



**“Clear Mind, Clear Learning”**

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**CLEAR Alliance** provides educational tools that are cited and sourced with evidence and science-based research. Our goal is to reduce the impact substance abuse, mental health, and violence has on public health and safety, especially for youth. Due to public requests, CLEAR Alliance will focus first on developing marijuana and heroin education tools, and then will expand.

**Marijuana Fact:** According to NIDA, 1 in every 6 youth (and 1 in every 11 adults) who try marijuana will become addicted.

**Heroin Fact:** According to the CDC, drug poisoning deaths involving Heroin nearly

# How messaging came about and lessons learned

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## Board



Gary Thompson

**BOARD DIRECTOR (President)**  
**Senior Judge Gary Thompson**  
**Oregon Circuit Court Judge (Ret.)**

Senior Judge Gary Thompson received his Bachelor's degree from the University of Oregon. He served as Oregon District Attorney, then as a judge on the bench. Judge Thompson served as Oregon District Attorney for 10 years. (Prineville, Oregon)



Maggie Heising

**BOARD DIRECTOR (Secretary/Treasurer)**  
**Maggie Heising**

**Emergency Room Technician/Unit Secretary**

Maggie Heising has worked at St. Charles Hospital in Bend Oregon as an Emergency Room Technician/Unit Assistant since 2006. Ms. Heising has an array of experience working with mental health providers, doctors, nurses, law enforcement, firefighters, Air & Ground ambulances, medical examiners, paramedics, EMTs, Children Protective Services, Social services, Chaplain services, and hospital staff. She has assisted with various traumas that have come through the Emergency Room over the past 9 years, including mental health, suicide, homicide, drug overdoses and drug addiction, accidents, rape and other traumas. Maggie Heising has been awarded "Caregiver of the Month" three times by her peers; the most recent award was in March of 2014. Maggie is working in progress towards her Registered Nurse certification. (Redmond/Bend, OR)



John Trumbo

**BOARD DIRECTOR (Vice President)**  
**John Trumbo**  
**Sheriff Umatilla Co**  
John Trumbo, retired the ranks of leadership and even in retirement he continues to serve the Sheriff's Association. Oregon Livestock and Horse Enforcement Association, Pendleton Cattle Bar, Sheriff Trumbo was Governor's Medal of Merit.



Dr. Ron Schwerzler, MD

**BOARD DIRECTOR**  
**Dr. Ron Schwerzler, M.D.**

**Director of Medical Services for Serenity Lane**

Dr. Ron Schwerzler is the director of Serenity Lane treatment facility in Eugene, Oregon. Dr. Schwerzler received his bachelor's degree from the University of Portland and his M.D. from the University of Oregon Medical School in 1968. He operated a family practice in the Willamette Valley for over thirty years and has worked in the field of addiction since 1988. Dr. Schwerzler is board certified in both family and addiction medicine. He is a member of the American Society of Addiction Medicine and current president of the Oregon Society of Addiction Medicine where he also serves on the task force on methamphetamine. (Eugene, OR)



**BOARD DIRECTOR**

**Connie Ramaekers**

**Certified Prevention Specialist**

Connie Ramaekers is the Founder and Program Director for Tigard Turns the Tide. Mrs. Ramaekers, a Certified Prevention Specialist with the Addictions Counselor Certification Board of Oregon, has been in the prevention field for more than 30 years. She has formed countless drug and alcohol youth movements including STUDD (Stop Teen Underage Drinking and Drug Use) with more than 100 students enrolled. In 1982, when a group of moms were shocked to find out that many high school students were using alcohol and marijuana, Connie was spurred to

# Focus Groups & Stakeholders

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## Statewide Advisory Coalition

