

# RURAL NETWORK



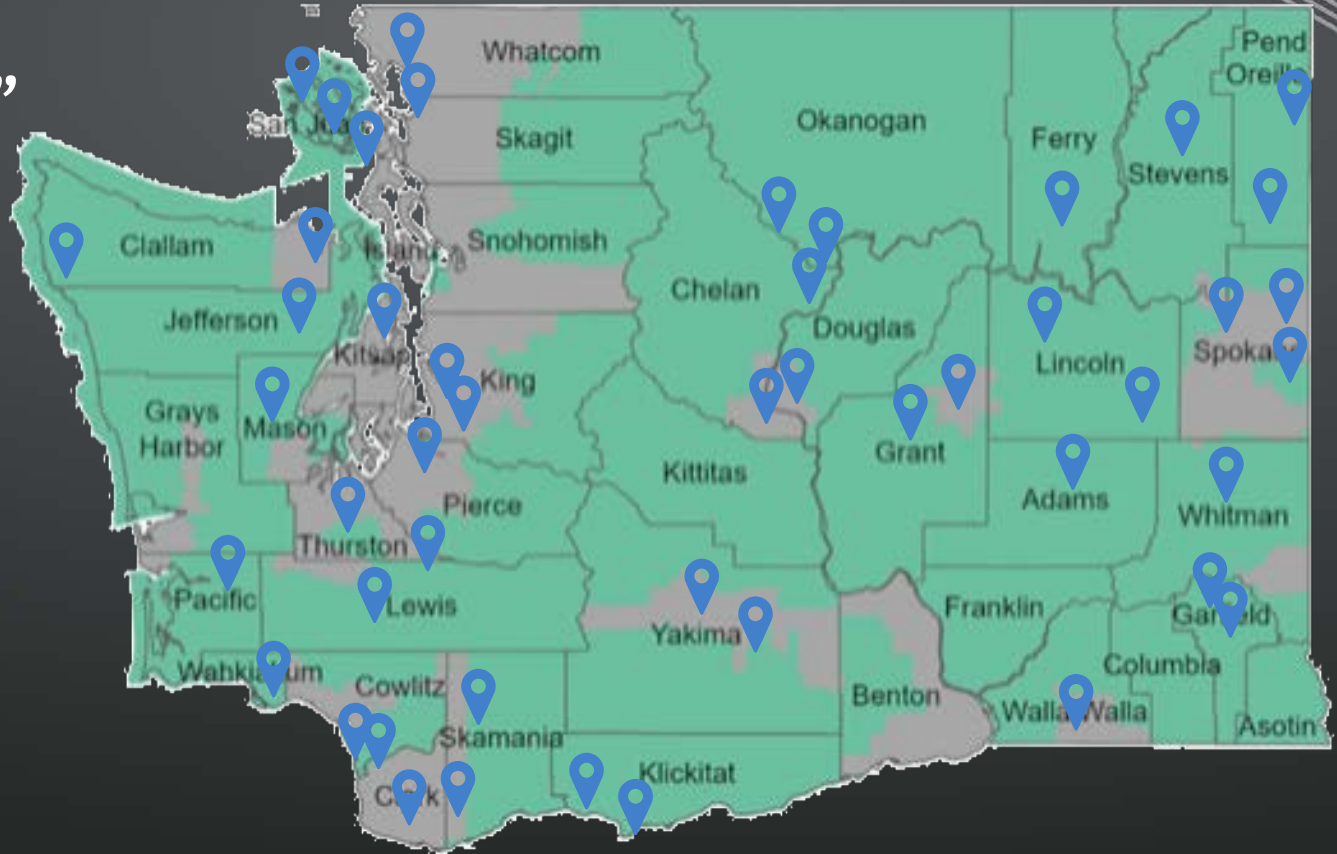
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# WHAT IS “RURAL?”

- > 10,000
- Density
- Commute



# APPROACH

1. Implement Policy, Systems & Environmental strategies
2. Support Department of Health



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## 1. Core Questions

What does  
"rural" mean?

What does our  
community  
value?

Are youth using  
marijuana?

What assets  
exist in our  
community?

