Youth Prevention and Education

Denver Marijuana Management Symposium
October 2016
DENVER'S HEALTHY LIFESTYLES FOR YOUTH

Findings from Summer 2016
DENVER’S MARIJUANA LANDSCAPE

• Denver residents account for approximately 12% of the state’s population, however, about 37% of recreational marijuana stores in the State of Colorado are located in Denver.

• This high level of exposure may have an influence on Denver youth’s perceptions and behavior for using marijuana as a minor.

• For these reasons, the City of Denver has taken a multi-pronged youth-centered approach.
### Marijuana Education Expenditures in Denver

#### 2016 Marijuana-Related Expenditures

<table>
<thead>
<tr>
<th>Category</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>31%</td>
</tr>
<tr>
<td>Public Health</td>
<td>30%</td>
</tr>
<tr>
<td>Regulation</td>
<td>9%</td>
</tr>
<tr>
<td>Enforcement</td>
<td>30%</td>
</tr>
</tbody>
</table>

#### 2016 Marijuana Education Expenditures

- **Parks and Rec**: $998
- **Denver Health**: $1,750
- **Behavioral Health**: $7,500
- **Children’s Affairs**: $7,500
- **Marijuana Policy**: $7,900

#### 2017 Marijuana-Related Expenditures

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<tbody>
<tr>
<td>Education</td>
<td>26%</td>
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<tr>
<td>Public Health</td>
<td>36%</td>
</tr>
<tr>
<td>Regulation</td>
<td>23%</td>
</tr>
<tr>
<td>Enforcement</td>
<td>15%</td>
</tr>
</tbody>
</table>

#### 2017 Marijuana Education Expenditures

- **Parks and Rec**: $998
- **Denver Health**: $1,690
- **Behavioral Health**: $7,500
- **Children’s Affairs**: $15,000
- **Marijuana Policy**: $10,890

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*Note: The figures represent expenditures in Denver for the years 2016 and 2017.*
Denver Marijuana Education Efforts

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

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 charcoal, 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
Every $1 invested in afterschool programs saves $9 by:

- Reducing crime and welfare costs
- Improving kids’ performance at school
- Increasing kids’ earning potential
Healthy Lifestyles for Youth Funding Investment
January 1, 2015 - May 31, 2017

Funds are available to programs city-wide. Bonus points were awarded to neighborhoods with lower opportunities for children, as defined by the 2016 Opportunity Index, and to neighborhoods with a high number of marijuana facilities.

- $658.00 - $10,000.00
- $10,000.01 - $25,000.00
- $25,000.01 - $50,000.00
- $50,000.01 - $75,000.00

Priority 1 Neighborhoods - Low Opportunity Neighborhoods with a High Concentration of Marijuana Facilities
Priority 2 Neighborhoods - Low Opportunity Neighborhoods
Denver Neighborhoods
WHY HEALTHY LIFESTYLES?

Previous Prevention Programs

- Scare tactics
- Orthodoxy
- Adult-oriented
- ATOD choices in a vacuum

HEALTHY LIFESTYLES

- Fact-driven
- Processing evidence
- Youth-centered
- SEL skills
Middle school students make healthy choices around marijuana... when they have skills to help them make decisions consistent with their identity... and knowledge of the health and legal consequences of marijuana.
PROGRAM COMPONENTS

- Decision-Making
- Self Image
- Relationships
- Marijuana
- Goal-Setting

Youth’s Integrated Identity
Pot grows your brain. Fact.

Marijuana isn’t that bad because it helps people stay calm and in control. That’s why you’re a better driver when you’re high.

Marijuana can’t hurt me because it’s natural medicine.
EVIDENCE OF IMPACT

10 SUMMER PROGRAMS

119 MIDDLE SCHOOL STUDENTS W/ FULL DATA
RESULTS: DECISION-MAKING

- Role in decision-making
- Sense of agency
- Integrated identity

Pre-Intervention Post-intervention

<table>
<thead>
<tr>
<th>Statement</th>
<th>Pre-Intervention</th>
<th>Post-intervention</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I have the ability to make decisions about my life every day.&quot;</td>
<td>4.34</td>
<td>4.55</td>
</tr>
<tr>
<td>&quot;My future is impacted by the choices I make today.&quot;</td>
<td>4.38</td>
<td>4.65</td>
</tr>
<tr>
<td>&quot;When making a choice, I know if I am making a good or a bad decision.&quot;</td>
<td>4.31</td>
<td>4.40</td>
</tr>
</tbody>
</table>
RESULTS: MJ KNOWLEDGE

“Marijuana use can lead to lower grades in school.”

