

MPI

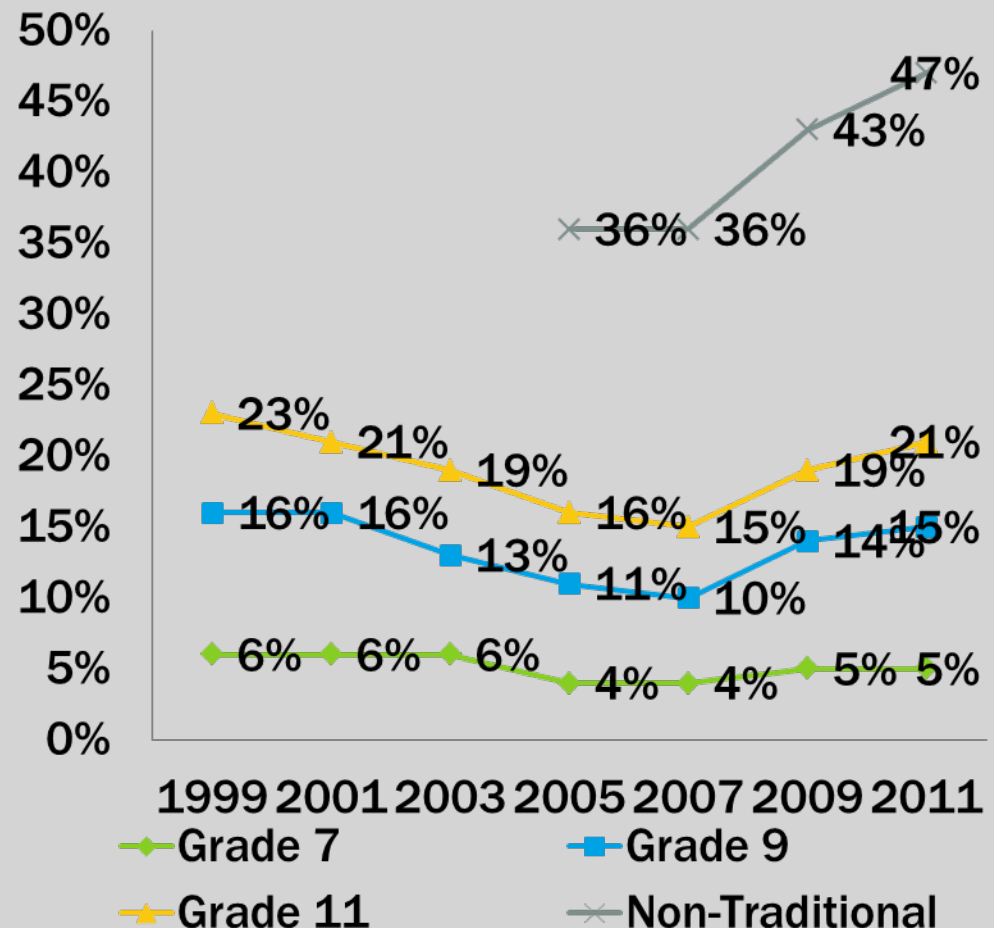
Marijuana
Prevention
Initiative

San Diego County

DATA DRIVEN

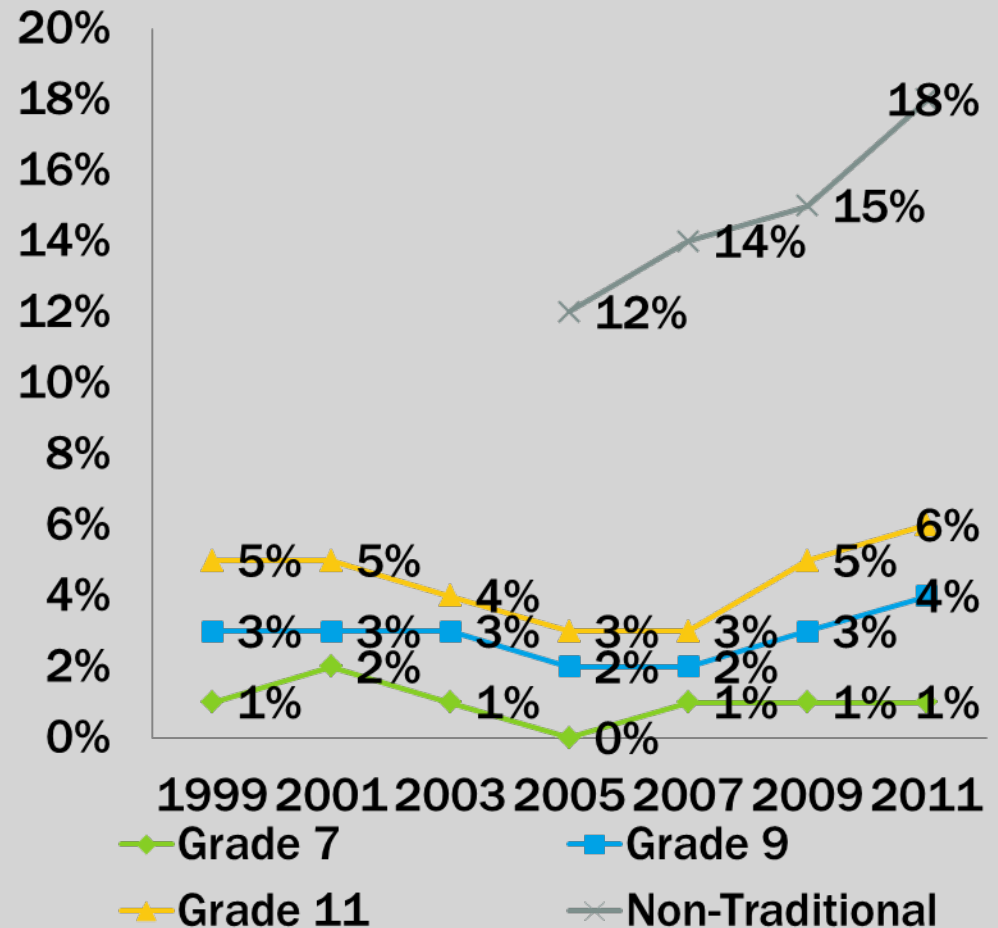
PAST 30-DAY MARIJUANA USE AMONG SAN DIEGO COUNTY YOUTH

- 21% of 11th graders reported smoking marijuana in the past 30 days in 2011.
