

**WASHINGTON STATE DEPARTMENT OF HEALTH**  
**Marijuana Prevention and Education Program**  
**2018-2020: Regional Needs Assessment Update Tool**

Needs/Asset Assessment for Youth Marijuana Prevention & Education Program: **Cascade Pacific Action Alliance Region**

**Purpose of Needs Assessment Update:**

- Based on new (2018) HYS data, understand regional needs and identify strategies to prevent youth marijuana use.
- Gather and assess 2018 HYS data to ensure that marijuana use prevention efforts continue to be appropriate and targeted to the needs of communities and the priority populations within the regions.
- Understand and update which resources and capacity of such are available to address the needs of those you serve within your region.
- Understand potential for marijuana policies within your region.

**Statewide Goals:**

- Decrease the percentage of 10th grade students who have used marijuana at least once in the past 30 days. (Statewide and among priority populations)
- Decrease the percentage of 10th grade students who first used marijuana before they were 14 years old.

**Outcome Measures:**

- Baseline measures come from the 2016 Washington Health Youth Survey.
  - The rate of youth marijuana use will come from outcomes of biannual HYS data.
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**Section 1: Understanding Reach and Populations to Serve**

1. List the coalitions/networks in your region that continue to work on marijuana use with a brief description of the coalition (2-3 sentences). Specifically note those that focus on youth marijuana prevention and education. Update regional network partnerships based on this analysis.
  - Longview Anti-Drug Coalition is a community group that works throughout the community to reduce drug and alcohol use by educating, mobilizing and empowering youth and adults residing in Longview.
  - The Cowlitz County Prevention Squad is a group of youth working to educate community members and prevent drug abuse in Cowlitz County. Prevention squad is supported by Youth and Family Link and its Drug-Free Communities grant, as well as receiving YMPEP funding to provide Marijuana prevention and education.
  - Mason County now has two Substance Abuse Prevention Coalitions. The Shelton Coalition began in January of 2014 to address some of the high risks health behaviors and needs in Shelton, Washington. The Coalition is made up of a diverse group of community partners and passionate community members dedicated to alcohol and substance abuse prevention. A key goal is to work on drug prevention

strategies that support and reach all community youth. A second coalition was started in North Mason in April of 2018. The North Mason Substance Abuse Prevention Coalition and shares the goals and mission of the Shelton Coalition.

- Tumwater HOPES (Healthy Opportunities for Prevention, Empowerment and Success) was formed in 2019 to prevent and reduce substance use among youth in Tumwater. This coalition is focused on a common goal of healthy, empowered youth. Approaches to change include public education, policy level change, environmental strategies, individual and community programs.
- The B-THAT have updated their mission statement:  
Bucoda-Tenino Healthy Action Team (B-THAT) supports Bucoda and Tenino community members to prevent and reduce drug and alcohol use through education, building relationships and promoting positive, healthy lifestyles.

The bullets below need removed, they no longer exist.

- Thurston County Drug Action Team.
  - Rainier Community Cares.
2. It may help to look at population characteristics in your region on a map. The [Washington Tracking Network](#)<sup>1</sup> maps a variety of characteristics at the census tract or county level.
    - a. From the [WTN Portal](#)<sup>2</sup>, select “Search WTN Data.”
    - b. In the menu on the left, select “Community” → Under Section and under Topics select either “Community” or “Population Characteristics” – both have relevant information.
    - c. Complete the rest of the form and hit “Submit.”
    - d. Data will appear in the window to the right and can be downloaded for additional analysis or mapped using the tab at the top. Explore these data and find maps of your region that indicate areas of high need.
    - e. Take a screenshot or “snip” the maps that tell the story of your region and include them in the needs assessment along with an interpretation.
  3. Regions should prioritize youth who experience inequity in health outcomes or disproportionate marijuana use rates compared to the overall population. These groups of youth are often members of racial or ethnic minorities, living in households at or below the federal poverty level, struggling academically, bullied, and bullied for being perceived as gay.

