

Innovative Approaches to Preventing Youth Marijuana Use through Data, Policy, and Outreach

prepared for Confluence 2024

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Cann We Chat?

TODAY'S Agenda

Healthy Missoula Youth Coalition

Environmental Scan Overview

Data Collection

Website Scan

Dispensary Scan

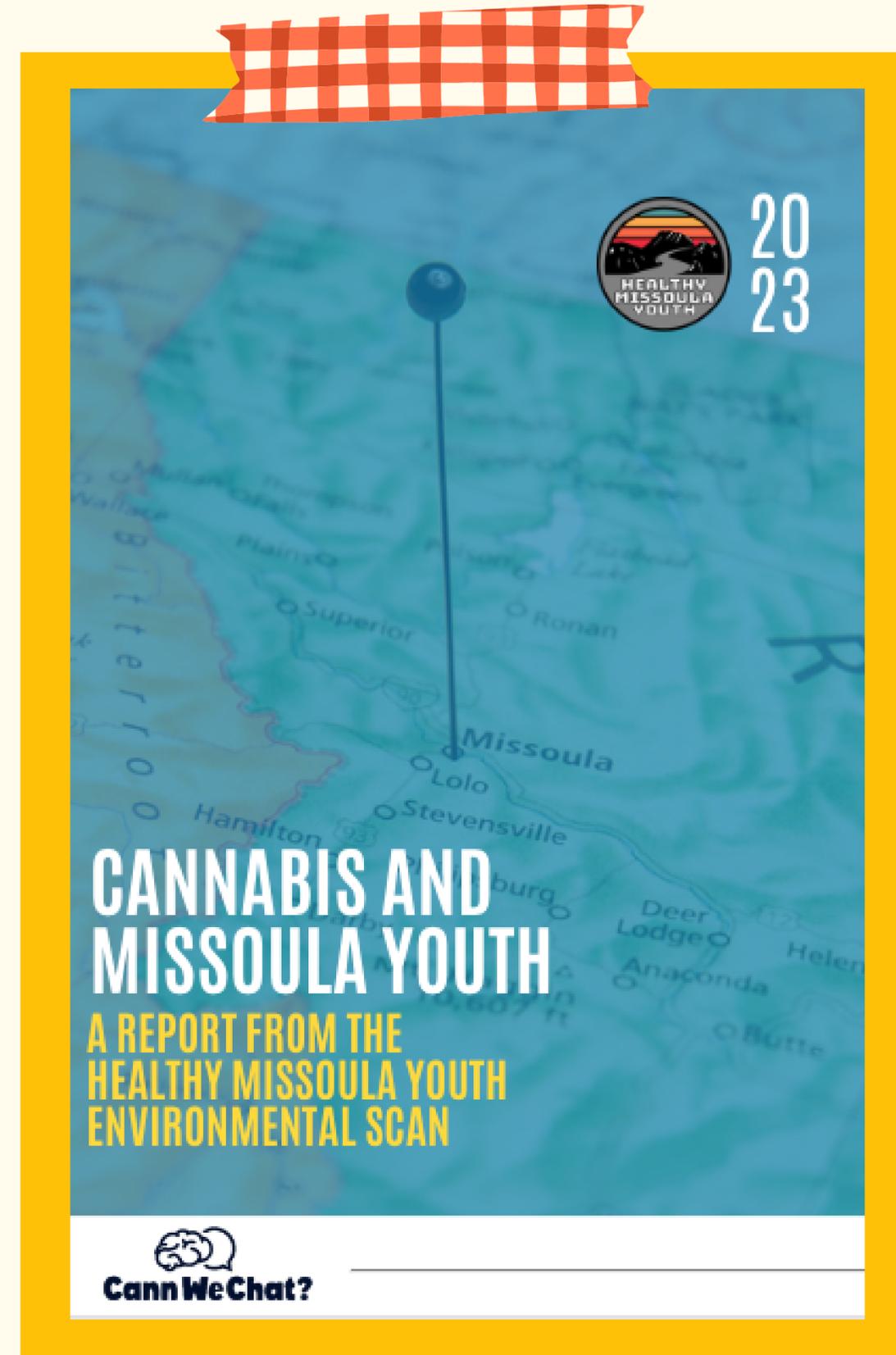
Findings Data Walk

CannWeChat Media Campaign

Development Process

Final Product

Q & A



Healthy Missoula Youth Partners



We envision a thriving Missoula County where individuals and families feel supported by their community and are empowered to make choices that positively impact their health around substances.



Youth Substance Use in Missoula

Regular Use (30-day use) among 8th, 10th, and 12th graders in Missoula County in 2022



| | | | |
|--------------------------|---|---|---|
| State | 25% | 18% | 17% |
| Missoula | 30% | 19% | 22% |
| Change since 2016 |  |  |  |
| | Increased 4% | Increased 9% | Increased 16% |

Source: 2022 Montana Prevention Needs Assessment

Did You Know?

