to Preventing Underage Marijuana Use

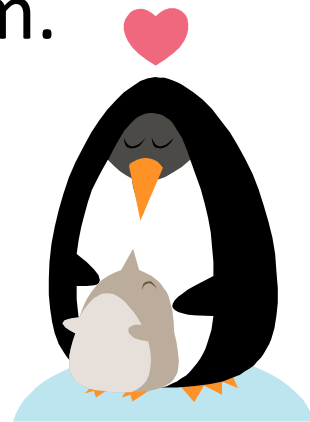
- The good news!
- Children **DO** care about what parents say
- Communicate a **no use attitude** (and repeat/review it)
 - Start early
 - Be clear and specific
- How can coalitions incorporate this information into their work?
 - **Dialogue** in communities
 - Strategy selection and development
- How can coalition members **share** this information?
 - Develop activities to practice at coalition meetings for how to talk about these issues in order for members to **become comfortable** sharing this information in their circles of influence. Practice.
 - It always starts by planting small seeds.





Talking with Parents

- Clear and specific expectations for their kids.
- Enforce realistic consequences.
- Have conversations with their child about refusal skills. Practice them.
- Don't overreact.





Modeling Appropriate Behavior for Kids

- Children learn from adult behavior.
- **Clearly communicate** the rules and consequences.
- Help parents understand it is **okay to set rules and guidelines** for their children.
- Fear of the discussion.
- **Dispel the myth** that talking about it will pique their interest.





Practical Applications for Parents & Communities

- **Technology help:** teach parents how to communicate the way their child does: texting, email, facebook, twitter.



- Update on **risk behavior trends** to watch for (don't scare them, inform them).
- **Provide support**—parent networking groups, prosocial activities unique to your local community needs, engage families in coalition efforts.





Coalition Support for Schools

- Provide copies and **awareness** of [The Marijuana Misuse/Abuse Prevention Toolkit](#)
- Help **inform schools** to watch for edibles, paraphernalia, etc.
- Listen for conversations around school drug/alcohol **policy** updates due to I-502.
 - Try to be a part of informing districts on revising policies if possible.
- **Build relationships** with schools, help schools understand how best to partner with and develop coalition resources and partnerships.





Tools for Coalitions

- **Keep intervention messaging relevant to populations**– Coalitions know their communities best!
- **Adults** and public health messaging:
 - Safe storage
 - Conversations about expectation
- **Youth** and public health messaging:
 - Loss of driving privileges
 - Reduced athletic performance
 - Lack of focus





Most kids don't use

- “The more we can **keep the abstainers abstaining**, the better.” ~Jason Kilmer, Ph.D.,
University of Washington
- Helping communities remember that most kids in their community don't use substances can help **counter-balance** the confusing messaging kids may have received with the legalization of marijuana.





What Questions do you Have?





“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

~Margaret Mead





Camille Goldy

Prevention System Manager

Division of Behavioral Health and Recovery (DBHR)

Behavioral Health and Service Integration Administration

WA Department of Social and Health Services

camille.goldy@dshs.wa.gov

360-725-3786

