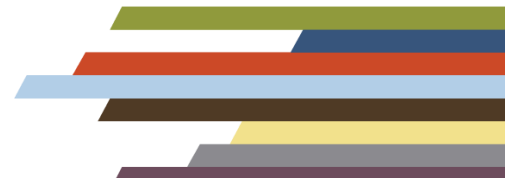


Lobby Poll

What's happening in your community around these substances or behaviors?





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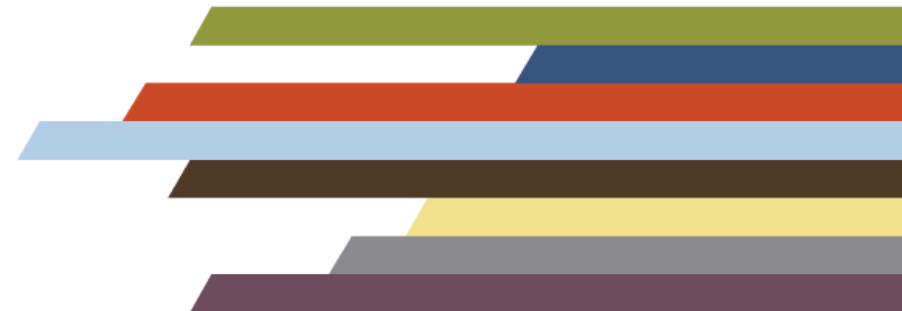
Understanding the Role of Policy in Preventing Substance Misuse: Part 2

Identifying and Implementing Policy Best Practices for Marijuana, Tobacco and Vaping

Tracy Desovich, MPH, CPS, Training and Technical Assistance (TTA) Specialist, Education Development Center (EDC)

Ivy Jones-Turner, MPA, TTA Specialist, EDC

Noreen Burke, MPP, TA Provider, EDC



Technical Information

This webinar is being recorded and archived. Following the webinar, the archived recording will be available to all webinar participants.

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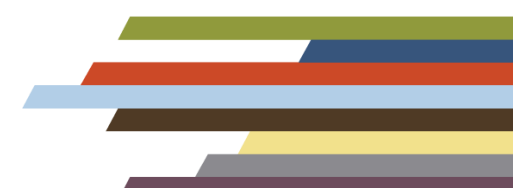
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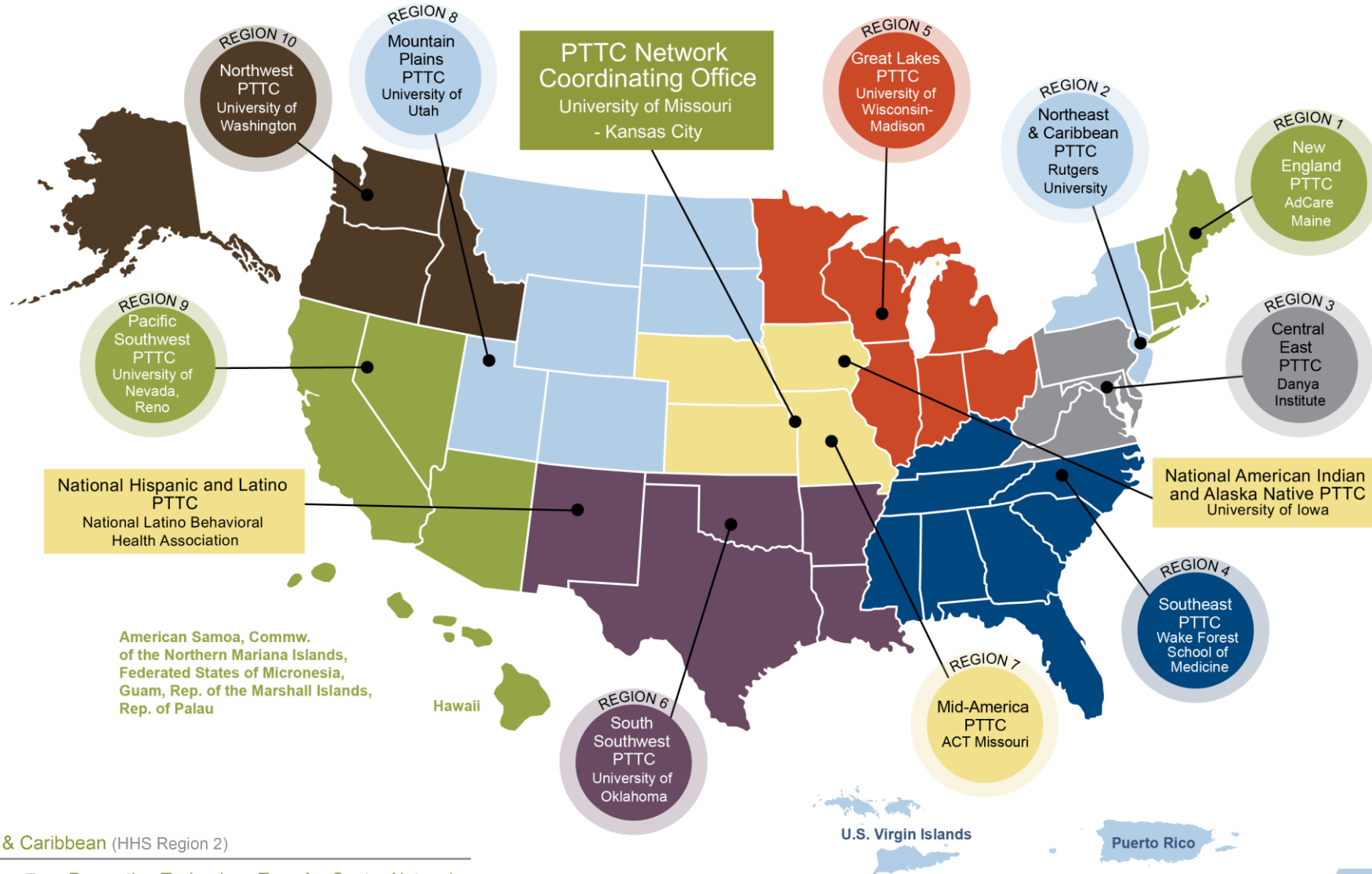