### Accountant:

Rick Nissen, CPA, Nissen & Meyer – *Redmond, OR*

### Attorney:

Neil Bryant, Attorney at Law, [Bryant Lovlien & Jarvis](#) – *Bend, OR*

Garrett Chrostek, Attorney at Law, [Bryant Lovlien & Jarvis](#) – *Bend, OR*

### Business:

Bill Albee, CEO Watermill Foods (Ret.) – *Walla Walla, WA*

Diane Kiti, Clean Start Systems – *Portland, OR*

Nicole Steuart, Escrow Officer – *Madras, OR*

Randy Severe, Nationally known Saddle Maker, Past President of the Pendleton Round-up Association – *Pendleton, OR*

### County Government:

Bill Elfring, Umatilla County Commissioner – *Pendleton, OR*

George Murdock, Chair, Umatilla County Commissioner – *Pendleton, OR*

### Education:

Al Meunier, Superintendent of Pendleton School District (Ret.) – *Pendleton, OR*

Amber Freeman, Elementary School Teacher, Crook County School District – *Prineville, OR*

[Dr. Kevin Sabet](#), Ph.D., [Smart Approaches to Marijuana](#) (SAM) – *National partner*

Jo McGuire, Certified Trainer, Drug & Alcohol Testing Industry – *Colorado*

Jon Peterson, Superintendent of Pendleton School District – *Pendleton, OR*

Marlys Alger, School Principal (Ret.) & Licensed Counselor – *Madras, OR*

Stacy Roberts, Middle School Teacher – *Redmond, OR*

Tricia Mooney, Assistant Superintendent of Pendleton School District – *Pendleton, OR*

### Environment:

Terry Anderson, Office Manager (Ret.), Oregon Department of Fish & Wildlife – *Bend, OR*

**Statewide team  
meets once per month  
by phone from 6-7pm  
New expert speaker  
each month!**

**Coming up:  
Tuesday Sept 22  
Dr. Jana VanAmburg**







# Methods used

[Home](#) > [Marijuana Education](#)

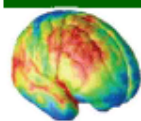
## Marijuana Education

CLEAR Alliance offers educational flyers that are 1 page (two-sided) with these options:

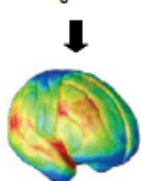
- 1) **FREE** download (to print and share)
- 2) **PAY \$100** to add logo to each flyer (add one logo, website, and phone number to each)
- 3) **PAY \$1,000** to add logo to unlimited flyers (add one logo, website, and phone number to all flyers per calendar year)
- 4) **PAY** to have flyers printed (flyers will be printed on quality magazine-style paper). For quote please [contact us](#)

Marijuana Education Flyers	Item #	Thumbnail	OPTION 1 Free Download	OPTION 2 PAY to add logo to "each" flyer	OPTION 3 PAY to add logo to "unlimited" flyers	OPTION 4 PAY for copies
Marijuana Edibles	MAR-1		<a href="#">Click here Download Now!</a>	\$100.00 <a href="#">Add to cart</a>	\$1,000.00 <a href="#">Add to cart</a>	For Quote <a href="#">Contact Us</a>
Newer Drug Paraphernalia	MAR-2		<a href="#">Click here Download Now!</a>	\$100.00 <a href="#">Add to cart</a>	\$1,000.00 <a href="#">Add to cart</a>	For Quote <a href="#">Contact Us</a>
Marijuana and the Young Brain	MAR-3		<a href="#">Click here Download Now!</a>	\$100.00 <a href="#">Add to cart</a>	\$1,000.00 <a href="#">Add to cart</a>	For quote <a href="#">Contact Us</a>
Marijuana Related Deaths	MAR-4		<a href="#">Click here Download Now!</a>	\$100.00 <a href="#">Add to cart</a>	\$1,000.00 <a href="#">Add to cart</a>	For quote <a href="#">Contact Us</a>