For your region, complete an HYS county, \*sub-county region or school district profile for each area in your region. If HYS data is not available, identify where it is not available and include plans to expand HYS participation. Most measures are available on [www.AskHYS.net](http://www.AskHYS.net). OSPI discipline data for 2016 and 2017 is provided. Annual dropout statistics by county, school district and school are available online at <http://www.k12.wa.us/DataAdmin/>.

**School District, Sub-County Region, or County:** \_\_\_\_CPAA\_\_\_\_ **Student population (grade 6-12):** \_\_10\_\_

<sup>1</sup> <http://www.doh.wa.gov/DataandStatisticalReports/EnvironmentalHealth/WashingtonTrackingNetworkWTN>

<sup>2</sup> <https://fortress.wa.gov/doh/wtn/WTNPortal/>

Domain	Indicator	Subpop-ulation	Data Source (List HYS and any other data source)	Data Year	Baseline Percent % (2016)	CPAA Current Percent % (List overall rate in your school district or county and for each domain and sub-population)	95% confidence interval (List interval if any)
Dropout	12 <sup>th</sup> grade dropout rate	Overall	OSPI Annual Dropout Statistics		13.07	12.6%	
	12 <sup>th</sup> grade dropout rate	Low income	OSPI Annual Dropout Statistics		17.29	16.6%	
Discipline	Discipline rate	Overall	OSPI Discipline		3.73	4.41%	
	Number of suspensions or expulsions related to marijuana in 2015	Overall	OSPI Discipline		562 (6.48%)	595 (5.18%)	
	Marijuana discipline rate per 10,000 students in 2015	Overall	OSPI Discipline		35.51	42.06	
10th grade risk factors	Have friends who used marijuana in the past 12 months	Overall	HYS		44.64	50.1	
	Perceive great risk of harm from regular marijuana use	Overall	HYS		32.29	29.9	
	Report it is NOT very hard to get marijuana	Overall	HYS		69.07	68.1	
	Got mostly C's, D's and F's last year	Overall	HYS		27.70	31.3	
	Live with someone who uses marijuana	Overall	HYS		27.17	17	
	Parents have NOT talked to me about not using marijuana in the past 12 months	Overall	HYS		38.93	38.83	
	Has been bullied at least once in the past month	Overall	HYS		26.86	24.7	
10th grade marijuana use	Current marijuana use	Overall	HYS		18.16	18.0	
	Current marijuana use	Female	HYS		19.47	19.1	
	Current marijuana use	Male	HYS		17.65	16.8	
	Current marijuana use	American Indian	HYS		25.70	23.5	

		or Alaskan Native non-Hispanic					
Current marijuana use	Asian or Asian American non-Hispanic	HYS		13.10	9.4		
Current marijuana use	Black or African-American non-Hispanic	HYS		17.50	22.2		
Current marijuana use	Hispanic	HYS		21.33	22.3		
Current marijuana use	Multiracial non-Hispanic	HYS		22.70	20.1		
Current marijuana use	Native Hawaiian or other Pacific Islander non-Hispanic	HYS		30.60	19.3		
Current marijuana use	Lesbian, Gay, Bi-sexual	HYS (2016 only)		30.60	26.2		
Current marijuana use	White non-Hispanic	HYS		17.53	16.8		
Add more as needed							

After completing the data profiles, answer the following questions:

1. What are the 3 primary populations in which you currently target your prevention efforts?

Our primary populations have not changed. In Reviewing our 2018 HYS data the CPAA region held two in-person meetings to discuss the findings and agreed that Youth who earn low to poor grades, Youth who lives with someone who uses/has marijuana in the home, Parents who have NOT talked to their youth about not using marijuana in the past 12 months and Rural communities that receive little to no funding for education and prevention will remain our top primary populations.

2. What are the specific strategies (via your strategic plan) in which you address each?

Here are two strategies being used to address youth who earn low to poor grades: increase school attendance and reduce youth access to marijuana. In order to address youth that live with someone who uses/has marijuana in the home, the strategies of community norm change and views on medicinal marijuana use versus recreational use. Lastly, the strategies being used to address, Parents who have NOT talked to their youth about using marijuana in the past 12 months, include: community norm change, mixed marijuana messaging and both youth and parents knowing risk of underage marijuana use.