3%

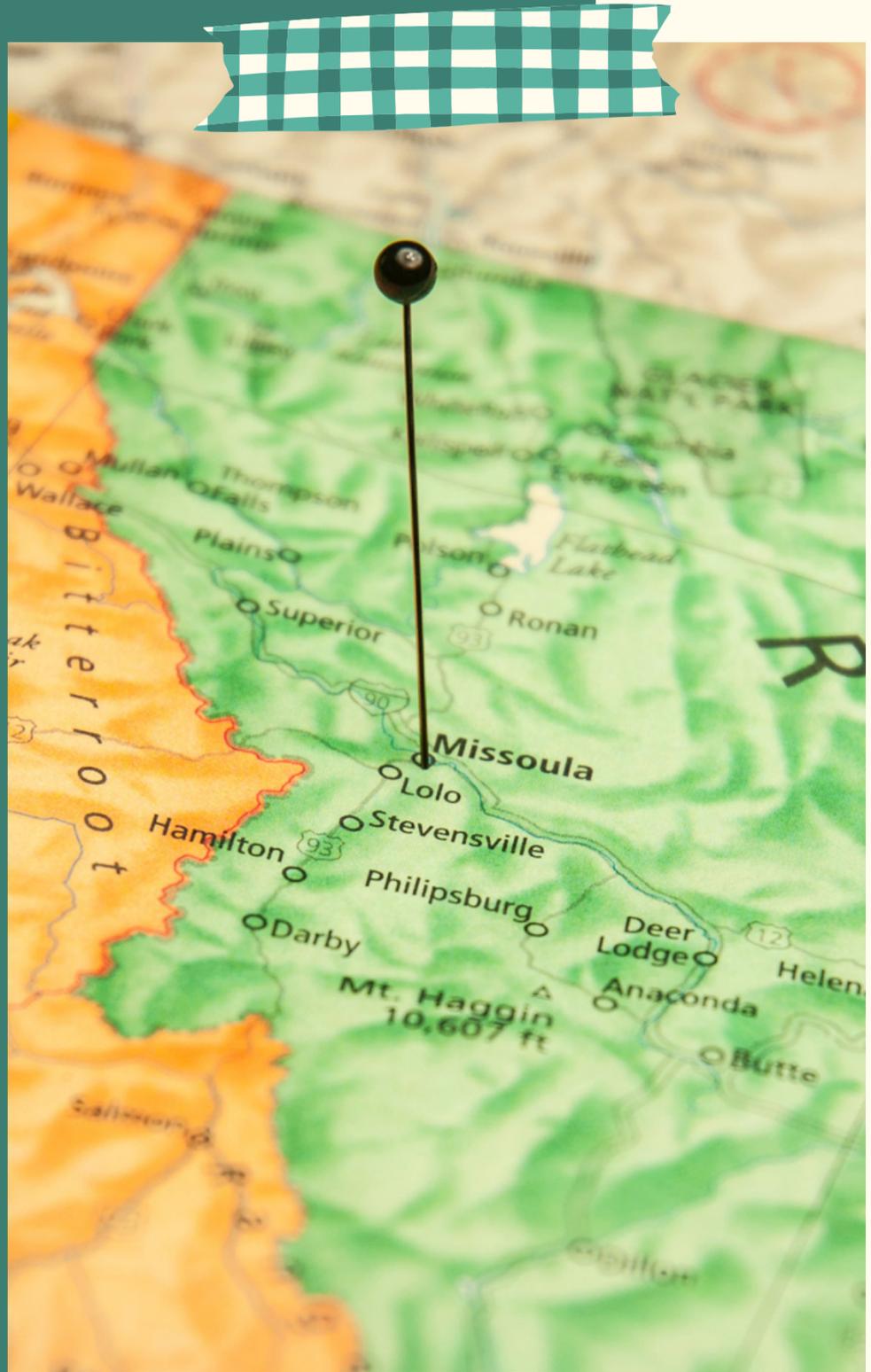
23%

56%

99%

In the 1970s, “Woodstock Weed” contained roughly 1–3% THC. Since then, potency of marijuana plant material has increased to an average potency of 18-23% today.

In 2017, THC concentrates had an average THC potency of 55.7%. Today, many retailers promote and profit from products containing up to 95–99% THC.



Project Overview



Purpose

- ✦ Neighboring states have experienced shifts in patterns of youth use, social norms, hospitalizations, and more after legalizing cannabis for adult use, and we wanted to understand what was happening in our own community.

Goals

- ✦ Assess the Missoula cannabis landscape to fill gaps in current data.
- ✦ Use data to educate local policy makers about the growing public health concern related to underage cannabis use.
- ✦ Highlight public health recommendations that could protect youth while managing this new industry.

Data Collection

SHORT
BRIEF

We started with an overview of the data we currently had access to, then collaborated with community partners to fill gaps

Publicly Accessible Data

- ✦ Montana Prevention Needs Assessment & YRBS
- ✦ National Collegiate Health Assessment
- ✦ Monitoring the Future

Community Partner Data

- ✦ **DUI Data** from Missoula Police Department & Sheriff's Office
- ✦ **Hospitalization & ER Visit Data** from MT Hospital Association in partnership with UM's Center for Population Health Research
- ✦ **SUD Treatment Center Data** from MT DPHHS Medicaid Claim Treatment Data



