



Prevention**FIRST!**[®]

Utilizing the Stanford Marijuana Toolkit

Christi Valentini-Lackner, Jayla Lee, Jade
Jacobs

Intro!

• Christi Valentini-Lackner

- is the Chief Program Officer at PreventionFIRST! She is an Ohio Certified Prevention Consultant (OCPC) who has worked in the prevention field over 20 years. Christi has a Bachelor of Arts in psychology from Ohio University. Christi is a [Ohio Prevention Professionals Association](#) board member and serves as Vice President and Education & Training Team Co-Chair. In 2016, she received the ADAPAO Advocate of the Year Award. Christi is an Ohio Coaching and Mentoring (OCAM) Network coach and mentor. She is co-author of the low-risk drinking course for adults, *Minimize Risk-Maximize Life*.

• Jayla Lee

- Program Coordinator at PreventionFIRST! In this role, she supports PreventionFIRST! workforce development goals by increasing awareness and capacity for substance use/misuse prevention in schools and faith-based communities. Additionally, she supports and strengthens existing prevention efforts with minority communities. She has a Bachelor of Science in public health and a certificate in minority health from the University of Cincinnati. She is currently working on her Ohio Certified Prevention Specialist Assistant (OCPSA) credential.

• Jade Jacobs

- Program Coordinator at PreventionFIRST! She is a Certified Health Education Specialist (CHES) and an Ohio Certified Prevention Specialist Assistant (OCPSA). Jade graduated from the University of Cincinnati with a Bachelor's of Science in Public Health. As program coordinator under PF!, she is responsible for helping to build, grow, and sustain substance misuse prevention coalitions across the Greater Cincinnati region. She also works to bring prevention education and implementation to communities of Color in the Cincinnati area.



Learning Objectives

- Participants will be able to select sections of the Stanford Cannabis Awareness Toolkit that will benefit their selected population.
- Participants will feel confident presenting sections of the Toolkit.
- Participants will be able to advocate for the use of the Toolkit in their community.



Cannabis Awareness & Prevention Toolkit

- Smart Talk: Cannabis & Prevention Awareness Curriculum
 - 5-lesson theory-based and evidence-informed curriculum
- Fidelity
- Nothing is Perfect
- Know Your Data



Intro

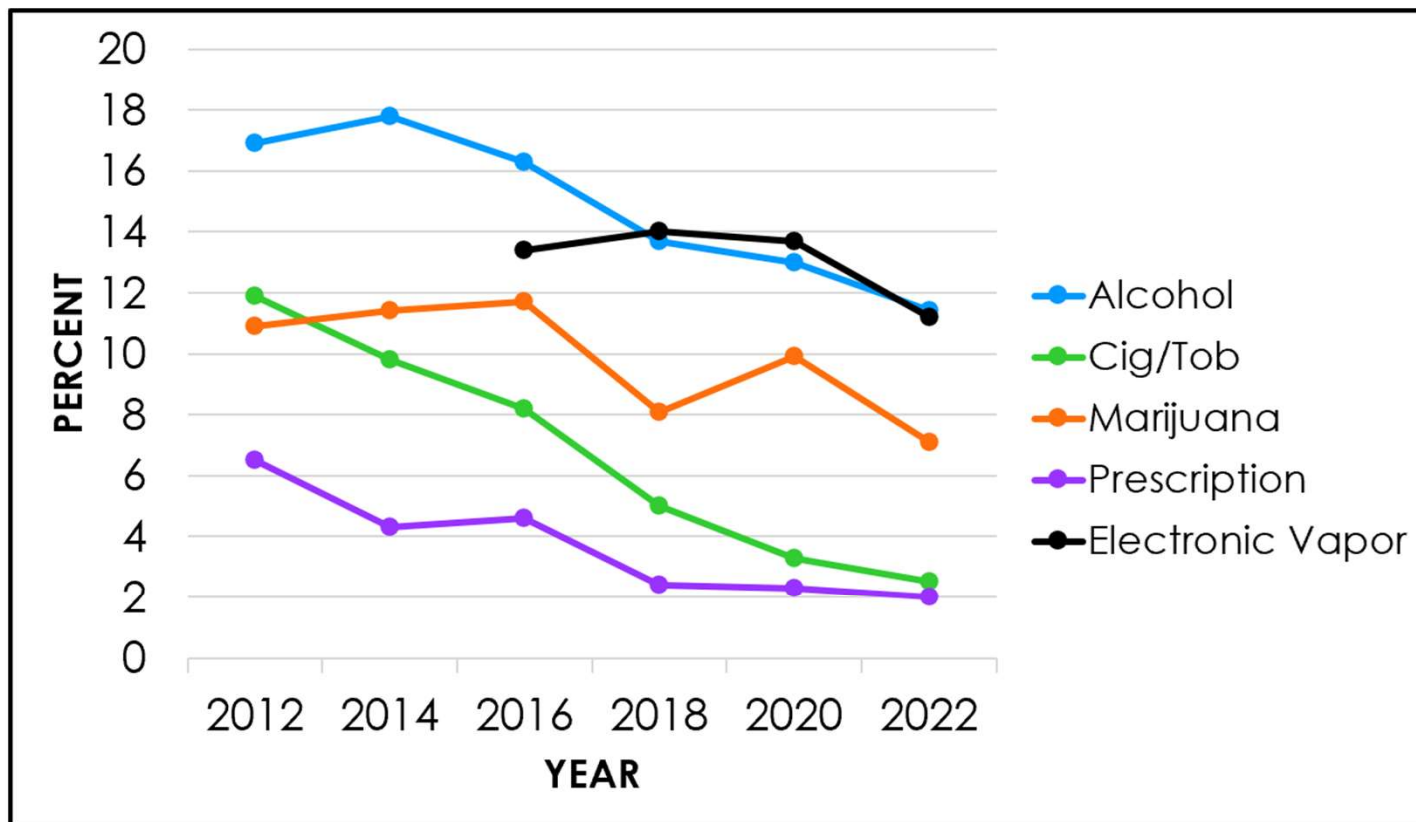
- How do you know vaping is an issue?
- What have you already been doing to address the issue?
- What are you hoping to get out of this workshop?



