

Montgomery County  
Office of Drug & Alcohol



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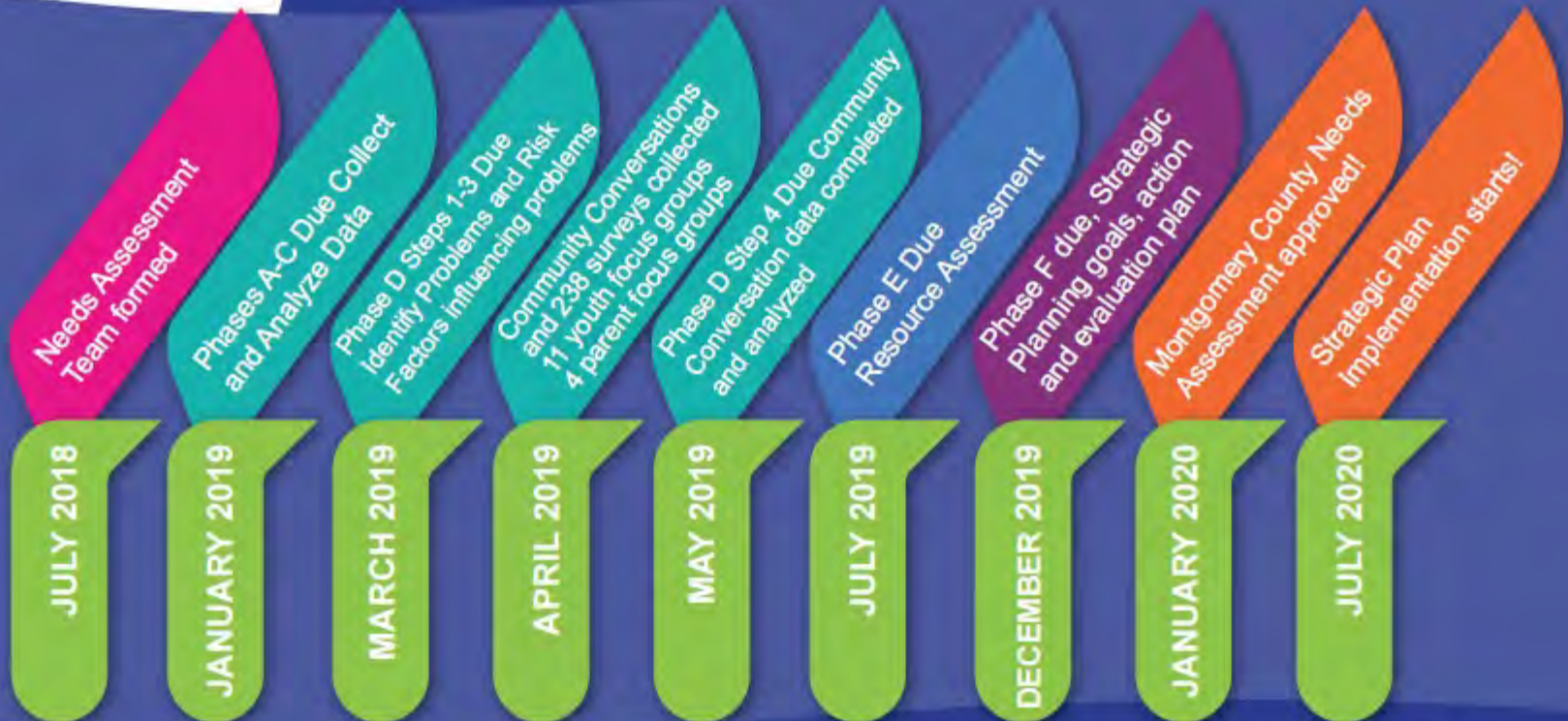
# MONTGOMERY COUNTY DRUG & ALCOHOL PREVENTION

## NEEDS ASSESSMENT & STRATEGIC PLAN

*As prescribed by Pennsylvania Department of Drug and Alcohol Programs:*

The needs assessment and strategic planning process is designed to profile population needs, resources and readiness to address needs and gaps. The process involves the collection and analysis of data to define problems within a geographic area. Assessing resources includes identifying service gaps, assessing cultural competence, and identifying the existing prevention infrastructure in the county. It also involves assessing readiness and leadership to implement programs, strategies, policies and practices. Long term and intermediate goals are set and a plan created to address and evaluate progress towards meeting the goals.

