



COMMUNITY
COALITIONS
I D A H O

Strategic and Action Plan for Marijuana 2017-2018

Problem Statement: Marijuana Use

Data: 2015 YRBS 22.7% of 12 grade students reported using marijuana one or more times, past 30-days.

Root Cause: Low Perception of Harm.

Data: IYPS 2014- 39% of 12th grade students believe it poses risk of harm.

Local Condition: Legalization debate and promotion of MJ as medicine has decreased perception of risk.

Data: IYPS 2014- 39% of 12th grade students believe marijuana poses risk of harm.

Objectives

Long-Term Objectives (Problem Statement)

Marijuana Use

Reduce the 30-day use of Marijuana by 5% as evidenced by the 2017 YRBS.

Baseline- 2015 IYRBS reported 22.7% of 12 grade students reported using Marijuana one or more times in past 30 days.

Projected- 2017 IYRBS report 17% of 12 grade students report using Marijuana one or more times in past 30 days.

Intermediate Objectives (Root Causes)

Increase the Perception of Harm of Marijuana use by 5% as evidenced by the 2018 IYPS.

Baseline- IYPS 2014- 39% of 12th grade students believe marijuana poses risk of harm.

Projected- IYPS 2014- 44% of 12th grade students believe marijuana poses risk of harm.

Short-Term Objectives (Local Conditions)

Provide educational materials to coalitions and legislators regarding the risks of marijuana use.

Baseline- We have provided few templates to coalitions for them to use for educating their elected officials and communities regarding the risks of marijuana use.

Projected- We will increase the number of educational materials for coalition use by 10%.

Problem Statement: Marijuana Use

Data: 2015 YRBS 22.7% of 12 grade students reported using marijuana one or more times, past 30-days.

Root Cause: Low Perception of Harm.

Data: IYPS 2014- 39% of 12th grade students believe it poses risk of harm.

Local Condition: Legalization debate and promotion of MJ as medicine has decreased perception of risk.

Data: IYPS 2014- 39% of 12th grade students believe marijuana poses risk of harm.

Strategy(s)	Action Plan		
	Who? Will do What? By When?	Resources Needed?	Who Should Know?
<p><u>Provide Education</u> Educate coalitions, law enforcement and legislators regarding the medical, economic and social effects of marijuana and how potential legalization also affects the perception of risk among youth.</p>	<p><u>Advocacy/Outreach Coordinator (AOC)</u> will update and provide resources regarding dangers of marijuana use on brain development via website and newsletters. Beginning September 2017 and kept current.</p> <p>Executive Director (<i>ED</i>) will schedule speakers and presentations, trainings on marijuana for tri-annual trainings. First training will be in October of 2017, then March and May of 2018.</p> <p>Executive Board (EB) will support and promote all CCI trainings and educational opportunities. Ongoing.</p>	<p>State and National Rx drug use resources</p> <p>Internet</p> <p>Website</p> <p>Community Coalitions in all Regions</p> <p>Millennium finding for trainings</p>	<p>All Idaho Coalitions</p> <p>CCI Partners</p> <p>General Community Members</p> <p>Law Enforcement And political leader</p> <p>Youth</p>
<p><u>Build Skills</u> Provide talking points to coalitions to better educate community members, youth, law enforcement and political representatives on the danger of marijuana use on brain development and the low perception of risk among youth.</p>	<p><i>ED</i> will provide templates with talking points and information letters that can be sent out. Beginning October 2017.</p> <p><u>AOC</u> will assist with data collection for templates. Beginning September 2017.</p> <p>EB members will distribute to their communities. Beginning December 2017.</p> <p>AOC will share templates via newsletters. Beginning October 2017 and ongoing.</p>	<p>Research sources</p> <p>Internet</p> <p>Time</p> <p>Email lists</p> <p>Contact lists</p>	<p>Coalition members And Executive Board</p> <p>Local communities</p> <p>Political representatives</p>

<p><u>Provide Support</u> Provide toolkits with sample letters and templates for advocating against marijuana use and potential legalization.</p>	<p><u>AOC</u> will provide data and resources on CCI Website and keep updated on a regular basis. Beginning December 2017 and kept current.</p>	<p>Time Commitment</p>	<p>Community Coalitions ODP Legislators</p>
<p><u>Change Policy</u> Provide legislators with data showing the dangers of recreational and medicinal marijuana use and how it is affecting states where it is legal.</p>	<p>EB members will distribute relevant information to their local communities. Beginning January 2018 and ongoing. <i>ED</i> will create letter templates for coalition leaders to personalize for their political leaders. Beginning December 2017 and ongoing.</p>	<p>Time Website Research and use State and National data Legislative contact lists</p>	<p>Coalition Leaders State and Local Legislators Regional Behavioral Health Boards</p>

Problem Statement: Marijuana Use

Data: 2015 YRBS 22.7% of 12 grade students reported using marijuana one or more times, past 30-days.

