



**YOUTH
MARIJUANA
PREVENTION
COLLABORATIVE**

**Welcome Marijuana Practice
Collaborative!**



AGENDA

April 20, 2020

Welcome & General Updates

Leadership Team

TA Team - Healthy Generations

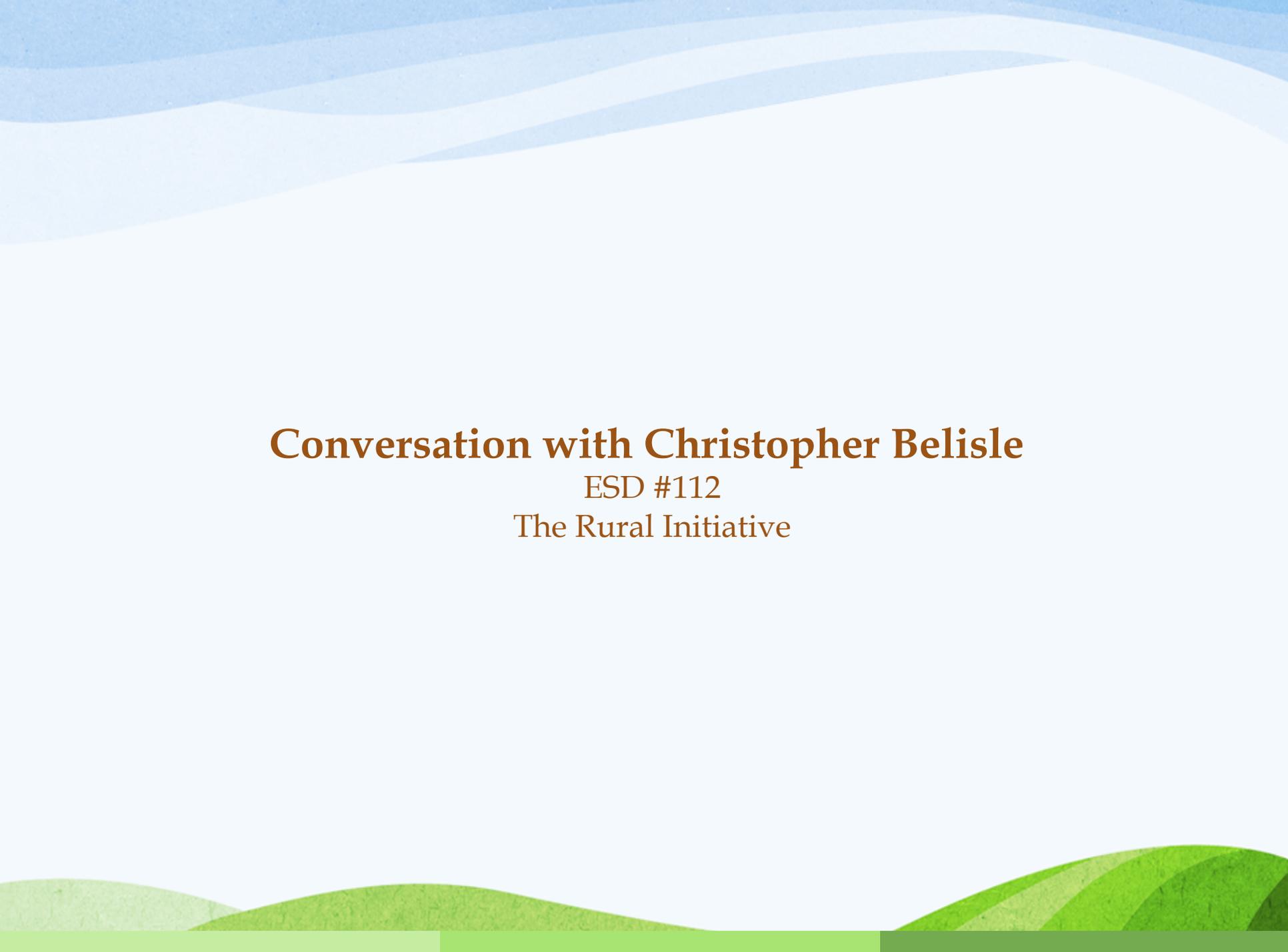
Policy & Advocacy

Youth Empowerment

Retailer Ed

What's NEW on WA Portal Team

Page

The background features a stylized landscape with rolling hills. The top portion consists of several layers of blue and light blue wavy bands, suggesting a sky or distant hills. The bottom portion consists of several layers of green and light green wavy bands, suggesting a foreground or middle ground. The overall style is clean and modern.