Dispensary

Website Scan

SHORT
BRIEF

Accessibility

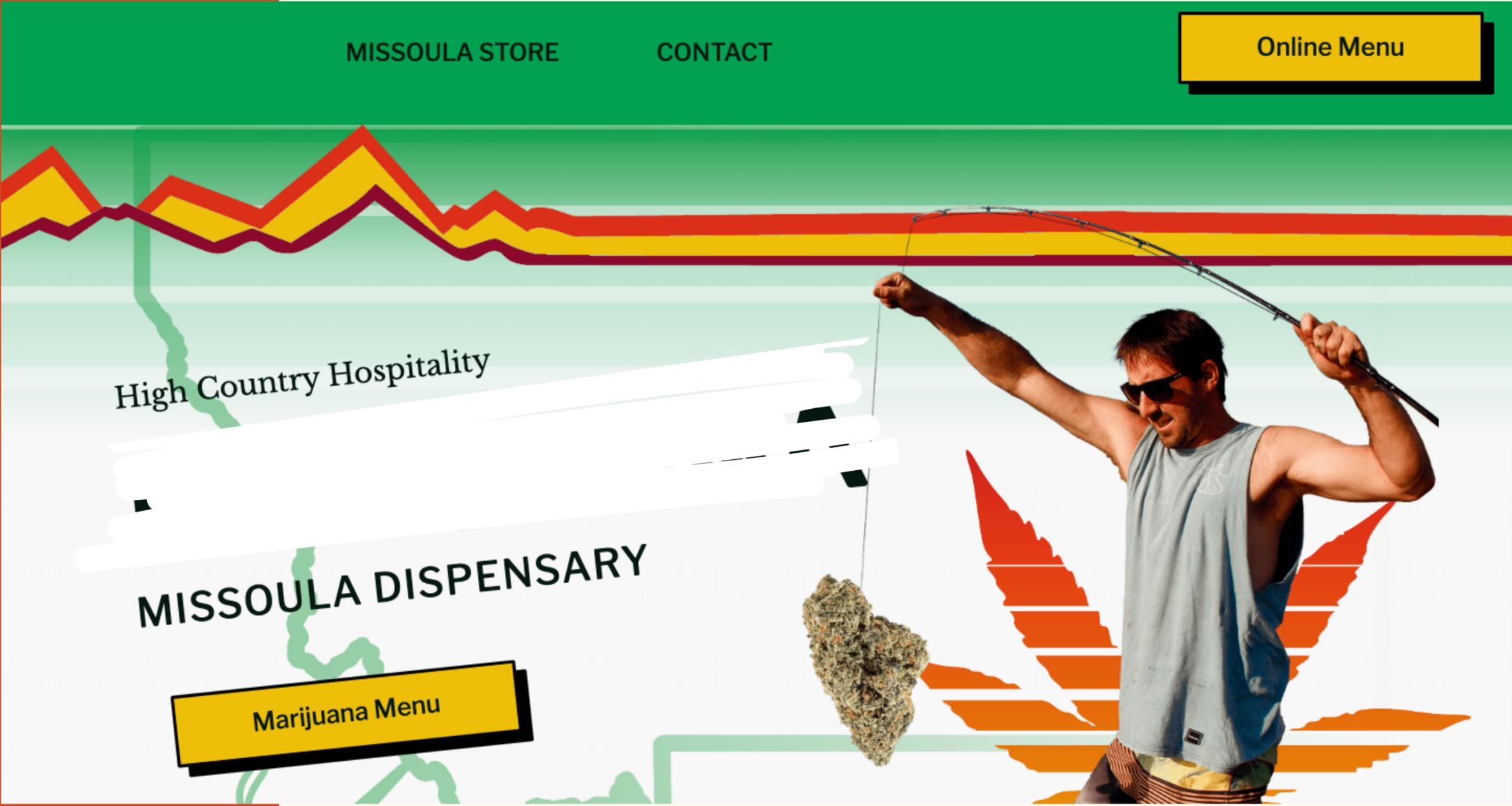
- ✦ Does the website require age verification?
- ✦ Is online ordering/delivery available?
- ✦ Does the website provide any warnings about potential negative side effects?

Advertising

- ✦ Is there false or misleading content regarding health claims?
- ✦ Does advertising appeal to youth?
- ✦ Do they promote sales and/or overconsumption?

SHORT BRIEF

Website Scan Process



- 3 people
- 52 dispensaries
- 42 websites
- Shared Excel sheet
- Many months



Dispensary

Environmental Scan



Physical Location

- ◆ Is this location registered with Cannabis Control Division?
- ◆ Is this location part of a chain or is it independently owned?
- ◆ Proximity: Is this location within 1000/500 feet of a youth serving facility?

Exterior Advertising

- ◆ What types of advertising are present? Promotion of health benefits?
- ◆ Does advertising appeal to youth?
- ◆ Are age restrictions clearly posted?

