

Most Steer Clear

Positive Community Norms Campaign Seattle/King County

Focus on youth and young adults ages 16-25

Launched: June 2017

Most Steer Clear - Goals

To correct misperceived social norms, and by doing so, to change behavior towards more healthful choices.

To increase positive social norms around marijuana use that lead to a reduction in use and a reduction in risky behavior such as driving under the influence or combining alcohol and marijuana.



Marijuana Use in King County (Baseline)

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

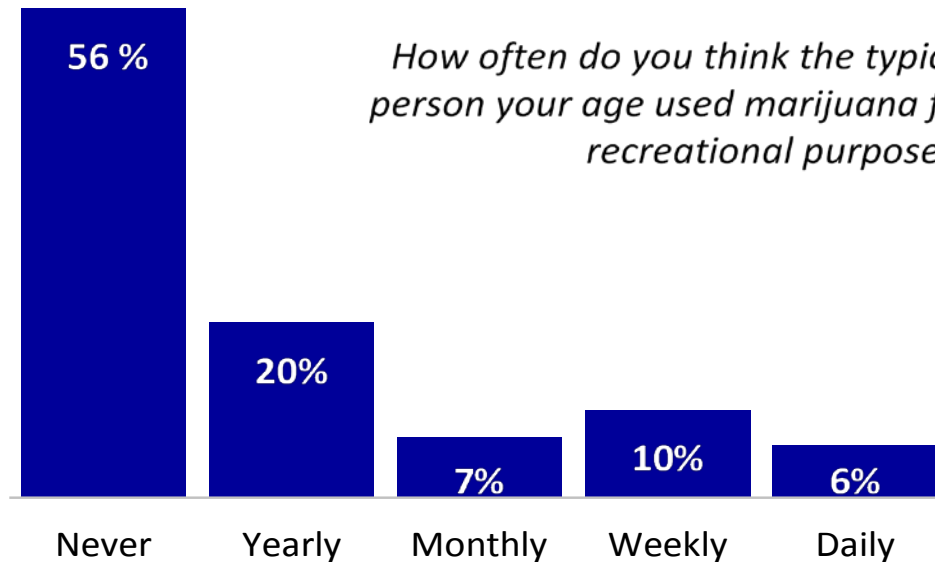
22.1% of 12th graders in 2016 reported riding with a marijuana using driver.



THE GAP BETWEEN ACTUAL AND PERCEIVED USE OF MARIJUANA

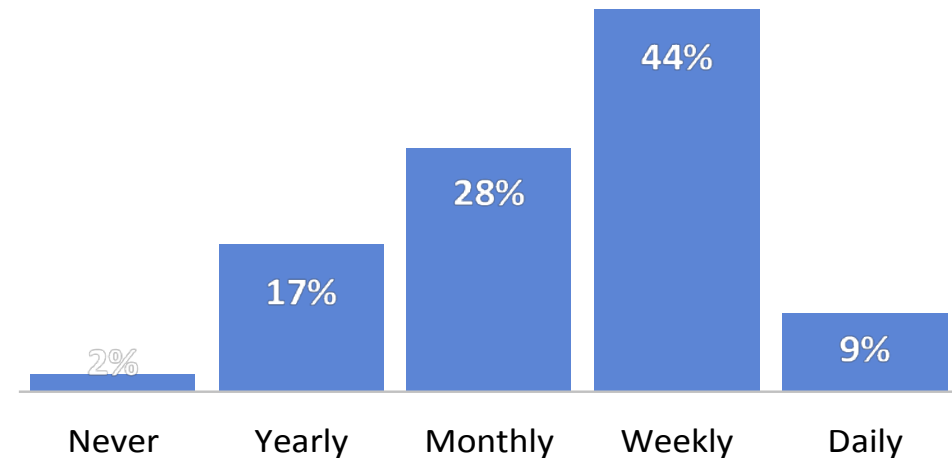
DR. JASON KILMER AT THE UW - WASHINGTON YOUNG ADULT HEALTH SURVEY (MARCH 2015)

