

MOST STEER CLEAR

Using Positive Community Norms in Seattle
and King County

INTRODUCTION

- Most Steer Clear is grounded in a Positive Community Norms Framework
 - *“Positive Community Norms (PCN), an approach that promotes protective factors, increases healthy norms, and changes community cultures on issues including substance use, traffic safety, child maltreatment, youth suicide, and more.” -Jeff Linkenbach*
- We use data and research to inform our media and content

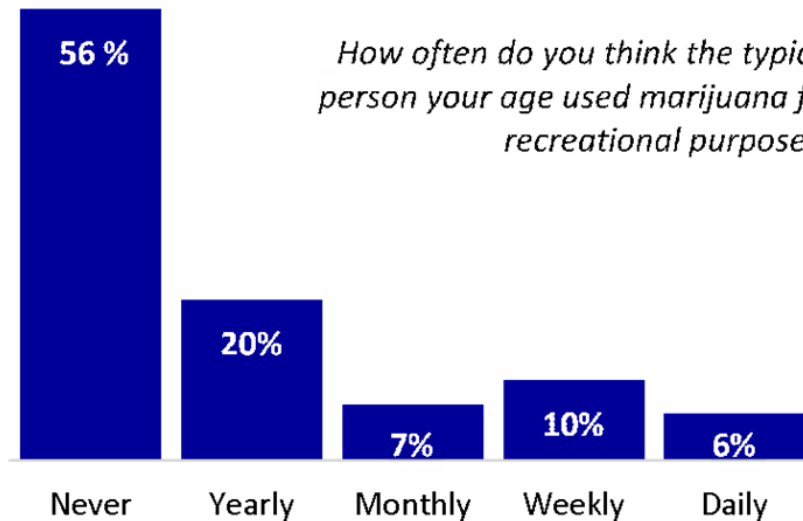
BASELINE DATA

- 26% of 12th graders in 2016 **used marijuana** in the past 30 day.
- 35% of young adults 18-25 in 2017 **used marijuana** in the past 30 days
- 15.8% of 12th graders in 2016 reported **driving within 3 hours of marijuana use.**
- 14.2% of young adults 18-25 in 2017 reported **driving after marijuana use**
- 22.1% of 12th graders in 2016 reported **riding with a marijuana using driver.**

THE GAP BETWEEN ACTUAL AND PERCEIVED USE OF MARIJUANA

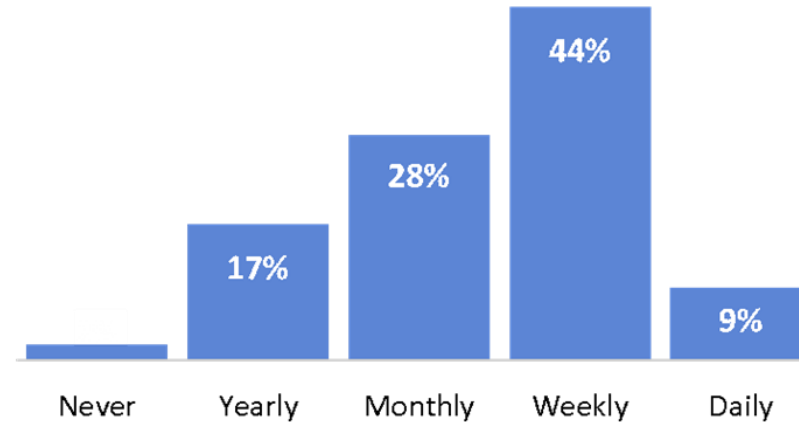
Dr. Jason Kilmer at the UW - Washington Young Adult Health Survey (March 2015)

ACTUAL USE



How often do you think the typical person your age used marijuana for recreational purposes?