- The percentage of 9th and 11th graders who smoked marijuana in the last 30 days has increased by 50% and 40%, respectively, since 2007.
- Nearly half of non-traditional students reported smoking marijuana in the past 30 days in 2011.



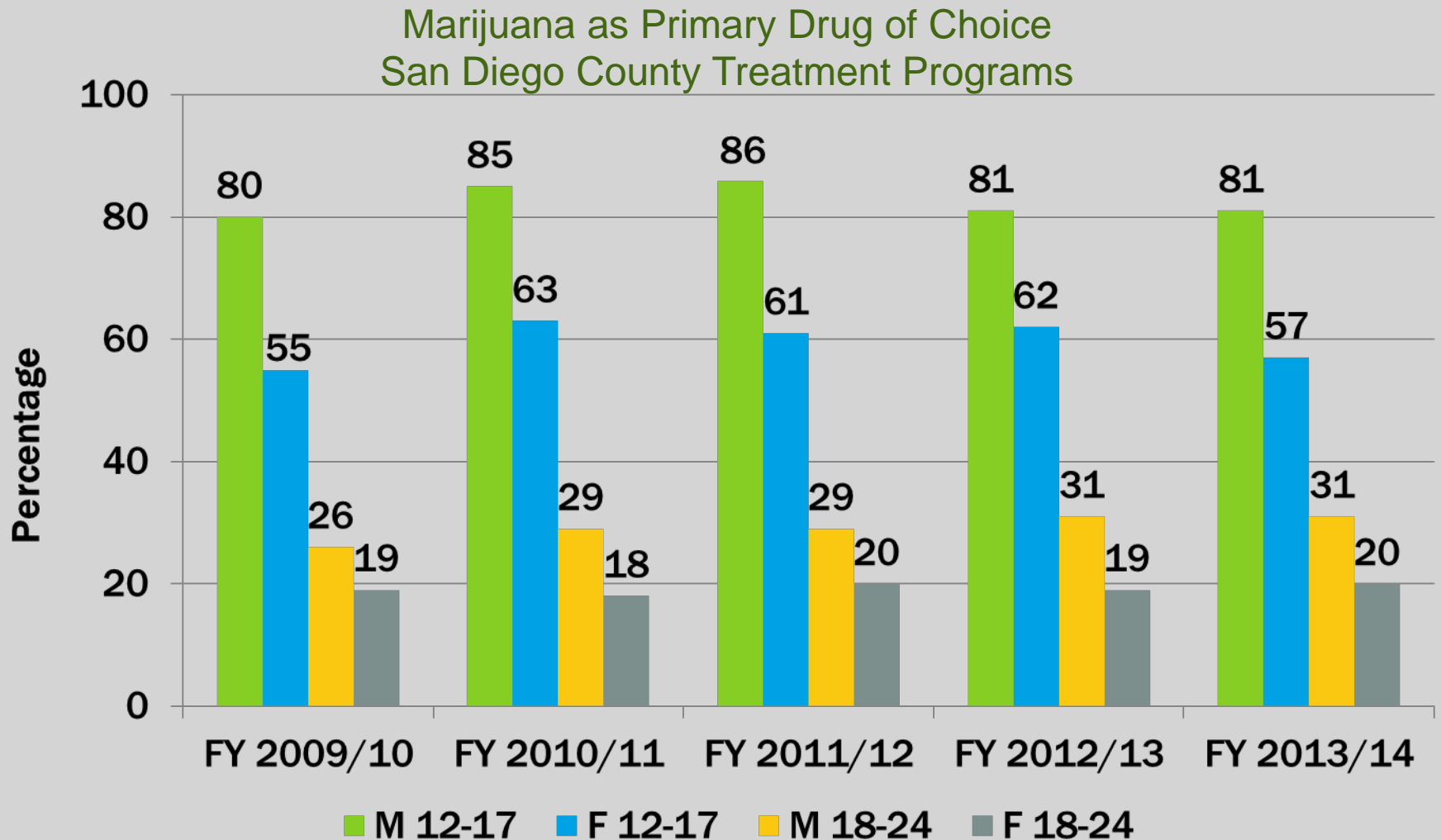
DAILY MARIJUANA USE AMONG SAN DIEGO COUNTY YOUTH

