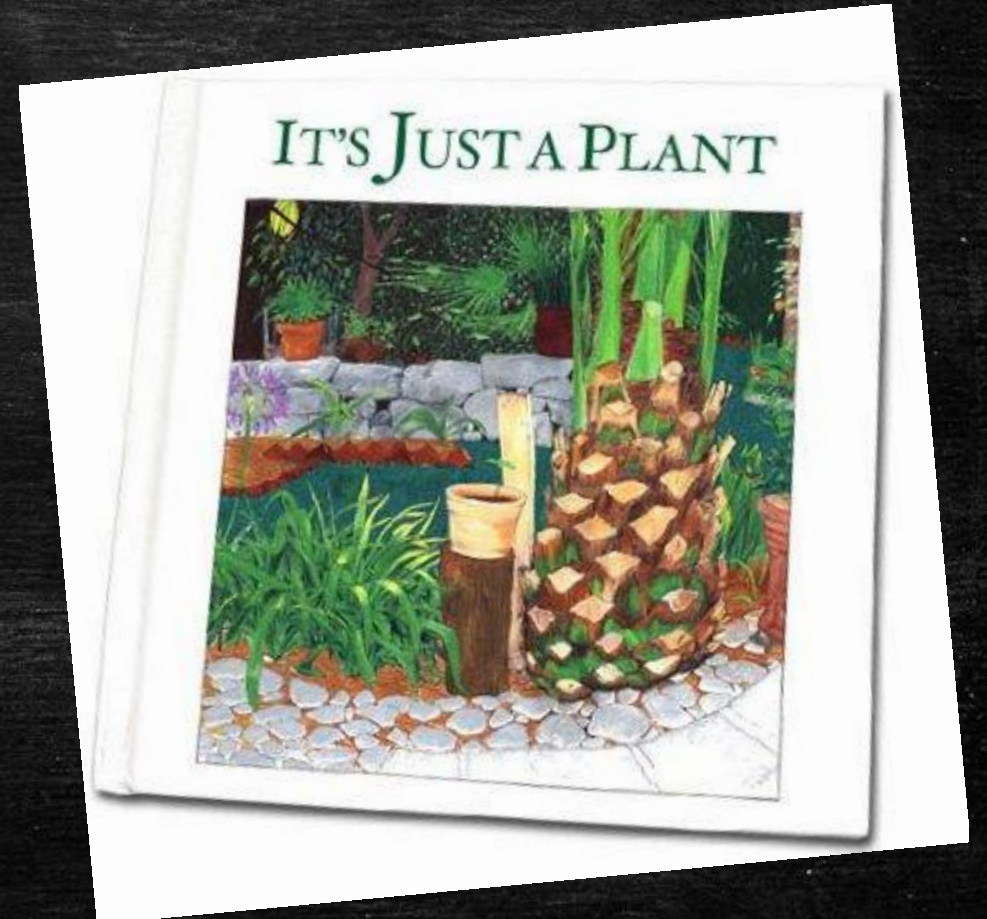


# Influencing Norms: What's the Story of Marijuana?

---