- Pre-Intervention: Agree/Strongly Agree 77%, Not sure 9%, Disagree/Strongly Disagree 13%
- Post-intervention: Agree/Strongly Agree 88%, Not sure 7%, Disagree/Strongly Disagree 4%

“Eating an edible can be just as dangerous as smoking marijuana.”

- Pre-Intervention: Agree/Strongly Agree 74%, Not sure 18%, Disagree/Strongly Disagree 8%
- Post-intervention: Agree/Strongly Agree 83%, Not sure 7%, Disagree/Strongly Disagree 9%
RESULTS: MJ MYTHS

<table>
<thead>
<tr>
<th>Myth</th>
<th>Pre-Intervention %</th>
<th>Post-Intervention %</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Marijuana is a medicine that I can use whenever I am sick.”</td>
<td>57%</td>
<td>60%</td>
</tr>
<tr>
<td>“Marijuana effects kids and adults in the same ways.”</td>
<td>33%</td>
<td>45%</td>
</tr>
<tr>
<td>“Marijuana is natural and so it is harmless and ok for me to use.”</td>
<td>68%</td>
<td>83%</td>
</tr>
</tbody>
</table>
RESULTS: LEGAL AGE

“How old do you have to be to legally use marijuana?”

<table>
<thead>
<tr>
<th>Age</th>
<th>Pre-intervention</th>
<th>Post-intervention</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;21</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>21</td>
<td></td>
<td>51%</td>
</tr>
<tr>
<td>&gt;21</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Unsure</td>
<td>12%</td>
<td>9%</td>
</tr>
</tbody>
</table>
RECOMMENDATIONS

- Strengthen your network of afterschool providers
- Stick to the facts and knowledge youth want
- Build the skills students need to make healthy choices
- Connect with other protective resources in students’ lives
## Requests for Proposal

### Youth Opportunity & Behavioral Health Diversion Program (YoBD)
- Youth Opportunity and Behavioral Health Diversion funds:
  - Alternative consequences for unlawful marijuana use /possession
  - Reduce involvement of youth/young adults in the justice system
  - Improve outcomes for youth through coordinated services
  - Reduce and address the potential harm of substance use

### Marijuana Accountability Solutions Project (MASP)
- Facilitate programs/activities to reduce negative consequences of marijuana:
  - Public health interventions
  - Group and one-on-one interventions
  - Treatment and educational programs/activities
Perception of Great Risk of Smoking Marijuana Once a Month 2006-08, 2008-10, 2010-12 and 2012-14: US vs. Colorado vs. DMA

US  Colorado  DMA

2006-08: 38.2%  28.8%  26.8%
2008-10: 34.7%  24.2%  22.0%
2010-12: 31.8%  22.1%  19.6%
2012-14: 28.5%  19.9%  18.4%
Past Month Marijuana Use 2006-08, 2008-10, 2010-12 and 2012-14: US vs. Colorado vs. DMA

<table>
<thead>
<tr>
<th>Year Period</th>
<th>US</th>
<th>Colorado</th>
<th>DMA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006-08</td>
<td>6.0%</td>
<td>6.6%</td>
<td>7.0%</td>
</tr>
<tr>
<td>2008-10</td>
<td>8.6%</td>
<td>11.2%</td>
<td>12.2%</td>
</tr>
<tr>
<td>2010-12</td>
<td>7.7%</td>
<td>11.7%</td>
<td>13.5%</td>
</tr>
<tr>
<td>2012-14</td>
<td>14.1%</td>
<td>7.7%</td>
<td>14.8%</td>
</tr>
</tbody>
</table>
Youth Opportunity & Behavioral Health Diversion (YoBD) Program Contractors

**School based**
- YESS Institute
  - Leadership
  - Emotional intelligence
  - Mentoring
- Boys and Girls Club
  - Alternatives to suspension/expulsion
  - Character development

**Community based / Alternative**
- Office of the Independent Monitor (OIM)
  - Police youth relations
  - Youth rights
  - Child Development
- Youth on Record (YOR)
  - Alternatives to marijuana use through engaging in transformative music education
Youth Opportunity & Behavioral Health Diversion (YoBD) Program Contractors