PERCEIVED USE BY SAME AGE GROUP



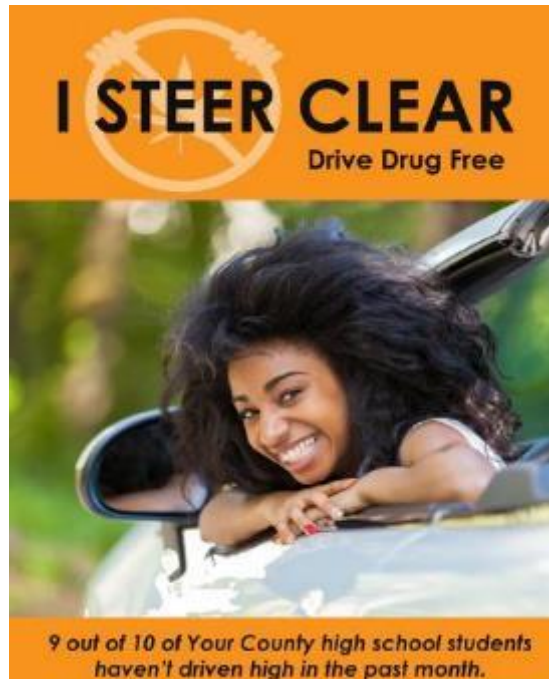
GOALS

- Correct misperceived social norms → change in behavior
- To increase positive social norms around marijuana → reduction in use and risky behavior (DUI or combining alcohol and marijuana)

KEY MESSAGES

- ❖ Most Young Adults in King County DID NOT Use Marijuana in the Past Month
- ❖ Most Young Adults in King County DO NOT Drive After Marijuana Use.
- ❖ Combining Alcohol and Marijuana Increases Impaired driving
 - *Wait at least 6-8 hours after use to avoid impaired driving*

CREATION OF CAMPAIGN



1. Steer Clear
2. I Steer Clear
3. **Most Steer Clear**



LOGOS

1



2



3



3



4



6



WINNER!!



77% OF YOUNG
ADULTS IN KING COUNTY
DID NOT USE
MARIJUANA
IN THE PAST MONTH.



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*77.0% of a sample of 779 18-25 year olds in King County who completed the Washington Young Adult Survey either didn't use marijuana at all, or use less often than monthly.

89% OF YOUNG ADULTS
DO NOT DRIVE
AFTER MARIJUANA USE

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*77.0% of a sample of 779 18-25 year olds in King County who completed the Washington Young Adult Survey either didn't use marijuana at all, or use less often than monthly. Among those with monthly use, 43.1% report they drove at least once within 3 hours of use; including those without monthly use, 88.8% of 18-25 year olds in King County are not driving under the influence, or use less often than monthly.



EVOLUTION OF CAMPAIGN

- ❖ Updating ads to include new data
- ❖ More focus on social media (Instagram, Facebook, YouTube, etc)
- ❖ Adding video ads to campaign

