



Youth Cannabis Prevention Education Recommendations

June 27, 2023

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- Background
- Health Impacts of Cannabis on Adolescents
- Current Contra Costa Health Efforts
- Recommendations

Contra Costa Health staff were directed to

- Consult with stakeholders
- Develop a proposed program designed to raise awareness on the dangers of youth cannabis use

Family and Human Services (FHS) Committee

- Directed staff to forward the recommendations for discussion by the Board of Supervisors

Health Impacts of Cannabis on Adolescents



Youth "training" the brain
to get pleasure from
cannabis use & then create
that imprint.



Makes other activities feel
less pleasurable and
important.

Cannabis affects the developing brain leading to potential changes on how we feel, think, and how stress affects us



Current CCH Efforts

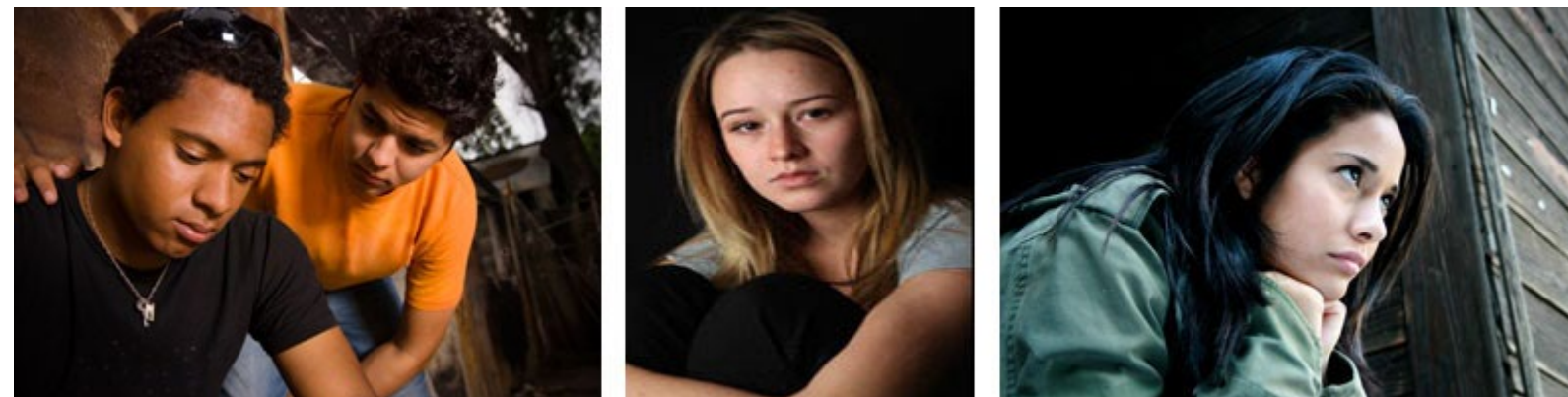
CCH Alcohol and Other Drugs Services Program provides:

- Education
- Screenings
- Environmental prevention
- Brief interventions and referral
- Outpatient and residential treatment
- Withdrawal management
- Medication Assisted Treatment (MAT).