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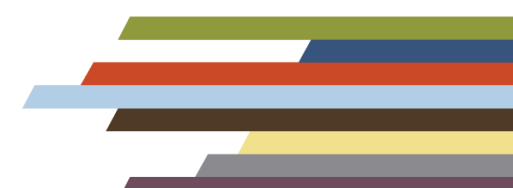
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Facilitator



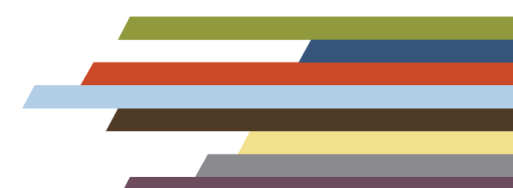
Noreen Burke, MPP
TA Provider, EDC



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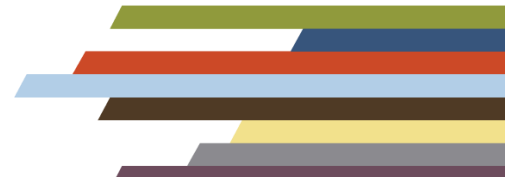
Presenters



Tracy Desovich, MPH, CPS
TTA Specialist, EDC



Ivy Jones-Turner, MPA
T/TA Specialist, EDC



Learning Objectives

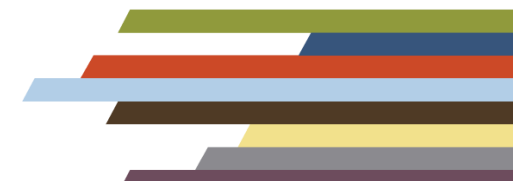
- Identify evidence-based policies to prevent youth substance use/misuse.
- Describe policies on tobacco, marijuana, and vaping in a changing landscape
- Articulate solutions to common challenges associated with policy change efforts.



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Policy Change in Prevention: A Review

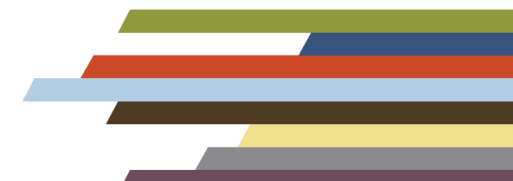
Why Policy?