# TIMELINE





# PROCESS OVERVIEW

## WHAT?

### **WHAT ARE THE PROBLEMS?**

Completing this data driven county-wide needs assessment has provided us with a greater understanding of the substances being used/misused, as well as the related social, economic, health and other negative consequences.

## WHY?

### **WHY ARE THE PROBLEMS OCCURRING?**

Data driven discussion has allowed us to identify the specific risk factors most impacting substance misuse within our county.

## WHY HERE?

### **WHY ARE PROBLEMS OCCURRING HERE?**

Additionally, we have engaged key stakeholders in data driven discussion to determine the specific contributing factors that are influencing these behaviors in our county.

## NOW WHAT?

### **WHAT ARE WE DOING ABOUT IT?**

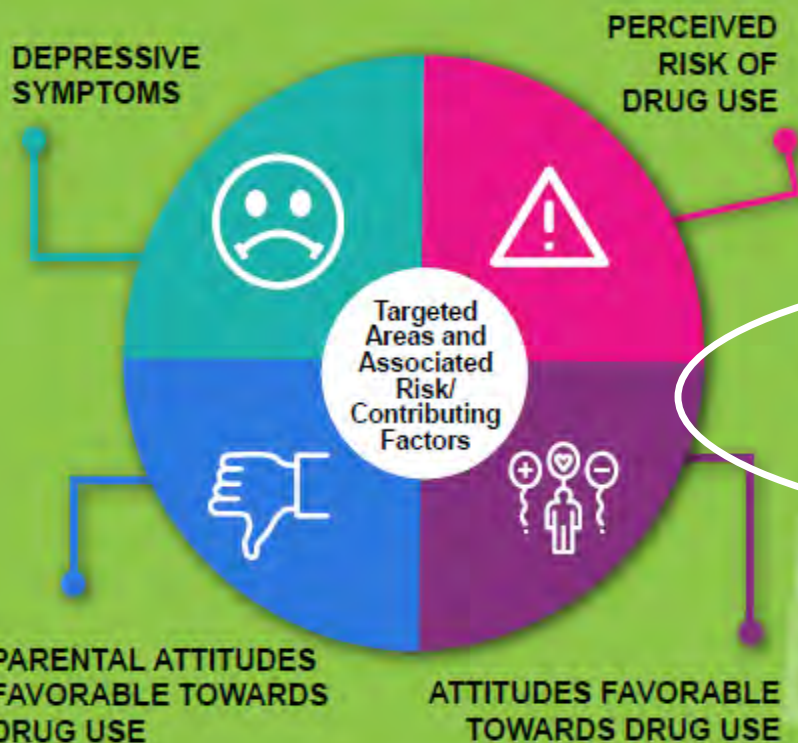
We have identified specific programs, strategies, policies, and practices to influence the identified behaviors and risk factors, created measurable goals around those behaviors and risk factors as well as a plan to evaluate our progress towards our goals.

# DATA DRIVEN

**Engaging in a strategic community conversation process has allowed us to identify specific, localized contributing factors that connect with our Risk/Protective Factors.**  
*The primary data source used is the PA Youth Survey (PAYS).*



# CURRENT PROBLEM AREAS



## PROBLEM AREA 1 YOUTH ALCOHOL USE

We are seeing higher than the state rates of 30 day alcohol use by 8th, 10th, 12th graders which contributes to high juvenile liquor arrests, youth DUI arrests and DUI crashes increasing over time.

## PROBLEM AREA 2 YOUTH MARIJUANA USE

We are seeing higher than the state average of 30 day marijuana use by 10th and 12th graders contributing to juvenile drug arrests.

## PROBLEM AREA 3 YOUTH VAPING

We are concerned about 30 day vaping by 10th and 12th graders which is higher than the state average.



## Phase A - YOUTH CONSUMPTION

[PAYS Web Tool](#)

## YOUTH CONSUMPTION - Early Use

## Early Initiation Drugs - 30 day

	Alcohol	Marijuana	Inhalants	Cigarettes	Smokeless Tobacco	Vaping/E-Cig
County:	17.37	10.3	0.86	2.84	1.19	15.72
State:	17.9	9.65	1.14	5.61	3.48	16.29
County compared to State:	0.97 x less	1.07 x more	0.75 x less	0.51 x less	0.34 x less	0.97 x less
Self-Select "High Risk":		Yes				
6th:	3.16	0.4	1.3	0.16	0.3	1.49
8th:	8.31	3.02	1.1	1.09	1.8	9.43
10th:	21.05	12.96	0.6	2.81	4.2	22.49
12th:	40.56	27.25	0.5	8.13	7.5	32.27

