

Our Mission

To reduce underage use of alcohol and marijuana.

Our Goals

- ◆ Reduce the percentage of 10th graders who used alcohol in the last 30 days from 21 percent in 2015 to 19 percent in 2017.
- ◆ Maintain the percentage of 10th graders who used marijuana in the last 30 days at 18 percent from 2015 to 2017.

Events in the past year affecting our work

- ◆ Retail marijuana stores opened July 2014.
- ◆ Legislation passed that expanded areas where alcohol can be sold.
- ◆ Legislature approved funding for marijuana education and prevention programs.
- ◆ 2014 Healthy Youth Survey findings for 10th grade students:
 - ◆ One in 20 students **drove a car after using alcohol**, and one in five **rode** with someone who had been drinking.
 - ◆ One in 10 students **drove a car after using marijuana**, and one in five **rode** with someone who had used it.
 - ◆ **Binge drinking dropped from 20 percent in 2006 to 11 percent in 2014.**
 - ◆ About half believe it would be **easy** for them to get alcohol and marijuana.

See *AskHYS.net* for full survey results.

Our focus over the next year

- ◆ Increasing public education and awareness for middle and high school age youth and their parents and caregivers.
- ◆ Collecting and using data to address current and emerging issues.
- ◆ Addressing retail practices and policies to reduce underage access and exposure to alcohol and marijuana, and products that appeal to youth.

WHY Coalition Membership

AAA Washington
College Coalition for Substance Abuse Prevention
Faith-Based Communities
Governor's Juvenile Justice Advisory Committee
Mothers Against Drunk Driving
WA Assoc. of Juvenile Court Administrators
WA Association of Prosecuting Attorneys
WA Assoc. of Sheriffs & Police Chiefs
WA Assoc. for Substance Abuse and Violence Prevention
WA State Dept. of Health
WA State DSHS/Division of Behavioral Health & Recovery
WA State Family Policy Council
WA State Governor's Office
WA State Liquor and Cannabis Board
WA State Office of the Attorney General
WA State Office of the Lt. Governor
WA State Office of the Superintendent of Public Instruction
Washington State Patrol
WA State Parent Teacher Assoc.
WA Traffic Safety Commission
WA Poison Center



Annual Report

July 2014—June 2015



Policy Team

The Policy Impact Team:

- ◆ Identified and analyzed policy issues for preventing underage use of alcohol and marijuana for the Coalition and stakeholders.
- ◆ Provided information about legislative and administrative rulemaking activities.
- ◆ Monitored marijuana industry trends, legislative developments and emerging research findings.

Highlights

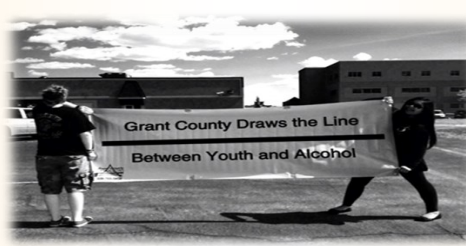
- ◆ Prepared marijuana issue paper regarding products that appeal to kids.
- ◆ Prepared powdered alcohol issue paper, which helped inform testimony during the 2015 legislative session.
- ◆ Supported the Liquor and Cannabis Board Responsible Vendor Program.

Law Enforcement Partnership

LEP provided small grants to community coalitions to implement targeted underage drinking law enforcement strategies.

Highlights

- ◆ Community participation: 8 in 2014 and 3 in 2015.
- ◆ Compliance checks completed and compliance rate: **161 in 2014 (86%) and 42 in 2015 (85%)**.
- ◆ Alcohol Purchase Surveys completed and compliance rate: 73 in 2014 (87%) and 45 in 2015 (93%).



Let's Draw the Line Community Campaigns

There were 34 mini-grants awarded to coalitions and community groups in 2014, and 38 awarded in 2015. Funding supported positive community norms, policies and enforcement efforts to prevent underage drinking.

Highlights

- ◆ Community Assessments of Neighborhood Stores (for alcohol product placement and ads): **259 in 2014 and 350 in 2015**.
- ◆ News media outreach: 20 groups in 2014.
- ◆ Distributed window clings in stores to discourage buying alcohol for minors: 19 groups in 2014 and 15 in 2015.
- ◆ Met with local lawmakers to discuss underage drinking issues: 10 groups in 2014.
- ◆ Completed an *Above the Influence* campaign project: 8 groups in 2015.



Communications Team

The Communications Team assisted in planning and promoting statewide education campaigns to prevent underage marijuana use:

- ◆ Campaigns informed parents and caregivers about the legal age to use marijuana, the risks to teens, and the *StartTalkingNow* website for tips on talking with their kids.
- ◆ Campaign messages appeared online, on English and Spanish radio stations and in Spanish newspapers. Campaign materials in multiple languages were provided to community-based prevention groups to reach more parents and caregivers.
- ◆ StartTalkingNow.org was redesigned to add information about underage marijuana use and a Spanish language page.

Highlights

- ◆ Two 30-second PSAs and two interviews with experts aired on Univision, encouraging parents to talk with their kids.
- ◆ Radio ads ran 5,986 times statewide and were heard an average of **10 times by 66% of parents**.
- ◆ Monthly visits to the website increased from 1,900 the month prior to the campaign, to **58,394 during June 2015**.
- ◆ State Farm funded 315 peer-to-peer education projects in 63 schools.
- ◆ Translated marijuana campaign information for use by multi-ethnic media.

