

Public Health Seattle & King County

Understanding Youth Marijuana Education Preferences



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Flow



BACKGROUND & PROJECT GOALS

RESEARCH METHODS

RESULTS

RECOMMENDATIONS

EQUITY AND SOCIAL JUSTICE

LIMITATIONS

Background



Marijuana became legal in the state of WA in 2012 for adults 21+



Marijuana is more accessible to adults and visible to youth, normalizing use



The Healthy Youth Survey revealed risk perceptions of marijuana are decreasing



Listening sessions with youth uncovered that marijuana health education and messaging is inconsistent

Project Goals



● WHERE

youth currently receive
marijuana information

● HOW

they want to receive
information

● WHO

youth prefer to receive
information from

● WHAT

they are interested in learning
more about

Methods



**COMMUNITY
PARTNER
FEEDBACK**



PILOT



YOUTH SURVEY

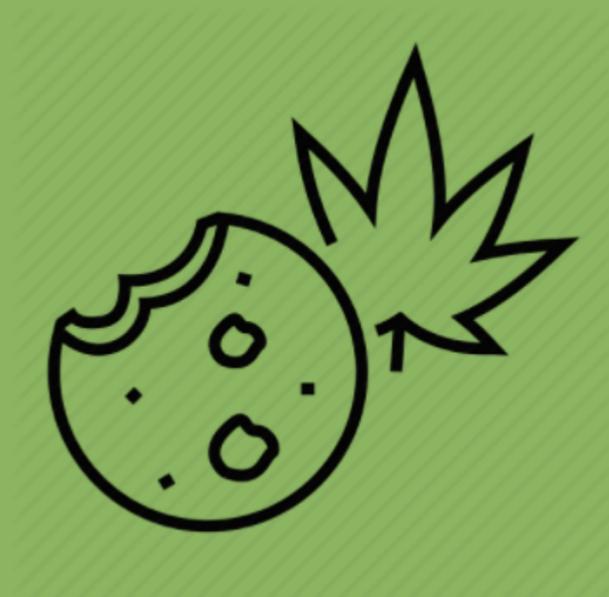
Community Partners



**CONFIRM VALUE
IN YOUTH SURVEY
FINDING RESULTS
EXTREMELY USEFUL**



Who youth trust & don't trust



Reasons for using & not using



Youth Helped Refine and Improve Survey

FINAL SURVEY DESIGN



8 QUESTIONS

ONLINE AND PRINT

OUTREACH THROUGH
EMAIL, FLYERS AND
PALM CARDS

Are you 13 to 18 years old?

We'd love your input!

Please take our 8 minute survey about the information you receive on marijuana

**Enter to win a Wonderboom
bluetooth speaker!**



Take the survey online:

<https://www.surveymonkey.com/r/weedinfo>



The survey is 100% anonymous and optional.
We will not be asking about personal use.