Conversation with Christopher Belisle

ESD #112
The Rural Initiative





Rural Communities Project



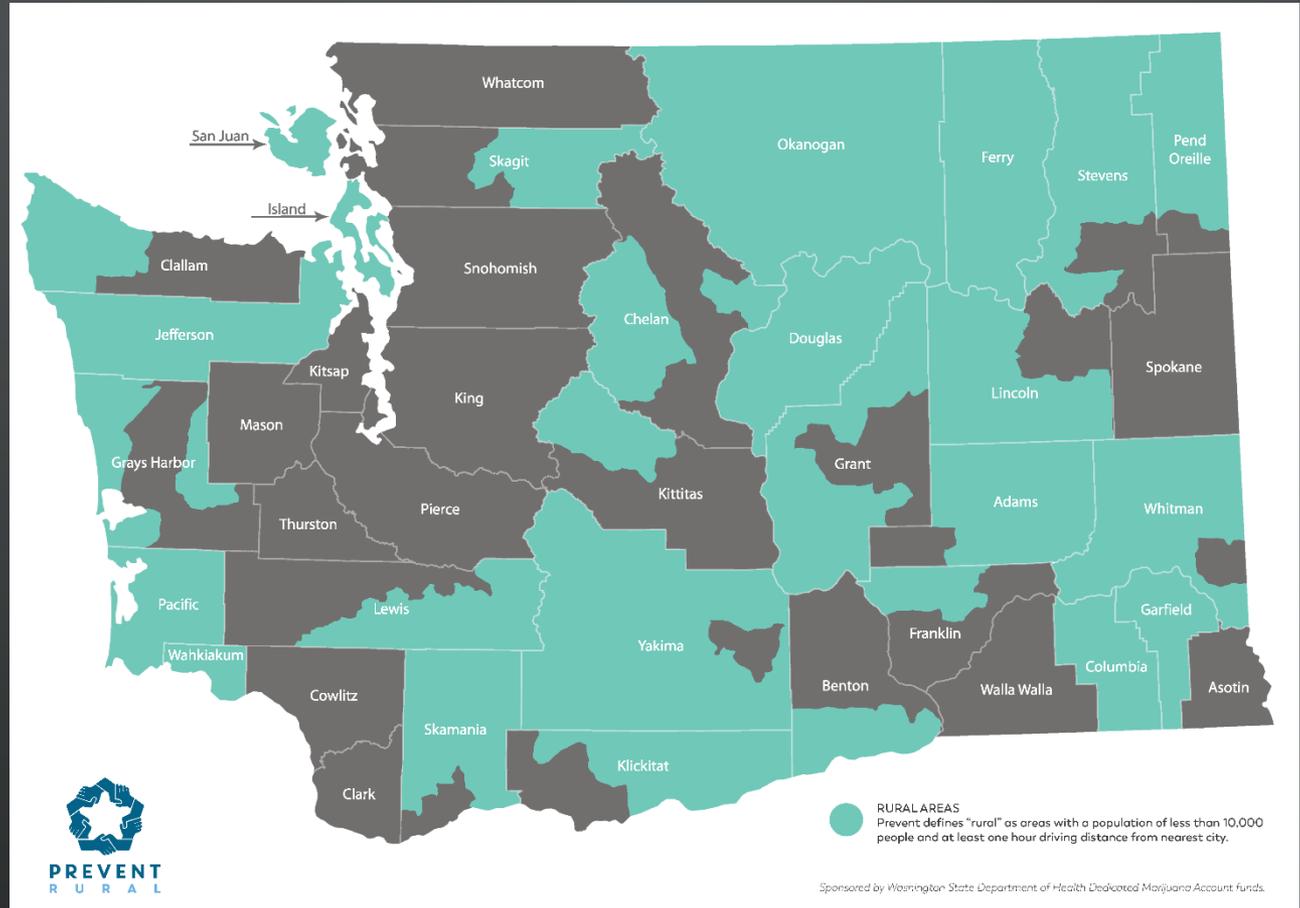
Christopher Belisle, Christopher.Belisle@esd112.org



PREVENT
RURAL

What is “rural?”

- Population > 10,000
- Population density
- Daily commute
- Access to services
- Gaps in resources
- Coalition representation