**What works  
and what  
doesn't?**



## 2. Gather Data & Prioritize Findings

2 Informal  
Literature  
Reviews

4 Listening  
Sessions

6 Key Informant  
Interviews

Analysis of  
Health  
Indicators

253 Survey  
Responses



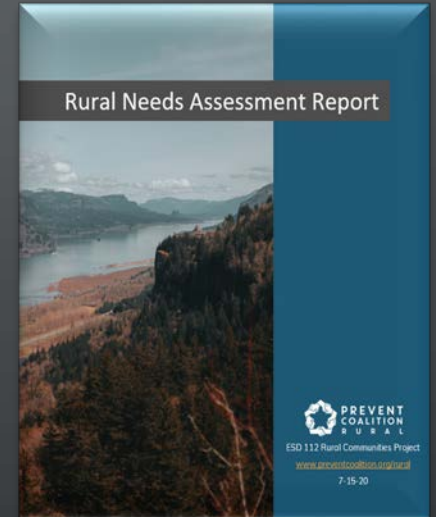
## 3. Develop Report

Data

Stories

Experiences

Insights



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# CENSUS DATA

Age group (years)	WA State	Non-Rural SD areas	Rural SD areas
< 1	1.2%	1.2%	1.2%
1-14	17.5%	17.3%	18.4%
15-24	12.7%	12.8%	12.1%
25-44	27.1%	28.0%	22.8%
45-64	25.3%	25.0%	26.5%
65+	16.3%	15.7%	19.1%



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# CENSUS DATA

Racial/Ethnic Category	WA State	Non-Rural SD areas	Rural SD areas
NH White	67.7%	67.1%	70.3%
Hispanic	13.2%	11.9%	19.9%
NH Asian	9.0%	10.2%	3.1%
Multi-Race	4.4%	4.6%	3.0%
NH Black	3.9%	4.4%	2.4%
NH American Indian/Alaskan Native	1.2%	1.0%	1.2%
NH Pacific Islander	0.7%	0.8%	0.2%



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# BRFFS DATA

Indicator (% of Adults)	WA State	Urban	Suburban	Large Town	Rural
Poor Mental Health	12.4%	12.5%	10.7%	15.2%	12.3%
Depression	24.0%	24.8%	24.9%	26.0%	22.9%
Marijuana Use	16.8%	17.3%	16.8%	18.3%	16.2%
Binge Drinking	15.4%	15.9%	14.6%	13.6%	14.4%



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# BRFFS DATA

## 2014-2018 Deaths of Despair by Age Group

Age-Specific Rate per 100,000

Cause of Death	Age Group	WA State	Non-Rural	Rural
Suicide	25 years and older	20.6	19.7	24.8
	24 years and younger	7.5	7.5	7.3
Alcohol Death	25 years and older	22.1	21.0	26.8
	24 years and younger	n/a	n/a	n/a
Drug Death	25 years and older	23.0	22.5	22.5
	24 years and younger	3.9	3.9	3.5



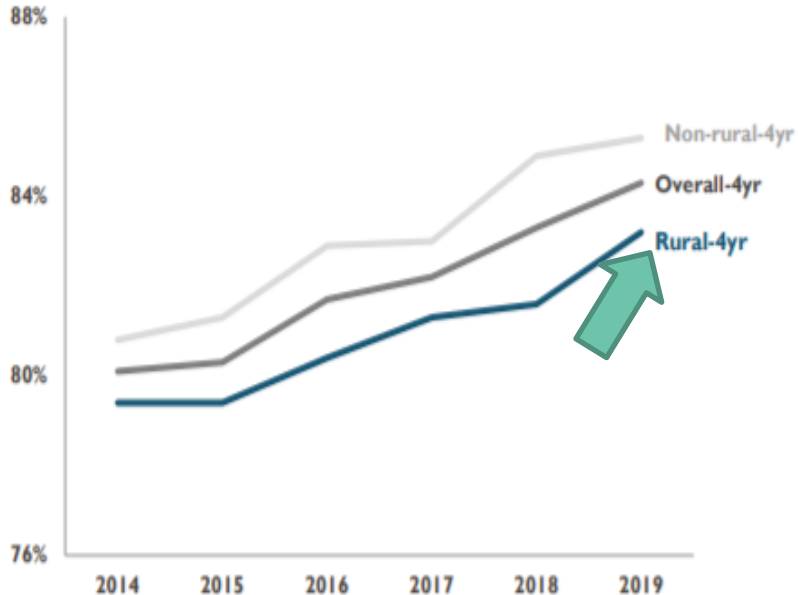
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# OSPI DATA

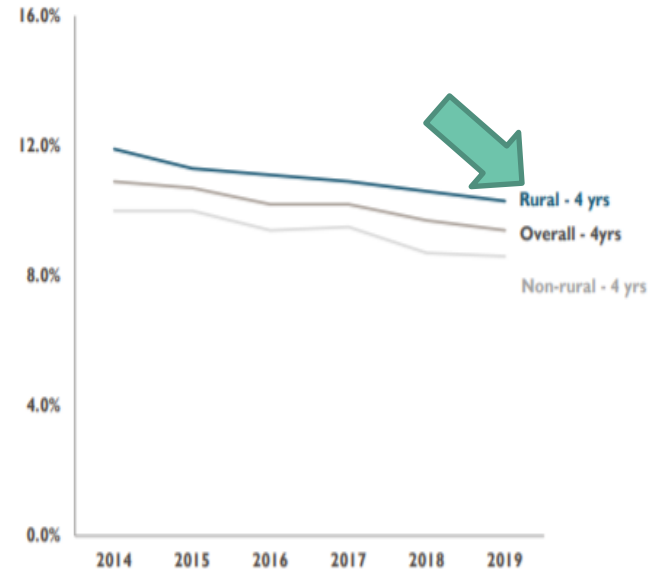
**Figure and Table 6: Graduation rates by rural designation in Washington State**

Data Source: Washington Office of Superintendent of Public Instruction (OSPI), Report Card Graduation 2014-15 to Most Recent Year, [data.wa.gov](https://data.wa.gov).



