

California Marijuana Prevention in Action

National Prevention Network
Conference
November 2015





The Presenters...

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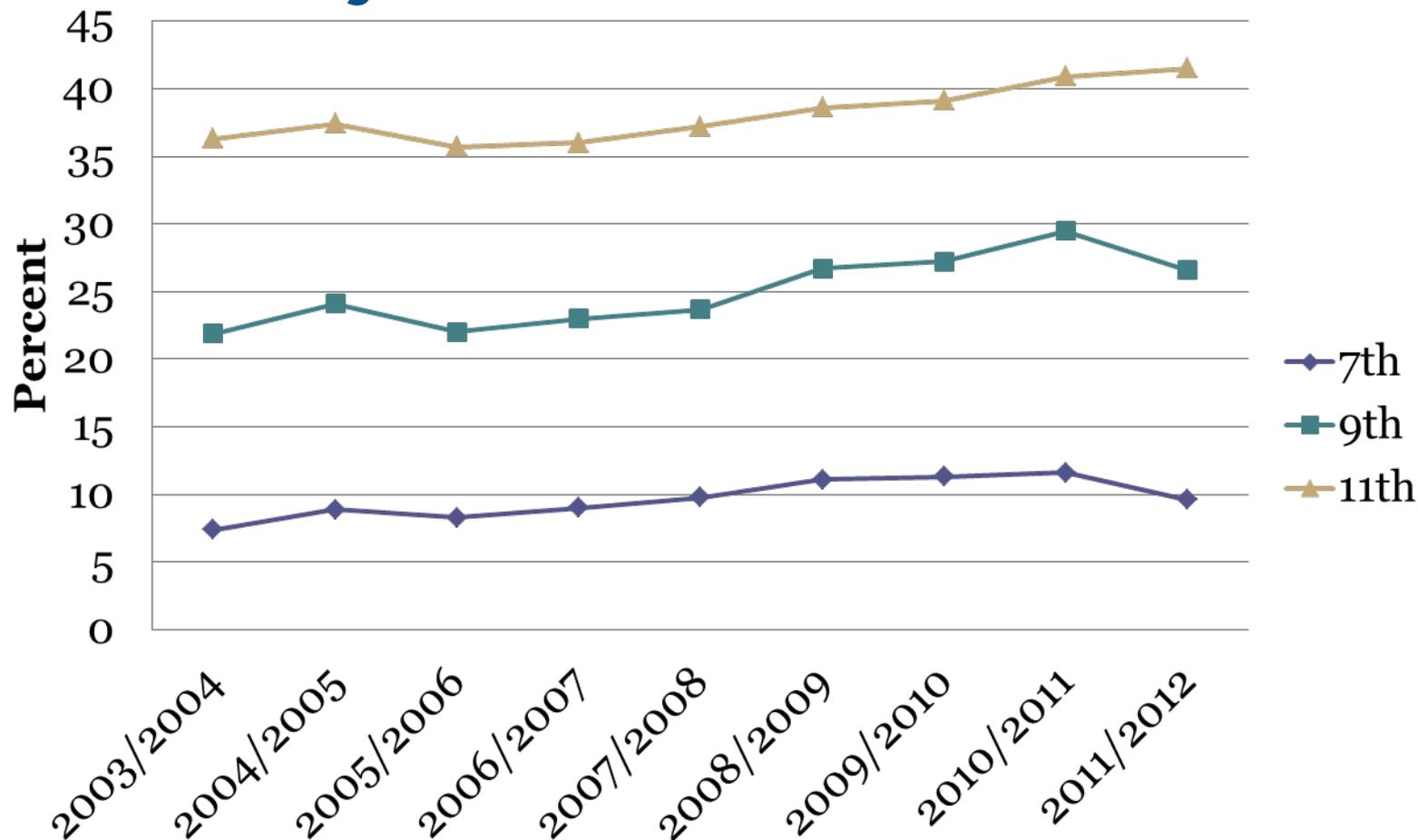
San Diego County