- Comprehensive, environmental prevention approach focused broadly on community and society
- Creates environment that supports non-use or reductions in use
- Sustainable and efficient
- Responsive to new substances and changing attitudes



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“Policy” vs. “policy”

Policy

- Environmental strategies at the society and community levels
- Written and official; may be voted on by elected/appointed officials
- Broad power of enforcement applies to everyone to ensure adherence

policy

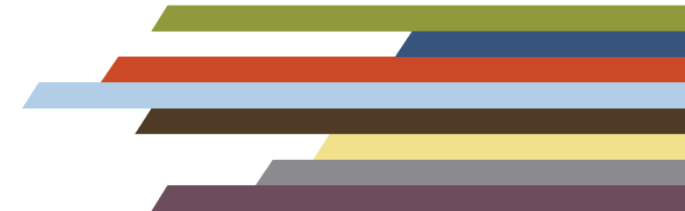
- Environmental strategies at organizational level; principles that guide behavior
- May or may not be written
- Powers of enforcement apply to those within setting/system



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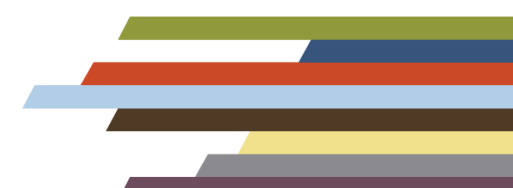
Policy as an Intervention: Logic Model Example



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Selecting Best Practices for Policy as a Strategy

Policy Development Best Practices

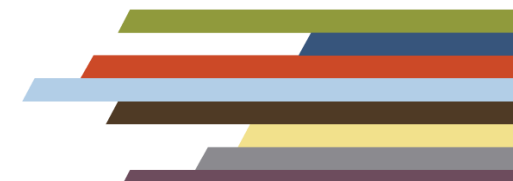
- Identify Risk & Protective Factors
- Assess Readiness & Will
- Collaborative
- Monitor & Evaluate



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Evidence-Based Policy Categories to Prevent Youth Substance Use

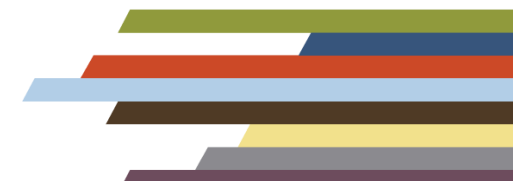
- Retail and social (**Access**)
- Age for purchase (**Access**)
- **Price** or taxes on product
- Limits to **advertising/promotion**
- Media Literacy **education**
- **Enforcement** of laws for sales, where use, advertising



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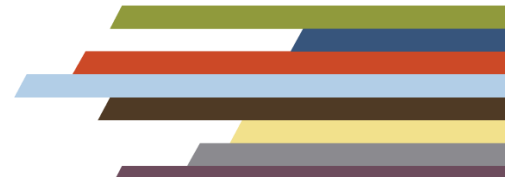
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Tobacco Policies

Poll

- What conditions contribute to youth tobacco use in your community?
- Are there disparities regarding who is most at risk for tobacco use?



Tobacco Use Risk Factors

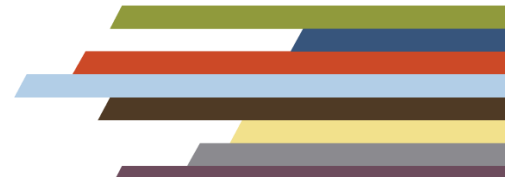
- Having parents, siblings, or friends who smoke
- Exposure/availability
- Older age
- Male gender
- Race/ethnicity
- Lacking a plan to attend college
- Parents who did not attend college
- Having experienced a stressful event



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Tobacco Use Risk Factors & Policy Strategies

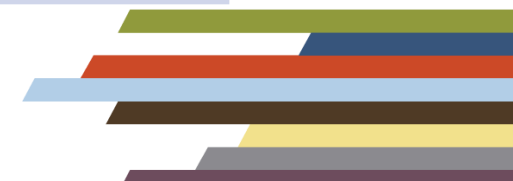
Tobacco Risk Factor	Policies
Availability/Access	Access limits Price increases Location limits on use
Exposure to smokers in social environment (parents, siblings, friends)	Location limits on use Promotion policies
Having experienced a stressful event	Promotion (address individual-, peer-level)



