



August 19, 2022

Monthly coalition meeting

Today's agenda

Agenda Items	Time	Lead
Welcome, introductions and Team Building	9:00	Kasey Kates WHY Co-Chair
DOH and DBHR Campaign updates, whole picture	9:20	Nikki, DOH Kendra, HCA
Break	10:00	
SPE Plan Overview from last SPE meeting	10:10	Kasey
Hot Topics <ul style="list-style-type: none">Alcohol Compliance Assessment Project (CAP) Update	10:15	Discussion
Updates <ul style="list-style-type: none">Communications Team	10:25	Martha
Meeting wrap up	10:30	Martha
Round Table Member updates	10:35	
Adjourn	11:00	Kasey Kates WHY Co-Chair

Opening question

What is a positive word that people often use to describe you?

awesome kind diligent
reliable faithful
happy cute
funny franky
curious aspiring cool

YOU

DOH and HCA/DBHR Campaign Updates

Nikki Meline, DOH

Kendra Wilson, HCA



Washington State
Health Care Authority



DOH + HCA SUBSTANCE USE PREVENTION CAMPAIGNS

Nikki Meline, Health Educator, Executive Office of Public Affairs & Equity,
Washington State Department of Health

Kendra Wilson, MPA, Prevention Systems Manager, SUD Prevention and
MH Promotion Section, Division of Behavioral Health and Recovery

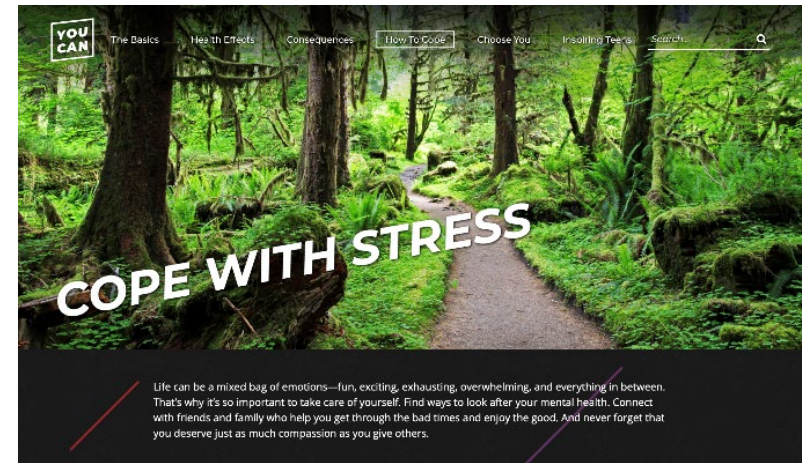
OVERVIEW

All DOH + HCA Substance Use Prevention Campaigns:

- Spotlight the risks and consequences of using
- Highlight social norms
- Build skills for healthy coping, emotion regulation, and supportive relationships
- Meet audiences where they are (online + offline)
- Bring an equity lens and feature diverse representation across audiences
- Combine prevention science with creative approaches (working with our creative agency GMMB)

You Can Campaign

- **Audience:** 12- to 17-year-olds
- **Launched:** April 2018; evolution of *Listen2YourSelfie*
- **Goal:** Prevent and reduce cannabis use; improve health equity; protect young people from the risks of using
- **Informed by:**
 - Formative research
 - Concept testing
 - DOH contractors
- **Strategy:** Share substance use prevention and mental health promotion messaging across multiple touchpoints (e.g., campaign website, social channels, statewide digital ad buys, etc.)



You Can – Campaign Strategy

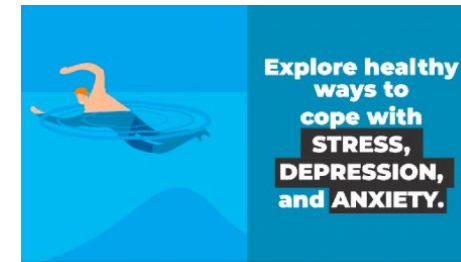
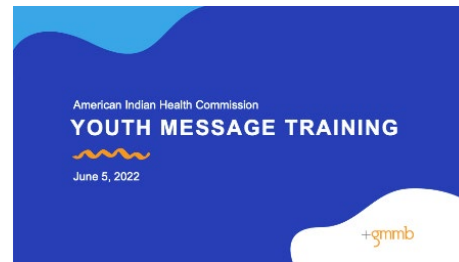
Reduce rates of use, improve health equity, and protect more youth from the risks of cannabis by:

- Acknowledging a more nuanced view of why youth use
- Enhancing the protective factors that help youth resist cannabis use
- Developing authentic communications that resonate with diverse audiences
- Collaborating with community partners so campaigns benefit from subject matter expertise and lived experience



