• A word about Ventura County...

• A word about Ventura County Behavioral Health...
“Anti-Marijuana Crusaders to Talk ‘Science’ of Cannabis in Phoenix”
Ventura County Adolescent Treatment Program / Primary Drug Problem

Primary Drug of Choice FY 14/15 Ages 5-17

Marijuana 71%
Alcohol 12%
Other 17%

Marijuana
Alcohol
Other
<table>
<thead>
<tr>
<th>TOTAL CANNABIS USING CLIENTS (n=129)</th>
<th>98 percent of Youth in Tx</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL AVERAGE AGE OF ONSET</td>
<td>13 years of age</td>
</tr>
<tr>
<td>TOTAL CANNABIS FIRST DRUG (=63)</td>
<td>49 percent</td>
</tr>
<tr>
<td>TOTAL CANNABIS DAILY USERS (n=53)</td>
<td>41 percent</td>
</tr>
<tr>
<td>TOTAL ALCOHOL FIRST DRUG (n=23)</td>
<td>17 percent</td>
</tr>
<tr>
<td>TOTAL STARTED CANNABIS &amp; ALCOHOL (n=34)</td>
<td>26 percent</td>
</tr>
<tr>
<td>TOTAL STARTED W/ CANNABIS ALONE OR CANNABIS AND ALCOHOL (n=97)</td>
<td>75 percent</td>
</tr>
</tbody>
</table>
Between 2009 and 2014, 9% of POLD survey respondents used drugs (other than alcohol) on the day of their DUI arrest

- Respondents reporting other drug use rose from 7% to 11%
- Young adults (ages 18-24) reported drugs at a higher rate than any other age group
- The most commonly reported other drugs used were Rx drugs and marijuana
Ventura County Place of Last Drink (POLD) Survey

- Respondents ages 18-24 more likely to report marijuana use than other ages
- Older (55+) were more likely to report Rx drug use compared to other age groups

<table>
<thead>
<tr>
<th>Drug Used</th>
<th>Age Group</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used Marijuana</td>
<td>18-24</td>
<td>65%</td>
<td>76%</td>
<td>60%</td>
<td>56%</td>
<td>66%</td>
<td>65%</td>
<td>65%</td>
</tr>
<tr>
<td></td>
<td>25-34</td>
<td>44%</td>
<td>43%</td>
<td>50%</td>
<td>57%</td>
<td>53%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>35-44</td>
<td>25%</td>
<td>29%</td>
<td>24%</td>
<td>43%</td>
<td>30%</td>
<td>21%</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>45-54</td>
<td>16%</td>
<td>19%</td>
<td>13%</td>
<td>5%</td>
<td>22%</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>55+</td>
<td>8%</td>
<td>7%</td>
<td>--</td>
<td>8%</td>
<td>5%</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>Used RX Drugs</td>
<td>18-24</td>
<td>29%</td>
<td>24%</td>
<td>33%</td>
<td>39%</td>
<td>36%</td>
<td>29%</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>25-34</td>
<td>39%</td>
<td>53%</td>
<td>354%</td>
<td>30%</td>
<td>23%</td>
<td>38%</td>
<td>36%</td>
</tr>
<tr>
<td></td>
<td>35-44</td>
<td>42%</td>
<td>54%</td>
<td>44%</td>
<td>39%</td>
<td>65%</td>
<td>52%</td>
<td>49%</td>
</tr>
<tr>
<td></td>
<td>45-54</td>
<td>66%</td>
<td>65%</td>
<td>80%</td>
<td>90%</td>
<td>65%</td>
<td>65%</td>
<td>71%</td>
</tr>
<tr>
<td></td>
<td>55+</td>
<td>85%</td>
<td>87%</td>
<td>100%</td>
<td>92%</td>
<td>80%</td>
<td>67%</td>
<td>86%</td>
</tr>
</tbody>
</table>
Ventura County Place of Last Drink (POLD) Survey

- Those indicating poly-drug use on the day of their DUI arrest & being involved in a crash, were more likely to report both personal injury & property damage.
Local data indicate **young adults were more than twice as likely to have been in cars when driver was under the influence of marijuana** (compared to other ages).

![Graph showing the comparison of driving under the influence of alcohol and marijuana by age group, gender, and race/ethnicity.](image-url)
Just a DUI?