The California Picture

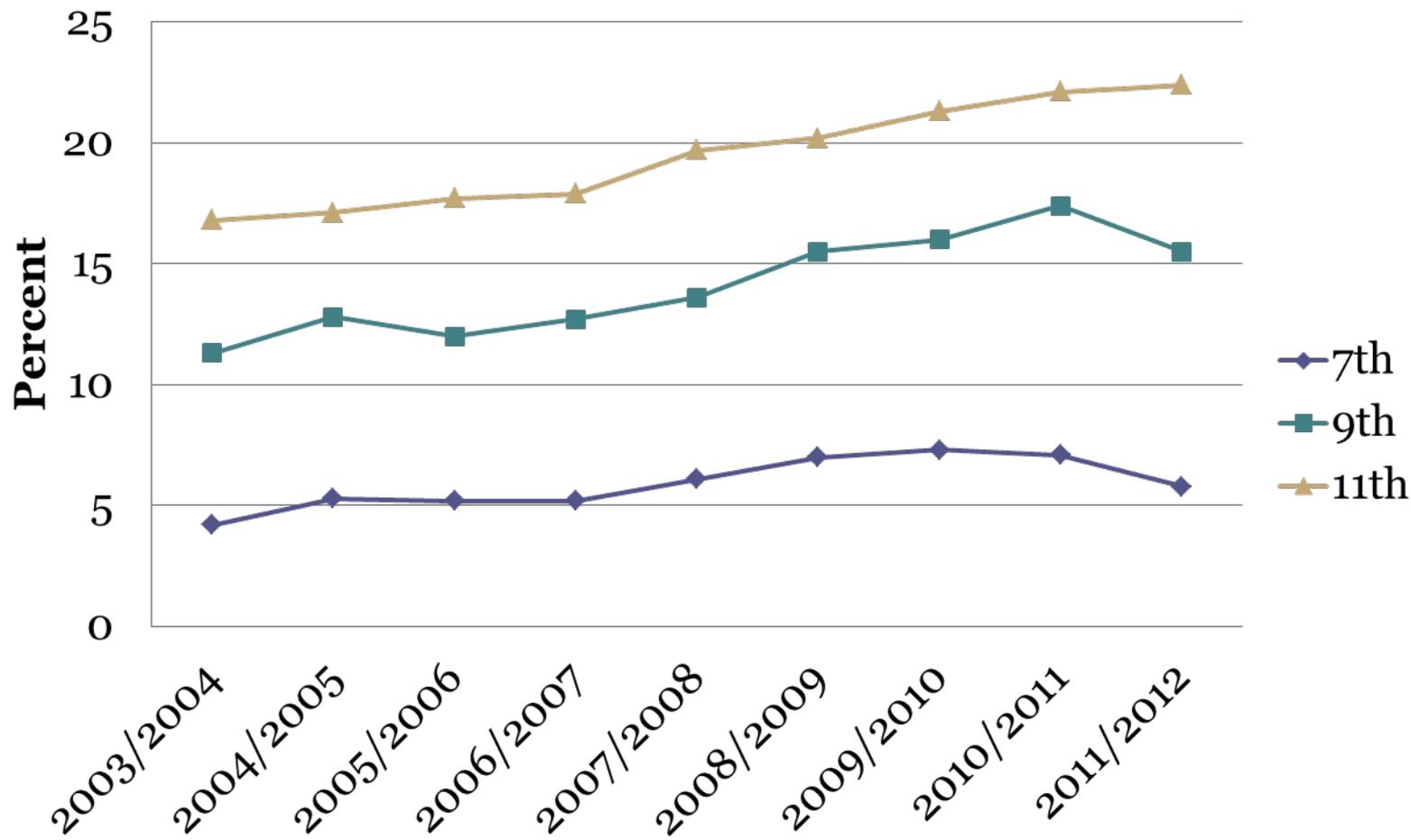


- 1996 - Proposition 215 passed
- 2003 - Medical Marijuana Program Act (MMP)
 - **Medical marijuana is legal**
- 2010 - Proposition 19 defeated
- 2015 - 3 Medical Marijuana Regulation Bills
- 2016 - 5 New Legalization Initiatives in Circulation