- Daily marijuana use among 9th and 11th graders is at its highest point in 12 years.
- Since 2007, the percentage of 9th and 11th graders smoking marijuana every day has doubled.
- 18% of non-traditional students smoke marijuana every day.



Source: CHKS, 1999-2011

PERCENTAGE OF YOUTH TREATMENT ADMISSION RATES BY GENDER & AGE RANGE





NON-TRADITIONAL (NT) STUDENT POPULATION

- Conduct focus groups to identify reasons for higher use among this population.
- Engage those youth to develop materials that will resonate with this specific population.
- Recruit NT's to be members of your existing youth groups.
- Engage the staff that work with NT's for prevention trainings

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INITIATIVE FOCUS, STRUCTURE AND COLLABORATIONS

INITIATIVE FOCUS

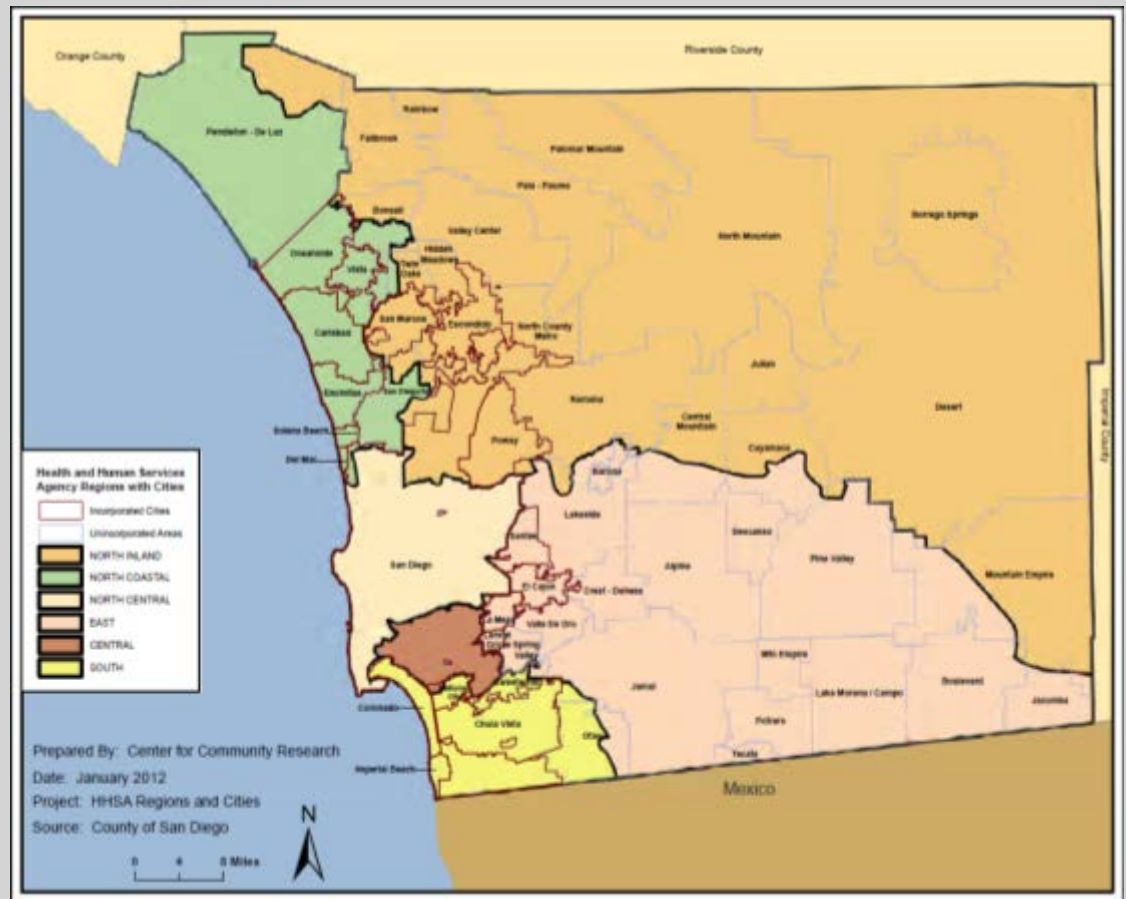
- **Problem Statement:** High levels of marijuana use by youth ages 12-25 in the county negatively affect overall health and contributes to family and community problems.
- We support the County **Live Well** Initiative, *Healthy, Safe and Thriving*