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Common Tobacco Prevention Policies

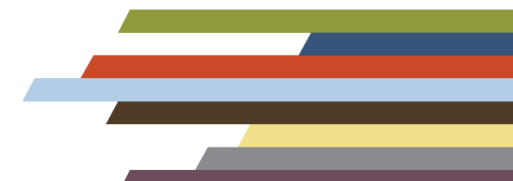
- Minimum age (18, 19, or 21) to purchase
- Location and density restrictions on businesses/sales (licensing requirements)
- Training and enforcement of vendors/servers sales to minors
- Advertising restrictions or bans
- Prohibitions on sponsoring public events
- Enforcement via compliance checks/penalties on sales to youth
- Price/tax rates



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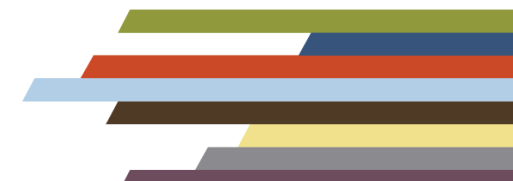
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Tobacco Prevention Policies in Your Community

**What
policies
exist in your
community?**



Examples Across Region 2

Tobacco Free for a Healthy New Jersey

- [Regulating the sale of e-cigarettes & other electronic nicotine delivery systems](#)
- [Restricting the sale of menthol & other flavored tobacco products](#)
- [Implementing content-neutral advertising laws](#)

Recent state laws:

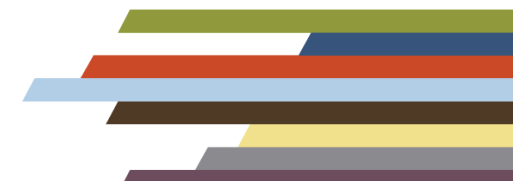
- Tobacco 21: New Jersey and New York
- Prohibit indoor e-cigarette use: Puerto Rico
- Require retail license to sell e-cigarettes: USVI



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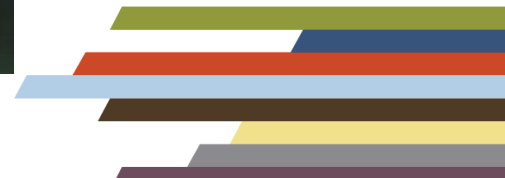
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**Marijuana Policies:
Applying Policies in a Changing
Landscape**

Poll

- What conditions are contributing to youth marijuana use in your community?
- Are there disparities regarding who is most at risk for marijuana use?



Marijuana Risk Factors

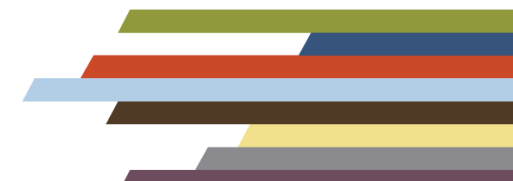
- Perception of positive consequences of marijuana use
- Availability
- Community norms favorable to marijuana use and sensation seeking
- Permissive school-level norms
- Exposure to violence



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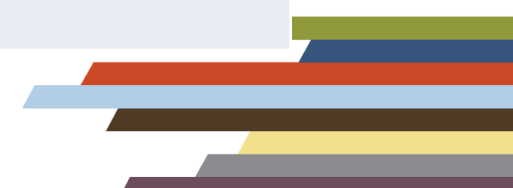
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Marijuana Risk Factors & Policy Strategies

Risk Factor	Policies
Availability	Access limits Price increases Location policies re: availability/access
Community norms favorable to marijuana use and sensation seeking	Promotion policies (anti-promotion) Enforcement
Permissive school-level norms	Enforcement
Exposure to violence	Promotion policies (mental health services access) Enforcement