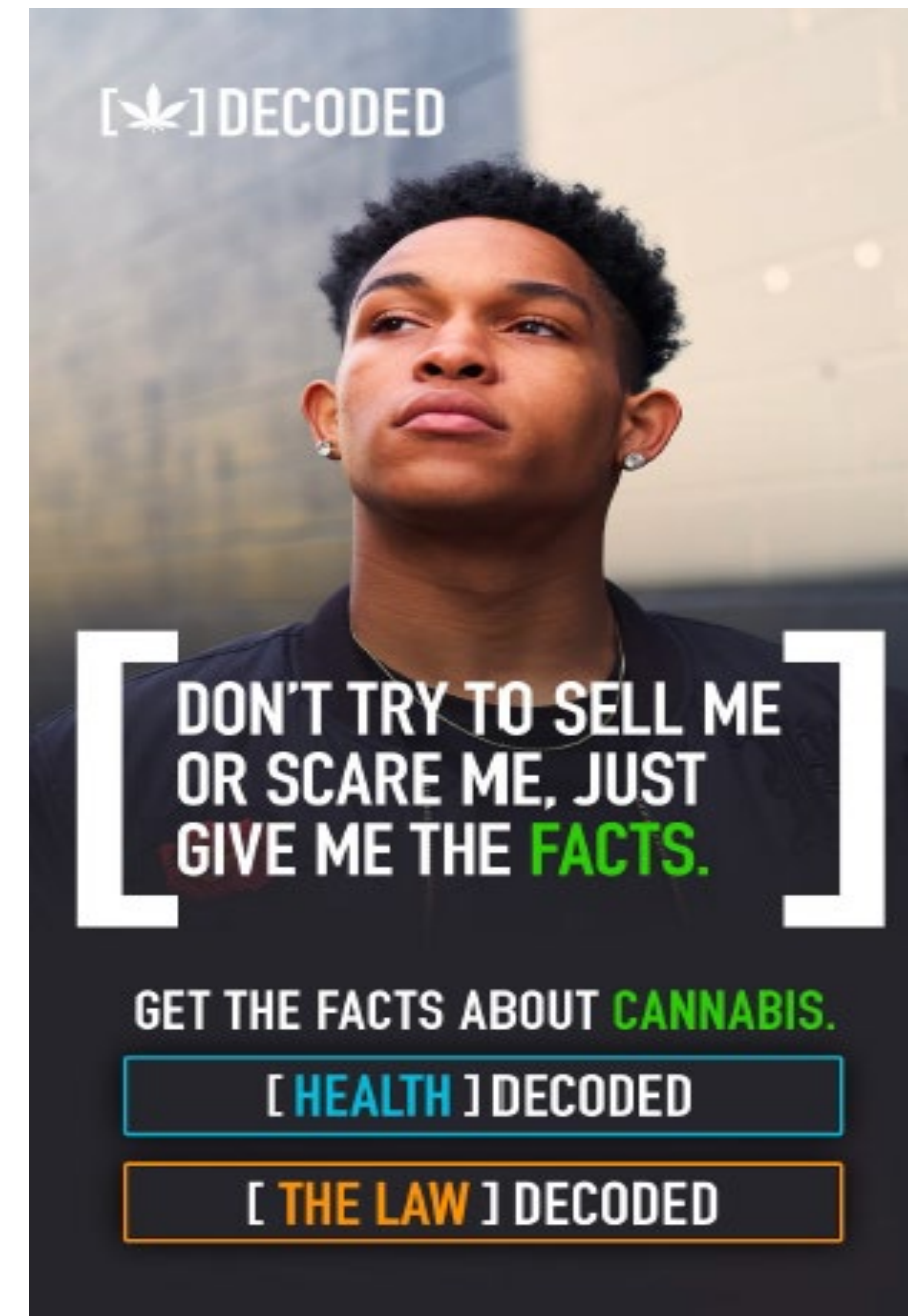
AODS collaborates with community partners and other County programs to reach objectives.

AODS Five-Year Prevention Strategic Plan

- Goal is to decrease youth cannabis use by 3% by June 30, 2023
- Three intervention objectives were developed to address Cannabis use which is the second most widely used substance among youth
 - Reduce youth access to cannabis as measured by the California Healthy Kids Survey (CHKS) data
 - Increase youth perception of the harms of cannabis as measured by CHKS
 - Increase the prevention system workforce capacity to implement ten (10) new tools or trainings focused on cannabis

