Safe States Innovative Initiative Awards

Protect What’s Next: Youth Marijuana Use Prevention

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AUDIENCES /

- PARENTS
- RETAILERS
- HISPANIC
- STAKEHOLDERS
- THE MEDIA
- GENERAL PUBLIC
- YOUTH
- PREGNANT + BREASTFEEDING WOMEN
Marijuana in Colorado

Whether you choose to use or not, you might not know as much as you thought.

Be educated. Be responsible.

Youth Prevention Information
OUT-OF-HOME

UNDERAGE USE IS NOT OKAY.

Their brains are still growing,
so keep it away.

GOOD to KNOW

GoodToKnowColorado.com
## Adults Matter!!!
### Current Marijuana Use - HS Students

<table>
<thead>
<tr>
<th>Protective Factor</th>
<th>Current Marijuana Use (%)</th>
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</thead>
<tbody>
<tr>
<td>Have someone to go to for help with a serious problem</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>17.6*</td>
</tr>
<tr>
<td>No</td>
<td>28.2</td>
</tr>
<tr>
<td>Agree teachers care and encourage the student</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>14.9*</td>
</tr>
<tr>
<td>No</td>
<td>26.7</td>
</tr>
<tr>
<td>Could ask parent for help if had personal problem</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>16.6*</td>
</tr>
<tr>
<td>No</td>
<td>28.9</td>
</tr>
</tbody>
</table>

*Indicates there is a statistically significant difference between populations
Youth Formative Research: 4 Parts

Secondary Research

Existing primary research conducted by OMNI, Sukle, The Denver Office of Drug Strategy, Healthy Kids Colorado, and additional reporting from media outlets was used to inform the strategic planning process. The reports helped Cactus understand the current youth usage rates of marijuana, the perception of risk associated with using marijuana, and the leading deterrents. Our goal was to build upon the existing research.

In-School Visits

N=317

Cactus planners visited a number of schools in Colorado to learn more from students about their experiences, beliefs, and opinions regarding marijuana use. The students were 14+ years old with an average age of 15.3. Schools visited:

- Horizon High School
- Legacy High School
- Loveland High School
- McClain High School
Friendship Groups
N=19 groups, 57 participants

Cactus in partnership with the AND Group conducted friendship groups (triads) in Denver, Pueblo, and Boulder. The way friendship groups work is one friend recruits two friends, which helps the group feel comfortable and candid. Groups were broken up by life stages: Middle School, High School, and Post HS, as well as by usage: not likely to try MJ, likely tried MJ, and tried MJ.

In-Depth Phone Interviews
N=10

Phone interviews were conducted with youth from rural areas including: Norway, Ridgeway, Telluride, and Ouray. The rural youth were asked identical questions as the students from in-school visits and triads. The main objective of the phone interviews - understand if youth living in rural areas of CO have varying opinions regarding MJ to those attending larger more populated schools.
Barriers

1. The government lost the people’s trust as an authority on marijuana a century ago: Reefer Madness

2. Scare tactics may not be effective, but they are popular!


4. Limited Research!! (Google Retail Marijuana Public Health Advisory Committee to see how we addressed this)

5. Youth called those well-researched statements “propaganda.”
CAMPAIGN STRATEGY / A TWO-SIDED APPROACH

- Build a platform that is authentic and relatable to youth
- Create a message that has a positive focus
- Engage youth by allowing them to own the message/campaign
- Create a message that can be easily shared peer to peer
- Engage the people that youth trust in their life to deliver the laws and health effects around marijuana
- Create a program that supports these trusted influencers
- Build a complimentary communication plan between the Authoritative Influencers efforts and the youth campaign
Askable Adults

We all want the young people in our lives to grow up to be

HAPPY, HEALTHY & PRODUCTIVE

Help them make good decisions through open conversation about underage retail marijuana use and its effects. Scroll through our infographics below to start getting the tools you need to talk to the young people in your life.

www.goodtoknowcolorado.com/Talk
Youth Prevention

What’s Next Campaign

The #1 deterrent:
Marijuana could get in the way of achieving goals.

It’s not what we say, it’s how we say it:
Youth rejected language they saw as preachy
Health effects were interpreted as scare tactics
Youth called the messages “propaganda”
Youth Prevention

The goal of the Protect What’s Next campaign is to create a culture of non-use by helping young people realize their goals and dreams are easier to achieve without marijuana.
Protect What’s Next (.com)

WHAT'S NEXT FOR YOU?
SHARE IT WITH US, THEN GO OUT AND GET IT.

Tweet   Post   Share Photo
DON’T LET 🍃 GET IN THE WAY OF INDEPENDENCE

Videos
Protect What’s Next (.com)

DON’T LET GET IN THE WAY OF GOALS

COLORADO
Protect What’s Next (.com)
Life’s full of big moments - what’s next for you?

https://youtu.be/ahAY0JCPTiM
YOU DON’T NEED TO BE A SCIENTIST TO KNOW
IT DIRECTLY AFFECTS YOUR MIND AND BODY’S ABILITY TO FUNCTION

LEARNING & MEMORY

IT’S LIKE THE ORIGINAL SUPERPOWER.
When you use marijuana regularly you’re more likely to have difficulty learning, memory issues and lower math and reading scores. Plus, the more marijuana you use, the harder it may be to learn. And the effects can last weeks after quitting.

COORDINATION

BE AS GRACEFUL AS A SWAN.
THC in any form will likely impact your ability to drive, play sports, play video games, bike, or do other activities.
FINANCIAL AID
A LITTLE HELP FROM YOUR FRIENDS.
Financial aid is an amazing tool that can help you achieve your goals. But, marijuana charges can cause you to lose your financial aid for college. Even outside Colorado since financial aid is determined at the national (not state) level.
+ Learn Why

FREEDOM
IT’S GOOD TO BE FREE.
Getting caught with marijuana means getting charged with an MIP (minor in possession). MIP charges can involve fines, public service hours, mandatory drug charges and even possible loss of driver’s license. Not to mention losing the trust and freedom you’ve established with your parents, teachers, coaches, bosses and parents of friends.

EMPLOYMENT
THERE’S NOTHING LIKE MAKING THAT CASH.
Making extra scratch while you’re young is amazing. However, if you break work policies, it can result in loss of employment and therefore, the loss of your fun fund.
+ Learn Why
Initial Results

Within the first six weeks of the campaign launch, Protect What’s Next reached:

- 205 Colorado and national media mentions, which resulted in more than 62,028,761 media impressions\n- 7,231,197 impressions from the partnership with Buzzfeed.
- 2,475,309 impressions on social media.
- 9,859 visits to ProtectWhatsNext.com.
- 3,986,130 video views.
Outcome Evaluation

Collaboration with Tony Grampsas Youth Services (TGYS) program, one of the primary funding sources for local youth services organizations

Assessing:

• Reach of the youth campaign
• Subsequent changes in the perceptions of risk
• Changes in intention to use marijuana
Next Steps

• Increase reach of *What’s Next* events
  • Toolkit for “askable adults” and youth-led facilitation of goal-setting activities
  • Helps youth identify goals and plan how to protect their progress in an engaging way

• Digital Experience
  • Take the activity online or into an app to increase engagement
Questions?