



DENVER
THE MILE HIGH CITY

Marijuana Youth Prevention and Education

**Denver Marijuana Management Symposium
November 2015**

Agenda

Overview of Denver's Approach to Marijuana Education

- Molly Duplechian-Office of Marijuana Policy

Healthy Lifestyles for Youth Grant

- Maxine Quintana-Office of Children's Affairs

Youth Opportunity and Behavioral Health Diversion Program

- Regi Huerter-Division of Behavioral Health Strategies

State of Colorado Retail Marijuana Education Program

- Erin Flynn-Colorado Department of Public Health and Environment

Denver Marijuana Landscape – Priorities



In November 2013, the voters approved a 3.5% special sales tax on retail marijuana to fund:

Regulation

Enforcement

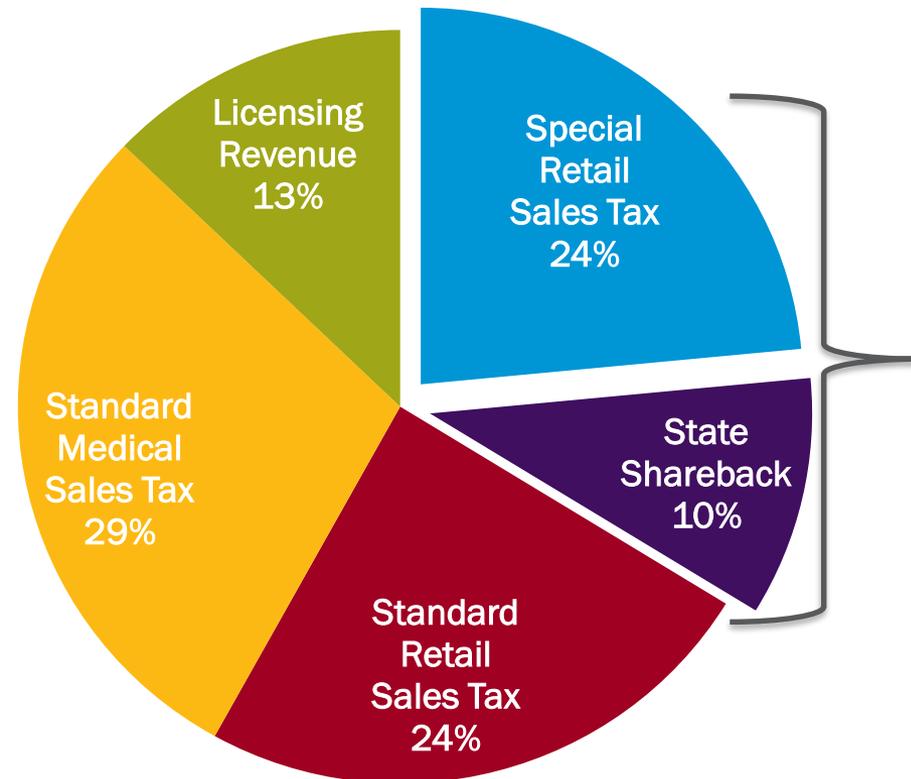
Education*

Operating and
improving the
City and its
facilities

*Educational and public health programs to mitigate any negative consequences associated with the consumption of marijuana and marijuana products, including to prevent illegal diversion of marijuana to persons under 21.