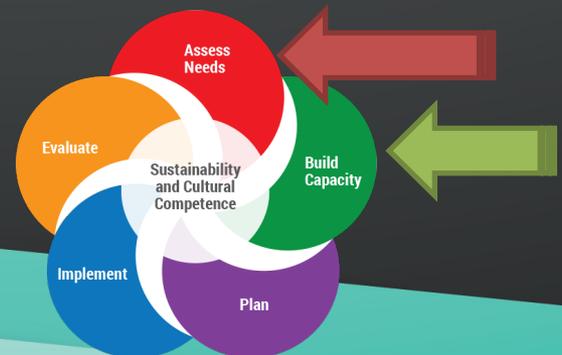
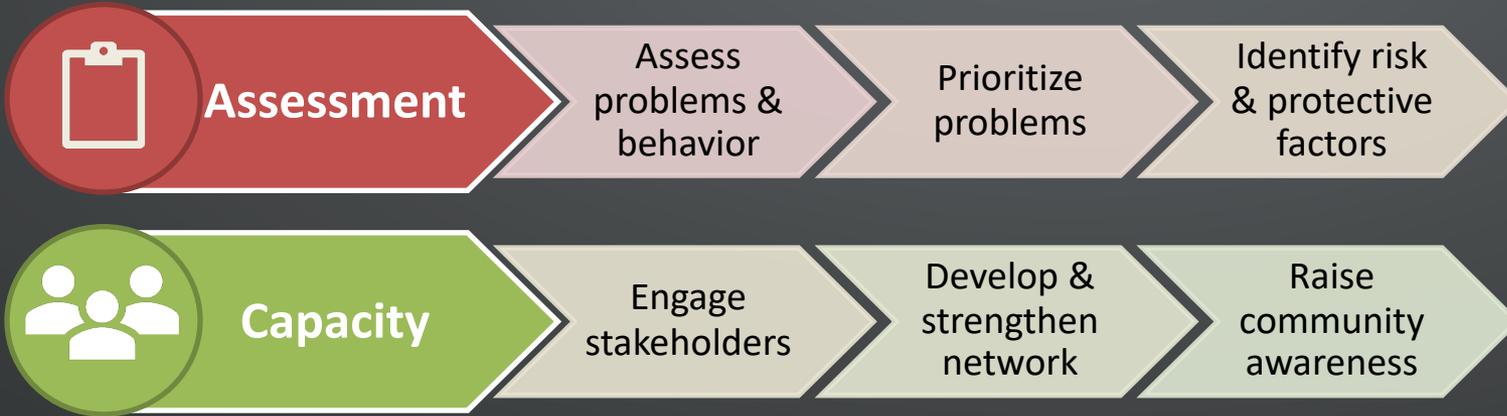


Approach

1. Implement Policy, Systems & Environmental strategies
2. Support YMPEP



PREVENT
RURAL



Work plan



TIMELINE

Mar. 2020 -
Establish project

Develop strategic & action plans

Map rural communities

Launch Cross Sector Advisory Panel

Call Steering Committee to order

Develop needs assessment

Charter, mission, vision

June 2020 -
Report findings

Fill vacant sectors & program promotion

Data collection & analysis

Brainstorm campaign

Program training

Campaign testing

Begin monthly T/A calls

Sept. 2020 -
Compile rural resource list

Refine campaign

Promote resource library

Assess cultural competency

Evaluation

Partner recognition

Promote toolkit

Create prevention toolkit

Translate materials

Jan. 2021 -
Promote campaign

Assess training needs

YMPEP presentation

Program evaluation

Fill vacant sectors

Offer professional development

Strategic planning & readiness

June 2021 -
Establish new plans

Year 1

Join the Cause



Technical Assistance

- Monthly calls
- Professional development



Rural Network

- Planning
- Implement plan
- Population liaisons



Steering Committee

- Advise & Guide
- Track progress
- Evaluate



Newsletter

- Monthly updates
- Subscribe @ [Bit.ly/preventnews](https://bit.ly/preventnews)

