



The Rhode Island Department of Behavioral Healthcare, Developmental Disabilities and Hospitals (BHDDH) is the single state authority for substance abuse prevention and treatment.

MOD

- In 2010 BHDDH reallocated SAPT Block Grant dollars to fund the Reducing the Use of Marijuana and Other Drugs (MOD) for five years. We currently fund nine providers to:
 - implement and manage substance abuse prevention evidence based programming and strategies
 - implement preventive interventions with youth a high or highest risk for abuse of marijuana and other illicit drugs

MOD

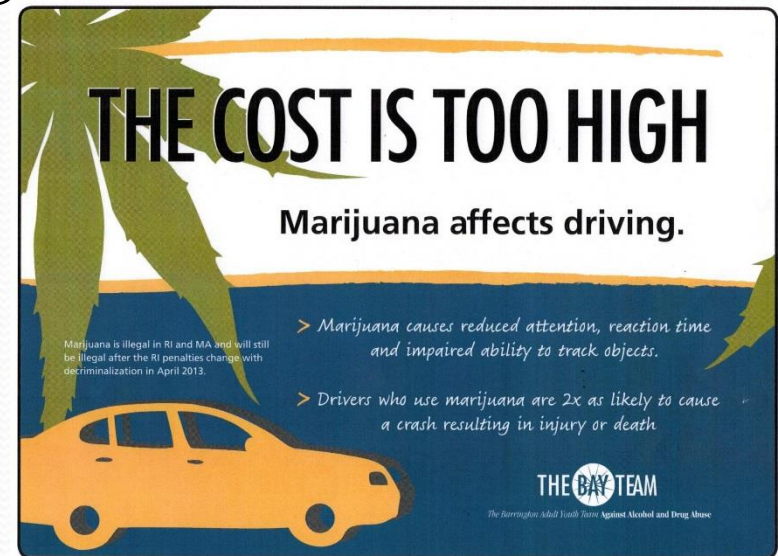
- The goals are to see:
 - a measurable reduction in the percent of in-school, high school-aged (grades 9 – 12) youth reporting current (past 30-day) use of marijuana and other drugs
 - a measurable increase in the percent of in-school, high school-aged youth expressing disapproval of use of marijuana and other drugs.

MOD

- The Initiative included:
 - recruitment of a high school and administration of a student school survey
 - provide the following strategies
 - Universal Direct to an entire grade of students
 - Universal Indirect to entire school population, including students and staff
 - Selected Indicated Problem ID/Referral for those students at highest risk

Marijuana Media Campaign

- Marijuana Committee 2010
- Awarded Marijuana grant based on recent rates of youth marijuana use (2011).
- Data indicated that marijuana affects learning, is addictive, and impairs driving
- Created three flyers/ tag line



The Campaign

Focused group – coalition members

Stakeholder involvement included school counselors, AD, health teachers, parents, police chief, youth

Media used: Print flyers as ads, posters in schools, print media insert in newspaper (w/ local coalitions), social media

The Cost Is Too High

Media examples

THE COST IS TOO HIGH

Marijuana affects learning.

- > Marijuana impairs a young person's ability to concentrate and retain information.
- > Marijuana use is linked to poor grades and a higher dropout rate.

Marijuana is illegal in RI and MA and will still be illegal after the RI penalties change with decriminalization in April 2013.

THE BAY TEAM

The Barrington Adult Youth Team Against Alcohol and Drug Abuse



Content

Content and design by coalition members

Topics:

Risks, Impaired Driving, Affect on Community, Edibles, Big Marijuana, E-Cigs, How to talk to Teens, Facts for Parents, State laws

What are the costs?

▶ Marijuana affects learning.



- Marijuana affects a young person's ability to concentrate and retain information.
- Marijuana use is linked to poor grades, a higher dropout rate, and lower IQ.

▶ Marijuana is addictive.



- 1 in 6 people who start smoking marijuana in their teens will become addicted.
- Marijuana is the #1 reason RI teens are admitted for inpatient treatment of illicit drug abuse.

▶ Marijuana affects driving.



- People who drive high are 2x as likely to cause a crash resulting in injury or death.
- Marijuana causes reduced attention, reaction time and impaired ability to track objects.
- 1 in 5 teen drivers reports driving under the influence of marijuana.

National Institute on Drug Abuse (NIDA)

RI has the unfortunate distinction of being the state with the highest incidence of past month marijuana use amongst people 12 years and older, 13% versus 7% in the US, overall.

SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health

WHAT IS MARIJUANA?