RESULTS

150 Responses

DEMOGRAPHICS



AGE: 15.5

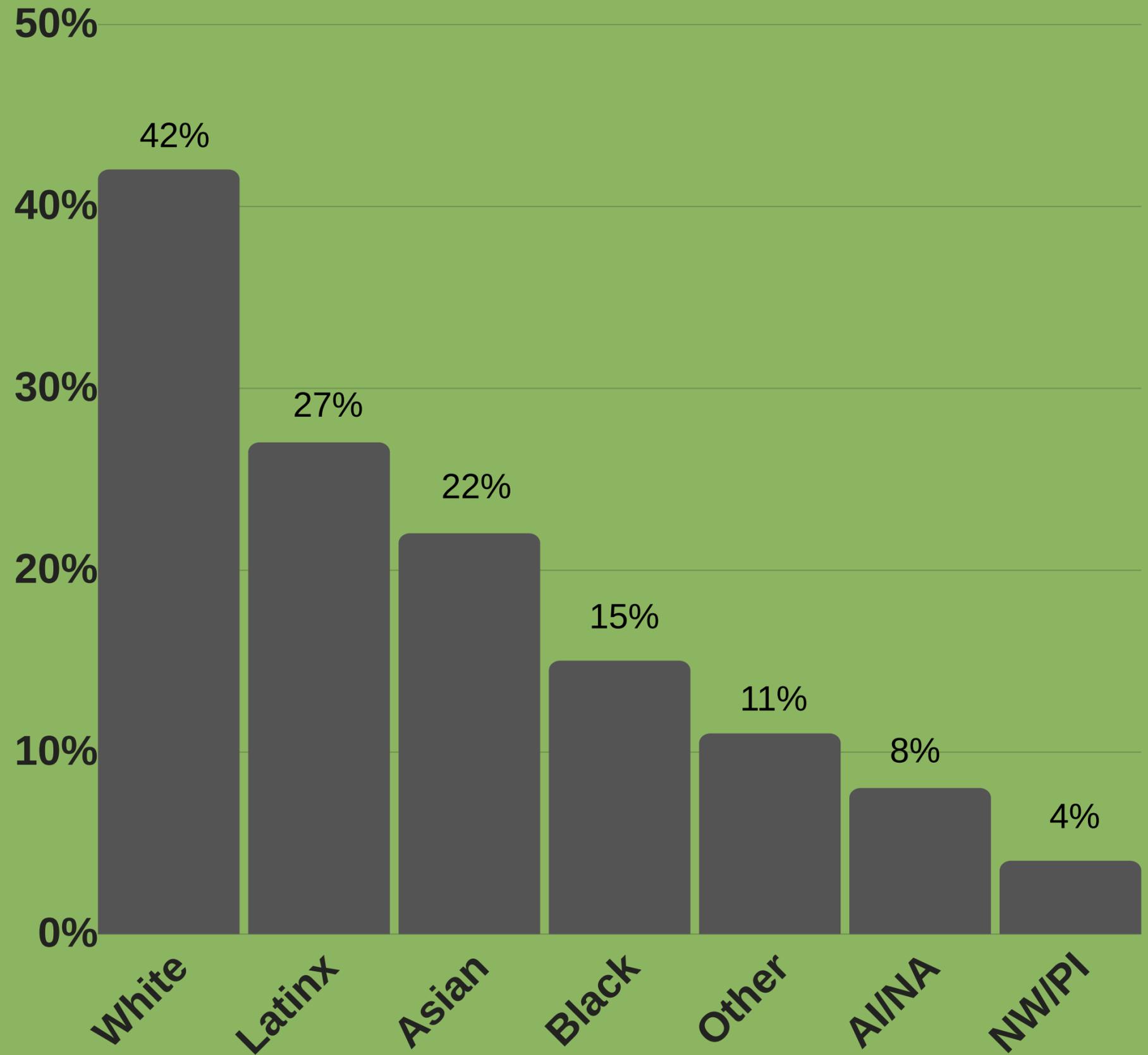
FEMALE: 57%

PRIMARY LANGUAGES:

- ENGLISH (83%)
- SPANISH (27%)

SEXUAL IDENTITY:

- HETEROSEXUAL (82%)
- LGBTQ (13%)
- QUESTIONING/OTHER (4%)

