San Diego County Marijuana Prevention Initiative

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Center for Community Research

Funded by the County of San Diego, Health and Human Services Agency, Behavioral Health Services
Reduce youth access to marijuana by increasing public awareness of the adverse effects resulting from youth marijuana use.

Decrease community acceptance and tolerance of youth marijuana use.
KEY POINTS

- Changing landscape in marijuana products and potency
- Data driven approach
  - Mindful, thoughtful, planned, & coordinated
- Collaborative and countywide prevention approach
- Information dissemination
Strength of weed seized by federal authorities has steadily risen over time.

Denver retail outlets advertise strains containing 25+% THC*.

*THC is tetrahydrocannabinol, the main psychoactive ingredient in marijuana.
PERFECT STORM

- Decrease in perceived risk of harm.
- Favorable policies & attitudes toward marijuana.
- Higher potency products produced and marketed.
- Increase in access to marijuana (delivery, masked products).

The good news ....

- Increasingly available research regarding the effects of marijuana on the adolescent brain.
- Some studies link use to mental health issues and poor academic performance.
DATA DRIVEN
21% of 11th graders reported smoking marijuana in the past 30 days in 2011.

The percentage of 9th and 11th graders who smoked marijuana in the last 30 days has increased by 50% and 40%, respectively, since 2007.

Nearly half of non-traditional students reported smoking marijuana in the past 30 days in 2011.

Source: CHKS, 1999-2011
Daily marijuana use among 9th and 11th graders is at its highest point in 12 years.

Since 2007, the percentage of 9th and 11th graders smoking marijuana every day has doubled.

18% of non-traditional students smoke marijuana every day.

Source: CHKS, 1999-2011
PERCENTAGE OF YOUTH TREATMENT ADMISSION RATES
BY GENDER & AGE RANGE
MARIJUANA AS PRIMARY DRUG OF CHOICE - SAN DIEGO COUNTY TREATMENT PROGRAMS

<table>
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<th>Year</th>
<th>M 12-17</th>
<th>F 12-17</th>
<th>M 18-24</th>
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<td>55</td>
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<td>FY 2010/11</td>
<td>85</td>
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<td>FY 2011/12</td>
<td>86</td>
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<tr>
<td>FY 2013/14</td>
<td>81</td>
<td>57</td>
<td>31</td>
<td>20</td>
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NON-TRADITIONAL (NT) STUDENT POPULATION

- Conduct focus groups to identify reasons for higher use among this population.
- Engage those youth to develop materials that will resonate with this specific population.
- Recruit NT’s to be members of your existing youth groups.
- Engage the staff that work with NT’s for prevention trainings
INITIATIVE FOCUS, STRUCTURE AND COLLABORATIONS
Problem Statement: High levels of marijuana use by youth ages 12-25 in the county negatively affect overall health and contributes to family and community problems.

We support the County Live Well Initiative, Healthy, Safe and Thriving
6 Regional Prevention Providers

- Youth Groups
- Media contacts
- Community groups
- Data Collection
2012 - Develop and recruit partners to Key Leadership Team (KLT). Members include individuals and agencies that are representative of San Diego County:

- San Diego County Sheriff’s Department
- San Diego County Office of Education
- San Diego County Probation
- University of California San Diego
- Friday Night Live
- Californians for Drug-Free Youth (CADFY)
- San Diego Unified School District
- Behavioral Health Advisory Board
- McAlister Institute
The Key Leadership Team enables partners to coordinate media and streamline the approval process.

Publishing media in a tough media climate.

Steps need to be taken now to ensure our youth are educated regarding the hazardous effects of driving “high,” such as adding or enhancing drugged driving language to prevention campaigns and school-based driving programs, as well as increased resources for law enforcement including effective drug detection equipment.

Intoxication poses a threat whether it is THC or alcohol, by allowing yet another mind altering substance to enter our roadways legally, and using the term “recreational” sends a dangerous message to our youth that the risks are minimal, perhaps even insignificant. There have been hard lessons learned over the decades from the thousands of alcohol related crashes on our roadways that should serve as a warning that perhaps one legal intoxicant is enough!

Crittenden is a project specialist with the San Diego County Office of Education and Mendel represents the District 2 Alcohol and Drug Advisory Board. Both are members of the San Diego County Marijuana Prevention Initiative Key Leadership Team.
SAMPLE MEDIA EXPOSURE

KPBS & KUSI Cherokee Point Elementary Forum: Dr. Carmen Pulido appeared on KUSI and KPBS for the morning shows the day of the Community Forum.

News 8 Crime Fighters Alert: Dangers of Butane Hash Oil
EXPLOSIONS SAN DIEGO

Butane hash oil lab explosions on the rise locally
Experts Discuss the Dangers of Youth Marijuana Use

October 24, 2014

About a third of middle and high school students in San Diego County say they don’t think people put themselves at great risk when they use marijuana once or twice a week and by 8th grade, one-in-four has already used marijuana, according to data released recently.