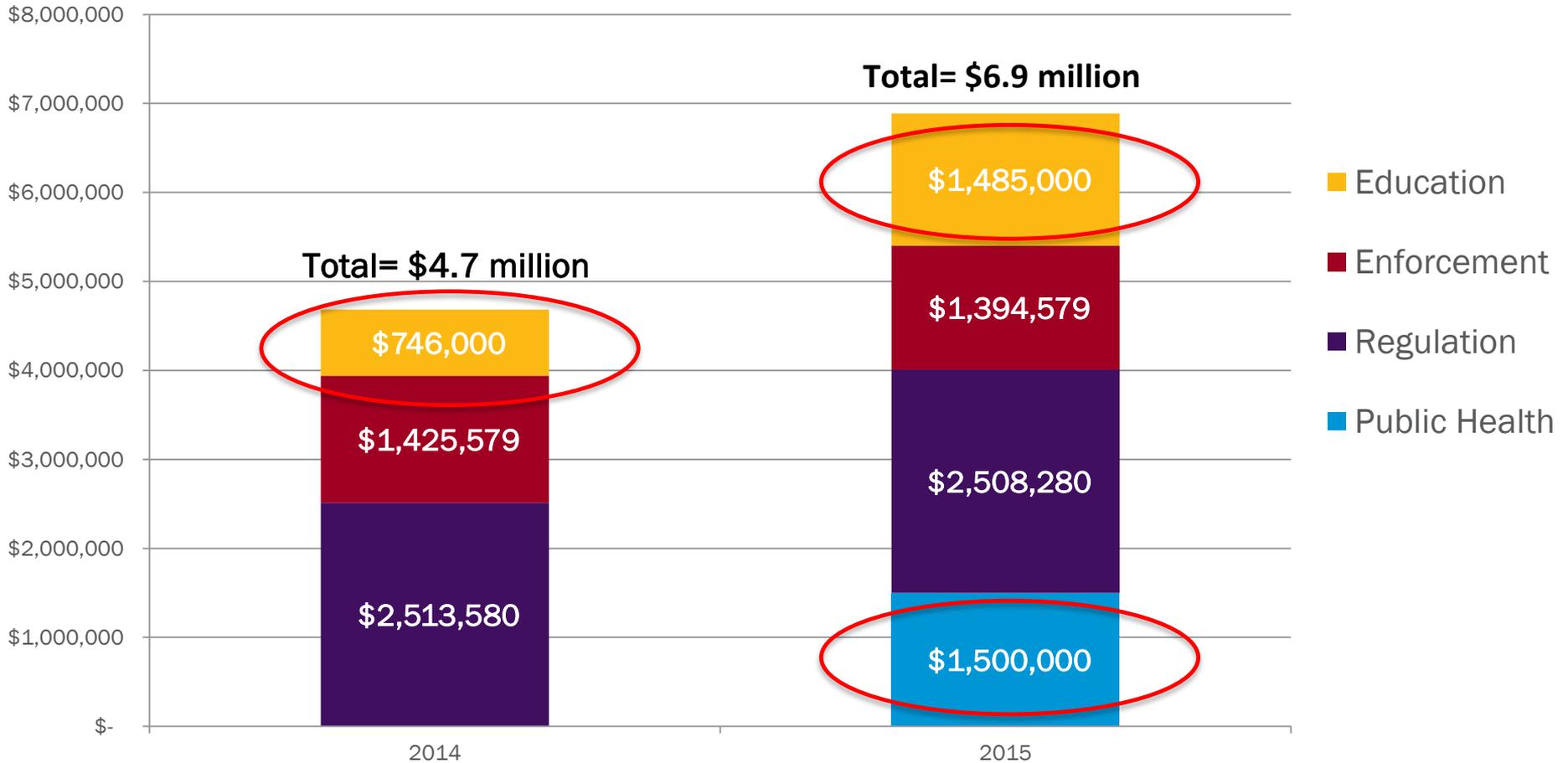
Denver Marijuana Landscape – Revenue

2014 Total Revenue: \$22.1 million
2015 YTD: \$17.1 million (through August)

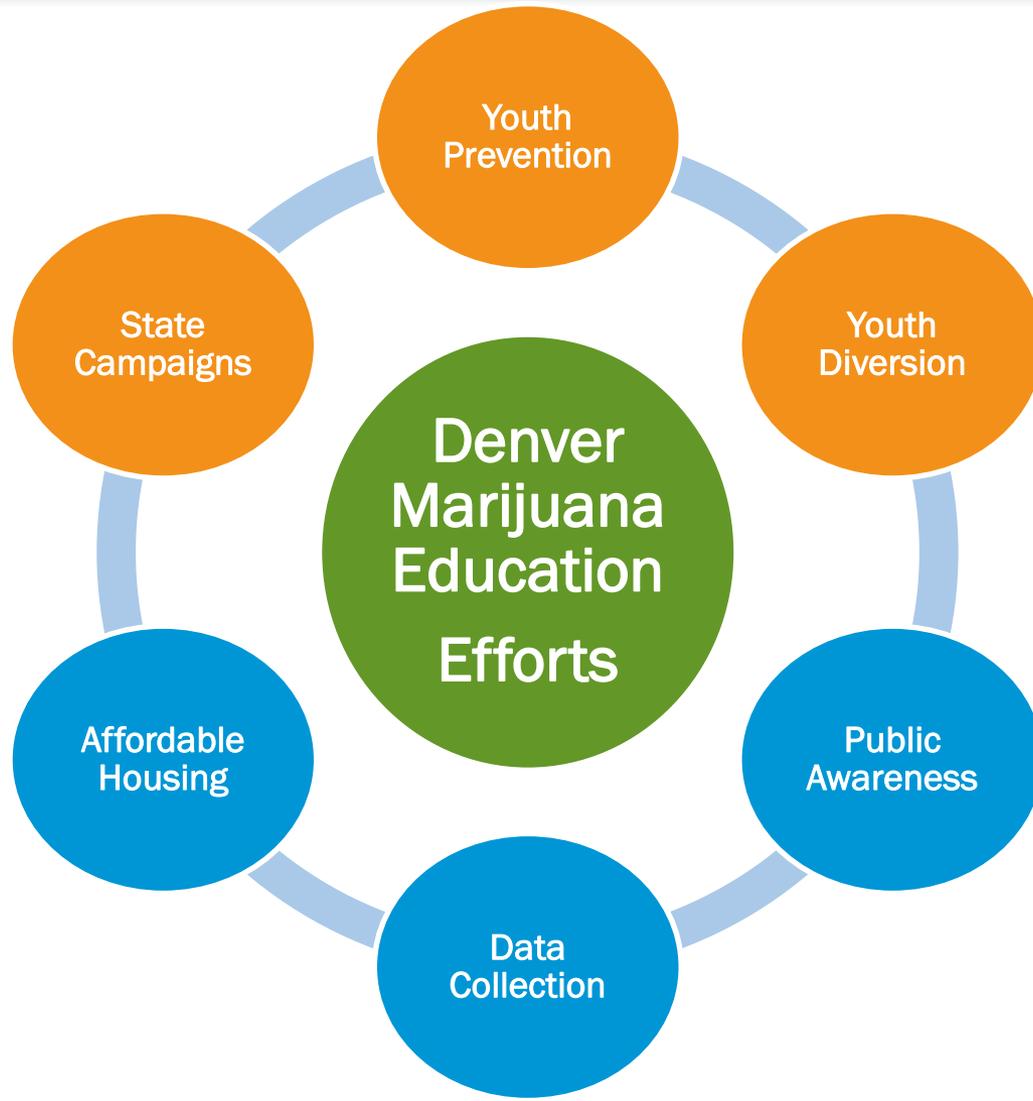


- All revenues go to the General Fund
- The special retail sales tax and the state share back are specifically used for marijuana regulation, enforcement and education.
((\$7.5M in 2014, projected to be \$10M in 2015))

Denver Marijuana Expenditures- by priority



Denver's Marijuana Education Approach





Denver Marijuana Expenditures- 2014 Education Budget

2014: Total budgeted: \$746,000

Denver Health-\$150,000

- Developing a mechanism to track and analyze how marijuana is impacting public health.