ACTUAL USE



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

PERCEIVED USE BY SAME AGE GROUP



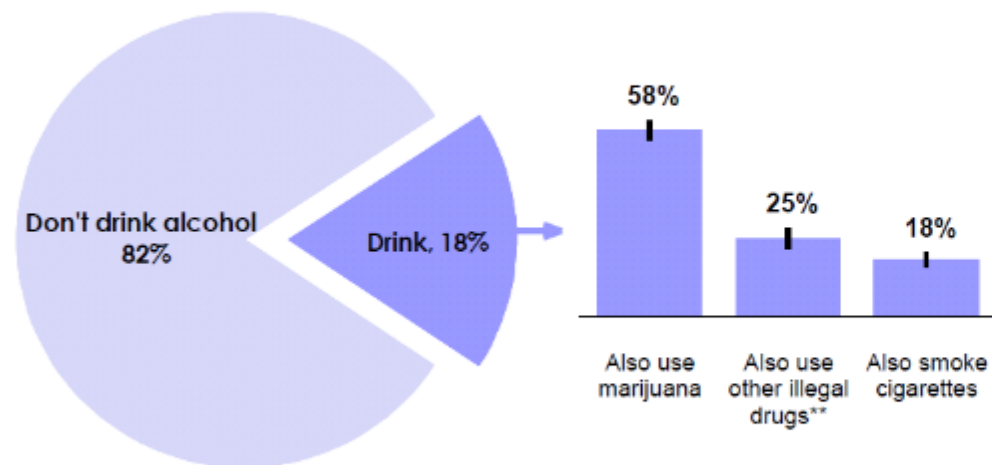


The Perception Gap in King County (Baseline)

Among 12th graders in 2016 55.8% of respondents thought that at least one of their best friends used marijuana in the past year (only 45.3% of 12th graders reported ever using in their lifetime and 26% used in the past month).

Combinations of Polysubstance Use

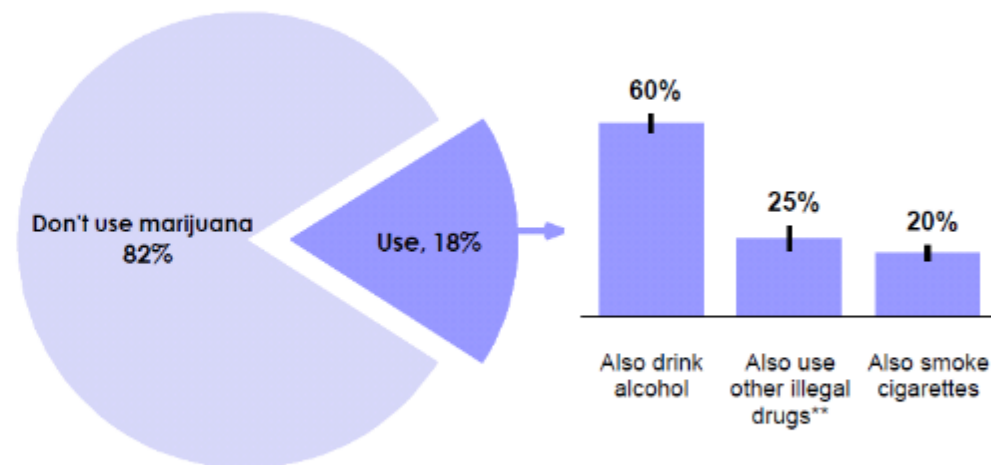
Current (past 30-day) Substance Use
Among Current Alcohol Users, Grade 10, 2018



82% of 10th graders statewide do NOT drink alcohol, but among those who do drink, about:

- 58% also use marijuana (*about . students*)
- 25% also use other illegal drugs** (*about . students*)
- 18% also smoke cigarettes (*about . students*)

Current (past 30-day) Substance Use
Among Current Marijuana Users, Grade 10, 2018