Including outlying communities and their decision makers in our prevention strategies. Presentations to school staff to explain the warning signs of marijuana use and how it can impact school performance and behavior. Community events and fairs where parents can be directly engaged and encouraged to speak with their kids about marijuana use, setting clear boundaries.

The two strategies that Thurston County will use to address the population are:

- Family and Key Influencers: Parent and key influencer education on: marijuana products; potential harms of marijuana use to youth, the devices being used to consume marijuana, importance of restricting access; the importance of parents in preventing youth marijuana use; and the importance of setting and modeling positive family rules and norms related to substance use (IS-3).
- Government and Community: Strengthen compliance (enforcement) of public policies without being punitive (D P-7). This would include examining county-based retailer advertising practices ranging from billboards, buildings/storefronts, to online presence to determine compliance with current state and local codes/ordinances and opportunities to strengthen youth/parent awareness of the role advertising plays in youth marijuana use.

3. Using the (above) completed data profiles, have you identified different and/or additional groups of **Primary Populations**, in need of targeted prevention efforts?

If the answer to question number 3 is yes, answer the following questions for each selected group:

**Parents who have NOT talked to their youth about not using marijuana in the past 12 months**

- Why has this group been identified as a prioritized population? (Give two to three reasons)  
Healthy Youth Survey (HYS) data reports that almost 40% of 10<sup>th</sup> graders in Cowlitz County have NOT been talked to about Marijuana by their parents in the past 12 months. Also, 1.5% of 10<sup>th</sup> grades stated that they get marijuana from their home- some with permission and some without. Parents, trusted, and caring adults talking with youth about marijuana use has shown to have a significant influence on their youth/teen's decision to use (or not use) marijuana. Educating our Cowlitz County parents and adult figures about the risk of marijuana towards youth is a high need in our community.

- What risk factors does this group experience?  
HYS states that almost half of our 10<sup>th</sup> graders in Cowlitz County are not being talked to by their parents about the risk of marijuana. This leaves almost 200 students (who participated in the HYS 2018) at risk to start using marijuana before they graduate. Parents not speaking about the risks and law factures of marijuana to their children, are putting them at greater risk for possibly abusing and making light of underage marijuana use. Parental discussions about marijuana laws is crucial with marijuana being legal for 21+ individuals in the state of WA.
  
- What protective strategies were identified to address the risk?  
Education and prevention are the largest protective strategies in Cowlitz County. The fact that Marijuana is legal, it is even more important for our community to education the adults and parents of the laws and regulation on marijuana use in general. Parents are more likely to talk to their child if they are more comfortable with the information on the topic. Prevention is crucial in parents talking to their child. Making sure that parents in Cowlitz County know how to talk to their child is a big protective strategy. Using community resources plays a big role in education and prevention for our youth and their parents. Speaking with specialists and professional services will assist in defending these parents and youth.
  
- Where will these strategies be implemented? (Schools, a specific community, a specific county, region-wide)  
Cowlitz County and Youth and Family Link will be the implementation areas. Using Youth and Family Link partners and programs to reach our target audience will be the main focus. Schools and extended learning programs in Longview and Kelso will participate in Educating and pushing prevention in our Community. All Prevention groups in Cowlitz County will be assisting in educating parents on marijuana and how to talk to their children about the risk factors.
  
- How did you identify the area in which the strategies will be implemented?  
For Longview Kelso area, we strategies with this location most due to our partners and local community events. We are assigned to Cowlitz County and reach out to the four other small towns as often as we can. We do have a county prevention group in Castle Rock and Toutle.

**Youth who lives with someone who uses/has marijuana in the home**

- Why has this group been identified as a prioritized population? (Give two to three reasons)  
  
Healthy Youth Survey (HYS) data states that 26% of Cowlitz County 10th graders have marijuana use in their household. With Marijuana being legal in the state the use of marijuana in the household has increased. This Risk Factor for marijuana use is above the state average, at 26% in 10th graders in Cowlitz County.
  