This puts young people, with still-developing brains, at great risk, according to researchers.

“These statistics are alarming for education, because marijuana use affects learning in the classroom, affects their futures,” said Don Bush, interim assistant superintendent at the San Diego County Office of Education (SDOCE).

Bush said drug prevention advocates, police and local students Oct. 23 at SDOCE’s main campus to discuss the problems associated with youth marijuana use and data recently released as part of the 2014 California Healthy Kids Survey.

“In order to maintain a safe and effective learning environment, no student should be under the influence of any illicit drug, including marijuana,” said David Leonard, a school resource officer at More Vista High School in Spring Valley.

Not only is marijuana much more potent than it was years ago, but to use may also seem more acceptable to some in the community, speakers said.

“Cannabis today is not the cannabis of the 60s,” said Dr. Carmen Pulido, a professor at the UC San Diego School of Medicine.

Cognitive effects from marijuana use include: verbal and working memory decline, and increased errors in executive functioning.

Ivan Morey, a student at San Dieguito Academy, discussed her work to help students make positive life choices through the Friday Night Live program.

“This message is so important because many younger students may not have positive teenage years.

Related Links:
- Marijuana Prevention Initiative
- Friday Night Live
- California Healthy Kids Survey

SDOCE Media Contact:
- Music Vista
- Chief Communications and Public Relations Officer
- 619-202-3719

San Diego Sheriff Issues Warning on Marijuana Candy in Halloween Bags

For medicinal marijuana patients, edibles can be an alternative to smoking. However, they can also be a danger to children if ingested.

By R. Slodkowy

Warning to Parents: Be on Lookout for Pot in Trick-or-Treat Bags

420 BAR

TRENDING STORIES

Surfer Swims to Whale Calf, Surrounded by Sharks

SDOE Sensing the Military for Over 75 Years

jehovah’s Witnesses to Pay

COLLABORATION
SDCOE AND MPI CW6 - VIDEO
CULTURAL PERSPECTIVES
2009-2013 CHKS: Students Reporting that Smoking Marijuana Once or Twice a Week is Not Harmful or Only Slightly Harmful

*The response rate for non-traditional students participating in the 2013 Survey was lower than in 2009 and 2011, which may in part account for the decrease in reported perception of harm rates for this population.
Provide media pieces in a youth relevant format.

Short media messages with links and visuals. *YouTube*

More information; less “scare tactics”, how will drug use impede my health, career plans and future.

The effect of marijuana on the environment (drought, electricity, illegal grows).

Drugged driving!
BRIDGING CULTURES

- Information translation and bi-lingual materials.

- Dr. Pulido a Ph.D. in Clinical Psychology, with an emphasis in Neuropsychology.

- Promote media advisories and news releases.

- Our first community forum held in San Diego - City Heights.

- Partner with organizations that service diverse population.
CAMPAIGN KICK OFF JUNE 11, 2015
MPI AND NORTH INLAND COMMUNITY PREVENTION PROGRAM
PUT DRUGGED DRIVING ON YOUR RADAR!
No uniform BAC limit (Alcohol .08)

Stricter laws to obtain blood samples.

Perceived risk of impairment from THC is low.

Prosecutions are low when drugs “only” are involved!

Metabolism – marijuana can stay in system for 30 to 40 days, does not mean impaired.

Good news – Drugged Driving Research will begin at University of California.
INFORMATION DISSEMINATION
Over 40,000 informational cards disseminated to date and spoken with over 5000 youth and parents.

Creation of Points of Consideration Document which highlight youth marijuana use, access and health impacts locally, provide media sound bites.

Creation of the California Healthy Kids Survey (CHKS) School District SNAPSHOT which track drug and alcohol trends in (9) of the largest school Districts in the County.
NEW MPI WEBSITE

- 52,000 visits to the website since March 2014
- Easily downloaded materials, presentations and info cards
- Trainings offered through website
- Multiple countries have visited the website (e.g., China, Brazil, India etc.)
- Most popular info card is regarding butane hash oil
- Most info cards are in English and Spanish.

www.mpisdcountry.net
WHERE ARE WE NOW?

- Full County CHKS 14/15 level reports due in November.

- Countywide decrease in past 30 day marijuana use among 7, 9 and 11\textsuperscript{th} graders. (CHKS 14/15)

- Currently primary drug of choice for youth ages 12 – 17 in treatment.

- Labor Day MPI/NICPP participated in a DUI checkpoint with the Youth Advocacy Coalition and distributed over 400 info cards regarding drugged driving.
Start prevention efforts in elementary and middle school (Focus NT students). Keep kids in school – SARB (address expulsions/suspensions)

“Silence is not a solution” – Enable parents to engage youth regarding marijuana use.

Develop with your youth partners, easy to read materials and utilize social media, YouTube and your websites to increase awareness about harmful effects.

Establishing a group of key stakeholders to coordinate media and build capacity.

Must address Drugged driving and unregulated pot products.