Office of Children's Affairs-\$500,000

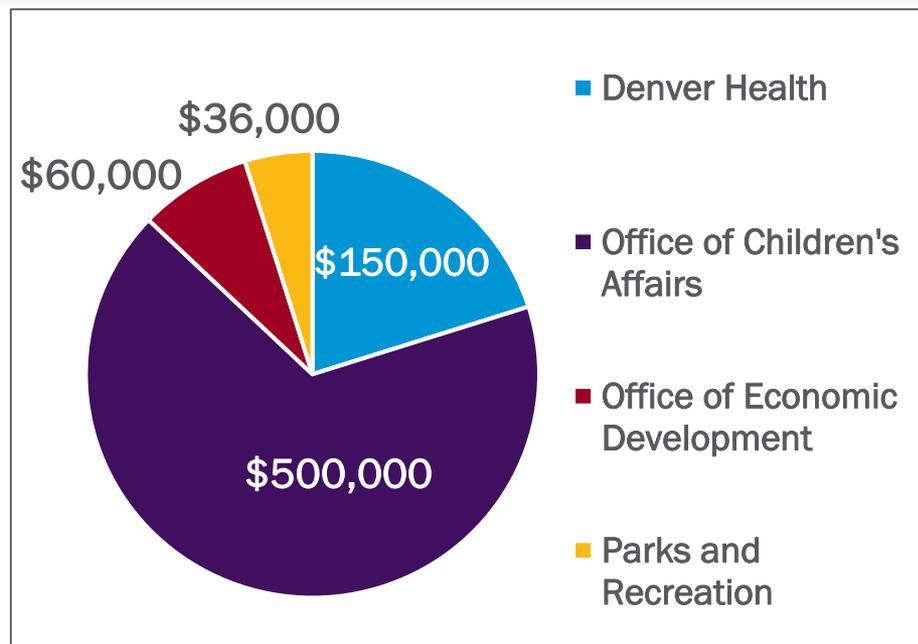
- Contracted with the State of Colorado (\$450,000) to execute the “Don’t Be a Lab Rate Campaign”

Office of Economic Development-\$60,000

- Through coordination with the Denver Marketing Office, initiated several specialized and targeted education efforts to support enforcement, including “Know the Law ”posters and flyers.

Parks and Recreation-\$36,000

- Advertising and signage campaign to educate the public on marijuana laws and regulations within the parks.



Know the Law About Marijuana Use in Denver



You must be 21 or older to have or use retail marijuana.



It is illegal to give or sell retail marijuana to minors.



It is illegal to drive high.



It is illegal to consume marijuana in public.



It is illegal to take marijuana out of the state.



Only licensed establishments may sell retail marijuana products.

www.MarijuanaInfoDenver.org



DENVER
THE MILE HIGH CITY

Department of Parks and Recreation City and County of Denver

For Your Safety and Enjoyment

Park Hours are from 5 a.m. to 11 p.m.

PARK RULES

1. Dogs/pets must be on leash and under physical control at all times.
2. Pet waste must be picked up and disposed of properly.
3. No alcoholic beverages (only 3.2 beer is allowed).
4. No consumption, display, transfer, distribution or sale of marijuana.
5. No glass bottles or any glass containers allowed.
6. No littering. Use trash cans and dumpsters or pack it out.
7. No weapons, firearms, or fireworks.
8. Disturbing the peace, including loud music or sound, is prohibited.
9. The sale of goods and services requires a Parks and Recreation Permit.
10. No overnight camping, tents, enclosures, or other unpermitted structures such as air castles, pools, or water slides.
11. Motorized vehicles allowed only on roads and in parking areas.
12. Large gatherings normally require a permit. Call permits number below.
13. Do not attach anything to trees or structures.
14. Removal or damage to plants or structures is prohibited.
15. Fires and coals in grills only. Grills must be at least 12 in. off the ground.
16. Thoroughly extinguish all charcoals, dispose of properly or pack it out.
17. No feeding or disturbing wildlife. License required for fishing.
18. No boating without a permit. Safety equipment required.
19. No swimming is allowed except in swimming pools.
20. Swimming or wading in fountains is prohibited.

Violators are subject to fines and eviction from the park.

To reserve a permit site call
Denver Parks and Recreation Permit Office at
(720) 913-0700

For a complete copy of the Park Rules and Regulations see:
www.denvergov.org

Emergencies-Call 911

Additional Information or Questions-Call 311



Denver Marijuana Expenditures- 2015 Education & Public Health Budget

2015: Total budgeted: \$2,985,000

Denver Health-\$220,000

- Continued work to develop the mechanism to track and analyze how marijuana is impacting public health.

Office of Children's Affairs-\$750,000

- Grant funding to provide direct-service programming for pro-social, afterschool and summer activities.

Office of Economic Development-\$340,000

- Through coordination with the Denver Marketing Office, continuation of specialized and targeted education efforts to support enforcement and regulation and to increase the understanding of the laws and their impact. This includes supporting and participating in the development and rollout of the State education campaigns.