Common Marijuana Prevention Policies

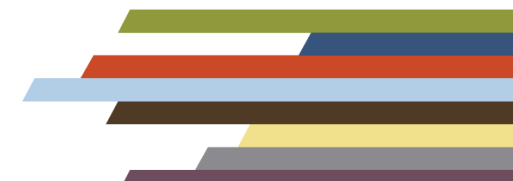
- Age of purchase (21)
- Restricted access (not allowed in retail shops, home storage requirements)
- Price/taxation rates
- Advertising/promotion limits or bans
- Limitations on packaging, labeling, flavors, dosage, and amounts sold
- Enforcement of ban on sales to minors
- Licensing/limitations on retail shop locations, density, and ownership



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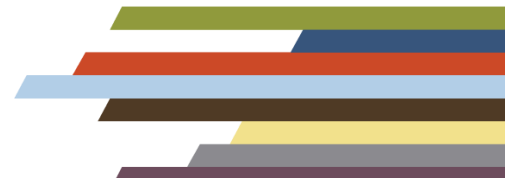
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Marijuana Prevention Policies in Your Community

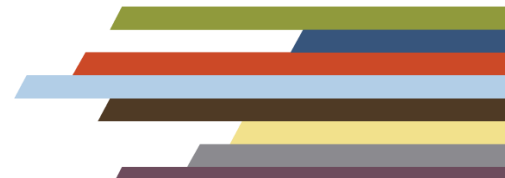
**What
policies
exist in your
community?**



**Vaping Policies:
Applying Policies in a Changing
Landscape**

Poll

- What factors drive youth use of electronic vapor devices in your community?
- How do you know?



Vaping Risk Factors

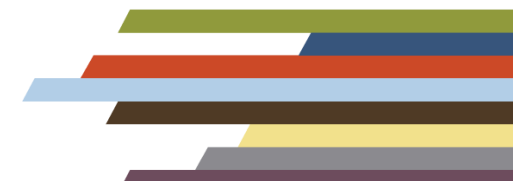
- Tobacco Risk Factors
 - Availability
 - Norm (Level of exposure to smokers in the social environment)
 - Having experienced stressful event
- Marijuana Risk Factors
 - Availability
 - Community norms favorable to marijuana use and sensation seeking
 - Permissive school-level norms
 - Exposure to violence



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Environmental Strategies & Vaping Risk Factors

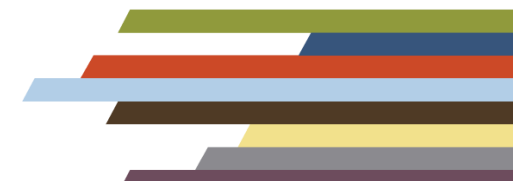
Tobacco Risk Factor	Policies
Availability/Access	Access, Price, Location policies
Level of exposure to smokers in the social environment	Location, Promotion policies
Having experienced stressful event	Promotion (address individual, peer level)

Marijuana Risk Factor	Policies
Availability/Access	Access, Price, Location Policies
Community norms favorable to use	Location, Promotion policies
Exposure to violence	Promotion policies, Enforcement



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Common Vaping Prevention Policies

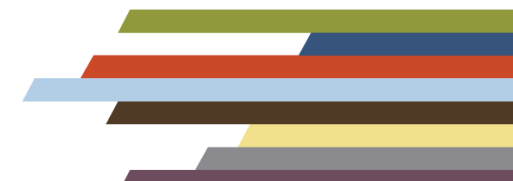
- Age of sales/use of product and related supplies
- Price/taxation rates
- Advertising/promotion limits or bans
- Enforcement of ban on sales to minors
- Licensing/limitations for access to product
- Limitations on location for use (smoke free)



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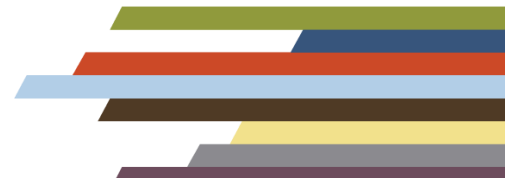
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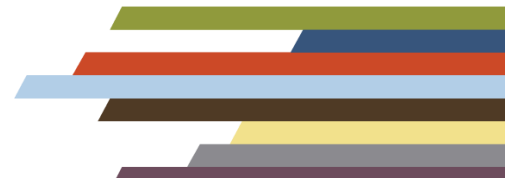
Vaping Prevention Policies in Your Community

**What
policies
exist in your
community?**



Activity: Identifying Policies for Your Community

- What has made your policy successful?
- What challenges have you faced in implementing your policy?
- What might be next steps from today's discussion on policy implementation?



