Public Education and Youth Prevention

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1. Healthy Lifestyles: an approach to middle school MJ education

2. Interactive Activity: Feel what it’s like to learn about MJ through the PYD lens

3. Trusted Adults: preparing our workforce

4. Changing the Environment in Which We Live: Policies to Prevent Youth MJ Access

5. Who is at the Table: Getting Your Stakeholders on Board

6. Mass media marijuana education and prevention campaigns: "Find Your Moment" and “High Costs”

7. Interactive activity: Denver’s weeded out game show demo

Healthy Lifestyles: an approach to middle school MJ education
Preparing for this work

- Literature review of existing programs [2015]
- Focus on our own community needs via stakeholder convenings [2016]
- Partnership with the YESS! Institute to develop a 101 and a 201 curricula series [2017-current]

The YESS Institute youth development and education philosophy focuses on creating leadership from within. Programs have a strong focus on social emotional skills, post-secondary readiness and healthy choices.
Curricula Intent

101 TOPICS
- Myths and Facts
- Marijuana, Brain, & Body
- Identity & Choice
- Rights & Consequences
- History, Trends, & Culture

201 TOPICS
- Risk and Reward
- Marijuana as Medicine?
- Be Your Best
- Tools in Your Pocket
- Media Consumption
Curricula Look and Feel

**101 TOPICS**

- Myths and Facts
- Marijuana, Brain, & Body
- Identity & Choice
- Rights & Consequences
- History, Trends, & Culture

**A. Warm Welcome**

*Myth or Fact brainstorm*
*Yarn Toss myths*

**B. Engaging Activity**

*Two truths and a Lie*
*Why does it matter? scenario cards*

**C. Reflective Closure**

*Partner pair-share*
*Exit tickets*
A. Warm Welcome

*Myth or Fact: Two Corners*

B. Engaging Activity

*Lecture on medical terms*
*Videos on four MMJ patients*

C. Reflective Closure

*Self-reflection*
*Exit tickets with questions*

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<table>
<thead>
<tr>
<th>201 TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Risk and Reward</td>
</tr>
<tr>
<td>Marijuana as Medicine?</td>
</tr>
<tr>
<td>Be Your Best</td>
</tr>
<tr>
<td>Tools in Your Pocket</td>
</tr>
<tr>
<td>Media Consumption</td>
</tr>
</tbody>
</table>
### MJ 101 FACTS

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Fact Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>79%</td>
<td>79% of middle school youth know that getting caught with marijuana could mean a fine or not getting a driver’s license.</td>
</tr>
<tr>
<td>83%</td>
<td>83% know that marijuana use can lead to lower grades in school.</td>
</tr>
<tr>
<td>80%</td>
<td>80% know that smoking marijuana makes it harder to breathe.</td>
</tr>
<tr>
<td>47%</td>
<td>47% of middle school youth disagree that most kids their age in Colorado are using marijuana.</td>
</tr>
<tr>
<td>90%</td>
<td>90% disagree that marijuana use improves balance and vision.</td>
</tr>
<tr>
<td>61%</td>
<td>61% disagree that marijuana use can improve how neurotransmitters send messages.</td>
</tr>
<tr>
<td>68%</td>
<td>68% disagree that marijuana affects kids and adults in the same ways.</td>
</tr>
<tr>
<td>87%</td>
<td>87% disagree that marijuana is natural, so it is harmless and OK to use.</td>
</tr>
</tbody>
</table>
Interactive Activity

HEALTHY LIFESTYLES 101
Preparing our Workforce
Partnering [... because we all play a role]

Denver Health

Denver Public Schools

Denver Afterschool Alliance

Office of Marijuana Policy

... and many others!
Youth serving providers - what do they need?

3 goals

Practice having impactful conversations around marijuana

Learn about the marijuana landscape in Denver

Build skills around how to show up as a trusted adult in the life of youth
Participant experience and next steps

Participants said they ...

