YOUTH MARIJUANA USE IN KING COUNTY, WA:
A LOOK AT HEALTHY YOUTH SURVEY DATA

WEBINAR
SEPTEMBER 28, 2017
Introduction: youth and marijuana use

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Some logistics as we get started

- Please mute your lines and DON’T put us on hold!
- Introduce yourself to the group by typing your name and organization into the chat box
- You can type questions into the chat box anytime, or email your questions to Lindsey.Greto@kingcounty.gov
- **Today’s agenda:**
  - Erin James will give an overview of the King County Youth Marijuana Prevention & Education program (YMPEP)
  - Kaylin Bolt will talk about our current work to develop a five-year strategic plan
  - Myduc Ta will talk about the 2016 Healthy Youth Survey data
  - Erin will come back to talk about risk factors for youth marijuana use
  - Finally, Q&A
- Let’s get started!
Regional strategies are informed by regional partners in order to address youth marijuana prevention across King County.

Policy, Systems, & Environmental (PSE) Strategies focus on modifying personal, private/organizational, and public policy, systems, and environment to reduce support/tolerance of problematic or unhealthy behaviors. Our environment is representative of what we support or tolerate. Modifications to an environment support changes for better or worse.

Ultimately, we want to modify the environment to reduce risk and increase protection. We want modifications to make our environment less conducive to youth substance use.

PSE works to achieve long-term population level changes by influencing healthy behavior and system changes which facilitate healthy norms/behaviors which pave the road to healthy culture change. (Example: In the past, we smoked on airplanes and in public spaces/buildings. Because of successful PSE work, this is not only illegal today, it is also viewed as unacceptable behavior in the eyes of most. Population level behavior change. Healthy culture change.)
Youth report that they use marijuana for a number of reasons:

- Self-medication for anxiety and depression. Used to deal with life issues or hardships.
- Friends who use influence our use.
- Don’t see it as a problem. Youth see others who use and seem to be okay.
- Laws and norms are tolerant of the behavior in a legal adult marijuana use environment.
- Youth have internalized messaging about marijuana. It is viewed as medicine. It used to be considered illicit, but is now legal for adults. It does not seem harmful to them.
- Mixed messaging about what marijuana is, its potential harms and benefits have the youth confused to say the least.
Youth say they are impacted

- Hempfest
- Doritos given out by Seattle PD to inform on I-502 laws and that they would rather warn about rather than enforce laws.
- Funny, eye catching and prevalent billboards.
- Attractive/glamorizing storefronts and ads.
- Youth say ads and messages are everywhere! Youth say if it is so bad, why do adults allow all of these messages and ads (this is confusing to the youth)? Where are the counter ads? Perspective is that it must be ok (environment tolerance/support) or that prevention is not doing a good job getting the message out there if it is not ok.
Youth are targeted with ads and social media.

Examples can include the use of a very youthful bud tender at Uncle Ike’s or the use of cartoon images to create memes about marijuana use/effects.
- Populations are targeted by retailers.

- The LGBTQ population is targeted for use and merchandise is linked with causes/movements. Here we see the LGBTHC shirt marketed by Uncle Ike’s... if you missed the parade, you can still pick up your shirt at the Glass and Goods Shop next door...
Youth tell us that they are frustrated about our mixed messaging.

- We love the tax revenue.
- Risk of death?
- Authority figures provide mixed messaging– Just Say No (Nancy Reagan) vs. Marijuana is no more dangerous than alcohol (President Obama). Who do we believe?
- Harmful vs. not harmful.
- Medicine
- Messaging viewed by youth as “propaganda”
Youth perceive typical marijuana prevention messages put out by adults as...

- Off-putting, disingenuous, dishonest, scary (scare tactics), or downright propaganda.

- Additionally, the industry is a trusted source of information. This is a problem. We need to get ahead of this and provide information that the youth want (safety and health information) in the way they want it. Otherwise, our messages will be continued to be perceived negatively.
Strategic Planning for YMPEP

Kaylin Bolt
Social Research Scientist
Public Health – Seattle & King County

kabolt@kingcounty.gov
How do we achieve our mission?
How do we achieve our mission?

Reduce and prevent youth marijuana use in King County.

Public Health
Seattle & King County

YMPEP Webinar on HTS Data
How do we achieve our mission?

