MOST STEER CLEAR

Using Positive Community Norms in Seattle and King County
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**
- Never: 56%
- Yearly: 20%
- Monthly: 7%
- Weekly: 10%
- Daily: 6%

**PERCEIVED USE BY SAME AGE GROUP**
- Never: 17%
- Yearly: 28%
- Monthly: 44%
- Weekly: 9%
GOALS

• Correct misperceived social norms → change in behavior

• To increase positive social norms around marijuana use, 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
WINNER!!
77% of young adults in King County did not use marijuana in the past month.

*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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*60.6% 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).
76% of young adults did not use marijuana in the past month

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89% of young adults do not drive after marijuana use impairment can last at least 6-8 hours

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

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*Data from the WA Young Adult Health Survey (2018).
Performance
You've spent $999.99 over 8 days.

<table>
<thead>
<tr>
<th>Post Engagement</th>
<th>Reach</th>
<th>Cost per Post Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,426</td>
<td>49,600</td>
<td>$0.29</td>
</tr>
</tbody>
</table>

Engagement on Facebook
- Photo Clicks: 169
- Comments: 251
- Shares: 286

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

<table>
<thead>
<tr>
<th>Used In the Past Month</th>
<th>2017 King County</th>
<th>2018 King County</th>
<th>% Change King County</th>
<th>2017 WA State (excluding King)</th>
<th>2018 WA State (excluding King)</th>
<th>% Change WA State (excluding King)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reported 1 or more times</td>
<td>35.0%</td>
<td>30.7%</td>
<td>-4.3%</td>
<td>27.1%</td>
<td>30.6%</td>
<td>+3.5%</td>
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</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Driving after Marijuana Use</th>
<th>2017</th>
<th>2018</th>
<th>% Change King County</th>
<th>WA State (excluding King)</th>
<th>WA State (excluding King)</th>
<th>% Change WA State (excluding King)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reported 1 or more times</td>
<td>14.2%</td>
<td>11.9%</td>
<td>-2.3%</td>
<td>12.6%</td>
<td>13.9%</td>
<td>+1.3%</td>
</tr>
</tbody>
</table>
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
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Drag and Drop Creative
Neighborhood House Staff and Peer Educators
SE Seattle P.E.A.C.E. Coalition members/partners
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