**Family**

- Colorado Non-Profit Development Center - Strengthening Families Program

  - Youth learn
    - Refusal skills, Peer pressure, Goal setting, and managing stress

  - Parents learn
    - Clarifying expectations, Disciplinary practices
    - Managing strong emotions regarding their children and Effective communication

**Justice**

- Denver Public Safety Youth Programs - HYPE - Day Treatment Program

  - Cognitive behavioral groups, character education groups
  - Community-based service learning, educational, vocational supports
  - Family advocacy, groups that address trauma (SPARCS)
  - Substance use, victim empathy
  - GED/Credit recovery
YoBD Contractor Core and Secondary Services

- Activities: 21% Core, 10% Secondary
- Classes/Education: 24% Core, 2% Secondary
- Staff/Facilitator/Mentor Training: 2% Core, 2% Secondary
- Treatment: 4% Core, 3% Secondary
- Mentoring: 60% Core, 17% Secondary
- None: 17% Core, 10% Secondary
YoBD Participants
Race/Ethnicity

- American Indian and Alaska Native: 6.2%
- Asian: 2.7%
- Black or African American: 2.1%
- Native Hawaiian or Other Pacific Islander: 1.0%
- White: 14.4%
- Hispanic, Latino, or Spanish origin: 8.6%
- Other: 2.1%
- Unknown: 63.0%
YoBD participants
School Grade

YoBD participants
Age Range

- 5th Grade
- 6th Grade
- 7th Grade
- 8th Grade
- 9th Grade
- 10th Grade
- 11th Grade
- 12th Grade
Reasons for Using Marijuana

- I like it: 83%
- I have a "red" (medical) card: 29%
- Physical pain relief: 16%
- I think it's fun: 71%
- My friends use it: 59%
- My family members use it: 21%
- It helps me feel better: 52%
- Its something to do: 59%
Marijuana Use Among Adolescents

Ali.Maffey@state.co.us

Department of Public Health and Environment
CDPHE and Marijuana: Roles

1. Data and Trends: Retail marijuana health effects, patterns of use, health impacts
2. Retail Marijuana Education Program
3. Medical Marijuana Registry
4. Laboratory testing and assurance
5. Food safety
6. Waste disposal
7. Marijuana Research Grants Program (medical and retail)
Literature Review Topics

• Neurological and Mental Health
• Effects on Youth
• Unintentional Poisonings
• Marijuana Dose/ Drug Interactions
• Extra-pulmonary Effects
• Injuries
• Respiratory Effects and Lung Cancer
• Marijuana Use During Pregnancy and Breastfeeding
## Findings Summary: Marijuana Use and Potential Youth Health Effects

<table>
<thead>
<tr>
<th>Substantial</th>
<th>Moderate</th>
<th>Limited</th>
<th>Insufficient</th>
<th>Mixed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less high school graduation</td>
<td>Impaired cognitive abilities and academic performance after 28 days abstinence</td>
<td>Less likely to earn college degree</td>
<td>Lower IQ after brief abstinence</td>
<td>Lower future IQ scores</td>
</tr>
<tr>
<td>Can develop marijuana addiction*</td>
<td>Increased MJ use and addiction* after adolescence</td>
<td></td>
<td></td>
<td>Depression or Anxiety after adolescence</td>
</tr>
<tr>
<td>Treatment for MJ addiction can reduce MJ use and dependence</td>
<td>Quitting MJ lowers risk of cognitive and mental health effects</td>
<td></td>
<td></td>
<td>Suicidal thoughts or attempts</td>
</tr>
<tr>
<td>Other illicit drug use and addiction* after adolescence</td>
<td>Alcohol or tobacco use and addiction* after adolescence</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Psychotic symptoms in adulthood</td>
<td>Psychotic disorder in adulthood (heavy users)</td>
<td></td>
<td></td>
<td></td>
</tr>
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</table>
Public Health Statements

1. Regular marijuana use by adolescents and young adults is associated with impaired learning, memory, math and reading achievement, even 28 days after last use.
   a. These impairments increase with more frequent marijuana use.

2. Marijuana use by adolescents and young adults is strongly associated with developing psychotic symptoms such as hallucinations, paranoia, delusional beliefs, and feeling emotionally unresponsive in adulthood.
   a. This risk is higher among those who start using marijuana at a younger age.
   b. This risk is higher with more frequent marijuana use.
Public Health Statements

3. Daily or near daily marijuana use by adolescents and young adults is associated with developing a psychotic disorder such as schizophrenia in adulthood.