Mark your calendar

**Rural
Network**

**Thurs. April 23
1-2 pm**

**Thurs. May 28
1-2:30 pm**

**Thurs. June 18
1-2:30 pm**

**Office
Hours**

**Wed. April 1
1-2 pm**

**Wed. May 6
1-2 pm**

**Thurs. June 3
1-2 pm**

Meet the Team



Christopher Belisle

Christopher.Belisle@esd112.org



Leanne Reid

Leanne.Reid@esd112.org



Jesse Jimenez

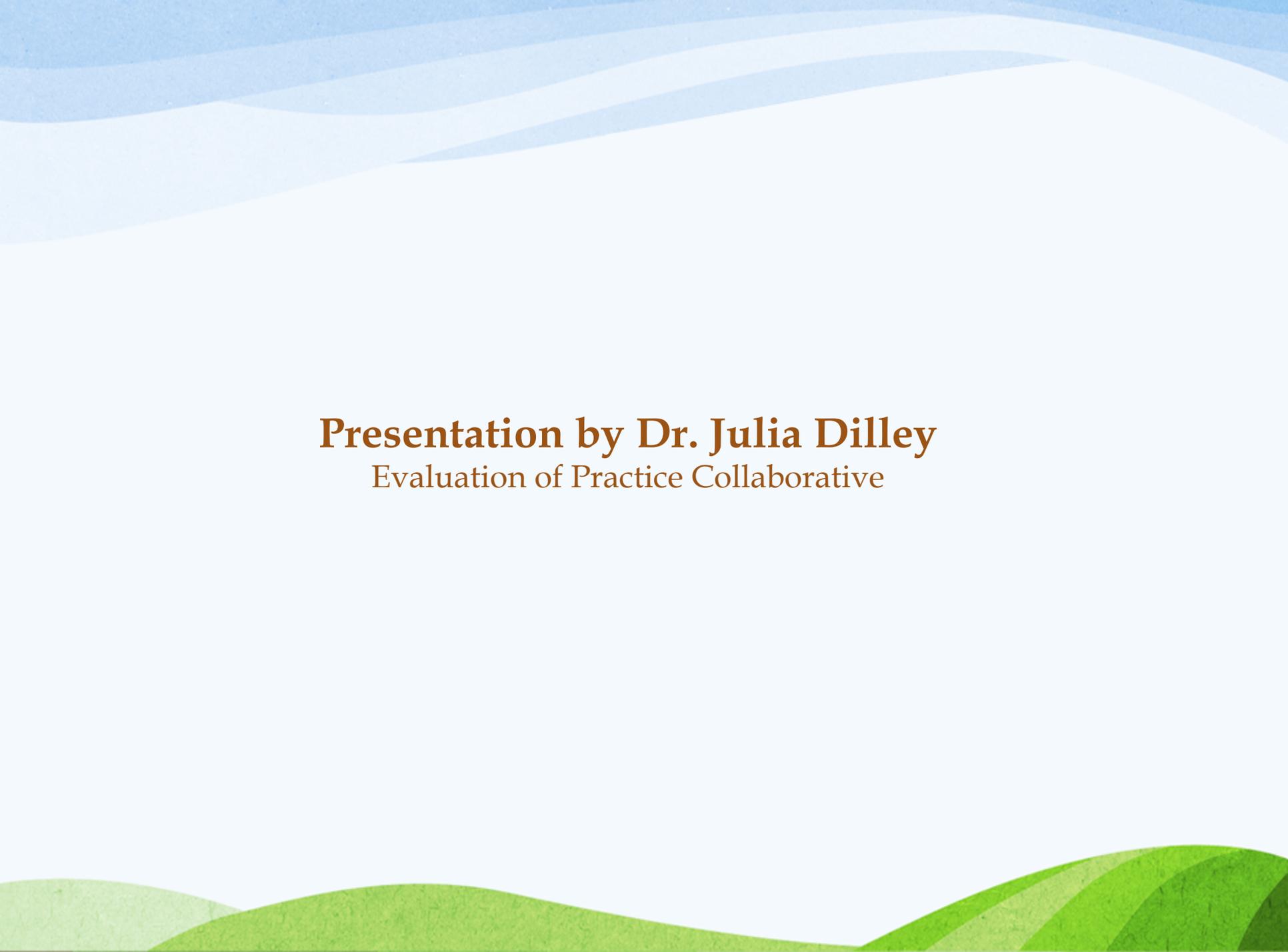
jesse.jimenez@esd112.org



www.preventcoalition.org/rural



PREVENT
RURAL



Presentation by Dr. Julia Dilley
Evaluation of Practice Collaborative

Summary of Healthy Generations' Work Plan to Establish the YMPC

- **Goal:** Build a sustainable Practice Collaborative among YMPEP contractors and subcontractors
- **Activities:** Two in-person meetings; Monthly interactive webinars; Online portal for collecting and sharing resources; Additional technical assistance as needed
- **Key deliverables:** Communication plan, needs assessment, charter, sustainability plan, process and outcomes evaluation plans, and final evaluation report

Key Process Evaluation Questions:

- 1) To what extent was the communications plan implemented?
- 2) What was the reach, frequency, and participation of YMPC communications by type?
- 3) (What efforts were made to support the YMPC to meet each of the key deliverables?
- 4) What efforts were made to transition to autonomous operation of YMPC?