Parks and Recreation-\$175,000

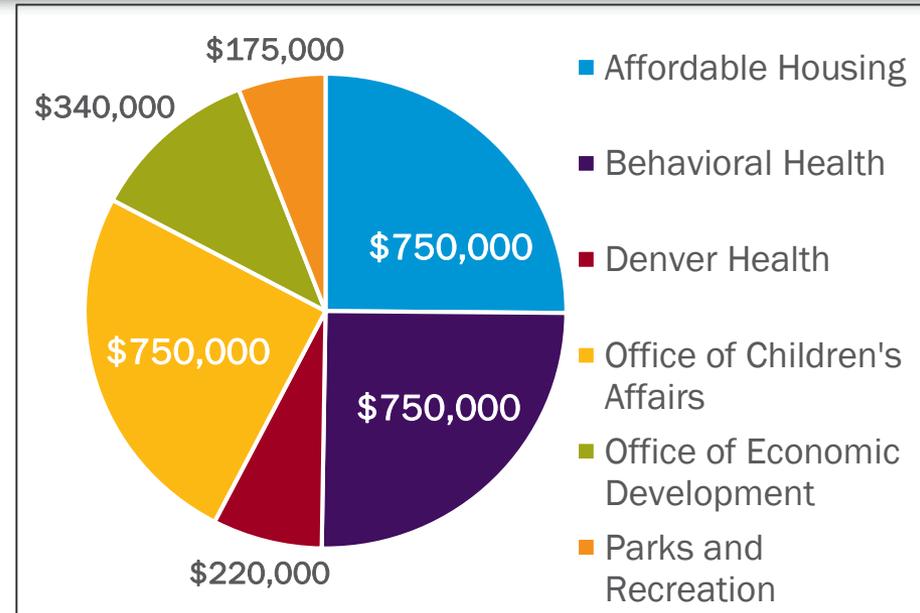
- Additional Park Rangers to enforce and educate regarding public consumption laws.

Affordable Housing-\$750,000

- Contributing to Denver's multi-pronged approach to create, protect and rehabilitate affordable housing options in Denver.

Behavioral Health-\$750,000

- Grant funding to provide youth who experiment with marijuana with diversion, intervention, treatment, education, and mentoring.





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**Supporting Youth Development with
Marijuana Tax Revenue:
*Healthy Lifestyles for Youth Grant Program***

Maxine Quintana

Director of Out-of-School Time Initiatives

Denver Office of Children's Affairs

- **Vision:**
 - Deliver a City where all children, youth and their families have the opportunity to succeed.
- **Mission:**
 - Ensure that Denver’s children and youth have their basic needs met, are ready for kindergarten, and prepared for academic and professional success.



Mayor's 5 Goals for Youth

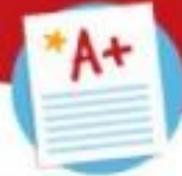
1. Increase the number of children served by early childhood education programs.
2. Increase the number of Denver third grade students who can read at grade level.
3. Reduce the number of disconnected youth.
4. Increase the number of high school students who complete a postsecondary pathway and obtain a job.
5. Increase the number of children and adolescents in Denver who are at a healthy weight.

- Advocates for children and youth from birth to young adulthood
- Works in partnership with the community
- Focused on:
 - Increasing access,
 - Increasing participation, and
 - Improving the quality of programs

Consistent participation in afterschool programs leads to improved:



Behavior



Academics



Attendance

Parents say their afterschool programs provide opportunities that help their children succeed.



77% say they offer homework assistance

72% say they offer reading or writing opportunities

69% say they offer opportunities to learn science, technology, engineering, and math





Every **\$1** invested in afterschool programs saves **\$9** by

-  Reducing crime and welfare costs
-  Improving kids' performance at school
-  Increasing kids' earning potential

Measure 2A

- Taxpayer bill of rights Override
- Specific neighborhoods
- Academic Enrichment
- K-12

Marijuana Tax Revenue

- Healthy Lifestyles for Youth
- City-wide (4th-8th grade)
- Social-emotional learning
- Targeted Need

- Rebranded – Healthy Lifestyles for Youth Funds
- \$750,000
 - \$150,000 – Denver Afterschool Alliance
 - \$175,000 – Summer
 - \$425,000 – 2015-2016 School Year