- What risk factors does this group experience?  
  
The HYS states that 24.4% of 10th graders in Cowlitz County state that their parent possibly doesn't see harm in youth marijuana use; this being a Risk factors for this group because it may increase the norm in their home. With 26% of Cowlitz County 10th graders parents using marijuana in the house, leads a greater risk for their child to try marijuana substances themselves. Students are more likely to use/try marijuana substances is they see it has a social norm in their house hold.

- What protective strategies were identified to address the risk?  
The main protective strategy for Cowlitz County is education on marijuana. Prevention groups sharing education and prevention strategies with our community may protect our youth from following their household norm. Drug Free Communities and Social Norms groups targeting this population to make sure they are aware of the risk in having parents who use. Also, reinforcing the law that it is legal for 21+ to use marijuana; making sure that those using at home are aware of the safe way to use marijuana with youth in their home.
- Where will these strategies be implemented? (Schools, a specific community, a specific county region-wide)  
Cowlitz County and Youth and Family Link will be the implementation areas. Using Youth and Family Link partners and programs to reach our target audience will be the main focus. Schools and extended learning programs in Longview and Kelso will participate in Educating and pushing prevention in our Community. All Prevention groups in Cowlitz County will be assisting in educating parents on marijuana and safe ways of using. Also educating youth on the laws of marijuana use in our county.
- How did you identify the area in which the strategies will be implemented?  
For Longview Kelso area, we strategies with this location most due to our partners and local community events. We are assigned to Cowlitz County and reach out to the four other small towns as often as we can. We do have a county prevention group in Castle Rock and Toutle.

4. Of the coalitions/networks listed in Question 1 above, which of these specifically focus on the primary populations listed in Question 3. Please list the coalitions/networks and the primary population (s). Does the coalition/networks membership reflect the populations you prioritized?

Both the Shelton and North Mason Prevention Coalitions work to address all three primary populations. The three primary populations are: Youth who earn low to poor grades, Youth who live with someone who uses/has marijuana in the home, and Parents who have NOT talked to their youth about not using marijuana in the past 12 months. Our current coalition membership is not entirely representative of these populations I would encourage the coalition to increase recruitment in order to make it more representative of these priority populations.

Longview Anti-Drug Coalition- targets youth in the city of Longview. Using county sectors to help reach our prioritized population. Doctors, authorities, parents, and health providers help to reach all parents and youth who are in need of marijuana education and prevention. They also focus on a healthier living which falls under risk factors of youth drug and alcohol abuse.

Castle Rock CARE Coalition focuses on youth prevention and education in the castle rock middle school and high school; specifics being drugs and alcohol.

The Toutle Lake Prevention Team focuses on youth prevention and education in the Toutle Lake middle school and high school; specifics being drugs and alcohol.

The Cowlitz County Prevention Squad works directly with the Counties youth and adult population. Focusing mainly on reinforcing the true social norms about drugs and alcohol. Also, providing education and prevention to all youth in the county.

Thurston County Public Health & Social Services now facilitates the B-THAT Coalition and Tumwater HOPES.

5. Of the coalitions/networks listed in Question 1 above, please include a brief 2-3 sentence description of how youth leaders are involved. Examples include participate in meetings, lead activities to prevent youth marijuana use, organize meetings with other coalitions, etc.

Youth are involved in coalition activities through a Youth 2 Youth prevention club. These students occasionally attend coalition meetings. Mainly these students work on PSA campaigns within their schools and local community. For example, students will educate younger students at an event called Safety Days, where various topics, including prevention, are discussed. One of the student leaders has also written two articles that have been published in the local newspaper about disposing of prescription drugs safely and driving distraction free.

Castle Rock CARE Coalition works directly with the Castle Rock Prevention Team at the high school. The team organizes group meetings and leads activities for preventing youth marijuana use in our community. The youth team also works together with the coalition to put on the Cowlitz County Youth Leadership Summit, as well as serve on the Coalition Board.