Implement

Reduce and prevent youth marijuana use in King County.
How do we achieve our mission?

Reduce and prevent youth marijuana use in King County.
What is the purpose of developing a strategic plan?

To thoughtfully develop **goals, objectives and action strategies** aimed at meeting the needs specific to King County.
What is the purpose of developing a strategic plan?

To thoughtfully develop **goals, objectives and action strategies** aimed at meeting the needs specific to King County.

- Understand community better
- Engage early on with stakeholders and members of community
- Collect and analyze data to in form how to prioritize
- Reduce surprises
- Incorporate cultural / population appropriateness
DARE was found to be “instructive.” DARE taught some youth how to use and what to look for at home.
What can happen when we don’t plan?

DARE Program

England’s “Beat Bullying” campaign

Public Health Seattle & King County

YMPEP Webinar on HY5 Data

9/28/2017 | 19
What can happen when we don’t plan?

DARE Program

England’s “Beat Bullying” campaign

California’s “Healthy Lunch Box”
What does strategic planning look like?

Assessment  Capacity  Planning
What does strategic planning look like?

Needs and assets

Assessment
What does strategic planning look like?

Assessment

Needs and assets

Deep analysis of use, risk and protective factors
What does strategic planning look like?

Assessment

- Needs and assets
- Deep analysis of use, risk and protective factors
- Community readiness assessments
What does strategic planning look like?

Regular meetings with Regional Network

Capacity
What does strategic planning look like?

- Regular meetings with Regional Network
- Include a wide range of sectors

Capacity
What does strategic planning look like?

Capacity

- Regular meetings with Regional Network
- Include wide range of sectors
- Enhance cultural competence, awareness and focus on health equity
What does strategic planning look like?

Select strategies based on assessment of all data
What does strategic planning look like?

- Select strategies based on assessment of all data
- Develop Logic Model and Evaluation Plan

Planning
What does strategic planning look like?

- Select strategies based on assessment of all data
- Develop Logic Model and Evaluation Plan
- Present plan to communities for feedback

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A closer look at King County’s HYS data

Myduc Ta
Epidemiologist
Public Health – Seattle & King County

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Healthy Youth Survey (HYS)

Background of Healthy Youth Survey
Enhancements to survey
Differences in estimates produced by State and King County Public Health
Washington State Healthy Youth Survey (HYS)

- Multi-state agency collaborative effort
- Administered even years since 2002 in grades 6, 8, 10, & 12
- Describe youth health behaviors habits, risks, and outcomes
- Gathers district, county, and state-level data in a consistent way
- Public Health uses HYS data for public health assessment and evaluation
Enhancements to HYS

- "Small school districts" pilot (starting in 2014)
  - Schools with small enrollments have option of administering survey to students in grades 7, 9 and 11 (in addition to students in grades 6, 8, 10 and 12)

- Sexual orientation, behavior and abuse questions (starting in 2014)
  - Schools have option to register for forms with or without these questions
  - Form A Enhanced: One sexual orientation question
  - Form B Enhanced: three sexual behavior questions, one sexual orientation question (asked as sex of partners), and two sexual abuse questions

- Disaggregated Asian ethnicity (starting in 2016)
Differences in HYS estimates produced by DOH and Public Health

<table>
<thead>
<tr>
<th>WA Dept. of Health reports</th>
<th>Public Health reports</th>
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</thead>
<tbody>
<tr>
<td>- Frequencies by grade</td>
<td>- Combines grades</td>
</tr>
<tr>
<td>- No examination of trends</td>
<td>- Able to examine trends</td>
</tr>
<tr>
<td>- Comparisons by gender only for select indicators</td>
<td>- Comparisons by demographic characteristics including gender</td>
</tr>
<tr>
<td>- Limited to state and county sampled schools</td>
<td>- Includes all participating schools in King County</td>
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</tbody>
</table>

Note: Due to differences in reporting, King County estimates from AskHYS.net will be slightly different from what is produced by Public Health.
HYS data caveats

Limitations

- Self-report and self-administered
- Represent youth who attend public school and not all youth in age group
- Voluntary participation
- Findings show associations and cannot be interpreted as causal