## Early Initiation Drugs - Lifetime

	Alcohol	Marijuana	Inhalants	Cigarettes	Smokeless Tobacco	
County:	40.85	17.07	3.49	8.26	3.2	
State:	43.33	17.72	4.29	14.46	7.64	
County compared to State:	0.94 x less	0.96 x less	0.81 x less	0.57 x less	0.42 x less	
Self-Select "High Risk":						
6th:	16.8	0.71	3.1	1.3	0.3	
8th:	31.99	5.91	3.6	4.45	1	
10th:	49.8	21.65	3.5	8.92	3.8	
12th:	69.5	44	3.8	20.25	8.6	

Early Initiation Drug Notes:

## DATA ENTRY

Using the county PAYS report or the PAYS Web Tool, enter the youth county level consumption data into the appropriate cell(s).

When your county level rates exceed that of the state, the "county/state comparison" will auto-highlight in yellow (lower-risk), orange (moderate-risk) or red (high-risk) on the left. The figure that appears in the "County compared to State" row will indicate how much more or less likely your county is to be experiencing a particular consumption behavior, as compared to the state rate/average.

When your overall county rate/average is of elevated risk as compared to the state, you are required to enter grade level data into the tool to identify the specific grade levels that are most impacting the data. You are also encouraged to look closely at the trends over time.

If your county has very few consumption behaviors above the state average, you have the flexibility to self-select/highlight areas of risk based on your own knowledge and expertise. A good rule of thumb is to start with those consumptions that are highest overall or impacting the most youth overall within your county.

## ADDITIONAL SPACE

Need additional space to add localized data? Use the spaces below to add in relevant data that you would like to review.



# WHY are the problems occurring and why are they occurring HERE?

## PAYS Risk Factors

- Depressive Symptoms
- Parental Attitudes Favorable Towards Drug Use
- Perceived Risk of Drug Use



## PAYS Contributing Factors

- Poor Coping Skills
- Stress
- Normalization of Behavior
- Permissive Parenting
- Low Perceived Risk of Marijuana
- Decriminalized Marijuana
- Medical Marijuana



# Focus Groups

- Mix of surveys and focus groups for youth, parents and adults.

## Youth/Parent Focus Group



**Tuesday, April 16 from 6 to 7:30 pm**

Indian Crest Middle School - 139 Harleysville Pike, Souderton, PA 18964

Incentive: Dinner and a gift card

The Montgomery County Office of Drug and Alcohol is seeking input from parents and their kids ages 10-18 years old.

We would like your participation in a guided discussion on topics such as:

- vaping
- cannabis use
- risky behaviors
- social media

The information gathered will shape the services offered in Montgomery County and assist with filling gaps in service areas. Help us keep our youth safe and healthy!

Your feedback is valuable to this process! Please consider joining us!

# Youth Marijuana Use

## Students Report:

- Peers smoke marijuana both alone and in casual groups or another “social situation”
- Identify a number of locations where peers may smoke, including at the park, at home, “in the woods”, “walking down the street”, or at a party
- Peers have driven a car after smoking marijuana – more common than driving after drinking alcohol because it is “more acceptable” and “people wouldn’t see it as a big deal”
- Consequences for being caught smoking vary from parent to parent

## Parents Report:

- They do not allow marijuana use by their children at all, but that this is hard to enforce
- It is not allowed because it is illegal, but complicated because of family use
- Explaining how important marijuana can be for medicinal purposes and the potential for abuse as a prescription drug, just like other prescription drugs





