

Marijuana Education Resources

Current Activities

1. *Know the Facts* cards for parents
 - a. Over 110,000 copies printed for distribution across the state
 - b. Available in 8 languages
2. *Marijuana Use in Washington State: An Adult Consumer's Guide*
 - a. Each new retailer receives 1,000 copies. Retailers print additional copies.
3. *A Parent's Guide to Preventing Underage Marijuana Use*
 - a. Developed by Seattle Children's Hospital and UW Social Development Research Group.
 - b. 50,000 copies printed for distribution across the state
 - c. Being translated in 9 languages
4. Underage Marijuana Use Prevention Toolkit
 - a. Distributed to prevention professionals and schools across the state
 - b. Has the printed materials mentioned above plus additional information, including poster templates and a video.
5. Media Campaign
 - a. Radio – Ad featuring Dr. Leslie Walker, Children's Hospital, with message of "Talk to your kids." This was aired across the state during the summer of 2014. It is available for local use.
 - b. Video – Produced by the Washington Traffic Safety Commission, this short video features Dr. Leslie Walker with tips for preventing and intervening with adolescent drug use. The video was distributed by the Washington State PTA to its members statewide.
 - c. Social media ads - Produced by the Department Of Health, (DOH). Developed banners and conducted online digital buy to display on social media and targeted informational websites. Message encouraged parents to talk to their teens about marijuana.
 - d. Bus ads – DOH produced bus ads, developed for African American populations, ran December, 2014, throughout King County Metro. Ads encouraged parents to talk to their teens about marijuana.
 - e. Print ads- DOH produced print ads developed and translated for Vietnamese, Korean and Chinese populations that were disseminated by DOH cross-cultural contractors, who serve API Communities. Ads encouraged parents to talk to their teens about marijuana.
 - f. Focus groups - To inform on the development of a "youth" specific campaign to prevent underage use of marijuana, the DOH facilitated 2 focus groups consisting of 14 youth triads. Additionally, DOH facilitated 2 parent focus groups consisting of parents of 7-10th graders.
6. Websites –
 - a. www.LearnAboutMarijuanaWA.org, hosted by the UW Alcohol and Drug Abuse Institute
 - b. www.StartTalkingNow.org is being redesigned to have a greater focus on equipping parents with prevention tools and providing information about preventing underage marijuana use.
 - c. Additional information is on www.lcb.wa.gov.
7. Traffic Safety
 - a. "Drive High, Get a DUI" message with billboards and ads.
8. Presentations to various community groups

Marijuana Revenue Funding

1. Large scale media campaign (DOH)
2. Public health programs (DOH)
3. Prevention and reduction of substance abuse (includes treatment) (DSHS)
4. Community health centers (Healthcare Authority)
5. Drop-out prevention (OSPI)
6. Research on short- and long-term effects of marijuana use (UW and WSU)

I-502 Evaluation

Marijuana revenue allocated to DSHS to contract with the WA State Institute for Public Policy.
Evaluation will look at impact on:

- Public health
- Usage rates
- Public safety and criminal justice
- Economy
- State and local agencies