

HYS 2014 Press Release



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Alcohol, tobacco use down among teens; marijuana, e-cigarettes of concern

Healthy Youth Survey results explore attitudes, behaviors among students in 6th, 8th, 10th, and 12th grades

OLYMPIA — While more Washington teens consider alcohol use risky, fewer teens consider marijuana use to be risky according to recent results from the state Healthy Youth Survey. State leaders are concerned because research shows that when the perceived risk from using substances goes down, substance use typically goes up.

“Teens who avoid substance use are less likely to use as adults, and that can lead to a longer, healthier life — one of the top goals of my [Healthiest Next Generation](#) initiative. It’s vital that every child in our state has the opportunity to grow up healthy. Our future, and theirs, depends on it,” said Gov. Jay Inslee.

The Healthy Youth Survey is taken every two years by students in grades 6, 8, 10, and 12 in almost 1,000 public schools in Washington. More than 200,000 youth took part in the survey in October 2014 by answering a wide variety of questions about their health and health behaviors. All responses were voluntary and anonymous.

While past month use of alcohol and all other drugs have continued to trend down, marijuana use – 18 percent among high school sophomores – did not change. Rates for drinking among sophomores dropped 11 percent in 2014 compared to 2008 (from 32 percent to 21 percent). Marijuana use is more than double the rate of cigarette-use (eight percent).

“It’s great news that our investments in proven prevention strategies are working to keep most youth alcohol and drug-free,” said Kevin W. Quigley, Secretary of the state Department of Social and Health Services. “Underage drinking, a leading contributor to injury and death among youth, has gone down significantly since 2008. However, with one in five 10th graders using alcohol and marijuana regularly, we have much more work to do with school and community partners to protect the health and safety of our young people.”

Similarly, driving under the influence is a concern. Although fewer sophomores reported riding in cars with drinking drivers (24 percent in 2008 compared to 18 percent in 2014), and drinking and driving dropped from 6 percent in 2008 to 5 percent, currently, almost one in five (19 percent) high school sophomores reported riding in a car with a driver who had been using marijuana, and one in six (17 percent) high school seniors reported driving a car within three hours of using marijuana.

The perception of risk for using tobacco remained flat, and the long downward trend for smoking continued among all grades in the 2014 survey. Young people in certain racial and ethnic populations, however, continue to smoke at higher rates, and there's concern about electronic-cigarette use among all youth. The 2014 survey shows high prevalence of "e-cigarette" use among Washington kids with almost one in five 10th graders saying they'd used the products in the past 30 days. National data indicates many kids try e-cigarettes for the first time without ever having tried tobacco.

"We've got to ring the alarm bell because teens are telling us in their own terms that they don't consider marijuana use to be risky and because they're being duped to start 'vaping,'" said Secretary of Health John Wiesman. "We've got to take the lessons learned about tactics that helped curb tobacco and alcohol use and put them to good use educating our kids about risks of using other substances. This includes passing laws limiting youth access to vaping products and funding education campaigns to prevent under-age use of marijuana."

Most students in the survey – 68 percent of sophomores – said they don't use any substances, and the tobacco and alcohol trends are encouraging. But current use rates of all substances are still a concern, especially emerging trends related to marijuana and electronic cigarettes. Teens who use marijuana, tobacco, or alcohol are more likely to use more than one substance, and are at higher risk for addiction than teens who delay alcohol and other drug use until 21 or older.

"Why do we do this survey? Because students are willing to share what's going on in their lives," said Randy Dorn, superintendent of public instruction. "This isn't filtered through parents or educators; it's coming directly from students. And what they tell us is very important. It gives us insights into what they're thinking and what concerns them. From that, we are able to provide relevant programs and services that can help them be more successful."

Together state agencies, local partners, and schools will continue to use these results to inform prevention initiatives aimed at improving teen health and learning. Parental and community

support also is needed to keep alcohol, marijuana, and e-cigarettes out of the hands of kids, and to provide a healthy home and community environment. Information on [ways to prevent youth substance use and get involved](#) in your community is available online.