Key Project Outcome Evaluations Questions:

- 1) Did participating in the YMPC increase individual members' skills, confidence, and access to resources?
- 2) Did participating in the YMPC lead YMPEP contractors to make any changes in their local marijuana prevention efforts?
- 3) What progress did the YMPC make toward achieving its collective statewide aims, as outlined in its charter?
- 4) Were there any clear steps toward Sustainability

Evaluation Review



YOUTH
MARIJUANA
PREVENTION
COLLABORATIVE

April 20, 2020

Julia Dilley, PhD MES - Senior Research Scientist/Epidemiologist
YMPEP Evaluation Support Team

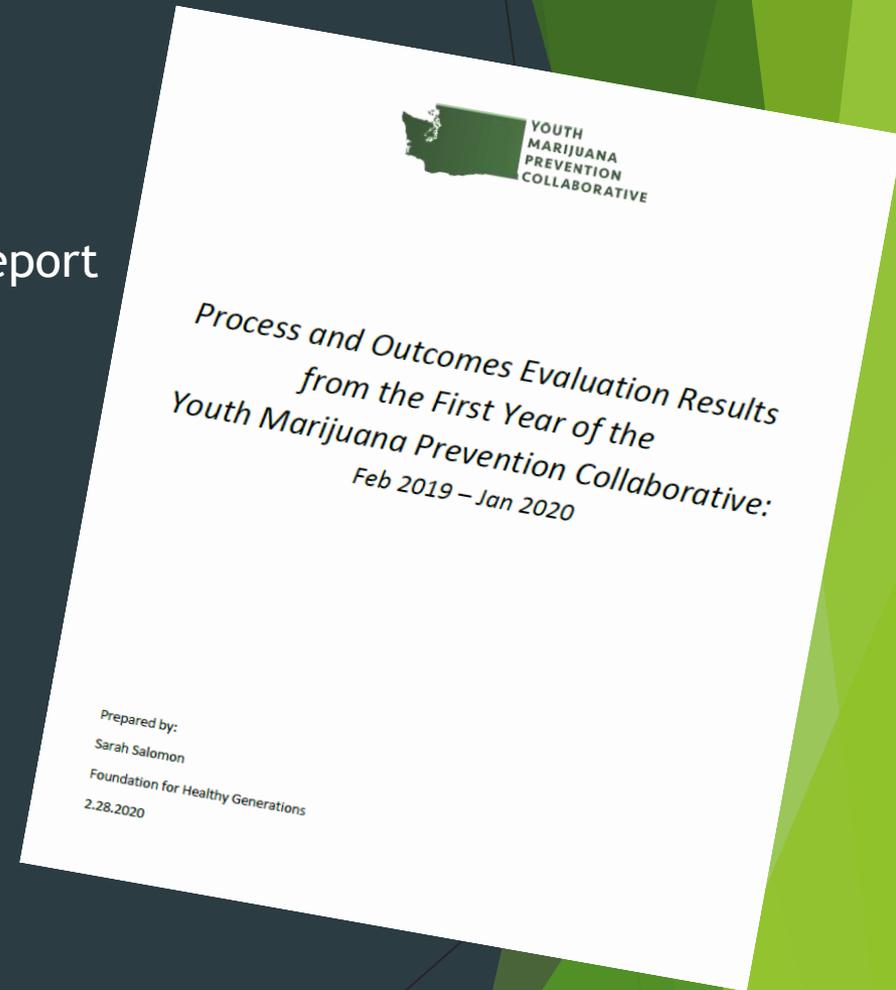
Objectives

Review findings from YMPC Evaluation Report

- ▶ Celebrate successes
- ▶ Identify challenges
- ▶ Discuss future steps

Report available on Portal

Includes a 5-page executive summary



OUR VISION



To collaborate with others, advocate for, and coordinate a statewide response to youth marijuana and substance use.



OUR MISSION



Share, create and manage learning



Develop professionally



Keep current in the field of marijuana prevention



Leverage resources and partner with others



Advocate for statewide policy, system and environmental changes



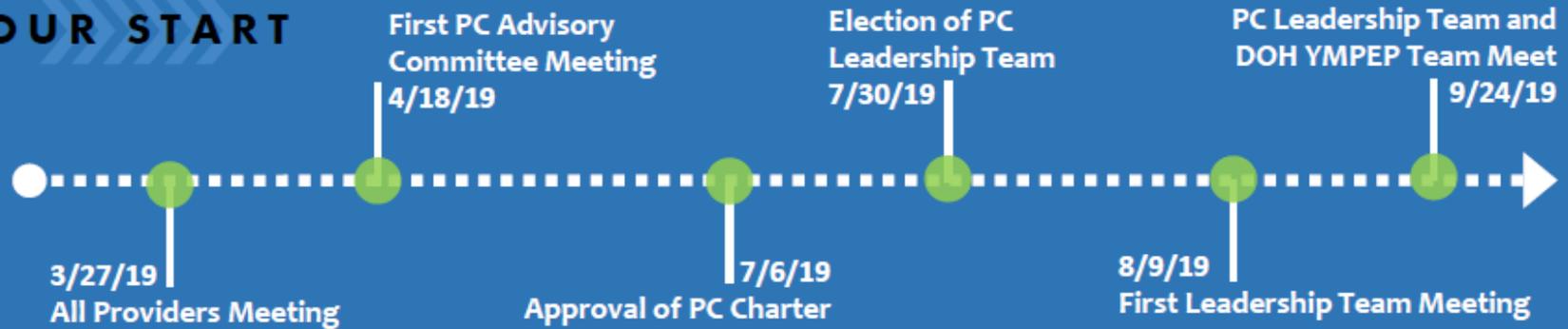
Support the development of innovative and best-practices



Work towards eliminating health disparities and increase equity

Tracing the Youth Marijuana Prevention Collaborative (YMPC) path...

