

FUTURE FORWARD



Sacramento County Youth
MARIJUANA PREVENTION CAMPAIGN



"There is so much more the world has to offer. Marijuana has no place in my life."
- Damon, 17

Introduction

With the passage and implementation of Prop 64, the Adult Use of Marijuana Act, the *Sacramento County Coalition for Youth* received funding from *Sacramento County Alcohol and Drug Services, Department of Behavioral Health Services* to create and implement a youth marijuana prevention campaign. The campaign is designed to reach youth and parents, providing updated information on the law, the drug itself and the effects of marijuana on youth. The goal is to educate the Sacramento Community, offer information and resources, and provide an opportunity to get involved in creating change to protect young people from increased accessibility to marijuana in our community.



"I don't use marijuana because I know that it will stop me from reaching my goals for my future."

- Maggie, 16

Marijuana FAQs for Parents:

- Teenagers are more vulnerable to addiction. Research finds that about 1 in 11 adults and 1 in 6 youth who use marijuana become dependent. And 1 in 3 develop some form of problem use. Earlier use is linked to greater risk of dependence on marijuana and other drugs.
- Kids who use marijuana regularly can decrease their IQ and impair learning, memory, math and reading levels. These changes can be permanent.
- Marijuana use while driving makes a crash twice as likely to happen.
- Today's marijuana is more potent than it was in the 1960s and 1970s. Potency has gone from 1-2% THC to 20-30% THC in smoked form, and up to 96% THC in butane hash oil extracts and oils used in edibles.
- Parents who talk with their kids about not using marijuana have teens who are less likely to use marijuana.

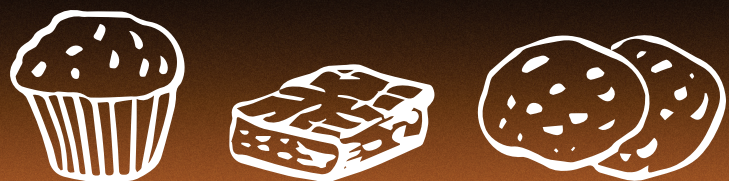
You might be surprised at how much influence your words, actions and opinions can have on your child's choices. Speak up and get the conversation started!

Heavy marijuana use impairs young people's ability to concentrate and retain information. (Journal of American Academic Child & Adolescent Psychiatry.)

Teen brains react differently to marijuana than adult brains. Because adolescence is a time of rapid brain growth, regular long-term use by teens causes long-term damage to developing brain structures.

Marijuana Edibles

Marijuana comes in many forms, other than the kind you smoke. Edibles, waxes, and even beverages are now available. Marijuana edibles are packaged to be of interest to children, and are sold in quantities and potencies that are potentially lethal and damaging to the teen brain. Know the different ways your teen might be using marijuana.



Marijuana and Driving

Driving under the influence of marijuana is associated with:

- impaired ability to estimate time and distance;
- slower reaction times;
- lack of coordination and perception;
- in combination with alcohol, affects driving more than either alone;
- more than 3,000 Californians are killed every year due to impaired driving; and
- after alcohol, marijuana is the drug most often linked to impaired driving.



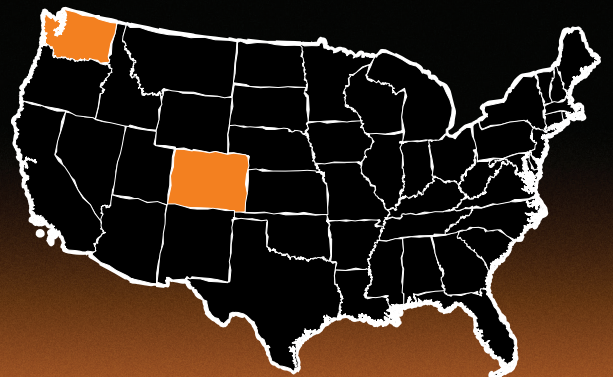
Vehicle Crashes are the #1 cause of death for young drivers, and substance-impaired driving is one of the main culprits in those deaths. (O'Malley & Johnston, 2013)

Despite the risks associated with driving high, the number of persons testing positive for marijuana in California continues to increase. (OTS, 2012)

Consequences of Legalization

Lessons Learned from Washington & Colorado:

- In Washington, the percentage of drivers involved in fatal crashes who use marijuana more than doubled between 2013 and 2014.
- Marijuana-related ER visits increased 29% and marijuana-related hospitalizations increased 38% in Washington.
- Edibles are being marketed to kids with no information about the level of THC they contain.
- Rates of accidental ingestion by children under age 9 have increased 157% in Colorado — leading to an increase in ER visits and medical costs.



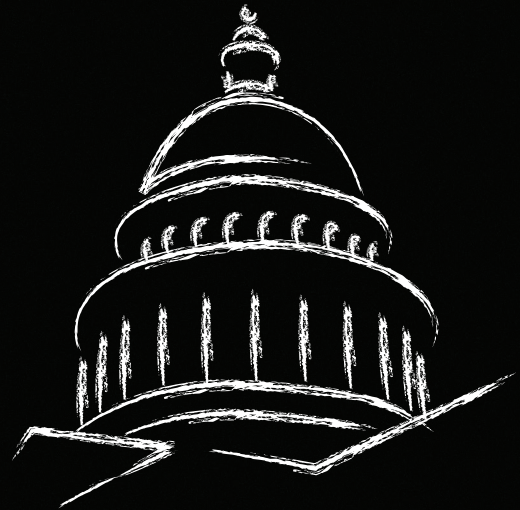
Prop 64: What Does the Law Say?

- In California, using recreational marijuana is prohibited anywhere tobacco smoking is prohibited — including schools, airplanes and most workplaces.
- Only adults 21 years and older can purchase and use marijuana recreationally.
- It is illegal to drive under the influence or with an open container of marijuana.
- It is illegal to sell marijuana outside of locally-approved and licensed dispensaries.
- Youth found in possession of marijuana will face drug education and community service requirements — and a possible suspension of their driver's license.



Here in Sacramento County:

- Only the City of Sacramento has approved the sale of recreational marijuana through dispensaries.
- Youth still use alcohol more frequently than marijuana.
- Youth perceive marijuana as less harmful than alcohol.
- Youth use rates may change if there is more opportunity for access.
- The public and parents must have accurate information about marijuana to keep youth safe.



What Can You Do?

- Join our coalition! Go to Sacramentoccy.org and complete an interest card.
- Find out about coalition meetings, happenings, and new alcohol and marijuana prevention information.
- Join us in our work to further regulate and limit youth access to alcohol and marijuana.
- Like our Facebook page and Twitter.
- If you have young people in your life, engage them in conversations.
- A Columbia University Study found the *best* prevention for youth substance use, violence, and negative mental health outcomes is simply having a sit-down family dinner five days a week where parents engage with their children.

For more information:

www.drugabuse.gov

www.smartcolorado.org

www.iustthinktwice.com



"My future plans are to open my own bakery. I will not let marijuana get in the way of my goals."

- Tia, 17

References

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Smart Colorado

California Highway Patrol Strategic Highway Safety Plan

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