“We at the Liquor Control Board are very encouraged that underage drinking is continuing on a downward trend thanks to the coordinated efforts and ongoing commitment of our statewide partners,” said Liquor Control Board Chair Jane Rushford. “The percentage of parents who talk with their kids about not drinking continues to increase. Research strongly supports that parents are the number one influence on whether their kids choose to drink.”

The Healthy Youth Survey results provide state and local health organizations with needed information to plan, implement, and evaluate publicly-funded programs. The survey is a collaborative effort of the Department of Health, Department of Social and Health Services, Office of Superintendent of Public Instruction, and the Liquor Control Board. Survey results are posted on [the Healthy Youth Survey home page, AskHYS](#).

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Fact Sheet: 2014 Healthy Youth Survey

Overview of Substance Use Results

Background: In the fall of 2014, 223,000 students in grades 6, 8, 10 and 12 participated in the Washington State Healthy Youth Survey (HYS). About 1,000 schools enrolled in the survey, representing all 39 Washington counties and 215 school districts. The Department of Social and Health Services (DSHS) is one of four state agencies supporting the HYS to provide data for state and local prevention planning.

Youth use of alcohol, marijuana and other drugs

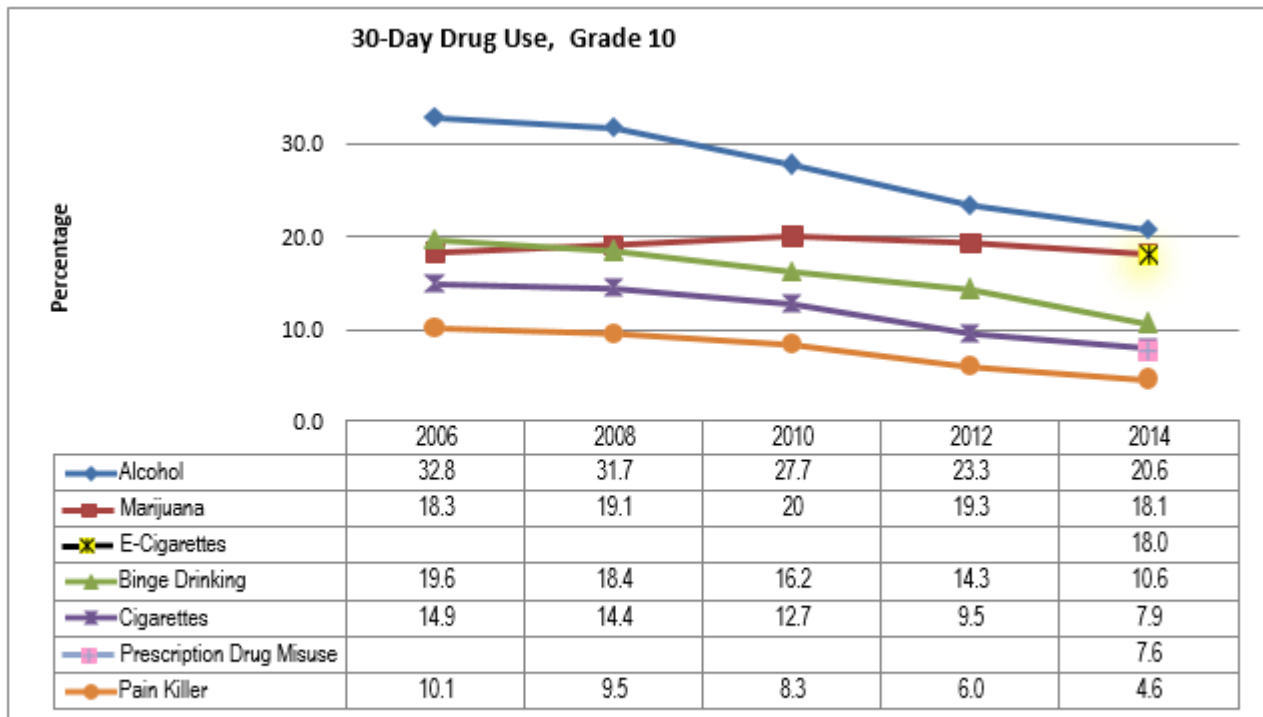
According to the 2014 Healthy Youth Survey, most students (80 percent) do not use alcohol or other drugs. In addition, the percentage of youth who use alcohol, cigarettes, and prescription painkillers has gone down substantially across all grades surveyed since 2008.