Root Cause: Low Perception of Harm.

Data: IYPS 2014- 39% of 12th grade students believe it poses risk of harm.

Local Condition: Pro-marijuana media/social media campaigns.

Data: Environmental and media/social media scans.

Objectives
<p>Long-Term Objectives (Problem Statement)</p> <p>Marijuana Use</p> <p>Reduce the 30-day use of Marijuana by 5% as evidences by the 2017 YRBS. Baseline- 2015 IYRBS reported 22.7% of 12 grade students reported using Marijuana one or more times in past 30 days. Projected- 2017 IYRBS report 17% of 12 grade students report using Marijuana one or more times in past 30 days.</p>
<p>Intermediate Objectives (Root Causes)</p> <p>Increase the Perception of Harm of Marijuana use by 5% as evidenced by the 2018 IYPS. Baseline- IYPS 2014- 39% of 12th grade students believe marijuana poses risk of harm. Projected- IYPS 2014- 44% of 12th grade students believe marijuana poses risk of harm.</p>

Short-Term Objectives (Local Conditions)

Increase the number of counter marijuana campaigns visible via newsletters, social media and media campaigns.
 Baseline- Environmental scans show excessive pro-marijuana campaigns via social media and other sources.
 Projected- Increase the number of counter marijuana campaigns visible on social media, website, and other media sources.

Problem Statement: Marijuana Use

Data: 2015 YRBS 22.7% of 12 grade students reported using marijuana one or more times, past 30-days.

Root Cause: Low Perception of Harm.

Data: IYPS 2014- 39% of 12th grade students believe it poses risk of harm.

Local Condition: Pro-marijuana media/social media campaigns.

Data: Environmental and media/social media scans.

Strategy(s)	Action Plan		
	Who? Will do What? By When?	Resources Needed?	Who Should Know?
<p><u>Build Skills</u> Provide information regarding implementation of counter-advertising campaigns in their communities.</p>	<p><u>AOC</u> will update website and newsletters with counter marijuana campaign resources. Beginning August 1, 2017 and ongoing.</p> <p><u>ED</u> will post counter marijuana ads on Facebook and update weekly. Beginning August 1, 2017 and ongoing.</p> <p><u>AOC</u> will post regular tweets with counter marijuana messages. Beginning August 1, 2017 and ongoing.</p> <p>EB will continue to share media messages with their followers. September 1, 2017 and ongoing.</p>	<p>Research and current data and marijuana campaigns</p> <p>Website</p> <p>Social media sites</p> <p>Time</p> <p>Yearly website fees</p> <p>Internet access</p>	<p>Parents</p> <p>Youth</p> <p>Community Coalitions</p> <p>ODP</p> <p>CCI Regional Reps</p>
<p><u>Provide Support</u> Provide advocacy, resource toolkits, and other educational materials regarding danger of marijuana for statewide use.</p>	<p><u>ED</u> will provide digital and printed resources to community coalitions for local distribution. Beginning September 1, 2017 and ongoing.</p>	<p>Time</p> <p>Commitment</p> <p>Internet</p> <p>Coalition contacts</p>	<p>Community Coalitions</p> <p>Regional Reps</p>