Policy Best Practices

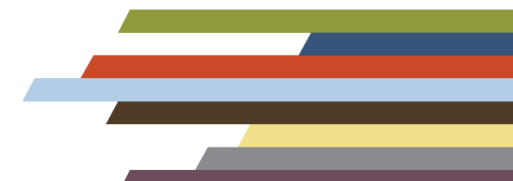
- Identify & Address Risk & Protective Factors
- Focus at community & societal level supports efforts at individual and family/peer levels. Also supports across lifespan/developmental stages
- Use a comprehensive, environmental approach (more effective when combined with other interventions, no single intervention will achieve outcome)
- Build on collaboration and partnership (Assess community readiness, build support, etc.)
- Follows process: development, enactment, implementation, monitoring & enforcement
- Evaluate efforts for process and outcome results



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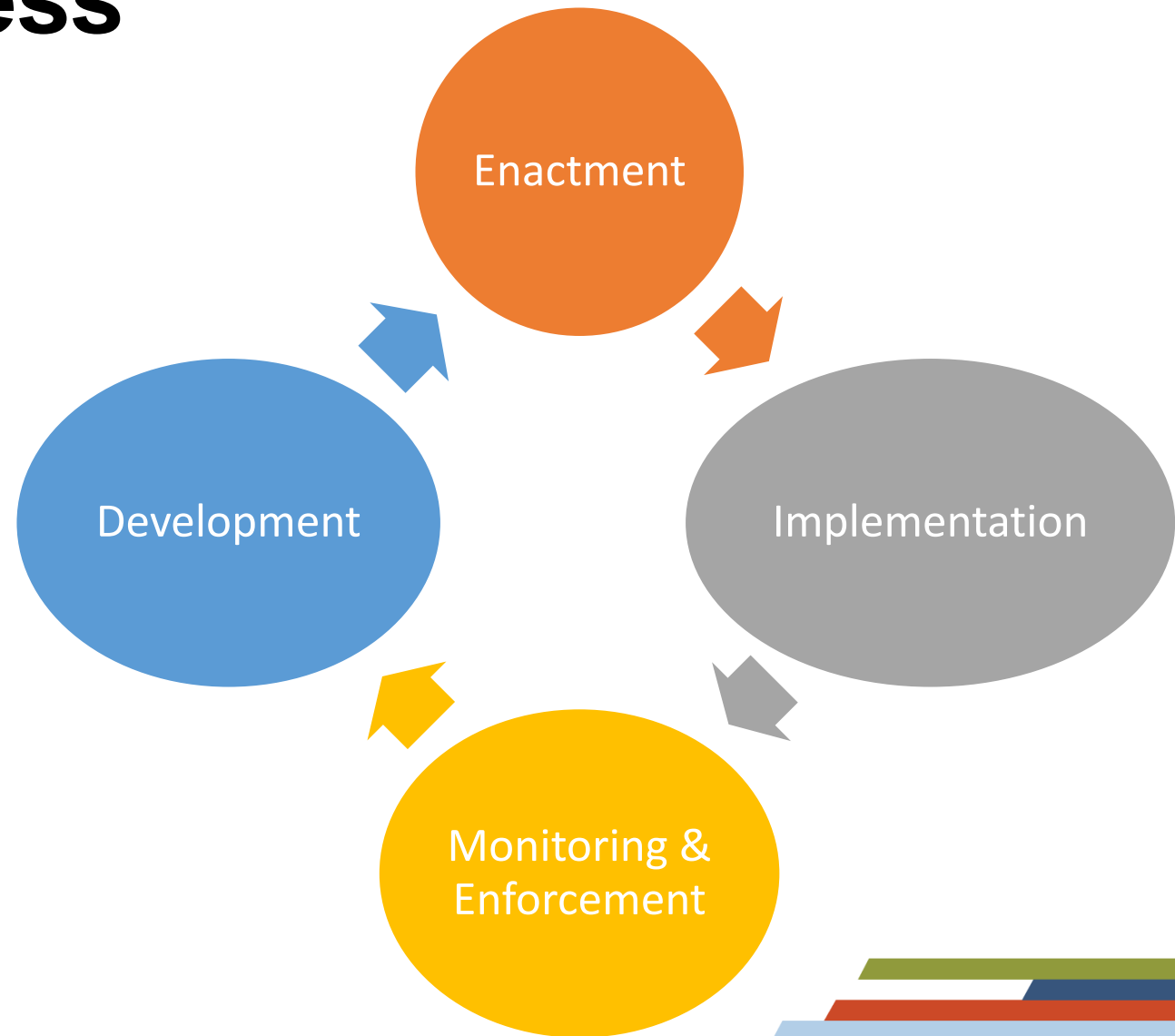
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Policy-Making Process