Past month marijuana use has not gone down like other drug use, and is second only to alcohol use.

Alcohol use in the past month is down in all grades

Past month alcohol use has declined across all grades surveyed since 2006. The 2014 percentages are:

- 8th grade - down from 15 percent to eight percent
- 10th grade - down from 33 percent to 21 percent
- 12th grade - down from 42 percent to 33 percent



*E-cigarettes – question introduced in 2014.

†Prescription Drug Misuse – question introduced in 2014

Binge drinking

Significantly fewer students report drinking five or more drinks in a row since 2006:

- 8th grade - down from 9 percent to 5 percent.
- 10th grade - down from 20 percent to 11 percent
- 12th grade - down from 26 percent to 19 percent

Driving under the influence

Since 2006 fewer students have reported driving after drinking **alcohol**:

- 10th grade –down from seven percent to five percent
- 12th grade – down from 13 percent to nine percent

The 2014 survey introduced a new question asking students if they drove in the past year within three hours of using marijuana:

- 10th grade – nine percent
- 12th grade - 17 percent

Marijuana use

The perception of risk in using marijuana regularly went down significantly among all grades surveyed compared to 2012. Among 10th graders this dropped from 46 percent to 36 percent.

There has been no significant change since 2010 in the number of students who used marijuana in the past month:

- 8th grade - from nine percent to seven percent
- 10th grade – from 20 percent to 18 percent
- 12th grade – from 26 percent to 27 percent

Tobacco/E-Cigarette use

Students in grades 8 and 10 use electronic cigarettes (liquid nicotine) at more than twice the rate that they smoke tobacco.

- Used E-cigarettes: eight percent of 8th graders; 18 percent of 10th graders
- Used Tobacco: four percent of 8th graders; eight percent of 10th graders

Prescription Drugs/Opiates/Heroin

The percentage of students who abuse prescription pain killers has decreased by half among all grades surveyed since 2008. Among 10th graders:

- Eight percent reported misusing a prescription drug not prescribed to them in the past month.
- Five percent reported abusing painkillers in the past month.
- Three percent of 10th graders reported ever using heroin in their lifetime.

Parent attitudes about teen drug use

Compared to 2010, there is not much change in 10th graders who said their parents would consider it “a little wrong” or “not wrong” if they were to:

- Drink regularly – 12 percent (no change)
- Smoke cigarettes – 4 percent (down from six percent)
- Use marijuana – 11 percent (up from 10 percent)

What DSHS is doing to promote healthier youth and communities

DSHS is nationally recognized as a leader in supporting evidence-based prevention practices and collaborating with community-based prevention organizations. DSHS provides funding, training and oversight to communities to prevent,

2014 Healthy Youth Survey

reduce and treat substance use disorders, promote mental health, and increase healthy community norms. DSHS also supports statewide initiatives to increase public knowledge about drug prevention and mental health.

For other Healthy Youth Survey fact sheets, visit www.AskHYS.net For more information about DSHS-funded prevention services, email Sarah.Mariani@dshs.wa.gov.

2014 Washington State Healthy Youth Survey Facts about Teens and Alcohol

Background: In the fall of 2014, 223,000 students in grades 6, 8, 10 and 12 participated in the Washington State Healthy Youth Survey (HYS). About 1,000 schools enrolled in the survey, representing all 39 Washington counties and 215 school districts. The Department of Social and Health Services (DSHS) is one of four state agencies supporting the HYS to provide data for state and local prevention planning.

What did students report about alcohol use in the past month?

