



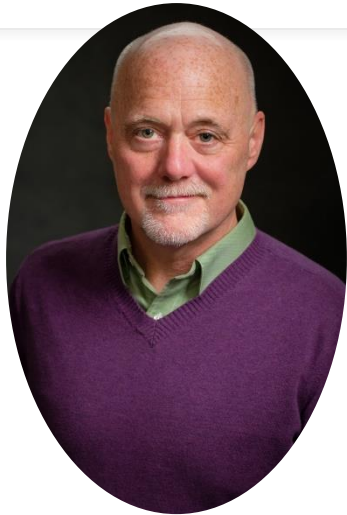
Translating prevention research into policy

Strategies & tools for educating decisionmakers to
promote community health and wellbeing

Washington State Prevention Summit

November 8, 2022

Welcome and Hello!



Kevin Haggerty

Co-chair, WA State Prevention
Research Sub-Committee
Co-lead, Northwest Prevention
Technology Transfer Center
Professor Emeritus,
University of Washington School
of Social Work
haggerty@uw.edu



Northwest (HHS Region 10)

PTTC Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration



WASHINGTON STATE
UNIVERSITY



Brittany Cooper

Co-chair, WA State Prevention
Research Sub-Committee
Co-lead, Northwest Prevention
Technology Transfer Center
Associate Professor,
Human Development, Washington
State University
brittany.cooper@wsu.edu

Today's Agenda

Introduce you to the Washington State Prevention Research Subcommittee (PRSC) & describe how you can get involved.

Share one example from the PRSC of a collaborative effort to develop research briefs to educate local and state decisionmakers.

Brainstorm ways you can use the research briefs to support your work educating decisionmakers about effective prevention practice & policy.

A blurred background of a sunset or sunrise over a landscape, with a hand visible in the foreground. The text "But first, let's warm-up." is overlaid in white.

But first, let's warm-up.

Introducing the WA State Prevention Research Subcommittee (PRSC)