Prevalence of Use

2022 Student Survey	During the past 30-Days...
Alcohol	11.4%
Electronic-Vapor	11.2%
Marijuana	7.1%
Cigarettes	2.5%
Prescription Drugs	2.0%

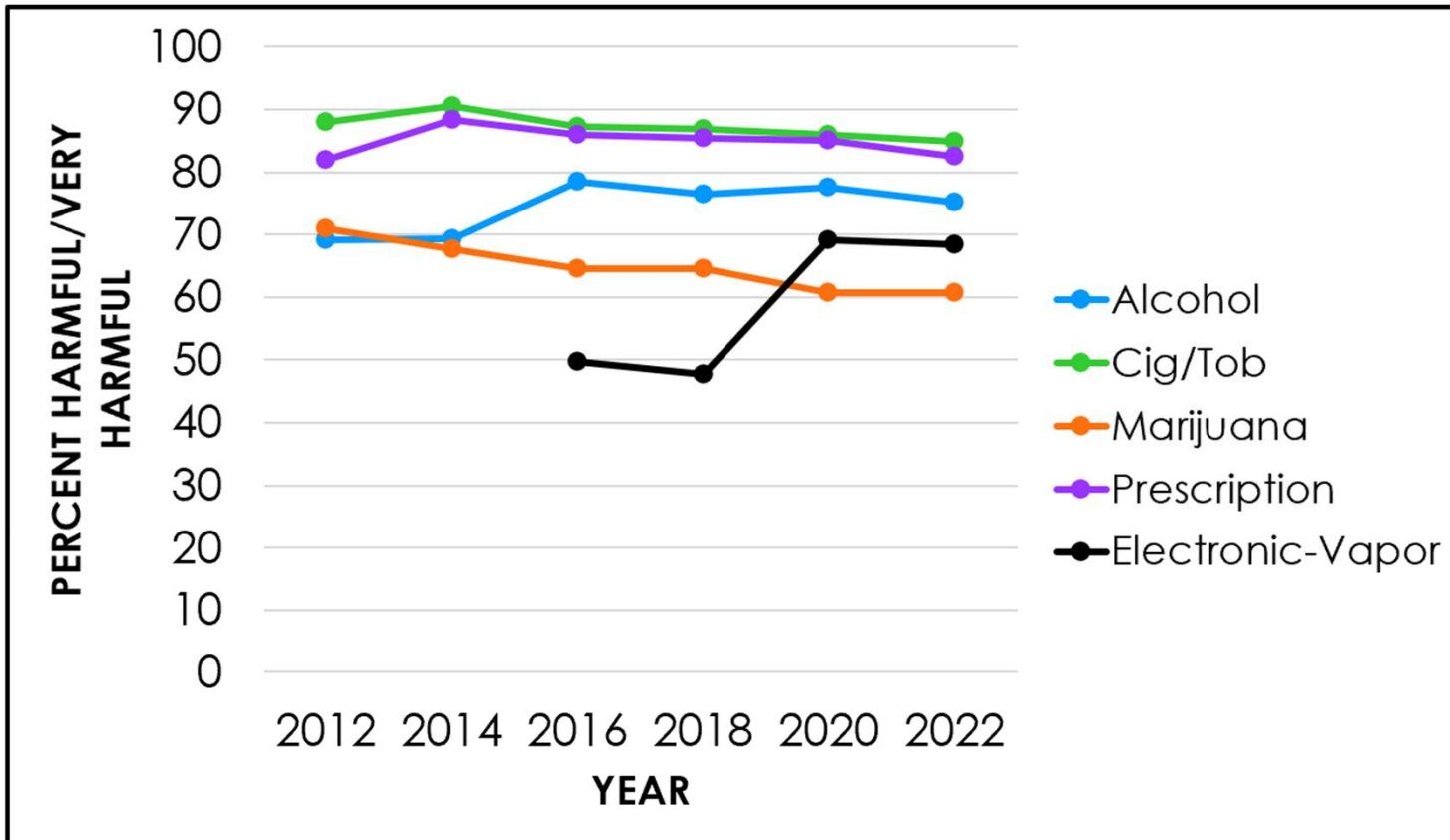
30-Day Use of Alcohol, Cigarettes, Marijuana, Prescription Drugs and Vaping



Perception of Harm

2022 Student Survey	Harmful/Very Harmful
Alcohol	75.1%
Tobacco	84.9%
Marijuana	60.6%
Prescription Drugs	82.5%
Electronic-Vapor	68.3%

Perception of Harm



Perception of Friend Disapproval

2022 Student Survey	Wrong/Very Wrong
Alcohol	64.9%
Cigarettes/Tobacco	80.0%
Marijuana	71.1%
Prescription Drugs	87.0%
Electronic-Vapor	68.4%