The Cowlitz County Prevention Squad leads town hall meetings, coordinates with the Toutle Lake Prevention Team and participates in the Cowlitz County Youth Leadership Summit. This group of kids also promote marijuana education and prevention throughout community events and marketing in our local area.

The Toutle Lake Prevention Team works directly with the high school. They lead activities to prevent youth marijuana use and participates in the Cowlitz County Youth Leadership Summit.

The Longview Anti-Drug Coalition works directly with community members and partners to help educate and prevent Youth Marijuana use in our county. Our Cowlitz County Prevention Squad work with the coalition members on raising awareness, education, and prevention strategies.

Both the Centralia and Morton coalitions have youth members and corresponding youth Prevention Clubs in their respective middle and high schools. Centralia's youth team is younger and more inexperienced when it comes to prevention, but the Morton youth team has been to the statewide Prevention Summit the last few years and understands prevention science well enough to implement in-school campaigns and interventions.

## **Section 2: Risk, Protective and Contributing Factors of Youth Marijuana Use**

In effort to capture the trends for your region, update the risk factors below by gathering feedback from regional stakeholders/partners and discuss the below questions (*if no changes, reference 2017 assessment information*):

1. Perception of Harm
  - What contributes to these risk factors?



A large portion of parents and adult figures use marijuana and are not making it a priority to restate the fact that it is still illegal for youth. Communities showing that marijuana is okay to use- and easy to get; forgetting to share the harm that it may have on the individual and youth if used.

The normalization that comes with increased legal adult use has caused teens to see marijuana as less and less harmful. Additionally, the marijuana industry has done an excellent job of framing their product as harmless and natural, without mentioning the negative aspects.

The increase in vapor product use and commercial/online advertising by marijuana retailers contributes to youth having a positive perception of marijuana and increased likelihood of use.

In Thurston County, the percent of youth currently vaping increased between 2016 and 2018 among all age groups measured on the Healthy Youth Survey. The vaping increase by grade was: 8th graders = 5% increase, 10th graders = 7% increase and 12th graders = 9% increase. Additionally, the perception of harm measured by the 2018 Healthy Youth Survey showed that among Thurston County 10th graders only 33% saw great risk in regular marijuana use. When you examine this measure by race and ethnicity, it shows sizable disparities among county 10th graders (e.g. Asian = 46% great risk, Native American = 28% great risk).

- What protective factors are needed?

The Social Norm of marijuana use in adults is different for those in teens and youth. A large portion of residence use marijuana in some way or another making the view of harm lower. Youth tend to follow the views of adult; therefore, more youth are apt to see no harm in adults do it and not realizing the harm in youth using marijuana. Proving education and awareness is crucial.

Build relationships with local retailers to increase their prevention messaging to customers. Positive social norm awareness in schools and community wide.

- What strategies will be used to increase protective factors?

Instead of our community pushing for “harm in adult use” there will need to be an increase in education on youth awareness. Also, adults knowing that it’s okay to use marijuana (it is legal) but not letting adult use be a temptation for youth to use as well. Taking a more positive approach to education on marijuana.

- What measures will you use to evaluate your efforts?

HYS for 2020 will be our main way of measuring the increase of parent’s perception on marijuana along with youth perception.

## 2. Favorable attitudes toward marijuana use:

- What contributes to these risk factors?

Same as above information, including early initiating to drugs and alcohol, and laws/norms favorable to drug use. The medical marijuana movement that swept the nation in the previous decade has linked marijuana use with health.

- What protective factors are needed?

Stating the true social norms on marijuana use will help youth and parents realize that it IS socially acceptable to NOT use marijuana. Also, reinforcing the norms to help open the eyes of youth who are being pressured.

Accurate information being disseminated among medical professionals and key public leaders about the risks associated with marijuana use and the limited and largely unproven benefits.