Strengths

- Opportunity to hear from youth directly
- Standard survey administration procedures and questions from established surveys
- High level of participation among King County schools
Other ongoing data collection efforts

**Behavioral Risk Factor Surveillance System (BRFSS)**
- Partnership between states and Centers for Disease Control and Prevention
- Annual telephone-based survey of adults 18 years and older
- Collects information about health-related risk behaviors, chronic health conditions, and use of preventive services
- Marijuana use question asked in Washington state since 2009
- Conducting analyses and results will be posted online when available: [http://kingcounty.gov/depts/health/data/community-health-indicators.aspx](http://kingcounty.gov/depts/health/data/community-health-indicators.aspx)

**Washington State Young Adult Health Survey**
- Partnership between UW Center for the Study of Health and Risk Behaviors and WA Dept. of Social and Health Services
- Internet survey of young adults 18-25 years
- Collects information on marijuana consumption patterns and attitudes
- Participants recruited from:
  - direct mail advertising to a random sample of 18-25 year olds registered with Department of Licensing
  - online advertising, including social media
- For more information see: [blogs.uw.edu/uwwyahs](blogs.uw.edu/uwwyahs)
Overview of King County 2016 HYS Results

Overall youth marijuana use rates by sex and place
Trends over time
Current marijuana use among female and male students are similar across areas in King County and statewide.

**KING COUNTY**

10th grade current marijuana use by sex and geography

![Bar chart showing current marijuana use by sex and geography in King County and other areas.](chart.png)


: Confidence interval shows range that includes true value 95% of the time.
Decreasing trend in marijuana use among male 10th grade students in King County, WA as of 2010; no change among females

10th Grade Current Marijuana Use by Sex — King County, WA, 2004-2016
observed and modeled estimates

*Statistically significantly decreasing
Source: Washington State Healthy Youth Survey
Produced by: Public Health - Seattle & King County, APDE, 4/26/17
Current marijuana use decreasing as of 2012 among 10th & 12th grade students in King County, WA

Current Marijuana use by Grade — King County, WA, 2004-2016
Observed and Modeled Estimates

*Statistically significant decrease
Source: Washington State Healthy Youth Survey
Produced by: Public Health - Seattle & King County, APDE, 4/26/17
Perceptions of harm from regular marijuana use decreasing over time among all grades

Perception of great risk of harm from regular marijuana use by Grade — King County, WA, 2004-2016
Observed and Modeled Estimates

*Statistically significant decrease
Source: Washington State Healthy Youth Survey
Produced by: Public Health - Seattle & King County, APDE, 6/14/17
2016 King County youth marijuana use by demographics

Focus on 10th grade students
Current marijuana use across populations and geography
Among Seattle 10th grade students, about 1 in 5 had used marijuana in the past 30 days, higher than in other areas of the county.

**Past 30-day marijuana use by King County region**

King County 10th graders

- North King County: 12%
- East King County: 11%
- South King County: 14%
- Seattle King County: 20%


[Confidence interval shows range that includes true value 95% of the time]
American Indian/Alaskan Native and Hispanic youth report disproportionately high marijuana use rates compared to the county overall.

**Past 30-day marijuana use by race / ethnicity**

King County 10th graders

- **AIAN**: 23%
- **NHPI**: 20%
- **Hispanic**: 19%
- **Black / AA**: 17%
- **Multiple Races**: 16%
- **White**: 15%
- **Asian**: 6%


<table>
<thead>
<tr>
<th>Confidence interval shows range that includes true value 95% of the time</th>
<th>17%</th>
</tr>
</thead>
<tbody>
<tr>
<td>WA State Average</td>
<td>14%</td>
</tr>
<tr>
<td>King County Average</td>
<td></td>
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</table>

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YMPEP Webinar on HTS Data
Almost 2 times higher rate of marijuana use among students identifying as lesbian, gay or bisexual compared to straight/heterosexual students

Past 30-day marijuana use by sexual orientation
King County 10th graders

<table>
<thead>
<tr>
<th>Sexual Orientation</th>
<th>Marijuana use by sexual identify</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lesbian, Gay, Bisexual</td>
<td>25%</td>
</tr>
<tr>
<td>Straight / Heterosexual</td>
<td>14%</td>
</tr>
</tbody>
</table>

King County Average: 14%


Confidence interval shows range that includes true value 95% of the time
The rate of past 30-day marijuana use was about 2 times higher among youth bullied due to perceived sexual orientation.