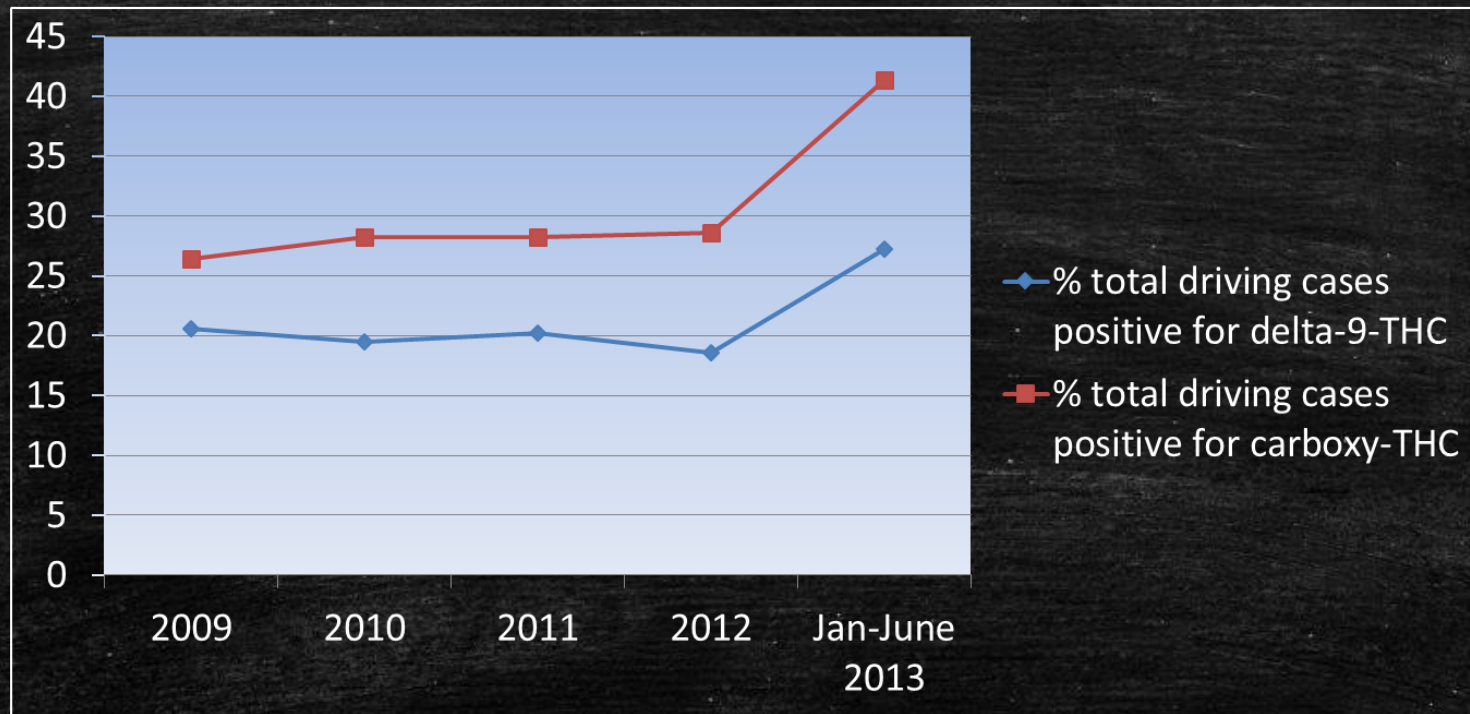
What stories will kids remember when making health decisions?