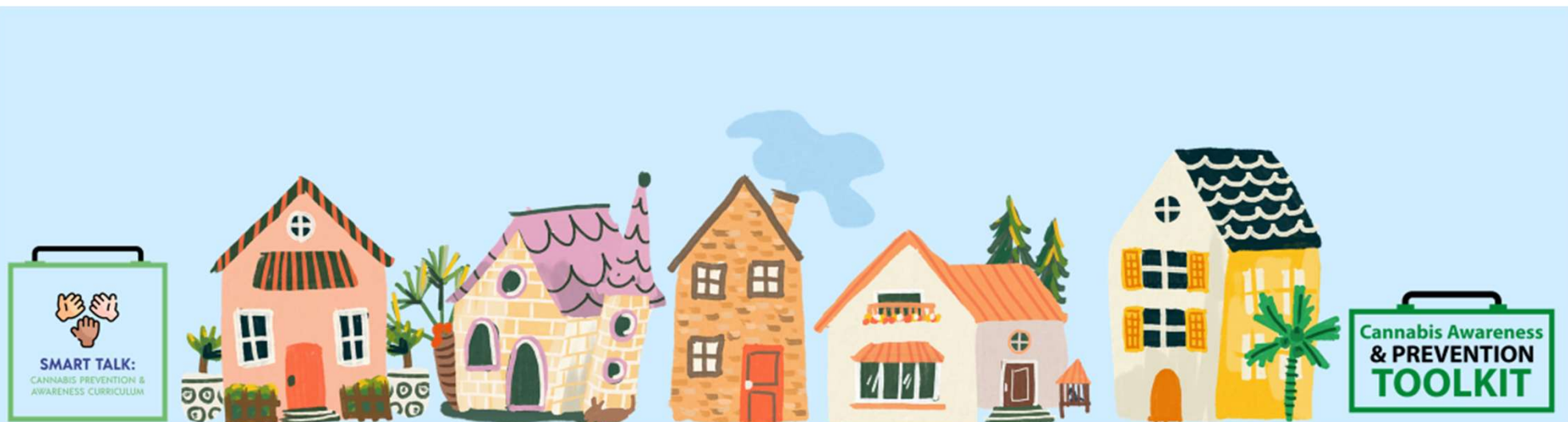
Average Age of First Use

2022 Student Survey	Average Age Students Report First Using a Substance
Alcohol	12.6 yrs.
Cigarettes/Tobacco	12.7 yrs.
Marijuana	13.7 yrs.
Prescription Drugs	11.9 yrs.
Electronic-Vapor	13.4 yrs.

Elementary School Lesson 2

- Marketing tricks that the cannabis industry uses to fool kids
- About what a healthy community means to me
- How cannabis use affects the environment
- Key strategies to cope with stress and wellness