10 People Involved

- Split the county into sections
- Visit dispensaries in teams of two or more
- One person takes photos, the other takes notes

Dispensary Scan Process



| EXTERIOR PROMOTION (Advertising on the outside of the store. Complete this section BEFORE entering.) | | | | | | | | | | |
|--|---|------------------------------|----------------------------------|----------------------------------|-------------------|--|-------------------------|--|------------------------|---|
| Name of Dispensary | Estimate the percentage of outside window space covered with substance-related advertising: (cannabis, alcohol, tobacco, CBD, etc.) | Types of advertising present | Specify | Which substances are advertised? | Specify | Are the substances advertised as being on sale at a discounted rate? | If yes, please explain: | Does the advertising or logo seem to be targeting youth (i.e. cartoons, animals, verbaige) | If yes, please explain | (This section is for visible advertising on the outside of the store. Complete this section BEFORE entering.) |
| 710 Montana | 100% | Professional ... | glazed windows | Other | no substances a | No | | No | | Yes, but unofficial |
| Big Sky Buds | 25% | Sandwich Bo... | Sandwich board and logo on door | Cannabis | | No | | No | | No |
| Big Sky Herbals & Edibles | 25% | Professional ... | Their logo and a | Cannabis | Edibles specifica | No | | No | | No |
| Bitterroot Cannabis Company (or Montana Preferred Provider) | 0% | Neon Signs | Only had 1 Neon | Other | no substances a | No | | No | | Yes, The official one |
| Bloom (Iolo) | 5% | Professional ... | green cross "CB | CBD | | No | | No | | No |
| 406 Bliss - Lolo (aka Forbidden Gardens) | 25% | Professional ... | green cross, wa | Cannabis | medical cannaib | No | | No | | Yes, The official one |
| 406 Bliss - Missoula | 50% | Neon Signs | Neon plus hand | Cannabis | Vapes and liquid | No | | No | | Yes |
| Buzz Genetics | 100% | Banners/Larg... | Sandwich board | Cannabis | | No | | No | It does say open | No |
| Cloud Canna, w. Broadway | | | closed for remodeling | | | | | | | |
| Cloud, South Ave. | 10% | Neon Signs | Green cross with | Cannabis | | No | | No | | Yes |
| The Coffee Joint | | | permanently closed | | | | | | | |
| Collective Elevation | 25% | Sandwich Bo... | And neon signs | Cannabis | | No | | No | | No |
| Dancing Goat Gardens (Missoula) | | Posters | 420 at Dancing | Cannabis | | No | | Yes | Goat | No |
| Dancing Goat Gardens (Seeley Lake) | | Posters | neon sign saying | Cannabis | | No | | Yes | Goat | No |
| Cookies Missoula (Double Dogs Cannabis) | 100% | Sandwich Bo... | logos all over window and awning | Cannabis | | Yes | happy hour | Yes | cookies! | No |
| The Edge Dispensary | 10% | Banners/Larg... | business sign in | Cannabis | | No | | No | | Yes, The official one |
| Elevated | 100% | Posters | | Cannabis | | No | | No | | Yes |
| Euphoria Wellness - Missoula | 25% | Professional ... | | Cannabis | | No | | No | | Yes |
| Farm406 | 25% | Neon Signs | Lots of neon cro | Cannabis | | No | | No | | No |
| Fat Hippie/Bloom | 50% | Neon Signs | GRreen cross | Cannabis | CBD, THC | No | | Yes | Hippie and rain | Yes, but unofficial |

To see the full spreadsheet, scan this QR code



Data Walk

Public Health Recommendations

Cap on Dispensaries

through buffer zones, limiting licenses

Address Enforcement Gaps

fees for license should cover costs to enforce

Learn from Others

other states, public health research

Impact Reports

including health, crime, and economics

Media Campaign

PERCEIVED PARENTAL ACCEPTANCE

STUDENTS WERE ASKED HOW WRONG PARENTS WOULD FEEL IF THEY USED SUBSTANCES



Of youth who indicated their parents don't think it's wrong at all for them to smoke marijuana have smoked in the last 30 days.

VS



Of youth who indicated their parents think it's very wrong for them to smoke marijuana have smoked in the last 30 days.

