



The Washington Healthy Youth (WHY) Coalition

Sara Cooley Broschart

Public Health Education Liaison
Liquor and Cannabis Board

Kasey Kates

Tribal and CPWI Implementation Supervisor
Division of Behavioral Health and Recovery

An introduction to WHY

- ▶ Our **mission** is to prevent and reduce underage alcohol and marijuana use in youth and young adults.
 - ▶ Our **goal** to reduce the percentage of 10th graders who use alcohol and/or marijuana.
- ▶ Formerly known as the Washington Coalition to Reduce Underage Drinking (RUaD), founded in 2005.



The ingredients to our success

► **Partnership** of state government agencies and organizations.

Washington State Agencies
Department of Health (DOH)
Department of Licensing
Health Care Authority, Division of Behavioral Health and Recovery (DBHR)
Liquor and Cannabis Board (LCB)
Office of Superintendent of Public Instruction
Traffic Safety Commission
State Patrol (WSP)

Statewide Organizations
College Coalition for Substance Abuse Prevention (CCSAP)
Foundation for Healthy Generations
Northwest High Intensity Drug Trafficking Areas (NW-HIDTA)
Washington Association of Juvenile Court Administrators
Washington Association of Prevention Coalitions (WAPCo)
Washington Association of Sheriffs & Police Chiefs (WASPC)
Washington Association of Substance Abuse & Violence Prevention (WASAVP)
Washington Poison Center
Washington State Parent Teacher Association

Key accomplishments



- ▶ Restructured the coalition to include workgroups.
 - ▶ Research and data, policy, and internal structure and viability.
- ▶ Provided feedback to LCB regarding marijuana packaging and labeling.
- ▶ Reviewed and discussed implications of proposed alcohol and marijuana bills from 2020 session.
- ▶ Provided information on emerging issues and current research and data through presentations.

▶ Communications Team

- ▶ Serves as Advisory Group for DOH marijuana education campaigns resulting in new tools for communities.
- ▶ Collaborates between partners to ensure consistent and synergistic messaging.
- ▶ Manages the StartTalkingNow.org website (STN).




→ ↺ starttalkingnow.org ☆

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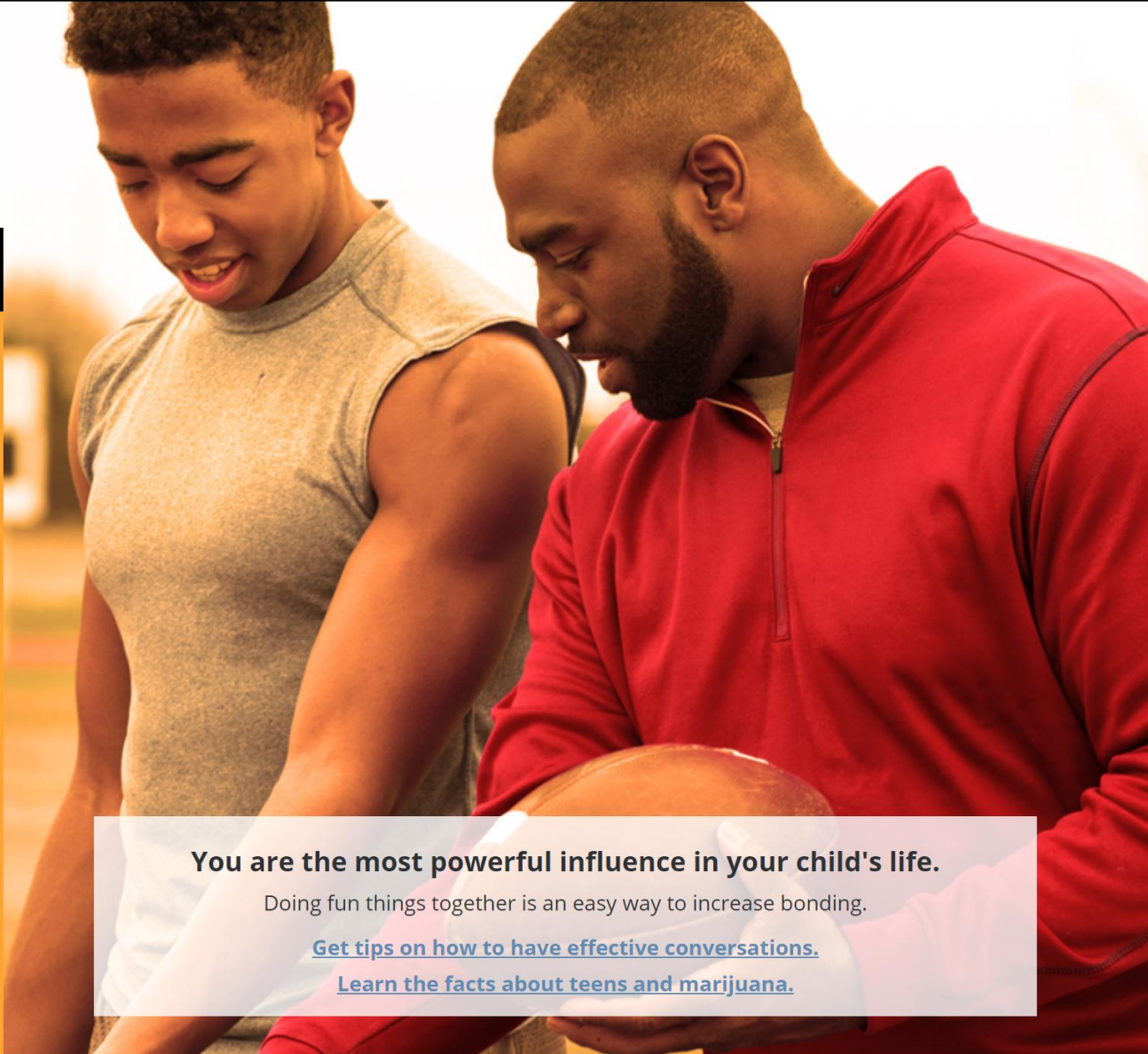
StartTalkingNow.org

Home

Parents

Communities

About Us



You are the most powerful influence in your child's life.