<p><u>Provide Education</u> Use social media, newsletters, website, and trainings for coalitions that they can duplicate and share with their communities regarding risks of marijuana use.</p>	<p><u>AOC</u> will update website and newsletters with necessary data. Beginning August 1, 2017 and ongoing.</p> <p><u>ED</u> and <u>AOC</u> will post relevant data to Facebook page. Beginning August 1, 2017 and ongoing.</p> <p><u>AOC</u> will post regular tweets regarding relevant data. Beginning August 1, 2017 and ongoing.</p> <p>EB will continue to update coalitions in their regions with resources. September 1, 2017 and ongoing.</p>	<p>Time</p> <p>Internet</p> <p>Social Media</p> <p>Research Data</p>	<p>Parents</p> <p>Youth</p> <p>Community Coalitions</p> <p>ODP</p> <p>CCI Regional Reps</p>
<p><u>Reduce Barriers</u> Provide funding for coalitions to attend CCI and other drug prevention trainings if they do not have access to training funds.</p>	<p><u>ED</u> will provide scholarship applications to CCI members. Beginning August 2017 and completed tri-annually.</p>	<p>Millennium Funds</p> <p>Internet</p> <p>Coalition contacts</p>	<p>Coalition members</p> <p>Executive Board and reps.</p> <p>Law enforcement</p> <p>ODP/other partners</p>
<p><u>Modify/Change Policy</u> Provide toolkits with resources for coalitions to use to help educate their local legislators or other policy makers in their community regarding marijuana use.</p>	<p><u>AOC</u> will create and update online resource page. January 2018 and ongoing.</p> <p><u>ED</u> will email links and reminders to Coalitions. January 2018 and ongoing.</p> <p>EB will share data with their community coalitions and political leaders. January 2018 and ongoing.</p>	<p>Research data</p> <p>Time</p> <p>Email and coalition contacts</p> <p>Legislative contact lists</p>	<p>Coalition leaders</p> <p>ODP and partners</p> <p>Legislators</p> <p>Law enforcement</p>
<p><u>Change Physical Design</u> Sponsor a counter-marijuana media campaign for communities that border states where marijuana is legal.</p>	<p><u>AOC</u> will create media campaign templates that can be co-branded by other coalitions. Beginning January 2017.</p> <p><u>ED</u> will help distribute campaigns to coalition leaders.</p>	<p>Corel Draw</p> <p>Internet</p> <p>Research</p>	<p>Coalitions</p> <p>Community members</p>

	January 2018 and ongoing. EB members and coalition leaders will share and distribute campaigns in their areas. February 2018 and ongoing.	Funding	Law enforcement ODP and partners Youth
<u>Provide Incentives</u> Highlight coalitions that were providing effective campaign strategies to reduce marijuana use.	<i>ED</i> will spotlight coalitions that are doing effective campaigns. March 2018 and ongoing. <u>AOC</u> will share spotlights via newsletters and website. March 2018 and ongoing.		

Problem Statement: Marijuana Use

Data: 2015 YRBS 22.7% of 12 grade students reported using marijuana one or more times, past 30-days.

Root Cause: Easy to Obtain.

Data: 2013 Law enforcement reports 10.49 marijuana trafficking arrests per 100,000.

Local Condition: Sold or given on school property and school functions.

Data: 2015 IYRBS 22% of students were offered, sold, given on school property.

Informal interviews with coalition leaders.

Objectives
<p>Long-Term Objectives (Problem Statement)</p> <p>Marijuana Use</p> <p>Reduce the 30-day use of Marijuana by 5% as evidences by the 2017 YRBS. Baseline- 2015 IYRBS reported 22.7% of 12 grade students reported using Marijuana one or more times in past 30 days. Projected- 2017 IYRBS report 17% of 12 grade students report using Marijuana one or more times in past 30 days.</p>
<p>Intermediate Objectives (Root Causes)</p> <p>Reduce the percentage of marijuana trafficking as evidenced by 2018 law enforcement reports- 2015 ODP Needs Assess. Baseline- Law Enforcement reports 10.49 marijuana trafficking arrests per 100,000. Projected- Law Enforcement reports 9 marijuana trafficking arrests per 100,000.</p>
<p>Short-Term Objectives (Local Conditions)</p> <p>Decrease the percentage of students that were offered an illegal substance as evidenced by informal interviews of coalition leaders. Baseline- Informal interviews with coalition leaders show youth are offered marijuana by other friends. Projected- Decrease number of reports of marijuana being offered by friends as evidenced by interviews with coalition leaders.</p>

Problem Statement: Marijuana Use

Data: 2015 YRBS 22.7% of 12 grade students reported using marijuana one or more times, past 30-days.

Root Cause: Easy to Obtain.

Data: 2013 Law enforcement reports 10.49 marijuana trafficking arrests per 100,000.

Local Condition: Sold or given on school property and school functions.

Data: 2015 IYRBS 22% of students were offered, sold, given on school property.