Cannabis & Your Community

Topics



Marketing



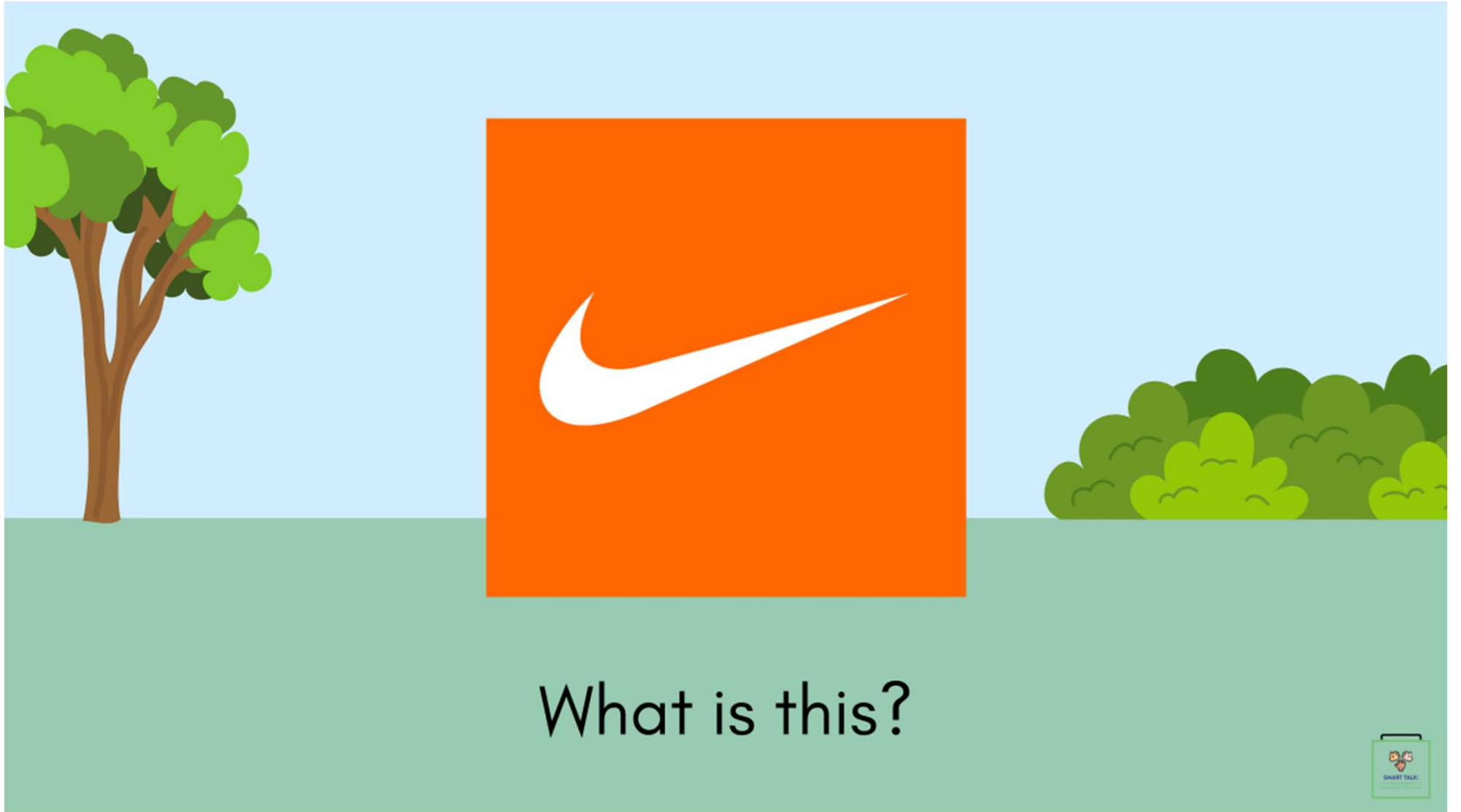
Community



Environment



Stress
&
Wellness

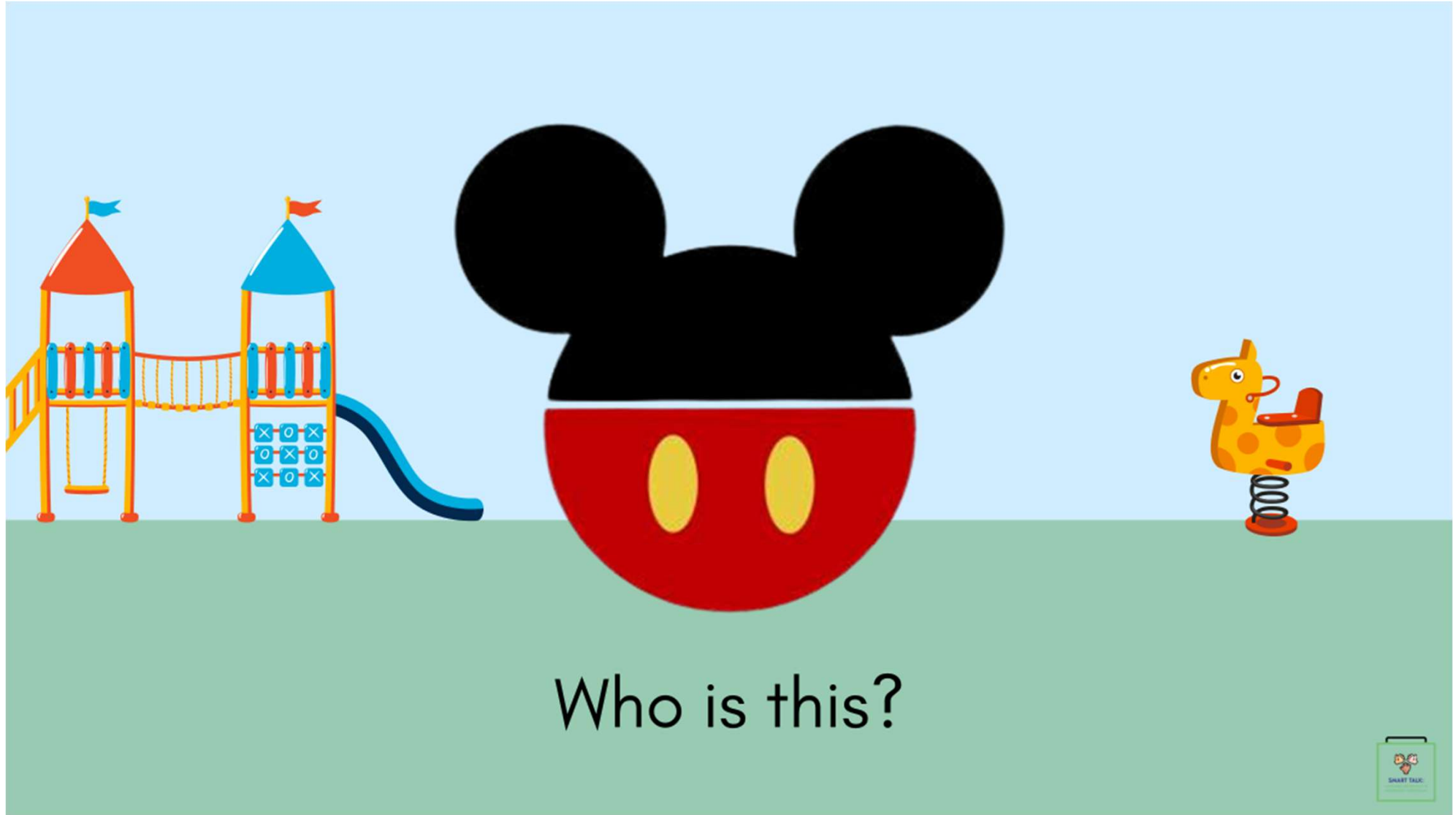


What is this?





What is this?



