

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

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TODAY'S Agenda

Healthy Missoula Youth Coalition

Environmental Scan Overview

Data Collection

Website Scan

Dispensary Scan

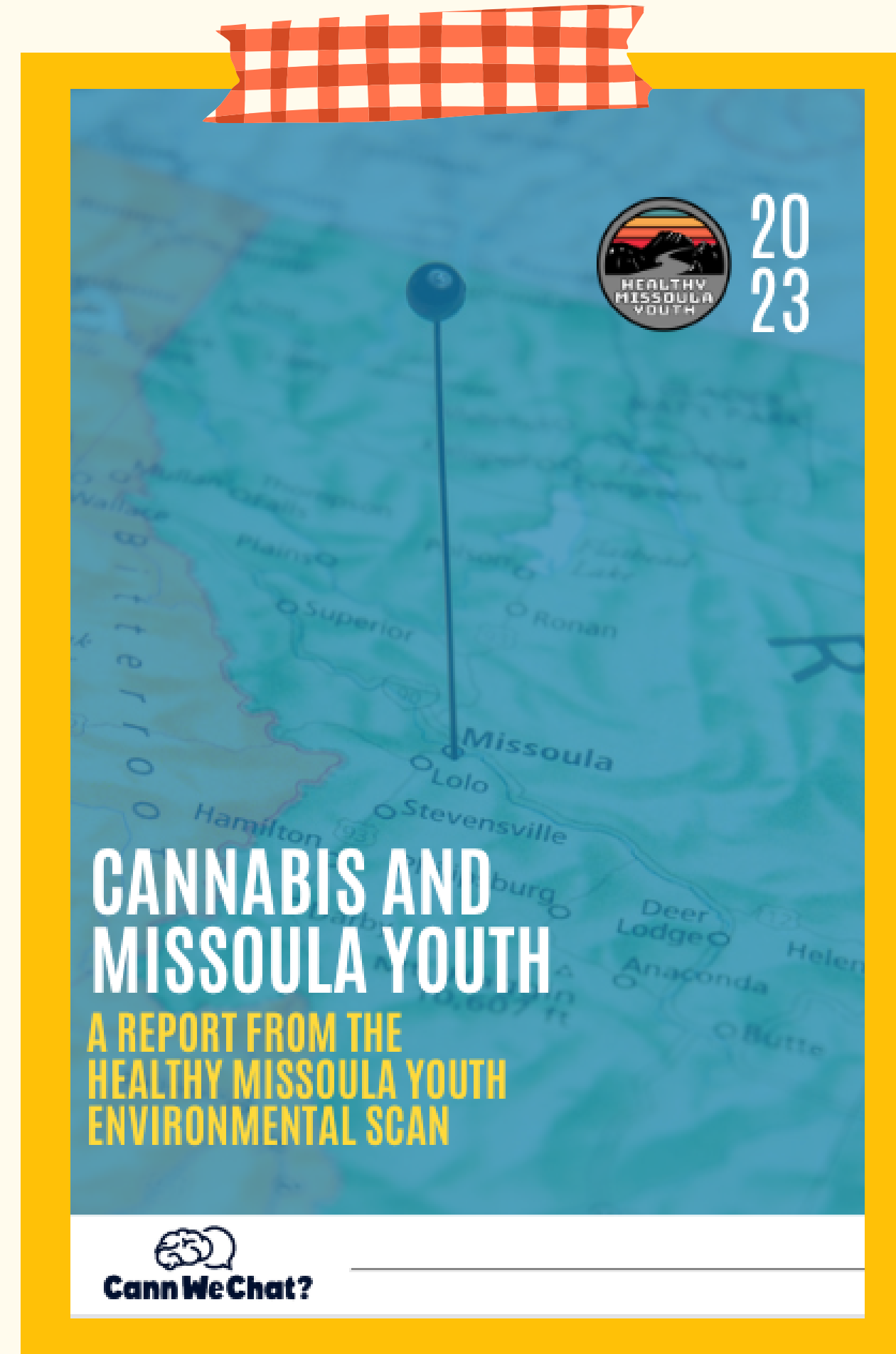
Findings Data Walk

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%

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.