- Left more confident in their ability to support youth
- Got new perspectives on being a trusted adult
- Got enhanced knowledge of the marijuana landscape
- Got new skills to engage with youth as a trusted adult

NEXT STEPS
- Mental health
- Universal prevention techniques
- Criminal justice system
- Social media
- Prevention community networking
SHARED RISK & PROTECTIVE FACTORS

ADULTS CAN HELP PREVENT YOUTH MARIJUANA USE

PARENTS’ OPINION
Youth who know their parents think underage use is wrong are 72% LESS likely to use.

TRUSTED ADULTS
Youth who have an adult to go to for help with a problem are 30% LESS likely to use.

SUPPORTIVE TEACHERS
Youth who think their teachers notice they are doing a good job are 28% LESS likely to use.

GO TO responsibilitygrows here.com/talking-with-youth to learn more about how to talk with youth.
YOUR WORDS HAVE POWER

Adults can forget about the power that their words can have on youth.

This campaign will remind parents, coaches and other influential role models just how important their words can be and encourage them to speak with youth about underage marijuana use.
CAMPAIGN TACTICS - Parents & Trusted Adults

- BROADCAST TV (Spanish Only)
- DIGITAL BANNERS
- DIGITAL VIDEO / ADVANCED TV
- PUBLIC RELATIONS
- BROADCAST / DIGITAL RADIO
- SEARCH ENGINE MARKETING
- SOCIAL MEDIA
- WEBSITE
PLACE & PROMOTION
PRODUCT & LABELING
PRICE
Changing the Environment in Which We Live: Policies to Prevent Youth MJ Access
“One of the most important responsibilities in managing legal recreational marijuana in Denver is youth education and prevention. Responsibly regulating legal marijuana comes with the priority of preventing a rise in youth usage.”

- Denver Mayor Michael B. Hancock
Legalization in the United States
# Denver Marijuana Landscape

<table>
<thead>
<tr>
<th>Licensed Business</th>
<th># of Licenses</th>
<th># of Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grows</td>
<td>591</td>
<td>292</td>
</tr>
<tr>
<td>Stores + Centers</td>
<td>364</td>
<td>222</td>
</tr>
<tr>
<td>MIPs</td>
<td>183</td>
<td>98</td>
</tr>
<tr>
<td>Testing Facilities</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Transporters</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1152</strong></td>
<td><strong>491</strong>*</td>
</tr>
</tbody>
</table>

Some locations have several licenses and license types at one location. E.g., one location could have both medical and retail grow licenses, a MIP license and a retail and medical store license. Therefore, the total number of locations will not be a sum of the various location types.
Denver Budgetary Policy

- Collaborative approach with funding supporting:

Denver Advertising Policy
- No display, transfer, distribution, selling or growing marijuana on Denver’s 16th St. Mall, public park or recreational facility.
# Proximity Restrictions

<table>
<thead>
<tr>
<th>Marijuana Stores</th>
<th>Designated Consumption Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="School" /></td>
<td><img src="image2" alt="School" /></td>
</tr>
<tr>
<td><img src="image3" alt="Person" /></td>
<td><img src="image4" alt="Person" /></td>
</tr>
<tr>
<td><img src="image5" alt="Store" /></td>
<td><img src="image6" alt="Store" /></td>
</tr>
<tr>
<td><img src="image7" alt="Brain" /></td>
<td><img src="image8" alt="Brain" /></td>
</tr>
<tr>
<td><img src="image9" alt="Tennis" /></td>
<td><img src="image10" alt="Tennis" /></td>
</tr>
</tbody>
</table>
Retail Marijuana Prevention and Education Campaign (SB 14-215)

Educate Colorado residents and visitors about safe, legal & responsible use of retail marijuana.
How is marijuana different from tobacco?

1. **Research support:**
   - Decades of research on negative health effects of tobacco products, little for marijuana
   - Little to no research for efficacy of policy strategies to reduce youth access & exposure

2. **Role of industry:**
   So far, the marijuana industry have been good partners to address and advocate for public health and education priorities

3. **Opportunity to “roll out” legalization with public health at the forefront**
   Can learn from mistakes and successes from alcohol/tobacco
   Leverage political talking points to prioritize youth health
How is marijuana similar to tobacco?