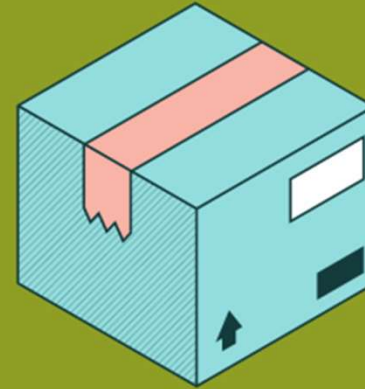
Who is this?

The Cannabis Industry



Tricks

Bright Colors
and Designs



Different
Products



"Cool"
Factor

Media



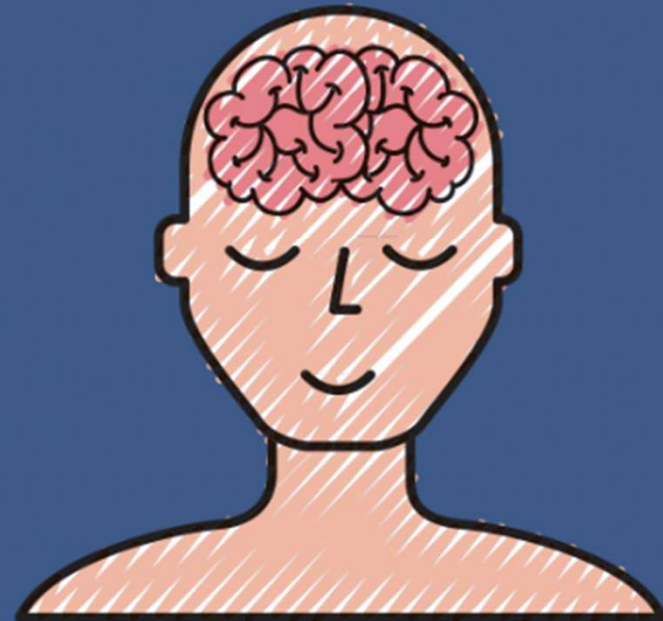
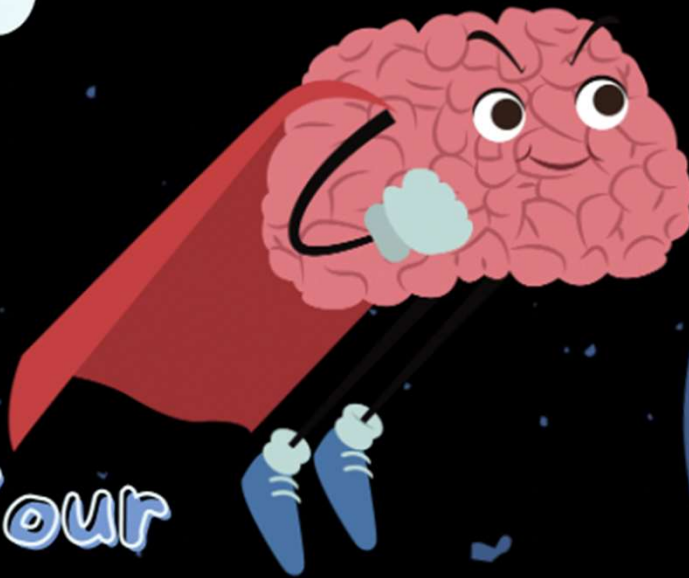
Middle School Lessons

- **Be Your Strength: Stress, Coping, and Wellness**
- **Is the Cannabis Industry Misleading You-th?**
- Healthy People, Healthy Community
- Full Potential: Your Brain Cannabis-Free
- Healthy Body, Healthy You-th Effects of Cannabis on the Body



Stress, Coping, and Wellness

Be Your
Strength



I Will Learn...

- The difference between positive and negative stress.
- How to identify healthy alternatives for coping.
- What individual strategy to reduce stress works best for me.