Lifetime Prevalence of Youth Marijuana Use in California



30 Day Prevalence of Youth Marijuana Use in California





Countering Pro-Marijuana Influences in the Community - Findings from a Service to Science Evaluation Enhancement

Erica Leary, Program Manager

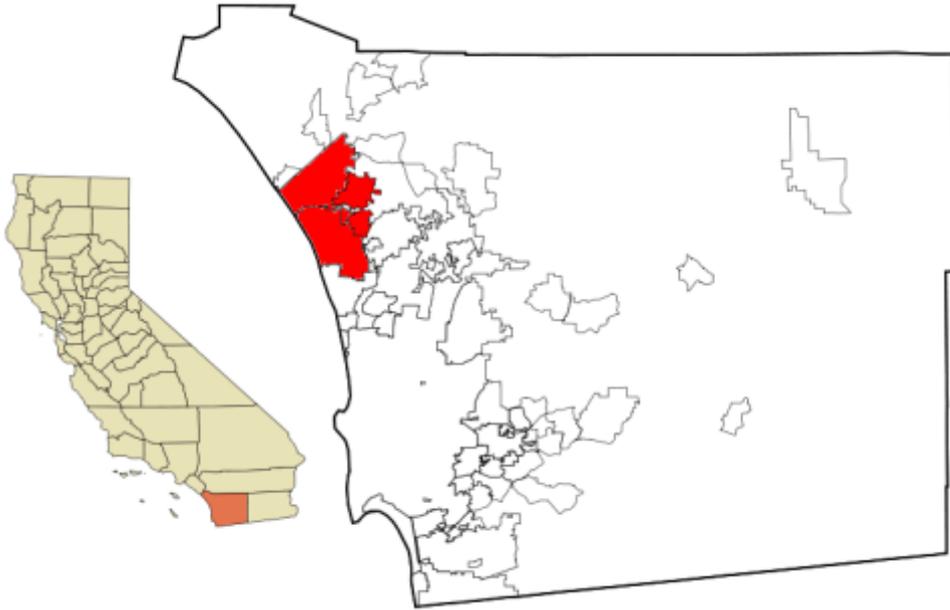


Got Outcomes! Coalition of Excellence
COALITION OF THE YEAR



National Exemplary Award for
Innovative Substance Abuse
Prevention Programs, Practices,
& Policies

NCPC Region



Vista Community Clinic serves as the fiscal agent for NCPC grants and contracts. Primary funding is from the County of San Diego, HHSA, Behavioral Health Services through the federal SAPT block grant prevention funding.

NCPC serves the North Coastal cities of Carlsbad, Oceanside and Vista in San Diego County, which consists of a primarily suburban population of over 350,000.

NCPC efforts focus on community level changes to impact substance abuse issues including access, availability, and community norms.

Negative Effects of MJ Use**

- D - Dependence
- D - Driving
- U - Underachievement
- M – Mental illness
- B – Bad to worse
(Gateway ?)

From presentation by Dr. Kai MacDonald, MD, FAPA
Health Sciences Assistant Clinical Professor, Department of Psychiatry and
Family and Preventative Medicine, UCSD





Health Advocates Rejecting Marijuana (HARM) Campaigns

1. Smoke shops and drug paraphernalia
2. Street fairs and outdoor venues
3. Retailer campaign
4. Dispensaries (i.e. 'pot shops')
5. Media normalization

Restricting Smoke Shops Campaign

- In 2003, Oceanside adopted an ordinance classifying smoke shops as adult businesses which limited the areas where they could locate.
- In 2009, law enforcement and San Diego County District Attorney conducted operations to eliminate the sale of drug paraphernalia, seizing over 35,000 pipes.
- Following that operation, this newly opened smoke shop in Vista closed down.