OUR START



- ▶ 1 year ago (spring): kickoff
- ▶ 9 months ago (summer): establishing PC approach and basic structures
- ▶ Fall and winter: Implementing PC activities
 - ▶ Interactive webinars
 - ▶ Online portal for sharing resources
 - ▶ Technical assistance provided for 5 identified needs
- ▶ Recently (spring): reacting/reorganizing during COVID-19 outbreak and disruption of all things normal

Evaluation Plan

- ▶ Process: What got done? (activities, products)
- ▶ Outcomes: What happened because of what got done? (“so what?”)

Key Process Evaluation Questions	Key Project Outcomes Evaluation Questions
<ul style="list-style-type: none">(1) To what extent was the communications plan implemented?(2) What was the reach, frequency, and participation of YMPC communications by type?(3) What efforts were made to support the YMPC to meet each of the key deliverables?(4) What efforts were made to transition to autonomous operation of YMPC?	<ul style="list-style-type: none">(1) Did participating in the YMPC increase individual members' skills, confidence, and access to resources?(2) Did participating in the YMPC lead YMPEP contractors to make any changes in their local marijuana prevention efforts?(3) What progress did the YMPC make toward achieving its collective statewide aims, as outlined in its charter?(4) Were there any clear steps toward sustainability?

Evaluation Data Sources

- ▶ Online surveys of YMPC members
- ▶ Notes from facilitated small group discussions
- ▶ Communications log maintained by Healthy Generations staff
- ▶ Document/product review
- ▶ WA Portal analytics report

Process Evaluation Findings

- ▶ Structures for the YMPC were created
- ▶ Training/TA provided to meet 5 articulated needs of the group
 - ▶ **Lobbying/advocacy resources provided:** guide, trainings, workgroup, tools
 - ▶ **Data resources** shared on trends and disparities in youth marijuana use
 - ▶ Training on **policy, systems, and environmental change (PSE)**
 - ▶ Ongoing full group and workgroup **meetings to share, learn, and strategize with others** (workgroups: youth empowerment, retailer education, advocacy)
 - ▶ Presentations by priority population contractors to provide **examples of successful youth education and prevention programs**

Outcome Evaluation Findings (“so what?”)

- ▶ **Participation and Satisfaction.** Strong participation of YMPC members in activities, most feel they are going well
 - ▶ 79% attend monthly YMPC meeting
 - ▶ 81% read weekly YMPC emails
 - ▶ 90% participate in Zoom meetings
 - ▶ 85% feel it’s going well
 - ▶ 90% want YMPC to continue

“Monthly zoom meetings, advocacy work on rule making, workgroups, portal and face-to-face meetings need to continue.”

“I have been able to utilize some of the resources others have shared through the portal, rather than focus precious time on creating our own.”

“So what?” (continued)

- ▶ **Strengthened relationships.** Near-total agreement that YMPC has strengthened relationships among members, including with DOH and with subcontractors.
 - ▶ “Sense of community” “We are light years ahead of where we were...”
- ▶ **Built skills.** Half feel “a lot” better equipped to stay abreast of the field and get resources/help they need.
 - ▶ Most (85-95%) feel *at least* “a little bit” better equipped to implement workplans, support PSE changes, and address disparities
- ▶ **Created a foundation for improving health equity.** Especially related to support of youth experiencing greatest disparities (LGBTQ and youth of color), 90% feel at least “a little bit” better equipped.
 - ▶ 72% agree the YMPC goals - if achieved - will contribute to greater health equity.
- ▶ **Strengthened local/regional networks.** 100% had used skills, knowledge or resources gained from YMPC in their networks. About half made changes in effort based on YMPC work, most commonly by using new resources.
 - ▶ “I have been able to utilize some of the resources others have shared through the portal, rather than focus precious time on creating our own.”

7 Challenges

1. **Maintaining strong engagement, especially among priority population and leadership team members.** Low or diminishing participation in the year-end survey, leadership team meetings.
2. **Making participation easy and time-efficient.** Quantitative assessment identified “insufficient funds, staff, materials, and time to support the work” of collaboration, ongoing support is needed for meeting planning/facilitation.
3. **Actively engaging new members.** Most YMPC members are new, and “onboarding” was identified as a top priority. *“I was completely overwhelmed and didn’t know how I could access the different entities to help.”*
4. **Involving subcontractors in the YMPC.** Regional practices have varied, more participation from outside the existing group is desired, but maintaining trust among the group is a priority.