# Working with the Narrative: State Trend Data

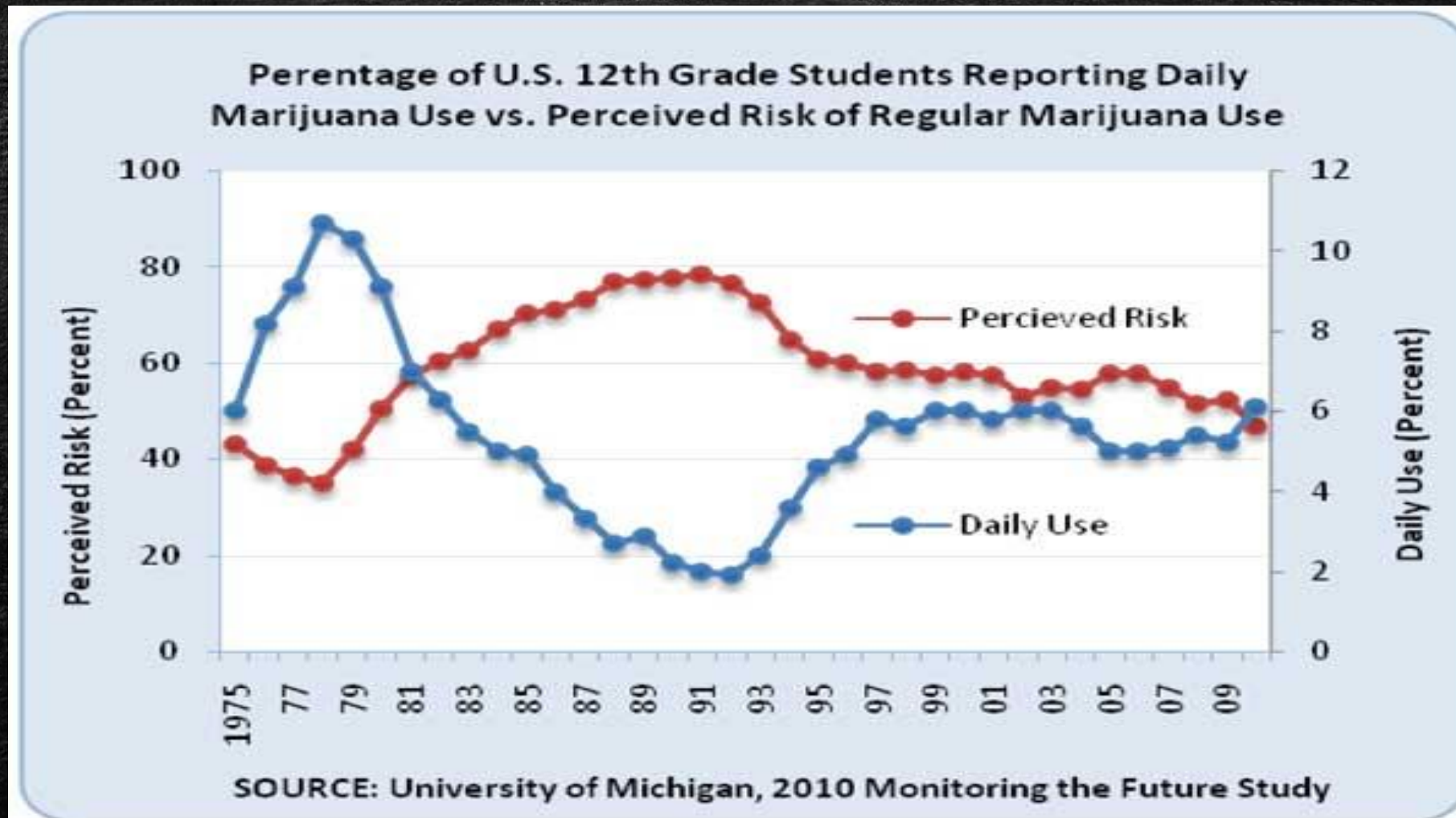
## Total Driving Cases Show Increase in THC and Carboxy THC after legalization