Street Fairs & Outdoor Venues Campaign



Street Fairs & Outdoor Venues Campaign

- In 2006, Oceanside Chamber of Commerce became the first to implement street fair vendor policy stating:
“The sale of tobacco, tobacco/drug paraphernalia, or any item that promotes the use of illicit substances is prohibited.”
- Now adopted by over 20 street fairs, as well as the San Diego County Fair, this policy impacts over 2 million people who attend these events.



Retailers Campaign



Pro-drug messages are not just found on t-shirts, but also on sandals, belts, hats, shoes, pins, and underwear

Marijuana Dispensaries Campaign

Community and coalition leaders advocate to keep pot shops out of our communities.



Marijuana Dispensaries Campaign

THE COAST NEWS

JUNE 27, 2014



Speakers line up to share their views on medical marijuana dispensaries at Wednesday's Oceanside City Council meeting. Council ultimately denied the zoning change. *Photo by Promise Yee*

Oceanside council denies zoning request

By Promise Yee

OCEANSIDE — After moving statements for and against medical marijuana dispensaries, City Council

Just give us a tiny place to stand.”

Other supporters said regulations are needed to ensure safe access.

Frank Smith said he is interested

regulates the substance for medical reasons, I'm not able to support it,” Pearson said.

The City Council unanimously

Media Normalization Campaign



Media Normalization efforts addressed many topics, such as radio stations' promotion of marijuana at 4:20, a Jack-in-the-Box drive-through commercial, and a dispensary advertising section in our local daily paper.



Service to Science Evaluation Enhancement

- Substance Abuse and Mental Health Services Administration (SAMHSA) Center for Substance Abuse Prevention (CSAP) Initiative designed to enhance the evaluation capacity of local innovative programs and practices.
- Included one year of technical assistance.
- Received funding in 2013 to conduct evaluation enhancement.
- Partnered with the Department of Sociology at California State University San Marcos (CSUSM) and Policy Solutions Group.

Evaluation Effort

- Longitudinal quantitative analysis of CA Healthy Kids Data (CHKS), comparing NCPC region with other areas of CA.
- Qualitative components conducted as Participatory Action Research to contextualize the findings.
- Creation of summary documents to share findings.

<http://northcoastalpreventioncoalition.org/programs/marijuana-prevention/>

(scroll to bottom of page)

Quantitative Data - CHKS

Descriptive Statistics:

- A total of 153,274 students.
 - From grades 7-11
 - Age 10 - 18 (average age just over 14)
 - 52.2% female, 47.8% male
- 118 schools in 12 districts
- Comparison districts were matched on:
 - Racial composition by district
 - School characteristics (% FRPM eligible, % ELL and % Special education)