Past 30-day marijuana use among bullied and non-bullied
King County 10th graders

<table>
<thead>
<tr>
<th>Bullied - perceived sexual orientation (past 30 days)</th>
<th>Bullied - generally (past 30 days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes 25%</td>
<td>Yes 20%</td>
</tr>
<tr>
<td>No 13%</td>
<td>No 12%</td>
</tr>
</tbody>
</table>

Confidence interval shows range that includes true value 95% of the time.
Marijuana use is 2 times higher among students reporting depressive feelings or considering suicide

Past 30-day marijuana use among students reporting depressive feelings or considering suicide
King County 10th graders


Confidence interval shows range that includes true value 95% of the time
Among youth reporting current marijuana use, a higher percentage of Hispanic and black youth report first use at age 13 or younger compared to white, non-Hispanic youth.

**Age at first use among current marijuana users by race**

King County 10th graders

- **AIAN, NH**: 43, 47
- **Asian, NH**: 58, 33
- **Black, NH**: 45, 50*
- **Hispanic**: 48, 49*
- **Multiple, NH**: 59, 40
- **NHPI, NH**: 41, 54
- **White, NH**: 66, 32

*Statistically different from white, NH students

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Confidence interval shows range that includes true value 95% of the time

**Source**: Washington State Healthy Youth Survey, 2016

**Produced by**: Public Health - Seattle & King County, APDE, 9/19/2017
Among youth reporting current marijuana use, a higher percentage of South King County youth reported using at age 13 or younger compared to youth in other areas.

**Age at first use among current marijuana users by region**

<table>
<thead>
<tr>
<th>Region</th>
<th>14 or older</th>
<th>13 or younger</th>
</tr>
</thead>
<tbody>
<tr>
<td>East</td>
<td>65</td>
<td>31</td>
</tr>
<tr>
<td>South</td>
<td>50</td>
<td>46*</td>
</tr>
<tr>
<td>Seattle</td>
<td>63</td>
<td>35</td>
</tr>
<tr>
<td>North</td>
<td>63</td>
<td>34</td>
</tr>
<tr>
<td>King County</td>
<td>58</td>
<td>39</td>
</tr>
</tbody>
</table>

*Statistically different from other county sub-regions and county overall

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Confidence interval shows range that includes true value 95% of the time


Produced by: Public Health - Seattle & King County, APOE, 9/19/2017
Marijuana users, compared to non-users, are more likely to report using other substances.
Risk Factor chart developed by Social Development Research Group (SDRG), University of Washington.

These risk factors for youth problem behavior are what the Healthy Youth Survey measure.

Four domains: Community, Family, School, and Individual/Peer.

Risk factors measured are predictive of substance use and other noted youth problem behaviors (see chart).

This chart includes risk factors predictive of depression and anxiety. We know that youth cite “self-medication” for depression and anxiety and to deal with life issues/hardships.

LGBTQ population cite increased risk for self-medication. LGB data from HYS shows nearly double the marijuana use of their straight/heterosexual peers. This lines up with the increased risk factors that face LGBTQ youth: Homelessness (community domain: transitions and mobility), lack of family support (family domain: family management problems; family conflict), school bullying/community bullying because of perceived sexual orientation (school/community domains), academic failure and lack of commitment to school (school domain), and mental health related to risk factors as presented in this population of youth. This population of youth are faced with so many life issues and hardships that many say they are not concerned about their personal health. “I’m not going to be here long enough for it to matter.”

In the Individual/Peer domain, if we have friends who use, we are more likely to use. Additionally, we are more likely to use if our constitutional factors/“resiliency” is low.
Note: Scroll ahead for three additional slides that we didn’t present on the webinar

Thank you for joining us!

For any additional follow up, email Lindsey.Greto@kingcounty.gov

To stay connected with King County YMPEP, visit http://www.kingcounty.gov/depts/health/smoking/youth-marijuana-prevention.aspx
Brief discussion regarding norms and normative data found in HYS...