82% of 10th graders statewide do NOT use marijuana, but among those who do use, about:

- 60% also drink alcohol (*about . students*)
- 25% also use other illegal drugs** (*about . students*)
- 20% also smoke cigarettes (*about . students*)

Statewide, 10th grade current polysubstance users are most likely to combine the following substances:

- Alcohol and marijuana (44%)



A Team Effort

- Jeff Linkenbach, Jason Kilmer, Scott Waller
 - SE Seattle PEACE Coalition
 - Center for MultiCultural Health (TMOD)
 - APICAT
 - Healthy Youth Central Area Network
 - King County Youth Prevention Network
 - Mercer Island Healthy Youth Initiative
 - Southwest Seattle Youth Alliance
- Whitecenter North Highline Coalition for Drug Free Youth

Most Steer Clear - Key Messages

89% of Young Adults in King County DO NOT Drive After Marijuana Use.

70% of Young Adults in King County DID NOT Use Marijuana in the Past Month

Combining Alcohol and Marijuana Amplifies Impairment

Wait at least 6-8 hours after use to avoid impaired driving

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.



SOUNDTRANSIT

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

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most steer clear

77% 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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most steer clear

89% 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 who do, 89% of 18-25 year olds in King County would not drive under the influence, or use less often than monthly.

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

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most steer clear

77% 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.





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

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King County
Department of Community
and Human Services

Washington State
Health Care Authority




Neighborhood
House



WASHINGTON
Traffic Safety
COMMISSION



*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).

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



**↑most
steer
clear**

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Read this: Important Note:
70% 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).



89% OF YOUNG ADULTS
DO NOT DRIVE
AFTER MARIJUANA USE
IMPAIRMENT CAN LAST AT LEAST **6-8 HOURS**

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King County
Department of Community
and Human Services

Washington State
Health Care Authority



Neighborhood
House



WASHINGTON
Traffic Safety
COUNCIL

*88.6% of 18-25 year olds in King County don't use
marijuana or didn't drive within 3 hours of use.
WA Young Adult Health Survey (2018).

Paid for by Neighborhood House.



MOST **86%** **10TH GRADERS**
DID NOT USE MARIJUANA
IN THE PAST MONTH



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Washington State
Health Care Authority



*86.2% of 4,134 10th graders in King County reported not using marijuana in the past 30 days (Healthy Youth Survey, 2018)

Short Videos – Gas Works Park and Hiking

<https://www.dropbox.com/sh/h2iyp0jhns8uaqk/AADFRSPvHxIRWI4AeRPnmRoLa?dl=0>

OVERVIEW EDIT AD

Are you satisfied with this ad?

No

Yes



Your ad reached **men and women, ages 16 - 25** who live in **120 locations**.

[Show full summary](#)



This ad ran for **2 days**.



Your total budget for this ad was **\$500.00 USD**

30,197

People Reached [?]

3,813

Post Engagement [?]

\$500.00

Amount Spent [?]

Actions

People

Placements

Locations

Photo Clicks

9

Comments

3

Shares

13

[Reach More People](#)

Preview: Desktop News Feed ▼



Moststeer clear

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Remember this St. Patty's Day to plan ahead! If you're intoxicated use the public transportation system, call a Lyft or Uber, or call a sober friend. Staying safe is the most important part of having fun 🍀



Don't Let Your Luck Run Out!
Steer clear of driving under
the influence.



87%

of young adults DO NOT drive
after marijuana use.

*2017 data from Washington Adult Health Survey



You, Ginger Elken, Susan Malone and 55 others

7 Shares



Like



Comment



Share








REACH OF CAMPAIGN - JUNE 2017-JUNE 2019: 1,306,454 PEOPLE

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





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



FOR A FULL LIST OF FINDINGS, VISIT www.moststeerclear.org.
OR VISIT US AT www.moststeerclear.org FOR MORE INFORMATION.