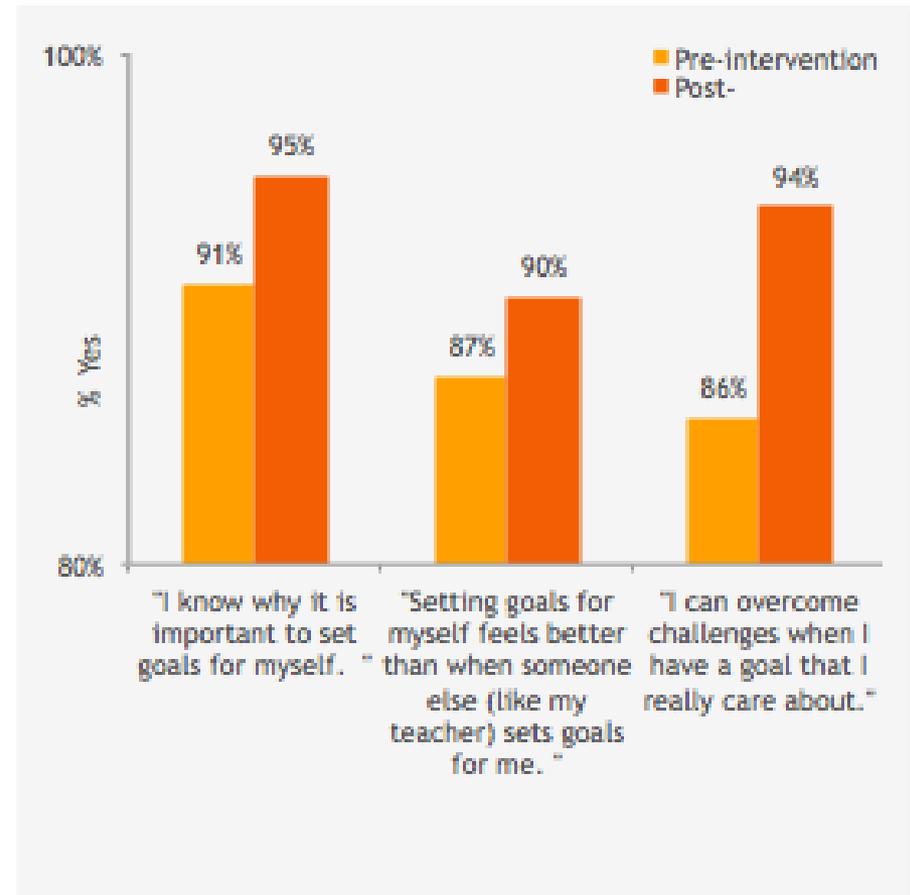
- Key Partnerships
 - Denver Afterschool Alliance
 - Boys & Girls Clubs of Metro Denver
- Healthy Lifestyles Curriculum
 - Positive choices/relationships
 - Problem solving/goal setting
 - Marijuana/substance abuse education (6th – 8th Grade students)
- Pre- and Post Assessment Tool

- 14 sites, 8 organizations
 - 200 6th-8th graders
 - 300 4th-5th graders
- Assessment focused on positive lifestyle choices and skills
 - For 6th-8th grade students, included questions about the consequences of marijuana use
 - Retrospective survey



Results of the Pilot

- Increases from pre- to post-intervention on life skills
 - All self-perception questions
 - Ability to make decisions
 - Knowing if a decision is good or bad
 - Importance and benefits of goal setting
 - Overcoming challenges



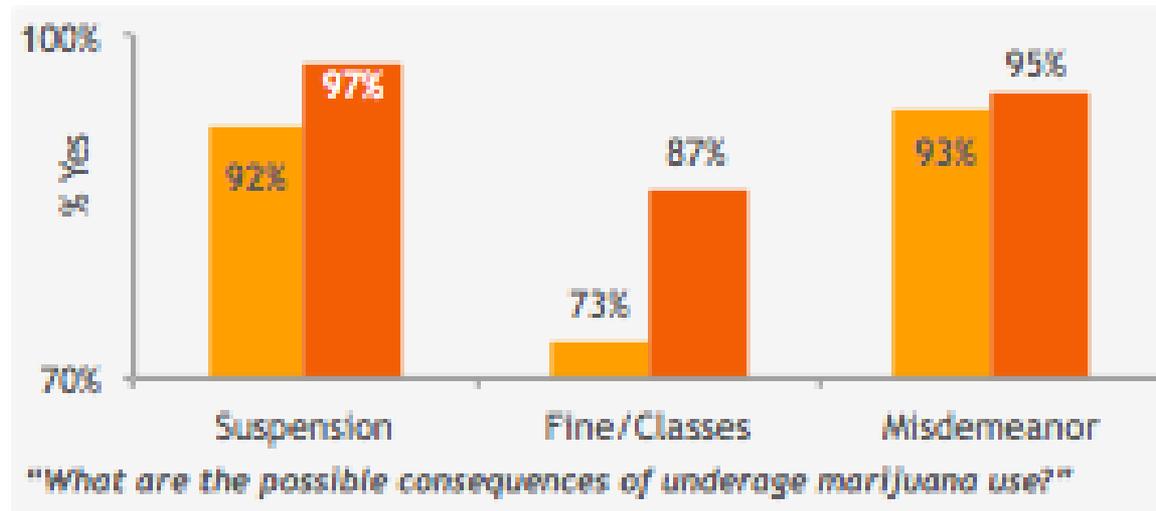
Results of the Pilot

- Increased knowledge about the effects of marijuana and consequences for use:
 - Marijuana use can lead to lower grades in school
 - Smoking marijuana can make it harder to breath
 - Eating an edible can be just as dangerous as smoking
 - Marijuana use can lead to permanent harm to your body and mind

	Pre-intervention	Post-intervention
"Marijuana use can lead to lower grades in school."	73% Yes	85% Yes
"Smoking marijuana makes it hard to breathe."	67% Yes	83% Yes
"Eating an edible can be just as dangerous as smoking marijuana."	71% Yes	78% Yes
"Marijuana use can lead to permanent harm to your body and mind."	70% Yes	80% Yes

Results of the Pilot

- Legal age of consumption
 - Only half of attenders knew the correct age prior to the intervention
- Consequences for use
 - Misconceptions about what could happen if caught using



2015-2016 School Year

- Support for 16 organizations to provide a variety of diverse afterschool programs
- All grantees must attend the State's trainings on positive youth development/marijuana education
- Some of the organizations will continue to use the Healthy Lifestyles curriculum



- Intentional focus on expanding programs for middle school students
- Continued investment in summer programs





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Youth Opportunity and Behavioral Health Diversion Grant Program (YoBD)

Regi Huerter

Director of the Division of Behavioral Health Strategies
Denver Human Services

- Office of Behavioral Health Strategy
 - Crime Prevention and Control Commission
 - Office of Drug Strategy

FUNDING GOALS:

Create alternative consequences for unlawful use and possession for youth and young adults ages 10 -21

Prevent further involvement of youth and young adults with justice systems

Improve youth outcomes through coordinated services

Reduce and address the potential harm of substance abuse

Promote core competency training for youth serving professionals

TARGET POPULATION:

Youth and young adults between the ages of 10-21 who have been or could have been issued a summons or taken into custody for criminal offense or who have been or could have been cited, suspended, or expelled for a school code violation.