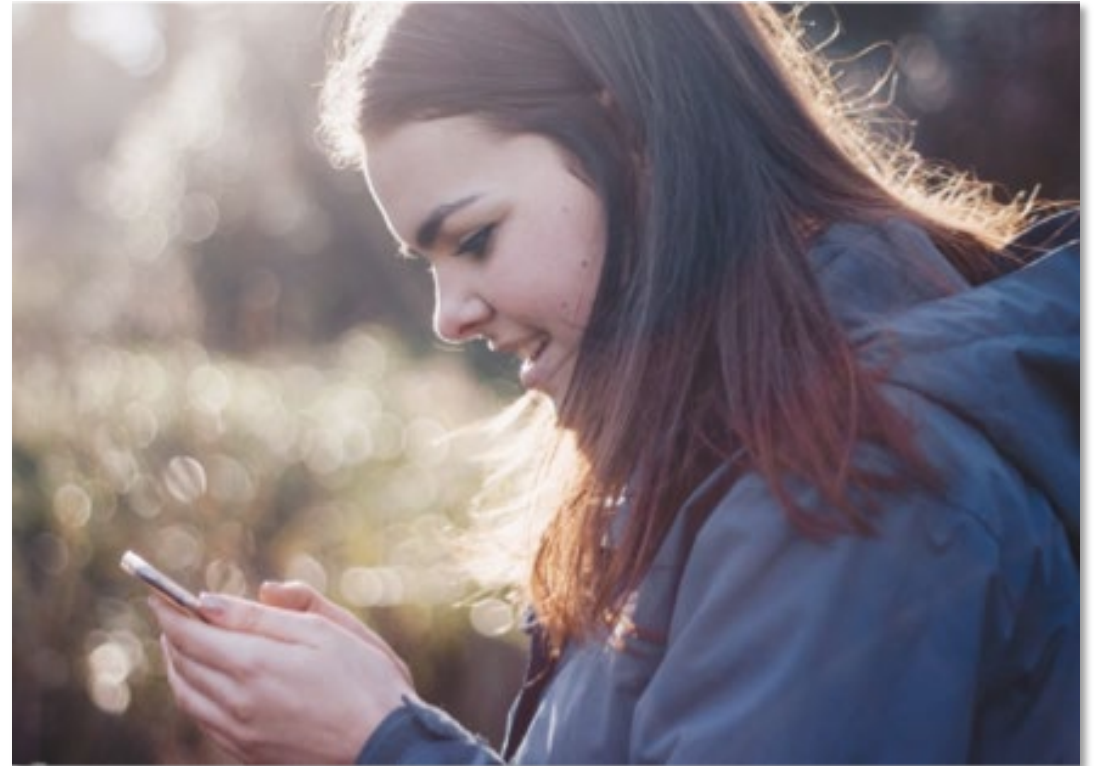
You Can – Key Activities

- Youth assessment
- YouCanWA.org
 - Choose You
 - Mental health page
 - Partner resource page
- *You Can* social
- Creative asset development and promotion
- Promotional items
- Partner engagement
- Partner toolkit



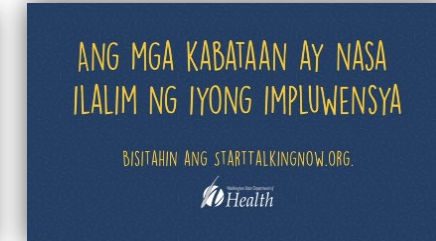
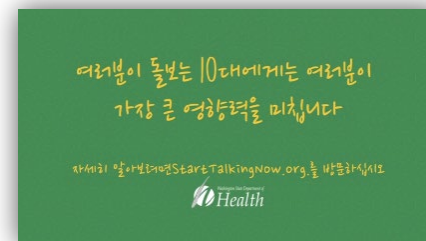
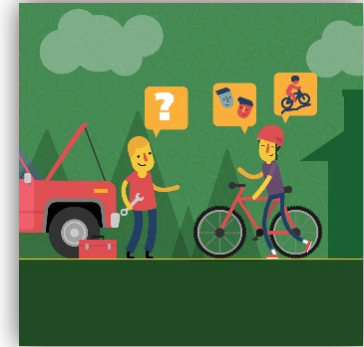
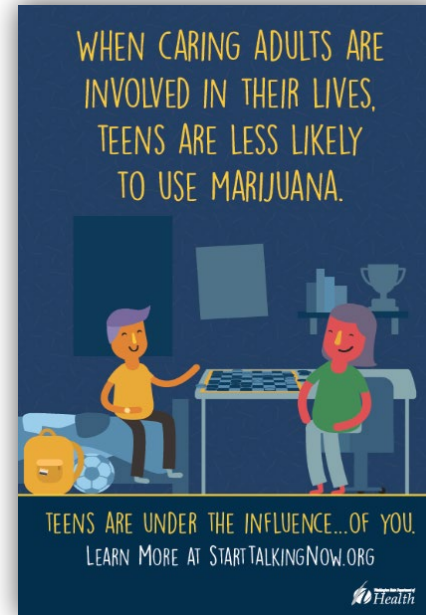
You Can – What's Next