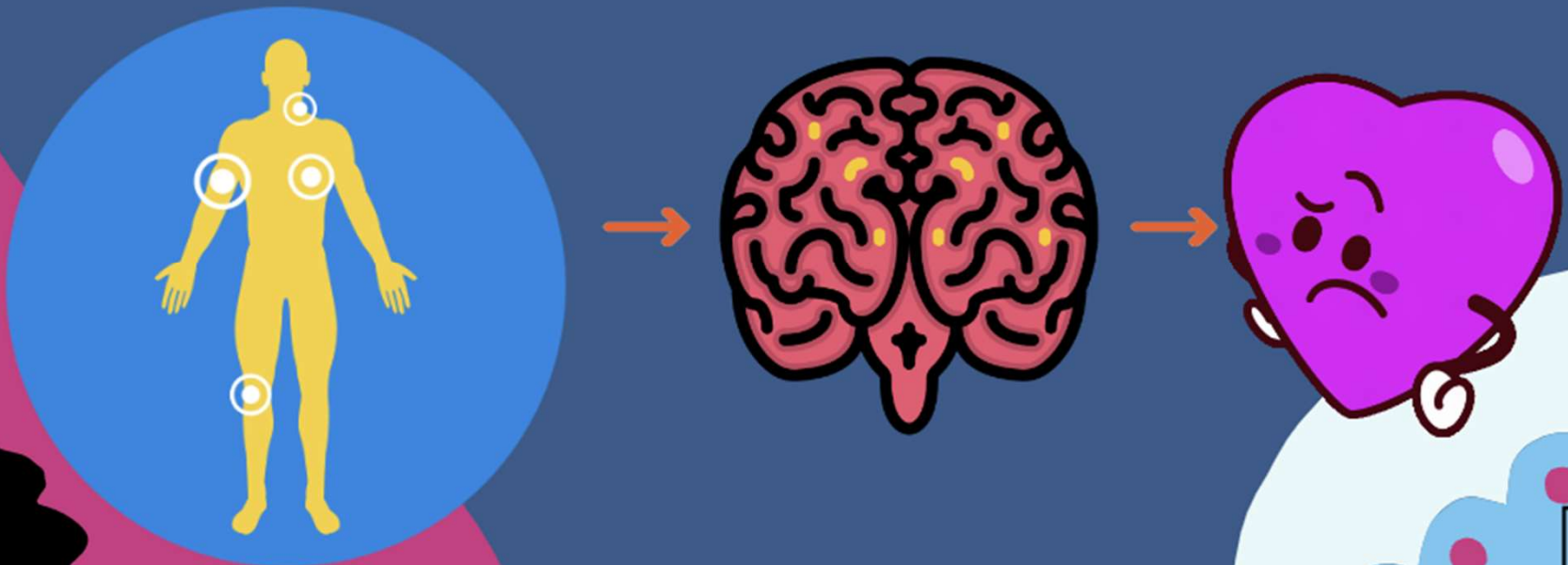
Think-Pair & Share

What is Stress?



Stress is a body's reaction to feeling under pressure.

Like thoughts or reactions to a changing and demanding environment.



What do we stress about?



Mental Health & Self-Medication

We may respond by choosing activities that we think will help us reduce the stress like using cannabis



Self-medication is when someone uses substances to repeatedly and consistently deal with stress, anxiety, or other mental health issues.



Healthy Options for Coping with Stress



Key Takeaways



Stress is a part of everyone's life

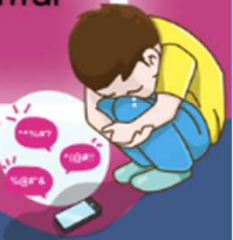
There are healthy ways to cope with stress



 Using cannabis products are unhealthy ways to cope with stress



Stigma of substance use may worsen mental health and underlying stressors



IS THE CANNABIS
INDUSTRY MISLEADING
YOU-TH?



EXPLORING MESSAGING
AND MARKETING TACTICS
USED IN MEDIA

Hmm
...



LET'S GO



I WILL LEARN...



- 1 How the cannabis industry uses marketing to influence teens to use cannabis products.
- 2 To recognize strategies and tactics the cannabis industry uses in marketing to teens.
- 3 Skills for decoding marketing strategies and tactics to resist influence from the cannabis industry.

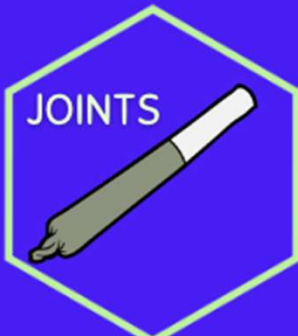



Warm-Up

SHOUT OUT: cannabis products that you have seen in ads?



CANNABIS PRODUCTS THAT ARE ADVERTISED



More potent
and high in
THC! 



A video frame showing a young woman with pink hair and a young man looking at a laptop screen together. The video frame has a yellow title bar and a green border.



Cool Factor & Celebrity Endorsements

THE CANNABIS
INDUSTRY USES
CELEBRITY
ENDORSEMENTS
AND OTHER
TACTICS TO
MAKE THEIR
PRODUCTS
APPEAR "**COOL.**"

How is the "cool" factor used in these ads?



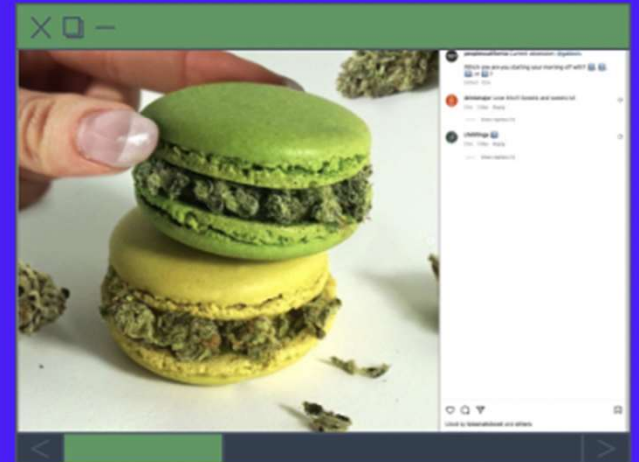
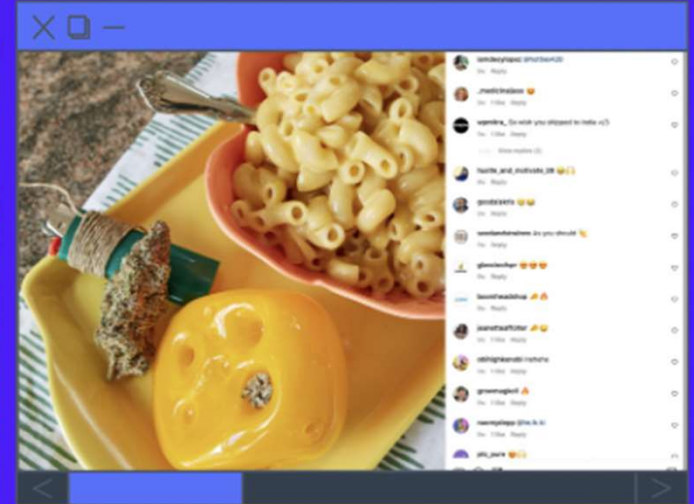
2

Product
Placement

STRATEGICALLY
PLACING
CANNABIS
PRODUCTS IN
ADS MAY GO
UNDETECTED BY
YOUNGER
VIEWERS.