**70% OF YOUNG ADULTS
DID NOT USE MARIJUANA
IN THE PAST MONTH**

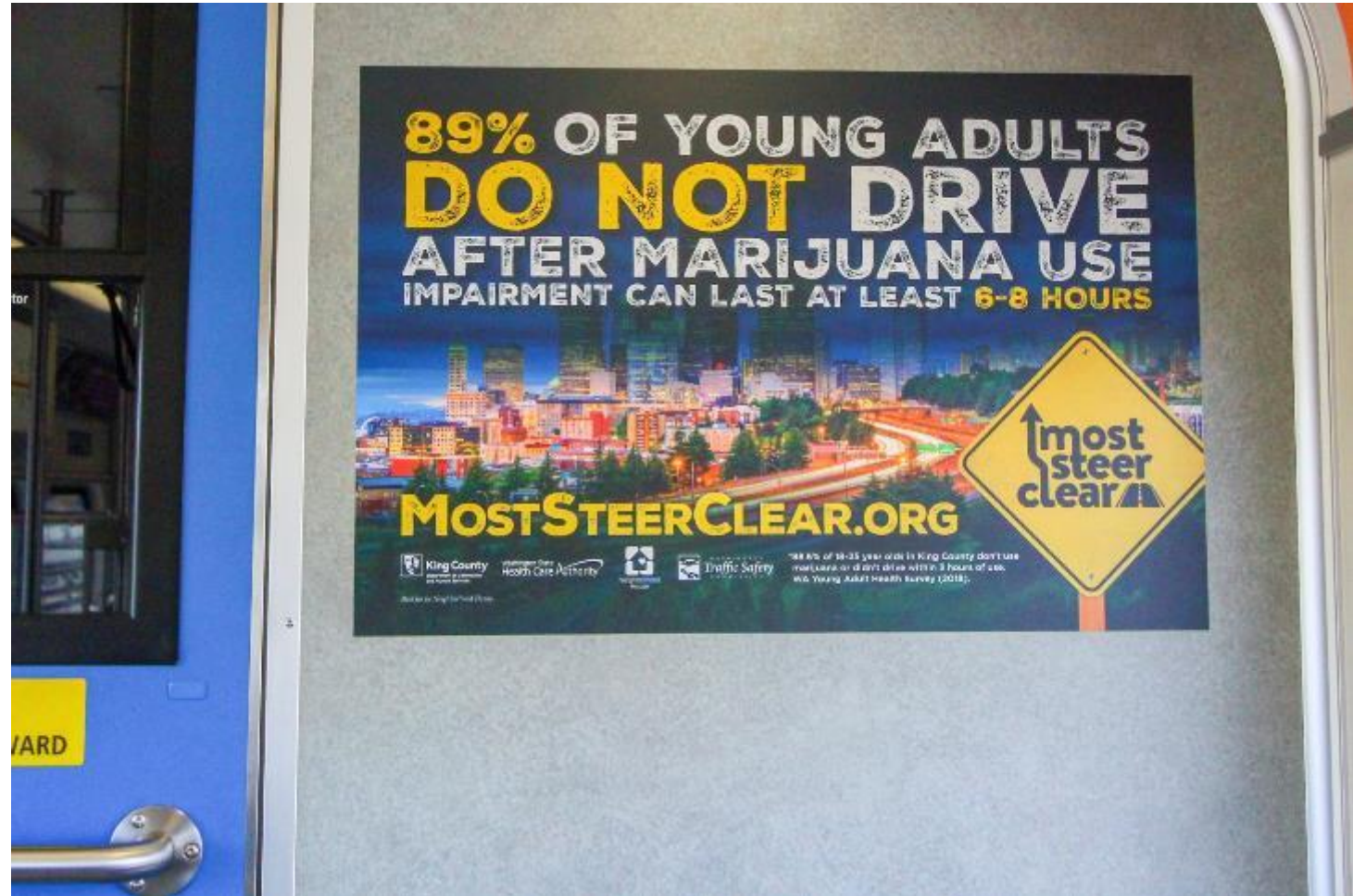
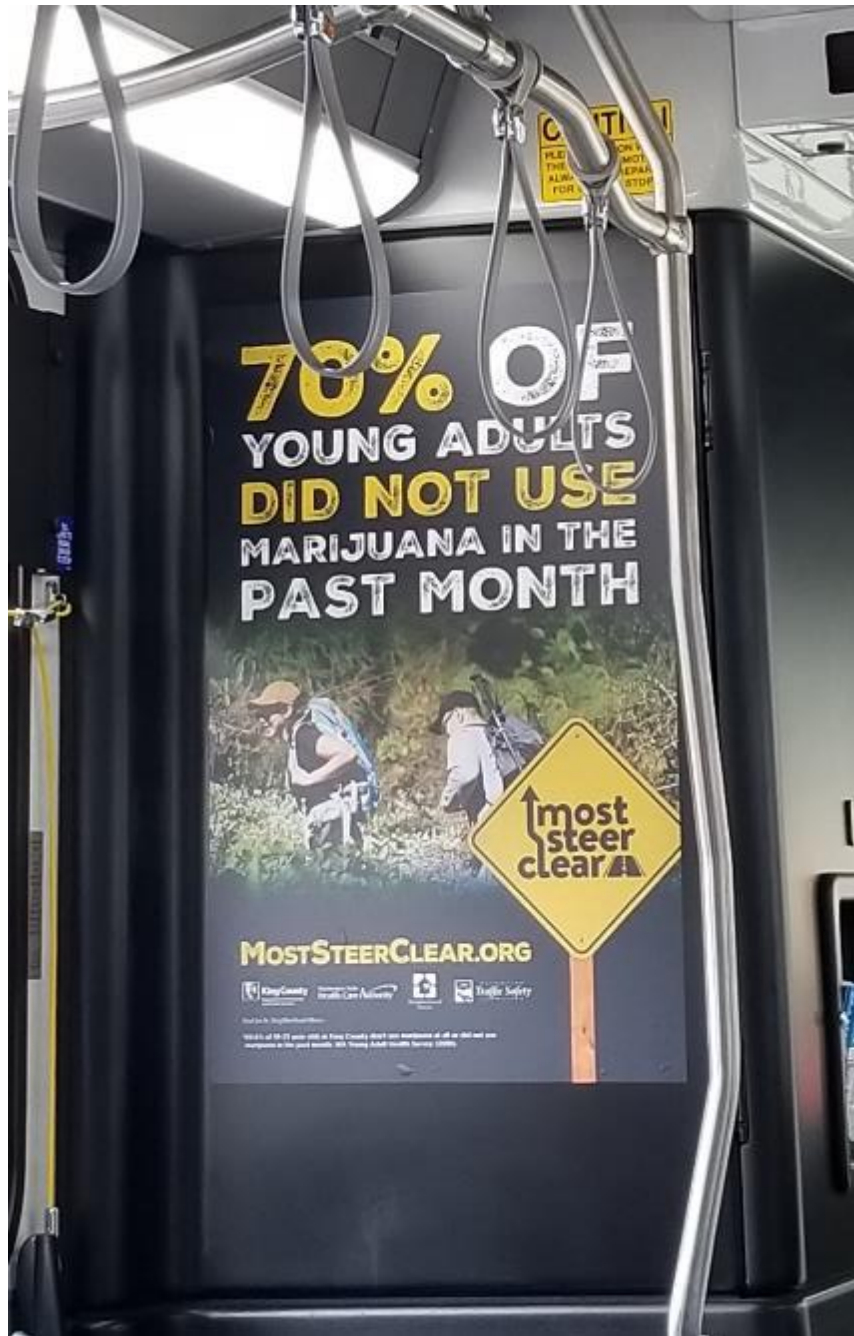
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Washington State
Health Care Authority