4. Marijuana use by adolescents and young adults - even occasional use - is associated with future high-risk use of alcohol, tobacco, and other drugs like cocaine, ecstasy, opioids and methamphetamine.

5. Marijuana use by adolescents is strongly associated with failure to graduate from high school.
Public Health Statements

6. Some marijuana users become addicted to marijuana. Starting marijuana use during adolescence or young adulthood is associated with future marijuana addiction.

7. There are treatments for marijuana addiction that can reduce use and dependence.
Colorado High School Marijuana Use Rates
Advisory Committee: multi-disciplinary group that includes 40+ school/district staff, local public health, and community partners.
What is the Healthy Kids Colorado Survey?

CO’s only comprehensive survey on the health and well-being of young people in Colorado.

The purpose of the Healthy Kids Colorado Survey is to better understand youth health and what factors support youth to make healthy choices.
Marijuana Use in High School

Figure 1. Prevalence of Ever and Current Marijuana Use For High School Students in Colorado Compared to the National Prevalence, 2005-2015.
30-Day Marijuana Use Among

RACE/ETHNICITY

10% of Asians
20% of Whites
20% of American Indians
23% of Blacks
24% of Hispanics
27% of Pacific Islanders
28% of Multiracial Youth
30-Day Marijuana Use Among

**SEXUAL ORIENTATION**
- 19% of Heterosexual Youth
- 28% of Youth who are not sure
- 29% of Gay or Lesbian Youth
- 37% of Bisexual Youth

**GENDER IDENTITY**
- 20% of Questioning Youth
- 21% of Cisgender (non-transgender) Youth
- 37% of Transgender Youth
REGIONAL BREAKDOWN
Of youth who currently use marijuana

Legend:
- No Data Available
- 9.7 - 19.7%
- 19.8 - 20.6%
- 20.7 - 24.1%
- 24.2 - 30.1%
AGE OF FIRST USE

62% Have *never* tried marijuana.

Of those who said they have tried marijuana

91% First tried marijuana after age 13.
Healthy Kids Colorado Survey 2015

IS MARIJUANA USE RISKY?

Fewer students see regular marijuana use as risky behavior.

Statistically significant change between 2013 and 2015
MARIJUANA IS THE SECOND MOST USED SUBSTANCE

Percent of high school students who have used substances at least once in their lifetime:

- 59% - Alcohol
- 38% - Marijuana
- 20% - Cigarette
- 14% - Prescription Drugs
- 6% - Cocaine
- 6% - Inhalants
- 6% - Ecstasy
- 2% - Methamphetamine
- 2% - Heroin
ADULTS CAN HELP REDUCE YOUTH MARIJUANA USE

Supportive Teachers:
Youth who agree that teachers care and encourage them are 1.7x LESS likely to use.

Talking with Parents:
Youth who can ask a parent/guardian for help are 1.6x LESS likely to use.

Family Rules:
Youth who have clear family rules are 1.7x LESS likely to use.

Parents’ Opinion:
If a parent feels like it’s wrong, their children are 4x LESS likely to use.
Campaigns
YOUTH PREVENTION / 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 adults
- Build a complimentary communication plan between the Trusted Adult efforts and the youth campaign
Trusted Adult Campaign Objectives

1. Engage trusted adults (parents, teachers, coaches, mentors) with the information they need to start a conversation about underage retail marijuana use with youth.

2. Align with the Protect What’s Next campaign to support adults in having these conversations.
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**GET TIPS**

**FOR TALKING TO YOUTH ABOUT MARIJUANA.**

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### THE BASICS

Starting a conversation about retail marijuana with young adults can help prevent youth from using it once they turn 21. These tips can help you get a successful conversation started.

#### AGES 13-16

**START THE CONVERSATION**

According to the 2015 Healthy Kids Colorado Survey youth with supportive parents, teachers, coaches and other adults are less likely to use marijuana before age 17. That’s why it’s important to start the conversation with youth before they think about using marijuana. Start the conversation early, but don’t try to squeeze it in the conversation on the way to school, or when you only have a few minutes. Decide when the time is right for both of you.