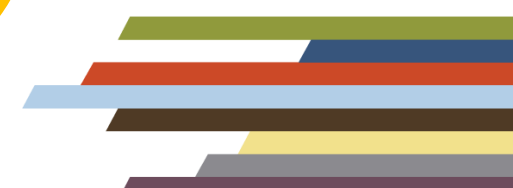
- Development
- Enactment
- Implementation
- Monitoring & Enforcement



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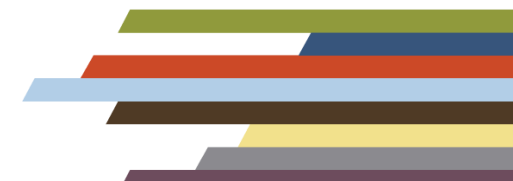
Questions



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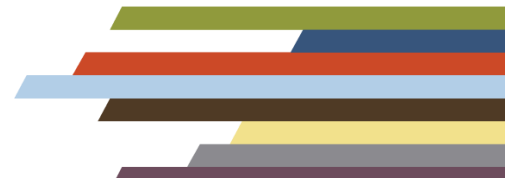
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Next Steps

- List one action you can take in the next month to move your policy change efforts forward.
- What other conversations on policy would you like to have in the future?



Thank you!

Don't hesitate to contact us with questions or comments!

Education Development Center (EDC) Point of Contact:

Jessica Goldberg, MSW, MPH
Training and Technical Assistance Specialist
PTTC, Region 2

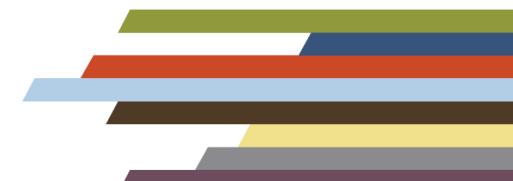
jgoldberg@edc.org



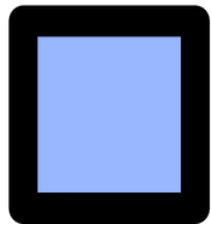
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Evaluation



Please take a few minutes to complete a brief evaluation:

<https://ttc-gpra.org/P?s=113961>

Your feedback is appreciated!

References

1. Honeycutt, S., Leeman, J., McCarthy, W. J., Bastani, R., Carter-Edwards, L., Clark, H., ... & Kegler, M. (2015). Evaluating Policy, Systems, and Environmental Change Interventions: Lessons Learned From CDC's Prevention Research Centers. *Preventing chronic disease*, 12, E174-E174.
2. Decision Support Tools: Preventing Youth Marijuana Use: Factors Associated with Use. Center for the Application of Prevention Technologies. 2017. retrieved from: https://preventionsolutions.edc.org/sites/default/files/attachments/Preventing-Youth-Marijuana-use-Factors-Associated-with-Use_0.pdf
3. Rede. Oregon Policy Change Process Model. retrieved from: https://www.oregon.gov/oha/PH/DISEASES/CONDITIONS/CHRONICDISEASE/HPCDPCONNECTION/Documents/hpcdp_policy_change_model_revision_2.pdf.
4. Rutgers. New Jersey Regional Coalition 3rd Annual Evaluation Report: Key Findings (slides)
5. Marynak, S., Kenemer, B., King, B., Tynan, M., MacNeil, A., Reimels, E., (2017). State Laws Regarding Indoor Public Use, Retail Sales, and Prices of Electronic Cigarettes — U.S. States, Guam, Puerto Rico, and U.S. Virgin Islands, September 30, 2017. *Centers for Disease Control and Prevention*.