What would your child say?

IF ASKED HOW YOU WOULD FEEL IF THEY USED SUBSTANCES



Most youth say
their parents

would feel it's wrong or very
wrong for them to smoke
marijuana.



Building a Media Campaign

Funding

- ✦ All Nations Health Center - SAMHSA grant
- ✦ MSU Extension Office - Mini-Grant
- ✦ UM's Center for Children, Families, and Workforce Development - Prevention via Public Health Grant

Consultants

- ✦ Mountain Broadcasting and Digital
- ✦ Mullen Marketing Innovations

PARENT Survey

Cann WeChat?

WE WANT TO HEAR FROM YOU MISSOULA AREA PARENTS!

1389 parents

mph MISSOULA PUBLIC HEALTH

HEALTHY MISSOULA YOUTH

Parent Feedback Needed

HEALTHY MISSOULA YOUTH

Attend a meeting:
Wed, Sept. 27
 12 - 1 pm (online)
 or
Thurs, Sept. 28
 6 - 7 pm (online)

We need help with:

Are you a parent or caregiver of an 8 - 20 year old?
 Are you interested in learning more about youth marijuana use?
 Do you live in Missoula County?

YOU WILL RECEIVE A \$40 Missoula Downtown Gift Card!!

We're holding 1-hour online meetings and want to hear from you! We are creating outreach materials about youth marijuana use and you can help guide our work!

QUESTIONS?
 406-258-3023

RSVP BY:
 SEPTEMBER 25th @ 5 PM

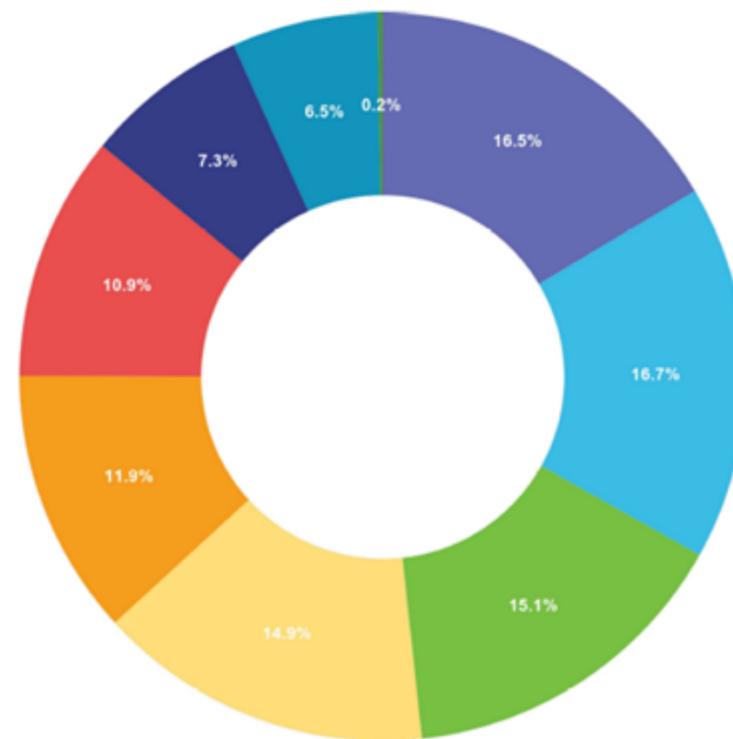
LINK TO REGISTRATION:
https://missoulahealth.qualtrics.com/jfe/form/SV_9N95ZOM58pucyge

22 parents

Survey Data

How often are parents talking with their children about the potential risks of marijuana?