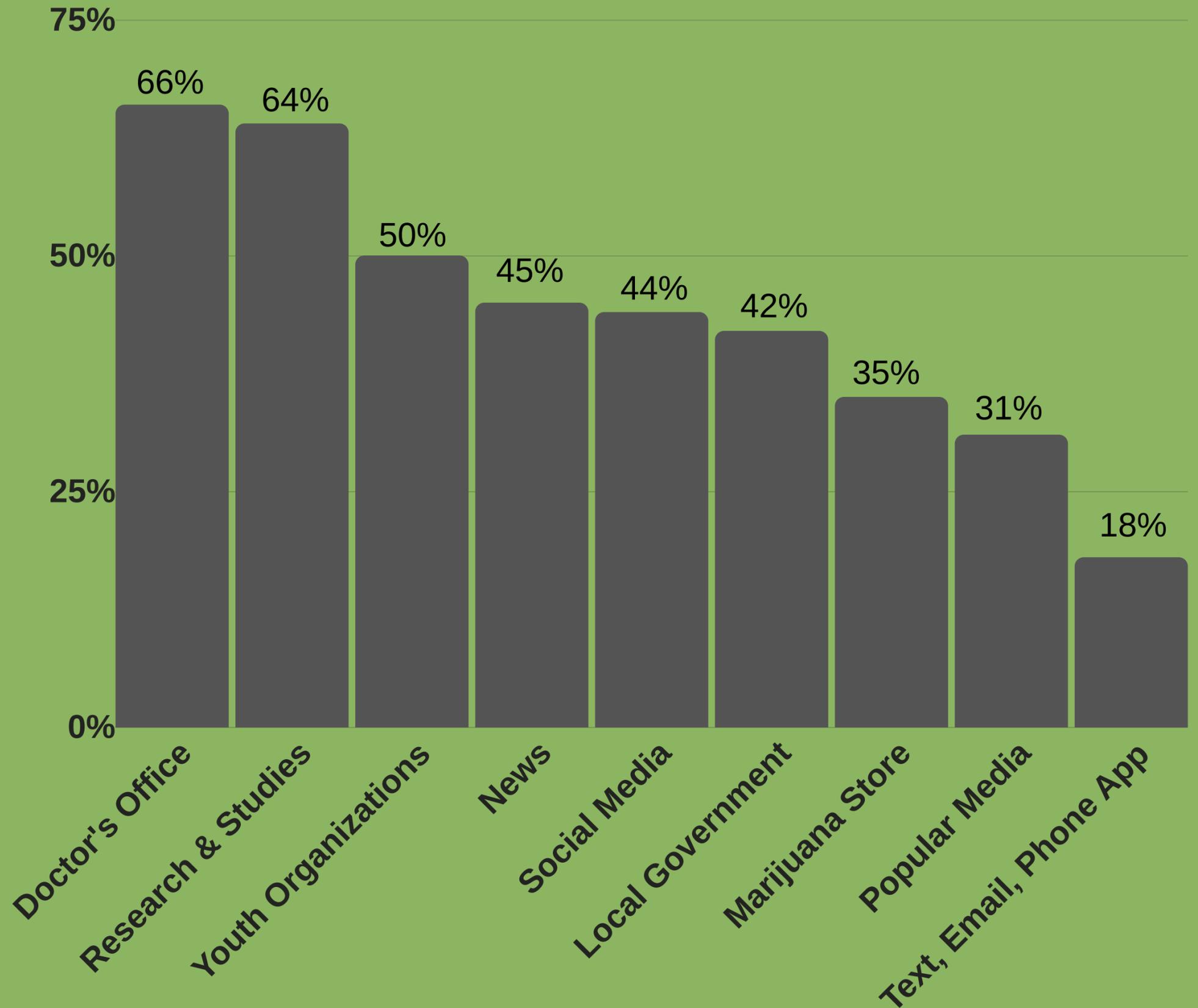


Preferred Sources of Information: WHERE

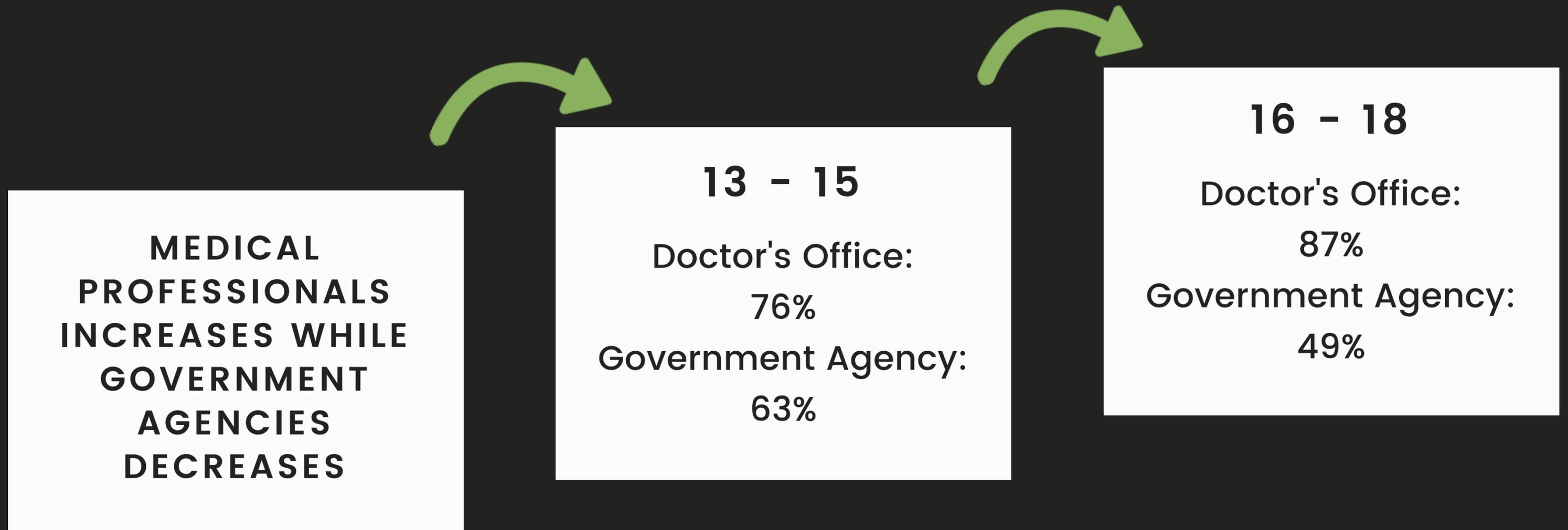


CURRENT INFORMATION COMES FROM SOCIAL MEDIA AND IN-PERSON CONVERSATIONS.