- *You Can* Campaign Expansion
 - Messaging: Focusing on how cannabis can impact mental health, relationships, and brain development
 - Content: Assets for Tiktok, Twitch, YouTube, Spotify, social media platforms and more
 - Media buy launching in Oct/Nov
 - Deeper collaboration with Priority Population, Tailored Media, and Regional contractors



Under the Influence...of You Campaign

- **Audience:** Parents, caregivers, guardians and other influential adults
- **Launched:**
 - Initial: Spring 2017
 - Most recent: Spring 2022
- **Goal:** Prevent youth from using cannabis by encouraging conversations about the risks and consequences
- **Informed by:**
 - Formative research
 - Concept testing
 - Consultation with DOH contractors



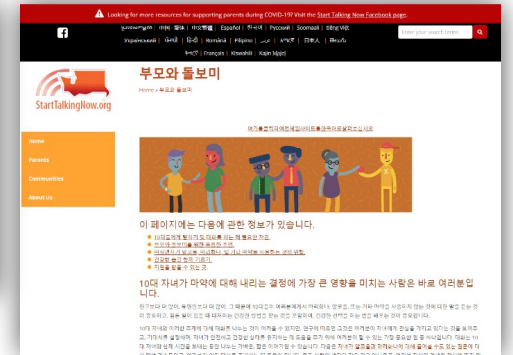
Under the Influence...of You – Campaign Strategy

- Encourage parents, caregivers, and trusted adults to talk with teens in their lives about the risks and consequences of using cannabis
- Provide tips and information on how to be involved
- Promote the development of healthy habits
- Provide resources for those who are struggling



Under the Influence...of You – Key Activities

- Updated Parents webpage on StartTalkingNow.org to include 20 new languages for a total of 37
- Developed new campaign assets (e.g., video, banner, social, radio, posters, billboards, etc.) in multiple languages to increase language access and improving equity
- Conducted state-wide media buy to promote campaign and advertised on community-owned media
- Advertised at gas stations through TV and static advertisement above pump
- Consulted with Priority Population, Tailored Media, and Regional contractors on messaging and new assets



Under the Influence...of You – What's Next

- Sharing new campaign materials with contractors for use via the toolkit
- Shipping printed materials to partners who requested them this summer
- Continuing collaboration with Priority Population, Tailored Media, and Regional contractors
- Updates to StartTalkingNow.org
- New social media content for Start Talking Now Facebook account
- Possible statewide ad buy in 2023



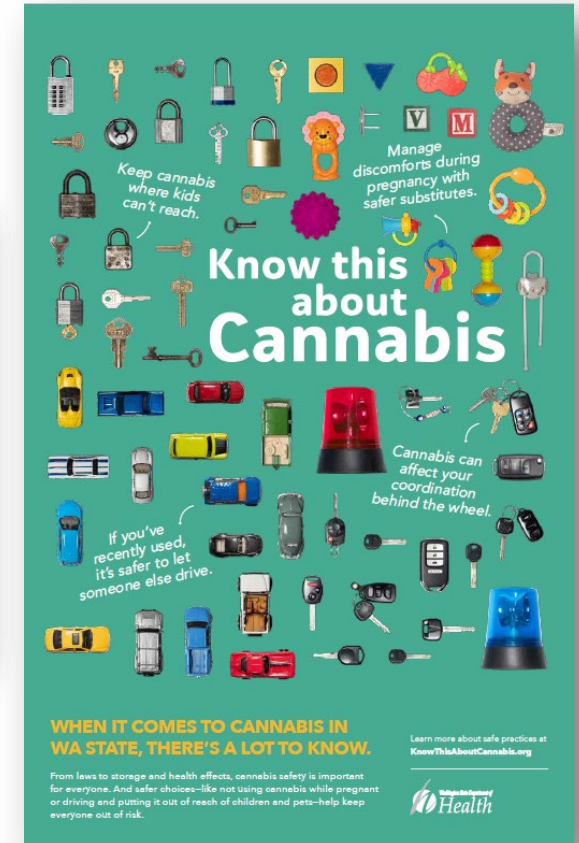
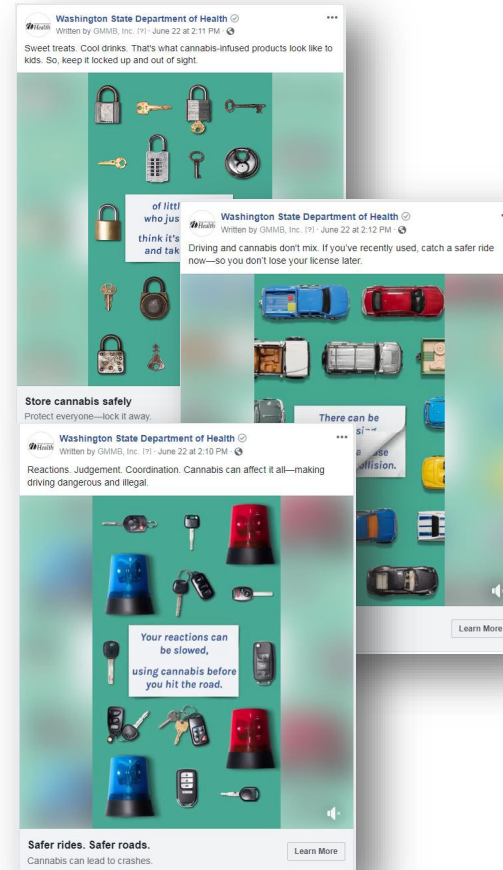
Know This About Cannabis