**Figure and Table 7: Dropout rates by rural designation in WA State**

Data Source: Washington Office of Superintendent of Public Instruction (OSPI), Report Card Graduation 2014-15 to Most Recent Year, [data.wa.gov](https://data.wa.gov).



# OSPI DATA

## Absences



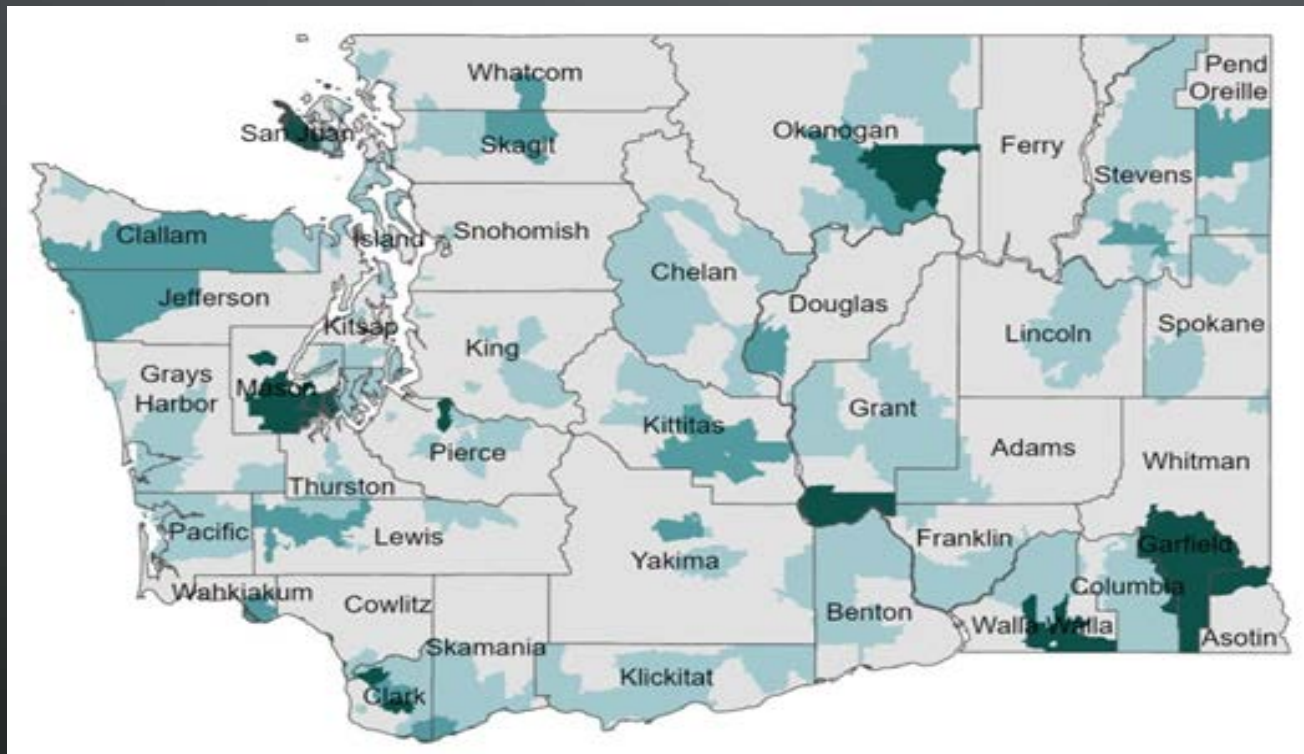
2018-19 School Year	Rural	Non-rural	WA Overall
1+ unexcused absence	49.1%	55.1%	51.8%
5+ unexcused absences in a month	7.9%	9.9%	9.0%
10+ unexcused absences in school year	10.1%	12.9%	11.5%
Truant <sup>1</sup>	11.1%	13.7%	12.5%