- Many parents are having discussions about not using marijuana (Normative: around 60%). However we do not know what the context of those discussions looks like. We do not know what parental views, discussion, or personal use looks like. We can always help parents with this piece and we need to do better to provide education and support of parents to have this conversation in the right way and often with their kids.

- Youth can get/access marijuana easily (Normative: between 57-70%).
**Sexual Orientation – LGB Data – Increased Use/Bullied**

<table>
<thead>
<tr>
<th>Subpopulations</th>
<th>East</th>
<th></th>
<th>South</th>
<th></th>
<th>Seattle</th>
<th></th>
<th>North</th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Percent</td>
<td>Lower CI</td>
<td>Upper CI</td>
<td>Percent</td>
<td>Lower CI</td>
<td>Upper CI</td>
<td>Percent</td>
<td>Lower CI</td>
</tr>
<tr>
<td>Race/ethnicity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| American Indian/Alaskan Native, NH                  | *        | *        | *        | 26       | 16.2     | 39       | *        | *        | *        | *        | *        | *        | *        | *        |*        | *        | *        | *        | *        | *        | *        | *        | *        | *        |*
| Asian, NH                                           | 3.5      | 2.4      | 5        | 7.3      | 5.9      | 9.1      | 9.2      | 6.7      | 12.4     | 5.2      | 2.9      | 9        |
| Black/African American, NH                          | 15.2     | 10.4     | 21.8     | 17.2     | 13.4     | 21.7     | 20.5     | 16.4     | 25.4     | *        | *        | *        |
| Hispanic                                            | 17.7     | 13.1     | 23.3     | 18.6     | 16.2     | 21.2     | 27.3     | 22.3     | 33.3     | 20.8     | 18.7     | 23.1     |
| Multiple race, NH                                   | 15.1     | 10.3     | 16.2     | 15.9     | 9.5      | 20.3     | 24       | 19.2     | 29.6     | 14       | 7.9      | 24.3     |
| Native Hawaiian/Pacific Islander, NH                | 28.8     | 14.5     | 49.2     | 17.5     | 12       | 24.8     | 27.9     | 15.6     | 44.7     | *        | *        | *        |
| White, NH                                           | 12.5     | 10.3     | 15.1     | 13.9     | 11.8     | 16.2     | 21.7     | 17       | 27.4     | 11.6     | 9.4      | 14.3     |
| **Sexual Orientation (2016 only)**                  |          |          |          |          |          |          |          |          |          |          |          |          |
| Lesbian, Gay, Bisexual                              | **17.1** | 13.8     | **20.9** | **27.4** | 22.2     | **33.3** | **28.2** | 23.3     | **33.5** | **21**   | **16.8** | **26**   |
| Straight/Heterosexual                               | 11       | 8.6      | 13.9     | 12.5     | 10.9     | 14.4     | 17.7     | 14.2     | 21.8     | 10.7     | 9.3      | 12.3     |
| **Bullied due to perceived sexual orientation**     |          |          |          |          |          |          |          |          |          |          |          |          |
| Yes                                                 | 9.6      | 7.4      | 12.5     | **29.9** | **22.7** | 29.4     | **41.7** | 30.8     | 54.1     | 17.8     | 11.4     | 26.8     |
| No                                                  | 17.2     | 12.9     | 22.6     | 12.6     | 10.6     | 14.8     | 19       | 16       | 22.5     | 12.1     | 9.5      | 15.5     |
| **Bullied in past 30 days**                         |          |          |          |          |          |          |          |          |          |          |          |          |
| Yes                                                 | 17.9     | 15.2     | 20.9     | 22.3     | 19.3     | 25.7     | 24.6     | 19.1     | 31.1     | 14.7     | 11.2     | 19.1     |
| No                                                  | 9.3      | 7.2      | 12       | 12.4     | 10.9     | 14       | 19       | 15.9     | 22.6     | 11       | 9.8      | 12.3     |

- LGB data – Nearly double the use of heterosexual/straight peers.
- High rates of bullying due to perceived sexual orientation, especially South and Seattle King County areas. (Increases risk for substance use behavior.)
Polysubstance Use is Normative with Marijuana Users

- Percentages of marijuana plus alcohol use (62-72%)
- Percentage of marijuana use plus binge drinking behavior (50% in East area of King County)
- Percentage of marijuana use plus e-cigarette/vaping (65% in East area of King County)