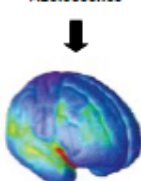
# Flyers



Age: 5



Adolescence



Age: 20

## Marijuana and the Young Brain

**IS MARIJUANA HARMFUL TO THE DEVELOPING BRAIN?** Yes. Structural changes have been found in the brains of young marijuana users.<sup>1</sup>

**WHEN IS THE BRAIN FULLY FORMED?** Scientists use to think the human brain was formed in early childhood, but discovered the brain undergoes radical changes in adolescence and will continue to grow and develop **until the age of 25**.<sup>1,2</sup>

**CAN MARIJUANA USE LOWER INTELLIGENCE?** Yes. In 2012, a significant study on marijuana and intelligence found that marijuana use can permanently reduce IQ by as much as eight points by age 38 among people who started using marijuana regularly before age 18.<sup>3</sup>

**WHAT IS COMPARABLE TO PERMANENT IQ LOSS FROM MARIJUANA USE?** Permanent IQ loss associated with **childhood lead exposure = 7.4 to 9.9 points**. Permanent IQ loss associated with **childhood marijuana exposure = 8 points**. U.S. prevalence rates of childhood exposure to lead and marijuana are also similar.<sup>4</sup>

**WHAT ARE THE EFFECTS OF MARIJUANA ON MENTAL HEALTH?** Associations have been found between marijuana use and mental health problems, such as depression, anxiety, suicidal thoughts among adolescents, and personality disturbances, including lack of motivation to engage in typical rewarding activities.<sup>5,6</sup> Marijuana use can increase the risk of developing mental disorders by 40%.<sup>5</sup>

- Young people who use marijuana weekly have **double the risk of depression**.<sup>7</sup>
- Teens who smoke marijuana at least once a month are **three times** more likely than non-users to have suicidal thoughts.<sup>8</sup>

- Those who have tried marijuana by age 18 were **2.4 times** more likely to be diagnosed with schizophrenia than those who had not tried marijuana. The risk increases with the frequency of use.<sup>9</sup>

**WHAT IS THE RISK OF BECOMING ADDICTED TO MARIJUANA?** Research shows **1 in every 6 youth** (and 1 in 11 adults) who try marijuana will become addicted to it.<sup>10</sup>

**ARE YOUTH IN TREATMENT FOR MARIJUANA?** In the U.S., **marijuana abuse or dependence is the #1 reason** youth are in treatment, more than alcohol and any other drugs.<sup>11</sup>

**WHY IS IT IMPORTANT TO PREVENT MARIJUANA USE AMONG YOUTH?** Children and adolescents are at far greater risk of becoming dependent on marijuana, and dependence happens more quickly. Youth are more significantly affected as well, even before dependence starts.<sup>1,12</sup>



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Vaporizers



Bongs



Dabbers



Pipes



## WHAT DOES DRUG PARAPHERNALIA MEAN?

The term drug paraphernalia refers to any equipment that is used to produce, conceal, or consume illicit drugs. It includes but is not limited to items such as bongs, vaporizers, hookahs, roach clips, dabbers, pipes and more.<sup>1,5</sup>

## WHAT DOES DRUG PARAPHERNALIA LOOK LIKE?

Identifying drug paraphernalia can be challenging because products are often designed and marketed to look like they are used for legitimate purposes.<sup>1,2</sup>

## ARE DRUG PARAPHERNALIA ILLEGAL?

According to the U.S. Code Title 21 Section 883, drug paraphernalia are illegal. This statute makes it unlawful for any person to sell or offer for sale drug paraphernalia. However, these products often carry a misleading disclaimer to circumvent the statute, such as stating they are intended to be used only with tobacco products (which are legal).<sup>1,3</sup>

## WHAT SHOULD PARENTS AND SCHOOLS KNOW?

Items are increasingly manufactured in bright, trendy colors and designs in an attempt to glamorize drug use and make products attractive to teenagers and young adults.<sup>1,2</sup> Vaporizers, vape pens and e-cigarettes are newer marketed products that can **hide a variety of drugs** and **allow the user to discreetly or secretly consume drugs with little-to-no detection from others**.<sup>3,4</sup>