56%



99%

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

SHORT
BRIEF

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

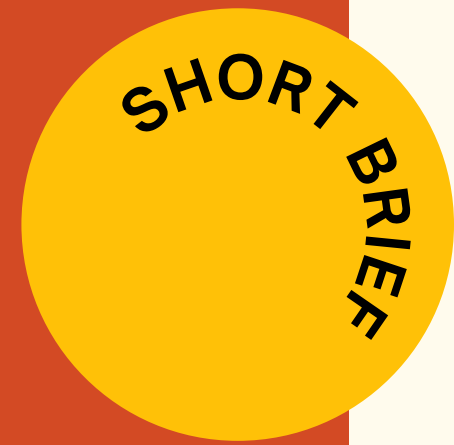


Accessibility

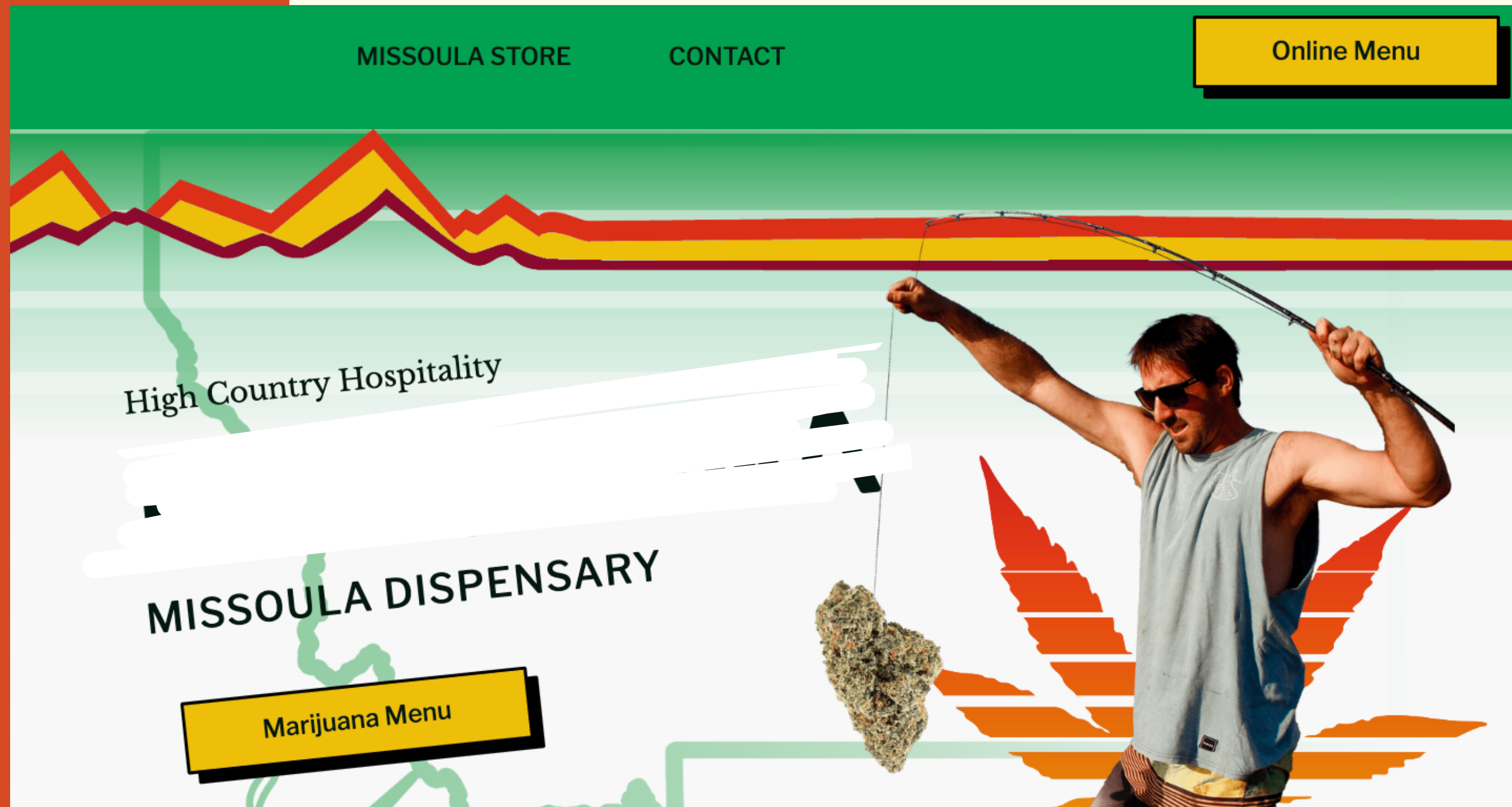
- ✦ Does the website require age verification?
- ✦ Is online ordering/delivery available?
- ✦ Does the website provide any warnings about potential negative side effects?