Dependent Variables

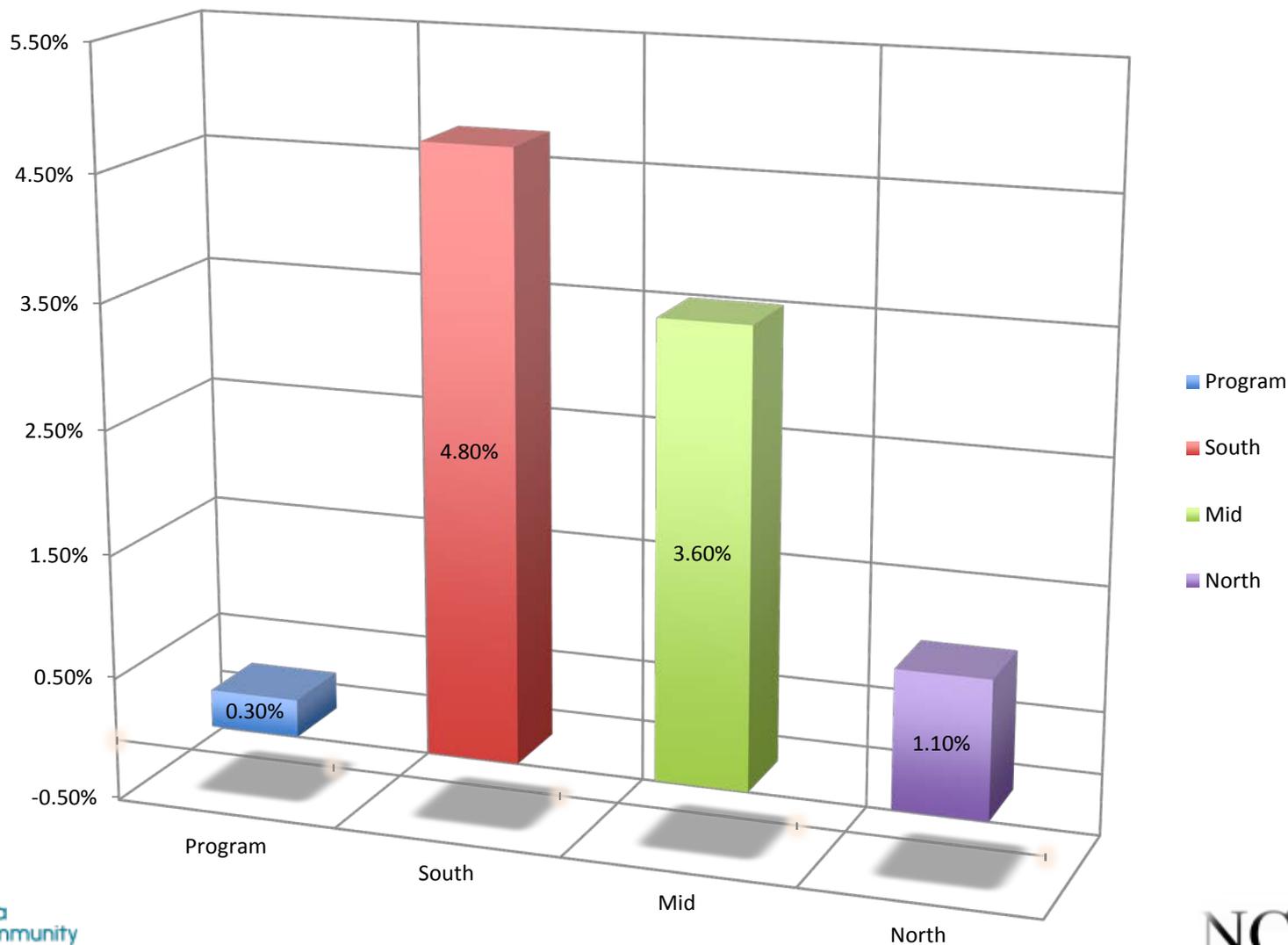
- **Marijuana Usage in Last 30 Days**
 - Respondents were asked if they had used marijuana in the last 30 days, measured as “yes” or “no”
- **Marijuana Usage Over Lifetime**
 - Respondents were asked if they had ever used marijuana at any point, measured as “yes” or “no”
- **Ease of Access to Marijuana**
 - Respondents were asked how difficult marijuana was for students to get (“very easy”, “fairly easy”, “fairly difficult” or “very difficult”).
 - Variable was measured between those that found it accessible (easy & very easy) and those that found it difficult to obtain (difficult & very difficult)

