

# Youth Marijuana Prevention & Education

## December 2016 Regional Meeting

December 16, 2016

### Participants

Jennifer Leach, Ramona Leber, Johnna Knoerr, Heather O'Shea, Carlena McCallister, Ophelia Noble, Dana McKee, Kristen Haley, Katie Strozyk, Casey Peters, Ben Johnson, Jen Olsen

### Listen2YourSelfie Presentation

Kristen Haley, Media and Priority Population Consultant for the Marijuana Prevention and Education Program at the Washington State Department of Health (DOH), gave a presentation about the Listen2YourSelfie campaign. [The full presentation, including examples of how the Listen2YourSelfie campaign has been customized in local communities, can be found on crhn.org.](#) Kristen gave a brief history of the campaign, explaining that the marketing for the marijuana prevention program began with "[Start Talking Now](#)," which launched in 2014. Some highlights for how the campaign is moving forward in 2017 include launching a Parent/Influencer Campaign in February, collaborating with teens to create Facebook Live videos, and doing another round of focus groups in the spring to shift the focus of the campaign for the future. More information can be found at [listen2yourselfie.org](#).

After the presentation, the group discussed how the campaign could be used in the CPAA region communities, and brainstormed a few ideas:

- Educate 4H leaders
- Collaborate with the "Know Your Government" Event
- Include on scrolling signs at transit centers
- Incorporate with diploma/GED programs
- Collaborate with local boy scouts and girl scouts
- Distribute educational materials through the utilities companies
- Put tags on retail purchases that say something like "Don't give me to a teen."
- Purchase advertising on local billboards

### Regional Updates

#### Cowlitz & Wahkiakum Counties

Eight families graduated the Strengthening Families program in December, and five more will be graduating soon. The Sheriff's Coalition will be meeting soon, and Ramona would like the Listen2YourSelfie backdrop for that meeting. The Washington Association for Substance Abuse & Violence Prevention (WASAVP) along with TOGETHER! is hosting its annual Prevention Policy Day rally at the Capitol on February 20.

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## Healthy Living Collaborative (HLC)

Youth Community Health Advocate (CHA) program is beginning to work with South Kelso High School to reach the youth in that community. The adult CHAs had some ideas for community prevention activities, including:

- Have a gathering space at the local mall to take selfies, pass out goody bags, and just have a place for teens to hang out.
- Run ads in the local pub theater
- Reach out to kids at the skate park

## Mason County

In the past couple months, Ben Johnson with Mason County Public Health has been able to reach several Hispanic families with educational information and lock boxes. There is a breakfast youth show coming up, where Ben is planning to have a booth and distribute lock boxes. The local after school program is currently planning a spring block party, which is another opportunity to present information. Ben is going to the state legislature next month to testify about the policy prohibiting the distribution of lock boxes in retail stores. The substance abuse coalition is beginning to talk about Strengthening Families, and there are teacher trainings coming up. There is a Safe Streets program, and there is a dinner coming up with the Squaxin Tribe, which may be an opportunity to explore collaboration.

## TOGETHER!

TOGETHER! staff is meeting with the Thurston County commissioners to discuss including marijuana in a social norms ordinance. There is a teacher training happening, with the Tumwater School District being the pilot.

## Lewis County

Lewis County Public Health has planned a program of free community workshops called “Healthy Community, Healthy Youth,” with sponsorship from Morton Up!, Morton General Hospital, and Morton Chamber of Commerce. The program includes a screening of “Paper Tigers,” a presentation on ACEs from Liz Davis of the NEAR Speakers Bureau, a two-part poverty awareness workshop with Donna Beegle, and a community dinner to honor the Morton Up! volunteers. The YMPEP regional partners are all invited to attend any of these workshops.

There is a birth–three training with an early learning facilitator going on in Lewis County. The Morton Youth group started a gay-straight alliance at their school, and made a wonderful presentation on LGBTQAI.

## Pacific County

No one from Pacific County was able to attend, but Matt let the group know that Pacific County Public Health is planning a Strengthening Families program. There are also Strengthening Families programs being planned in Grays Harbor, Mason, and Thurston counties.

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## SPIPA

Conversations with some SPIPA members have begun, with a focus on harm reduction. Keeping edibles away from children has been a starting point, so there has been interest in the lock boxes.

## Updates

Regional Program Manager, Matt Shellhart, gave the group some reminders about the resources available to regional partners:

- Educational materials including the DOH messaging presentations and the tabloids can help start conversations. Remember to start with the basic facts, like the legal age for marijuana use. Matt is happy to help with the DOH presentation, if anyone would like some help getting started with giving that in their community.
- The monthly program newsletters from CHOICE are a way to share our work with each other and an opportunity to share our work with other community partners. Please make sure that all relevant staff are on the email list for that newsletter, and forward the email to anyone who might be interested.

To end the meeting, Matt asked Johnna to share a success story from Thurston County: At South Sound High School, TOGETHER! used the tabloid materials to help kids share facts about marijuana use with their peers. After these presentations, the counselor from the school let Johnna know that having peers share those facts resulted in other students being empowered to have more open conversations about the effects of marijuana use.

## Next Steps

- Matt will send out Kristen's Listen2YourSelfie presentation slides.
- Partners should contact Matt at [shellhartm@crhn.org](mailto:shellhartm@crhn.org) if they want to reserve the Listen2YourSelfie backdrop, or would like assistance with the DOH messaging presentation.
- The next work group meeting will be via teleconference on January 17<sup>th</sup> 2017.