Informal interviews with coalition leaders.

Strategy(s)	Action Plan		
	Who? Will do What? By When?	Resources Needed?	Who Should Know?
<p><u>Provide Information</u> Provide educational materials for coalition members to distribute to local schools regarding the delivery methods of marijuana: vaping pens, waxes, etc.</p>	<p><u>AOC</u> will update marijuana research and resource data on CCI website. Beginning October 2017 and ongoing.</p> <p><u>ED</u> will distribute resources via email and CCI trainings to CCI members. October 2017 and ongoing.</p> <p><u>AOC</u> will continue to provide information via newsletters to CCI members. Beginning August 2017 and ongoing.</p> <p>CCI members will share data with their local schools. Beginning September 2017 and ongoing.</p>	<p>Data Collaboration w/State resources</p> <p>Internet</p> <p>Website and newsletters</p> <p>Community Coalitions in all Regions</p>	<p>All Idaho Coalitions</p> <p>Regional Health Boards</p> <p>Statewide partners</p> <p>Law enforcement</p> <p>Schools</p> <p>Idaho Dept of Education</p>
<p><u>Build Skills</u> Provide trainings and resources on prevention strategies, enforcement, delivery methods and other marijuana related topics, and how to advocate against marijuana use.</p>	<p><u>ED</u> will work on marijuana presentations and speakers for tri-annual trainings for CCI members and partners.</p> <p>Beginning August 2017 and tri-annually.</p>	<p>Millennium funding</p> <p>Supplies</p> <p>Speakers</p> <p>Assistance from Executive Board and coalition leaders</p>	<p>Law enforcement</p> <p>Coalition members</p> <p>Community members</p> <p>ODP and other partners</p>

<p><u>Provide Support</u> Educate coalitions on effective enforcement strategies and available online resources.</p>	<p><u>AOC</u> and <i>ED</i> will continue to offer support to coalitions on enforcement strategies via email, newsletters and website. Beginning August 1, 2017 and ongoing.</p>	<p>Time Commitment</p>	<p>Community Coalitions ODP Coalition leaders</p>
<p><u>Change Consequences (Incentives / Disincentives)</u> Continue to provide law enforcement education and support regarding new trends in delivery methods of marijuana and prevalence of use in schools.</p>	<p><i>ED</i> will continue to partner with law enforcement to offer free trainings on marijuana use, delivery methods and new trends. Beginning August 2017 and ongoing. CCI members will support and attend CCI and other relevant trainings. Ongoing 2017 and 2018.</p>	<p>Collaboration with law enforcement Millennium funding Time</p>	<p>Community coalitions Community members Law enforcement</p>

Problem Statement: Marijuana Use

Data: 2015 YRBS 22.7% of 12 grade students reported using marijuana one or more times, past 30-days.

Root Cause: Easy to Obtain.

Data: 2013 Law enforcement reports 10.49 marijuana trafficking arrests per 100,000.

Local Condition: Older youth/friends are buying across state lines and sharing at parties.

Data: Informal interviews with community coalitions.

2012 ISP Drug offenses report possession of marijuana was 77% of arrests.

Objectives
<p>Long-Term Objectives (Problem Statement)</p> <p>Marijuana Use</p> <p>Reduce the 30-day use of Marijuana by 5% as evidences by the 2017 YRBS. Baseline- 2015 IYRBS reported 22.7% of 12 grade students reported using Marijuana one or more times in past 30 days. Projected- 2017 IYRBS report 17% of 12 grade students report using Marijuana one or more times in past 30 days.</p>
<p>Intermediate Objectives (Root Causes)</p> <p>Reduce the percentage of marijuana trafficking as evidenced by 2018 law enforcement reports- 2015 ODP Needs Assess. Baseline- Law Enforcement reports 10.49 marijuana trafficking arrests per 100,000. Projected- Law Enforcement reports 9 marijuana trafficking arrests per 100,000.</p>

Short-Term Objectives (Local Conditions)

Decrease the number of marijuana possession arrests by 5% as evidenced by the 2017 ISP Drug offenses report.
 Baseline- 2012 ISP Drug offenses report marijuana possession was 77% of arrests.
 Projected- December 2016 ISP Drug offenses reported marijuana possession was 72% of arrests.

Problem Statement: Marijuana Use

Data: 2015 YRBS 22.7% of 12 grade students reported using marijuana one or more times, past 30-days.

