



# LOCAL CANNABIS EDUCATION AND YOUTH PREVENTION

CDPH FUNDED PROGRAM FOR YOUTH CANNABIS PREVENTION

INJURY AND SUBSTANCE ABUSE PREVENTION UNIT

CORY BROWN – SUPERVISING COMMUNITY EDUCATION SPECIALIST

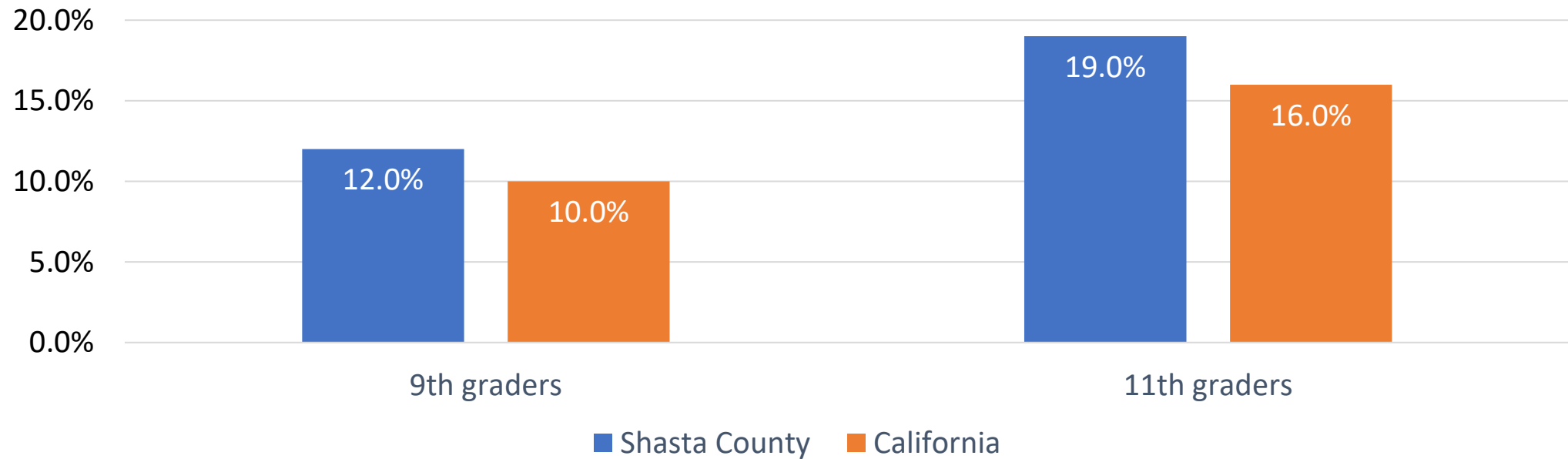
SONIA ITURRALDE- COMMUNITY EDUCATION SPECIALIST

# RISK FACTORS IN SHASTA COUNTY

- Shasta County's 2016 Community Health Needs Assessment: Alcohol and Drug Abuse the most important issue that impacts overall community health.
- Social Determinants of Health are contributing factors to substance use:
  - From 2014-2018, in Shasta County, 23.3% of children lived below the federal poverty level compared to 19.5% of California children.
  - In 2019, 20.4% of Shasta County children were living in food insecure households compared to 13.6% in California.
- Forty percent (40%) of Shasta County adults experienced 4 or more ACEs in their childhood compared to only 17% for California.