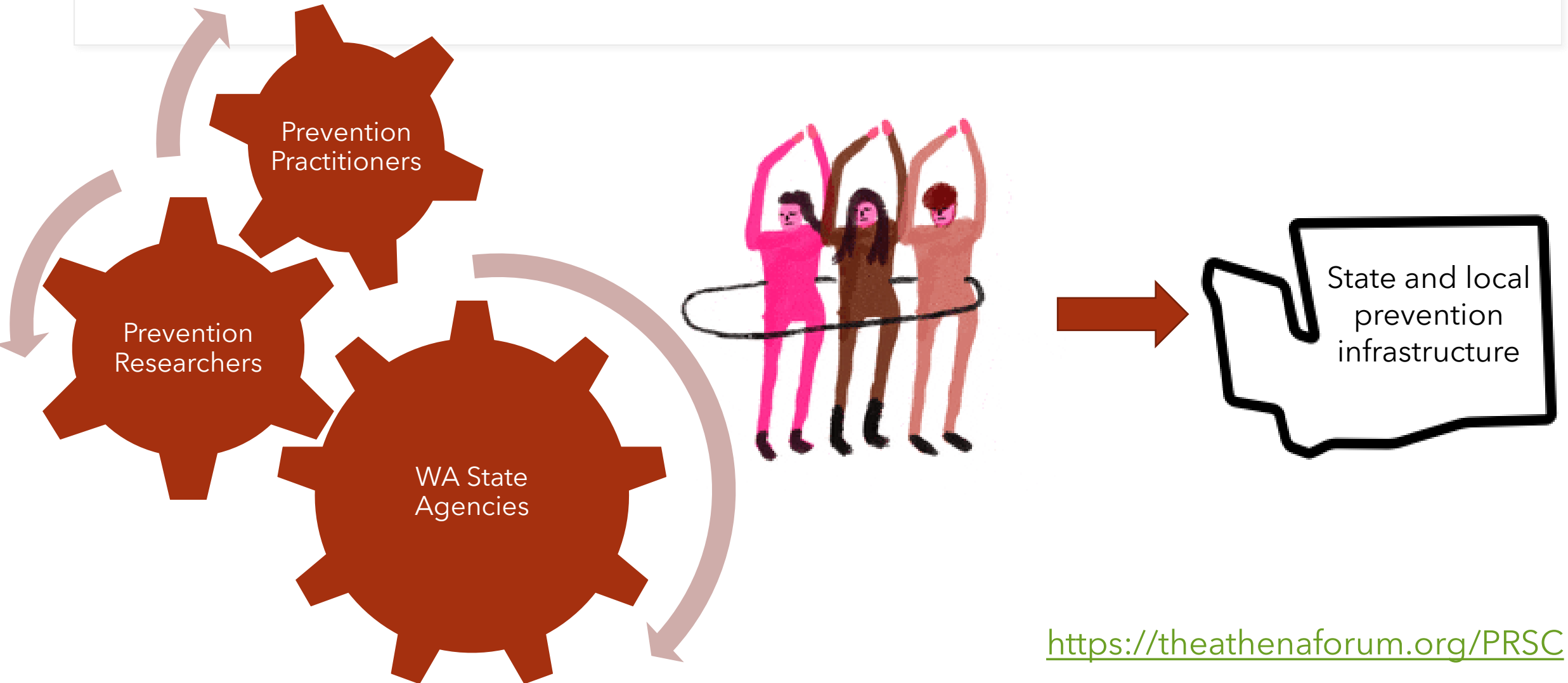


What is the PRSC?

<https://theathenaforum.org/PRSC>

- The PRSC is hosted by HCA DBHR and meets quarterly to provide a forum for prevention researchers, policymakers, and practitioners to identify and address emerging and evolving substance use disorder prevention and mental health promotion service and research needs in Washington State by:
 - Supporting evaluation of prevention services
 - Assisting in defining evidence-based criteria
 - Advocating for prevention funding
 - Establishing collaborations to initiate new and share existing research
 - Promoting implementation science through collaborative knowledge exchange

The PRSC has been described as a 'collaborative dance' aimed at enhancing prevention infrastructure.



Why are we all invested in the PRSC?



Washington State Prevention Research Sub-Committee Meeting in March 2021



Why are we all invested in the PRSC?

In our experience this 'collaborative dance' works well because...

- DBHR's work is in alignment with PRSC's interest of translating research into action.
- Real-world implementation and evaluation is meaningful to prevention researchers.
- DBHR provides programmatic lens including through the prevention services advisory workgroup and consultation with prevention providers who have their "boots on the ground."
- Collaboration allows DBHR the ability to make state-wide policy decisions, guide the prevention system, and target limited resources.

PRSC Meetings

- Quarterly: March, June, Sept, Dec
- Via Zoom, 3 ½ hours (with lunch break)
- Group-informed themes
- Invited speakers
- Opportunity for shared learning, discussion, & networking

To join the PRSC email list, contact:
Patricia Gomez pagomez@uw.edu

Theme: Community Resilience

AGENDA

10:00 -10:15	Welcome & Introductions
10:15 – 10:30	Impromptu Networking
10:30 – 11:15 (45 minutes)	Community Prevention Wellness Initiative (CPWI) Evaluation Update 10:30-10:45 WSU presentation on evaluation results 10:45-11:00 Community partner(s) present on their CPWI community progress <ul style="list-style-type: none">• Successes, challenges, lessons learned 11:00-11:15 Discussion Gitanjali Shrestha, PhD and Team, WSU Joseph Neigel, CPWI Coalition Coordinator, Monroe Public Schools
11:15 – 12:00 (45 minutes)	The FORE Project <i>Northwest Center for Family Support: Building Statewide Capacity to Implement Evidence-Based Interventions in Families with Opioid Use Disorder</i> <ul style="list-style-type: none">• Project update• Questions and discussion Margaret Kuklinski, PhD and Jim Leighty, LICSW SDRG
12:00-12:30	Lunch Break
12:30 -1:00 (30 minutes)	Research Briefs – discussion/progress reports <ul style="list-style-type: none">• Health disparities (Brittany)• Maintaining a regulated market (Kevin)• Balancing industry & public health– request volunteers for workgroup on this one
1:00 – 1:15	Round Robin
1:15 – 1:30	Next Meeting: Topics and Dates <ul style="list-style-type: none">• December 1, 2022 (1st Thursday)• Next steps on research briefs