Nov. 5, 2013 WA State Toxicologist Report DUID-MJ



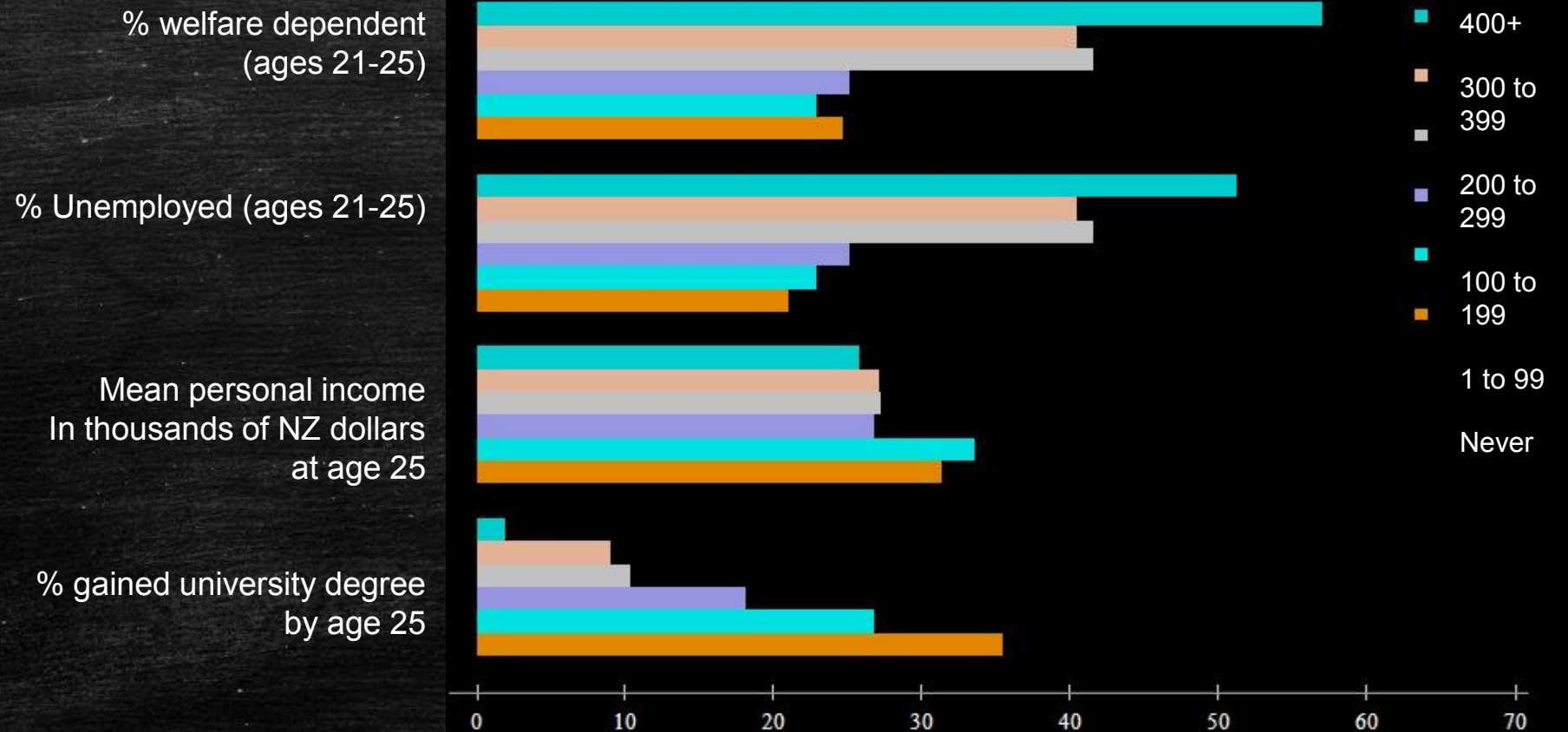
# Working with the Narrative: National Data





# Working with the Narrative: Demographic Data

## Cannabis Use and Later Life Outcomes are Dose Dependent



Source: Fergusson and Boden. Addiction, 103, pp. 969-976, 2008



# Working with the Narrative: Youth Norms

---

- 

<https://www.youtube.com/watch?v=AHojHZgCcJU>



# Working with the Narrative: Community Norms

## Marijuana 101

Marijuana is illegal  
in Washington for anyone under 21.

Frequent marijuana use can lead to addiction  
(1 in 6 youth; 1 in 9 adults).

It is illegal to use marijuana in public.

It is illegal to gift or share marijuana.

It is a felony to provide marijuana to a minor.

Driving under the  
influence of marijuana is a crime.

Many employers still drug test for marijuana.

It is illegal to purchase marijuana until  
licensed stores open.

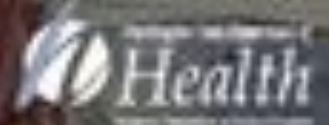
Marijuana remains  
illegal according to federal law.

1 IN 5

WASHINGTON  
10TH GRADERS USED  
MARIJUANA RECENTLY.

Talk with  
your kids.