## WHY ARE THESE ITEMS DIFFICULT TO DETECT?

These items can be difficult to detect as they are easy to conceal and they can be designed or disguised to look like **ink pens, highlighters, cosmetics, cell phones, electronic gadgets, breathing inhalers, and more**.<sup>2,3</sup>

## HOW CAN YOU TELL IF IT IS DRUG PARAPHERNALIA OR NOT?

Vaporizers, vape pens or e-cigarettes will likely have a heating element. Another way to know if it is drug paraphernalia is to search the internet for the item. "How to" videos about drug paraphernalia are often posted online.<sup>2,3</sup>

## WHERE IS DRUG PARAPHERNALIA SOLD?

Drug paraphernalia can be obtained through various means. These products are often sold over the Internet, mail-order businesses, tobacco shops, medical marijuana or retail stores, gas stations, and convenience stores.<sup>1,3</sup>

## HOW SHOULD I EDUCATE ABOUT THIS?

Many people do not know about these items, what they look like, or how they can be used. Please share this information with youth, parents and schools in your community.<sup>3</sup>



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## Marijuana Edibles



### WHAT ARE MARIJUANA EDIBLES?

Marijuana edibles are THC-infused food and drink products. THC stands for delta-9-tetrahydrocannabinol, and is the mind-altering ingredient in marijuana that gives the user the intoxication "high".<sup>1</sup>

### WHAT DO MARIJUANA EDIBLES LOOK LIKE?

Chocolate bars, hard candy, lollipops, gummy bears, cotton candy, breakfast cereals, cookies, brownies, other baked goods, ice cream, soda pop, fruit drinks, and more. (see images)<sup>2</sup>

### IS MARIJUANA MORE POTENT THAN IT USE TO BE?

Yes. In the 70s, the THC potency in marijuana was approximately 1-3%. In recent years, samples tested from law enforcement seizures have ranged approximately 12-37% THC, which is an increase of 300-800%.<sup>3</sup> Marijuana edibles are often marketed to contain even higher levels of THC.<sup>4</sup>

### WHAT IS THE EFFECT OF EATING MARIJUANA VERSUS SMOKING IT?

It only takes seconds to feel the effects of smoking marijuana and it takes an hour or more to feel the effects of eating it. This is why people often end up eating more when they don't "feel high". Smoking marijuana delivers about 5mg of THC in one puff. If you ate 10 gummy bears, and each one is 10mg of THC, it would be like taking 20 hits of a marijuana cigarette at one time.<sup>5</sup>

### IS EATING MARIJUANA SAFE?

No. Eating, smoking, dabbing, and/or vaporizing marijuana are all harmful to health, just in different ways. There is no approved dosage for marijuana.<sup>6</sup>

### CAN PEOPLE GET SICK OR DIE AFTER EATING MARIJUANA?

More research is needed to determine the risks associated with eating marijuana. However, several reported incidents have connected eating marijuana with hallucinations, difficulty breathing, varying levels of paralysis, suicide and homicide.<sup>6</sup>

### CAN ANIMALS GET SICK OR DIE AFTER EATING MARIJUANA? Yes.<sup>7</sup>

### ARE MARIJUANA PRODUCTS PACKAGED WITH HEALTH WARNINGS?

Unlike tobacco, marijuana products are not required to have printed health warnings.