Most students do not use alcohol, and past month alcohol use has declined significantly across all grades surveyed since 2006. The 2014 percentages are:

- 8th grade - down from 15 percent to eight percent
- 10th grade - down from 33 percent to 21 percent
- 12th grade - down from 42 percent to 33 percent

How many students are binge drinking (consuming five or more drinks in a row)?

Fewer students report drinking five or more drinks in a row since 2006:

- 8th grade - down from 9 percent to 5 percent
- 10th grade - down from 20 percent to 11 percent
- 12th grade - down from 26 percent to 19 percent

What types of alcohol do teens use the most?

Among students who drink, most use hard liquor, putting themselves at greater risk for alcohol poisoning:

- 8th grade: 27 percent drink liquor – 17 percent drink beer
- 10th grade: 39 percent drink liquor – 21 percent drink beer
- 12th grade: 42 percent drink liquor – 23 percent drink beer

Where do teens get alcohol?

The most common ways teens get alcohol, by grade:

- 8th grade: from friends or from home
- 10th grade: from friends, at party, or from home
- 12th grade: from friends, at a party, or give money to someone

How many students think it is risky to use alcohol? (one or two drinks everyday)

Substantially more students in grade 8 said there is great risk in using alcohol regularly:

- 8th grade - up from 38 percent in 2012 to 43 percent
- 10th grade - up from 43 percent in 2012 to 44 percent
- 12th grade – 38 percent (no change from 2012)

How many students believe it is easy to get alcohol?

- 8th grade - down from 32 percent in 2012 to 28 percent
- 10th grade - 52 percent (no change from 2012)
- 12th grade – down from 68 percent to 63 percent

Would parents think it's wrong for their kids to drink alcohol regularly?

Compared to 2012, slightly fewer students said their parents would think it is wrong:

- 8th grade – down from six percent to five percent
- 10th grade – down from 13 percent to 12 percent

What did students report about using alcohol and driving?

Nearly one in five 10th graders (18 percent) and 12th graders (17 percent) reported riding in a car with driver who had been drinking alcohol. The following numbers reported driving after using alcohol:

- 10 grade – 5 percent (down from 7 percent in 2010)
- 12 grade – 9 percent (down from 12 percent in 2010)

What are the risks when teens use alcohol regularly?

The developing teen brain is more likely to be harmed by using alcohol and other drugs regularly, compared to those who are age 21 and older. National data shows that each year, about 5,000 young people under the age of 21 die as a result of underage drinking. This includes deaths from motor vehicle crashes, homicides, suicide, and from other injuries from falls, burns and drowning. Kids who drink before age 15 are five times more likely to have alcohol problems when they're adults. Other risks of underage drinking include:

- Poor grades and not graduating
- Unwanted and unplanned sexual activity
- Addiction
- Depression

What increases the risk that teens will use alcohol?

- A low perception of harm.
- Friends who use.
- The belief that it is readily available and easy to get.
- Parents/adults who have favorable attitudes toward alcohol use.
- Community laws and attitudes favorable toward alcohol use.

What can parents and other adults do to help teens avoid alcohol/drug use and its negative consequences?

- Talk with children early and often about the risks of using alcohol and other drugs. There was a significant increase in the percentage of students in grade 10 reporting talks about alcohol with parents or guardians in 2014 (38%) compared to 2012 (35%).
- Parents are the number one influence on their children's decisions about alcohol and other drugs – get tips for talking with teens at www.StartTalkingNow.org.
- Monitor them. Know where your teens are and who they are with.
- Bond with them: love them unconditionally, let teens know you value them, and stay involved in their lives.
- Help teens to act independently and resist peer pressure.
- Set clear rules against using alcohol, and enforce logical consequences.
- Get help if you see warning signs. Call the Washington State Recovery Help Line for free emotional support and referrals to treatment: 1-866-789-1511 or Teenline: 1-866-833-6546.

What DSHS is doing to promote healthier youth and communities

DSHS is nationally recognized as a leader in supporting evidence-based prevention practices and collaborating with community-based prevention organizations. DSHS provides funding, training and oversight to communities to prevent, reduce and treat substance use disorders, promote mental health, and increase healthy community norms. DSHS also supports statewide initiatives to increase public knowledge about drug prevention and mental health.