Doing fun things together is an easy way to increase bonding.

[Get tips on how to have effective conversations.](#)

[Learn the facts about teens and marijuana.](#)

How to prevent alcohol and marijuana use in three easy steps:

Bond

Children who feel close to their parents are less likely to use alcohol and marijuana.

[Watch Video](#)

Set Boundaries

Set clear rules and expectations about no alcohol or marijuana use.

[Watch Video](#)

Monitor

Ask who, what, when and where.

[Watch Video](#)

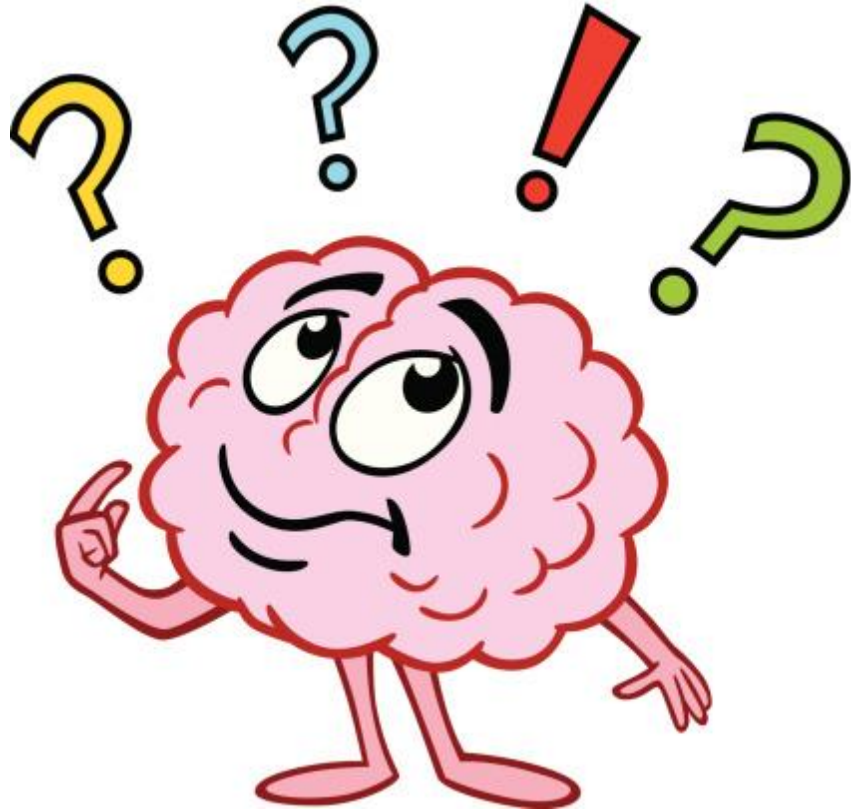
What we are doing now

- ▶ Drafting a cannabidiol (CBD) policy and messaging framework.
- ▶ Planning for 420 (slang for cannabis use in cannabis culture) for possibly the entire month of April this year.
- ▶ Recommendations for using the terminology cannabis vs marijuana.

Audience	Term	Reasoning
Youth (12-17)	Marijuana	In DOH audience research, youth have not identified one slang term that is universally known. Although not all teens use the term marijuana, it is generally well understood. This term is also mostly used by clinicians and prevention experts, which lends an element of credibility to messages.
Young adults (18-20)	Marijuana	In DOH audience research, young adults have not identified one slang term that is universally known. Although few young adults use the term marijuana, it is well understood across the entire audience.
Parents & influential adults	Marijuana	In DOH audience research and from a general understanding from parents in the field, not all parents or influential adults understand the term cannabis or most slang terms. Marijuana seems to be well understood across the adult population.
Adult consumers (21+)	Cannabis	Although the term marijuana is widely understood across adult consumers, DOH audience research and LCB collaboration with industry has identified that many consumers do not respond positively to messaging that does not use the term cannabis.
Medical marijuana consumers	Cannabis	The term cannabis has a strong association with medical marijuana use and is widely used by this audience.
Prevention field	Marijuana	Typically when discussing this topic among colleagues, the term marijuana is used most widely.



And here's where we ask you some questions...



- ▶ What other important items do you think WHY should focus on in the upcoming year?
- ▶ Suggestions for future meetings including future presentations?
- ▶ What information is most important to you for us to bring to this meeting?

Interested in participating?



Contact Martha Williams at Martha.Williams@hca.wa.gov

Meeting Date:	Meeting Location:
Friday, April 17 th , 9:00-12:00 PM	DOH, Town Center 2, Room 145
Friday, May 15 th , 9:00-12:00 PM	HCA, Cherry Street Plaza, Sue Crystal
Friday, June 19 th , 9:00-12:00 PM	LCB, Snake River Room
Friday, August 21 st , 9:00-12:00 PM	HCA, Cherry Street Plaza, Pear
Friday, September 18 th , 9:00-12:00 PM	HCA, Cherry Street Plaza, Sue Crystal
Friday, October 16 th , 9:00-12:00 PM	HCA, Cherry Street Plaza, Pear
Friday, December 4 th , 9:00-12:00 PM	OPSI

Questions?



Find out more at <https://www.theathenaforum.org/WHY>