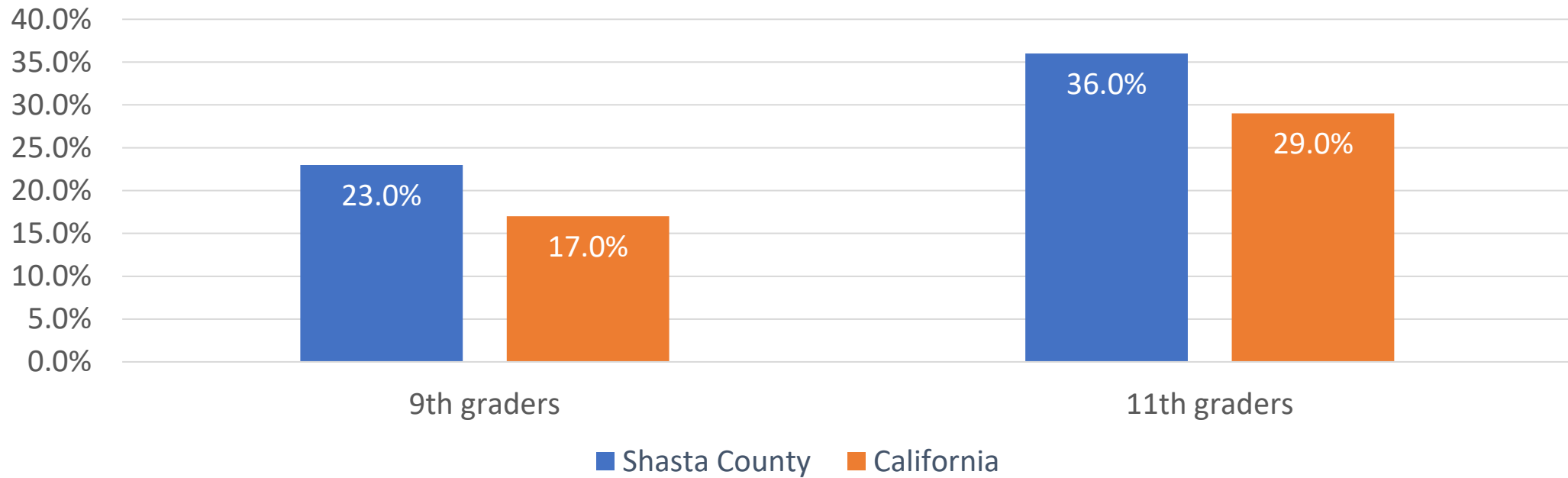
# YOUTH MARIJUANA USE IN SHASTA COUNTY

Current Marijuana Use (past 30 days), Shasta County and California, 2017-2019



# YOUTH MARIJUANA USE IN SHASTA COUNTY, CONT.

Lifetime Marijuana Use (ever used), Shasta County and California, 2017-2019



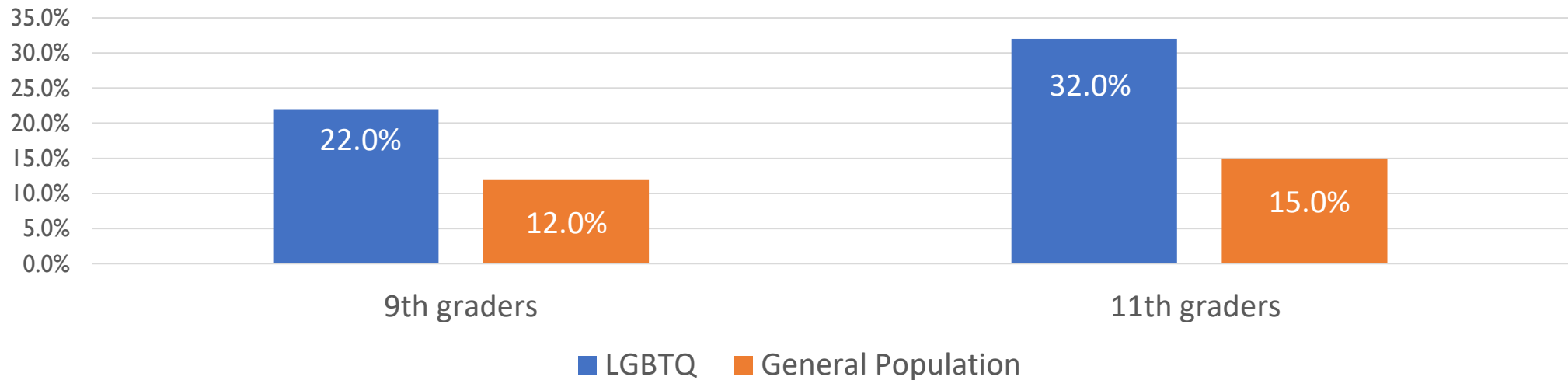
# AT-RISK YOUTH



- Certain populations experience higher rates of substance use than their counterparts including:
  - LGBTQ youth
  - American Indian and Alaska Native (AIAN) youth
  - Youth that attend non-traditional school programs
  - Foster youth