**PRODUCT
PLACEMENT
AFFECTS THE
SUBCONSCIOUS
MIND OF THE
VIEWER BECAUSE
THE PRODUCT IS
INTEGRATED INTO
THE WHOLE
PICTURE.**





WHAT MESSAGES DO YOU GET FROM THE PRODUCT PLACEMENT IN THESE ADS?



Key Takeaways

1

The cannabis industry uses deceptive marketing tactics to make cannabis use and their products appear "cool".

2

The cannabis industry uses attractive packaging and a variety of products to appeal to young people.

3

Exposing deceptive marketing tactics used by the cannabis industry can reduce their influence.

4

YOU-TH ARE IN CHARGE OF THEIR NARRATIVE NOT THE CANNABIS INDUSTRY!



High School Lessons

- **Full Potential: Your Brain Cannabis-Free**
- **Healthy Body, Healthy You-th Effects of Cannabis on the Body**
- Healthy People, Healthy Community
- Is the Cannabis Industry Misleading You-th?
- Stress, Coping, and Wellness





Full of Potential: Your Brain Cannabis-Free




TOPICS

1. Unique features of the adolescent brain
2. Ways the brain reacts to drugs; including cannabis
3. Problems that arise from using cannabis as a adolescent.
4. Ways to reduce harms of cannabis use.



I Will Learn...

- **General information on cannabis.**
- **How the adolescent brain is unique.** 
- **How the adolescent brain reacts to cannabis including tolerance and withdrawal.**
- **The different problems associated with drug dependency during adolescence.**



Key Terms



Cannabis -All products from the plant *Cannabis sativa*.

CBD -Cannabidiol is non-psychoactive, meaning it does not make the person feel high or addicted.

THC -Tetrahydrocannabinol is what gives cannabis its addictive psychoactive property, meaning it makes the person feel “high.”

An illustration of several hands of various skin tones (light, medium, and dark brown) raised in the air, suggesting a crowd or a group of people. The hands are positioned below a large, horizontal, orange brushstroke that contains the title text. Above the brushstroke, there are several short, blue, diagonal lines radiating outwards, resembling a sunburst or a signal.

Common Cannabis Terms



CANNABIS*

Doobie

Marijuana

Broccoli

Kief

Haze

Bud

420

Reefer

Dank

Tree

Ganja

Sinsemilla

Mary Jane

Blaze

Pot

Hashish

Blunt

Kush

Mota

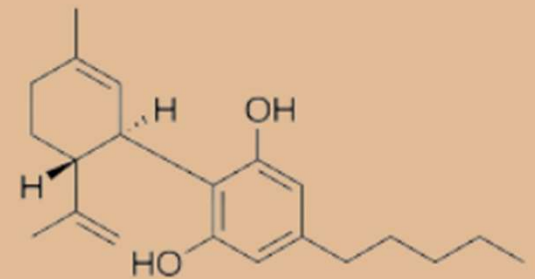
Weed

*at least 1,200 terms

What is Cannabis?



CBD Cannabidiol



- non-psychoactive
- claimed to be a cure for many medical conditions but this is mostly hype*

*only evidence that it can be safe and effective for doctors to prescribe to patients who have certain diseases such as those that cause seizures.

What are some risks and benefits that you have heard about cannabis?

Warm Up!



**Youth may choose to use cannabis because
they think it makes them ...**



Let's talk about your brain!