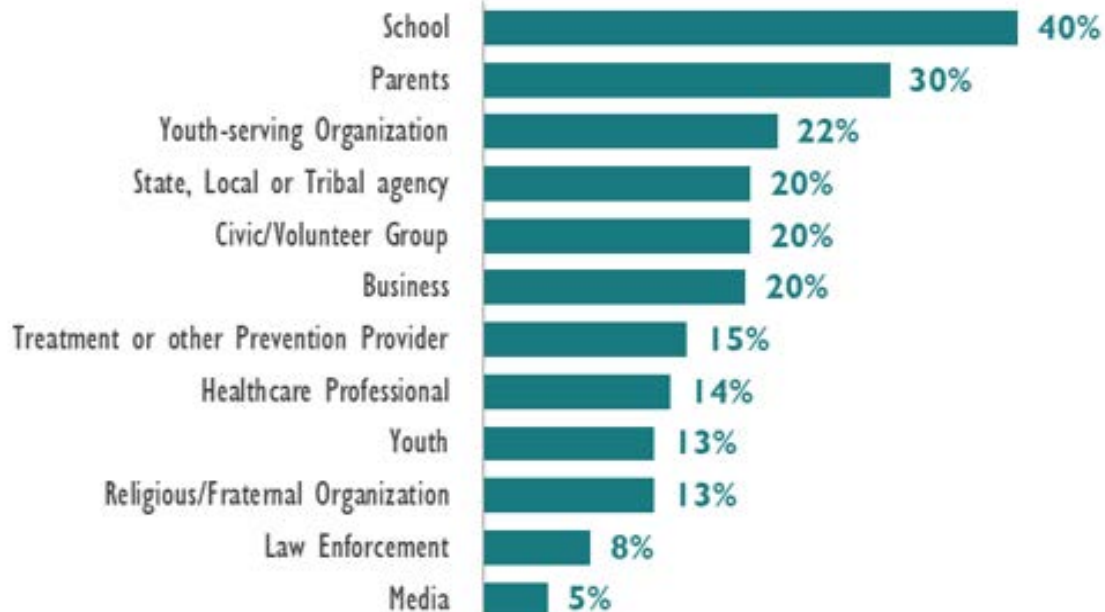
## Discipline

Discipline Rate	Rural	Non-rural	WA Overall
School Year 2014/15	4.4%	3.8%	4.1%
School Year 2015/16	4.6%	3.9%	4.3%
School Year 2016/17	4.2%	4.0%	4.1%
School Year 2017/18	4.6%	4.6%	4.6%
School Year 2018/19	4.4%	4.8%	4.6%