- **Audience:** Adult consumers
- **Launched:** June 2018
- **Objective:** Provide education around the risks, rules, and responsibilities that come with retail, non-medical cannabis use
- **Informed by:**
 - Formative research online and at retail cannabis shops
 - Consultation with ADAI, DBHR, LCB, WTSC, and Poison Center



Know This About Cannabis – Key Activities

- KnowThisAboutCannabis.org
 - Available in English and Spanish
- Facebook animated ads
- Print advertisements
- Posters
- Partner Toolkit



Know This About Cannabis – What’s Next

- Conduct a landscape review to help inform consumer education outreach efforts
- Update the creative for the campaign, including new campaign assets and a revived website
- Promote the use of cannabis lockboxes to consumers across the state



Pregnant and Breast/Chestfeeding Parents

- **Audience:**
 - Pregnant or breast/chestfeeding parents
- **Launched:** Spring 2018
- **Objective:** Raise awareness about the health and safety risks of using cannabis while pregnant, breast/chestfeeding, or caring for a child
- **Informed by:**
 - Consultation with WIC and internal breastfeeding workgroup
 - Materials testing

5 Things to Know
about marijuana use while pregnant or breastfeeding

Pregnancy and breastfeeding can be exciting and full of learning experiences for new moms. No two women have the same experience. Here are five things new moms should know about using marijuana.
To learn more, visit LearnAboutMarijuanaWA.org

- 1** There are safer ways to manage pregnancy discomforts. Morning sickness, stress, pain, and nausea can cause discomfort. If you have any of these symptoms, there are ways to manage them that don't harm your baby. Talk to your primary care provider for safer alternatives.
- 2** The chemical in marijuana that makes you feel "high" can transfer to your baby. The active ingredient in marijuana, THC, can pass to your baby during pregnancy and breastfeeding. This can happen no matter how you use marijuana. Babies exposed to THC can have problems with feeding, paying attention, and learning. You may not see some effects until your child is older.
- 3** Smoking and storing marijuana in the home has risks. Protect your children from secondhand smoke by only smoking outside, washing your hands, and changing clothes afterwards because smoke can linger. If you have marijuana products in your home, be sure to keep them locked up and out of reach of your children.
- 4** Marijuana can affect your ability to protect your baby. Marijuana can impair your judgment, alertness, and reaction time. You need these skills to drive safely and tend to your baby's needs.
- 5** "Natural" does not mean safe. Marijuana has health risks for you and your baby. Just because it is a plant, does not mean it is safe to use while pregnant or breastfeeding.

For help quitting marijuana, call
Washington Recovery Helpline: (866) 789-1511
For people with disabilities, this document is available on request in other formats.
To submit a request, please call 1-800-525-0127 (TDD) TTY call 711.

Washington State Department of Health
160-NorD04H March 2018

Pregnant and Breast/Chestfeeding Parents – Key Activities

- Developed a 5 Things to Know flyer in seven languages
- Worked with LCB to develop store warning signage (like the alcohol warnings) that cannabis retailers must display a sign advising women to avoid cannabis while pregnant or breastfeeding
- Conducted a landscape analysis of state-wide programs that serve pregnant and/or breast/chestfeeding parents to find opportunities to disseminate materials



Pregnant and Breast/Chestfeeding Parents – What's Next

- Explore and establish partnerships with existing services and programs serving pregnant and breast/chestfeeding teens