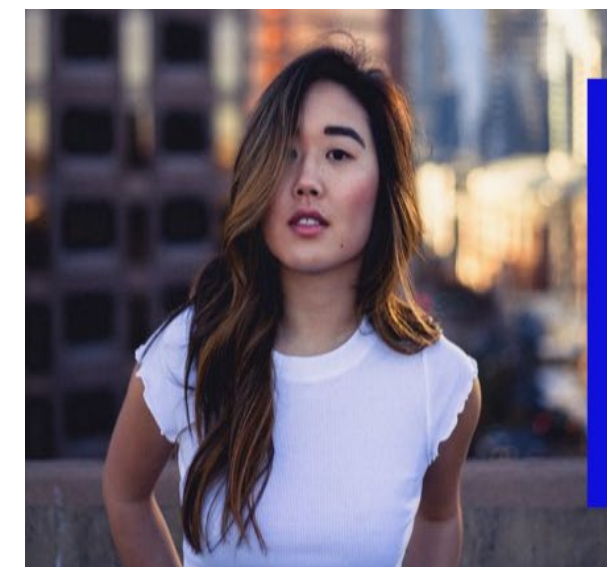


Existing funds and new grants



Cannabis Decoded™

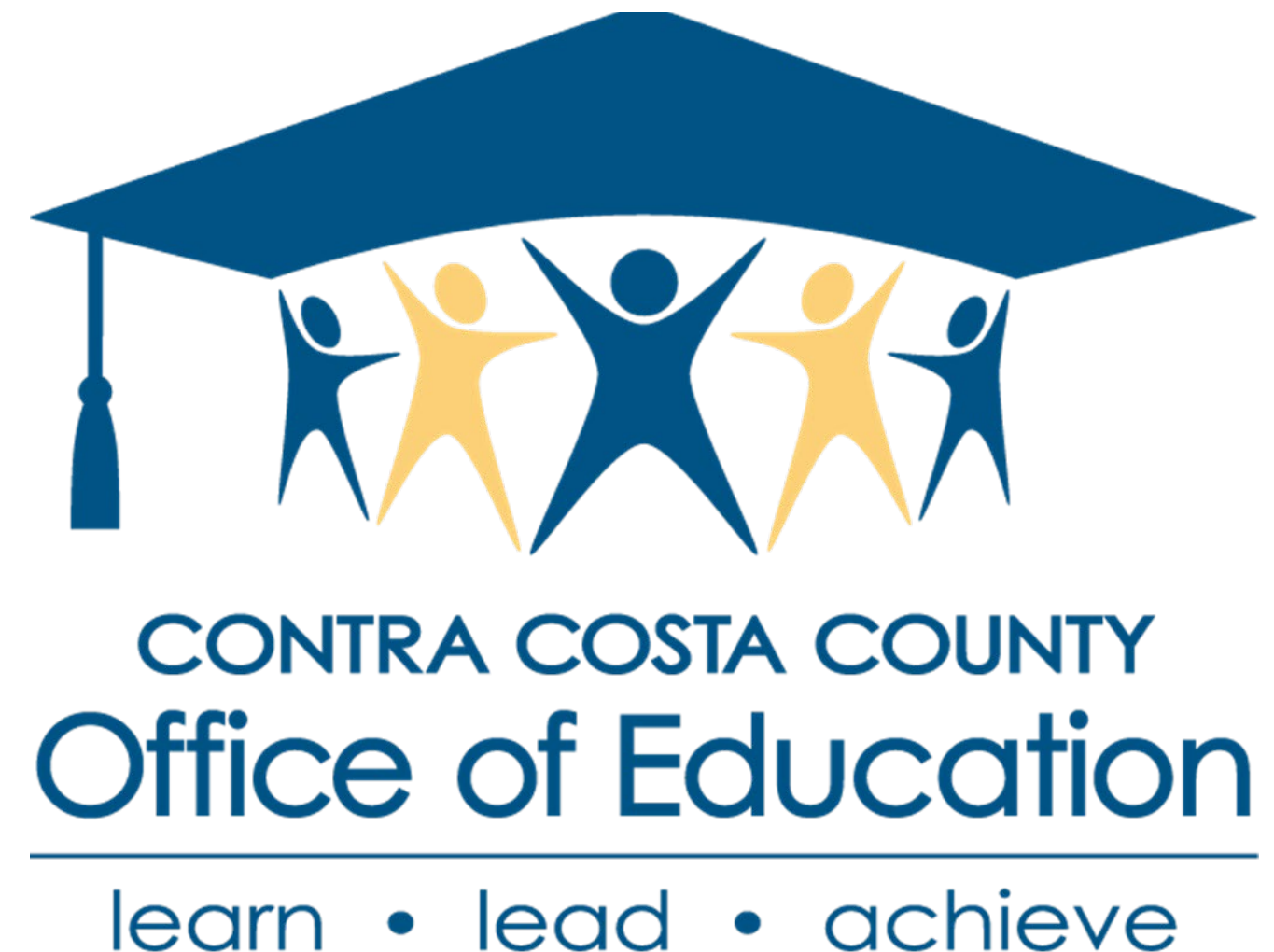
- Prop 64 Funding
- Youth Education Initiative Social Media Campaign
- Provides reliable information to youth
- Messaging aimed at youth through Instagram & TikTok
- Connects parents to online sources through the same platform



PEOPLE WHO WANT YOU TO BUY THEIR PRODUCT TELL YOU ONE THING ABOUT WEED, AND PEOPLE WHO DON'T WANT YOU TO USE TELL YOU SOMETHING ELSE. **DON'T TRY TO SELL ME OR SCARE ME. JUST GIVE ME THE FACTS.**