GET THE FACTS






# Working with the Narrative: Norms and Public Policy

## Understand misperceptions:

- Numbers in prison for possession
- Position to defend “war on drugs”
- “Safer than beer”
- Social justice/inequality
- Compassion for medical patients vs harm to kids and communities
- Marijuana is medicine

**POLITICS NORTHWEST**   
The Seattle Times political team explores national, state and local politics

October 17, 2012 at 5:22 AM

Join us at noon Wednesday for a live chat on the marijuana initiative, I-502

Posted by [Joel Baller](#)







Still undecided about Initiative 502, the marijuana legalization, regulation and taxation measure on the November ballot?


Join us today, Wednesday, at noon for a live chat on the initiative and its impacts. What happens to law enforcement in our state if the measure passes, how do things change? What about young people? Does a yes vote on I-502 make young people more or less likely to think it's OK to smoke pot? Is it a gateway drug? How have our laws worked until now?


Participating in Wednesday's live chat and discussion on the ballot measure is **John McKey** who joined the faculty of Seattle University Law School after he resigned along with eight other United States Attorneys in 2007. He teaches and lectures nationally on terrorism, ethics and leadership. A graduate of the University of Washington, he earned his J.D. at Creighton University. He is an original sponsor and supporter of I-502.

Also with us Wednesday at noon, and taking questions from readers, will be **Derek Franklin** president of the Washington Association for Substance Abuse and Violence Prevention. He has worked in the mental health and substance abuse fields for over 20 years as a child and family therapist, chemical dependency treatment provider and prevention professional. He is opposed to I-502.

Moderators will be Times reporter Jonathan Martin, who is covering the marijuana initiative, and myself. Please join us for a lively discussion. Feel free to send questions in advance to [jmartin@seattletimes.com](mailto:jmartin@seattletimes.com) or [jballer@seattletimes.com](mailto:jballer@seattletimes.com).

Share     
   
 Recommend 116  
Print

  
Former U.S. Attorney  
John McKey

  
Derek Franklin  
Washington Association of  
Substance Abuse and Violence  
Prevention



# Working with the Narrative: School Norms

**84%**  
of MI 6th-12th graders  
have **NEVER** used  
**marijuana!**

Frequent teen marijuana  
use can lower  
**I.Q.**

Communities MOST of us logo  
MI 800-487-6347  
© 2010 Communities MOST of us. All rights reserved. MI 800-487-6347. All other trademarks and registered trademarks are the property of their respective owners.



**9 out of 10 IMS students say:**  
Using marijuana is never a good thing for anyone my age to do.

Communities MOST of us logo  
© 2010 Communities MOST of us. All rights reserved. MI 800-487-6347. All other trademarks and registered trademarks are the property of their respective owners.



# Working with the Narrative: Parent Norms

---





# Intervention: Individualized Normative Feedback



Dear Mercer Island High School Senior,

You are being invited to participate in a new project being conducted by Mercer Island High School in conjunction with the University of Washington, the Mercer Island Communities That Care Coalition, and Mercer Island Youth and Family Services.

**Why are we doing this project?**

The purpose of the Mercer Island Personalized Feedback Project is to provide MIHS 12<sup>th</sup> graders with personalized information regarding alcohol and marijuana use. **Participation does not mean that you use alcohol or marijuana or have alcohol or marijuana-related concerns.**

**What would I be doing?**

You are being asked to complete a 15-20 minute online survey about your use (or non-use) of alcohol and marijuana and your perceptions of use among Mercer Island High School students in general. After you complete the survey, you will immediately receive some personalized information about alcohol and marijuana. After reviewing the information, you will be asked to fill out a very brief survey about your reactions to the information you receive. If you choose to participate, you will have the opportunity to be entered into a drawing to win an iPad mini 3. Once you've completed your participation, you can enter the drawing by filling out and mailing the project postcard provided to you with this invitation. The drawing will be held July 15, 2015.

**Are my answers kept confidential?**

All the information you provide for the project is strictly confidential. This means that no one but the University of Washington project staff will be able to see your answers. Your answers are anonymous and will not be shared with your parent(s)/guardian(s), your teachers, school, or anyone else. All questionnaires will be completed online using a secure server supporting 128-bit encryption, which provides the highest level of protection of confidentiality. You can access the survey and your personalized feedback by entering the link provided below into your web-browser. Your data will only be identified with a personalized identification number (PIN), and your answers to the survey items will be anonymous. Participation is completely voluntary and you do not have to participate unless you would like to.