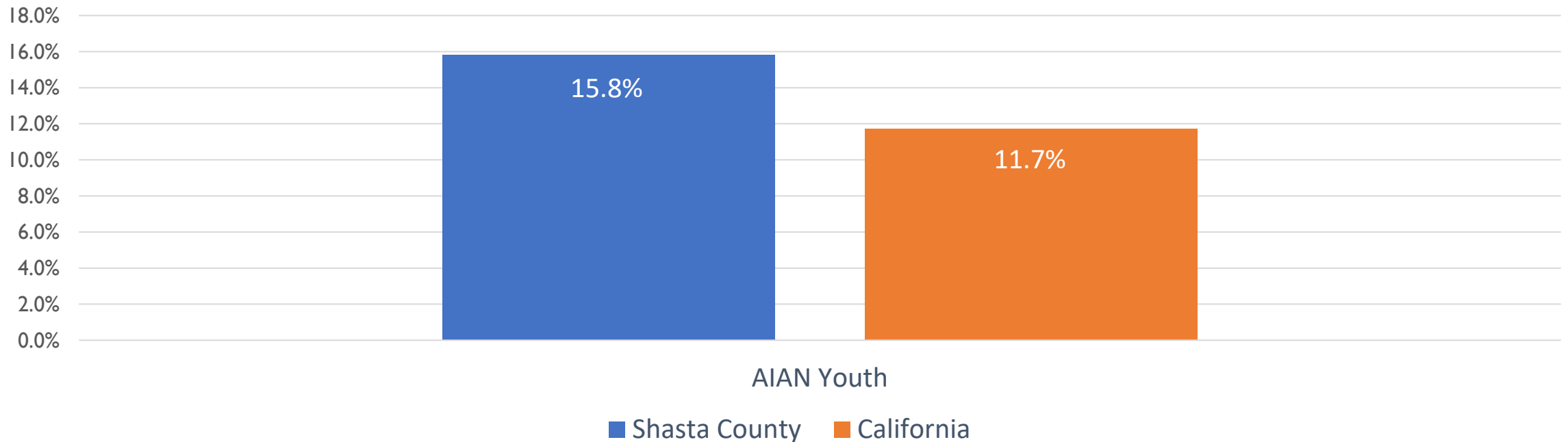
# LGBTQ YOUTH MARIJUANA USE

Current Marijuana Use (past 30 days),  
Shasta County LGBTQ and General Population, 2017-2019