# SURVEY DATA

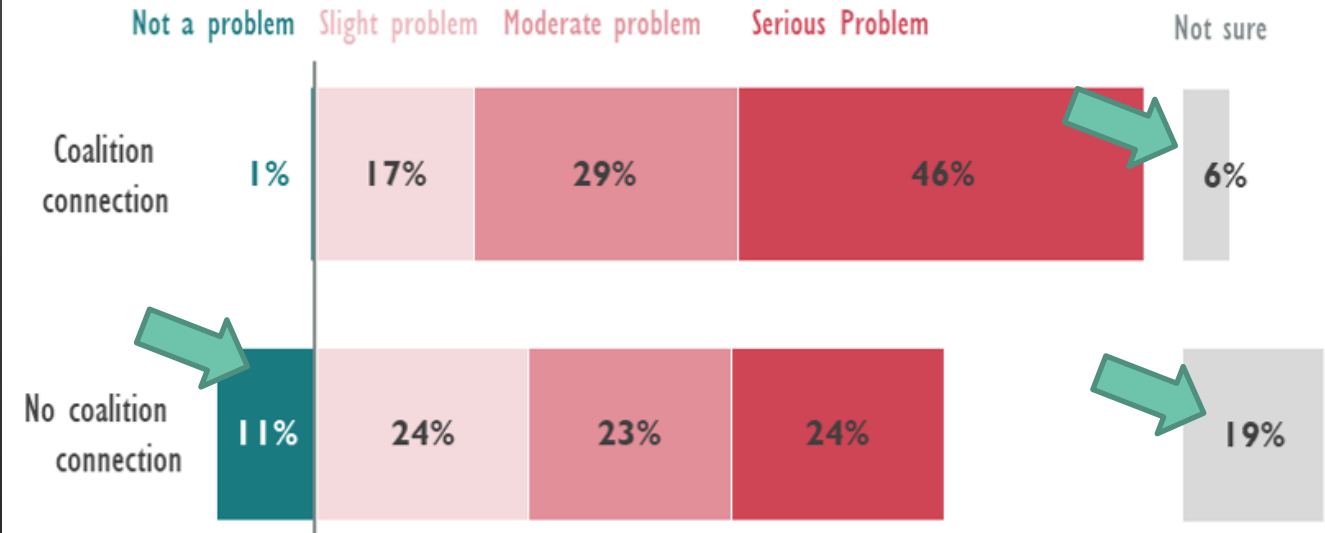


# SURVEY DATA



# SURVEY DATA

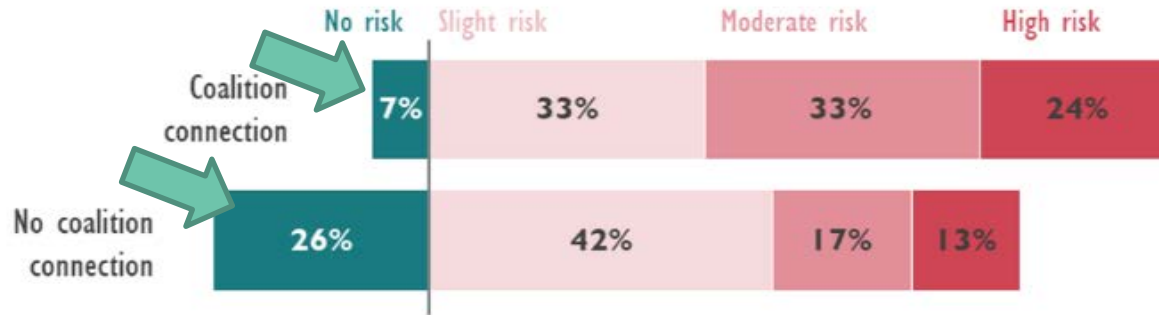
Figure 12: Perceptions of youth marijuana use as a problem



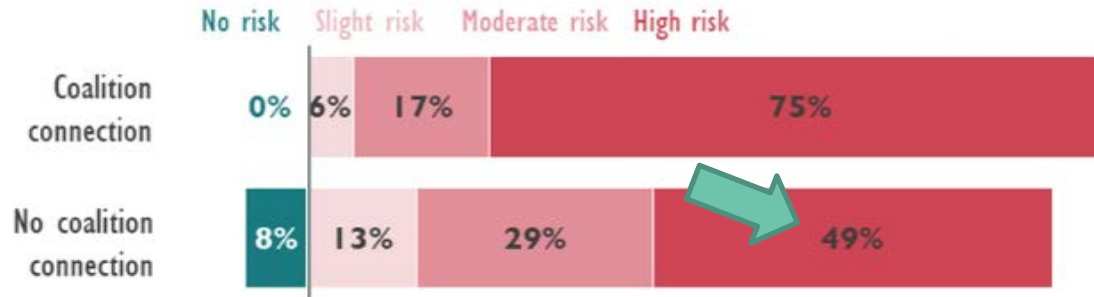
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# SURVEY DATA

## Risk of harm from trying marijuana once or twice:



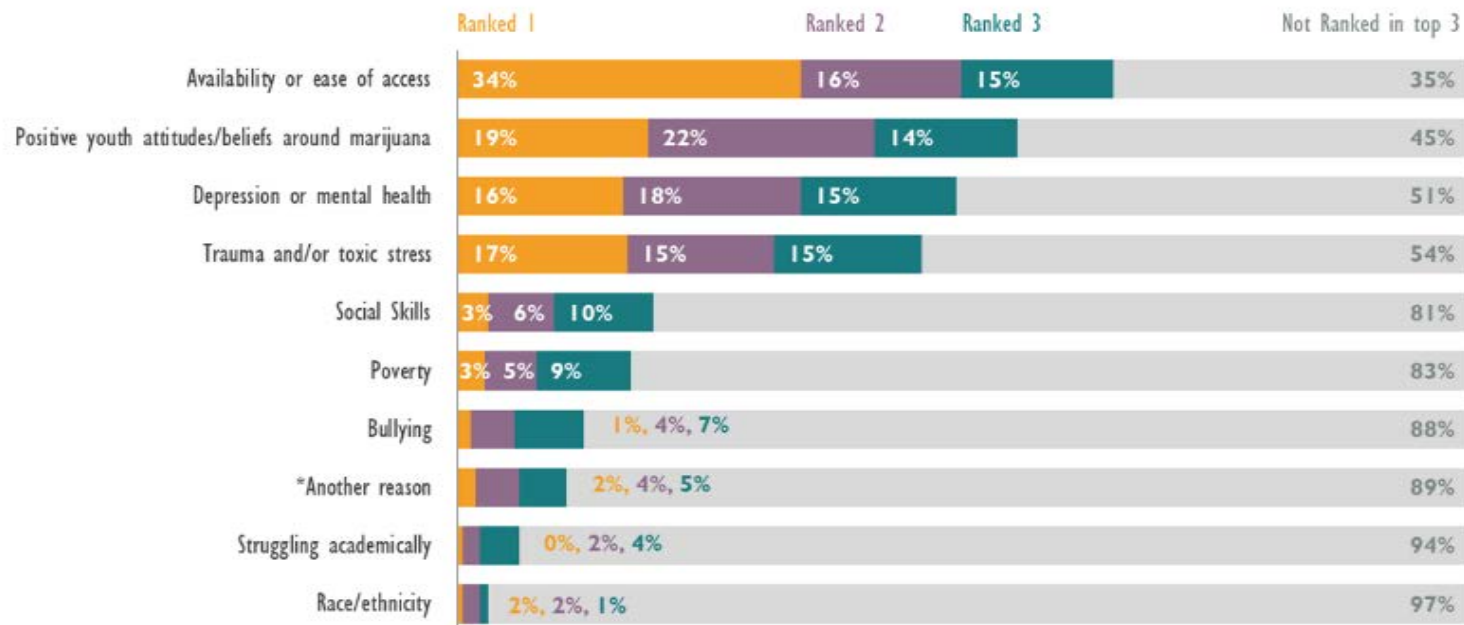
## Risk of harm from regular use (once or twice a week):