**FOCUS ON POSITIVE MESSAGES**

Refrain from using negative messages. Being negative might overwhelm them or make them act out of fear or defiance. Talk with them about the ways marijuana could get in the way of their goals, and remind them that four out of five high schoolers don’t use retail marijuana.

**ESTABLISH CLEAR RULES**

Set your expectations and consequences for not following them. Make your rules clear and stick to them.

**ROLE-PLAY HOW TO SAY “NO”**

Work with youth to find tools to deal with peer pressure. Many youth experience saying no can be as simple as saying, “I got caught, I wasn’t able to do XXX (sports, theater, dance, etc.)” Also, encourage youth to use you as an excuse to avoid marijuana use. For example, “My parents would ground me for the summer.”

**LISTEN**

Be a good listener. Get their opinions. Don’t talk over or down to them. When you allow them to be heard, they’ll be more likely to listen when you speak.

**TALK ABOUT FRIENDS**

Know who their friends are, what they’re like and how they influence the youth in your life.

**PROMOTE SELF-CONFIDENCE**

Teach youth that marijuana use is not something to be ashamed of. If they want to achieve their goals, being talked about a “goth” could hurt their image to potential employees or even to someone they may want to date.

**KEEP YOUR RELATIONSHIP STRONG**

Let them know you’re on their side. Want them to make the best decision for themselves.

**YOUR INFLUENCE MATTERS**

You might be surprised at how much influence your words, actions and opinions have on youth behavior.

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### AGES 17-20

**KEEP THE CONVERSATION GOING**

Even if you’ve had previous, youth issues and opinions change all the time. If you’re older, they can feel more pressure from friends and classmates.

**STAY CONNECTED**

Be involved in their life. It will help you to be able to tie in what they’re thinking and feeling.

**SET EXPECTATIONS**

Be clear about rules and expectations. Stick to the rules you set and be serious about consequences.

**PROMOTE RESPONSIBILITY**

Teaching them how to be responsible with sleep, nutrition, achievement, and all aspects of life decreases the likelihood of retail marijuana causing problems for them in the future.

**ENCOURAGE BALANCE**

Forbide and tolerate their passions, hobbies, interests, etc—the things that keep them balanced.

**STICK TO YOUR WORD**

Listening to and considering their opinions is important, but remember to stand your ground on how you feel about retail marijuana.

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**HELP THEM ACHIEVE THEIR GOALS**

Help youth to identify the passions, hobbies, dreams and freedom they want for themselves, and to prioritize those interests over using retail marijuana. If they’re focused on goals that are meaningful to them, they’ll be less likely to let marijuana get in their way.

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**COLORADO**

Thanks to SpeakNow! for all of these great tips.

SpeakNowColorado.org
Youth Prevention

What’s Next Campaign
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 and were quick to judge content laced with “someone’s biased point of view.”
Protect What’s Next

DISCOVER SOMETHING WORTH PROTECTING.

Use the Goal Getter to find, set and accomplish new goals that matter to you.

START WITH:

ADULTING  HEALTH  CREATIVITY
Protect What’s Next

TAP THE LIFE SKILLS THAT INTEREST YOU.

CAREER

MONEY

ACADEMIC

SOCIALLIFE

JUST FOR FUN

PICK THE ACTIVITIES THAT INTEREST YOU.

Select ✓ if you like it and ✗ if you don’t.

FIRST JOB

RESUME

SOCIAL MEDIA

INTERVIEWS

DATING

VOLUNTEERING

FRIENDS

PARTIES

FAMILY

PROTECT WHATS NEXT.COM
Youth Outreach toolkit

- Pilot with 4 youth group
- Test activities
- Gathered marijuana questions
- Youth facilitator toolkit
- Adult mentor toolkit
- Launch this summer
Prevention through Schools / Health Care Providers
Direct Youth Services

• Evidence-based Curricula
• Funding for School Health Professionals
• Bullying Prevention Grants
• MJ-Free Schools Resources
• Mentoring/After School Programs
• Substance abuse treatment
Health Care Provider / Education Resources

- Evidence-based health education curricula

- Pediatric Exposure Prevention Clinical Guidance For Colorado Health Care Providers For Discussions with Children and Adolescents Ages 9-20

- Pediatric Exposure Prevention Clinical Guidance For Colorado Health Care Providers For Discussions with Parents or Guardians of Children and Adolescents Ages 0-20

- Marijuana Pregnancy and Breastfeeding Guidance For Colorado Health Care Providers