- **Alcohol:** The average BAC of those who indicated drinking was 0.14

- **Binge Drinking and Weed:** 75% of those drinking alcohol in addition to using marijuana were binge drinking on the day of DUI arrest (avg. 8+ drinks day of arrest)

- **Other Drugs:** 19% indicated using other drugs in addition to marijuana before their arrest including Rx drugs (13%), methamphetamine (4%), cocaine (4%), heroin (1%) and/or other drugs (2%)

- **Miles Driven:** Half (50%) drove four or more miles before being stopped

- **Passenger:** 38% report had one or more passenger at time of DUI
Ventura County Youth – last 30 day MJ use

CHKS, 2006-14

Grade 9
- 2006: 12%
- 2008: 14%
- 2010: 17%
- 2012: 17%
- 2014: 14%

Grade 11
- 2006: 20%
- 2008: 23%
- 2010: 24%
- 2012: 23%
- 2014: 23%

Ventura County Behavioral Health
California Healthy Kids Survey (CHKS) Self-Report Substance Use by Teens

Teens Current Use (last 30 days) in Ventura County

- About 1/3 of 11th graders and 20% of 9th graders reported consuming alcohol in the past 30 days

- Just under one-quarter (23%) of 11th graders & 14% of 9th graders reported using marijuana in the past 30 days

Current (last 30 days) use of marijuana is already starting to rival the use of alcohol by our teens
## California Healthy Kids Survey (CHKS) Ease of Access

<table>
<thead>
<tr>
<th>How difficult is it for students in your grade to get any of the following substances if they really want them?</th>
<th>9th graders</th>
<th>11th graders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage indicating “fairly easy” or “very easy” to get</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alcohol</td>
<td>58%</td>
<td>71%</td>
</tr>
<tr>
<td>Marijuana</td>
<td>54%</td>
<td>71%</td>
</tr>
</tbody>
</table>

Marijuana is already perceived to be as easy to obtain as alcohol
Monitoring the Future – National Data Perceptions of Harm

<table>
<thead>
<tr>
<th>Marijuana-Related Items</th>
<th>10(^{th}) graders</th>
<th>12(^{th}) graders</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much do you think people risk harming themselves (physically or in other ways), if they...</td>
<td>Percentage indicating “great” risk</td>
<td>Percentage indicating “great” risk</td>
</tr>
<tr>
<td>Try marijuana once or twice</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>Smoke marijuana occasionally</td>
<td>24%</td>
<td>16%</td>
</tr>
<tr>
<td>Smoke marijuana regularly</td>
<td>45%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Only one in every six HS juniors perceives occasional use as risky, and – here’s problem, Fewer than half view regular with “great risk”
A Strong Inverse Relationship: Perceived Risk and Teen Marijuana Use

Marijuana Perceived Risk vs. Past Year Use by 12th Graders

SOURCE: University of Michigan, 2013 Monitoring the Future Study
Preventing Teen Use

Why Do We Care?

What’s the Big Deal with youth exposure to marijuana?
Marijuana & Your Kid’s Brain
Vermont: MJ use and Health Indicators

Impacts of Marijuana

- Mental Health
- Injury Risk
- Respiratory Health
- Reproductive Health
- Youth
- Substance Abuse, SUD
Tripling Risk of Heroin Addiction

Heroin use is part of a larger substance abuse problem.

Nearly all people who used heroin also used at least 1 other drug.

Most used at least 3 other drugs.

Heroin is a highly addictive opioid drug with a high risk of overdose and death for users.

People who are addicted to...

- **Alcohol**: are 2x more likely to be addicted to heroin.
- **Marijuana**: are 3x more likely to be addicted to heroin.
- **Cocaine**: are 15x more likely to be addicted to heroin.
- **Rx Opioid Painkillers**: are 40x more likely to be addicted to heroin.

Unprecedented Potency & Modes of Delivery

• **FAVORED FORMS: EXTRACTIONS & CONCENTRATES**
  
  (45% EDIBLE CONSUMPTION IN COLORADO)

• **Modes of administration:** harder to detect & intensified
  (i.e. vaping, dabbing and edibles)

• **Concentrated forms:** BHO, honey oil, wax, shatter, dabbing

• **Increased potency:** Locally, 40-80% THC levels
Youth Services
If addiction is a river, then treatment is...
Integrated Prevention – Using a Public Health Approach

UNIVERSAL (COMMUNITY)
• Impact social norms, attitudes, & policies to delay the age of onset
• GOAL = decrease group risks by changing the sequence of behaviors

“change the context that leads to earlier and heavier use”

INDICATED (INDIVIDUAL)
• Impact individual decision-making guided by education
• GOAL = alter individual risks, increase healthy options/choices

“intervene early and help people choose health”
Working Upstream

Community Education
Includes targeted or “narrowcasting” messages to target audiences

- Public events, community venues, online
- Colleges, schools, non-profit agencies
- Worksites with target ages (UPS, NBVC)
Text News for Parents Campaign

VCkidsFYI
Text news for parents

Free text message updates:
TEENS • DRUGS • ALCOHOL
Get the facts. Keep kids safe.