Advertising

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



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?

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

To see the full spreadsheet, scan
this QR code



Dispensary Scan Process

(This section is for visible 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	Do they visibly display the "We Card" sign or other signs indicating they do not sell cannabis/ tobacco/ alcohol products to people under age 21?	Are there any other public displays of cannabis products?
710 Montana	100%	Professional ...	glazed windows	Other	no substances a	No		No		Yes, but unofficial	no
Big Sky Buds	25%	Sandwich Bo...	Sandwich board and logo on door	Cannabis		No		No		No	No
Big Sky Herbals & Edibles	25%	Professional ...	Their logo and a	Cannabis	Edibles specifica	No		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	No
Bloom (lolo)	5%	Professional ...	green cross "CB	CBD		No		No		No	no - cu
406 Bliss - Lolo (aka Forbidden Gardens)	25%	Professional ...	green cross, wa	Cannabis	medical cannaib	No		No		Yes, The official one	no - da
406 Bliss - Missoula	50%	Neon Signs	Neon plus hand	Cannabis	Vapes and liquid	No		No		Yes	Yes
Buzz Genetics	100%	Banners/Larg...	Sandwich board	Cannabis		No		No	It does say open	No	No
Cloud Canna, w. Broadway											
Cloud, South Ave.	10%	Neon Signs	Green cross with	Cannabis		No		No		Yes	Yes
The Coffee Joint											
Collective Elevation	25%	Sandwich Bo...	And neon signs	Cannabis		No		No		No	No
Dancing Goat Gardens (Missoula)	No windows	Posters	420 at Dancing	Cannabis		No		Yes	Goat	No	No
Dancing Goat Gardens (Seeley Lake)		Posters	neon sign saying	Cannabis		No		Yes	Goat	No	no - cu
Cookies Missoula (Double Dogs Cannabis)	100%	Sandwich Bo...	logos all over window and awning	Cannabis		Yes	happy hour	Yes	cookies!	No	No
The Edge Dispensary	10%	Banners/Larg...	business sign in	Cannabis		No		No		Yes, The official one	No
Elevated	100%	Posters		Cannabis		No		No		Yes	No
Euphoria Wellness - Missoula	25%	Professional ...		Cannabis		No		No		Yes	Yes
Farm406	25%	Neon Signs	Lots of neon cro	Cannabis		No		No		No	No
Fat Hippie/Bloom	50%	Neon Signs	GRreen cross	Cannabis	CBD, THC	No		Yes	Hippie and rain	Yes, but unofficial	yes
Firefly (aka Green Alternatives)	100%	Posters	Hand-drawn sign	CBD	MA	No		No		No	No

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



1389 parents

HEALTHY MISSOULA YOUTH

Parent Feedback Needed

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?

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!

Attend a meeting:

Wed, Sept. 27
12 - 1 pm (online)

or

Thurs, Sept. 28
6 - 7 pm (online)

YOU WILL RECEIVE A

\$40 Missoula Downtown Gift Card!!

QUESTIONS?

📞 406-258-3023

RSVP BY:

SEPTEMBER 25th @ 5 PM

LINK TO REGISTRATION:

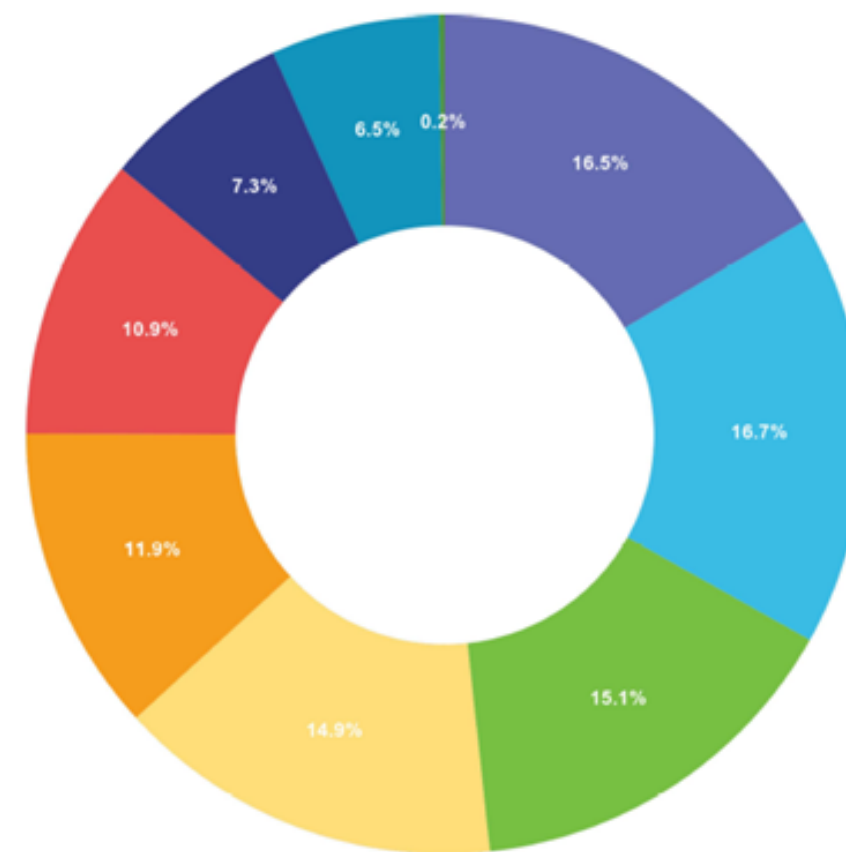
https://missoulahealth.qualtrics.com/jfe/form/SV_9N95ZOM58pucyge

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

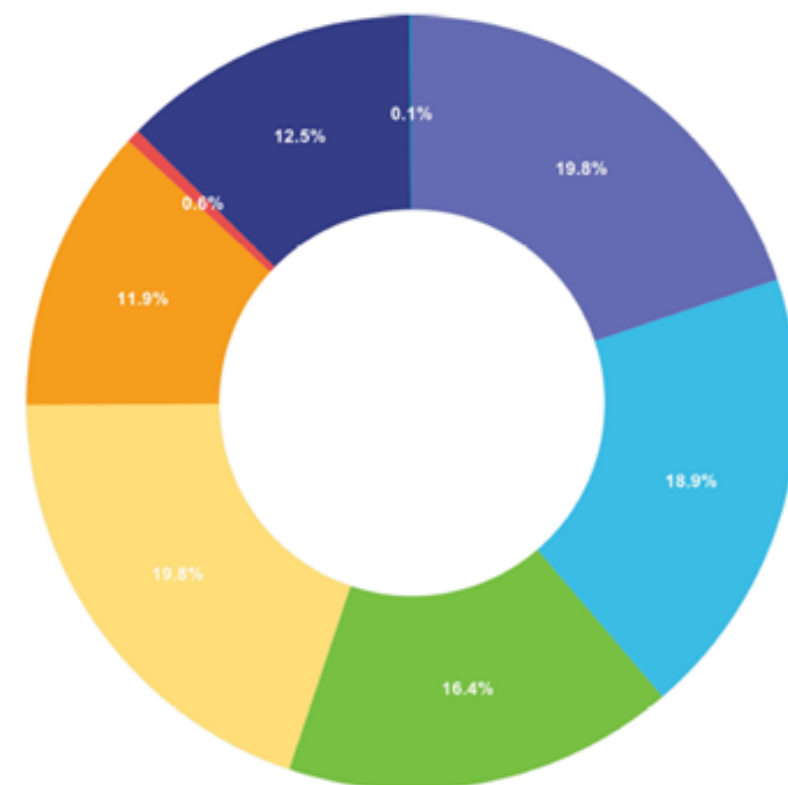
Answered: 1367 Unanswered: 43

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





CannWeChat?

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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