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2014 Washington State Healthy Youth Survey Facts about Teens and Marijuana

Background: In the fall of 2014, 223,000 students in grades 6, 8, 10 and 12 participated in the Washington State Healthy Youth Survey (HYS). About 1,000 schools enrolled in the survey, representing all 39 Washington counties and 215 school districts. The Department of Social and Health Services (DSHS) is one of four state agencies supporting the HYS to provide data for state and local prevention planning.

What did students report about marijuana use in the past month?

Most students do not use marijuana. While alcohol and other drug use has gone down significantly, marijuana use is unchanged. 8th grade - seven percent, compared to nine percent in 2010

- 10th grade - one in five (18 percent), compared to 20 percent in 2010
- 12th grade - one in four (27 percent), compared to 26 percent in 2010

What are the most common ways students use marijuana?

Most students who use marijuana smoke it. The second most common method is to eat it. Between five and seven percent of students use a vaporizer:

- 8th grade: 66 percent smoke it - 15 percent eat it
- 10th grade: 66 percent smoke it - 15 percent eat it
- 12th grade: 74 percent smoke it - 12 percent eat it

How many students think it is risky to use marijuana?¹

Significantly fewer students in grades 8, 10 and 12 said there is great risk in using marijuana regularly (once or twice a week):

- 10th grade: 36 percent – down from 46 percent in 2012
- 12th grade: 26 percent – down from 34 percent in 2012

How many students believe it is easy to get marijuana?

- 8th grade: 21 percent – down from 25 percent in 2012
- 10th grade: 53 percent – up from 51 percent in 2012
- 12th grade: 66 percent – no change from 2012

Would parents/adults think it's wrong for them to use marijuana?¹

Compared to 2012, slightly more students said adults would not think it is wrong for them to use:

- 8th grade – 4 percent
- 10th grade – 11 percent
- 12th grade – 17 percent

¹ In 2014 the question changed from smoke marijuana to use marijuana.

What did students report about using marijuana and driving?

One in five 10th graders, and one in four 12th graders reported riding in a car in the past month with a driver who had used marijuana. The number of students who reported driving in the past month within three hours after using marijuana:

- 10th grade – One in 10 (9 percent)
- 12th grade - One in six (17 percent)

What are other risks when teens use marijuana regularly?

Because the teen brain is still developing, teens are at increased risk from marijuana and other drug use compared to those age 21 and older. National data identifies the following risks:

- Poor grades and not graduating, due to problems with memory and concentration
- Serious injuries and death from driving under the influence
- Unwanted and unplanned sexual activity
- Addiction
- Depression and anxiety with long term use

What increases the risk that teens will use marijuana?

- A low perception of harm.
- Friends who use.
- The belief that it is readily available and easy to get.
- Parents/adults who have favorable attitudes toward drug use.
- Community laws and attitudes favorable towards drug use.

What can parents and other adults do to help teens avoid drug use and its negative consequences?

- Talk with your children early and often about the risks of using marijuana and other drugs. 65 percent of 8th graders, and 61 percent of 10th graders reported talks about marijuana with parents or guardians in 2014.
- Parents are the number one influence on their children's decisions about marijuana and other drugs – get tips for talking with teens at www.StartTalkingNow.org.
- Monitor them. Know where your teens are and who they are with.
- Bond with them: love them unconditionally, let teens know you value them, and stay involved in their lives.
- Help teens to act independently and resist peer pressure.
- Set clear rules against using marijuana, and enforce logical consequences.
- Get help if you see warning signs. Call the Washington State Recovery Help Line for free emotional support and referrals to treatment: 1-866-789-1511 or Teenline: 1-866-833-6546.