HOWEVER...



Youth Preferences Change with Age



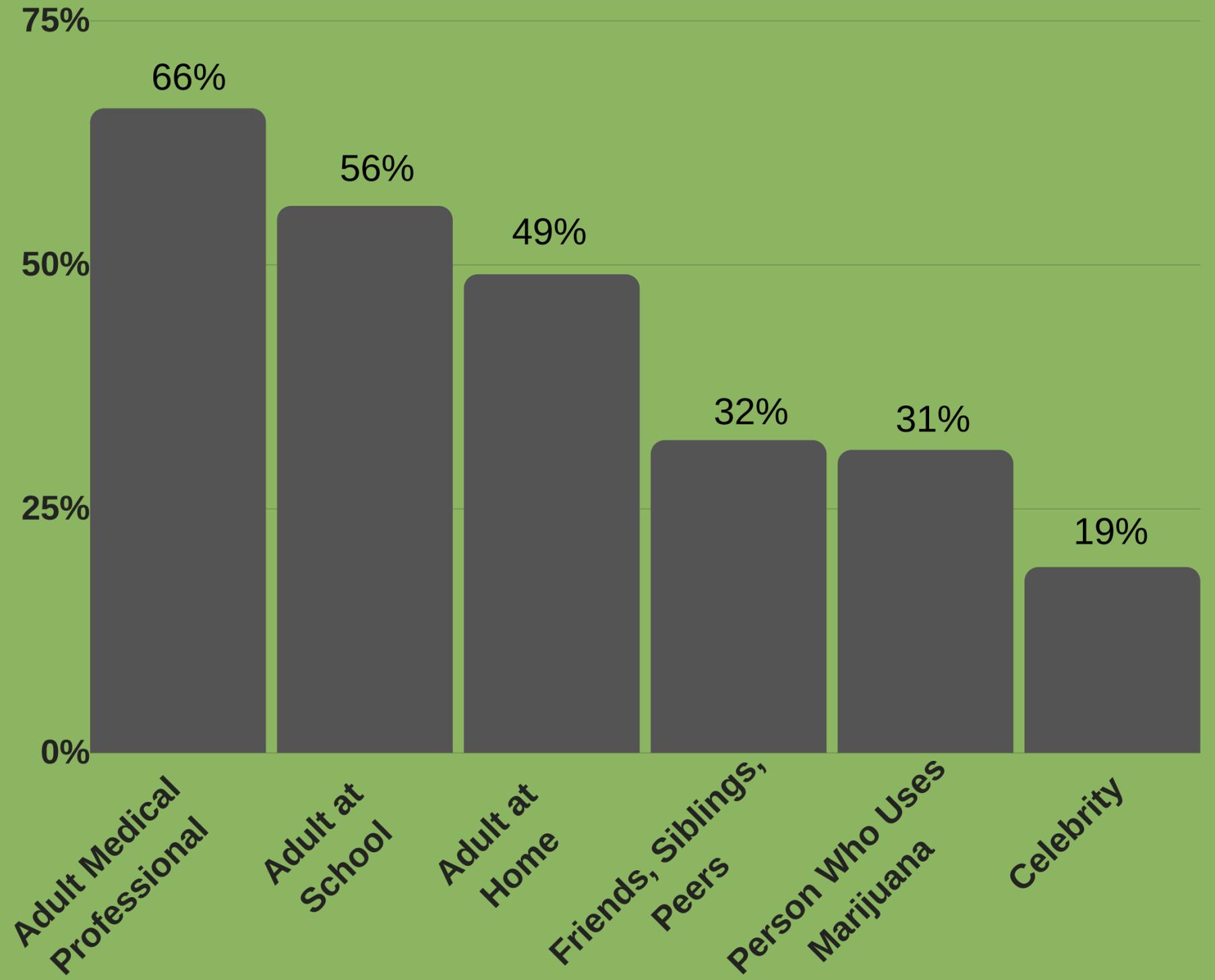
Importance of social media & medical settings increases with age