*69.6% of 18-25 year olds in King County don't use marijuana at all or did not use marijuana in the past month. WA Young Adult Health Survey (2018).





MOST (89%)
young adults in King County
DO NOT DRIVE
after using MARIJUANA.

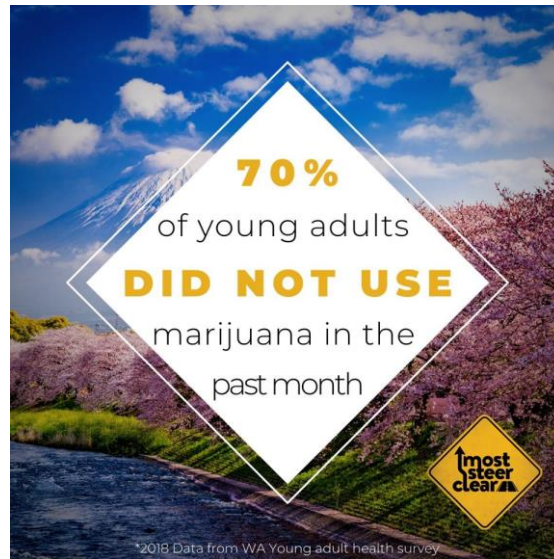


MOST young adults
in King County
DID NOT USE
marijuana in the
PAST MONTH.

70%



*2018 data from the WA Young Adult Health Survey.



70%
of young adults
DID NOT USE
marijuana in the
past month



*2018 Data from WA Young adult health survey

MOST (89%)
young adults in King County
DO NOT DRIVE
after using marijuana.



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*Data from the WA Young Adult Health Survey (2018).



Performance

You've spent \$999.99 over 8 days.

