

OREGON YOUTH MARIJUANA PREVENTION PILOT CAMPAIGN

Stay True to You

MID-CAMPAIGN RESULTS 2016

Stay True to You campaign accomplishments after only

5 MONTHS

More youth and young adults in campaign pilot areas:

- **Correctly identified social norms** around youth marijuana use compared to those in non-pilot areas
- **Understood the legal consequences** of underage marijuana use compared to those in non-pilot areas



Sample campaign ad describing a social norm among Oregon youth. This ad was placed online, outdoors, in malls, and in print.

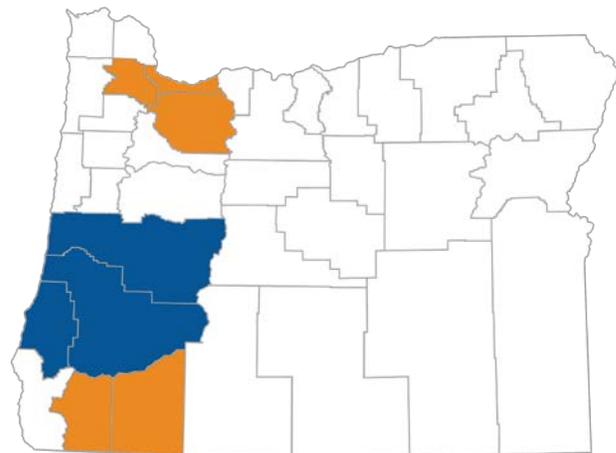
EXECUTIVE SUMMARY

In 2016 the Oregon Legislature invested \$3.9 million for the Oregon Health Authority Public Health Division (OHA-PHD) to design, implement, and evaluate a youth marijuana use prevention media campaign in Clackamas, Jackson, Josephine, Multnomah, and Washington Counties. After five months, the campaign has fully reached its target youth and young adult audiences with a high level of exposure. There was no significant change in youth and young adult intent to use marijuana. Evidence indicates that the campaign has had a positive effect on youth and young adults' perceptions of the social norms around youth marijuana use and knowledge of the legal consequences of marijuana use before age 21. OHA-PHD recommends providing support throughout the state to youth, young adults, and parents to prevent underage use of marijuana. In addition, OHA-PHD recommends adopting policies to track marijuana advertising, limit marijuana marketing and promotion, prohibit sale of flavored products, and maintain local control to protect Oregon's youth and young adults from the potential negative health effects of marijuana use. This report presents mid-campaign evaluation results; a final report that reflects longer pilot campaign duration will be available by June 30, 2017.

BACKGROUND

As of July 2015, Measure 91 permitted Oregonians aged 21 and over to legally use marijuana recreationally. In March 2016 the Oregon Legislature passed House Bill 4014, tasking OHA-PHD with the design, implementation, and evaluation of a pilot health education campaign to increase awareness of the possible negative health effects of marijuana use by youth and young adults. Oregon's youth marijuana prevention campaign aims to protect the public's health by providing motivating, factual, and believable information to help prevent or delay underage marijuana use.

In response OHA-PHD created **Stay True to You**, a mass media health education campaign directed at youth and young adults that includes **Talk With Them**, a component directed at parents and youth-serving adults. Legislative intent guided OHA-PHD in choosing the Portland metropolitan area (Clackamas, Multnomah, and Washington Counties) and southern Oregon (Jackson and Josephine Counties) as the locations for this pilot campaign. OHA-PHD and RMC Research selected three demographically similar counties to serve as comparison areas for the evaluation.

