



# YOUTH CANNABIS AWARENESS CAMPAIGN

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**POPULATION HEALTH DIVISION**  
SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

# Youth Cannabis Awareness Campaign Goals

- To respond to changes in law:
  - As of January 2018, one can legally use cannabis if 21 or older.
  - One can also use cannabis if 18 or older AND have a current qualifying physician's recommendation or a valid county-issued medical marijuana identification card.
- To provide accurate information, facts and resources for youth to make informed decisions regarding cannabis use.
- To prevent or delay cannabis use for youth under 21.



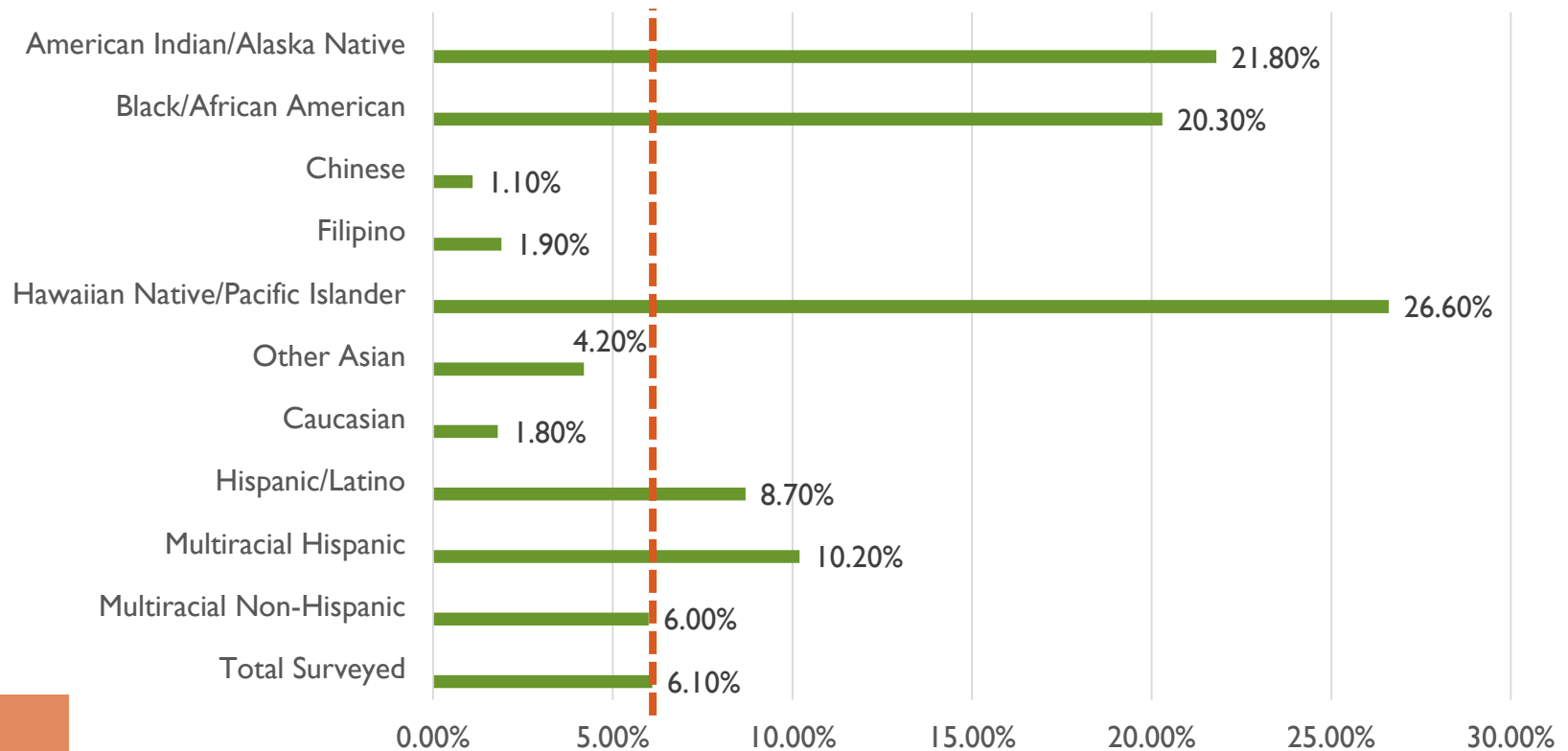
# Local data from SF youth survey

- By 12<sup>th</sup> grade, 27% of youth in SF say they have used cannabis in the last 30 days.
- There are racial disparities in exposure: Black/African American, Hispanic/Latino, Hawaiian/Pacific Islander, American Indian/Alaskan Native have highest exposure.
- There are gender identity disparities in exposure: bisexual and transgender highest exposure.
- Students enrolled in non traditional schools have lower perception of risk.



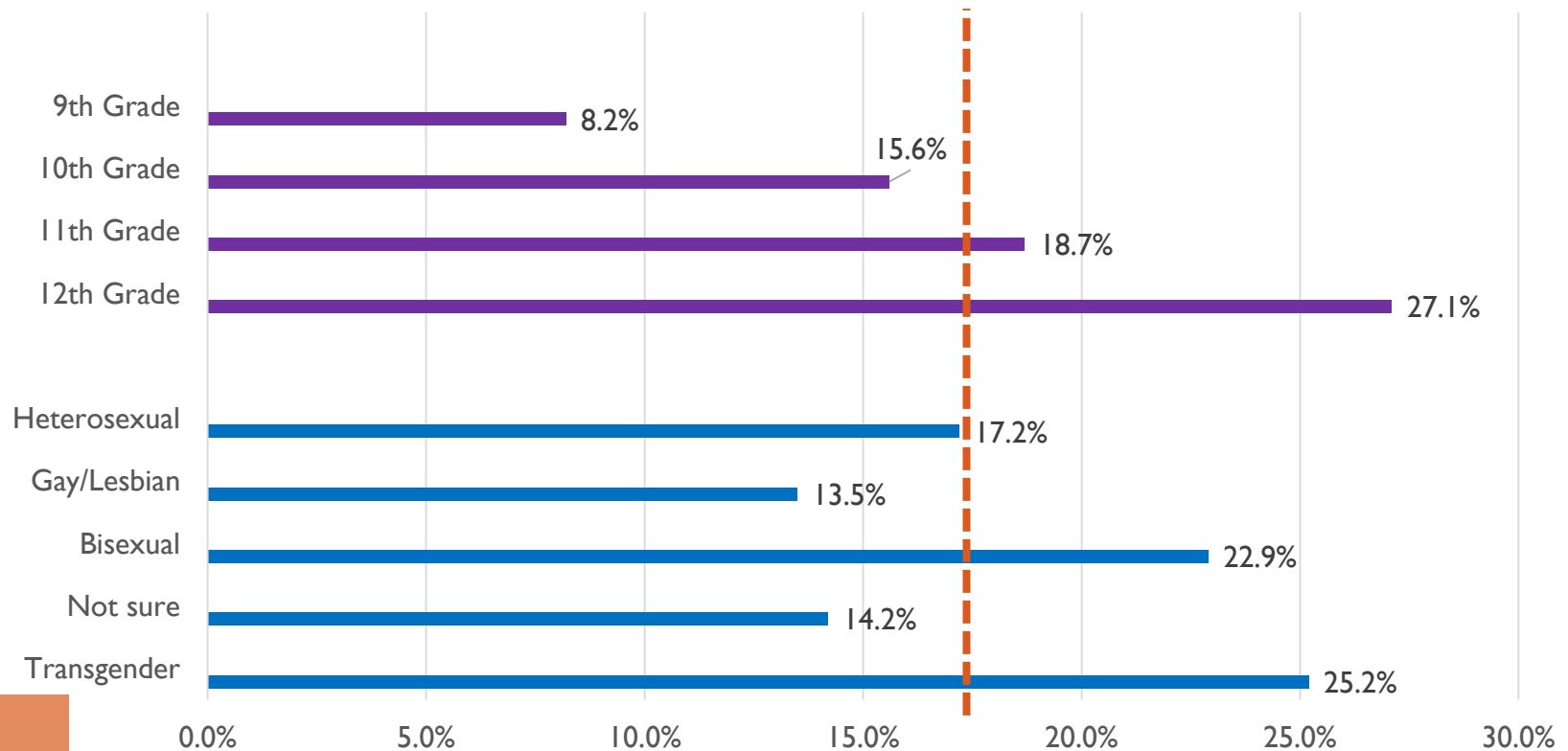
# Marijuana Use in SFUSD Middle School Students