Q7 7. In general, how often do you talk about the potential risks of marijuana with your child(ren)?*



| Choice | Total |
|---|-------|
| At least once a week | 225 |
| At least once a month | 228 |
| At least once every other month | 207 |
| At least once every 3 months | 204 |
| At least once every 6 months | 162 |
| At least once a year | 149 |
| Rarely | 100 |
| I don't talk about the risks of marijuana use | 89 |
| Other | 3 |

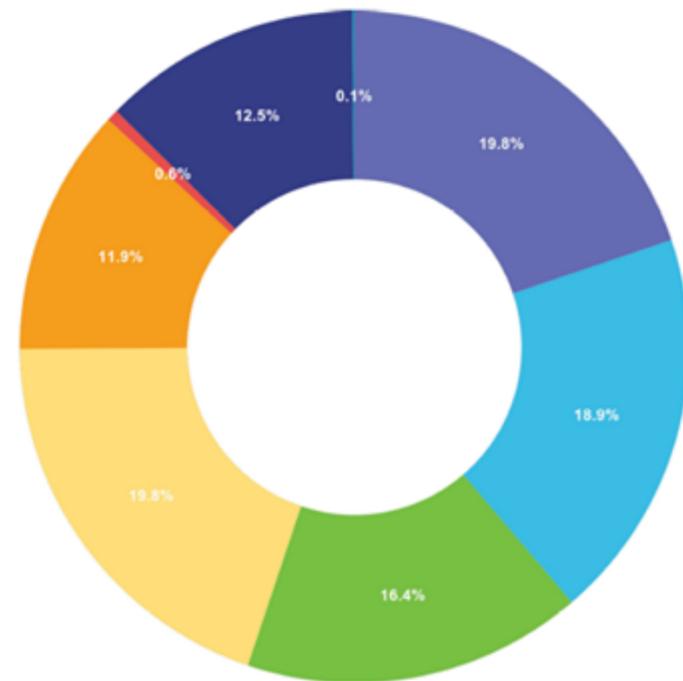
Answered: 1367 Unanswered: 43

Survey Data

What potential harms of youth marijuana use are parents most concerned about?

Q6 6. What potential harms of youth marijuana use are you most concerned about?

(Choose up to three)



| Choice | Total |
|---|-------|
| Impact on brain function (memory, concentration, IQ) | 778 |
| Potential for addiction | 742 |
| Potential for driving accidents | 644 |
| Potential impact on physical health | 775 |
| Potential for arrest for MIP | 468 |
| None | 22 |
| Potential impact on mental health (anxiety, suicide, psychosis) | 490 |
| Other | 4 |

Answered: 1376 Unanswered: 34

Focus Groups



- Many of the parents indicated that it is difficult to have discussions with their children about the dangers of marijuana when use has become so normalized and accepted.
- They indicated that sometimes their children think they don't know anything (about marijuana) and that it's helpful to utilize outside resources (websites, videos, guest speakers).
- Some indicated that they used to use marijuana and it's hard to know how to talk about the dangers if you have used it before.
- Several said that their children have aunts, uncles, cousins, siblings, friends, who use marijuana regularly (many have a medical card) and they don't see any dangers coming from that use.
- Many indicated that a website would be helpful with tips on how to talk about marijuana and addiction that are developmentally appropriate, local data and resources, and stories from other youth who have used.
- Many mentioned also using social media to impart this information to other parents.

Media Campaign



Current Elements

- ✦ Website: <https://cannwechat.org/>
- ✦ Social media: Facebook and Instagram
- ✦ Radio and digital display ads
- ✦ Press release - media coverage
- ✦ Information given out at events

Future Elements

- ✦ Video ads
- ✦ Blog posts
- ✦ Bathroom/bus ads
- ✦ Swag





Cann WeChat?

BROUGHT TO YOU BY HEALTHY MISSOULA YOUTH

[Today's Cannabis](#)

[Signs of Use](#)

[Conversation Tips](#)

[FAQs](#)

[Resources](#)

[About](#)

[Contact](#)

Equipping Parents to Talk with Their Kids About Cannabis



Acknowledgments

Thank you!

Questions?

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