Root Cause: Easy to Obtain.

Data: 2013 Law enforcement reports 10.49 marijuana trafficking arrests per 100,000.

Local Condition: Older youth/friends are buying across state lines and sharing at parties.

Data: Informal interviews with community coalitions.

2012 ISP Drug offenses report possession of marijuana was 77% of arrests.

Strategy(s)	Action Plan		
	Who? Will do What? By When?	Resources Needed?	Who Should Know?
<p><u>Provide Information</u> Provide data and information to coalitions for distribution on how youth are accessing marijuana.</p>	<p><u>AOC</u> will create flyers and electronic media templates for coalition members. Beginning December 1, 2017 and updated regularly.</p> <p>EB Members/Regional Representatives will have access to necessary data and share with their communities. Beginning January 1, 2018.</p> <p><i>ED</i> will distribute templates via email by December 2017.</p>	<p>Data Collaboration w/State resources</p> <p>Corel Draw program</p> <p>Community Coalitions in all Regions</p>	<p>All Idaho Coalitions</p> <p>Regional Health Boards</p> <p>Statewide partners</p>
<p><u>Build Skills</u> Educate community coalitions, parents and relatives on the harm of marijuana use.</p>	<p><u>AOC</u> will provide research materials via social media, website and newsletters regarding damage of marijuana on brain development. Beginning January 2018 and ongoing.</p> <p><i>ED</i> will educate members and partners regarding available resources and data. Beginning January 2018 and ongoing.</p>	<p>Data and useful resources, website, newsletters</p> <p>Website</p> <p>Social Media</p>	<p>Community Coalitions</p> <p>Law Enforcement</p> <p>General community</p> <p>Youth</p>

	Community coalitions will share data and materials with their communities by February 2018 and ongoing.	Law enforcement partnerships School partners	Schools
<p><u>Provide Support</u> Provide toolkits of resources to coalitions on reducing marijuana use in their communities.</p> <p>Act as a statewide advocate for community coalitions and keep them informed regarding legalization of marijuana in Idaho.</p>	<p><i>ED</i> will provide currently data and resources regarding marijuana use, strategies, and other resources via electronic methods and/or mailed. Beginning January 2018 and ongoing.</p> <p><i>ED</i> will provide templates for coalitions to provide information to their local political representatives. January 2018 and ongoing.</p> <p>Coalitions will reach out to their local legislators during and before 2018 legislative sessions.</p>	Time Commitment Printing and postage Internet Online templates	Community Coalitions Executive Board and Regional reps Legislators Law enforcement
<p><u>Change Access / Barriers</u> Encourage and providing strategies to coalitions in order to team up with local law enforcement to enhance patrols, Marijuana citations.</p> <p>Provide education and support to law enforcement regarding purchasing across state line.</p>	<p><i>ED</i> and <u>AOC</u> will provide online resources regarding successful strategies to reduce marijuana use. Beginning October 2017 and ongoing.</p> <p><i>ED</i> will provide free trainings for law enforcement regarding effective enforcement strategies. Beginning August 2017 and ongoing.</p> <p>EB and members will promote trainings to their law enforcement and community members.</p>	Time Social media Millennium funding	Law enforcement ODP and partners Community coalitions Coalition leaders School staff
<p><u>Change Physical Design</u> Sponsor a counter-marijuana media campaign for communities that border states where marijuana is legal</p>	<p><u>AOC</u> will create media campaign templates that can be co-branded by other coalitions. Beginning January 2018.</p> <p><i>ED</i> will help distribute campaigns to coalition leaders. January 2018 and ongoing.</p>	Corel Draw Internet Research Funding	Coalitions Community members Law enforcement ODP and partners

	EB members and coalition leaders will share and distribute campaigns in their areas. February 2018 and ongoing.		Youth
<p><u>Change Policy</u> Educate legislators regarding the risks of marijuana use and the health, economic/social factors that will be affected if it is legalized.</p>	<p>EB members will distribute relevant information to their local communities. Beginning January 2018 and ongoing.</p> <p><i>ED</i> will create letter templates for coalition leaders to personalize for their political leaders. Beginning December 2017 and ongoing.</p>	Time Website Research and use State and National data Legislative contact lists	Coalition Leaders State and Local Legislators Regional Behavioral Health Boards.