FUNDING CATEGORIES:

Comprehensive Collaboration (4 or more agencies)

Develop and implement comprehensive approaches that demonstrate collaboration and include the ability to divert youth

Pro-social Support and Engagement

Improve the availability of pro-social opportunities that engage young people and provide healthy alternatives to substance use

Education, Intervention, and Treatment

Provide educational supports such as tutoring, class attendance, targeted behavioral health screening and assessment (specifically related to marijuana, trauma, and mental health), interventions, and treatment

Professional Core Competency Training and Development

Development of core standards of knowledge or competency for those who work with adolescents or young adults within various professions such as prosecution, defense, social workers, behavioral health providers, etc.

Selected providers will have opportunity to develop strategies that:

- Create alternatives for holding youth accountable for their behavior
- Help change the way youth think about their behavior, decisions, and actions
- Address youth behavioral health (*substance abuse, mental health, and trauma services*)
- Improve education and vocational outcomes
- Create pro-social alternatives and interests
- Help families support their children in making good decisions
- Ensure cross-agency and system coordination as well as improve skills and competencies of professionals who work with adolescents and young adults



YoBD Administration

AWARD AVAILABLE:

A minimum of \$600,000 with no match requirement.

AWARD PERIOD:

November 1st, 2015 through December 31st, 2016

ELIGIBILITY:

Municipal and state juvenile justice providers, juvenile or family service programs or systems, community-based private not-for-profit organizations, faith-based agencies, public or alternative/charter schools recognized by Denver Public Schools, licensed primary and behavioral health providers, or public agency