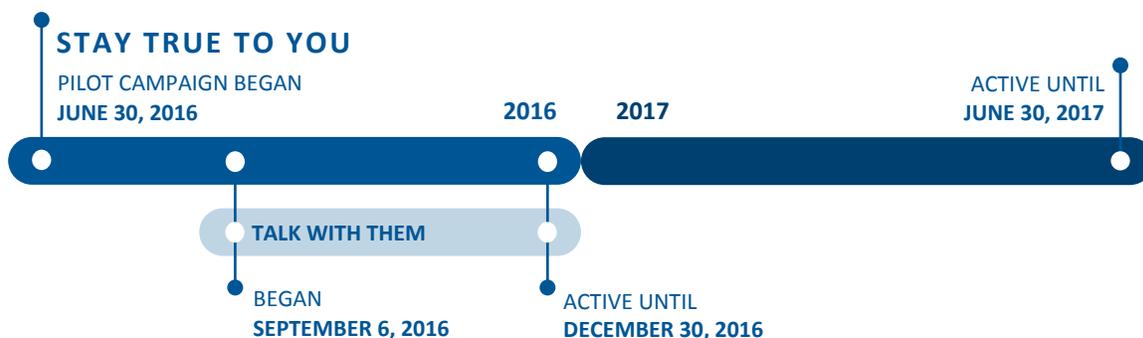


PILOT AREA COUNTIES

Clackamas • Jackson • Josephine
Multnomah • Washington

COMPARISON COUNTIES

Coos • Douglas • Lane



SOCIAL NORMS CHANGE. The pilot campaign occurs in the context of increased marijuana advertising and access to retail marijuana—recent changes that may promote underage marijuana use. There are no systems or laws that enable the tracking of the magnitude of marijuana advertising in Oregon. However, marijuana retail locations are almost twice as common as Starbucks or McDonald’s.¹

Social norms,² intent to use, and perceived risk of use are known predictors of substance use behavior.^{3,4} The **Stay True to You** campaign seeks to change these predictors among Oregon youth and young adults. In addition, the campaign seeks to prevent or delay the initiation of marijuana use by those under 21 years of age.

“IF THERE IS NOT A DISPENSARY, THERE IS A BILLBOARD ADVERTISING ONE.”

PORTLAND 18–20-YEAR-OLD

The campaign is primarily expected to influence **attitudes toward and perceptions of the risk of youth marijuana use.**



CAMPAIGN EFFECTS AFTER 5 MONTHS

CURRENT LIMITS TO THE CAMPAIGN’S EFFECTS. At mid-campaign evaluation OHA-PHD has implemented **Stay True to You** for only five months (June 30–November 30, 2016). Typically such campaigns run longer before being evaluated.^{5,6} Also, because media campaigns are most effective when implemented in the context of communitywide support for youth, parents, and families,⁷ the effects of **Stay True to You** on youth marijuana use are limited in the absence of coordinated education, support, and services implemented in collaboration with counties, tribes, Coordinated Care Organizations, and schools in Oregon.

No significant change in youth and young adult intent to use marijuana.

Both the pilot and comparison areas experienced slight (not statistically significant) increases in the percentage of youth and young adults who intend to use marijuana in the next 12 months or before age 21. The proportions did not change significantly from baseline to mid-campaign.

Similar proportions of youth and young adults reported an **intent to use marijuana in the next 12 months**



¹<http://www.businessinsider.com/there-are-more-marijuana-shops-in-oregon-than-starbucks-and-mcdonalds-2015-6>

²Schulz, P. W., Nolan, J. M., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2007). The constructive, destructive, and reconstructive power of social norms. *Psychological Science*, 18(5), 429.

³Webb, T. L., & Sheeran, P. (2006). Does changing behavioral intentions engender behavior change? A meta-analysis of the experimental evidence. *Psychological Bulletin*, 132(2), 249.

⁴Hawkins, J. D., Catalano, R. F., & Miller, J. Y. (1992). Risk and protective factors for alcohol and other drug problems in adolescence and early adulthood: implications for substance abuse prevention. *Psychological Bulletin*, 112(1), 64.

⁵Palmgreen, P., Donohew, L., Lorch, E.P., Hoyle, R.H., & Stephenson, M.T. (2001). Television campaigns and adolescent marijuana use: Tests of sensation seeking targeting. *American Journal of Public Health*, 91, 292–296.

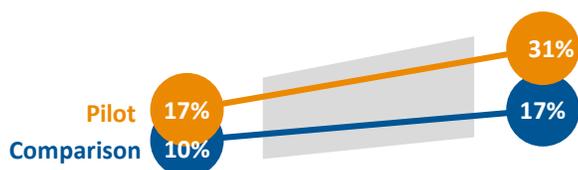
⁶Sly, D.F., Trapido, E., & Ray, S. (2002). Evidence of the dose effects of an antitobacco counteradvertising campaign. *Preventive Medicine*, 35, 511–518.