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# SURVEY DATA

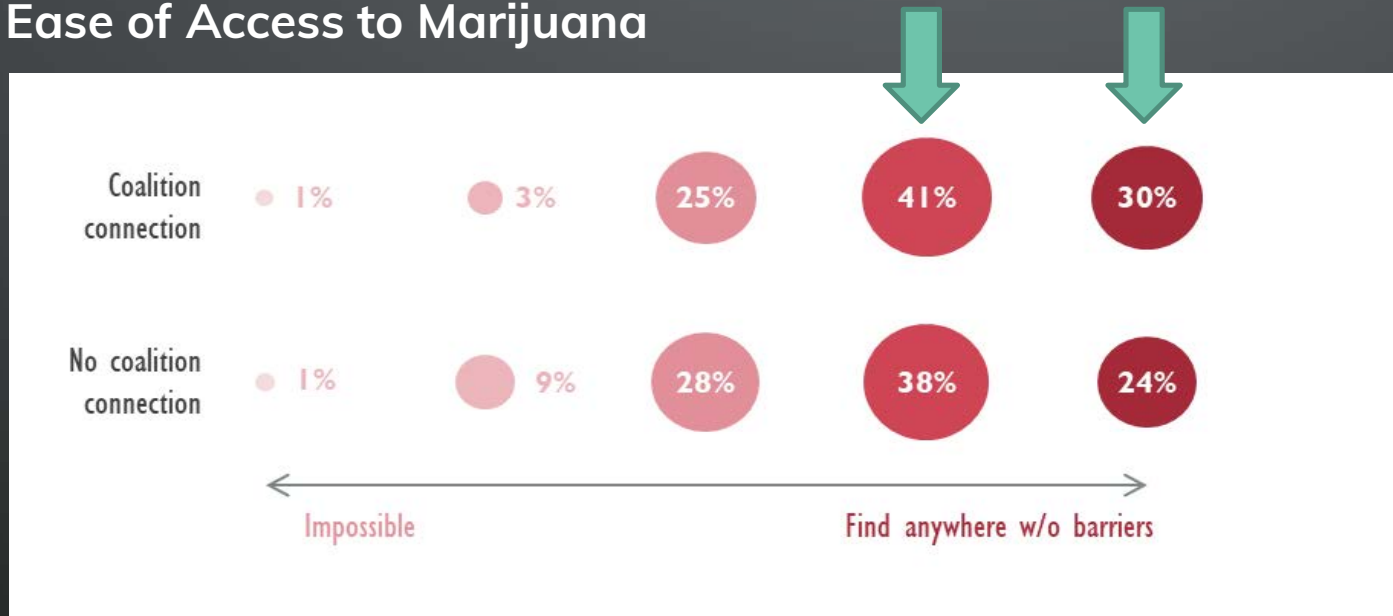
Figure 14: Ranking key drivers of youth marijuana use (all respondents)



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# SURVEY DATA

## Ease of Access to Marijuana



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## Parental Acceptance

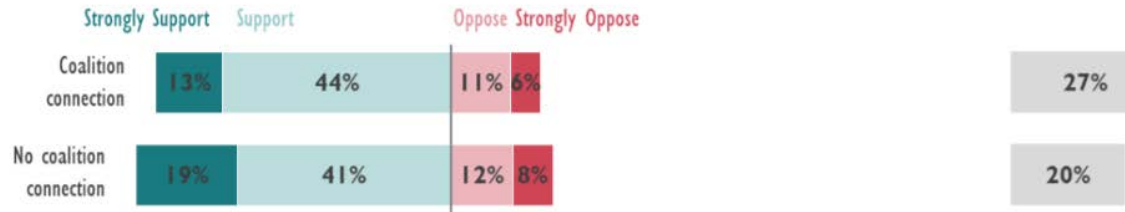
## Marijuana Legalization

## Support for Growers

Personal support/opposition for the statement:  
"It is okay for parent to allow youth to use marijuana in their home"