Post Engagement

3,426

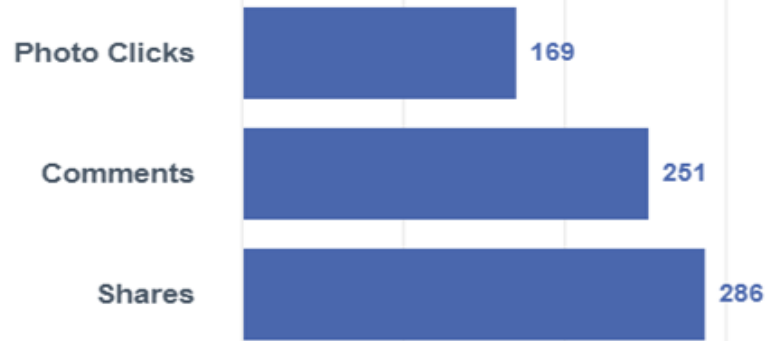
Reach

49,600

Cost per Post Engagement

\$0.29

Engagement on Facebook



MOST (89%)
young adults in King County
DO NOT DRIVE
after using marijuana.



King County
Department of Community
and Human Services

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Washington State
Health Care Authority



*Data from the WA Young Adult Health Survey (2018).

CROSSFADING:

the consumption of alcohol and marijuana together.

When mixed the effects of both substances are **amplified** and significantly **impairs driving**.

Depending on tolerance, experience, and strain, this can lead to a "**bad high.**"



JULY IS MINORITY/BIPOC MENTAL HEALTH MONTH

Stay tuned for resources for **Black, Indigenous, and People of Color (BIPOC)**



FACT OF THE DAY

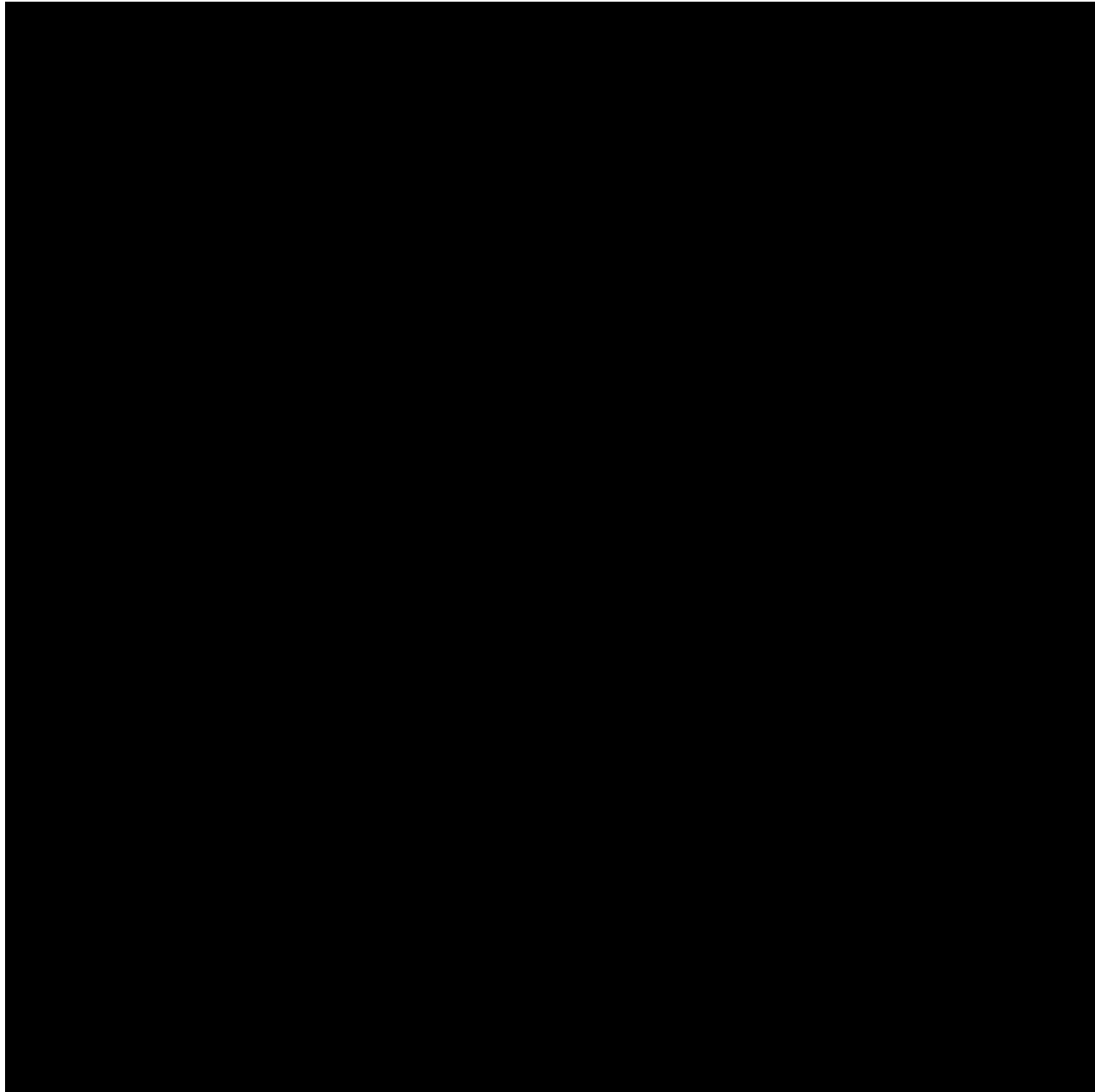
Depending on the product, **THC potency** in marijuana products can range from **less than 5% to almost 100%**.