EVERYONE'S BRAIN IS UNIQUE



WHAT YOU
ENJOY



YOUR
TALENTS

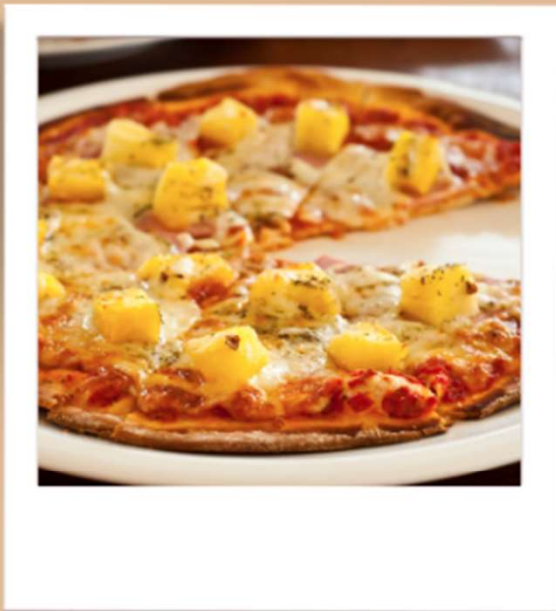


YOUR
PERSONALITY



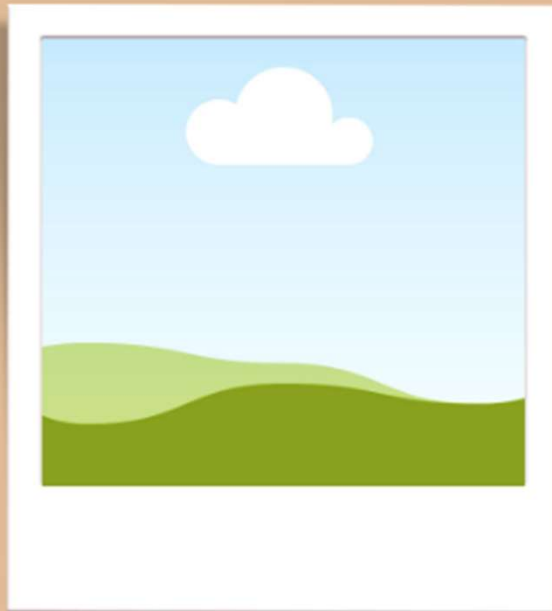
YOUR
VALUES

LET'S FIND EXAMPLES



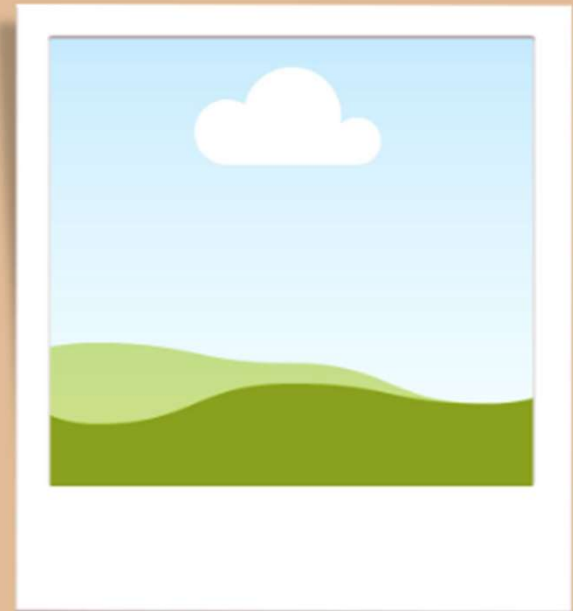
Example

1



Example

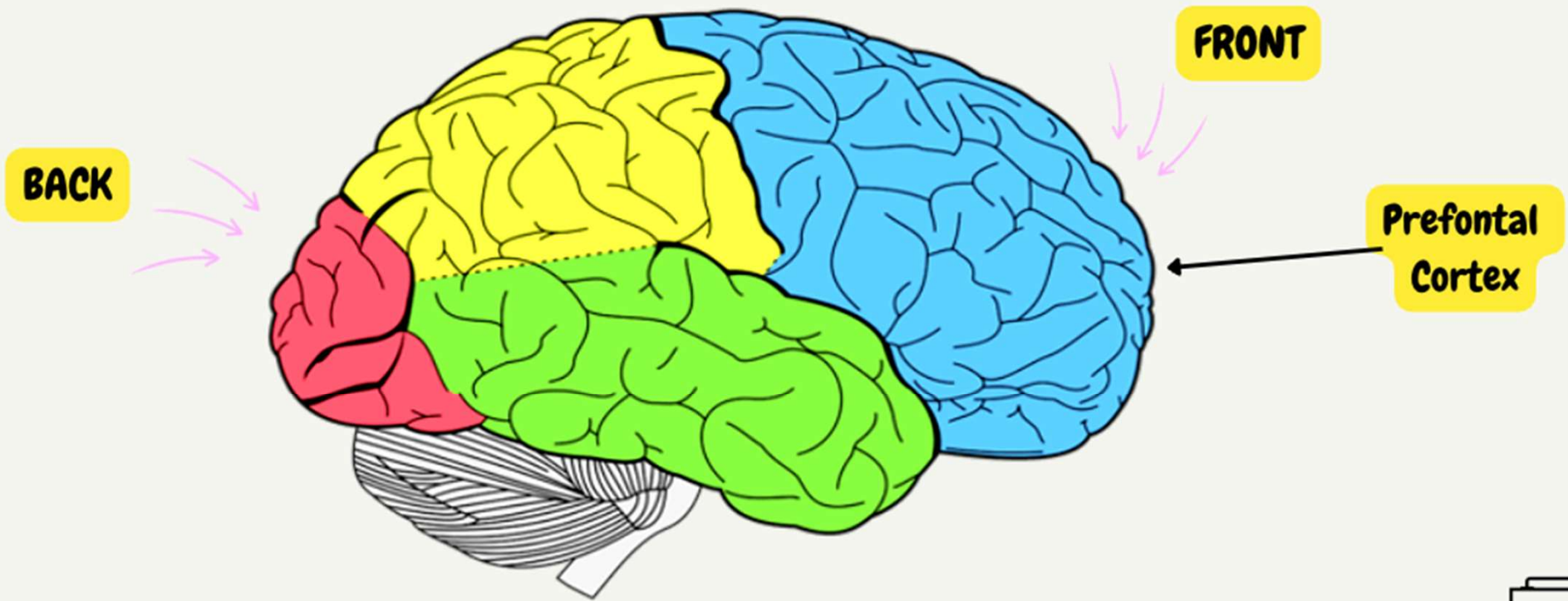
2



Example

3

Adolescent Brain



Adolescent Brain



* Drug Dependency



*A person's drug use is continuous and begins to interfere with their daily life. Cannabis becomes more important than anything else.

Withdrawal



SYMPTOMS: cravings for cannabis; anger, aches, and pains; depression; inability to concentrate; sleep disturbances, among others.

Increased Risk of Mental Health Conditions



Depression



Paranoia



Anxiety



Schizophrenia



Key Takeaways

The teen brain's
job is to figure
out what make
you - you!

Your brain is
awesome
and full of
potential

Everyone's
brain is
unique