# What resources already exist?

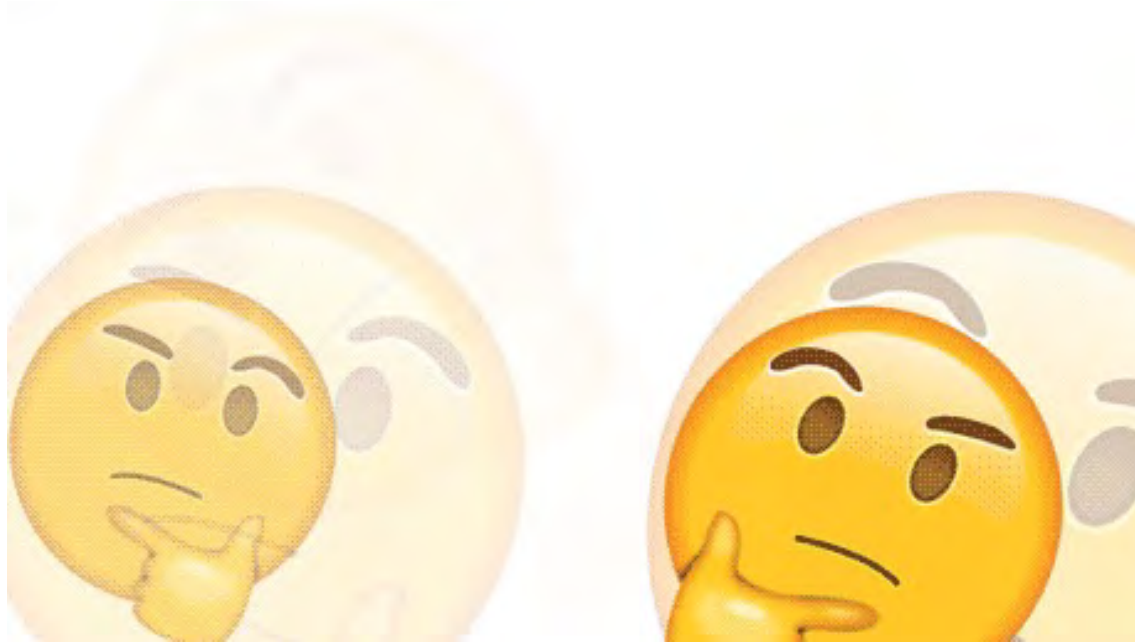
Step 1 - What prevention programs, practices or services are available within your county related to problem #2?

PROBLEM #2:					
We are seeing higher than the state average of 30 day marijuana use by 10th and 12th graders contributing to juvenile drug arrests.					
Prioritized RISK/PROTECTIVE FACTOR(s)	Name of Program/Practice/Service	Optional Description of Program/Practice/Service	Implementing Agency	CONTRIBUTING FACTOR(s) Impacted	
Parental Attitudes Favorable Towards Anti Social Behavior	2	Guiding Good Choices	The premier, research-based drug- and	Merakey, CVCA	Normalization of behavior, permissive
	3	Triple P	Triple P gives parents simple and practical	Family Services	Normalization of behavior, permissive
	4	Strengthening Families	The Strengthening Families Program: For	Family Services	Normalization of behavior, permissive
	5	Mock Teen Bedroom	The Mock Teen Bedroom is an adults-only,	Be a Part of the Conversation, Center for	Permissive Parenting
	6	Nurse Family Partnership	NFP empowers first time moms to transform	Einstein Hospital	Normalization of behavior, permissive
	7	Communities That Care	Communities That Care (CTC) is an	Family Services, CAST, Souderton	Normalization of behavior, permissive
	8				
	9				
	10				
	11				
	12				



# SMART Goals & Action Planning

*What are we going to do?*



Youth  
Marijuana  
Prevention  
Project





# Be a Part of the Conversation <sup>SM</sup>



a focus on  
*Community*  
Since 2011

# Youth Marijuana Prevention Project



5-Year Initiative

2019 to 2024

[conversation.zone/ympp](https://conversation.zone/ympp)

# Community Events

Be a Part of the  **Conversation** presents



## Lessons Learned *from Colorado*



a Conversation with Ben Cort



concentrates 710 medicinal decriminalize  
honeycomb marijuana  
shatter weed  
wax 420 THC  
rig oil budder  
CBD BHO edibles  
dabs BHO vaping  
recreational

**cannabis**  
(it's complicated,  
especially for kids!)



# District Court Judges



# Continuing Education

## Effective Techniques for Clients Using Cannabis

2 CE  
hours

for PA Psychology,  
LSW/LCSW, LPC,  
& LMFT



& how to talk with families



# PASNAP Conference

Pennsylvania Association of School Nurses & Practitioners





# PA Changemakers



with Gillian Schauer, PhD, MPH

Executive Director, Cannabis Regulators Association (CANNRA)

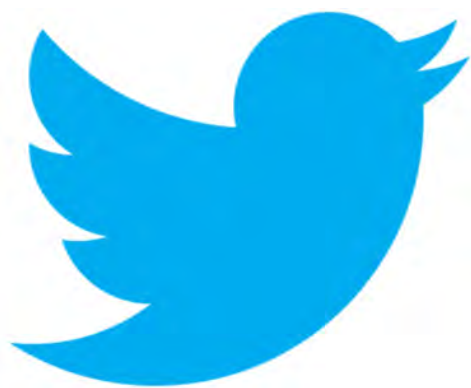
- ✓ Elected Officials
- ✓ Business Owners
- ✓ School Administrators
- ✓ Law Enforcement Officials
- ✓ Community Leaders
- ✓ Changemakers

# Who Knew?

## Media Campaign



Real conversations.  
Real people.  
Real answers.