**What do I need to do?**

To begin your participation in the Mercer Island Personalized Feedback Project, please enter the survey URL below into your web-browser to access the survey and view your personalized feedback. You can access the survey and feedback until June 30, 2015. Please feel free to contact us if you have any questions or experience any technical difficulties by calling (206) 685-1499 or by emailing [MIHSPF@uw.edu](mailto:MIHSPF@uw.edu).

**Link to the Survey:**

[https://www.uwhealthprojects.com/illum5Collector/Survey.aspx?Name=MI\\_Personalized\\_Feedback\\_Project](https://www.uwhealthprojects.com/illum5Collector/Survey.aspx?Name=MI_Personalized_Feedback_Project)

Thank you,

Derek Franklin  
Administrative & Professional Services Manager  
Project Director, Communities That Care Coalition  
Mercer Island Youth & Family Services  
Phone: (206) 275-7745; [Derek.Franklin@mercergov.org](mailto:Derek.Franklin@mercergov.org)

Jason Kilmer, Ph.D.  
Center for the Study of Health and Risk  
Behaviors  
University of Washington

Partnership with  
University of  
Washington/ CSHRB/  
Dr. Kilmer

Using normative survey  
data to inform  
personalized normative  
feedback protocols for  
high school seniors



# Working with the Narrative: Educational Video



Dr. Leslie Walker, MD, Seattle Children's Hospital:

*"Most kids don't use. And I'll tell you, most kids that are real athletes, or that are getting scholarships... don't use either."*





# Who tells the prevention narrative?

Derek: "I am not without hope. The fact that a majority of our population, over 90%, does not use marijuana reminds me of the sizeable reservoir of untapped healthy community attitudes and behaviors largely ignored in the prohibition vs. legalization narrative."

## Washington State's Marijuana Legalization Law: A Dialogue Between a Proponent and an Opponent

Roger Roffman ([www.rogerroffman.com](http://www.rogerroffman.com)) is a marijuana dependence researcher and professor emeritus of social work, University of Washington. He was a co-sponsor of I-502.

Derek Franklin is President of the Washington Association for Substance Abuse and Violence Prevention ([www.wasavp.org](http://www.wasavp.org)), and Project Director of the Mercer Island Communities That Care Coalition.

On November 6, 2012, Washington State voters approved Initiative-502, thus setting in motion planning for a legal regulated marijuana market. The Washington State Liquor Control Board, during a year-long rule-making process, will issue licenses to marijuana growers, processors, and retailers. (I-502 implementation, 2012). By early 2014, adults 21 years or older will be able to purchase marijuana and marijuana-infused products in stand-alone marijuana stores.

We see eye to eye about the very real risks of marijuana abuse and dependence (Hall & Pacula, 2003; Roffman & Stephens, 2006), accidents involving driving under the influence (Hartman & Huestis, 2012), and particularly the harms faced by adolescents who begin use early and subsequently use marijuana regularly (Kuehn, 2012; Rubino, Zamberletti, & Parolaro, 2012). Despite our areas of agreement, in the months leading up to the election we strongly disagreed about the initiative.

Roger: "For me, it added up to prohibition being far-too-ineffective in preventing harm and the initiative offering a compelling alternative via a solid public health approach. The initiative's earmarked revenue stream a new and substantial revenue stream for science-based marijuana education, prevention, treatment, and research,

led me to feel hopeful that this already widely available and popular drug would be used more safely." (Roffman, 2012)

Derek: "And for me, legalization represented the nuclear option to a problem distorted by rhetoric and misperceived norms. It failed basic prevention principles by creating more problems for enforcement, increasing access to the drug, and eroding protective attitudes and beliefs. I saw the initiative's public health and safety provisions to be inadequate compared to the market forces inherent to the commercialized marijuana industry. It seemed lessons from alcohol and tobacco were being ignored."