Percentage Who Used Marijuana in Past 30 Days by Race/Ethnicity, 2015



# Marijuana Use in SFUSD High School Students

Percentage Who Used Marijuana in Past 30 Days by Grade, Sexual Orientation, and Gender Identity, 2015



# Youth Cannabis Awareness Campaign Approach

- First Phase of Multi-Year Campaign
- Harm Reduction Approach
  - Minimize harm and reduce negative consequences
- Positive Youth Development
  - Engage youth in development, implementation, and evaluation
- Decision Support
  - Youth want to make their own decisions
  - Factual information to help youth make informed choices





# Youth Cannabis Awareness Campaign Elements

## Budget: \$150,000 annually

- Campaign Creative with 510 Media
  - Formative Research with Youth
  - Social Media
  - Website
  - Posters and postcards
  - Muni bus ads
- 4 Public Service Announcements with SFGov TV
  - PSAs 1 & 2 developed and currently live
  - PSAs 3 & 4 in development
    - will align with messages from 510 Media creative
- Launch in Fall 2018
- Evaluation
  - Work with youth to plan and conduct surveys



# Youth Cannabis Awareness Campaign – 510media

DESIGN | BRANDING | PHOTOGRAPHY

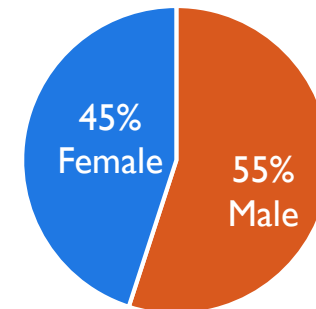
## 510 Media Methodology Overview

- Phase 1: Digital Ethnography – completed
- Phase 2: Teen Cannabis User Immersions – completed

Data collected from SFUSD youth on cannabis use

- Presidio Middle School (20)
- MLK Middle School (13)
- Lincoln High School (4)
- Gateway High School (1)
- Independence High School (1)