What DSHS is doing to promote healthier youth and communities

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2014 Washington State Healthy Youth Survey Facts about Teens, Prescription Drugs, and Opiates

Background: In the fall of 2014, 223,000 students in grades 6, 8, 10 and 12 participated in the Washington State Healthy Youth Survey (HYS). About 1,000 schools enrolled in the survey, representing all 39 Washington counties and 215 school districts. The Department of Social and Health Services (DSHS) is one of four state agencies supporting the HYS to provide data for state and local prevention planning.

What did students report about prescription painkillers (opiates) in the past month?

Most students do not abuse prescription painkillers.

- In 2014, five percent of students in grade 10 reported using pain killers in the past 30 days.
- This was a significant decrease compared to 2012 (six percent) and 2008 (10 percent)

How many students reported ever having used heroin (another type of opiate)?

- Three percent of students in grade 10 reported ever using heroin.
- Since 2010, there is no significant change in lifetime heroin use by students in grade 10.

How many students misused any type of prescription drug?

- 8th grade: four percent
- 10th grade: eight percent
- 12th grade: nine percent

What are the risks when teens misuse prescription drugs/opiates?

Because the teen brain is still developing, teens are at increased risk from any misuse of alcohol or other drugs, compared to those age 21 and older. Risks from prescription drugs and opiates include:

- Poor school performance
- Addiction
- Depressed breathing
- Death due to overdose

What increases the risk that teens will misuse prescription drugs/opiates?

- A low perception of harm.
- Friends who use.
- The belief that it is readily available and easy to get.
- Parents who have favorable attitudes toward drug use.
- Community laws and attitudes favorable toward drug use.

What can parents and other adults do to help teens avoid drug use and its negative consequences?

- Talk with children early and often about the risks of misusing prescription drugs.
- Parents are the number one influence on their children's decisions about alcohol and other drugs – get tips for talking with teens at www.StartTalkingNow.org.
- Lock up prescription and over the counter medications you have at home, and monitor your supply. Be sure friends and relatives do the same.
- Monitor them. Know where your teens are and who they are with.
- Bond with them: love them unconditionally, let them know you value them, and stay involved in their lives.
- Help teens to act independently and resist peer pressure.
- Set boundaries: have clear rules against using drugs, and enforce logical consequences.
- Get help if you see warning signs. Call the Washington State Recovery Help Line for free emotional support and referrals to treatment: 1-866-789-1511 or Teenline: 1-866-833-6546.

What DSHS is doing to promote healthier youth and communities

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For other Healthy Youth Survey fact sheets, visit www.AskHYS.net. For more information about DSHS-funded prevention services, email Sarah.Mariani@dshs.wa.gov.

2014 Washington State Healthy Youth Survey

Facts about Tobacco, E-cigarettes and Secondhand Smoke

We know that we can prevent substance abuse among teens. We have done good work to reduce alcohol and tobacco use, but as the landscape changes, substance use by teens continues to be a serious problem.

A decade of tobacco prevention work yields positive results.

The overall progress in reducing youth tobacco use continues because of prevention work—including media campaigns, higher cigarette prices and a comprehensive smoke-free indoor air law. Today, youth smoking is no longer the norm.

Washington is on track to meet Results WA indicator 1.2.Y.d: Decrease the percentage of 10th graders who report smoking cigarettes in the past 30 days from 10 percent in 2012 to 9 percent by 2017.

The overall rate of smoking among youth dropped significantly in the past 12 years. Specifically, smoking by:

- 8th-graders is about 4 percent (down from about 9 percent in 2002).
- 10th-graders is about 8 percent (down from about 15 percent in 2002).
- 12th-graders is about 13 percent (down from about 23 percent in 2002).

This fiscal year, the state dedicated \$1.5 million of general funds towards preventing youth from using tobacco, e-cigarettes and marijuana. The Governor's budget includes the same funding level to prevent e-cigarette and tobacco use per year during the upcoming biennium. This is in addition to the funds in the dedicated marijuana account to prevent youth from using marijuana. Schools continue to struggle with a changing landscape where more students are using e-cigarettes and marijuana. We will continue to collaborate with schools to create policies that prevent substance use, and help identify and support students who are struggling with substance abuse.