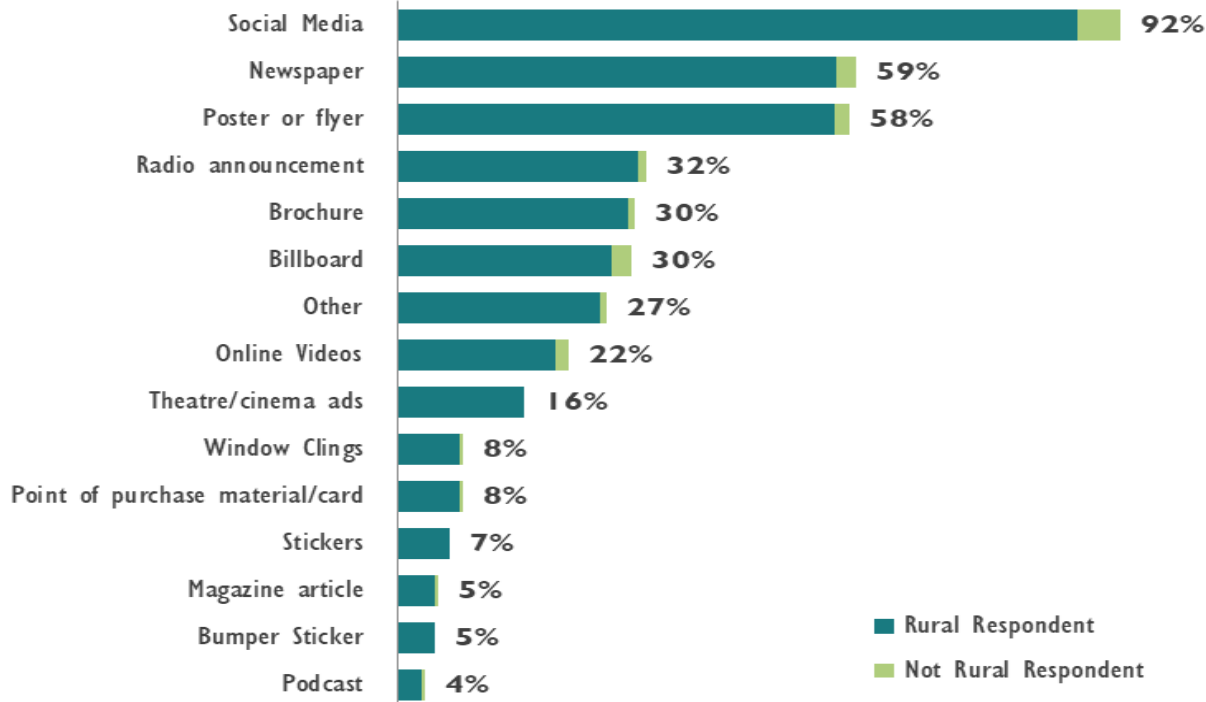
Perceptions of community support for retail (recreational) marijuana legalization:



Perceptions of community support for local marijuana growers or farms:

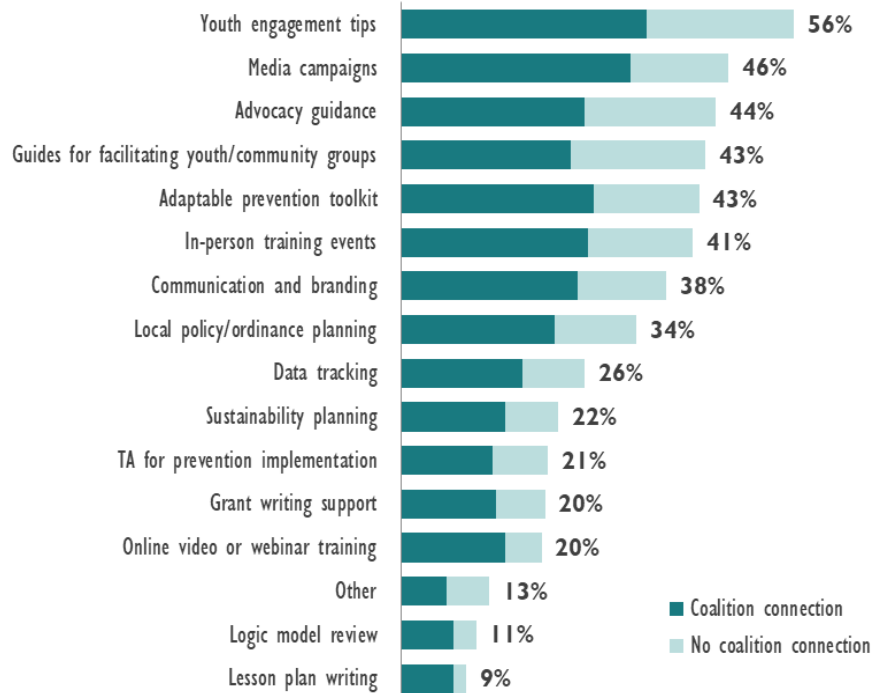


# SURVEY DATA



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# SURVEY DATA



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# KEY INFORMANTS

Each rural  
community is  
unique

Limited  
resources

Must build trust  
first

Lack of internet  
connectivity

Barriers to  
accessing data

Variety of  
lifestyles within  
community

Low perception  
of harm for  
marijuana

In-person  
meetings are  
preferred

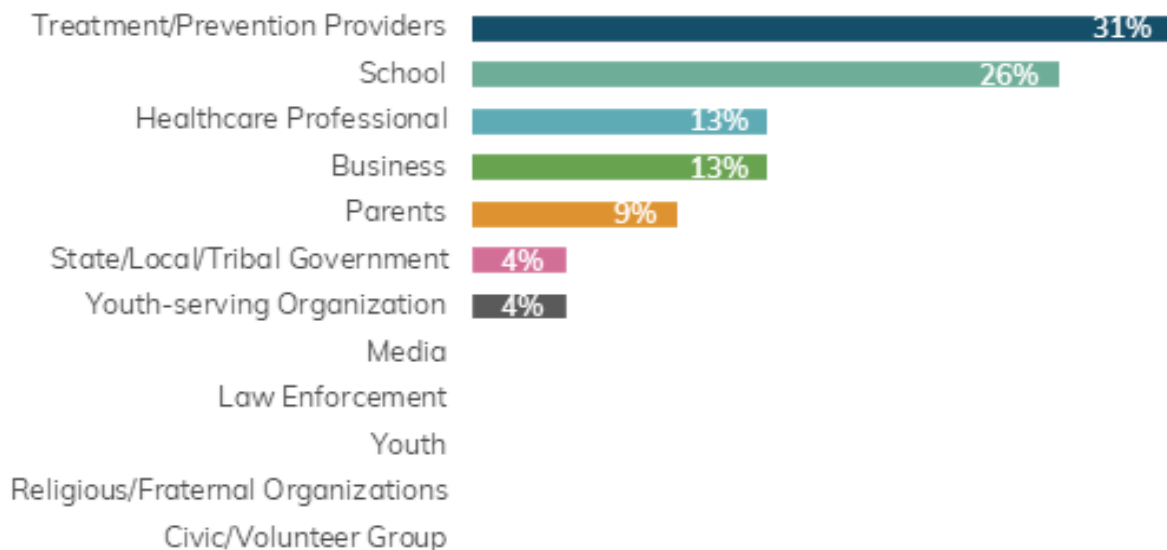
Sense of family  
within  
community



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# LISTENING SESSIONS

## 23 Listening Session Participants



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# LISTENING SESSIONS

Question 6: In your opinion, what are the top issues influencing youth marijuana use?

1. Coping &  
Mental  
Health

2. Inter-  
Generational  
Use

3. Youth  
Access &  
Availability

4. Parental  
Attitudes &  
Beliefs

5. Low  
Perception of  
Harm

6.  
Uninformed  
on Effects

7. Community  
Laws &  
Norms

8. Lack of  
Pro-Social  
Activities



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# JOIN THE CAUSE



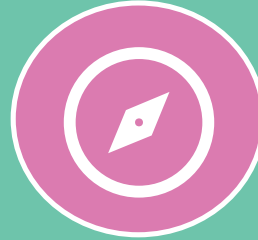
## Office Hours

- Monthly support
- Professional development
- 4<sup>th</sup> Wednesday



## Rural Network

- Planning
- Implement Plan
- Sector Reps.
- Last Tuesday



## Toolkit Workgroup

- Sub-committee
- Monthly planning
- Project advancement



## Newsletter

- Monthly updates, research, opportunities
- Subscribe @ [Bit.ly/preventnews](https://bit.ly/preventnews)



## STATEWIDE PREVENTION IN RURAL COMMUNITIES

What works in rural communities across Washington State? Together we'll find out.

[Needs Assessment Report](#)

[Executive Summary](#)

[www.preventcoalition.org](http://www.preventcoalition.org)

Change Language: [Select Language](#) ▼

### Mission

Connecting and supporting rural communities in Washington to build resilience and prevent youth marijuana (cannabis, weed, etc.) use.

### Vision

Healthy, thriving rural communities free of marijuana misuse. Together we'll discover what prevention and education strategies work in rural areas.

### Who We Are

The Rural Communities Project is a group of volunteers and leaders across Washington building resiliency and safeguarding youth. We're parents, youth, school staff, business owners, medical professionals, law enforcement, government workers, faith-based organizations, and more. Together we're convening a network of rural voices and developing supports to meet population needs.



The Rural Communities Project is an initiative of Prevent, funded by the [Youth Marijuana Prevention & Education Program](#) of the Washington State Department of Health. Huge support comes from the fiscal agent, [ESD 112](#). Prevent has been connecting and supporting communities since 2003. Additional initiatives are funded by state and federal grants, made possible by volunteers like you.



# MEET THE TEAM



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[www.preventcoalition.org/rural](http://www.preventcoalition.org/rural)



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