### Gender of Respondents



- Age range: 39 SFUSD students ages 12 – 17 yrs old

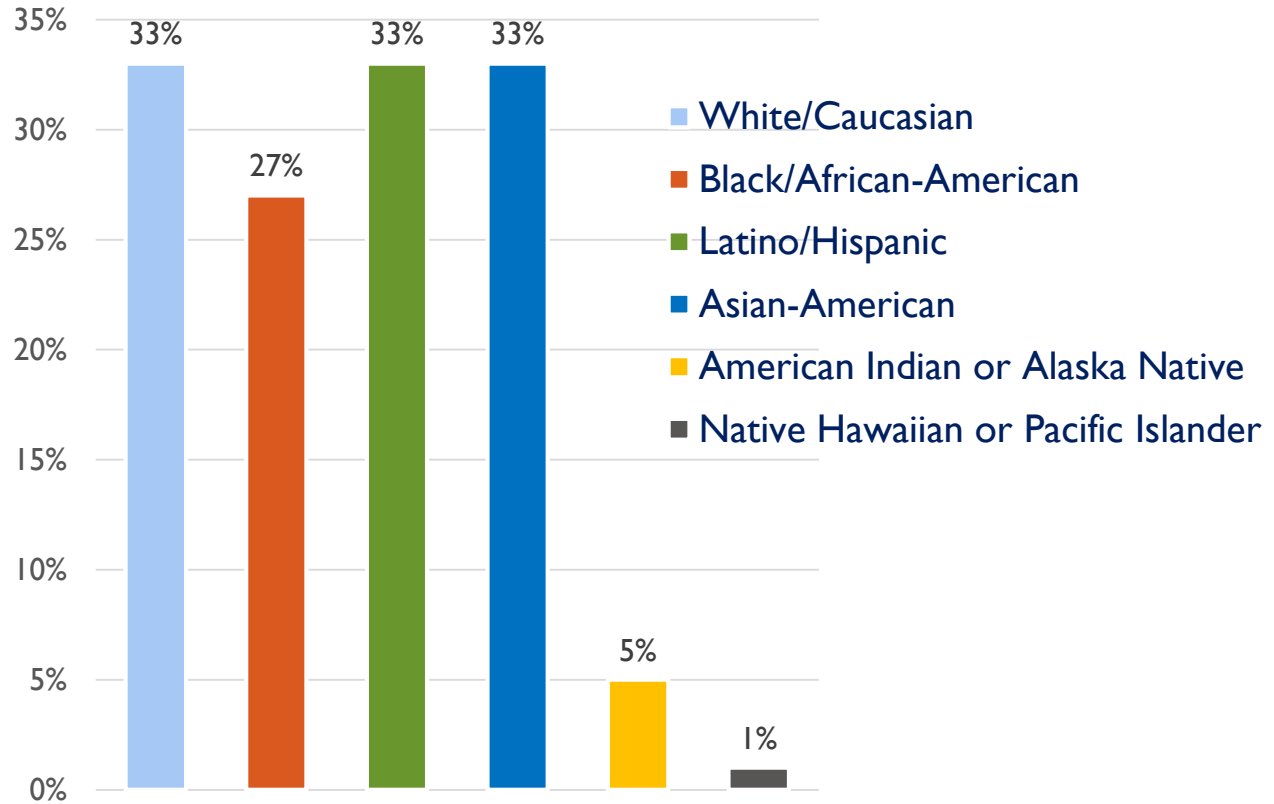




# Youth Cannabis Awareness Campaign – 510media

DESIGN | BRANDING | PHOTOGRAPHY

## Racial/Ethnic Background of Students



# Youth Cannabis Awareness Campaign - Youth Engagement

## 3<sup>rd</sup> Street Youth Clinic – Health Core Internship

- Focus group of 8
  - Recent high school graduates or enrolled in City College
  - Provided feedback regarding
    - General thoughts and beliefs about cannabis use
    - Campaign concepts
    - Muni bus ads
    - PSA scripts



# Youth Cannabis Awareness Campaign - Youth Engagement

## Feedback from youth:

- Take a harm reduction/awareness approach.
- Incorporate messages that reflect different forms and methods to consume cannabis, especially edibles.
- Increase awareness and offer youth tools for critical thinking and decision making in order to give youth choices to make their own decision.



# Youth Cannabis Awareness Campaign – 510media

DESIGN | BRANDING | PHOTOGRAPHY

## Design Theme and Concepts – Truth, meh or nah

- **Truth:** Messages color coded in green to indicate research supports message presented.
- **Meh:** Messages color coded in blue to indicate research is mixed.
- **Nah:** Messages color coded in orange to indicate research does not support message presented.
- Campaign will be presented in English, Spanish and Chinese



# Additional Youth Cannabis Awareness Efforts

- Harm Reduction Coalition Training
  - DPH staff and clinicians
  - SFUSD health and wellness staff
  - To be ready by fall 2018
- SFUSD Curriculum Development
  - Adolescent Health Working Group
  - In development
- DPH Behavioral Health
  - BHS provider trainings by addiction specialists





# Youth Cannabis Awareness Campaign 2018 Timeline

## April – May

Contract  
Development and  
Formative  
Research

## July – August

Campaign  
Creative  
Review,  
Training &  
Curriculum  
Development,  
Evaluation  
Planning

## October – December

Evaluation  
Implementation

Future Phases of  
Youth Cannabis  
Awareness  
Campaign

## June – July

Youth  
Engagement,  
Campaign  
Creative  
Development

## September – October

Campaign  
Launch  
HRC curricula  
implementation





# Acknowledgements

DPH Executive Team

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# Thank You!

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