REGIONAL PROVIDERS

6 Regional Prevention Providers

- Youth Groups
- Media contacts
- Community groups
- Data Collection





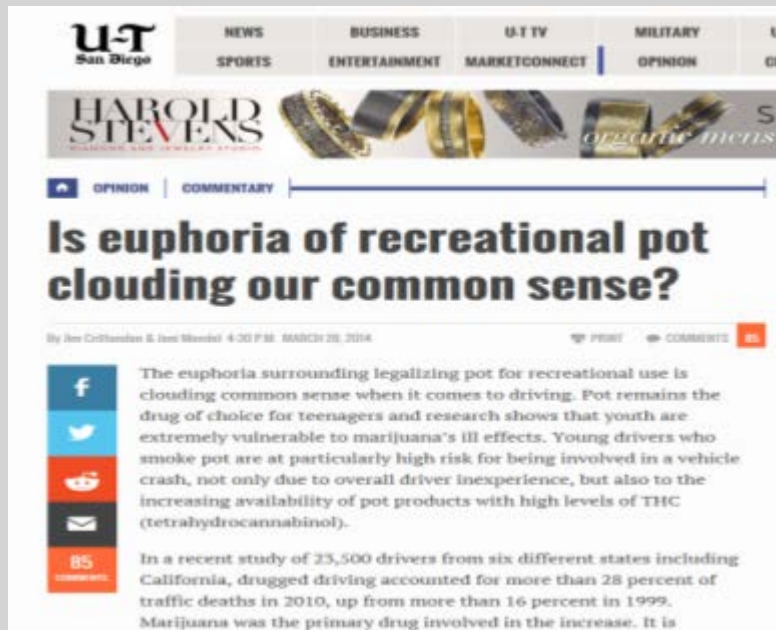
KEY LEADERSHIP TEAM

2012 - Develop and recruit partners to Key Leadership Team (KLT). Members include individuals and agencies that are representative of San Diego County:

- San Diego County Sheriff's Department
- San Diego County Office of Education
- San Diego County Probation
- University of California San Diego
- Friday Night Live
- Californians for Drug-Free Youth (CADFY)
- San Diego Unified School District
- Behavioral Health Advisory Board
- McAlister Institute

APPROVAL PROCESS

- The Key Leadership Team enables partners to coordinate media and streamline the approval process.
- Publishing media in a tough media climate.



Steps need to be taken now to ensure our youth are educated regarding the hazardous effects of driving "high," such as adding or enhancing drugged driving language to prevention campaigns and school based driving programs, as well as increased resources for law enforcement including effective drug detection equipment

Intoxication poses a threat whether it is THC or alcohol, by allowing yet another mind altering substance to enter our roadways legally, and using the term "recreational" sends a dangerous message to our youth that the risks are minimal, perhaps even insignificant. There have been hard lessons learned over the decades from the thousands of alcohol related crashes on our roadways that should serve as a warning that perhaps one legal intoxicant is enough!