Focus On Campaign

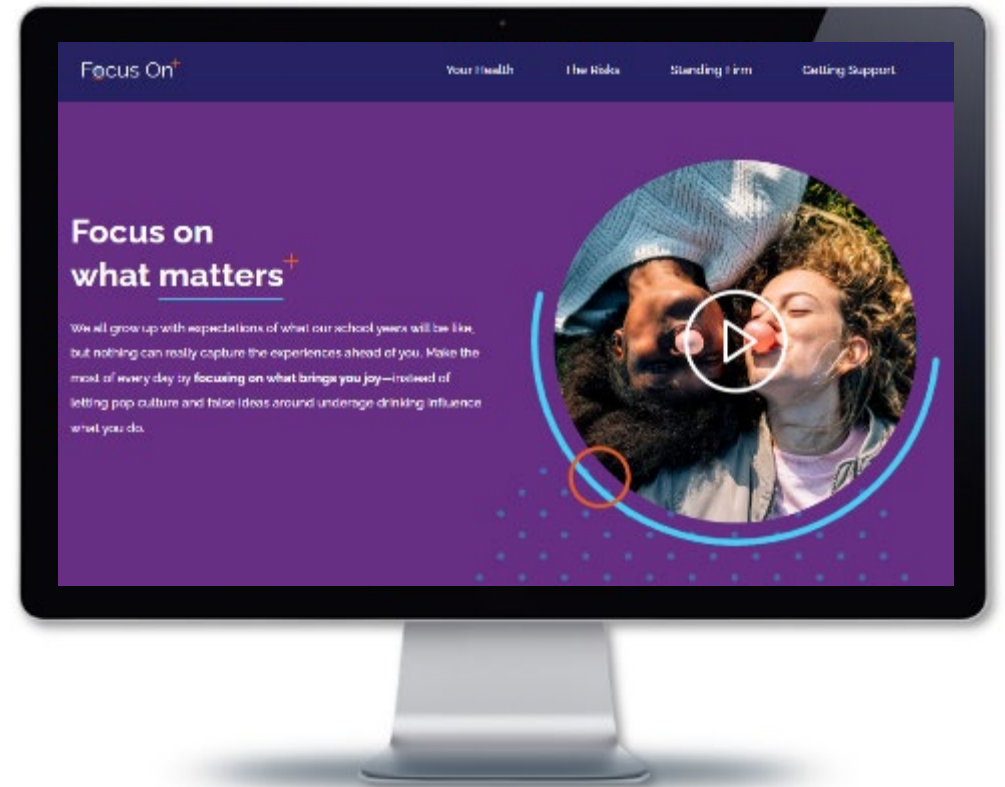
- **Audience:** 12- to 17-year-olds
- **Launched:** Fall 2020, evolution of Out of the Picture
- **Goal:** Prevent underage drinking among youth
- **Informed by:**
 - Formative research
- **Strategy:** Leverage digital advertising, print materials, website, and organic social media to educate teens about the true social norms and risks of underage drinking and share actionable tools to prevent them from drinking



Focus On – Campaign Strategy

Reduce rates of underage drinking among youth in Washington state by:

- Spotighting social norms (9 out of 10 don't drink)
- Educating about the risks of underage drinking
- Promoting healthy coping skills
- Enhancing protective factors that build resilience
- Sharing refusal skills



Focus On – Key Activities

- Launched digital media buy including content developed specifically for TikTok
- Developed Lasting Joy video, now housed on FocusOnYouWA.org
- Developed 30-day healthy habit guides, now housed on FocusOnYouWA.org
- Developed cue cards to initiate important conversations among teens and designed planners to track progress

A 30-Day Guide to Setting Boundaries

Boundaries are guides, rules, or limits that you create to identify what you're okay with and how you would like others to treat you. They can help you figure out who you are and empower you to make decisions about your health, improve your relationships, and ability to cope with overwhelming feelings.

Over the next 30 days, try these ways to build better boundaries. The more you do day-by-day, the easier it will get. Habits are built by regularly taking small steps forward—so do what you can, but know things don't always have to work out perfectly. If you miss a day or need a break, that's okay. Now, take a deep breath and let's begin.

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK ONE	List your priorities.	Be mindful of your time.	Know your limits.	Focus on your words.	Prioritize self-care.	Validate your feelings.	Focus on your relationships.
WEEK TWO	Reflect on your values.	Create a schedule.	List ways to say no.	Practice saying no.	Take a tech break.	Create safe space.	Recognize others' boundaries.
WEEK THREE	Guide your boundaries.	Protect your physical space.	Choose consequences.	Practice establishing boundaries.	Show yourself kindness.	Listen to your inner voice.	Reflect and ask questions.
WEEK FOUR	Find your support.	Put your needs first.	Recognize unhealthy boundaries.	Have an alternative.	Take time for you.	Protect your mental space.	Connect with your support.
WEEK FIVE	Review/celebrate.	Reflect.					

Focus On Connecting

And keep alcohol out of the picture—like 9 out of 10 WA teens do.

FocusOnYouWA.org

Washington State Health Care Authority

Share three things that always calm you down when you're stressed out.

Just a heads up, alcohol can increase feelings of stress or anxiety.

Share one goal you want to accomplish this year and why.

Name one area of your life where you need to set better boundaries.