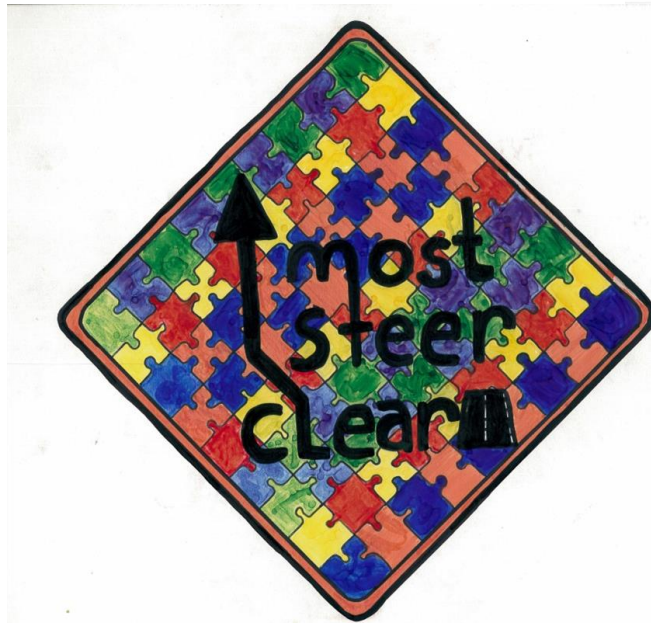
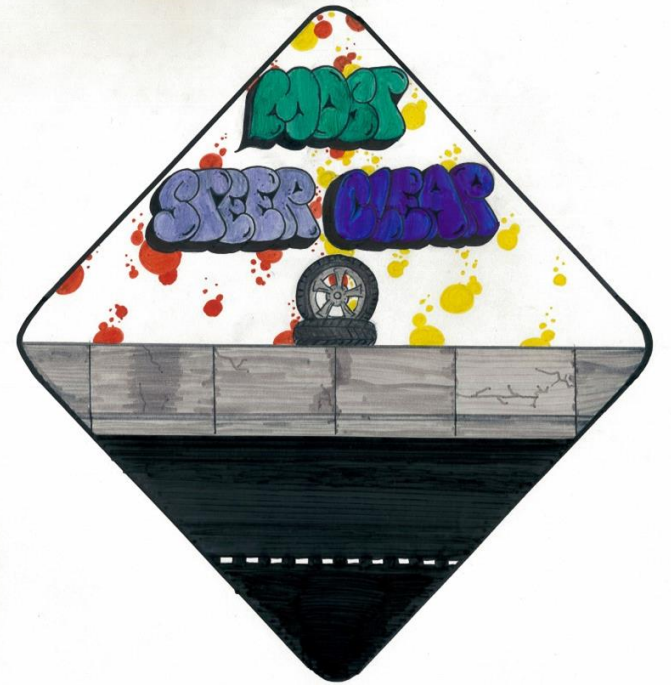
Using too much marijuana or using a stronger product can lead to **anxiety, paranoia, panic, fast heart rate** and other symptoms.