- What strategies will be used to increase protective factors?  
Assessing advertising and marketing tactics from the marijuana industry, to include new and emerging trends. Increase awareness of marijuana advertising through youth-led environmental assessments of marijuana messaging. Using the You Can Youth Training and Start Talking Now campaign to reach the key influencer in the youth life.
- What measures will you use to evaluate your efforts?  
Again, looking back at the 2020 HYS for each county and as a region will help us to understand what students are saying about the use of marijuana. Also looking at the adult community survey to be conducted yearly in most CPWI communities.

3. Increase of access and availability of marijuana, e-cig and vaping devices:

- What contributes to these risk factors?  
Local marketing and selling of marijuana. As we all know the marketing strategies aren't always just attracting the legal age of individual. Students surrounding themselves with others that use marijuana in some way, or living with an adult that uses marijuana. A large number of students believe marijuana is easy to get; students are more likely to believe this if they are in the path of someone who DOES get marijuana from somewhere, it makes it that much easier.
- What protective factors are needed?  
Decreasing the temptation and pressure that youth are being give. All of the strategies listed in the above questions are factors that will come into play while Marijuana becomes more acceptable in Washington. Opening the eyes of youth on the social normalization in Cowlitz County will help in this situation. Marijuana use in youth is not "normal" in this region and it's okay to say no.
- What strategies will be used to increase protective factors?  
Providing ways for parents and adult to use marijuana safe and smart. Education, along with prevention, is going to help increase the protective factors. The more that our community understands the law and social norms on marijuana, the less youth will be tempted to use. Also working with schools and other prevention groups will help to increase the population reached.
- What measures will you use to evaluate your efforts?  
Again, looking back at the 2020 HYS for each county and as a region will help us to understand what students are saying about the use of marijuana. Also looking at the adult community survey to be conducted yearly in most CPWI communities.

4. Other: If you identify other risk factors to address, please note:

- What other risk factors (if any) will you address in your region?
- What contributes to these risk factors?
- What strategies will be used to increase protective factors?
- What measures will you use to evaluate your efforts?

**Section 3: Assessing Resources**

1. Identify and list resources needed to support strategies selected via strategic plan.

For Groups 1-4, resources should be made available through students' schools:

- Group 1, academic failure: family management programs through Centralia College Child and Family Studies. Nurse Family Partnership (NFP) and Parents as Teachers (PAT) can be useful for school readiness. Key relationships with leaders, activists, and professionals. Sound strategies and plans of action. Key relationships with leaders, activists, professionals and sound strategies and plans of action. A robust healthcare system that can back up our prevention messaging and clear pathways to resources from the state and federal level.
- Group 2, those who live with someone who uses marijuana: Youth Prevention Squad; Beacon program (selected youth for drug and alcohol learning); in school counselor; After school program/sports, In-home case management: PAT and NFP. Key relationships with leaders, activists, professionals and sound strategies and plans of action. A robust healthcare system that can back up our prevention messaging and clear pathways to resources from the state and federal level.
- Group 3, parents have not talked about marijuana: WA State Start Talking Now with website and information; National Institute on Drug Abuse website; Local health departments and coalitions. Key relationships with leaders, activists, professionals and sound strategies and plans of action. A robust healthcare system that can back up our prevention messaging and clear pathways to resources from the state and federal level.
- Group 4, Rural Communities: coalition building and community groups in rural areas of the counties. Rural communities have access to government-based and non-profit-based resources; however, that access is hampered by transportation challenges. Key relationships with leaders, activists, professionals and sound strategies and plans of action. A robust healthcare system that can back up our prevention messaging and clear pathways to resources from the state and federal level.

2. Identify and list resources available to address regions need.

In Cowlitz County:

- Longview Anti-Drug Coalition- Youth drug and alcohol abuse awareness and prevention through adult sectors. Each sector serves youth in some way in Cowlitz County- struggling home life, addicting, homeless, juvenile, etc. these member work with Youth and Family Link to build campaigns to assist the prioritized population. Before selection the sector for the grant, administration meet with all as a whole to discuss our planning strategies. Castle Rock CARE coalition- focusing on education and prevention on Castle Rock school. Members of this coalition are selected by the school staff leading the coalition. Local community members work together to participate in community events already in place. Cowlitz County Prevention Squad- focusing on prevention and education throughout the county. All student 12-18 years old are invited weekly to work on upcoming campaign to lower drug and alcohol abuse in our community.