1. Powerful lobby
   Though they are still second to tobacco, the marijuana lobby in Colorado is significant

2. Role of youth & stakeholders
   While we don’t currently recommend mobilizing youth against industry, we do know that youth are powerful stakeholders to advance public health initiatives which protect the community

3. Vaping & Smoke-free laws
   Opportunity to strengthen vaping and smoke-free laws by including marijuana combustibles and all vape products
Marijuana Education Oversight Committee

Goal: Inform education efforts of state agencies that reflect the values of Coloradans

Partner with marijuana industry, patient advocates, state agencies, local public health agencies, youth-serving professionals, non-profits
Lessons Learned: Best Practices

1. Listen to your audiences
2. Respect personal ideology, but know you will upset both sides
3. Apply public health communication strategies to inform mass media
4. Balance education with industry partnerships
Social Marketing Prevention Campaign

- Retailers
- Marijuana Users
- Youth
- Trusted Adults
- PBF

RESPONSIBILITY
-Grows Here-
FIND YOUR MOMENT

There are many important moments in life that can shape your future. Moments where you find out what you’re passionate about, make new friends and earn the trust and freedom that come along with growing up.

It’s important to understand how using marijuana before you are 21 can get in the way of these moments.
CAMPAIGN TACTICS - Youth

- Digital Banners
- Digital Video / Advanced TV
- Digital Radio
- Social Media
- Website
- Public Relations
- Search Engine Marketing
Mass media marijuana education and prevention campaigns: "Find Your Moment" and “High Costs”
PARTNERSHIP WITH THE STATE:

GOOD TO KNOW AND TRUSTED ADULT CAMPAIGNS.
CAMPAIGN DEVELOPMENT

Strategy Overview

Target Audience
12 - 17 year olds in the City and County of Denver

Problem
Youth feel as though using marijuana is the social norm, when in fact it is not

Campaign Goal
Prevent and educate youth surrounding underage marijuana use and its effects
HIGH COSTS

- DENVER YOUTH DISCUSS HIGH COSTS
  - Help youth understand the legal, educational, health and social risks that can come from smoking marijuana.
  - Use creative and relatable messaging that gives youth the facts they need to reach their own conclusions.
  - Provide perspective that sparks discussion with their peers and proves being stoned is not the social norm.
  - Create buzz and ask Denver youth to consider whether marijuana is worth the long-term risks.
CAMPAIGN OVERVIEW

Tactics

- Billboards
- School Bus Ads
- Digital Radio & Video
- Social Media - Facebook & Instagram
- Classroom-In-A-Box
- Rack Cards
- Website - TheHighCosts.com
Educational Content
- Approximately 200 questions asked, addressing health, legal and social effects
- Youth were educated on the history of marijuana, as well as scientific and cultural facts

Game Structure
- Three rounds: Bleacher, Semi-Finals and Final
- Conversation component

Contestants
- 13-17 year olds residing in the City and County of Denver
- Open casting sessions resulted in 39 contestants
TRUE OR FALSE
Marijuana smoke does not harm the lungs.
DENVER TEENS
TALK ABOUT MARIJUANA
Interactive activity: Denver’s weeded out game show demo
CLASSROOM-IN-A-BOX

Overview

- Based on the full-form game show
- Provides trusted adults with the opportunity to educate youth in classroom and after-school settings and ultimately, initiate conversations about marijuana

*Available on a first come, first served basis while quantities last
LET’S PLAY
• 15 volunteers stands up and come to the front of the room

• Hold your card up letter with the correct answer
  - 00:15 to answer each question

• Get the answer wrong and you’re Weeded Out!
  - Eliminated contestants sit down

• Final 4 standing will move on to Round 2
ROUND 2 SEMI-FINALS

- Top 4 contestants

- Five questions asked
  - All contestants have 00:15 to write answers on their whiteboards
  - Get one point per correct answer

- Points will be tallied after the five questions

- Top 2 contestants advance
ROUND 3 FINAL

- Top 2 contestants go head-to-head at the front of the room

- Two “High Stakes” questions asked
  - Contestants have 00:30 to write answers on their whiteboards
  - Get one point per correct answer