Comparison Years

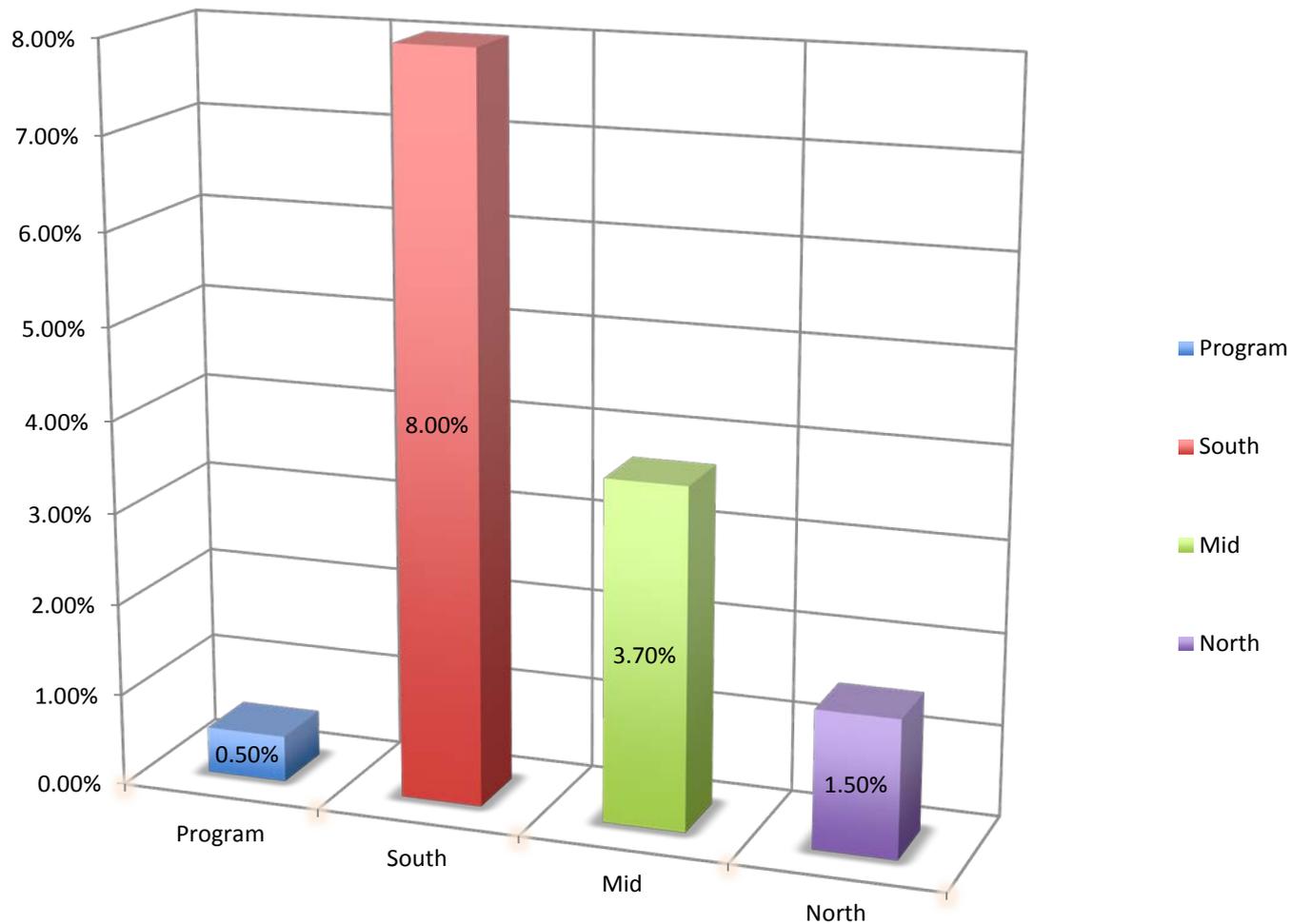
Comparison ranges created since data not available for each year:

- Baseline to Midpoint (98/99-04/05)
 - Reasoning: Earliest pre-program year of data to the year after all programs had been implemented
- Midpoint to Endpoint (04/05-09/10)
 - Reasoning: Administration years
- Baseline to Endpoint (98/99-09/10)
 - Reasoning: Earliest pre-program years to latest year of administration