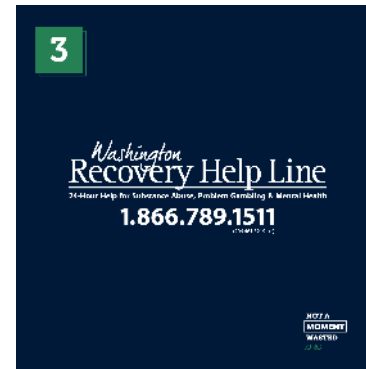
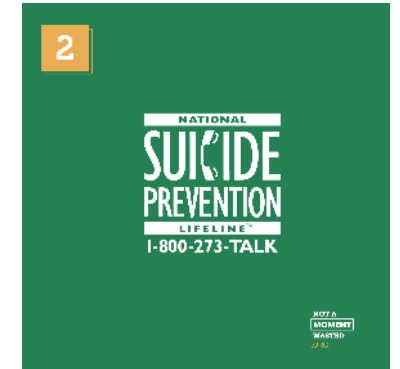
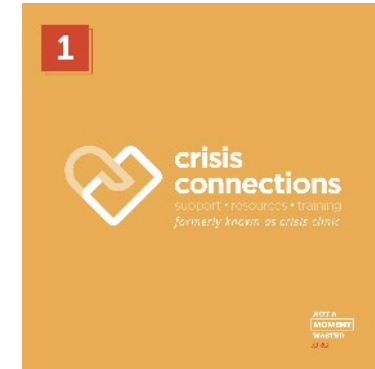
Need help setting boundaries? Check out our guide at FocusOnYouWA.org

***Focus On* – What's Next**

- Developing a series of “Here to Help” videos featuring local experts covering topics related to underage drinking
- Expanding the FocusOnYouWA.org website to house new content.
- Launching digital media buy to reach teens through platforms they most often frequent including TikTok, Instagram, Snapchat, streaming TV, and more
- Developing 12-month editorial calendar of content for *Focus On* Facebook page and boosting key content like suicide prevention in September

Not A Moment Wasted Campaign HCA + DOH

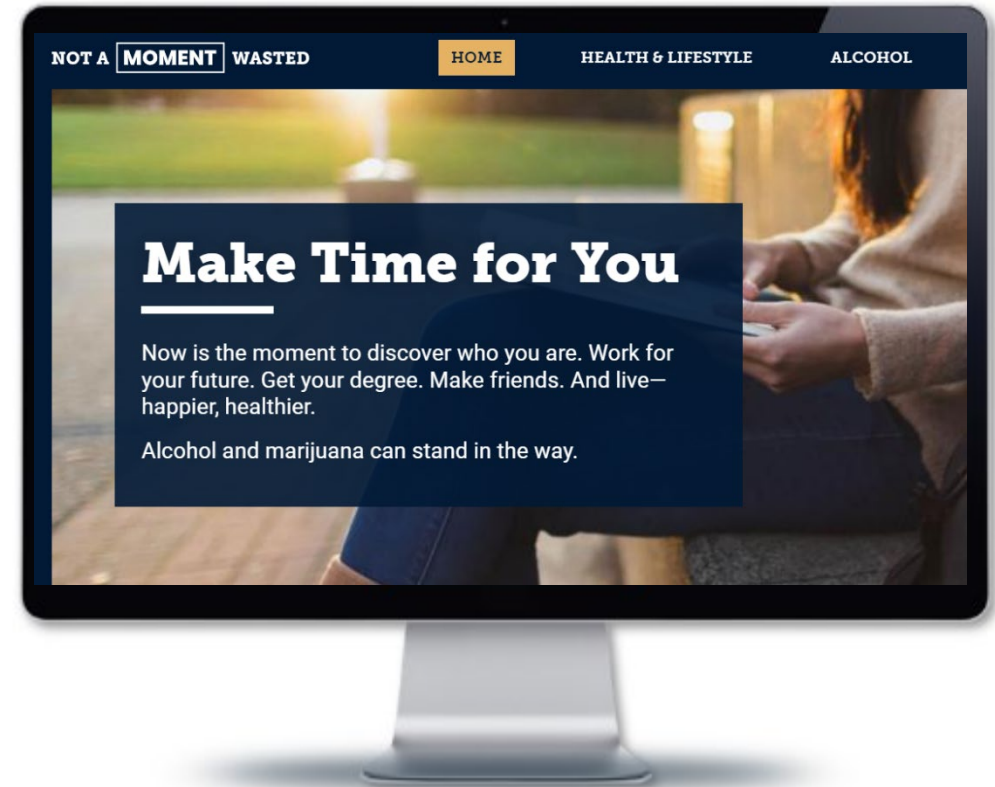
- **Audience:** 18- to 24-year-olds
- **Launched:** January 2019
- **Goal:** Prevent underage drinking and marijuana use among young adults
- **Informed by:**
 - Formative research
 - College Coalition for Substance Abuse Prevention
- **Strategy:** Statewide digital media buy across multiple touchpoints in digital universe