7 Challenges (continued)

5. Increasing effective advocacy for upstream, youth-centered health equity. Currently there is no equity-focused workgroup; focusing on marijuana alone may be counter to true equity-focused work.

6. Evolving the WA Portal to meet user needs. The Portal launched relatively recently: usage has increased, and interest in promoting it. However, continuous quality improvement of the Portal's design/function/content, and complementary user skills, may be needed to maximize value.

7. Continuous quality improvement of the YMPC. Standardized measures of collaboration function were modest, in keeping with the fledgling status of the YMPC. The “Wilder Collaboration Factors” or other tools may be useful to support ongoing development of the

Conclusion

- ▶ The YMPC accomplished what it originally set out to do and in a very short period of time!
- ▶ At the less-than-one-year mark, members report benefits and see value, but more work is likely needed to assure sustainability
 - ▶ Supporting/managing new/existing members (and member growth?)
 - ▶ Evolving tools and resources to match needs (“next level” approaches, including equity, emerging science and regulations)
 - ▶ Assuring YMPC resources are easy and time-efficient to access (including in the face of new challenges)

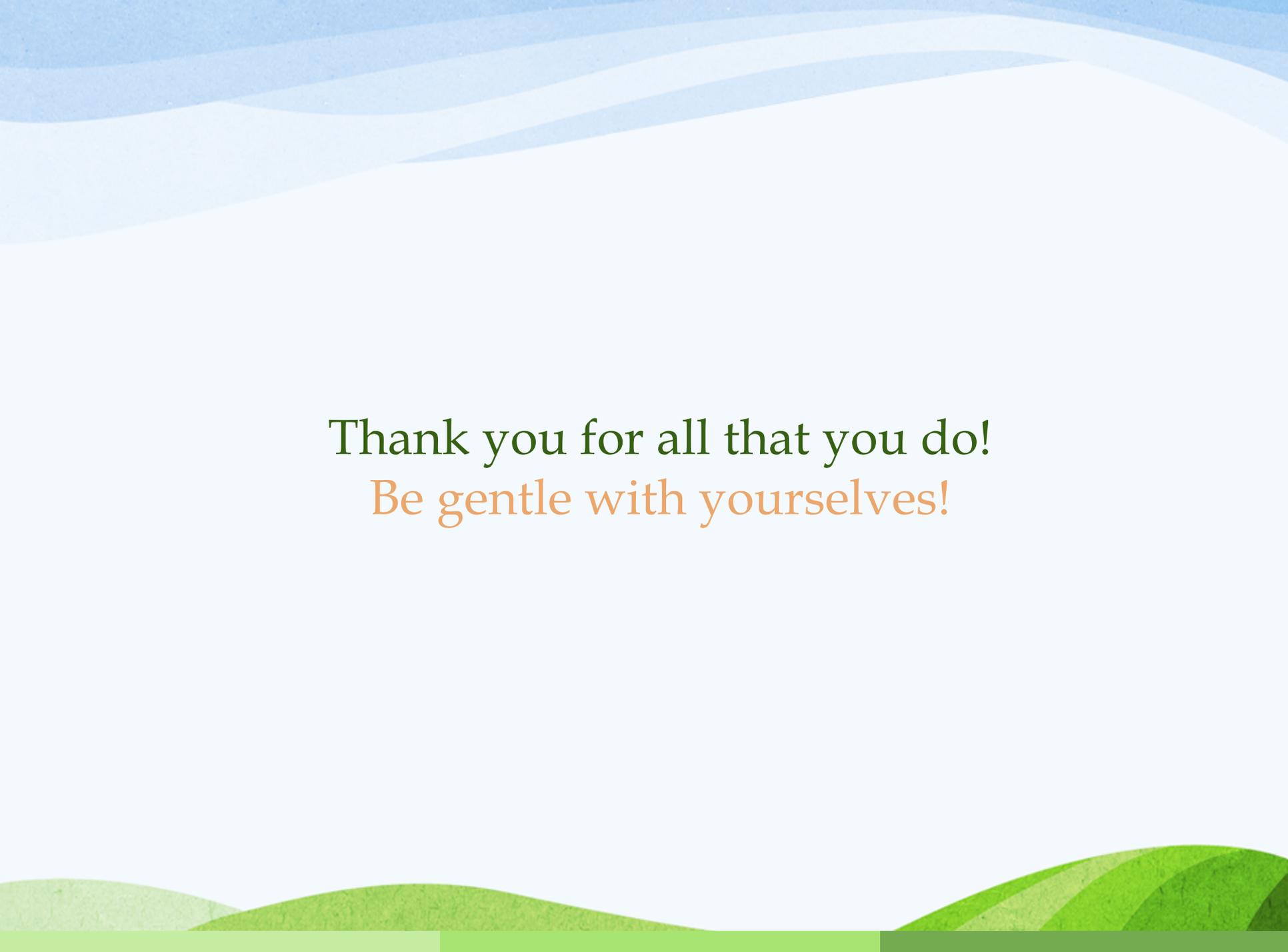


Wrap up and Resources Request

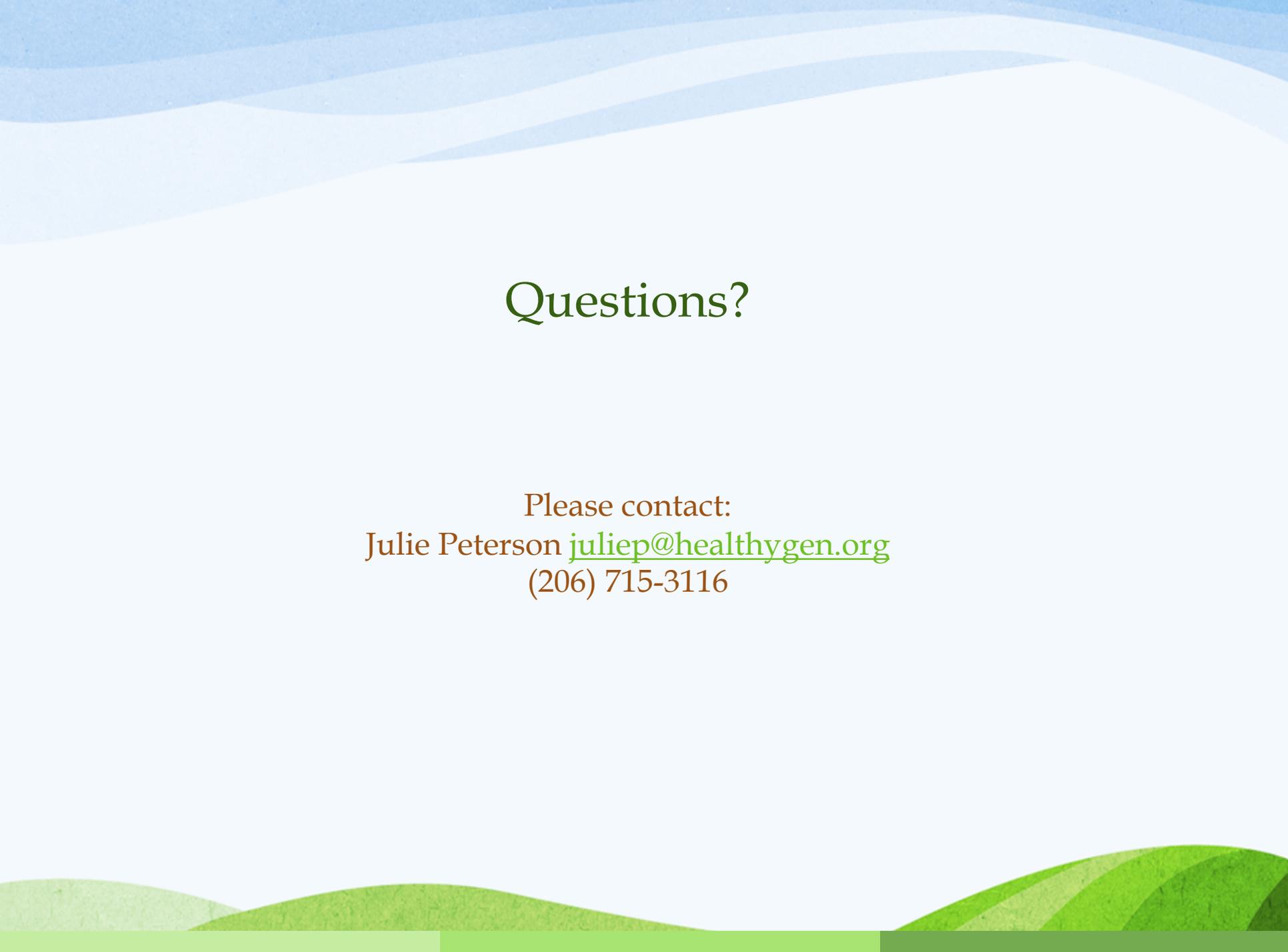


What's next?

Meeting-Monday-May 18th 1:30-3:30
p.m.



Thank you for all that you do!
Be gentle with yourselves!



Questions?

Please contact:
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