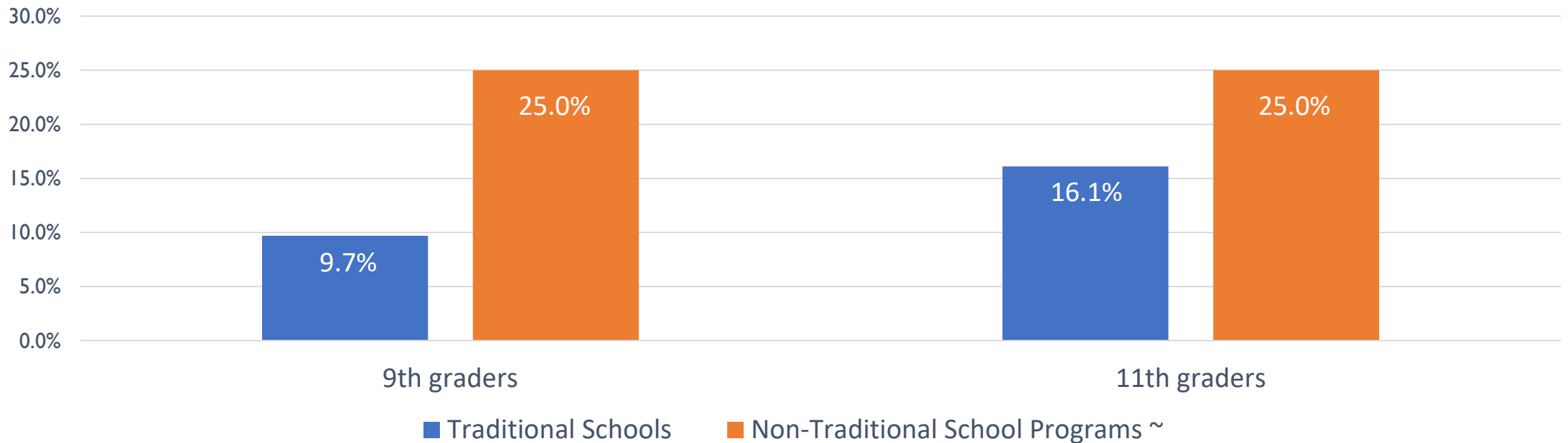
# AMERICAN INDIAN AND ALASKA NATIVE (AIAN) YOUTH MARIJUANA USE

Current Marijuana Use (past 30 days), Shasta County and California, 2017-2019



# NON-TRADITIONAL SCHOOLS YOUTH MARIJUANA USE

Current Marijuana Use (past 30 days), California, 2017-2019\*



\*No Shasta County data to compare

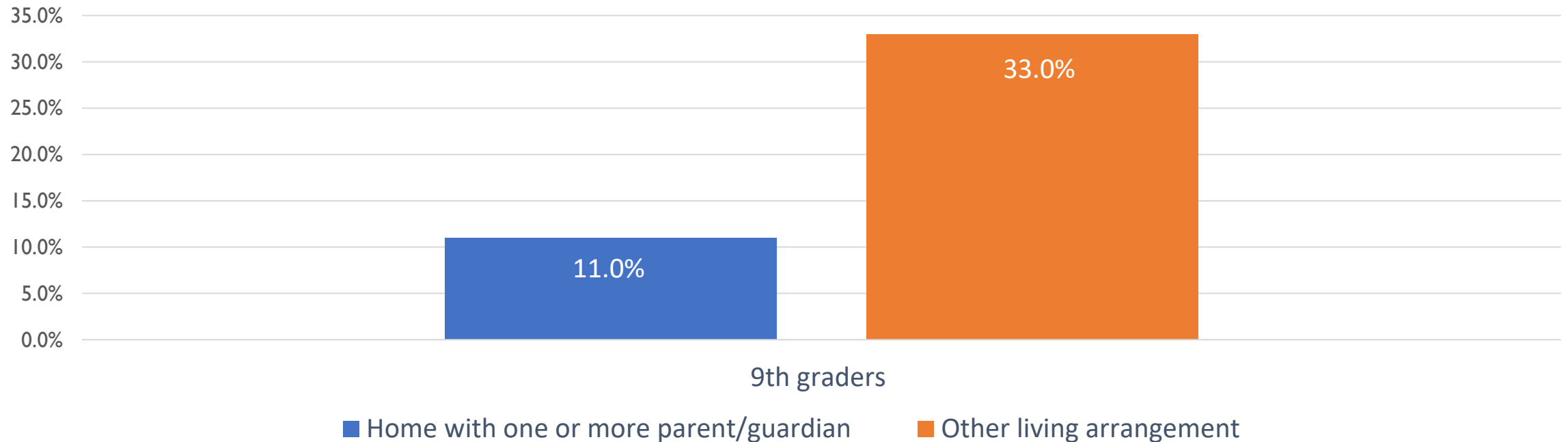
~ Community Day Schools and Continuing Education

Source: California Healthy Kids Survey (CHKS), 2017-2019



# FOSTER YOUTH MARIJUANA USE

Current Marijuana Use (past 30 days), Shasta County, 2019-2021 \*



\*Shasta County CHKS does not specify data for foster youth

Source: Shasta County data from California Healthy Kids Survey (CHKS), 2019-2021

# CALIFORNIA DEPARTMENT OF PUBLIC HEALTH RFA

- Grant Timeline: July 1, 2023 (DOS) - June 30, 2026
- Purpose: Education, prevention, policy, systems and environmental change strategies expanded to reduce youth marijuana use.
- Target Population: Youth 11-17 with focus on those most impacted by cannabis use. (Approximately 14,300 in Shasta County)
- Five grants awarded to California counties or cities