STEER CLEAR OF MARIJUANA WHEN...

...DRIVING WITHIN 3 HOURS OF USING MARIJUANA

...USING ALCOHOL

...UNDER THE AGE OF 21



...DEALING WITH ANXIETY, DEPRESSION, OR OTHER SOURCE OF STRESS TO MENTAL HEALTH

...WHEN YOU WANT TO KEEP YOUR MIND HEALTHY

WHEN YOU ARE (OR MIGHT BE) PREGNANT

NOT CONVINCED?

[LEARN MORE](#)



[HOME](#) // [BREADCRUMBS](#)

FAQ's

WHERE'D YOU GET THESE STATS FROM?

These findings from 18-25 year olds in Washington were from the 2014 administration of the Washington Young Adult Health Survey and reflect the 779 participants from that year's survey who reside in King County.

IS 779 A VALID SAMPLE SIZE?

It's always good to be critical of survey stats, especially surrounding sample size and collection method. This survey used multiple methods of recruiting to ensure the sample reflected the population of King County. The Washington Young Adult Health Survey also used well-established

MOST YOUNG ADULTS IN KING COUNTY ARE LIARS.

☐ I SAW A STUDY THAT SHOWS PEOPLE DRIVE FINE ON MARIJUANA

WHY SHOULD I WAIT 3 HOURS BEFORE DRIVING? I KNOW HOW TO HANDLE MY WEED SO I CAN DRIVE FINE



Positive Results –12th grade 30 day use of Marijuana

King County reduced 30 Day Use 5% compared to the rest of the state

In the past 30 days, how many times did you use marijuana?	2016	2018		2016	2018	
	King County 12th Grade	King County 12th Grade	% Change King County	WA State (excluding King) 12th Grade	WA State (excluding King) 12th Grade	% Change WA State (excluding King)
Reported 1 or more times	26%	24%	-2%	26%	29%	+3%



Positive Results – Driving Under the Influence of Marijuana 12th grade King County reduced DUI 5% compared to the rest of the state

Past 30 days, did you drive within three hours after using marijuana?	2016	2018		2016	2018	
	King County 12th Grade	King County 12th Grade	% Change King County	WA State (excluding King) 12th Grade	WA State (excluding King) 12th Grade	% Change WA State (excluding King)
Reported 1 or more times	16%	13%	-3%	16%	18 %	+2%

Positive Results – Riding with Someone Under the Influence of Marijuana - 12th grade

During the past 30 days, how many times did you ride with someone who had been using marijuana? (12th grade)	2016	2018		2016	2018	
2016 (n=1,490) (n=3,355); 2018 (n=1,051) (n=2,542)	King County 12th Grade	King County 12th Grade	% Change King County	WA State 12th Grade	WA State 12th Grade	% Change All of WA State
1 or more times	22.1%	18.1%	-4.0%	25.2%	23.7%	-1.5%

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

	2017	2018		2017	2018	
Used In the Past Month						
	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%



Change In The Perception Gap in King County

Percent of 12th graders who thought that at least one of their best friends used marijuana in the past year.

2016 - 55.8% of respondents thought friends used (WA = 57.9%)

2018 - 50.7% of respondents thought friends used (WA = 59.1%)

We narrowed the gap for 12th grade in King County however, for 8th and 10th grade the gap got wider. 8th grade went from 12.8% to 21.1% and 10th grade went from 37% to 40.8%. Statewide the gap increased for all grade levels.

Next Steps

Distribute Short videos as paid ads on Facebook, YouTube and continue Movie Theater Trailers during popular films (Star Wars in December).

Working with 4 college age peer educators to promote regularly on social media on campuses and at community events.

Collaborate with King County partners on local posters/ads using 2018 HYS data for grades 8, 10, and 12.

Explore Pandora and Spotify as well as streaming video game ads.

More billboards and transit ads



THANKS!

WTSC

SAMHSA

Health Care Authority - DBHR

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King County

Drag and Drop Creative

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