Crittenden is a project specialist with the San Diego County Office of Education and Mendel represents the District 2 Alcohol and Drug Advisory Board. Both are members of the San Diego County Marijuana Prevention Initiative Key Leadership Team.

SAMPLE MEDIA EXPOSURE




KPBS & KUSI Cherokee Point Elementary Forum: Dr. Carmen Pulido appeared on *KUSI* and *KPBS* for the morning shows the day of the Community Forum.



News 8 Crime Fighters Alert: Dangers of Butane Hash Oil

COLLABORATION

**SAN DIEGO COUNTY**
OFFICE OF EDUCATION
Service and Leadership for Student Achievement

SEARCH

About SDCOE Superintendent Board of Education Programs and Services Human Resources Educators Parents

SDCOE • NEWSROOM • EXPERTS DISCUSS THE DANGERS OF YOUTH MARIJUANA USE

Newsroom
2013 News Archive
2012 News Archive
2011 News Archive
Older Articles

Experts Discuss the Dangers of Youth Marijuana Use

October 24, 2014

About a third of middle and high school students in San Diego County say they don't think people put themselves at great risk when they use marijuana once or twice a week and by 9th grade, one-in-four has already used marijuana, according to data released recently.

This puts young people, with still-developing brains, at great risk, according to researchers.

"These statistics are alarming for educators, because marijuana use affects learning in the classroom, it affects their futures," said Don Buchheit, interim assistant superintendent at the San Diego County Office of Education (SDCOE).

Buchheit joined drug-prevention advocates, police and local students Oct. 23 at SDCOE's main campus to discuss the problems associated with youth drug use and data recently released as part of the 2013 [California Healthy Kids Survey](#).

"In order to maintain a safe and effective learning environment, no student should be under the influence of any illicit drug, including marijuana," said David Leonhardt, a school resource officer at Montez Vista High School in Spring Valley.

Not only is marijuana much more potent than it was years ago, but its use may also seem more acceptable to some in the community, speakers said.

"Cannabis today is not the cannabis of the '60s," said Dr. Carmen Palicio, a professor at the UC San Diego School of Medicine.

Cognitive effects from marijuana use include verbal and working memory decline, and increased errors in executive functioning.

Mila Montes, a student at San Diego Academy, discussed her work to help students make positive life choices through the [Friday Night Live](#) program.

"This message is so important because many younger students may not have positive teenage

Other Recent News

- High Tech Fair Inspires Thousands of Students (Oct 23)
- Sweetwater District 7th Graders Visit SDCOE and Kick-Off College Pathway (Oct 21)
- Students Find STEM Inspiration at High Tech Fair (Oct 20)

Related Links

- Marijuana Prevention Initiative
- Friday Night Live
- California Healthy Kids Survey

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7 SAN DIEGO
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LOCAL U.S. & WORLD SPORTS HEALTH ACA TECH VIDEO WEATHER BLOGS PRESS HERE

NOV. 9 • NTC PARK at Liberty Station
REGISTER TODAY AT [DAVSK.ORG](#)
Presented By SDV (Disabled American Veterans)

NEWS • HEALTH

San Diego Sheriff Issues Warning on Marijuana Candy in Halloween Bags

For medicinal marijuana patients, edibles can be an alternative to smoking. However, they can also be a danger to children if ingested.

By R. Stickney

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Warning to Parents: Be on Lookout for Pot in Trick-or-Treat Bags