Examples of PRSC Statewide Initiatives

- Washington State Young Adult Health Survey (YAHS)
- COVID Student Survey (CSS)
- Evidence-Based Program Directory Project
- High THC Cannabis Research Consensus Statement
- ***Research Briefs (focus of today's presentation)***

Research Briefs

Location Matters: Access, Availability, and Density of Substance Retailers
Protective Youth from the Harmful Effects of Alcohol, Cannabis & Nicotine Marketing & Promotion
Smart Investment: Costs & Benefits of Substance Use Prevention and Behavioral Health Promotion

And...four other briefs are in the works!

<https://pttcnetwork.org/centers/northwest-pttc/news/research-briefs>



Research Briefs: The Need

- DBHR identified topics related to current or upcoming legislation that would benefit from research-based information.
- PRSC chairs were tasked with forming research brief workgroups for each topic.

Research Briefs: The Results



Location Matters: Access, Availability, and Density of Substance Retailers

Policies that limit youth access to substances foster healthier youth.

Why It Matters?

Youths' substance use increases when they are more able to obtain alcohol, commercial tobacco, and cannabis. The earlier youth initiate use, the more likely they will experience neurological problems and/or develop a substance misuse disorder as an adult.

Washington can help delay youth substance use initiation by limiting access, availability, and density of substances.

Most Vulnerable Are Most At Risk

Access and proximity don't work the same for everyone. Those at greatest risk (e.g., youth from lower income families)³ and those most vulnerable (e.g., youth of color) are more likely to increase use as substances become more available.⁸



COVID-19 prompted relaxation of some alcohol regulations, allowing curbside pick-up and home delivery, including use of app technology to obtain alcohol. ID checks are not consistently practiced for home deliveries.

Access, Availability, Use and Related Harms

Accessibility: proximity to retailers
Availability: the number of retailers
Density: the number of retailers per square mile

The number of licensed commercial tobacco retailers is high in Washington State.

The number of alcohol delivery and curbside pickup locations is increasing, especially in areas where ID checks are less common.

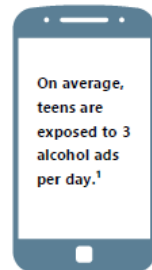
Increasing the number of substance retailers in Washington State is related to youth traffic crashes, department visits and higher treatment rates.



Goal: Protecting Youth from the Harmful Effects of Alcohol, Cannabis, and Commercial Tobacco (Nicotine) Marketing and Promotion

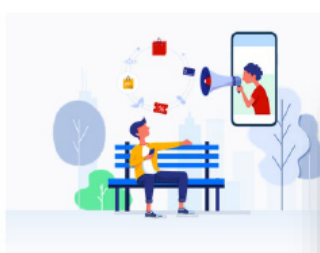
Because underage youth are frequently exposed to alcohol, cannabis, and tobacco promotion and marketing

Why It Matters



- Most youth exposure is through outdoor advertisement, social media, and television.¹⁻³ Billboards and radio advertisements are especially influential in rural areas.
- Underage exposure to alcohol, cannabis, and tobacco marketing increases the risk of early use.^{4,5} The earlier youth begin use, the more likely they will develop a substance misuse disorder as an adult.^{6,7}

- Advertisements and social media content normalize substance use which can lead to increased use. The greater the exposure to marketing, the more likely that youth are going to start use early, use more, and engage in risky use.^{3,4,8-15}



Smart Investment: Costs and Benefits of Substance Use Prevention and Behavioral Health Promotion

We can improve the lives of young people, their families, and communities – and save money – by investing in effective prevention.

