



# **PUBLIC HEALTH**

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## **DOH- Marijuana Prevention/Education Program Implementation Update**

January, 2016

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## Distribution of Funds

From the Dedicated Marijuana Account, DOH Received...

- \$7,250,000 for fiscal year 2016, and
- \$7,250,000 for fiscal year 2017



## The Department of Health has 3 mandates for implementing Initiative 502/ HB 2136

- **Marijuana Use Public Health Hotline**
  - utilizing evidence based public health approaches
  - does not advocate an abstinence only approach
- **Media based education campaign**
  - Separately targeting youth and adults
- **Community Grants Program to prevent/reduce marijuana use by youth.**

## Media-based Campaign: (\$3.22 million each FY)

- In January, the DOH launched a new phase of the adult marijuana campaign that encourages parents and other influential adults to talk with their kids about the risks of using marijuana. Outreach includes an eight-week transit ad buy in Spokane and Clark counties, as well as a four-week statewide digital ad buy .
- DOH is moving forward with the strategic planning and research phase of a youth specific marijuana education campaign. In January, we have implemented a statewide benchmark survey of Washington state youth, ages 12-18, to better understand knowledge of, attitudes toward and use of recreational marijuana. In early February, we will conduct focus groups with youth in Spokane, Yakima and the Puget Sound area to test creative ad concepts for the initial wave of youth outreach that will launch later this spring.

## Youth Marijuana Prevention Education Program- (\$2.625 million each FY)

9 Regional Community Grantee's have been selected (per Accountable Community of Health (ACH) Region)

1. **Olympic Region** (Jefferson, Clallam & Kitsap Counties): *Olympic ESD 114*
2. **North Sound Region** (Whatcom, Skagit, San Juan, Island & Snohomish Counties): *United General District 304- Community Health Outreach Programs (CHOP)*
3. **Cascade Pacific Alliance Region** (Thurston, Mason, Grays Harbor, Pacific, Lewis & Cowlitz Counties): *Cascade Pacific Action Alliance- CHOICE Regional Health Network*
4. **SW WA Regional Health Alliance** (Clark, Wahkiakum & Skamania Counties): *ESD 112*
5. **King County Region**: *Seattle/King County Public Health*
6. **Pierce County Region**: *Tacoma/Pierce County Public Health*
7. **North Central Region** (Okanagan, Chelan, Douglas, Grant Counties): *Grant County Health District*
8. **Better Health Together Region** (Ferry, Lincoln, Stevens, Pend Oreille, Adams, Spokane Counties): *Spokane Regional Health District*
9. **Greater Columbia Region** (Kittitas, Yakima, Klickitat, Benton, Franklin, Walla Walla, Whitman, Columbia, Garfield, Asotin Counties): *ESD 105*



## **Marijuana & Tobacco Community Contracts to Priority Populations (\$590,000 per fiscal year)**

- Community Grants will be awarded to organizations that specifically serve the
  - Black/African American,
  - Asian/ Pacific Islander,
  - Hispanic/Latino,
  - American Indian/Alaska Native, and
  - LGBTQ Communities.

## Helpline- \$35,000 each fiscal year

- Financial support is being provided to DSHS-DBHR to support the existing Recovery Helpline.

Questions or Comments?

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