Retail Marijuana Education Program

Erin Flynn, MPH
Retail Marijuana Education and Youth Prevention
Coordinator

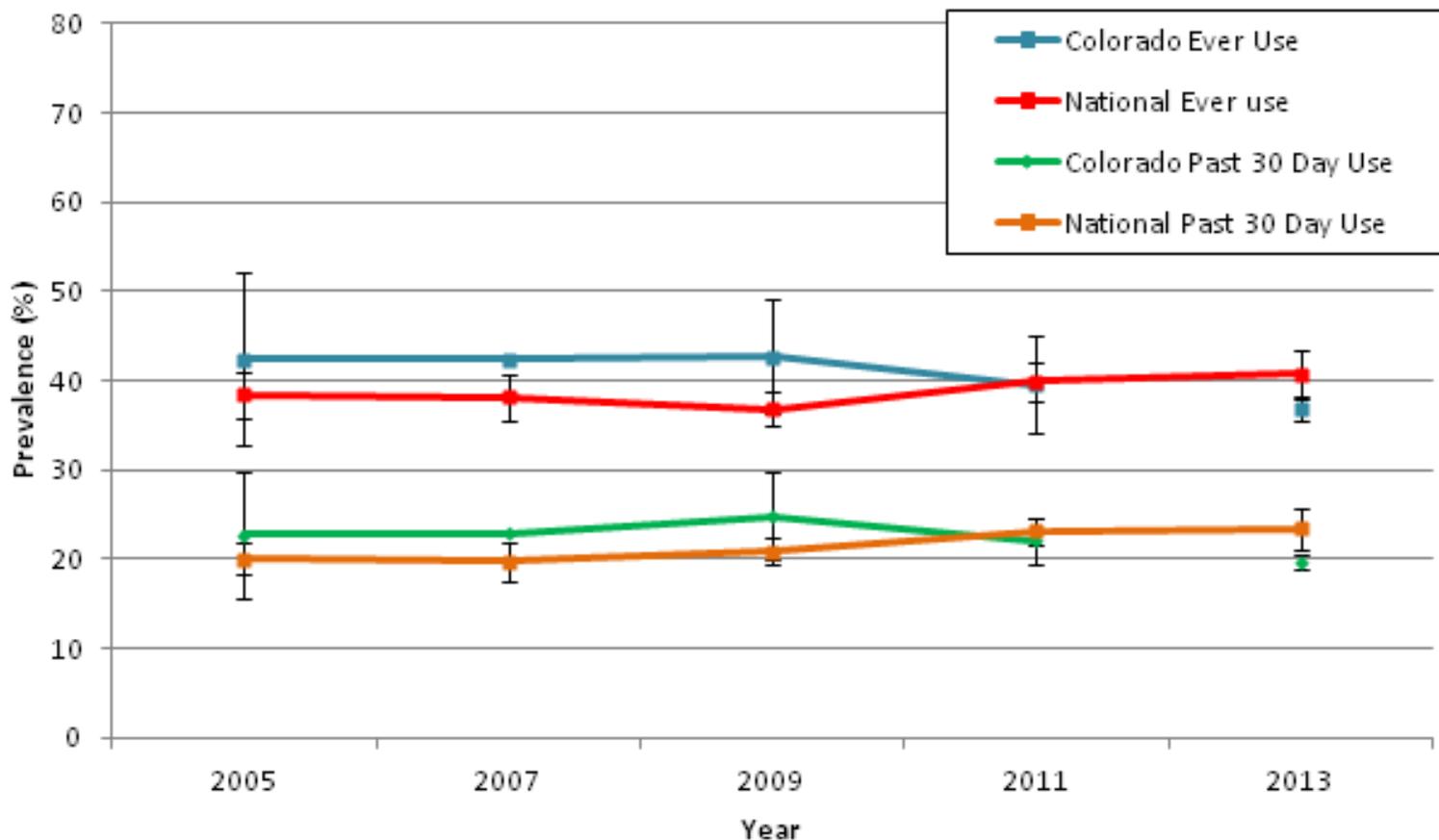


COLORADO
Department of Public
Health & Environment

Retail Marijuana Prevention and Education Campaign

- Ensure that all Colorado residents and visitors understand the parameters of **safe, legal and responsible** use of retail marijuana. (Senate Bill 14-215)
- Paid for by State of Colorado retail marijuana taxes (10% sales)

Youth Risk Behavioral Survey



*Data source: Youth Risk Behavioral Survey prevalence estimates.

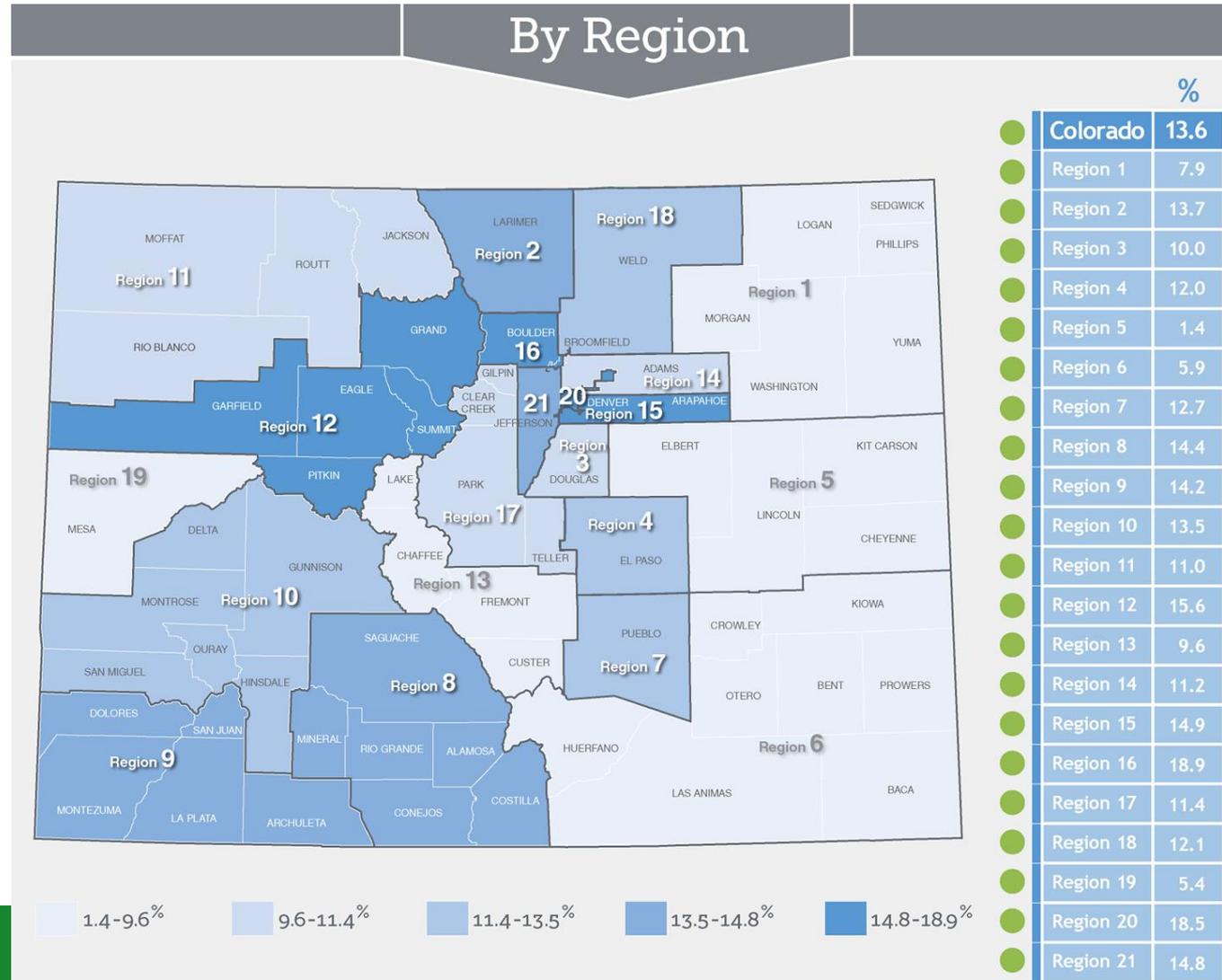
** Data source: Healthy Kids Colorado Survey prevalence estimates.