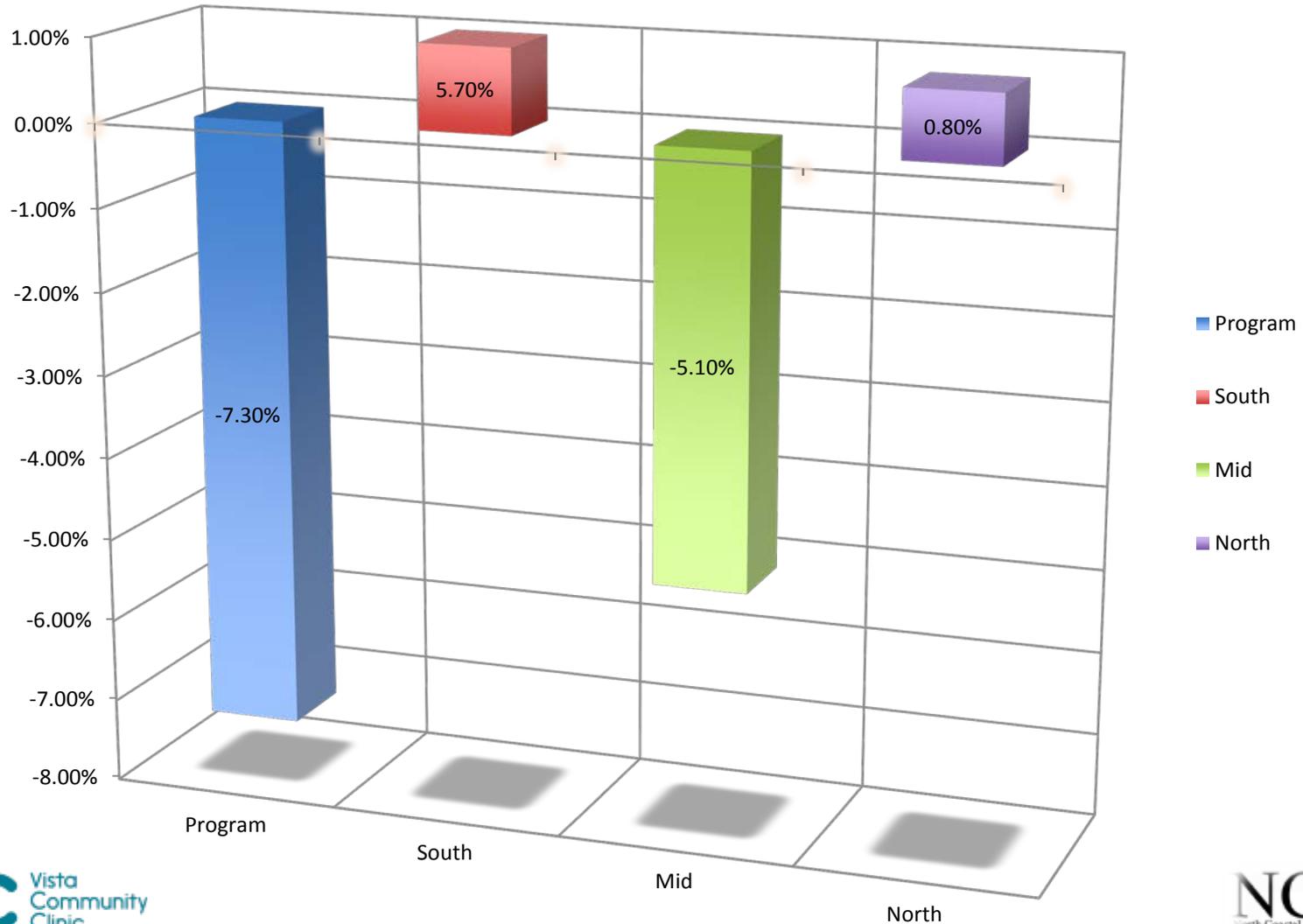
Key Findings: Past 30-Day Use Baseline to Endpoint



Key Findings: Lifetime Use Baseline to Endpoint



Key Findings: Marijuana Access Baseline to Endpoint



Lessons Learned

- Look at your local community for opportunities to have impact
- Policies don't always have to be laws (street fair vendor and retailer policies are voluntary)
- Monitor enforcement and/or compliance with policies. Be the 'eyes and ears' of your community
- Evaluating community-based changes is challenging

Acknowledgements

Evaluation Consultants

Dr. Kristin Bates and Dr. Matthew Atherton

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This evaluation enhancement made possible with support from Education Development Center, Inc., on behalf of the U.S. Substance Abuse and Mental Health Services Administration (Center for Substance Abuse Prevention, Contract #HHSS277200800004C, Reference #277-08-0218). The content of this publication does not necessarily reflect the views or policies of the Department of Health and Human Services, and the views expressed herein are those of the authors.