Sign up now for a chance to win a $50 gift certificate to Cafe Ridgewood Grill!
School Resource Officers (SROs) county-wide were given tool kit, materials, and training on matching message to audience.
Parents can ‘test their wits on weed’
Intentional, Strategic, On Message, and Has to Be Engaging

It may seem obvious...
Young people are highly-connected and use multiple forms of media to be informed and inform others

- Understand the current context
- Tailor message, medium and tone
- Make it INTERACTIVE and SHARABLE!
Administering HighQ Quizzes

Driving Site Traffic Via QR Code!

Bringing Enthusiasm and High Energy “Weed-themed” Music to the main walkway outside the Hyatt Grand Ballroom!

Creating “beyond-booth” visibility at other high-traffic areas (bathrooms)!
Channels of Activation
Generate 1,275 “Likes” and 210 “Shares” Via The ABC (TV) Los Angeles Facebook Page
# Media Impact By Channel

**As of 12/12/14 – three weeks after launch**

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Media Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Media Impressions (TV, Print, Radio)</td>
<td>1,171,686 impressions</td>
</tr>
<tr>
<td>Website Traffic (Estimate via Google Stats and data triangulation)</td>
<td>60,000 site visitors <em>(estimated)</em></td>
</tr>
<tr>
<td>Facebook Impressions (Paid + Owned) (84,510 unique VC visitors) – over 10% of the County (demographic: 33-59 residents)</td>
<td>229,547 impressions; 84,510 unique VC visitors in target demo</td>
</tr>
<tr>
<td>Facebook Impressions (Earned)</td>
<td>2,788,944 impressions</td>
</tr>
<tr>
<td>Facebook Engagements (Comments, Likes, Shares) - (Paid + Owned)</td>
<td>174 engagements</td>
</tr>
<tr>
<td>Facebook Engagements (Comments, Likes, Shares) - (Earned)</td>
<td>2,342 engagements</td>
</tr>
<tr>
<td>Twitter Impressions (Earned)</td>
<td>388,184 impressions</td>
</tr>
<tr>
<td>YouTube Views + Engagements (25% generated from paid, 75% generated from earned; 25% Spanish language)</td>
<td>24,604 engagements/views</td>
</tr>
<tr>
<td>YouTube Ad Impressions English (Paid)</td>
<td>32,359 impressions</td>
</tr>
<tr>
<td>YouTube Ad Impressions Spanish (Paid)</td>
<td>2,094 impressions</td>
</tr>
<tr>
<td>High Q Questions Answered</td>
<td>6,540 answers</td>
</tr>
<tr>
<td>High Q Quiz Completed</td>
<td>654 completed quizzes</td>
</tr>
<tr>
<td>Email: School District to Parent/Guardian Dissemination (Simi Valley Unified) - Middle: 3,997, High: 6,796, Total Parents: 9,613</td>
<td>9,613 parent/guardian (S2P) communications</td>
</tr>
</tbody>
</table>

**Total Impressions** 4,716,741
What are high school and middle school teachers saying about *How High Ventura County*

“I thought the presentation was one of the best we have had in a long time. Want to have you back next semester.”

"The students really enjoyed the presentation. They thought it was "Hip" and could relate. This session was more compelling because, it was presented at the students level. They weren't told "just say no".

“The students were presented the material and treated as intelligent kids who could process the information.“

"The presentation met California Health standards. Most memorable part of the talk, was the stats. The students retained the information."

…and now, Dan Hicks
Community Prevention Efforts

• Efforts should be **Data Informed**

• **Raise the Profile** of the Problem  = Public Dialogue

• Coordinate **Key Change Agents and Resources**

• **USE EFFECTIVE STRATEGIES TO REDUCE PROBLEMS**
A COMMUNITY PLANNING COMPASS
FOR YOUTH HEALTH & SAFETY
THE FUTURE IS HAZY
WHY PLAN NOW?