Too many youth still begin to smoke.

Statewide, about 40,000 youth aged 11-17 currently smoke, and about 32 youth start smoking each day.

National data from the CDC indicates that many youth try e-cigarettes for the first time without ever trying tobacco—and that these youth are more likely to begin smoking cigarettes later.

Although kids continue to start smoking, state funding has declined for the Student Assistance Program (SAP). From 1990- 2008, the SAP served between 16,000-23,000 students each year. In the 2013-2014 school year, the program served just over 2,000 students. Student Assistance Professionals are the primary resource for assessing and referring students to mental health and substance abuse treatment as well as providing school based counseling or intervention for kids impacted by mental health and substance abuse issues.

Smoking continues to be higher among certain groups in Washington.

American Indian/Alaska Native youth have almost double the prevalence of White youth (14 percent compared to 8 percent). These youth are also more likely to be exposed to secondhand smoke. More than 40 percent of American Indian/Alaskan Native students report they are exposed to secondhand smoke, compared with about 24 percent of White youth. Grouping of diverse populations can mask important differences in some groups, as is commonly the case among Asian American youth. For such groups, we do not have data. This does not mean that there are not

disparities.

- About 3 percent of Asian or Asian American 10th grade youth report smoking.
- About 9 percent of Black or African American 10th grade youth report smoking.
- About 9 percent of Hispanic or Latino/Latina 10th grade youth report smoking.
- About 9 percent of Native Hawaiian or other Pacific Islander 10th grade youth report smoking.

With the rise of e-cigarettes, new prevention work must begin.

There is a connection between the drop of cigarette use and the rise in e-cigarette use. E-cigarettes have not been included in the intensive tobacco prevention and control work conducted in Washington during the last decade. To keep these products out of the hands of kids, we need to make renewed efforts based on proven best practices in youth prevention.

Use of e-cigarettes is already very high across the entire youth population.

Prevalence of e-cigarette use among youth in our state is very high with almost 1 in 5 tenth graders saying they used in the past 30 days.

- About 23 percent of 12th graders used an e-cigarette/vapor product in the last 30 days.
- About 18 percent of 10th graders used an e-cigarette/vapor product in the last 30 days.
- About 8 percent of 8th graders used an e-cigarette/vapor product in the last 30 days.
- About 13 percent of 10th graders who do not smoke cigarettes reported using e-cigarettes in the past 30 days.

Many 10th grade youth use more than one substance.

- 17 percent of tenth graders report using more than one substance (cigarettes, e-cigarettes, marijuana, alcohol, prescription painkillers) in the past 30 days.
- Of youth who smoke cigarettes, about 76 percent also used e-cigarettes, about 71 percent used marijuana and about 68 percent used alcohol in the past 30 days.

This dual use raises concern. Students who use more than one substance are at risk of becoming addicted to all of those substances. There is also risk of higher impairment when substances are used together.

Tobacco and e-cigarette prevention matters.

Tobacco use remains the leading cause of preventable death and chronic disease. Nationwide, more than 480,000 people died from tobacco last year. Kids who start smoking are more likely to become addicted and smoke into adulthood.

Tobacco and smoke-free policies protect kids.

Although the percent of youth saying that they were exposed to someone smoking in the same room has been steadily declining for the past decade, nearly a third of high school students say that they were in a room while someone smoked in the last 30 days.

Parent involvement makes a difference.

The role of a parent in preventing teen substance use is critical. Parents can visit StartTalkingNow.org for help talking to their kids about substance use.

Keep dangerous substances away from children.

Washington State needs to do more to protect young kids from nicotine poisoning by keeping tobacco, e-cigarettes and vapor products out of reach. Alcohol and marijuana are less likely to be used by teens if it is not accessible at home.

Statewide resources connect people with help.

Access the Washington State Quitline for free, confidential counseling and coaching, call 1-800-Quit-Now or visit www.quitline.com.

Visit www.doh.wa.gov/SmartQuit to gain free access to the SmartQuit tobacco cessation app.

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