CAPT WEBINAR
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Preventing Youth Marijuana Use
Changing Perception of Risk
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Technical Information
This webinar is being recorded and archived, and will be available to all webinar participants. Please contact the webinar facilitator if you have any concerns or questions.

This training was developed under the Substance Abuse and Mental Health Services Administration’s Center for the Application of Prevention Technologies task order. Reference #HHSS283201200024I/HHSS28342002T. For training use only.
Objectives

- Describe how attitudes, beliefs, and norms about marijuana influence its use
- Identify factors and strategies for preventing youth marijuana use
- Locate CAPT decision-support tools on preventing youth marijuana use
- Describe key considerations when addressing youth marijuana use if evidence-based strategies are not available

Presenters

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Please Note:

This presentation highlights research findings related to the prevention of youth marijuana use. It does not endorse the selection of any specific risk/protective factor(s) or strategy(ies) to address this problem.

Questions related to funding allocation and the approval of interventions or strategies should be directed to the funding agency.
Caveats and Considerations

• This presentation focuses on preventing marijuana use among youth aged 12 to 17
• This presentation will not address:
  o Marijuana use among young adults aged 18 to 20
  o Adult marijuana use
  o Community, state, or national policy

The Changing Landscape

State Marijuana Laws

Preventing Youth Marijuana Use: Our Road Map
Short Answer Poll:
Why is it important to address youth marijuana use?

Past-Month Marijuana Use Among 8th, 10th, and 12th Graders: 2006-2015

Past-Month Marijuana Use Among High School Youth, by Gender: Percentages, 2003-2013
### Perception of Risk, Nationally

Percentage of Persons Aged 12 to 17 Perceiving Great Risk from Smoking Marijuana Once a Month: 2004-05 to 2012-13

![Graph showing percentage of persons perceiving great risk from smoking marijuana once a month, with data points from 2004-05 to 2012-13.](chart1)


### Perception of Harmfulness, Nationally

8th, 10th, and 12th Graders Perception of Harmfulness from Smoking Marijuana Regularly: 2009-2015

![Graph showing percentage of 8th, 10th, and 12th graders perceiving harmfulness from smoking marijuana regularly, from 2009 to 2015.](chart2)


### Perception of Availability, Nationally

8th, 10th, and 12th Graders Perceived Availability of Marijuana: 2009-2015

![Graph showing percentage of 8th, 10th, and 12th graders perceiving availability of marijuana, from 2009 to 2015.](chart3)

Poll: Which factors are influencing youth marijuana use in your community?

- Positive attitudes toward marijuana use
- Perception of greater availability of marijuana
- Low parental monitoring
- Having friends who use marijuana
- Community norms favorable to substance use
- Others?

Highlights of Risk and Protective Factors Related to Perceptions of Harm

Handout: Overview of CAPT Tools on Youth Marijuana Use
Social-Ecological Framework

Individual Risk Factors
- Positive attitudes toward marijuana use¹
- Intention to use marijuana²
- Belief that marijuana use will relieve tension and help relax³
- Positive attitudes towards drugs⁴
- Perception of greater availability of marijuana⁵

Family Relationship
- Family history or current family use of marijuana (parents have ever used)⁶
- Low parental monitoring⁷,⁸
Peer Relationship

- Having friends who use marijuana
- Perceived use of marijuana among friends

Community Risk Factors

- Community norms favorable to substance use
- Community law enforcement permissive of substance use
- Availability of marijuana

Protective Factors

- Intention not to use marijuana
- Parental monitoring and youth perception of monitoring
- Having fewer friends who use marijuana
- Having parents and peers who disapprove of marijuana use
- Perception that friends "do what is right"
- Neighborhood cohesion
- Traditional religious beliefs and practices
Risk and Protective Factors Associated with Youth Marijuana Use

Revisiting the Poll: Which factors are influencing youth marijuana use in your community?
- Positive attitudes toward marijuana use
- Perception of greater availability of marijuana
- Low parental monitoring
- Having friends who use marijuana
- Community norms favorable to substance use
- Others?

