MARIJUANA AND YOUR HEALTH - CAMPAIGN DEVELOPMENT

YLP - Workshops
August 10, 2015

Funded by the County of San Diego, Health and Human Services Agency, Behavioral Health Services
Welcome!

Joe Eberstein – Program Manager of the San Diego County Marijuana Prevention Initiative and the Center for Community Research Inc.
WELCOME!

Members of the San Marcos Youth Advocacy Coalition.

- Yareli Perez
- Melissa Arenas
Your voice is important:

- Continue to participate in media events, forums, checkpoints, workshops to raise awareness.
- Continue to educate yourselves on the issues, build policy solutions.
- Stay engaged in your community!
Employers like to see students and youth that are involved in their communities.

- Builds your public speaking and writing skills.
- Certificates and print media can be included in college admission packets and resume.
- Learn to work as a team!
I will give you items to consider:

- What is the title of your campaign? *(If you want develop a logo)*
- What are the issues related to your campaign?
- Who do we need to collaborate with?
- How do we get the message out?
Take notes, you can use ideas from issues brought up or come up with your own!

Must be about preventing/educating youth regarding marijuana issues!!!!!
THINGS TO CONSIDER!
Many substances can be addictive and harmful, whether legally distributed or not.

- Alcohol
- Prescription Medicines
- Marijuana
- Tobacco
EVERYONE REACTS DIFFERENTLY TO DRUGS USE!

- Metabolism
- Genetic pre-disposition (mental illness and addiction to certain drugs)
- Environment – your family, friends
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.
DECREASE PERCEPTION OF HARM AMONG YOUTH

Percentage of 12th Graders Perceiving Marijuana as "Great Risk"

- Regular Use
- Occasional Use
Past 30 Day Marijuana Use among young adults ages 19-28 at the highest level since 1988.

Daily Marijuana Use among young adults ages (19-28) at the highest since 1986!

Source: Monitoring the Future Survey 2013 volume 2 - College Student and Adult ages 19 - 55
Group aims to legalize marijuana use in California

Marijuana advocacy group says it will pursue pot legalization ballot measure in California

AP  September 24, 2014 11:00 AM

FILE - This Feb. 1, 2011 file photo shows medical marijuana clone plants at a medical marijuana dispensary in Oakland, Calif. SAN FRANCISCO (AP) -- The nation’s largest marijuana policy advocacy group plans to begin raising funds for a ballot measure in 2016 to legalize recreational marijuana use in California.

The Marijuana Policy Project says it will file paperwork Wednesday with the California secretary of state's office for a new committee that will seek to place the ballot measure on the 2016 ballot. A similar measure was approved by California voters in 2010 to allow for medicinal marijuana use.
HIGHER POTENCY PRODUCTS
One outdoor marijuana plant requires approximately six gallons of water per day during its roughly 150-day growing season.

That means that, over California’s four-year drought, outdoor marijuana plants -- have used roughly 63 billion gallons of California water.
Water being diverted from streams and creeks to hydrate illegal grows

Illegal chemicals ending up in lakes, streams and rivers killing native species of fish and wildlife. (salmon and steelhead trout and further decline of sensitive amphibian species.)

Armed gunmen patrolling parks and recreation areas in and around the illegal grows.

Source: Anthony Silvaggio an environmental sociologist with Humboldt State University’s new Institute for Interdisciplinary Marijuana Research
Marijuana is the primary drug of choice for youth ages 12-17 in county funded drug treatment, “8 out of every 10 youth were admitted for marijuana addiction in March 2015.”
Marijuana use is associated with:

- Attention and memory problems
- Slower brain processing
- Difficulty problem-solving
- High rates of skipping class
- Low GPAs
- Lower rates of college entrance
- Failure to complete college

Sources: Arria et al., 2013; Fergusson et al. 2003; Hunt et al., 2010; Medina et al., 2007; SAMHSA, 2009
Marijuana use is linked with dropping out of school, and subsequent unemployment, social welfare dependence, and a lower self-reported quality of life than non-marijuana abusing people.

The body's response when consuming too much alcohol is to vomit, when taken with marijuana can inhibit an individual's ability to vomit.

- This may lead to alcohol poisoning!
- Alcohol enhances the THC levels in the blood.
Oil can be whipped into a *budder* and cooked into products like brownies, cookies, etc.

- Sprayed onto generic candies
- Vaped in vape pens
- Made into drops known as tinctures
May not feel anything for **30 to 60 minutes** (on a full stomach may take nearly two hours to feel full effects).

The high can last **4 to 8 hours** while the effects from smoking can wear off in an hour or less.
PACKAGING THAT APPEALS TO YOUTH

- Advertising and colorful packaging that appeal to youth.
- No FDA approval
- In CO some edible products contained banned hazardous chemicals, mold, bacteria, e coli, salmonella
- No accurate reporting on potency or quality
SIDE EFFECTS

- Hallucinations
- Paranoia
- Anxiety
- Panic
- Depression
AVAILABILITY OF DRUGS AND SOCIAL MEDIA

- Easy access to many products
- Delivery services
- Access to many people
- Constant posting of activities!
Employers now actively search potential new employees' social media histories and check Facebook, Tweets, Apps, etc.
States with both medicinal and recreational laws can legally terminate an employee who tests positive for marijuana during a mandatory drug screen.
E-CIGS, **VAPE PENS**, EDIBLES, BRACELETS

- Small and easy to hide
- Easy to purchase online
- Don’t really have a smell (Vaping)
- Brownies, cookies, jello, etc. looks just like a typical snacks!
PUT

DRUGGED DRIVING

“ON YOUR RADAR”
MEDIA EVENT EXPERIENCE!
What was it like to be part of a news conference?

- What was the preparation for the event like?
- What was it like the day of the event and being in front of live cameras?
- Follow up, what happened after the event?
Sample Campaign:
Title: “Put Drugged Driving on your Radar”

Issues:
- Raise awareness about the risks related to drugged driving!
- No uniform BAC limit (Alcohol .08)
- More accidents on our roadways from drugs
- Perceived risk of impairment from THC is low and potency up.
- Prosecutions are low when drugs “only” are involved!
- Metabolism – marijuana can stay in system for 30 to 40 days, does not mean impaired.

Who do we need: Law Enforcement, Health officials, the public, youth groups, emergency response, public health officials, DMV, prosecutors etc.

How do we get messaging out: Media events, YouTube, news articles, newspapers etc.
DEVELOP YOUR CAMPAIGN
DISCUSSION!

mpisdcounty.net

- Multiple resources, info cards, data, PowerPoints available for download.

- Half day trainings available marijuana, RX and synthetics.