

# Empowering Youth Through Reality Based Education

Presented by the Marijuana Education Initiative



# The Power to Make a Difference

**Do we have it?**

# Parental and Community Norms

Relationship between Marijuana Use and Perceived Parental and Community Norms, Grade 10, 2014



*What does this chart say?*

- Statewide, 10th graders are less likely to use marijuana if they believe their parents think it is wrong for them to use.
- Statewide, 10th graders are less likely to use marijuana if they believe their community thinks it is wrong for them to use.

# Changing the Dialogue



We have to change the conversation from OUR experience of marijuana to THEIR experience of marijuana.

# Major Differences

- Today's youth has come of age in a world of legalized marijuana
- Tobacco, Alcohol and “Drugs”
- Parents need to be able to articulate the differences between youth use and adult use
- Schools must find the balance between educating about the risks of adolescent use while providing safe environment for medicinal needs.

# Self-Efficacy

A person's belief in his or her ability to succeed in a particular situation

# How do we improve youth's self-efficacy around marijuana use prevention?

- Youth are inherently interested in their own immediate world.
- Youth often have questions about marijuana
- Capitalize on youth's interest to improve self-efficacy and empower them with science based information



# Talking To Youth About Marijuana

# Learn The Facts To Teach The Facts

- It starts with adults
- Change the dialogue around marijuana
- Understand the realities of today's youth
- Promote self-efficacy and empower youth with information

# MEI products:

- Impact Awareness (Elementary, Middle and High School)
- Intervention
- Infraction Response
- Athlete Awareness
- Marijuana and the Young Adult
- Parent Guide
- MEI Academy