Preventing Youth Marijuana Use: Our Road Map
Poll:
Which programs or strategies are you implementing to target perceptions of harm and/or social norms related to youth marijuana use?

Implementing a Combination of Strategies

Selected Risk or Protective Factor

- Intervention #1
- Intervention #2
- Intervention #3

Evidence-Based Programs

Multi-part/component drug-education and curriculum programs with positive outcomes related to increasing perception of harm:

- Key Element(s):
  - Focus on increasing knowledge of consequences related to marijuana use
  - Emphasize refusal skills

Handout: Strategies to Address Youth Marijuana Use
Evidence-Based Programs (cont.)

Multi-part/component drug-education and curriculum programs with positive outcomes related to increasing perception of harm:

• Outcomes for Youth:
  - A greater increase in perceived risk associated with regular marijuana use at immediate post intervention
  - A higher percentage of participants disapproving of marijuana use at immediate post intervention and 6 month follow-up
  - Less perceived widespread peer use of marijuana
  - Fewer perceived social benefits from smoking marijuana

Evidence-Based Programs (cont.)

Multi-part/component drug-education and curriculum programs with positive outcomes related to increasing perception of harm:

• Outcomes for Parents:
  - Greater discussions with their children about how to resist peer pressure to try marijuana
  - More changed perceptions of their child's ability to resist peer pressure to use marijuana
  - More changed expectations that their child will try marijuana

Evidence-Based Programs (cont.)

Multi-component programs with positive outcomes related to reducing favorable attitudes/beliefs about marijuana use:

• Key Element(s): Emphasis on the importance of relationship building and/or school bonding

• Outcomes:
  - A lower increase in reported marijuana use in the past month at one-year and two-year follow-up
  - Fewer students intending to use marijuana, and less likely to believe in the positive consequences of their use one year after program implementation
  - Compared to students in the comparison group, participants reported less increase in intention to use marijuana
Evidence-Based Programs (cont.)

Elements of media programs influencing school and community norms favorable to marijuana use:

- **Key Element(s):** Anti-marijuana advertising and in-school marketing and communications campaigns
- **Outcomes:**
  - Above the Influence^34,35,36
    - Reduced 30-day use, 8th grade girls only
    - Reduced upward use trends among sensation seekers.
  - Be Under Your Own Influence^37
    - Fewer marijuana users in intervention schools

Implementing a Combination of Strategies

Scare Tactics/Fear-Based Approaches

- Diverse perspectives and disagreement on influence of fear appeals on attitudes, intentions and behavior
- Important aspects of fear-based communications:
  - Type of message
  - Audience characteristics
  - Recommended behavior
  - Ethical considerations
CAPT Decision-Support Tool

Strategies and Interventions to Prevent Youth Marijuana Use

What if evidence-based strategies do not yet exist?

Consider the following:

• Effective strategies for other substance use issues (e.g., underage drinking)
• Theories that can inform your prevention planning
• Lessons learned from the implementation of new prevention practices for other substances

When There is Lack of Evidence...
Effective Strategies for Other Substances, and New Practices

- Social marketing campaign targeting low perception of harm from alcohol use
- Lessons learned from tobacco and alcohol use prevention to create initiatives addressing youth marijuana use

Moving Forward

How can we use the information discussed today to build on the approaches we are already using to prevent youth marijuana use?

Questions?
Available Resources: CAPT Tools

- Risk and Protective Factors Associated with Youth Marijuana Use
- Strategies and Interventions to Prevent Youth Marijuana Use: An At-a-Glance Resource
- Prevention Programs That Address Marijuana Use

Available Resources (cont.)

- Preventing Youth Marijuana Use: An Annotated Bibliography
- Youth Marijuana Use: Consumption Consequence, and Risk and Protective Factor Data Sources
- Applying SAMHSA's Strategic Prevention Framework (Steps 1-3) to the Prevention of Youth Marijuana Use (handout)

Accessing these Tools

- These tools are available to the general public on the CAPT area of the SAMHSA website (samhsa.gov/capt)
- Look under Grantee Stories, Tools, and Other Resources text).
If you have questions or comments, please don’t hesitate to contact:

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