⁷For example: Centers for Disease Control and Prevention. (2014). *Best Practices for Comprehensive Tobacco Control Programs 2014*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health.

⁸Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179–211.

Evidence strongly supports a positive campaign effect on youth and young adults' knowledge of social norms around youth marijuana use and the legal consequences of underage use.

At mid-campaign a statistically significantly higher proportion of youth and young adults in the pilot areas correctly identified that only 1 in 5 Oregon high school juniors use marijuana. Though both the pilot and comparison areas experienced increases from baseline to mid-campaign, the increase was significantly greater in the pilot areas.



In 8 of the 12 youth and parent focus groups conducted in pilot campaign areas, participants reported an increase in the visibility of dispensaries, marijuana advertising, and marijuana-related products in the past year. In 10 of the 12 youth and parent focus groups, participants reported observing in the past year an increase in marijuana use by people of all ages in parks and other public areas and while driving.

At mid-campaign a significantly higher proportion of youth and young adults in the pilot areas correctly identified that being caught with marijuana under age 21 can result in a steep fine, community service, or court-ordered drug treatment.

“I HAD IT IN MY HEAD THAT THE MAJORITY OF PEOPLE SMOKED WEED IN SCHOOL BECAUSE IT’S A VERY LOUD CULTURE. AT THIS POINT, I KNOW THE STATISTICS.”

PORTLAND 18–20-YEAR-OLD

- ▶ At baseline youth and young adults in pilot and comparison areas did not differ in correctly identifying social norms: only 1 in 5 Oregon high school juniors uses marijuana.
- ▶ At mid-campaign more youth and young adults in both areas correctly identified social norms.
- ▶ At mid-campaign significantly more youth in the pilot areas than in comparison areas correctly identified social norms.

“EVER SINCE IT WAS LEGALIZED A LOT OF PEOPLE ARE MORE OPEN AND WILLING TO DO IT IN PUBLIC. THEY WERE DOING IT MORE PRIVATELY BEFORE.”

MEDFORD 18–20-YEAR-OLD

“THE ADS TAUGHT ME THE BIGGER CONSEQUENCES; IF YOU GET CAUGHT DOING MARIJUANA UNDERAGE YOU CAN GET ARRESTED.”

PORTLAND 13–14-YEAR-OLD

Some support for a campaign effect on youth and young adult attitudes.

At mid-campaign significant differences between the pilot and comparison areas emerged for some attitudes. Significantly more pilot than comparison survey respondents perceived moderate to great risk of harm from regular marijuana use and agreed with the statement “using marijuana limits a person’s ability to have memorable experiences” (41% and 32%, respectively, for both). These results suggest a favorable campaign effect but should be interpreted with caution because change between baseline and mid-campaign was not statistically significant for either group.

Some support for a campaign effect on adult knowledge toward youth marijuana use.

Significantly more adults who saw **Stay True to You** or **Talk With Them** had accurate knowledge that only 1 in 5 Oregon high school juniors uses marijuana. About half of adults with children aged 12–20 said **Talk With Them** made them think about talking to their children about marijuana use.

Most adults rated the campaign favorably. Nearly two thirds agreed that **Talk With Them** is attention-getting and believable and conveys an important message. At baseline and mid-campaign, a majority of adults reported concern about the negative impact of underage marijuana use on Oregon’s youth and young adults. At mid-campaign 10% of adults said the campaign had changed their attitudes toward youth marijuana use. In general, current marijuana users rated **Talk With Them** significantly less favorably than adults who were not current users.

“THE [TALK WITH THEM] ADS ARE A WAKEUP CALL FOR US AS PARENTS AND THE MESSAGE IS VERY CLEAR: TALK TO YOUR CHILDREN.”

