Learning Objectives

- Get a deeper understanding of CADCA’s 7 Strategies for Community Change, as they apply to marijuana prevention, and why this approach is so effective.
- Hear examples of how organizations and coalitions across the United States are achieving results with marijuana prevention strategies.
- Learn several environmental and individual marijuana strategies that you can put into place in your community, that fit into a CADCA 7 Strategies context.
- Learn what channels of communication work best, for campaigns aimed at teenagers, and for adults.
- Get a short list of highly credible, clear resources for marijuana data, research and general information.
Why Address Marijuana?

- Long-term marijuana use can lead to addiction. Approximately 9 percent of users will become addicted to marijuana.
- This number increases to 17 percent among those who start young (1/6).
- United Nations Conventions forbid legalization.
- The Controlled Substances Act (CSA) forbids legalization.

Alcohol and Tobacco as a Model

- Use levels for alcohol and tobacco are much higher than marijuana (7x and 2x respectively)
- Industries promote use and target kids and lower socio-economic status individuals

Lessons Learned from Colorado

- In Colorado, adult marijuana use is now HIGHEST in the country
  - 13.6% of adults in CO are regular users, with rates of 18.5% in Denver
- Just like tobacco and alcohol, a report prepared for the Colorado Department of Revenue showed that “the vast majority of marijuana demand” in that state “emanates from the regular users” – those who consume daily or near daily
  - In CO, the top 21.8% of users make up almost 67% of demand for marijuana in the state
Negative Effects

• The negative social and health effects of marijuana legalization will fall on those least able to bear the burdens of cost and health

• EXAMPLE: Legal marijuana businesses in Denver are already concentrated in lower income and minority neighborhoods

http://www.washingtonpost.com/blogs/wonkblog/wp/2015/03/12/the-stereotype-of-the-college-educated-and-smoker-is-wrong/?tid=sm_fb

http://www.thecannabist.co/2016/01/04/unbalanced-denver-marijuana-landscape-regulation-concerns/45849/

Credible Process

Model for Change:
• Engage members
• Continue to repeat processes
• Maintain focus on objectives

Strategic Prevention Framework

Building Safe, Healthy, and Drug Free Communities

Comprehensive Strategies

Seven Strategies for Behavior Change
1. Provide information
2. Build skills
3. Provide support
4. Change barriers / access
5. Change consequences / incentives
6. Alter the physical design of the environment
7. Change policies, rules, practices, procedures
Seven Strategies for Behavior Change

1. **Provide Information**: Presentations, workshops, brochures, billboards, social norms campaigns, town hall meetings, web-based information, etc.

2. **Build Skills**: Workshops/seminars designed to teach skills needed to achieve population-level outcomes.

3. **Provide Support**: Assisting others to conduct training, obtaining funding for equipment, training, reach specific target audiences.

4. **Change Access/Barriers**
   - Make it harder or easier for changes to occur:
     - **Access**:
       - Provide instructions/training in multiple languages
       - Give scholarships to training programs
       - Provide training at vendor locations
     - **Barriers**:
       - Enhance law enforcement efforts for dealing with MIP
       - Remove tobacco machines from public venues
       - Place pseudoephedrine behind the counter

5. **Change Consequences / Incentives**
   - Motivate behavior change through providing meaningful:
     - **Incentives**:
       - Provide awards to businesses/organizations who pass Compliance Checks
     - **Disincentives**:
       - Increase Citations/Fines
       - Increase Excise Taxes
       - Use/Lose Laws
Comprehensive Strategies

Seven Strategies for Behavior Change

6. Alter the Physical Design
Change the physical environment around a local condition:
  • Lighting in parks
  • Signage
  • Alcohol Outlet Density/Proximity
  • Advertising (Restrictions)
  • Product Placement
  • Packaging

Comprehensive Strategies

Seven Strategies for Behavior Change

7. Modify Laws, Policies, Procedures, By-Laws
  • Laws: Social Host Liability, School ATOD Policy
  • Policies: 24/7 Zero Tolerance policy in a school district, Drug Free Workplace Policies, Mandatory Merchant Education with License Re-Application
  • Procedures: MIP Processing by Police & Courts, County process for alcohol permits
  • By-Laws: Chamber of Commerce alcohol use policy, HS Booster Club Family Friendly policy

Achieving Results

• Prevention Alliance of Tennessee
  – Policy results
  – tncoalitions.org
• Showcase GO! Winner
  – Covington County Children’s Policy Council Coalition, Andalusia, Alabama
**Problems:**

- Health of 7th grade students in Auburn City Schools, Alabama are using marijuana.

- Low perception of harm for marijuana use by youth and adults in Auburn, Alabama.

- Increased perception of peer disapproval.

- Decreased prevalence of use.

**Local Condition:**

- Youth in Auburn City Schools, Alabama are marijuana because they do not experience school consequences for use.

**Strategies/Interventions:**

1. Town Hall Meetings (individual level - Provide Information)
   - An intervention to inform parents about the dangers of marijuana.

2. Youth Leadership (individual level - Enhance Skills)
   - Training for youth to advocate against the use of marijuana. The purpose is to provide the necessary skills for youth to influence the attitudes and perceptions of their peers.

3. School-based drug testing (individual level - Modifying Drug Policy)
   - Testing students for marijuana use.

4. Access to Treatment (organizational level - Enhance Access/Remove Barriers)
   - Providing treatment options for those who need them.

   - Establishing policies that promote drug-free environments.

**Short-Term Outcome for Marijuana**

- How much do you think people risk harming themselves physically or in other ways if they use marijuana once or twice a week?

**Intermediate Outcome for Marijuana**

- How many of your friends feel it would be good for you to use marijuana?

**Long-Term Outcome for Marijuana**

- During the past 30 days have you smoked marijuana?

- Decreased prevalence of use.
Comprehensive Strategies

Root Cause: Favorable Peer Attitudes
Local Condition: Students use marijuana in the parking lot behind the gym after school.

1. Provide Information — Use mass media to increase public concern; provide class on marijuana effects
2. Build Skills — Train faculty and staff on clear standards and consistent discipline
3. Provide Support — Establish alternative after-school program to promote positive activities
4. Access/Barriers — School staff member monitors back lot after school
5. Consequences — Students caught using/possessing mandated to complete intervention course
6. Physical Design — Police officers complete paperwork in school parking lot
7. Policies or Regulations — Schools enforce existing marijuana policies; new policy refers students caught using/possessing to in-school intervention course in lieu of expulsion

Strategies for Reducing Marijuana Use

• Tie to local conditions!
• Center for the Application of Prevention Technologies, SAMHSA
  – Handout
  – Available on Let’s Be Clear Website

Appropriate Channels of Communication

• Identify audience
• Research audience
• Understand audience
• Analyze/interpret audience and learning styles
• Cultural sensitivity
• Recognize communication models
Reputable Marijuana Resources

- Handout
- Be cautious of the resources you cite

Questions