STAYING DURING HEALTHY COVID-19







When	Media	Reach	Cost
June-July 2017	Facebook/Instagram	120,000 youth ages 16-25	\$3,500
June-July 2017	Instagram	20,000 youth ages 16-25	\$500
July 2017-2019	Posters-colleges, schools, youth ctrs	1,000 youth ages 16-25	\$800
July 2017-2019	Outreach events/health fairs	2,000 people	\$2,500
Oct-Nov 2017	Link Light Rail	75,000 people in King County	\$5,000
Dec 2017-2019	MostSteerClear.org - Website	1000 people	\$3,500
May –Aug 2018	Billboards	100,000 people	\$12,000
Jun-Sept 2018	Bus and Lightrail Ads	50,000 people	\$10,000
Jan-June 2019	Billboards and Transit	250,000 people	\$30,500
Mar-June 2019	Facebook:St. Pat, 420, cinco de mayo	87,454 reached, 6308 engaged	\$1,750
April-June 2019	Movie Theater Ads in 20 theaters	600,000 people	\$22,000
	TOTAL	1,306,454 people	\$92,050

POSITIVE RESULTS – YOUNG ADULTS (18-25) MARIJUANA USE IN THE PAST MONTH KING COUNTY VS THE REST OF WASHINGTON STATE (EXCLUDING KING COUNTY) WA YOUNG ADULT HEALTH SURVEY

NET 7.8% REDUCTION IN PAST MONTH USE COMPARED TO THE REST OF THE STATE

Used In the Past Month	2017	2018		2017	2018	
	King County	King County	% Change King County	WA State (excluding King)	WA State (excluding King)	% Change WA State (excluding King)
Reported 1 or more times	35.0%	30.7%	-4.3%	27.1%	30.6%	+3.5%

POSITIVE RESULTS – YOUNG ADULTS (18-25) DRIVING AFTER MARIJUANA USE KING COUNTY VS THE REST OF WASHINGTON STATE (EXCLUDING KING COUNTY) WA YOUNG ADULT HEALTH SURVEY

NET 3.6% REDUCTION IN DRIVING AFTER MARIJUANA USE COMPARED TO THE REST OF THE STATE

Driving after Marijuana Use	2017	2018		2017	2018	
	King County	King County	% Change King County	WA State (excluding King)	WA State (excluding King)	% Change WA State (excluding King)
Reported 1 or more times	14.2%	11.9%	-2.3%	12.6%	13.9%	+1.3%

LESSONS LEARNED

- ❖ Important to always back up statements
- ❖ Consistency on social media is key
- ❖ Have fun with the creative process
- ❖ Constant feedback is crucial

NEXT STEPS

- Update videos on Facebook, Instagram, and YouTube to reflect COVID-19 outbreak
- Adjust movie theater ads as COVID-19 unfolds
- Create audio ads to use on Spotify
- Advertise on local print media such as the UW Daily (back to school edition)
- Organize focus groups to get feedback on campaign
- More billboards and transit ads

A SPECIAL THANKS TO:

WTSC

SAMHSA

Washington Health Care Authority - DBHR

Jeff Linkenbach

Jason Kilmer

Derek Franklin and Tambi Cork – Mercer Island Healthy Youth Initiative

King County Department of Community and Human Services

Drag and Drop Creative

Neighborhood House Staff and Peer Educators

SE Seattle P.E.A.C.E. Coalition members/partners

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