# RFA (CONTINUED)

- \$200,000 annually over three years
  - Personnel – Community Education Specialist, Supervisor, and Administrative Support
  - Contracts – Shasta County Office of Education
  - Media – CDPH and Rescue Agency Campaigns for youth and adults
  - Supplies and indirect costs
- RFA requirements:
  - Health Equity Lens
  - Social Determinants of Health (SDOH)
  - Multiple Sector Collaboration
  - Multiple spheres of the Socio-Ecological Model (individual, interpersonal, community, societal factors)
  - Promote protective factors and address risk factors of substance use



# OVERALL PROGRAM GOALS

## Goals Include:

- At least 90% of students receiving education plan to not use cannabis.
- Reach at least 50% of youth population and 50% of adults through media campaigns.  
(Approx. 7,147 youth, 66,300 adults)
- At least 150 adults will receive trainings on engaging at-risk youth in discussion on difficult topics.
- At least two school districts will implement new cannabis prevention policies.



Lesson 1



Lesson 2



Lesson 3



Lesson 4



Lesson 5

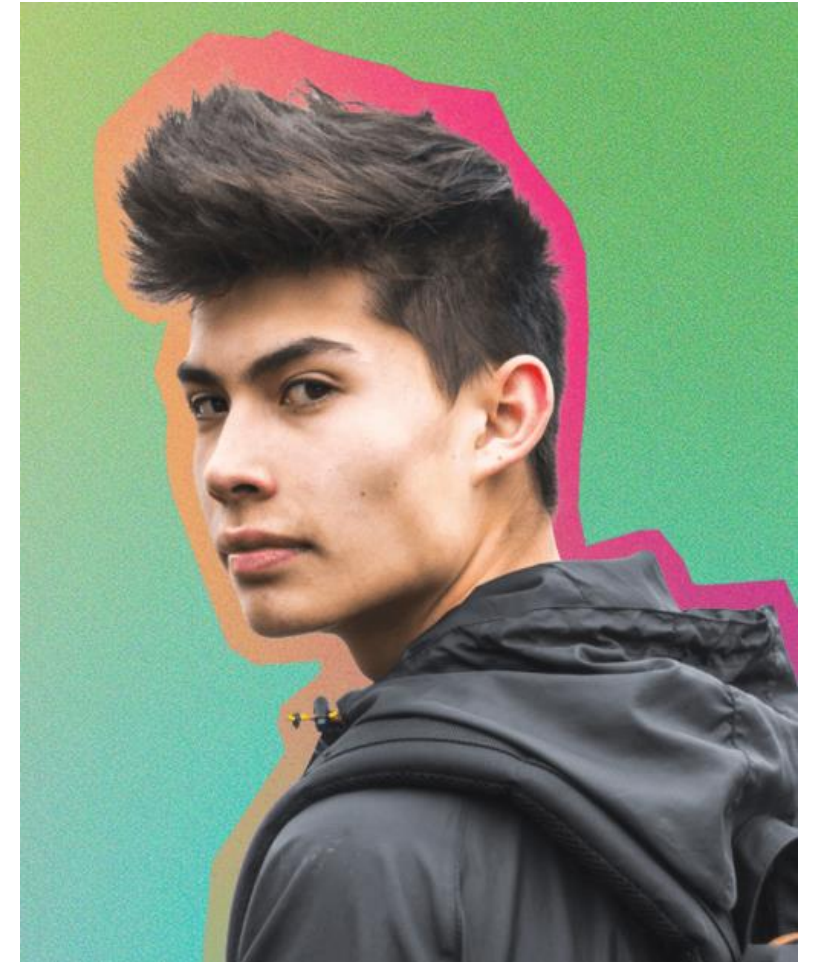


## EVIDENCE-INFORMED CURRICULUM FOR YOUTH

- Shasta County Office of Education (SCOE) Youth Support Services will provide Stanford's Cannabis Awareness and Prevention Toolkit lessons to 4,575 middle school students.
  - 3,750 7<sup>th</sup> graders
  - 675 Project SHARE students
  - 150 from youth organizations
- Five lesson Talk Smart curriculum

# MEDIA CAMPAIGNS TARGETING YOUTH

- CDPH's Mind Over Marijuana campaign
- Annually, campaign materials will be shared with partner organizations.
- Research-based campaign created by the Rescue Agency – Behavior change marketing firm.



