Youth Cannabis Awareness Campaign

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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 12th 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

- American Indian/Alaska Native: 21.80%
- Black/African American: 20.30%
- Chinese: 1.10%
- Filipino: 1.90%
- Hawaiian Native/Pacific Islander: 26.60%
- Other Asian: 4.20%
- Caucasian: 1.80%
- Hispanic/Latino: 8.70%
- Multiracial Hispanic: 10.20%
- Multiracial Non-Hispanic: 6.00%
- Total Surveyed: 6.10%
Marijuana Use in SFUSD High School Students

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

- 9th Grade: 8.2%
- 10th Grade: 15.6%
- 11th Grade: 18.7%
- 12th Grade: 27.1%
- Heterosexual: 17.2%
- Gay/Lesbian: 13.5%
- Bisexual: 22.9%
- Not sure: 14.2%
- Transgender: 25.2%
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 –

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)

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

Gender of Respondents

45% Female
55% Male
Racial/Ethnic Background of Students

- 33% White/Caucasian
- 27% Black/African-American
- 33% Latino/Hispanic
- 5% Asian-American
- 5% American Indian or Alaska Native
- 1% Native Hawaiian or Pacific Islander
Youth Cannabis Awareness Campaign - Youth Engagement

3rd 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.
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

**September – October**
- Campaign Launch
- HRC curricula implementation

**October – December**
- Evaluation Implementation

Future Phases of Youth Cannabis Awareness Campaign
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Thank You!

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