Not A Moment Wasted – Campaign Strategy

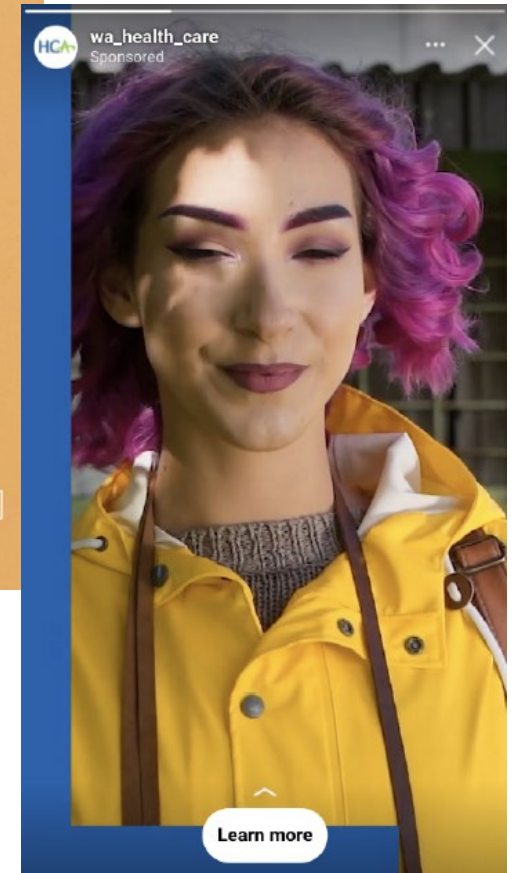
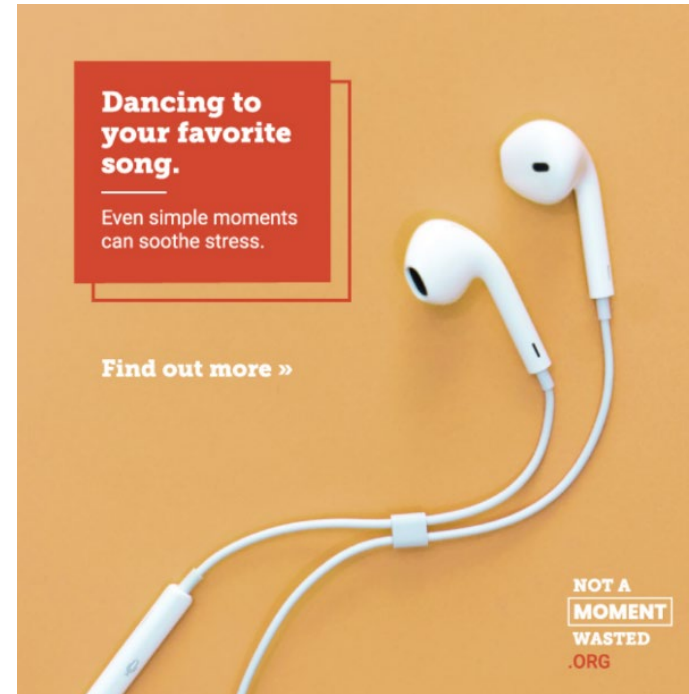
Reduce rates of drinking and marijuana use among young adults in Washington state by:

- Providing coping strategies to manage emotions
- Offering refusal skills and healthier alternatives to relieve stress, boredom, and anxiety
- Outlining the risks of underage alcohol and marijuana use



Not A Moment Wasted – Key Activities

- Launched digital media buy including content for Instagram, Snapchat, Youtube, Pandora and Spotify, Google, and Hulu



Not A Moment Wasted – What's Next

- Developing new creative including videos and digital radio to support statewide buy in fall 2022 and in 2023
- Conducting landscape review to better understand how young adults are using substances, why they are using, and the efficacy of prevention messaging

How You Can Help

- **Share Important Dates** – Share any upcoming events going on throughout the state or any key dates. We would be happy to include help promote or coordinate promotion efforts.
- **Visit Campaign Toolkits** - Campaign materials are available on the toolkits for use and dissemination.

Campaign Name	Link	Password
You Can	thesocialpresskit.com/you-can	Prevention&Education
Under The Influence...of You	thesocialpresskit.com/under-the-influence-of-you	InfluentialAdults
Start Talking Now	thesocialpresskit.com/start-talking-now	StartTheConversation
Know This About Cannabis	thesocialpresskit.com/know-this-about-cannabis	ConsumerEducation
Focus On	thesocialpresskit.com/focus-on	FocusOnYou
Not a Moment Wasted	thesocialpresskit.com/not-a-moment-wasted	HealthyinCollegeWA

Tailored Media Campaigns

Take Control

- *Contractor: The Idea Marketing*
- *Audience: Hispanic/Latinx youth + parents*

Culture. Choice. Respect.