SPANISH-SPEAKING PARENT

CAMPAIGN MESSAGES

With guidance from the Retail Marijuana Scientific Advisory Committee OHA-PHD identified four messages sufficiently grounded in science to use in the **Stay True to You** campaign:

- ▶ When you get high you may have difficulty with learning and memory
- ▶ Being high may interfere with your ability to drive, play sports, or ride a bike
- ▶ Brain development is not complete until your twenties and for the best chance to reach your full potential, you should not use marijuana to get high while you are young
- ▶ It may be harder to stop using marijuana if you start at a young age

The **Stay True to You** campaign delivered these science-based messages to youth and young adults by evoking values and emotions identified as meaningful during audience research. **Stay True to You:**

- ▶ Answers frequently asked questions about marijuana’s effect on the developing brain and the potential legal consequences of underage use
- ▶ Depicts the impact of role models related to marijuana use
- ▶ Highlights aspirations toward long-term goals (job, driver’s license)
- ▶ Empathizes with the struggles of youth and young adults



video *Be a Role Model for Your Copycat*
www.youtube.com/watch?v=zmdRdcGP4b8

CAMPAIGN AUDIENCE AND REACH

The primary audience for **Stay True to You** (www.staytruetoyou.org) is Oregon youth and young adults aged 12–20. The campaign’s messages target the so-called “movable middle” of this population, which includes occasional marijuana users and those considering use—not youth and young adults who are already heavy users or have no intention of using marijuana.

Media data show that the campaign has successfully reached **more than 90% of youth and young adults in the pilot areas with a high level of exposure**, consistent with standards for a fully implemented media campaign.

STAY TRUE TO YOU CAMPAIGN DELIVERY CHANNELS <small>Select channels targeted youth and young adults and rural and minority populations</small>	DIGITAL	MOBILE VIDEO DISPLAY YOUTUBE
	TV	HULU CABLE LOCAL STATIONS
	RADIO	PANDORA SPOTIFY LOCAL STATIONS
	SOCIAL MEDIA	FACEBOOK INSTAGRAM
	OUT OF HOME	BILLBOARDS MALLS MOVIE THEATERS

Survey data show that **a high percentage of youth and young adults in the pilot areas were exposed to the campaign and campaign spillover into comparison areas was limited.**



The **Talk With Them** campaign component targets parents and youth-serving adults such as teachers, coaches, and school officials and includes Spanish-language television and radio ads distributed in collaboration with Multnomah County. Audiences are directed to www.talkwiththem.info and www.hablaconellos.info where they can download a guide developed by OHA-PHD. At mid-campaign **Talk With Them** has reached 32% of adult survey respondents in the pilot areas and 8% of respondents in the comparison areas.

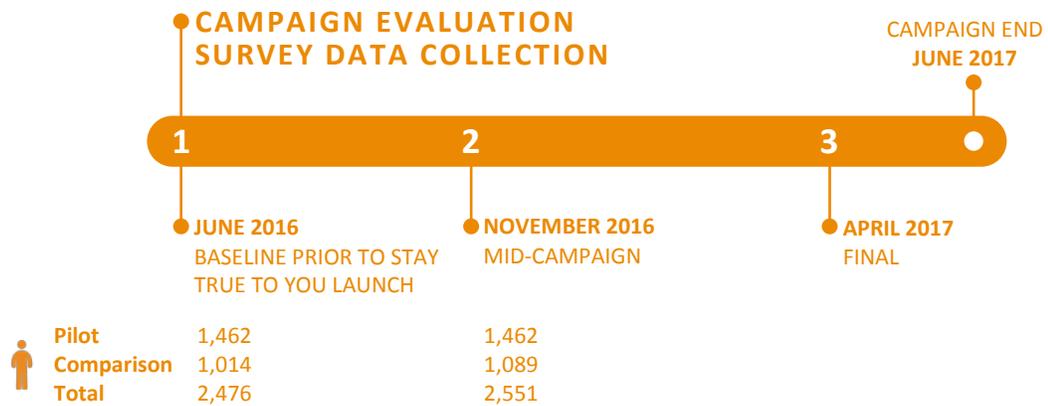
Through cable television **Talk With Them** has reached **52% of Portland Metro adults** and **42% of southern Oregon adults.**

The **Spanish-speaking radio audience** in the pilot regions has had a **high level of exposure.**

EVALUATION METHODS

MEASURES. The evaluation assesses the campaign effects on (a) awareness of the possible negative impacts of youth marijuana use, perceptions of the health risks, and intent to delay marijuana use among youth and young adults—the primary audience—and (b) attitudes toward and knowledge about youth marijuana use among parents and youth-serving adults—the campaign’s secondary audience.