In Thurston County:

- Organizations working specifically to address youth marijuana use include Thurston County Public Health & Social Services Department, TOGETHER!, Capital Region Educational Service District 113 and Thurston County school districts. YMPEP hosts regular calls to allow partners across the region to keep up on activities occurring.
- Funding from the Washington State Department of Health's Tobacco & Vaping Prevention Program now includes YMPEP funds to support vaping related activities. The Washington State Department of Health

continues to provide youth focused educational resources that are valuable to prevention efforts (e.g. StartTalkingNow).

In Lewis County:

- Trained, professional staff in key prevention positions
- Comprehensive training opportunities for staff and volunteers
- A network of community services which attempt to address underlying causes of youth substance abuse.
- An ESD which is also a licensed behavioral health provider and strong BH advocate at the state level.
- A kind and caring populace that wants the best for the area youth

### 3. What are the gaps in resources?

There is a lack of communication and coordination among community partners that can

- An inordinate focus on money and the lack of it, as opposed to creative solutions to utilize the funds available.
- A lack of properly trained healthcare professionals, especially behavioral health
- With the passage of the state law legalizing recreational marijuana came a wide array of informational material aimed at parents. As time has gone by, these marijuana-specific resources have become out dated (e.g. Parent's Guide is 2014 and Marijuana Facts is 2013). Marijuana, as with all substances, has changes in trends. However, marijuana products are fairly complicated in comparison due to the fact that they are legal and commercial interests provide opportunities for research and development type activities in what is offered through retailers. There seems to be a gap statewide in current marijuana-specific material for parents/guardians/caregiver or to use with parents that better explains the different forms of marijuana/marijuana use and why they should care (e.g. edibles vs vaping) and information that is not primarily negative/fear-based. Also, though national resources are available (e.g. M-files) it does not necessarily provide the insight on state trends for marijuana that would be helpful for people working in communities.

### 4. What strategies can your region work on to bridge the resource need/gaps?

- Continued and more frequent meetings with key partners, using consistent messages and action steps to get them all aligned.
- Coordination with similar counties in other parts of the state and nation to find effective and affordable strategies which may work here, regardless of revenue availability.
- Encourage and facilitate relationships with behavioral health agencies and degree programs to attract new BH talent to the area.
- The two strategies that Thurston County will use to address the population are:
  - Family and Key Influencers: Parent and key influencer education on: marijuana products; potential harms of marijuana use to youth, the devices being used to consume marijuana, importance of restricting access; the importance of parents in preventing youth marijuana use; and the importance of setting and modeling positive family rules and norms related to substance use (IS-3).
  - Government and Community: Strengthen compliance (enforcement) of public policies without being punitive (D P-7). This would include examining county-based retailer advertising practices ranging from billboards, buildings/storefronts, to online presence to determine compliance with current state and local codes/ordinances and opportunities to strengthen youth/parent awareness of the role advertising plays in youth marijuana use.

5. Create a resource document of available resources that can be shared with your Regional Networks, Partners and Program Recipients, based on DOH provided format template. How will this resource document be shared and/or disseminated to those throughout your region?

**Section 4: Next Steps**

1. DOH will provide finalized template and instruction by: April 15, 2019
2. Submit final needs assessment and updated strategic plan for approval to contract manager by: August 30, 2019
3. Contract manager will score and provide feedback by: September 15, 2019

*\*Sub-County Regions: For one to two county regions, you may decide to identify your geographical locations via school districts or broken up by sub-county regions. For example: King County has identified sub-county regions as East, South, North and Seattle. Sub-county breakdowns must be assisted with a justification and approved by contract manager prior to conducting needs assessment.*