LEGALIZED NON-MEDICAL MARIJUANA

WAIT AND SEE

UNKNOWN OUTCOME

PROACTIVE PLANNING

MANAGED OUTCOME
EXISTING FRAMEWORKS: ALCOHOL & TOBACCO

COMMUNITY RECOGNITION OF RISKS

- Public acceptance of regulations to mitigate harms
- National, state & local controls
- Regulated potency and dosage
- Advertising restrictions, particularly to youth
- Perceived harm by youth and their parents

LOCAL LEVEL CONTROLS

- Sales restrictions – age, permits, zoning, CUPs, etc.
- Responsible Beverage Sales & Service training
- Social Host laws – penalties for unruly parties with youth
UNPRECEDENTED POTENCY

THC LEVELS MORE THAN QUADRUPLED IN PAST 20 YEARS

- Enhanced growing techniques
- Indoor grows with rapid cycles

FAVORED FORMS: EXTRACTIONS & CONCENTRATES

- BHO, honey oil, wax, shatter, dabbing
- Locally, 40-80% THC levels
- Modes of administration harder to detect & intensified (vaping, edibles)
- 45% of Colorado sales are edibles
RECENTLY SIGNED LEGISLATION

California Medical Marijuana Regulation & Safety Act 2015

THREE PRIMARY THEMES:

• Provides orderly structure for commercialization of medicinal marijuana, which can serve as a basis for possible full legalization.

• Establishes State agency roles for product safety, environmental protection and integrity of the doctor recommendation process.

• Deadlines and delegates to the LOCAL governments much of the public health and safety responsibility beyond product quality, illegal production.
NEIGHBORHOODS
NEIGHBORHOODS

BACKYARD GROWS
NEIGHBORHOODS

INDOOR CULTIVATION
NEIGHBORHOODS

BHO PRODUCTION

Ventura County Sheriff's Office

Thursday June 25th, 2015 :: 03:05 p.m. PDT

Community

Thousand Oaks structure fire leads to discovery of indoor marijuana grow/Butane Honey Oil (BHO) lab.
NEIGHBORHOODS

“This could be a hit at summer backyard pot parties.”
Willamette Week, May 12, 2015
BUSINESSES
Workforce drug tests showed a 20% increase in THC positivity in states adopting legalization.
FEATURED 420 FRIENDLY RENTALS PROPERTIES

420 Friendly Estate in Manitou Springs
Cabin with Private Deck and Hot Tub
Blue Sky Ranch
Cabin on the River
LARGE-SCALE INDOOR CULTIVATION
Teens who view marijuana advertising are twice as likely to use the drug.
“I hate what marijuana does to my students. It goes beyond missing homework assignments. My students become less curious when they start smoking pot.”

– High school teacher, Humans of New York
“I hate what marijuana does to my students. It goes beyond missing homework assignments. My students become less curious when they start smoking pot.”
– High school teacher, Humans of New York
Denver, May 2015: Police & medical crews called in after multiple students ate marijuana edibles.

90% of SROs in Colorado reported an increase in high school marijuana incidents after legalization.
Denver, May 2015: Police & medical crews called in after multiple students ate marijuana edibles.

90% of SROs in Colorado reported an increase in high school marijuana incidents after legalization.
Mapping Marijuana “Community Planning Compass” Targeting Municipal Leadership
Use Lessons from Tobacco & Alcohol Policy (engage with municipal government)

1. **Limit Access** –
   - Where, How, Who
   - Outlet placement and density, limit sales venues, etc.

2. **Restrict Age and ENFORCE IT**

3. **Use Local Controls** – like Conditional Use Permits

4. **Limit Advertising and Marketing to Youth**

5. **Retain Smoke-Free policies**

6. **Fund Prevention Efforts over the long term**
“77 percent of teens now see smoking marijuana as ‘totally safe’”

(SAMHSA 2016)

What that tells us is that social messages are important

Kids don't live in a bubble

As more states go toward or talk about having medical marijuana and having legalized marijuana, it creates a perception — including among our impressionable youth — that it's safe
How Will it Impact Our Public Schools Behavioral Health System?

• Cognitive impairment
• Risk of psychosis
• Poorer academic performance
• Exacerbation of depression
• Increased risk to developing fetus
• Impaired driving
• Others?
Conclusion

1. In Behavioral Health, as in schools, we don’t just need MONEY, we need SCIENCE and TIME ... to get programs & policies RIGHT

1. When we set up funding, we must do so with the full spectrum of need in view - this includes prevention, early intervention, and treatment; and reality-based figures for student assistance programs, resource officers, etc.

2. The challenge, and the opportunity, is to learn from alcohol and tobacco that came before this, and set the highest standards LOCALLY for protecting youth
Go Deeper – Contact Us

Ventura County Behavioral Health – Alcohol and Drug Programs

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Dan Hicks, Prevention Services Manager
Daniel.Hicks@ventura.org

(805) 981-2114
www.VenturaCountyLimits.org
Key Studies and References


Selected Sources

EvalCorp, Inc. Research and Consulting

Ventura County Office of Education

Linda Gertson, PhD, Ventura County Alcohol & Drug Programs

Ventura County DUI Program

JAMS Productions, IDEA Engineering

CalOMS data set, SAMHSA, CDC