Why It Matters

Every year, early substance use and mental health problems affect far too many people younger than age 21 in Washington State.¹

The most frequent cannabis-related marketing violations in Washington State occur in public spaces such as sidewalks and billboards.²²



In the past month, 1 in 5 high school students:

- Drank alcohol
- Used e-cigarette or vaping products



2 in 5 tenth-graders felt so sad or hopeless that they stopped doing their usual activities.




These problems have a human toll in pain and suffering, and school, work, and leisure time lost to treatment services. They also have a statewide financial toll.

Treatment costs alone cost Washington State \$415,370,973 each year.¹⁴ Juvenile justice costs \$2,756,887,000.¹⁵

These costs can be reduced if greater investments are made 'up stream' in effective and cost-beneficial prevention programs that keep young people healthy and away from choices that may lead to harms.

Substance use and mental health problems in Washington's young people can be reduced through high-quality delivery of effective prevention programs and policies.

More than 70 prevention programs have been shown in high-quality research studies to reduce problems like



Location Matters: 3 Key Messages

1. Access, availability, and density of substance retailers increase youth use and related harms.
2. Youth from lower income families and youth of color are more likely to be affected.
3. Policies that limit youth access foster healthier environments and healthier youth (5 strategies: place-based, policy enforcement, product-based, pricing, prevention programs).

Marketing & Promotion: 3 Key Messages

1. Underage youth are frequently exposed to alcohol, cannabis and tobacco marketing – more exposure is associated with greater substance use.
2. Youth from lower income families, youth of color, and gender minority youth are disproportionately targeted.
3. Current marketing regulations are not enough – we must hold industries accountable and develop more comprehensive policies covering wide variety of advertising mediums (e.g, TV, print, social media).



Smart Investment: 3 Key Messages

1. Early substance use and mental health problems are costly to youth, families, and society.
2. Research supports effectiveness of upstream prevention and promotion efforts & many produce economic benefits that exceed the costs of offering them.
3. We should dedicate funds to support proven-effective prevention, especially in high need communities.



Additional Briefs in the Works

- Youth mental health promotion
- Disparities in affects of substance retailer locations & marketing (youth of color, low-income youth, gender minority youth)
- Pricing of legal cannabis
- A well-regulated cannabis market

How can you use these
research briefs in your
work?



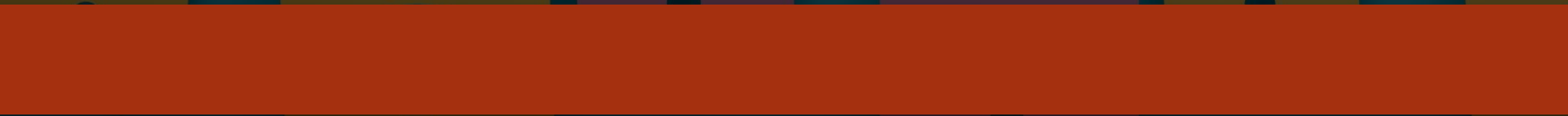
15% Solutions Activity

<https://www.liberatingstructures.com/7-15-solutions/>

- **Goal:** To apply what you've learned today and identify actions (however small) you can do now.
- **Question:** What is your 15%? What can you do (without more resources) with these research briefs to educate your local decisionmakers about effective policy and practice?
- **Structure:**
 - 1) Make your own list of "15% solutions" (3 minutes)
 - 2) Breakout rooms of 2-3: share your list & receive group consultation (10 mins)
 - 3) Come back to the main room to share highlights & themes (5 mins)



Questions or
Comments?





A Few Tips on Preparing

- Write out your story
- Begin with a story
 - Support person first language, compassion, kindness
- Find places where we can all agree
 - "I think we can all agree that.."
- Be clear about your ask or request.
 - I'm here to ask you to XXX.
- Make sure you are clear about what prevention is.
- Make it short. Try for 2-5 minutes. Five minutes max.
- Practice, practice, practice



A Few Tips on Making Your Pitch

- Take deep breaths
- Use your notes when necessary
- Avoid rushing, speak deliberately with purpose
- Keep time—don't go over unless you are invited