Preferred Sources of Information: WHO

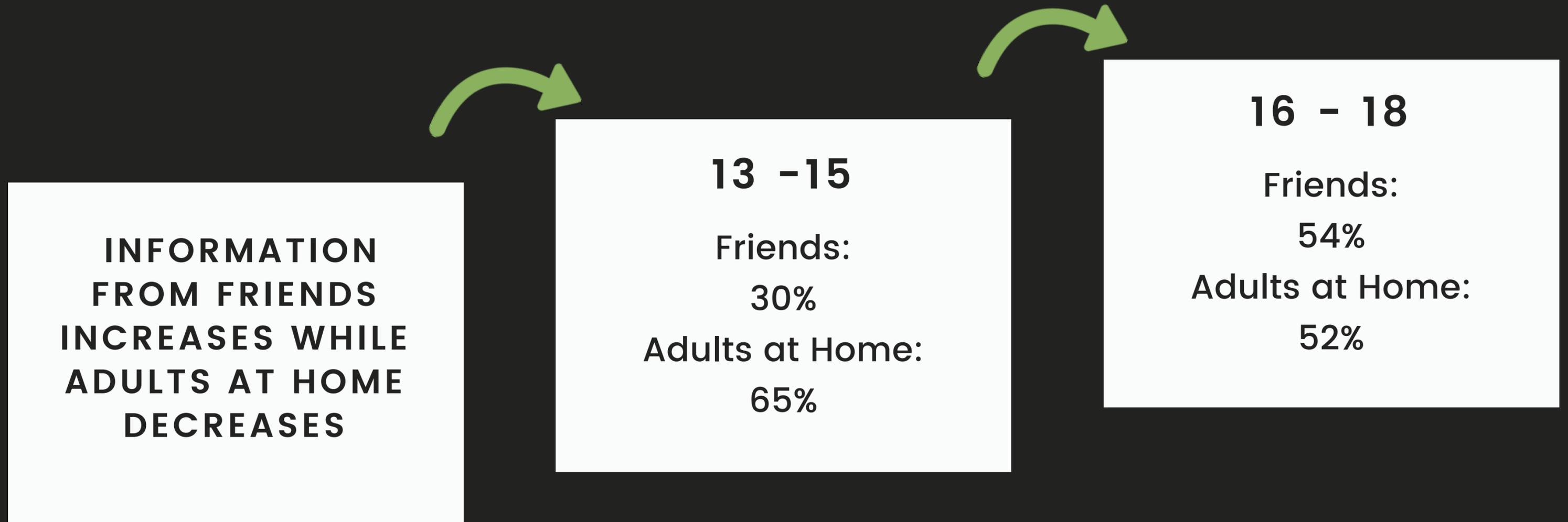


CURRENT INFORMATION COMES FROM FRIENDS, SIBLINGS AND PEERS

HOWEVER...



Youth Preferences Change with Age



Balancing trusted source of information between friends and medical professionals

Topics of Interest



How it
Works



Risks



Benefits



Brain
Development



Mental
Health



Long-term
Effects

Youth want the facts!

What we heard from King County Youth



- THEY WANT THE SCIENCE AND FACTS ABOUT MARIJUANA

- MESSAGING REACHES THEM THROUGH SOCIAL MEDIA

- THEY WANT TO HEAR FROM EACH OTHER, ESPECIALLY AS THEY AGE

- THEY VALUE THE OPINION OF MEDICAL PROFESSIONALS AND ADULTS

RECOMMENDATIONS: CAMPAIGN DEVELOPMENT



Science-based, factual information presenting the whole picture of marijuana including the benefits and risks



Messaging should not be biased or use traditional scare tactics; allow youth to make informed decisions about marijuana



The campaign should empower and inspire youth to share the knowledge about marijuana

RECOMMENDATIONS: CHANNEL DELIVERY



Social Media: Instagram, SnapChat, YouTube, Facebook



Peer Education Groups and Peer influencers



Medical Professionals and other Trusted Adults

Limitations



RECRUITMENT

Limited time for recruitment that reflect the demographics of King County

SAMPLE SIZE

Small sample size did not allow data to be disaggregated by priority populations

RECALL BIAS

Questions asked youth to consider the past 6 months

ANALYSIS

Limited time for in-depth analysis of the results

Equity & Social Justice



LANGUAGE

Only available in English; goal of expanding to additional languages

CONVENIENCE SAMPLING

Did not allow for targeted recruitment of priority populations

COMPENSATION

We were unable to compensate youth or community partners for their time

We Want to Hear from You



WHAT ARE YOU SURPRISED BY?

HOW WILL THIS HELP YOUR WORK?

WHAT WOULD YOU LIKE TO KNOW
MORE ABOUT?

WHAT SUGGESTIONS DO YOU HAVE
FOR US AS WE CONTINUE THIS WORK?

THANK YOU



KAYLIN BOLT, MSW, MPH

**ROBIN HAGUEWOOD,
MPH**

Future Work



Research on the long-term effects of marijuana

Expansion of the survey, languages other than English, and deeper analysis of disaggregated data

Tailored messaging for each age group and incorporation of medical professionals