Empowering Youth Through Reality Based Education

Presented by the Marijuana Education Initiative

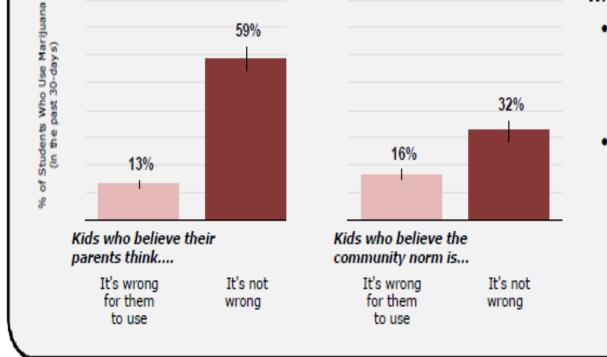


The Power to Make a Difference

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.



Washington HYS results generated at AskHYS.net on 06-01-2015

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 selfefficacy 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 realties 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