Roger: "I guess I'm more optimistic about what we can do in shaping protective attitudes and norms. Look, given the prevalence of use and 'pot's no big deal' attitudes, can we really say we've done even an adequate job under prohibition? With the hefty tax revenues from legal marijuana, youth drug prevention programs that we know are effective will be funded throughout our state. I don't know for certain how access to marijuana by minors will be affected, but I put more stock in accurate education and proven prevention programs in protecting youth."

Derek: "I agree that it is incumbent upon us to now bring to bear all the best science-based prevention strategies. However, that same science suggests that increasing population-level access to another addictive drug will increase its use, and with increased use comes increased harm. I do not yet have the social experiment (we have just begun it) to know just how much underage marijuana use will increase under legalization; but I submit we can safely predict it will. Looking at the

California RAND study foreshadowing legalization outcomes (Pacula, 2010), the increase in underage use in "medical" marijuana states (including Washington), our state's proven history of raiding prevention dollars, or reports that 'Big Tobacco' is eyeing our fledgling marijuana industry—I feel more concerned than pessimistic. Among other key reasons, youth reported not using marijuana because it was illegal. Indeed, prohibition has problems, but one thing it does right is lower rates of substance use. Instead of legalization, I believe enforcement reforms, adequately funding prevention and treatment, and keeping 'medical' cannabis in the hands of doctors would ultimately have been a better path towards harm reduction and social justice."

Roger: "You paint a pretty bleak picture, Derek. History will tell which of us was more accurate in forecasting. As you know, some of the marijuana tax revenues will be used to evaluate the law's impact over a number of years. When the Washington State Institute for Public Policy reports its findings in 2015, 2017, 2022, and 2032, I expect to see: reductions in marijuana use disorders, fewer automobile accidents in which a driver was impaired by using marijuana, fewer young people initiating marijuana use in their early teens, and fewer marijuana-related dropouts from school. If our state gets it right in how it implements the initiative-funded harm reduction components of this new policy, I think we'll have fewer victims than it is now. I have to admit, though, even if you and I will need to tell that people like you and I will need to hold our state officials' feet to the fire when the industry's profit motives fuel efforts to water down the initiative's harm reduction emphases, for example the restrictions on advertising."

Roger: "I'm glad you mentioned the majority who don't use marijuana. It also needs to be said that large percentages of people, both youth and adults, either don't consume alcohol or other drugs or, if they are consumers, do so without adverse consequences."



# Community Norms Messaging in the New Marijuana Landscape

---

## Considerations...

1. How fast is the MJ narrative/perception/attitudes changing?
2. Is my data still relevant?
3. Need to compliment social norms messaging with social marketing to fill basic info gaps?
4. Complimenting community norms and individual norms?
5. Old parent attitudes from 60's and 70's coming back on line?
6. Understand effectiveness of community norms messaging—how can it influence narrative of community prevention portfolio?



# What is the Influence of “Big” Marijuana on Community Norms?

---







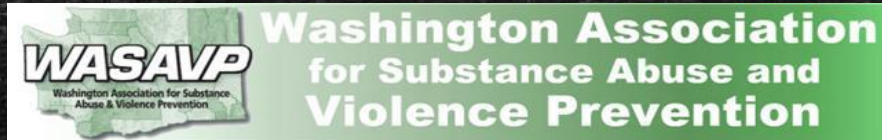
How can we help  
positive norms  
prevail for youth?



Thank You / End

---

Derek Franklin  
[djfranklincmz@gmail.com](mailto:djfranklincmz@gmail.com)



[www.wasavp.org](http://www.wasavp.org)



[www.mercerisland-ctc.com](http://www.mercerisland-ctc.com)

WA Marijuana Info: [www.learnaboutmarijuanawa.com](http://www.learnaboutmarijuanawa.com)

Special thanks: UW's Dr. Jason Kilmer and Team, Lisa Stewart, WASAVP