

Youth Marijuana Prevention & Education

YMPEP Planning Meeting

Meeting Summary, September 12th, 2018

Support and Backbone Staff: Matt Shellhart – *CHOICE*, Madi Tanbara - *CHOICE*

In Attendance: Ben Johnson – *Mason County Public Health*, Ginger Hake – *Wahkiakum County Health & Human Services*, Jackie Smith – *Pacific County Health & Human Services*, J.P. Anderson – *Lewis County Public Health & Social Services*, Katie Strozyk – *Lewis County Public Health & Social Services*, Stacy Mueller – *ESD-113*, Dawn Maloney – *Cowlitz County Health Department*, Beth Mizushima- *Grays Harbor Public Health & Social Services*

Location: Lewis County Public Health & Social Services, 360 NW North Street, Chehalis, WA 98532

I. Welcome and Introductions

Matt welcomed everyone in attendance and facilitated introductions. Matt provided an overview of the desired objectives of this meeting based on the agenda:

- YMPEP Program Updates
 - Monthly Reporting
 - School signs
 - Cultural competency/humility training
 - School suspension policy
 - WTSC
- Questions, Next Steps, Reminders
 - October 10th, 2018, 1:00-3:00 pm YMPEP in-person @ Mason County Public Works, 100 W Public Works Dr, Shelton, WA 98584
 - Final questions & concerns

II. YMPEP Program Updates

- Matt finished putting together a monthly reporting system to share with the YMPEP planning group, as a way for team members to report their program dealings within the past month.
 - System features include easy-to-use drop down box, very self-explanatory with a narrative piece for walk through. No need for webinar, but contact Matt if you have further questions.
 - Reporting tab, training tab for participating, hosting or going to a training.
 - DOH wants to capture how much is being spent, cost of training, material covered in training, and outcomes.
 - Some tabs might not be used, but all are accessible.
 - Finished setting up the reporting program today, will be released tomorrow.
 - Planning members have a few weeks to get acquainted, then put in reporting from last month and e-mail to Matt, who will compile results for DOH report.
 - October 5th will be the due date for September reports, there will be an amendment for this month to give the YMPEP team members until the end of the month to finish last month's report (due to system rollout). DOH already informed. After that, adhere to the schedule of reports due on the 5th. Matt will send an e-mail reminder to the group.

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- School sign distribution has started as part of the YMPEP strategic plan.
 - Wahkiakum requested 50-60 signs, superintendent is passionate about spreading the message across schools.
 - YMPEP team members – ensure all schools in your region have updated signage, the newest version includes tobacco and vaping.
 - DOH has extra window clings, inquire with your schools if they are interested and Matt can get them to you.
 - Todd Johnson – highlighted schools in the area, captured 35 in the private sector and separated them out. Matt has a hardcopy and digital copy of the school lists to add to your YMPEP binder.
- In regards to cultural competency & humility training, Matt spoke with a representative from Gay City, a Seattle-based center that is the population consultant for the LGBTQ+ community.
 - “Understanding Queerness” – 3-hour training that dives into culture and community, as well as the importance of gender pronouns
 - Training is free, DOH already pays for their time and Matt would arrange meeting space.
 - Discussion with Gay City included having 3 different training sessions throughout the 7 county region; representative suggested a 2-day tour covering several locations.
 - All direct regional partners would be required to attend at least 1 of the 3 trainings offered, in-house, others from your organization can attend but the immediate focus are those in the network.
 - The team decided February 2019 would be an ideal time to have the training, after holidays and New Year to give members planning time.
 - Combined training – Wahkiakum & Cowlitz, Pacific & Grays Harbor, Lewis, Mason, & Thurston (find central location).
 - Survey Monkey or Doodle poll will be sent out to determine date and time.
- School suspension policy – environmental change to reduce school suspensions involving marijuana use. Matt spoke with Todd Johnson (ESD-113) to map out strategy, impact plan.
 - Ideal planning time as OSPI is looking to end their zero-tolerance policy in favor of alternative disciplinary action.
 - With this announcement, new policies will be in effect for 2019-2020 school year, districts are currently planning and making changes, providing an opportunity to share best practices from the YMPEP team.
 - 3 meetings significant to YMPEP planning team members:
 - Women empowered for education, female principals/superintendents
 - All principals and school administrators (early Spring)
 - Culmination of these school meetings, for superintendents, (May/June)
 - **Task:** Develop concepts for best practices one-pager to present to school officials. Have prepared for next YMPEP in-person meeting.
 - Important to be aware of approach when presenting YMPEP info, not fix-it approach, instead share findings and observations, address gaps, what is or isn't being heard.
 - Find out what is going on with marijuana directly from schools or officers, the “who, what, when, where, why.” What is being captured, what is missed in the process?

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- Matt will send out a conversation guide for specific questions to ask a school resource officer. Resource officers do not necessarily write up small reports, instead the officer may document the encounter as a conversation.
- If the student is written up, is the data reported to school, police department, or both?
- What is the reporting system? Data points could be missed, impacting report numbers.
- Next YMPEP meeting –group breakout to perform SWOT analysis on data brought back from each county, develop and bring together for one-pager.
- Todd Johnson has contact at Skyward, discussed having flag notification that appears when parents log in to the portal. The message would remind parents to talk to their kids about marijuana use.
 - Almost 40% of parents have not talked to their child in the last 12 months about marijuana, important to open the conversation.
 - Pitch the Skyward idea to ESD, possibly perform small pilot study in 1 or 2 schools to study impact and collect feedback. Could rollout in spring as a flag that goes out regionally (ESD-112 and 113). Strategize effective messaging beforehand.
 - 10th grade is the general program target, however if well received, this concept could be applied to younger grades, and messaging could be tailored for various age groups.
- Washington State Health & Safety Commission – YMPEP campaign images
 - Use PSA message but tailor image and wording to your own region, example: fill in the road picture with scenery from your county.
 - Traffic safety PSA received positive feedback from DOH, cell phone PSA was the second most liked (46% of the vote).
 - Reading level of the captions OK, ran through program to check.
 - These PSAs are final and will be used in the October 1st launch, will run through October and November and will conclude and conduct write-up in Dec.
 - Keep in mind ideas to refresh the campaign, revamp halfway through (Oct. /early Nov.)
- Group members suggested making a teen competition to design an ad for YMPEP.
 - Either teams or individuals would create a PSA image following specific guidelines, have prepared messages that would be required to be included in the design.
 - Voting would determine top 1 or 2 winners, who would be awarded a prize.
 - Make sure imagery guidelines are clear and enforced to avoid propaganda.
 - Benefit: Engage community/target population, create a teen-centric message.
 - Consider how the completion would be promoted, resources, structure, judging process.
 - Suggested that this PSA competition be assigned to coalitions in each county, YMPEP network could judge.

III. Questions, Next Steps, Reminders

Matt provided a brief wrap-up as there were no final questions or concerns. Matt stated that he would like to have the one-pager completed by January or February, and reminded the group of the next YMPEP in-person meeting:

- October 10th, 2018 from 1:00-3:00 pm at Mason County Public Works, 100 W Public Works Drive, Shelton, WA 98584.