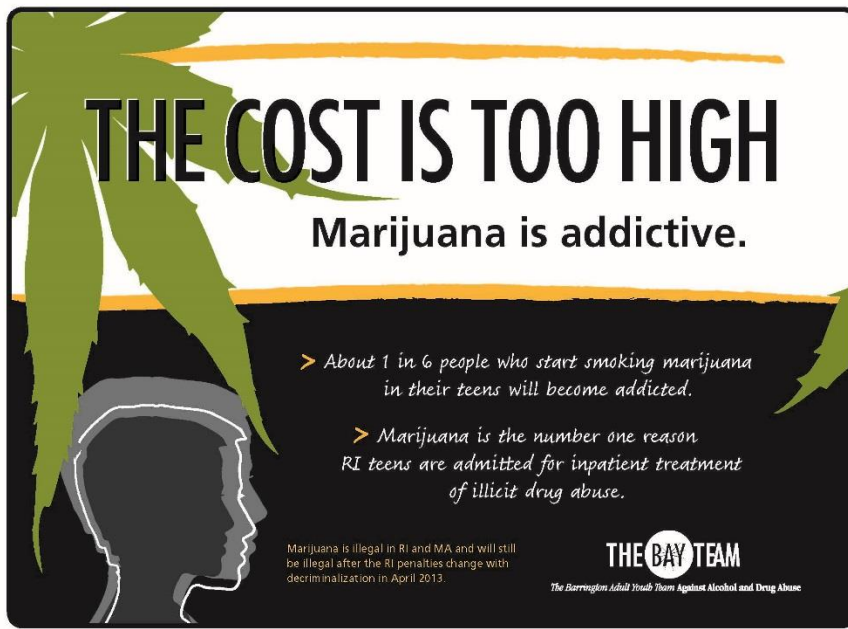
Marijuana refers to the dried leaves, flowers, stems and seeds from the hemp plant *Cannabis sativa*, which contains the psychoactive (mind-altering) chemical delta-9-tetrahydrocannabinol (THC), as well as other related compounds. This plant material can also be concentrated in a resin called hashish or a sticky black liquid called hash oil.

Marijuana is usually smoked in hand-rolled cigarettes (joints) or in pipes or water pipes (bongs). It is also smoked in blunts—cigars that have been emptied of tobacco and refilled with a mixture of marijuana and tobacco.

Most recently, marijuana is being processed by butane extraction into a high THC-concentration that can be used in e-cigarettes or vaping devices.

The Cost Is Too High

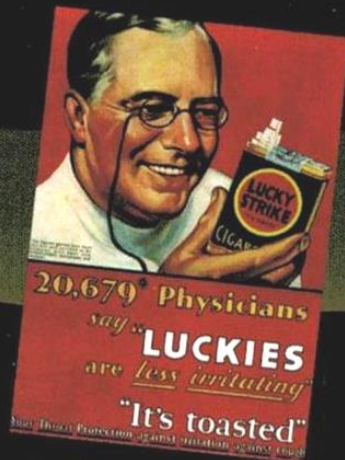
- Printing and Postage funded by MOD grant



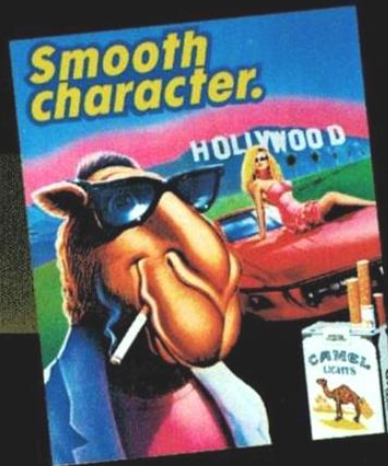
Compare to Big Tobacco

Let's **not** be fooled again. The cost is still too high.

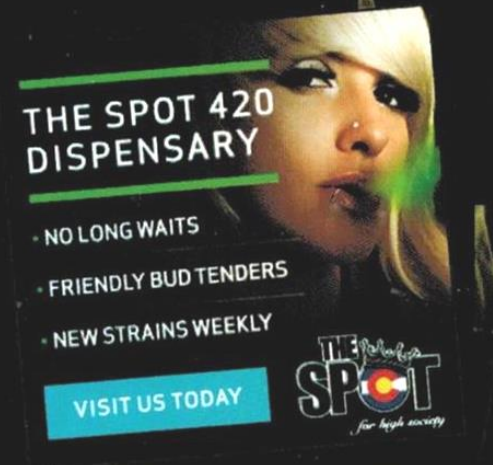
Tobacco 1930's



Tobacco 1980's



Denver 2014



Content

Edibles

➔ According to a report commissioned by tobacco company Brown and Williamson, "The use of marijuana... has important implications for the tobacco industry in terms of an alternative product line. (We) have the land to grow it, the machines to roll it and package it, the distribution to market it."

Altria, the parent company of Phillip Morris (the largest cigarette maker in the US) recently bought the domain names "AltriaCannabis.com" and "AltriaMarijuana.com"

learnaboutsam.com



Marijuana infused soda



Marijuana edible candy and regular candy

WHAT ARE MARIJUANA EDIBLES?

Marijuana concentrates, with a high concentration of THC, can also be mixed into a wide variety of foods such as candy, baked goods, and even sauces. These are called edibles.

Edibles, once created for medical marijuana users who did not want to smoke, are finding their way to youth due to their appealing forms and packaging. In states with legalized recreational marijuana, edibles are popular products to use and easy to hide.

In Colorado in 2014, almost 3 million units of marijuana-infused edibles were sold through the recreational program.

Colorado Department of Revenue Annual Update 2/27/15

Which is the Marijuana edible? Which is the regular candy?



Answers: top row: a - marijuana edible, b - regular
bottom row: a - regular, b - marijuana edible

Lessons Learned

Comparisons of alcohol and marijuana: confusing and not helpful

Link all early substance use to later addition can opiate problem

Target your audience: voters, community leaders, parents, youth

Seek allies to help deliver message – coaches, teachers, nurses