- Contestant with the most points will be crowned the Heavyweight Champion of Weeded Out Wisdom
A STATE APPROACH TO PREVENTION & EDUCATION

Jessica Neuwirth, Retail Marijuana Education Program Coordinator
Colorado Department of Public Health and Environment
Enact the will of the people while preserving public health

Educate for safe, legal and responsible use
IMPROVE DATA REPORTING & HEALTH MONITORING

MARIJUANA USE

4 out of 5 (78%) Colorado high schoolers, have *NOT* used marijuana in the last 30 days.
POLICIES TO PREVENT YOUTH ACCESS
Multi prong approach to marijuana education and prevention and allocation of funds.
DENVER’S MARIJUANA PREVENTION AND EDUCATION APPROACH

Denver Marijuana Education Efforts

- Youth Prevention Programs
- Youth Diversion Programs
- Mass Marketing Campaigns
- Data Collection
- Public Awareness
Revenue in Denver

[Bar chart showing revenue in Denver with categories: Special Sales Tax - Retail 3.5%, State Shareback, Licensing Fees, Standard Sales Tax - Retail, Standard Sales Tax - Medical.]

Total General Fund Revenue/Marijuana Revenue as a % of General Fund Revenue

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<tbody>
<tr>
<td>Dollars</td>
<td>$1,124,674,402</td>
<td>$1,204,306,900</td>
<td>$1,238,208,804</td>
<td>$1,309,418,915</td>
<td>$1,336,466,137</td>
</tr>
<tr>
<td>Percentage</td>
<td>1.95%</td>
<td>2.57%</td>
<td>3.02%</td>
<td>3.41%</td>
<td>3.6%</td>
</tr>
</tbody>
</table>
Revenue

- All revenues go to the General Fund
- The special retail sales tax and the state shareback are specifically used for marijuana regulation, enforcement and education.
Budget History
Denver's Budgeted Marijuana Education and Prevention Funds

- **2014**: $596,000
- **2015**: $2.2 million
- **2016**: $2.6 million
- **2017**: $3.6 million
- **2018**: $3.7 million

The diagram shows the allocation of budgeted funds from 2014 to 2018, with separate categories for OMP-Education, P&R-Education, Children's Affairs, Denver Health, and Behavioral Health.
Investing Marijuana Tax Revenue in afterschool programs
**CHALLENGE:**
Support youth marijuana prevention in a post-legalized landscape.

**Data:**
- Denver youth perceive using MJ as a low risk activity.
- Denver youth much more likely to use before age 13.
- Dispensaries are 3x more prevalent in Denver.
CHALLENGE: Support youth marijuana prevention in a post-legalized landscape.

Potential Solutions?

- Provide OST organizations with $10/student?
- Offer MJ classes to all 6th grade students?
- Create MJ specific training for all OST staff?
Denver’s 2017 Child Well-Being Index

- Births to Women without a High School Diploma
- Teen Births
- Overweight or Obese Children
- Kindergarteners not Reading at Grade Level
- Third Graders Not Reading at Grade Level
- Ninth Graders Chronically Absent
- Adults without a High School Diploma
- Children in Single-Parent Families
- Children in Poverty
- Unemployment
- Violent Crime
Investing with Intent

Dollars Invested in Out-Of-School Time Programs

Amount
- $658.00 - $10,000.00
- $10,001 - $25,000.00
- $25,001 - $50,000.00
- $50,001 - $75,000.00

2017 Child Well-Being Index

- Abundant Opportunity
- Limited Opportunity
- Data not Included
- Marijuana Facilities
- Priority Neighborhoods

Denver Neighborhoods
Investment History

First MJ Investment
- 2013: $500,000
- 2014: $500,000
- 2015: $500,000

Second MJ Investment
- 2015: $750,000
- 2016: $750,000
- 2017: $1,500,000

Amendment 64
- 2013: $500,000
- 2014: $500,000
- 2015: $500,000
- 2016: $500,000
- 2017: $500,000

Legend:
- 2A Funds
- Healthy Lifestyles Funds