



Marijuana Prevention & Education Program

December 2016

Description: 2015 Washington State Legislature allocated \$14.5m from the Dedicated Marijuana Account, to the Department of Health for the 2015-2017 biennium. These funds were provided solely for a marijuana education and public health program and for tobacco prevention activities that target youth and populations with a high incidence of tobacco use.

Mission/Purpose: Reduce the initiation and use of marijuana by youth (ages 12-20) and among populations most adversely affected by marijuana throughout Washington State.

Prioritized Populations: Prevention activities aimed at youth and populations with a high incidence of marijuana use; including African-American; Hispanic Latino; Asian/Pacific Islander; American Indian/Alaska Native communities, rural communities, and gay, lesbian, bisexual, transgender and questioning youth.

Services

Public Health Hotline(s): (\$70,000 each fiscal year)

- Financial support is provided to DSHS-DBHR to fund existing Recovery Helpline (\$35,000 each fiscal year). Recovery Helpline number is: 1-866.789.1511
- Tobacco Cessation Services—fund quit line services in the form of nicotine replacement therapy (gum and patch) to serve 1,000 people (\$35,000 each fiscal year). Quit line number is: 1-800-QUIT-NOW (1-800-784-8669).

Community grants: (\$3.215 million total, each fiscal year)

- Regional Youth Marijuana Prevention and Education Programs (YMPEP): Nine (9) regional contracts for development and implementation of coordinated intervention strategies for the prevention and reduction of marijuana and tobacco (as tobacco relates to marijuana: i.e. e-cigs and vaping devices) use by youth. (\$2.625 million each fiscal year)
- Prioritized Population Community Contracts: Priority population/community contractors representing specific priority populations (Black/African American, Asian, Pacific Islander, Hispanic/Latino, American Indian/Alaska Native, and Lesbian/Gay/Bi-Sexual/Transgender) experiencing marijuana-related disparities will assist the state marijuana program and its regional community contractors by collaborating and providing expert consultation and technical assistance on promising and proven practices. This work includes tobacco cessation promotion. (\$590,000 per fiscal year)

Public education (media based) campaign: (\$3.22 million each fiscal year)

- Development and promotion of a youth focused marijuana prevention/education statewide media campaign. (www.Listen2YourSelfie.org) Campaign implemented across television, internet (including social media and digital ads), radio, print, and out-of-home advertising.
- Create messaging and promotion of www.StartTalkingNow.org, encouraging parents to talk to youth about underage marijuana use.

- 5 targeted media contracts to prioritized population contractors to create individualized messaging to the populations they served.
- Nine (9) regional community grants and five (5) priority population community contractors leverage campaign and localize to their communities and regions.

Stakeholders

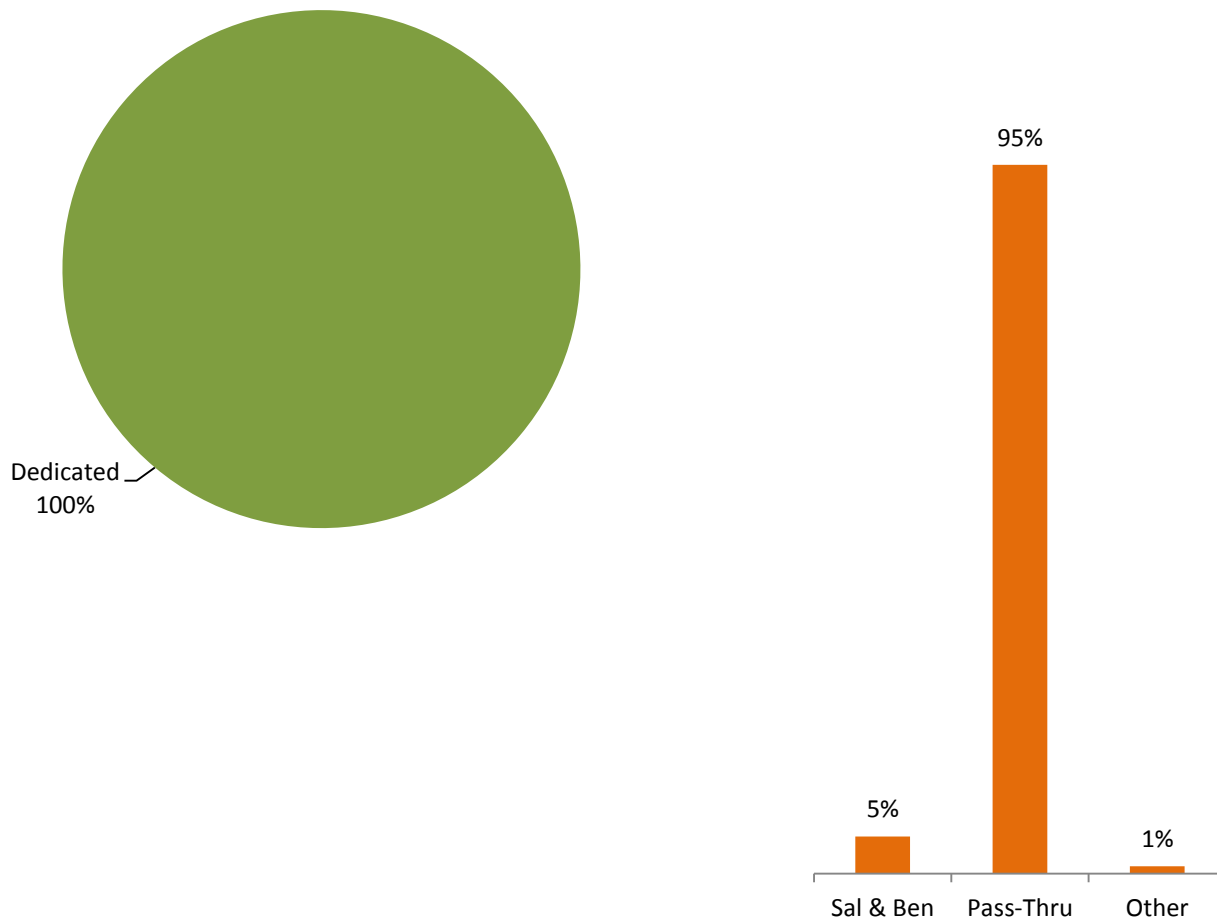
- 9 Accountable Communities of Health Regions
- Local Health Jurisdictions
- Educational Service Districts
- Community-based organizations
- Prioritized Population Consulting Groups
- State Ethnic Commissions
- DSHS—Division of Behavioral Health and Recovery
- Liquor and Cannabis Board
- Office of Superintendent of Public Instruction
- Traffic Safety Commission
- Attorneys Generals Office

Impact from potential loss of GFS funds:

- Marijuana prevention activities are funded with the dedicated marijuana account.

2015-2017 Biennium

Tobacco E-cigarette and Marijuana Prevention Fiscal Information



State	Federal	Dedicated	Fees	Total	Sal & Ben	Pass-thru	Other
0	0	13,510,666	0	13,510,666	529,794	12,895,774	85,098

Recent Funding History:

Beginning with the 2015-2017 Biennium DOH has received \$13,510,666 in funding to support Tobacco, E-Cigarette and Marijuana Prevention and Education.