SAMANTHA, 16

**Tobacco Use
Prevention and
Education Program
(TUPE)**
Currently works in
schools

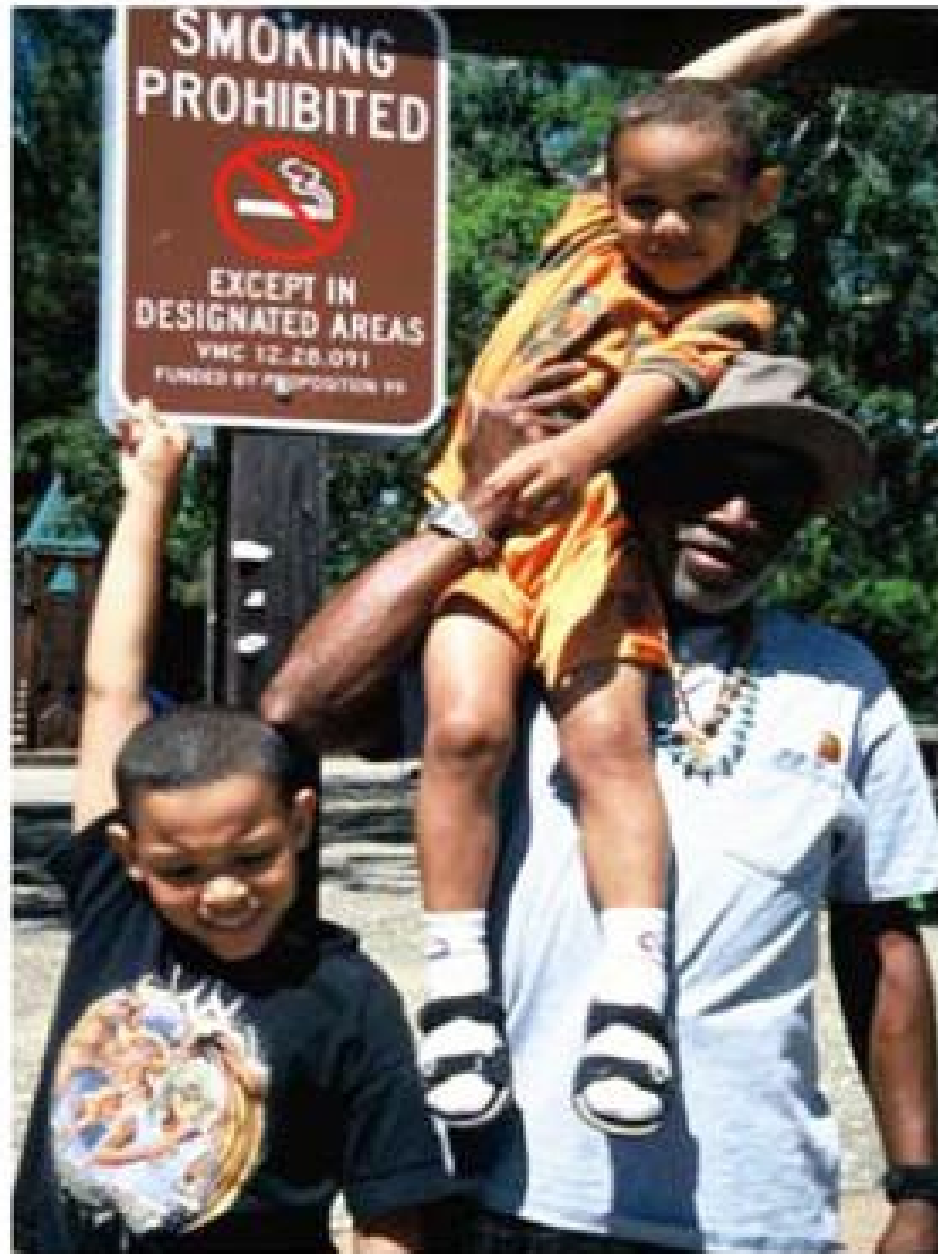


| TUPE Strategy | TUPE Services | Elementary Schools (K-6) | Middle Schools | High Schools | Non-Traditional* |
|-------------------------------|--|--------------------------|----------------|--------------|------------------|
| Prevention | Classroom-Based Programs; School-wide Events | ✓ | ✓ | ✓ | ✓ |
| Youth Development | Peer Educators, Peer-Led Presentations, Peer Intervention & Education (PIE); Countywide CourAGE Youth Health Coalition | | ✓ | ✓ | ✓ |
| Alternatives-to-Suspension | Intervention Programs (referral, small group, and one-on-one); Cessation Referrals-Contra Costa 211 & Kick It CA | | ✓ | ✓ | ✓ |
| Family & Community Engagement | Countywide Webinars; Parent Guide on Substance Use & Mental Health; District/Site Presentations | ✓ | ✓ | ✓ | ✓ |

*Non-Traditional Schools includes continuation, alternative education, etc.



Recommendations



- TUPE currently implements Stanford's You and Me Together Vape Free tobacco prevention curriculum
- Due to funding restrictions (Prop 99 and Prop 56) TUPE's ability to support cannabis youth users is limited
- Recommendation is to fund TUPE program to reach students through schoolbased intervention



Recommendations

Asking Contra Costa Board of Supervisors to:

ACCEPT the annual reports from Contra Costa Health's Public Health Division with updates on the implementation of the Tobacco Retail Licensing and Secondhand Smoke Protections ordinances; and

CONSIDER directing Fiscal Year 23/24 local cannabis tax revenue to the Contra Costa Health's Behavioral Health Division— Alcohol and Other Drugs Program for use to expand youth cannabis education and prevention services throughout County schools; and

CONSIDER directing the Family & Human Services committee to receive updates on youth cannabis education and prevention activities from Contra Costa Health



Thank You