

The Power of Community  
Norms and Values  
The Story of Lewiston, Maine

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**Chair - Smart Approaches to Marijuana Maine**

# Presentation Overview

- Community Norms and Values
- The Maine Landscape
- Putting Prevention into Action - The Lewiston Story
- Q & A

# Community Norms & Values

- Attitudes a community holds around drug use
- Conveyed by the laws and policies a community implements
  - Policies may favor and promote health and wellness (e.g. alternative chem-free activities for youth, outlet density, drug & alcohol/free zones)
  - Policies may favor promotion of drug and alcohol use (e.g. permitting alcohol sales at public, family events, zoning/location of marijuana dispensaries)
- Conveyed by social practices
- Conveyed by adults through modeling and monitoring

# Example #1

- University slow to engage with young people in recovery to form policies and guidelines for creating a collegiate recovery program.
- Same university hosts a 2-day marijuana industry convention.
- What are the norms being communicated?
- What are the values being communicated?

# Example #2

- Maine hospital is concerned with lack of rigorous science backing efficacy of marijuana as medicine for approved conditions.
- Same Maine hospital adopts policy not allowing their physicians to write certifications.
- What norms are being communicated?
- What values are being communicated?

# Example #3

- Lewiston School Committee cites concern of rising marijuana use amongst youth and links to poor academic performance and outcomes
- Lewiston School Committee votes to adopt resolution opposing municipal marijuana legalization ordinance and supporting increased prevention in school.
- What norms are being communicated?
- What values are being communicated?

# The Marijuana Policy Landscape in Maine

- Marijuana is decriminalized up to 2.5 ozs
- “Medical” Marijuana legalized in 1999, operationalized in 2009
- Portland passes municipal “legalization” ordinance in 2013
- Legalization bill in 2015 session. It was defeated in the Maine House 98-45

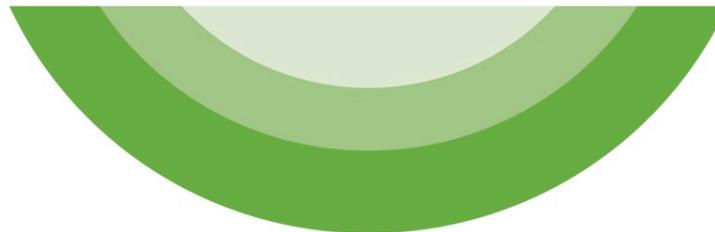
# Policy Landscape cont'd

- Three cities were targeted for legalization on November 2014 ballot.
  - York (Board of Selectmen refused to forward to ballot, citing it as “unlawful”)
  - South Portland – Passed 52% vs 48%
  - Lewiston – Failed 45% vs 55%
- Statewide voter referendum eyed for November 2016
  - Marijuana Policy Project – Campaign to Regulate Marijuana Like Alcohol
  - Legalize Maine
  - Update: In October the two efforts have combined to collect signatures to put one legalization initiative on 2016 ballot.

# Marijuana in the New Millennium

A FORUM WITH THE EXPERTS

*National leaders in the fields of public health and safety discuss the changing landscape of today's marijuana.*



# Gauging Intervening Variables across Maine

- Summit participants were asked to think about their community and rate intervening variables for marijuana:
  - Perception of Risk/Harm
  - Access & Availability
  - Pricing & Promotion
  - Policies & Enforcement
  - Lack of Awareness
  - Community Norms
- Participants ranked each intervening variable on a scale of 1 – 5 (1 being “not significant” and 5 being “very significant”)