The campaign evaluation collects survey data from the target audiences at 3 time points: June 2016, November 2016, and April 2017.



Qualitative data was collected through focus groups with six youth groups, four English-speaking parent groups, and two Spanish-speaking parent groups to supplement the survey data.

LIMITATIONS. The analyses controlled for demographic and marijuana use differences between the different groups of respondents surveyed at each time point. A stronger approach would measure responses from the same individuals before and during the campaign. In addition, the ability to measure long-term effects is limited given the short duration between campaign launch and mid-campaign data collection.



Sample ad from *talkwiththem.info*, OHA-PHD’s parent and adult campaign to complement and support **Stay True to You**. This ad was placed online and in transit and was accompanied by radio and television ads.

POLICY RECOMMENDATIONS

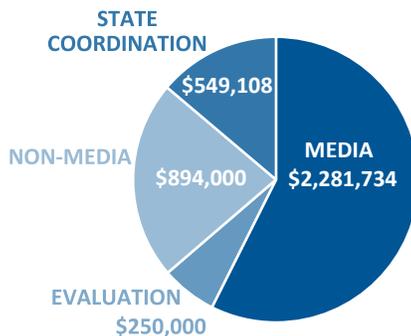
To more fully address youth marijuana prevention, OHA-PHD recommends the following policies:

- ▶ **Provide support in every community in Oregon to youth, young adults, and parents.** Preventing youth from using marijuana requires a comprehensive public health response that includes support in every community for all families and for youth, whether or not they already use marijuana. The **Stay True to You** campaign is having a positive effect among youth and young adults in the pilot areas, and is ready to be implemented statewide. Oregon’s investment in the campaign will be enhanced by strategic collaboration across Oregon’s public health and health care systems to reach every community in Oregon.
- ▶ **Require marijuana businesses to disclose their expenditure on marketing and promotion.** Marijuana legalization has increased the visibility of cannabis throughout our state. Understanding the amount spent to advertise and promote marijuana products and the types of advertising will allow better enforcement of existing advertising regulations and help determine additional advertising regulations needed to protect youth from marijuana use.
- ▶ **Establish a maximum size and number for signs at retail marijuana stores.** Multiple forms of storefront advertising including signs, sandwich boards, and sign wavers are ubiquitous at marijuana businesses. To protect youth from exposure to marijuana marketing and promotion, Washington State has adopted a common sense law that allows one sign per retail marijuana establishment and limits its size to 1,600 square inches.
- ▶ **Prohibit the sale of flavored cannabis products.** The FDA recognizes that tobacco products “containing flavors like vanilla, orange, chocolate, cherry and coffee are especially attractive to youth” and “are widely considered to be ‘starter’ products, establishing smoking habits that can lead to a lifetime of addiction” (see <http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm183211.htm>). Flavored marijuana products could have a similar appeal to youth and increase youth marijuana use.
- ▶ **Protect local control.** One of the best protections for youth from the harm of marijuana use is robust local engagement across sectors. By protecting the ability of local authorities to make decisions about marijuana businesses, youth, families, and communities can have the local support and services they need to prevent youth marijuana use.

CAMPAIGN BUDGET

As of November 30, 2016, OHA-PHD is on track with campaign implementation and evaluation expenditure.

CAMPAIGN BUDGET: \$3,974,842



State coordination. Costs related to state coordination of the contractors and the strategy for the campaign design, implementation, and evaluation.

Non-media costs. OHA-PHD contracted with Coates Kokes, a Portland-based communications firm, to design and implement the **Stay True to You** and **Talk With Them** campaigns.

Media costs: OHA-PHD’s media contractor purchases media for campaign implementation on behalf of OHA-PHD.

Evaluation: OHA-PHD contracted RMC Research as the external evaluator for this campaign.



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