### HOW CAN I TELL IF IT'S MARIJUANA?

Read all packaging carefully. If a marijuana edible is outside the packaging it can be very difficult to tell the difference. When in doubt, only consume a product you know to be safe.<sup>8</sup>



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## Marijuana Related Deaths



Tron Dohse



Daniel Juarez



Levy Thamba Pongi



Gemma Moss



John O'Brien



Kristine Kirk

### HAS MARIJUANA CAUSED OR CONTRIBUTED TO ANY DEATHS? Yes.

After alcohol, marijuana is the most common substance involved in traffic fatalities.<sup>1</sup> Marijuana also contributes to many other preventable deaths. A few examples are provided below.<sup>2</sup>

**ACCIDENTAL DEATH:** In 2012 Tron Dohse, 26, returned home from a Colorado Rockies game and apparently lost his keys. He tried to reach his apartment balcony by climbing the outside of the building, but fell to his death. The autopsy ruled his death an accident and the level of THC (the ingredient in marijuana that causes intoxication) in his blood was 27.3 nanograms (Colorado's legal limit is 5 nanograms). No other drugs or alcohol were in his system.<sup>2,3,4</sup>

**DEATH AFTER SMOKING MARIJUANA:** In 2012 Daniel Juarez, 18, a high school student and soccer player from Brighton Colorado died after stabbing himself 20 times. After smoking marijuana, Juarez reportedly became wild, stripped off his clothes, grabbed a knife and stabbed himself repeatedly. The autopsy revealed 38.2 nanograms of THC in his blood at the time of his death. Tests for other drugs were negative. Juarez's death was listed as suicide with "marijuana intoxication" as a significant condition.<sup>2,3,4</sup>

**DEATH AFTER EATING MARIJUANA EDIBLES:** In 2014 Levy Thamba Pongi, 19, a Wyoming college student visiting Colorado with friends, jumped to his death from a hotel balcony after eating a marijuana cookie. Pongi had a single slice of the cookie, but when he didn't feel anything he ate the remainder of the cookie all at once. He reportedly became agitated and erratic before jumping to his death. He had 7.2 nanograms of THC in his blood. The Denver coroner listed "marijuana intoxication" as a significant condition contributing to his death.<sup>2,3,4,5</sup>

In 2015 Luke Goodman, 22, a college graduate vacationing with family at Colorado's Keystone Resort bought marijuana edible candies. He ate two of the peach candies and when nothing happened, he ate some more. It is estimated he consumed four or five candies, and later became agitated and incoherent. When family members left the condo, he retrieved a gun and shot himself. Toxicology results show Goodman had 3.1 nanograms of THC in his blood.<sup>2,3,4,6</sup>



Luke Goodman

**MARIJUANA OVERDOSE:** Although overdosing on marijuana is very rare, there is evidence it has occurred. In 2013 Gemma Moss, 31, a mother of three from Britain, was found dead in her bedroom after smoking marijuana. Her death was reportedly caused by cannabis toxicity and the coroner recorded the verdict of death as cannabis abuse.<sup>4,7,8</sup>

In 2014 a coroner ruled John O'Brien, 53, from Salford died from cannabis cardiotoxicity, a little known condition in which smoking marijuana triggers heart problems.<sup>4,9</sup>

**MURDER VICTIM:** In 2014 Kristine Kirk, 44, a wife and mother of 3 sons from Denver Colorado, called 911 and reported her husband, Richard Kirk, was acting erratically after eating marijuana candy and possibly from prescription pain pills. While on the phone with police, she was shot and killed by her husband while their three children were in the home. Mr. Kirk was charged with murder and has pled not guilty. Toxicology tests revealed the only substance found in Richard Kirk's blood was THC.<sup>2,3,4,10</sup>

### WHAT SHOULD I KNOW ABOUT MARIJUANA?

Marijuana is an intoxicating, mind and mood altering substance that can affect people differently and be harmful to public health and public safety.<sup>11</sup>



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## WHAT IS HEROIN?