# Need to Know: Marijuana & Kids

Myths, Misinformation and Managing the  
Conversation with Students

[conversation.zone/needtoknow](https://conversation.zone/needtoknow)

# Need to Know: Marijuana & Kids

## Myths, Misinformation and Managing the Conversation with Students

This page provides materials and supportive information associated with the September 19, 2022 training for Montgomery County prevention providers.



[conversation.zone/needtoknow](https://conversation.zone/needtoknow)

The 3-hour online training was open to all Montgomery County K through 12 educators, including:

- ✓ Health and P.E. Teachers
  - ✓ SAP Team Members
- ✓ Student Assistance Program (SAP) Providers
  - ✓ School Counselors
  - ✓ School Nurses
- ✓ School Administrators



# Curriculum for:

- ✓ 5<sup>th</sup> Graders
- ✓ Middle School
- ✓ High School







# Instructors' Handbook 2022/2023



Be a Part of the  
**Conversation.**



# Need to Know: Marijuana & Kids | Curriculum Scope

## Myths, Misinformation and Managing the Conversation with Students

### 5th & 6th Grade Curriculum

#### Lesson 1

This lesson provides a fundamental understanding of what addiction is, the difference between drugs and medication, the very basics of marijuana, and the difference between adult use and use by young people.

- Basics of Addiction
- Medication use vs. Substance use
- Adult use vs. use by adolescents
- Marijuana Basics



### Middle School Curriculum

#### Lesson 1: Marijuana Basics

This lesson asks students to think critically about where they receive information about marijuana, basic information on the marijuana plant, and actual student use rates of marijuana based on PAYS results.

- Media Literacy
- What is THC vs CBD?
- Eating vs. Inhaling Marijuana
- Actual Student Use rates of Marijuana.

#### Lesson 2: Marijuana and the Brain

This lesson focuses on the impact marijuana has on the teen brain, what the difference is between adult and teen use, how marijuana impacts: memory, motivation, maturity and motor skills and the importance of delaying use to reduce risk of marijuana dependence.

- Dopamine and the developing teen brain
- Adult use vs. teen use
- Negative consequences of use
- Postponing use

#### Lesson 3: Marijuana and Our Health

This lesson looks at the impact that marijuana can have on physical and mental health. It details the consequences of use associated with the respiratory and reproductive systems, impact on individual's mental health and potential for developing addiction to marijuana.

- Impact on the body
- Adolescent development
- Marijuana addiction

#### Lesson 4: Staying Healthy and Refusal Skills

This lesson focuses on the importance of physical, mental and spiritual wellness and learning skills to make the choice to delay use of marijuana.

- Staying healthy
- Wellness
- Stress & healthy coping skills
- Refusal skills





## Lesson 1: Marijuana 101

Lesson 1 focuses on common myths about marijuana, drug fundamentals, the evolution of the drug, high potency rates, PAYS results, and national youth use rates.

- Marijuana 101
- Evolution of marijuana
- Marijuana youth use rates

## Lesson 2: Marijuana and the Developing Brain

This lesson covers marijuana's impact on the developing brain, how it impacts memory, motivation, maturity and motor skills, and the importance of delaying use.

- The developing teenage brain
- The 4 M's
- Why teens should consider postponing use of marijuana

## Lesson 3: Marijuana and Our Health

In Lesson 3 students will learn about the 360 degree impact marijuana can have on an individual's health. Specifically what marijuana does to other regions of the body, its impact on mental health and what marijuana addiction looks like.

- Impact on health and wellness
- Adolescent development
- Marijuana addiction
- Marijuana and psychosis

## Lesson 4: Marijuana and Media Literacy

In lesson 4 students will learn about the relationship between marijuana and the media, how to locate credible sources and participate in a group activity.

- Media literacy
- Marijuana in the news
- Researching credible sources

## Lesson 5:

Lesson 5 reviews the ways students can manage stress, what goes into developing a sense of self and making choices that will empower students to stay healthy. Students will also discuss ways in which they can support their peers

- Staying Healthy
- Managing Stress
- Helping Others
- Asking for help



Part of the 2019 - 2024 *Youth Marijuana Prevention Project*