# MIND OVER MARIJUANA – LOST MEMORIES



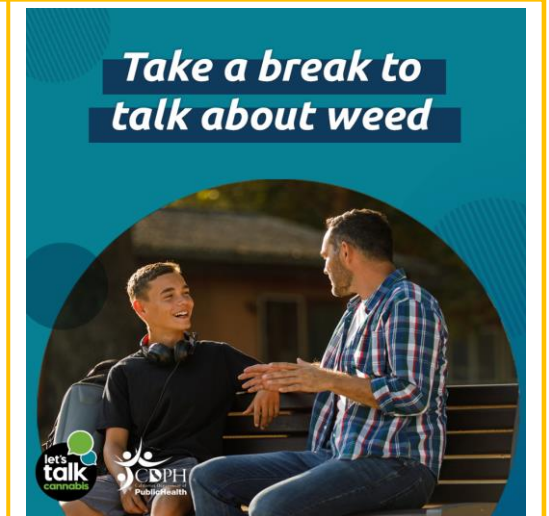
# PHAB FEEDBACK

- Media platforms to best reach at-risk youth?



# ADULT-FOCUSED MEDIA CAMPAIGNS

- CDPH's Let's Talk Cannabis campaign
- Encourages adults and parents to have open and honest conversations with youth to help prevent cannabis use.
- Media plan and media will be shared with youth serving organizations, schools, and coalition partners.



# PHAB FEEDBACK

- Media platforms to best reach adults who influence at-risk youth?

# EXPAND CANNABIS PREVENTION EFFORTS



- Increase the reach of cannabis prevention efforts within our community.
- Annually, provide education and data to at least:
  - Two community events
  - Two youth substance use focused coalition meetings

# SCHOOL POLICY FOR CANNABIS PREVENTION

- Assess current cannabis related policies or discipline
- Gather input from stakeholders on effectiveness of current policies
- Create cannabis use prevention policy menu with best practices
  - Include components: Family engagement, restorative elements
- At least two schools implementing policies
- Evaluate success of new policies



# PHAB FEEDBACK

- Disciplinary policies or procedures that are effective?

# PHAB FEEDBACK

- Suggested schools or administrators to reach out to?

# IMPROVE ADULT DISCUSSION ABILITY WITH AT-RISK YOUTH



- Increase adult's skills and comfort to engage at-risk youth in discussion about serious topics
- At least 150 adults will receive a presentation and resources.
- Healthy People 2030 (SDOH)
  - Objective AH-03: Increase the proportion of adolescents who have an adult they can talk to about serious problems.

# PHAB FEEDBACK

- Finding adults who influence youth to train on difficult discussions?



# PHAB FEEDBACK

- Youth or groups of youth to share on best practices when adults are talking with them?

# EVALUATION

## Evidence-informed curriculum for youth:

- Measure students' knowledge with pre- and post-surveys and administer a course feedback survey to measure student's intentions regarding cannabis use and satisfaction with the curriculum, and delivery.

## Media campaigns targeting youth and adults:

- Media analytics will measure reach and engagement of placed media ads through impressions, shares and click through rates.

## Expand cannabis prevention efforts:

- Measure participants' knowledge gain and effectiveness of presentation with surveys. Record the number of community events attended, target audience, number served, and materials shared.

## School policy for cannabis prevention:

- Key Informant Interviews (KIIs) with parents, teachers, administration, and youth will help improve policy options and ensure it is equitable and culturally competent. New policies implemented will also be evaluated through interviews, if possible.

## Improve adult discussion ability with at-risk youth:

- Measure participants' knowledge increase and readiness to engage youth in discussion and feedback on improving presentations.

# WHY THIS WORKS MATTERS?

On a community level:

- A reduction in youth cannabis use can lower the potential for future substance use disorders.
- Increases chances individuals will graduate from school and succeed in life.
- Lowers crime
- Strengthens school policies
- Improves family engagement which can also lower rates of suicide and mental health issues.



# QUESTIONS?

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**Health & Human  
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