- *Contractor: Kauffman & Associates*
- *Audience: American Indian/Alaskan Native youth*

Stand Out

- *Contractor: Center for MultiCultural Health*
- *Audience: African/African American youth*


Together Our Voices

- *Contractor: APICAT*
- *Audience: Asian American/Native Hawaiian/Pacific Islander youth*

Gay City*

- *Contractor: Seattle's LGBTQ Center*
- *Audience: LGBTQ+ youth*

YOU NEED
YOUR
FOCUS TO ENJOY
THE MOMENT

 **FACT: GETTING HIGH CAN ALTER YOUR SENSES**

S.T.A.N.D.
AGAINST MARIJUANA
#WEAINTHIGHONTHEIRLIES

Standwa.org
Listen to our podcast on
SoundCloud, Spotify, Apple Podcasts
Get the Facts on Marijuana

Choose Tradition

RESPECT
My Culture.
My Choice.

#CultureChoiceRespect

**Together
our
Voices**

Promoting a sober space is
integral to the **livelihood** of
the LGBTQ+ community

@GAYCITY

General Guidance for Using Statewide Campaign Assets

- Reach out to Nikki as early as possible when seeking approval on a media project. **It's not always clear when an asset has talent—so please ask.**
- Be sure to access the **campaign toolkits** each time you are looking to use statewide campaign assets.
- Use assets only on the **platform** they were intended to be used on (e.g. a Facebook post should only be used on Facebook).
- Each of the statewide campaigns is created for a **specific audience**, so you should only plan to use campaign assets to reach that audience.
- Please do not modify existing designs or messaging—or create a new design—without approval to do so. This includes adding your organization's logo.

Logo Guidance

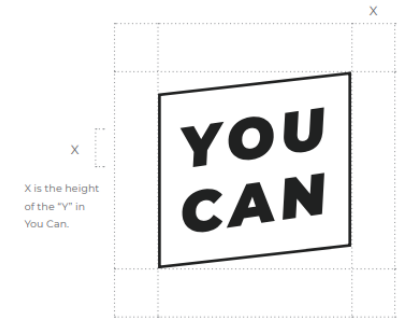
- Most statewide campaign assets intentionally only include the campaign logo.
- DOH has built trusted, recognizable **campaign brands** that can stand alone.
- We do provide some materials with a spot for local information and logos. If not, DOH prefers that no additional logos (e.g. DOH logo, your organization's logo) are added.
- If contractors need to add a logo, they must complete a media intake form and wait for DOH approval.
- If logos are needed, it's important that it's seamless to not detract from the message or ad credibility. GMMB can assist, if needed.



Guidance for Promotional Items

- Select promotional items or “swag” may be approved for purchase if the item or message relates to commercial tobacco and cannabis use prevention. Consider items that promote healthy coping, social connection, physical activity, etc. Some examples include:
 - Colored pencils + coloring books
 - Fidget toys
 - Jump ropes
- If you wish to add the *You Can* logo to promotional items, please refer to the [You Can style guide](#), which can be found in the *You Can* toolkit.

Recommended Clear Space



Secondary Logo



INCORRECT LOGO USAGE

The You Can logo is fixed artwork and should never be recreated or altered in any way.

Below are some examples of incorrect usage.



Do not alter the angle of the logo and shape around the text.



Do not substitute the colors in the logo.



Do not skew, squish, or alter the shape of the logo.



Do not alter the shape around the text of the logo.



Do not alter the stroke weight or the arrangement of the text in the logo.

Statewide Media Intake Form

PLEASE READ THIS FIRST:

We do our best to create assets and purchase talent rights in a strategic way that not only aligns with plans for statewide outreach and media buys but also meets partners' needs. In keeping with social marketing best practices, we have a carefully curated suite of assets available for use across the channels most likely to reach our priority audiences and we purchase talent rights for a finite amount of time. Please know that this means that we may not have the exact type of asset you are looking for available to use during the exact timeframe you hope to use it.

If you have not already emailed Nikki.Meline@doh.wa.gov with the information below, please do so before filling out this form.

1. Which asset(s) you plan to use – download and attach the assets to the email or include the file name(s)
2. What audience you want to reach (e.g. youth, parents/influential adults, etc.)
3. What channel(s) you want to use (e.g. social media, broadcast television, digital radio, theaters, billboards, etc.)
4. The approximate dates you want the ads to be in the field

* Required

1. Your name *

2. Your organization *



To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.



We pause for a quick break!

Please return to the
meeting at
10:25

SPE Plan Overview

Kasey Kates, HCA

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

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



Hot Topics:

Alcohol Compliance Assessment Project (CAP) Update

Communications Update

Martha Williams

Meeting wrap-up & Round Table