***The 2007 estimates are unweighted and therefore no confidence intervals are calculated.

2014 Behavioral Risk Factor Surveillance System Results

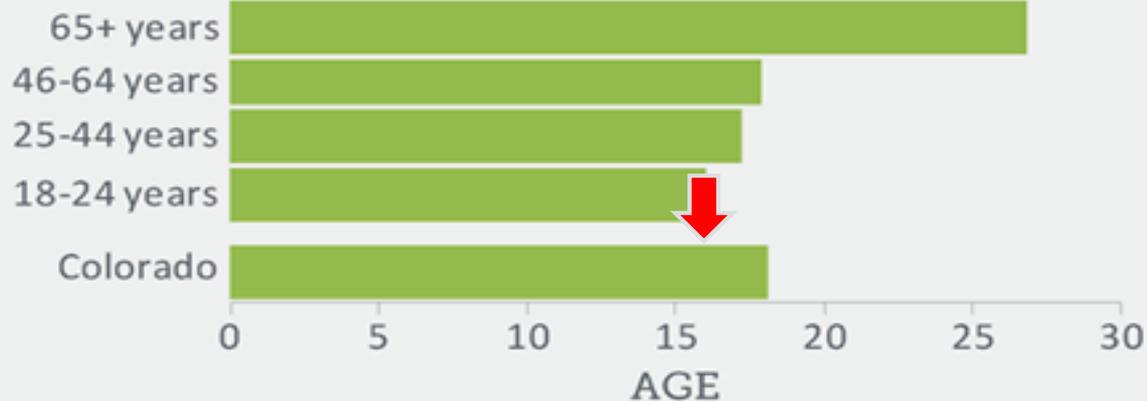
Current Use in Colorado

- Adults 18+ years: 13.6%
- Adults 21+ years: 12.9%
- Region 20: Denver County 18.5%



2014 Behavioral Risk Factor Surveillance System Results

Average age **first tried marijuana.**



On average, Colorado adults first tried marijuana at age **18**.

However, the **age of initiation is decreasing.**

Five Components

1. 18-month campaign on laws and health effects of marijuana use
2. Ongoing education and prevention campaigns for high-risk groups and high-risk use
3. Website portal for all marijuana resources:
colorado.gov/marijuana
4. Alignment of messaging across state agencies
5. Evaluation of campaigns, Technical Assistance and message alignment

On-going education and prevention efforts

Good to Know

Purpose: Increase knowledge about the retail marijuana laws and health effects. Increasing knowledge is an important step to reducing youth access.

Target audience: All Colorado Adults and Visitors 21+



GOOD *to* KNOW

On-going education and prevention efforts

Campaign: Marihuana en Colorado, Lo Que Debes Entender

Purpose: Increase knowledge about retail marijuana laws and health effects in a culturally responsive manner to reduce youth access.

Target Audience: Latino/Hispanic Adults with limited-English



Youth Marijuana Prevention

Youth Prevention: 2 part campaign

1. Targeting adults: parents, teachers, coaches and mentors

2. Targeting youth ages 12-20

Youth Prevention

- Based on public health statements
- Research methodology
 - Ages 12-20
 - Over 350 youth= formative research
 - Over 400 youth= creative testing
 - Urban, rural and Latino/Hispanic youth



Youth Prevention

DON'T LET  GET IN THE WAY OF GOALS

- Protect What's Next
 - The #1 deterrent
 - The most compelling reason not to use marijuana across all age groups was that it could get in the way of achieving their goals.
 - It's not what we say, it's how we say it
 - Youth **rejected** any language that was preachy or presented as a scare tactic.
 - 12-14 year olds, Middle School students

www.ProtectWhatsNext.com

Askable Adult Resources

1. A youth campaign that is authentic and relatable to youth with a message that has a positive focus: **What's Next**
2. Engage and inform the people that **youth trust** in their life **to deliver** the laws and health effects around marijuana.

Establish a successful youth prevention campaign that leverages **trusted, askable** adults and reinforces the reasons **not to engage** in underage marijuana use and deter youth from trying it.

Askable Adults



GOOD *to* KNOW

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.

[Visit: www.GoodToKnowColorado.com/Talk](http://www.GoodToKnowColorado.com/Talk)

Campaign Resources

- Askable adult resources
 - Adolescent and young adult health effects
 - Legal consequences for those under 21
 - Marijuana 101
 - Downloadable resources
- Askable adults as the conveyor of important information

Resources



Website & Resources



COLORADO
Marijuana

[Home](#)

[Legal use](#) ▾

[Health effects](#) ▾

[Responsible use](#) ▾

[Talk about marijuana](#) ▾

[Resources](#)

[Medical](#)

 **GOOD to KNOW**

MARIJUANA
— IN COLORADO —

Be educated. Be responsible.

Official state information on the laws & health effects of retail marijuana

 **Links**

 **What's New**



[Good to Know Colorado campaign site](#)
[Spanish website/En español](#)

[Monitoring Health Concerns Related to Marijuana in Colorado: 2014](#)

Website

One stop shop for all marijuana information in Colorado.

COLORADO.GOV/MARIJUANA

- Health effects
- Retail marijuana laws
- Resources
- Technical Assistance requests
- Positive Youth Development Trainings



Print resources



- Youth and Marijuana
- Tips for Parents
- Tips for Youth Serving Pros
- Health Effects
- Retail Marijuana Laws
- Marijuana and your Baby
- Information for Tourists
- Methods of Use
- Health Care Provider Clinical Guidance



Translated into 6
languages

- Spanish,
Vietnamese, Korean,
Chinese, Somali &
Arabic



DENVER
THE MILE HIGH CITY

Thank You!

Questions?

- Molly Duplechian, Deputy Director Marijuana Policy, Molly.Duplechian@denvergov.org
- Maxine Quintana, Director of Out-of-School Time Initiatives, Maxine.Quintana@denvergov.org
- Regi Huerter, Executive Director, Division of Behavioral Health Strategies, Regi.huerter@denvergov.org
- Erin Flynn, Marijuana Education and Youth Prevention Coordinator, State of Colorado, erin.flynn@state.co.us