[View Gallery](#) 1 of 9

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TRENDING STORIES

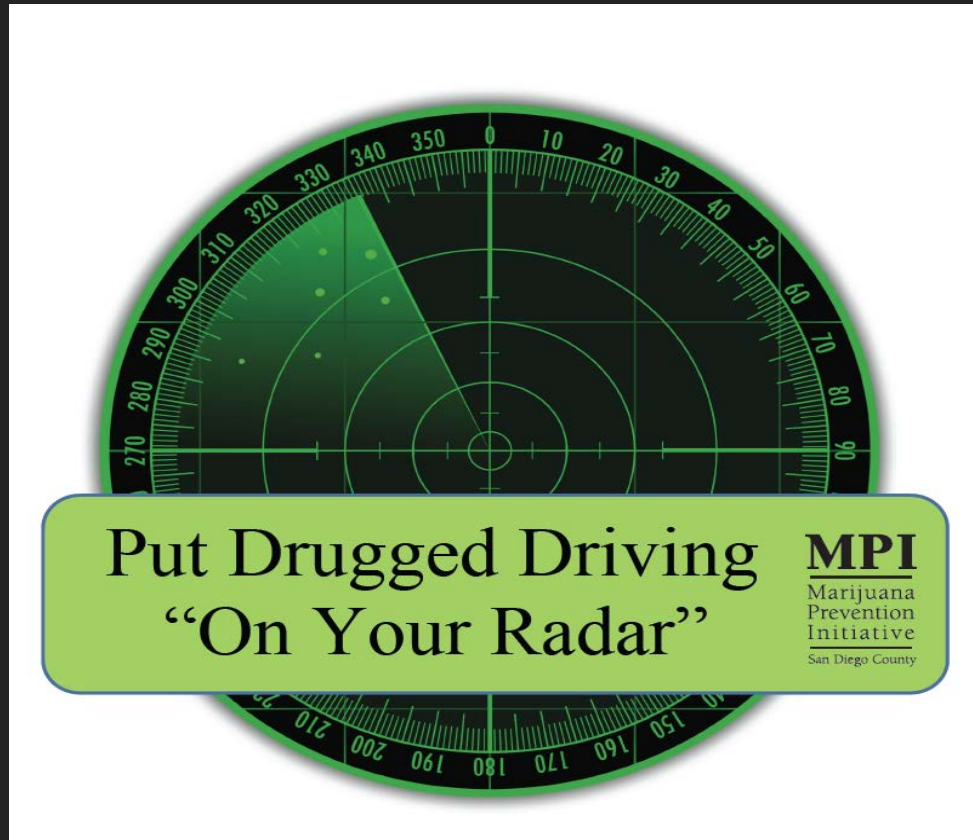
- Surfer Swims to Whale Carcass, Surrounded by Sharks
- RECORDED** GEICO: Serving the Military for Over 75 Years
- VIDEO** Jehovah's Witnesses to Play

BRIDGING CULTURES

- Information translation.
- Dr. Pulido a Ph.D. in Clinical Psychology, with an emphasis in Neuropsychology, is currently supported through a grant from the National Institute on Alcohol Abuse and Alcoholism.
- Promote media advisories and news releases.
- Our first community forum held in of San Diego - City Heights.
- Partner with organizations that service diverse population.

YOUTH CULTURE AND MEDIA

- App friendly
- Short media messages with links and visuals.
Youtube
- More information; less “scare tactics”, how will drug use impede my health, career choices and future.
- The effect of marijuana on the environment (drought, electricity, illegal grows).
- Drugged driving!



CAMPAIGN KICK OFF JUNE 11, 2015
MPI AND NORTH INLAND
COMMUNITY PREVENTION PROGRAM

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NO SET STANDARDS

- No uniform BAC limit (Alcohol .08)
- Stricter laws to obtain blood samples.
- Perceived risk of impairment from THC is low.
- Prosecutions are low when drugs “only” are involved!
- Metabolism – marijuana can stay in system for 30 to 40 days, does not mean impaired.

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INFORMATION DISSEMINATION

INFORMATION DISSEMINATION



- Over 40,000 **informational cards** disseminated to date and spoken with over 5000 youth and parents.
- Creation of **Points of Consideration Document** which highlight youth marijuana use, access and health impacts locally.
- Creation of the California Healthy Kids Survey (CHKS) **School District SNAPSHOT** which track drug and alcohol trends in (9) of the largest school Districts in the County.

NEW MPI WEBSITE

- 50,000 visits to the website since March 2014
- Easily downloaded materials, presentations and info cards
- Trainings offered through website
- Multiple countries have visited the website (e.g., China, Brazil, India etc.)
- Most popular info card is regarding butane hash oil
- Most info cards are in English and Spanish.

www.mpisdcounty.net





MPI – LESSONS LEARNED

- Start prevention efforts in elementary and middle school (Focus NT students)
- Do not assume that the community is aware of the new types of marijuana, including schools, law enforcement and parents.
- Develop with your youth partners, easy to read materials and utilize social media, YouTube and your websites to increase awareness about harmful effects.
- Establishing a group of key stakeholders to coordinate media and build trust among agencies.
- **The need to support law enforcement professionals with efficient and effective tools to get drug impaired drivers off the roadways. Increase number of DRE's.**



Presenter Contact Information

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