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Funded in part by the County of San Diego, HHSA, Behavioral Health Services.

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San Diego County Marijuana Prevention Initiative

**Joe Eberstein, Program Manager
Center for Community Research**

MPI

**Marijuana
Prevention
Initiative**

San Diego County

Funded by the County of San Diego, Health and Human Services Agency, Behavioral Health Services

KEY POINTS

- Changing landscape in marijuana products and potency
- Data driven approach
 - Mindful, thoughtful, planned, & coordinated
- Collaborative and countywide prevention approach
- Information dissemination

THC INCREASE

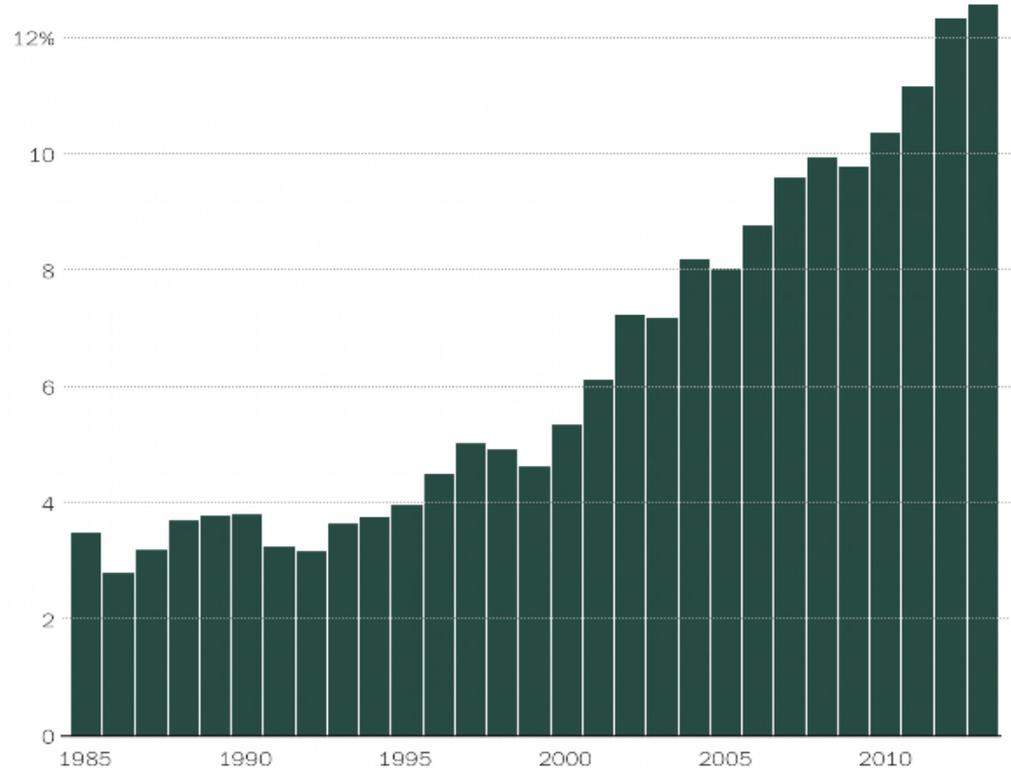
Strength of weed seized by federal authorities has steadily risen over time.

Denver retail outlets advertise strains containing 25 +% THC*.

*THC is tetrahydrocannabinol the main psychoactive ingredient in marijuana.

Weed is getting stronger

Average THC percentage in federal seizures of imported marijuana, 1985 – 2013



WASHINGTONPOST.COM/**WONKBLOG**

Source: White House Office of Nat'l Drug Control Policy

OILS VS HERB

An average high quality joint may contain 3 to 5 percent THC

Hash oils and wax may contain 30 to 90 percent THC