Heroin is a highly addictive opioid drug that is synthesized from morphine.<sup>1</sup>

## WHAT DOES HEROIN LOOK LIKE?

Heroin usually appears as a white or brown powdery or crumbly substance, or as a black sticky substance, known as "black tar heroin."<sup>1,2</sup> (see images)<sup>3</sup>

## HOW IS HEROIN USED?

Heroin is a central nervous system depressant that is usually smoked, snorted or injected. All three ways deliver the drug to the brain rapidly.<sup>1,2</sup>

## WHAT ARE SYMPTOMS OF HEROIN ABUSE?

The user can get a dry mouth, feel heavy and dopy, may be awake and then suddenly fall asleep, have flushed skin, slowed breathing and constricted pupils. Heroin use may also cause itching, nausea, vomiting and constipation.<sup>2</sup>

## WHAT ITEMS OFTEN ACCOMPANY HEROIN ABUSE?

Depending on the method used, you may find syringes or needles, small glass or metal pipes, dirty spoons, tinfoil, cotton balls, bottle caps, lighters or other items used to heat the drug. Users may utilize belts, rubber tubing or other devices as a tourniquet to expand and expose their veins to inject heroin or other dangerous drugs.<sup>3</sup> (see images)<sup>3</sup>

## HOW LIKELY CAN SOMEONE GET ADDICTED TO HEROIN?

Approximately 23% of persons who use heroin will become dependent on it.<sup>1</sup>

## WHAT IS A HEROIN OVERDOSE?

Heroin can depress heart rate and suppress breathing to such an extent that a user cannot survive without medical help.<sup>4</sup>

## ARE HEROIN-RELATED DEATHS INCREASING?

According to the CDC, the age-adjusted rate for drug-poisoning deaths in the United States involving heroin nearly quadrupled from 2000 to 2013; the most significant increase occurred after 2010.<sup>5</sup>

## WHAT ELSE SHOULD I KNOW?

It is common for people with addictions to prescription opioid drugs to switch to heroin because it is cheaper and easier to obtain.<sup>6</sup>

## WHO CAN I CALL FOR HELP?

Substance abuse treatment services are available in your area and can help.<sup>7</sup>



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\*Spanish translation of all education flyers is in progress



# "I didn't know marijuana" campaign (Counter-Advertising)

**Campaign Preview**  
**Available for Pre-Sale**



#SpreadTheFacts

**I didn't know**  
MARIJUANA is the most commonly identified illicit drug in fatal traffic crashes.  
**Now I know.**

Source: NIDA, NHTSA, 2012

**SAM** Smart Approaches to Marijuana  
preventing another big tobacco

**clearalliance**  
Children Learning through Education And Research



#SpreadTheFacts

**I didn't know**  
my IQ can be permanently lowered if I try MARIJUANA before age 18. **Now I know.**

Source: Meier et al 2012

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**SAM** Smart Approaches to Marijuana  
preventing another big tobacco

**clearalliance**  
Children Learning through Education And Research



#SpreadTheFacts

**I didn't know**  
using MARIJUANA while pregnant increases the risk of complications for our baby. **Now I know.**

Source: University of Washington, Alcohol & Drug Abuse Institute

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**SAM** Smart Approaches to Marijuana  
preventing another big tobacco

**clearalliance**  
Children Learning through Education And Research

# Counter-Advertising Campaign

**Campaign Preview**  
**Available for Pre-Sale**



#SpreadTheFacts

**SAM** Smart Approaches to Marijuana  
preventing another big tobacco

**clearalliance**  
Children Learning Through Education And Research

Source: NIDA, NITDA, 2013

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#SpreadTheFacts

**SAM** Smart Approaches to Marijuana  
preventing another big tobacco

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Children Learning Through Education And Research

Source: NIDA, NITDA, 2013

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# **COSTS & FUNDING:**



- **EDUCATIONAL FLYERS**

Youth & Parents = Free

Agency logo added = \$100 per flyer or  
\$1,000 for subscription calendar year

- **EDUCATION CAMPAIGN “I didn’t know marijuana”**

Agency logo added = \$100 per ad  
\$1,000 for entire ad campaign

- **Annual Oregon Substance Abuse Prevention Conference**  
(Summer 2016 Eagle Crest, partnering with HIDTA)



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